

INCHES FROM
The Golden-Plated Rule
By Lillian Paschal Day

Shake Before Taking

I know a charming girl. Handsome, wears stunning clothes. Good company, good taste, likes fun. She's twenty-eight and engaged. She's been the latter for six years. Five wedding dates have been set. Each time he has postponed it. He's too comfortable as he is. Big house, servants, motors, clubs. He likes the home-iness in her flat. But he likes his own medicine. Makes excuses—her friends now. She must give up this one or that. Or his mother has been taken ill. She isn't equal to a wedding now. Mother does that regularly. She doesn't want son to marry. She likes being head of his house. If he marries—she might to that. She goes to it. Only one place to get looks in: (City's) a buyer in a big store. High-salaried, but not his class. Yet he's madly jealous of her. Mother says she's nice, but— Social barriers—difficult! A man's wife must hold her own. Son is so fine and well bred!

DREAMLAND ADVENTURES
BILLY'S QUEER KNIGHTS
By DADDY

While Billy is playing football, Peggy sings a queer song that seems to make his team go all to pieces. Then Peggy sings another song that causes her animal friends to come to the places of Billy's players in his football eleven.

CHAPTER III
Laughing Too Soon

"WHOOPEE! Whoopee! We'll beat 'em!"

So chanted Tommy Tubbs' Fat Warriors as they trotted back to the football field after eating their last cream sodas at the corner drug store. With them came a large crowd of boys and girls, all eager to see the Fat Warriors play Billy's Knights.

Billy was all alone, kicking the football around the meadow. "You'll see me in such a hurry!" answered Billy, going on with his kicking. "You'll see my players soon on their bushes putting on their football clothes."

"Yah! Yah! Hiding in the bushes!" called Tommy Tubbs. "You'll see them!"

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Resinol
ready for
scalds and burns

The tormenting, insistent pain of a burn or scald is quickly subdued by Resinol Ointment. Its cooling ingredients remove the inflammation, and hasten the healing. Cover the burn with Resinol and bandage with soft gauze. In severe burns or scalds covering a large surface always send for a doctor.

Resinol products at all druggists.

The St. James
Walnut at 13th Street
J. Howard Stocum, Mgr.

A quiet place where you always can be sure of unusually good food and superior service. A convenient to - everywhere place - which means you can run in for a bite of lunch or a more ambitious dinner - within easy walking distance of any place downtown. All three dining rooms are now open - it took us a bit longer to refurbish than we had counted on. But the result has been very worth while!

A TANGERINE SASH ON NAVY BLUE SERGE



By CORINNE LOWE

"Brighten up the corner where you are" seems to be the special undertaking of the girlish and vestal of this fall's blue serge frocks. Various shades of red are the favorite messengers of color in these navy dresses, and they are carried out in erpe de chine, mousseline, georgette and occasionally in heavier materials, such as velours and duvetyne. Very often the sleeves, too, join in the conspiracy of cheer, and one of the loveliest of the imported blue serges shows wide under-sleeves of red, mouseline joining with guimpe and flowing sash of the same material to form the adornment of the frock.

Orange and green are also used to relieve the monotony of the navy model, and so are the many shades which hover between red and orange. The above charming dress of navy serge supplies, for example, a sash and collar of tangerine crepe de chine. The arrangement of the black Hercules braid on this frock is worthy of additional notice.

Tubbs. "No, no, we don't want to play against those fierce-looking players," shouted the Fat Warriors.

"Who are the 'fraid cats now?'" shrieked Peggy at them. "Fraid cats!" shouted the crowd of boys and girls, turning against the timid Fat Warriors. "Fraid cats, you don't dare back out now!"

And the Fat Warriors didn't dare back out, although they wanted to. Trembling and shaking they got ready to play. What happened in their game with Billy's knights will be told in tomorrow's chapter.

Making More Money

An Out-of-Doors Plan

When, some ten years ago, Robert Bruce was informed that he would have to live an outdoor life if he wished to have the remnants of his health, he was stumped for a way in which to make money at the same time. He thought of a profession held out little hope, for Bruce did not have the capital necessary to start business with. And the further he looked the more remote appeared the possibilities of making money and health at the same time.

Finally, almost in desperation, Bruce decided to take a trip into the Cascade mountains. In his pack he carried a small but very efficient camera. Upon his return his friends exclaimed in admiration over the beautiful photographs which Bruce had secured. The mountain fastnesses of the Cascades were virgin territory, so far as a camera was concerned, and the pictures found a ready sale among lovers of nature—particularly when enlarged and colored in their natural tints.

Taking the hint, Bruce determined to adopt the plan as a permanent venture. He invested every penny of his very slender capital in photographic supplies and enough food to last him for several weeks. In the meantime he had secured the Cascades and gradually worked his way east, selling the photographs at each city on the route. He was successful, and Bruce found that in the simple act of photographing the grandeur of a little known part of the country he had solved the double prob-

lem of regaining his health and making money.

Now the first difficulty doesn't bother him a particle, for the outdoor life has freed him for any kind of work, in addition to providing capital sufficient to finance him for several years to come.

Tomorrow — "Emma McCheaney the Second"

FASHION BRIEFS

As to ribbon panels, of these we have no end. Hence, for example, has sent us over a whole flock of dresses for every hour of the day which achieve smartness through the ribbon panels. They are generally narrow; they hang in a straight line from the waist so as not to disturb for one minute the prescribed narrowness of the silhouette and quite often they are turned under at the hem.

CORINNE LOWE.

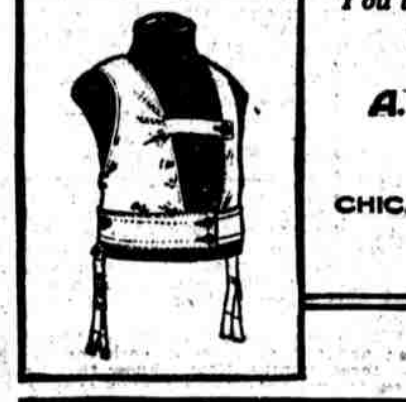
BIEG'S Will Make Your Hair Beautiful and Fluffy
SHAMPOO CREAM
Not Sticky nor Greasy
For Sale by Druggists and Department Stores
BIEG MFG. CO., Inc.
25c
the 6-oz. jar
981 Chestnut St., Phila.

HICKORY WAIST AND GARTERS FOR GIRLS AND BOYS

Made with a mother's watchful care

You'll delight in the thought that there is at least one large, busy manufacturer who puts so much thoughtful care and painstaking effort into a garment your youngsters need. Hickory Waists are made in all sizes from 2 to 14 and they fit as though they were tailored especially for you. The body is made of fine mercerized sateen—wears well and washes wonderfully. The sensible front breast strap holds the waist comfortably and securely. All buttons are genuine unbreakable bone and the protected pin tube attachment prevents the garter pin from bending or breaking.

The Hickory Waist may be had with or without garters. When garters are needed—the nationally known and nationally shown Hickory Garters are what the better stores usually show first. At any rate—get the Hickory.



You'll find them in the notions, boys' and infants' departments

A. STEIN & COMPANY
MAKERS OF
PARIS GARTERS
for men
CHICAGO NEW YORK

Children's HICKORY Garters

WANAMAKER'S WANAMAKER'S
Wanamaker's Down Stairs Store



A Sale of Women's Fashionable Winter Coats

Five Groups Are Marked at Decidedly Lower Prices

At \$19 At \$39

At \$29 At \$49

At \$35

Coats of silvertone, velour and polo cloth are lined with silk and made with or without fur trimming. A silvertone coat, silk lined and topped with a sealene fur collar, is sketched.

Also in this group are some black broadcloth coats, full lined, which are to be had in sizes up to 50.

One of the remarkable coats in this group is sketched. It is of suede velour, silk lined, and has a deep, soft collar of Australian opossum fur. Other coats of tinseltone, silvertone and polo cloth are in this group.

Soft and luxurious coats and dolmans of wool-dyne, Bolivia, tinseltone, suede velour and silvertone are to be had at this low price. A beautiful embroidered wool-dyne dolman is sketched. Others are trimmed with racoon, Australian opossum and sealene furs and all are prettily lined.

Note: Some remarkable sample coats are in this group.

Every Coat in This Sale was originally marked considerably more, so there is a substantial saving on each. All sizes and all the fashionable colorings are in each group, though not in each style, so early choosing is advisable.

ASCOS ASCOS ASCOS ASCOS

AMERICAN STORES CO.

Make Every Penny Count!

In these strenuous days of readjustment, it is more than ever important that we spend wisely and well—make every penny count.

It is not necessarily the lowest price that is important—it is getting the most value for your money that counts.

In bread—for instance—the Victor Loaf is not only in a class by itself in quality, but its unusually generous size makes it also THE BIGGEST BREAD VALUE ON THE MARKET today.

Not how much per loaf, but how much PER SLICE and how big is the slice? When you buy Victor Bread, you receive your full money's worth—besides the most delicious bread baked today.

Victor Bread The Extra Big Loaf **9c**

—children thrive on it.

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

For Hallow' en
25-inch Cambric at 25c a Yard

Pink	Orange	Green
Garnet	Brown	Gray
Yellow	Black	Red
White	Lavender	Blue
	Purple	

(Central)

A Trio of Warm Coats for Schoolgirls

At \$13.50—sizes 10 to 14 years; the coats are of a warm coating, in dark blue or burgundy, lined throughout. They will make excellent school coats and will wear well.

At \$23.50—sizes 8 to 12 years; chinchilla coats, and they are usually favorites both with the children and their mothers, are in blue or brown and have a warm and picturesque lining of red flannel.

At \$25—sizes 13 to 17 years; sports coats of brown polo cloth, for junior girls, are made in a well-tailored style and are lined throughout. A girl would like the inverted pleat in back and the smart pockets in front!

Practical House Dresses
In Extra Sizes, 48 to 52

Simple and pretty dresses of sturdy washable materials are here in half a dozen pretty styles. At \$3.85 there are belted styles in plain blue chambray, trimmed with rickrack braid or with striped gingham bandings.

At \$5 to \$6.50, you will find adjustable dresses of striped gingham or percale or Billie Burke dresses of striped gingham with plain colored chambray collars, touched with hand-embroidery.

Women's Handsome Afternoon Gowns

A wonderfully interesting collection of beautiful afternoon gowns is to be found in the Dress Salon. These are of fine materials—charmeuse, crepe-back satin, crepe meteor and Georgette—at such moderate prices as \$35, \$37.50, \$39 to \$78.50.

Most of these dresses are in navy blue, brown and black, the colors that well-dressed women want for daytime wear.

Bathroom Rugs of Chenille and Cotton One-Third Less

Soft, pretty, neat rugs are these and many households need them about now. Plenty of blues—that first of all—then, there are rugs in old rose, gray, gray-black-and-blue and combinations of color.

24 x 36 inches,	\$2.75
24 x 48 inches,	\$4
27 x 54 inches,	\$5

(Central)

Women's Smart Little Velour Hats at \$3

For school, sports wear or business, a tailored velour hat is both suitable and serviceable. There are black, navy, purple, Copenhagen and Wistaria velour hats and a few in other shades. All of them have tailored bands and are lined with silk.

Small Animal Scarfs

are very smart, probably because they make such an attractive finish for a suit or dark frock. There is a particularly good collection in

Mink	Stone Marten
Fitch	Opossum
Kolinsky	Squirrel

The prices begin at \$15 for an opossum scarf and go to \$100 for a beautiful stone marten.

Paon Velvet \$4.50 a Yard

In navy blue, black and brown this is lovely for frocks, wraps, skirts, etc. It is 32 inches wide.

Black Paon Velvet for millinery and trimming, is 17 inches wide, at \$2.25 and \$2.50 a yard.

Pink Batiste Waists for Women

Many women prefer this kind to any other and these waists are particularly nice, hemstitched top and bottom, at \$1.75.

White Batiste Nightgowns, \$1.25

Soft and white and prettily shirred and stitched with blue or pink.

All-Wool Blankets Special at \$15 a Pair

Warm as can be and pretty, too, the blankets are in plaids of white with blue, pink or gray and in a red-and-black plaid. 70x80 inches.

Prices of Leather Handbags Have Gone Down

You'll notice a very pleasant lowering of prices in the newer handbags of leather. The decrease averages about 25 per cent, which makes quite a difference.

There are handbags of pin morocco, seal and crepe grain leathers, mostly black, and lined with leather or with silk. Some are in pouch shape, some are square, others are long and slightly pointed.

New prices range from \$1.50 to \$8, with particularly fine choosing at \$4.