

CUSTOMERS AT SHORE REVOLT AGAINST PLAN FOR FASHION SHOW

Atlantic City Shop Proprietors
Object to "Imported" Dis-
play of Styles—Com-
promise Sought

MAY TAKE FIRST PLACE

ATLANTIC CITY, March 15.—All is not to be smooth sailing for Atlantic City's Philadelphia-made fashion show during Easter week. Everybody failed to take Boardwalk customers into consideration. It seems when a group of hotelmen, discouraged over their failure to interest New Yorkers in a picturesque scheme to entertain thousands of spring visitors, turned to Philadelphia and accepted with rejoicing tentative proposals from Walnut street business men.

Barely had the announcement of the successful fruition of two years of fashion show discussion been made than the storm broke. "Why have a fashion show with nonresidents to reap the profits, when we are staging fashion shows in shops every day in the year at tremendous rentals?" demanded the Boardwalk costumed. One of the most vigorous objectors has three stores, for which he is reputed to pay a rental of \$250 a week, or \$12,000 a year. Hotelmen are stumped. They have endeavored to make it clear that a fashion show is bound to benefit the Boardwalk shops by turning the attention of visitors to the fact that Atlantic City carries a stock in trade elegant enough to satisfy princesses and millionaires who buy lavishly during shore visits. All the more reason then, the dealers have responded, to keep this profitable trade at home and not try to divert it.

The situation is not a pleasant one. Some of the show promoters find it embarrassing. There can be no reflection upon the Philadelphians, managers announced today, because they came to Atlantic City's relief in the friendliest of feeling after the shore bonfires had made repeated efforts to interest New Yorkers. Something will be done about the matter this week. Abandonment of the show, however, is not considered probable. Perhaps shore dealers will be invited to take first place among exhibitors to appease their feelings.

The small hat, the season's pride, is not to have its way altogether. Philadelphia women are sanctioning the large sailor-shaped creation, regardless of the aims of milliners. During a stroll yesterday with Mrs. Thomas M. Royal, of Devon, and Mrs. Leonard Finletter, of Merion, Mrs. John T. Dorrance wore one of the new wide-brimmed sailors with curling feather. An even larger hat of heavy braided straw, with a rakish brim, lined underneath with velvet and topped off with



GEORGE F. JOLY, JR.
New candidate for City Commis-
sioner in exciting race at Atlantic
City.

A jutting quill fully a foot long, adorned the head of Mrs. Steward Haggerty, of Philadelphia, who is statuesque and al-
ways strikingly attired. The latter carried her left arm in a sling of black satin, a reminder of an automobile mishap several weeks ago.

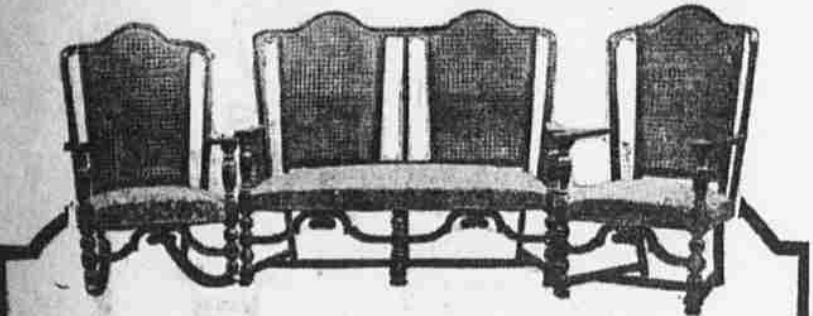
A valet and a secretary comprise the

\$50 per week

MAY BE EASILY EARNED introducing
"Supply Community
Service"

In your city or town. This new plan of
caring for trees, shrubs, gardens, lawns,
etc., interests every one instantly. Repre-
sentative may be either refined man or
woman. We advise you to write at once,
as we desire but one person in a commu-
nity. You can insure yourself a perma-
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PROFESSIONAL NURSERYMAN
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JACOBAN PERIOD LIVING-ROOM SUITE

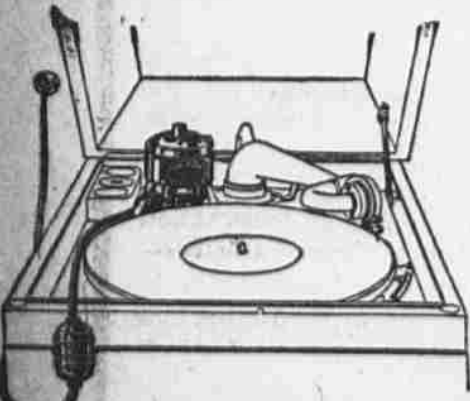
One of our own exclusive designs. Hand caned
backs. Imported tapestry on deep spring seats.

3 Pieces Complete, \$75.00
Actual value, \$125.00

Consolidated

FURN. MFRS. INC.

1015-1017 Filbert Street
Out of the High Rent District



Electrify Your Talking Machine

NO more winding up! Better still,
no more having to remember
about the winding up.

Place this tiny Electric Motor in the cabinet of
your machine alongside of the disc and dismiss
the matter of winding up from your mind.

\$5.50

(If you are a customer)

will place this motor in your home. The price is
\$17.50; and during the period March 15th-April
15th we offer special terms of payment to our
customers only—\$5.50 at time of purchase and
the balance in four monthly payments of \$3 each.

The use of this device does not interfere in any
way with the regulation of the speed—that is
taken care of in the usual way. And you will
be surprised at the low cost of using this motor
—it's less than the cost of operating a single
incandescent lamp.

The Electric Shop at Tenth and Chestnut Streets,
and the various District Offices, are showing this
motor in actual use. Stop in and see it. It is
more convenient for you, mail or phone your order

PHILADELPHIA ELECTRIC COMPANY

FIRE DEPARTMENT CELEBRATES ITS 45TH ANNIVERSARY TODAY

Eight Veterans of Old Volun-
teer System Still in the
Service Fighting the
Flames

HAD SPLENDID GROWTH

The Philadelphia Fire Department to-
day is informally celebrating the 45th
anniversary of its birth.

There are still eight men in the bureau
who have been connected with the depart-
ment since its inception and even served
in the old volunteer service. They are:
Captain John Rumney, of Engine Com-

pany 12, Manayunk; William Langan,
driver of the same company; Captain
Charles S. Williams, of Engine Company
42, Front and Westmoreland streets;
William Graham, hoseman, Engine Com-
pany 26, at 1915 Adams street; Captain
Lawrence Green, Engine Company 43, at
1110 Market street; Captain Samuel Kil-
lian, Sr., Engine Company 37, at 55th and
Pine streets; Engineer William C. Rob-
ertson, Engine Company 11, at 10th and
South streets, and Driver John Wining,
of Engine Company 41, at 61st and
Thompson streets.

It is interesting to listen to these vol-
unteer firemen when they become reminis-
cent and tell the many and varied ex-
periences which they have had in the
service; the narrow escapes they have
had from death, and the obstacles which
confronted them when the bureau was far
from being in the state of efficiency it is
today. The great strides the department
has made toward increased efficiency in
recent years is a matter to which these
veterans are always pleased to refer.

Electrically propelled fire apparatus,
fire pumping stations, high-pressure ser-
vice, new devices in the matter of equip-
ment, time saved in the receipt and trans-

mission of alarms, these gray-haired fire
fighters say are in striking contrast to the
conditions which existed when the volun-
teer department was supplanted by the
paid Bureau of Fire.

The high state of efficiency which the
department has reached, they agree, has
been in a large measure due to the zeal
and untiring energy of the present chief,
William H. Murphy, who daily studies
ways and means of further increasing the
efficiency of the department.

It was March 15, 1871, when the paid
fire department went into operation. Cap-
tain Rumney, of Engine 12, said today
he remembered the occasion as if it were
only yesterday. He has been in charge
of the Manayunk company ever since he
entered the service. In speaking of the
old days, Captain Rumney said:

"Langan, who is here in the company
with me, was with me in the old volun-
teer service. Our old apparatus was lo-
cated where the feed store of Leonard Bern-
ard stands, in Main street below Green
lane. It was known as Manayunk 35. Dur-
ing the first year of the paid fire depart-
ment we only worked at night, although
there were always three men detailed at
the station. These were an engine man,

stoker and a driver. Salaries were dif-
ferent in those days. The driver got \$750
a year, but now he receives \$1100; the
engine man got \$800, but he now receives
\$1200; the stoker got \$400 a year the
first year, but now he gets \$1400; the
hoseman got \$350 the first year, and now
he gets \$900 the first two years and is
increased until he gets \$1100."

When Langan went into the depart-
ment he had just reached his majority.
He said their first machine was the "Old
Mechanic," and was sent to them from
hand and had seen better days.

"We didn't get a new engine during all
those years until a year ago last Thurs-
day," said Langan this morning. "This
one was sent to us from the Roxborough
house. The department is certainly in
splendid shape today and a fire has little
chance after the department is once on
the ground. It is certainly pleasant and
interesting to think of the old conditions
and the new."

Engineer William C. Robertson, of En-
gine 11, at 10th and South streets, said the
headquarters of that company was origi-
nally at 11th and Lombard streets.

United States Balanced Tires

At Last—the 'Balanced' Tire

The greatest forward step
ever made in pneumatic tires

On January 8th, in the *Saturday Evening Post*, we
announced that at last we had made pneumatic rubber
tires more like other dependable articles of merchandise.

Stop and analyze this statement—"more like other
dependable articles of merchandise."

Unless backed up by results, it would be almost
commercial suicide for a tire manufacturer to make
such a statement.

Now we are ready to tell you the reason for this
fearless confidence in our tires—the reason for the
gigantic sales increases of our tires since September last.

Many months ago we finally worked out and began
producing the completely 'balanced' pneumatic tire—the
heretofore unattainable goal of every tire manufacturer.

To be 100 per cent. efficient, a tire must be absolutely
'balanced'—that is, the rubber tread and the fabric
carcass of the tire must give equal wear.

'Balance' the tire maker's goal

To have perfect 'balance' the rubber tread must
have enough resiliency to absorb road shocks that tend
to disintegrate the fabric, and still must have the
toughness to give long wear.

Too much toughness reduces resiliency; too much
resiliency sacrifices toughness. Problem—find the
'balance.'

Full rubber-tread efficiency demands a 50-50
'balance' of resiliency and toughness.

Full fabric-carcass efficiency demands a 50-50
'balance' of fabric layers and rubber—a union that
will make tread separation impossible.

Full, complete tire efficiency demands a 50-50
'balance' of the rubber tread and the fabric carcass—
neither may be stronger or weaker than the other.

This is the goal we have reached

By producing this complete 'balance' between resiliency and
toughness in the tread, and between fabric and rubber in the
carcass, we have secured 100 per cent. efficiency in United States
Individualized Tires, or absolute 'balance' of wearing quality in
both rubber tread and fabric carcass.

By September last, these absolutely 'balanced' United States
Tires began to be "felt on the market."

Since then sales have increased steadily month by month up to
the recent highest increase of 354 per cent.—this tells the story.

United States Tire Company

'Nobby' 'Chain' 'Usco' 'Royal Cord' 'Plain'
"INDIVIDUALIZED TIRES"

