

**WHAT'S WHAT**  
By Helen Dreis

In the social circle which used to be called "the four hundred" and which is still a small element in any large community, there are certain ultra-severe formalities which it is not possible for the larger circles to follow—even if they would—and which, indeed, are not always obeyed by the freer spirits of the inner circle.

One formality, however, should be respected in all circles, and that is the rule which safeguards girls. A very young girl should not be out alone late at night. In the narrow circle mentioned she is not supposed to be out with any man, except father, brother or uncle, unless a chaperon accompanies her, but in wider circles, wider latitude is allowed. If her home social convention permits her to go to an evening party, she is not supposed to be accompanied by a young man known to her family, it is proper for some member of the family to wait up to open the door for her and to exchange good-nights with her companion.

**The Juliet**  
J. L. Weaver  
1126 Walnut St. 2nd Fl.  
Smart Hats Reduced  
FORGOTTEN PRICES  
12.50 to 22.50  
NOW  
**\$7.50 to \$22.50**  
Tailored and Drassy Hats

**SAUNDERS**  
Sole Mfr. of the  
"Washing Soap" \$3 to \$15  
ESTABLISHED 25 YEARS  
Flatiron Washing Soap 615 Spruce  
11 & 13 S. 9th St. 2710 Corner Spruce Ave.

**Permanent Wave**  
KNOX  
1126 Walnut St. 2nd Fl.

**KNITTING WOOL**  
Worsted 15-Silk & Wool 20¢  
Per oz. 15¢  
Wool 20-Silk & Wool 20¢  
Per oz. 15¢  
Novelty Embroidery Co.  
16 N. 10th St. 1007 Filbert St.

**THE TRAINED NURSE**  
**INFANT SHOP**  
1807 Chestnut Street  
**LAYETTES**  
From 25¢ to \$1.00  
Special This Week  
Infants' Silk & Wool Shirts, \$1.10  
White Receiving Blankets, \$1.10  
Spruce 2193

**Wanamaker's Down Stairs Store**  
Has Expertly Chosen Gifts of Furs for Women and Children—All Truly Labeled and Very Moderately Priced; Fur Coats for Women at \$80 Upward; Fur Sets for Children at \$2.25 Upward

**WEDDING**  
100 ENGRAVED INVITES \$11.50  
Other Styles Not Exceeding \$10.00  
Write or phone Walnut 22-48 for latest samples and correct forms.  
Royal Engraving Shop, 614 Walnut St.

**14**  
cents per ounce  
for strong & pliable  
Germantown. Editing  
Waste is a low  
price. Yet it is not  
"cheap" hair. It  
colors to those  
from. You instruct  
from. You instruct  
to consult of buy. Other  
hairing materials at equally low  
prices.  
Postal brings 250 samples.  
Ask for Assortment C

**Old Colony**  
Mills  
Philadelphia Retail Branch  
922 Chestnut Street

**READ**  
**THE ADVERTISEMENTS**  
where you can  
get the best  
value, then  
get your Store  
Orders from  
MANNETT BROS.  
1110 CHESTNUT STREET

**RYZON**  
BAKING POWDER  
you use less

**JONES' SHOES**  
Arch Support Shoes  
2752 Germantown Ave.  
Ladies' Finest Vici Kid Comfort  
Shoes, with Steel Arch Support,  
Rubber Heels Attached.  
Real Nature's Comfort  
All sizes } from \$14.95  
All widths } to 19, at  
\$3.85

There's always a  
rush to provide the last-  
minute "fixins" for  
Thanksgiving Dinner.  
**Fruit Tastykake**  
is not perishable, so buy  
it now in preparation  
for Thanksgiving.  
**\$1.00 a pound in one  
and three pound tins**

**TASTYKAKE**  
Dundee Mfg. Co.  
17 Edinboro St.  
Boston, Mass.

**"What a Difference  
My Duplex Dripless  
Smokeless Broiler  
Makes"**  
What lovely, tender, well-cooked and  
appetizing meats through its use.  
Works fast, too, takes only 30 seconds  
to heat and it's always in  
sight. No more grease on the walls or  
floor. No smoke. Always a  
clean stove.  
Can be used on gas, oil, electric or coal  
burners. Newly finished in cast aluminum.  
Lasts a lifetime. Ask your dealer or send  
his name and \$3.50 to us direct.

**Dundee Mfg. Co.**  
17 Edinboro St.  
Boston, Mass.

**Antoinette Donnelly's**  
Advice on Beauty

**ANTOINETTE O.**—Creams will not  
be simple, that is all there is to it.  
The remedy begins deeper than that.  
It is a matter of food, fresh air, keep-  
ing the blood in circulation by exercise,  
the daily bath, and scrubbing the face  
thoroughly with soap and water to provide  
against the pores of the skin becoming  
clogged, whence the pimples really  
and origin. I have this all clearly  
mapped out for you in a pamphlet which  
explains much more clearly than my  
limited space here would permit, so  
please send me a S. A. S.

**MISS S. R.**—For shiny nose wipe  
the affected part with absorbent cotton  
dipped in diluted alcohol once or twice  
a day.

**BOBBIE**—Powdered sulphur applied  
to a jumping spot corn for three days  
or a week will take the jump out and  
the corn along with it. The sulphur  
between toes it prevents soft corns.  
You had better get a pair of roomier  
shoes while you are in the corn  
removing business, and if you'd like a  
booklet on care of the feet, send me  
a stamped, addressed envelope—  
and repeat your request.

**WILFRID J.**—Shades of the men  
who died for a noble cause! That the  
sons of mothers should ask where to  
have permanent waves and eyebrows  
plucked! Oh, I couldn't be a party  
to the ignoble deed!

**Things You'll Love to Make**

**Silk Flowers Trim This Fashionable  
Sash Girdle.**  
Make a spray of these lovely silk  
flowers for your girdle. Cut pieces of  
silk of the shape shown in the illustra-  
tion. Have them about two inches  
long. Sew two together leaving an  
opening large enough to stuff with cotton.  
Turn in the top edges and sew  
them together. Make loops of colored  
wool all around each will-center. String  
these flowers on cord or thread for the  
sash. Form them into sprays and  
trim your sash girdle with them.

**FLORA.**

**The G. WASHINGTON INN**  
704 and 706 South Washington Square  
(7th & Locust Streets)  
A charming group of old Colonial  
buildings, where you can partake  
of a hearty breakfast, a delicious  
dinner, or a special atmosphere and  
pleasant surroundings.  
"Have you been there lately?"

**1530 Locust St.**  
**New Housekeeping  
Apartments**  
S. E. Cor  
10th and  
Locust Sts  
Absolutely  
Fire-  
proof

**1530 Locust St.**  
**New Housekeeping  
Apartments**  
S. E. Cor  
10th and  
Locust Sts  
Absolutely  
Fire-  
proof

Several  
desirable  
Apartments  
available  
All modern equipment, refrigerator,  
laundry, separate maid's quar-  
ters. Many new features.

Ins-  
pection  
Invited

**To get the most  
out of life, you  
must enjoy it.**  
*The rules are simple  
The reward is priceless*

**THE** whole scheme of progress is based on  
the desire for enjoyment. But without  
health, you cannot enjoy life.

If your nerves are irritated and weakened by  
the effects of coffee or tea drinking, you cannot  
have good health. If you can't sleep nights,  
and you suffer from headaches, and are generally  
depressed, stop coffee and tea. Drink deli-  
cious Postum instead, and see if you don't feel  
better.

Postum is a pure cereal drink that satisfies the  
most exacting taste for a refreshing hot beverage.

Order Postum from your grocer today. Give  
this delicious beverage a fair trial, and like thou-  
sands of others you will never go back to coffee  
or tea again.

Postum is sold by your grocer in two forms:  
Instant Postum (in tins) prepared instantly  
in the cup by the addition of boiling water.  
Postum Cereal (in packages, for those who  
prefer to make the drink while the meal  
is being prepared) made by boiling fully  
twenty minutes.

**"There's a Reason"  
for Postum**

Made by  
Postum Cereal Co., Inc.  
Battle Creek, Mich.

**This New Polo Coat  
With Beaver Dyed  
Coney  
Collar  
Is \$20**

and comes in a  
soft brownish tan  
with a full lining  
of tan satin. It  
is a well-tailored  
coat and the  
sleeves are cuffed  
and the back has  
the popular in-  
verted pleat.

**Plaid-Back  
Heather-  
Mixed Brown  
Coats at \$25**

are also new—and  
the waist is lined  
with suede cloth so  
that they are sure  
to be warm.  
(Down Stairs Store,  
Market)

**The New Fur Jackets Amazingly  
Priced Only \$85**

Just because these smart short coats are quite the  
newest fur fashion of Winter did not seem to us justifi-  
cation for adding dollars and dollars to their price and  
thereby placing them out of reach of the many women  
who will enjoy owning and wearing them.

In accordance with this very pleasant policy, we  
have marked these new seal-dyed coney jackets just \$85,  
though they are exact style copies of much more expen-  
sive models. 30 inches long, with big shawl collars and  
large fur buttons; silk linings. Pictured.

**28-Inch Beaver-Dyed Coney  
Jackets, \$90**

With the new ornamented side-fastening and the  
plain fitted cuff over the hips.

**Seal-Dyed Coney Capes  
\$115 to \$125**

Full circular capes with the new pointed hem and  
the pelts laid in stunning border effect. Novelty silk  
crepe lined. Full length.

**40-Inch Seal-Dyed Coney Coats, \$80 to \$115**  
(Down Stairs Store, Market)

**A Whole New Collection of  
Dresses at \$16.50  
to \$27.50**

**Poirot twill frocks for this kind of weather;**  
made in the wanted navy blue but with a narrow  
braiding done in soft yellow tones. Lovely satin-  
back crepe frocks for afternoon with beguilingly  
loose panels of the silk caught at the ankle and  
with rows of large roses made of the same silk.

Soft wool jersey dresses with contrasting  
gumples of crepe de chine that reach all the way  
to the waistline.

Dignified frocks of Poirot twill severely  
braided with black—the kind of dress that has a  
V neckline filled in with the cloth so that it is not  
too low in the neck.

Then there are uncommonly nice frocks of  
extra heavy crepe de chine with pleated side  
panels.

Prices are \$16.50, \$23.50, \$25.

**Lace Frocks, \$27.50**  
One is pictured to show its fluffy youthful silhouette.  
Black or brown lace with floating ribbons of moire elabo-  
rately beaded with steel. They make practical dinner  
frocks because they can be worn over and over again  
without becoming tiresome.

**Extra Sizes in Canton Crepe Frocks, \$25**  
Sizes 42 1/2 to 56 1/2 in substantially good Canton crepe frocks with buttons that do not  
other to be buttoned, and pleated panels and convenient sleeves that extend below the elbow.  
They come in black, brown and navy.  
(Down Stairs Store, Market)

**Women's  
Exceptional Pumps  
\$6**

What so many women have been  
waiting to hear about. Shoes that  
combine good materials and expert  
workmanship with down-to-the-minute  
style and moderate price.

They ARE the best \$6 shoes to be  
found in Philadelphia. Customers and  
shoe manufacturers, the two classes of  
people best able to judge, tell us so  
repeatedly.

Sensing the need that women would  
have this season for turned-sole shoes  
sufficiently heavy in weight for prac-  
tical street wear, we had these shoes  
made to our special order.

We chose the last and customers find  
they give unusually comfortable sup-  
port to the arch of the foot, and the  
toes are pleasantly rounded.

We chose the leathers; they are  
sound and solid and maintain the origi-  
nal shapely lines of the shoe after  
continued wear.

We chose the styles; they are ad-  
vanced without being freakish.

One and two button strap and cross-  
strap pumps with military, Cuban or  
Spanish Louis heels. Black satin,  
patent leather and black calfskin.

(Down Stairs Store, Chestnut)

**Dainty Bandeaux  
Specially Priced, 50c**

A third to half less than any in regular  
stock to compare with them. Pretty pink  
ones of satin-striped and brocaded cotton  
materials with a nice firmness about them  
which augurs well for the way they will  
laundry and wear. Wider front than back,  
with a piece of elastic webbing where they  
fasten. Tape shoulder straps. Sizes 32 to 40.  
(Down Stairs Store, Central)

**Colored Towel Linen  
\$1 Yard**

Hemstitched and thread-drawn towels  
make dainty and inexpensive gifts. The  
Down Stairs Linen Shop has specially pretty  
colored linens of a weave that makes the  
thread pulling comparatively easy. Rose,  
tan, blue, honeydew. 36 inches wide, so one  
yard will make two towels.  
(Down Stairs Store, Central)

**Babies' White Cotton  
Dresses, 60c to \$1.25**

Soft little dresses made dainty, but not  
elaborate with tiny lace edgings or bits of  
embroidery. They are in bishop and yoked-  
neck styles, and come in sizes for the baby  
and the wee tot just creeping out of baby-  
hood.  
(Down Stairs Store, Central)

**Nightgowns, Chemises, Sateen Bloomers,  
Flowered Petticoats, Silk Camisoles, Lace  
Boudoir Caps and Chamois Slippers, All \$1**

Down Stairs Underclothes Shop is ready with some of the pret-  
tiest garments imaginable—all suitable for gifts! Practically all of them  
are "special," as any woman will quickly recognize.

**Soft White Nightgowns, \$1**  
Fine white longcloth gowns with crossed  
featherstitching and edging of imitation  
fillet lace.

White muslin gowns have long sleeves,  
V necks and yokes of tucks and embroi-  
dery.

**Flannelet Nightgowns, \$1**  
Pink or blue striped flannelet with high  
turn-over collar edged with scalloping or  
with a hemstitched braided yoke with V  
neck.

**Lacy Envelope Chemises, \$1**  
Particularly soft, fine materials and  
pretty laces and narrow ribbons.  
One is lace trimmed at the knee.

**Sateen Bloomers, \$1**  
Pink, white or black ones with strong  
elastic.

**White or Flowered Petti-  
coats, \$1**  
Good white muslin petticoats with excel-  
lent embroidery ruffles, to wear with house  
dresses.  
Especially effective black sateen petti-  
coats for street wear are printed with gay  
red roses and foliage and are remarkable  
at \$1.

**Silk Camisoles and Boudoir  
Caps, \$1**  
Pink or white camisoles with little un-  
even cross bars of the same color and  
pale blue ribbon shoulder straps.  
Boudoir caps of silk and lace and net  
make pretty gifts at \$1.

**Chamois Slippers, \$1**  
Less than  
half last year's  
price for these  
pretty slippers  
of natural cham-  
mois beaded  
with wide  
satin ribbon of  
different colors.  
\$1  
(Down Stairs Store, Central)

**Hundreds of Pair of Irish Point and  
Marquisette Curtains an Average Fourth  
Less Than the Market**

Special purchases combined with our regular stocks which were secured  
under conditions enabling us to offer these very attractive inducements.

**Marie Antoinette Lace Panels  
\$3.90 to \$8**

Since the time of their purchase the  
wholesale cost has risen almost to these re-  
tail prices. Snowy white and soft ecru  
panels of exceptional quality net, beautifully  
applied in distinctive patterns. 2, 2 1/2 or  
2 3/4 yards long, according to price.

36 inch panels ..... \$3.90 to \$5.50  
42 inch panels ..... \$4.25 to \$5  
60 inch panels ..... \$5 to \$6.50  
72 inch panels ..... \$8

**New Cretonnes, 25c to 75c**

Never have patterns and colors been so  
lovely. And one beautiful thing about them  
is that they were each one personally se-  
lected, with an expert knowledge of what is  
oftentimes asked for. So one is almost certain  
to find a cretonne here to harmonize with one's  
color scheme. Average width 36 inches.  
(Down Stairs Store, Chestnut)

**New Fringed-End Curtains  
\$4 to \$5.25 Pair**

This season's latest drapery idea—and  
assuredly an attractive one. Snowy green-  
tinted curtains in flock dot patterns. Pretty  
cross-bar scrolls. Lovely plain voiles.  
White or ecru, with hemstitched sides. All  
the ends are finished with fringe. Two and  
one-half yards long and widths up to 34  
inches.  
(Down Stairs Store, Chestnut)

**Double-Face Velour Portieres  
\$14.50 to \$23.50**

in the New Little Portieres Shop  
Excellent made of thick - napped  
velour, obtainable in almost any color or  
combination one may desire. They have the  
lovely double French edges and bound hems.  
23 inch width ..... \$14.50  
36 and 45 inch widths ..... \$19.50  
50 inch width ..... \$23.50  
(Down Stairs Store, Market)