EDITORIALS BY LEADING WOMEN—RAISING THE STANDARD OF THE FILM—LETTERS FROM READERS

NAPOLEON'S DRUG STORE BILLS MIGHT TEACH WOMEN A LESSON

Keeping Up General Appearances a Wartime Necessity—Uncle Sam Believes in It and So Did the Little General

ALL the extremely smart-looking uniformed men one sees about the city streets these wartime days brings to mind the fact that Napoleon paid sixty cents a cake for soap and $18 a month for cold cream.

To the woman who believes in the righteousness of getting down in the heels as a wartime economy, Napoleon's drug store bills might teach a lesson. Or, coming a little bit more down to date, the smart-looking men in the uniforms might teach her a lesson.

Do you feel the manliness, the cleanness, of these men as they sweep by? Uncle Sam believes in the moral support appearance gives the man!

THERE are ways and means, no doubt, to conserve on clothes. Already mandates about the width of our spring suits have gone forth and dressmakers have fashioned their models in patriotic fabrics and lines. Then there are those of us who feel that last year's blue serge can be made to serve this year's purpose. But this is all beside the question of getting down off the heels.

The general appearance that goes to make the woman turns circles around the money that is actually put into clothes.

RIDING in a street car the other day, I heard one woman exclaim about another who swept into the car looking like the attractive middle-aged person that might be on the cover of a magazine.

"Well," she said, "you'd never know there was a war to look at the get-up of that one."

And really you wouldn't. I got five minutes of real, solid, decidedly unbelligerent pleasure staring at her. It was the little service flagpin on the front of her coat that really reminded me about things.

So, after all, we were wrong. You would know there was a war if you looked at her—she wasn't telling the world about it!

Old Friends

A Red, Red Rose

O my luve is like a red, red rose,
That's newly sprung in June;
O my luve is like the melodie
That's sweetly played in tune.

As fair art thou, my bonnie lass,
So deep in luve am I;
And I will luve thee still, my dear,
Till a' the seas gang dry;

Till a' the seas gang dry, my dear,
And the rocks melt in the sun;
And I will luve thee still, my dear,
While the sands o' life shall run.

And fare thee weel, my only luve!
And fare thee weel awhile!
And I will come again, my luve,
Tho' it were ten thousand mile.
—Robert Burns.

IT STRUCK me that our friend was doing her bit in two ways. She wore the service flag and she was helping to maintain the morale of her country by making a cheerful picture.

My five minutes told me this: The suit she had on was a last year's model, but on her furpiece was a tiny, unusual boutonniere of French flowers that made you forget all about this. The furs shone with careful brushing. The hat—a black velvet toque—that might have belonged to any season, was dressed with a veil whose tiny butterfly belonged to 1918. Underneath the veil her skin fairly glowed. It told a story of plenty of exercise, hot water, good soap, a little cold cream now and then, and perhaps a very faint trace of powder. The wave of the hair that showed under the hat was soft and well kept.

In a word, I might say the woman whose appearance didn't remind one of the war lived up to her possibilities!

LET'S all do this! When we look at each other on the street cars let our hearts go up, not down. When our soldier boys come home on furlough let's show them that we, too, have learned the value of national physical wellbeing.

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 necessarily indorse the sentiment expressed. All communications for this department should be addressed as follows: THE WOMAN'S EXCHANGE, Evening Public Ledger, Philadelphia, Pa.

TODAY'S INQUIRIES

1. What is the food value of oat breakfast food?

2. How can discoloration be removed from aluminum ware?

3. What is pochero?

1. What unit of women will go to France soon to join Pershing's forces?

2. In introducing a man and woman, whose name is mentioned first?

3. What practical vest has recently made its appearance in the costume of the woman war worker?

ANSWERS TO YESTERDAY'S INQUIRIES

1. There are 185 calories or units of food value in a pound of mushrooms. Three and a half per cent of these are protein or muscle-building units, and 6.8 per cent carbohydrate units that make energy. The fat is negligible. More than 88 per cent of the composition of mushrooms is water.

2. Iron or tin utensiles not thoroughly dry should never be dried out in the oven, because this rusts them.

3. In arranging flowers the amateur decorator should be guided by nature. Flowers that grow in clusters should be arranged in clusters; flowers that grow singly, such as narcissus, should be grouped that way.

1. France is noted for its Sevres china.

2. When a man says "I am pleased to meet you" upon being introduced to a woman, a bow and smile from her are sufficient to answer.

3. If an old piece of black silk velvet is embroidered in colored silk or bits of left-over yarn and then fashioned into a close-fitting cap it will make a charming Sunday bonnet for the little girl.

Can't Be Restored

To the Editor of Woman's Page:

Dear Madam—Can you tell what will restore to its original flavor olive oil that has been kept for six months? We enjoy your corner of the Evening Public Ledger very much and you are certainly doing good work. S. I. P.

I am sorry to tell you that nothing will restore olive oil when it has turned rancid. An expert on olive oil and an extensive bottler of it tells me this. He suggests that you use the oil for frying, as the rancid taste will not be noticed when "disguised" with other flavors. The best grade of olive oil or that of the first pressing should not lose its flavor from the mere fact that it has been kept six months. That of the second pressing is a little harder to keep. Keep olive oil in a dark and moderately cool place.

Thank you for your kind, encouraging words.

Size of Baby's Robe

To the Editor of Woman's Page:

Dear Madam—I am a daily reader of the Woman's Page and get much valuable information through these columns. Would you please print in your column the exact size of a baby's carriage pillow and robe? B.

The inside pillow for the baby carriage should be seventeen inches long and fourteen inches wide. The slip should be fifteen inches by eighteen to allow for a little shrinkage when it is washed. These dimensions do not count the ruffle that often goes around baby's pillow. This, of course, makes it look a little larger.

The carriage robe varies in size. A good average size of the fancy cover that is not tucked in, but rather acts as baby's spread, is seven-eighths of a yard long and three-quarters of a yard wide.

Cleaning Pan for Silver

To the Editor of Woman's Page:

Dear Madam—Can you please tell me about the way it is possible to clean silver by boiling it in some sort of a pan? I know there is a patent pan on the market, but I heard that it was possible to use an ordinary pan at home if you used a certain formula. Also tell me a good use for old window shades. Thanking you. (Mrs.) C.

An aluminum pan filled with boiling salted water is probably what you have heard of. This has the same action on the silver as the patent pan has. Put the silver in and let it boil for a few minutes. Then take it out and rub it up with a chamois cloth. If the silver is badly tarnished this method is not always so successful. Old window shades can be used for kitchen roller towels if the dressing is boiled out of them.

Young Man Wants Dog

To the Editor of Woman's Page:

Dear Madam—I am a young man who [illegible] and I would very much like to get [illegible] the dogs I often see looking for homes [illegible] column. I would like a young dog [illegible] and will guarantee to give it a [illegible]. Thanking you for the trouble [illegible] give you. H. K.

[illegible] young man's address is held here [illegible] communications for him will be forwarded.

Seeks American Education

To the Editor of Woman's Page:

Dear Madam—Please tell me if I can go from public night school to high school? If I can, please tell me how I can get there and is there any high school in Chester? For last two winters I went to the public night school and I haven't any certificate. I am a Russian and without citizen's papers. ESSINGTON.

Do you mean the night high school or the day high school? They are both in Chester, the day high school being at Ninth and Parker streets, the night high school in the Sleeper Building on Welsh street. If you go to either of these schools and explain to the principal teachers there just how many studies you have taken in the two years you spent at night school it is possible they may judge you fit to enter high school. It is not how long, but how much, you study that counts when one is placed in your position. The fact that you are not an American citizen will not bar you.

Night High Schools

To the Editor of Woman's Page:

Dear Madam—I am a young man twenty-one years of age. I was obliged to leave school at the age of sixteen, only attending high school one year. I shortly intend to come to the city and wish to attend night school.

Could you kindly inform me as to what school I could attend to continue studies, or might it be too late in the season to enter a class at this time?

Do you think the same results can be attained by taking a high school course in a reliable correspondence school. Thanking you very much for your trouble. E. W.

It is not too late for you to enter the night high school classes. Students are accepted at any time. The only night school open in Philadelphia just at this particular time is the Northeast, at Eighth street and Lehigh avenue. This closing is on account of the shortage of fuel. The others will open, however, as soon as the fuel famine grows less severe. They are the West Philadelphia, Forty-seventh and Walnut streets; Southern, Broad and Jackson; William Penn, Fifteenth and Mount Vernon, and Central High, Broad and Green. You will probably want to go to the one nearest to where you are living.

If a student is very much in earnest and has sufficient will power to make himself study just as though there were some one over him I think he can get a great deal out of a reliable correspondence school course. However, in a "classroom" school there is the great advantage of having a teacher there always on hand to explain away the difficulties in the book.

To Change First Name

To the Editor of Woman's Page:

Dear Madam—Is it possible for me to change my first name, and what course must I follow to obtain this end? Hoping you will again satisfy my curiosity, I am, B. B.

It is possible to change your first name just as it is possible to change your last name, and to prevent mix-ups in property rights, etc., it is best for you to go through the legal ropes of having your first name changed by law, just as a man has his last name changed. To do this it is necessary to petition the court. You had better see a lawyer, as it is necessary for him to draw up the petition and present it.

WHOLESOME AND BEAUTIFUL PICTURES WILL PREVAIL OVER UNCLEAN AND SALACIOUS, SAYS ROSE TAPLEY

Pioneer "Movie" Star Comes to Philadelphia to Do Missionary Work for Her Optimistic Theory

Believes American Nation, Especially Women and Children of Laboring Classes, Uphold Views

ROSE TAPLEY

BELIEF that the wholesome and the beautiful will prevail over the unclean and salacious in the moving picture houses as well as in all the activities of life, was the thought expressed today by Miss Rose Tapley, a pioneer movie star, who is in Philadelphia to do what she calls missionary work for her optimistic theory. Miss Tapley has expressed her views of clean films to the State board of censors, and during a ten days' stay in Philadelphia she will talk on the same subject before numerous women's clubs, civic and educational societies.

Beginning her theatrical life in the legitimate, Miss Tapley, seeing the possibilities of the "movies," became a screen star and only abandoned it recently to advocate throughout the country the benefits to be derived from clean films.

"By clean films I do not mean milk-and-water namby-pamby pictures," said Miss Tapley, in a brief chat at the Bellevue-Stratford. "Such pictures have the same effect as eating too much chocolate; they make one sick and uncomfortable. What I am advocating is a universal taste for high-class drama, with an educational value, pure, refreshing comedy, and these to be interspersed with good, red-blooded American historical melodramas—yes, with Indians in them and hairbreadth escapes.

"What I oppose are obscene, salacious pictures and those of the dreadful kind, with cold-blooded premeditated murder. It was the latter sort which had the effect of nearly killing the moving-picture business a few years ago. Women and children principally patronized them for the novelty of the experience and were thrilled just as one is thrilled by a first trip to Chinatown or even to Coney Island. But there came a revulsion of feeling which nearly wrecked the movies in their incipiency.

"A few daring manufacturers and managers and a few of the best actors and actresses from the so-called legitimate stage dared to brave this reaction by producing plays of a high-class type. By persistence and the expenditure of much time, thought and money popular approval has been gained. All that is now wanted is this public approval to be emphasized by expressions of opinion to the managers and manufacturers of what is wanted.

"I am a firm believer that the American nation is wholesomely inclined, and has grown great and strong because of this national characteristic. In no sense is this confined to the so-called better class. It is patently true among the laboring classes, and it is to the women, girls and boys of this class that I am making my strongest appeal for clean pictures. From personal observation I know a town the home and the domestic environment of a factory neighborhood to be completely changed by the erection of a pretty theatre in their midst and the production of only high-class plays. The manager lost money for a period, but his vision proved correct, and the opposition 'thriller' movie soon had to be closed for lack of patronage."

"It Is but Me"

If you but hear a stirring
At the pane
As though some hand were gently groping
Through the rain,
"It is but me
Am I not home again?"

If you but see the moonlight fall
Across the bed
And feel its radiance playing soft
About your head,
"It is but me
Am I not home again?"

If you but feel upon your lips
A soft caress
Or deep within your high and holy heart
A sweet distress,
"It is but me."
Am I not home again?
—Lieutenant Edwin H. Blanchard with the American Expeditionary Forces in France.

IN THE MOMENT'S MODES

Pullman Robe of Taupe-Color Silk Jersey

The complete wardrobe includes a pullman robe, the traveler's one absolutely indispensable garment. The robe pictured is of taupe-color silk jersey cloth, with trimming bands and girdle of navy blue. These robes are offered in a variety of color combinations.

WOMAN'S HOSPITAL IN DRIVE FOR FUNDS

Campaign for $125,000 Is Launched at Bellevue-Stratford Dinner

A dinner at the Bellevue-Stratford to the canvassers of a campaign for funds, was the first gun in the campaign to raise $125,000 for the Woman's Hospital of Philadelphia, Twenty-second street and North College avenue.

Miss Elvira G. Plummer presided at the dinner and made an address appealing for funds for the hospital. Other speakers were Mrs. Edward W. Biddle, Mrs. Elizabeth R. Currier, Mrs. George H. Earle, Jr., Mrs. William J. Turner and the Rev. Robert Johnson.

The first announcement of the honorary committee also was made. This committee, made up of representative Philadelphians, who have the work of the Woman's Hospital at heart, is as follows: C. Edgar Adamson, Mrs. William G. Ashton, Mrs. Edgar W. Bill, Mrs. Edward W. Biddle, Mrs. Albert Brunker, Mrs. Isaac H. Clothier, Sr., Mrs. William J. Clothier, Rowland Comly, George H. Earle, Jr., Mrs. John Gribbel, Mrs. Herman Hessenbruch, Charles F. Jenkins, George K. Johnson, Samuel N. Lewis, Mrs. Horatio Gates Lloyd, Charles E. Mather, Edward G. McCollin, John D. McIlhenny, Mrs. Effingham Morris, Mrs. H. S. Prentiss Nichols, Tinius Olsen, J. Rodman Paul, Mrs. Effingham Perot, Mrs. T. Morris Perot, Jr., Miss Mary Pierce, Mrs. James Starr, Mrs. Cornelius Stevenson, Mrs. William J. Taylor, Mrs. John B. Thayer, Jr., Mrs. William Jay Turner, Asa S. Wing, Miss Frances Wister, Edward W. Woolman, Mrs. Charles Yarnall.

Guests of honor were Dr. Wilmer Krusen, Director Public Health and Charities; Mrs. Walter J. Freeman, and Mrs. Wilfred Lewis, president of the Woman's Medical College.

Washing Silks

Make a suds by dissolving good soap in hot soft water. When the water has cooled so that the hand can easily be borne in it put in the silk and wash gently until all spots have disappeared. Squeeze out the water, but do not wring. Rinse in clear water. Fold the silk lengthwise and, after wrapping in a clean towel, pass it through a rubber wringer.

Roll the pieces up in a dry cloth to absorb part of the moisture and allow them to remain until half dry, then iron on the wrong side. The most delicate colors will not fade when washed in this way, and the silk will look like new.

Tomorrow's War Menu

BREAKFAST
Sliced Oranges
Scrapple Coffee
Graham Bread Toast

LUNCHEON (Meatless)
Calcutta Rice
Stewed Apricots Cocoa

DINNER (Wheatless)
Fricassee Chicken
Cornmeal Dumplings Mashed Potatoes
Fruit Salad with Whipped Cream

CALCUTTA RICE

2 cupfuls rice.
2 cupfuls tomatoes.
½ pound cheese.
1 tablespoonful salt.

Peppers and celery or onions may be added if desired.

Boil rice. Mix it with tomatoes, grated cheese and seasonings, and pour into baking dish. Bake half an hour. If peppers or celery are used cut up and boil with the rice.

This dish has as much building material, protein, as a pound and a quarter of solid meat.

COLLEGE SETTLEMENT CANNING SEASON ENDS

Five Hundred Jars of Fruits and Vegetables Result of Conservation Work

Five hundred quart jars of toothsome fruits and vegetables mark the closing of the home canning season at the College Settlement, 433 Christian street, and tonight at 8 o'clock a meeting of the women's neighborhood clubs of South Philadelphia will be held at the settlement house to sum up their work, distribute the fruits of their labors and lay plans for the future.

Numerous canning clubs were organized by the settlement last summer, composed largely of Irish, Italian, Polish and Russian women, with the object of instructing the neighborhood women in the importance of food conservation and in the proper methods of preserving.

As a result of this well-planned movement, a most creditable array of canned vegetables and fruits, more than 500 quart jars in all, will be proudly displayed at the meeting, after which the exhibit will be distributed among those responsible for its conservation.

Mrs. Nevada D. Hitchcock, of the National League for Women's Service, will address the meeting, which will be followed by a real old-time minstrel show, and the singing of patriotic songs, as an expression of the spirit of this important war winning movement.

Private subscriptions of both money and fruit made the work possible last summer, and the leaders are hopeful of even greater interest and support with the coming of the warm weather in 1918. Every one is invited to rally to the support of this definite and important war service.

For Little Girls and Boys

First. To be polite is to have a kind regard for the feelings and rights of others.

Second. Be as polite to your parents, brothers, sisters and schoolmates as you are to strangers.

Third. Look people fairly in the eyes when you speak to them or they speak to you.

Fourth. Do not bluntly contradict any one.

Fifth. It is not discourteous to refuse to do wrong.

Sixth. Whispering, laughing, chewing gum or eating at lectures, in school or at places of amusement is rude and vulgar.

Seventh. Be doubly careful to avoid any rudeness to strangers, such as calling out to them, laughing or making remarks about them. Do not stare at them.

Eighth. In passing a pen, pencil, knife or pointer, hand the blunt end toward the one who receives it.

Ninth. When a classmate is reciting do not raise your hand until after he has finished.

Tenth. When you pass directly in front of any one or accidentally annoy him say, "Excuse me," and never fail to say "Thank you" for the smallest favor. On no account say "Thanks."—School Rules of Santa Barbara, Cal.

Stir Your Coffee

"MOSE" was the best cook we ever had, but one day we caught him making some of his wonderful mayonnaise and pouring the egg whites down the sink. After that we kept a watchful eye on "Mose."

You wouldn't throw away eggs, of course. But do you let the sugar lie in the bottom of your coffee cup so that it too goes down the sink?

Come, "Mose," be sure to stir your coffee!

Editorials for Women by Women

HELP CARE FOR WOMEN AND CHILDREN AT HOME

By DR. ALICE M. SEABROOK
Medical Superintendent, Woman's Hospital

HELP the Woman's Hospital care for the women and children at home. We need $125,000 to carry on the work among our home people, especially the wives and children of the soldiers and sailors in service. Woman's work for women and children appeals to you for your aid in every way.

Founded in 1861 for the purpose of affording women a place where they could be cared for by those of their own sex, where women who were students of medicine could have clinical instruction and for the systematic training of nurses, the Woman's Hospital of Philadelphia has for nearly sixty years carried on its three-fold purpose. In this time thousands of women and children have passed through its doors, thousands of babies have been ushered into the world, hundreds of physicians and nurses have gone out into the world to do their bit. You will find them in China, Japan and Korea and in the Mohammedan countries where the man doctor may not go near the patient, and, perhaps greatest of all, at the front in our own country and on the battle fields of France.

DR. ALICE M. SEABROOK

Beginning with a few patients in one private house, the hospital has grown until it now occupies seven buildings with 200 beds. Always ready to meet any demand made upon it to the fullest extent of its ability, the Woman's Hospital now has in these war days come to a point where it has to appeal to its friends and the public to carry on the work. The reasons for this are the same that are facing every charitable institution. Lessened contributions have resulted from the many wartime demands on the public. The high cost of living and the prices for medical and surgical supplies have far outrun even the ordinary increase in cost. This difficulty is increased by the ever-growing demands from the poor and the women and children left behind by our boys who have gone to fight for Uncle Sam.

To do this we ask for a share of the gifts of the public. The fine plant must be kept in order, the daily needs of our home people must be met, and the training of nurses and doctors must go on to meet the depletion caused by the call to the front. Already many are in active service.

The mothers of the country are the real soldiers of the country. It is harder to wait and work than to go. The children of today are the citizens and soldiers of tomorrow. If one out of every seven dies before reaching the first year, and half of these from preventable causes, it is your work and mine to save the seventh baby. We must save our future citizens and thus do our part in securing the victory which is our goal.

Alice M. Seabrook M.D.
Medical Superintendent
WOMAN'S HOSPITAL.

Georgette Crepe and Food Conservation

On food administration posters there flame the words: Food Is Fuel for Fighters—Don't Waste It. In cold weather we need somewhat more fuel than usual. It is quite thinkable that girls who dress in thin waists during the winter months must eat more food to keep themselves warm than would be necessary if they wore wool. Most girls own sweaters—"good looking" ones, too. It may be worth trying, especially if you have an idea you're eating more "calories" than you need.

Le Perle Face Powder
A preparation which satisfies, because it is properly made and pleasingly perfumed. 35c & 65c per box. At best shops. By Mail prepaid.
Miss Cloud Complexion Expert and Mfr. Exquisite Toilet Preparations
Suite 706-707 Flanders Bldg. Walnut St. at 15th
Bell, Spruce 2158 Estab. 1891

MANDO
Removes superfluous hair from or under the arms. The new style gowns make this preparation indispensable. Sold by good Drug and Department Stores.

WILL NOT SHRINK WOOLENS
You take no chances when you wash your blankets, flannels, woolens, sweaters, etc., with 20 Mule Team Borax Soap Chips. They will not injure the most delicate fabric nor your hands. The only ingredients in these Soap Chips are *pure* Borax and *pure* soap. *The Borax in the soap does the work.*
20 MULE TEAM BORAX SOAP CHIPS
make your clothes snowy white, sweet smelling and clean—hygienically clean. These Soap Chips are economical—an 8 oz. package for 10c does the work of 20c worth of ordinary laundry soap. And they save you soap cutting and dissolve rapidly.
To make genuine, old-fashioned soft soap, good for all household purposes, add one quart of boiling water to two heaping tablespoonfuls of 20 Mule Team Borax Soap Chips.
20 Mule Team Borax
Absolutely the best Borax for kitchen and bathroom. A time and labor saver. Always look for the picture of the famous 20 Mules on every package of both these products.
Sold by all good dealers
20-MULE-TEAM BORAX SOAP CHIPS FOR USE IN LAUNDRY & KITCHEN PACIFIC COAST BORAX COMPANY

Let Us Renew Your Velour or Bolivia Coat
Our process restores all the original beauty and luster of the fabric.
Schwarzwaelder Co., 1017-27 Wood St.

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SUPERFLUOUS HAIR REMOVER
The only treatment that will permanently destroy the hair roots without electric needle, burning caustics or powders. Leaves no blemish. List of our original beauty preparations in FREE BOOK.
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Estab. 22 years. Ph. Walnut 7021.

Team-Play in Time-Saving
Never before has the requirement been so insistent for accuracy in telephone service.
In times like these, when everything is done in a rush, there is a tendency on the part of telephone users to attempt to hurry their calls by the rattling off of numbers and by verbal short-cuts that are almost invariably confusing.
The present tremendous traffic volumes are, as everyone must appreciate, a severe tax on even the copious facilities of the Bell System. Had the company not been forearmed with a most liberal margin of reserve force and equipment, it would have been a hopeless task to maintain the service unimpaired in the face of unprecedented private demand plus the unending and vitally urgent requirements of the Government at the camps, cantonments, arsenals, navy yards, naval stations, coast stations, munition plants and production centres.
And in order that the public's time may be conserved in fullest measure, it is urged that the needless waste of undue haste be avoided, and that consideration be shown the operating force in its endeavor to maintain service accuracy before all else.
The Bell Telephone Company of Pennsylvania