

1000 CITY BOOSTERS TO BE DRILLED TONIGHT BY POOR RICHARDS

Lessons in Intelligent and Scientific Advertising of Municipality Will Be Taught at Dance

EACH WILL GET PRIMER

Points in Training of City's Boosters

One thousand Philadelphians are being given lessons in boosting in preparation for the big "ad" men's convention which will be held here next month.

Poor Richard Club has issued a booster primer, from which the booster squad is learning the rudimentary elements of efficient Philadelphia boosting.

Booster Squad will swoop down upon the 10,000 delegates to the ad convention and make every one of them lifetime boosters for Philadelphia.

Stages of Poor Richard Club is "Philadelphia First City, 1930." In 1830 Philadelphia was the leading city in the United States.

Poor Richards and associates will hold drill and dance tonight in 1st Regiment Armory.

Some good, stiff lessons in intelligent and scientific boosting will be taught to the regiment of 1000 boosters which is being organized by the Poor Richard Club.

As a preliminary to this serious adjunct of the coming convention of the Advertising Clubs of the World, the Poor Richards and their associates are going to hold a drill and dance in the 1st Regiment Armory tonight.

Following this social interlude the boosters will set out to learn the lesson of the approaching convention.

HAVE DEFINITE PLANS.

These boosters will have their work cut out for them when the big "ad" convention meets here next month.

"Philadelphia, First City, 1930." Below this are the words: "In 1830 Philadelphia was the leading city of the United States."

The primer contains booster suggestions which the boosters will apply to the "ad" men.

"Philadelphia—your home city—did you ever really stop to think what you mean when you talk of your city?"

"Did you root for her when you were away from home? Do you give of yourself toward her growth and prosperity when you are at home? Do you boost or knock?"

"Do you see your city as it really is? Do you see Philadelphia of the past—rich in historic landmarks? Do you realize the influence which just this one fact alone unquestionably exerts on a bigger, better living for you and your family?"

"Do you see and appreciate the Philadelphia of the present—the giant of modern progress—where the whirl of wheels in every industry has made your city a dominant factor in the great trade of a great nation? Do you vision all this as making your life happier? Consider your schools and colleges, your churches and institutions, your beautiful parks and clean, wide streets; get a bird's-eye view of your great home city. Then—ask yourself if it is not these things which make a home, a city, a nation, worth while—worth boosting—worth loving."

"Of course they are. Even now your Philadelphia is known as the world's greatest workshop, and before the Poor Richard Club is through with this big advertising convention Philadelphia is going to lose its reputation for slowness and be universally known as the city of 'homes and bustle.'"

"Philadelphia is great historically. What she has done she can do; so she can be even greater industrially, too, if you will help. Remember to tell people that the first knitting mill in this country was established here in 1825. Today Philadelphia produces enough stockings to give two pairs a year in every man, woman and child in the United States."

"Carpeta were made first in Philadelphia. Now 45,000,000 yards of carpets and rugs enough to put a belt around the world are made in Philadelphia each year. The first paper mill was started in Philadelphia. The largest lace factory in the world is in Philadelphia. The largest hat factory is in Philadelphia. The first 'movie' was made in Philadelphia, in 1861 as a help to salesman handling machinery. The first auto was discovered in Philadelphia. In Philadelphia was established the first bank in the Colonies (1781) and the first mint for coining United States money (1792)."

"The first art school (1805) and the pioneer school for the training of teachers were founded here. The oldest playhouse is here, and the first Shakespeare performance in the United States was given in Philadelphia. "Here were established the first zoo, the first botanical garden (1733), the first subscription library (1733), the first American philosophical society (1740), the first water works (1759), the first academy of natural sciences (1812), the first numismatic society (1858) and the first building and loan association in the United States (1833). They exist today. Philadelphia had the first public school (1689), the first Masonic lodge (1730), the first American dispensary (1785) and the first volunteer fire company (1736). The first Arctic expedition from America left Philadelphia (1755), and the first experiment on steamboats was made in the Schuylkill River (1773). The first locomotive made in America was built here in 1827. So much for what Philadelphia has done. Now consider what we are to do for the future. What will you do to help your city—to help yourself?"

"KENSINGTON OUR SLOGAN IS, 'KENSINGTON FOREVER'"

Song to "Yankee Doodle" Air at Trade Board Banquet

The K. B. T. is here tonight. We'll have the road the streets we'll light. And boast our city's pride. "Kensington" our slogan is. Here's three cheers for the K. B. T. We'll sing to the air of "Yankee Doodle," is sweeping through Kensington today, following its formal introduction to that section of the city at the annual dinner of the Kensington Board of Trade last night. It was sung and reused dozens of times at the banquet, which was attended by 200 business men. R. Lincoln McNeil, vice of the board's president, is the author. Mayor Frederick W. Donnelly, of Trenton, was the guest of honor at the dinner, in Schroeder's Hall, Kensington avenue and Cumberland street. Other speakers were E. J. Cattell, representing Mayor Smith; E. J. Isaacman, Philip Sterling, J. Grossman, James C. Johnson and President McNeil.

GETS CAPITOL JOB Philadelphia Named to Clerkship in Auditor General's Department

HARRISBURG, May 24.—James G. Connor, of the 14th Ward, Philadelphia, and a protégé of Congressman John R. K. Scott, has been appointed to a clerkship in the Auditor General's Department.

He was a clerk in the last Legislature. Rumors of friction among some of the subordinate heads of Powell's department have been heard recently, and it is said there will be some changes. Auditor General Powell would not confirm these, but said no one would be removed except for cause.

MOVIE PROFITS ENLARGED Pathe Head Tells Authors' League Reports Are Exaggerated

NEW YORK, May 24.—J. A. Berst, one of the heads of the Pathe Freres Motion Picture Concern, said last night: "Let me reassure the Authors' League as to the fabulous profits in the motion picture business—they do not exist, press reports to the contrary."

Mr. Berst's statement was in answer to the idea of the Authors' League to affiliate itself with the American Federation of Labor—"an attempt to hold up and pilfer from the movie industry," as he termed it. The authors say they get \$500 for a picture, on which the producer earns \$25,000 net. They want 10 per cent.

Boys "Paddle" Millionaire's Son NEW YORK, May 24.—William Lemp, Jr., 15-year-old son of the millionaire St. Louis brewer, was recently severely paddled by fellow students at the Newman School for Boys, Hackensack, N. J. As a result of the paddling, the boy has been withdrawn from the school.

Lemp was asked by Lannin Benoit, a first classman, to perform some duty on the campus. Young Lemp refused and "talked back." He was stretched across a chair. Nineteen boys are said to have joined in on the paddling operation that followed.

"VELTONE" LEATHER FOR DRESSMAKERS—TAILORS G. F. SHUSTER CO. 109 No. 4th St., Phila.



REV. B. J. GULDNER, S. J.

JESUITS AND SISTERS TO OBSERVE JUBILEE OF FATHER GULDNER

Solemn High Mass Will Be Sung in Gesu Church to Celebrate Fifty Years in Order

DIGNITARIES TO ATTEND

Prominent Catholic ecclesiastics, members of the Holy and Sisters from various religious orders, will crowd the large edifice of the Jesuit Church of the Gesu, 18th and Stiles streets, tomorrow morning, to pay honor to the Rev. Benedict J. Guldner, S. J., who will celebrate the golden jubilee of his entrance into the Society of Jesus. Solemn High Mass will be sung at 10:30, with the Rev. Father Guldner as celebrant; the Rev. George Quinn, S. J., president of Stanislaus College, Buffalo, as deacon, and Joseph N. Dimond, S. J., president of Holy Cross College, Worcester, Mass., as subdeacon. Archbishop Prendergast will preside, and the sermon will be preached by the Very Rev. Patrick McHale, C. M.

Father Guldner, who is one of the best-known educators in the Jesuit order, and one of the most widely loved priests in this city, was born in Boux, near Saalouis, in the Rhine province of Prussia, March 10, 1831. He came to America in 1856, and May 25 of the next year entered the Jesuit novitiate at the Sault-au-Recollet, near Montreal, Can. He studied philosophy at Woodstock, Md., 1874-75, and philosophy and theology at Laval, France, where he was ordained a priest September 9, 1878.

He taught classics and rhetoric for 10 years in various Jesuit colleges in Canada and the United States; in 1888, he was appointed director of Georgetown. He also taught at Fordham and St. Joseph's College this city, and has been connected with the latter college ever since 1907 as spiritual director. Before coming to St. Joseph's College he was stationed at Fordham University, N. Y. Father Guldner was also professor of philosophy in the Woodstock scholasticate, 1884-1888, and editor of "Woodstock Letters." He wrote several articles for the Catholic Encyclopedia and contributed to various Catholic magazines.

Prominent ecclesiastics, who will be present tomorrow include, Bishop Dougherty, former bishop in the Philippine Islands and now bishop of Buffalo; the Rt. Rev. John J. McCort, auxiliary bishop of this city; Right Rev. Monsignor Henry T. Drumole, LL. D., rector of St. Charles Borromeo's Seminary, Overbrook; the

Right Rev. Monsignor James P. Turner, Right Rev. Monsignor James P. Sinnott and many others. A number of the well known Jesuits present will be former "boys" whom Father Guldner taught during his long term as an educator. Among out-of-town Jesuits present will be Rev. Father Joseph F. Hanselman, S. J., president of Woodstock College; Rev. Father Joseph Mulery, president of Fordham University, New York; Rev. John H. O'Rourke, S. J., editor of The Messenger; Rev. Joseph Rockwell, S. J., president of Brooklyn College; Rev. William Ennis, president of Loyola College, Baltimore; Rev. M. J. Tierney, S. J., editor of America, and Rev. J. Harding Fisher, S. J., associate editor of America.

Lehigh Student Dead SOUTH BETHLEHEM, Pa., May 24.—Henry E. Maguire, 22 years old, a post-graduate student at Lehigh University and a son of J. F. Maguire, general manager of the Lehigh Valley Railroad, is dead here from a complication of diseases. Another brother died a short time ago. Another is the Rev. William Maguire, of Philadelphia.

North Wales School Gardens Started NORTH WALES, Pa., May 24.—Women of the Civic Club, of North Wales, are superintending the establishment of gardens at the public schools of the borough. The work of planting the gardens and also of grading and beautifying the school lawns has been started.

CHIEF CONNELL CALLS ON SLACKERS TO PUT MORE VIM IN CLEAN-UP

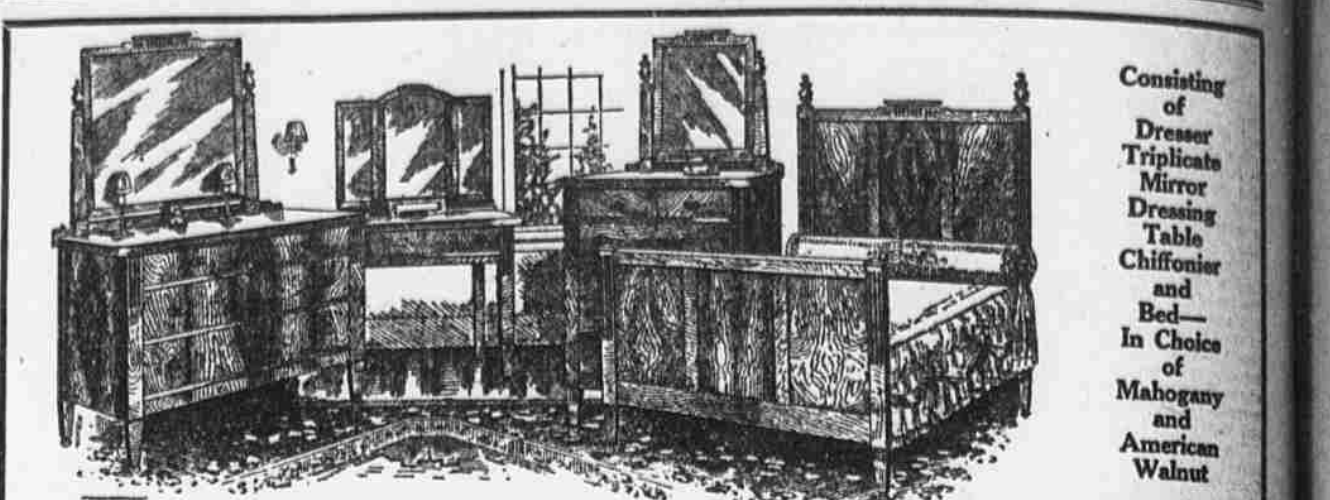
Some Household Taking Only Half-hearted Interest in Municipal House-cleaning

SOUNDS WARNING NOTES

Philadelphians are taking but a half-hearted interest in "Clean-up Week," according to a statement issued today by William H. Connell, chief of the Bureau of Highways. He says that citizens must apply more vim to the municipal house-cleaning if they wish to wipe out disease germs and cut down fire risks.

Although today is the city's third day of housecleaning, Mr. Connell says that only about half as much rubbish has been collected during the three days as during the same period last year. "Yesterday," said Mr. Connell, "we had about 200 teams at work, and they collected only about 8000 yards of rubbish during the same period last year. This is one-half of the amount collected. The only explanation is that householders are not bringing out their rubbish. They are not digging out the corners of alleys, out the alleys and backyards. They are not disturbing the hiding places of disease microbes or the breeding places of mosquitoes. Of course, this does not apply to all citizens, but it is certain that thousands of them are delinquent in this respect. The importance of clean-up week cannot be expressed too forcibly. It is a work that should command the interest of every citizen in the city. With warm weather upon us, we cannot afford to maintain breeding spots for mosquitoes and disease germs. This has been a wet spring, and the city is summer unless we wipe out the breeding places. Neglect of the duties of clean-up week means a high infant mortality rate in Philadelphia this summer. Let the citizens get to work today and make up for last year's neglect."

Radio Message Goes 9000 Miles SYDNEY, N. S. W., May 24.—The American steamship Ventura, from San Francisco, reported on arriving here today that it had picked up wireless messages from the station at Tuckerton, N. J., when it was 9000 miles from the American coast. This is declared to have broken all world records.



4-Piece Adam Bedroom Suites \$72.50. This is the most astonishing furniture value ever seen in Philadelphia. You will see at a glance that the actual value of this beautiful Suite is way beyond our remarkable sale price of \$72.50. It is just what you want for beauty and service. Every detail of the fine Adam period is faithfully carried out. The elegant triplicator mirror dressing table is just as you see it in the more expensive suites. Come and see this great value surprise.

4 Room Bridal Outfit \$86.50. A remarkable value for the money. Come and see it.

Refrigerator Sale. We offer you wonderful values in this sale. These massive Refrigerators are now being sold at prices that save you money—Now's your opportunity. \$7.50 UP.

GOLDSMITHS 722-724 Market St. Open Saturday Evenings



A Day With T. R. At Sagamore Hill. TODAY Theodore Roosevelt is the all-towering personality within the borders of the American Republic. Quite apart from one's political beliefs or disbeliefs, the energy, intelligence and pugnacious patriotism of the Sage of Sagamore Hill appeal instinctively. Raymond G. Carroll recently spent a day with T. R. In Sunday's Public Ledger he writes of "the kindly ruddy-faced man with the cheery smile and piercing eyes," his home, his trophies, his books and his wife! Mr. Carroll calls Mrs. Roosevelt "a great man's great wife." If you would see the real everyday around-the-house Roosevelt, read

SUNDAY'S PUBLIC LEDGER

Programme Advertising Convention June 25th to 30th

SUNDAY, JUNE 25th: Registration meeting at the Metropolitan Opera House at 3 p. m.

MONDAY, JUNE 26th: Guilford's for Haberdashery. Morning and afternoon sessions at the Commercial Museum.

TUESDAY, JUNE 27th: "Pull-proof" Guilford tie. Morning and afternoon departmental sessions in various buildings at the University of Pennsylvania. Naval review, aeroplanes, submarines, etc., drill by marines and sailors at League Island Navy Yard. Aeronautic flights at 2 p. m.

WEDNESDAY, JUNE 28th: "Dress Up" in a Guilford Silk Shirt. Morning session at the University of Pennsylvania. Afternoon, Departmental. Evening, Willow Grove. Special trains from the Reading Terminal at 2:30 p. m.

THURSDAY, JUNE 29th: Guilford's Headquarters for My Pal Underwear. Morning and afternoon general sessions at the Commercial Museum. Evening, Fairmount Park river carnival.

FRIDAY, JUNE 30th: The DANCANTS. Wear Guilford's Correct Haberdashery Styles for Dancing. Every afternoon from five to seven at the Ritz-Carlton by the Baltimore Advertising Club.

SPECIAL PROGRAM FOR WOMEN: Phoebe How for Ladies at Guilford's. Reception Monday morning at the Bellevue-Stratford at 10:30. Tour of the stores and shops Tuesday morning. Meet at the Bellevue-Stratford at 1:30 for trip to League Island. Wednesday morning, meet at Independence Hall for tour of historic points of interest and visit to Curtis Building for lunch. Afternoon tea and reception at the home of Mrs. C. K. Curtis, Wynona, Pa., and then to Willow Grove. Thursday morning, trip by special train to Valley Forge; lunch, then to Lehighville for movie picture exhibition.

GENERAL PROGRAM: Take a box of collars and a few "Pull-proof" ties with you. Friday morning, special trains to Atlantic City.

Guilford's Four Stores: 1430 Chestnut St. One Block from the Bellevue; 1038 Market St. Beneath the Bingham Hotel; Broad & Girard Ave. At the Majestic Hotel; 2436 N. Front St.

55c. THE LOCOMOBILE COMPANY of America 2314 Market Street

FAMOUS READING ANTHRACITE. Preparedness for the householder means to fill his bins now with Famous Reading Anthracite. The standard for nearly 100 years. Sold by...

LOCOMOBILE 1917. THE new models are now on exhibition. As examples of taste and refinement in motor car construction they hold forth a peculiar appeal to those interested in expensive cars.

THE LOCOMOBILE COMPANY of America 2314 Market Street