# PHILADELPHIA EXTENDS HER FAMOUS BRAND OF HOSPITALITY TO ARRIVING ADMEN

# ADWOMEN COUNT NOT A LITTLE IN THIS CONVENTION

Some 3000 of Them Will Be Here to Learn and Work

MRS. STEWART THE GUIDE

Most of Them Are Wives, but Some Are Expert Advertisers

#### Welcome to Women Visitors of Advertising Convention

"The Poor Richard Club's Auxiliary Committee of oWmen is organized and ready for the conven-We have tried to anticipate every wish of our women visitors and we are confident you will all be pleased with our program.
"Philadelphia's most celebrated in

stitutions and points of interest will be included in our trips and with true Philadelphia hospitality we will do our best to make your visit one that will be long remembered.

"MAY BELLE STEWART, "Chairman Poor Richard Club Aux-iliary Committee of Women."

Pretty women, intellectual-looking women and women of all American types women and women of all American types—2000 of them—began coming into Philadelphia today from every part of the country. Many of them are the wives of Admen, but some are Adwomen who earn their living in the advertising business. They are coming to Philadelphia to glean inspiration and ideas from the greatest of Ad conventions. These Adwomen are very resourceful types of femininity, and they are determined to get the most out of their Philadelphia

to get the most out of their Philadelphia trip. They are going to see everything worth seeing in this section before they pack their grips and return home.

The Poor Richard Club has arranged a special entertainment program for the women folk. Mrs. Rowe Stewart is in charge of this program. In describing what is doing to do done for the visiting women. Mrs. Stewart said today:

'Monday the first formal gathering sched-"Monday the first formal gathering sched-uled for women is a reception given by the Philadelphia women to all visiting women at the Bellevue-Stratford at 10:30 a. m. This is planned so we may all get ac-quainted and so that the visitors may meet the wives of the dignitaries of the con-vention. Just before noon we will go to the University of Pennsylvania, where we will have luncheon with the men and get in the group picture that is to be taken on the steps of Houston Hall at noon.
"Monday afternoon we will attend the

"Monday afternoon we will attend the business session, or have time to wander through the museum of the University of Pennsylvania, wherein are wonderful collec-tions of old laces, old china, vases made thousands of years ago, tapestries, rugs, Indian relics, musical instruments and

"Tuesday the special entertainment for the women includes trips to various depart-ment stores, functions, fashion shows, etc.—not a formal hard and fast itinerary, but just visiting around through the stores, as each woman feels inclined. In the afternoon we will go down to the navy yard and attend a ten given by the wives of officers stationed at League Island.

"Wednesday we will be the guests of the Curtis Publishing Company and will see the great building wherein is printed the Ladies' Home Journal. About the middle of the afternoon we will motor out to Mr. Curtis' country place at Wyncote, where we will be entertained at tea. Following us at least will go to Willow Grove Park to join the men.

"Thursday we will go to Valley Forge on

"Visitors are to understand that they are to be aided in doing anything they want to do. Philadelphia is not lacking in points of historic and natural interest. Surely every woman will want to see our Betsy Rosa House, and there are many other points of interest our visitors will have points of interest our visitors will have time to see. We have our plans for these special entertainments, but they will not be allowed to interfere with your having a good time in the way you want to have it. We are yours to command."

One of the divisions of the convention will

be conducted solely by advertising women It will be officially termed the conference of advertising women and will be held Tues-day afternoon in Room 110 of College Hall, University of Pennsylvania. The chairman will be Miss J. J. Martin, advertising man-ager of Sperry & Hutchinson, New York. Speakers will include Mrs. Christian Frederick, of New York, whose topic will be "The Woman Who Buyss and Advertising Women"; Mrs. N. E. Tomlinson, of the Drygoods Economist, New York, on the topics, "Women's Appeal to Women," and Miss Ida Clark, of Scott & Bowne, Bloomfield, N. J., on the topic "Intuition and Tact in Space Busings." in Space Buying."

#### SOME WILD SCHEMES AFOOT

Admen No Sooner Came to Town Than Plotting of How to Beat the Other City Began

Delegates began plotting and planning for the big advertising pageant Monday evening almost as soon as they landed today in their respective hotels.

Nearly all of the principal cities of the United States will use the pageant as a vehicle to place these cities more sub-stantially on the business map. Preten-tious floats are coming along with the delegations, and delegates chuckled and grinned today as they planned to "put over

#### HOTELS READY FOR RUSH

Boarding Houses Will Care for Overflow-Six Thousand Downtown

Philadelphia hotels are all primed to care for the army of delegates. Nearly all the leading hostelries will be packed to the roof before tomorrow night, and the over-flow will be taken care of in hotels and boarding houses in sections outside the business centre of the city.

It has been estimated that the hotels in the central section will care for about 5000 delegates, and as more than 10,000 are expected, about \$690 will have to be content with quarters outside the central zone. Fully 1000 delegates will be housed in student boarding houses at the University of Pennsylvania

For more than a week all of the leading hotels have been making preparations for a rush of business. They have laid in great quantities of cupplies, and scores of extra sooks and waiters have been engaged. The hotel proprietors of Philadelphia are detered to do their part in the advertising of adelphia by providing first-class service.

Navy Yard Entertains Tuesday On Tuesday, about 139 p. m., long lines of trolley cars will be lined up on Sansom street between Broad and 16th streets to convey about 1000 dolegates to the Philadelphia Navy Yard Cuptain Mills will arrange for a police detail on Sansom street. There will be a reception at the pair a polVANGUARD OF ADMEN ARRIVES IN CITY

Continued from Page One

new ideas and intelligence to every part of the land. The eyes of the nation will be on Philadelphia these five days, for during the convention the very essence of th-brain ability of the United States will be assembled here for the purpose of elevating the business of the United States to the very top notch of world prominence.

For months some of the keenest minds in the United States have been planning to in the United States have been planning to make the convention a new epoch in the field of advertising. Men with the vision of the prophets will point the way to new and higher levels in business endeavor, and out of the convention may be crystallized a bigger and finer conception of the obliga-tions of the merchant and manufacturer to-

ward the consumer.

The 10,000 or more delegates who are gathering here today from every city of any importance in the land are men of the highest ideals in business. They are seeking the truth and they are coming here for inspiration which the convention promises to dispense in plenty. They expect to be written here in Philadelphia, the birthplace of liberty and of all the things which constitute the finer fibre of the American Republic, a new and higher declaration of the principles of business. They hope that Philadelphia will serve as a cradle for a new and spiendid business era, as it served as the cradle of independence.

EVVE TYPE OF AMERICANS.

FIVE TYPE OF AMERICANS.

These advertising experts, bankers, merchants and advertisers are the very finest types of Americans—men who are proud of their patriotism and their loyality to the Stars and Stripes, and all that the American flag represents. They are fully aware of the dangers which have confronted and are confronting this nation, and it is probable that out of this convention will develop a plan for safeguarding American commerce and opening the markets of the world to American business. There will be world to American business. There will be world to American business. There will be present delegates from England, France, Australia and South America, who will set forth the imperative need of American-made goods in those countries. They will tell what steps need to be taken for the capturing of foreign trade. Manufacturers from all sections of the United States will be captured to gather great quantities of from all sections of the great quantities of data on world markets from the Foreign Trade Bureau of the Philadelphia Chamber of Commerce, the largest and most com-plete organization of its kind in the world.

plete organization of its kind in the world.

Thus it is more than probable that the big advertising convention will serve as the compelling force which will result in securely establishing American commerce in all parts of the world. Advertising experts say that the influence of the Philadelphia convention will be felt around the globe; that even far-away Japan and China will hear the echo of the doings and conclusions of this monster conference of American business captains. They declare that the convention will hammer into the consciencences of the nations of the world the significance of the word "Americanism."

Leaders in advertising and business say

the significance of the word "Americanism."
Leaders in advertising and business say that the influence of the convention upon the nation will be tremendous. They say that it will result in the dissemination of deas which will bring about revolutions in the conduct of many lines of business. The convention will have its economic and social significance, and even the church will be affected. Noted clergymen, with the courage of their convictions, will tell how they have employed the science of advertising to fill empty pews and spread the truths ing to fill empty pews and spread the truths of Christianity to unchurched millions. It of Christianity to unchurched millions. It is more than likely that the deliberations of these ministers will have a powerful in-fluence on the affairs of the church in Amer-ica. Out of their findings may evoive a plan for arousing more interest in affairs

Two great institutions of learning and education will furnish the home for the convention. The big general meetings will be held in the Commercial Museum, which has been aptly called the "storehouse of the world's knowledge."

The departmental gatherings and confer-The departmental gatherings and conferences, of which there will be thirty or more, will meet in various buildings of the University of Pennsylvania, founded in 1740 by Benjamin Franklin. Almost every phase of world business will be covered in these departmental meetings, each of which will really be a convention in itself. Experts and pioneers in almost every line of commerce will offer new ideas to the world

#### Will Entertain Poor Kiddies

One hundred of Philadelphia's poor children, the first of the parties for this season, will be entertained this afternoon at a picnic in McCarthy's woods, near Ridley Fark, by the Sunshine Society, of that borough. In case it rains, the affair will be held in the public school.

WELCOMING THE "AD MEN"



C. C. Green as Benjamin Franklin extended the keys of the city to the convention delegates as fast as they arrived today.

# TICKETS FOR EVERYTHING

Everybody With Proper Credentials Will Get Book of Admission to All Entertainments

lowed. This was announced today by of ficials of the Poor Richard Club.

omplete set of tickets for every feature of the convention, which he is entitled to at tend, and the coupons will give specific di rections for reaching the places where the entertainment features will take place.

A. O. H. Boosts Enlistments

Joseph McLaughlin, of Philadelphia, naional president of the Ancient Order of Hibernians in America, has addressed a nmunication to the various State, county and division officers of that order throughout the United States, recommending that the names of all members who volunteer for service in the war with Mexico be continued in good standing, regardless of the payment of dues, until their return to civi



CECIL B. CONNER President Advertising Club of De

#### Convention Chairman Extends City's Greetings

"Philadelphia is ready for the annual convention of the Associated Advertising Clubs of the World. Your welcome is ready for you. Philadelphia people have learned about you, and they are glad you are

here, "The Poor Richard Club and every commercial and civic organization in the city, which has had an opportunity to help with the arrangements, have left undone nothing that would add to your comfort and pleasure. Our people have en-tered into the spirit of the occasion in true Philadelphia style. "Make yourself at home and Phil-adelphia will do the rest.

"ROWE STEWART,

"Chairman Convention Committee."

### DENVER ON HAND PRIMED FOR CONQUEST

Wants to Capture 1917 Convention, and Admits It Is the Best Place of All

The Denver delegation will endeavor to perform two missions while in Philadel-phia. One is to give Denver the biggest busis in the city's history and the other is to capture the 1917 Ad convention for Denver. This was announced today by Victor Newhaus and John J. Cahill, who are in the city as the vanguard of the Den-For two days Newhaus and Cahill have P. C. Staples, Entertainment

been laying the ground work for Denver's campaign. They have made arrangements with a string of moving-picture theatres to run 27090 feet of Colorado mountain scenery film. Pretty girls have been engaged to stand in the lobbles of the principle hotels of the country to distribute Colorado boost of the country to distribute Colorado boost literature to the delegates. More than 10,-800 pieces of such literature will be dis-The Denver chaps will present forceful

arguments to show that Denver is the logical place to hold the 1917 convention.

logical place to hold the 1917 convention. They say they have a distinct advantage over the other two claimants for the honor.—Cincinnati and St. Louis.

"Our slogan," said Mr. Newhaus, "is efficiency. We will show that it will result in efficiency for the Admen to come to the cool altitudes of Denver in 1917 and combine businesses with vacation. Denver is the ideal convention city of America. We have an auditorium seating 15,000 people have an auditorium seating 15,000 people and several years ago, when we handled the Grand Army crowd of more than 100,000 persons, we demonstrated what we could

do.

"Requests that the convention be held in Denver in 1917 will be presented from all the Governors and business organizations of the Rock Mountain States. These officials will ask that the admen award the convention to Denver, and thereby give business a stimulant in all of the Rocky Mountain States." Mountain States."

The Denver delegation will comprise 20

persons, but the Denver Ad Club hopes to have at least 150 persons from Colorado in the advertising pageant on Monday evening. It is certain that there are a lot of Colorado folk in this part of the country at this time, nad they will be asked to get into the line-up and aid, in the showing for Colorado. showing for Colorado.

"The members of the Denver delegation will be attired in khaki fishing suits. They will be attired in khaki fishing suits. They will be equipped with poles and fish lines, and dangling on the hooks will be Rosky Mountain trout in natural colors. The lines will be dropped into the crowds lining the curbs and spectators will be allowed to remove the trout from the hooks. On the hat bands of the marchers will be the slogan, Denver a Mile High, and on the right sleeves of the delegates will be a cleavern containing the sant of the Denver. neveron containing the seal of the Denver .

"Ad" Men's Pageant Plans Broad street will be roped off during

the advertising pageant Monday night. The paraders will use only the west side of the street, leaving the east side clear for marshals, messengers, etc. There will be 25 men of the Motorcycle Club and a number of men mounted on horses who will be assigned as marshals, and each of them will wear a red coat, white trousers with red stripes and pith helmet.

P. C. STAPLES Chairman of Convention Enter-tainment Committee of the Poor Richard Club.

## SOME IDEAS ABOUT SPENDING SUNDAY

Chairman, Makes It Seem Attractive, "Even in Phila."

Some interesting suggestions as to how delegates may pass the time tomorrow in Philadelphia were given today by P. C. Staples, chairman of the Entertainment

"Upon the conclusion of divine service," "Upon the conclusion of divine service," he said, "the visiting delegate may wander through the peace and quiet of the old city, for remember that we neither play ball, race horses nor dispense firewater on the Sabbath; and over him will steal an ennobling quietude—the calm before the storm, mayhaps—for Philadelphia will have burnished bright her shrines and landmarks. marks.

"If you have never seen the Liberty Bell, we have the original before which you may doff your hat. Then, too, there's Independence Hall, and no less than a score of tradition-surrounding spots where beau-eater, cotton grower and cow puncher may alike spread their prayer rugs and give thanks that Philadelphia was here some hundred and forty years ago to start off this land of the free on the straight-and-varrow. narrow.

"But enough; it is now past lunch time. and there's an inspirational meeting in the afternoon, too. With the evening comes the usual foregatherings at which we pump-handle the late arrivals and swap yarns about last year. Twould be a pity to break up these ceremonies with mere entertainment, and beside it's still Sunday.

"As to daylight hours, we have but one." "As to daylight hours, we have but one

suggestion (it's rather inelegant, but we mean it), save your feet. For on Monday evening you're to don your finery, and with the light of truthful advertising effulgen In your eyes, fall in behind your particular band for the long-waited hike through the lane of fluttering handkerchiefs that will mark the passage of that stupendous, glddy, dizzy, dazzling pageant, which is to put to shame the workings of a Barnum or a Hohenzollern

"But step lively. For long before 11:30 Monday evening the cabarets will start to tune up, and the Western clubs are scheduled to lead off with an overture by their corps of silver-voiced singers that will echo to the grassy banks of the Chicago River. So far as we are able to foresee, there will be no time limit, though, if you must sleep, git it over before 8 o'clock, and be ready for the morrow.

Ad Men to See Balloon Hunt On Wednesday Philadelphia will entertain The balloon will ascend at Point Breeze and a number of persons in motorcars will endeavor to follow on the streets the direction of the balloon.

# IN GREAT MEETING TO OPEN SESSIONS After Sermons in Fifty Churches Delegates Meet at Opera House at 2:30

PaM. SECRETARY LANE TO TALK

Herbert J. Tily Will Lead Chorus of 150-Orchestra of 50 to Play

#### Cordial Howdy From Provost of University

"I have been reminded almost weekly of the approaching meeting of your great body, and I am naturally looking forward to it with eagerness and expectancy that one who is ignorant of such things is apt to manifest.

"Of this I am certain—that the University will meet you with open arms. It is a very happy thought that you are going to pay us this visit. So far as I can learn, everything is being done on the campus to make the visit pleasant and profitable.

"With good wishes to every one who may read these lines, I am faithfully yours, "EDGAR F. SMITH,

"Provost University of Penna,"

The twelfth annual convention of the Associated Advertising Clubs of the World will open tomorrow afternoon at 2:15 o'clock with a great inspirational magmeeting in the Metropolitan Opera Hous, Broad and Poplar streets.

Delegates can reach the opera house by taking northbound cars on 13th and 18th streets, getting off at Poplar street. The mass-meeting will open with music by the Poor Richard orchestra, composed of 19 members of the Fhiladelphia Symphony Orchestra, under the direction of George B.
McKinney. Then there will be singing by
the Strawbridge & Clothier chorus of 125
voices, Herbert J. Tily director. There will
be an invocation by the Rev. Daniel E.
Weigle, and the opening address will be by
Herbert S. Houston, president of the Amo-

ciated Advertising Clubs of the World.

The address of the afternoon will be made by Franklin K. Lane, Secretary of the in-terior. It is expected that the great open house will be packed to the doors with admen representing nearly every Stat

Pastors of nearly 50 churches in Philadel-bhia and vicinity will deliver sermons on advertising tomorrow morning. It is to pected that hundreds of delegates will at tend services in the various places of worship. Sermons having to do with advertising will be preached in the following churches: Old Pine Street (third) Presbylerian

Church, 4th and Pine streets, by the Rev. Victor Herbert Lukens. Sanctuary M. E. Church, 28th and Thompon streets, by the Rev. Roger S. Harking St. John's Roman Catholic Church, 13th

street, above Chestnut, special muscal program at the 11 o'clock mass, at which the Rev. William J. Lallou will speak on First M. E. Church of Germantown, Main and High streets, by the Rev. Charles Was

ley Burns.
Third Baptist Church, Wister and Waltfield streets, Germantown, the Rev. John Wallace Green Central Congregational Church, 18th # Green streets, by the Rev. William Van Derveer Berg.

The First Christian Church, Berks and Marvine streets, by the Rev. Irving 8 Old St. Peter's Episcopal Church, M and Pine streets, by the Rev. Edward M.

Jefferys. Congregation Rodef Shalom, Broad and Mount Vernon streets, by the Rev. Dr. Henry Berkowitz.

Fairhill M. E. Church, 5th and Clearfield streets, by the Rev. Frank E. Graeff. Falls of Schuylkill Presbyterian Church Ridge avenue below Schoolhouse lans, by St Stephen's Protestant Episcopal Church, 16th above Chestnut street, by the Ber. Carl E. Grammer.

Logan Baptist Church, Broad and Recklered by the Ber. Additional Processing Street Street Burch, 1888 Band Burch, 188

land streets, by the Rev. Melvin B. Wright.
Park Congregational Church, 52d street
and Montgomery avenue, by the Rev. Clinton Haltzell Adams. Bethichem Presbyterian Church, Bress and Diamond streets, by the Rev. John R

Wissahickon Methodist Episcopal Church Terrace and Harvey streets, by the Rev. F. the largest and most important Government arsenals in the United States. M. Gray.

Memorial Church of St. Paul, 16th and orter streets, by the Rev. Joseph H. Earn St. Matthew's Lutheran Church, Broad and Mount Vernon atreets, by the Ber. Edwin Heyl Delk. Eleventh Baptist Church. Diamond above 21st street, by the Rev. George Elisworth

Cookman Methodist Episcopal Charca. Third Christian Church, Lancaster avenue and Aspen street, by the Rev. T. H.

Protestant Episcopal Church of the Hely Trinity, 19th and Walnut streets, by the Rev. Floyd W. Tomkins. First Baptist Church. Passyunk areas west of Broad street, by the Rev. Herket O. Frey.

O. Frey.
The Baptist Temple, Broad and Berks
streets, by the Rev. Russell H. Conwell
Kensington Congregational Church, Est
Indiana avenue and C street, by the Bar.
William Bandles.

Chestnut Street Baptist Church, Chestnut Street, Baptist Church, Chestnut Adopted 40th street, by the Rev. Georga B Tabernacie Methodist Episcopal Chards 11th and Oxford streets, by the Rev. R. C.

Messiah Lutheran Church, "the Friesdly Church," 16th and Jefferson streets, by the Rev. Daniel E. Welgie. Arch Street Methodist Episcopal Church Broad and Arch streets, by the Rev. Yingil E. Rorer.

Collingswood (N. J.) Presbyterias
Church, William, J. Eldridge.
Gaston Presbyterian Church, 11th stres
and Lehigh avenue, by the Rev. W. 3
Greenway. William T. Ellis at evenue
service.

"Asphalt Ball" on Broad Street "Asphalt Ball" on Broad Street
An "asphalt ball" will be held on Busistreet, between Locust and Spruce, or
Wednesday evening from 5 to 10 o'clock
Music will be furnished by the Musicus
Band. The atreet will be roped off at the
point so that the dancers can do the
tation and other modern steps without fest
of being pushed into "gingdom come by
a refractory motorcar.

Bellevue "Ad" Men's Headquartets The central headquarters during the invention will be at the Believes strates otel, where representatives will be at a

Hotel, where representatives with times, except during the sessions convention. Then the headquarters at Heaston Hall. University of a

## POOR RICHARDS EXTEND HOSPITALITY OF THE REAL PHILADELPHIA BRAND

#### Scenes of Animation at Railroad Station Greet Arrival of the Delighted Delegates to Convention

The duties of the Poor Richard Club as | nost to the Associated Advertising Clubs of the World began in earnest today with the arrival of delegates to the Ad Convention from all parts of the world.

A Reception Committee, composed of 35 Poor Richard members, is doing duty today at the Broad Street Station, Reading Terminal and the Balti-nore and Ohio Station. Each delegate ariving today is presented with a "key to he freedom of Philadelphia."

C. H. Green and Walter Lee Rosenberger, costumed as "Ben Franklin," are making he presentations of the "keys," which are of bronze. The "key" bears a medal em-bossed with the Poor Richard Club seal, and is nine inches long.

The members of the Reception Committee are attired in palm beach suits, the right ceves of which are encircled with red and white brassards, bearing the legend "Recep-tion Committee." As each delegation lands in Philadelphia it is given a noisy welcome by 25 trumpeters and drummers on horse-back. Bags are taken from the hands of delegates and placed in automobile trucks. Lines of automobiles await the women of the party. As soon as they have entered the machines, a platoon of police lead the way to the hotels where quarters have been

A police boat has been chartered to bring the greetings of the city to the members of the Boaton Pilgrim Publicity Club, which is making the trip to Philadelphia by sea. The steamship on which they are making the trip will be met down the Delaware River and the members of the Reception Committee will clamber abroad.

CITY BREATHES HOSPITALITY. The city put on gala attire today in honor of the Admen. Hundreds of busi-ness houses throughout the city are decorated with bunting and thousands of flags are floating from mastheads.

Everywhere the arriving delegates see signs of Philadelphia's famous brand of hospitality. The minute they land they get in touch with the "feel-right-at-home spirit" which has been present in this part of the United States since the coming of

Lobbies of all the downtown hotels are showing signs of activity. They are filled with anthusiastic delegates, and each incoming train brings fresh recruits. There are at present almost every type of business man to se found in the United States. For instance, there is the breesy Western man, fairly bursting with spontaniety, the shrewd Yanker from Connecticut, the delegate with the Southern drawl from Kentucky and the bustling business man from northern New lock. The way they are "hitting it" to Lobbies of all the downtown hotels are

America is truly a melting pot. Though the delegates come from widely seperated business zones, they have a lot in common and they are showing a true American "get together" spirit in the interests of American business.

It is plain to be seen that every delegate is delighted with Phlladelphia and the program of entertainment which has been arranged by the Poor Richard Club "A great town," observed a delegate from Rochester, N. Y. "I don't see why any-body ever called Philadelphia slow. Of course, I've only just arrived, but things seem to move quite swiftly around here. In other words Philadelphia seems full of

Another delegate said, after he had regis

tered at the Bellevue-Stratford: 'This convention is going down in his ory as the greatest ever held by the Asso-lated Advertising Clubs of the World. Philadelphia is going to set the pace for ew era of business. The business world faced by the gravest problems in its hisory, and this convention must solve pracical plans for meeting these problems

1000 ASSOCIATES IN VANGUARD. The work of the 1000 Associates of Poor Richard began automatically today, with the arrival of the vanguard of delegates to the big ad convention.

These 1000 patriotic Philadelphians have pledged themselves to endeavor to make a thorough-going Philadelphia booster out of every one of the 10,000 advertising men Their chief duty will be to unfold the won ders of the Quaker City to the visitors They will escort them through the big in dustrial plants nad show them Philadel phia's superior harbor and railroad facil

Here are some of the Philadelphia facts which the Associates of Poor Richard ass

going to hammer into the minds of the vis Philadelphia has 350,600 homes, a larger percentage of which are occupied by their owners than in any other city in the world. Philadelphia excels all other American cities in the output of locomotives, street cars, carpets, leather, hosiery, knit goods, hats, saws and olicioth.

Philadelphia's shipyards build more Gov-eroment ships and its mind makes more money than any other in the land. Philadelphia's colleges turn out more doctors than any tober educational centre in America. Industrially Philadelphia is the world's greatest workship. Its mitts factories and foundries turn out the finished product from nearly every description of raw material that is used or consumed by man.

The mission of the Associates of Poor Richard is to make the delegates think Philadelphia and talk Philadelphia long

#### Delegates, stop, look and listen. The plan of giving each registered dele gate a coupon book, in which there will be a sufficient number of coupons to cover al the entertainment features, will be fol-

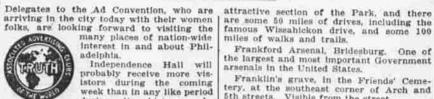
Every person who registers will get



ver, who is here for the A. A. C.

#### NO NEED FOR ANY VISITOR TO WORRY ABOUT WHAT TO DO OR WHERE TO GO

Independence Hall, Curtis Publishing Company, Baldwin's, Christ Church, Betsy Ross House, the Mint, and to Mention These Is Only Beginning



during its history. In these days of lukewarm patriotism part of many, the historic building is accomplish a great deal in the interests of Americanism. There the second Conti nental Congress convened, May 10, 1775, and on July 4, 1776, the Deciaration of Independence was adopted. The famous old Liberty Bell reposes in a glass case in the building, and this historic relic will receive its share of admiration.

From Independence Hall the delegates will stroll into Independence Square, where Colonials assembled in 1776 to listen to the reading of the Declaration of Independence. PLACES TO VISIT.

Following are other places which will be visited by the delegates: Academy of Natural Sciences, 19th and Race streets, the oldest and one of the most famous institutions of its kind for the object of research in natural history. American Academy of the Fine Arts, Broad and Cherry streets, remarkable col-lection of paintings and statuary. Baldwin Locomotive Works, Broad and

Spring Garden streets, the largest single industry in the city. Employs 12,000 to 15,000 men and can turn out completed eight locomotives a day. Bartram's Garden, West Philadelphia, Betsy Ross House, 229 Arch street, where Betsy Ross made the first American flug. Carpenter's Hall, where the first Ameri-

Christ Church, 2d street, above Market, where George Washington worshiped dur-ing his service as President of the United States. City Hall, the largest municipal building in the world, covers four city squares and is surmounted by a status of William Penn on a tower \$47 feet above the street-fuldes in uniform will conduct visitors through the building.

Commercial Museums, 34th street and Vintage avenue, West Philadelphia. Ex-hibit of raw products, manufactures, uten-sis and weapons of all countries.

Franklin's grave, in the Friends' Cemeery, at the southeast corner of Arch and 5th streets. Visible from the street. Girard College, Girard avenue and 20th street. The largest and most heavily en-dowed institution for orphans in the world. United States Mint, 16th and Spring Garden streets. Largest mint in the country and producing two-thirds of the coinage. William Penn's house, built in 1682, the first brick house erected in Philadelphia. Originally built in Letitla court, but re-

oved to Fairmount Park on Lansdowne Zoological Gardens, Fairmount Park, Has ne of the largest and best collection of ani-nals and birds in the country. Horticultural Hall, Fairmount Park, con-tains a remarkable collection of flowers and plants, both domestic and foreign.

League Island Navy Yard, at the foot of South Broad street, one of the largest re-fitting and repair stations. The yard will be of special interest at this time, because of the Mexican situation which has brought about great activity in getting warships and transports in readiness to go to Southern waters. MR. CURTIS' INVITATION.

The Curtis Publishing Company, which publishes the Saturday Evening Post, the Ladies' Home Journal and the Country Gentleman, has extended a warm invitation to the delegates to visit the great plant of the company at 6th and Walnut streets.

Five floors of this monster building are given over to 114 presses—among them presses which at one operation print, fold and bind a 48-page issue. Great rolls of paper are fed to these presses at the rate of 150 tons daily. In the circulation departments visitors will see the organisation of correspondents who are in touch constantly by mail with more than 50-900 direct salesmen of the Curtis publicationss.

Visitors will also see the provision for

Visitors will also see the provision for the comfort and development of the 3980 employes—the recreation room and the au-ditorium where they dance and have mu-sicals, the clubroom for boys and men, the girls' rest room, with its library of 3090 books. There is a large dining room where 399 girls have luncheon every day at an bibit of raw products, manufactures, utensils and weapons of all countries.

BIGGEST OF ALL PARKS.

\*Fairmount Park, the biggest public park
in the world, embracing \$750 acres, with
natural scenery unmatched for beauty and
picturesqueness. It sentains a number of
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