

Winnifred Harper Cooley Writes on the Snobbishness of Wealth

THIS may be a democracy, but one would never guess it at a summer resort," said the beautiful and talented designer.

IT DOES indeed, Lelia is self-educated, and she did a good job. She was sent over from Europe as a small child, shipped C. O. D., as it were, to relatives here, with a tug waved on her dress.

Two Minutes of Optimism

Charlie Schwab on Clock-Watching. "The great city of clock-watching," says Charlie Schwab, "is first its positive effect upon the man who is guilty of it, its tendency to make him skip his work, do it in a disinterested way, and therefore slowly and slipshod way.

THE HOME IN GOOD TASTE

Stuart Period "Leather" Chairs. A little before the middle of the seventeenth century, when chairs were no longer kept for heads of families only and were becoming more and more numerous and taking the places of benches and stools, a type known as the "leather" chair was in much favor.

The Woman's Exchange

Wants Information. Dear Madam—Kindly print the address of the Woman's Exchange in Philadelphia. Do you supply mail folders?

Her Hair is Gray

Dear Madam—Can you tell me there anything to do with gray hair black without using liquid hair dye?

Remedy for Red Ants

Dear Madam—My refrigerator is over-run with red ants and I have tried everything to do away with them. Can you tell me what to do? With certainty will be very grateful.

Foreign Women

Princess Yolanda, the eldest daughter of the King of Italy, is declared to be the most accomplished horsewoman among all the women of European royalty.

Seashore styles for 1922. Contrasting coats and suits are the rule for this season's bathing costumes. All-white is topped off by a Persian headdress, while a fancy suit takes a plain cap. Cretonne is used to a large extent this year for colorful beach frocks.



Please Tell Me What to Do

To "Thomas McG." A dentist could do away with your trouble entirely. And if you are not able to afford it the schools of dentistry would only charge for actual costs, not time.

A Combination of White of Plain Cotton and Printed Voile



The Wife Cheater

Joan Stockbridge marries Norman Wayne in spite of many warnings from her friends. Norman is the kind of a man who has never known what it is to care for a woman more than a few weeks at a time, and he and Joan have been married only a few weeks when Norman becomes infatuated with Alice Wilson, a mutual friend.

Read Your Character

When To Sidelstep. Some salesmen make a habit of "yes-yesing" their prospect. Others pattern their sales talk always upon the theory that efficiency in selling is dependent upon "domination" and "aggressiveness."

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Can You Tell? Who Invented Wireless Telegraph?

Sending messages by telegraph and telephone without wires thousands of miles over the oceans is a far cry from sending a wireless impulse the length of a kitchen table. But before Marconi did that, others had discovered certain principles which made it possible.

Adventures With a Purse

You'll want a dainty negligee to take away with you; something very special, but not too expensive, because there are other things for which to spend money when one goes away.

Try a Rose Vanilla PUDDING

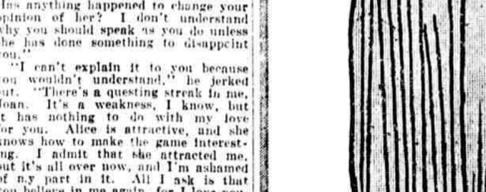
MADE IN THREE MINUTES. A 10c package makes 7 delicious helpings. Can you think of any other genuine dairy so delightfully convenient, so economical, so all-around satisfactory?

ASCO BRAND COFFEE

ROASTED IN OUR OWN MODERN AND COMPLETE PLANTS. AMERICAN STORES CO. PHILADELPHIA, PA.

You'll taste the difference!

If you would know how good coffee can be, try a cup of Asco Coffee. You'll agree such delicious coffee is something to enthuse over!



Save Your Old Rugs

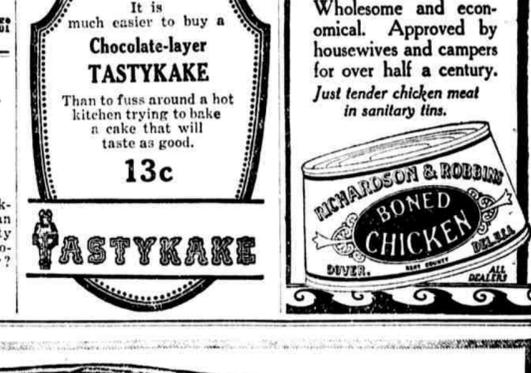
If you have an old rug or two that you are not going to use any more, do not discard them. You have no idea how well one will look in the kitchen or even on the porch with the aid of a little paint and varnish!

Letters From Home—Can Make or Mar Your Good Time on Your Vacation

LETTERS can do so much good or harm. So much harm that it is a necessary part of their purpose. A story in one of this month's magazines tells of the harm that a complaining letter from home can do to some one who is far away and rather lonely.

Boned CHICKEN

Will make delicious Club Sandwiches or any other dish requiring chicken meat. Wholesome and economical. Approved by housewives and campers for over half a century.



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