EVENING LEDGER-PHILADELPHIA, FRIDAY, FEBRUARY 11, 1916.



Campaign to Be Conducted by the Poor Richard Club

CONVENTION ON JUNE 25

Philadelphia will obtain advertising mass valued at more than \$500,000 in mub-pations all over the country as the result of the annual convention of the Associ-sent Advertising Clubs of the World, at the annual convention of the Associ-and Advertising Clubs of the World, which will be held in this city from June 5 to 30. This was announced today by Irving Dash chairman of the Tublicity from

This was announced today by Irving Pacal, chairman of the Publicity Com-mittee of the Poor Richard Club. All of this advertising will appear prior to the extention, and it will be conducted under estimation of the Poor Richard Club. In asplating the plan to keep Philadel-phia constantly before the attention of phis pople of the United States and the rest of the world for the next five months, w. Paccall sold today:

rest of the world for the next five months, Mr. Pascall said today: "so that the delerates may know what is expect before they get here, the club will advertise Philadelphia as it has never before been advertised—will advertise Philadelphia as the world's greatest widshop, as well as a city of hospitality of experiment.

Philadelphia swell as a city of hospitality ad entertainment. "To reach all these 10,000 prospective distances, including business and pro-fusional men, manufacturers, storekeep-ers, bankers, publishers, sales and adver-tions managers, and to carry the news of Philadelphia the host, as well as of Philadelphia the workshop, into every eity in the country, the Poor Richard simplify will include virtually every prod form of advertising-newspaper pace, magazine space, farm paper space, inde paper space, posters, painted signs and bulleting, street-car cards, booklets, heres everything. and bulletins,

"GREATEST OPPORTUNITY."

"This concentrated publicity to the very people to whom publicity is a constant and and business, will do more for philadelphia in one year than could be estained by 10 years of the usual promotion effort

philadelphia has always done things, dene them better than any other city, and now the Poor Richard Club is going and now the Poor Richard Chub is going to spread the glad news all over the world in the most highly efficient way hown today—that is, by advertising. "Philadelphia has thus the greatest ty ever afforded the city to gain eportunity ever allocate the city to gain its rightful prominence in the minds and barrs of all the people everywhere—the first opportunity since the Centennial to drive home the truth as to Philadelphia's indepine

"First of all, newspaper publicity is to be utilized in every city in which there is an advertising club. There are more than 125 such clubs right now, and more

"Eight pieces of copy, perhaps more, aggregating more than two full pages, are appeted to appear in 343 newspapers. reaching over 17,000,000 people. A conserva-tive estimate of the cost of this space slope is \$152,000. In addition to this display advertising, news stories telling all about Philadelphia's plans for entertain-ment will be distributed. Moreover, each dub member will receive a booklet of at least 35 pages, telling all about Philadel-sha's attractions, both from the standpaint of business and pleasure. The wives of all these 10,000 advertising men will receive under separate cover, handsome pamphiets, explaining the entertainment program of especial interest to women out

"It would cost a commercial organization \$200 to do this job.

TELLS CITY'S ADVANTAGES. "Every issue of Associated Advertising, the publication owned and run by the Associated Advertising Clubs of the World, and having a circulation of 16,000, will contain a full-page advertisement talking about Philadelphia. There will also be several articles describing the essention plans, the facilities at the Uni-versity, the Commercial Museum and its work, the big industries to be seen in City to Be Advertised Throughout the Country

Great advertising campaign, to bring Philadelphia into limelight as meeting place of Associated Ad-vertising Clubs of World, inaugu-rated by Poor Richard Club.

Advertising space valued at more than \$500,000 will be taken to spread broadcast from Atlantic to Pacific the advantages of Philadelphia.

In magazines, newspapers, booklets, pamphlets, trade papers and on billboards the story of Philadelphia's growth and prosperity will be told in every State in the Union.

Two full-page advertisements will be taken in 343 newspapers, reaching more than 17,000,000 Thousands of booklets_setting

forth historical points of Philadel-phia and other features of interest to women will be sent to wives of prospective delegates.

CHARLES H. CARSTAIRS WEDS BELGIAN GIRL

Germantown Society Man and Bride Engaged in Red Cross Work

Dispatches telling of the marriage of tharles Haseltine Carstairs, formerly of daughter of the Burgomaster of Belle-court, Belgium, have been received in this Ity and have created a stir among social leaders who knew Mr. Carstairs as a roung man when he was a prominent fig-are among the younger set of Germantown

Mr. Carstairs is the son of Charles Lewis Carstairs, a member of the firm of M. Knoeldler & Co., art dealers, with showrooms at 556 5th avenue, New York

r, and in London. He is a nephew of H. Carstairs, president of a wellknown distilling company, a cousin of Mrs. Arthur C. Pierce, 2037 Locust street, and he is also related to Mrs. Aubrey Weightman, to Daniel H. Carstairs and other well-known Philadelphians of that Dame

Mr. Carstairs volunteered for relief work in Belgium about a year ago, and in his connection with the Red Cross In his connection with the red close work following the battle of Monis he met Miss Guinotte, who was nursing wounded soldiers. Last October news of their en-gagement reached the American's relatives in this city. The marriage ceremony was performed yesterday in Brussels, according to dis-patches. Brand Whitlock, American Min-

ater to Belgium, wha best man. Mr. Carstairs is now associated with the American Relief Committee in Belgium, and will continue his duties there until

the end of the war. Mr. Carstairs is about 30 years old. He formerly lived with his father on Tulpenocken street, Germantown. He left this city about 10 years ago, after completing a course at Yale. From that time on he

lived in New York and London. Bellecourt, the town fr., which his bride comes, is in the province of Hainault. The town is not far from the French border, and is about 20 miles from Brussels. Some of the most desperate fighting of the war has been in the immediate vicinity of the borough.

LORIMER BANK TRIAL ORDERED TO PROCEED

Demurrers Overruled and Fraud Charges Will Be Aired in Court

CHICAGO, Feb. 11.-If the Central Trust Company played the part in the La Salle Bank reorganization which it is alleged to have taken, there is no doubt fraud

DON'T CRY, LITTLE GIRL, HOTEL, WHERE SIX SAYS ROBBER, AIMING BURNED TO DEATH. PISTOL AT HER HEART **CALLED FIRE TRAP** Good-Looking Thief Soothes Young Woman With Kind

Words While Threatening Death

HOLD-UP IN BAKE-SHOP

"Don't cry, little girl; tears would soil that pretty complexion you have," said a well-dressed young highwayman as he pointed a revolver at Miss Emma Steebles, 22 years old, in a bakery shop con-ducted by her father, William J. Steebles,

at 2818 Market street. at 55% Market street. The good-looking stranger threatened Miss Steebles with death if she did not immediately turn over to him the con-tents of the cash register, but the threat was made in a manner that would have passed the censorally of the most polite drawing room. Miss Steebles gave her visitor the money and he escaped. De-tectives are searching throughout the city for him.

for him "Looks like snow, doesn't it "" was th pleasant sceeling of the stranger as he walked into the bakeshop last night. Miss Steebles was completing a pyramid of "sticky" buns on the top of a glass

showcase, and her father was at work in the rear of the shop. Miss Steeples warmed immediately toward the young man; his cheery smille revealed such fine, white even teeth and

gray eyes carried a whimsical twinkle The visitor inquired the address of an other bakeshop in West Philadelphia, and Miss Steeples turned around to look in the directory. She found the address and wheeled about. A great fear gripped her and she nearly fainted when she saw that the young man was resting a revolver on the edge of the counter. The barrel of the little weapon was pointed at her

"How much money have you in the cash register?" inquired the man. He still smiled pleasantly and his eyes twinkled

s whimsteally as ever, "I don't know," replied Miss Steebles, weekly. Tears of fright had come to her yes and her knees trembled so that she weekly. elt she would sink to the floor.

Then it was that the young man said: "Don't cry, little girl: tears would soll that pretty complexion of yours." His volce was as smooth and soft as that of a considerate father addressing his little daughter. But the revolver still pointed unwaveringly at Miss Steeble' heart.

"I shan't cry," gasped Miss Steebles defiantly, and she blinked away her tears and tried to keep her knees from shaking so. "Now, little girl, please be so good as to

press the button on that cash register and tell me how much money you have. I do not care for the checks or silver; I want just the bills." An Intervening showcase prevented pas-

sers-by from seeing the revolver which the stranger held on the counter. Several persons, who looked into the window in assing, thought that Miss Steebles was

just carrying on a pleasant conversation with a good-looking young man. Miss Steebles opened the cash register and, gathering up about \$20 in bills, passed them to the young man. Then she closed the drawer. "Thank you ever so much." said the robber-gentleman as he folded the bills and placed them in an inside pocket.

CHURCH DEBT CANCELED

Bethlehem Lutherans Wipe Out \$25,000 Indebtedness

A service of thanksgiving for their suc-cess in obtaining the cancellation of the bonded indebtedness on their property, amounting to \$25,000, was held last eve-ping by the convergention of Reblehem Lutheran Church, 50th and Diamond streets. The Rev. A. C. Schenck, the pas-

ners on their enterprise. Addresses were made by James Mur dock, the treasurer; M. L. Holloway, the secretary, and Herman Zahn and Edward Atlantic City Coroner Finds the Overbrook Lacked Safety Devices

NO ALARMS, NO LIGHTS

ATLANTIC CITY, Feb. 11. Witness after witness, before the Coroner's in-quest today, testified that the Overbrook, which six persons lost their lives a week ago this morning, lacked almost everything in the way of the commonest safety

levices According to the testimony; There was no fire hose, nor was these any fire going to alarm sleeping guests. Some of the oldest employes thought they had at one time seen a fire ex tinguisher, but they were not certain

bout it. The single night bellboy was expected to look about the hotel more or less, but there was no regular system of inspection.

There were two fire-escapes on the five-story structure, one in the ex-treme rear which the guests could not reach and the other in a five-foot areaway separating the old frame section of the house and the new brick front on Pacific avenue, useless be-cause of the many confusing turns in the hallway.

There were no red lights to mark the exits on the third and fourth floors of the doorned building.

There were wire fire-escapes for in-dividual use in most of the sleeping rooms, but for the most part they were kept in closets. Nobody apparently ever saw a posted notice to describe to guests how the escapes should be used. hould be

Thomas Epps, the night bellhop, the only employe on duty in the front of the hotel on the morning of the blaze, said he never even saw one of the individual евсарея.

Miss Edith Miller, of Philadelphia, one of the guests, gave the inquiry a sensa-tional turn at its outset by refusing to answer questions from the jury. She was in a hysterical condition, but managed to tell how she was awakened by smoke in her fourth-floor room and remained at a window until firemen took her down a ladder. She heard no telephonic alarm and did not know there was an individual

scape in her room Miss Louise Murphy, Roland Park, Md. lented that there was any telephonic darm in her room. She was awakened by noise on the floor above.

Warren L. Ridgway, owner of the Over-brook, said there were individual escapes in all rooms when he leased the hotel to Richard H. Mott, and two exterior fire escapes. One of these ran only to the roof of the dining room, but there was a ladder to reach the ground at the end of the building.

of the building. The fire equipment of the Overbrook Ridgway said, had been approved by the Building Department. Richard H. Mott, leasee of the Over-

brook, could not be present because of a nervous collapse. Frank Morales, a po-lice cierk, read a statement in which Mott said he was awakened by a telehone call and Ammediately afterward notified of the fire by Miss Ella Lawrence, the housekceper. Mott admitted in his statement there

were neither fire hose nor fire gongs in the buildings and that the elevator was of order.

Harry Dorazio, night engineer, who discovered the fire when it was a small af-fair in the bakeshop told how he ran to arouwe Nicholas Deray, the chief en-gineer, and how they tried to fight the blaze with the puny stream of a section of said it was then 4:45 o'clock. "I asked Thomas Epps, the bellboy,

whether he had sounded an alarm." De ray said, "and he replied that he had,"

EVEN STATE

0%

100

3222



90 Per Cent. Were Present at Classes Today

SCHOOL STRIKERS OUT

ABOUT 10 PER CENT. SICK

All the "strikers" have returned to their seats in the Edwin H. Fitter School, Sey-mour and Knox strests, today, according to the new principal, Miss Margaret L. CHIL.

"Fully 50 per cent, of the children are present," she said this morning. "The other 10 per cent, is the number that always stay away on accumt of siekness and other reasons.

other reasons. The number of children reported in school (oday is exargerated, however, ac-cording to William C. Lynch, the chair-man of the Parents' Committee, that is backing the children in their strike to get back William H. Sowden, former prin-cipal of the Fither School, who was trans-ferred to the Sartain School.

cipal of the Fitler School, who was trans-ferred to the Sartain School. Mr. Lynch said that scores of the chil-dren are still "striking." He said he had letters from all over the East commending the stand the children and their parents had taken in protesting the removal of Mr. Sowden. He said many of the letters were from school teachers in New York and Pittsburgh. The telephone bell at his house rings con-tinually with people calling him up from the telephone ber de ling him up from all over the efty, said Mr. Lynch, urging the "strikers" to keep up their fight and not drop the struggle till Mr. Sowden is reinstated. The Elementary School Com-mittee of the Board of Education refused to change their first decision at a recent neeting. Parents of the striking pupils will hold

a mass-meeting tonight in the German-town Boys' Club, 21 West Penn street, to decide upon definite action. As the Board of Education has refused

to accede to the demand of the parents in the matter, it is highly probable that plans for a suit in equity will be made. The parents who declare that there was no reasonable excuse for the transfer of Mr. Sowden believe that the Board of Education can be compelled to show with lgures and facts just why it took such etion

The Rev. J. Wallace Green, pastor o The Rev. J. Wallace Green, pastor of the First Baptist Church, will preside at the meeting. Addresses will be made by William C. Lynch, chairman of the Pa-rents' Committee: Samuel Houston, Sam-uel Simonsky and others.

Killed on the B. & O. Railroad WILMINGTON, Del., Feb. II. - Fred-erick Schoen, a resident of Newark, Del., was killed by a Baltimore and Ohio

train this morning. 902 Chestnut Street

Exceptional equipment gives assurance

THE OLD CITY HALL Restoration of Historic Structure May Follow Tour of Inspection

MAYOR SMITH VISITS

Mayor Smith, Director of Public Works Datesman and Horace W. Sellers, presi-dent of the Fhiladelphia Chapter of the American Institute of Architects, visited Independence Hall this afternoon to in-spect the building and improvements now under way, and to examine the old City Hall adjoining Independence Hall, to de-termine whether or not if would be ad-visable to restore the historic structure. The visit is one of a series the Mayor Is taking to various public properties to familiarize himself with the city's pos-mersions. Most of his time at Indepen-dence Hall was spent in the old bell tower; before leaving the building he signed the visitor's register on the ground signed the visitor's register on the ground floor, and then proceeded immediately to the old City Hall.

"I have come here today simply to view the old building once again," he said, "and to inspect some improvements that are being made. It is probable that more

are being made. It is probable that more improvements and restorations may be undertaken soon, but I can say nothing definite until a later date." Director Datesman said the recent trip of the Liberty Bell to the Pacific coast has brought much criticism on this city on the ground that it does not appreciate its national relies. He infimated that the idea of restoring the old City Hall has been prompted by this criticism.

MAGISTRATE BEATON DEFERS HEARING OF FOUR GIRLS

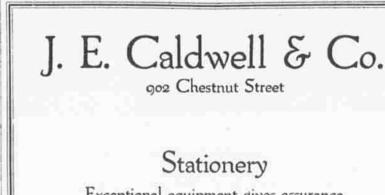
Postponed at Suggestion of Director of Public Safety

Magistrate Beaton, at the central station, this morning, on the suggestion of Director Wilson, of the Department of Public Safety, continued the cases of the four young women who were arrested on Wednesday night charged with disorderly conduct, until tomorrow morning.

It was the failure of Detective Lee, of the Vice Squad, to take the prisoners into the Misdemeanants Court yesterday for a hearing that led to a controversy between Judge Brown and the police department as to who should dispose of the cases. Magistrate Beaton, who had issued the warrants in the casen, held the girls for a further hearing this morning. The girls have all been released on ball. It is believed that the matter will be finally set-tied tomorrow morning when the defendants are arraigned.

Women Seek Seats in Chicago Councils

CHICAGO, Feb 11.—There are 201 can-didates for the 35 seats in the City Coun-cil which will become vacant in April, Two women are candidates, one a Re-publican and the other a Socialist.



of prompt and satisfactory service.

Open all day Saturday till 6 P. M.

> No, this isn't a cry of Wolf! Wolf!

> > It's an unparalleled Sale because of unparalleled Conditions!

The scarcity of . dyes and of wool is a fact, not a fancy:

a condition,

not a theory:

a concrete

hardship,

not a vain

conceit!

I And the advance of

the price per yard in

cloth is no dream to the

clothing merchant, who,

by the way, is glad to

get cloth for next Win-

ter without questioning

the price! Next Octo-

ber will tell the tale!

And you'll pat yourself

on the back when you

hear it, if you supply

your needs in this sale of

SPLENDID

SUITS

of American and

Perry

hladelphia, the many historic points the and other things of special interest to the visito "Weekly 1 tors, bulleting convention

plans and entertainments are being sent but to all the clubs belonging to the na-tional organization, us well as to all offi-tors, conmittees and others likely to be interated. Each bulletin tells the story ted. Each bulletin tells the story ef Philadelphia

The merits of Philadelphia as a con-vention city are also set forth in a panel that is part of the Travel Exhibit, now fouring the United States under care of the National Exhibit Committee of the Associated Advertising Clubs. This panel will soon be in 24 citles prior to the con-vention going before audiences merices fostion, going before audiences ranging from 1300 up to 100,000.

"Each week, Poor Richard's Almanac is issued to 300 club members, to our 100 Essociates, to the officers of every admediates, to the officers of every ad-rectaing club, to business men, manu-facturers and publishers all over the maniry. This almanac carries the Phila-disha story in a particularly interest-ing way, for it effectively pletures Phila-dishia's industrial activities, the Com-mercial Museum, the University Museum, which is perhaps the world's finest trade-mark, points of historical interest and ther matters about which our visitors will want to know.

will want to know.

The want to know. "Every club, every association and rery convention that meets in Philadel-bia between now and June 1 will re-stream the formal notification from the for Richard Club that the big-business-biding convention is to be held here. and with the notification will go a pleas-philary and enjoy the benefits. "Advertisements and news matter tell-

Advertisements and news matter, tell-advertisements and news matter, tell-te all about Philadelphia's convention bas, will be sent to virtually every masspaper, every magazine, every farm how, every trade paper, every religious mpr in the country."

President Names Postmasters

WASHINGTON, Feb. 11 .- The Presi-mi today sent to the Senate the following

A solar sent to the Senate the folowing maintions for postmasters: Penagivania-Milton A. Miller, Eliza-daville; J. T. Shipley, Meyersdale: Carles W. Rubendal, Millersburg; Alfred Taugher, New Salem Laura Wood Weaver, Republic Charles W. Krissinger, Brun

New Jersey-Phillip E. Rockafellow, testica Townsend D. Showell, Absecon: an V. Ludlow, Far Hill; George A. Hal-day, Manville; Frederick W. Borough, anchath; Walter H. Fish, Beverly.

Drug Store Robbed of "Dope" supposedly "dope" users, broke drug store of Shenk Brothers, the drug store of Shenk Brothers, and and Ellsworth strets, last night, stole a half ounce each of cocaine. and and morphine, in addition to 600 mage stamps. The value of the loot and placed at \$75.

We have spent many years doing superior laundering hundreds who know that only the best is worth having. Neptune Laundry 1501 Columbia Ave.

"Why not have the bast ?"

today by Judge Windes. All the demurrers entered to the suit for the recovery of the money were over-ruled by the Judge. The trial will now

The Central Trust Company is charged by William C. Niblack, receiver for the La Salle Street Bank, with having been La Salle Street Hansa with maring boom a party to the transactions by which the La Salle Street National Bank was re-organized into the La Salle Street Trust and Savings Bank, a State institution, which subsequently failed.

The capital stock of the national bank The capital stock of the hattonal bana had been entirely lost, the receiver al-leges, and a subscription list was pre-pared and a plan devised for obtaining a State certificate authorizing the new bank to do business without paying in any This was accomplished, the bills allege, by the action of 10 men, including Will-iam Lorimer, Charles B. Munday and H. W. Huttig, in giving their notes to the national bank for \$125,000 each. The Court

sald: "With these notes in its possession the La Salle Street National Bank gave its banker's check for \$1,200,000 to the Central Trust Company, receiving a like amount in cash. This money was exhibited to the

sidewalks.

State bank examiner to satisfy him that the new bank's capital had been paid up and then returned to the Central Trust Company.

Wilmington Judge Fines Himself

pure and unchangeable?

Purock Water is delivered to offices and homes in sterilized, sealed glass

bottles. Six large bottles, or a fivegallon demijohn, 40 cents.

Order a case, use one bottle. If the water fails to please, we will, at your request, remove the case and make no charge.

THE

CHARLES E. HIRES CO.,

210 S. 24th St., Philadelphia

BOTH PHONES

WILMINGTON, Del., Feb. 11. - City Judge Churchman today fined himself for violating the city ordinance requir-ing residents to clean snow from the videwalks

JRE food laws regulate the quality of

food which we buy, but it is left to common sense to choose the water we drink.

And it is the water 9 out of 10 times that

is laden with the germs of fever and sickness. Natural waters must vary according to

Nature's changing conditions-no two days

will it be the same. The element of chance

may be large or small, but why not protect your health with PUROCK, which is ever

der, assistant secretaries, of the congregation. The church has shown sub-stantial appreciation of its pastor's serv-ices by voting him an increase of salary.

or of the church, congratulated his par

AMATEUR ACTOR WEDS OLNEY GIRL PIANIST

Miss Elsie F. Kurtz Becomes Bride of T. C. Dougherty

Skill as an amateur actor and producer won a wife for Thomas C. Dougherty, 1010 East Chelten avenue, who married today Miss Elsie F. Kurtz, of 28 Fisher found alias Line F. Ruita, of 28 Fisher avenue, Olney. The marriage was per-formed in the Church of the Incarnation, 5th street and Lindley avenue, by the Rev. Vincent J. Dougherty, of St. Vin-cent's Seminary, a brother of the bride-

The bride is a skillful planist. She met Mr. Dougherty when he was directing a dramatic entertainment of the Incarna-tion Dramatic Club. Mr. Dougherty is

the author of several plays, and she has aided in the presentation of them. Miss Catherine Sery was maid of henor, and Louis J. Dougherty, a brother of the bridegroom, best man. A wedding breakfast was served, after which Mr. and Mrs. Dougherty left on a wedding trip to the South. They will live at 28 Fisher avenue on their return.

Gift to Be Used for Wading Pool The commissioners of Lower Merio

township are considering a plan to apply \$10,000, left by Miss Kate Clevenger, to establish a wading pool at the Ardmore playground, with a horse trough on the roadway outside the playground.

WATER

the soup of the epicure



If Lucullus were alive today he would regard Franco American Soups as an addition to his feasts

The American bon-vivant, no less than the Roman, commands the best of "East and West together." Franco-American Soups find their natural place in his menage, for they present that rare and delicate admixture of nourishment and condiment so appreciated by the trained and sensitive palate. It is not enough that soup shall be pure. It is not enough that soup

shall be scientifically prepared and thoroughly cooked. Soup may be all of these and yet not be-Franco-American. For sheer Quality of ingredients, Franco-American Soups are unapproached. But added to this is a touch of Genius-personal and inimitable-imparting to these soups the culinary niceties of the French and giving them a flavor and an appeal peculiarly their own. Franco-American Soups are popular not only with the clan of Croesus, but in all homes where health is regarded above price.



foreign fabrics

at these

Radical **Reductions!**

Group No. 1

This season's \$15, \$18, \$20 Suits, next season's sure prices, \$18, \$20, \$25-

In this sale, \$13.50!

Group No. 2

This season's \$22.50 and \$25 Suits, next season's sure prices, \$28 and \$30-

In this sale, \$18!

Group No. 3

This season's \$30 and \$35 Suits, next season's sure prices, \$35 and \$40-

In this sale, \$24!

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