Why Not Begin at Home?

MAN once went into his cellar looking for a gas leak with a lighted candle A close relation of the man who donned the first conical cap squinted down the barrel of his shotgun to find out if it was loaded.

He found out, but he never used the information. Chicago was reduced to an ash heap because a watchman left a few burning oil lamps in an excelsior factory.

One of the most tragic confingrations in the city of New York would never have been if a porter had extinguished his cigarette before flinging it onto a rub-

Every once in a while a town is blasted into broken bits, and a few men are despatched to Kingdor Come, because somebody tried to bake dynamite.

Every war has its pathetic bungles. A commanding officer once wrote out an order so slovenly that an entire regiment of shock troops charged into instantaneous eternity.

Heedlessness of ordinary precautions, disregard of vital little acts of arudence, familiarity with and consequent contempt for common dangers, exact their frightful daily toll in the coin of human life and personal and property loss. Every twenty-two minutes some one is injured on the streets of New York. And every two and a half hours careless use and disposal of live tobacco, lamps, candles or matches start a damaging fire.

The average man is criminally thoughtless and neglectful

Almost three-quarters of a million persons die each year in from preventable disease. Half of the 3,000,000 or more sickbeds constantly try are unnecessary.

Fifteen years are lost to the average life through neglect and mmon, vital knowledge. Almost 200,000 persons are sick in New York and Chicago every day, the reat majority of them because they do not give to their bodies the attention they

In myriads of little ways carelessness keeps us from doing more and from having more. Carless use of money, careless use of time, careless remarks and insinuations, careless performance of daily duties, careless incivilities, careless ness of person, careless eating, careless reading, physical and intellectual care lessness, careless checking up of ambitions and progress, and so on.

If everybody were just a little bit more careful-if everybody were a lo less careless—if carelessness were eliminated from the category of universal filsthe world's moral, material and spiritual welfare would be vastly augmented; everybody, everywhere, would live longer, better and happier lives; the millen-nium would soon be within hailing distance. It's a large "if" -and it's everybody's business,

Why not begin at home?

THE DAILY NOVELETTE

A Little Bit Shy By L. B. LANODALE "WHY in Barn Hul," mutters Thomas Bradley Morse, "can't Elsie and Belle let me alone? Why should I, just to please a couple of half-

should I, just to please a couple of half-baked sisters, get a girl to tag around after? I hate girls."

Suddenly he whistled. Such an idea as he had, which would put an end to his family's endeavors to interest him in the other sex! Elsie had really been responsible for the idea, although, to be sure, she was not going to have the actisfaction of knowing it. There had been a discussion concerning itself with his queernoss and unlikeness to other boys.

"It makes a boy appear so odd," had

you'd be perfectly indifferent to a girl from Mars!"

And there she had given him, unwittingly, his big idea. He would be interested; more than that, he would be engaged to an out-of-town girl! That would fix them! His business trip to St. Louis next week would provide just the opportunity for consecting such a story. On his return he would inform them—and they would tell the world—that he was irrevocably spoken for and hereafter—hands off, please!

Three weeks later Thomas returned. And so interesting had his journey been, partly because of its success from a business point of view, partly because of the attractions of the brown-haired daughter of the man with whom he had been dealing, that he had almost forgotten his plan.

The family had gathered in the living room when—"How old are you, Tom,

dear?" asked Eisis tentatively.

"Sam Blake is going to be married next month," remarked Beile without awaiting his renly to her sister.

"Oh, Tommy," Eisis evidently could not contain herself longer, "there's the nicest girl staying at the Bronsons!"

So that was it! Tom rose with dignity and, his hands in his pockets, gazed blandly around. "She's there too late," he said. "My—er—affections are fixed eizewhere!"

Things You'll Love to Make

Kitchen FilingCase

"And her name?" prompted Belle, Now partly because he was taken unawares, partly because the pretty brown haired daughter of his host in St. brown-haired daughter of his host in St.
Louis had been so constantly in his mind
before he thought, "Mary Smith!" he
gave her name! At first he was aghast.
Then he consoled himself with the
thought that, after all, his sisters would
never hear of the real owner of the appellation.

tion of a fiancee would end his worries he was eadly niistaken. To his horror, Elisie and Belle took it upon themselve: to see that their brother was not wantng in the duties of a betrothed-hat he wrote regularly and often.

"I think of you all the tim



in the Purchase of Our Stock, Therefore

OUR REGULAR PRICES MAKE

REDUCED SALES UNNECESSARY

Next Complete Navelette



Velvet and Duvetyne HATS 5:00 Value

Satin, Fur and Georgette Combinations Distinctive Hats with soft brims and crowns that may be shaped becomingly to each wearer's face and "style." Some elaborately trimmed with ostrich fantasies, and some with burnt ostrich. Others

are very handsomely embroidered. Pheasant Brown and Red, Rust, Chow, Chinese Bine, American Beauty, Black, Brown and Navy.

Agenta' Ordera

Accounts Solicited

All Furs

Off

arangan beregan mengangangan pergebagai dan pergebagan penggan penggan penggan penggan penggan penggan penggan

## Sale of Fashions For Women & Misses

**TAILLEURS** MILLINERY

BLOUSES

the present "lower" ticket prices

Including Our Entire Stock of Furs

Unrestricted Choice in This Sale Featuring Specially for Tomorrow

Dresses

Ticket Price, 59.50

44.63

Coats. —of cloth and silk Daytime and Afternoo and smart new modes Ticket Price, 49.50 Sale Price

-New fabrics-new colors Sale Price 37.13

Suitstailored and fur-trimmed models in popular materials Ticket Price, 89.50 Sale Price 67.13

ASCO

No Approvals-None C.O. D.-All Sales Final THE BLUM STORE-A New Organization With an Old Name

aren gentaran gasamangar pergapatan kangangan pangan pengangan pengangan pangan pangangan pengangan pengangan

ASCO

It's a Winner!

To our four popular blends of tea, Plain Black, Mixed, Old Country and India Ceylon, we have recently added

# ORANGE PEKOE

From the first day it was placed on sale in our Stores, it has proved a winner. Our patrons have been quick to recognize its exceptionally high quality. It appeals particularly to those who prefer tea with an extra heavy body.

Because we bring it direct from the tea plantations to you, we are able to sell it for less than half its real value.

"Asco" Blend

**Orange** 

lb pkg 45c : 1/2-lb pkg 23c Try a cup today! It's tea to a "T"!

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

ASCO ASCO ASCO

# A Startling Test by One of the Greatest Experts in Modern Cookery

24½ lbs. of potatoes fried in 2 lbs. of Mazola. Only 7 lbs. 14 oz. of potatoes fried in 2 lbs. of lard.

THAT Mazola is the better and more economical fat hasagain been demonstrated. This time by Mrs. A. Louise Andrea, admittedly one

of the greatest experts in modern cookery. Mrs. Andrea proved that 2 lbs. of Mazola fried 241/2 lbs. of potatoes. While 2 lbs. of lard fried only 7 lbs. 14 oz. of potatoes.

Tested with fish steaks, one inch in thickness, 2 lbs. of Mazola fried 2534 lbs. while lard fried only 161/2 lbs. of fish.

Of doughnuts cut uniformly 234 inches in diameter, 2 lbs. of Mazola fried 208, while 2 lbs. of lard fried only 138.

#### Facts and Figures Prove Remarkable Economy

This proves conclusively that Mazola goes more than three times as far as lard for frying potatoes; almost twice as far for fish; and two-thirds farther than lard in frying doughnuts.

In each test 4 lbs. of Mazola and 4 lbs. of lard were fried down to 2 lbs.

This confirms the experience of seven

A demonstration of economy of interest to every housewife. Read all the details. million housewives who already use Mazola, the Great American Cooking Medium.

No housewife who wants to use the most wholesome, as well as

the most economical cooking and salad oil, should fail to order Mazola from her grocer today.

### Equal to Butter at Half the Price-Better Than Lard

Mazola is a 100% pure vegetable fat. There is no loss of bulk from heatingno loss from evaporation.

It always remains sweet and clean-can be used over and over again. Merely

Sold by all leading grocers in pint, quart, half-gallon and full gallon cans.

> Once you try Mazola for Salads you will prefer it to the finest imported olive oils. The price of Masola is about half that of olive oil. No customs duty-no ocean freight charges on Masola.

FREE Sixty-four page, beautifully illustrated Cora Products Cook Book. Write today. Corn Products Refining Co.,

P. O. Box 161, New York.



### NATIONAL STARCH COMPANY

District Sales Representative

135 S. Second St.

Philadelphia, Pa.