

WOMAN PUFFS ARE VINDICATED—NEW DEFINITION OF FEMINE LOGIC—GOOD HEALTH TAL

DELIGHTFUL LACK OF LOGIC WOULD HAVE A NEW NAME NOW!

Comic Critic Recalls the Old Foible, but There's a New Definition—Originality Plus Bravery to See It Through

WHEN a woman most delightful and being delightful, why is she? In reviewing plays written by women in a current magazine a noted dramatic critic—a man—marks several of the plays successfully charming because their authors were satisfied just to be women and not to try to be like men.

And when a woman is just a woman she is delightfully minus logic. This is the way the critic arrives at his definition of feminine charm. None of the authors who didn't try to write like men stopped to reason anything out. When they wanted their characters to do anything they simply let them do it. And there you are. The plays are Broadway successes and everybody likes them.

WE GRANT that a woman is most delightful when she is just plain woman. But why is she? It is interesting to get to the bottom of this old saw about woman's lack of logic. It is hard to have your "chiefest" bouquet plucked from the fact that you are charmingly unable to use your mind.

Dare we, then, make a suggestion about this? It is really quite logical being based on things that have begun to happen since women have been allowed to forget about georgette crepe and hand embroidery.

Isn't this lack of logic that men have been talking about for ages and ages nothing more or less than woman's bump of originality? Take the women who write the plays, for instance. They made their characters do quite unbelievable things. Right wrongs, for instance. But the things could have happened.

And so why not? Personally, we believe these two words, "why not" to be the keynote to woman's whole

GO BACK to the simple life, be contented with simple food, simple pleasures, simple clothes. Work hard, pray hard, play hard. Work, eat, recreate and sleep. Do it all courageously. We have a victory, win.

nature. Look around you at the present day. Women are doing unbelievable things in war work. For instance:

This other day, just before Christmas, due to a slip-up in plans a great many Jackies at sea were doomed to be disappointed about their Christmas presents. Some women put their heads together. They came out of a conference saying "why not?" And pretty soon a ship was chartered and the Christmas presents were speeding "special delivery" to the waiting Jackies out on the winter seas.

Women's lack of logic, some would have called it, when the suggestion to plunge through a lot of red tape that really couldn't be plucked through was made. But the presents got there, just the same.

IT IS possible to qualify the definition made above. Woman's lack of logic is more than bump of originality. It is, say, two parts that and one part bravery. Woman is original in making suggestions, and she is brave enough to put them in practice and see them through. It is only lately that any one would give her a chance to put them through. Perhaps, now in the day of short cuts to war efficiency, it will be proved that an idea unfettered by the dignity of precedent can nevertheless very often be a very good idea. Then when we've all—the men, too—grown hopelessly illogical our brothers will call it something else!

THE WOMAN'S EXCHANGE

Letters and questions submitted to this department must be written on one side of the paper only and signed with the name of the writer. Special queries like those given below are invited. It is understood that the editor does not assume any responsibility for the return of articles. All correspondence for this department should be addressed to THE WOMAN'S EXCHANGE, Evening Public Ledger, Philadelphia, Pa.

TODAY'S INQUIRIES

- 1. Why is it more satisfactory to use vegetable oils than butter for cooking?
2. What cheap substitute for cottons can be used in the children's coats?
3. What is the food value of lettuce?

ANSWERS TO YESTERDAY'S INQUIRIES

- 1. A delicious white sauce can be made by using a tablespoonful of olive, peanut, corn or coconut oil as a substitute for butter.
2. A tinplate is a small individual pie baked in a mold.
3. The best place in the house for the "household" office is in the kitchen or in a room very near the kitchen.

A Boston Beans Supper

Dear Madam—Kindly let me have a recipe for Boston baked beans with pork, and also the menu for such a supper. Thank you very much for this and next issue. It certainly is a blessing to have the Woman's Exchange to come to with our little perplexities.

Soak a quart of beans overnight in cold water. In the morning drain, place in a pot, cover with plenty of water and put on the fire to boil. Heat very slowly to the boiling point and let it simmer until the beans are very tender, but not broken. Have ready a piece of pork that has been parboiled, scraped and sliced. Put the beans in an earthen bean pot or in a baking pan that can be closely covered. Add the pork, which should be cut into inch squares. To a pint of the water in which the beans were boiled add a quarter of a cupful of molasses, a teaspoonful of French mustard and a quarter of a spoonful of baking soda. Mix well and pour over the beans. Season with plenty of salt, cover and let bake in a steady oven for eight hours.

Corn Bread With Yeast

Dear Madam—Is there a way to make corn bread with yeast? It will be very kind to publish the recipe in the Woman's Exchange.

The United States food administration gives the following recipe for making corn bread with yeast. It is, of course, a limited one: One and one-quarter cupfuls of liquid, one and one-half cupfuls of salt, two-thirds cupful of cornmeal, one-quarter yeast cake, dry or compressed, in one-quarter cupful of lukewarm water and two and one-half cupfuls of flour. If dry yeast is used a sponge should be made at night with the liquid, the yeast and a part of the white flour.

To Whiten Linen

Dear Madam—What will remove discoloration from linen? It is very much appreciated.

Most natural way to whiten linen is to boil it in a solution of chlorine. Boil the linen in a gallon of boiling water and a pound of soda. Boil it for half an hour in a solution of chlorine. Boil the linen in a gallon of boiling water and a pound of soda. Boil it for half an hour in a solution of chlorine.

Gifts for Bridesmaids

Dear Madam—I am to be married next month and have asked two girls to be my bridesmaids. Am I supposed to give them a present? If so, what would be appropriate?

It is usual when a bride can afford to do so to give the bridesmaids some little present. A hair pin, a bracelet, a pair of earrings, a hat pin or a small jewelry case would be an appropriate gift. If the bride feels she cannot afford to give a present, she should give a congratulatory note.

Tomorrow's War Menu

BREAKFAST: Baked Rice with Raisins, Iowa WarBuns, Molasses Coffee. LUNCHEON: Mince of Beef on Toast (leftovers), Oatmeal Crackers, Currant Jelly, Cocoa. DINNER: Mutton Hotchpotch with Oyster Gravy, Rye Bread, Steamed Apple Pudding.

MUTTON HOTCHPOTCH

The ingredients are two pounds of lean mutton, six medium-sized potatoes, two onions, two lamb's kidneys and a dozen oysters. Cut the mutton in inch-square pieces. Peel the potatoes, cut into squares and parboil for five minutes. Dice the kidneys and onions. Put a layer of mutton in the bottom of the baking dish and then a layer of kidneys, onion and potatoes mixed. Season each layer. Follow with another layer of mutton, and so on until the dish is filled. Pour a cupful of hot water over the hotchpotch, cover the baking dish and bake for three hours in a moderate oven. If it seems to dry up in cooking, add more water.

To a Red Cross Dog

Brave dog, you share the fighting risk on fields of France afar. Yet never for your sake is flown a shining service star. You thread the bloody battleground and find where wounded lie. Then heedless of the shell and shot you bring their succor nigh. Were I your master I should want To give you a valor hall. And by a comet on a flag—A star that has a tail. —New York Sun.

IN THE MOMENT'S MODES

Suit of Bottle-Green Velvet, Nutria Trimmed



The distinguishing feature of the costume illustrated in the accompanying sketch is the snug fitting above the waist line. A number of the style creators have exhibited a preference for this form of modeling, the lines of which present an evolution of the basque lines of the bustle mode. This suit is fashioned from bottle-green velvet and the trimming is of nutria fur. The collar, too, it should be noted, has its element of originality.

Let Us Renew Your Last Season's Velvet Suit or Coat. Our process restores all the original luster and lustre of the fabric, at little cost. Schwarzwaelder Co., 1017-27 Wood St.

MANDO. Remove superfluous hair from under the arms. The style makes this preparation indispensable. Sold by good Dress and Department Stores.

AMI-RITA. SUPERFLUOUS HAIR REMOVER. The only treatment that will permanently remove the hair roots without causing any burning or irritation. Sold by good Dress and Department Stores.

DERIDE NOT THE POWDER-PUFF DEVOTEE; WOMAN ATTRIBUTES \$8000 INCOME TO IT

That Usually Scorned Bit of Chamois Her Most Valuable Adjunct to Business Success, Declares Mrs. Bertha A. Rich, Advertising Solicitor and Originator of Several Prospering Enterprises



By M'LISS. You have seen them in the street cars, in the elevators, in the theaters, in front of the shop windows—everywhere, in fact, the devotees of the powder puff. Some operate boldly, others surreptitiously, like addicts of a secret vice, but always there are smiles of masculine derision and superiority to make the wielder of the puff feel like a silly fool, instead of the canny business woman she probably is.

And now these devotees have a champion in the person of Mrs. Bertha A. Rich, who makes her \$8000 a year and more and attributes it all to the bit of down that she keeps in her handbag and the things that bit of down symbolizes.

Mrs. Rich, who is known in Philadelphia because of the plans she put into operation here for the increasing of savings accounts in banks, is an advertising solicitor with a long list of successful enterprises to her credit. In a current magazine she has written an article called "The Business Woman and the Powder Puff," in which she removes the stigma that has long been put upon the public use of the complexion chamois and gives that little article the place in the sun that is really its due.

"I made it an invariable rule," Mrs. Rich writes of the early steps that led to her success, "from my very first day as a solicitor, to open my handbag before entering an office, first up my bit of chamois, go carefully over my face, removing all stray specks of dust and dirt which might have accumulated since my last call. Stray locks were tucked up, cheeks were pinched a bit, and I was ready to hear the lion in his den. I always carried my handbag and never allowed my eyes to wander. I felt myself to be the equal mentally, morally and physically of the man on whom I was calling, and when I nuttily expressed my belief in good grooming, good dressing and well-chosen language—everything else being equal—he could not get away from me.

"When I am asked, as I frequently am, 'What one thing has contributed most to your success?' I invariably reply, 'My powder puff.'"

"My questioner as invariably laughs, and yet I am never more serious than when I make that answer. I am proud of my success, and looking back upon the years of my gradual development, I have searched diligently for the underlying reasons. Foremost among them I list the chamois symbolized by the powder puff."

"Critics of the over-dressed, under-nourished 'working girl' will scarcely agree with Mrs. Rich's theory that a bunch of violets is a greater asset toward a substantial success than a satisfying lunch.

Surprisingly like addicts of a secret vice...

Buy a fresh bunch of violets...

Humor your lovers, she says. If he invites you to luncheon do not snub the poor man and tell him in a haughty voice that you never mix business with pleasure or something equally bromide. Smile at him, not contemptuously, but frankly and humanly, and tell him you never eat luncheon. If he compliments your clothes be frankly pleased and tell him that you like that suit also. Humor him, but after every departure from the assets of business, lend him gently but firmly back to his pen and hold him there.

Nemo Advance Announcement! INCREASE IN PRICES ON AND AFTER Monday, February 4, 1918. NEMO WONDERLIFT CORSETS, Nos. 553, 554, 555, 556, 557 and 558, now \$5.00, will be ADVANCED to \$6.00. NEMO SELF-REDUCING CORSETS, Nos. 402, 403 and 405, now \$4.50, will be ADVANCED to \$5.00.

Highest Grade Furs Products of Our Own Workroom. Designed in the Season's Style. Dearly Reduction Sale Of a Few Remaining Models. COATS: Leopard Cat as low as 100.00, Hudson Seal, plain, as low as 150.00, Hudson Seal, trimmed, as low as 175.00, Waists as low as 4.00. SETS: Battleship Gray Fox as low as 70.00, Hudson Seal as low as 50.00, Natural Skunk as low as 45.00, Ten, Fifteen and Twenty-Dollar Hats at 5.00. VERY SPECIAL: Natural Raccoon Auto Coat, full length, as low as 135.00. The Fur and Millinery Shop 1423 WALNUT STREET

GOOD HEALTH QUESTION BOX

In answer to health questions, Doctor Kellogg in this space will gladly give advice on various matters, but in no case will he take the risk of making diagnosis or prescribing for ailments requiring surgical treatment or drugs. Health questions will be promptly answered by personal letters to the editor. Inquiries who include stamped envelopes for reply.

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

Watch Your Eyes

WHEN particles like dust, cinders and ashes get in the eye, the immediate tendency is to shut the eye and put the finger against it and rub it—the worst thing we could do. Most of the particles which fly into the eye never could fly under the upper lid. At least eight-tenths of the particles that a physician has to extract, however, are found buried under the upper lid. The reason is that by rubbing the lid around over the eyeball the particle is worked up under the lid.

So when you get something in your eye do the best you can to suppress the instinct to rub the eye. Then pull the lower eyelid up and the upper lid out and the particle in the eye will be dislodged by the tears which flow across the eyeball in a torrent; they will be washed out and will appear in the corner of the eye. If any chemical is thrown into the eye do not wait to look in a book for an antidote; the best thing is plain water; or, if you have time and it is handy, use a plain salt solution, a teaspoonful in a pint of water, either hot or cold. This will wash it out quicker than you can wait to neutralize it in some other way.

High Blood Pressure. What is the significance of a high blood pressure? What is the best climate for one who has a high pressure? ROBERTS. A persistent high blood pressure compels the heart to do an enormous amount of extra work and wears it out, thus leading to dilation of the heart and heart failure. With a blood pressure of 200 the heart does more than double the work required at 100. This extra labor wears the heart out rapidly. It is a very common thing to find the heart, blood vessels and kidneys simultaneously diseased, so-called cardio-vascular-renal disease. These grave cases require prompt and persistent attention. The plan of the blood pressure through hardening of the arteries is one of the early symptoms of approaching old age. It is also one of the premonitory symptoms of Bright's disease.

Roseway Shop 1335-1337 Walnut St. Opposite Ritz-Carlton. Final Clearance Sale REGARDLESS OF COST. Our Entire Stock of Winter Dresses, Coats and Waists 1/2 Former Prices. No Exchanges—No C. O. D.'s—No Approvals.

LUIGI RIENZI 1714 Walnut Street Semi-Annual Clearance Sale. Suits \$20.00 and \$29.50. Gowns \$29.50 and \$34.50. FURS: Coats, Capes, Scarfs, Muffs, Entire Stock. At 1/2 to 2/3 Former Prices. All Winter Hats \$5.00.

Stone 1220-1222 Walnut Street Adjoining the St. James. Announce an Authoritative Showing of Early Spring Modes in Coats, Suits, Dresses. Particularly Adapted for Wear at Southern Resorts.