

M'LISS' COMMENT—ADVERTISING WOMAN DRAWS DOWN \$10,000 A YEAR—FASHION NEWS

HONORING ONE'S PARENTS NO LONGER DONE, SAYS M'LISS

Modernists Are Putting the Fifth Commandment in the Garret Along With the Rest of Them

ONE by one all of the old things—the old traditions, the old customs, the old ideals—are being wrested from us by the modernists. When some one dies whom we love, we mustn't go in mourning, the advanced ones tell us. It is bad taste to advertise one's sorrow to the world. No longer may we have our favorite pictures on our walls. It matters not that we loath Baket, Matisse, and the Russian Ballet, we must "go in for" big, splashy color effects. Conservatism in our wall decorations is allowable only if we have the price for a Durer or a Whistler, a Cole or a Zorn. No longer may we know our neighbors. To desire to do so indicates a gregariousness that in bourgeois to say the least. We may have enjoyed the pleasures that formerly were held over the back fence or from porch to porch or front door step to front door step. Now all that is changed. One has one's own set. Not to have one's own set is to be in a bad way, indeed. They are taking the ten commandments from us, too. Some may murmur "Thank Heaven," but others there are—the majority, I predict—who will experience exceeding regret with their passing. It could scarcely be remembered to keep holy the Sabbath, with baseball and the talking machines clamoring for recognition. Long ago, coveting one's neighbor's wife, aided and abetted by the law, became the fashion. Now that most cherished of the entire decalogue, the fifth, which reminds us that we must "honor our father and our mother" is threatened. Time was when we respected our parents with the same unquestioned attitude as we accepted our meals and our sleep. They may have rapped us with the slipper and the rawhide; they may have answered all our questions by telling us that little children "should be seen and not heard"; they may have contradicted themselves and proved themselves illogical a thousand times a day in their dealings with us and yet our loyalty to them was un-

taunted by any suspicion that they could possibly do wrong or err in judgment. Comes now Mr. W. L. George, who in an article in Harper's Monthly predicts the speedy disintegration of the family, due to the fact that the modern child is no longer capable of giving and should no longer be expected to give the same blind loyalty as the child of a bygone age. The compulsory intercourse of the various units of a family, who may range in age from one year to eighty, is going to be responsible for the break-up in the family, he contends. "The age problem is twofold," he writes. "It must not be thought that I hold a brief against old age, though, being myself young, I tend to dislike old age as I shall probably dislike youth by and by. On the whole, the attitude of old age is tyrannical. I have heard of an interesting case of the one which I quote a few lines above. I have heard of a mother to a young man. 'You ought to feel affection for me,' another. 'It should be enough for you that this is my wish.' That is natural enough. It is the tradition of the elders, the Biblical, Greek, Roman, savage hierarchies which, in their time, were sound because, lacking education of any kind, communities could resort only to the experience of the aged. 'But a thing that is natural is not always convenient, and, after all, the chief mission of the civilized is to bottle up Nature until she is wanted. This tyranny breeds in youth a quite horrible hatred, while it hardens the old, makes them incapable of seeing the point of view of youth because it is too long since they held it. They insist upon the society of the young; they take them out to call on old people; they drive them round and round the park in broughams and then round again; they deprive them of entertainments because they themselves cannot bear noise and late hours, or because they have come to fear expense, or because they feel weak and are ill. It is tragic to think that so few of us can hope to die gracefully.' M'LISS.

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—Just a few lines to let you know your article of the 22d did not go unnoticed by one who appreciated it. I am a girl 18 and lame, wearing two braces, I am not bad-looking, many say I am pretty, and I am very, very handsome, and I want to be loved, dear M'LISS. I would like to love you, I do not want to be an "old maid." I would sooner die. When I go out with a number of girls I am in misery until I am home. I am so sensitive, and if any one smiles at me or laughs I am on my knees praying for his happiness and God's blessing. I hope many of your admirers will read this and not hesitate to smile the next time one of my brothers or sisters go by. Do not think I should remain single and alone all my life because of my condition. One who is healthy in mind and body. BROOKLYN-HIGHWAY. You are so very young to be broken-hearted or even worried about anything, much less a husband, and I'm willing to wager that one who is healthy in mind and in body will have ample opportunity to choose from many suitors. Dear M'LISS—I read in your most valuable page of a few weeks ago an account of a sea-faring. I did not read the article out, but my children must have mislaid same, so I am writing how to see you can help me by an explanation how to obtain same and full particulars about it. Address Marion Harland, 250 West 94th street, New York city. Information concerning the rubber ear instrument appeared in her corner.

SEEN IN THE SHOPS



FOR THE VACATIONIST

NO THOSE who are looking for a smart, practical, knock-about sports suit this should appeal. It is a beautiful model, cut on good lines, made of khaki, which insures excellent service. The coat features straight lines and has large, roomy pockets. The skirt, which appears rather full with a graduated front panel, is a divided skirt. For riding, mountain climbing, etc. the panel may be unfastened at the left side, other than it has the panel front and what appears to be an inverted plait in the back. It is an unusually practical suit for sports. The suit is a special at \$16. The hat, which is a university model, is also of khaki. It has a round crown and a wide, stiff brim. Price, 50 cents. In cloth, it comes in gray, white, maroon, black or navy, or with the crown lined with different colors. For \$1. The name of the store where these articles may be purchased will be supplied by the Evening Ledger. Most ordered orders should come attention the date of the order.



MISS J. J. MARTIN

SUCCESSFUL ADVERTISING WOMAN TELLS YOU HOW SHE GOT TO TOP

All Miss J. J. Martin, Who Earns \$10,000 Yearly, Did Was to Get Practical Experience and Then Write the Truth—She Doesn't Believe in Book Instruction

One of America's highest paid advertising women is Miss J. J. Martin, president of the League of Advertising Women, of New York. Miss Martin's salary is \$10,000 a year. She is the advertising manager of the Sperry & Hutchinson Company, of New York. This is the first time in the history of advertising conventions that advertising women have a place on the program. Miss Martin heads the New York delegation of advertising women who are stopping at the Hotel Adelphi. Others in the party are Miss Jean Dean Barnes, one of the best known advertising women in the country, and who is personally acquainted with almost every buyer and merchant in the West; Miss Aylott Lapalay, of the advertising department of the Royal Indent Company, of New York; Miss Ida Clarke, connected with the Scott-Bonne Company, of Bloomfield, N. J.; and Miss Jane Carroll, who is associated with Printers' Ink. "There isn't a woman who is engaged in the advertising business who isn't proud of her vocation," said Miss Martin. "You want me to advise women as to how they can become successful as writers of advertisements? My advice to women who are thinking of beginning a career as an ad woman would be to become a thinker and carefully study the surroundings and environments in the city or town where they are engaged in business. It is impossible to learn the advertising business out of copybooks. First of all you must have practical experience and second you must tell the truth in the advertisement. You write and place in the newspapers and magazines. There must be truth in every word written by the ad writer. The public today finds just as much pleasure in reading advertising matter as in an interesting news report." The conference for advertising women will be held in College Hall, University of Pennsylvania, Tuesday afternoon, at 2 o'clock. Mrs. Christine Frederick will talk on "The Woman Who Buys and the Advertising Woman." Other speakers will be Mrs. Jane Stannard Johnson, Miss Ida Clarke and Mrs. Anne E. Tomlinson.

IF YOU HAVE EYEBALL ROLLING, SEE A PHYSICIAN, ADVISES DOCTOR EVANS

BY WILLIAM A. EVANS, M. D. PERHAPS you have noticed some person whose eyeballs were constantly rolling. If the habit was very marked the person had nystagmus. In nystagmus the eyes roll back and forth from one to 200 times each minute. In most cases the movement is rotary. Sometimes it is from side to side. Occasionally it is up and down. The movements affect both eyeballs, though the two eyeballs may not move together, and sometimes the movement in one is much more rapid than the other. Perhaps the first symptoms that the patient notices is that objects seem to dance before his eyes. This causes him to be dizzy. Headache develops. If the eyes are examined, and they should be, the probability is that it will be found that glasses are needed. If these earlier symptoms are neglected, presently it will be noticed that the eyeballs are dancing. Nystagmus is well developed. There are two groups of causes for nystagmus and it is important that one should find out to which group his case belongs. In one group the trouble is due to disease of the eye when the trouble is due to disease of the optic nerve which is the cause. When the disease is due to organic disease of the brain a careful examination of the nervous system will show it. In the other group the trouble is due to dizziness, nausea, tremor—are the result of fatigue, and especially of great fatigue of the eyes. In Europe miners' nystagmus is very important. It is a condition which is common about four miners out of each 1000 have miner's nystagmus. No such condition prevails in this country. In 1910 no nystagmus was found among coal miners in Illinois. Probably there is a virtually none in this country. The reason is that coal miners in this country work by good light. The galleries are large. A great deal of the work is done by machinery. There is almost none of the picking while lying on the back, working in narrow quarters, and by poor light so prevalent in European coal mines. The American miner very much in need of glasses is very apt to wear a pair of properly fitting spectacles. This form of nystagmus being the result of exhaustion, great fatigue, prolonged eye strain, can be cured if taken in time by extended rest. It is necessary to rest the body and especially to rest the eyes.

At Her Window

Beating Heart! We come again Where my love reposes; This is Mabel's window pane; These are Mabel's roses. Let this friendly pebble plead At her flowery grating; If she hear me will she heed? Mabel, I am waiting. Sing thy song, thou tranced thrush, Pipe thy best, thy clearest; Hush, her lullaby moves, O hush—Dearest Mabel—dearest! —Frederick Locker Lampson.

When You Travel

The girl who goes traveling this summer and wants to take her smart toilet set with her, and can't because it stuffs up her suitcase, can do so now, for the newest suitcase has a series of loops on the cover that will accommodate one's toilet articles. The loops are made of silver or ivory and may be slipped into these loops and when the journey comes to an end they look delightfully "homey" spread out on the hotel bureau.

Stiff Whites of Eggs

White of egg makes a delightful finish for fine pastry. It is sensitive, however, if too many eggs are used up in the process of getting the whites stiff. A bit of cold water often aids materially in making the eggs stiffer when beaten, also soaking the dish in which they are beaten in ice water. If there is a speck of grease on the bowl in which the whites are to be whipped, your eggs will not get stiff.

What Salt Will Do

A teaspoonful of salt added to the starch when you are preparing it will put a nice gloss on linen articles, especially table linens.

Has a Crooked Septum

For the last few years if I sit in a draft or in a place where there is the least bit of air that strikes my head, I wet my nose immediately get a stinging sensation in the forehead followed by a headache which lasts two or three days. I have been told that I have a slightly crooked septum. Would this be the cause of my trouble, and is there a successful operation for it? An ear, nose and throat specialist says that it is not. Would this be caused by the crooked septum? G. A. W. Your trouble is in your nose. For some reason you have a hypersensitive spot there. A crooked septum has been known to cause the above described symptoms. I should say you need to have your nose examined and whatever is wrong corrected.

Puffy Hands

For two or three years my hands have been puffy. They are swollen in the morning and in summer they don't seem to get any smaller. My hands look puffy most of the time and my heart beats rapidly at night when I turn over or an awakened suddenly. My hands are so. Mrs. M. H. H. You are not in good condition and should have attention. The swelling in your hands and joints generally means that you have some mild chronic infection. It may be in your tonsils, teeth, nose, gall, bladder, appendix, or Fallopian tubes. Have a thorough examination and take such treatment as is recommended for your trouble.

Cure of Gout

1. What should one do for a little girl of 7 years who seems to have a gouty but whose parents have no history of it? Is it better to let it be undisturbed or to try to cure it? It is treated as a chronic ailment of the blood. 2. What is the significance of small, loose, white spots on the skin? It is treated as a chronic ailment of the blood. 3. What is the significance of small, loose, white spots on the skin? It is treated as a chronic ailment of the blood.

Marion Harland's Corner

Wrinkles in Corduroy I have been wondering what some one else would do with my corduroy suit. I am 12 years old and should like to know how you can get the wrinkles out. It doesn't look nice. Set a broad pan of water over the fire until it boils furiously. Then stretch the wrinkled part of the coat taut over the water so that the steam will flow upon the wrinkles. Hold it thus for five minutes, shake in the air and hang it in the wind to dry. Do not touch the dampened portions of the corduroy while the process is going on. The steaming, if done properly, should raise the crushed nap. If the whole coat is wrinkled steam it all, shifting the garment gradually to expose each portion of it to the steam. Keep the water at a hard boil all the time.

Paint and Varnish Removers In reference to your answer to L. J. T. about removing paint and varnish from chairs, I am sorry to hear that your information is entirely wrong. Turpentine, benzine and kerosene will not remove paint or varnish. It is better to use a good paint remover. Any amateur can remove paint or varnish from a chair in a few minutes by using one of the well known paint removers. These are especially made for the purpose. Our intelligent correspondent must know that we cannot name any proprietary article in the Corner. We thank him for telling us that there are preparations which will save the amateur the trouble and risk of attempting to repair such damage to furniture as L. J. T. reported to us. I suppose they may be bought in shops where paints and varnishes are sold.

Haunted by Three Lines Have you ever been troubled by a fragment of verse you cannot place as to author or recollect in its entirety, yet which torments your mind? I am haunted by three lines I will give you cannot remember where or when you heard help me shake them out of my mind by quoting the rest of the verse and name the author if they are singularly musical to my way of thinking. What a little thing To remember for years. To remember for years. To remember for years. MAURICE D. E.

By a fortunate happening I found the haunting lines in a scrapbook of my own. The poem is so brief I give it to you, cheerfully: Four ducks on a pond. A grass bank beyond. A blue sky of spring time; What a little thing To remember for years. To remember with tears.

They were written by William Allingham, an Irish poet, says the extract from the article embodying the lines. You may be more tolerant of the ringing in your head when you read further that an eminent critic has declared as his judgment that the six lines form the best poem of its length in the English language. Even the prosaic reader must confess that the poet has painted a picture that will linger long in the fancy. With a few strokes of the crayon he has created something "to remember for years."

To Fill Floor Cracks Some time ago I read in the Corner or elsewhere a recipe for filling cracks in the floor. It was, I think, made of oil and ashes. I do not recall the name of anything else in it, nor the proportions and quantity needed for the work. I should enjoy the Corner much and shall be glad to contribute magazines to anybody who cares enough for them to pay the postage. C. A. H.

I do not know in what part of the paper you saw the formula for a filling for floors made of ashes and oil. I am quite sure no such has appeared in the Corner. I refer your query to fellow members, who may have heard of the preparation, or who can tell you of any other methods of filling the cracks satisfactorily. We keep your address and thank you cordially for the offer of magazines.

Canning Hint Fruit jars cost a pretty penny when you have to buy enough of them to do the summer's canning. A good way to keep the jars from cracking when the hot preserves are put into them is the old method of using a silver knife. Slip the knife in while the preserves are being poured in; when the jar is quite full remove it. The heat is absorbed by the knife and the jar remains quite cool.

Gown and Fur Shop 1206 Walnut Street JUNE CLEARANCE \$25 to \$30 Suits to \$15 \$65 Suits to \$35 Silk Dresses \$50 to \$35 \$40 to \$25 \$35 to \$22.50 \$25 to \$16.50 Summer Blouses \$6 reduced \$3.75 Linen and Corduroy Suits, \$4.50 to \$10. Remarkable values, particularly for those who cannot easily selection. J. ULRICH Furs stored, insured and cared for at 4% of their valuation.

MANN & DILKS 1102 CHESTNUT ST. Notice Ladies' and Misses' Tyrol Wool Suits It has been our policy (in the Men's Departments) to have a Summer Sale so that we can show new goods for the Fall business. Many things that are very good suffer for no other reason. The Ladies' and Misses' Tyrol Wool Suits are certainly in this class, as we have and are doing largely with these most useful, good looking and practical suits. However, we shall not take over many of the colors and models and those that there are quite some stock of, but WE SHALL SELL THEM AT \$15.75 THE SUIT There are Light and Dark Suits. Suits that are suitable for Warm or Cool weather. Also decided reductions in Top and Motor Coats, Sport and Panama Hats.

MANN & DILKS 1102 CHESTNUT ST.

THE WOMAN WHO SEWS

Readers who desire help with their dress problems will address communications to the Fashion Expert, care of the Editor of the Woman's Page, the Evening Ledger. Some of the advanced stylists are already thinking of fall clothes, in spite of the fact that is real hot weather is only just upon us. But, of course, the manufacturer whose duty—or pleasure—it is to create the styles works with velvets in August and silks in December. A peep into what the wholesalers have in store for us is like gazing into a crystal, for there are so many surprising things in this new style world that seeing is scarcely believing.

The first glimpse at fall styles proves conclusively that the reign of the very full skirt is over. Paris says so, and as a proof of the statement smart Parisiennes have been seen on the boulevards recently in clinging skirts. The silhouette of this new skirt is a soft, moderate fullness which follows the lines of the figure, but is by no means either a sheath or a hobble. It's just a cross between the crinolines and the hobble. Could it be possible that the Vogue for extremes is over and fashions at last are willing to conform themselves to a happy medium. Or are the wily French designers just using this gradual change to get us prepared for more drastic innovations? Only time and fall fashions will tell.

Dear Madam—What is the best way to turn up the hem of a skirt? I have tried several ways and every time I make a full skirt it dips in the back. I would be glad to hear of it. D. T. S. To turn up evenly the bottom of a skirt for hemming try this method: place the end of a yardstick on the floor close to the skirt and at the top of the stick place a pin in the skirt, move the yardstick little by little around the body, placing a pin in skirt at top edge of stick each time it is set on the floor. After going thus all around the skirt, lay it on a bed and place one end of the yardstick at the line of pins, and at the lower part of skirt, place a pin as far from the end of the yardstick as desired around in the manner, then turn the hem in at the new line of pins and baste it. This method insures a perfect hanging skirt and makes it possible to hang the skirt on yourself without difficulty.

Dear Madam—I am going to Atlantic City for my vacation. I want to get a nice dress to wear in the evenings and to dance on the pier. Would you get a regular evening dress, or would you wear a light summer suit? STENOGRAPHER.

A light summer suit, if it is made of silk or pongee, glove silk or some similar material is appropriate for these affairs. I should not get an evening dress, because the styles may be so different by next winter when you want to wear it again, that you will not be able to do so without remodeling. A white georgette Russian blouse dress is practical because you can wear it in the fall and winter for informal wear.

Dear Madam—What kind of top coats are smart this season? I want something heavy enough to be worn in the Maine woods in the fall.

HEMSTITCHING 5 CENTS A YARD DRESS FINISHING—Hand Embroidery—PUTTING ON—FINEST WORK—MODERN EMBROIDERY CO. Source 1305. 1022 Chestnut St.

PEARLS RUBIES EMERALDS SAPPHIRES DIAMONDS Z. J. PEQUIGNOT Jewels 1331 Walnut Street

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3. Double panel front, with scalloped ruffle; non-transparent .....\$1.00
4. Cambric, dotted embroidered ruffle.....\$1.25
5. Black Satine .....\$1.25, \$1.50
6. Special priced Lace Trimmed Petticoats, \$1.50, \$2, \$3.75

Special sale of Night Gowns 95c, \$1.25, \$1.35, \$1.50

1008 Chestnut Street

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Some Blue Serge and Smart Check Effects that were \$50 to \$75, now .....\$20
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Special Designs in Summer Hats for Weddings and Dressy Wear
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Convention Souvenirs For Delegates to the A. A. C. of a Convention

NEED a few tokens that are really representative of Philadelphia? This Jeweler is prepared to show you a handsome selection of inexpensive trinkets suitable for souvenirs, which uphold our standard of quality since 1837. May we ask you to call and see them? C. R. Smith & Son Market Street at 18th