GOOD FORM—INTERESTING AD WOMEN'S VIEWS—QUESTIONS AND ANSWERS—HEALTH TAIR

M'LISS INTERVIEWS WOMAN WHO IS A COMMERCIAL GENIUS

Taught School at Fifteen, But Now Handles Thousands of Dollars Used Annually for International Advertisement

HAVE hundred thousand dollars!" Like a tongue of flame the whisper folied out and acorched the ears of the eurers. It burnt itself into the coniess of the \$15 and \$25-dollar-aweek people standing around, and every eye followed the tall, business-like woman who worked her way with unhurried demation through the crowded lobby of

se crisp and a manner as inclaive as the one "takes dictation," "but the mistake blads of the safety razor she advertises, that women make is in stopping there." Miss Olive Cole, advertising manager of Gillette Company, and so far as is known the only woman in the world to be mistaken for anything but what she is— quotes Maxim Gorky, and when she can a general in that ever-increasing army of better express what she wants to say are proving that there is no sex to com- tonian one she up and uses it. Her edubelong the spoils, even if she is a woman.

did not ask Miss Cole the amount of red schoolhouse. er salary when I interviewed her in is, even as men's salaries go. the knowledge that sometimes \$500,through her hands annually had fired my Imagination sufficiently. I asked her in- made it possible for me to be in charge stend how it had come about that she a of an office; it gave me the opportunity to petence as to hold a position on which the sponsible jobs that pay." making or the losing of millions of dollars annually depends. And the story that she told as she went down to the lowest rung of her ladder and climbed it all over \$200, the first annual expenditure, to \$500,in for me should quicken the pulse of at the goal marked "Business Suc-

"I could not go to college," she told me in the unnistakable accents of the Boston woman that seem to be collegebred-those accents-even though they sometimes are not. "I was born in the country in Wisconsin of New England parents. My education stopped at the little red schoolhouse. My father lost everything he had when I was 14, and at 15 I was teaching in the same little

a business course. I paid my board by the woman with whom I stayed. I have worked hard all my life. Work-that is Miss Cole's friends tell me that she is

The cowardice of woman, according to Miss Cole, a cowardice bred of an inherent mercial world is her place, is responsible for many failures.

she continued, "but I believe in going hobby. It costs money sometimes. But, where the big money is. If a woman is of course, being a wonderful woman, she offered another job paying her more would tell me nothing about that. money and giving her an equal oppor-

tunity, she should not hesitate to change. Most women dislike change. They are afraid to take a chance also. But the person , who ventures is the person who

"Stenography and typewriting is the great avenue to success"-the vibrant enthusiasm in Miss Cole's voice was enough to make one throw up one's chosen career and immediately begin studying the As sleek as a wet seal and with an air curious little hieroglyphics with which That Miss Cole did not stop there is

obvious not only from the present preeminent job that sne holds down, but in complete charge of the advertising of likewise from her conversation. She an international product, could never be quotes Arnold Bennett at you and she erican business women who every day with a Shakespearean quotation or a Milmercial efficiency and that to the victor cation, I should say, in contradiction, most decidedly did not stop at the little

"When I knew stenography and typeroom this morning. I know it is writing," she continued, putting back a strand of her luxuriant iron-gray hair, "I studied bookkeeping from the head for advertising purposes passes bookkeeper of the office where I was employed. This broadened my field and nan, had so advertised her own com- exercise executive ability. It is the re-

For 11 years Miss Cole has been with the Gillette people, watching and helping their advertising business grow from 000. Since the war even the continental every young business woman who is look- advertising-that of Germany, France, Norway, Sweden and Russia-plus that of England, goes through her hands. Her next problem is South America. It positively thrills me and gives me food for thought for days to talk with such woman.

"A woman who is a genius is a man," said the de Goncourts.

This woman is a genius, but she is no a man.

"I have never used my sex in business but I have never forgotten that I am a red hut where I had been taught myself. | woman. 'Maybe," and her eyes glistened "At 18 I felt that I did not want to (I think they are very dark blue, but it's make teaching my life work. With the hard to tell about some people's eyes), little money that I had saved I took "if I had had time I should have married. But I worked all the time and somehow acting as nurse to the two children of the business side of a woman is not the soft, attractive side that men like."

truly a wonderful woman-as if I hadn't guessed that-and that if she had saved money she would be a wealthy woman totraining that the home and not the com- day instead of just a high salaried one. She has preferred, however, to put her money in a different kind of bank. Help-"I believe in loyalty to one's firm," ing other women to get a footing is her

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—I had a friend whom I have t seen but once since Christmas. Before then as a cure for the neglect of another. That have acted foolishly because I is a dose I should never think of taking.

est for me to put him out of my and marry another if necessary to vergome the despondency that I some-HEARTBROKEN.

Buffer rather than lower your dignity. It same rather than lower your dignity. It is any cause you suppreme anguish to go away rithout seeing this man with whom you seem to be intatuated, but my carnest adjor is to bear it. If he thinks his social califon above yours, and if he has made no nove to see you since Christmas, you will ally humiliate yourself by making an ag-ressive move to bring about a talk with sim. It is not a disgrace to have one's leastly and keep a stiff upper lip. It is a ce to trail it groveling in the mud of

Dear M'Liss-Tell A. J. that she can set the music of "Always" at Wm. W. Delaney's, 117 Park Row. New York City, for 40 cents in postage stamps. Here are the words: ALWAYS.

You ask me if this love of mine, sweetheart, will ever die.

If time will change my feelings, dear, I will answer with a sigh.

While life will last, while flowers bloom, while birds sing sweet their lay.

The love so deep within my heart will live each night and day.

REFRAIN. Always, always, I will love you, always.

Do not fear my love is true and I live alone
for you.

Do not fear my love is true and I live alone for you.

Always, always, I will love you always, Love like mine is ever thine and it lives always, Love like mine is ever thine and it lives always. The poet sings of love, sweetheart, of love dear such as mine, Of all the gifts that heaven gives 'its love that is divine.

When lips are sealed the eyes will speak; they tell a tale so true;
In language plain this sweet refrain my eyes will say to you always, always.

I have other old songs if any of your readers are interested.

336 W. Thompson street.

Thank you for copying this song, and

Thank you for copying this song, and also for your kind offer to furnish others to my readers.

GOOD FORM

More About Street Car Etiquette

ASK FOR and GET

HE ORIGINAL **建筑工程的 相談** does not approve of your going to another city with a young man unchaperoned. There is nothing more harmful to a young girl's character than to foster the idea that she character than to foster the idea that she knows better than her mother or that others can give her wiser advice than she can. Unless a girl's mother is a very unusual woman and utterly thoughtless and gareless of her daughter's welfare (and there are not many such mothers, fortunately), she is always the best adviser a girl can have. Take her advice. DEBORAH RUSH.



FAIR SEX HAS POWER TO ENFORCE HONEST PUBLICITY, SAYS WOMAN

President of Boston Organization Says Sisters Control 80 Per Cent. of Purchasing-Would Not Attack Fraud Ads, But Would Praise Truthful Ones

THE advertising of the United States- | advertisement appears in many cases guar-\$ \$500,000,000 a year—could be controlled antees the claims of the advertisement. We want to make that a fact, so I think the by the women of the country," said Mrs. George Brewster Gallup, president of the Boston Women's Publicity Club.

"The women of any country always have the vote of the dollar. Through their hands passes 80 per cent. of the money spent in shops. If they want to insist on clean advertising, on honest advertising, their vote is in their pocketbook. The vote of the dollar is never impored."

How the club works was told in a few dollar is never ignored."

Mrs. Gallup organized the Publicity Club of Boston five years ago. Its object is to induce merchants to advertise honestly. Let the advertising man who flaunts a bargain at 29 cents, reduced from 50, be sure of his goods lest a member of the Publicity Club, with her limitless knowledge of the true value of material, inform the other members of the club of the bluff that par-

members of the club of the bluff that particular store is making.

"Some day, we hope," she said, "every woman's club in the country, every club affiliated with the Federation, will have its Publicity Committee. Then that committee will report to the members of the club on advertisements. If the object advertised lives up to its advertisement the members will put more and more faith in the offerings of that house.

"Another time I saw some dimity placarded at 29 cents, reduced from 59. I knew that that dimity had never sold at do not yet know values. They are learning rapidly, but until they know they must be protected from the advertising man who finds it necessary to bluff.

"Banded together, the women's clubs of

Personally, I don't believe it's the best way to go about getting results. I have found after many years' experience that if you praise a man or a woman you help to de velop the good points. Therefore, if you remark on the truthfulness and reliability of the advertising put out by one store, the others being ignored, will subtly feel them-selves held to account.
"Not an unpleasant word need be put in-

to print about the stores that are trying to print about the stores that are trying to 'put it over' on the women. We shall in due time praise the honest stores that deal in honest advertising. The stores inclined to trade on the credulity or ignorance of women will be ignored. Eventually, the fact that a store is ignored by us may

imply a slur.
"The newspaper gets its advertisements on the number of women readers it can claim. For nobody denies that the women the spenders-make the advertising wheels go round. And, therefore, it is in our power if we only will organize to insist on clean.

honest advertising."

"Not that I think much persuasion is necessary." explained Mrs. Gallup. "I simply tell the editor that we know he wants to run a clean paper. We don't intend to make mountains out of mole hills, but we want to protect the woman who sn't always understand the true value of her purchases.
"Faith in the newspaper in which the

BORDEN'S Malted Milk IN THE SQUARE PACKAGE GRAND PRIZE | Ask

PANAMA EXPOSITION | for it ANOTHER PROOF OF QUALITY

GEORGE ALLEN, Inc.

1214-Chestnut-1214

A Personal Invitation To the Women of the A. A. C. of W. to Visit Our Salons

We specially invite the women of the A. A. C. of W. and their friends to Philadelphia's Leading Millinery Store

1000 Trimmed Hats on Display

NO TWO ALIKE \$4.00 upwards

NATIONALLY ADVERTISED ARTICLES

All departments are making a complete showing of articles with national reputation and advertising.

38c Kayser Lace Yoke Vests, with narrow shoulder 25c \$1.00 "Harvard" Union 65c

75c size Ed. Pinaud's 60c Lilao Water 50c size Hinds' Honey 38c Allen's All-over Hair \$1 doz.

ewspapers realize today that we want to co-operate with them." The Women's Publicity Club of Boston

How the club works was told in a few anecdotes of Mrs. Gallup's own experi-

ence. "One department store in Boston adver-One department store in Boston adver-tised a sale of silk petticoats," she said. I was there the next morning when the doors opened. I found only four petticoats worth the amount at which they were ad-

vertised. And there were 500 of them or the counters.

"Banded together, the wo

"Banded together, the women's cluss of the country will be ready to curb the man who inflates his advertisement. But we are just as ready to advertise the honest ad-vertiser. We'll turn the Aladdin's lamp of publicity on the honest store and there won't be many who will dare to fall off our band wagon."

Baked Clams

Clams are in season just now. The minced variety is a great favorite, as a rule. Open a dozen or so of nice fresh clams, leave them on the half shell. Sprinkle with a mixture of chopped bacon, parsley, a very little minced onlon, salt, paprika, and half as much crumbled bread as you have bacon.
Put them in a baking pan and cook from
15 to 20 minutes. Serve very hot, with lemon juice.

MARION HARLAND'S CORNER

Pieces and Patterns

Pieces and Patterns

To the Corner I wish to offer the following: A bundle of silk scrape, such as messaline; bunch of silk stuffs of different colors for any one who is saving for a silk portiere woven like a ray carpet; a nice lot of knitting patterns, cut from magazines, parterns for girls' clothing, asses 10 to 1 and and ends of clothing, perhaps a dosen scrapes, and and ends of clothing, perhaps a dosen scrapes, and and ends of clothing, perhaps a dosen scrapes, and a cook book, so should like a cochet book and a cook book, as should like a cochet book and a cook book, as should like a cochet book and a cook book, as should like a cochet book and scrape classes. If the dose not interfere with the redding matter, the more recipes I can get the merrier I shall be.

Note, please, her reasonable desire to go on with the books ahe has in hand and

on with the books ahe has in hand and contribute what you have that will meet her wishes, Each housewife and fancy worker ought to be represented in the valuable collection which is to make our beloved co-worker "merrier." Perhaps (who knows?) this may be the germ of the Helping Hand cook book of which some of us have

Awning for Porch

I wonder if any one has a piece of awning he has no further use for. The sun beats on my back perch all day long, and as I for one am one who does not go out much, I have to enjoy myself on the porch. I will gladly pay the express on the awning material.

MRM. P. J. M.

It is not necessary that the awning should to not necessary that the awning should be new. There may be in your attic or storeroom one which is no longer needed for your verands which will be a welcome shelter for the hot back porch, or a left over strip you have not thought of until you read the appeal of the stay at home woman. Send for her address before the dog days are upon us. dog days are upon us.

For Invalid Mother

For Invalid Mother

Do you know of any one who has offered an air cushion in the Corner? If there should be one. I will return the favor in any way I can by doing fancywork. My mother is suffering for the want of one. She is week and poor, and cannot be moved, because of great pain. Also maybe there and cap, or a shawl, or discarded wool covers. She asis or wishes nothing for herself; only just letters of love and cheer. I feel she would think I ought not to ask these questions of her dearest friends, I long to make her comfortable, and an willing to do any amount of work to make her so. It is so little that I can do for her for her long patient years of shut-in life since I was born.

The daughter's letter leaves little for me to say. The writer of the pathetic little story is one of our members who has lent a will-ing hand to us in days gone by. Her mother,



ticular about the milk we use. Meridale Butter would not be much better than ordinary kinds. Usually farmers separate the cream before it is gathered for the creameries.

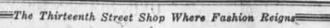
Good and bad, rich and poor, clean and dirty, are all churned together. When we buy milk, it must measure up to our high standard-no gathered cream for us.

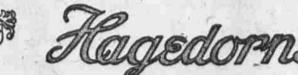
MERIDALE is, and can only be, made from rich, pure milk, whether it is the milk we buy or comes from

our own healthy cows. That is why we can quality-and purity-in AYER & McKINNEY

(Makers of Meridale)
Meridale)
Bell Phone, Market 3741
Keystone Phone, Main 1783
Look for the "Merifoll"
wrapper-air-light, dust-and
odor-proof—at your grocers.







I COGEDOPNS End of June

Clearance Sale

Many opportunities present themselves in this sale, for these are garments of typical Hagedorn style, quality and distinction, now reduced far below actual value.

100 Street and Afternoon Dresses

Comprising this season's foremost styles and most desirable fabrics. Former Prices \$29.50 to \$85.00

19.50 25.00 32.50

100 Linen Dresses Formerly to \$15.75. Now 6.95

17 Lingerie Frocks Formerly to \$95.00. Now 55.00

25 Street Dresses Formerly to \$25,00. Now 12.90

Dance Frocks Formerly \$37.50 to \$85.00. Now 19.50 to 55.00

Evening Gowns Formerly \$85.00 to \$250. Now 49.50 to 125.00 15 Evening Wraps . To Close Out Half Price and Less

3.65

Smart Blouses in the favored materials and colors. Formerly \$5.00 to \$7.50.

No C. O. D.'s. No Exchanges. No Refunds. 107-109 South 13th Street

with honest pride, would forbid the appli-cation to us. Her child cannot hold it back. It is easier to endure pain for herself than to witness the suffering of one beloved and unutterably precious to the daughter's

Charitable Society Gets Patterns

The representative of a charitable so uses the "we" in returning thanks for the abundant returns in reply to her petition published not long ago. We cannot print the list of her benefactors. She will thank each personally. the list of her benefactors. She will thank each personally. Yet we are glad to read and to recognize some of the names.

They Need Quilt Pieces

They Need Quilt Pieces

I am a constant reader of the Corner, I see wherein you would greatly help us. We have handed ourselves together to help each other and to help the poor wherever we ran find one in need. Last week the Social Improvement Committee, under the Helping Hand Society, save a bazaar, and we had an old-fashioned quilting. After having pieced the quilt, then it was sold to help raise money for the society. I am sure you can help us by sending our names to the Corner. Please put us down for some quilt ploces, which we shall be glad to get at any time, or any other 'cast-offs' that can be spared. Our work is worthy, and we feel that you could aid us in this way. M. V. S.

No one who can gather a handful of pleces suitable for quilt making should deny herself the pleasure of contributing to a society made up of women banded together to help each other and to help the poor wherever we find one who is in need. That is just what each of our great family has virtually agreed to do in becoming a mem-

virtually agreed to do in becoming a mem-ber of the H. H. C. It is plain from reading these two statements that the lately formed society is the youngest daughter of the Corner—one of our household of faith, hope and charity. Request for a Bible



I saw the offers of H. M. and M. P. Will you please send my request to one of them so "Never Use an Oily Polish



JOHNSON'S PREPARED OILY polishes gather and hold dust, soiling cloth-

ing, linen and everything they come in contact with. Johnson's Prepared Wax is

A Dust-Proof Polish

It imparts a hard, dry, glass-like coating to which dust and dirt cannot adhere. It never becomes soft or sticky in the hottest weather or from the heat of the body, consequently doesn't show finger prints.

Every family has dozens of uses for Johnson's Prepared Wax. Keep a can always on hand for polishing your

Floors Linoleum Piano Furniture

Golf Clubs Automobile

Woodwork Leather Goods Gun Stocks, etc. Johnson's Prepared Wax protects and preserves the varnish,

greatly prolonging its life.

will remove spots and stains that other cleaners won't touch. Unequaled for use on badly soiled furniture, woodwork, white enamel, floors-and, in fact, all wood, metal and enamel surfaces. Sold by leading Drug, Hardware, House-furnishing and Paint Stores and Garages,

A. A. C. W. Members Have you had your MORNING SIP? The Coffee you see advertised. There is Quality behind the label, and the flavor is always the same. Buy a pound today and take it home as a sou-

by Most Grocers. Rossted and packed by A. Sheppard & Sons

DRY AST CO TA EIGHTH ST

Introducing to Philadelphia

The NESTLE Process of Permanent Hair Waving



Ladies who know the drawbacks of ordinary methods of hair waving will welcome the introduction of the NESTLE Process to Philadelphia. It is an actual treatment based on scientific knowledge, pro-duces PERMANENT way ness without the harmful winding of the hair, the use of dangerous chemicals of

HAIR GOODS 129 South 13th St.