EXECUTIVE DAY DRAWS ANOTHER GREAT CROWD TO BIG BUSINESS SHOW

End of Efficiency Exhibit, Worth \$1,000,000, in First Regiment Armory, Is Drawing Near

MODERN OFFICE HELPS

Only one more day remains in which philadelphians will have the opportunity of seeing \$1,000,000 worth of office equipment all under one roof, because the first annual Philadelphia Business and Emclency Show, now being held in the lat Regiment Armory, Broad and Callowhill streets, will end tomorrow night at 10 states.

Today executives of various big cor-Today executives of various his cor-porations and business houses are the guests of the show. It will be the sec-end afternoon known as the Executive Tay. This afternoon the doors will be closed to the public, so that the executives

closed to the public, so that the executives may have full possession and may sak any questions uninterrupted.

Although the Dictophone has been on the market for a number of years and although many persons have heard of it there are thousands who have passed through the Business Show who never aw one before. The Dictophone booth has been a popular point of investigation at the show, both for the business man said the public in general. Visitors are much interested, according to the sales mansger, J. D. Westervelt, when they hear that, by the use of a Dictophone, letters can be dictated at the rate of 250 words a minute, while under the regime of dictation by shorthand 125 words is the average rate.

MACHINE DOES ALGEBRA.

The Hammond Typewriter Company, hich has local offices at 208 South 11th which has local only on siderable attention with its machines which write in several languages without changing the keyboard. For instance there is one machine which writes Yiddish, Greek and Eng-lish. To write Yiddish and Greek, the machine has to go from left to right instead of from right to left. Then, too, the the machine which can be used for algebra is causing much comment. The Hammond people claim that they have Hammond people claim that they have the only typewriter which does algobra. The Corona typewriter, which W. L. Prickitt, a member of the firm who is in the booth, calls "the typewriter for personal use," is being investigated by hundreds of people daily. The Corona is often lovingly called "the baby typewriter," because it is the smallest at the hig Business Show and weights only six pounds. It can be folded up and packed in a grip or a suit case. Mr. Prickitt declares that it goes all over the world with the writers of news, because it is easily carried and makes such clean copy.

The winner of the highest possible award in the stencil machine class at the Panama-Pacific Exposition at San Francisco, the Ideal Stencil Company, Belleville, Ill., has a booth at the exhibit

ville. Ill., has a booth at the exhibit which has attracted crowds.

which has attracted crowds.

"Some people have never even seen a stonell machine," said the representative in charge of the booth, "and they are much interested in it. The newest feature, which has never been used before, is the sliding table on which we place our cardbeard for the stenelling." The operator says that many firms file their stenells and use them for years.

INTEREST IN LETTER COPYING. Crowds also visit the booth of the Roseo Company, of New York, to see how busies of letters are made without water— made on a vegetable parchiment paper that is as thin as tissue paper and as strong
the old-fashioned brown wrapping

as the old-fashioned brown wrapping paper. Copying of the typowritten letters is made possible through the use of the Rongo no-water copier paper, which is Kept in air-tight waterproof, rolls.

Visitors at the Business Show are showing special interest in the F. & E. check writers, made by the Headman Manufacturing Company of Chicago. O. E. Weig, the district manager for sales in this territory, calls his machine "the only only." because it is, he says, the only one which writes duplicates, the only one which is a self-inker, the only visible one, and the only one which perforates and inks the check on the back, so it cannot be tampered with. Changing the amount with a pered with. Changing the amount with a pen, using acid, or erasing any figures on a check written with an $F_c \in E$, writer is thosesible, according to Mr. Weig, who communicates at his booth in the Business

WHOLESALE SILK PRICES ADVANCING STEADILY

Operators Said to Be Buying Up Big Supply of Goods

The prices of wholesale silk are advancing so steadily that, according to all reports, they will soon be in the "war brids" class. Not only are the prices rejorted this week much higher than those of lart. rejorted this week much higher than those of last, but operators are said to be buy-ing up a big supply of silk goods for future sales and a further rise in that line is predicted. In some cases even silk a predicted. In some cases even silk goods are not on the market. The same story is told by mill owners, importers, wholesalers and retailers—namely, continued demand, inadequate supply and prices which are undoubtedly "going up."

The price of Japanese raw silk continues to advance, while prices of certain Chinese pongees show a marked increase. The same is said on Georgette, one of the coming fall fabrics. Among the popular, spring and fall color mentioned are ar, spring and fall color mentioned are gray, Belgium, navy and black.

ACTRESS SERIOUSLY BURNED

Her Clothes Ignited by Curling Iron as She "Makes Up"

ALLENTOWN, Pa., March 17.—Norma Barry, leading lady of "Love's Lottery," at the Orpheum Theatre, is lying in a danstrous condition at the Hotel Allen, her cothes having caught fire from a curling iron while she was making up last night. Her tights were consumed by the flames and a large part of her body is scorched.



Furniture Co. 119 S. 4TH ST.



GEORGE E. SMITH President Royal Typewriter Com-

AUSTRIAN ATTACKS REPULSED ON CARSO

Italians Hold Newly Gained Positions at San Martino Despite Assaults

ROME, March 17.—Another day of deserate and bloody fighting along the songe front, particularly south of Gorigla. has gone by without the Austrians being able to regain any of their lost ground, the War Office announced last night.

"There has been fierce fighting on the Carso plateau," the report says, "for the possession of the positions we captured Tuesday in the San Martino zone.

"After severe artillery and musketry preparation the enemy launched two strong attacks and succeeded in reaching the brink of our new trenches, but was on each occasion vigorously repulsed, leaving the ground covered with dead."

"In the morning the enemy artillery renewed the attack, maintaining it with increased violence until night, but the firmness of our infantry and the constant and effective support of our batteries enabled us to hold our positions. "Along the rest of the front our de-

tachments continued their attacks, wreck-ing the enemy's trenches with grenades in various places, inflicting losses and causing explosions."

The official report also mentions some artillery actions in the Tyrol and says: "A thick fog yesterday impeded artillery activity on the Isonzo heights, but the firing was more intense on the hills west of the transfer in the second for the s

MAHLER ARTISTS HONORED

Alexander Van Rensselaer Host at Supper-Gifts Distributed

Alexander Van Rensselaer was the host at a buffet supper given last night in honor of more than 100 persons, who took part in the recent performances of the Mahler choral symphony, at the Academy of Music. The affair took place at Horticultural Hall. Mr. Van Rensselaer is president of the Philadelphia Orchestra Association.

Gifts were presented to different mem Gitts were presented to different members of the symphony. A silver cup was given to Henry Gordon Thunder, a grandfathers' clock to Arthur Judson, manager of the orchestra; a dress sultcase to Louis A. Mattson, assistant manager; while Mr. Leopold Stokowski received from some unknown donor several small china dolls, corresponding the chorus. representing the chorus

WHOLE WORLD WRITES ON TYPEWRITERS THAT ARE MADE IN AMERICA

Business Show Audience Hears George E. Smith, President Royal Company, Tell of Trade Growth

U. S. BLAZES THE TRAIL

The world does its typewriting on Amer-an typewriters. In turn, the world is suring its millions into America's coffers, ecording to George Edmund Smith, president of the Boyal Typewriter Company, New York who attended the first annual Philadelphia Burmess and Efficiency Show last night at the First Regiment Armory, Broad and Callownill streets, Mr. Smith is a former newspaper man. He was with the Chicago Tribune before he suitered the typewriting business, a score intered the typewriting business a score

"The United States leads the way in typewriting and office appliances," said Mr. Smith. "It has blazed the trail. In the path of the typewriter has followed. the American office equipment.

"And because the typewriter people be-lieve in preparedness," he added, "they are now making ready to bandle the enorare now making ready to handle the enormous volume of business which will come to the United States as soon as the European war is over. For instance, at our plant, the Royal, slone, we are building an enormous factory and preparing to increase our output 25,000 typewriters a year.

BIG FOREIGN TRADE. "Speaking of the way the American typewriter is used in foreign countries. it might be of interest to mention that we make 164 different types of keyboards

Electric Calculating Machine 90 % Machine and 10% Operator The Best Evidence is the

Ensign Record in Business ENSIGN USERS

W York Life insurance Company use, 83
illadelphia Ratireads use, 47
S. Govt. (Various Depts.) use, 26
ell Telephone Companies use, 26
elty of New York Departments use, 16
ty of New York Departments use, 17
And hundreds of other equally promimers, 25
mers, 2

Visit Our Exhibit at the Show. C. L. METZGAR, Selling Agent 1416 S. Penn Square

MR. SECRETARY See the HAND

Addressograph

at the Business Show Does your addressing ten times

With Only Ten Keys the Dalton Is the Simplest



—and the speediest for adding, subtracting, multiplying and dividing with a perfectly visible listing feature.

Whichever way you operate the Dalton-either by the old-style "sight" method or by "touch" operation-you will find it unequaled for speed. The small, compact keyboard, with only ten figure keys, enables the operator to maintain maximum speed without trouble or fatigue, as machine automatically takes

care of numerical order. It entirely eliminates the burden and eye-strain caused by other machines. These are provable advantages that you will enjoy only with the Dalton. In these points it is entirely differentaltogether better than any other calculating machine. A comparative test will convince you.

SEE IT DEMONSTRATED AT THE BUSINESS SHOW Or Let Us Put One In Your Office Without Obligation.

> PERRY & COLLINS DISTRICT SALES AGENTS

Room 402-4-6-8 Forrest Bldg., 119 S. 4th St.

PHILADELPHIA BUSINESS SHOW 191 **ANOTHER** Executives' Day Today For the busy executive who was unable to attend the Show on Wednesday we have made this another Executives' Day. First Regiment Armory Broad and Callowhill Sts. pen 1 P. M. to 10 P. M.

for the foreign trade. We make some that write from right to left instead of left to right. Turkish, Hebrew and Greek have to have special action in this way. Every ship that comes from foreign lands brings gold to pay for American type-

"People of this nation little realize how much they have to be proud of in the achievements of America in the realm of typewriting and office equipment." continued Mr. Smith. "I hope all Philadelphians realize that under this roof and in this show they have the opportunity of seeing the best in the world in office equipment and typewriters. I know this is the truth—and, what is more, these appliances are the result of generations of work—the achievements of the brains of America."

Mr. Smith said the typewriter held a unique place in the history of the world. He also said that as the automobile has centred about the gasoline engine, and the aeroplaine has centred about the gasoline ongine, so the entire field of office equipment has centred about the typewriter—and, as a result of the increased speed in getting out letters, so the rest of the office equipment has followed to keep pace. NEW EFFICIENCY STANDARDS.

Mr. Smith asserted that the American typewriter, the American sewing machine and the American harvesting machine are in a class by themselves, and that they have set new standards in the world for efficiency. Mr. Smith held that Americans internally by the mass of material fallhave achieved these successes because of ing upon him.

the class of men who go into the type-writing business. He says in Europe men "daily with it," while in America men give their whole lives and brains to the busi-

said Mr. Smith; 'they do not trifle with it. They are in exceed. In this coun-try there is \$55,000,000 invested in typewriting companies alone, to say nothing

of the millions in office equipment."

The typewriter, he explained, has gone through four stages; first the invention itself, then the adoption of a universal keyboard, next to make the writing visible. and it is now being made so it will last

TWO PLUNGE FROM SCAFFOLD Workmen Badly Hurt by Fall of Twenty Feet

WEST CHESTER, Pa., March 17 .- Edwin Murphy and John Delmar, Philadel-phia tile workers, who have been em-ployed on the interior of the new Brown Opera House here, were badly injured to day, and are in the Chester County Hospital. The men were working upon a swinging scaffold 20 feet above the con-crete floor. On the platform was almost

Dies as Result of Hemorrhage

Investigation of the death of Samuel Mc-Williams, 38 years old, of 1131 Olive street, who was found in a pool of blood last night on the floor of his home, today disclosed that he was selzed with a severe hemorrhage of the nose. The body, which was sent to the Morgue by Coroner Knight for a post-morten examination, was or-dered released after detectives of the murder equad learned that death was due to

Policeman Saves Three Children Three children were carried out of a Three children were carried out of a smoke-filled room to safety by Policeman Long, of the 3d and Dickinson streets station, when a fire before nonn today started in the home of Hyman Colem, 1426 South Orianna street. The fire originated in the room where the children, Faultanaged 7; Benjamin, aged 6, and Nathan 4 years old, were at play. Mrs. Cohen heard the children's cries and met the policeman as she hurried outside to give the alarm. The loss was trifling.

The Great Interchangeable-Type Typewriter



in all styles of type (all instantly interchangeable.

Two styles of type always in the machines— "Just Turn the Knob" and change from one to the

Hammond Typewriter Company

Foot East 69th St., New York, 208 South 11th St., Phila.

Before you buy a farm tractor—

it behooves you to skin your eyes and approach the matter with exceeding wariness.

The business of making small, low-priced tractors is young. But it's popular. More than a hundred concerns have taken out tractor patents in the last two years.

The infant tractor industry today resembles the infant automobile industry of a few years ago. Some manufacturers have rushed into it blindly. Some tractors will do the work and some will not. Some farmers will suffer.

A man who has no ax to grind has been investigating the whole tractor situation. He has learned a good deal that you can profitably learn before you loosen up on your tractor money. He tells what he learned in a series of articles—The Tractor—and the first appears today in

GENTLEMAN

Also in this issue:

A Fruitman-Shepherd

An account of a personally conducted visit to the farm of David K. Bell, with whom taking first prizes for pears and sheep has become a habit.

Pigs that Cost Less

A discussion of hog breeding from the dollars-and-cents viewpoint-and it certainly makes a difference whether a newborn pig costs fifty cents or five dollars.

Underdrainage of Farm Land

A practical, authoritative talk on the classification of soils and the manner of laying out a system of tile drains.

Corn in the Classroom

In which it appears that a farm-bred boy can go to the right kind of a school and learna whole lot about making corn raising more profitable.

Stabilizing Farm Credits

Suddenly the country has awakened to the fact that something has happened in Congress having to do with rural credits. What?

And more, including

Building a Lath House; Economical Road Building; The Campines, by Judge W. H. Card; Building a Workbench; Curing Pea-Vine Hay; A Start with Sheep; Treatment of Al-kali Land; The Cow on Test; What is New in Embroidery; A Reel for the Clothesline; Dried Fish Dishes, etc., and

> The Regular Farm and Home Departments

