

THROUGH A WOMAN'S EYES

By JEAN NEWTON

Smile On, Girls, but—

A very interesting law suit is being tried in New York city. It is between a motion picture producer and a well-known woman star whom he is suing for breach of contract. With reference to the charge of general obstreperousness made against the defendant, the judge took occasion to make this remark: "The court takes cognizance of the fact that from time immemorial such have been the troubles of the impresario with the prima donna."

And that is why we hear men say that they do not want to do business with women. For there is no doubt that all of us are poorer in the respect of the business world on account of the antics of such prima donnas and some women in business who act as though they think they were such prima donnas.

Now a prima donna may be unbusinesslike, may bring coquetry into her business dealings and get away with it. But she does not benefit by these tactics. On the contrary she sets by in spite of them, and only because there are so few real prima donnas. And even impresarios will eventually throw up their hands and tear up their contracts.

It has not been of any lasting benefit to any girl to bring her sex into her job or her business. But it has resulted in lost positions as well as lost respect and other humiliating experiences.

On the other hand the girl who is "strictly business," who puts herself on an equal footing with her male associates, who does not expect or seek to get anything on any other basis, who is ready to give and take equally and equitably with them is sure to get the added respect that comes of being considered a rarity.

This does not mean, of course, that we must resort to such extremes as a pretty little girl I knew. In her desire to be "strictly business" she thought she would look old and plain, and she did this very effectively with goggles and a ridiculous coiffure!

It does not mean that girls should withhold the unaffected smiles and the youthful cheer that bring sunshine to an office as to every other place, nor that they should seek to inhibit the charm that comes of youth and beauty.

We hear much about men in business being more willing to do things for a young girl with a pretty face. Of course, they are—and so is everybody else. So smile on, girls—BUT—

Don't try to substitute a smile for the goods you are supposed to deliver. Remember that no matter how susceptible a man may be to feminine charms he does not want them, and very rarely will permit them to interfere with his business; that if he had a dinner engagement with you and you kept him waiting to get that perfect wave in your hair he might feel compensated—but never if you kept him waiting at the office. Remember that when there is work to be done he wants you to go shoulder to shoulder, and that no matter how beautiful your eyes may be he does not want them raised to him when they should be on your work. Remember, too, that while a pretty pout may do wonders with a sweetheart or with a husband, it is out of place with a "boss." That would be bringing sex into your job instead of the dignity that makes a businesslike man.

Remember, too, girls, that even the wrong kind of man may not act like the right kind of man with the girl who works for him or with him. But if she by ever so little injects her sex into her business she is laying herself open to humiliation.

"There wasn't a point about the business that I overlooked," Miss Pitch admitted later. "The whole thing fascinated me so that I even used to help load the wagons in order that I could say that I knew the whole thing from the ground up. I felt that the much-discussed 'woman's handicap' in business was nothing more or less than a lack of interest in anything outside her own work and I determined that I wasn't going to be guilty of this."

As was only to be expected, Miss Pitch was advanced as the new company grew and, before many years had passed, she was made an officer. Today she holds the title of secretary-treasurer of the concern and also acts as general purchasing agent and general manager of the salesmen—"Thanks," as she puts it, "to the fact that I never missed a chance to learn something about the work that was paying my salary."

Tomorrow—A Dozen Grapefruit Seed

GAS Soldering Furnaces and Appliances
 L. D. Berger Co., 59 N. 2d St.
 Bell Market 211 Keystone, Main 1899

OUR STORE ORDERS ARE AS GOOD AS CASH
 Marriott Bros., 1118 Chestnut St.

WANAMAKER'S DOWN STAIRS STORE WANAMAKER'S

Bright and Smiling With Christmas Jollity —Wanamaker's Down Stairs Store

A conveniently arranged store, all on one floor, specializing in moderately priced gifts of unquestionable quality

Wool Scarfs for Christmas



Warm and cozy gifts that any feminine member of the family is sure to welcome. A surprising variety of charming scarfs, moderately priced, provides a wide field for choice.

They're of brushed wool in plain colors, heather mixtures, block checks, diamond checks or with deep borders. Turquoise, French blue, rose, reindeer, emerald, brown and navy are some of the colors.

Straight scarfs, \$2.10 to \$4.50.
 Scarfs with belts and pockets, \$4.50 to \$10. (Central)

Delightful Fragrances in Pretty Boxes 50c to \$7.50

Toilet waters and extracts in the most refreshing and delicate scents of individual flowers and bouquets lend themselves admirably to Christmas giving.

Various extracts are 50c a bottle and there are many prices in between that and \$7.50, which is for a set of extract, toilet water, talcum, sachet and face powder. (Central)

Beautiful Ribbons for Christmas Bags

Heavy with embroidery or gleaming with gold or silver brocade, some of the ribbons look as if they might be old Oriental treasures. Others are in tones of green and brown or lovely floral patterns in the darker shades.

Widths vary from 6 inches to 11 1/2 inches and prices from \$2.85 to \$8.25 a yard. Of course, it doesn't take nearly a yard to make a bag!

Exceptionally beautiful ribbons, 1 1/4 inches wide, have just arrived. \$6.25 and \$8.25 a yard. One might make the bodice of an evening dress from about a yard and a quarter. (Central)

Colored Dotted Swiss, 60c a Yard

A dress or blouse length as a Christmas gift will surely be welcomed. It is 36 inches wide.

Orchid Maize Copenhagen Light blue Black (Central)

Handkerchief Specials

Women's Hand-Embroidered Handkerchiefs, 25c each
 2400 of these sheer white linen kerchiefs for gifts.

Men's Initialed Handkerchiefs, 50c each
 Good linen with hemstitched borders and neat initials.

Women's Plain White Linen Handkerchiefs, 18c each
 Of good quality they are especially nice to embroider or initial for gifts. (Central)

Frilly Party Frocks

for Girls of 10 to 16
 If you want young daughter's eyes to sparkle on Christmas morning, give her a party frock such as one of these!

They are of soft, pale pink chiffon and each dress is made with three ruffles on the skirt, all in points and edged with pink satin ribbon. There are frills to match on the waist and sleeves. Oh, any girl would be sure to "love" a frock like this! \$20.

Two Net Dresses at \$7.75
 Both are of white net, in sizes 8 to 14 years. One is trimmed with lace and the other with pleated net ruffles and both have pink or blue satin ribbon at the waists.

Other White Frocks
 White lawn dresses at \$4.50 and sheer white organdie at \$5.75 are prettily trimmed with lace and tucking. Sizes 8 to 14 years. (Market)

Women's Tailored Silk Blouses

Striped Tub Silk, \$4.50
 They are in white grounds with many pretty combination stripes or gay candy stripes.

Dark Striped Satin Blouses, \$4.90
 The satin is of exceptional quality and the stripes are the dark, rich combinations that women like.

Either style can be had in sizes 36 to 46. Both have collars to be worn high or low. (Market)

Bath Mats at \$3

Good, thick bath mats are 44x 26 inches. The mats are in five different patterns and there are plenty of blues, as well as mats of rose, green and blue-and-tan combinations. (Central)

Hit-or-Miss Rag Rugs

24 x 36 inches, 75c
 25 x 50 inches, \$1
 27 x 54 inches, \$1.25
 The rugs were woven on hand looms and have sturdy warps. Colorings are fresh and cheery. (Central)

\$5 Will Bring Christmas Music to Your Home

And think of the joy and pleasure that music will spread! If there are young people around, they will want to dance. More sedate members of the family will enjoy the quieter selections. All of these are possible on



L'Artiste Phonographs
 —the best phonographs we have ever seen for \$90. L'Artiste is strongly constructed and honestly made, throughout.

Its tone is clear and pure, the all-wood amplifier eliminating completely all unpleasant metallic sounds. A modulator, which can be regulated while the machine is closed, enables you to play a record as softly or loudly as you please. L'Artiste plays all disc records.

\$5 Down and \$5 a Month
 make it easy for any one to own one of these excellent phonographs. If you prefer it, the first \$5 may be taken out in records.

OKeh Records, \$1, Are Double-Faced
 and include a variety of instrumental, vocal and dance records. (Central)

Certainly Some Feminine Member of Your Family Would Like a New Coat for Christmas

Fathers, Brothers and Husbands, Take Notice!
 Can you think of a finer gift than one which will mean protection, warmth and comfort all Winter long?

That's what a good coat means—and Wanamaker coats satisfy the sense of beauty, too.

Between \$45 and \$69
 there is a wide range of good, practical, serviceable coats of such excellent materials as Bolivia, tinseltone, polo cloth, camel's-hair, velour and silk plush. A great many with collars of racoon, Australian opossum, nutria, skunk opossum or sealene furs. Every coat is lined throughout with silk.

The wrap sketched is of Bolivia in black, Nankin or navy blue and brown. In regular sizes 14 to 44 at \$45.

Between \$69 and \$149
 you'll find a splendid assortment of wraps and coats of the finer, more luxurious types. Of peachbloom, evora, Bolivia, woodyne and Andria, they are beautifully lined and are heavily trimmed with soft, thick fur—squirrel, beaver, Australian opossum or mole. Colorings are as soft as the materials.

All were originally marked a great deal more. (Market)



Women's Comfortable Slippers Are Sure of Christmas Welcome

\$2 Pair
 Plain felt slippers are in green, brown, red, taupe, midnight blue and Oxford gray.

\$2.75 Pair
 Ribbon-trimmed slippers with fluffy pompons are in rose, pink, taupe, gray, blue and lavender. Oxford-gray house slippers, of the sort that many women wear about the house in the morning, have leather soles and heels.

\$3 Pair
 Warm, cozy slippers, in blue, lavender, pink, rose and gray, have turn-back cuffs fastened with buttons.

The more practical Julietta of gray felt have leather soles. Imitation fur trims the tops.

\$3.50—felt slippers with leather soles are in wine, midnight blue and Oxford gray.

Dainty Mules for Her Pretty Boudoir
 You may choose black or light blue quilted satin mules with contrasting linings. They all have baby French heels. \$5 a pair. (Central)



The Blum Store
 The Store of Personal Service
 1310 Chestnut Street

Wrappy Coats of Bolivia



Richly Fur-Trimmed With Australian Opossum
48.00
 Actual 75.00 Values

An exceptional opportunity—bearing tribute to our progressive lower-price policy. The Bolivia is fine quality—handsomely silk-lined and warmly interlined. All sizes and colors—navy, brown and reindeer. Large collars of selected Australian Opossum pelts.
 50 COATS ONLY

THE BLUM STORE
 A New Organization With an Old Name

ButterKrust BREAD

Made with Pasteurized Milk

THERE'S a certain deliciousness and delicacy of flavor about FREIHOFER'S BUTTER-KRUST. It's the different bread with the distinctive taste that appeals to the appetite.

The reason is—BUTTER-KRUST is made with Pasteurized Milk.

The use of Pasteurized Milk is only one of the many features which have made BUTTER-KRUST the real home bread. Everything that goes into it is absolutely pure, and it leaves the oven to be wrapped and stamped with the FREIHOFER wrapper that stands for Quality.

Big BUTTER-KRUST is 13 cents at your Grocer. Delivered fresh twice daily.

The home folk—and your guests—will appreciate a loaf of BUTTER-KRUST for dinner.

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