WORLD'S ABLEST EXPONENTS OF ADVERTISING SCIENCE MIX STERN BUSINESS WITH PLEASURE

PASTORS FAVOR ADVERTISING OF **CHURCH SERVICES**

Old-Time Prejudice Against Publicity Declared Fundamentally Wrong

BIBLE AUTHORITY QUOTED

Events of Sacred History Used to Justify Modern Methods

The old-time belief that it is fundament ally wrong for a church to resort to any form of publicity or advertising, to bring the people to its pews was riddled in a score of places this afternoon at the departmental session on Church Advertising in the University symnastum.

Pastors from leadnig churches in this city, New York and the West not only demanded that the time-worn superstition be cast aside, but they declared it a sin to preach to empty pews when proper advertising will fill the churches and reach the very class which they have failed to reach in the past.

"A careful persual of the Bible," declared the Rey, D. E. Weigle, pastor of the Friendly Church, 15th and Jefferson streets, this city, "leads us to say, without any fear of contradiction, that God was the first great advertiser. When He lighted the "flaming bush" which did not burn, and attracted the attention of Moses, He made our \$50,-100 areas electric strent leak instruction." 000-a-year electric signs look insignificant.

Throughout the biblical records the men who accomplished things were the men who advertised themselves by their peculiar traits and characteristics or their accomtraits and characteristics or their accomplishments—John the Baptist, with his peculiar attire; Jeremiah lying in the streets to attract attention; many of the miracles of Jesus; the tragic death of our Lord; the resurrection; the ascension; the rending of the veil of the temple; the earthquake; all these point to an unusual way of doing things.

The interest created by the parables and sermons of Jesus, and the stories and his-tory of the Old Testament are marvelous and lasting.

It is absolute folly to try to preach to people until you get them into the church. If a man's soul is worth saving and if the only way to save that soul is by bringing it into vital contact with God by the means of grace, then no legitimate method should me despised, nor the cost financially be even considered.

WORLD'S GREATEST BUSINESS. After the church has been fitted up for a big campaign then the newspapers should be used and paid space procured. Window eards announcing the program of service should be placed in store windows, as a business man is always glad to contribute his share toward the maintenance of the greatest business producing agency in the world, namely "Religion."

To this end clubrooms for men and women should be established in the church, where legitimate recreation and amusements may be carried on under the supervision of Christian people, for these games should be played away from the environment of

tation and gambling. Any church that will enter upon a campaign of publicity in faith, and will adopt modern methods of communication with the world, then satisfy the crowd which collects with the bread of life, adhering strictly and rigidly to the Word as the only un-varying rule by which to live, and to the Christ as the only saving power for a lost world, will be amazed and dumfounded at the success which will attend its efforts.

FIGHT THE DEVIL WITH FIRE. The Rev. Christian F. Reisner, D. D., paster of the Grace Methodist Church, New York, who acted as chairman of the Church Advertising section, spoke at this after-noon's session, and declared that he be-lieved in "fighting the devil with fire."

Doctor Relaner told how he used brass bands, preached special baseball sermons, secured idols of the diamond to talk, held cial services for policemen, firemen, street sweepers, corporation employes and

In order to get "business," the modern church must be a competitor—and an active one—of the theatres and movies, said the eastor. He told of his successful campaign in Denver in building up a church through advertising. After going to New York he was advised not to advertise-that the method would be fruitiess there—but preaching to empty pews galled him, and when he began to use newspapers and bill-boards, he found them as effective in New York city as they had been in Denver, he While other New York churches advertise now, he was really the first adver-tising parson in the metropolis, and he said er many as 225 people were received membership in his church in one day. I who opposed the idea of advertising in New York have become enthusiastic and are working with him.

"Hundreds of pastors run away from the scarecrow—sensationalism." said the Rev. Dr. Reisner. "John the Baptist, Jesus, Luther, Wesley and Booth were all thus tagged in their day. Jesus drew a crowd by reported miracles and then preached to the people.

"Once He borrowed a boy's biscuits and sardines to feed 5000 so that they could remain to an after-meeting. Can any one magine the Master preaching to empty seats when any kind of a method would

ADVERTISING NECESSARY.

"The preacher's greatness cannot fill a church. There must be an attractive serv-ice, thrilled with religion and compellingly

"It is sinful to close up the theatres in gity or town if the church gives nothing in place. The church cannot be satisfied to condemn other attractions. It must com-pete, for the church's business is Sunday Persation which other institutions falsely mise to accomplish.

"It is preposterous to declare that the o-called simple or fitble-true gospel alone will get the crowds. I tried preaching alone and failed, though I did my best. Then usique advertising methods were adopted and the people filled the same church to hear me, the same preacher."

He said he had not lost a single efficient member of his church because of his adver-tising, and in one campaign 100 large post-ars were used on New York biliboards at one time, in addition to the regular paid advertisements in the amusement columns of the New York daily newspapers.

DAWN OF AWAITED DAY. The Rev. R. C. Kengy, of Clinton, Pa., d of the success of the Clinton Methodist decopal Church in following Doctor isner's plan of the "Happy Sunday Eve-

IT'S A BUSY LITTLE WEEK!

*** 227 222 ***

By A. E. Hayward

WITH A

SO THIS IS ATLANTIC

CITY! I NEVAH SAW SO

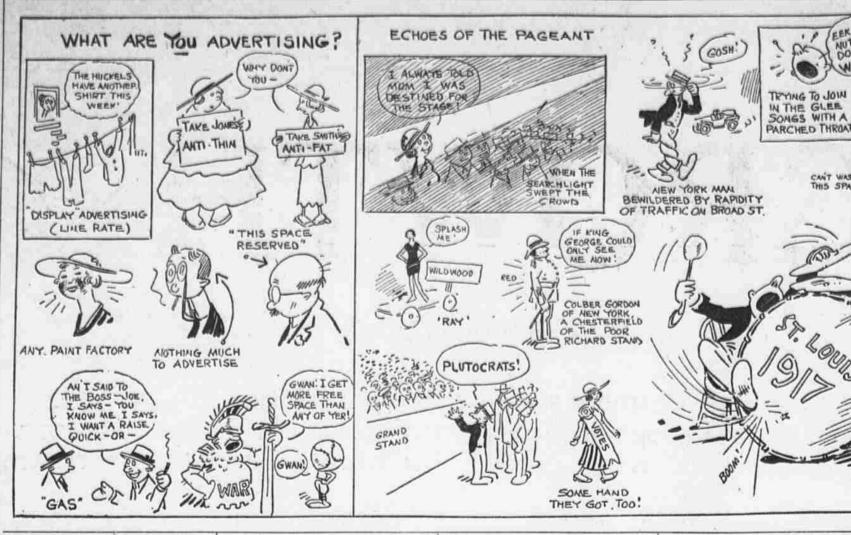
Charles to

GEORG-AH-

SAH!

FROM

MUCH WATAH IN MY LIFE, SAH!



NEW ORLEANS MAYOR SEES BIG FUTURE FOR PORT OF PHILADELPHIA Doesn't Own The Evening Tele-

Booster From the Louisiana City Tells of Chance for Freight Bond Between Two Municipalities

QUICK COTTON SHIPPING

Mayor Martin Behrman, booster for New Orleans, predicts a big future for the port of Philadelphia as a result of the develop ment of the shipping facilities in New Orleans, accomplished mostly through his foresight and hard work.

"A far cry from Philadelphia to New Orleans, you say? Not so. There is a great chance for a close bond between the two cities in the way of freight traffic," he said.

The delegation of men and women from the Louisiana city also freely praises social and commercial Philadelphia.

One development that the Mayor was responsible for in New Orleans, and which ater aided in boosting the commerce of that port, is a clever switching of freight cars that allows the full cars to run right into the terminals and the empties are moved out at the low total cost of but \$2 a car.

Mayor Behrman believes Philadelphia

would benefit greatly by this arrangement and would be glad to confer with officials of the Transportation Bureau of the Chamber of Commerce during his stay here. "An interesting economic feature of the New Orleans cotton terminals is the bale New Orleans cotton terminals is the 'bale puller,' "he said today. "This mechanical device can select a bale of cotton from the very centre of a pile containing several hundred bales, and without disturbing the rest, extract it and place it upon a truck. Ordinarily, it is necessary to topple all the bales in order to get at the particular one, and the new device has revolutionized the handling of the commodity. "The New Orleans cotton terminals have already cost the State of Louisiana \$3,500." 900. As more units are added, the expendi-

00. As more units are added, the expenditure will increase. It is planned to make New Orleans the storage market for cotton to serve the entire world, and Liverpool's grip will be taken off the industry when the

plan fully matures.

"The management and operation of the cotton terminals are under the direction of a poard of public-spirited business men. Civil service rules regulate the employment of help, and no political interference of any sort is tolerated. The Public Belt Railread, a municipal utility, serves the warehouses and everything is co-ordinated for the quick, economic handling of incoming and outgoing

SPEECH ARTS' MEN MEET

Orators, Actors, Readers and Teachers at Convention

The National Speech Arts' Association is holding its convention in the building of scology at the University of Pennsylvania. at 39th street and Hamilton walk. Several hundred delegates are attending. The organization consists of public speakers, actors, readers and all classes of teachers, ncluding public school and university in-

This morning eessions are devoted to papers and discussions, while the evening essions are given over almost entirely to entertainment

F. F. Mackay, of New York, who was elected the first president of the associa-tion 25 years ago, is attending the sessions.

JOHN WANAMAKER REGRETS EDITORIALS

graph, Says Message to Herbert S. Houston

Herbert S. Houston, president of Assoclated Advertising Clubs of the World, in reply to an editorial yesterday in the Eve-ning Télegraph, has authorized the follow-

ing statement:
"The best reply I think to the editorial in the Evening Telegraph was the action of John Wanamaker. Before I saw the paper, he send Mr. Appel and Mr. Cilley to me to

"We come from John Wanamaker say to you that he is not the owner of the Evening Telegraph to the extent of a single share, but that it is owned by his son, who resides in New York. The paper has no elation to our merchandise business. It is private property of Rodman Wanamaker. Mr. Wanamaker further said: 'I am sure that Rodman Wanamaker will greatly regret the editorfals in today's Telegraph, but not nearly so much as I regret them. I would have endeavored to prevent them had I known anything about them. I am not authorized to speak for my son. I have just received the articles within the last few minutes, and hasten to send this message that Mr. Houston may understand the

"In addition to this statement from Mr. Wanamaker, I have had hearty approval of my opposition to the Evening Telegraph's policy in publishing a testimonial advertise-ment to me, against my protest, and asking my friends to pay \$5 each for proofs of ment to me, against my process.

my friends to pay \$5 each for proofs of it; hearty approval from publishers like Mr. Ochs, of the New York Times; Mr. Curtis, of the Public Ledger; Mr. Young, of the Des Moines Capital; Mr. Buxton, of the Des Moines Capital; Mr. Buxton, of the Providence Journal, and many others, the Providence Journal, and many others, the Providence Journal, and many others, which once held its session many of the bench of the highest tribunal graced the bench of the highest tribunal specific proofs of the many the Evening Telegraph."

RULES FOR PARKING AUTOS DURING RIVER PAGEANT Department of Public Safety Issues

Traffic Regulations The Department of Public Safety has announced the following regulations for the parking of automobiles in Fairmount Park

morrow night, when the river pageant will be held for the advertising men:

A double line on west side of East River
drive, facing south, from Girard avenue bridge

A double line on west side of East River of Frive. facing south, from Girard avenue bridge in Green street chrame.

A double line on east side of East River drive, adouble line on east side of East River drive, acting north, from Green street to Fairmount avenue. Trom Fairmount avenue around main drive to Poplar street; from Poplar street to Girard avenue and from Lincoln Monument to Girard avenue and from Lincoln Monument to Girard avenue hotige on East River drive.

A double line on cast and west sides of Bith street, facing south, on both sides.

As pile line, all abreast, on west side of A pile line. All abreast on west side of Rivet River Gring as many machines in these spaces of getting as many machines and the system of the sevent on the East River drive or 34th street, or any place excepting in a parking space. Vehicle traffic will be kept moving at all times. No vehicle of any description will be permitted to halt on Girard avenue bridge.

When the display is over and the traffic begins to move, all automobiles parked on the west side of East River drive must so south until they leave the park at Green street entrance. They will not be permitted to cross over at Lincoln Monument to go north on Main drive.

drive.

Automobiles parked on east side of East River drive. Main drive and Sedgeley avenue must move sorth on those drives.

All automobiles parked on West River drive must must move south when the display is over and leave the park by way of Callowhill street bridge or 30th street.

or 19th speed by way of Callowhill street bridge.
Automalies parked on the east and west does of 14th spreet will move south when the laplay is over and leave true park by way of enastynata Railroad bridge.
When the traffic begins to move south, no velicle will be permitted to come north on 3-th rest until the congestion on the drive is clear. Under no circumstances will any whice be emitted to turn on any of the drives for the irpose of going in an epposite direction during a congestion.

Fairmount Park rules as the contraction of the part of the part of the congestion. the congestion.

Fairmount Park rules and regulations require
that no vehicle shall remain on the drive without a driver or attendant in charge of it.

"NEW ORLEANS IN 1918"



Mayor Martin Behrman, of New Orleans, on the right, and Brom Eldiey, advertising manager of the Daily States, are boosting their home town for the convention city year after next.

LIBERTY BELL THRILLS **400 WOMEN DELEGATES** TO BIG AD CONVENTION

Ladies From Other Cities Visit Independence Hall and View Many Historic Relics

VISIT CURTIS BUILDING

Four hundred women, who came to the ity for the advertising convention, will be ot only have they seen Philadelphia's most sacred relic, the Liberty Bell, but also touched the precious piece of metal which proclaimed the birth of American liberty. The city showed its hospitality to the

visiting women this morning by allowing the glass case which surrounds the Liberty Bell's frame to be lifted, that they might have an obstructed view and that the usual "don't touch" rule, which of necessity affects the Liberty Bell, might be waived.

For one hour Independence Hall and Congress Hall were jammed by the visiting women and it is safe to say they didn't miss a thing. From the first minute they were made to feel at home. Mrs. John C. Martin and a large complitee welcomed them. and a large committee welcomed them or behalf of the Poor Richard Club. Jordan, curator of the halls, welcomed them on behalf of the city, and Faiter P. Mil-

in the United States, which once held its sessions in that room. A wave of enthusiasm was plainly manifest when Mr. Jordan told the ladies he had ordered raising the a frames surrounding the Liberty Bell.

Through the rooms and up and down the stairs they tramped. They saw the room where sat once the Continental Congress, and where the Declaration of Independence was signed. They gazed with interest on the historic furniture in which almost a century and a half ago sat such men as Franklin and Jefferson and the flery Patrick Henry. And they stood clustered about the statue of Commodore Barry in Independ-ence Square while a group of photographers focused their cameras upon them. When they had seen all the sights in

Independence Hall they went next door to Congress Hall, and there they filed slowly past the historical paintings in the Ferris collection. There they had crystallized as never before by the bright-colored works of art their ideas of the events in the "Where there is no advertising club the "Where there is no advertising club the rogress of this nation. Women from all parts of the country

H. K. Curtis, president of the company, was present for a few minutes, they had lunchon, and were taken on a tour of inspec-500,000 complete magazines are printed every working day of the year. Special preparations had been made by the editors of the Saturday Evening Post, the Country Sentleman and the Ladies' Home Journal to receive the visitors, and ther wasn't anying that they missed. They saw editorial offices and composing booms and presses, lunch rooms and the auditoriums and the employes rest and clubrooms and every other thing in the building that might have been of interest to them. They found the paintings by Maxfield Parrish specially at-

After the tea some of the visiting women will come back to the city and others will go to Willow Grove, where the convention folk will make merry tonight.

folk will make merry tonight.

Assisting Mrs. Martin is receiving the visitors were the following of the Poor Richard Club ladies: Mrs. Rowe Stewart, Mr. Theodore E. Ash, Mrs. Richard A. Foley, Mrs. F. H. Riordan, Mrs. T. J. Devery, Mrs. S. W. Wilson, Mrs. W. B. M. Tracy, Mrs. Charles Blum, Mrs. T. A. Daly, Mrs. J. H. Pickett, Mrs. Thomas J. Mulvey, Mrs. Charles W. Beck, Mrs. G. Theodore Ketterer, Mrs. Russell Berger, Mrs. A. A. Christian, Miss Christian, Miss Adeline Klein, Mrs. I. P. Paschall, Mrs. Leon Beck, Mrs. Thomas Martindale, Mrs. Richard H. Durbin, Mrs. Albert Turner and Mrs. Franklin Wood.

Fire Wrecks Glass Works Plant CAPE MAY COURT HOUSE, N. J., Jun CAPE MAY COURT HOUSE, N. J., June 28.—The main plant of the Cape May Glass Works was destroyed by fire today. The leer sheds, packing houses, mixing plants, engine house, office and a car of oil and packed ware in the yard were saved. One hundred and twenty-five men and boys are without work as a result of the blaze. The loss is partly covered by insurance.

France Framing Note to U. S. LONDON, June IR.—France is preparing a reply to the American note concerning the consequip of mails. The deaft will be submitted to the British Foreign times.

Today's Program

AFTERNOON 12:00-Women lunch at Curtis Building.

12:30-Nomination Board meets in Commercial Museum to select next convention city. 1:30-Departmental conferences.

3:00 Women go to Wyncote. NIGHT 7:45-Entertainments at Willow

Grove 8:00-Municipal Band concert "Asphalt Ball," Broad street, be-

tween Spruce and Pine. 11:00-Cabaret at Ritz-Carlton.

ST. LOUIS WINS FIGHT FOR 1917 CONVENTION

Continued from Page One vertising Clubs of the World, and chairman of the national trust-in-advertising move

Mr. Sidener, speaking at the general ses sion in Convention Hall, Commercial Museum, this morning, said the newspapers of the country made a greater advance than any other class of advertising medium during the last year in creating business confidence.

"Every class of business has shared in the dividends." he added, "and the general business world has benefited definitely be-cause of the enlarged distribution of confidence. A number of individual national, advertisers have added to the movement by asserting their right to have their adverti ing associated only with good company, real-izing that when the medium creates a 'redlight district' it will result in the disappear ance of the objectionable form of advertis

Mr. Sidener also praised the work of th Association of National Advertisers, which is affiliated with the Associated Advertising lubs in the work of cleaning up the field of

VALUE OF ADVERTISING CLUBS. The value of an advertising cllub to the ommunity is not measured by a mere temized statement of its specific activities according to T. W. Le Quatte in an address before the general session.

"Advertising," he said, "Is the seed of pusiness and the community is the soil. Newspapers, magazines and farm papers, and letters, circulars, biliboards, street cars and all the accessories of advertising are simply the tools with which the er-

"Where there is no advertising club the grafter, the liar and the faker have a tendency to prey upon the community and

Hoston, famed likewise as the maker of history, stared with interest at the various sights in this city's historical shrine.

After the inspection they went to the Curtis Publishing Company. After a brief reception on the first floor, at which Cyrus H. K. Curtis, president of the company. gates to reform or destruction and gives the crook his choice. "Where there is no advertising club the

tendency of the people is to look upon advertising as a necessary evil imposed upon them by publishers and others.

"A live club tends to dignify advertising

in the minds of the people. It gives the legitimate advertiser a fair field for honest effort. It strengthens the hand of public officials in their effort for worthy causes along economical and constructive lines."
M. W. Lloyd, of Richmond, Va., urged that advertising clubs lend assistance to merchants, especially smaller ones who cannot afford a competent advertising man-

WILLOW GROVE WILL RECEIVE HUNDREDS OF AD MEN THIS EVENING

Elaborate Arrangements Made by John C. Martin for Entertainment of Guests at Park

SPECIAL MARCH OFFERED

Elaborate arrangements have been made at Willow Grove Park for the entertain-ment of delegates to the convention of the Associated Advertising Clubs of the World, now in progress in this city. Hundreds of the ad men will visit the amusement centre

this evening with their wives and friends, and the officials there expect one of the largest crowds of the season.

A march has been dedicated by Victor Herbert to the ad men and a special program will be presented by his orchestra tonight in honor of the convention. The night in honor of the convention. The march, entitled the "World's Progress," will be played for the first time. The occasion will also mark the 21st anniversary of the

establishment of Willow Grove Park.

This evening's program for the entertainment of the men and their wives is in charge of John C. Martin, of the Public Ledge Company. The delegates have coupons which will admit them to each of the amuse ment features. Philadelphia Rapid Transit cars marked

"Route 24," on 16th street (one block west of City Hall); "Route 55," on 11th street (three blocks east of City Hall), and "Route 55," on 5th street (nine blocks east of City Hall), run direct to Willow Grove Park

without change of cars.

Willow Grove Park is situated in the
heart of the Chelten hills, 14 miles from
Philadelphia, and is famous for its beautiful landscape gardening, foliage and flowers At night the buildings are ablaze with myriads of electric lights, giving the park the appearance of a fairyland. The fa-mous \$100,000 electric fountain, situated in the centre of the lake, is illuminated with many brilliant colored lights and is displayed every evening at 8:30 o'clock. The Casino, with its spacious porches, where the cuisine and service is equal to the best city restaurants, is in full sight and hearing of

the music pavilion and lake.

The amusement features on "The Midway" are "The Mirror Maze," airships. mountain scenic railway, two carrousels "Tours of the World," "Venice," mutoscopes theatre, "Coal Mine." "Danceland," "Crazy Village." scenie railway, shooting gallery the giant coaster, miniature railway Whip," "Candyland" and photograph building.

AD MEN'S CABARET TONIGHT Baltimoreans Promise Many Thrilling Features at Ritz-Carlton

Performance

Resolving not to be outdone by their fellow delegates from New York, the Baltimore ad men have arranged for a cabaret to be held in the Ritz-Carlton, at 11 o'clock tonight. The Baltimoreans promise a "humming" entertainment that will make

"humming" entertainment that will make you hold your breath. They say that they are going to sing, dance and be merry in a manner that will overshadow all previous performances given during the week.

Special features have been planned. The exact nature of these novelties is a carefully guarded secret. The Atlanta Advertising Club will be the guests of the Baltimore organization and will furnish their Five Million Dollar Quintet, comprising four singers and a plano player, who have been singers and a piano player, who have been placed on the program for a number of real Southern selections. "We have some real talented performers

tractive.

At 3 this afternoon they motored out to Wyncote as the guests of Mrs. Cyrus H. K. Curtis, who entertained them at tea. After the tea some of the visiting women will creasing usefulness in our clubs.

"It is my belief," he said, "that this is among our body," said one of the Baltimore delegates this morning. "Wait till you see the stuff we are going to put across." No time limit has been set for the creasing usefulness in our clubs.

CINCINNATI AD MEN PAINT SLOGAN ON WALKS; ST. LOUIS MOPS IT OFF

Queen City's Artist Brigade Wields Brushes in Advertising Battle for Next Convention-Missourians Follow With Army of Scrubbers

The old plan of painting the town red is sorn out. It is now time to change colors this kind of pastime.

Being abreast of the times, therefore, the most aggressive shouters for the Mound China. vorn out. It is now time to change colors in this kind of pastime.

Being abreast of the times, therefore, several skirmishing parties of the Cincin-nati ad men charged upon the town last night and painted "Cincinnati 1917" on every conspicuous and ample sidewalk in their path.

their path

In nearly every case the artists were chaered, for those who thronged the street were out to encourage. Accompanying the painters were several platoens of Queen City men who saw that the workers were not interrupted. It was evident too, that those who performed this artistic "stunt" had had much experience. In many cases the letters were touched off with fastoy survey and flowers. But the cheere of the Chocinnatt men had harely reverberated on Bread street when

City.

It was an easy matter to trail the Cincinnatians and everywhere they found "Cincinnati, 1917." they attacked it with mops and buckets of water. In a very few minutes the Queen City singan was drowned amid cheers of the destroyers.

And to prove that they were in the fight to the limit, the St. Lestis men turned a spotlight on their hanner which spans Broad afrest. A sentry sat in a little room in the Bullevise and saw that the light shone all night. Today St. Lestis expects to win the Bullevise and saw that the light shone all night for the next convention. It is reported that Denver Chinago and many other cities of the Middle West will still with

EVEN AS SMALL BARY HE STUDIED AD IDEAS

Cincinnati Ad Club's Secretary Treasurer Began Career When Quite Young

Ever since he was a boy, Clarence Paris, pilot of the Cincinnati ad men, has red advertising the same as he has books

First the unusual illustrations to be hewspapers caught his eye; then the letters, and finally, when he was able understand, the blunt statements made b the advertisers impressed him. Mr. Payne first took up the work of chin. ing cutter; but it didn't appeal to him an

he decided to try to cut something below for himself by entering the newspaper and He worked on the Commercial Tribuns the Cincinnati Enquirer, where he had gree opportunity to follow his hobby of studyler advertising from the ground up.

advertising from the ground up.

Evidence that he took the right path was forthcoming at the ad men's conventice a Chicago last year, when he won the sprize for the best newspaper adverted offered. As this was a world-wile termed it is not an exaggeration to say that is Payne was the world's champion ad write of '915. As yet the title has not best wrested from him.

He was engaged as secretary-treases of the Cincinati Advertising Club may months ago. Ever since he started in this work his chief aim has been to land he next convention for the Queen City. Recontends that there is nothing to he but Cincinnati for the next meeting and say the men from the Buckeys State will propose.

Payne doesn't believe in announcing to advance how the Ohioans intend to last the prize, but he says there are some an prises which will bring results.

"If we win," he said today, "a large share of the credit will go to the Pelladelphia girls whom we have engaged to distribute our facts about Cincinnat. They're away ahead of election spell binders and I predict that they will be the means of bringing us a majority, which means Cincinnati in 1917."

SCHOOLS AND COLLEGES

FRIENDS' CENTRAL

is one of the very few private Schools which can claim as present day pupils the children and even the grandchildren

This confidence of parents in earolling their children and children's children spair volumes for the character of instructes and care exercised by the School in mosiling the habits and forming the ideals of its pupils.

WRITE FOR YEAR BOOK OF RATES

JOHN W. CARR, Ph. D., Principal, 15TH AND RACE STS., PHILADELPHIA LEMENTARY SCHOOLS OF THE SYSTEM-loth and Race Sts. Soth St. and Lancaster Ave. 17th St. and Girard Ave. Greene St. and School Lane. Germantes

PEIRCE SCHOOL

Summer Courses Begin July Cool, airy classrooms, comfortable clubrooms, gymnasium, above batha etc., make the six weeks' course pleasant as well as profitable. Co and secretarial courses for both sexes. Instruction of unusual benefit to: of business. Hours 9 A. M. to I P. M. Call or write for complete info

PEIRCE SCHOOL Pine Street, West of Broad Philadelphia

Strayer's Business College Summer School now open. Day and a idual advancement. Charges meders a now. The "Ad. Men's Convention". corted on the Stendarpe, which is Phile



Chambersburg, Pa. PENN HALL SCHOOL

Modern fireproof buildings, new symmas awimming pool. College preparatory, mosen guage, music, domestic arts, etc. Larido privileges. Rooms with private bath it its action. Attantic City, occupied by school May. Work continues without interrupt May. Work continues
Rates \$500.
FRANK S. MAGILL, A. M., Principal CHESTER, PA.

Pennsylvania Military College Beparate Proparatory School for Beer The West Point of the Reytons State in perior Schoolastic, Physical and Moral Training to develop Superior Men. Degrees in Chesistry. Civil Engineering, Economics and Finance. her Equipment Col. CHAS. E. HYATT, Commandant, But 146, Young Men and Bors

HARRISBURG, PA. HARRISBURG ACADEMY A country school founded in 1785.
Modeyn buildings, large camesSmall classes and individual learning of the country of the c

CABLISLE, PA. CONWAY HAL First-class preparatory school ourse, experienced teachers and ourse, experienced teachers and meant, fituated in the Cumberlands amous for scenic beauty and fees the control of the cont

STAUNTON, VA.

Your Boy at Staunton Military Acad col. WH. G. HARLE, pt. D.

LONG INSTITUTE THE

HANOVER, N. H. Hanover Tutoring Sch.

CARLTON ACADEMY