EVENING LEDGER-PHILADELPHIA, MONDAY, JUNE 26, 1916. Hemingway, Rev. H. H. Gravatt, Rev. Trela. D. Colling, Rev. J. R. Read, James Lonion, Charles S. Ackley, J. B. Van Sciver, Dr. Walter W. Crate, Elmer E. Long and David David L. HETTY GREEN SERIOUSLY ILL

10 *

CAMDEN COMMITTEE NAMED TO PROVIDE RELIEF FUNDS
Business Men Will Work in Connection With Councils
Mayor Eille, of Camden, has announced a committee of business men to work in con-unction with a committee he will ask Coun-tils to appoint next Thursday in providing to the dependents of those who have some with the National Guardsmen.
This committee is composed of the fol-

Baird, Jr.

Samuel Delman, 31 years old, of Frank ford avenue, who attempted suicide yesterday by hanging himself in a cell in the 15th district police station, is believed to be out of danger today. He is at the Frank This committee is composed of the fol- A. L. Michener, J. C. Price, Rev. George ford Hospital

Would-Be Suicide Recovering

Trained Nurses Disguised to Keep From Worrying Patient

NEW YORK, June 26,-Mrs. Hetty Green has been ill for more than a month. To-day a report was in circulation that she was dving. Despite her critical condition the report said, Mrs. Green had militantly suppressed a project to bring two trained nurses into the house.

Colonel Edward R. Green, her son, when

seen at his residence, 5 West 90th street. which adjoins his mother'se home, said:

"It isn't true that my mother is dying. She had a paralytic stroke recently and since then has to be moved about in a wheel chair. She is carried through the passage into my house every night. A few days ago she had a severe chill, which at her age is serious. We are taking good care of her."

Colonel Green said there were two trained Colonel Green said there were two trained nurses in the house "in disguise." "They don't wear their uniforms and mother thinks they are seamstresses," he explained. "If she knew they were nurses she might worry herself into a really dangerous condition. That's all there is to that."

"Is she still able to manage her own af-

"Well, you'd think so," laughed the Col-

onel. "If you ever heard her put me over the jumps for the way I sometimes handle business matters. Of course, my mother is aging. She's \$3 you know, and I shouldn't be surprised if some have noticed a change in her appearance."

Presents Collection to U. of P. Muncum Mrs. William H. Miller, of Media, Ps., has presented the University Museu an interesting collection from varies of the world. Among the most im of the world. Among the most imbuds are specimens of Indian pottery from Ma-sachusetts. The collection also includes large amount of footwear from "arise parts. The University Museum has a obtained a collection of 18 ancient spec-mens of carvings by Alaskan Indiana, why were gathered several years ago by United States naval officer.



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New York Representative: W. E. Rosenthal, 251 Fourth Ave., New York City

The Primary Lesson

Phila.

in Advertising is to learn that quality of circulation is the great thing to be studied. Quantity lends itself to schoolboy mathematics; rates per line per thousand are easily compared by the most mediocre intelligence.

YOUR ADVERTISEMENT, if it could be placed in a sheet of which a million copies were to be given away, would have but trivial value to your trade. Men and women do not preserve, commonly do not even read what is given away. Placed in the cheaper medium the advertisement would be more likely to be glanced at; just as unlikely to be preserved; uncertain even of being taken home to the buyer's family.

Newspapers like THE BROOKLYN DAILY EAGLE, the New York Evening Post, Boston Transcript, Philadel-phia Ledger, or in smaller cities, the Hartford Times, the Springfield Republican, the Providence Journal, are not thrown away. They are sold at a price that divides between reader and advertiser the expense of making the white paper tell what is worth telling. They go to the HOME. They are read by every member of the family. What that means the merest neophyte in advertising knows.

> In Brooklyn, which has 2,000,000 popula-tion, one Newspaper has exclusive possession of this QUALITY field. "Three Cents, and Worth It" is that Newspaper's motto. The motto understates the truth. It is as conservative as the news which every Brooklynite knows he can depend on.

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