

**Egyptian DEITIES**  
 "The Utmost in Cigarettes"  
 Plain end or Cork tip  
 People of culture, refinement and education invariably prefer Deities to any other cigarette.  
 25¢

**SAVE THE BOYS, PLEA IN LENTEN SERMON**

Wisconsin Bishop Urges "Big Brother" Acts at St. Paul's Service

A stirring appeal for the church members to reinforce his prayers by going into the streets of life to save some boys headed for the reform school was made by the Rev. George A. Beecher, Bishop of Wisconsin, in a Lenten sermon today at St. Paul's Church, 34 street below Walnut.

Doctor Beecher severely censured corporations that compelled men to work on Sunday. He asserted that these corporations, their example in breaking the Sabbath, were responsible for many boys getting behind prison bars.

"Using as his text the biblical quotation, 'Jesus took him by the hand,' Doctor Beecher said:

"Routine praying has little effect in this world of accomplishment. After praying you have got to get out and do something in order to be pleasing in the eyes of God. When you indulge in routine praying you are just passively religious. We don't want or need passively religious people. The world today needs vital and snappy Christian men."

"Be a big brother to some boy you see headed for the reform school. You may see this boy in your office or you may see him in the street. Snatch him out of his environment and put him on the right track. There are hundreds of boys in our reform schools who could have been saved if some big brother had happened along at the right time and taken an interest in them."

The Bishop told how he had taken a boy out of the slums recently and placed him in a military school.

"He is getting an average of 90 in his mark," said the Bishop, "and has outgrown the evil tendencies which were in evidence in the slums."

**FAITH IN ADS URGED AS PATH TO SUCCESS**

"Like a Woman," Prof. Hess Tells Yachtsmen, They Will Reward Man Who Is Faithful

The business man who lacks faith in advertising will not succeed, according to Prof. H. W. Hess, of the Wharton School, University of Pennsylvania, in an address today before the Ocean City Yacht Club in the St. James Hotel.

Professor Hess paid a warm tribute to the effectiveness of newspaper advertising, when he said, "If you will go to the Dictaphone Company they will tell you of the wonderful results they have accomplished by advertising the merits of the dictaphone in the newspapers."

"Business men who have faith in the power of advertising no matter what obstacles may block their path. They are bound to get the public interested in their product. The type of business man who just plays with advertising may or may not get results, and the man who has no faith whatever in advertising is headed for business ruin."

"Advertising is like a woman, and, will in the end, reward the man who is faithful. Advertising is really just the 'putting over' of the man who keeps 'putting over' these ideas is going to receive a big response from the public. The result of successful advertising is not a selfish accumulation, but is rather an advantageous distribution of wealth."

"Tip Van Winkle was the best advertising man the Hudson River ever had. When the history of this century is written, the dominant feature will be advertising."

**ACTOR'S MIRTH WINS LAUGHS AS SON LIES DEAD AT HOME**

Richard Carle, Without an Understudy, Forced to Play Part

NEW YORK, March 9.—Richard Carle was merrier than ever before last night's audience at "Cohan's Revue" at the Astor Theatre, St. George, when he was praised, admitted they were forced to "hand it to Carle"; he was outdoing his usual comedy.

While the actor went through the ludicrous laugh-making situations, Mrs. Carle sat beside the body of their only son, Lloyd Wheeler Carle, 18, who died as the father left for the theatre. Having no understudy, the actor was forced to go on with the evening show despite the tragedy.

Young Carle will be buried in Boston.

**ACCUSED OF SWINDLE Man Who Advertised for Partners Held for Court**

Two men who answered an advertisement for "business partners with \$3000" testified today against John C. Fay, 606 North 14th street, with the result that he was held under \$600 bail for court by Magistrate Pennock, on the charge of swindling and misrepresenting the amount of business he did.

Charles Haywood, 1322 Spring Garden street, testified that he went in business with Fay to sell a patent fire extinguisher, but that the only order they received after he had paid his \$300 was one which Fay had written to himself. Haywood, 534 Kaighn avenue, Camden, said he had paid Fay \$350, with the same result.

**CHILLY, HE STARTED A FIRE Tailor "Pinched" and Must Explain Blaze in Store**

John Hogarth told the police he found his tailor shop, at 1508 North 23d street, chilly this morning, so he built a fire on the floor. By the time the room warmed up customers' suits, chairs, tables and furniture, valued at \$800, had been burned. Police seized Hogarth when the fire got beyond control. He ran in the locked front door and yelled, "John Myers, 23d street and Columbia avenue, and William F. Clampher, 2400 Marston street, who were passing, broke down the front door, seized Hogarth and threw him outside. Some one turned in an alarm, and firemen confined the damage to the first floor of the two-story building. Hogarth was arrested by Patrolman Farley and taken to the 28th and Oxford streets station. He will explain the fire to Magistrate Watson tomorrow.

**VARE DEFENDS CLAIM THAT MAY HALT LOAN SAYS FORMER DIRECTOR COOKE PROMISED TO PAY FOR LEAGUE ISLAND PARK WORK**

State Senator Edwin H. Vare today defended his 4-year-old claim to \$210,000 for work done on League Island Park and Government avenue, and said that Director Cooke, then head of the Department of Public Works, had promised to adjust the claim. Payment of the Vare claim is provided for in an item in the \$86,800,000 loan ordinance.

In a statement made today, Senator Vare says the adjustment promised by Director Cooke was dropped during the Constitutional fight two years ago.

"The work was done and the material was furnished, and it is still on the ground to show for itself," said Senator Vare. "Whether it is ever paid for or not is a matter entirely for Council and the Mayor."

"Director Cooke promised to adjust the matter in the presence of Alexander Simpson, Jr., and Chief Connell, of the Highway Bureau, but before the settlement was made the Constitutional fight of a little more than two years ago was started between the Organization and the Blankenburg administration and Director Cooke made no settlement."

"He did, however, send me an official statement of the work done and the material furnished which had been paid for."

The claim was resisted by the Blankenburg administration on the ground it was illegal.

**'MOVIES' MORE POPULAR THAN ART, BISHOP SAYS**

Vigorous Show of Life Over-shadows Work of Centuries, Talbot Tells Worshipers



CAPT. JOHN COOK BROWN

**CAPT. JOHN C. BROWN DEAD**

Retired Merchant and Veteran of Civil War

Captain John Cook Brown, a veteran of the Civil War, died today at his home, 1721 North 14th street, after a short illness. As a member of the Cameron Dragoons and the 1st Cavalry Regiment organized in the State he fought throughout the memorable struggle of '61-'65 and was frequently commended for bravery. In a skirmish near Williamsburg, Va., he was one of a party of six who were cut from their regiment by a hundred rebels. This boys in blue fought bravely until they received reinforcements in the way of a dozen more comrades, and were saved from capture. In this skirmish the captain was shot in the right arm.

Brown was made captain for his bravery in numerous engagements.

Captain Brown would have been 75 years old tomorrow. After leaving the public schools in this city he entered the University of Pennsylvania when it stood on the site of the present postoffice.

After leaving the University, Captain Brown engaged in the hardware business and returned to this business at the close of the war. Until his retirement in 1909 he was a director of the Spruce Hardware Company. He was also a member of Post No. 2, 4, A. R., and the Loyal Legion. He is survived by a widow; one son, John Rowland Brown, and a daughter, Mrs. H. W. Martin. Arrangements for the funeral have not yet been completed.

**DR. RODMAN'S FUNERAL**

Services for Distinguished Physician to Be Held Tomorrow

Funeral services will be held at 10 o'clock tomorrow morning in the Second Presbyterian Church, 21st and Walnut streets, for Dr. William L. Rodman, distinguished surgeon and president of the American Medical Association. Interment will be in Frankfort, Ky., on Sunday. Doctor Rodman died of pleurisy yesterday, having been ill for but a few days.

The Rev. Dr. Alexander Maclellan will conduct the services. The body will be taken for interment to Frankfort, Ky., Dr. Rodman's birthplace.

Dr. Rodman was the son of Gen. John Rodman, who served as attorney general of Kentucky. After graduation from Jefferson Medical College, Dr. Rodman entered the medical corps of the United States Army, having previously taken a course at the Kentucky Military Academy. After a remarkably successful career in the medical profession in the South, Dr. Rodman came to this city to accept the chair in surgery at the Medical-Chirurgical College in 1892. Since that time he had been generally regarded as one of the leading surgeons of the world.

The Philadelphia County Medical Society today adopted the following resolutions concerning the death of Dr. William L. Rodman:

"Whereas, The Philadelphia County Medical Society has learned of the sad and untimely death of Dr. William L. Rodman, a distinguished and cherished member, and whereas, his great work and high achievements as an author, a teacher and a surgeon are recognized and appreciated, and as shown by his election to the presidency of the American Medical Association;

"Therefore, be it resolved, That the Philadelphia County Medical Society has learned with profound sorrow and regret of the death of Dr. William L. Rodman, one of its most beloved and distinguished members; resolved, that his society desires to place upon record its high appreciation of his great professional attainment and his many character, and resolved, that a copy of these resolutions be signed by the proper officers of the Philadelphia County Medical Society and sent to the members of the family, as well as to lay and medical papers for publication."

DR. WILLIAM L. WRAY, DR. J. M. ANDERSON, Chairman.

**WEST VIRGINIA CONGRESSMAN SUCCUMBS TO PARALYSIS**

Representative W. G. Brown, Jr., Dies at Capital

WASHINGTON, March 9.—Representative William G. Brown, Jr., of Kingwood, W. Va., died today at a stroke. He had been unconscious for two days.

Representative Brown was a Democrat. He was born in Kingwood, W. Va., April 7, 1856. After receiving a common school education he went to the West Virginia University, at Morgantown, from which he was graduated in 1877, was admitted to the bar and engaged in the practice of law. He was a cousin of the late Senator Dolliver, of Iowa, and was room-mate in college. He early became engaged in the banking business and was an extensive landowner. He devoted much of his time to agriculture and the raising of thoroughbred stock for practical use on the farm. He represented the Democratic party in many national and State conventions. He was elected to the sixty-second and sixty-third Congresses and re-elected to the sixty-fourth Congress. He is survived by a widow, who was Miss Isetta Jewell, a well-known actress.

**COPS HUNT CROMWELL GEMS**

Experts, It Is Believed, Robbed Locust Street Home

Effort is being made by the police to trace the jewels stolen from the home of Mr. and Mrs. Oliver Eaton Cromwell, 1721 Locust street.

It is evident, the police say, that the theft was committed by experts, who will remove the stones from the settings and alter the stolen articles as much as possible to prevent their discovery.

Many of the stolen jewels were wedding gifts. A close watch is being kept on the pawnshops of several large cities and also on many gold and diamond dealers.

**TEN MINERS' FAMILIES FLEE FROM CAVE-IN AT AVOCA, PA.**

WILKES-BARRE, Pa., March 9.—Ten homes in Avoca were badly damaged today by a mine cave-in. The caving started early, and within a few hours the families were forced to leave their homes. Foundation walls in several places crumbled. This made a few of the houses tilt.

Workmen tried to check the cave-in within the mines, but the work was so hazardous that nothing could be done. Robbing of pillars in the mine is the cause of the cave-in. It is expected that the cave area will spread.

Our Soda Fountain is a crowded place indeed after the holidays. Many a chap envies some of our soda straws!

**JONAS**

THE 46 CANDY SHOP  
 SIX FEET BELOW BROAD ST.  
 IN THE LINCOLN BUILDING  
 EROAD ABOVE CHESTNUT  
 OPEN UNTIL MIDNIGHT

**EVANGELIST ASSAILS NORRISTOWN COUNCIL**

Too Spineless, Says Dr. Biederwolf, to Bar Booze and Immoral Shows

NORRISTOWN, Pa., March 9.—Norrictown Town Council came in for a sharp rap at the hands of Dr. W. E. Biederwolf, at the Markley Street Tabernacle, last evening, when the evangelist, in the course of his sermon on "Excuses," expressed no little surprise at the council's inactivity, he said, the Councilmen sidestepped a resolution which would have barred "booze," gambling and improper shows from City Hall, this borough.

Town Council Tuesday evening, sent to the Watch and Lamp Committee for consideration a resolution presented by Councilman Thomas Kingston, wherein it was set forth that all forms of intemperance drinks, undecorous dances, etc., were forbidden in the assembly rooms of the Municipal Building.

The speaker denounced the present license law of this State as being a disgrace to the Commonwealth, offering every temptation to the court, being unfair in that it placed Judges in tight places, giving the court unlimited power and opening the way for abuse of that power.

The evangelist said the petitions from Norristown for licenses about to be submitted to the court bore the signatures of many men who were brought to sign these petitions under various excuses, social, financial, business and political reasons, and that these persons would not otherwise have added their names.

Dwelling on the various excuses offered by men for his failure to answer the call of the Master, the evangelist declared "If you had God's spirit in you, you'd rather please Him than please yourself. If you are not a Christian, it is because you don't want to be."

Addressing the women, the speaker declared:

"If some of you would spend less time at your club, lodge, picnic tea, or bridge whist parties and put in more time at your homes, your homes would be happier."

Today the evangelist has given his time and aid to the furtherance of the baby-saving movement.

**MRS. ANNIE MIDDLETON**

Widow of Camden Physician and Active in Various Charities

Mrs. Annie Middleton, prominent in civic movements in Camden for many years, is dead at her home, 227 Cooper street. She was 74 years old. Mrs. Middleton was the widow of Dr. Milbourne P. Middleton, a prominent Camden physician.

She was one of the founders of the Women's Christian Temperance Union in New Jersey, was the first president of the Women's Home Missionary Society of Camden County and was a member of the ladies' board of managers of the West Jersey Homeopathic Hospital. Mrs. Middleton was a charter member of the Century Methodist Episcopal Church.

The funeral will be held Saturday, Mrs. Middleton will be buried in the Colston Cemetery. She is survived by four children, Elizabeth, Milbourne, Jr., Arthur L. and P. Grant Middleton.

**'MILLION-DOLLAR BRIDE' SUES MOTHER-IN-LAW**

Mrs. Evelyn H. Donaldson's Actions at Law Part of Plan to Regain Daughter

Mrs. Evelyn Hunter Donaldson, "the million-dollar bride," whose legal battle for the custody of her daughter, Dorothy, created a sensation in this city a year ago, has filed summons in three actions against her former mother-in-law, Mrs. Elizabeth W. Donaldson, with the clerk of the County Court in New York city. In filing the action the younger Mrs. Donaldson is carrying out her plan announced in this city to fight to the end for possession of her daughter and to seek damages running into hundreds of thousands of dollars from her mother-in-law.

The domestic difficulties of the Donaldsons have been aired not only in the Philadelphia courts, but in those of Reno, where the "million-dollar bride" obtained a decree of divorce from Keith Donaldson. One of the most sensational developments of the case was Mrs. Donaldson's arrest in December, 1914, when she was accused of assault and battery on a maid, who attempted to keep her from seeing her daughter, who was then 2 years old. Mrs. Donaldson was held at the Central Police Station for several hours before she succeeded in obtaining her release.

In the hearings which followed the arrest Mrs. Donaldson brought charges against her mother-in-law and sought to substantiate her claims by showing severe bruises on her arms. She said the wounds were inflicted by Mrs. Elizabeth Donaldson.

The court finally ordered that the child should be placed in the custody of the grandmother, and that the mother be allowed to see the daughter every Friday, between 1 and 5:30 p. m.

**BLANK'S**

Luncheon, 50c  
 IN OUR DINING SALON  
 Business Men's  
 Luncheon, 40c  
 AT LUNCH COUNTER  
 1024-26 Chestnut St.

**THE BEAUTY OF VENUS**

lacks only the charm of perfectly made-up skin, which we can give YOU.  
**HANNA** S. E. Cor. 13th & Sansom  
 (Over Crane's)  
 1201 CHESTNUT ST.  
 Corns Removed, 25 Ea. Manicuring, 25c.

**Spring Suits  
 Spring  
 Overcoats  
 \$15  
 \$18, \$20, \$25  
 at  
 Perry's**

**J. E. Caldwell & Co.**  
 902 Chestnut Street

Important additions to the stock of  
**Jeweled Wrist Watches**

**Perry's**  
 "STYLISHLY CONSERVATIVE"  
 SPRING OVERCOAT

Velvet collar or cloth collar; button-through front or fly front. Sometimes full silk lined sometimes only skelton lined. Made in conservative colors and fancy mixtures.

Common Prices, Uncommon Clothes

Uncommon in point of value—Volume lowers our costs, and a minimum margin of profit keeps prices rock-bottom to you.

Uncommon in point of Workmanship, Fit, Style. Perry-made, in the vocabulary of Philadelphia, is the synonym for Men's clothes that show character in their cut, talent in their tailoring, and the presence and personality of style.

**Silver Milk Raised Him**

Here is a healthy, happy New Jersey kiddie for whose little stomach Silver Milk was exactly right.

All babies will not thrive on one single food, but Silver Milk has a wonderful record for helping babies to grow.

**Hires SILVER MILK**

is just pure, fresh, sweet, whole milk, condensed and blended with pure granulated sugar. Fresher than dairyman's milk. Keeps without ice.

FREE PREMIUMS—SAVE THE LABELS

**HIRES CONDENSED MILK CO., 4 Chestnut St., Philadelphia**  
 Also makers of GOLD MILK—evaporated—unsweetened

**Silver Milk Raised Him**

Here is a healthy, happy New Jersey kiddie for whose little stomach Silver Milk was exactly right.

All babies will not thrive on one single food, but Silver Milk has a wonderful record for helping babies to grow.

**Hires SILVER MILK**

is just pure, fresh, sweet, whole milk, condensed and blended with pure granulated sugar. Fresher than dairyman's milk. Keeps without ice.

FREE PREMIUMS—SAVE THE LABELS

**HIRES CONDENSED MILK CO., 4 Chestnut St., Philadelphia**  
 Also makers of GOLD MILK—evaporated—unsweetened

**STEINWAY PIANOLA-PIANO**

**Steinway**

Small Grand, \$750  
 In Mahogany Case

All the artistic possibilities of the piano are only realized in a Steinway, and are only possible in a piano of absolutely solid construction—perfection of tone can be only produced from perfection of mechanism

**N. STETSON & CO.**  
 1111 Chestnut Street

EDISON Diamond-Disc PHONOGRAPH