

MOKEMACHER'S MYSTERIOUS PIPE MAKES GOOD WITH SNOW FORECAST

Five Blue Streaks Remain on the Trusty and Sensitive Stem After First of Six Promised Falls Appears. Rain Turns Bowl Black Black

Simon Mokemacher pressed his nose against the window pane today and blinked confidently. It was snowing and the flakes were piling in front of his Manayunk homestead as fast as the dollars in a munition plant.

Simon was eating at his mysterious pipe, whose ever-changing hues tell in advance of the storms to come, when his friend and patron, John Maue, dropped in to chat with him.

CREDITABLE LETTER GIVING IDEAS ON WOMAN'S PAGES

Writer Advocates Various Changes—Would Have Vocational Guide—Daily Calendar and Other Features Added

The writer of the following letter, Miss Dorothy Colby, of 122 Girard avenue, received favorable mention in the women's page held for readers of the Woman's Page.

- To the Editor of the Woman's Page: Madam—I should introduce the following changes on your Woman's Page. Some are new departments, others merely modifications of those you now have:

- 1. Woman's Exchange and Household Helps. 2. Editorial. 3. Educational Department. 4. Practical Aspects of Woman's Work. 5. Fashion Department. 6. Health and Beauty Hints. 7. Continued story (Adele Garrison). 8. Calendar Corner. 9. Society News and Fiction.

WOMAN'S EXCHANGE AND HOUSEHOLD HELPS—I think the Woman's Exchange should be divided into two sections, one devoted to questions and answers on recipes, the other to questions and answers on all forms of etiquette and social entertainment, with advice on every problem in social relations, not only love affairs. In the section on cooking, I think the editor should discuss matters of proper diet for persons of various ages and occupations, giving also easily understood explanations of food values which foods should be eaten together in one meal, etc., offering sample menus. She could also consider the subject of economies in cooking and in the planning of meals, inviting suggestions from the readers of the section.

EDITORIAL—I would suggest that the editor vary her usual chat with a bright little discussion on some important topic of the times, quoting the views of prominent persons, or with comment on the day's news from the woman's point of view. In vein not too heavy, yet serious enough to stimulate into activity the opinions of her readers. There is no reason why this could not be varied with editorials on other matter published on the Woman's Page, just as is done by editors of other departments of the EVENING LEDGER.

EDUCATIONAL—I should like to see on the woman's page an educational department, conducted by a teacher or

First Aid First!



he weakens from loss of blood, the circulation can reach him—set the McNeil Standard in his presence and effectiveness in those critical five minutes recognized by underwriters in lower rates of fire insurance. The nine-dollar cost of this guaranteed cabinet is well compared with the suffering and compensation it saves.

ROBERT McNEIL, Front and York Streets, Philadelphia, Pa. McNEIL'S FIRST AID CABINET

Baptist Temple, Broad and Berks Great Humorous Lecture by the REV. FOREST E. DAGGER "The Shams of Society" Thursday Ev., March 1st, 8:15 o'clock

Health and beauty hints might appear on alternate days in the same place. Under "Health" I should have reliable authority discuss general problems of health, hygiene, sanitation and right living, on no account attempting to advise treatment for any specific ailment. Symptoms should never be given, as stinging people are bound to think they have them all, and if treatment is indicated might apply the wrong kind.

I should run a series of health talks for the workers, including homekeepers, getting some women from each profession or occupation in office, store or factory to state the conditions under which she works and have the editor tell the best way for her to live under the circumstances, what dangers to look out for and how to counteract them.

CALENDAR CORNER—A calendar corner could be made attractive, giving the weather, the day and the date and a "thought for the day," preferably expressed in poetry. Below this, at intervals, have a "What to Read" guide, selecting the best current books and magazine articles. Once a week feature publications and articles of special interest to women. There might also be a corner for Philadelphia notes, as well as the reprint of short poems you now give. Add a joke, near the "Cheerful Chorus."

SOCIETY NEWS AND FICTION—Transfer all society news to the page devoted to the woman's page. In position, the daily installments of the continued story of the paper on this page.

CLEAN STREET CRUSADE PLANNED BY CIVIC CLUB President Mrs. Edward W. Biddle Announces Campaign With Motion Pictures as Feature

A campaign to instruct the residents of this city in health problems and particularly concerning the work of cleaning the streets will be launched by the Civic Club during the first week in May. This campaign is headed by Mrs. Edward W. Biddle, president of the organization, at a town meeting in the Acorn Club.

NOYES BACK IN PRINCETON English Poet Returns From War Zone and Resumes His Classes

PRINCETON, N. J., Feb. 28.—Alfred Noyes, the English poet, returned to Princeton today to resume his duties as professor of nineteenth century English. He has given this course for the last three years, and it has proved one of the most popular in the curriculum.

SENNETT SENDS US THREE FINE FARCES

New Keystone Are Hilarious, Especially "Maggie's First False Step"

By the Photoplay Editor KEYSTONES COULD BE—"Maggie's First False Step," "The Nick-of-Time Baby," "Stars and Bars." Supervised in direction by Mack Sennett. Private screening.

Exhibitors and film critics privileged to see three new two-reel farces from the Sennett foundry at a private midnight display must have wondered why the output of the Keystone firm hasn't been reaching Philadelphia with its usual regularity of late.

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CLEAN STREET CRUSADE PLANNED BY CIVIC CLUB President Mrs. Edward W. Biddle Announces Campaign With Motion Pictures as Feature

Special Easter Music Included in the MARCH Victor Records ON SALE TODAY

PENN PHONOGRAPH CO. 17 S. Ninth St. Opposite Post Office

family of Keystone—the Fazenda-Booker-Murray bunch—evolve a cameo of drollery from the original rough granite of "Tillie's Punctured Romance," one-third as long and three times as funny. Miss Fazenda, the only really comic female of the screen, has done nothing better than "Maggie's First False Step." And almost equally high praise must go to the rest of the acrobatic persons who risk life and legs (for comfortable salaries) on Mack's ranch. Some may not care to see a baby nearly drowned and others (including the censors) will avert the eye of modesty at various pranks that are "shot." But better a cycle of "Maggies" than a summer of insipidity, ingenuities and "drip."

State Hospital Drops Potatoes ALLENTOWN, Pa., Feb. 28.—At the Homeopathic State Hospital at Rittersville, which formerly consumed sixty bushels a week, potatoes have been eliminated and substituted introduced in the form of rice, hominy, corn meal, beans, scrapple, macaroni and spaghetti.

Is Your Health Worth 60c a Week? That's what it costs to drink at rate of two glasses a day of famous BEDFORD MINERAL WATER

for liver, kidneys and stomach. Famous since 1804. Recommended by physicians. Bedford Springs Co., Ltd. 1325 Widener Bldg., Phila.

EDWARD DILLON Formerly with TIFFANY & CO. THE LATEST FIFTH AVENUE STYLES IN Wedding Invitations Marriage Announcements Social, Professional, Business Cards

The Stanley Booking Company THE following theatres obtain their pictures through the STANLEY Booking Company, which is a guarantee of early showing of the finest productions. All pictures reviewed before exhibition. Ask for the theatre in your locality obtaining pictures through the STANLEY BOOKING COMPANY.

George Allen, Inc. 1214—Chestnut St.—1214 Large Exhibit of Spring Hats FOR IMMEDIATE WEAR by our Expert Designers \$5 to \$20

Stearns Nineteen Years of Popularity FOR nearly two decades Stearns has set the pace for those seeking mechanical perfection in motorcars. Every desirable attribute of a perfect car is found in the Stearns, the result of successful experimenting and corresponding refinement.

HUDSON SUPER SIX TOWN CAR \$2925 TOWN CAR LANDAULET (Open) \$3025 LIMOUSINE LANDAULET (Open) \$3025 HUDSON SUPER-SIX LIMOUSINE \$2925