BROAD STREET TO SHINE WITH EASTER FINERY

$500 in Prizes to Reward Winners in Show of Spring Clothes

Philadelphia will have its own "boardwalk promenade" on Easter.

Instead of going to Atlantic City to display the beauties of their new spring clothes, folks can do it this year right here in Philadelphia. About $500 in prizes will be given for the best dressed people and the prettiest girls. The Easter parade in this city will be in the afternoon. The route will be from Broad street and Fairmount avenue to the Park entrance and return along the Parkway to City Hall.

The plan was hatched today by the Fairmount Avenue Business Men's Association.

"New York has her 5th avenue, Atlantic City her Boardwalk, but Philadelphia has never had any definite Easter parade, and it's high time to get started," said Oscar Dahns today. He is chairman of the Committee of Arrangements. The prizes are on display in his chicken store, at 2622 Fairmount avenue.

There is a gold watch and a large diamond stickpin that will be presented to the best-dressed couple in Philadelphia's first annual Easter parade. The girl wearing the prettiest hat will be presented with a beautiful gold bracelet. To the prettiest 18-year-old girl will be given another gold bracelet. It was not explained how this age could be definitely determined. Prizes will also be given the best-dressed boy and girl not more than 12 years old. Six judges will be stationed along the promenade. Whenever a likely prize winner is spied he or she will be asked to sign a card, with the name and address.

Large department stores, millinery stores and others are co-operating with the idea, and will take advantage of the chance to display their newest and most attractive finery in the parade. Many other business men's associations are enthusiastic over the idea, it was said, and will see to it that a goodly delegation from their respective sections are in line on Easter.

Get ready your high hats and silk spats.

Anti-Cobden Club to Elect Officers

The annual election of the Anti-Cobden Club will be held tonight at the club's headquarters, 1944 Germantown avenue. The polls will be open from 4 to 9 p. m. The following officers are unopposed candidates for re-election: President, David Martin; first vice president, Edward Buchholz; second vice president, William W. Turner; recording secretary, John Leonard; financial secretary, William M. Turner; treasurer, Rudolph B. Dutt; board of trustees (five to be elected), Edward Buchholz, Godfrey Luckhardt, Ervin Rosenberger, George C. Faber, Josiah Thompson. The election officers are: Judge, Nehemiah L. Miller; tellers, William H. Finch and William Deacon.

Workers in Demand at Hammonton

HAMMONTON, N. J., April 13.—There is a good demand here for female help, as the result of the operation of the William F. Taubel hosiery plant, the Theodore F. Baulig underwear manufactory and the inauguration of work at the plant of the Aaron Dress Suit Company, which has just leased Bellevue Hall and is installing machinery. The situation will be further strengthened by the building of a $12,000 factory by Mr. Baulig, 40 by 143 feet.

CRYPTIC CROSS HAD NO TERRORS FOR HUNDREDS

Continued from Page One

351 Broad Street Station, this city. Mr. Elsesser won the second prize of $50.

It was not until more than a week later that the next correct solution was received. The morning mail on March 20 brought a letter from J. H. Tracy, Wyncote, Pa., that won him the third prize of $25. The fourth prize—the first of the $10 awards—was received on March 29, and the remaining four early the next morning.

MANY SOLVE RIDDLE.

Mrs. Bertha K. Moore, of Barrington, N. J.; Mrs. Hoyt, Merion Pa.; Mrs. W. Aubrey Merrick, Newtown, Pa.; Joseph A. Carracha, 738 North 48th street, Philadelphia; Miss Ethel M. Thomas, Bureau of Highways, City Hall; F. M. Djorup, 2511 South Colorado street, Philadelphia; Victor F. Lecog, 125 Pine street, Harrisburg, Pa., and Scott B. Lilly, Swarthmore, Pa., sent in solutions to the cryptic cross that were only one degree removed from perfect, before the instalment telling of the destruction of the Monte Crispen Iron Works appeared in the EVENING LEDGER.

That such a large number of people were able to solve the crytogram almost perfectly without any clue as to what it might be all about is considered remarkable by experts. A particular feature of note is the large percentage of women who were among the first to send in these solutions. The widely separated points from which answers were received shows the great interest that was taken in this contest.

The points of the compass from which responses came were no further apart than the kinds of persons who sent in solutions. Lawyers, physicians, educators, publicists and engineers vied with day laborers, trainmen, tradesmen, mechanics and students.

MORE ADVENTURES OF MONTE.

In view of the widespread interest aroused by the story of Monte Crispen, the EVENING LEDGER will soon print the second of the Philadelphia hero's adventures. It will deal with Monte Crispen in Kensington. More detailed announcements will appear from time to time.

Despite the publicity given to the announcement that no solution could be considered which reached the EVENING LEDGER after noon of Saturday, April 1, a large number were received after that time. These were not considered in awarding the prizes.

The correct solution to the cryptic cross is as follows:

RE.—PROPERTIES HELD IN TRUST M. C. IRON WORKS: WEST MILL DOUBLE-MINED; EXTRA HEAVY DYNAMITE CHARGES; WIRELESS; 33, 34, 26, 68, 77. TEXTILE MILLS: STRIKES FOR HIGHER WAGE, SHORTER HOURS ARRANGED; 68, 35, 77. SHIPYARD: OPPOSITION TO NEW NAVY PROGRAM; 35, 77. HEIR—NO BUSINESS EXPERIENCE OR CAPACITY. NEGOTIATIONS PROGRESSING; COMPANY OFFICIAL WHO SEEKS TO IMPAIR VALUE PROPERTIES TO BUY THEM CHEAP WHEN M. C. QUALIFIES ACTUAL OWNER UNDER UNCLE'S WILL.

The method of solution was fully explained in the course of the story.

HOW HE READ THE RIDDLE.

Paul E. Elsesser, of 1832 South 17th street, an 18-year-old youth, Philadelphia born, employed as accident file clerk in the telegraph department of the Pennsylvania Railroad in Broad Street Station, who won the grand prize of $50, speaking today of the method he pursued in solving the cryptogram said:

"I had never tried anything of the sort before, but as I have been reading the EVENING LEDGER since it first came out, I thought I would see what I could do. So on the 10th of March, when the story of Monte Crispen was first announced, and I read that I could get the first instalment in a little book form, I went down to the EVENING LEDGER office and asked for one.

"That night at home I sat down and looked at the cross for about half an hour before trying to find where to begin. Then I laid out the alphabet in a line and placed under it the cryptic alphabet. Then I started in, beginning at every possible corner of the cross, without getting anything that would make sense.

"After at least a hundred beginnings, that showed virtually from the outset that I was on the wrong track, I suddenly concluded that the 13 set apart in the corner was perhaps the key. So, taking the first letter D, as shown in the upper right hand corner of the bar of the cross, I tried selecting the 13th letter following the first letter D, which would be Q. These two when transferred to the corresponding letters in the cryptic alphabet gave me 'Re'; and, following along this line, I knew just as soon as I had a few words that made sense that I was on the right track. The rest was easy. It took me about three hours in all. I sent the solution in to the EVENING LEDGER office by messenger the next morning, March 11.

"I certainly am glad to have won the second prize, and I shall always read the EVENING LEDGER in the future, as I have in the past. Here is a copy of my solution, with the alphabets under it:

Re——properties held in trust M.C. iron works West Mill double mined extra heavy dynamite charges wireless 33, 34, 26, 68, 77, textile mills strike for higher wage shorter hours arranged 68, 35, 77, ship yard opposition to new navy program 35, 77, heir no business experience or capacity negotiations progressing company official who seeks to impair value properties to buy them cheap when M.C. qualifies actual owner under uncle's will.

(M.C. means Monte Crispen)

A B C D E F G H I J K L M
O P Q R S T U V W X Y Z A

N O P Q R S T U V W X Y Z
B C D E F G H I J K L M N

Mr. Elsesser is only a year graduated from the Southern High School, his preceding education being in the lower grades of Philadelphia public schools. He has been out of High School for about a year and with the Pennsylvania Railroad since August last. Previously, he had been in the employ of the Heed Duplicating Company, of Philadelphia. He lives with his parents.

POE'S "GOLD BUG" A KEY.

Edgar Allan Poe's short story, "The Gold Bug," was the means Joseph H. Tracy, of Wyncote, employed to solve the cryptogram of Monte Crispen. Mr. Tracy's solution, which was the third to reach the EVENING LEDGER, won him the third prize of $25.

After deciding "The Gold Bug" and the directions the story contains for deciphering codes was the best way to set about attempting the solution, Mr. Tracy found his work easy. He finished it all, working out the correct answer, in a little more than an hour and a half, he said today.

Into "The Gold Bug" Poe put the knowledge he had gained in many years of studying cipher and codes. The story, dealing with the discovery of a fabulous fortune buried by the pirate, Captain Kidd, on an island on the South Carolina coast, turns on the solution of a cryptic message which gives directions for locationg the treasure. Poe solves the message in the story and explains in detail how it is done. It was this that gave Mr. Tracy his key to the Monte Crispen cipher.

"I had looked over the story," said Mr. Tracy, "and when the cryptogram appeared I thought I'd try to work it out. It meant nothing to me until I thought of getting 'The Gold Bug.' Poe prints a key which he says will solve any cipher. He gives a list of the letters that occur most frequently in ordinary words, in the order of their frequency.

"I simply used that. It was comparatively easy. I saw almost at once that the cross should be read downward in the vertical columns, beginning at the right. Using the key from 'The Gold Bug,' and working out the letters in order in the vertical columns, it was not long before I had a skeleton idea of the message. I checked this over two or three times, adding letters, and presently had the solution. It would have been much more work without 'The Gold Bug' to help me."

PHILIPS STUDIO

MONTE CRISPEN WINNERS

Above is P. E. Elsesser, who won the second prize of $50 in the EVENING LEDGER serial puzzle contest. Joseph H. Tracy got the third prize of $25. Both are Philadelphians. The first prize of $100 was won by a New Yorker.

Find Missing Woman's Body

The body of Mrs. Anna Coyle, of 1936 Mifflin street, was found floating late yesterday afternoon off the Mifflin street wharf by the crew of the police boat King.

Conflicting Theories of Truck Design *Versus* Truck PERFORMANCE

THERE are four different types of final drive in motor trucks being advocated by their makers. Each has its merits—and demerits. It is impossible for the purchaser to determine their comparative values on a theoretical basis. He cannot reconcile the conflicting claims of rival engineers.

The wise buyer brushes aside mere theories of construction and selects the make which holds the record for performance. That is the only value he can know and the only value he can use. The White Truck record is reflected in its predominant annual sales—2 to 1 of any other make.

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The Atlantic Ice & Coal Corporation now own a total of 20 White Trucks

All these famous men were once Poor Boys

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THOMAS A. EDISON
who will probably rank with Benjamin Franklin as America's greatest inventor, began life as a telegraph operator.

THE ROMANCE OF ACHIEVEMENT

The days of the ever-new romance of the Poor Boy—with the Will to Win—are not over. The telegraph operator of yesterday is the Edison or Earling of today. Andrew Carnegie, John D. Rockefeller, Charles M. Schwab, almost all of our great captains of industry, started at the very bottom of the ladder. They climbed to the top because they gained the HABIT of OVERCOMING. They did not win *because* they had no college education or early advantages, but *in spite* of this.

HENRY C. FRICK
began clerking in his uncle's store, and then went into the coke business in a small way. He has long been one of the dominant figures in the steel industry and in the Steel Corporation.

THEODORE N. VAIL
at the head of the largest telephone organization on earth—he was in large part its creator—thought to study medicine and later was in the Government Railway Mail Service.

JAMES J. HILL
the transportation genius of this generation, graduated into railroading from the truck business.

But they all had in the highest degree the **Passion for Knowledge**

The Passion of Great Minds

There is one conspicuous trait common to all these dominating men. That is a PASSION FOR KNOWLEDGE. And it is curious to find how deeply almost all of these men have been influenced by the Encyclopaedia Britannica.

Mr. Edison has a mind that is simply a mine of varied information, that is a perpetual source of surprise to those who associate with him. Where he got it all is beyond their comprehension.

So with James J. Hill. The extraordinary range of his information has been one of the secrets of his amazing success. Whether it be the price of nails in Yokohama or what could be grown in the soils of Montana, he seems to know everything that could draw traffic to his railroad.

ALL THESE MEN PURCHASED THE ENCYCLOPAEDIA BRITANNICA AND ALL OF THEM USE IT CONSTANTLY.

Mr. Edison has a set of the new Eleventh Edition always at his elbow. Mr. Hill is an incessant user of it.

The late Joseph Pulitzer, who came to this country—like Andrew Carnegie and many another—in the steerage, and rose to be the foremost newspaper editor of his time, bought no less than 18 sets of the new Eleventh Edition.

The meaning of all this is that the day of the Poor Boy Who is Determined to Get On has not gone by. However helpful a college education may be in many walks of life, the lack of it is not a bar to advancement to the highest rank in American life.

The essential thing is the grit to make up for this lack, and finding the way to do it.

For this the Encyclopaedia Britannica, in its new Eleventh Edition, is the incomparable work. It is a university training in itself.

CYRUS H. K. CURTIS
the owner of two of the most widely circulated journals in the world and probably the richest publisher, began as a newsboy in Portland, Maine.

A. J. EARLING
who transformed the St. Paul from a regional railroad into a transcontinental, and is making it the first railway to be operated over a large section by electricity, began life as a telegraph operator and train despatcher.

CHARLES M. SCHWAB
who became the foremost individual steel maker of the world, began life carrying a surveyor's chain.

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The publishers of the ENCYCLOPAEDIA BRITANNICA have prepared a richly illustrated book of 130 pages to tell you all about this great work and the new "Handy Volume" issue, and its usefulness to you. It is full of interesting stories, clever dialogues, beautiful pictures—a book packed from cover to cover. Some of its contents include:

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—Twenty pages of interesting dialogue telling of the interest of the BRITANNICA for women.

—A clever story about the way children get interested in it.

—Portraits of the Nobel Prize winners and other famous contributors to the new Eleventh Edition.

—Nearly two hundred half-tone illustrations, color plates, specimen pages and the like.

—A hundred interesting questions and brief answers; and some other questions.

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Many persons believe that this magnificent work is rather for "highbrows" and college professors and rich folks. The examples already given prove that it is precisely the opposite.

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