HEALTH TALKS-M'LISS CONSIDERS THE AD WOMEN-HOUSEHOLD HELPS-QUERIES

GO TO AD WOMAN AND LEARN OF HER WAYS, SAYS M'LISS

Her Maxim Is "Put Your Best Goods in Your Show Window," and She Has Reaped Rich Reward From So Doing

I have met women engaged in all sorts of remunerative pursuits, but I believe there is no class of women from whome the woman who wants to succeed in the mmercial world can better take pointers than from the successful advertising

Early in her career she sees the value of advertising, how by clever wording and carefully considered bringing out of good points and high lights thousands of dollars can be made on an article of goods and how also sales can be ruined and much money lost by Inept attempts to ad-

If it pays to advertise one's goods in the right way, it likewise pays to advertise oneself in the right way. Ask any advertising woman.

I remember several years ago a young man who began life at the very bottom of the ladder and was elected president of one of the biggest telegraph companies in the world. In an interview he gave his opinion of why so many men fall.

"I believe many men who fail," he said, "lose through lack of putting their best goods in their show window. The window itself is of little importance; the goods in it and their arrangement are of paramount importance. If a man's best goods are not in his show window how is the world to know that he possesses

The time was when the word "pusher" was used to describe a most obnoxious type of humanity. It did a woman no good, or a man either for that matter, to have it said of him that he was a pusher. Now the one who has push is

BUSINESS women of Philadelphia will a desirable person for any firm to have an opportunity this week of ob- employ. Indeed, if one hasn't push it is serving at close range and of making the very hard to get anywhere at all. The acquaintance of one of the finest set of reason the advertising woman is one of omen in one of the livellest fields of ac- the highest paid women working today tivity open to the feminine sex. I refer to is because, having seen the result of pushing her firm's goods, she has applied the same tactics to pushing herself.

To put your best goods in your show rindow, however, is not to be construed to mean that a large order of bluff will get one anywhere. There's a vast difference between bluff and aggressiveness based on the consciousness that you can deliver the goods.

Many women who have excellent capabilities fall down because of either an Inherent dislike to push themselves to the front (women having been relegated to the background for so long a time) or because of a mistaken idea that modesty will win. They haven't the faculty of putting their best points across, while others with only one-half the capability of some of the retiring ones elevate themselves rungs ahead because, believing in themselves, they expect others to believe in them also.

It is not necessary to toady; it is not even necessary to ingratiate oneself with the powers that be in order to gain recognition of one's merit. I never saw the toady yet who was a real success. What is of prime, importance is first of all to know your good points and then to let others know them.

This does not mean that a boasting manner, an air of large braggadocio, will get one anywhere. It simply means that if you grasp every opportunity to display your ability; if you welcome hard work and leap at every chance to show your good points, you will not be passed byproviding, of course, that you have some good points to show, Let us emulate the ad woman and ad

vertise ourselves as well as our goods.

Letters to the Editor of the Woman's Page Address all communications to M'Liss, care of the Evening Ledger, Write on one side of the paper only,

Dear M'Liss—You ask: Has every woman had one chance to marry? I almost had a few years are. A young man who paid a sreat deal of attention to me and who was very fond of music seemed on the verge of proposine on evening. I was sitting at the plane, letting my hands die over the keys.

"Play something, dear," he said.
I thought the moment of popping the question had surely come and I started softly on the Fifth Nocturns.

eturna.

It manner changed abruptly. 'Don't play Hat,' he said crossly, and soon he left me. has been cold ever since. What would you we done?' CORA.

Tried Schubert's Serenade, I suppose.
At any rate, you proved conclusively that
music is not always the food of love, eh? . . .

Dear M'Liss—The latest is, ''Did you hid your sweetheart good-bye before going away to war?' It is said in a half jested, half meant manner, but only those who have a real sweetheart whom they love and who probably may before another day, or a week, or a month, be called to serve his country, know and understand. Only those who are concerned feel it keenly. The others merely observe and often pity.

But at the present time there are others than those who so away to prepare to fight who leave sweethearts behind them. In previous years, as well as this, June is one prominent month, not only for the sweethearts who are being separated either for the summer months, ar, saider still, indefinitely.

MOTHER OF A BROKEN-HEARTED DAUGHTER.

erstwhile college sweethearts have flitted hither and you after graduation, consign-ing them to oblivion, I would say that a college boy is far too young and should be far too busy to engage in any serious affair of the heart. The average boy comes to college at the age of 18 or 19 and is graduated at 22 or 23.

He is at the very threshold of life. His career is yet to be made. College has given him theories; he needs life to put them in practice. He should not think of marrying. and any girl who receives the attention a college youth seriously is a little silly. Any mother who encourages her should be

IF WORK DOESN'T BENEFIT HEALTH IT'S TIME TO SEE YOUR PHYSICIAN

ARE you in business for your health? If not you ought to be. Are you old 20 years too soon or are you headed that way? Would you know how to avoid 117 Does your work promote your health? Or destroy it? These questions the Ohio State Board of

Health asks in large red letters on the over of a circular for distribution in factories in that State. Your interest having been aroused you turn the page and find the answer. The first five paragraphs tell the situation. The next five tell the causes. The story of the cure occupies two and a

half pages.

First come the 15 laws of health given some time ago in this column. Next is the admonition to find out how nearly right you are by periodic physical examinations. The fourth head is that the care of the sick be provided for. The third head advises that you avoid dangers to health. Rnow what they are? The first is bad air. Others are bad illumination, poisons, dirt and disordered surroundings, fatigue and temperature. We quote the text on the last two points:

"Fatigue — A tired feeling is nature's warning to rest. Getting tired depends largely upon who you are and how well you may be. Work should promote health you may be. Work should promote health and a sense of well-being. So tired should never be heard at the end of a day's work as it signifies exhaustion. All straining or heavy or rapid work should be tempered or subjected to changes, so that no ffeling of exhaustion results. This applies to the eyes or to the hands, as well as to the whole body. True, Scientific Management observes these principles and makes use of several methods of doing routine work. On the other hand, too little exercise is a scrious danger to large numbers of persons who are not actively employed. Variation, which will allow exercise, is the secret of efficiency and steadfastness. The best standard for fatigue or inactivity is that 'tired feeling.' Avoid it.

"Tamperature—The exposure to heat pro-

Tamperature—The exposure to heat pro-ces thermic fever if the temperature goes youd that of the human body (98.6 de-sis); beyond this, prostration, muscular impa and anemia are produced. Premawith are very much worse. For the best ork, neither the wet nor dry thermometer could exceed 70 degrees Fahrenheit. The



dangerous to health, provided enough cloth-ing is worn and enough active work is per-formed. Cooling one part of the body while heating another is bad."

Household Lore

shower bath is a most excellent way to control the circulation of the blood upon quitting the hot workplace preparatory to going outside. In most all trades heat can e controlled or kept away from workmen. Exposure to cold, pure and simple, is not

Fruit and nut saind tastes better if a sw raising or dates are added to it. Turpentine will soften the most hardened case of shoe polish.

Cold beefsteak, hashed on toast, is a masty and palatable dish. The perfect preserve closet is cool and



goods before the public. That small group To the girls who read my column was one of the beginnings of all advertising

Mr. Deutsch is on the Board of the Asso-ciated Advertising Clubs of the World.

"And where do I come in?" laughed Mrs.
Deutsch. "Well, I go everywhere with Mr.
Deutsch. I was with him in the first days,
when advertising was a new movement. I
leard details of the men who were in the
advance guard. I've worked close to Mr.
Deutsch ever since. In fact, I'm sacretary Boutsch ever since. In fact, I'm secretary and treasurer of the company, so you see unofficially I'm very much of an ad wom-

Mrs. Deutsch is a native Philadelphian, years since her marriage she has done lit-tle more than pass through the city, sometimes stopping over long enough to see a

relative.
"This trip began with a bit of shopping," said Mrs. Deutsch. "You don't mind if I have this dress refitted while I talk to you, do you? I bought it yesterday and the store kindly offered to send over a fitter to make it right for me."

So while the fitter put a pin here and shortened a bit there Mrs. Deusch told of the early days of the advertising.

Mr. Deutsch is on the Board of the Asso-

MRS. JOSEPH DEUTSCH

Mrs. Joseph Deutsch, Wife of Member of Board of Asso-

ciated Advertising Clubs of the World, an Active

Figure in Big Convention

STRIDES MADE IN BUSINESS

the usual characteristics of hotel life, its glamour, unnecessary noise and so many other annoying things that one finds in

"I've traveled through the United States

with Mr. Deutsch, to every large city and have stayed at the best hotel in each city. And I truly believe that Philadelphia hotels

stand at the head of the list for the com-forts and general thoughtfulness shown."

Mrs. Deutsch while holding office as treasurer and secretary of the Edwards & Deutsch Lithographing Company is called

ipon to pass judgment on matters up be-

"I really understand how much work and

foresight go into an efficient business. For instance, our company supplies car cards for the National Biscuit Company. Every

surface car in the United States carries a card advertisement of the N. B. C. These

surface car in the United States carries a card advertisement of the N. B. C. These cards are changed every month. When the old card is removed the new card must be ready. If one shipment of cards is delayed, the loss to the firm would amount to thousands. But in the 14 years our firm has handled the car cards of the N. B. C. there has never been a case of a shipment.

wrong. I think that's a good record."

leal Mrs. Dautsch is a member of the

Mrs. Deutsch has a few interests other

an business. Though out of town a great

"I'm actively interested in suffrage," added Mrs. Deutsch. "And you may be sure that if I had been in town on that Wednes-

day afternoon of convention week in Chi cago I should have marched in the suffrage parade, no matter how hard it rained."

fore the board.

many of the largest first-class hotels.

AD WOMAN TELLS OF GREAT

shortened a bit there Mrs. Deusch told of the early days of the advertising.
"It might interest you to know that Mr. Edwards, now dead, formerly a member of the firm, was the nephew of Abraham Lin-coln. His mother, Mrs. Edwards, was a sis-ter of Abraham Lincoln's wife. In fact, Abraham Lincoln and Mary Todd were mar-ried in Mrs. Edwards' home.
"And I'd like you to know that I don't believe I ever appreciated Philadelphia un-til this trip. There's a certain homeliness about the city that really must be infectious.

If You Love-Flowers You Should Know The Century Flower Shop

12th Below Chestnut St. HEMSTITCHING 5c YD.

NECO EDGE? Embroidering Novelty Embroidery Co.



Final Clearance Sale

Monday, June 26th

AND THEREAFTER THE REMAINING STOCK OF

Millinery, Gowns, Suits, Coats, Waists, Sport Clothes, Etc.

WHICH WILL BE SOLD WITHOUT RESERVE

1624 WALNUT STREET

MARION HARLAND'S CORNER

Need Hymn Books

We have a small mission church, and are great need of hymn books. If you have strol of the books pet, perhaps you will sive in to us. We should like very much to get m. Gurs are all working people and do get much many for their work. C. D. La I am sorry that the supply, generous It was, did not hold out until we received your story of the wants of your church. You may hope reasonably that a second lot may be forthcoming in response to your We are holding your address.

Sends Foreign Stamps

Having read in your Corper that there is defining for foreign stamps, I inclose a few which I have classified. They may make a hill or a shu-tin happy. The welcome windfall has been dis-tributed as you have indicated. I wish you had favored us with your address in full, that we might know whom we are thanking. Still, it is much to be conscious that "deeds speak more loudly than words," and these attest to the sincerity of your regard for the great family.

Door on Spider's Home

The it true that there is a spider which shuts the door of its nest with a swing door, fratening with a snap lock? I heard a lecturer say so the other day, but I don't believe it, there watched spiders in the house and in the field for years all over the country, and never have seen anything of that sort. I think the man invented the yarp.

If you had pursued the study of "Arachidae" (allos suiters) nidae" (allas spiders) in Russia and In tropical countries, you would be more charitable in your judgment of the lecturer. onaritable in your judgment of the property of the burrows made by the tropical spider, whose family name is too long to be given here, the trap-door is fastened by an elastic pilinge, which shuts with a snap when the pider passes in or out. When she is at some, if an attempt be made by an enemy to lift the lid, Mme. Arachne seizes the inner side with her fangs, and, siriking her claws into the walls of her burrow, resists the efforts of the invader. These are facts in many control of the invader. are facts in natural history, and stranger than any "yarns" invented by clever lec-turers and story-tellers.

S. O. S. in Morse Code

Regarding the meaning of the distress signal, "S. O. S." which one of your correspondents inquires about the correct translation in the Morse code, mostly used by Marcon, is "Sont the only one misinformed. I regret to see the publication in a scientific magnatine of the same translation," "Save our souls." A. W. F. We thank our contribution of the same We thank our contributor for settling the vexed question definitely. It has been asked sundry times in our department.

To Make Her Doll a Dress

To Make Her Doll a Dress

I am 10 years old and read the Corner
thenever I can get hold of the paper. I have
little doll, and hope some day to have a
siger one. I should like also if you will send
to some pieces to make a doll's dress. I am
ways asking my mamma for pieces, but she
sys she has none. I know how to sew and
ant to be a real dressmaker for my dolly,
it the poor little thing has to sit in a corner
her skirt. I tell her some day I'll be good
ad make her clothes. Now, don't you feel
try for my little child? I hope you will take
ty upon her and send some pieces for dresses,
made a little quill out of penny dollies to

The little mother takes us into her nursery and works upon our sympathy by

Safe Milk
Infants and Invalids THE ORIGINAL

MALTED MILK Rich milk, malted grain, in powder form. For infants, invalids and growing children. Pure nutrition, upbuilding the whole body. Invigorates nursing mothers and the aged. More nutritious than tea, coffee, etc. Instantly prepared. Requires no cooking. Substitutes Cost YOU Same Price depicting in a few strokes the woeful fig-ure crouched in the corner in scanty garb. We are "sorry for the little child," and our "other girls" will see to it (through their mothers' agency) that the two Te-resas are made comfortable and contented.

Meaning of Surnames

Meaning of Surnames

My attention has been directed lately to the meaning of surnames. Of course, we all known that the first name (called by some the given name) is a matter of choice on the part of relatives or god parents. The child must carry down the surname from generation to generation, and so on ad infinitum. What I want to know is how the surname was first fastened on to a family. It is to me an interesting and a puzzling subject. Can the Corner throw some light upon it for the education of those who do not claim to learning?

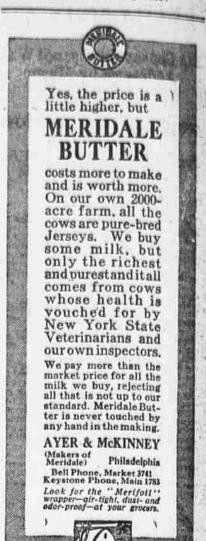
It is, as you say, an interesting and curious matter of inquiry. According to the best authorities upon this head surnames were fastened upon ancestors by some circumstance of residence or action. In turning over a book that has a chapter upon the subject I find something that is better worth the reading than anything I can offer of my own:

As the population increased and com-

As the population increased and communication became possible and casier, the supply of single names was not equal to the demand and people began to get individuals bearing the same name mixed. It was at his time that the surname was thought of and adopted, so that families might be dis-tinguished one from the other. Trades and callings are in this day represented in the names of Baker, Carver, Tyler, Chandler, Mason, Cutler, Carter, Saddler, Slater, Draper, Thatcher, Hooper, Cheeseman, Turner, Joiner, Cooper, Gilder, Mercer, Sawyer, Tanner, Spicer, Cook, Tutor, Miner, Driver, Weaver, Gardner, Archer, Merchant, Porter, Wainwright, Taylor, Shepherd, Glover, and ever so many others. Such names as Hall, Stair, Garret, Kitchin, and Chambers also record the occupations of our forefathers, who, in these cases, were en-gaged in the households of the nobility and had charge of such apartments as the names indicate. Others held higher office and from them we have the surnames Page, Butler, Proctor, Forester, Steward, Bailey, Fowler, and Woodward and Hay-wood, the keepers, respectively, of the forest and cattle.

A democratic scion of a family that had grown wealthy in the later generation, delights in relating to the confusion of snobbish kinspeople how the then head of the connection wrote 100 years ago or so to an English herald office for the coat of arms borne by the Wheelwrights some two centuries back. In due time there came a crest bearing the name in due form and a

big wheel. Right-minded, independent Americans would have laughed and thought none the fees of the forefather who made such fame. It is the snob who demonstrates what a witty cynic says of many parvenues: "They are like potatoes. The best part of them is underground!"



For Summer Wear

Millinery & Sport Hats Waists and Dresses

Transparent "Reis" raincoats in colors. For many years the leading shop for discriminating people,

BLAYLOCK & BLYNN, Inc.

1528 Chestnut St.

world

ADVI

Furs Stored, Altered and Repaired.



Let us fit you while Stocks are at THEIR BEST

The Harper Shoe Co. 1022 Chestnut St. 1228 Market St.



New Regent In White Buckskin Also Tan Russia or Gun Metal

For the More important affairs-

Pure, Rich Milk

whenever you

need it

hurry or whip up a "last minute" dessert—and you've used the last drop of milk in the bottle—just open a can of

Gail Borden

CONDENSED

You surely know how rich and delicious "Eagle Brand"

is in coffee, tea and chocolate. Use it regularly in recipes that require milk and sugar. Many expert cooks prefer it because they can always depend upon its high quality and purity. Used as a pure, rich and nourishing baby food for over half a century.

that is the convenience that is yours

If you want to make a cake in a

when you use "Eagle Brand" in your cook-

The lightest, coolest, daintiest of models and Fashion's particular favorite of the hour.

The

CLAFLIN, 1107 Chestnut