

WOMEN ADVERTISING EXPERTS WHO ARE ATTENDING CONVENTION



These women are all the salaried heads of the publicity departments of large business concerns in various sections of the country. Left to right are Miss Jean Dean Barnes, Miss Ida Clarke, Miss Jane Carroll, Miss J. J. Martin, president of the League of Advertising Women of New York; Miss Aylett Lapsey, Miss F. Meister and Miss Grasswinckel.

LAWYERS IN SESSION SEEK NEW AUTO LAW

Philadelphians Lead Movement at State Convention to Curb Reckless Driving

BEDFORD SPRINGS, Pa., June 27.—A legislative reform that will require all automobile drivers to pass a severe examination before licenses are granted is being advocated by members of the Pennsylvania Bar Association as they gathered at Bedford Springs Hotel.

VILLA WILLING TO HELP CARRANZA FIGHT U. S.

WASHINGTON, June 27.—Pancheo Villa, whose raid on Columbus, N. M., brought on the Mexican crisis of today, not only is alive but now is dickering with Carranza to join his forces against the United States, according to private advices reaching the State Department today.

ESTATES OF THE DEAD

Mary Whelan's Personality Appraised at \$50,762. An estate valued at \$2000 is disposed of in private bequests by the provisions of the will of Caroline M. Durnee, 5921 Overbrook avenue, which was admitted to probate today.

26 RAILROADS radiating from St. Louis and central geographical location make it the easiest city to reach from all points.

Advertising Delegates. Think of this when you are asked to vote on where YOU want to attend the 1917 Convention.

PURE FRESH PAINT Believe Me. We'll Refinish your hardwood floors in a way that will make their lustre stay.

Kuehnle PAINTER. 28 S. 16th St., RACE 3493.

FOX Special Opportunity. For People of Moderate Means if your eyes need attention and you cannot afford to pay the usual testing fee and do not care to go to a dispensary our special introduction card to any of the leading oculists of Philadelphia will secure for you a thorough eye test for a fee that you can afford.

FOX Prescription Opticians. Cor. Chestnut & 17th Sts. Philadelphia.

ACCIDENT UNCOVERED CASEMENT CONSPIRACY

Farmer's Water Power Was Stopped and He Discovered Collapsible Boat on Trip to Well

LONDON, June 27. Only the fact that the water pump in the home of a Kerry County farmer ran out on the night before Good Friday led to the uncovering of Sir Roger Casement's plot to head a revolution in Ireland.

Man Dies of Heart Disease

G. Perry Rusk, 63 years old, of 2221 North 15th street, collapsed at Leverington town and Baker street early this morning. He was removed to St. Timothy's Hospital, where physicians said that death was due to heart disease.

HOTEL ASTOR NEW YORK -3626 residents of Philadelphia registered at Hotel Astor during the past year. Single Room, without bath, \$2.00 to \$3.00.

TIMES SQUARE At Broadway, 44th to 47th Streets—the center of New York's social and business activities. In close proximity to all railway terminals.

Reynaldo MILD HAVANA CIGARS. Buying Reynaldo is the best way to cut down the high cost of smoking good Havana—and yet smoke good Havana.

4 Madras Shirts \$10 To Your Order. Built to your exact requirements. All shirts pre-shrunk.

Safeguarding Your Valuables. OUR Safe Deposit Vaults are of modern construction; fire-proof and burglar-proof, and protected by every device necessary to insure safety.

FLAG GUARD GAVE MOTHER STOLEN FROM FRONT PORCH

"Keep It Flying," He said—She'll Buy Another. When Maxwell Housel, 121 North 52d street, left home Friday to join the troops—his is Company K, of the 1st Regiment—he told his mother to keep flying the American flag that he had placed on the front porch in response to Mayor Smith's recent proclamation.

Wheat Steamship Sunk in Collision SAULT STE. MARIE, Mich., June 27.—In collision in a dense fog early today with the steamship Hill of the Pittsburgh Steamship Company, the steamship Panther, owned by the Mansey Steamship Company, was sunk off Parlian Island after her crew had been rescued by the Hill. The Panther was down-bound with a cargo of wheat.

"TRY TO BEAT IT TO EL PASO" Six More Negro Troopers Caught Far From Carrizal. CHIHUAHUA CITY, Mexico, June 27.—Five of the six additional American negro troopers, made prisoners at Carrizal, and brought here, are named John Wilson, George M. Chaplin, T. Hopkins, Thomas Garfield and W. D. Gibson.

On your dealer's case LORD CIGARS "EXCEEDINGLY BETTER" Henry's Clear Co., Philadelphia.

DIXON Distinctive Tailoring House Established 1866. Reductions That Are Real. About 150 single suit lengths that range in value from \$25 to \$40 have been grouped in two prices: \$30 and \$35.

Walnut Street at 1111 LONDON 47 Maddox St., W., Bond St.

Lehigh Valley There is One STRONG Newspaper.

THE ALLENTOWN MORNING CALL Circulation, 19,500.

COULTER, 710 Chestnut St.

FAKE ROADSIDE "JUSTICE" FINES MOTORISTS BOUND FOR SHORE

ATLANTIC CITY, June 27.—"Somewhere in Jersey" shore-bound motorists are being made victims of a get-rich-quick operation by a spurious Justice of the Peace and a constable, with a roadside court, which has no permanent location.

"National Preparedness" ARE YOUR FEET IN GOOD CONDITION? HANNA S. E. Cor. 13th & Sansom (Over Trans) and 1304 CHESTNUT ST. H. W. Hanna, Mgr. Corns Removed. 25c ea. Mole-rings, 25c.

J. E. Caldwell & Co.

Gold Sports Watch For Men. Attached to the Wrist by a Leather Thong.

Waterman's Ideal Fountain Pen. The Service Does Not Show on the Surface. One Waterman's Ideal will last you for years.

White Shoes For Men

A summery style favored both by fashion and good judgment.

Sorosis Shoe Co. 1314 Chestnut Street.

White buckskin with white leather sole and heel; \$8.00.

Perry's MID-SUMMER REDUCTION SALE starts tomorrow morning!

Perry's MID-SUMMER REDUCTION SALE starts tomorrow morning! A plain announcement that means volumes to Philadelphians.

And it has never meant so much to them as it means today! It's a bargain festival in all kinds of woolen clothes for men at a time when the sources of supply are quoting us advances of forty to fifty per cent. on all fabrics.

Why, then, reduce the prices of these?

Business! Perry's will have next season's best at next season's lowest possible prices, you can bet your boots; but you can beat that bet by buying next Summer's needs right now—and we won't be angry one bit!

Here are this season's rock-bottom regular prices and tomorrow's reductions!

And so on up through the finest woven \$30, \$35 and \$40 Suits at corresponding Reductions!

The Suits reduced include worsteds, cassimeres, chevots in light Summer weights; quarter-lined coats and skeleton-lined with silk trimming.

Besides they're Perry tailored—which in itself puts all others with the "Also Ran"!

Trousers Reduced!

\$2.50 for originally low \$3 and \$3.50 trousers; \$3 for \$4 trousers; \$3.50 for originally low \$5 trousers; \$4 for \$6 and \$6.50 trousers; and so on!

Prepare for present and for future Summer needs! PERRY & CO. "N. B. T." 16th & Chestnut Sts.