"SILK STOCKINGS" BIT OF ALL RIGHT

English Comedy at the Adelphi is Clever, Slangful and Altogether Topping, Y' Know

A PAIR OF SILK STOCKINGS. A comedy by Cyril Harcourt. Management Winthrop Ames. Adelphi Theatre.

are they always rehearsing "Caste" at English country houses? "A Pair of Silk Stockings" supplies one reason: to provide a false beard for one of the guests to disguise himself into a bur-giar on an appropriate occasion. It also supplies the most remarkable and amusing array of English slang that America has ever heard. If the following account of the intrigue of Mr. Harcourts 'play sounds a bit "squiffy," put it down to

It began, y' know, because Sam was a bit knocked about the Napier. Mollie insisted on a Borgia. And when he let her see a bill for another lady's hosiery, just to bring her to her senses, she biffed off to her grandmother's and gave him the boot. He would have explained that such goings on as his ain't livin' in sin and that it wasn't a matter of honey pots; but Mollie put the thing into the bally diverce courts and wouldn't so much as Naturally under the circs., with things a bit cockeye as they were, the poor boy took to w. and s. when he wasn't busy with a shove in his month. What would have come of the bally business no one could say, if he hadn't been at one of those English house parties that are always rehearsing "Caste," and his ex-wife hadn't happened along, and he hadn't burglarized her room with his stage beard to give her his side of the case. But Sam did and an old flame of Molly's dropped in the same night; and the flame's behavior wasn't quite cricket, the whole situation was a regular

Anyway, it-and the bushels of English slang which Cyril Harcourt added to his mative wit—made a regular nailer out of yesterday evening for those who saw "A Pair of Bilk Stockings" at the Adelphi. The sort of people whose mental pro-cesses would link up the title of "Daddy Long Legs" with "The Follies," were naturally somewhat disappointed. But the rest of us enjoyed a polite little play that was full of cleverness and good breeding very, very full of the best English

"A Pair of Silk Stockings" is also full of some good acting-the usual thing with Winthrop Ames' productions. The honors of the evening went to Eva Leonard-Boyne and Sam Sothern as Mollie and Miss Boyne's voice sounds a little Billie Burke's, but she can be easily distinguished from that person, because she has a face with character in it and acts. She plays Mollie with no touch that sentimentality and artificiality which too many American comediennes mistake for arch humor. She commands genuine humor by the most natural of means. As for Mr. Sothern, his is a rare means. As for Mr. Sothern, his is a rare talent. It is simple without being silly or important. It is the aeme of mingled seriousness and humor. It is altogether natural, human and refreshing. And it makes a perfect foil to Miss Boyne's incisive vigor.

"WHOA PHOEBE" WINS PENN SWEEPSTAKES

Plenty of Speed in the Annual Mask and Wig Production

It was a gathering of old friends at the Forrest last night, when the usual society audience greeted the University of Pennsylvania students in their annual Mask and Wig production. It was a case of old friends meeting again in many ways. Many old-time stars were present in the audience. Several standbys were still in the cast, and last but not least, Mr. Gilpin's music is indeed like greet-

ing old friends. However, notwithstanding the usual first night blunders and crudities—there were very few of these, it is true—and certain absentees, among them being plot and color effects, this opening was in no se inferior to any Mask and Wig show for many years.

W. M. Wright, Jr., whose clever work for the past three seasons has made him the best known of present day "Wiggers," is more graceful, if also more plump, than in former years. But why go into the question of the individuals? Let it merely be said that every part was cleverly and interestingly done. It is as a whole that the show must be consid-ered. From that standpoint, let only this ered. From that standpoint, let only this criticism be made. The specialities have not the originality or beauty of former years, nor are there as many of them; yet this is made up for by the best dancing by both chorus and principals seen in the Mask and Wig since the time of the Kendricks.

W. T. T., 2d.

U. of P. Students to Dine

The evening school of the University of Pennsylvania, department of finance and accounts, will hold its annual banquet Saturday at the Hotel Adelphia. Ad-dresses will be made by Dr. Roswell Mc-Crea. Dean Penniman, the vice provost; Edward J. Cattell; Albert J. County, vice president of the Pennsylvania Railroad; Edward Mead, Albert Hill, George A. MacFarland, Gordon Hardwick and John F. McFadden, who will represent the Rob-ert Morris Club. There will also be representatives from the various extension schools, Harrisburg, Scranton, Wilkes-Barre and Reading.



sown now will produce a bount-ful green, velvety lawn is from four to six weeks. 25c gt., 4 qts., 5c, \$1 p

Set out your early vegetable plants now, Early Cabbage, Pars-ley, Tomatoes, Lettuce, Cauli-Rower, Horse Radish, Asparagus and Rhubarb Roots.

Booklet on the lawn and seed

MICHELL'S SEED HOUSE SIS MARKET ST., PHILA.



Broad Street Theatre Perhaps you think, if you had the very good fortune to see "Grumpy" last sea-son, that "Grumpy" now at the Broad is an old play. If you do you are mis-taken. It's new, it's fresh, it's thoroughly

entertaining and amusing. Not even if you have seen it three times before (and the writer writes from a pleasant experience) will "Grumpy" go stale. There really is something beside a mystery in

Not in many detective plays is there a character that manages to take hold of the sympathies of an audience. Not in any one we have seen and remember is there an old man of such crotchets and such whimsicalities as is old Andrew Bullivant, who prides himself on "put-ting one over" and on his clear eyesight. and rather gloats at the chances of out-living his servants. Mr. Cyril Maude, in this third year of playing the part, has encrusted it with a wealth of business, some of it far too farcical. But Grumpy remains a definite creation, full of humor and of comething far more precious, of and of something far more precious, of character.

In the very large audlence at the Broad QUAKERTOWN, Pa., April 26,—To raise funds for "The Home Guard," an organization of 50 young men, who will receive military drills, the North Penn Dramatic Club will present the four-act domestic drama, "The Heart of a Hero," last night there were many who had not seen the piece and speculated wonderingly about the "hand" and about the camelia with the hair tied round it. "Grumpy" is first rate and an out-and-out good de-ective play, with a reasonable plot and diabolically ingenious working out. The test of this is that quite apart from the leading character the play itself bears revisiting after all the secrets are known. There is no need to discuss it at length, because of that point the success of a play is the only standard of judgment.

MISS EDITH LANDIS

in Broad Theatre this evening. Miss Edith Landis will assume a leading role.

Theatrical Baedeker

ALNUT—"Lost in New York." by Leenard Grover. A comedy-melodrama of crooks, villains and a heroine.

PHOTOPLAYS.

STANLEY—All week "The Heart of Nora Flynn," with Marie Doro, A charming story with Miss Doro as an Irish homemaid. This is anniversary week at this theatre.

ARCADIA—All week, "The Good Had Man," with Donnia, Fairbanks and Bessel Love, Added attravion, Chrales Chaplin, in his "Burleague o' Carmen."

PALACE—Monday, Tuesday and Wednesday, "The Sowers," with Hanche Sweet, Thursday, Friday and Saturday, "The Love Missk," with Wallace Reid and Cleu Ridgeley.

tey.
VICTORIA — Monday and Tuesday, "The
Aryan," with William S. Hart, Wednesday
and Thursday, "Little Monro's Romance,"
with Dorothy citch and Owen Moore, Friday and Saturday, "Tlaying With Fire,"
with Olea Petrova.

VAUDEVILLE.

VAUDEVILLE.

VAUDEVILLE.

KEITH'S—Mildred Macomber, in "Holiday's Dream"; Claude Gillingwater and Company. in "The Decision of Governor Locke"; Belle lanche, vocalist; Comfort and King, the Six Schlovanis, gymnasts; The Three Vagrants, Milton and De Long Sisters, George Quigley and Eddie Fitzgerald, Roy Harrah and Company.

and Company,

R.'ND—"The Giri La the Gown Shop," Kelly
an! Galvin, Rose and Carmello Ponzello,
Fr.'s Knowles and Mazle White, Roy and
Arthur, Rose Comedy Dogs.

Aithur, Rose Comedy Dogs.
GLODE—"Miss Hamlet," Crossman's Banjo
Friends, Walter Johnson and Company, Carroll Sisters, Louis' Dogs and Monks, Bernard Shaw, Ford and Tinley, Grace Dunbar
and Company, Charles, The Thres Rossaires.
CROSS KEYS—First half of the week, "The
Lonesome Lassies," Zimmerman and Comnany, Norwood and Hall, Evan Sisters,
Ripley and Company, Cecil Eddret, J. Carr,
Last half of the week, "The Lone one Lasies," Vobb and Burns, Coogan and Carr,
Kennedy and Company, Crowly and Campbell, The Three Alex.

BURLESQUE.

BURLESQUE.

Crimson and Gray Club Dines

The Crimson and Gray Club of St. Jo-seph's College held its annual banquet last

night at the Hotel Adelphia. The principal speakers were Dr. F. L. Northrop, dean of surgery at Hahnemann College, and the Rev. J. Charles Davey, president of St. Josephis.

My Lady

By BEATRICE GRIMON W
A capital asventure
story of a treasure hunt

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Marlborough-Blenheim

the South Beam

PHOTOPLAYS.

ADELPHI — "A Pair of Silk Stockings," with Sam Sothern and Eva Leonard-Hoyne, A comedy by Cyril Harcourt dealing with the troubles of a diversed man who is still very much in love with his ex-wife. She has another old admirer and chance brings the three together again under amoung circumstances. Withrow Ames is the producer. The company playing with the excellent Mr. Maude does not challenge any comparisons, nor does it need to avoid them. If this were the first time on the road stances. Withrup Ames is the producer.

FORREST—"Whoa, Phoebe," the annual production of the Mask and Wig Club of the University of Pennsylvania. The regular Easter Week society attraction.

LITTLE THEATRE—"The Secretary," by Thomas McKean, Presented by members of the Stage Society and Plays and Players. Every night except Thursday.

BHOAD—"Grumpy," with Cyril Maude. The return engagement of the clever character actor in his famous role in Messars. Percival and Hodges' attractive play.

WALNUIT—"Lost in New York," by Leonard one could justifiably thank the producers for a first-rate cast. Some of the original members are still in it; the others fill places more than well. In fact, what one notices chiefly is that the villain no longer has red hair—a decided change for the better. Miss Maud Andrew, as Susan; Mr. Marshall, as Ernest; Mr. Harwood and Mr. Calvert are particularly good. Miss Elsie Mackay plays the young woman of the piece with an ingratiating and altogether unnecessary artificial charm. The staging, vastly important in this case, is held to the first standard of villains and a hereine.

YRIC-"Alone at Last." with Rry Atwell,
Harry Coner, Letty Yorke and John Charles
Thomas. An operetta with the beak dapted
by Smith and Herbert, music by Franz Lehar. An ambitious Vienness importation of
the "Merry Vidow" school. excellence.

As for Mr. Cyril Maude himself little emains to be said. And that little is in he headline. G. V. S. the headline.

DEAF GIRL "HEARS" CARUSO BY PUTTING HANDS ON LIPS

Helen Keller Almost Collapses With Emotion Tenor Inspires

ATLANTA, Ga., April 25.—Helen Keiler, the famous blind and deaf woman, placed her fingers on the lips and throat of Enrice Caruso, the world's most famous tenor, in his rooms, in the Georgian Terrace Hotel this morning and heard him sing the "Lament of Samson," blinded and in chains, grinding corn for the Philis-

with Olga Petrova.

LOCUST—Monday and Tuesday. "The Kiss of Hats," with Ethel Barrymore, Wednesday, "Heseloo Ann," with Mae Marsh, Thursday, "Martha's Vindication," with Norman Talmage, Seena Owen and Tully Marshall, Friday and Saturday, "The Half Million Dollar Bribe," with Hamilton Reveile and Marguerite Snow.

BELMONT—Monday and Tuesday, "Diplomacy," with Marie Doro, Wednesday and Thursday, "Out of the Drifts," with Marguerite Clark, Friday and Saturday, "Poor Little Peppina," with Mary Pickford. Through the medium of her sensitive fingers the matchless voice of the great tenor was transmitted to the blind woman. KNICKERBOCKER—"Loc In." First local presentation of Willord Mack's drama, with the Knickerbocker Players. It tells of the desire to reform of a souple of ex-convets who are bounded by the police owing to their past record.

MOVIES SWELL FUND

Way for Half-Million to Endow Home of Actors' Fund

By the Photoplay Editor

Even beyond the most sanguine expec-tations of the originators of the mo-tion picture campaign for the Actors Fund, which has undertaken to raise \$500,000 of the million-tollar permanent endowment funds for the Actors' Home, the response from motion-picture managers throughout the United States managers throughout the United States shows that this philanthrapy will receive a support that will more than fulfil the promise that the people of the "movie" world will do their part in establishing an income that will obviate the necessity of former annual benefits, fairs and contributions that have been needed to make good the deficits that have come in caring for the aged and decrepit actor.

Since the beginning of the motion-pic-ture campaign there has not been one re-fusal to join in the movement, and many managers who have been asked to donate a part of their daily receipts on National Tribute Day, Monday, May 15, have gone beyond the ordinary spirit by offering more than was asked. For instance, these al answers from motion-picture e managers indicate the desire to Ira F. Hay, manager of Dreamland, Elk Lick, Pa., writes: "Please find attached my check for 10 per cent, of the gross receipts of my theatre whether we self out or not." William H. Young, manager " the Faston-Taylor Theatre, St. Louis Mo., adds to his acceptance that he or chutes with pleasure to such a worthy cause. Henry C. Brown, manager worthy cause. Henry C. Brown, manager of the Lyric Theatre, Summit, N. J., voices the spirit of many other managers in writing, "Will book the best features for this date, and do the best I can for

Philadelphia, with its legion of photo-Philadelphia, with its legion of photo-play houses, should contribute the third largest mite of any city in the country.

This week is the second anniversary week at the Stanley and this theatre is showing all week "The Heart of Nora Flynn," with Marie Doro, a Lasky-Para-mount film which was favorablely re-viewed in yesterday's Evening Ledges, Draw, strong suporting bill includes a Drew-etro comedy and a Burton Holmes Travelogue.

The Arcadia is playing all this week "A Good Bad Man," with Douglas Fairbanks and Bessie Love. As an added attraction Charlie Chaplin in "Carmen" is offered.

The Palace opens with the "Sowers," with Blance Sweet. On Thursday, Friday and Saturday, "The Love Mask," with Ridgeley and Wallace Ried, will be

The Victoria opens with "The Aryan," with William S. Hart. On Wednesday and Thursday, "Little Meena's Romance." with Dorothy Gish and Owen Moore, will be screened. On Friday and Saturday, "Playing With Fire," with Olga Petrova. will be featured.

The Locust opens this week with "The The Locust opens this week with The Kiss of Hate," with Ethel Barrymore. On Wednesday, "Hoodoo Ann," with Mae Marsh, will be featured. Thursday, "Martha's Vindication," with Norma Talmidge, Seena Owen and Tully Marshall, will be screened. On Friday and Saturday, "The Haif-Million-Dollar Bribe," with Hamilton Beylle, will be shown. Hamilton Reville, will be shown.

tenor was transmitted to the blind woman, and as she sat and listened, her lips apart, her blind eyes wet with tears, she whispered over and over again: "Wonderful, with Marle Doro. On Wednesday and Thursday, "Out of the Drifts." with Mary with Marle Doro. On Wednesday and Thursday, "Out of the Drifts." with Mary guerite Clark, will be screened. Friday and Saturday, "Poor Little Peppina," with Mary Pickford, will be the feature.

"KICK IN" A SUCCESS FOR ACTORS' HOME AT THE KNICKERBOCKER

Nation-wide Campaign Under New Melodrama Furnishes Audience With Both Tears and Laughter

> The consensus of opinion when the audience left the Knickerbocker last night was that "Rick In" was the best show that has ever been staged there. .The melodrama, which comes straight from New York, where it ran a solid year, is of the same type as "Under Cover," only it is brighter, snappler and more thrilling In short it gives the audience a laugh one minute and a tear the next.

"Kick In," as presented by the West Philadelphia Stock Company, is one of the best detective dramas that have been seen here for some time. The players threw their full talent and magnetism into the production and the result was performance that will be hard to equal Every player in the cast got an ovation at some time from the audience, and every player deserved it.

"Kick In" is a story of the underworld vs. the police The story revolves around a boy who has reformed and married an honest woman. He loyally stands by his less fortunate friends, but at the same time strives to keep within the require-ments of the law. The result is that he gets into all sorts of complications. The police hound him and his family, driving him nearly to distraction. How the police "sweat" the men and women who fall into their hands for information is graphically ortraved.

portrayed.

John Warner and Emily Smiley, as Chick and Molly Hughes, were excellent. They showed the result of careful training and during the whole play held the audience in the palm of their hands. Anna Doherty, as Myrtle Sylvester, was all that could be asked in the second act, where she is torn with grief. The light and cheery Anna showed a talent heretofore unknown to the theatremorer.

fore unknown to the theatregoers.

Charles T. Moore also put a fine finish
to the play by his excellent interpretation of the done fiend that chewed the Com missioner's matches. Moore was realistic to the last, doing some of the best acting en at the Knickerbocker. Ted Brackett as Whip Fogarty, Phillip Lord, as the po-lice commissioner, were seen to a decided advantage, while Carrie Thatcher, as Memphis Bessie, sassed the police to the de-light of everybody. Good comedy was furnished by Josie Sisson and Lillian Hall.

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WASHINGTON

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\$10.50

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PROMINENT PHOTOPLAY PRESENTATIONS

Stanley Booking Company

THE following theatres obtain their pictures through the STANLEY Booking Compuny, which is a guarantee of early showing of the finest productions. All pictures reviewed before exhibition. Ask for the theatre in your locality obtaining pictures through the STANLEY BOOKING COMPANY.

CHAS. CHAPLIN in "Carmen"

ARCADIA CHESTNUT BELOW 19TH Also DOUGLAS FAIRBANKS IN THE GOOD BAD MAN"

APOLLO 52D AND THOMPSON MATINEE DAILY PARAMOUNT—ANNA HELD in "Madame La Presidente" BLUEBIRD 2209 NORTH BROAD ST.

"WHAT WILL PEOPLE SAY?"

BELMONT 52D ABOVE MARKET Mats. 1:30 & 3:30, 10c. Evgs. 6:30, 8, 9:30, 15c. Marie Doro in "Diplomacy"

OTH AND CEDAR PARAMOUNT THEATRE MARY PICKFORD in TESS OF THE STORM COUNTRY

FAIRMOUNT 26TH AND GIRARD AVE.

FRANKFORD 4711 FRANKFORD AVENUE ANNA HELD in

56TH ST. Theatre MATINEE Daily, 2:80 Fannie Ward in 'For the Defense'

52d St. 52d & Mats. 2-3:30—5c Evgs. 6:30 to 11—10c MOLLY McINTIRE in

GERMANTOWN 5508 GERMAN-TOWN AVE. in "The Code of Marcia Gray" GLOBE 59TH & MARKET 2:15-7-9

FLORENCE ROCKWELL in GIRARD AVENUE THEATRE
THE AND GIRARD AVENUE
Edga Wallace Hopper, Chas. J. Ross, and

Muriel Ostriche in "By Whose Hand" Great Northern BROAD ST. ERIE &

Marie Walcamp in "The Flirt" IRIS THEATRE SIAG KENSINGTON FANNIE WARD in

IMPERIAL Theatre Walnut Stre MARGARET GIBSON in

LAFAYETTE 2814 KENSINGTO FRANK SHERIDAN in

ALHAMBRA Mat. Dathy at 2; Evgs., 7 & 9.

Vaudeville & Paran't Pictures.

FANNIE WARD in FANNIE WARD in

> LIBERTY BROAD AND COLUMBIA EDWIN AUGUST in

Logan Auditorium Bread Above Ave. BESSIE BARRISCALE in

BULLETS AND BROWN EYES! LOCUST Math. 1:30 & 3:30, 10c. Evgs., 6:30, 8, 9:30, 15c. Ethel Barrymore In "THE RISE OF HATE"

Market St. Theatre SES MARKET STREET iuchird Presents WARREN KERRIGAN
"THE GAY LORD WARING"
See "GRAFT" every Wednesday

ORPHEUM GERMANTOWN AND CHELTEN AVES Charles Chaplin in "CARMEN" ORIENT 62D & WOODLAND AVE.

MARY PICKFORD in PALACE 1214 MARKET STR. 10 A. M. to 11

Blanche Sweet "The So PARK RIDGE AVE. & DAUPHIN World Presents Clara Kimball 6:4

"The Yellow Passport PRINCESS 1018 MARKET "HIRED AND FIRED"
See "The Girl and the Game" ever

RIALTO GERMANTOWN AVE. MARGUERITE CLARK in REGENT 1634 MARKET STREET
HUMAN VOICE ORGAN

"THE CLOSED ROAD" RUBY MARKET STREET BELOW ITH STREET

DOUGLAS FAIRBANKS in THE HABIT OF HAPPINESS" SHERWOOD SATH AND BALTIMORE MARGUERITE CLARK in

d Presents ELLA HALL in "The Chorus Lady's Triumph" TIOGA 17TH AND VENANGO STE

MARY PICKFORD in VICTORIA MARKET ST. ABOVE NINTH WM. S. HART in "THE ARYAN" Eatra Attraction—Triangle Kerstone Comed-

STANLEY MARKET ABOVE 18TH CONTINUOUS Marie Doro in

WEST PHILADELPHIA GRAND 52D AND MARKET STS.
MAT. DAILY, 2 P. M., 5c.
MUTUAL MASTERPIECE HAROLD LOCKWOOD in

OVERBROOK 63D & HAVER-FORD AVE CLEO MADISON in "HER BITTER CUP"

GARDEN 53D & LANSDOWNE AVE Harris Gordon & Barbara Gilroy in "The Oval Diamond"

EUREKA 40TH & MARKET STS. Wm. S. Hart in "Hell's Hinges"

BALTIMORE BALTIMORE AVE. Katharine Kaelrea WINGED IDOL

BROADWAY 52D & GREENWAY Adults 10c; Children 5 WILLIAM FARNUM in "THE BONDMAN"

Boad Street Casino BROAD Below ERIE EVENING 7:15 Fd 8 EDWARD COXEN IN "IN THE SHUFFLE" COMEDIES

CENTURY ERIE AVE & MARSHALL ROBERT WARWICK in "HUMAN DRIFTWOOD"

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STRAND 19TH AND GIRARD AVE Henry B. Walthall and Edna Mayo in "The Strange Case of Mary Page"—8th Episode. Bryant Washburn in "Gelden Lies"—3 Parta. HAM AND BUD COMEDY KENSINGTON

JUMBO FRONT ST. AND AVENUE
"Two Men of Sandy Bar"
Parts "Lemonade Aids Cupid"

JEFFERSON 29TH AND DAUPHIN STREETS WM. FOX Presents ROBERT MANTELL and GENEVIEVE HAMPER

in "A WIFE'S SACRIFICE" Susquehanna THEATRE 17TH 4 SUSQUEHANNA AVE. POR Presents RALPH KELLARD 4 DOROTHY GREEN in

"Her Mother's Secret"-5 Parts

Weekly Programs Appear Every Monday in Motion Picture Chart

A Plain Statement to the Business Men of Philadelphia

The purpose of the Associated Advertising Clubs of the World is to elevate the standards of advertising, to exchange ideas, to study methods and systems, to promote general business efficiency. The 15,000 members of this organization are the men who widen and deepen the channels of distribution. They are trained to observe and to tell what they see. They spread the gospel of good goods through the medium of printers' ink.

A LITTLE more than a year ago, the Poor Richard Club decided that it would be a big thing for Philadelphia if the Associated Advertising Clubs of the World could be induced to hold their 12th Annual Convention in this city in June, 1916.

Enthusiastic meetings of the members followed, at which prominent officials of other business associations were among the speakers. Official letters of endorsement and promises of support were received from the following organizations:

The Philadelphia Chamber of Commerce; The Philadelphia Board of Trade; The Merchants' and Manufacturers' Association; (Later merged with the greater Chamber of Cor The United Business Men's Association;

The Manufacturers' Club of Philadelphia; The Philadelphia Association of Advertising Agents;

The Rotary Club of Philadelphia; The Association of Manufacturers' Representatives; The Philadelphia Hotel Managers' Association;

The Sales-managers' Association;

The Pen and Pencil Club (Practically all other organizations have since manifested approval in enthusiastic meetings addressed by Poor Richard Club

DHILADELPHIA Select and Common Councils one year ago passed a resolution instructing Mayor Blankenburg to extend to the Associated Advertising Clubs of the World, through the Poor Richard Club of Philadelphia, an invitation to hold the 1916 Convention in this city.

The Philadelphia newspapers gave the move-ment their hearty support from the beginning. The buildings and grounds of the University of Pennsylvania and of the Commercial Museum were offered for the general and departmental

sessions of the Convention. THE POOR RICHARD CLUB conveyed the city's official invitation, together with the aforementioned assurances of support from the various business organizations, to the 150 Advertising Clubs, and constantly advertised Philadelphia's attractions as an IDEAL CONVENTION CITY, during a period of four or five months prior to the

Convention at Chicago in June last. The result of our efforts was that the Associated Advertising Clubs of the World voted unanimously to hold the next convention in Philadelphia during the week beginning June 25, 1916.

This Convention, which will bring to the city from 7000 to 10,000 men (and several hundred women), will be one of the largest and most important business gatherings this country has ever seen, and unquestionably-

Of Greater Advertising Value to Philadelphia Than Any Other Event in Her History

The \$250,000 or \$300,000 which these visitors will spend in Philadelphia will be but a small part of the real benefit to this city. The display advertising given to Philadelphia by newspaper's throughout the country, through their local clubs, is worth tens of thousands of dollars, to say nothing of the news publicity. The value of the hundreds of "On the Philadelphia" meetings from coast to coast is to Philadelphia" meetings from coast to coast is immeasurable.

We have them all talking about Philadelphia. They will talk more after the Convention.

The great advertising and industrial pageant during convention week will have an incalculable influence for good upon the three-quarters of a million of our own people who will view it. It will be instructive as well as spectacular. It will instill a new spirit of civic pride.

Gentlemen-Business Men of Philadelphia: We have the endorsement of the city government and of all your business organizations. We must have YOUR IN-DIVIDUAL SUPPORT. \$50,000 is needed, not for the Poor Richard Club, but for PHILADELPHIA. You have applauded us—will you HELP us?

> Poor Richard Club 239 South Camac St.

Make checks payable to the Poor Richard Club. Each contributor will receive a statement of receipts and expenditures, with full list of contributors, under the title PHILA-DELPHIA'S ROLL OF HONOR.