

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 Philadelphia will have the opportunity of seeing \$1,000,000 worth of office equipment...

Today executives of various big corporations and business houses are the guests of the show...

Although the Dictaphone has been on the market for a number of years and although many persons have heard of it...

MACHINE DOES ALGEBRA

The Hammond Typewriter Company, which has local offices at 208 South 11th street, is attracting considerable attention with its machines which write in several languages without changing the keyboard...

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 which has attracted crowds.

INTEREST IN LETTER COPYING

Crowds also visit the booth of the Rensselaer Company, of New York, to see how copies of letters can be made without water-marks on a vegetable parchment paper that is as thin as tissue paper and as strong as the old-fashioned brown wrapping paper...

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 price" class...

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 dangerous condition at the Hotel Allen, her clothes having caught fire from a curling iron while she was making up last night...



GEORGE E. SMITH President Royal Typewriter Company.

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 American typewriters. In turn, the world is pouring its millions into America's coffers, according to George Edmund Smith, president of the Royal Typewriter Company...

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

AUSTRIAN ATTACKS REPULSED ON CARSO

Italians Hold Newly Gained Positions at San Martino Despite Assaults

ROME, March 17.—Another day of desperate and bloody fighting along the Isonzo front, particularly south of Gorizia, has gone by without the Austrians being able to regain any of their lost ground...

MR. SECRETARY See the HAND Addressograph at the Business Show

Does your addressing ten times faster and neater than handwriting and prints exactly like the typewriter. Invaluable to any business, church, club or lodge.

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 performance of the Mahler choral symphony, at the Academy of Music...

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 unequalled for speed. The small, compact keyboard, with only ten figure keys, enables the operator to maintain maximum speed without trouble or fatigue...

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 1916

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.

Open 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 typewriters.

"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 Philadelphia 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 centered about the gasoline engine and the aeroplane has centered about the gasoline engine, so the entire field of office equipment has centered 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 have achieved these successes because of

the class of men who go into the typewriting business. He says in Europe men "dally with it," while in America men give their whole lives and brains to the business.

"Americans grow up in the business," said Mr. Smith; "they do not trifle with it. They are in earnest. In this country there is \$55,000,000 invested in typewriting companies alone, to say nothing of the millions in office equipment."

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

WEST CHESTER, Pa., March 17.—Edwin Murphy and John Deimar, Philadelphia tile workers, who have been employed on the interior of the new Brown Opera House here, were badly injured today, and are in the Chester County Hospital. The men were working upon a swinging scaffold 20 feet above the concrete floor. On the platform was almost a ton of material. A rope parted, and the men plunged to the floor.

Murphy suffered serious cuts on the head and one arm is injured; Deimar has a fractured elbow and was injured internally by the mass of material falling upon him.

Dies as Result of Hemorrhage

Investigation of the death of Samuel McWilliams, 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 seized with a severe hemorrhage of the nose. The body, which was sent to the Morgue by Coroner Knight for a post-mortem examination, was ordered released after detection of the murderer squad learned that death was due to natural causes.

Policeman Saves Three Children

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 noon today started in the home of Hyman Cohen, 7429 South Orleans street. The fire originated in the room where the children, Pauline, aged 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. Writes over 50 languages in all styles of type (all instantly interchangeable). Two styles of type always in the machine—"Just Turn the Knob" and change from one to the other. 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 The COUNTRY GENTLEMAN Also in this issue: A Fruitman-Shepherd, Stabilizing Farm Credits, Pigs that Cost Less, Underdrainage of Farm Land, Corn in the Classroom, out to-day 5¢ from any news dealer or boy agent