PHILADELPHIA ENJOYS LARGE SHARE OF NATION'S PROSPERITY

Financial History of Country Shows Many Big Things Originated Here—Business Men Look for Still Better Times

is the present era of unparalleled pros-serir Philadelphia has got its good share, but his business planners are looking such further shead than merely to con-sider the present situation. To talk to the Chamber of Commerce

To talk to the Chamber of Commerce sople, the Director of the Department of theires. Docks and Ferries and all the most business agencies one gets the impression that the present prosperity is my in its first chapter. It is interesting, inserfere, to look back a few years and show in the whole financial history of the United States this city has been the context of hig things. originator of big things,

philadelphia occupies the most unique settlen diancially of any city in the settlen States. One cannot disassociate the history of this country from that of philadelphia. The first bank chartered as Continental Congress, in 1781, was the Bank of North America, located in Philadelphia. The first institution to the continent of the contine Pank of North America, located in Phila-bibbla. The first institution to trans-set a general trust business was the grant company for insurances on lives and Granting Annuities, charteced in mit and located in Philadelphia. The sites savings bank in the United States, the Palladelphia Savings Fund Society, the Philadelphia Savings Fund Society, will celebrate its 196th anniversary this year. It has 288,000 depositors, with an agregate of \$125,000,000 deposits. The roi bank in the United States to repolic a charter under the national bank act was the First National Bank of Philadelphia. When the first United States bank was organized, in 1791, and the second United States bank, in 1816, rhiadelphia was selected as the logical feathers and Mechanics National Bank. Tradesmen's National Bank franking the selected as the logical city in which to locate them. The American Bankers' Association was or-

ganized in Philadelphia in 1876, and the

Ouring the last year there were 138 national banks chartered in the United States; \$1 were conversions from State banks and trust companies, and 54 were nearly oversions.

were newly organized.

There were 65 appointments of Philadelphia banks to be reserve agents for other national banks. These 65 appointments were divided among eleven banks. The following table indicates the number of clients are her banks. ber of clients each of the 11 banks repre-

a sofa brush, this one is for radiators, this for the bathtub, this one with the bristles coming to a sharp point is a limoustne brush, it taking the dust out of

"IT PAYS TO ADVERTISE."

A RUN ON HANDKERCHIEFS.

THE WEATHER

For eastern Pennsylvania and New Jer-sey: Fair and colder tonight and Tues-

day, with a cold wave: moderate west

Observations at Philadelphia

CHESTNUT STREET WHARF.

RESERV ISLAND.

Southwest, 12 miles Cloud; Non

11 51 a.m. 147 a.m. 11 50 p.m.

7:40 g.m. 1:21 g.m. 8:30 g.m.

WASHINGTON, Feb. 7.

The best brushes are made of

CUNNINGHAM'S HAVE INNOVATION IN NEW METAL VALVE FOR PLAYERS

"Latest Word" in Piano-making, Says Member of Big Firm-Novelties in Housekeeping Aids-Semidirect Method Most Popular in Lighting

Russian bristles.

*We have just placed in our factory, at | ent kinds, each for a particular use. Here's 6th street and Parkside avenue, a big electric generator, 33 feet high, capable of developing 2500 horse-power," said P. J.

Cunningham, of the Cunningham Plano Company, 1101 Chestnut street.

This best brush it taking the dust out of the little tufts in the upholstery; there are brushes for shoes and for polishing silver. The cheapest brush is generally the one that costs roost, but it wears longer. The best brush are true to the costs of the costs o "We are now the of planes and plane-players in Philadel-phia, as we bought out the business of Painter & Ewing, on Spring Garden street above 11th,

last November. "We have about P.J. CUNNINGHAM 600 employes and conduct il stores for the sale of our in Pennsylvania alone.

"Here," said Mr. Cunningham, holding up a small, handsomely finished plece of mechanism. "is the latest word in players. This is a new valve, our own patent. In this we substitute metal instead of wood and we get perfect results. No matter how well seasoned the wood in a valve. It is subject to weather conditions, and there is always more or less leakage. By substituting metal we eliminate the pos-ability of leakage. *The valve is a nearer perfect mechanism and will wear as long as the instrument. We have been experimenting for a long time to make this valve bring it to its present highly developed

"It is the last word in plano-players. We just finished the first complete player with these new metal valves on Tuesday lust, and it will be a month before we have a second one completed The metal is all nickel, not nickel plated.

"There has not been any improvement in the regular plano for 15 years. Instru-ments made 15 years ago are as good as these made today.

"This improvement we have made in winds.

"We have player-pianos from \$600 to \$800-the latter is a grand piano. About \$800-the l

SEMI-INDIRECT LIGHTING.

There are three methods of lighting by artificial light, according to the manager of Macbeth-Evans Glass Company, 1613 Chestnut street—the direct method, the The second and the control of the Chestnut street—the direct method, the indirect method and the semi-indirect.

The semi-indirect." he said, "is the most popular today. The indirect is where the light is reflected from an almost opaque bowl against the ceiling and from it to the chiefs in the college of the chiefs in the chief in the chiefs in the chief in the chief

and from it to the objects in a room. The semi-indirect is where the bowl undemeath the light is semitransparent and sermits the light to pass through and at the same time reflects as does the adrect, and the direct is where no refactor is used unless from above the

Today lighting effects can be carried it in almost any way to suit the room be lighted, in accordance with any same of architecture or interior deco-

We have fixtures in any kind of metal and design to conform with any and all the most modern and fastidious tastes, and our art glass globes and reflectors may in the most delicate designs and olors to correspond with the latest instituted decorations. We have fixtures in acid, including the many varieties of old seld Homan gold, rose gold, etc.; in all the sliver and brass finishes, both bright and dull, and in all the modern and antique bronges.

"In designs of both fixtures and glass." We have fixtures in any kind of metal

'In designs of both fixtures and glass infectors, globes and shades we have them in Adam, Colonial, Empire, Ionic, and is Adam, Colonial, Empire, Ionic, and are prepared to execute orders for any special designs. All these goods are made in America by the Macbeth-base Glass Company, the largest manufacturers of illuminating glassware in the wild, in business for more than 35 fram.

GLASS COOKING UTENSILS.

Free glass," said J. P. Williams, of he firm of J. Franklin Miller, Inc., 1625 Chambut street, "is the latest novelty in sur business of housefurnishing. It is free lines." streat improvement over the earthenware seein used for baking purposes. It is occur, will not chip or craze and does it retain the odor of the food. It can that he heat of the hottest bake oven. It is made in Corning. N. V., and white is a little more expensive than earthen say, it lasts longer and is more satisfictory.

Here is another novelty, said Mr. Silisms, holding up a curious-looking Lamps to Be Lighted

Here is another novely," said Mr. illims, holding up a curious-looking believed instrument. "This is a sefruit dissecter and scalloper. It states the grapefruit from the rind of the same time escallops the rind picasine shape. And here's another be continued. "This little instrument be continued. "This little instruments with one movement cuts a hard-self or a best into a number of sides, and here is yet another if that by a gentle pressure takes are out of an apple and divides the into seven equal parts like the second an orange.

of an brance. but ours is the amount in the city devoted exclusively abrinan housefurnishings. We can a steer requirement. Take brushes, recamble. We have more than 166 differentially.

Ranized in Philadelphia in 1876, and the
Pennsylvania bankers were largely ret sponsible for its early success. The first
building and loan association, the first
United States postoffice, the first United
States mint and the first stock exchange
were all located in Philadelphia.

Philadelphia was one of the 12 sities in
the United States where a Foleral
reserve bank was located under the
country's direct needs in several wars
it was Philadelphians who came forit was Robert Morris who gave \$1,50,000
to clothe Washington's half-naked and
half-starved troops: It was Stephen
Girard who financed the war of 1812; It
was E. W. Clark who financed the war
with Mexico and Jay Cooke, the Civil
War.

During the last year there were

PROVISIONS

In trading and with increased pressure to sell
prices declined its c. sponston Car lots
clothed its c. sponstone. Car lots
clothed its closuit make western No. 2 yellow, 78193500;
clothed States where a Foleral
control of the lower of No. 2 yellow, 78193500;
clothed its clothed its close in price of the local trade, no location yellow, 2 local trade, no location yellow, 2 local trade, no local trade, no local trade, no local trade, weeten No. 2 yellow, 78193500;
contact rates. Western No. 2 yellow, 78193500;
contact rates and which itself in the lower of the selection of the local trade, no local trade

PHILADELPHIA

MARKETS

GRAIN AND FLOUR

PROVISIONS:

REFINED SUGARS

DAIRY PRODUCTS

POULTRY

"Aluminum utensils are the cheanest in the end, but the first cost is greater than enameled goods, and for that reason we sell more enameled ware. We carry large stocks of every household requirement. Take coffee pots, and that includes percolators and all kinds of coffee machines—and we have 72 different achines-and we have 72 different As an indirect result of a national advertising campaign conducted to sell an encyclopedia. a Philadelphia manufacturer attributes a large order for bath robes. He received the order from the house marketing the encyclopedia, and says that many persons who, while not ordering the books, did get to know the house, and it has added considerably to their general mail order business. The protracted grip epidemic, besides benefiting the doctor and the druggist, has added materially to the prosperity of the handkerchief Jobber. The demand was principally for the cheaper grades of men's handkerchiefs, and even women found it necessary to substitute the practical for the ornamental kerchief. dozen-White, western, 134186; squabs, per dozen, \$1,850,50; white, weighing 0 to 10 lbs, per dozen, \$1,850,50; white, weighing 0 to 10 lbs, per dozen, \$1,550,175; white, weighing 7 lbs, per dozen, \$1,5044; white, weighing 7 lbs, per dozen, \$2,5003; dark \$2,2503; small and No. 2 \$181,50.

FRESH FRUITS

VEGETABLES

VEGETABLES

The general market was quiet and without important changes. Quartions: White netators, per busilet. \$1.50.20. White netators, per busilet. \$1.51.20. White netators, per busilet. \$1.51.20. White netators, lersey, per basket—No. 1. 400.40c. Sweet polators. \$2.50.20c. No. 2. 100.40c. Sweet polators. \$2.50.20c. Sweet polators. \$1.50.20c. Sweet polators. \$1.50.40c. No. 2. 70c.883.25. Calburg. No. 1. \$2.50.20c. Sweet polators. \$1.50.40c. No. 2. 70c.883.25. Calburg. No. 1. \$2.50.20c. Sweet polators. \$1.50.40c. No. 2. 70c.883.25. Calburg. No. 1. \$2.50.20c. No. 2. 70c.883.25. Calburg. No. 1. \$2.50.20c. No. 2. 70c.883.25. Sweet polators. \$1.50.10c. No. 2. 70c.883.25. Sweet polators. \$1.50.20c. No. 2. 70c.883.25. Sweet polators. \$1.50.20c. No. 2. 70c.883.25. Peast No. 2. 70c.8

BANK LOANS EXPAND

Philadelphia Institutions Also Report Decrease in Reserve

An increase of \$1.442,000 in loans was a fenture of the weekly statement of the local Clearing House banks. The surplus reserve decreased more than two millions and there was a slight increase in in-

Leans Feb. 7, 1916 Inc. Feb. 8, 1915
Leans Feb. 7, 1916 Inc. Feb. 8, 1915
Depts (191d) 411 (460.090 440.090 315.676.000
Circulation 19,966.090 6,966 11,562.000
bentles 76,000.000 82.000 11,562.000 Separtemnt of Fants 171,040,000 #2,262,000 51,045,000 Fants 171,040,000 2,563,000 128,240,000 t Clearing Ex Clearing 22.405,000 2,028,000 15,707,000 Rasy held 110,005,000 81,770,000 85,102 (see Heav regular from 200 200,000 200,000 81,000 200,000 81,000 200,000 81,000 200,000 81,000 200,000 81,000 200,000 81,

Deaths

These Notices Are Printed in the Evening Ledger Free of Charge.

Evening Ledger Free of Charge.

ARMSTRONG.—On February 6, 1916, Malty A., wite of William A. Armstrong, Jr., in the Mat year of her age. Relatives and friends of the family are invited to attend the funeral services, on Tuesday evening, at 7:20 o'clock unrelatly, at her last residence, 147 Fast Walmut tone Germantosen. Intermet private BARR.—On February 4, 1910, THOMAS, husband of Mary Earr, aged 31 years, Funeral and informati private.

BENTON.—On February 5, 1916, MORRIS E. BENTON.—On February 15, 1916, MORRIS E. BENTON.—On February 5, 1916, MORRIS E. BENTON.—On February 4, 1916, HENNIA. Medical Confederation of the Culture of the Confederation of the Culture of the Confederation of the Culture of th Penistery—Our Pobrumry 6, 1010, JOHN H.
DENNIEV—Our Pobrumry 6, 1010, JOHN H.
DENNIEV, Sr., husband of Catherine Denney thee Sensel), quadence 1938 Well atlum notive of the functual with the given.
DIECK.—Scaldarily, on February 5, 1916,
WEEDLEUK C. JUICAN, in his often year,
Relative and numbers of Pallatasoin,
Longie No. P. B. O. S.: Franceson Conseul States Autis No. 31, and polyted to attend
the functual on Threehay, 31, 2, 30 p. m., from
its later residence.

elon, P. and R. R. R. Interment at North-wood Cometery, Automobile funeral, wood Consetery, Automobile funeral,
FINNERTY, On February 4, 1916, JAMES
J. Son of the late Michael Finnerty and
Mary Finnerty Gienn. Relatives and friends
are invited to attend the funeral, on Wednesday, at \$2.00 s. m., from his brother-in-law a
residence, John J. Harkhus, 1837, South 23d
at, High Henglein Mass, at \$1. Edmand's

the funeral services, on Theeday, at 1 p. m., in the Church of the Ascension, Airy at, Northstown, Pa.

JACKSON.—On February 3, 1910, ANNA LEE, wife of J. Richard Jackson, of 6217 Jefferson at. Relatives and friends are invited to ottend the funeral, on Treeslay at 8 a.m., from the first control of the funeral of the solution of the funeral of the funeral of the solution of the funeral of the funeral formers at 8 a.m., from the first control of the funeral of the funeral formers at 8 a.m., from the first control of the funeral formers at 10 a.m.

JOACHIM.—On February 5, 1916, EDWARD EMIL, JOACHIM, aged 74 years, Relatives and friends, also Melia Ledge, No. 208, F. and from the funeral funeral

in Tiesslay, February 8, at 9 a, m.

MHLARD.—On February 8, 1916, THOMAS CHREENMAN, husband of Lena Milard and son of late James T, and Catherine Millard, aged 40 years. Relatives and freeds are invited in attend the funeral services on Welmerbuy affernoon, at 2 o'clock, at his lite residence, 28 East Phil-Ellena st., Mt. Airy, Interment private, Remains may be viceved on Tuesday evening.

Sectovists—on February 9, 1916, ELLEN 19, 11NE McCoMBS, whow of Dr. Robert S. McCombs, Relatives and friends are invited to attend the funeral services, on Tuesday, 1918 at the many lates of the la

b. B. McMAHON.—On February 6, 1916, MARY M. widow of James McMahon. Relatives and iriently are invited to attend the funeral, on Wednesday, at 2 p. m., from her late resistance. Stil West Glard ave. Interment at Maunt Morlin Cometery.

MEGARGEE.—On February 6, 1916, MIRI-AM RUNSITER, wife of Irwin N. Megargee. The funeral services on Wednesday, at 245 p. m. at the residence of her daughter, Mrs. Hernert M. Tildon, Overleigh, McKean ave., Germangown. Interment private.

Arch sis., Philis Interment private.
PACKER,—On February 6, 1916, Capt. EDW.
R. PACKER, Sr., in the Sist year of his age,
juse notice of the funeral will be given, from
bis list residence, T15 N. 41st st.
PAULI.—On February 5, 1916, HABRY A.,
husband of Adelaide Pauli, Belaitives and
friends, also Cavairy Post. No. 25, G. A. R.;
the 6th United States Cavairy Association and
Cavairy Camp. No. 123, Sons of Veterain,
are invited to attend the funeral, on Tuesday,
at 3 p. m. precisely, at his late residence,
1834 North Marvine st. Interment at Monument Cemetery.

are invited to attend the funeral, on Tuesday, at 3 p. m. precisely, at his late residence, 1854 North Marvins st. Interment at Monument Cemetery.

PENNOCK.—On Second Month 7th, 1916, at her late residence, 4805 Chester ave. West Philadelphia, 19A HAY, wife of Abraham L. Pennock, aged 55 vears. Relatives only are invited to attend the funeral on 5th day 19th 19th, at 2 p. m. Interment private 19th 19th, at 2 p. m. Interment private 19th 19th, at 2 p. m. Interment private 19th, and 19th 19st, at 2 p. m. Interment private 19th, and 19th 19st, at 2 p. m. Interment private 19th, and 19th 19th, at 2 p. m. Interment 19th, at the Oliver H. Bair Huilding, 1820 Chestnut st. interment at Mount Morlah Cemetery.

ROGERS.—On Pebruary 4, 19th, and Maria H. Rogers. Relatives and friends are invited to attend the uneral services of Puesday, at 2 p. m., at the residence of her alster. Art. Franklin, 2214 Popilar st. Interment of St. Pranklin, 2214 Popilar st. Interment 19th, and 19th, and

NOWDEN.—At his residence, the Lincoln. on February 6, 19th, Li,EWELLYN SNOW-DEN. Due todice of the funeral will be given, from the Oliver H. Bair Building, 1839 [Thesiant of].

TOTAL STODIAGE TO THE STORY OF THE STORY OF THE STORY OF THE STODIAGE. THE STODIAGE THE STORY OF THE STORY OF

HORTOAGES

NORMAN S. SHERWOOD

REAL ESTATE 814-19-16 NEW STOCK EXCHANGE BUILDING TAIT WALNUT STREET PHILADELPHIA

January 12, 1916.

Public Ledger, Philadelphia, Pa.

Gentlemen :-

THE MET-SCHOUGH APERTURNTS SECT CHESTHUT STREET TELEPHONE: BELMONT 1551

I am a convert to quality circulation. I was converted by results.

I am also a convert to quality advertising copy. And here is where I pat myself on the back, for I at least discovered for myself that quality copy has the punch. When I hitched the two big ideas together-quality circulation and quality copy-I got the big team work results that I feel sure you will be interested in.

There has long been a popular prejudice that real estate advertising, particularly the advertising of apartments (which has been our specialty) was a dead waste in summer time. But it was not so much the fault of the season as of the quality of the advertising-the stiff, formal, bare announcement ads that would make nobody sit up and take notice.

The idea came to me to try something friendly and personal, just a little talk "A deux" perhaps-or sort of hand-clasp across the printed page.

Last June and July in my first really important campaign I vindicated the soundness of the "Idea" and upset the summer bugaboo, both at one

We advertised the Parkwood Apartments, a row of fifty-two two-family apartments, of which twenty-six were vacant, and had been off and on for about three years, and we advertised them in a way which was at least unusual and different.

We used the Ledger and one or two other papers, and we rented every apartment at rentals from \$2 to \$7 a month higher than our predecessor was ever asking-and during June and July and the early part of Augustthe very height of the summer season!

We next took up Angora Terrace, and we were directly given this opportunity because of our previous success at Parkwood, and principally because of my success in the Parkwood advertising campaign rather than because of anything else, for we were called in to co-operate with one of the best real estate firms in Philadelphia, and it was our advertising service more than our real estate experience which was wanted.

There were about 90 apartments vacant at Angora. This number, or a few less, had been the average in vacancies for two years-a loss to the owner of over \$30,000 a year in rentals.

It had also been customary to give new tenants from a month to six weeks' free rent to induce them to sign a yearly lease.

We did away with free rent absolutely, signed nothing but yearly and two-year leases and rented 92 apartments in less than 10 weeks-in August, September and early October.

We advertised principally in the Ledger although using one or two other papers, but the Ledger was our principal medium.

In this campaign we introduced a picture of an Angora kitten in the advertising and placed two live ones on exhibition in our furnished sample apartment-they made a big hit.

About this time I made a wonderful discovery-that I was able, through the combination of the Public Ledger and the Evening Ledger, to reach every one I wanted to talk to. I found that most of my other advertising was

The character and quality of the Public Ledger and Evening Ledger circulation was such that it reached at least once a day every one to whom I could rent my apartments.

The man who can afford to live in an apartment, even of the most modest sort, is among the better class of citizens; he will be in moderately comfortable circumstances and will be an intelligent fellow. I can reach him and all of the other people on up to the man who will pay \$5000 or \$10,000 a year for his apartment through the two Ledgers, and I can reach all of them every day. One case particularly stands out-that of the Lincoln Hotel.

The management this year is new, full of unbounded enthusiasm and faith in themselves and yet realizing keenly that to be successful it is not

enough just to have a good product-you must carry your message to the right people and to all of them. I wrote an ad for the Lincoln, and it appeared almost exclusively in

the Ledgers. In 32 days it filled the hotel.

We have conducted successful advertising campaigns in the Ledgers for the Marlborough Apartments, the Queen Lane Apartments, the Little Hotel, at 225 South Broad street; the new million-dollar apartment house at 17th and Walnut streets and a number of other apartments. The results were beyond our fondest hopes.

On Monday of last week we had 52 inquiries for apartments at this office, probably twice as many as had every one else in the city put together, and we have built up a business which virtually controls the renting of all the highclass apartments in Philadelphia.

This has been accomplished by doing the right kind of advertisingfrequently when no one else was doing any advertising.

As I said before, the two big factors in our success were, viz:

THE QUALITY PUNCH AND PERSONAL TOUCH THAT WE PUT IN OUR ADVERTISING COPY PLUS THE QUALITY CIRCULATION OF THE LEDGERS.

And we tested the quality circulation of the Ledgers to the full by gradually coming to the point where practically all our advertising was concentrated in the Ledgers.

First they read our advertising in the morning, and before they have a chance to forget we come back again with a cheery reminder in the evening. "Twice in the same spot." If the ad is right, it is too much for human nature to resist. Between us we rent them an apartment.

Very sincerely yours,

