

D MEN'S PARADE CALLED TRIUMPH; 300,000 APPLAUD

Citizens, Police Superintendent and Even Participants Approve Pageant

BEAUTIFUL FLOATS SEEN

Twelve thousand advertising men, who last night in the presence of 300,000 Philadelphians marched along Broad street, gave this morning with the opinion that they had participated in the greatest demonstration ever held in an American city.



MERLE SIDENER
Indianapolis man, who is chairman of the National Vigilance Committee of the A. A. C. W.

OFF AT 8:15
The parade started from Broad street and Girard avenue at 8:15 o'clock. It had been planned to make the start at 7:45 o'clock, but the late arrival of several floats and the assignment of them to their positions caused a half hour delay. When all was ready, Colonel John Clark Sims gave the signal to E. T. Stotesbury, the marshal, and the pageant was on. From that time on the pageant was directed from the dispatching station on the roof of the Majestic Hotel.

A system of directing the parade, through the use of Bell Telephone engineers, Pennsylvania Railroad signmen and jacksies from League Island, who flashed directions from the roof of the Majestic to other jacksies located at various points in the middle of Broad street, worked out splendidly. Preparations that had been made for the execution of orders through the signmen, jacksies and motorcycle aides came up to all expectations.

Along the route of the pageant there were 10 telephone stations, each equipped with operators, signmen and motorcycle aides. At each station the signmen and motorcycle aides while lanterns stopped or moved the pageant, as directed from the Majestic roof. Floats that caught fire, accidents that happened to others necessitating their removal from the parade and other mishaps that occurred were all telephoned to the Majestic dispatching station and disposed of from that point.

SIGNALMEN PRAISED
Throughout the line of the pageant, wherever a stop was made at a street crossing for trolley traffic to pass, visiting ad men took the occasion to compliment the signalmen on the expedition and highly creditable manner in which the pageant had been directed. The sight of the signalmen in white trousers and red coats, with their white and red lanterns, were so conspicuous that every signal they made in giving a signal could be discerned a block distant.

The Municipal Band preceded an elaborate display of the Bell Telephone Company, an expensive vehicle of wood and brass, showing the lines of telephone wires passing from city to city from Philadelphia to San Francisco. Each city was made by a tiny electric light bulb.

The City Directory publishers had their float, and then came an elaborate series of electric signs, each letter several feet long, carried by four young men in quaint red hats and coats.

Then came "Philadelphia Firsts," all floats, showing the first public school; an old paper mill; a building representing the initial insurance company; Franklin's Book Shop, the first library and a model of the Bank of North America. A model of "Old Frontiers" built by M. W. Baldwin in 1832, was presented by the Baldwin Locomotive Works alongside of one of their most modern products.

POOR RICHARDS IN PROCESSION.
Then came the Poor Richards, the hosts of the Advertising Clubs of the World, a splendid body of 300 men, wearing blue coats, white trousers and shoes, straw hats and carrying canes. They marched eight abreast in military precision, and were greeted with applause all along the line. In the van marched the Poor Richard Club Band of 10 pieces and "Ben Franklin" himself, impersonated by Charles C. Green, rode in an auto. He was continually bobbing out of his seat and doffing his hat to the cheering throngs.

The Quaker City Advertising Club followed and a superb display by N. W. Ayer & Son. Preceded by a car the entire front of which was hidden by a huge "official seal" outlined in electricity, the Ayer publicity division included a score of boys in quaint costumes marching with banners which displayed Ayer advertisements. Fifty University of Pennsylvania students, wearing blue coats, white trousers and white hats followed. Each carried the U. of P. red and blue.

"Wildwood-by-the-Sea" was represented by a float containing a group of pretty women in bathing costumes and others in summer attire. A handsome representation of the Petros School came in this section; also the Victor float, showing a huge talking machine and immense paper mache dog, listening to "His Master's Voice." Another beautiful float of the Victor Company reproduced its advertisement which shows the world-renowned singers of grand opera in their favorite roles, all of which

SOME HELPFUL HINTS TO VISITING AD MEN

Evening Ledger Offers Suggestions That May Prove of Aid in Getting About City

To aid ad men and their wives in seeing the many worth-while things in Philadelphia, the Evening Ledger offers a few suggestions which will assist them in finding their way about the city.

Philadelphia is laid out in squares with the streets running north and south and east and west. Naming of north and south streets begins at Market street, and the numbering of streets going east and west begins at Front street.

In the street car system there are transfer points and exchange points. An exchange ticket costs 3 cents in addition to the regular 5-cent fare.

Delegates who are stopping at the Bellevue-Stratford, Ritz-Carlton, Biltmore, St. James and Walton hotels can reach the Commercial Museum, where the general sessions of the convention will be held, by taking car 42 or car 13 on Walnut street. Delegates who are housed in the Hotel Bingham and other hostels on and near Market street may also take car 42 or 13 on Walnut street, or they may enter the subway at 15th street and go to the Commercial Museum on surface cars Nos. 11 or 24.

To reach Independence Hall, at 6th and Chestnut streets, delegates can take car 42 or 13, eastbound on Chestnut street. Carpenter's Hall, the Betsy Ross House and other points of historical interest are all located within walking distance of Independence Hall.

Many of the delegates will desire to visit the Baldwin Locomotive Works, the largest plant in the world for the manufacture of locomotives. The plant can be reached by taking any car going up either 19th or 18th streets. The works are located at Broad and Spring Garden streets. If you take the 15th street line, get off at Spring Garden street and walk over one square to Broad street. If you take the 16th street line, get off at Spring Garden street and walk two blocks east to Broad street.

To reach the Zoological Gardens in Fairmount Park, at 24th street and Girard avenue, take either car 20 or 22 on 15th street. Buy an exchange ticket, which will cost 3 cents, and exchange at 18th street and Girard avenue for car No. 15, which will take you to the gates of the Zoo.

To reach Horticultural Hall in Fairmount Park take car No. 38 in the subway and get off at 4th street and Parkside avenue. From there it is only a two-minute walk to Horticultural Hall. Delegates stopping near Spring Garden street can reach Horticultural Hall by taking car No. 42 on Spring Garden street.

Hundreds of the visitors will be interested in inspecting the plants of Philadelphia's great industrial district in Kensington, where are located the country's biggest textile mills. The Kensington district may be reached by taking car No. 3 on 15th street, car No. 4 on 7th street and car No. 26 on 7th street.

It is safe to say that the baseball fans among the delegates will appreciate a few kindly directions concerning the best way of reaching Shibe Park at 31st street and Lehigh avenue. The park can be reached by taking cars 16 or 21 on Market street; 23 on Arch street and 50 or 53 on 15th street. If you take the cars on 15th street it will be necessary to exchange at Lehigh avenue. So it will be more convenient for delegates to use the Market and Arch street cars.

To reach the Philadelphia Navy Yard take car No. 20 on 15th street. For Willow Grove, the country's greatest outdoor musical center, take car No. 24 on 16th street; 55 on 11th street; 65 on 5th street.

SEEK AFTER-THE-WAR TRADE

Germany's Engineering and Scientific Men Form a League

Germany's "engineering brains" have been amalgamated in one central organization called the "German League of Engineering and Economic Associations" in preparation for the struggle for the world's trade expected to follow the end of the war, according to reports in German newspapers reprinted in the London press.

The new organization embraces the following institutions: Society of German Engineers, Society of German Architects, Designers and Builders, Society of German Blast Furnacemen, Society of German Chemists, Society of Electrical Engineers and Society of Shipbuilding Engineers.

The combination will represent a membership of 60,000 and may be said to incorporate all the scientific and engineering talent of Germany. The presidency of the new league has been given to Privy Councillor Professor Doctor Busley, managing director of the Schichau warship building plant at Danzig. Doctor Busley, an intimate friend of the Kaiser and Albert Ballin, is a distinguished marine engineer, who, according to the London Daily Mail, has been a conspicuously identified with the purely constructional side of the German navy and merchant marine as von Tirpitz and Ballin, respectively, have been with their general development.

It is openly acknowledged in Germany that the league of all the talents has been organized "to confront the great new tasks which the present era conjures up."

Town and Country Journalism

Country journalism regards as news the fact that "Si" Jones has built a barn. Metropolitan journalism sees news in the fact that the Honorable Van Pivvers have closed their house or opened it.—Louisville Courier-Journal.

The Panhandler's Retort

"See here," said Josiah Jenkins, of Sedgwick, to a beggar over from Wichita, "you touched me for a quarter last week and here you are again." "Well, gee whis," shouted the panhandler, "haif't you earned anything since?"—Kansas City Star.

MARRIES A PICKPOCKET

But Husband of Professional Has No Different Luck From His Friends

Dozens of old graduates were back and they talked a lot about themselves and a lot more about others not so fortunate as to attend.

"Most of our old crowd are married and happy," said one. "Married, anyhow," said another, with the grin that always accompanies this silly joke.

"I accept the amendment," returned the first speaker, "but chiefly on account of poor Billy Tompkins. He had an unfortunate marital experience. Why, the girl he married turned out to be a professional pickpocket."

The man who had first spoken sighed, but his eyes twinkled.

"Well," he observed, "I guess the rest of us drew some pretty clever amateurs—what?"

A boy was arraigned in police court on a charge of stealing \$5 from his employer. The boy secured a lawyer and entered a plea of "not guilty."

The lawyer believed in the boy's innocence and spoke very eloquently on the injustice of the arrest, dwelling particularly on what it would mean to the boy in future life if he were sent to prison. The Court dismissed the case.

Immediately after, the boy asked the lawyer the amount of his fee.

"How much have you got?" queried the lawyer.

"Well," replied the boy, "I've got that \$5."

Calculations of Latitude
Measurements of both latitude and longitude depend on astronomical calculations. There are various astronomical methods of finding latitude. To determine the latitude it is necessary to find the altitude of the pole. Some methods require more or less trigonometrical calculations; for very precise latitude calculations astronomers and geodesists employ an instrument called a zenith telescope to measure the difference of meridional zenith for certain pairs of stars.

NEEDLECRAFT
Devoted to HOME DRESSMAKING HOME MILLINERY FANCY WORK AND HOUSEHOLD DECORATION



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We appear on behalf of MORE THAN A MILLION NEEDLECRAFT SUBSCRIBERS to extend hearty greetings to the Associated Advertising Clubs of the World.

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This is the tie which binds a million hearts to you. The watchword you so proudly display is the watchword of our favorite magazine, NEEDLECRAFT. Its enormous circulation has been built on the foundation of TRUTH.

By your untiring efforts, articles for the home and personal use which help constantly to lighten our burdens and to raise the standards of living, may be purchased with confidence. These efforts are ably seconded by NEEDLECRAFT, which absolutely and unreservedly guarantees every advertisement appearing in its columns to the extent of itself refunding money expended if goods purchased are unsatisfactory.

You are fighting to improve and purify ADVERTISING for the protection of the CONSUMER. And in so doing you are protecting and enriching the honest manufacturer.

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Charles Dorr, New England Mgr. 6 Beacon Street, Boston, Mass.

July Records at Heppé's

The new Victor records for July go on sale tomorrow. We invite all Victrola owners to visit our ware-rooms and try Heppé Victor Service. We do not sell our demonstrating records, but give you perfect, new records.

C. J. Heppé & Son
1117-1119 Chestnut St.
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