

POOR RICHARDS BACK \$20,000 OF CONVENTION FUND

Goal of Collectors to Entertain World's Advertising Clubs

Personal Canvass Among Business Men Brings in \$30,000—Public Should Aid

By RICHARD A. FOLEY

With the aid of some of their associates...

These men have no personal axes to grind...

Another corps has gone out to get this \$50,000...

Ex-Gov. Edwin S. Stuart, Sidney Clarke, of the Chamber of Commerce...

The first few days of the solicitation for funds...

It did not take long for the Poor Richardite to give the proper answer...

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...

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

"Here is a chance to visualize practically and not merely theoretically this great market to your trade...

"Already counted by actual lineage cost, Philadelphia has received more than \$200,000 worth of publicity in the newspapers and magazines of the United States...

"They have painted Philadelphia's business and home life in glowing colors. We are bringing \$600 to \$10,000 enthusiastic men here who are large factors in their various businesses...

"If every one else outside of Philadelphia believes it is a great city, are you going to refuse your endorsement? There is only one way you can endorse this movement...

"Of course every man hasn't vision. Even business men sometimes fall in this respect. A man might believe it an advantage to buy a motor truck or a dozen fountain pens...

"And so in putting across this doctrine of 'Love Your City as Yourself' the merchants and manufacturers, advertising managers, advertising agents and department store managers who comprise the 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 men in this country...

"An active exposition of modern ideas and methods in retail and department store keeping. Motion-picture advertising with exhibits...

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

"The convention is a serious one. It is a three days 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 sober-sided 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...

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Company will be pageant marshal and one will find him at many evenings at the Poor Richard Club working to line up this wonderful display.

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 \$20,000 has already been subscribed. These include:

Ex-Gov. Edwin S. Stuart, Sidney Clarke, of the Chamber of Commerce; Thomas Mulvey, advertising manager of Ferry & Co.; Percy Mills, W. F. Therkildsen, of W. Atlee Burpee 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 at Houston Hall...

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 funds to advertise this city."

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

"Here is a chance to visualize practically 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 goods. But this is the purely selfish aspect."

"Already counted by actual lineage cost, Philadelphia has received more than \$200,000 worth of publicity in the newspapers and magazines of the United States. These advertisements have referred not only to its historical portance, but to its latter-day industrial leadership."

"They have painted Philadelphia's business and home life in glowing colors. We are bringing \$600 to \$10,000 enthusiastic men here 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 nothing of the general publicity."

"If every one else outside of Philadelphia believes it is a great city, are you going to refuse your endorsement? There is only one way you can endorse this movement, and that is, give your financial support."

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

"And so in putting across this doctrine of 'Love Your City as Yourself' the merchants and manufacturers, advertising managers, advertising agents and department store managers who comprise the 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 men in this country. Philadelphia never had 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. There is still \$20,000 to be collected. 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 exhibits..."

"In a word, it will be a great business convention, of which advertising is simply a part. With this, Philadelphia will have a bright and cheerful attire for the week, none of them commonplace. The convention is a serious one. It is a three days 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 sober-sided A. complete, thorough exhibit of advertising in all its methods, branches and developments..."

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TWO TRANSIT BOOSTERS

William Hancock, president of the United and Chocokink 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

Continued from Page One

of the All-Philadelphia Committee, presided 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.

Finance Committee Chairman Gaffney reviewed the financial condition of the city at the opening of the present administration 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 of Philadelphia.

TAYLOR'S ADDRESS. 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 citizens against all obstructionists who, for their own selfish interests and without regard to the people's rights, are attempting to shake 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 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 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 recommendations, was submitted in proof form to the Mayor and City Councils. On July 1, 1913, the Department of City Transit was established by ordinance of City Councils to develop into an organization of 150 engineers and specialists, including men specially trained and of wide experience in the solution of traffic problems and problems involved in the design, construction and operation of the subway and elevated lines. Councils then authorized the department to design the recommended facilities that work. During the following two years the transit commissioners' report, which embodied 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 development were carefully considered and some modifications were made in the routes to better suit local conditions which were developed. As a result virtually all of these organizations throughout the city endorsed 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. At the election in November, 1914, the loan bill which provided for \$500,000 for the lowering of sewers to permit 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 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 cent fare. That agreement also provided for the elimination of the discriminatory and illegal exchange ticket and the substitution of free transfers therefor, and for fair protection to the Philadelphia Rapid Transit Company in consideration of its co-operation. 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 Councils. The public demand for real rapid transit in Philadelphia became so insistent that City Councils called a special election for the purpose of authorizing an increase in the city's debt, in the amount of \$5,000,000, to be used toward the construction 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 vote of nearly 10 to 1. By this vote the people of Philadelphia committed the city to the construction of a high-speed system. City Councils in July, 1915, appropriated \$2,000,000 toward the construction of the Broad street subway and \$2,000,000 toward the construction of the Frankford elevated, and directed the Department of City Transit to proceed with the work. The department proceeded to award contracts (aggregating about \$3,000,000) for about one-half of the material and work involved in the construction of the Frankford elevated. These contracts will be virtually completed and the appropriation will be exhausted 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 loan bill. Most of the material for its construction has already been fabricated, and the structure is being erected rapidly on Front street. The department also awarded a contract for the construction of City Hall station section of the Broad street subway, involving the expenditure of not over \$3,000,000. 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 in the city's indebtedness in the amount of \$5,000,000, \$1,900,000 of which is for port development and \$3,100,000 of which is to provide for the completion of the Frankford elevated, the completion of the Broad street subway branches and delivery loop, and the construction of subway-elevated lines from City Hall station beneath the Parkway and over North 29th street and Henry street to Broad street, and the construction of the Woodland avenue elevated from 30th and Market streets to Darby. It also provides for the construction of a surface line which will relieve the isolation of the 25th Ward, and funds toward the construction of a Chestnut street subway. If it is needed, to connect up the Frankford elevated with the Broad street elevated. This would provide the Philadelphia Rapid Transit Company will not afford a connection for these two lines by way of the present Market street subway under a fair agreement. WHAT YOUR VOTE MEANS. Fellow citizens, in voting for the transit and port loan bill 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 of the city, which 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 citizens 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 \$1,925,000 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 \$500,000 each year, and which will enable every family in Philadelphia to establish a permanent home and go forth from that home to places of amusement or recreation and recreation in any section of the city quickly, comfortably and for 5 cents. "I want to warn you," he declared, "first that the transit and port loan bill is not a tax bill. It is a bill for the improvement of the city. You citizens have, by your vote at

the last election, pressed the city to proceed 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 vote for or against your own personal interests and either for or against the welfare and progress of Philadelphia. DEFEAT OBSTRUCTIONISTS. Surely you will go to the polls on 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 hold the white flag and surrender to the obstructionists on election day. I implore you to vote for your own interests and for the completion of the Frankford elevated, the Broad street 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. I implore you to help yourselves, your families, your friends and this city by turning out and voting for the transit and port loans. 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 department 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 the City Farms at Byberry. Clinton Rogers Woodruff spoke on the need of a free library for which there is an item of \$1,450,000 in the general improvement loan. Other speakers were William Hancock, president of the United Business Men's Association; Director Webster, of the Department of Wharves, Docks and Ferries; S. W. Holton, president of the Maritime 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 need never have been appropriated and spent in the public. The borrowing capacity of the city of Philadelphia, as certified to Councils by Controller Walton, was \$16,516,209.54. Of this amount \$6,459,572.92 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 an expenditure of \$67,100,000, \$10,000,000 of which is to be used in the making of a greater port of Philadelphia. Fifty-seven million one hundred thousand dollars is to be used in the making of a greater port of Philadelphia. It is not only this bill which provides a lump sum for transit, but it does more; it segregates and earmarks specific funds to be spent upon each line, thereby insuring to the residents of each one of these sections not only the high-speed line but the funds necessary to build it. ANALYSES OF TWO BILLS. After deducting from the total borrowing capacity of \$69,459,722.92 there remains a balance for general improvements of \$47,456,625.62, but as against this balance it was necessary to charge off and refund the amounts necessary to pay for certain undertakings and improvements which the city of Philadelphia was engaged upon and committed to. These commitments amounted to \$29,656,797. They include the building of a free library, the removal of grade crossings, construction of a sewerage disposal plant and the improvement 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

are not they still continue to be debts and obligations of the city and cannot be forgotten until paid off. If they are not paid for at this time, it means, as in the case of the Parkway, the expenditure by the city of Philadelphia of large sums of money in the payment of interest. 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 debts amounted to only \$17,819,824 for general current improvements. This balance has been carefully and judiciously distributed among a number of absolutely necessary current improvements. Out of this balance it was also necessary to take care of a deficit that has steadily been growing until now it has reached the sum of \$4,974,203, 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 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 filth and mire of public criticism throughout the country.

PLEDGE \$50,000 TO FUND Harrisburg Episcopal Diocese to Aid Pensions for Clergymen

WILLIAMSPORT, Pa., May 11.—At its 12th annual convention here, the diocese of Harrisburg decided to raise \$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 Tyndel, this city; the Rev. J. P. 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

WASHINGTON, May 11.—Two bills looking 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 is reported to the House.

Mr. Graham said postoffice inspectors had been looking over several sites in Philadelphia. It is the desire of the Postoffice Department to build the new structure as close as possible to the Pennsylvania 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 departments would result in an annual saving of \$120,000 in rentals. This, he said, would go far toward maintenance of a new building.

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Ask for Imported \$30 Special Suitings BRADBURN & NIGRO Tailors to Particular Men Cor. 13th & Sansom

Suits \$25 to \$50

Advertisement for Velvet Joe tobacco featuring a portrait of a man and a pack of cigarettes. Text: A PIPE OF VELVET is like a good watch dog. It welcomes fren'ly thoughts and scares off unfren'ly ones. Velvet Joe

Large advertisement for White Trucks. Text: 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

Advertisement for Ludwig Apartment Piano. Text: 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 apply on purchase. USED UPRIGHT PIANOS \$100, \$120, \$140, \$155 up to \$165 LUDWIG PIANO CO. 1103 Chestnut St. New York, Springfield, Mass., Grand, N. Wilson-Barrs, Pa.

Advertisement for Stetson Straw Hats. Text: STETSON'S 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.