

FASHIONABLE FANCIES. PRACTICAL ARTICLES AND NEW IDEAS FOR WOMAN AND HOME



The Girl Who Works By ELLEN ADAIR

TO SALESGIRLS

A pleasant manner is not always the easiest thing to maintain when things go wrong, as things invariably will do at this busy season of the year.

Customers are undeniably influenced by the manner and appearance of the salesgirl who attends to their wants.

The Wrong Attitude

The girl whose living depends upon her percentage of sales will do well to cultivate an obliging disposition.

A Difficult Position

Sometimes it is very hard for a salesgirl to know just how to act under trying circumstances.

Duty to Her Family

The girl who works has a problem to face in her duty to her family.

Sensible Shoes for the Salesgirl

"My dear, how do you ever stand so long without getting tired? I'm nearly dead at night."

The Fatigue of Work

Work in a big store is often very fatiguing.

THE HALL-ROOM GIRL

Hints Towards the Making of a Homelike Room

The hall-room girl finds that she accumulates numerous small articles in a most alarming way.

Beauty Chats

The beautiful girl must be almost perfect in every particular, and one of the points which most girls neglect is the back.

English Women Workers

In England 514 women are employed in the coal-mining industry.

A Woman Mayor

Miss Kate York, the first woman Mayor elected in Illinois, has been successfully engaged in the mercantile business at Kingston Mines for the last 25 years.



Modes of the Hour

It is war, war and rumors of war in the fashion world.

It is not so much the style of the dress, although there is something of the grace of another day to these gowns.

Not merely as an exploitation of fashion was the dress conceived by the Fashion Art League.

The frock sketched today carries out the neutrality idea by combining white tulle with black velvet.

It can be cut in many ways, with or without a collar and hanging free from the shoulders.

The underbust is of the tulle, but the kimono sleeve, which ends just above the elbow, is pronounced by a chiffon sleeve that is gathered at the elbow and at the wrist.

The modes of the present hour furnish wonderful opportunities for the rejuvenation of frocks too good to cast aside and too old-fashioned to wear without change.

Sometimes a makeshift frock in the Victorian era in many present-day frocks.

The jacket, the under blouse, the full skirt and the velvet banding are all evolutions, but not replicas, of old styles.

To make a mode suit the individual is the thing. To use a model frock in an inspiration and to keep one's personality intact is the fashion gospel preached by those who best understand the subject.

A CHARMING LITTLE FROCK SUITABLE FOR VARIOUS OCCASIONS

THE COLLEGE GIRLS DISCUSS CHRISTMAS

"Just think of it, girls; two weeks from today and we'll be home for the holidays!"

"Why, I can't imagine where the time has gone! It only seems yesterday that I was home for Thanksgiving!"

"Well, my dear, it may seem like yesterday to you, because you're only a few hours from home, but you don't live in Tulsa, Okla. You people don't know what it means to ride two days and a night to go home for 10 days' vacation."

"I would, too, if I had any dad and mother and kiddies to spend it with."

"Why, dearie, was the little West-erner's hearty response, 'you're going home with me. You bet we've always got room for one more. Why, our bungalow sits right up on a great big hill and it's the biggest one for miles around—the bungalow, I mean. The kids will climb all over you, and you can bet mother will be tickled to death to have you. She never had enough to spoil, although every youngster for miles around runs in at Christmas time. We build a big fire and roast things, and tell yarns."

"Perhaps so; but I'm glad I didn't draw your point of view," returned she of the chocoletas.

"Where does the family come in?" sort of time, spent among people of whom you're really fond.

"A happy medium is the best, girls, don't you think so?" said the little freshman pleasantly.

"Perhaps so; but I'm glad I didn't draw your point of view," returned she of the chocoletas.

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NEGLECTED HOME COOKING

By MRS. CHRISTINE FRÉDERICK

"Steam your spinach? Why, I never do that!" exclaimed a homemaker the other day.

There is one method of cooking unfortunately neglected in the average home, and that is the method of steaming, or cooking with moisture at a very high temperature.

When we place any food, say a potato, into boiling water and let it cook for 20 minutes until tender, we find that the heat of the water has softened the starch grains so that they are more fit for eating.

At the same time we find that much of the valuable mineral salts have been either the muscle or cellulose tissues, to swell and make edible the starch grains.

What is true in cooking a potato is still more true in cooking other vegetables and foods.

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Fashions New and Odd

My Lady Up-to-Date laughs at the styles of her grandmother.

A small calendar can be bought at any stationery store, and costs about 10 cents.

Children's handkerchiefs, six in a box, have pretty cross-stitch designs.

There is an umbrella valued at \$1 which is quite presentable.

Children's umbrellas of American taffeta, with natural wood handles, cost 75 cents.

There is an umbrella valued at \$1 which is quite presentable.

Children's cape gantlets can be bought for 25 cents a pair.

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A Helpful Conversation

"My dear, what charming white enamel furniture!" said one woman to another the other day.

"Why, that's easy enough to answer," said the model housekeeper.

"Your mirrors look so bright, too. What do you use in cleaning them?"

"Not at all! I have to see them look like new. To use a model frock in an inspiration and to keep one's personality intact is the fashion gospel preached by those who best understand the subject."

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Gift Handkerchiefs

For Men, Women and Children

Something Exceptionally Good at Every Price

The same critical consideration was given to the selection of patterns and qualities in the modestly-priced lines and those of highest cost.

Superb choice for 36c and 50c each. The exquisitely hand-embroidered Handkerchiefs were secured by means of very early orders.

Neckwear

Piquant departures in novelty that are most alluring. The orders given in Paris were luckily all filled!

Vesties, Collars, Guimpes, Bows, Ties, Flowers, Scarfs, And you're sure of something distinctive, whether you pay 25c, or on up to—what you like.

J. B. SHEPPARD & SONS 1008 CHESTNUT STREET

Shop over the heads of the Xmas crowd—Telephone!

Which? Breakfast early—Hustle—Bustle—"Have your fares ready"—"Step lively, please!"

Or—Number, please?—"Filbert 9-6-7-8"—"I want a pair of gloves!"

Don't walk; talk! Shop by Bell Telephone.

