INCHES FROM

The Golden-Plated Rule

By Lillian Paschal Day

Robbing a Robber

Ours is a tiny mountain village.
It is many miles from anywhere.
Primitive place—one grocery store.
The grocer has been a good man.
Church member and all that.
But he got the profiteering craze.
He skied the prices on everything.
Butter, $1; ham, $1; eggs, $1.50.
Every one felt it and grumbled.
But we had nowhere else to buy.
If we objected to prices, we'd get:
"Hard times—things cost more.
And my time's worth something."
At last we called a meeting.
All the leading citizens attended.
Only Hull, the grocer, was absent.
My boy Dick had him in tow.
They were out hunting.
The meeting resolved and broke up.
We had some unfinished business.
The grocer was it.
Next night he had some callers.
They were all masked.
They took him to a deserted cabin.
It was away out on the mesa.
There wasn't a house within miles.
As I said, we're primitive people.
Hull was kept there a week.
A masked man fed him—$10 a meal.
Hull went on hunger strike.
But the third day he weakened.
The smell of frying bacon did it.
He signed the blank check.
It was for $90—three days' board.
Then he ate ravenously.
He wanted eggs for breakfast.
The guard said, "$1 per egg."
Butter cost Hull $5 a pound.
He squealed, "You're robbing me!"
"Robbing a robber," said the guard.
"Do without butter, as I do.
Ever heard of the golden rule?
And my time's worth something."
Hull wanted a steak, Got it. $7.50.
A few prunes assessed him $2.
Two rolls set him back $1.
Six bits bought a cup of coffee.
After a week he was released.
He was poorer in purse.
But he was richer in heart.
He promised no more profiteering.
The promise was kept.
His prices are reasonable now.
The money was sent to Widow Hones.
She never knew where it came from.
But she thanked the Lord in church.
Also His unknown servants.
Every man in church was red-faced.
They studied the hymn books closely.
The pastor glowed with joy.
Or maybe 'twas the red glass window.
But they all sang the Doxology.
The grocer joined in lustily.
It was a wonderful song of praise.
Widow Hones afterward declared:
"I'm sure the minister sent it.
He looked so conscious today."
"No doubt," I answered absently.
"He's very fond of Golden Butter."
Then I amended hastily.
"I mean the Golden Rule."

Isn't it odd?
Profiteers like to rob people.
But they hate those who rob them.

Making More Money

By Nursing Turkeys

If it hadn't been for a breakdown in her health, Miss Margaret Mahaney would probably still be attending to the sick in a big city hospital—and the farmers of Massachusetts would still be saying "You can't raise turkeys in this part of the country. Blackhead'll get 'em before they're two months old."

But when Miss Mahaney was told that she would have to retire to the country to recuperate from the strain of day-and-night nursing, she determined to try her hand at the resurrection of what was virutally a lost art—turkey-raising in New England. Everybody warned her that, because of the "blackhead plague," the venture was doomed to failure, but Miss Mahaney replied: "If I can nurse people, I can nurse turkeys. Anyhow, I'm going to try."

The neighbors' prediction came true in the case of seven out of eight of the first batch of birds. At the end of the summer Miss Mahaney had one turkey hen—and an increased determination to make good. "I saved one this year," she said, "and I may save only two next. But I'll be learning more about them all the time. Eventually, I'm going to beat the 'blackheads' and help to put the New England turkey industry back on its feet."

The next summer, after investing in a mate for her hen, the turkey-nurse succeeded in raising thirteen turkeys from a batch of fifteen eggs and, in addition, worked out a system of medical treatment for the blackhead scourge which is now bringing her in a good income from all over the country. The third year she sold nearly $400 worth of the birds and felt that she had passed the crucial point in her experiment. Now she has the satisfaction, not only of making a good income, but of knowing that she has helped revive what was virtually a lost art.

Tomorrow—Without Being Able to Move

NEW SALVATION ARMY HEADS ARRIVE TONIGHT

Welcome Meetings Will Greet Lieutenant Colonel and Mrs. Arthur T. Brewer

Lieutenant Colonel Arthur T. Brewer and Mrs. Brewer, divisional commanders for the Salvation Army in eastern Pennsylvania, southern New Jersey and Delaware, who succeed Colonel and Mrs. Richard E. Holz, will arrive in this city from the Pacific coast tonight. They will be given a series of welcome meetings by local Salvationists next Sunday and Monday.

Lieutenant Colonel Brewer has been provincial officer of the Southern Pacific province, with headquarters in San Francisco. For several years he was territorial young people's secretary of the West, with jurisdiction over all states west of the Mississippi. He takes an enthusiastic interest in Sunday school work, and regards the Sunday schools as a great feeder for the future membership of the Salvation Army.

Staff Captain and Mrs. William Barrett, who have been appointed general secretaries of the division, are from New York. For ten years Staff Captain Barrett served as state superintendent of Sunday schools in New York and New Jersey, having more than 100 schools under his supervision. Before beginning his Sunday school work, Staff Captain Barrett was divisional secretary of the Salvation Army in Buffalo for five years.

Adjutant and Mrs. Edwin Perrett, young people's secretaries, come to this city from Boston, where Adjutant Perrett was prison secretary of the New England province for the last y... Adjutant Perrett has spent practic... his entire career in New England.

Bishop Rhinelander Returns

Bishop Rhinelander will return to the city today. He went abroad in June to attend the Lambeth conference of Anglican Bishops in London. Since he returned to this country the bishop has been at Northeast Harbor, Me., with his family. He will preach next Sunday morning in Calvary Church, Germantown.

On Ice
C-N
ARISTOCRAT
SPARKLING
CIDER
"Three bottles always" said Betty
One for Jack-two for me
15¢ at Grocers' and Druggists'
CLASS & NACHOD
Philadelphia

Adventures With a Purse

WHEN I was no older than ten or twelve, we used to receive a jeweler's catalog every once in a while. And for hours I could pour over those pages, completely absorbed by the lovely pictures of beautiful rings. And always, then as now, it was the diamond and sapphire rings that attracted me. Perhaps that is why I still have a soft spot in my heart for them, and can never pass them by without a reluctant glance. That would also explain my having noticed the sapphire and diamond little finger rings in a jeweler's window. But it is not the entire explanation, for these rings are so very striking and different from the usual little finger ring one would naturally stop to admire. But let me try to describe one—in the center is a cabochon sapphire of quite fair size, and nestling against it on each side is a twinkling diamond. The ring itself is green gold, and is carved in that striking Italian leaf design. The price is $25. I do not generally tell you of anything quite so expensive as this, but my thought was that you might be having a birthday soon—or—Christmas is coming, you know.

Many times, particularly around housecleaning time, you need to cover your broom in order to reach up to clean walls and ceiling. And covering the broom with a cloth is at best a rather unsatisfactory matter. It is possible, however, to buy a canton flannel broom cover that is so designed that it will not pull out the straws or bend them. It opens at the side, and there is an opening at the top for the handle to slip through. I feel sure that there will be many a time when you are mighty glad to have such a convenient cover. Its price is thirty-five cents.

How about the condition of the tube for your shower spray? Does that tubing need "a new one?" I know where you can get rubber hosing in white or red, the size for sprays, for five cents a yard.

I know a tiny shop that has some dainty baby things in madeira work—a tiny cap for $1.95, and a snug coach cover, madeira worked, and made of piquet, for $4.50. Its value is said to be more than $7. If you are in the neighborhood, and are interested in baby things, by all means drop in.

(For names of shops, call Walnut 3000 on Bell or Keystone phones, or address Editor Woman's Page.)

Things You'll Love to Make

The next time you want to give a Baby Gift make this dainty set of rosettes—two smaller ones for the cap and a larger one for the carriage cover. You will need three circles of buckram; two two inches in diameter, the third four or five inches in diameter. Beginning at the center of each circle, sew narrow lace, that has been shirred, around until the buckram is covered. Paint two small wooden button molds and one large one, pink or blue as desired; decorate them. Double a piece of baby ribbon and run each end up through the buckram and through the hole in the button; tie into loops and ends; this will fasten the button. Baby will surely feel proud when she parades in her daintily ornamented cap and carriage cover.

FLORA.

HUMAN CURIOS

The Strongest Man in the World

While the absence of comparative records makes it difficult to state just who was the strongest man the world has ever produced, it is more than likely that the honor belongs to Thomas Topham, who kept a public house at Islington during the eighteenth century.

It was an everyday occurrence for Topham to perform the most amazing feats of strength, such as breaking a large broomstick by striking it against his bare arm, lifting and carrying two hogsheads of water, heaving his horse over the turnpike, gate or carrying the beam of a house as a soldier might carry his rifle. He could also roll up a pewter dish weighing seven pounds as easily as an ordinary man rolls up a sheet of paper, squeeze a pewter quart measure together at arm's length and with the grip of a single finger lift 200 pounds with his little finger over his head.

At Derby he broke a rope fastened to the floor and capable of sustaining a ton weight; lifted an oak table, six feet long and with a fifty-pound weight at the end of it with his teeth, and then capped the performance by raising the vicar of All Saints' Church, known as the stoutest man in that part of England, with one hand.

Unlike the other strong men of modern times, Topham never exhibited himself for money, but reserved his feats of strength for the amusement of his friends and his own exercise. In 1749 he killed himself, after quarreling with and wounding his wife.

Monday—The Princess Caraboo

Two Minutes of Optimism

By HERMAN J. STICH

A Little Oil

They were hurtling across country at a speed that made them fairly gasp.

Trees, ties, telegraph poles and stray pedestrians whizzed past like darts, while mile after mile of rail swept under them as they shot through distance and time.

Suddenly there was a terrific roar and jar.

A shocking, vibrating, internal writhing, wrenching and groaning brought the train to a convulsive stop as passengers clutched seat, window and wall in frenzied fear of injury or death.

"Anybody killed!" "Accident!" "Bolsheviki!" "Hold-up!" "Wreckers!"

The whole car was in turmoil and hubub.

Meanwhile a few men in overalls were scurrying to the seat of the trouble.

"What's it all about?" somebody inquired when calm had finally been restored. "What was the matter?"

"Too much friction," answered a grease bespattered mechanic, "and we were shy a little oil."

Too much friction—and shy a little oil!

The lack of a little oil has wrecked many a train and checked many a career.

An irritable customer, an impatient remark, back-talk—a complaint, a black mark, walking papers.

"He's a good man," I heard an executive say to the owner about an employe, "but he doesn't seem to get along with people." And somebody else was chosen for the job.

"He's too touchy. People seem to continually go against his grain. They're always rubbing the wrong way." And somebody else gets the big chance.

There are men whose whole life is a series of violent jars, jams, slams and smash-ups. Wherever they are there's "too much friction" and there's a shortage of oil. They haven't learned the knack of keeping the waves from breaking.

"A little oil" will always shorten the route to what you want.

When the stomach is "Off." sometimes a good way to find the trouble is to quit coffee and use

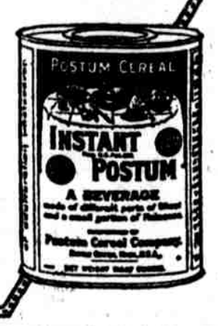
INSTANT POSTUM

Ten days' trial proves and there's a lot of satisfaction in knowing.

Why not order a tin of Instant Postum from the grocer next time—and watch yourself and your own feelings?

"There's a Reason"

Made by
Postum Cereal Co., Inc., Battle Creek, Mich.



ASCO ASCO ASCO ASCO AMERICAN STORES CO. ASCO ASCO ASCO ASCO

Why?

There is always a reason for everything—and for good things there are good reasons—

In Our Office

There Hangs a Photograph

of the first "Victor" Loaf ever baked. There is nothing about it to particularly make it stand out to the casual observer, for it is, after all, only a loaf of bread—but, to those who know, that particular loaf takes on a powerful significance. It was this loaf that first proved to the public that a big bakery could produce bread as good as home-made and at a price that made it as economical.

Thousands of housewives who had been doing their own baking stopped—they were so taken with the HIGH QUALITY and LOW PRICE of Victor Bread.

That original Victor Loaf has had millions and millions of descendants—our three large, modern, sanitary bakeries, with a weekly capacity of more than two million loaves, are kept busy, more or less, day and night, turning out those big loaves of Victor goodness. And every loaf has that same distinctive quality of deliciousness and wholesomeness that made the public immediately endorse the first Victor Loaf as

The Best Loaf Baked

Victor Bread

The Good Big Loaf 9c

"Makes Kids Sturdy"

"Asco" Stores are conveniently located all over Philadelphia and in the principal cities and towns of Pennsylvania, New Jersey, Delaware and Maryland.

ASCO ASCO ASCO ASCO ASCO ASCO ASCO ASCO ASCO ASCO

WANAMAKER'S WANAMAKER'S

In Wanamaker's Down Stairs Store

Two Special Groups of Men's Medium-Weight All-Wool Suits at $20 and $30

Just such suits as men like for business wear—conservative patterns in brown, green or gray mixed cheviots. All of the suits are soundly made and are marked at little more than the usual wholesale prices for such qualities.

Coats are single-breasted with two or three buttons, semi-conservative as to style. There are fittings in all regular sizes.

Odd trousers of all-wool suitings are $7.75 a pair.

(Gallery, Market)

Over 1600 New Autumn Suits for Women

(With Special Groups at Great Savings)

Suits are delightful this year. Lines are long and graceful, materials are better than those of several seasons, colors are lovely and the fur collars are soft and deep.

Wool Jersey Suits at $22.50

The model sketched is in blue or green heather mixtures and has inverted pleats down the back.

Other wool jersey suits in tones of French blue, army blue, brown or green are in various sports models at $25 to $32.

Young Women's Suits

of velour, in brown, reindeer or navy, are trimmed with nearseal or nutria collars.

Well-tailored tricotine suits are without fur. $43.50, $45, $62.50 and $65.

At $47.50

Silvertone or velour suits, in Pekin, brown or navy, have fur-trimmed pockets and large fur collars.

Handsome Suits

of all the fine materials, such as duvet de laine, llama cloth, veldyne, tricotine and velour, have collars of beaver, mole, Australian opossum or squirrel. $67.50 to $165.

(Market)

Men's Shoes Like These Are Mighty Rare at $5.75

The leathers are sturdy and strong, the lines of the shoes are good, the last is sensible and comfortable. Real business shoes, these, which will give service and satisfaction for a long time. In black or dark brown.

(Gallery, Market)

Cozy Sweaters for Little Folks

Little children need such sweaters right now to wear over their wash clothes while they are playing outdoors. The sweaters are of soft wool, cozy and comfortable.

At $5.75 there are slipover sweaters and one buttoned model that is particularly pretty in buff with a brown collar and brown cuffs and four little patch pockets.

Other buttoned and belted sweaters, in tan, brown or Copenhagen, are $6.25. For children of 2 to 6.

(Central)

Women's and Young Women's Gym Suits and Bloomers Reduced

These are of navy blue serge and poplin, some part wool and others cotton. They are now marked $3.75 and $4.

White galatea skirts, plain or pleated, to wear with middy blouses, are in short lengths suitable for schoolgirls. At $1.

(Market)

A House Frock at $3

It is of neat checked gingham, in black, lavender or blue and white, made in Billie Burke style, with shoulder yoke, a wide belt and a convenient pocket. The white pique collar gives an even greater touch of freshness and, while we are speaking of the collar, it is hand-embroidered!

(Central)

Children's Stockings 35c, or 3 Pair for $1

Black ribbed stockings of mercerized cotton are strongly knit and will give good service. They are "seconds," but the imperfections are scarcely noticeable. Yes, mothers, they're just right for school!

(Central)

Nightgowns at $1.25

There are two styles. One is of pink crepe batiste and the other is of white muslin trimmed with embroidery.

Envelope Chemises at $1.50

Trimmed back and front with pretty lace, the chemises are of soft white nainsook.

New Bloomers

At 65c—pink bloomers of a crepe-like material.

At 85c—pink crepe-batiste bloomers with ruffles at the knees.

At $1.50—pink or white crepe bloomers, cut generously full.

(Central)

The Practical Optimist Keeps an Umbrella at Hand

Some new umbrellas of a fine grade of American taffeta (cotton) are made over strong paragon frames. The handles for women are of plain or carved mission wood with wrist cords, and those for men are in crook style. $3.50.

(Central)

Perhaps You Want a Coat Without Fur

Many women with furs of their own want coats that have no fur trimming. Plenty of such coats are here in the Downstairs Store at prices which range from $35 to $89.

There are coats of Bolivia, llama cloth, tinseltone, suede velour and Caledonia in black, pine-needle brown, beaver, Nankin blue, Delft, rose-taupe and navy. All are made in simple, wearable lines in models which you will not tire of. They are softly lined with silk and have small or large collars.

Women and young women will find coats appropriate to their types and years in this interesting gathering.

(Market)

Dainty Vesting of Accordion-Pleated Georgette

It is of white or black Georgette crepe in small accordion pleats and is finished with a narrow hemstitched band at the top. 12 inches deep. $5.75 a yard—it takes very little for a vest.

(Central)

Women's High or Low Footwear

Both New and Both Smart

The high shoes are of tan leather in lace style, with straight tips, welted soles and high Cuban heels. $9.90 a pair.

The low shoes are good-looking brogue Oxfords of black calfskin. They have full wing tips, welted soles and low heels. $9.60 a pair.

(Chestnut)

Everything a Boy Needs —in the Juvenile Shop

Shoes	Overcoats	Pajamas
Gloves	Belts	Hosiery
Handkerchiefs	Suits	Blouses
Underwear	Sweaters	Raincoats
Collars	Ties	Hats and caps

All together, so that there's no need of running around from place to place—this point will find favor with the boys!

What the parents and guardians of the boys will appreciate (and they are proving that they do, already) is that clothing that will really give service can be bought in this Juvenile Shop in the Down Stairs Store at moderate prices and at a minimum of trouble.

It's a most satisfactory place to outfit the schoolboy!

(Gallery, Market)