

HOUSEWIFE AS BUSINESS MAN : MONOPOLIZING THE PHONE : NOVELTIES : WOMAN'S EXCHANGE

MRS. WILSON DISCUSSES MARKET BASKETS AND SAYS "LESS MEAT IN THEM, PLEASE"

Meat Is Expensive, and in These Days of Light Work Too Much Is Bad for Us

A Way to Cut Down Cost of Table and Have a Healthier Family at the Same Time

By MRS. M. A. WILSON (Copyright, 1919, by Mrs. M. A. Wilson. All Rights Reserved.) THE qualities of a good business man and those of a good housewife are identical. Both should have a sense of values; should give prompt attention to details; should have good judgment in buying, and have the ability to quickly adapt themselves to circumstances.

Just as every successful business man keeps actively in touch with his business interest through the trade journals and the knowledge of the markets, so, too, must the housewife learn new and up-to-date methods and new uses for foods. She should keep a strict and economical watch over the most important—namely, the expenditure of money for food.

The actual cost of food today need not really worry the housewife if she will make it her business to see that every bit of the food he used to supply her family with their daily sustenance. Now, let us get this clearly in our minds: The day of cheap meats is gone. Several reasons may be put forth to account for this. First and foremost is the steady rise in price of meat. This is due to the fact that the large ranches in the West, where the cattle could get cheap and natural food, have been cut up into smaller farms. Second, the prohibitive price of farm labor. Third, the increased cost of transportation. Fourth, the demand of the housewife for the finer cuts of meat.

HOW TO CUT THE COST OF MARKETING



In each basket that goes sailing forth to market there should be the imaginary presence of the tempting fruits and vegetables done up at home in their proper seasons. Lucky and wise is the housewife who can go calmly forth in the summer and reap the fruits of her planning in the winter that a woman can really hope to cut down the high cost of living and have an attractive table at the same time

The usual percentage of choice or prime cuts in the meat is about 26 per cent of the whole carcass. The other 74 per cent must be made to cover the cost of these cuts. Conditions and methods of living have changed. Our modern homes are models of comfort and luxuries. We have heated homes, luxurious bath appointments, electric lights and elevators to carry us up and down stairs. These modern conveniences relieve us of the fatigue and discomfort of the old-time days; therefore we do not require the heavy protein food and diets of our granddaddy's day. In these days only the fit survived the open fireplaces with wood for fuel. It was necessary for folks of that time to eat plenty of meat and rich, heat-producing foods so that the body would radiate sufficient heat to enable them to do their work. Now all this is changed. Most dwellings and offices are heated in winter in a way that makes one very comfortable. People wear the same weight clothing all the year round. Now, if the food supplied provides an overabundance of the amount of protein it cannot be used. Therefore it must be eliminated by the kidneys. This overtaxes these organs and wastes food that is vitally needed to feed starving Europe. How can you prevent this? By eating meat or its equivalent not more than twice daily. Keep this in mind whether you be man or woman. If you eat meat twice daily you should walk not less than two miles, if you are engaged in hard, laborious outdoor work are the exceptions to this rule, as are also youths from fifteen to twenty-four years of age. We, as a nation, consume more sugar and meat than any other

Please Tell Me What to Do

By CYNTHIA Meaning of Letters J. S.—There is no special known meaning for the letters you quote. They must be something that the writer and receiver of the letter alone would know. Don't worry your little head over them.

Cynthia Answers the Worried One It seems that your fiance's parents are more than unreasonable, if you have remembered to write every detail of the cause of your quarrel with them. If the little girl continues very unhappy consult with her brother, and if he approves, marry her now without waiting longer. If you can save as much as \$15 a week besides your expenses you should be able to marry and live well if you are both careful of expenses. If you want any further suggestions send an addressed envelope stamped.

Helen H. Answers H. D. G. Dear Cynthia—Please print this: "It is rather hard to talk of 'sincerity' as a 'steady company' to a sailor, but if there is any truth in that old saying 'A sailor has a girl at every port.'" "Sailor Boy, did you read the letter that 'One Who Knows' wrote? It is all right to keep 'steady company' with the girl you are engaged to marry. A girl should never keep company with any man unless she knows his intentions and he hers. But a man and girl who don't know either's intentions should not monopolize each other's time. Sailor Boy, you made a terrible blunder. That is just what you sailor boys do. When I say don't keep steady company I certainly don't mean for you or any one else to go out every week or every other day and look for a new companion. I said I had lots of friends. Would you call people whom you look for and find every other day or week friends? I would say you were flirting, if you met them in the same way. You can have several friends (real friends), people you have known for years or have gone to school with. But people you meet in the way you mentioned are not friends. You could take them out on different nights, but do not continually go with the same one. It is certainly funny to hear a sailor speak against having a girl at every port, for I always thought sailors, or the majority of them, were 'fidelity' men. I am going to call you a reformer, if you do mind. What is a girl out for, Sailor Boy, to attract attention? And when she puts on artificial beauty what kind of attraction is hers? Does a man admire her? Did not say a girl could hold her own using cosmetics, for the wise and good man knows that one who has a mask on her face can have another on her heart, so the camouflage girl can hold her own. I wish you the best of luck, Sailor Boy, and I hope you will

OUT OF SPOOLS This loveliest of tables for the dollies was made out of eight spools and a candy-box cover. The spools are glued together and then the candy-box lid is glued on, too. Spools and bits of pasteboard can make other interesting doll furniture as well.

Today's Beauty Hint If you have a double chin do not use hot water on it except on rare occasions, as this causes contraction of muscles and chin muscles that are unruled and must be kept firm. There are special exercises which help to do away with the double chin, but these must be practiced faithfully to have the proper effect. Significance of Red Ethnologists say that of all bright colors red is the favorite among primitive peoples. It excites to violence in flags and uniforms. On the other hand, red has replaced green in one respect as a restful color. Great quantities of red are used in India, such as a durable red umbrella are preferred to green as an effective sunshade.

TO THE MAN WHO 'SOJOURNS' IN THE PUBLIC PHONE BOOTH

You Find Him in Hotels, Drug Stores and Railroad Stations—He Talks All Day, and We Wish He Would Give the Rest of Us a Chance

IN NAMING the pests that might be eliminated in this freshening-up-after-the-war process, there is one on whom a great many of us have designs. This particular pest is found in hotels, railroad and drug stores—"It" is the professional telephoner. Truly, it is bad enough to have young men and women monopolize the telephone at home to the extent of cutting off the possibility of any incoming calls without having them in a way on the great suffering of endless waitings outside the public telephone booth. For it is a wrong, it is funny, to be sure to be on the outside looking in on a young man saying endless nothings to some sweet young person on the other end of the wire. But there are times, on these occasions, when our sense of humor utterly deserts us. Here is the typical conversation: First verse: "How did you get over the dance?" "What? Ten o'clock," etc., etc., etc., for fifteen minutes. Second verse: "What are you going to do tonight?" etc., etc., etc., for fifteen more minutes. Chorus: Return to first line, first verse, with slight modifications. "So you got over the dance all right?" If a young man is anxious to make an engagement with a young woman for the evening of the day on which

Advertisement for Blaylock & Blynn, Inc. 1328 Chestnut St. Cold Weather Togs for Motoring at Specially Low Prices. Men's Moleskin Cloth Coats, Sheepskin lining and raccoon collar. Men's Short Coats, 15.00. Men's Full Length, 26.25. Good-Looking Men's Sport Hats of tweed in checks, 2.00. Double-Lined Warm Gloves, 7.00. No cold fingers with these. There is a Woolen Glove inside the Kid.

Mrs. Wilson Answers Questions

My Dear Mrs. Wilson—Would you kindly give me a recipe for chocolate cookies, the kind you roll out with a cutter and are soft when baked? Some people call them chocolate jumbles. I have one recipe, but they are so hard when cooled off. Also will you please explain how many degrees is a hot oven, a moderate oven, hot oven and a moderate oven? Does quick oven mean the same as a hot oven? Mrs. L. J. T. MRS. L. J. T.—Try using your own recipe in this manner: Roll the dough out on a piece of oiled cloth and then cut and lift with a cake turner and place on a baking sheet and bake in a moderate oven. Cool and then cover with cloth wrung out very dry from hot water for a few minutes. Pack into a crock or tin to prevent drying off. The addition of extra flour and too much kneading will cause the cookies to become hard. Use only a small amount of dough at once.

My Dear Mrs. Wilson—I am taking the EVENING PUBLIC LEDGER simply for the recipes in it which you write. I have made the plum pudding, the one for a small family, and had no trouble with it; turned out fine. But I have no luck with your candy. I have made fudge, or tried to make it, according to your recipe and failed twice. The first time I made what you called raisin fudge with brown sugar, evaporated cream, etc., and I substituted English walnuts instead of raisins. When I found, after standing overnight and the next morning, it was still soft, I boiled it over and it was pretty good. Two days ago I attempted to make almond fudge. It called for four cups of light-brown sugar, one and three-quarter cups of milk and two tablespoonfuls of butter. I cooked it and beat it and set it aside in buttered pans, and it was soft the next day, twelve hours after. I reboiled it, and I cannot use it. I hate to waste materials of any kind. Few persons have candy thermometers. Please state where they can be bought and how much they cost. I am a novice at cooking and sweetmaking, but I like to try these things. If you would tell just how long to boil the fudge it would turn out all right. I don't know when 240 degrees Fahrenheit is reached and I would like to know how to use a candy thermometer if I had one. Please tell me through the paper how long, on a gas stove, it takes to boil fudge with the proportions you give. Can I rescue the pan and a half that I have still soft? I read with interest of your having been in Queen Victoria's household. I have traveled a great deal all over Europe and have been in Buckingham Castle and also at Windsor Castle. Please tell me where to get a candy thermometer and how to use it. Also some idea of how long to cook the stuff. Mrs. M. H. L. MRS. M. H. L.—The trouble with your candy is that it is not boiled sufficiently. It should form a fairly hard ball when tried in cold water. Return it to the saucepan and bring to a boil, and then cook until it gives the desired test. Hard and rapid boiling tends to cause the mixture to burn. The only practical way to be assured of results is to use a candy

Advertisement for Cuticura For Baby's Tender Skin. 20c full 1/2 lb. 35c full lb. Community Stores We Serve You Save an o'her good store.

POCKETS ARE SMART AND VERY NUMEROUS

But we never put anything in them save, occasionally, our finger tips on a cold day. Now the pocket has gone back to a more decorative phase. To be sure, the merchandise delivery system is still a bit out of normal. But we prefer to carry our packages in shopping bags, rather than in our pockets. So the decorative pocket is the one at present in vogue. In the coat shown in the sketch today the pocket is really at its best as a decorative feature. It is not supported, in its right instance, to be bulged with packages. It is frankly a feature to add to the attractiveness of this coat. The pockets are not the only good feature of this coat; the wide, buckled belt, the soft, crushed collar, and the long lines down the center front are all in very good style. The hat is of the toque variety, with a high brim rolled away from the face at the front. At the back the brim is narrow. The decoration is a little curl of ostrich, quite bewitching in its softening effect.

Advertisement for Jiffy-Jell With Salad Flavor. Jiffy-Jell desserts come in many fruit flavors. But Lime Jiffy-Jell—flavored with lime fruit—makes the best salad jelly. It is tart and green. The flavor comes in liquid form, sealed in a vial. Serve with your salad. Or mix in vegetables, cooked or uncooked, before the Jiffy-Jell cools. Left-overs will do. Or mix in meat scraps and make a meat loaf. Try Loganberry Jiffy-Jell for a dessert, and Lime for a salad jelly. One package serves six. These quick, economical dainties serve a big need today. 2 Packages for 25 Cents At Your Grocer's Jiffy-Jell—Waukesha, Wis.

A Daily Fashion Talk by Florence Rose A VOLUME could be written on the history of pockets within the last few years. After the disappearance of the pocket that used to be long ago, cleverly-concealed in the side seam of a woman's skirt, there were years when pockets were unknown. Occasionally, to be sure, there were pockets on our

Advertisement for "Curious," said Smith. "WHAT improvements will do! My wife never could bake a biscuit until she got Miss Priscilla Pure Phosphate Baking Powder. Now she would win a prize in competition with the baking chef at the Bellevue-Stratford. It's because Priscilla rises in the oven—the heat brings out the leavening power."

Advertisement for Roseway Shop. 1335-1337 Walnut Street. January Clearance Sale Smart Evening Gowns Specially Priced 29.75 to 115.00. OUR ENTIRE STOCK of GOWNS & COATS At and Below Cost. Comprising the most recent style creations in all the newest materials. 15.00 to 75.00 Formerly Priced 35.00 to 150.00. Model illustrated of Chiffon Velvet 39.75.

Advertisement for Bidding Clearance. PARIS NEW YORK. 422 WALNUT ST. PHILADELPHIA. BIDDING CLEARANCE now in progress involves all remaining Winter Apparel—selections are still extensive owing to the vast collections for which this establishment is justly noted—TAILORED SUITS FROCKS COATS GOWNS WRAPS BLOUSES SPECIAL REDUCTIONS IN ALL WINTER MILLINERY AND FURS.

Advertisement for Newark Shoe Stores Co. Now For Big Savings! SALE. The Famous Newark SHOE for WOMEN. THEIR regular prices were \$3.50 and \$5.00—and at these prices they were by far the biggest values in shoes for women in this city. It's the end of our season, now, and to make short work of the balance of our stock of these superlative shoes, we have reduced them to \$2.45 and \$3.95 per pair. Choose your pair tomorrow. EXTRA SPECIAL \$1.99 and \$1.50 Women's. 137 North 8th St., near Market St. 2814 Kensington Ave., bet. Broad & 15th. 452 Market St., bet. 4th & 5th Sts. 5529 Frankford Ave., bet. Frankford & 4th Sts. NEWARK, N. J. 27 STORES IN 87 CITIES. Largest Retailers of Shoes in the World. SIXTEEN WOMEN'S AND MEN'S SHOE STORES IN PHILADELPHIA. 1224 Market St., bet. 12th & 13th. 2425 Kensington Ave., bet. York and 27th. 5781 Germantown Ave., bet. Lehigh Ave. and Somerset St. 137 North 8th St., near Market St. 452 Market St., bet. 4th & 5th Sts. 5529 Frankford Ave., bet. Frankford & 4th Sts. OTHER NEARBY STORES: CAMDEN 277 Lancaster Ave., bet. 4th & 5th Sts. PHILADELPHIA 2927 Chestnut St. PHILADELPHIA 4079 Market St., bet. Broad & 15th. PHILADELPHIA 18th & Locust. PHILADELPHIA 29th & Locust. PHILADELPHIA 29th & Locust. PHILADELPHIA 29th & Locust. PHILADELPHIA 29th & Locust.