

BRING THE NEUTRAL COLOR AS A MATTER OF TRIMMING IT

Woman Need Despair of Wearing Grays Tans—A Bit of Becoming Brightness the Secret—Jet Is in the Story, Too!

It seems as though nothing in the world is neutral except the soft, swishy afternoon... But these colors are so neutral... Many a woman is beginning to regret the camouflage of yesterday...

IN THE MOMENT'S MODES Many Chapeaux Are Fashioned From Metal Brocade



Millinery style creators are daily offering fresh evidence of their allegiance to metal brocades. Large hats, small hats and chapeaux of medium size employ this fabric in their fashioning...

BLOOMERS FOR WORKWOMEN AS SOLUTION OF WAR PROBLEM

Dr. Kate Baldwin Advocates Apparel as Best Calculated to Improve Efficiency in Industrial Field

Dr. Kate Baldwin, one of the best-known women physicians in the city, tackled the question of how the thousands of women who have responded to the war emergency call for help in the industrial world can best maintain their physical proficiency...

Dr. Baldwin is of the firm belief that, given the proper costume, a working day of a reasonable number of hours... The upper of the two models illustrated is a closely fitting hat of metal brocade with a flaring brim of squirrel fur...

Off to the Front—

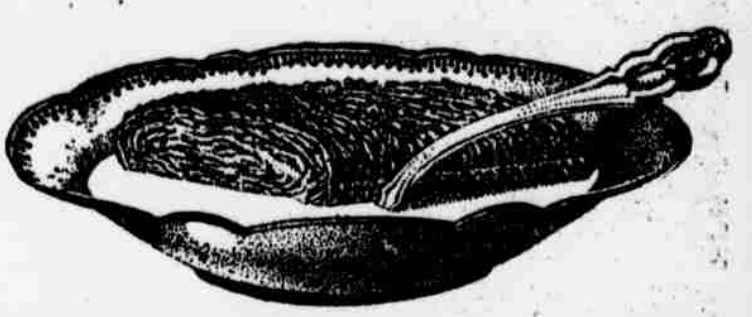
That's where every real American wants to be—right at the front—whether in war or in business.

Getting to the front is a question of proper food, rational exercise and simple living. Knowing what to eat and how to eat sometimes spells success for the man with poor physical endowment.

Shredded Wheat Biscuit

is the food for the man at the front, for the up-standing man, for the man who does things with hand or brain. It is 100 per cent. whole wheat, nothing wasted, nothing thrown away.

For your "meatless meals" try Shredded Wheat Biscuit with sliced bananas, stewed prunes, baked apples, or other fruits. Two of these Shredded Wheat Biscuits with fruit make a nourishing, satisfying meal for breakfast, lunch or dinner at a cost of a few pennies.



MADE AT NIAGARA FALLS, NEW YORK

THE WOMAN'S EXCHANGE

Letters and questions submitted to this department will be written on our side of the paper only and signed with the initials of the writer. Special queries... THE WOMAN'S EXCHANGE, Evening Public Ledger, Philadelphia, Pa.

TODAY'S INQUIRIES

- 1. What movement to urge some of the mothers of France to return from industry and return to their homes has been started?
2. What new shade particularly becoming to the blond is much in evidence now?
3. Should a letter of introduction be sealed?

ANSWERS TO YESTERDAY'S INQUIRIES

- 1. The custom of wearing orange blossoms on a wedding veil is a Moorish one and comes to us through France from Spain.
2. It is not proper to accept an invitation provisionally, not knowing whether one can or cannot attend the affair. There is an exception to this rule, of course, when the affair is an extremely informal one.

Train Not Essential

Dear Madam—Some time ago I wrote you a letter regarding a train for a church wedding. You answered so satisfactorily that I am going to ask you a further question. A wedding dress made with a long train of white tulle and a long train of white tulle and a long train of white tulle...

A Shorter Way to Get There

Dear Madam—I noticed in your column of Friday's issue a trolley route to Centre City. I don't mean to intrude, but I'm sure I'm going to be very useful to you. I have a very short and direct route to take you to the city center...

A Man's Troubles

Dear Madam—My face is always shiny. I don't know what to do about it. I have tried many things, but nothing seems to help. I have worn a face powder, but it only makes it worse...

Troublesome Stockings

Dear Madam—Perhaps the following suggestion will be of help to some readers who are troubled with their stockings. I have had this trouble for many years and have tried many things, but nothing seems to help...

GOOD HEALTH QUESTION BOX

In answer to health questions, Doctor Kellogg in this space will daily give advice on a variety of subjects, but in no case will he take the risk of making diagnosis of a disease or prescribe treatment for any disease without a personal letter to him.

By JOHN HARVEY KELLOGG, M. D., LL. D.

Eating Before Sleeping

It is not a good plan to sleep directly after eating, but it is a good plan for some people to rest. Persons who have pain after eating should always rest for a while. Many persons find themselves very greatly refreshed by ten minutes' sleep after a meal.

Japanese Insignias

What is "Japanese insignias" and how is it taken? It is commonly called "insignias" and is Japanese seaweed. It is an excellent food remedy for constipation, as its bulk stimulates the action of the bowels.

Night Sweats in Consumption

What is the cure for night sweats in the early stages of consumption? The cure is to build up the body and getting rid of the tuberculosis.

Black-Eyed Susan

One cupful brown bread crumbs, two and a half cupfuls scalded milk, two eggs, one tablespoonful butterine, one-third cupful molasses, half a teaspoonful cinnamon, one-quarter teaspoonful clove, one-quarter teaspoonful nutmeg, one-quarter teaspoonful salt, one-third cupful raisins. To brown bread crumbs add scalded milk and let stand until mixture cools; then add eggs slightly beaten and remaining ingredients. Bake in moderate oven until firm. Serve hot with sugar and top milk—Woman's Home Companion.

BLOOMERS FOR WORKING WOMEN

But women must have the proper "costume." Doctor Baldwin insisted, "If you are to be efficient, happy workers, it is ridiculous for women to attempt to do any work that requires a leg movement and do it as quickly, as safely and as well as the men whose clothes they take off and put on."

REASONS AGAINST NIGHT WORK

"I have my objection on health grounds. Women who work at night do not get the proper rest in the day time, because instead of sleeping sufficiently they are usually crowded. It is difficult to sleep during the day undisturbed by noises from the others of the family."

WOMEN AS FARMERS

"The woman farmer, with the exception of the mowing of hay, I wouldn't put them at that; it is the most exhausting work in the world. But any woman who can drive an automobile and an ambulance ought to be able to drive a plow and a harrow. It's

Looking Forward! A New Year's Resolution

The economic pressure of today has reached an extent never before experienced by the present generation. It has become, viewed from whatever angle you choose to look at it, an urgent necessity to see that your money is spent wisely and well. In a word, where your dollars go the farthest.

Resolve among your first New Year's resolutions that you will trade throughout 1918 at an American Store. We say to you in all sincerity that we can furnish your table at lower cost, quality, honest weight and measure considered, than anywhere else in four States.

If you are not an American Store's customer, resolve today and become one among the hundreds of thousands of families, many of whom have been trading with us for more than a quarter of a century.

Large Queen Olives 5c bot. Our Best Mince Meat 15c lb. Extra Fancy Cal. Apricots 25c lb. Big Meaty Prunes 12-14c lb.

Our Very Best Coffee, lb. 21c. Justly named the "Connoisseur's" Coffee. We know what we are talking about when we say you never drank a "cup" that gave any better satisfaction.

High Grade Spaghetti, 8c-13c can. South American Marrow Beans, lb. 12c. An economical and wholesome side-dish, packed in a delightful Tomato Sauce Dressing. You are saving 6c on every pound—Big, white, mealy fellows, equal to the finest York State.

Victor Bread 7c. The Big Conservation Loaf. The first slice will prove its crispy goodness—used by more families than any other bread in four States. Our three bakeries have a combined weekly capacity exceeding two million loaves.

Lard Substitute lb. 26c. An economical substitute for Pure Lard. A clean saving on your lard bills of four cents a lb.

Table with 2 columns: Item and Price. Includes items like 3 cans 5c size Cleanser for .10c, Pure Codfish, pkg. 6-9c, Asco Oats, pkg. 9c, Mothers' Oats, pkg. 9c, Pure Jelly, glass, .12c, Fancy Tomatoes, 12-oz. can, .9c, Pure of Tomato, can, .8c, Best Hominy, lb., .7c, Best Cornmeal, lb., .6c, Best Barley, lb., .7c, Pink Salmon, can, .18c, Shad, big can, .17c, Queen Regent Toilet Soap, .4c, Laundry Soap, cake, .15-16c, Dust Brushes, each, .12c, Asco Buckwheat, pkg., .12c, Syrup, big can, .16c, Macaroni, pkg., .10c-12c, Noodles, pkg., .5c.

The Following Prices in All Our Up-to-the-Minute Meat Shops: Pork Chops and Roasts, lb. 28c. Best Cuts, 32c. Chuck, Pot and Rolled Roast 24c lb. Rib, Bolar and Crosscut Roast 28c lb. Fresh Pork Shoulders, lb. 25c. Lean Soup Beef, 18c lb. Hamburg Steak, 23c lb. Fresh Killed Milk Fed Chickens, 32c lb. Bodine's Pork Relish, 22c 1/2 lb. Vogt's Cold Boiled Ham, 14c 1/2 lb. New Made Kroul, 10c qt.

Standard Furs Full Pelts Individual Models Dearly Reduction Sale COATS COATEES CAPES Ten, Fifteen and Twenty-Dollar Hats at 5.00 Waists as low as 4.00 The Fur and Millinery Shop 1423 WALNUT STREET

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