

"MA" SUNDAY'S INTIMATE TALKS

The wife of the famous evangelist discusses everyday topics in a helpful and wholesome way. Will the War Strike You? AN INDIGNANT young bride, just back from the throes of unaccustomed marriage, caught my arm the other day. "Isn't it simply outrageous," she burst out, "the horrid way this awful war is affecting innocent people? Why, do you know, my own grocer, yes, my own grocer, wouldn't sell me any sugar today at any price! And he had the audacity to tell me I should try to economize on sugar, that before the war is over I'll have to whether I am willing or not. I call it outrageous!" Poor little woman! Poor little, fluttering bride! It is such as you, I fear, who will soon, all too soon, be brought close up to that awful situation that before the war is over I'll have to whether I am willing or not. I call it outrageous! I have just heard two little stories of women's heroism in the war-stricken zones of Europe, stories which may help to strike home to you something of what the red horror of war really means.

In England it has been necessary for the women to go to work in the munition factories in thousands to allow their men to march off to the rigors of the trenches. They have been forced to labor in an atmosphere of powerful chemicals that was an ugly yellow, bleaching their hair an unnatural yellow, and even making their finger nails shrivel and drop away. Face masks and gloves were provided for their protection. They served their purpose, but they lessened their ability at the vats and benches, and the output of the factories was falling off. The result in at least one great plant was that the women voluntarily cast aside the protecting masks and gloves. They were willing to bear their physical discomfort rather than have the supply of munitions lessened. When the war is finished hundreds of English women who before were luxuriant beauties of the countryside will be caricatures of what they once were—but they will have sacrificed their physical beauty on the altar of their flag. Here is the second story of women's war heroism. A British nurse happened on a native woman, weeping piteously over a sea-made grave. It was that of her third and youngest son, the last of three she had been called upon to make in the cause of her country. The nurse tried to console her as best she could, for even a sister-woman's sympathy is lame and awkward unless such a spectacle. "I am not weeping for the loss of my son," she burst out. "I am weeping because they left me two grandsons who are old enough to fight for their flag! There you have it—something of the grimly inspiring but heart-gripping heroism which descends on the women of a country face to face with the gaunt hideousness of war. We women of America do not realize yet in our snug, comfortable, protected lives, the frightful ravages which a warring nation may produce. We have been thrilled by the stories of the voluntary heroism of our great-grandmothers, but as something from the closed pages of history, and some of us have been moved to our soul depths by the stories that have drifted to us of what the women of Europe have done in the great moment. But that such conditions could ever strike to us has been a problem too remote to be considered. As a matter of fact, the awful intimate horror of the world war will probably never reach us—but if it does, our escape as a nation will depend in a supreme degree upon what the women of America do to prevent it. It is not the extent of the physical sacrifice that counts, but the spirit with which that sacrifice is met. It is not what is taken from us, but what we contribute freely and voluntarily and enthusiastically that is going to win this war, yes, and keep us as a nation from a first-hand acquaintance with that terrible red tide that has deluged Europe. I have enough faith in the vision and splendid possibilities of the women of America to know that they will rally to the call. (Copyright, 1917, by The Hill Syndicate, Inc.)

Friday—"Wanted—Wives." Railroad Employee Fatally Hurt Thomas Reynolds, sixty-three years old, 2530 Gaul street, an employe of the Philadelphia and Reading Railway, was found early today by a fellow employe on the tracks at Memphis in an unconscious condition. He had apparently been struck by a freight train which passed shortly before. He was taken to the Episcopal Hospital in the city, but died at Clearfield street police station and died shortly after admission.

Food Selection Will Solve Problem of Conservation THE whole problem of food conservation is one of using judgment in the selection of foods. There is plenty to go around and send all that is needed to the soldiers in France if we will only use our brains in selecting the food that we will eat. Cut down on the limit on such foods as can be shipped abroad, like meats and wheat bread. Serve fish, cheese, dried beans, dried peas, rabbit, poultry or eggs as often as possible. It is a wholesome diet and it if you will accustom yourself to it you will not miss the meat to which you have been accustomed. Experiment in using vegetable oils in cooking and on salads. Fats are fuel for soldiers. Stir your coffee well and don't leave any sugar in the bottom of the cup. It is waste of food that will help the Boches more than anything else. Corn bread is just as nutritious and just as palatable as wheat. Save the wheat for the boys in the trenches. Have wheatless and meatless days frequently and you will help win the war.

If You Love Flowers you will be interested in The Century Flower Shop We shall be glad to have you come in and look. Please don't feel that it is necessary to purchase.

COAL PRICES SHOW DISREGARD OF LAW



PITY THE POOR, AND ESPECIALLY THE POOR GROCERY COAL DEALER

Standard twenty-quart basket of coal, as sold on Wood street for a quarter, with entire disregard of weight—an open defiance of the law. THE following suggestions for the saving of fuel made by Governor Whitman to the citizens of New York are just as good for Philadelphia: Do not burn coal in an open grate. Do not have every room heated; close off spare rooms. See there are no cracks at floor line of furnace, permitting air leakage into ashpit. Keep entire fuel space of range or furnace filled; thin fire mean waste. Feed fire and shake grate at regular intervals; two or three times daily is sufficient. Shake down the ashes before adding coal; stop shaking when the first bright coal drops. Don't leave feed-door draughts open. Keep the ashpit empty; sift all ashes to recover good coal dropped through grate. Clean flues frequently.

Buyer by Paper-Bag Method Pays \$7 or More Extra a Ton, While Seller Makes Only a Measly \$3.50 or So The High Cost of Poverty is at least \$3 extra charge added to the cost of each ton of coal you buy, if you're buying by the loose coal or paper-bag method. That fact has been established by investigations made by representatives of the Evening Ledger working with the Bureau of Weights and Measures in an effort to ascertain real coal conditions. Definite instances of underweight as revealed by the official weighing of coal purchased from groceries in central Philadelphia were described in the Evening Ledger yesterday. Now what have these grocers and the coal dealers who supply them to say for themselves? "Three dollars? Oh, no, nothing like," he instantly disclaimed in alarm. "Must be something wrong with those figures. If we made \$2 a ton we'd be making money. I must have forgotten something, or else we've added 'em up wrong. You know what figures are. They're the darnedest liars!" Meantime, \$8.50 from \$11.55; the dealer's profit stands \$3.05 per ton—until this dealer can recollect what item he has forgotten. "HIT-OR-MISS" AT YARDS The same hit-or-miss system of gauging weight was found prevailing at the Philadelphia and Reading freight yards, Aramingo avenue and Cedar street, where a group of workmen were rapidly filling paper bags for another coal company. How do you know this coal weighs eight-eighths pounds? Don't you use scales?" was asked. "Well, not the scales are over at the other yard," the man admitted. "But we get so we can pretty nearly always tell," he added. "Of course, once in a while a long may run short, but just as often it's the other way." Oftener, it proved in this case; for of eight bagsful carried from the yard to a

WELL, you see the weight figures on a bag aren't intended to be taken too exact," said William Gourt, who has a coal yard at Cumberland and Richmond streets, at about the point where he was explaining what a waste of time and labor it would be to attempt to weigh his bags after filling. "Then why mark the weight on the bags at all?" was suggested. "Oh, well, we used to weigh 'em once, before our fillers got the hang of things, and it wasn't necessary no more," he explained. A pair of broken and antiquated scales in the rear of the yard confirmed this statement. "Anyway, we weren't raised with a pencil. We were raised with a shovel," Mr. Gourt added genially. Being persuaded none the less to fill with the pencil, the coal yard man with much wrinking of brows produced the following: Cost of Pen Coal—Per Ton \$3.10 to railroad company. 1.25 freight. 1.50 paper bags for one ton. .25 storage in yard. .60 handling charge. 1.50 charge for delivery. \$8.50 total to himself. An agent \$11.55 per ton paid him by his customer, the grocer—and anywhere from \$3.50 to the sky got by the latter from the customer—the deduction is obvious. "Then you're clearing about \$3 per ton on this 'pen coal'?" was asked. The coal dealer cleared in the conversation

Ways to Conserve Coal and Save Money

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nearby grocery store for weighing, seven were found slightly over the eighteen pounds marked on the bag, only the eighth registering seventeen pounds, seven ounces, or nine ounces short, in its bag. "We feel the profit were getting on this class of trade low enough," said William T. Gould, at his office, 1814 Belgrade street. "Think of the trouble it gives getting it delivered. It takes three of our men a whole day and overtime with an automobile truck just to put out 1500 bags, or a little short of fifteen tons. With loose coal by the ton the same truck could have handled at least fifty tons." There is something about the coal business makes men avaricious, it was observed by the charcoal producer, rancorous rasal, raising his price every month or so, all on the pretext he has to help out the Government by supplying coke for the big steel industry. Look at the boys who come around to help with the bagging, always the same cry, more! more! And the scawling of a grocer, after he gets the paper-bag coal, forever watching for a chance to raise his price three or four cents per bag to his customer! "And us getting only eleven cents a bag," Mr. Gould added sadly. "I'm hard. Almost makes one feel like quitting altogether to beat of such measly little profits as only \$3.50 per ton."

Stone 1220-1222 Walnut St. These Afternoon Dresses were \$40.00 to \$65.00 They can't be duplicated at \$29.50 Goggles, signs, and a splendid variety of smart models.

MANDO Removes superfluous hair from or under the arms. The new style sove make this preparation indispensable. Sold by Good Drug and Department Stores.

LATE MILK DELIVERY CAUSE OF COMPLAINTS

Dealers Remind Those Who Miss Breakfast Cream That Notice of Change Was Given Complaints were made by numerous householders in many sections of Philadelphia today on account of the late arrival of the morning milk. Hundreds of workmen who are obliged to leave their homes very early missed the dash of cream in their coffee. Dealers to whom complaints were made reminded their customers that adequate notice of a change in the delivery schedule had been given during the last week. The delivery is now made at 8 o'clock instead of five or six and eliminates much of the hardship which drivers and horses were obliged to encounter in the winter on account of the early hour. Complaining customers were reminded that in cold weather milk delivered at 8 o'clock will be good to use for breakfast on the following morning. The early delivery schedule will be resumed in the spring.

Request to Baptist Home A request of \$200 to the Baptist Home, Seventeenth and Norris streets, is included in the will of Julia A. Yerkes, of Fox Chase, which was probated today disposal of property valued at \$2300. Other wills probated were those of Ella L. Longnecker, 2012 Chestnut street, which in private bequests, disposal of property valued at \$820; Caroline H. Sigg, Samaritan Hospital, \$700; Julius Charman, Jefferson Hospital, \$400; John James, 2426 North Twenty-first street, \$1000; August Strons, 1801 South Fifty-sixth street, \$414, and Lizzie L. A. Durt, 1639 Sumner street, \$2400.

AUTO KILLS AGED WOMAN

Run Down While on Her Way to Church LANCASTER, Pa., Nov. 14.—Mrs. Susan Geiman, seventy years of age, was fatally injured last night when she was struck by an automobile driven by J. O. Nissley, a real estate dealer. The accident occurred at the corner of West Chestnut and North Mulberry streets, and Mrs. Geiman died while being removed to a hospital. The victim was on her way to attend services at the Church of the Brethren on North Charlotte street. Nissley halted his machine in the least possible time and carried the woman to St. Joseph's Hospital. The physicians there pronounced her dead.

BEFORE THE OPERA Society demands a pleasing personality. The name "LIDIA" assures a skilled and most effective method of FACIAL MASSAGE. After an hour's treatment the face will have a fascinating charm of fresh bloom, and even the mature face will look three years younger. Mrs. C. Cloud, Cosmetician, 222 N. 11th St., Philadelphia.

Fox Sets Perfectly matched and beautifully made up. Would cost you in other stores \$75 to \$300. Here only \$40 to \$175. The reason for this great saving is that you are buying direct from the manufacturer, who gets the skins right from the trapper. All middlemen's profits are eliminated. Savings of \$30 to \$700 on beautiful Fur Coats of our own making, which range in price from \$60 to \$300. Furriers to Two Generations. GITTELMAN'S SONS 916 Arch Street West Philadelphia Store—4093 Lancaster Ave.

To All Patriots of Philadelphia! The Russian and Italian disasters have put a stupendous burden upon us and we are face to face with appalling facts. UPON OUR NAVY DEPENDS OUR ABILITY TO TRANSPORT OUR ARMIES AND THE FOOD AND MUNITIONS, WITHOUT WHICH THEY AND OUR ALLIES AND WE, TOO, MUST PERISH. The efficiency of our navy depends upon THE MEN WHO MAN THE SHIPS! What are we doing for our sailor boys? What are we doing for these gallant lads, so young, so full of courage and enthusiasm, so bravely facing a dark, uncertain future? Bitter winter weather is close upon us and OUR NAVY MUST KEEP THE SEA. IN ICY WINDS, ON DECKS OF BATTLESHIPS AND DESTROYERS, ON COAST PATROLS, ON TRANSPORTS, IN TRENCHES THEY ARE FREELY OFFERING THEIR LIVES IN DEFENSE OF THEIR COUNTRY. WHAT OF US WHO STAY AT HOME? How shall we show that we appreciate their sacrifice? THEY DESERVE THE BEST THEIR COUNTRY CAN GIVE THEM! Let us send them comfortable garments to keep their bodies warm! Let us warm their hearts with cheering news from home! We must send them books, newspapers, magazines, tobacco, candy, games and amusements to pass the long monotonous hours. FOR THEY LEAD THE LONELIEST LIVES IN THE WORLD. The Red Cross and the Navy Department have perfected a co-operative plan of assembling and distributing all articles which the men may need and with which their fellow countrymen should and must provide them. The Red Cross has instructed its Divisions and three thousand Chapters to create Navy Auxiliaries through which these gifts and tokens of gratitude may be made and forwarded to a Red Cross Naval Storehouse, established for this purpose by the Navy Department at League Island with a postmaster specially in charge. There will be no duplication, no neglect, nor overabundance, for all Captains and Commandants of Naval Stations have been directed to keep the Red Cross Headquarters apprised of exactly what their men need. I appeal to all patriots and all patriotic organizations, especially interested in the navy, to volunteer at once for this service, and I hope that all branches and existing auxiliaries of the Red Cross will extend their facilities to include this navy work. The first official report shows: 275,000 GARMENTS ARE NEEDED AT ONCE! Philadelphia is the center of the shipbuilding and munition industries, and with its great navy yard, must shoulder its responsibility and do its part. LET A GRATEFUL CITY RELYING ON THEIR VALOR TAKE CARE OF THESE SAILOR MEN. JOIN THE NAVY AUXILIARY OF THE RED CROSS AND WORK WITH THE GOVERNMENT FOR THE MEN OF OUR NAVY. A naval officer has been detailed to organize all work for the navy throughout the district, with headquarters at Red Cross House, 225 South 18th Street, where full information can be obtained. E. T. STOTESBURY, Chairman. Southeastern Pennsylvania Chapter of the Red Cross.

AMERICA ON THE FIRING LINE

The December issue of ILLUSTRATED WORLD brings big news from the front. Read "AMERICA ON THE FIRING LINE"—the first real story of the part "our boys" are taking in the grim business of killing. Special articles and pictures on all phases of America's war activities. Here are some of them:

- Our Heroes Overseas Masking Death From the Flyer's Eyes Uncle Sam Entertains Railroading the Kaiser to Limbo When Germany Scored a Hit The Great Gray Fleet Sharpshooters Air Raiders Romance of Modern War First to Fight for Uncle Sam Doom of the Morse Code Telegraph Operator Making Men Fit for Service Our Naval Mechanics Argentina Sharpens Her Sword Magnetic Submarine to Raise Sunken Ships Gasoline Drive for Submerged Submarines Art Among the Ruins Coat Worth Twelve Liberty Bonds Sport of Kings The Men Behind the Men Behind the Guns Murdering the Maimed Through the Aviator's Eyes

Science, Mechanics, Invention

- One Hundred Miles on a Gasoline Car Machine Kulls Rocks for Sammie's Gigantic Non-Rotary Snow Plow Patching the Puncture. Advertising With Shadowgraphs. Automatic Train Stop. Lizzie Does the Washing. Keep the Bread from Burning. Coal-Car Driven Motorcycle. Dining Car for a Moonshine Train. Not a Toy. Portable Army Ice Box. Dock Penders from Old Auto Tires. Service De Luxe. Adjustable Pillow. Safety Sharpener from Scissors and Knife. Fruit Squeezer from Old Sewing Machine. How Much Energy Has Your Baby? Camp Stove for Any Weather. Lighting the Way for Repairs. Home-Made Tractor. Double Drive Makes Learning Easy. Making New Cars from "Junk" Keeping Your Watch Honest. Grind Your Own Wheat. Toys Made From Odds and Ends. Sealing Salmon. Monster Dermoc. Opening the World's Biggest Bridge. Shooting the "Shoos" in a Canoe. Down in Modern Chinatown. A Bungalow So One Will Rent. Tall Stove Pipe From One Stone. What's in a Name? Pearl Farming in Japan. Biggest Shortcake in the World. Only Women Shop Here. Real Homeless Cottage. Mechanical Brains for the Moving Picture Play. Chicago Has Sheep Parade.

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ILLUSTRATED WORLD 25 Tips for Auto Owners