

40,000 LENTEN VISITORS, MANY PHILADELPHIANS, SEEN ON BOARDWALK

Best Dressed Matrons in Sunday Throng Appear in Distinctive, Sharply Pointed Flare Hats

HOTEL MEN ARE THRIVING

Electric Illuminations Suggested as Feature for Atlantic City's Annual Chair Parade

ATLANTIC CITY, March 13.—Philadelphia women and Philadelphia matrons, as smart as anything nautical Boardwalk parades have evolved this year, dominated a particularly brilliant review of 40,000 Lenten season visitors on the Boardwalk yesterday.

The best-dressed Philadelphia matrons here have appeared in a flare hat, the distinctive millinery vogue of the season. It takes its name from a sharply pointed crown or a flare to right or left, front or back.

Mrs. Leonard Finletter, of Merion, wore such a creation yesterday as an accompaniment to a luxurious coat of seal skin and a costume of rich simplicity, which made her a striking type of the well-dressed woman, according to Boardwalk standards.

Mrs. George W. Goethals, who walked with Mrs. J. Bertram Lippincott, wore one of the newest and most striking braided costumes.

SOME OF THE VISITORS.

A partial enumeration of the exceptionally well-dressed Philadelphia matrons seen yesterday includes Mrs. Thomas M. Hooper, Mrs. Hamilton Dison, Mrs. E. Spencer Miller and Miss Wilda Bennett, Mrs. Nathan H. Davis, Mrs. William M. Jean Freeman, Mrs. W. L. Clark, Mrs. A. H. Hirst, Mrs. George Brooks, Mrs. L. S. Kelly, Mrs. William Pepper, Mrs. B. Franklin Pepper, Mrs. Robert N. Fell, Mrs. Edward C. Dearden, Mrs. Henry S. Paul, Jr., Mrs. W. H. Bromley, Mrs. Owen Osborne, Mrs. E. J. Edwards, Mrs. Arthur S. Lewis Cave, Mrs. John F. Garrity, Mrs. J. S. Morrison, Mrs. Howard Ellison and Miss Elizabeth F. Ellison, Mrs. David B. Provan, Mrs. Robert C. Parrin, Mrs. William B. Butterworth, Mrs. W. Whitney Bell, Mrs. J. Drysdale Lee, Mrs. J. D. Couborne and her sister, Miss Katherine Quinn.

A. S. Rukoyser, a hotelman with progressive ideas who was largely instrumental in securing the Russian ballet as a spring shore attraction, offers the suggestion that Atlantic City's annual chair parade, a carnival feature, be held this summer at night. The parade would be illuminated electrically, as well as covered with flowers.

NEW HOTELS TO OPEN

The Hotel Carlton, in Chelsea, will open for the season on May 20. The opening of the Yarmouth is scheduled for June 5.

The Philadelphia colony is growing rapidly. Among the late comers are Mrs. and Mrs. Benjamin Stokes, Mr. and Mrs. D. H. Stroud and Miss Stroud, Mr. and Mrs. W. Hughes, Mr. and Mrs. Arthur D. Van Court, Dr. and Mrs. Lewis Cave, Mr. and Mrs. Edward F. Sautter, Mrs. G. von Phil Jones, Mrs. W. H. Thomas, Mrs. Robert P. Schick, Mr. and Mrs. Arthur S. Harding, Miss Mary Craig, Mr. and Mrs. George B. Sherman, Mrs. S. T. Line Weaver, Mrs. J. K. Line Weaver, Mr. and Mrs. H. A. Robertson, Mrs. E. Menninger, Mr. and Mrs. W. H. Hart, Mr. Edmund W. Gilpin, Mr. and Mrs. Hamilton Dison, Jacob Dison, Jr., Mrs. Edward Poerderer and Miss Elsie Poerderer and Mrs. E. B. Kuecker and Mrs. G. A. Paget, of Scranton, are at the Strand.

Mrs. Thomas Garrity, Mr. John F. Garrity, Miss Marie Garrity, Mr. and Mrs. W. H. Bromley, Mr. and Mrs. Edward B. Robinson, Mr. and Mrs. J. B. Kinley, Mr. and Mrs. Clarke P. Pond, Mr. and Mrs. D. H. Fowler, Mr. and Mrs. C. C. McFadden and Mr. and Mrs. Owen Osborne, Jr., are among the Philadelphians at the Traymore.

CLASSIFIED

ADVERTISING RATES

EVENING LEDGER

This STYLE TYPE (for the title) One time 15c per line Three times one week 25c per line Six times one week 35c per line Situations Wanted, three times one week 10 cents per agate line per insertion.

Place your order for three or more times and it will be inserted in the daily Public Ledger at no additional cost.

One or two time rates for Evening Ledger and Public Ledger combined is 10 cents per agate line, with the exception of Help Wanted situations, which is 15 cents per line.

FOR TYPE LIKE THIS (or like this)

which is permitted in all classifications except Help and Wanted. Classified and Personal, Personal, Boarding and Rooms, and FINE PRINTS. HIGH AGATE LINE TO ANY OF ABOVE RATES.

There is a drug store near your home that will accept Ledger want ads at office rates.

LOST AND FOUND

For Other Lost and Found Ads See Page 1

RING—Lost, Wednesday, March 8, plain gold wedding ring, inscribed "J. C. S. to M. G. May 18, 1914." Found on Rte. 211, near 10th and Erie aves. via Route 211, toward 3115 N. 10th st.

PERSONALS

THIS CLASSIFICATION is for such announcements as are of a purely personal character such as notices of adoption, separations, divorces, payments of notices, etc. It is not to be used for advertisements of a commercial nature. See "Business Personals" for important trade announcements.

HELP WANTED—FEMALE

Help Wanted Ads Reverted. The Late for Classification Will be Found on Page 2

HUTTON SEWERS on ladies' dresses; wages 19. P. Horn & Co., 621 Chestnut st.

CLOTH WEAVERS WANTED Apply JOHN & JAMES DOBSON, INC., 100 Broad St., 2nd floor, Philadelphia.

COOK—Neat, experienced white woman for small family; references required; Protestant church; apply 315 North 11th st.

DIETETICIAN—Neat, experienced, to do work by day; understanding thoroughly the making of summer clothing. Phone Chestnut 1111

DRESSMAKER—Neat, experienced white woman for small family; references required; Protestant church; apply 315 North 11th st.

GENERAL HOUSEWORK—GIRLS, ALSO CHILDREN, MOTHERS, HELPERS, ETC., FOR BOTH WHITE AND COLORED PEOPLE. Apply 100 Broad St., 2nd floor.

HOUSEWORK—Middle-aged woman for housework; references required; apply 315 North 11th st.

LAUNDRESS—Wanted in private family; references required; apply 315 North 11th st.

LANGUAGES—Wanted, young lady with knowledge of languages; office work and typewriting; references required; apply 315 North 11th st.

MOTHERS' HELPERS—Girl of good character; references required; apply 315 North 11th st.

NURSERY GOVERNESS for 2 little girls, aged 7 and 11; must be competent; write or call 315 North 11th st.

OPERATOR on all parts of silk and cotton machinery; references required; apply 315 North 11th st.

SALESMEN—Wanted, for various lines; references required; apply 315 North 11th st.

STENOGRAPHER—State experience and well-versed in shorthand; references required; apply 315 North 11th st.

YOUNG WOMAN to act as copier and stenographer; references required; apply 315 North 11th st.

WOMEN WANTED AT GOVERNMENT CLEARING HOUSE; references required; apply 315 North 11th st.

HELP WANTED—MALE

DRILL PRESS HANDS; steady employment with modern machinery; good wages; apply 315 North 11th st.

GARDENER wanted for vegetable and flowers; references required; apply 315 North 11th st.

HOUSEMAN and butler—Well-to-do family; references required; apply 315 North 11th st.

HOUSEMAN—References required; apply 315 North 11th st.

LATHE HANDS—Steady employment with modern machinery; good wages; apply 315 North 11th st.

MACHINISTS—Wanted, for various lines; references required; apply 315 North 11th st.

MAN, about 40 years old, wanted as janitor; references required; apply 315 North 11th st.

SALESMAN wanted with clientele in Philadelphia; references required; apply 315 North 11th st.

YOUNG MAN, 19, who intends studying law; references required; apply 315 North 11th st.

YOUNG MAN, 24, with 6 years' experience; references required; apply 315 North 11th st.

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HELP WANTED—MALE

Continued from Preceding Column

SALESMAN for city, need in selling on professional men; steady work; good income; references required; apply 315 North 11th st.

TOWNMAKER, for big and future work with modern machinery; references required; apply 315 North 11th st.

WANTED—Experienced marble estimator of good address by one of the largest marble companies; references required; apply 315 North 11th st.

YOUNG MAN, about 19, for operating private branch telephone and general office work; references required; apply 315 North 11th st.

YOUNG MAN, 24, with 6 years' experience; references required; apply 315 North 11th st.

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BUSINESS OPPORTUNITIES

Continued from Preceding Column

Promoter, with influential financial connections, for proposition of merit; references required; apply 315 North 11th st.

WILL YOU satisfy yourself by personal trial that this business pays you more than any other? References required; apply 315 North 11th st.

SUMMER CAMP for sale in N. H. Lake region; references required; apply 315 North 11th st.

MANUFACTURER, experienced, desires to purchase outright or half interest in plant; references required; apply 315 North 11th st.

BUSINESS MAN with \$2000 to buy half interest in large hotel (moving); references required; apply 315 North 11th st.

FOR SALE—A corner store in good locality; references required; apply 315 North 11th st.

SUITS for automobile tires and auto supplies; references required; apply 315 North 11th st.

BUSINESS PLACES a specialty; quick sale of good property; references required; apply 315 North 11th st.

GOOD WATCHMAKER with \$2000 can acquire half interest in attractive jewelry store; references required; apply 315 North 11th st.

PRINTING—Starting new plant; desires to get in connection with advertising; references required; apply 315 North 11th st.

POOLROOM, thoroughly equipped, 4 tables; references required; apply 315 North 11th st.

MAN INVESTING \$2000 can secure general agency for new and used automobiles; references required; apply 315 North 11th st.

\$1000 WOULD SECURE half interest in big church; references required; apply 315 North 11th st.

PARTNER WANTED to take charge of existing business; references required; apply 315 North 11th st.

SUPERFLOORING HAIR removed by electrolysis; references required; apply 315 North 11th st.

FULL DRESS SUITS; references required; apply 315 North 11th st.

DIAMONDS—Brightest; references required; apply 315 North 11th st.

HIGHEST PRICES paid for diamonds, jewelry and pawn tickets; references required; apply 315 North 11th st.

DRESSMAKING and MILLINERY; references required; apply 315 North 11th st.

ANNOUNCEMENT—OPENING SALE; references required; apply 315 North 11th st.

LEARN DRESSMAKING and Millinery; references required; apply 315 North 11th st.

THE DOWELL DRESSMAKING SCHOOL; references required; apply 315 North 11th st.

DRESSMAKING—References required; apply 315 North 11th st.

CASH REGISTERS, new and factory rebuilt; references required; apply 315 North 11th st.

DESKS, filing cabinets, safes, telephones; references required; apply 315 North 11th st.

OFFICE PARTITIONS, office fittings; references required; apply 315 North 11th st.

SAFES—Fireproof, closing out slightly used; references required; apply 315 North 11th st.

DELICIOUS extracted home direct from berries; references required; apply 315 North 11th st.

REIDERS' LOW PRICES; references required; apply 315 North 11th st.

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MACHINERY AND TOOLS

Continued from Preceding Column

SHAFTING—SAFETY SPLIT COLLARS AND FOOT changers and bearings are the best for all shafting purposes; references required; apply 315 North 11th st.

POWER-PLANT EQUIPMENT; references required; apply 315 North 11th st.

RANSOM concrete mixer, gas engine, water and electric; references required; apply 315 North 11th st.

COMPLETE POWER PLANT, designed and erected; references required; apply 315 North 11th st.

SPOT, CARP, PAINT, for machinery, carpenter and tool shops; references required; apply 315 North 11th st.

PREVENT ACCIDENTS; references required; apply 315 North 11th st.

COMBINATION punches and shears for heavy work; references required; apply 315 North 11th st.

DYNAMOS, motors and machinery bought, sold and repaired; references required; apply 315 North 11th st.

ROAD ROLLER—10-ton; references required; apply 315 North 11th st.

MUSICAL INSTRUMENTS; references required; apply 315 North 11th st.

PIANOS AND PLAYER-PIANOS; references required; apply 315 North 11th st.

ROOFING AND IRON AWNINGS; references required; apply 315 North 11th st.

STORAGE; references required; apply 315 North 11th st.

ATLAS STORAGE WAREHOUSE—Storage, moving, packing, shipping; references required; apply 315 North 11th st.

WEST PHILA. MONARCH STORAGE CO.; references required; apply 315 North 11th st.

FIREPROOF Metalproof, Concrete Warehouses; references required; apply 315 North 11th st.

STORAGE—Moving by auto vans, packing, shipping; references required; apply 315 North 11th st.

WANTED; references required; apply 315 North 11th st.

CAST-OFF CLOTHING; references required; apply 315 North 11th st.

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ROOMS FOR RENT

Continued from Preceding Column

44TH ST., 1106—Desirable sunny room, electric, private bath; references required; apply 315 North 11th st.

87TH ST., 418—2 desirable 31-room rooms, furnished, with bath; references required; apply 315 North 11th st.

67TH ST., 207—Cheerful furnished room, electric, private bath; references required; apply 315 North 11th st.

10TH ST., 1018—23 rooms, electric, private bath; references required; apply 315 North 11th st.

CALIF. DIAMOND 3404 for ideal home for business woman; references required; apply 315 North 11th st.

DESIRABLE rooms in private home, electric, private bath; references required; apply 315 North 11th st.

OWNER will rent Bachelor apartment, electric, private bath; references required; apply 315 North 11th st.

Suburban; references required; apply 315 North 11th st.

SHARPBACK ST., W. 148—Comfortable furnished room, electric, private bath; references required; apply 315 North 11th st.

ROOMS WANTED; references required; apply 315 North 11th st.

YOUNG lady, employed in the Public Ledger office, desires room and board; references required; apply 315 North 11th st.

BOARDING; references required; apply 315 North 11th st.

CHESTNUT, 4018—Studio on double entrance, 2 min. from L. & N. station; references required; apply 315 North 11th st.

SPRINGFIELD AVE., 4726—Elegant furnished room, electric, private bath; references required; apply 315 North 11th st.

10TH ST., 1018—23 rooms, electric, private bath; references required; apply 315 North 11th st.

16TH ST., N. 1701—Attractively furnished 31-room apartment; references required; apply 315 North 11th st.

56TH ST., 1680—Gentlemen, good table, electric, private bath; references required; apply 315 North 11th st.

Private family will board and care for help; references required; apply 315 North 11th st.

Private family wants 2 girls to board; references required; apply 315 North 11th st.

SANITARIUM; references required; apply 315 North 11th st.

BEAUTIFUL location, special scientific care; references required; apply 315 North 11th st.

APARTMENTS; references required; apply 315 North 11th st.

THE PARKSIDE; references required; apply 315 North 11th st.

CHANCELLOR APARTMENTS; references required; apply 315 North 11th st.

BRUNSWICK, 46th and Walnut—Newly furnished; references required; apply 315 North 11th st.

FURNISHED APARTMENTS; references required; apply 315 North 11th st.

TO THOSE WHO REQUIRE an absolutely perfect apartment at the same time insist on perfect furnishings and environment; references required; apply 315 North 11th st.

INSPECTION will convince you that here you will find the most desirable and comfortable furnished apartment in the city; references required; apply 315 North 11th st.

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Today! Who "puts off until tomorrow what can be done today" is on the permanent waiting list for advancement and never arrives at "tomorrow." Each day of waiting is a day lost. Are you losing time? Carve out your future TODAY by inserting a Classified ad in the Ledger...

Phone, Write or Call Ledger Office Walnut or Main 3000