




**INCHES FROM**  
**The Golden-Plated Rule**  
By Lillian Paschal Day

**Blueberry Patches**  
I visited a country aunt in August. She has a rural telephone. It's funny the way they do. The whole hamlet is on one wire. Every one hears every one phoning. Bell rings, you take off receiver. Clicks follow all down the line. Each family has its signal. Two long rings, then one short. Three short, one long and so on. Aunt Mary's always mixed me up. It was two short, a long, a short. Or else the other way round. I never could remember which. So I played safe—answered all. One hot day it rang. Bing! bing! so fast I lost track. I took the receiver down. Others were doing the same. I began to count clicks. "Is this you, V?" said a voice. Now that should have been enough. There's just one "V" in the place. It is Mrs. Repp's daughter. But only one receiver was replaced. Not Aunt Mary's, I'm sorry to say. "Hello, mother!" answered V. The old lady went on the line. "Can John come for me today?" John was daughter's husband. "I suppose so. Going blueberrying?" "Yes, if he'll take me in your car. I know where there's a nice patch. The loveliest big blueberries!" I could almost hear lips smack. Listeners hung silent, breathless. V was all excitement. "Oh, mother! do tell where!"

**Adventures With a Purse**  
I AM not in the least sure that it is wise to tell you about this, for there is no certainty that when you go to see about it, there will be any left. So here is what I advise—if you are coming in town, today, phone first when I tell you where this remarkable bargain is to be had, make sure by calling the shop that the sale is still being held. But enough of mystery! I speak of afghan purses and coaches which are soft downy covers stuffed with an excellent quality of cotton and covered with a shimmering Japanese silk. Each

**Your Soul's in Your Hand**  
By IRVING K. BACON



**INFLEXIBLE VENUSIAN**  
A. The dotted line bounds the amount of Venus, the sympathetic qualities of which are somewhat lessened by the inflexibility.

**Willcox & Gibbs**  
ELECTRIC AUTOMATIC Sewing Machine  
Is Pre-Eminently the Machine for the Family  
Noiseless Durable Efficient  
Every home should enjoy the comfort and economy of an ELECTRIC SEWING MACHINE.  
LIBERAL allowance for your old machine. Monthly payments acceptable.  
Telephone Spruce 2192 and we would be pleased to send you one of our NEW ELECTRIC MACHINES ON TRIAL, free of charge.  
**WILLCOX & GIBBS**  
SEWING MACHINE COMPANY  
1709 Chestnut St., Phila., Pa.




**ANNE L. DEVLIN**  
ONE THIRTY-NINE SO. THIRTEENTH ST.  
PRESENTS  
**Superb Afternoon and Dinner Gowns**  
featuring  
an unusually attractive collection of debutante models, some of which will not be seen elsewhere in Philadelphia this season.  
NOVELTY BAGS



1341 Walnut Street  
Opposite Ritz-Carlton  
**Two Remarkable Specials in New Fall Frocks for Friday and Saturday**  
Satin Frocks for after-noon and street wear... **45.00** Values \$55  
Tricotine Dresses of chic—embroidered, beaded and smartly tailored... **55.00** Val. to \$75

**Things You'll Love to Make**  
**Tied-Dyed Shade**  
If you are looking for a stunning, inexpensive shade for a single electric light, make this tied-dyed one. Mark a strip of unbleached muslin one-half yard long and seven inches wide into scallops three inches across the top. Have the scallops plicated. Grasp the muslin as shown and starting two inches from the top, closely wind cord around it covering one and one-half inches. Fasten the cord. Starting one inch below that cover three-quarters inch with cord. Dip the whole thing in cold dye of the desired color. The muslin will remain white wherever the cord was, and take the dye where it was not covered. Sew up the ends, finish the top with a small heading and running string, and your shade is complete. Isn't it splendid?  
FLORA.


has a lovely design in flowers embroidered on it. Originally the price was \$5, but this special sale makes their price \$3.75. They come in pale pink or pale blue.  
In my adventuring about town, I have come across all sorts of heavy sports stockings at all sorts of prices, and after a more or less complete search, I have come to the conclusion that those for \$2.25, a special price, are about the best. They are a silk and cotton combination, and are heavily ribbed. They come in brown, dark blue and black, and are as neat and nice looking as you would want to find. And I doubt whether you could equal them in price and quality elsewhere.  
There are two very telling arguments against carrying money loose in a gold mesh bag. One is that the money, if it be in coins, is quite likely to cut and tear the delicate mesh. And the other is that if the money be in bills, it will soil the nice sparkling mesh and soon make it look dull and tarnished. Both of which are excellent reasons for your having a little cloth of gold purse. And another reason is their own intrinsic beauty. Little oblong purses, they are, that fit in one's bag and look almost like mesh itself. Their price is \$1.30.  
For names of Shone address Woman's Page Editor or phone Walnut or Main 3000.



**Chodoff**  
Millinery Importer  
Fifteen Seventeen Walnut  
For the Woman of Ultra Distinction  
Of Unusual Interest Is Our Showing of Fetching New Hats  
Wonderful brocades, picturesque velvets, displaying embroidery, paradise, ostrich and other rich ornamentation.



**Blue Jay Shop**  
The Shop of Becomingness  
1227 WALNUT STREET  
**A Get-Acquainted Millinery Sale**  
FRIDAY and SATURDAY Only  
Merely as an introduction we are offering all of the season's most stunning hats at actual cost values  
**6.00 and upward**



**J.M. Gidding & Co.**  
Paris  
Fifth Avenue at 46th Street N.Y.  
**Ritz-Carlton**  
Philadelphia  
**ONE REASON WHY**  
your Gidding store can offer you such splendid values is because all of the Gidding Stores—New York, Philadelphia, Washington, Cincinnati and the northwest—unite in making and assembling their fashions. The savings thus made possible are shared with Gidding customers.  
Not only that, but the advantages in procuring fashions at first hand through their personal representatives in their own bureau at Paris and their own establishment on Fifth Avenue, New York, designing and making many of their fashions in their own workrooms there, enable them to offer this style without extra cost.  
Isn't it worth while having the Gidding Label on your Frocks, Suit, Coat, Hat or Fur, especially when you can have it at no extra cost?  
Quality for quality, no house in America gives the real intrinsic value that the House of Gidding does.

**The Woman's Exchange**  
The Correct Attire  
To the Editor of Woman's Page:  
Dear Madam—Would you tell me whether with a dressy velvet hat and a coat, brogues and woolen stockings would be practical? Of course, if I first wear woolen stockings I will not want to change to silk ones with high shoes.  
AUDREY.  
You could wear the woolen stockings and brogues with your velvet hat and fur coat in the morning or for any informal occasion in the afternoon or evening. But it does not look well to wear the sport footwear with a dressy afternoon frock and velvet hat or for anything very formal. There is always the danger of catching cold when you wear silk stockings after wearing



**House of Wenger**  
1229 Walnut St.  
At 13th Street, Opp. St. James Hotel  
Luxurious Grace Is Expressed by This Distinctive Cloak of Broadtail and Stone Marten  
Wenger fur models are fashioned of the finest pelts the world offers, and their lines are ever characterized by artistic originality.  
Chertak Millinery  
Their beauty and good taste have brought Chertak chapeaux the approval of the well dressed.  
PLEASE NOTE: We have no connection with any other house bearing the name "Wenger."



**Lousols'**  
133 So 13th. St.  
An Extraordinary Showing  
**Suits and Coats**  
Veldyne—Veldgeygne  
Marvella—and Others  
Some plain—others handsomely fur trimmed with Beaver, Mole, Squirrel, Hudson Seal and Opossum.  
**\$59.50 to \$195**  
The merchandise we are now offering makes REDUCED PRICE SALES unnecessary, for our prices are so low that you can buy a coat, suit or dress NOW at a cost that is no more than in some end-of-season sales.



WE KNOW HOW SINCE 1871  
**Kayser & Allman**  
1522 CHESTNUT ST.  
**Stunning Lamps and Shades**  
Reduced 10% to 50%  
A lamp is a veritable genii, a spirit of beauty, depending upon the wisdom of its selection. The right lamp mellows the soul as well as the room with its friendly light. In our shop decorators, not salesmen, help you select the very lamp that is meant for you and your home.  
We are showing at unusually low prices a comprehensive assemblage of period and modern furniture for living room—dining room—and bedroom.

Under the circumstances it would be better to send a gift, unless you are very good friends with the superintendent himself. In that case send your gift through the mail, addressed to both the man and his wife and writing your name on the card.  
If you know the man only slightly it would be better to send merely a Christmas card of greeting and good wishes, addressing this also to both the man and his wife and writing your name on the card.



**Our Millinery Salons**  
are featuring hats of distinction, notable for their originality, chic and quality, at prices decidedly within reason. This is in accordance with our new policy of lower prices. The models alluringly combine grace of line with beauty of material and harmony of color.  
Many of these models are French designs, others are inimitable Dann originations—mostly in those unsurpassed rich millinery fabrics of the season: duvetyne, panne and Lyons velvet, all of obviously superior quality.  
**16.50 to 30.00**  
1506 Chestnut Street  
1312 Walnut Street

**SHOPPING AT THE BETTER SHOPS**  
THOSE OF YOU WHO ENJOY PAULETTE'S SHOPPING CHATS AND APPRECIATE HER ADVICE WILL RECEIVE SPECIAL COURTESY AT THE SHOPS BY MENTIONING HER NAME. THIS WILL ALSO AID HER IN OBTAINING FOR YOU MANY CHOICE BITS OF SHOPPING INFORMATION RESERVED FOR THE FAVORED.  
Another luscious silk sale, folks! It's simply not to be missed. It's being held at B. F. Dewees, 1122 Chestnut, the shop where your own grandmother may have purchased her Sunday meeting frock, boasted to "stand alone." There are finest quality meters, 40 ins. wide, in rich street shades, \$3.65 a yard, reduced from \$5, and a splendid tricolette, 36 ins. wide, black, navy, white, rosebud and light brown, \$2.45 instead of \$3.75. Crepe de chine, a quality which formerly sold at \$2.50 a yard, is selling at \$1.65 a yard, including all shades, including that desirable flesh for lingerie. Softly crisp taffetas of heavy quality, the best made in America, 1 yard wide, are selling for \$2.35 instead of \$4.25. And shirtings, my dears, you should see 'em—closely woven crepes de chine and silk broadcloths, in excellent stripes, to be had for \$1.95 a yard, reduced from \$4.50. Now is the time to do your silk shopping and no mistake!

The strictly tailored suit is so difficult to find in its perfection, even when one pays high for its fashioning. But at one place in town it can be had in all its faultless chic—Sterling's, 1210 Walnut street. There flock fashionable women, women of established social position, who know values and who are willing to pay fair but never exorbitant prices for value received. A Sterling suit (truly the name is appropriate) is at once recognizable by its grace of line, finest fabric and its lack of superfluous ornament. Sterling suits are created to the individual type of figure, from debutantes to matrons. Mr. Sterling is particularly appreciated for his ability to create slender lines for stout figures. Sterling has given me a special price for you upon these suits, so that the mention of the name "Paulette" will, for a time, enable you to procure a \$100 custom-made suit for only \$85! There are higher priced suits, too, of course. The rich linings are positively guaranteed for two seasons' wear.

The Millinery Salon of Chertak's, in the House of Wenger, is a sartorial treat indeed. There one can be sure of seeing the latest and best inspirations from Paris, and Chertak's own originations, often created for her individual and devoted patrons. To combine grace with chic, becomingness with the style of the moment is an achievement attained only by an artist such as Chertak—never by mere "milliners." Just now Chertak has, I would say, the most alluring and exclusive display of millinery in town. Then there are Mr. Wenger's glorious furs upon the second floor—if you love beauty you must not miss those—his models are not only abreast of the times, but more often far in advance of them. By the way, I must impress upon you that the House of Wenger is at 1229 Walnut street, directly opposite the St. James, and has no connection with any other house by that name.

'Tis the season of debutantes, blessings on their pretty heads! Send them posies to greet their coming into the adult world! One must be very sure that the flower shop will deliver only fresh posies, arranged their prettiest, too. It isn't necessary to spend heaps of money for something really lovely. There's the exceptional London Flower Shop, for example, at 1800 Chestnut street. It has exquisite debutante offerings from \$5 up. This low price includes dainty baskets of pink roses with blue delphine, baskets of dahlias, old-fashioned lace paper bouquets, ravishing little French ladies of bisque in flower frocks, at \$10 up, and darning girls whose adorable violet skirts show fascinating glimpses of white carnation petticoats—could anything be more enchanting? You may have her for \$17.50. There are little formal trees, too, fashioned of rosebuds and set in quaint little pottery pots! They are priced at \$5, \$7.50 and \$10.

Winter has its emphatic joys. One of them dear to the heart of femininity is the advent of rich furs. "I would rather have furs than jewels," a woman said to me. There are beautiful fur garments being shown by that reliable furrier of fair prices, Theodore Siefert, at 1426 Walnut. The fur capes reaching to the waistline are the furs of the moment. Such stunning capes of natural mink with paws and tails sell for \$550 up; blended sable capes are \$600 up; those of natural sable, \$1500 up. Regal mink dolmans can be had at Siefert's for \$2500 to \$3500, and mink dolmans start at \$2350. Full length capes of silky Hudson seal start at \$900, while Hudson seal dolmans are priced at \$850 up. Siefert's prices for the stunning new full length military capes of Hudson seal are \$1000 and \$1200. And then there are ever so many fetching small furs beginning at \$35. Getting furs at Siefert's is truly shopping economy.  
Week of October Eighteenth  
*Paulette*