THE RIGHT WAY TO MARKET : SOME GUIDES TO POPULARITY : THE FLOWER HOLDER : LETTERS

MRS. WILSON TELLS HOW TO CUT DOWN THE HIGH COST OF EATING

The Wrong and the Right Things on Which to Economize—Eggs and Butter Nutriment of Milk

How to Buy Meat to Get the Greatest Value for the Amount of Money Spent. Wisdom of Fish

A Series on Marketing

Today's Home Cooking lesson begins a series on thrift marketing. There will be fifty-two practical lessons in economy—one to appear each Friday. The marketing will cover the four seasons of the year, with special attention to the canning and preserving season. These articles are especially planned for the requirements of a family of four.

This series was worked out by Mrs. Wilson in the Navy School for Cooking, of which she is the head and founder, and the experiment was highly successful. Through these tested plans, then, the housewife will be enabled to feed her family as she desires and still control cost.

By MRS. M. A. WILSON

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AFTER the holidays most of us have in mind the reduction of household expenses with a view to economy. Yet many women, when they begin to economize, will cut down at once upon meat, eggs, milk and butter. These four foods always seem to come in this order in their schemes of economy.

Fruit, fresh vegetables and various other foods that are classed as high in price are used very sparingly. Quite recently one housewife wrote me that she felt it good economy to cut down on foods that she felt were not really essential to the daily menu.

Now keep this in mind: To keep the body physically fit and in good health, it will demand good food and plenty of it; particularly is this true of growing children and persons doing hard physical labor.

Virtually half of the money spent in the home is devoted to the purchase of food, and even though the exorbitant rise in prices has made this problem a serious one to the average housewife, I feel that frequently the lack of knowledge of food and its true value contributes to help give us less food value per dollar.

Many women are satisfied to just get along, hardly caring that frequently they could obtain certain foods at a much lower cost if they would be willing to take the time and trouble to turn them into attractive, palatable foods.

Now, Mrs. Housewife, if your husband discovered that he could do the same amount of business in a less expensive office, how long do you think it would take him to make the change? Between you and me, we will agree that he would move in a hurry; he would want to eliminate the waste immediately. Now it is just the same with you. Instead of buying expensive foods, learn to purchase those that will give you the greatest value for the money that is spent.

Some of the methods of saving are to eliminate the expensive chops, steaks and roasts and to have in their place the stews, braises, goulashes and potroasts that will supply your family with the maximum amount of nutriment for the money spent.

Fish will be found, by actual test, to be cheaper than meat, and if it is placed twice a week upon the menu, nicely cooked and served, the family will be delighted.

Milk is still the cheapest and best of protein foods, and yet if you ask the average person how much milk he or she drinks, they will inform you that milk is for babies and children. Yet a quart of high-grade creamery milk at the cost of eighteen or twenty cents per quart, is far cheaper and more wholesome than sirloin steak at fifty cents per pound. Milk also contains other valuable nutriments. Besides the protein, it contains large amounts of mineral salts. These, together with the vitamines, which are the life-giving elements, are vitally necessary for our physical growth and well-being.

Why Overbuying Is Extravagant, Even When Certain Commodities Are Cheap

Leftovers That Require Much Additional Expense to Complete a Meal Are Wasteful

Now, next to knowing what to buy comes the problem of when and where to purchase the food. Many women are attracted to foods which look nice in the store or market, and in this way they will frequently purchase some food which they cannot afford. Do not overbuy; even though it is possible to turn the leftovers into palatable dishes. This is particularly true of perishable foods, as they very often cannot be utilized as leftovers without the additional expense of other purchases to complete the meal. Therefore, they are a waste and it is just the same as if you were throwing money away.

Another explanation of overbuying is that frequently one does not realize the actual amount of food that each individual requires to maintain the body at par. One and one-quarter pounds of bread or one pound of oatmeal or cornmeal, together with one quart of milk or four ounces of meat; fish or two eggs, together with one and one-quarter pounds of vegetables, two ounces of butter, two ounces of sugar and six ounces of bread, will supply the average man with a daily ration, which will maintain his weight and keep him physically fit, even though he is doing hard, physical labor.

Now, during the coming year we will keep this subject in mind, planning from time to time to review and look over our menus, expense accounts and plans for the months to come. Right here I want to ask the housewife to plan her kitchen garden for the early spring, planting it with a view to having a constant supply of lettuce, radishes, corn, salad, scallions and young beets.

Mrs. Wilson Answers Housewives' Questions

My dear Mrs. Wilson—I am taking the liberty of writing to you and I want to ask you something. I am a girl sixteen years old and I have a sick mother; and I have to go to work and when I get home I have to get supper ready. I get home about 6 o'clock. Can you tell me how and what to cook? I would like to know something that would not take very long to cook to get ready. My mother is a very sick woman and I don't like to ask her what to cook all the time (she has been sick for a good while and she is kind of grouchy). Well, I hope I have not asked too much of you. Thanking you for your help, I am, A. S.

A. S.—I shall be very glad to help you. Next time you write just tell me what you like. As you have so little time to prepare the meal, I would suggest that on Sunday you make a beef or lamb stew or a nice potroast. Then this can be easily reheated for one or two evenings during the week. Perhaps you have neighbors that would help you out by cooking a little for you now and again. Unless you use canned foods and fry or broil meat, it will require more than one hour to prepare a meal. However, try these:

Macaroni and Beef

Cook one-half package of macaroni in a saucepan of boiling water for twenty minutes and then turn into a colander and let the cold water run on it. Now return to the saucepan and sift over the macaroni four level tablespoonfuls of flour. Toss or stir the macaroni so that the flour will be evenly distributed. Now pour over the macaroni

One and one-half cupfuls of milk
One-half cup of water

Stir until it comes to a boil and then set on the back of the range while you prepare the beef.

Tear into small pieces two ounces of dried beef and then pour hot water over it and let stand for five minutes. Drain and then add to the macaroni. Then season the macaroni to taste.

Beans and Salt Pork

Have the butcher cut the salt pork into thin slices and then remove the rind and nick the edges of the meat with a sharp knife. This prevents it from curling. Parboil for five minutes and then drain. Fry until golden brown in hot fat and then lift to a warm platter. Then turn a can of beans into the pan and heat slowly for fifteen minutes. If you are willing to do a little cooking after your supper, you could prepare the next day's evening meal.

Boil potatoes in their jackets until tender and then drain and cool. They may be used for French fried, plain fried or potato salad. To French fry: Pare the cold-boiled potatoes and then cut into cubes and fry until golden brown in hot fat. For potato salad: Pare and dice the potatoes and to every two cupfuls add

Two medium-sized onions, cut fine
Little parsley, chopped fine
One teaspoonful of salt
One-half teaspoonful of paprika
Two tablespoonfuls of vinegar
Four tablespoonfuls of salad oil

Toss gently to mix and then serve pan broiled half-smoked sausages or fried bacon with this salad. Many dishes may be found in the EVENING PUBLIC LEDGER that will help you out.

J. C. O.—As you give me no inkling of the nature of the illness, I am unable to help you very much in regards to a diet. Follow the physician's instructions very closely.

Beef Broth

Chop one pound of lean beef, cut preferably from the shoulder or neck, very fine and place in a fruit jar, together with

One and a half cupfuls of cold water
One branch of thyme
One branch of parsley
One branch of celery

Fasten the lid on the jar and set it in a pan of warm water. Bring to a boil and then cook slowly for two hours. Strain and season with salt.

Beef Custard

Place one cupful of cold beef broth in a bowl and add

Two eggs
One-half teaspoonful of salt
One teaspoonful of finely minced parsley

Beat with a dover egg beater for five minutes and then pour into well-greased custard cups. Set the cups in a pan of warm water and bake until firm in the center in a moderate oven. Serve either hot or cold. Dust lightly with mace.

Mutton Puree

Have the butcher cut one and a half pounds of the neck of mutton in small pieces. Wash and then place in a saucepan and add

Three cupfuls of cold water
One fagot of soup herbs
One small onion

Bring to a boil and cook slowly for two hours. Strain the broth into a bowl and let cool. Remove the cake of fat that forms. Now return the liquid to a saucepan and add four tablespoonfuls of well-washed tapioca. Cook slowly until the tapioca is transparent and soft and then add one well-beaten egg. Cook slowly for a few minutes and then season with salt. This may be served either hot or cold.

Orange Souffle

Strain the juice of one orange into a small bowl and then add

Yolk of one egg
One tablespoonful of water
One tablespoonful of sugar

Beat to mix and then fold into stiffly beaten whites of one egg. Pour into thin glass and dust with nutmeg and serve.

Chicken Broth

Purchase a three-pound stewing chicken and have the butcher draw it. Then place on the meat block and with the cleaver chop into pieces as fine as for beef stew. Have the butcher add two small veal bones, preferably from the shoulder, well cracked; to use, wash in lukewarm water and place in the soup kettle and add

Three quarts of cold water
One fagot of soup herbs
One carrot
One onion

Bring to a boil and then cook slowly for three hours. Strain into a deep bowl and then let cool. Remove the fat and return to the kettle, and simmer slowly until reduced to one quart. This is the concentrated extract of chicken.

To serve: Heat and season one cupful of the broth or use it as in mutton puree or beef custard. If I can be of any further help, write me again more fully.

My dear Mrs. Wilson—In some of your recipes you mention sirup. Is this corn sirup or molasses? Also, would you please explain just how you use a candy thermometer and an oven thermometer? Are they the same? By this I mean can one thermometer be used for both purposes? Also, I would appreciate it very much if you would explain why some cook books tell you to simply butter a cake pan, others to butter and flour them and still others to line with greased paper.

I have a delicious recipe for apple fritters, to be served with lemon sauce. Are these supposed to be served as a dessert or during the meal? Thanking you in advance for all this information, I am, Mrs. L. J. T.

Mrs. L. J. T.—White corn sirup is used. A candy thermometer is placed in the saucepan against the side and held in place by an arrangement on the back of the thermometer. This thermometer is used only for boiling sirup, etc. Oven thermometers are made so as to set on the floor of the oven and they cannot be used in connection with boiling liquids.

I am not familiar with the methods used in cookbooks. Butter is too expensive to be used for greasing pan and it will also cause a cake to burn much quicker than if other shortening is used.

The apple fritters may be used as a sweet entrement and served with the roast or as a simple dessert at the close of the meal.

Ask Mrs. Wilson

If you have any cookery problems bring them to Mrs. Wilson. She will be glad to answer you through these columns. Address questions to Mrs. M. A. Wilson, EVENING PUBLIC LEDGER, Philadelphia.

From Men's Old Shirts

Neat kitchen aprons can be made from men's shirts that have worn-out collars and cuffs. Little work is required, because the shirt is already hemmed.

Please Tell Me What to Do

By CYNTHIA

Glad to Help

Dear Cynthia—I am in very great trouble. May I call you up or see you? I am sure you will always be a good thing in my life—if you will help me. SUNSHINE.

You may telephone Walnut 3000 any day between 10 and 12 o'clock. And you can make an appointment to come to the office. If Cynthia can help you in any way she will be glad to do so.

To Dear Dimpled Blonde

Dear Cynthia—Please print the following in your column:

To Dear Dimpled Blonde: If you think that all good-looking fellows are conceited and fickle at heart, will you please tell me why? Aren't you covering a large territory when you say all? I think I know your reason for believing this, but I can't say anything until you tell me why. ZIP.

Cynthia will print your reasons why, Dimpled Blonde, if you care to give them to Zip.

Wants to Make a Date

Dear Cynthia—I am a young man of nineteen and have known a girl for eight months. She and her parents lived in the same house that my parents lived in in another city. I expect to go home for a visit soon and she is still in the same city, but not the same house. I would like very much to keep up our friendship, but I have never made any appointment with her since we first met. How shall I go about it? Is there any day in the week that is best for making a date? Would it be proper to ask her to meet me at the station? Should I invite her to my home? What would be a nice birthday present for this girl of eighteen? NINETEEN.

Write the girl a little note and tell her you are going home on a visit and you want to look her up. Will she not let you call? And if so, when? Leave the date and evening for her to choose, only be certain to tell her how long you will be in the city. Write before you go home and tell her where to write her answer here or in your home town.

Send her some flowers for her birthday—a bunch of violets or some sweetheart roses. Ask her to go with you to the theatre while you are there, and if your mother would like to have her at your home for dinner, get her to write to the girl and invite her. When you are about to return here ask her if she will write to you. Do not suggest her meeting you at the station or anywhere outside of her own home.

Don't Run Away

Dear Cynthia—I am a girl seventeen years of age, considered good-looking, although I don't think so myself. I am of a settled disposition. I have been going with a young man for six months. This young man is twenty-two years of age. While I have been going with this fellow I have not been out with any one else, and I am most sure he has not been out with any other girl. Now this fellow has asked me to marry him, and to do so I would have to run away, for I know my parents would not consent for me to marry, not that they have anything against the fellow, because he is very nice and he works steadily, does not smoke, chew nor drink. This fellow has never told me outright that he loved me. He will say, "That he cannot get a nicer girl nor a prettier girl anywhere." And of course I pass that as a joke. Then he will get cross and will say, "That he should know, that he is older than I." Now by his actions I really think he loves me, although he has not told me so. And I know that there is not another fellow I could love better. Do you think there is so much harm in running away to get married? I know Dad would not let me get married because he won't let us bring a fellow to the house. Still he knows I go with them. I have told this young fellow I would go in February and he gave me a ring for Christmas, not a diamond, though. Please let me know what you would do if you were me? I can break the engagement, but I know I will lose my friend when I do it. At least I think so. I remain a STEADY READER.

Don't run away, dear. In the first place, you are very young to marry, and if this young man really loves you he will be willing to wait until you are eighteen at least. Then be open and frank with your parents. Tell them you want to marry, and if they will not consent you will feel you have the right to go ahead anyhow after you are of age, but that you want their consent and you want them to allow the young man a chance to come to the house and see them and for them to get to know him.

Asking you to marry him is tantamount to saying that he loves you. But if you have all these doubts about the matter it does not seem to me that either of you is in very great earnest. You know when people really love each other and have gone so far as to ask for and promise matrimony they should know a little something about each other. It's not a matter of a few weeks or months, but it's for life, my dear. So think well over it and do not on any account run away. You would not be justified in so doing at your age.

Helen H. Writes Again

Dear Cynthia—As I read the letters that were in this evening's paper, both from "Experienced," and "One Who Knows," I said to myself, I wonder what the parents think of girls who camouflage? Do they encourage them, or do they plead with them not to use it?

I was told that girls who camouflage take very little heed of what their mothers say. They hardly ever tell their mothers where they are going; come in when they please, and act as they please. Are the mothers to blame for the way their daughters act? Do the mothers approve of a girl dolling up and parading the streets? Do the mothers believe in getting their daughters rich husbands? Will the mothers of these camouflage dolls answer?

"Experience," I would not think much of the man who would break an engagement and never send any word or phone or even send a little note giving the reason. The men I go with would not think of breaking an engagement, and if they had to they would let me know and I would not have to wait till I saw them again. But if any thing like that ever happened I would not speak to the boy again. I don't think the girls would forgive if he acted that way. How many would? I say very few. If they did they must certainly want his friendship very badly.

Since you cling to what you said about a man's sincerity, I will say no more for "It's hard to train a horse to his gallop." Some letters agree with what I said about the sincerity of a man, and lots of persons I know do, too.

Thank you "One Who Knows," for your very sweet letter, and I am sure if I knew you—you would think differently of powder and paint. Try going with girls who do not use it for a while and see the difference. HELEN H.

My dear, since you ask an explanation, we did not publish your letter to "Puzzled Twenty" purposely. "Puzzled Twenty" wrote to us for advice and we gave it to him. He did not ask for a "roast" and I am afraid your letter was a little bit of a "roast," so of the two which came about him, we preferred the kind one, which we published.

We are sorry you have been sick. Do not think of sending Cynthia a present. Even if it is a matter of a bet. She could not and would not accept it.

THE 'CHEMISE' FROCK CONTINUES IN VOGUE

This "chemise" frock shows an interesting combination of serge and velvet

A Daily Fashion Talk by Florence Rose

IT IS difficult to tell just what is the real reason for the continued popularity of the chemise dress. Of course, during wartime we all said that it was because the chemise dress was a simple style, that was particularly suited to the times. But now that the war is over, that reason does not hold good, and the designers continue to produce the chemise type of dress and the women adhere to it more than ever before. It is safe to say that two-thirds of the dresses so far produced for the coming season are chemise frocks. They are more narrow about the feet than last season and possibly a little fuller above, but nevertheless they are chemise frocks.

In New York the women persist in wearing these dresses at about ankle length, but in Paris the women are wearing their frocks to the top of their boots. With the spring things we will doubtless see a great change on this side of the water in the length of skirts. I feel that this is bound to happen, as we are bound to follow the fashion of Paris, whether conscious of doing so or not.

The chemise dress shown today is quite unusual in design and shows an interesting combination of serge and velvet which takes us away from the old idea of serge and satin. The upper part of the dress is of the velvet and in design resembles the Eton jacket. Four rows of fagoting, done in tan silk, mark the joining of the velvet with the serge. Three rows of the fagoting trim the straight bell-like sleeve. The fagoting is also used on the skirt. The girdle is of the velvet. A flat bow on the left side is finished with two long ends of the velvet.

The hat is of satin. The trimming, which consists of braiding, is done in squares.

Inquiries are solicited and may be addressed care of this newspaper.

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Today's Beauty Hint

Massage is to the scalp what physical culture is to the body. It promotes the growth of the hair by exciting to new activity the tiny glands which contribute to the structure, and also tones up the scalp layers, which with neglect relax unhealthily. The circulation of the scalp is also increased, thus preventing atrophy of the hair roots and the grayness which results from it.

"So valuable, in fact, is massage for young and old," says an authority on the subject, "that when properly understood and appreciated we shall see fewer bald heads and a vastly higher average of beautifully abundant tresses than we do now."

The Woman's Exchange

TODAY'S INQUIRIES

1. What is the game of "Book Titles?"
2. Describe the game of "Bus."
3. What economy can be practiced in making pillow slips?
4. How can windows be kept from freezing in the cold?
5. Name an easy way to brighten copper and brass vessels.
6. What will remove paint from glass?

YESTERDAY'S ANSWERS

1. The average weight for a woman five feet in height is from 106 to 130 pounds.
2. When wallpaper is faded touch up the flowers with a little water color.
3. In using mahogany furniture in a small room have white woodwork instead of dark to make the room look larger.
4. Delicately colored enameled furniture should be cleaned with sifted whiting put on with a slightly moistened cloth. Then wipe off with a piece of old flannel wrung out in clear water. Finally polish with a piece of silk.
5. When a room is small use small patterns in chintz or cretonnes rather than large ones.
6. In a house where the staircase runs in a direct line from the first to the third floor, have the same wallpaper all the way up.

To Remove Iodine From Ivory

To the Editor of Woman's Page:

Dear Madam—Could you tell me what will remove iodine stains from white ivory? They have been on a year. Thank you and I will look for my answer on the Woman's Page. DAILY READER.

Hyposulphide of soda, such as photographers use, will take out the stains if not too persistent. Use a diluted solution. Before you get this try a little alcohol. This might remove the stain.

For Thin Hands

To the Editor of Woman's Page:

Dear Madam—Will you kindly tell me what to do for thin hands? Mine are thin I am ashamed of them. I would ever so grateful to you for a suggestion. SELF-CONSCIOUS.

Massaging the backs and palms of the hands with cocoa butter will help to make them fleshier. Use a firm, rotary motion and be faithful in treatment.

Kitten Found Good Home

To the Editor of Woman's Page:

Dear Madam—Many thanks for sending me so many good homes for the lost little kitten. I have written to all the ladies telling them he found a good home through your paper. The lady was delighted with him. Many, many thanks. (Mrs.) R. T.

We were glad to help place the kitten.

Cure the Cause

To the Editor of Woman's Page:

Dear Madam—You have helped so many others in various ways, so I am writing to you to learn whether you could help me. I have been troubled with perspiring feet for some time. It is continuous. It is decidedly ruinous to my shoes, but that would concern me the least if I could secure a remedy. Can you help me? CONSTANT READER.

Excessive perspiration in the hands or feet is very often caused by nervous trouble, and although local treatment does help some, it is better to get at the root of the matter. Exercise and corrective diet are the remedies. A doctor would prescribe a diet. Massaging the feet at night and rubbing into them a little vinegar or alcohol will help to lessen the trouble. But since it is so persistent, I would not content myself with this temporary measure. A doctor would be able to answer your second inquiry. It is a bit beyond me to give expert medical opinions.

Writing Children's Stories

To the Editor of Woman's Page:

Dear Madam—Could you please tell me some of the rules about sending short stories to children's magazines? Also, what sort of stories they would like? READER AND WRITER.

There are no particular rules about sending stories to children's magazines, except that, like all other stories, they should, if possible, be typewritten, or if not that, very clearly written with wide spacing between the lines. Use only one side of the paper, of course. The best way to find out the sort of story any magazine will buy is to study the magazine. You can in that way find out the sort of story it does buy. Children like plenty of action in their reading. The theme or plot you might use would depend on the age of the little ones for whom you are writing.

I am mailing you the addresses of some children's magazines, as you requested.

Parlor Magic

To the Editor of Woman's Page:

Dear Madam—Not so long ago on your Woman's Page you mentioned two parlor magic tricks. I wonder if you would be kind enough to print them for me? This would oblige A DAILY READER.

I believe you refer to the vanishing dime and the swimming needles. Here they are:

The vanishing dime—Stick a small piece of white wax on the nail of the middle finger of your right hand, taking care that no one sees you do it. Then place a dime in the palm of your hand and tell the audience that you can make it vanish at the word of command. You then close your hand so that the dime sticks to the waxed nail. Blow on your hand and make magic passes and cry, "Dime, begone!" Open your hand so quickly no one will see the dime stuck to the back of your nail and show your empty hand. To make the dime reappear, you merely close your hand again and rub the dime into your palm.

Swimming needles—There are several ways of making a needle float on the surface of the water. The simplest way is to place a piece of tissue paper on it. The paper soon becomes soaked with water and sinks to the bottom, while the needle is still floating on the top.

Another method is to hang the needle in two slings made of threads, which must be carefully drawn away as soon as the needle floats.

If you magnetize a sewing needle by rubbing it on a fairly strong magnet and float it on the water, it will make an extremely sensitive compass, and if you place two needles on the surface of the water at the same time you will see them slowly approach each other, until they float side by side; that is, if they do not strike together so heavily as to cause them to sink. — From "Indoor Games," by Blakely.

A Creeping Blanket

A creeping blanket can be made a veritable fairyland to a young adventurer on his knees if the adjustable cover is of basket weaved canvas embroidered in delicate colors with cross stitch animals and flowers parading around the border.

HOW TO WIN A YOUNG MAN AS TOLD BY ONE OF THEM

Four Rules Which Every Girl Might Do Well to Cut Out and Paste on Her Mirror—A Very Real Youth in His Twenties Sent Them In

I AM setting down here rules for girls "who would fain make a hit with a man." That was just how the young man who sent them in to the page expressed it.

Here are the rules just as he wrote them:

First. Learn to make a man talk about himself. A man has a much better time when he is with you if you can make him talk instead of making him do all the listening. Try to find out what he is most vitally interested in and by adroit questioning you can keep him going all evening.

Second. Neatness and cleanliness are more to be desired than many frills and furbelows and regardless of what the anti-paint and powder league may say, no man is likely to fall for a girl with a shiny nose. I am no advocate of a heavy stage make-up in the privacy of one's home or in public places, but I do think a girl is legitimately entitled to make herself as attractive as possible If she resorts to artificial means for this she must satisfy herself that the artificiality is not apparent. But paint and powder will never take the place of the good, old-fashioned soap-and-water treatment. And let her keep as well shod as possible. A surprisingly large number of men look at a girl's feet before they look at her face.

Third. Never, if you want to retain a man's respect, allow him to become familiar with you.

Fourth. Above all, until you are sure beyond the shadow of a doubt that a man is in love with you and not your face or your fortune, do not let him think that you are simply crazy about him and him alone. Make him think that if he wants you he will have to work hard for you.

Any girl might do well to cut out these rules and paste them in a conspicuous place on her bureau. They are packed with common sense.

WE ARE indebted to the young man for the remark about shoes. How many, many girls do consider the nice appearance of their feet unimportant. I have seen the very smartest sort of girls ruin their entire costume with a pair of heels run down and shoes unpolished. One might never suspect a visit to the shoe store or the shoe mender or a trip to the bootblack might be the way to a man's heart. But it is quite true, well-dressed young men become disgusted with the girl whose footgear is untidy, and are attracted to her by the neat, trim shoes.

The rest of the second rule is equally important. Good old-fashioned soap and water! How very many of our girls need it! Men are fastidiously clean. Most of them have gone in for athletics and have acquired the shower. Their faces shine with the pink of health and dashes of water. How disgusted they must become, then, sometimes, with the endless procession of young girls who build their faces up with 'kalsomine" when a good scrubbing would be much more to the point. And a man does not like a shiny nose, either. This means, girls, use powder and a little color if you need it, but please get into the full glare of the day with your mirror before you go out into the street.

THE first rule I firmly believe in, regardless of the fact that it is a concession to the vanity of man.

The third and fourth rules speak eloquently for themselves. They are very well put and, coming from a young man, have double weight.

Use Cuticura For the Scalp

All druggists: Soap 25, Ointment 25 and 50, Talcum 25. Sample each free of "Cuticura, Dept. 8 L, Boston."

That Old Cook Book

is worth a lot more to you since the discovery of Miss Princine Pure Phosphate Baking Powder, which makes all the good old baking recipes just perfect. Princine is guaranteed to improve any baking recipe in any cook book, old or new. It rises in the oven—that's why.

Note the Handy Handled Cup

20c full ½ lb. 35c full lb.

Community Stores We Serve You Save

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Beginning Tomorrow-Extraordinary

SALE

Newark Shoe for WOMEN

$2.45 and $3.95

Help Yourself-Nothing Reserved!

TOMORROW morning they will be ready—hundreds of pairs of these stunning NEWARK Shoes—all marked at $2.45 and $3.95 for quick and final clearance.

They are the identical NEWARK Shoes that have been selling in such great quantities all season long at $3.50 and $5. per pair.

What woman will need a second invitation to such a royal feast of values? It's like the good old times you used to know—real bargains for mighty little money. Sale begins promptly at 8:00 tomorrow morning. Don't miss it!

Extra Special!

$1.39 and $1.00 Women's Hose...89c
75c. Bath Slippers...59c
10c. Corn Cure.....7c
10c. Dr. Bernard's Cork and Hair Insoles.....7c
10c. Dr. Bernard's Cushion, Cork and Felt Insoles.....7c

Black Viel Kid; v. Cuban heel; or black kid vamp with grey cloth top or Black Kid Vamp with white kid top with leather Louis heels; $2.45

FULL AND COMPLETE LINE Women's Oxfords and Pumps

Embodying every detail discriminating women demand. Direct from Metropolitan Fashion Centers.

$3.50 to $5.00

The Newark Shoe Stores Co.

297 STORES IN 87 CITIES—LARGEST RETAILERS OF SHOES IN THE WORLD.

1224 Market, bet. 12th and 13th
2442 Kensington Ave., bet. York and Cumberland Sts.
2731 Germantown Ave., bet. Lehigh Ave. and Somerset St.
137 N. 8th St., near Cherry
422 South St., near 4th St.
424 Market St., bet. 4th and 5th
4533 Frankford Ave.
104 S. 52d St., South of Chestnut
Ridge and Columbia Aves.
2236 N. Front St., near Dauphin
5622 Germantown Ave., near Chelten Ave.
32 South 60th St., near Market
2818 Kensington Ave., near Hart Lane
1431 South St., bet. Broad and 15th
216 N. 8th St., bet. Race and Vine