

INCHES FROM THE Golden-Plated Rule

Moving a Pig
Miss Decie had a good one today. I always read her "What's What." It is so full of interest.

THE DAILY NOVELETTE

As Husbands Go
By ELEANOR T. SPERRY
Betty Evans threw her jacket and gloves on the floor after the dresser, and herself into the chintz depths of a big wing chair.

Things You'll Love to Make

Collars That Make The Dress
Pretty collars like the ones I show will "make the frock." The frock itself need be very simple.

DREAMLAND ADVENTURES

BILLY'S QUEER KNIGHTS BY DADDY
CHAPTER I
The War on the Meadow
"WOOF! WOOF! Come with me to see the war!" barked Toddlie Pupkins, excitedly tugging at Peggy's skirt.

Two Minutes of Optimism

By HERMAN J. STICH
Dissatisfaction
A GOOD many otherwise level-headed people are anxious because of the general dissatisfaction so much in evidence throughout our country.

WANAMAKER'S Wanamaker's Down Stairs Store

A Sale of Warm Winter Coats
For Little Girls and Boys of 2 to 6 Years
Warm, thick materials are used and every coat is fully lined and interlined and well made.



Men's Splendid All-Wool Winter-Weight Ulsters and Ulsterettes Special at \$38.50
This is the usual wholesale price of such coats!



Wool Scarfs—Wind one around your neck and throw one end in back for the Autumn winds to play with.

Fine All-Wool Suits Are Special at \$34.50 and \$39
Wonderfully fine suits of sound quality through and through.

Fresh Gingham House Dresses Special at \$1.85
The style is sketched and it may be had in blue, black or lavender stripes or checks.

Skirts In Jolly Plaids
can be had in almost any kind of pleating your heart desires.

Coats and Dolmans of Wonderfully Soft Materials—\$35 to \$89
They're as delightful to wear as they are to look at.



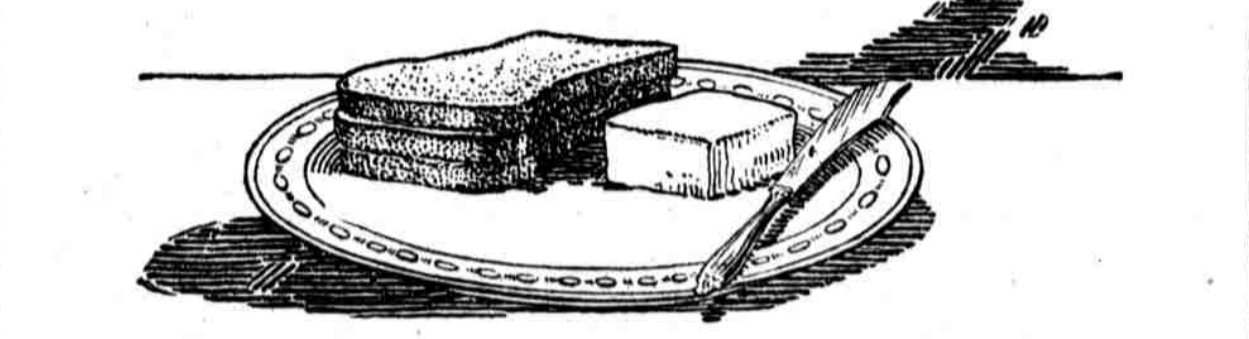
Trim Black Shoes for Women \$9.60 and \$9.90 a Pair
Just the sort of good shoes that women want for street wear every day.

Collars That Make The Dress



New Venus DIAPHRAM-REDUCING CORSET (FLAT-FRONT)
WINN LATEST FASHION EFFECT
A REVELATION
Price \$9.00

Kingnut MARGARIN for people of taste



Just Taste It!
All it takes is a taste of Kingnut for you to know how delightful its flavor really is. Kingnut is a pure, wholesome food made from vegetable oils blended with pasteurized milk.

Adventures With a Purse
THERE are two very interesting sales that are being held right now, and both of them are quite well worth while taking advantage of.

Making More Money
The Woman With the Wonderful Nose
That's the only Introduction Ann Haviland made, for she is recognized today not only as the one woman who owns her own perfume laboratory in New York, but the only person in the world who can distinguish a hundred and one of 400 different perfumes.