OOR RICHARDS ACK \$20,000 OF ONVENTION FUND

1000 Goal of Collectors to ntertain World's Advertising Clubs

ADVERTISE CITY

Personal Canvass Among ness Men Brings in \$30,-000-Public Should Aid

By RICHARD A. FOLEY

the aid of some of their asso a list of nonactive members com-several hundred of Philadelphia's mem-the Poor Richard Club have collected \$30,000 thus far handling of the areat convention of sciated Advertising Clubs of the shich comes to Philadelphia June

has been the work of individual tera most of them very husy men.
heads of business or holding vital es in modern manufacturing or mer

neally have these men set about Philadelphia's good name an added that it seems as though the city istration would be moved to find say to give it that \$25,000 which say to give it that \$25,000 which is seliciter Conneily's opinion put into the college. As a matter of fact this cost is not to go for entertainment. A business investment. The memorial the Toor Richard Club demur of the Poor Richard Club demur-her petulantly at having their appro-tion lined up in Connelly's condemna-ations with a fund to entertain the brethren of the African Methodist popul Church.

CITY SHOULD HELP. he advertising manager of one of salephia's great department stores in ing to the folks at City Hall said: when these \$000 or 10,000 great publeaders, manufacturers, merchants pusiness men of wide interest come in June we don't want them to stub toss on Broad street at night. We than to see the light, and that's we need the \$25,000 for more than

is possible that the Finance Commit-will themselves "see the light" and to purchase for \$75,000 an advertisity which even conservative adensias men say will be worth to Phil-sepla not less than half a million dol-a You can't concentrate the powerful rehight of publicity on a community old size for a whole week and then of it in the columns of newspapers of vital business departments in without getting some re

at that isn't the only thing that makes convention a great thing for Phila-lia. The industrial and advertising and which will take place on the day night of the convention will probr be as important as the great Bicen-sal parade was, and in addition, will see nevelty of being the only night ant of importance ever produced in city Besides, it will feature the Proof Advertising-and every one that nowadays, advertising is the of Indoor Sports." In other words, witing of the fathers and mothers, smething about advertising. It is of the common topics of conversation. to public generally recognizes that adoffing plays a very important part in the fally lives. It has really standard-american living. But that is another

Philadelphia viewing this oppor-

the United Gas Improvement y gave \$1000 toward the fund because illumination is to be one the big things of the convention.

The Philadelphia Electric Company,
to be outdone, gave \$1000.

in B. Stetson Company made a lid the presider mpany, J. H. Cummings. Ab Kirschbaum contributed, and the see School sent a check for \$100 to the standardize business methods."

The Electric Storage Battery Company, the giving special prices on batteries he doats, has contributed \$250. The H. K. Mulford Company, one of the mater plants of its kind in the world, as \$199 and also made provisions for distribution of 5000 boxes with lib-

is \$100 and also made provisions for distribution of \$000 boxes with libis samples of their products.
Louis J. Kolb, who believes advertising the staff of business, has given \$500. O'rectically every advertising agent in hindelphia has contributed a very libis sum and the newspapers have given, some of them, \$1000, and others are main to support the movement in a sasshat similar degree.

Tony' Genting went around with his bisbook and pencil to all the shoe trade at bid them what they oughg to do, and day at luncheon at the Poor Richard with he reported \$600 contributed.

Charles E. Hallahan, another shoe man, a check for \$100, with the observation of the pageant and the Fairsum Park entertainment and other feais were soing to bring 100,000 visitors in sarby to Philadelphia, he thought when the theory for it is a foregone shaton that nearly 100,000 visitors will stracted besides the delegates, mostly, sours, from nearby localities.

TOUNG BUSINESS MEN ACTIVE.

ING BUSINESS MEN ACTIVE. toung Business Men Active.
It would take a tremendous amount of the following to stage the pageant and the Fairmy to stage the pageant and the other all a were it not for the fact that the stage husiness men of Philadelphia have a putting their shoulders to the wheel the last several months.

There is P. C. Staples, of the Bell Teleme Cempany, who has been giving treat deal of his work to the convenience.

Committee, has been working over-as management.

Company, will be pageant marshal and one will find him many evenings at the Foor Richard Club working to line up this wonderful display. Among others who are doing very active

Among others who are doing very active work are:

Charles G. Green, G. El Gable, Bell Telephone Company, who has charge of the Fairmount Park pageant; Thomas R. Elcock, of the U. G. I., who has charge of all Illumination and decoration; Joseph F. Potsdamer, of the Ketterlinus Company, in charge of meeting places; George F. Goldsmith, advertising manager of the Public Ledder, Atlantic City trip; George C. Shane, Shane Bros. & Wilson Company, Sunday morning sermions; Harry T. Jordan, manager of Keith's, who will look after cabaret performances; Irvin F. Paschall, advertising manager of the Farm Journal, in charge of the national advertising exhibit at Houston Hall; Theodore Ash, secretary; George Nowland, of Fels & Co., hotels and registrations, and J. W. Franler, manager of the Bellevue-Stratford Hotel, who is collecting funds from the hotels.

These men have no personal axes to grind. They are unselfishly devoting their time to Philadelphia, and Philadelphia's interests.

Another corps has gone out to get this \$50,000, of which \$30,000 has already been subscribed. These include:

Ex-Gov, Edwin S. Stuart, Sidney Clarke. of the Chamber of Commerce; Thomas Mulvey, advertising manager of Perry & Co.; Percy Mills. W. F. Therkildson, of W. Atlee Burpec Co.; Francis Warner, Fred C. Jones and John C. Sinberg.

The first few days of the solicitation for funds, many reports were brought back to the Poor Richard Club headquarters that business men would ask, "What is there in this for me?"

It did not take long for the Poor Richardite to give the proper answer: "Well, what do you think there is in it for me? Not only do you get just as much out of the advertising for Philadelphia as I do, but I am giving my time, and I also have to answer such questions as this when I really ought to be encouraged to give my time and labor to get together the unds to advertise this city

POOR RICHARD'S ARGUMENT. Along with this the Poor Richardite

"Here is a chance to visualize practi-cally and not merely theoretically this great market to your trade whether you be a retailer, a wholesaler, a jobber, a publisher or any man who can benefit from the progress of Philadelphia. If you are a retailer, it means thousands of people coming here who may buy your oods. But this is the purely selfish as-

Philadelphia has received more than \$200,000 worth of publicity in the news-papers and magazines of the United States. These advertisements have referred not only to its historical importance.

but to its latter-day industrial leadership.

"They have painted Philadelphia's business and home life in glowing colors. We are bringing 8000 to 10,000 enthusiastic men here—men who are large factors in their various businesses. You can't bring men like this to Philadelphia without getting tremendous advantage from it, to say sothing of the purely general publicity.
"If every one else outside of Philadelphia believes it is a great city, are you going to recose your endorsement? There is only one way you can endorse this movement, and that is, give your financial

Of course every man hasn't vision. Even men sometimes fall in this A man might believe it an advantage to buy a motor truck or a dozen fountain pens or to instal an adding ma-chine to his business equipment. He has to think a bit before he can see why he ought to help boost the city and make a better known city or a better city to live in and do business in.

And so in putting across this doctrine of "Love Your City as Yourselves" the merchants and manufacturers, advertising managers, advertising agents and depart ment store managers who comprise the rank and file of the Poor Richard Club are

rank and file of the Poor Richard Club are producing a pretty high quality of advertising and selling logic.

This is a great advertising campaign that is being conducted. Back of it are the brains of some of the best advertising men and merchandising man in this country. Philadelphia never had the construction of the best advertising men and merchandising man in this country. Philadelphia never had the construction of the production of the such an opportunity. It is not an easy job for those engaged in it and about all they will get is a "thank you."

\$20,000 MORE TO BE RAISED.

In addition to the general benefit to the community, these special benefits will be brought to Philadelphia:

The greatest printing and lithographic

exhibit that has ever been shown here.

A complete, thorough exhibit of advertising in all its methods, branches and

developments.

A great newspaper convention.

A magazine publishers' convention.

A three days' intimate discussion of the problems and work of advertising agencies.

An active exposition of modern ideas and methods in retail and department store keeping.

Motion-picture advertising with exhib-

its.

In a word, it will be a great business convention, of which advertising is simply a part. With this, Philadelphia will wear a bright and cheerful attire, for there will be many entertainments during the week, none of them commonplace.

The convention is a serious one. But a year ago when it was decided to ask the convention to come here there was a disposition to prove to the world at large that Father Penn was not quite the sobersides that Father Knickerbocker had painted him. Neighbors for many years, Father Penn had gone on attending to his business and developing a personality that had its roots right in the dignity of Colonial days. Colonial days. Father Knickerbocker and his Western

children had developed a penchant for a somewhat gayer habiliment, and by way of contrast had grown fond of saying that the city of Penn was all well enough for business and quiet home-living and sleep, but if you wanted life—well then, you must seek it elsewhere.

And so, not because it is a gay old dog. but because it is painting broad strokes so that those who live far away may see and understand. Philadelphia tells its coming visitors to "leave their pajamas"

And not the least of the benefit to Philadelphia will be the new viewpoint of the 10,000 missionaries who will igave the convention saying: "Of a verity, there was not a yawn from breakfast till dawn."

STETSON

Straw Hats

for Summer 1916

await your choosing in a wide

variety of styles and braids. Prices begin at three dollars.

Stetson Store 1224 Chestnut St.





TWO TRANSIT BOOSTERS William Hancock, president of the United and Cohocksink Business Men's Associations (above), and Philip Rosenfeld, secretary of the South Street Business Men's Association, are working for the transit loan.

CITY LEADERS PLEAD FOR BOTH LOAN BILLS

of the All-Philadelphia Committee, pre-

sided at the general meeting.
Former Director Taylor, the first speaker, sounded a note of warning that the defeat of the transit loan bill will wreck the entire comprehensive transit program planned for Philadelphia and will leave half-finished the lines already begun. He also declared, emphatically, that the transit improvements will not mean any increase in the tax rate. Pinance Committee Chairman Gaffney

eviewed the financial condition of the city at the opening of the present administra-tion and showed the pressing need for improvements along all lines in the city. The defeat of the loan bills, he said, would mean stagnation, pestilence and the dragging in the mire of the fair name

TAYLOR'S ADDRESS

Mr. Taylor said: Mr. Taylor said:
"Mr. Chairman and members of the
All-Philadelphia Committee
"It is a pleasure to stand up with you
in the defense of this city and its citi-

zens against all obstructionists who, for their own selfish interests and without re-gard to the people's rights, are attempting to shackle the city and to perpetuate the unjust burdens which are now imposed upon the traveling public.

'Here are the facts: "In May, 1912, this city assembled a complete organization of engineers and traffic specialists to determine the best means of providing rapid and cheap transit throughout the city.

"During the following year the complete system of subway and elevated lines was designed to serve the requirements of designed to serve the requirement of every section of Philadelphia and the traveling public with utmost efficiency, During that year legislation was secured, largely due to the efforts of the All-Philadelphia Committee, which provided the delphia Committee, which provided the city with the necessary legal authority, financial ability and executive machinery to establish a high-speed system.

PROOF SUBMITTED. "In June, 1913, the transit commissioners' report, making specific recommenda-

tions, was submitted in proof form to the Mayor and City Councils. "On July 1, 1913, the Department of City Transit was established by ordinance

"The Department developed into an or-ganization of 150 engineers and specialists, including men specially trained and of wide experience in the solution of traf-fic problems and problems involved in the design, construction and operation of the subway and elevated lines.

"Councils then authorized the depart-ment to design the recommended facilities and make the necessary appropriations for "During the following two years the

transit commissioners' report, which em-bodied the recommendations, was widely distributed throughout the city.

"Meetings were held by virtually all the business, labor and civic organizations in the various sections of the city, at which the Taylor plans for transit devel

which the Taylor plans for transit development were carefully considered and some modifications were made in the routes to better suit local conditions which were developed."

"As a resuit virtually all of these organizations throughout the city indorsed the plans for transit development, and since that time have actively and persistently assisted the Department of City Transit in every move necessary to further that development.

that development.

"At the election in November, 1914, the loan bill which provided for \$500,000 for the lowering of sewers to clear the way for the construction of the delivery loop was approved by the people. That work was started in March, 1915.
"In May, 1914, a tentative agreement

was entered into between the officials of the Philadelphia Rapid Transit Company on the one part, subject to ratification by the Union Traction Company, and the Director of the Department of City Transit on the other part, subject to ratification by City Councils.

"That agreement provided for the operation of the city-owned high-speed lines by the Philadelphia Rapid Transit Company, in conjunction with the existing system, in a manner which would enable a passenger to ride on a surface car to the

a passenger to ride on a surface car to the nearest station on the high-speed system, there transfer free over the high-speed system to any other section of the city, and upon leaving the high-speed system to transfer free again, if necessary, on a surface car to destination, all for one

That agreement also provided for elimination of the discriminatory and li-legal exchange ticket and the substitution of free transfers therefor, and for fair protection to the Philadelphia Rapid Transit Company in consideration of its

ALL IN AGREEMENT.

"Both parties to that tentative agreement engaged to use their best, efforts to secure its ratification.
"Several special reports were made from time to time to the Mayor and City.

"The public demand for real rapid transit in Philadelphia became so insistent that City Councils called a special election for the purpose of authorising an increase in the city's debt. in the amount of \$6,000,000, to be used toward the con-struction of the Broad street subway and the Frankford elevated. "This special election was held on April

29, 1915, and the increase of debt was approved by a vote of nearly 10 to 1. "By this vote the people of Philadel-phia committed the city to the construction of a high-speed system.

"City Councils in July, 1915, appropriated \$3,000,000 toward the construction of the Broad street subway and \$3,000,000 toward the construction of the Frankford elevated, and directed the Department of

elevated, and directed the Lepartment of City Transit to proceed with the work.

"The department proceeded to award contracts (aggregating about \$5,000,000) for about one-half of the material and work involved in the construction of the Frankford elevated.

END OF PRESENT FUNDS. "Those contracts will be wirtually com-pleted and the appropriation will be ex-

hausted this year.

"By December 1, the Frankford elevated will be only about half completed and idle unless you provide for its completion by passing the transit and port

"Most of the material for its construction has already been fabricated, and the structure is being eracted rapidly on Front street.

The Department also awarded a con tract for the construction of City Hall station section of the Broad street subway, involving the expenditure of not over \$2,000,000. This work is now progressing as rapidly as conditions will permit.

"City Councils have authorized an election to enable the people of Philadelphia to vote either for or against an increase the city's indebtedness in the amoun of \$67,100,000, \$10,000,000 of which is for port development and \$57,000,000 of which is to provide for the completion of the Frankford elevated, the completion of the Broad street subway, branches and de-livery loop, and the construction of sub-way-elevated lines from City Hall stabeneath the Parkway and over North 23th street and Henry street to Roxbor-ough, and the construction of the Wood-land avenue elevated from 30th and Mar-

ket streets to Darby.
"It also provides for the construction of a surface line which will relieve the iso-lation of the 35th Ward, and funds toward the construction of a Chestnut street sub-way, if it is needed, to connect up the Frankford elevated with the Woodland avenue elevated, provided the Philadelphia Rapid Transit Company will not afford a connection for these two lines by way of the present Market street subway under agreement.

WHAT YOUR VOTE MEANS. "Fellow citizens, in voting for the transit and port loan you will vote either for or against the establishment of a splendid high-speed transportation system in Philadelphia, which will connect up every section with every other section for one security and the security will eliminate the intolsection with every other section for on-5-cent fare; which will eliminate the intol section will eliminate the intolerable overcrowding of surface cars during the rush hours when the working people of necessity are required to travel; which will save the citzens of Philadelphia nearly one-half the time now required to travel between various sections of the city (that saving in time, calculated at 15 cents per hour, would be worth to you more than \$1,939,000 per year); which will enable the city to carry out the "Taylor plan' and eliminate the discriminatory and illegal exchange ticket, for which you pay a penalty of more than \$800,000 each year, and which will enable every family in Philadelphia to establish a permanent home and go forth from that home to in Philadelphia to establish a permanent home and go forth from that home to places of amusement, or recreation and of education in any section of the city quick-ly, comfortably and for 5 cents." "I want to warn you," he declared. "First that the transit and port loan will not increase tax rates."

"You citizens have, by your vote at

Ideal Needles for all EXTRA Dance Records. LOUD Sample 100 for 10c. By mail or at our store. **EVERYBODY'S** 100 N. 10th St.

BILLY MORAN, THE TAILOR



The **Daintiest** Piano Made

It fits cozily in the smallest apartment or music room. Finished in the costliest woods to harmonize with your furnishings. The

Ludwig Apartment Piano

possesses a power and richness of tone heretofore only found in grand pianos. You are invited to call and play the Ludwig Apartment Piano. Compare it with the largest upright made. Price, \$315 to \$350. Purchase on partial payments if you desire, or you may try it on our rental plan—all rent paid will

USED UPRIGHT PIANOS \$100, \$120, \$140, \$155 up to \$165

LUDWIG PIANO CO

New York Sur Buchindom, Pa. Grange, N. J.

sit development. In doing so, you either vote for or against your own persona interests and either for or against the welfare and progress of Philadelphia.

"DEFEAT OBSTRUCTIONISTS." "Surely you will go to the polis on seeday with a determination to meet and Tuesday with a determination to meet and defeat the obstructionists with your vote.

"It is unthinkable that you citizens of Philadelphia could do otherwise. Surely you are not going to hoist the white flag and surrender to the obstructionists on election day. I implore you to vote for your own interests and for completion of the Frankford elevated, the Broad street subveys and the other histograms. subway and the other high-speed lines.
"Do not permit the Frankford elevated
to lie idle, half-finished and a monument to the ability of those obstructionists who

are seeking to deceive you and to defeat the transit and port loans. "Every man, woman and child in Philadelphia is either going to be helped or hurt by your action on the transit and port loan and I implore you to help your-selves, your families, your friends and this city by turning out and voting for that loan."

DIRECTOR KRUSEN'S PLEA. Director Krusen, of the Department of Public Health and Charities, made a plea for the passage of the general loan bill in order that improvements in his depart-ment vital to the health and welfare of the city can be carried out. He dwelt on the relation of the sewerage system to better housing and laid emphasis on the plan for the new Blockley and for the improvements and extensions planned for

Clinton Rogers Woodruff spoke on the need of a free library for which ther is an item of \$2.450,000 in the general improve-Other speakers were William Hancock

president of the United Business A Association; Director Webster, of the partment of Wharves, Docks and Ferries J. S. W. Holton, president of the Mari-time Exchange; Director Wilson, of the Department of Public Safety, and Wilson H. Brown.

MR. GAFFNEY'S SPEECH.

Finance Committee Chairman Gaffney said in part: "The loan bills have much to commend them to the fair-minded and loyal citizens of Philadelphia. They were made before the public and all the funds raised as a result of their approval by the voters on Tuesday next will likewise be appropri-ated and spent in the public.

"The borrowing capacity of the city of Philadelphia, as certified to Councils by Controller Walton, was \$16,916,209.54. Of this amount \$69,459,572.92 could only Of this amount \$69,469,572.92 could only be used under the constitutional amendment of 1915 for the purposes of improving the port and transit facilities. The port and transit bill provides for the expenditure of \$67,100,000, \$10,000,000 of which is to b used in the making of a greater port of Philadelphia. Fifty-seven willies one bushed the property of the proper million one hundred thousand dollars is to be used in giving to the citizens of every section of Philadelphia high-speed rapid transit lines. Not only does bill provide a lump sum for transit, but it does more; it segregates and ear-marks specific funds to be spent upon each line, thereby insuring to the residents of each of these sctions not only the high d line but the funds necessary to

ANALYSES OF TWO BILLS. After deducting from the total borrow-ing capacity of \$69,459,772.92 there re-maines a balance for general improve-ments of \$47,456,636.62, but as against this balance it was necessary to charge off and refund the amounts necessary to pay for certain undertakings and improve-ments which the city of Philadelphia was engaged upon and committed to. These committals amounted to \$29,636,797. They include the building of a free library the removal of grade crossings, construction of a sewerage disposal plant and the

nprovement of the Parkway.

The amounts necessary to pay for these improvements as they progress must be provided for out of this loan, for if they

ceed with the transit development.

"In pursuance of your mandate a liability of about five million dollars has already been assumed by contract for the carrying out of the work.

"After nearly four years of earnest endeavor you are now able to vote either for or against the completion of the transit development. In doing so, you either

The paying of interest means necessary increased revenue, and increased revenue means increased taxes. The balance remaining after the deduction of items for port and transit and for funding debta amounted to only \$17.819.829.52 for general control of the contr eral current improvements. This balance has been carefully and judiciously dis-tributed among a number of absolutely necessary current improvements.

Out of this balance it was also neces-sary to take care of a deficit that has steadily been growing until now it has sary to take care of a deficit that has steadily been growing until now it has reached the sum of \$4,874,203, with no other way of taking care of it than out of this loan or by an increased tax rate to cover this specified amount alone of not less than 30 cents. The payment of this deficit out of the loan not only enables the city of Philadelphia to pay bills that have been due as far back as 1912, but it recordes the necessary additional but it provides the necessary additional appropriations needed for the maintenance and conduct of the municipal government until the end of the year.

To sum up the passage of these loan bills means the opening of a new era of growth and progress for Philadelphia. Their defeat will mean stagnation, pestilence and the dragging of the fair name of this great industrial and patriotic city through the fith and mire of public criti-cism throughout the country.

PLEDGE \$50,000 TO FUND

Harrisburg Episcopal Diocese to Aid Pensions for Clergymen

WILLIAMSPORT, Pa. May 11.—At is 12th annual convention here, the licese of Harrisburg decided to raise \$50,000 for the pension fund in the coun-\$50,000 for the pension fund in the country-wide movement to get \$5,000,000 for old clergymen. Trinity and Christ Churches, of Williamsport; St. John's, of York, and St. James', of Lancaster, each pledged \$5000.

The following delegates were elected to the national session of the Episcopal Church, which meets at St. Louis: The Rev. Robert F. Gibson, this city: the Rev. George I. Brown, Lancaster; the Rev. Charles Noyes Tyndell, this city; the Rev J. F. Bullitt, Harrisburg; T. L. Brown Mount Joy; C. M. Clement, Sunbury; G. N. Reynolds, Lancaster, and W. F. Reynolds, Bellefonte.

TWO BILLS FOR NEW POSTOFFICE FOR CITY INTRODUCED IN HOUSE

Representative Graham's Measures Provide for Purchase of Site and Construction of Building

WOULD MEAN BIG SAVING

By a Staff Correspondent

WASHINGTON, May 11 .- Two bills poking to the erection of a new postoffice in Philadelphia, were introduced in the House today by Representative George S. Graham. One proposes an appropriation of \$2,000,000 for a site, and the other \$5,000,000 for a site and building, Whether any action will be taken on the measures at this time will depend upon whether an omnibus public buildings bill s reported to the House.

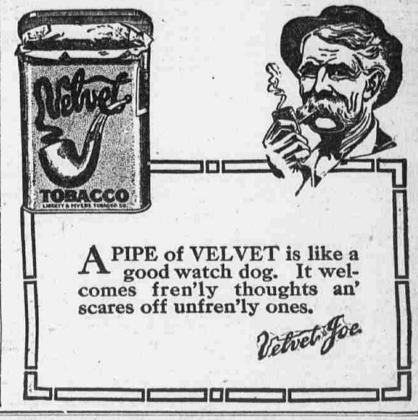
Mr. Graham said postoffice inspectors had been looking over several sites in Philadelphia. It is the desire of the Post-office Department to build the new struc-ture as close as possible to the Pennsylvania station.

vania station.

It is proposed to utilize the present building for other Federal Government offices in Philadelphia, Mr. Graham said, Use of the old building for other deartments would result in an annual saving of \$120,000 in rentals. This, he said, would go far toward maintenance of a new building.

Ask for Imported \$30 Special Suitings... **BRADBURN & NIGRO**

Tailors to Particular Men Cor. 13th & Sansom Suits \$25 to \$50



WHITE TRUCKS **PREDOMINATE**

THE large truck users of this country know by experience the economy of White. Trucks. They buy them in fleets and add to these fleets year after year, basing their selection upon accurately kept cost records.

The small truck user who has never had the opportunity to make his purchase from such comparative cost data may very profitably heed this well founded preference for White Trucks.

THE WHITE COMPANY, Cleveland PHILADELPHIA 216-220 North Broad Street

