# REMEMBER, THURSDAY WILL BE THRIFT DAY; THE TIME FOR SAVING

No Speeches or Banquets Are Planned, but a Real Period for Financial Preparedness

IDEA ORIGINATED HERE

#### Thrift Day Will Be All Action, No Claptrap

It's almost here, Thrift Day, Thursday, February 3. Philadelphia is being advertised all over the country on account

It is to be all action, no clap-trap. The success of the day will be measured by the increase in bank deposits, not by the noise at a banquet.

Bankers are working hard to make it "go. Country editors have taken to it strongly.

Thrift Day is almost here. After today, Tuesday, Wednesday and then Thursday, February 3, Thrift Day.



The value of Thrift. Day is going to lie in the sentiment alone and the act. There isn't going to be any great parade to attract one to either the sentiment or the act, nor a

dinner with speeches extelling the sentithe idea of Thrift Day; no, there's to be nothing like that.

Thrift Day has simply been indicated by the man who thought of it to be on February 3, and there you are. Mr. Clement has picked the day and it's up to you to observe it. G. Y. Clement is his name, and he's a Philadelphian. Probably he never thought of it when he set this day of next Thursday to be Thrift Day, but all over the country they are giving this city the credit for estab-lishing this "unique and valuable" idea, which is what they always call it. "The

which comes from Philadelphia,"

A COUNTRY EDITOR'S VIEWS. A country editor in Kansas writes an editorial in his paper. This is what he

"Days for the observance of special ceremonies designed to call attention to ceremonies designed to call attention to meritorious purposes are rowing more numerous in this country year by year. Independence Day, Memorial Day and Flag Dag are some of the days devoted to patriotic purposes, and we have Arbor Day, Mothers' Day, and so on: but it has remained for Philadelphia to propose that we have a Thrift Day, devoted to brinning before the people, in a striking and definite way, the advantages of implanting in the minds of the people a better understanding of the value of economy and thrift as affecting both the individual and thrift as affecting both the individual and our national life.

"The value of setting aside one specific day on which public attention shall be invited to this important subject is, of invited to this important subject is, of course, obvious. It means that through newspaper articles, lectures, addresses, talks, advertisements and other avenues of publicity the popular into will be directed toward thrift and so concentrated upon it for the one day at least, that considerable permanent interest will be aroused and action taken in many cases that will lead to a wider and permanent interest that will lead to a wider and permanent. cases that will lead to a wider and percultivation of this economic

"Perhaps one result that may be ex-pected to follow an educational campaign of this sort

movement does not mean merely the sav-ing of money, much less the parsimonious habit which borders on the miserly ac-quisition of gold for its own sake. In its widest and best sense thrift signifies the wise adaptation of one's income to get-ting the very best out of life, and in addition making careful provision for the unforcesecable contingencies and against the inevitable coming on of age. In speating of thrifty people, we all doubtless have in mind those who live in comfortable houses, who dress well, educate their children, who pay their bills, who, if farmers, have well-tilled farms; if merchants, have their stocks of goods neatly arranged and their stores kept clean; in short, the people who see that there are no loose ends, no ragged edges in their domestic or business

"Thrift, however, is not a virtue that appertains exclusively to the rich or even the well-to-do; but it may be learned and practiced by those in the humblest circumstances, and is the one sure method by which to rise in the world. Every capitalist becomes such only through the exercise of thrift on the part of himself or of some one clase, and all capital, in the first lustance, is the product of thrift. But more flam this, the cultivation of thrift the habit of wisely caring for one's carnings—develops the sterling qualities of citizenship by making better men and better women for it calls te degree of self-sacrifice as well as for industry and prudence.

Thrift Day, February & should be opriately observed by our banks, nools, stores and homes—in short he erybods, for it alms to develop qual-s of mestimable benefit to the indpropriately vidual and to the nation."

BANKERS ENTHUSIASTIC

Local bankers, particularly those in the residential neighborhoods such as Germantown, Frankford and West Philadelphia, are working enthusiastically for the substantial success of Thrift Day. The American Bankers' Association has long since indersed it.

### FIFTY DEAD, \$2,000,000 LOSS IN OTAY FLOOD

Rich California Valley Devastated - Twenty-one Bodies Recovered

SAN DIEGO, Cal., Jan. deaths, property loss estimated at \$2,000,000, 3000 persons homeless, the desola 109,000, 3000 persons nomcless, the resour-tion of the fertile Otay valley with Otay city swept clean of houses and taif of Tia Juana, Mexico, denuded of houses, are the results of the devastation caused by the bursting of the Otay dam.

Martial law has been declared in the Otay valley and the flood districts. United States marines and sailors are on guard with loaded rifles, instructed to shoot any looters on sight.

Twenty-one bodies of Otay inhabitants have been recovered. Eleven have been identified. Eight bodies brought here, se and Mexicans, have not

Despondent Woman Tries to End Life Mrs. Kate Riedlinger, 64 years old of 403 Master street, is in a serious condi-tion at St. Mary's Hospital, following an attempt + end her life at her home carry today. The woman first cut her arm with a pair of shears and then drank a bettle of poison. She is not expected to recover.

Mrs. Reidinger had been despendent since the death of her husband, a year ago

Named Secretary to Vare

Lee Elimaker, of 5218 Thompson stree newspaperman, was today appointed secretary to Congressman William Vare and at noon left for Washington assume the duties of his office. Mr. E. maker has been engaged in departmental work in City Hall for several years and was a correspondent at the last session of the Legislature

Surgeon-Father Operates on Son

realization of what the word | Deaver, surgeon, is improving in the German Hospital today from the effects of WHAT THRIFT MEANS.

But operation performed Saturday for appendicities by his father. Young Deaver's troubles he decided that the prisoner who are behind the Thrift bay School, Pottaville, where he is a junior.

AN EXPERIENCE OF THREE-QUARTERS OF A CENTURY

MILL CLEARANCE SALE

of the World's Best

RUGS AND CARPETS

AT WHOLESALE PRICES

RUGS

The perchase of a Bri2 Hard-wick Wilton Hug during this sale saves you exactly

\$13.50

We have listed above, quotations on only a few sizes-all regular and numerous odd sizes are marked at proportionate reductions.

Made up of exquisite patterns, nicely sewed, ready to lay, these present values that command

Oriental Rugs-Beautiful Pieces

Extraordinary Values

Notwithstanding the present great scarcity and rapidly advancing prices, for quick clearance we have marked hundreds of small and medium-sized pleasa of the best weaves and a great number of room sizes of exceptionally fine quality and rave beauty at substantial reductions on "before the war" prices.

HARDWICK & MAGEE CO.

RUGS

The purchase of a 0x12 French Wilton Rug during this sale saves you exactly

\$16.50

BODY BRUSSELS

Size Reg Sale 5x12..\$34.00 \$26.00 Hardwick & Ma-

AXMINSTER BUGS

Size Reg Sale 27×54. \$2.50 \$2.00 6×9. 14.50 \$1.50 9×12. 28.00 22.50

VELVET Extra Quality

Size Reg. Sale 9x12. \$28.00 \$22.50 Velvet, Tapestry and Scotch Art

and Ruge.

MANY AT

LESS THAN

gee quality.

Beneley Lillen

RUGS

The purchase of a 9x12 Bundhar Wilton Rug during this sale saves you exactly

\$11.00

6x9 6x9 8.3x10.6 9x12 10.6x13 11.3x15

Standard Carpets

At Wholesale Prices

Including a re-

duction of from \$2.50 to \$1.85

per yard on our

famous Bund-har Wilton,

similar reduced

prices are nam-ed on Axmin-sters. Velvets.

READY

CARPETS

MADE

Brussels Tapestry

Body

### LOSES WIFE AFTER TRIAL SEPARATION

Door Closed Against Husband When He Calls at End of Year

PREEPORT, In L. Jan. 31.-Alexander. Brown, a contractor who builds houses, d also a hypnotist who buts patients steep for the extracting of their terth dentists, seems to be definitely sensrated from his wife. His explanation is

"A year ago Judge Crane of the Su "A year ago Judge Crane of the Su-preme Court advised that my wife Irens and I be separated a year. Since then she has been living with her brother, her brother's wife, and her daughter, Hazel, Is years old, at its North Main street, is feet away from my house. Our son, Lafayette, I3 years old, has been living with me.

The year's separation terminated at midnight this morning. I had determined to visit my wife today for a reconciliation, intending to take a suitense along I abandoned the dea of a suttonee, but at p. m roday left my house, traversed the 15 (est between m. home will m. wife's I was willing to take the first step toward a reconditation. "If knocked or the lost door of ms

step toward a reconciliation.

If knocked of the love door of my wife's home our time. Nobody an awered, I went to be lack door and knocked true times. Sooods answered I then went to a big window of the dining room. I centif see my wife there and her brother. They could see me. I rapped on the window four times, but no attention was paid to me. I knew by that that my wife had refused a reconciliation; that she had even gone so far as to lock the doors against me. I had an idea that she would act that way. I am a disappointed, however.

Exp. rers Successful in Egypt

Although the war has no forced the expedition to abundon opera-tions at Memphis for the winter. Dr. Clarence Fisier, leader or the expedition, then went to Depletch and has started explorations there. Cometeries where burnels date from the 6th to the 12th

Police Court Chronicles A rat darted across the path of Police man Black. It was followed by a black

cat, which was surried by a wine cor, and then came Penjamin Stoever.

Stoever managed to keep close on the beels of the trio, despite the fact that he had internal burdens. When the chase reached Germantown avenue and Haines street Stoever stampled and fell into the arms of Black. The rat and its pursuers were scattered by a crowd of boys.
Storyer couldn't remember definitely just how be managed to figure in the annual parade. He admitted that he was greatly.

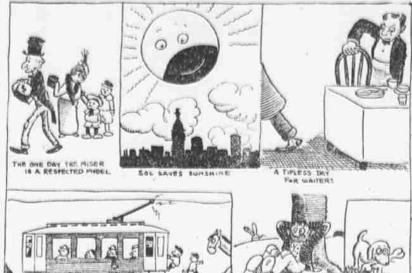
disappointed on arriving in Germantown to discover that it was about to go dry on account of the autisation wave. The thought seemed to meropes his thirst before the places were closed



the rat as it darted from a cellar. He held the rodent by the tall and dangled it before the cat. The cat followed Stoever Then be met the dog and showed him the said the jitneymen would be given a fair that. Then the dog followed. As both made hould demands for the rat. Stoever decided to let them have a fight for it. It dropped the rat on the sidewalk and

Stoever was following to see that fair play governed the contest when he was intercepted by the cop. When Magistrate Penneck heard of Stoever's troubles he decided that the pris-

#### EVEN THE SUN WILL GET THRIFTY AND HAVE ECLIPSE ON THRIFT DAY



Will Hide Nearly One-half His Face to Set Example of Economy-Misers' One Day of Respectability. Waiters Fear Tiplessness

as if to set an example of economy even the one day the millionaire will feel jus-the sun will be in partial eclipse, saying tifled in refusing the waiter the cus-part of his usually lavishly squandered tomary tip, because it wouldn't be thrifty fund of radiance behind the moon.

Whether G. Y. Clement, who originated the idea of everybody in the country doing one act of thrift on this coming February chose a day of partial eclipse to emphasize the principle, or whether it just happened, has not been disclosed, but circumstances look suspicious.

Here will be thousands of newfe all over these United States initing their pennies into banks in honor of Thrift Day. and then with a cheerful miscrly perfect sympathy, along about which in common parlance is about 10 minures after 10 o'clock in the morning. the sum itself will put the one touch needed upon this scene of voluntary privation by starting to hide nearly half his ountenance from public view.
"Talk about thrift:" he will exclaim,

glancing down on the children andly put-ling away their pennies. "Why, I'm sav-ing 28.481,683,693.856 enforces of heat and

making no homes about it. But no one ran say I'm not a good spender the rest of the tear."

#### N. J. JITNEYS ON PILGRIMAGE

Start Out for Trenton to Protest Against Bill That Would Regulate Traffic

ses are rambling in their Fords and other mickel buses along the roads to Trenton one industry to the mode a quies four of a number of The John It, Kates littley bill will come about in order to get what was on hand up for its third rending tomorrow in the Legislature and the ittneymen are de-termined to have a hearing today. Toit was after Slower had called at numer-ous places that he accidentally fread on hight the jitneymen will have a torchlight Camden and other cities in the State. Each of the litneymen is taking a carload of sympathizers with him to help in the demonstration.

Yesterday a meeting was hell at 22) Arch street, Camden, in which delegates of the Jitneymen's Association determined on the final arguments to be presented at Trenton. John B. Kates, sponsor of the fitney bill.

Next Thursday will be Thrift Day, and | miser will be a respeciable citizen. It is to tip on Thrift Day. It's the one day you can stop the man who talks war be urging that he should be thrifty in say ing up his arguments for those who wan to hear them.

But won't the taxl men be sore! Their Day will be no time for spending money on taxis; one should walk and save the

And all the time this delightful theift is going on the sun will be lessening his visible surface. The maximum oscuration will be somewhat less than four tenths, though in the southern benul-phere the cellpse will be total. It will be all over here at 22 minutes 52.5 sec-Scientists at the United States Naval of servatory at Washington are prepared to train their telescopes on the eclipse. The college will not have a great entific value, but observations will made of the time of contact, or tanks of the sun and moon to determine the naking no bones about it. But no one relative positions of the bodies and to correct the tables of their moflors. For this year."

This will be the one day in the year the

#### MISSION CONGRESS MEETS

Lutheran Home Branch Holds Ses sions at Temple Church

The Congress of Home Mission Work ers, under the auspices of the General Synod of the Lutheran Church, began to wesstons this morning in Lutheran Church, 52d and Race streets

The congress is held under the quantices of the Synodical Mission Committee, consisting of the Rev. J. F. Hartman, chairman; the Rev. D. Burt Suith, secretary; the Rev. M. P. Hocker, treasurer; the Rev. A. Pohlman, Harvey C. Miller, Luther Minter, the Rev. Norman S. Wolf and the Rev. Silas D. Daugherty

The speakers are the Reys, Frank The speakers are the Revs, Frank Swartz, of New York; A. S. Hartman, of Baltimore; J. F. Hartman, J. A. Richter, Norman S. Wolf, W. G. Brubaker, A. Pohlman, J. Raymond Haus, J. S. McDowell, of Baltimore; M. H. Stine, William J. Miller, W. H. Harding, S. D. Daugherty, C. C. Leidich, R. f. Mersenhelder and Charles W Diehl.

The purpose of the congress is to discuss plans for the introduction of new methods for the establishment of missions.

# BIG SHRINERS' CIRCUS **OPENS HERE TONIGHT**

Lu Lu Chariot at Opening Performance

Great, glamourous and gigantic, as the posters would say, a three-ring circus and hippodrome tonight will begin a one week's stay at Convention Hall, under

nuspices of the Shriners. There will not be any tents or side shows, but there will be elephants and peanuts, pink temonade, hot sausages and clowns. Frank P. Spellman, former circus director of the New York Hippodrome. has rented the anditorium from the mu-nicipality through the Bureau of City Property Mayor Thomas B. Smith will be one of the many distinguished Philadelphians at the performance this eve-

chariot, described by the showmen as "the most wonderful since the days of the Caesars," will be on exhibition tonight. It is the funious "Golden Chariot of the Lu Lu Temple, Nobles of the Mystic Shome. The vehicle was first shown at the Seattle Concluye of the Shriners last when it was the chief feature of a street pageant. It will be driven tonight to W. Freeland Kendrick, Receiver of Laxes and Potentate of Lu Lu Temple. The Lu Lu Hand, in full regalls; the Lu

in Patrol, with its well-drilled members and the picturesque Lu Lu Temple Guards all will be a part of the show. Judges and Congressmen and members of Mayor Smith's cabinet will be among the spec-

But of greatest interest to the boys and girls will be the 10 trained bears, who romp about and have never been known scratch or hug. They are vege-

#### POSTERS WARNED OF BLOW-UP AT DU PONT PLANT JAN. 28

Were Nailed Up Two Months Ago, Workmen Assert

Workmen at the du Pent powder mills a Carney's Point, N. J., recalled today but the posters which were nailed up a various places about the plants on the Delaware two months ago, warning employer to give up their work, said that the greatest blow-up would occur on ney 28. It was on the night of Fri January 28, that the fires in which the men lost their lives, five buildings to destroyed and 180,000 pounds of

powder were destroyed, took place. The company has repeatedly denied that osters were found, although many workmen saw and read them and declared they were torn down by the private decetives employed by the company. While lapping that the fires of Friday were perminary, it is known that the company Ticinis have ordered a thorough in-

Major Richard Sylvester, in charge of he numrds, has suddenly been recalled, while on re trip to New York, to take charge of the investigation. The third man to die of injuries re-ielved Friday night was Frederick Starling, 26 years old, of this city. He succumbed yesterday in the Delaware Hospital, Wilmington. The body will be The body of brought home today. Laurence Helt, of 906 Pine street, Cam-den, was sent home yesterday. The body of Frederick Fitz will be sent to his

Workman Badly Hurt in Fall A fractured skull and a broken rib were suffered by Adolph Verker, of Hancock and Fernon streets, today, when he lost his balance and plunged from a 15-foot trestle at the plant of Baugh & Sons. fertilizer manufacturers, at Morris street and Delaware evenue. Verker was picked up by fellow workmen, placed in a pass ing automobile and burried to the Methodist Hospital, where physicians said his condition was serious.

home in Reading today.

# CITY LIGHT CONTRACT HEARING POSTPONED

Potentate Kendrick Will Drive Petition for Renewal of 1915 Clause Will Be Heard Here This Week

Chairman Ainey of the Public Service Commission wired Assistant City Solicitor Hopier from Harrisburg today that the public bearing on the issuance of a certificate of miblic convenience to the Philadelphia Electric Company for lighting the city during 1916 had been positioned until the latter part of the week. The hearing will then be conducted in this city instead of Harrisburg.

will then be conducted in this city instead of Harrisburg.

Director Wilson, of the Department of Public Safety, and Mr. Hopler, both of whom were going to Harrisburg to appear before the Commission in the case. pear netter the tranged their plans. They will now present the city's case when the commission meas here on Thursday

r Friday. Director Wilson will ask that the Com-Director Wilson will ask that the Com-mission issue a certificate of public con-venience, approxing the 1014 contract be-tween the city and the company only after a clause has been inserted provid-ing that any reduction which may be ordered in the case now before the Com-mission be effective for 1918 as well as You 1918.

for 1915.

As the matter now stands, should the commission order a reduction in the lighting rates as a result of the case brought by former Director Cooke, of the Department of Public Works, who charged that the company was asking exorbitant rates the company was asking exorbitant rates for Inadequate service, the city could not benefit from the reduction this year until a specific application had been made to the Commission and approved by it, ordering such reduction for the year 1916.

In the contract for lighting the city in 1915, a provision was included which would have required the contract. 1916 a provision was included which would have required the company to refund to the city the amount of difference between the rates which might be ordered by the compaision and the rates

fixed in the contract. No such provi-sion was included in the 1916 contract. The petition of Director Wilson will be to amend the certificate in such as to be virtually equivalent to the clause protecting the city in the 1915 contract. The company, it is understood, will oppose Mr. Wilson's request.

Killed by News of Son's Arrest

News of the arrest of his 15-year-old on Joseph killed Samuel Ramsey, 41 cars old, of \$ Osborne street, Wissa-nickon. Ramsey, who was a machinist hickon. Ramsey, who was a machinist at the Baldwin Locomotive Works, was stricken with apoplexy when he learned of his son's arrest for stealing rides on trains. He died yesterday. The funeral will be at the Catholic Church of St. John the Baptist, Manayunk, Wednesday. and burial will be in Westminster Ceme

Child Smothered in Bed

child who had become entangled in its bed clothing was accidently smothered to death within a few feet of its parents vesterday. The victim was three-year-old Ralph Brown, son of Frank Brown, of 335 Summit street, Camden



LLEWELLYN'S

Philadelphia's Standard Drog Ste 1518 Chestnut Street Open every day in the year until midnight

# Men may differ about preparedness for war, but all of us believe in preparedness for most things. It is preparedness that sends the runner over the tape ahead of his rivals. It is preparedness that enables the advocate to sway judge and jury with his logic. It is preparedness that enables the manufacturer to out-distance his competitors. It is preparedness that has made the General Roofing Manufacturing Company

# The Big Gun in the Roofing Business

best equipped roofing and building paper mills in the world. Each is a complete producing unit, manufacturing the full line of the General's products. Each is advantageously located in the territory it serves, has cheap fuel and favorable transportation facilities. The General buys raw materials in enormous quantities and

The General's preparedness consists of the three largest and far ahead. This means favorable buying and the pick of the With manufacturing so perfected and cheapened, the highest quality is produced at the lowest cost.

> This preparedness enables the General to make one-third of all the rolls of roofing used. All over the civilized world you will find

The quality of roofing cannot be determined by looking at it, or by twisting or tearing. Its durability can not be tested except in actual use over a period of years.

of our board of graduate chemists, and are the result of long experience in mining, refining, and blending of these materials

CERTAIN-TEED Roofing is made to hold "its place in the sun' for 5, 10, or 15 years according to whether it is 1, 2, or 3 ply, respectively. Behind this guarantee stands the responsibility of the world's largest Roofing and Building Paper Mills. Past experience has proved that our guarantee is conservative, and that the roofing will outless the confine will be the roof of the conservative and that the roof of the standard that the roof of the confine will outless the roof of the confine will be the roof of the roof o s conservative, and that the roofing will outlast the period of the guarantee.

There is a type of CERTAIN-TEED, and a proper method of laying it, for every kind of building, with flat or pitched roofs, from the largest sky-scraper to the smallest structure. CERTAIN-TEED Roofing is sold by responsible dealers all over the world at reasonable prices.



You can identify CERTAIN-TEED Roosing by the name, which is conspicuously displayed on every roll or bundle. Look for this label, and he satisfied with name that doesn't show it.

Certain-teed Roofing

Contrary to popular belief, roofing does not wear out—it dries out. CERTAIN-TEED Roofing is especially made to defeat this process of drying out, as it is thoroughly saturated with our properly blended soft asphalts and coated with a blend of harder asphalts, which keeps the soft saturation—the life of the roofing—from drying out. This produces a roofing pliable, yet durable, and impervious to the elements. CERTAIN-TEED products are made under the supervision

## GENERAL ROOFING MANUFACTURING COMPANY

World's Largest Manufacturers of Roofing and Building Papers

1220-1222

PRICA'S EXCLUSIVE DEALERS IN PLOOR PARRIES

8.3×10.6

MARKET ST.