

# "LEARN THYSELF," INITIAL PLEA OF CITY'S BOOSTERS

Poor Richard Club Lays Plans for Advertisers' Convention Here

WHAT PHILADELPHIA HAS

## What Philadelphians May Tell of Their City

Poor Richard Club will advertise Philadelphia to Philadelphians as preliminary of convention of Associated Advertising Clubs of the World in this city next June.

Philadelphians will be shown resources of the city, so they can describe them intelligently to the 10,000 advertising men who will visit this city.

Philadelphians merchants and manufacturers will be told how they can utilize visitors to carry messages of this city's industrial greatness to every part of world.

Advertising exhibit will be a feature of the convention.

A plan for advertising Philadelphia to Philadelphians on a big scale is one of the tasks undertaken by the Poor Richard Club in connection with the 12th annual convention of the Associated Advertising Clubs of the World, which will be held in this city from June 25 to 30.

This campaign to acquaint Philadelphians with the manifold advantages of their home city, will be in addition to a nation-wide campaign which is expected to obtain more than \$1,000,000 worth of advertising for Philadelphia.

"Philadelphia manufacturers," said Irving Paswell, chairman of the publicity committee of the Poor Richard Club, "will be told through the medium of circulars, letters and booklets just what their opportunities are in connection with the convention—how they can participate in the big campaign on the evening of June 26 will benefit them—how they can utilize the 10,000 visitors to the convention as messengers to take the Philadelphia story back home, how they can join the Poor Richard Club in the distribution of souvenirs that will cause endless talk and comment upon the enterprise of Philadelphia."

"Virtually every trade paper in Philadelphia and other publications reaching hundreds of thousands of readers, will carry advertising of the convention and of the plans for the boosting of Philadelphia."

"Perhaps the most novel of the Poor Richard Club's plans in behalf of Philadelphia among Philadelphians is the formation of the organization known as the 'Poor Richard Associates.' This is not a money-making scheme, but devised to make visitors feel more at home while they are here, and to let Philadelphia benefit more directly and more largely from the convention. Every associate will receive all available information about Philadelphia, as well as about the entertainment plans."

The Poor Richard Club has arranged for a great advertising exhibit, much like the one that drew so many thousands of visitors to Chicago in 1915. This exhibit will be full of ideas for every business man in Philadelphia who will use his eyes and his nose. It will be kept intact on the Friday following the convention so that all Philadelphians who are interested can go over it carefully."

## PLOT TO DAMAGE CATHEDRAL

Prowler Shoots at Employee Who Finds Boiler Empty

MINNEAPOLIS, Minn., Feb. 23.—Minneapolis police are searching for a man suspected of attempting to damage the pro-cathedral of St. Mary. The man fired twice at Peter Callahan, engineer of the cathedral, when the latter and an assistant discovered him prowling around the basement of the building late last night.

Callahan said the water had been drawn from one of the big boilers, but that this had been discovered in time to avoid an explosion.

## Policeman Dies: Victim of Weather

John Craig, 55 years old, a policeman attached to the 20th and Buttonwood streets station, died today at his home, 821 North Stillman street, from pneumonia that developed from a cold he contracted while braving the weather last week in the performance of his duty. He had for many years the best record in the United States Mint is situated. He is survived by a widow and several children, all of whom are grown. He had been on the force 30 years and although qualified to be a pensioner often said he would rather stay with the "boys."

## Celebrates 20th Year on Force

Charles Fields, a patrolman of the 4th street and Snyder avenue police station, last night celebrated his 20th year as a policeman by giving a dinner to his comrades at his home, 1131 Wolf street. Fields has divided his 20 years in the service between the 3d and Dickinson streets station and his present district.

## Home for Indigent Provided in Will

LANCASTER, Pa., Feb. 23.—A \$350,000 home for indigent elderly men and their wives on his farm in this county is provided for in the will of Jacob S. Peacock, wealthy steel manufacturer and prominent citizen, who died last week in Miami, Fla.

**FRESH AIR**  
The Breath of Life

Patented November 9th, 1914.

**WITHOUT DRAFT**

Through the  
Follow Adjustable Pressed  
Steel Window Ventilator  
Sustains—Stops  
WILL NOT RUST, Hard makes  
WILL FIT ANY SIZE WINDOW  
or Screen, Office, Apartment, etc.

Sold by department stores and first class hardware stores.  
Manufacturing Co., Phila.

# FORGER WHO MARRIED ALLENTOWN GIRL WAS STRONG DRINK VICTIM

Russell J. Fernau, Manayunk, Dragged His Parents From Comparative Affluence to Near-Drudgery

DESERTED A WIFE, TOO

Russell John Fernau, a Manayunk man of 25 years, not only turned an Allentown society girl's romance into sorrow when it was learned he was a forger and not a son of a steel corporation director, as he represented himself to be, but he dragged his parents from a place of comparative affluence in the world to near-drudgery where even his mother has to work for a living.

Liquor is blamed.

Out in Manayunk and Roxborough today they are telling how the forgeries for which he has just been arrested were not the first; that he performed similar ones in Logan and other uptown places several years ago, and the sufferers that time were his parents. The father had to sell his business and his home, and where his store was there is now a but-terine shop for which his mother in the agent.

SOME OF THE VICTIMS.

A directory of the persons affected by Fernau's forgeries would include the following:

Mr. and Mrs. Louis Fernau, the parents, of 4651 Umbria street.

Mrs. Russell John Fernau, his first wife, who was Miss Marie Stanton, of 4043 North Broad street.

Miss Elsie Himmelwright, of Allentown, whom he married last December without having been divorced from his first wife.

Thomas Stanton, his father-in-law, with whom he made his home after his first marriage.

Mrs. Harry Flanagan, his sister, of 6924 Ridge avenue.

Robert Radcliffe, a friend, of 4640 Umbria street.

## MAY FACE BIGAMY CHARGE

The first wife said today she was considering making a bigamy charge, but even while she said it she remarked, "half to herself," what a fine-looking man Fernau was. "Until she consulted an attorney, she said, there would be little for her to say, but she did describe briefly Fernau's desertion of her."

"He just walked out of the house about eight months ago," she said, "and I didn't hear of him until he was arrested in Newark yesterday."

"They have a baby a year and one-half old. They were married three years ago. Mrs. Flanagan, the sister, said:

"My brother got into some trouble over checks about a year ago, but the trouble was made good."

She refused to tell how, but neighborhood friends of the Fernau family said that since that trouble the young man's father had to sell his business—he was a prosperous drygoods merchant at the Umbria street address, and also owned the property which was his home. The sister would not tell where her father was working now. He is still assessed as a storekeeper, though Mrs. Flanagan says he has an engineering position. Fernau, who know him say he is a salesman.

The sister said her brother left Philadelphia at the time of the forgeries two years ago. This contradicts what his wife said about his leaving eight months ago. A former friend of Fernau, Robert Radcliffe, was working in Hazleton several months ago, and said that one day Fernau met him on the street. They had known each other well, and he invited Fernau to spend the night with him at the Valley Hotel. He says the next morning he missed his diamond ring and his last half dollar.

"I can't accuse Fernau of taking it," said Radcliffe today, "because I didn't see him take it, but at the same time I don't see how else could have taken it. He denied it when I asked him with it. I know he got into the clerk for some money. He tried to cash a \$150 check with me, but I turned him down. He had a roll big enough to choke a horse when I first met him."

When Fernau made his home here with his wife's family, he worked as an insurance agent in the same company his father-in-law was connected with. The father-in-law would not talk about the case today.

**HarryLauder Plaid Shirt**

Distinctive, Stylish, New  
To make your demand for something new—something better in shirtwear Vogue acclaims this new  
**HarryLauder Plaid Shirt**  
Our first shipments are now ready. Obey that fashion impulse NOW.  
**\$1.50**  
**GEORGE W. JACOBY**  
MEN'S WEAR  
629 Chestnut St.  
Phone Walnut 1945

**CHARLES O. KRUGER'S HOME**



Residence at Abington, on the York road, where Miss Helen Kruger, daughter of the former president of the Philadelphia Rapid Transit Company, is now residing. The house is being used for nurses in training at the Abington Memorial Hospital.

# MISS KRUGER SHARES MODEST ROOM IN HOUSE SHE ONCE RULED

## Daughter of Former President of Rapid Transit Company a Student in Nurses' Training School of Abington Memorial Hospital

Fate in her varying moods perpetrates strange things.

Among her strangest recent caprices is the one which circles around Miss Helen Kruger, daughter of the late Charles O. Kruger, president of the Philadelphia Rapid Transit Company.

But a few years ago, this young woman, who is still in her teens, lived in the palatial Kruger home, the home of her father, known as one of the show places of the exclusive York road residence district.

Today she lives in that same house, but under very different circumstances. Then she was the daughter of the home. Today she is only one of the 18 nurses in training at the Abington Memorial Hospital, who live in the Kruger house until the new \$50,000 nurses' home is completed.

In those other days Miss Kruger's room was one of the enormous sleeping apartments at the front of the house. She was surrounded with soft colors, rich hangings and magnificent furnishings. Oriental rugs covered the carefully polished floors. On her dressing table and bureau were monogrammed toilet articles.

Today she shares one of the side rooms with three other girls. There are no soft hangings, not even soft curtains at the windows. Her bed is an iron cot, clean and comfortable, "his true, but not the exquisite bed of the other days."

The bed has to be labeled "Miss Helen Kruger" so that when the room is cleaned and the beds are moved, she will have the right bed. In the days of wealth, which formerly surrounded Miss Kruger, there was no such arrangement.

In the home that was once her father's Miss Kruger now has "part of a bureau, part of a closet and a bed." In the other days the house was hers.

When, after his death, it was found that Charles O. Kruger, formerly a wealthy man, had nothing, Miss Kruger was at

tending an exclusive Southern school in Virginia. Without making any ado about it, she gave up the luxury of other days and went to work to prepare herself to "fight the battle of life." She realized that in her new financial condition she would have to earn her own living. So she went into training at the Abington Memorial Hospital. She is a junior now—and she is making good.

Instead of spending her days in a social whirl, as she had thought she would by this time, Miss Kruger is busy from early morning until late in the evening attending her duties at the Abington Hospital. At present she is on day duty. Each morning she has two hours off. Each evening she stays on duty until after dark.

She does not talk about the days when she was wealthy, according to her classmates at the hospital. The girls say she is an unassuming young woman.

"Once she told me where she used to room," said one of the girls, a petite nurse, with soft brown hair and a sweet smile, when speaking of Miss Kruger. "She never talks about the days when she used to live here as the daughter of the house though, and we never talk to her about it, either. If she is sensitive about it and wants to forget we will do all we can to help her."

After her graduation from the Abington Memorial Hospital Miss Kruger plans to nurse. Those at the hospital predict a rosy future for her, because she is much in earnest and applies herself willingly to all tasks assigned her.

**Steel Officials Inspect New Plants**

SOUTH BETHLEHEM, Pa., Feb. 23.—President E. G. Grace, with other officials of the Bethlehem Steel Company, left last night on a tour of inspection of the newly acquired properties of the Pennsylvania Steel Company. They will visit the plants at Harrisburg, Lebanon and Sparrows Point, Md.

# MISS MARION REILLY TO QUIT BRYN MAWR

Miss Eunice Morgan Schenck Named Successor of Dean

Announcement of the resignation of Miss Marion Reilly as dean of Bryn Mawr College, and the appointment as her successor of Miss Eunice Morgan Schenck, of this city, has been made to the students of the institution.

Dean Reilly, after eight years of service at the college, has decided to abandon the work she is doing. President M. Carey Thomas called the students together in chapel service to tell them the news and said that Dean Reilly was unwilling to continue longer in work of an executive nature.

The resignation of Dean Reilly will take effect at the end of this term, and the new dean will take up her duties when the college reopens next fall.

Miss Schenck is a member of a family prominent socially in Philadelphia. She is a daughter of Mrs. N. Pendleton Schenck, of 317 Springfield avenue, Chestnut Hill. Miss Schenck lives in the dormitories at Bryn Mawr.

Miss Schenck has been a member of the faculty little more than three years. President Thomas explained to the students that it was the desire of the directors of the college to choose a graduate of Bryn Mawr. Miss Schenck was graduated in 1907, taking the degree of bachelor of arts. She went abroad and studied in Paris for a year and half. After completing her studies in France she returned to the college to take up post-graduate work and received the degree of doctor of philosophy in 1913.

Doctor Schenck was appointed to the faculty in the same year as an associate in French literature, which position she now holds.

It was explained verbally at the college that "Dean Reilly didn't quit for the work she was doing." President Thomas praised her highly in announcing the resignation to the student body, drawing attention to her work both in and out of the college.

She is interested in secondary education, woman suffrage and brought about the organization of the college women of the country.

President Thomas said the directors of the institution had decided that a graduate of Bryn Mawr was best fitted to advise the undergraduates in their courses of study and had, therefore, selected Doctor Schenck.

It was said at the college that Dean Reilly had made no plans for the future, but would not be connected with Bryn Mawr in any way after this year.

# CLERGY AND PEOPLE PAY A FINAL TRIBUTE TO BISHOP SHANAHAN

Last Rites for Revered Catholic Prelate Attended by Large Crowds at Harrisburg. Mass Is Said

BISHOP MCCORT'S EULOGY

HARRISBURG, Feb. 23.—The funeral of Bishop John W. Shanahan, of the Harrisburg diocese of the Roman Catholic Church, was held today. Hundreds of clergymen and a great procession of men and women of a denomination followed the heavy bronze casket in which lay the body of the aged churchman from St. Patrick's Cathedral, where the services were held, to the Catholic cemetery where the temporary interment, pending the construction of a marble tomb, was made.

This morning at 9:30 o'clock the visiting priests and bishops recited the divine office, and at 10 o'clock the pontifical requiem mass was conducted by Archbishop E. P. Prendergast, of Philadelphia.

The funeral sermon was preached by Bishop J. J. McCort, of Philadelphia. It was a masterpiece. He reviewed the great constructive work of Bishop Shanahan as a churchman and paid a high tribute to his patriotism, saying:

"He loved this dear land of ours with the passionate devotion that man can only feel for his native land. I recall today that one of the first utterances of Bishop Shanahan, in Harrisburg, was an impressive call to priests and people to honor and respect our country's flag; to honor and love it not only as the symbol of a nation's glory; to respect it, not as the pledge of opportunities and privileges, but regard it as the reminder of the duties and obligations of every man who has been born or lives in the land over which it waves."

"He would light in the hearts of the younger generation the patriotic fire that burned in his own soul; in the class room he placed the portraits of our country's heroes to stir the children's hearts; in their hands he placed the annals of our people, and near the cross he raised the flag, that the inspirations and the motto of young Catholics lives might be their God and their country."

"Bishop Shanahan had an abiding confidence in his fellow citizens and attached little significance to the waves of bigotry and prejudice that from time to time

**Franklin K. Lane** has a record which entitles him to be known as the country's most conspicuous Presidential impossibility. Mr. Irwin tells the facts of that intensely interesting record, including the one fact that will always keep the Secretary of the Interior from the White House, in this week's issue of

**Collier's**  
THE NATIONAL WEEKLY

swept over the land against the Church.

"He was keenly alive to the danger of the day and no one could more intelligently inveigh against the folly and luxury of the present time; the gross disregard for the sanctity of an oath, the betrayal of the common good for private gain and the prostitution of public office to individual ambition."

## STEEL WORKERS AT CAPE MAY

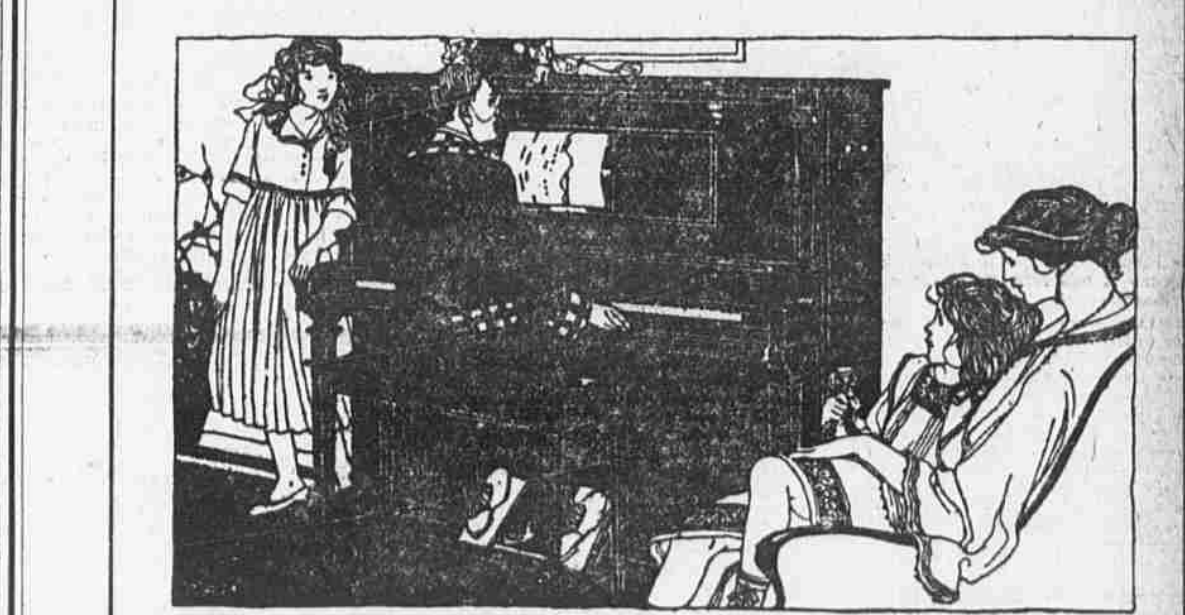
Bethlehem Company Spending Large Sums at Higbee Beach

CAPE MAY, N. J., Feb. 23.—The Bethlehem Steel Company is spending large sums of money at the Higbee Beach proving grounds, about three miles north of this city. The company has about 300 men employed at Higbee Beach, with a payroll of about \$10,000 a month. The bill to the local merchants of this city to reach \$1000 per month for hardware and other things used at the proving grounds. The rents to landlords on the Delaware Bay shore will amount to \$20,000 a year and the buildings and equipment at the proving grounds are worth about \$10,000.

# The House that Heppe built

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C. J. Heppe & Son—1117-1119 Chestnut Street—6th and Thompson Streets



## A New and Lasting Joy in Your Home Life

TO KNOW music will add a great and permanent pleasure to your life. The supermen of the musical world—Liszt, Chopin, Beethoven, and their limited company of peers—have created an art even more wonderful and beautiful than the art of literature. And to know music—to enjoy and appreciate it to the fullest extent—you must play it.

That is why the Pianola has won a place in the homes of all nations. This wonderful instrument provides the ability to play. It enables you to be the pianist—to make music such as only a musician of highest training and talent can equal.

The Pianola and the new joy of music may be yours—a small initial outlay brings it into your home. The balance is payable in convenient amounts monthly—

# The STROUD PLANOLA

Delivered to Your Home for a Down Payment of \$25

The Pianola was the first, and is basically the most perfect, of all players. Its exclusive expression devices give it a musical superiority that no other instrument may achieve.

The Automatic Sustaining Pedal secures a richness of tone such as only master pianists may equal.

The Thermostat makes the melody sing clearly above the accompaniment.

The Metrostyle guides you to a perfect interpretation, imparts the brightness, the sentiment, suggests the rush and hurry, the slow, measured beat, or the swinging "moderate"—just the tempo that the spirit of the music demands.

The Pianola is made only by The Aeolian Company. It may be had in Steinway, Weber, Wheelock and Stroud models. Prices from \$550. It is on sale at the stores of C. J. Heppe & Son 1117-1119 Chestnut Street or 6th and Thompson Streets.

# AUTOCARS HAVE STANDARDIZED DELIVERY SERVICE

Chassis \$1650



This Autocar has been in constant use by Smedley Bros. Co. for more than three years. "It goes all over Philadelphia for us," they state, "and has brought us some very profitable business up in the country that we could not figure on before. In winter weather, especially, when the roads are so heavy, we appreciate the traveling qualities of the Autocar."

More than 3000 other concerns in all lines of business use the Autocar. Write for catalog or call on the Autocar Sales & Service Co., 23d and Market Streets, Philadelphia, factory branch of the Autocar Company, Ardmore, Pa.