

Two Minutes of Optimism

By HERMAN J. STICH

Morale

ONE of the words that during the course of the late war assumed greater importance, and toward the end took on almost magical significance was MORALE.

There were times when both sides appeared so evenly matched it was a toss-up which would win any particular battle—Morale always determined the victory.

There were other times when one side appeared to have such decided advantages over the other, it seemed it simply must win the engagement—when it did not, as frequently happened, it was usually because its Morale was "low," while that of its antagonists was "high."

Morale has always been—will always continue to be—a dominating factor—at home, in the office, behind the counter, in the sanctum, in the factory—wherever men live, work, produce.

Perhaps nine-tenths of domestic catastrophes are caused by the breakdown of Morale.

Who knows how many times, disheartened and discouraged, you have stood on the line between failure and success, a line so fine we scarcely know when we pass it, so fine we are often on the line and do not know it—Morale would have taken you safely over and beyond.

What is Morale? Where does it come from? And how can we acquire and benefit by it?

Morale means being fit—not alone physically fit; but mentally, spiritually, joyously, exuberantly, buoyantly and aggressively fit.

It means soundness—not merely physical soundness; but mental, spiritual and emotional well-being as well.

Morale means that the body and the mind, the head and the heart, the ambition and the will are properly attuned—are all focused upon the great goal.

It means all-round balance—physical, mental and spiritual good health—neural and human spirits and impulses at top-notch and under control—every fiber functioning normally and efficiently, and therefore functioning effectively.

Morale is born of confidence—not the confidence fostered by wish or conceit; but the confidence created and fostered by faith and determination, by enthusiasm and unflagging energy, by the feeling that you have given the word a square deal and therefore rightfully expect it, by the unshakable philosophy that what others have done you too can do—can probably do better.

Morale is the product of practice—the practice of thinking straight, being straight, talking straight and living straight—being honest and fair with yourself as well as with the rest of us.

Morale is an attitude—the constantly nurtured attitude that the world is good to look upon, good to live in, good to work in—and that it stands ever-ready, indeed eager, to yield a worth-while return for worth-while effort.

Morale is what enables men and businesses to climb—its absence makes them automatons.

Morale makes it possible for a man to accomplish and to stand out—its lack condemns him to a run—a small-sized grave.

Morale is the oxygen in the atmosphere of success—without it a man suffocates into mediocrity or failure.

Morale drives men on to do.

Men have suffered disappointment, disillusionment, defeat, even disablement; but Morale has kept them up and swept them on to the heights.

America and the rest of the world are passing through a crucial period—provided we do not lose Morale, we will get past everything.

You may be penniless, friendless, without any of those things for which men fight hard and long; if you hold fast to Morale, you may still win them all—and some more.

WASN'T A THEDA BARA

Woman Stood a Lot Until Collins Called Her "Kid"

WANT CAR ROUTE BACK

Fortieth and Market Sts. Business Men See Loss of Trade

PENN CO-EDS PRACTICE

Basketball and Water Teams Prepare for Contests

Condition of Highways

Throughout State Today

Boy Hurt While Playing

While playing at the James Madison school grounds, New Market and Green streets, Charles Greenleaf, eleven years old, of 131 Newton street, fell from a swing and sustained concussion of the brain.

Adventures With a Purse

SO MANY times in the evening when one is going out one does not want to carry a pocketbook or handbag. Yet there is the powder puff to be tucked away, and maybe a car ticket or some change. So that a purse is practically necessary. In which event the purse I shall tell you about would be just the thing. It is a Japanese looking affair, in a kind of black and gold brocade, is, I should say, about three or four inches in length and fastens over envelope fashion—only there is a clasp to hold it secure. There are several styles and patterns. The price is seventy-five cents.

Now I am not going to tell you of a shop you have never heard about. But I am going to call your attention to one feature of this shop that you may have overlooked. You know yourself how difficult it is to find a really unusual blouse. The regulation sort may be had almost any place. But when you are looking for something really nice and distinctive, do you know where to go? I want to tell you of the shop I always try first. It is true that not always do I find there just what I seek, but nine times out of ten I am successful. The price of my choice is generally between \$7 and \$10, and always the blouse is so exactly "just right" that I am willing to pay the price.

For names of shops address Women's Page Editor or phone Walnut 3089.

Making More Money

When, in addition to being thrown upon her own resources, Miss Henrietta Rowe was informed by her physician that she would have to live out in the open as much as possible, the future took on an aspect which was far from rosy. She in the open didn't offer the slightest possibility of following the money-making line which she had followed for the last few years, but, on the other hand, the statement was definite and irrevocable—she would never regain her health unless you live out of doors. Find some place with a brisk wind and plenty of exercise, and you may be all right. Otherwise find a single thing which she could capitalize "in the open."

Upon taking stock of her qualifications, Miss Rowe was unable at first to find a single thing which she could capitalize "in the open." She was familiar with bookkeeping and office systems. She could handle a needle with a considerable degree of skill and she could manage a household. "But," as she said to her friends, "what good are those things when I have to live outdoors and earn my own living at the same time?" Suddenly a thought occurred to her that her office experience and ability to run a house might be profitably combined in the operating of a hunting camp. So, securing an option upon a site at Moonhead Lake, Me., she started in to her first business man a place where he could rest and recoup his energy during the hunting season. The venture was an immediate success and, in the months when the camp was not open, Miss Rowe took up the teaching of cooking at Mt. Holyoke, finding in the combination a vocation which not only gave her an independent income but also entirely offset the physician's depressing suggestion of the shoulders.

COSMETICS DEFENDED

Specialist Denies Paint and Powder Are Dangerous

Girls may paint and powder as much as they choose, so long as they continue to use them in moderation, without worrying about what it may do to their health.

WHAT BEAUTIFUL TEETH!



That is what we should all like to have people say about us and our children. Here are some suggestions that will help us to bring it about

Coarse and hard foods, requiring crumpling, like toast, hard breads, hard fruits, fibrous vegetables and nuts require chewing and should be included in a child's diet (and in the grown-ups, too, for the same reason.)

The hard foods exercise and improve the conditions of the tooth sockets and the teeth, besides producing the necessary flow of saliva and gastric juice.

Watch for Pyorrhea

Scrupulous cleanliness of the mouth prevents decay of teeth and pyorrhea, which affects the tissues surrounding the roots. Much of this cleanliness may look after ourselves, but in addition it is necessary to submit to dental examination twice a year so that tartar may be removed to prevent gum infection. This one cannot do one's self. The dentist should be made, too, that cavities may be discovered in their infancy.

Pyorrhea is not only the cause of loss of teeth but of many physical ills. It begins beneath the edges of the gums where there has been an accumulation of tartar.

In its early stages treatments may be given to stop the destructive work. Even in advanced stages of the disease the dental science now may wage

mal husbandry. Alva B. Johnson is scheduled as a speaker at the Friday session.

Berkshires on Exhibition

Sixty Thoroughbred Hogs Shown at Breeders' Congress

AKN Philadelphia's finest BUTTER H.R. AIKEN 128 N. Delaware Av., Phila. Ask your dealer

Spend As Little

time as possible in buying your meats. In view of our low prices we have a big rush on Saturday, and for the purpose of giving every customer good service we advise buying your meats as EARLY ON FRIDAY AS POSSIBLE. Try out our suggestion and convince yourself.

ALL STEAKS 20c lb. ROASTS 20c lb.

Picnic Hams or Shoulders 15c, 3 lbs. Country Scrapple... 25c, 3 lbs. Lean Soup Beef... 25c, 5 lbs. Breast Yearling Lamb 25c, Shoulders Yearling Lamb 12 1/2c

Eggs STRICTLY FRESH In Cartons 40c, Best Country Butter... 45c lb., Wilson's Certified Oleomargarine... 25c lb.

City-Dressed Shoulders Pork Loin Pork Loin Yearling Lamb Chops Legs Yearling Lamb Fresh Country Sausage 20c lb.

MARKET ST. BEEF CO. 5221-23-25 Market St. 5939 Market St.

One car ticket will bring you from almost anywhere OPEN FRIDAY AND SATURDAY TILL 9:30 P. M.

Rich Creamy Cheese Cut to 29c lb. Very choice quality. Just the thing for the afternoon "bite."

Best Pure Lard Cut to 14c lb. Finest open-kettle rendered lard. Our regular high quality. This price is unusually low.

Best White Potatoes 1/2 bu (30 lbs) 45c. 1/2 pk (7 1/2 lbs), 12c. 1/4 pk (3 1/2 lbs), 6c. Big dry, mealy fellows. Treat the family to Baked Potatoes for a change.

"Asco" Blend Coffee lb 29c. When you drink your first cup of "Asco" Blend, you'll realize what you've been missing. It's a combination of the finest coffees grown. Try it!

"Asco" Blend Teas, 1/2 lb 45c. 1/2 lb pk, 23c; 1/4 lb pk, 12c. Orange Pekoe, is delightful. Other favorite blends—Old Country Style, India Ceylon, Plain Black and Mixed.

Best Pink Salmon Cut to 12 1/2c can. Finest pink salmon packed. Big tall cans. Buy your requirements for Lent at this low price.

To Make Good Bread you've got to have good flour to begin with. That's why we use only the very finest flour obtainable in baking the fine "Victor" Loaf.

"Victor" Bread Big loaf 8c —children thrive on it.

BELGIAN 'HEROINE,' FEARING EXPOSURE, TAKES POISON

Friend of Edith Cavell, Winner of War Medal, Called Spy

Madame Thullier was associated with Edith Cavell, the English nurse, who was executed by the Germans in Brussels, on October 15, 1915, and with Countess Johanna de Belleville, who was doomed to die by the Germans, but whose sentence was commuted through the intervention of President Wilson.

IF YOU LOVE FLOWERS

You will enjoy one of our trellis boxes filled with growing ivy \$2.00 each. Century Flower Shop 112 So. 12th St.

AMERICAN STORES CO. ASCO ASCO ASCO

Facts Are Cold-Blooded Evidence

What our Producer-to-Consumer Plan is accomplishing is convincingly proven daily by the money-saving prices in all Asco Stores. One small profit—one direct channel between Producer and Consumer—every unnecessary medium and in-between expense eliminated—is our unalterable policy.

Getting Down to Pre-War Levels! Sheffield "Seal" Brand Condensed Milk can 15c

Fine Fresh Eggs! "Gold Seal" Eggs carton 50c

Strictly Fresh Eggs doz 45c

"Asco" No-Waste Sliced Bacon Cut to 20c pkg

A Breath of Sunny California! Our reg 37c can Calif. Peaches cut to 28c

Big No. 3 cans Pork & Beans cut to 12c

Campbell's Soups can 10c

Lenten Needs Highest Quality—Lowest Prices

"Asco" Threaded Codfish... pkg 10c, "Asco" Pure Codfish... brick 22c, Horseshoe Salmon... can 34c, Fancy Shrimp... can 22c, Fancy Sardines... big can 15c, Choice Sardines... can 5c, Nekko Brand, Calif. Sardines, can 19c, Nova Scotia Herring (3 in bunch) 23c, Big Smoked Bloaters... each 12 1/2c

Desserts for Sunday My-T-Fine Dessert, pkg 10c, Jello... pkg 10c, "Asco" Cornstarch, pkg 7c, Mrs. Morrison's Puddings, pkg 10c

"Asco" Peanut Butter 10c, Choice Quality Rolled Oats 1/2 lb 25c

"Asco" Golden Syrup, 11c, My Wife's Syrup, bot 15c, Franklin Syrup... can 14c, Br'er Rabbit Molasses, can 14c

Rich Creamy Cheese Cut to 29c lb. Very choice quality. Just the thing for the afternoon "bite."

Best Pure Lard Cut to 14c lb. Finest open-kettle rendered lard. Our regular high quality. This price is unusually low.

Best White Potatoes 1/2 bu (30 lbs) 45c. 1/2 pk (7 1/2 lbs), 12c. 1/4 pk (3 1/2 lbs), 6c. Big dry, mealy fellows. Treat the family to Baked Potatoes for a change.

"Asco" Blend Coffee lb 29c. When you drink your first cup of "Asco" Blend, you'll realize what you've been missing. It's a combination of the finest coffees grown. Try it!

"Asco" Blend Teas, 1/2 lb 45c. 1/2 lb pk, 23c; 1/4 lb pk, 12c. Orange Pekoe, is delightful. Other favorite blends—Old Country Style, India Ceylon, Plain Black and Mixed.

Best Pink Salmon Cut to 12 1/2c can. Finest pink salmon packed. Big tall cans. Buy your requirements for Lent at this low price.

To Make Good Bread you've got to have good flour to begin with. That's why we use only the very finest flour obtainable in baking the fine "Victor" Loaf.

"Victor" Bread Big loaf 8c —children thrive on it.

Calif. Sliced Peaches... can 22c, Easter Jelly Eggs, 1/2-lb 10c, Choc. Eggs... 1/2-lb 15c, Fancy Succotash, can 12c, Lenox Soap, 5 cakes for 19c, Amer. Maid Catsup, 10c, "Asco" Buckwheat... 14c, Shopping Bags... each 4c, Grape Juice... pt bot 29c, Campbell's Beans, can 10c, Heinz Beans... can 11c, "Asco" Rolled Oats, pkg 9c, Del Monte Peach Jan, can 15c, Glen Rose Marmalade, can 12c

Tender Crushed Corn... can 8c, "Asco" Maine Sugar Corn... can 18c, Choice Tomatoes, med can 9c, Choice Tomatoes, 12-oz can 6c

"Asco" Stores all over Phila. and throughout Pennsylvania, New Jersey, Delaware and Maryland

J. B. Sheppard & Sons



Fashioned in the Spirit of Youth Priced With the Thrift of Experience

The \$2.45 and \$3.85 gowns are Philippine made and hand embroidered. Full width.

The \$1.85 gown is a nainsook, ribbon-run garment, much superior to its price.

The \$5.00 envelope chemise is a Philippine hand embroidered, quality creation.

1008 Chestnut Street

Danderine is "Beauty-Tonic"

Immediately after a "Danderine" message, your hair takes on new life, lustre and wondrous beauty, appearing twice as heavy and plentiful, because each hair seems to thicken.

Don't let your hair stay lifeless, colorless plain or scraggly. You, too, want lots of long, strong hair, glistening with beauty.

A 35-cent bottle of delightful "Danderine" freshens your scalp, checks dandruff and falling hair. This stimulating "beauty- tonic" gives to thin, dull, fading hair that youthful brightness and abundant thickness. All drug counters sell "Danderine."