EUTHANASIA WRONG DOCTORS' COMMENT IN CHLOROFORM CASE

Even When Death Must Ensue in Few Hours and Patient Suffers, Flame of Life Must Be Fanned.

The case of Miss Bertha Kreider, of 920 West Susquehanna avenue, who, agontred at the sight of her mother's sufferin the Episcopal Hospital, covered the aged woman's face with a chloroform the aged woman's lace with a chloroform sponge, thereby hastening death several hours, raised today among lawyers and physicians the question of the justifiability of euthanasia in extreme cases.

Miss Kreider cellapsed again today when she was taken to City Hall for examinasion by Dr. John Wanamaker, 3d, police surgeon. She is now at the Philatenia Hogoliai. She seemed to be terri-

delphia Hospital. She seemed to be terribly weak and nervous when she reached City Hall. Miss Krieder is a very small seman, weighing about 90 pounds.

For a long time contentions pro and con have been advanced in medical circums the semants. but the answer never has been reached because in the eyes of the law this method of ending pain is regarded

as first degree murder. In the opinion of Dr. Ross V. Pattersubdean of the Jofferson Medical son, subdean of the Janerson accident College, the physician that would take upon himself the responsibility of de-liberately snuffing out a person's life-would be comparable to Pooh Bah in "The Mikado," or any other public execu-

DOCTOR PATTERSON SATIRIC.

"I think such little details," he said, facetiously expressing his disapproval, "should be arranged by the victim's famsly. It might be made a social event and the relatives could even go so far as to issue cards to their friends and acquaintances to come to the celebration. "Mr. and Mrs. Smith invite you to be

present at the chloroforming of their old grandmother, who will leave so and so much money, would be an apt way to word it," he continued, "but personally, I don't think it would be necessary for them to call upon their physician to per-form the murder, for that is what it would be, without a doubt."

Dr. John H. Gibbon declared the ques Dr. John H. Gibbon declared the ques-tion one that has been argued pro and con in medical circles for years to no avail, because of the law which calls this act murder. He added further that it will continue to be murder until the law is changed, but would not state whether be approved the revision of the law.

MURDER, SAYS JURIST. According to former Judge Maxwell Stevenson, if Miss Kreider had been in her right mind she undoubtedly would have been guilty of murder in the first

"No one has the right to take the life of a fellow being," said the eminent criminal lawyer, "and according to the act of Assembly, a case of this kind unquestionably would come under the head of first-degree murder.

"I suppose a woman might become se

agonized over the sight of her mother's sufferings as to become mentally unbal-anced, and tthen no jury would convict her of first-degree murder. But, nevertheless, the law should stand as it is. To revise it, giving a physician the power to decide to take a life, would be putting tremendous powers in his hands, indeed. and serious advantage could be taken."
No criminal charge will be made against
Miss Kreider. Coroner's detective, Frank Paul, said today that the aged woman's

death probably will be ascribed to heart trouble. Miss Kreider is now in St. Mary's Hospital in a serious condition. It is feared her mind has been unbalanced by the 72 hours she spent at her mother's bedside. Bertha Kreider was removed to the hos-

pital last night. She is under the care of Dr. Thomas Clancey. He said she is still in a state of collapse. "There is every indication that she is neurotic." he Id. "She is absolutely silent. She will kept under observation to determine her rationality."
The autopsy probably will be made

tomorrow. The inquest also may be held then, if the Coroner has time after hear-ing the case of Ida Riehl. It became known today through a niece of Miss Kreider that the woman had chloroform in the house two months ago. She bought It at that time to end the suffering of a pet cat.

So far it has been impossible to get any statement from Miss Krieder. She re-fused to discuss the case when she was terived after being found unconscious on the grounds of the hospital. Physicians at the hospital say that the

woman's mother, Mrs. Phoebe Kreider, who was 73 years old, could not have lived more than a few hours. She sustained a fracture of the hip late in March that caused almost complete paralysis. Every day she was growing weaker, and for most of the three days preceding her death she was unconscious

SIR KNIGHTS LEAVING CITY FOR THEIR HOMES

62d Conclave of Pennsylvania Commanderies Now History.

The 61d State conclave of the Pennsylvania Commanderies Knights Templar is vania Commanderies Knights Tempiar is listory and the Sir Knights are leaving the city today on nearly every train. Be-tween 600 and 5000 of them left last night after the conclave was brought to a close. but the majority of them obtained a good tight's sleep here before returning to their homes.

their homes.

Many of the upstate Sir Knights, who voted for the "liquor" resolution yesterday, expressed great satisfaction today over the adoption of the resolution barfag men "directly or indirectly" en-sized in the liquor business from mem-isuable in any State commandery. The resolution, which was adopted by a vote of three to one, is one of the most important achievements of the order, they

Service Board Employs Experts HARRISBURG, May 37.—B. F. Shuck, scountant of Bedford, and Morris nowles. civil engineer, of Pittsburgh, lave been employed by the State Public service Commission to assist in the condization of the complaint against the singfeld Water Company, which complete about 36 water supply concerns prises about 35 water supply concern-doing business in the vicinity of Phila dephis

Hotel Arrivals Today THE CONTINENTAL.-R. M. Newland, balantown, Pa.; G. D. Strum, Easton, M4. Mr. and Mrs. James E. King, New Tek

VENDIG .- J. W. Bower, Philipsburg.

BITTENHOUSE. — Miss Nanna W. Bewart, Chambersburg, Pa. COLONNADE.—Mr. and Mrs. H. M. Waltars, Pocomoks, Md. McLi, Evue, Stratford, J. C. McBil, Evue, Titusvills, Pa.; H. H. Vaughn, Bantsal, Canada; W. H. Hanley, Province, H. L.; Mr. and Mrs. Dwight E. Fran, Thumas H. Morgan, Kittanning,

ALTON.-Mr. and Mrs. H. B. Baly, W York City, SITZ-CARLTON.—Judge W. H. Moore, W York, II. Jamins.—F. A. Ryan, Tampa, Fig.; Lankey, New York. MERCY MAY PROVE COSTLY

Atlantic City Magistrate in Danger of Losing His Job.

Losing His Job.

ATLANTIC CITY, May 27.—"Make justice pay better," is the novel demand served by fiscal officials upon Recorder Edmund C. Gaskill, Jr., Judge of the shore police court. Gaskill has been lenient in so many cases that the revenue derived from his tribunal does not begin to compare with the receipts under his predecessor, ex-Assemblyman Keffer.

At a conference in Mayor Riddle's office the City Commissioners, anxious to obtain all the revenue possible, touched upon the failure of justice to sustain its record in a financial sense with great vigor. Recorder Gaskill insisted he had the right to temper justice with mercy. vigor. Recorder Gaskill insisted he had the right to temper justice with mercy. A fight with the commissioners, who asserted today the police court berth would be a valuable lever for an ambitious politician, may cost Gaskill his job. He was named by the rulers to succeed Keffer, whose appeal is pending in the Supreme Court.

SCOTT PLANS MOVES TO RELEASE IDA RIEHI

Attorney Will Swear Out Habeas Corpus Writ If Coroner's Jury Holds Girl.

Should Ida Riehl, the 17-year-old girl who killed Edmond Hauptfuhrer, her lover, be held tomorrow at the Coroner's nquest for the Grand Jury, it was reported today, her attorney, John R. K. Scott, will immediately swear out a writ of habeas corpus. The report this afternoon was that the writ would be aworn out before Judge Ferguson or Judge Mc-Michael in the Court of Quarter Sessions. Efforts also will be made to have the girl released on bail.

The mysterious Philadelphian who has announced that he is willing to go on the sirl's ball to the extent of \$100,000, was in telephone communication today with Mr. Scott. He told the lawyer that in the event a writ of habeas corpus was sworn out tomorrow he will be in the courtroon prepared to furnish ball.

BELIEVE GIRL CAN BE FREED. Lawyers said today that the laws of Pennsylvania governing the Coroner's actions are very vague, and what legislation there is gives the Coroner wide discretionary power. For this reason, they averred, the girl might never be brought to trial. He would be perfectly within his legal right, so authorities state, if he should discharge Miss Richl

at the inquest tomorrow morning. The Coroner's Court is a commitment court, and the Coroner a committing judge. He has full powers to hold or to discharge. In view of Coroner Knight's sympathy for the girl attorneys say this action does not seem as remote as it might. The le-gal annals of the county divulge no case

gal annals of the county divulge no case where a self-confessed slayer has been discharged by the Coroner, but neither do they show a case where the defendant ever before has had the full sympathy of the prosecuting officers of the county and Commonwealth.

But even if the Coroner would decide to hold Ida, the jury might return a verdict that would make it impossible for him to do so. Weaver, the English barrister, in his comprehensive account of the Common Law on Coroners, says: of the Common Law on Coroners, says:
"The Coroner must also, when the ver-dict will justify him in so doing, issue his warrant to apprehend the offender and

GIRL COULD BE REARRESTED. But even if the girl is liberated by the Coroner a warrant for her arrest could at once be issued by the murdered boy's family or by any citizen. It is probable that the family would take this action.

More than half a dozen opinions by Judges in this State have further estab-lished that the Coroner is bound to ac-cept whatever presentment the jury makes. He cannot fine them for not finding according to the evidence. Even if they choose to assume the responsibility of violating their oaths, he is bound to accept their verdict and has no right to force them to bring in a verdict in accord with his ideas of the facts and

This point was conclusively proved in refused to recognize a disagreement of the jury and made them find in favor of the plaintiff. A higher court subsequently refused to acknowledge the verdict. The Jury is instructed by the Coroner, but there is no method of punishing them

for an improper finding.
Judge Sulzberger, in a letter to former
Coroner Ford, in 1911, created a legal
stir by stating that the only time the Coroner could discharge a man accused of homicide was when the District Attorney admitted there was not enough evi-dence to hold him for the Grand Jury. But every authority who has expressed himself on the opinion of the Judge says it is not law.

It has even been doubted on good legal grounds, whether the Coroner has the power to commit where the verdict is murder or manslaughter. It is generally conceded that he may have this power.

"COP" SAVES BOY

Policeman Rescues Lad in Time as Heavy Wall Falls.

The quick action of Policeman Reule, of the 4th and York streets station, pre-vented four-year-old John Gangloff from being crushed to death today while he was trying to catch an escaping toy bal-

toon.

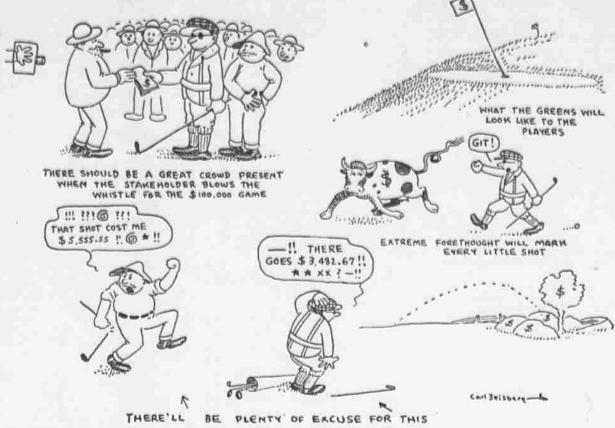
The balloon broke from a string while the boy was playing in front of his home, at 2542 North Waterloo street. The youngster chased the balloon until it sailed near a house which is being torn down nearby. While he was making the low the wall began. down nearby. While he was making efforts to reach the toy the wall began to rock. Reule, who was passing, ran forward and carried him to safety just as the wall fell. The policeman received slight injuries from flying bricks.

Dentists to Go to Allies' Aid Dentists to Go to Allies' Aid
A group of dentists, members of the
teaching and clinical staffs of the Philadelphia Dental College, will be sent to
France not later than the middle of June
to aid in caring for the teeth of the
wounded soldiers of the Allies. They
will be led by Dr. S. H. Guildford, dean
of the Dental College. They will return
in September. The Rev. Dr. Russell H.
Conwell is financing the expedition. The
names of those who will accompany Doctor Guildford have not been disclosed, because the list is not yet complete. cause the list is not yet complete.

Smith's Seamless Wedding Rings The Same High Standard Maintained for Over Half Century SMITH MARKET **SINCE 1837**

This is the place to get MADRAS SHIRTS \$10 to Your Order COULTER, 710 Chestnut St.

DR. EDWARD MARTIN, SURGEON, USING GOLF STICK, WILL TRY TO AMPUTATE \$100,000 FROM C. H. GEIST'S POCKET



Physician and Financier Make Wager for Aforementioned Amount, Which, in Event of Professor's Success, Will Go for the Establishment of Surgery Chair at the University of Pennsylvania.

Dr. Edward Martin, professor of sur-share; that is, he must part with \$1000, pery at the University of Pennsylvania, Mr. Gelst is president of the club, which gery at the University of Pennsylvania, will have to do better work on the links than he has done with those cotton golf balls he has been knocking about his bedroom, if he is to win the \$100,000 wager of Charles H. Geist,

So Mr. Geist said, and he admitted that he was just 100 times as good a golf player as Doctor Martin. Their great match will be played about the middle of October, on the Seaview links, near At-lantic City. If by any chance Mr. Geist should lose he must give \$100,000 to endow a chair of surgical research to the medi-cal school of the University of Pennsyl-vania by January 1, 1916. And if Doctor Martin loses he must buy 10 shares of the Seaview Golf Club's stock, at \$100 a

he built.

about every night when he is through about every night when he is through with his day's work," said Mr. Gelst, "and he has broken all the windows in the east side of his house. But he will have to put in a hard summer on the links if he is to win that match in October. He says he is going to give up his profession for three months to practice up to beat me, but as a matter of fact the Seaview Club is going to get a new member."

contest was arranged in Doctor Martin's office, at 1508 Locust street, on Tuesday night. Doctor Martin is largely responsible for Mr. Geist's present good health because of an operation which he

performed on him. Doctor Martin is skilled in many sports. At one time he rowed on the University of Pennsylvania crew and be has followed the hounds.
"Mr. Geist had made his magnificent "Mr. Geist had made his magnificent offer of \$100,000 to endow the chair some time ago," said Doctor Martin today. "The University was to receive the gift in any event, and our wager affects only the time the money is to be paid. As the matter stood, it was, of course, Mr. Geist's privilege to make the payment at any time he chose to, but if he loses the payment must be made in full before the end of this year.

"A year or so ago I was a pupil in Mr. Geist's hands at golf, but I think he has taught me enough to give me a good chance of defeating him, with the stimu-lus of helping the University behind me."

ACTRESS ENLISTS FOR

Father Leads Pretty Missalar-

Women" Light.

garet Hogan to "Votes for

If all the fathers in this country were

like the father of pretty Miss Margaret

Hogan, now playing in "Find the Worn

CAUSE OF SUFFRAGE

the end of this year.

PRESBYTERIANS MERGE AUTO CRASHES INTO MAILBOX **EDUCATIONAL WORK**

Dr. Joseph W. Cochran, of Philadelphia, May Head Combined Board.

ROCHESTER, N. Y., May 27 .- The Presbyterian General Assembly has voted to merge the college board of the church with the Board of Education, thus virtually bringing under one head all work of religious education in which the Presbyterian Church is interested.

While no official intimation has been given as to who will be selected to head the new department, it is considered likely that the Rev. Dr. Joseph W. Cochran, of Philadelphia, president of the Board of Education, will be favored for that position. Doctor Cochran is a strong religious leader and one of the ablest men in the Presbyterian Church.

The decision to merge the two educational bodies of the Church came after a prolonged discussion, which furnished trains the liveliest feature of the day

The report of the Special Committee on Educational Policy in reality consisted of three subreports, all providing for diametrically opposed policies.

It was the opinion of eight members of the committee that the assembly ought to create a new board, to be known as the Board of Christian Education of the Presbyterian Church in the United States of America, which should absorb the present work of the Board of Education, the college board and the boards of publication and Sunday school work.

Six members of the committee were of the opinion that there should be no merging of the boards, but that the exist-ing boards should be strengthened and their duties more clearly defined. The other member of the committee, the Rev. Ler. J. Willis Baer, was in favor of merg-ing only the board of education and the college board. Doctor Baer was the only one in favor of a merger of two of the boards, and it fell to his lot to defend his opinion. He did it so effectually that when the matter was put to a vote the assembly was overwhelmingly in his

Evangelism among the Negroes will be emphatic. Only 35,009 out of 10,000,000 of the colored race are in the Presbyterian Church, it is pointed out, and if even a small proportion of the money spent on freedmen and their descendants who are in the North for schools, colleges, evan-gelism and church erection, as has been expended in the South, there would not now be the cry of comparative neglect from the colored population in the States north of Mason and Dixon line. Pres-byterian chapiains of the United States will hereafter be appointed after a com-mittee of the assembly has passed upon

-UREER'S

Choice Roses For Decoration Day

Climbing Roses suitable for planting in the Cemetery, also Hybrid-Tea Roses that will bloom all summer. These plants are in large pots, strong, healthy, and will stand transplanting without any check to their growth.

Hardy Perennials for the old-fashioned garden in large assortment, including many old-time favorites in good strong plants.

Lawn Requisites Of All Kinds

Dreer Seeds, Plants, Tools 714-716 Chestnut

Garage Employe Out on Joy Ride With Friends Comes to Grief.

Many love missives, business letters and "duns" for money probably received as severe jolt today, when a joy-ridden automobile crashed into a mailbox at 16th and South streets, spilling the three occupants of the car and causing considerable damage.

The driver, Willis Jones, 51 Armat street, was arrested for speeding by Policeman Robinson, of the 19th and Fitzwater streets station. No person water streets eation.

water streets station. No person

In the meantime, William M. Coupe who employs Jones in his garage, at 45 East Woodlawn avenue, was looking for the car. Putting two and two together, Magistrate Haggerty, of the 20th and Federal streets station, held Jones in 4500 bail for a further hearing. Jones is said to have taken the car out at 2 a. two friends a little ride about the

WOULD-BE LYNCHER BALKED Attempt to Lasso Mounted Policeman

Ends in Failure. Lynching is not allowed in this city, but Fred Miller, of Martin's Village, doesn't knew it. He heard that several trains had been wrecked near Broad Station and started out with a

Then he got the idea that the wreckers wore uniforms. He mistook Mounted Policeman Pearl for one of the gang and tossed a lasso over his head on the cast side of City Hall. But Pearl has seen action on the plains, so he dodged artisti-cally, jumped from his horse and cor-ralled Miller before he could say Jack

Miller was turned over the Police Surgeon Wanamaker for examination.

OFFICER'S ASSAILANT HELD

Neighborhood "Boss" Went Too Far When He Wielded Ax. A man who hit a policeman on the head with a broadax was held in \$500 bail for

court by Magistrate Carson at the Cen-tral police station today. He is George Korgonick, 25 years old, of 949 West Russell street, called "the dictator" in his

"dictatorship" got him into trouble yesterday, when he saw Policeman Holzhouser, of the Nicetown police station, attempting to arrest a friend of his. Advancing on the bluecoat with a broadax. Korgonick smashed the policeman over the head with the flat side of the instrument. It was a stunning blow and Holz-hauser went down, but he held to the prisoner. Regaining his feet he placed the prisoner in charge of a hystander and pursued Korgonick, firing three shots. Korgonick was later arrested at his home.

ALL THAT YOU GET HERE IS B. B. B. Butter

As Good as Any Butter in the World hurned from the richest, purest cream, sanitary dairies and wrapped in an air-of package till ready for use. Phone.

W.A.Bender ONLY THE BEST-BUTTER, EGGS AND POULTRY

READING TERMINAL MARKET Filbert, 2356-2357

Reading

at the Lyric, there wouldn't be any necessity of the young women distributing suffrage literature in the street or other wise working for the "cause." He not only

became converted to suffrage himself, but he encouraged his daughter to work for it; and that is how she happened to make her "suffrage" debut today, distributing printed arguments for the "cause" and helping make collections at the noon open-air meeting of the Equal Franchise Society of Philadelphia, on the municipal lot on Filbert street, between Broad and Fiftenth streets.

This was really her second appearance. Her first, behind the footlights, was not nearly as trying as today's, out there under the open sky, with not a single row of lights between her and the "audience" or "spectators." Miss Hogan confessed that she was a bit nervous as she offered the "literature" to the assembled men or held out the tray to a hurrying passerby. But she is imbued with a conviction that the "cause" is just, and she intends continuing her active work.

The story of her father's "conversion" is a tribute to Miss Bertha Sapovitz, to-day's speaker. He is Thomas C. Hogan, an oil-and-gas-burner agent, at 28 South 9th street, next door to the headquarters of the Equal Franchise Society. His at-titude toward suffrage bordered between strict neutrality and a confirmed "anti" sentiment. About three weeks ago he saw Miss Sapovitz speaking from an automobile in front of the postoffice and stopped to listen—just a minute—to hear what the woman had to say. The minute stretched into a half hour, and he left at s a tribute to Miss Bertha Sapovitz, tostretched into a half hour, and he left a the close of the talk an enthusiastic

BLANK'S

Ice Cream, Ices Fancy Cakes

Fresh Cherry Ice, 80c qt. Fresh Strawberry Ice Cream, 60c qt.

1024-26 Chestnut St. Phone Filbert 2331.

MEMORIAL DAY CELEBRATIONS at the SEASHORE

> SPECIAL ONE DOLLAR EXCURSIONS MONDAY, MAY 31st

Atlantic City, Ocean City, Sea Isle City Stone Harbor, Wildwood, Cape May Atlantic City (foot of Mississippi Ave. only), 6 P. M.
Wildwood and Store Harbor, 6 and 2:15 P. M.
Cape May, 8:35 P. M. Sea Isle City, 6:10 P. M. Ocean City, 6:15 P. M.

Memorial Day Exercises, Fireworks, etc., at Wildwood Yacht Regatta, Sports, etc., at Ocean City

Ex-Policeman Dies From Effects of

NICHOLS' INJURIES FATAL

Fall From Water Wagon. Edward C. Nichols, of 2426 Federal street, a former policeman who served five years in the Eastern Penitentiary for shooting Lieutenant Dever at City Hall died today at the Medico-Chirurgical Hespital, Nichols fell from a water wagon at 18th and Filbert streets, May 21, while intoxicated, and received injuries that

caused his death,
Nichola was a policeman for nine years.
He was dismissed in May, 1995, for conduct unbecoming an officer. This so enrased him that he went to police head-quarters at City Hall, armed, and tried to get into the office of the then superintendent of police, John B. Taylor. Other blue-coats haited him. caused his death. blueconts halted him.

An argument followed and Nichols drew a revolver and shot * Lieutenant Dever. The latter recovered, and Nichols was sent to the Eastern Penitentiary for five years.

GRUNDY LEADS RETALIATORY STEPS AGAINST GOVERNOR

Will Discharge All Children From Mills Because of Child Labor Bill. manufacturing interests of the State already have begun retaliatory measures because of the passage of Governor Brumbaugh's child labor bill. Joseph R. Grundy, Republican leader of Bucks County and president of the Pennsylvania Manufacturers' Association, has taken the lead by issuing orders that all boys and girls less than 16 years old be discharged from the Bristol plants

Grundy led the fight against the passage of the child labor bill, and it now Is believed that he will lead the manufacturers in discharging all children rather than rearranging the mill schedules to employ the children as the law permits.

after January 1.

The conditions in Bristol from the The conditions in Bristol from the standpoint of the manufacturers are contained in an editorial published yesterday in the Bristol Courier, a newspaper Grundy is supposed to own. The editorial said that all children would be discharged after January 1 and at the same time made a bitter attack on Congressman Vare because of the statement he issued Monday of this week praising Governor Brumbaugh's accomplishments at Harrisburg and approxing the child at Harrisburg and approving the child abor bill.
"The South Philadelphia Congressman

is either very stupid or very careless of the truth, or both," the editorial con-cluded.

City Receives \$1,692,177.46 in Week Receipts at the City Treasury the last seven days amounted to \$1,692,177.46, with seven days amounted to \$1,592,177.46, with payments during the same period aggre-gating \$330,301.85. The balance in the Treasury last night, excluding the sinking fund account, was \$12,411,124.

Saludo Coffee fills the bill morning, noon and night

Saludo comes nearer to filling every coffee requirement than any other coffee we know of. Test it out alongside of other coffees. Note the superior flavor, aroma, color of Saludonote its greater strength, which means more good cups to the pound-and note the snap it gives to the breakfast—the soothing, comforting feeling to the tired worker at night. Then consider its low price and you must know that Saludo is surely the coffee for your home.

29c lb., 4 lbs., \$1.12

Iced Caricoldelicious, refreshing

Are you prepared for the hot days ahead? Better lay in a good supply of Caricol Tea and be ready. There is an indescribable tang and zest to Caricol's flavor that makes it so wonderfully good when iced-a far better icing tea than many that sell at much higher prices. Delicious, refreshing, economical—the tea that never fails to please.

34c lb.; 5 lbs., \$1.60

Thos. Martindale & Co. 10th & Market

Established in 1809 Bell Phones-Filbert 2870, Filbert 2871 Keystone-Race 590, Race 591

FINDS MISSING WIFE DEAD IN HOSPITAL

Husband's Search Ends When He Learns of Fatal Attack of Heart Disease.

After searching for his missing wife for eight hours, Alongo C. Austin. of 1106 North 41st street, early today found her dead in the Presbyterian Hospital. She succumbed to heart disease a few doors from in front of her home while returning from the corner grocery late yesterday afternoon

Mrs. Morris Mestrob, of 1118 North dist street, in front of whose home Mrs. Austin fell unconscious, carried her to her porch and attempted to revive her. When her efforts failed, she notified the police of the 39th and Lancaster avenue station and they removed Mrs. Austin to the Presbyterian Hospital, where she was pronounced dead from heart disease. Her husband went to the store in search of her a few minutes later. Early this morning, failing to find trace of her, he telephoned the 16th district police station and learned that his wife was dead in

Fitting a Man on Sight At Perry's

C."Can you fit me in a Suit without trying it on me?" said a rather nervous gentleman to one of our salesmen not long ago.

C"Yes, Sir, I believe I can," answered the sales

(I He showed the man several patterns till the latter finally put his hand on one and said: "Will that fit me?"

C,"Yes, Sir."

C. "Send it over to me at -," naming a Broad street club. And he phoned later to say it was perfect!

C \$15, \$18, \$20, \$25, and the Suit will Fit you ever after with Perry exactitude!

PERRY&CO. "N. B. T." 16th & Chestnut Sts.

Knowledge

Contains the following Special Business Articles in current issue

The Work of Eloquence. The "Outside Viewpoint." Following Up the Catalogue. The Disease of "Know It Ail." Male vs. Mail. Clothing the Business Skeleton With the Garb of Interest. Catching the Buying Eye. The Soul of "Copy." HOW THE RETAILER MAY DOUBLE AND TREBLE HIS BUSINESS PROFITS

The Limitations and Advantages of the Local Retailer. Ask and Ye Shall Receive. The Lever of Letters Mastering Competition. A TALE FROM REAL LIFE Showing How a Business Man Retrieved Himself When the Sweep of Progress Knocked the Bottom Out of His Neighborhood.

THE "PUNCH" IN ADVERTISING

A Mysterious Specification That Needs Definition. The
Sort of "Punch" That Sold a Quarter of a Million Dollars Worth of Reality by Mail. The Man Who Specified
"Punch" and His Objections to Its Absence. The "Punch"
of Choate, the Great Advocate. The Principles of Selling. The Real vs. the Faise "Punch." A Post Mortem
Epitaph.

NOTE AND COMMENT Overlooking the Right Market. The Function of the Dealer. The Class of Copy That Sells Goods. Auxiliary Aids in Selling Goods.

We will gladly forward sample copies of this publication to any business firm who requests it on its letter head.

> THE DANDO COMPANY 34 SO. THIRD STREET PHILADELPHIA, PA.