# WATER PAGEANT DRAWS GREATEST THRONG TO PARK

Half Million Witness Brilliant Marine Spectacle Closing Ad Men's Week

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## RIVER A BLAZE OF LIGHT

The mightiest throng ever assembled in Philadelphia witnessed last night, from the make of the Schuyikill river, east of the Girard avenue bridge, the most brilliant and spectacular marine carnival ever staged in this city-Poor Richard's parting trib-ta to the delegates to the 12th annual servention of the Associated Advertising Cube of the World.

The broad expanse of water between Grand avenue bridge and the lower dam was watched by almost 500,000 spectators, who lined the water's edge and stretched far back into the reaches of the Park.

who lined the was one continued biaze of far back into the reaches of the Park. The river was one continued biaze of light, thrilling aquallo events, fireworks, serial exhibitions and over all the long, and flow to City Hall, giving notice to all philadelphia of the riaing of the curtain on the great demonstration. Later it returned after the blose of the water pageant and, entering the bright bowl in the heavens ever the shining waters, sailed gracefully over the thousands of upturned eves, while powerful lights of beautiful pastel shades give it many hues.

rave it many hues.

CROWDS ASSEMBLE EARLY. Late in the afternoon the tremendous rowds which had heard of the carnival and growds which had neard of the poured into had read of its coming splendor poured into Fairmount Park, obtaining the points of rantage along the river banks. Many brought their suppers, and were on the

spot before even the host of workers had completed arrangements. Early in the evening the automobiles began entering the Park at the Green street entrances and along the east and west river drives.

All roads led to Fairmount Park last fight. The ad men formed the smallest fraction of the throng which marched on the Park 300,000 strong in the evening and was swelled to 500,000 when the spectacu-lar marine pageant began at 7:30. It was the largest crowd that ever attended any celebration in the Park and the mightiest throng that has ever turned out for any event in Philadelphia.

They gave the 400 policemen and special officers sent out from City Hall to augment the regular Park Guard forces the busiest day of their lives. Elaborate traffic regu-lations arranged by the police department for the provision of automobilists went by the board in the crush. The police literally fought to know negativing automobiles

fought to keep pedestrians, automobiles and trolley cars from becoming hopelessiy lammed at the Spring Garden street and Birard avenue entrances to the Park before

Girard avenue entrances to the Park before and after the pageant. The Park was crowded as it never has been before as early as 5:30. The vanguard of an army of 5000 automobiles chugged into the park drives a few minutes later. Automobilists were distinctly at a disad-vantage. Drivers who sped up Broad street and into the Park by the Spring Gar-den and Green street entrances discovered that progress up the East Biver drive was that progress up the East River drive was virtually impossible.

So great was the number of motorcars that no time during the evening did traffle move freely. Autos jammed at every cross-ing and the shouts of the guards, the toot-ing of auto horns and the cries of pedes-trians who darted across the driveways eager to get close enough to the river to get a glimpse of the pageant contributed to the noisiest night Fairmourt. Park had ever Tohn C. Cunningham, 2318 Emery st., and Mary E. Smith Woodbury, N. J. Krasel Goldberg, 1828 N. Oth st., and Lizzle Rotlen, 840 N. 6th st., 0 th st., and Joseph Adamsky, 824 Catharine st., and Moseph Adamsky, 824 Catharine st., and Millie Pranuatella, 606 Carpenter st., awrence M. Ogdan, 1404 B. Allison st., and Clara R. Herrmann, 7100 Madison lanc. Cosef Rolks, 1017 N. Lawrence st., and Catharine Faist, 1432 N. Front M. Cohn A. Bowen, 2019 N. 8th st., and Eatharine Faist, 1432 N. Front M. Gohn A. Bowen, 2019 N. 8th st., and Eatharine Faist, 1432 N. Front M. Berbert Dumes, 8922 Olive st., and Margarot Treherne, 2022 Give st., and Margarot Treherne, 2022 Lornbard st., and Mary Pegram, 921 Lornbard st., and Mary Pegram, 921 Lornbard st., and Cella Cooper, 6313 Woodland ave., and Cella Cooper, 6313 Woodland ave., and Elizabeth Wallack, 2015 S. 7th st. noislest night Fairmount Park had ever weathered.

#### DRIVERS ABANDOM CARS

At 8 o'clock another detail of police reserves was sent to the Park to help regu-late the motorcar traffic. Despite this the guards had great difficulty in enforcing the traffic regulations. Motor drivers aban-doned their cars in roads supposed to be kept clear for incoming and outgoing traffic and joined in the rush for the river. raffic

Thousand of men, women and children climbed the bluffs on East River drive and boys sought points of vantage in the trees and on bridges far from the scene of the

pageant. East River drive to the very banks of the Schuylkill was packed solid with people. Hundreds of motorists, unable to get clos

Hundreds of motorists, unable to get close enough to the river to get a glimpse of the colorful speciacie, drove into less crowded sections of the Park to see the firaworks display which began shortly before 10 o'clock. Thousands of persons lined 33d street overlooking the Girard avenue bridge and watched the display of pyro-technics. The red, green, blue and white glare of exploding skyrockets could be seen all over the Park.

### Expect Another Russian Loan

LONDON, June 10 .--- A Stockholm dispatch to the Morning Post says it is ex-pected there that the Russian loan just arranged by American bankbrs will be fol-lowed by a further great loan. This, the dispatch adds, is to be used for railway building and industrial purposes in Russia.

TODAY'S MARRIAGE LICENSES

Wallack, 2015 S. 7th st. and Elizabeth forman W. Rysn, 1638 S. 33d st., and Ada M. Ellis, 956 S. Paxon st.

You've heard about the gallantry of the gentlemen from the South. If you doubt such reports listen to this: Autos of every hue buzzed like files around Broad and

EVENING LEDGER-PHILADELPHIA, FRIDAY, JUNE 30, 1916.

Chestnut streets. Horns gurgled in all keys. A procession of trolley cars arrived to help matters out. Finally a pure white car, shining out like a Hly in the mass of motors, hove in view. In it was a blonde of the very decided

type. She wore a fluffy, summery gown, which reminded one of a strawberry sun-dae on a warm afternoon. On her head

Suddenly a gust of wind arrived. It truck the delicate headgear at broadside, varried it in a westerly direction and alowed it to drop directly in the path of nother auto.

Women gasped and men stood still, hor-



r-stricken. That is all but Brom Ridley ho is here with the New Orleans ad men quick glance told him that in another tant the dainty piece of feminine miliistant the dainty piece of feminine mili-ory would be crushed beyond recognition.

DAY'S MARRIAGE LICENSES at E. Morrell Jr., Auduhon, N. J., and the H. Donaidson, 2637 S. 12th atreet. The H. Weich, 5800 Haverford ave., and herine T. Martin 9633 Tollins at. F. Saper, and F. Sober, and Prisofila Donaby. 2214 Readswime at. and Prisofila Donaby. 2214 Readswime at. Donaby. 2214 Readswime at. Donaby. 2214 Readswime at. and Louise Donaby. Action 2018 Prisofila B. Falsteron, 5624 Datumers ave., and herine, Ridley Park. B. Falsteron, 5624 Taulimore ave., and Tuerlie H. Warten, Tol. Mart H. C. Chas, Willington, Del., and Carrise drise, Willington, Del., and Amiela, mar. 119 Mit Vernon st., and Amiela, Marthew Collary, N. J., and Allee Donerty, 5067 Hoppen st., and Marry mith, Woodhury, N. J., and Lizzle sprang toward it head first. His right and caught the hat as one of the front heels of the heartless auto grazed its edge and it was dragged from certain death. The fair owner beamed her gratification,

and from a silver purse she handed the res uer a card. Whose magic name does this card been That's a question on which Ridley is deidedly mum.

Feasterville Quarantine Off July 2 FEASTERVILLE, Pa., June 30.—Public meetings, including church services at Feasterville, which have been ordered suspended because of an outbreak of diphtheria, will be resumed July 2, when the quarantine will be lifted. **BREAK MONOTONY OF** STRIPES AT SHORE

Milady Adopts Fashion in Vogue Many Years Ago to Seem More Original

BATHING IN FULL BLAST

ATLANTIC CITY, June 30 .- In order to break the monotony of a continuous prohow wearing skirts of the Dolly Varden pattern, in vogue many years ago. The flowered material comes in various designs, roses on some of the skirts being five times as large as the natural flowers, reminding one of the paper used years ago to decorate bedrooms, while others, of a tamer design, show a mass of small roses with the leaves and stems joining them together. Skirts of plain white material and others with a corduroy effect are also being worn. With the temperature of the water at 72

degrees, the highest temperature ever re-corded here for the month of June, the ocean was well patronized vesterday, and as the wind is from the right direction, the chances are that bathing will be just as enjoyable for the thousands who will come down tomorrow to remain over indepen-

Early morning tides today brought few sea shells, and although none of then were of much beauty a number of people tramped along the sands and picked up all the specimens they could find. The early rising habit is a strong one here with many of the visitors, sunrise parties being di daily occurrence.

The number of marriage licenses issued are during the month of June has been nearly double that of former years, and a large percentage of the applicants have been from Philadelphia and other cities out of the State. It has been broadly hinted that this city will eventually succeed Elkton.

desire to dodge publicity or parents will never come to this city, as all nonresidents whe compelled to wait 54 hours after ob-taining marriage liconses before they can be married.

The week's outling of 2000 people from Ohio points, which concludes tomorrow, has been a very successful one and has helped the general prosperity of this city. Every one of the participants in the big excursion as the sectors.

tunity. Mrs. Theresa Holly and Miss Alvena Holy, of Oak Lane, are late arrivals here who contemplate remaining until autumn. James O. Mulherin and family, of Phila delphis, are occupying their cottage in the central section for three months. Mr. Mul-horin is assistant fire marshal of Philadel-

Mr. and Mrs. Kern Dodge, of German-own, and Mr. and Mrs. C. Edwin Lacy, of Sorth 18th street, are here for the summe Mr. and Mrs. Edward Schmidheiser and

Mr. and Mrs. Alfred A. Du Ban, of Diamond street, are registered at a beach-front hotel and will remain here until Sep-

visit of two months. Mr. and Mrs. Richard W. Davids and

Bave opened their Ventnor cottage and will romain until autumn. Among those occupying their own cottages in Chelsea are Mr. and Mrs. Harry L. Kuhn, G. A. Muller and family, of Girard avenue; Mr. and Mrs. Frank Nowburgh, of Green street, and Mr. Brank Nowburgh, of Green street, and Mr. Brank Nowburgh, of

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Mitchell, of Germantown, George M. Bennett and family, of West Philadelphia, arrived at their Chelsea cottage yesterday and will linger there until

Mr. and Mrs. Frank L. Molloy, of North J7th street, are here for the summer, Mr. and Mrs. Edgar M. Church, of West Locust street, are at their Longport cottage for the season

#### U. S. CONSUL MAKES PROTEST ON MEXICAN DEPREDATIONS

Thousands of Dollars Worth of Property Being Seized

WASHINGTON, June 10.-Representa-lona to General Carranza protesting against selsure of American property by local authorities in many parts of Mexico have been made at Mexico City by Special Agont Rodgers. Official reports to the State De-partment have said that thousands of doi-are worth of gold and either builton, horses, cattle, automobiles and ether movable mer-chandlise belonging to Americans had been taken.

Officials said their information indicated

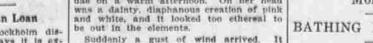
that the various local authorities had made the seizures on their own initiative. Mr. Rodgers was instructed to call the confiscations to the attention of the first chief with a request that he relieve the Hituation

Most of the property had been left behind about of the property had been left behind by American refugees. The principal con-fiscations were in the States of Sonora, Jalisco and Tarnaulipas. At Manzanillo much gold and silver builton belonging to American mines is said to have been taken, and many selaures were reported from the vicinities of Tampico and Jalisco City.

Offers Auto as War Aid

SPRINGHOUSE, Pa., June 20.-Lieu-tenant Jesse Williamson, 2d., of Spring-house, quartermaster on the staff of Major Charles W. Edmunds, commanding the 1st Squadron, comprising the four Philadelphia troops of cavalry, has offered his mo-tor car to the Government.

"Old Company's Lehigh" VISIT to the Lupton Plant will better enable you to Sun Shipbuilding realize the superiority of Lupton Products. You are welcome any day during Convention Week. Will last longer and Will leave less ash Company give out more heat and cause less grate David Lupton's Sons Company than any other anthratrouble than any other anthracite coal. cite coal. **Tulip Street and Allegheny Avenue** (On Allegheny, 2 Blocks East of Frankford Avenue) REG. U. S. PAT. OFFICE PHILADELPHIA Solicits Inquiries for Tank and SUMMIT and GREENWOOD Special Construction for Light and Ventilation Modern Fire-proof Buildings Cargo Vessels for Early Delivery Sales Offices in The Lehigh Coal & Navigation Co. New York Chleage Pittsburgh Cleveland Detroit , Boston GENERAL OFFICES, 437 Chestnut Street, Phila. Some Lupton Installations: Some Lupton Products: 6.6.35 Hell Telephone Co., 17th and Arch Sts. Wanamakor's, 18th and Chestnut Sts. Packard Motor Co., Broad and Wood Sts. Goodman Hidz., Juniver and Vine Sts. Snellenburg Warchouse, 10th and Herks Sts. Victor Talking Machine Co., Camden, N. J H. F. BAKER, Vice-President BICHARD T. DAVIES, General Coal Agent Steel Sash Steel Partitions Steel Tube Doors ontinuous Sash perating Device Office Plant 1428 S. Penn Sq. Chester, Pa. Branches at Philada., Pa. Philadelphia, New York, Boston, Buffalo, N. Y., Syracuse, N. Y.



one of the participants in the big excursion has thoroughly enjoyed the visit to this city, and all say that they will giadly come on a similar trip next year. It was a business proposition of a unique kind. A wholesale grocory firm offered the trip free to any of their customers who purchased \$5000 worth of goods from them in a year and agreed to let them bring other mem-bers of their family along on the payment of \$45. This sum included every item of expense—sleepers, meals en routs, h otel accommodations, etc. That the offer was a drawing card for the enterprising firm is shown by the big number of people who giadly availed themselves of the oppor-tunity.

phia.

family, of Philadelphia, are occupying their tottage for the summer.

Ad Men's Chronicle DOLLY VARDEN SKIRTS

front hotel and will remain here until Sep-tember. Mr. Du Ban is president of the Pennsylvania Audit Company. Mr. and Mrs. William Blood, of Philadel-phia, are at their Cheisea cottage for the summor months. Mr. Blood is a textile manufacturer in the Kensington district. Mr. and Mrs. Horace H. Jenks, of St. David's, are recent arrivals here. Mr. and Mrs. John E. Rodgers and Miss Ethel Rodgers. of West Cheatnut street, are here for a visit of indefinite length. Mr. and Mrs. Arthur Rosenberg, of Phil-adelphia, are at a beach-front hotel for a visit of two months.

Miss Eliza Davids, of Merion, will occupy their Ventaor cottage until August. Mr. and Mrs. Stewart Buck, of Oak Lane,

