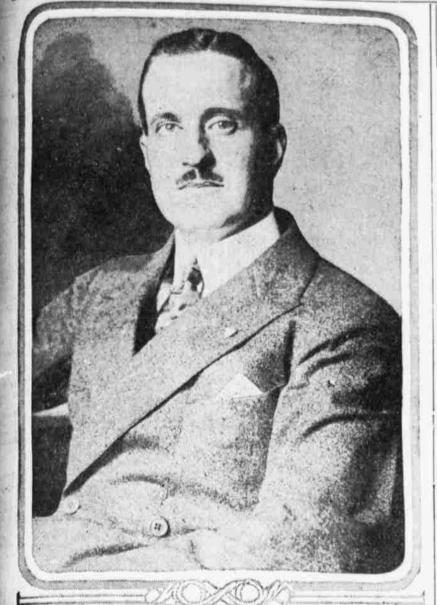
## EVENING LEDGER-PHILADELPHIA, MONDAY, JUNE 18, 1917

THE MENTAL VAMPIRE AND HOW SHE WOKE UP TO MISCHIEF SHE UNCONSCIOUSLY WROUGHT



HOWARD HEINZ Pennsylvania's Hoover talks on the housewife's part in the war.

# **STATE'S FOOD SUPPLY CHIEF** CALLS ON WOMEN FOR HELP

Howard Heinz, Pennsylvania's Hoover, Says Only Housewife's Frugality Can Make Allies' Victory Possible

#### By M'LISS

THE woman holds the fate of the nation in the hollow of her hands. If she sits down now and argues that the war is bound to be a short one, that the talk of conservation in a land flowing with milk and honey is all bosh, and that, in brief, her garbage pail and the daily menu she provides her family are her own affairs. America's chapter in the history of this world war will be an ignominious one

If, on the other hand, she grasps the situation quickly; if she realizes that the fighting allied nations must eat and that we must feed them, and that Hoover, late of Belgium, now, gratefully, of the United States, knows whereof he speaks, our record will be a glorious one.

These are the sentiments of Pennsylva-nia's Hoover. You didn't know, perhaps, that we had one. You weren't awara foubtless, of the fact that the war has ena veritable dynamo of energy who, like the averitable dynamo of energy who, like the averitable dynamo of energy who, like the material averitable dynamo of energy who, like the ing ourselves them we will also bring down for a kid and supporting it herself. That the second line of defense which will have the cost of meat t do with 20 nor cent loss

"MA" SUNDAY'S INTIMATE TALKS The wife of the famous evangelist discusses everyday topics in

a helpful and wholesome way.

#### By "MA" SUNDAY

A LITTLE brown wren of a woman about forty-five years of age, toil-worn but cheery, came to me one day to ask if I could advise her how to win back her husband. They had been boon companions in the little Middle Western town where they were born for twenty years of a happy married life, but when the man's business acumen had achieved its merited reward and transplanted them

to the wider horizon of a great metropolis they had fallen the smartest models borrow their fashionin with a set to which her habits of mind and life were alien.

Strive as she would, she could not keep pace with the mental alertness and the conversational cleverness of their new associates. The little brown wren was lost in the gilded cage of golden-throated canaries. She would not sing their songs.

That her husband still tenderly loved her and their three fine children she had no doubt, nor did she question his faithfulness to her. But there is an unfaithfulness that is of the mind and spirit that is equally hard for a wife to bear. Her husband no longer seemed to have time for her and the children, though he was more devoted than ever when he chanced to be with them.

Another woman had stolen her husband, not as a lover, it is true, but just the same she had taken away from the wife at home that sense of intimate, satisfying companionship which had been hers alone all these many years. Her old comrade was gone. The "other woman" was a brilliant musician and writer, as she herself termed it, with "a genius for friendship.

This friendship, however, usually confined itself to members of the opposite sex and, while there was never a breath of scandal about her and her relationships were really platonic, she attracted many husbands of other women to her train, as is sometimes the habit of so-called "Bohemian" circles.

There was nothing wrong about her-nothing of the vampire or siren, and yet she brought loneliness and unhappiness into many homes through her very gift of adaptability, which made her, figuratively speaking, "all things to all men.

It was her "infinite variety" of charm and tact which made men seek her as a haven of refuge. She knew just when to flatter-when to soothe. Her advice was always pertinent, her judgment sound.

What could the little brown wren do against such a rival?

I visited the "other woman" to see for myself. I found her all that was reported, sympathetic, broad of vision and sympathetic of soul-but thoughtless of the havoc these very qualities were making in the lives of plainer and less highly endowed women.

When I told her the truth her great beautiful, brown eyes filled with tears. "Why, I never realized, I never thought about it," she exvlaimed. "God forgive me if I have done what you say—I meant no wrong. «It just happens I have always been a sort of a man's woman—but I never dreamed I was spoiling the house all instrated is of fiesh color Georg-

When I left she had given me her promise never again to have another woman's husband for a satellite. She would conscript them in future from unattached men.

Dear women of charm and talen, do you realize that you are more dangerous to a man's marital, spiritual faithfulness than a hundred others who have only physical, sex attractiveness?

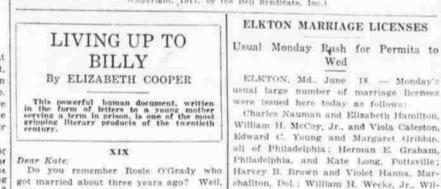
Use your great gifts where they will heal and not harm.

Never make warm friendships with married men, which, no matter how superficially innocent, yet make them seek your society at the expense of the happiness of their less attractive wives!

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Wed

mington, and Anna E. Jackson, Northeast



got married about three years ago? Well, fellow she married was a coke fiend, and

rotten crowd you run with, you didn't take to booze nor dope. If you hadn't just nat-urally not known the difference between what belonged to you and what belonged

to the other man, you might have been a pretty respectable member of society. I tell you I am watching Billy mighty close

to see that he don't have too small fingers By the looks of him now, the way he is growing, his hands are going to be like hams, and if he ever got them in another man's pocket, he would never get them out

I can't send you no money. I tell you I am absolutely flat strapped. I hocked my two rings and I even sold my dancing

I ain't paid Mrs. Smith for Billy's board

most a month, and I know they need the

money. Cheer up, old girl, you only have a short time now. I keep a trying to think

what you can do when you come out, but

Anyway, you know I am thinkin

Teamsters Fined for Negligence

Twenty teamsters were arrested today

accused of permitting wagons to remain in the streets all night without lights. Nu-merous accidents resulted and streets were

ers were fined by Magistrate Baker, whil-others were discharged with a reprimand

India

Several of the prisot

THE LIBERTY BONDS

must be sold in order to carry on the War. Every

housewife may buy one or more if she stops home

extravagance and uses food products that go farthest.

TEA

is one of the household money savers. Its greater strength and purity make economy a pleasure.

Ceylon

quently blocked.

seem to light on nothing you would Cours, Ann thinking (Copyright, All rights reserved.) (CONTINUED Trade

again

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like.

your.

MA" BUNDAY.

IN THE MOMENT'S MODES

### Separate Blouses of Georgette Are Popular

AMONG all of the season's style models there is nothing more fascinating than the separate blouse of transparent material made with a peplum and designed to be worn with separate skirts of light-weight voolens, silk, linen or pique.

You will find these blouses, or jumpers odeled with front and back closing, but ing from the middy blouse and are made to he slipped on over the head. You may have them in white or any color of the season.

Some of the dressler models are elabortely decorated with vari-colored embroidery. Some stick to buttons for trimming, while others employ narrow, hand-run



tucks. Sleeves end with cuffs or picot edg- | row tucks and hemstitching. The lower ing. Girdles are neither wide nor narrow, and most of them tie, once over, in front.

model is of old blue Georgette combined with the same material in Persian pattern.

A. Mc1 Joseph W

ington, Del., and Louis oole, Wilmington, Del., and Louis Fuller, 2228 Ridge ave., and Therees. 2228 Ridge ave. Fracilie, 1088 Emily 8 Ridge ave life, 1033 Emily st., and Annina 1033 Emily st. 1033 Emily st. Thompson, 4743 Marvine st. and McFarland, 4505 N. 20th st. chard 4339 N. Gratz st., and Pattle 320 N. Gratz st. h. 2044 Coral st., and Bertha Lens, Nelli Nach 2044 Coral st, and Bertha Lenk, Orlanna st. R. Neymeyer, 116 wisher's avenue, and Moffet. 203 Chow st. Peacork, 166 N. 85th st., and Viola M. am. 5107 N. 13th at W. Albert st., and in N. Olgree, 2812 W. Albert st., and McCarthy, 2030 E. Mesren st. and McCarthy, 2030 E. Slerner at Mary V. bbett, 1822 Wallace st., and Mary V. 1822 Wullare st. 431 1833 25th st., and Julia N. J., and Ruth E. th st., and Anna Lehigh ave. Cirkbride st., and Frances dolph st., and Mas Wald De Kalb st., and Helen N. 19th st., and Maris 1348 N. J., and Ethel E. 19th st., and Maria 1940 S. 19th st., 19th st. ar, 3215 Ridge ave., and Sarah Kerner, 3215 Ridge ave. 3215 Ridge ave. Supkus 221 Wharton st., and Apolonia Supkus 221 Wharton st., and Clars 1908 N by Stilles st., and Mar-Ward, 463 Matthews.

TODAY'S MARRIAGE LICENSES R. Ecker, 913 N. 16th st., and Leah a

17th at.,

701 Mifflin st., and Yetta 1

1 Mifflin at. and on 40% N, 41st st., and Edith M. and 112 N. Sils St. an N. Brennen, Atlantic City, N. J., and c. Tyson, Willow Grove, Pa, G. Walker, 1325 Cambridge st., and F. Jones, B228 N, Park ave. P. Insy. 1240 N. Consetters st., and c. A. Wasver, 538 N. Creighton st. devy, 1833 S. 4th st., and Freds Rom. 4th st.

in P. Weaver, 535 M. and Frees, Levy, 1833 S. 4th st., and Frees, S. 4th st., 120 N. 17th st., and Edge ard, Robinson, 10. A. Fauth. 1206 Front st., and France, M. Veach. 2606 Front st., and France, Withers. 2608 S. 10th st. Withers. 2608 S. 10th st.

Sondinger, Lienarch, Fa., and Frances Addinger, Lienarch, Fa., and Helen Adda Parrish at. Kester, Jr., New York city, and Mas Wilmington, Del.

Wilmington Del Quada, 708 NauGuin st., and Esther 1834 E. Hazzard St. mham, 730 Pearl st., and Carris M.

d st. Soll Emerald st., and Mary Emerald st. Paterson, N. J., and Marie

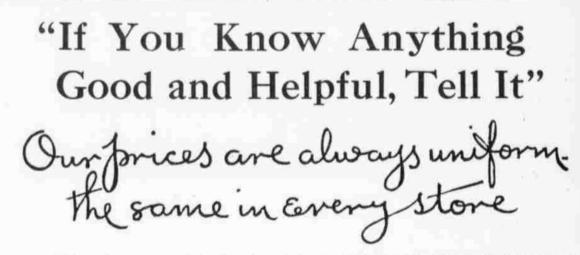
Paterson, N. J., and Marie on N. J. Camao st., and Clars

ust st., and Bylvia L.

Leon A. Wilson, York, Ps., and Cooper, 155 N. 15th st. Joseph Young, 1220 S. 17th st., Weilington, 1717 Edwin at. Ernest Burton, 1943 Norfolk st., Rinard, 1740 N. Alder st.

A. Todd. 211 nes. 1817 De 1 Greenberg, 70 701 Mifflin st Bendon, 406

saret Y. Ward, 4650 Hrown st. marks B. Matthews. 1908 Monument ave., and Neilie A. Eaver. 2020 S. Frazler st. homas J. Cullen, A301 Clearfield st. and Ross A. Melivane. 3501 Clearfield st. areh W. Horton. 212 South st., and Amanda Cunningham. 2311 Naudain st. usene F. McCusker. 2418 Norris st., and Mar-uaret O. Donnell. 2327 E. Sergeant st.



There's no questioning that fact. THE AMERICAN STORES everywhere are united by uniformity of price. We have no "sliding scale," and our customer-friends, in all sections, receive the same fair treatment. Goods may be bought in Harrisburg, Trenton, Wilmington, Wilkes-Barre, Atlantic City, Wildwood, or wherever we have stores, and the same distinctively low prices, then ruling in our Philadelphia and Camden stores, will be asked. You can't get lost on a straight road; and the far-reaching policy of THE AMERICAN STORES is interestingly helpful.

It is characteristic of Howard Heinz that he gets things done quietly; that he has virtually organized and set in motion the vast machinery necessary to the conservation, production and distribution of the food upply in Pennsylvania before the majority of people became conscious of the fact that was at the helm, as the director of the

food supply in this State. The fifty-seven varieties of his enterprise and commercialism are well known; the fifty-eighth variety, his capacity for ardent public service, threatens to bring him into the limelight in a different role

KNOWS ALL ABOUT FOOD

For four days every week Howard Heinz comes down to Fhiladelphia from Pitts-burgh, establishes himself in the offices of the Committee of Public Safety, of which his department is part and parcel, and views the food situation from the angle of this part of the State.

Howard Heinz knows food. His canny old father, now seventy-three, the founder of the great food industry, made him know. He put him in the cellar of the factory as foon as he came out of Yale, a brash young fraduate in 1900. He said to him, "Learn bout things that grow, and learn from th bottom up

Howard Heinz learned. He found out howard Heinz learned. He found out bout the products that came into the facand then he was sent all over the world to But in touch with the farmers of all na-tions, who supplied these products in such huge quantities. His money insures him Stainst any possible food worry for him-self; but for the millions dependent upon the United States and Pennsylvania he is taking thought.

DEPENDENT ON WOMAN DEPENDENT ON WOMAN "Woman is the main factor in all that is to be done," he told me seriously. "We are absolutely dependent upon her efforts. She holds the fate of the nation in the hollow of her hand. If she argues foolishly and edifishly that it will be a short war and that the fact of the nation in the hollow of her hand. If she argues foolishly and edifishly that it will be a short war and that the fact of the nation in the hollow of her hand. If she argues foolishly and edifishly that it will be a short war and that the fact of the nation in the hollow that the fact of the nation in the hollow that the fact of the nation in the hollow that the fact of the nation in the hollow that the fact of the nation in the hollow that the fact of the nation in the hollow that the fact of the nation in the hollow that the fact that we have plenty should that the fact that we have plenty should the fact of the nation in the hollow the fact of the nation i relieve us of any worry about others. I do not see how we can pull out of this meas Maccessfully.

"If peace comes tomorrow, the food prob-lem will be even more serious than it is how," he continued earnestly, "because that will mean that we shall have to feed Ger-many, Poland and Rumania, in addition to our Allies. We have put our trust in woman. Her power of appeal is enormous.

Woman. Her power of appendix and the second production. We need all but fifty millions of this ourselves. But our Allies need three hundred and fifty million bushels or they cannot fight our war properly. That means that we must do without three hundred million bushels of wheat.

WILL HAVE TO DO WITH HALF We shall have to do with half the ount of wheat that we have been Our women must realize this, and must realize it immediately. Conser-a must begin at once. Australia is having ship problems and Argentine has an

is ment. We must abeliately give up parture

sugar than we have been using. The Allies

need it; we must see that they get it. There is nothing soft about this food specialist. You feel instinctively that when he declares with such finality. "We must give up such-and-such a thing." he himaelf has already done so and that the last thing he would do would be to buy special privileges in wartime for himself.

"It is conceivable that in the future we

may have a reasonable food economy en-forced by Federal regulation, but it is more in accord with American spirit to volunteer or world service than to have such service forced upon us by the dire necessity that might result from continued successful sub-marine warfare coupled with a possible

marine warfare coupled with a possible serious failure of crops. "The slices of bread that go to the table must be smaller, this practical man con-tinued. 'so that every piece which is taken will be saten. Only the amount needed must be cut from the loaf. "Fresh vegetables and fruit, which we are told will be abundant and cheap this summer, must be eaten in place of some of the staples. Also our women must learn the old trick that our graupmothers knew of drying green vegetables for winter uss. To this end the department of food supply is co-operating with the National Woman's Council of Defense, of which Mrs. J. Willis Martin is the State head, and Mrs. Charles

"In every way that it can this food de-partment is working with the State Govern-ment departments so as to avoid duplication ment departments so as to avoid deplocation of effort. The Farm Bureau, the Department of Labor and the Department of Agriculture have been of inestimable assistance to us in helping with the farm-labor problems and organizing squads in the interest of food conservation and production and dis-tribution. But without the help of every in-dividuel arconar, the millionairees, the

dividual woman, the millionairess, the housekeeper, the servant, we shall get no-where. As usual, woman must play her big part in winning the war."

Boy, Hurt by Firecracker, in Hospital Boy, Hurt by Firecracker, in Hospital Physicians at St. Mary's Hospital today are treating Frank Fieckenstein, fifteen years old, of 1834 North Front street, the first youngster to be injured in a pre-Fourth of July accident. The lad last Saturday stored away a large stock of firecrackers and in the evening began to light a cannon cracker. His right hand was hadly mangled when he accepted a "dare" to shoot off a powerful "salute."

Steals Pool Balls to Cut Living Cost Pool balls were stolen by Charles Austin The world looks to us. We must use whole wheat and we must the corn. We must have corn bread at the st three times a week. Don't ask. Why sufficient the Allies eat the corn? That is a sufficient the state of living. The balls were stolen from the billiard room of William G. Boyd, at 5229 Girard avenue. twenty-one years old ,according to his state-

The Allies have never used corn. They we hever raised it to any extent. Their was do not know the use of it, and we aren't the time nor the facilities for teach-ing them. They must have the wheat they walk we not only know the use of corn breads and correla, but we like it. We it use it as a substitute for wheat Next in importance on the conservation

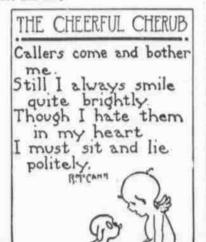
Md.; Thomas Johnson and Eliza Ullman, Potistown; Charles Plank and Alice Hall, loatesville; Erd Farrel and Edith she fired him, and she is doing real well. Fullerton, Pa.; Samuel Bowers and Anna Hassog, Reading; Charles M. Ball and Catherine Evans, Tamaqua; Horace S Evans and Elizabeth T. Wurst, Moorca Her brother is a driver at McCreey's, and Catherine Evans, Tamaqua; Horace S. Evans and Elizabeth T. Wurst, Morea-town, N. J.; James E. McCollom and Lola between them they hire a little flat down on Twenticth street and her mother takes care of the baby and they are real happy. I went down to see her the other night. A M. Draper, Thurlow; Luther L. Lucy, Hal-timore, and Helen D. Dawson, Oxford, Md.; Charles Bogearth and Ella Creamer, Wilmington; James E. Camphell and Es-ther C. Crawford, Bloomsburg, Fa. ; Philip Merlonetti and Rose D. Frongo, West Ches-ter; Mathias B. Thies, Trenton, and Eliza-EAT PLENTY; AVOID WASTE "The motto of the food department is "Eat plenty, save the staples and avoid waste." Pennsylvania's food director con-tinued. "Particolarly must we avoid waste. The garbage statistics in America are before Fd feed them. You see an awful her stomaches grow to their backbone before Fd feed them. You see an awful how around Eighth avenue. and it seems like it is done by the men beth Grove, Pittsburgh; Robert R. Weisl and Margaret Mosteller, Shickshinny, Pa. Leon Larrison and Lottle Mendell, Plain field, N. J.; Clarence R. Ramsey and Elizabeth F. Black, Bridgeton, N. J.; Clarence Fauver and Rena Broadwater, Millville, N. J.; William F. Morgan and Henrietta

and it seems like it is done by the men that most need the money. Yet I suppose when they are out on the wagon all day in the cold and the wet, that a saloon looks S. Munroe, Trenton; Arthur E. Smithson Forest Hill, and Lillian M. Wildavon, Belair Md.; Samuel Curwood and Mildred Zimmer awful nice and warm and the free lunch tastes mighty good. They can't afford to go to the restaurants, even cheap ones, so Baltimore, and John R. Bellefonte, Pa., and Jessie W. Flanagan 'hiladelphia. they go to the saloon and drink that rotten whisky that drives them crazy. That is one thing I never saw no fun In and I must say for you, Kate, that with all the

#### Two Hurt When Scaffold Falls

Coie, Jr.

Two workmen were injured today when twenty-foot scaffold fell at the Kingsen sing Recreation Center, Forty-ninth street and Chester avenue. The fijured men are William Tallant, forty-five years old, of Forty-ninth and Stiles street, and T. W. Ross, sixty-three years old, of Priscilia Germantown Both men were re noved to the West Philadelphia Homeo pathic Hospital suffering from cuts on the tace and body.



That helpfulness, especially in these days of *Excessive* High Cost of Living, cannot be and is not overestimated. Our stores are open for the full purpose of selling every man, woman or child, no matter their station in life, who wants to buy wisely and well; and particular, exacting, hard-to-please people are all the time looking to us for dependable, trustworthy - highest grade goods at lowest possible cost. It all makes for a more normal sort of living; and united good-will and hearty effort are incessantly at work

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If it fails to please, return the unused portion and well refund your money infull.

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