

**NEIGHBORHOOD UNITS
IN SAVING OF PAPER**

Block System Urged as an Effective Means of Aiding Red Cross Campaign

ALL CAN HELP CAUSE

**Form a Paper-Saving Unit
in Your Neighborhood**

AN EFFORT is being made to secure volunteers to organize every section of the city into Red Cross paper-saving units. You can select the territory about your home and enlist the boys and girls as your helpers.

Write the EVENING LEDGER that you will organize a community.

More automobiles and trucks are needed for the collection of the paper which has been donated. Will you loan your truck or automobile for an afternoon?

Business houses are urged to search their premises for waste paper. Many firms have discovered several hundred pounds of waste, which they have given to the Red Cross.

COLLECTED SATURDAY, MAY 12.
Three tons of paper.
Six trucks and two pleasure automobiles used.
At least ten trucks and ten pleasure cars were needed.

COLLECTED SATURDAY, MAY 19.
Ten tons of paper.
Ten trucks and two pleasure cars used.
Twenty-five trucks and fifteen pleasure cars would have doubled the collection.
Your truck or pleasure car is needed for this cause.

The next big step in the city-wide paper-saving campaign will be the perfection of neighborhood units. This is to be undertaken immediately. Every woman, boy and girl can help.

Thousands of volunteers are needed for this kind of Red Cross work. By giving your aid you will really be doing a vital service in the big things the Red Cross is being called upon to meet these stirring times.

The plan is this. To organize every section of the city into block systems. A volunteer organizer is necessary for every seven or eight blocks. The volunteer can select other volunteers to help collect paper. This can be secured for the Red Cross from every house in the zone. The idea is to bring the paper into one central house, where it can be quickly collected.

Soon there will be hundreds of children who will have nothing to do. They can make themselves useful in this cause. That is, provided there is a neighborhood organizer to bring their efforts to a focus. So volunteers are needed to take care of neighborhoods. It makes no difference where you live, you can lead in this work. Send in your name, address and telephone number to the Red Cross Department of the EVENING LEDGER. Then gather about you as many boys and girls as you can and start this good work in your community.

Mrs. Fred Balmer, Jr., of 1216 South Peach street, has set an example of what can be done by an organizer. Mrs. Balmer has only a little time each day, because she has young children to take care of, but she has organized two neighborhoods and is starting the organization of a third. Each of these neighborhoods furnishes more than 400 pounds of paper each week to the Red Cross, and she has as her goal a ton a week.

This campaign is still in need of trucks and automobiles. Nothing like the desired and required number of trucks and pleasure cars has been volunteered. If you have the disposal of trucks or a pleasure car you can greatly assist this cause by donating it for a few hours. There is nothing about the collection of waste paper which will damage either a truck or a pleasure car. The driver can be the judge of the amount of paper he can safely carry and assistance is given to him in nearly every case by one or more boys, as is deemed necessary.

**INSURANCE MEN MEET
ATLANTA FIRE LOSSES**

**Southern Mutual Pays Highest
Total, \$225,000—Victims
Well Cared For**

ATLANTA, Ga., May 23.—Insurance companies today began paying the losses on Atlanta's \$3,500,000 fire. A list of the companies and their insurance in force is headed by the Southern Mutual with \$225,000 of claims. Payment of losses is being expedited to hasten the rebuilding of the devastated section.

The last of the homeless were provided with quarters today and the \$50,000 relief fund already raised is taking care of those in need. There was no suffering despite unseasonably cool weather.

Clearing away of the ruins has provided employment for hundreds who had been thrown out of homes.

Association Owners Meet Saturday
CHICAGO, May 23.—Club owners of the American Association will meet here Saturday to approve or reject President Hickey's action in calling off the international series with the International League.

**To-morrow
Clover
Day**

Strawbridge & Clothier

Upright Piano \$95
Excellent condition, beautiful tone.
Terms \$5 monthly, 20 others, \$75 to \$235.

Player-Piano \$350
88 key, excellent condition, \$2 weekly.
25 Music Rolls, Bench and Seat.

Steinway Grand \$425
Small, good condition. Convenient terms.

BELLAK 1129 Chestnut St.

MOVIE OF MR. EVERYDAY MAN IN "THE LURE OF THE LIBERTY LOAN"



Reel No. 1 in this very real drama discloses our hero reading the EVENING LEDGER. His eye catches the story about the great new national issue. Impressed with the necessity of "some one doing something," he turns to another page, where a vivid cartoon strikes his vision. "I'll do it," he exclaims in reel No. 3.

**SUNDAY'S LIBERTY LOAN
APPEAL WINS CHEERS**

**All German Guns This Side of
Hell Can't Quiet Him, He
Declares**

NEW YORK, May 23.—"Billy" Sunday brought cheers from a large audience at the tabernacle when he launched his campaign in behalf of the Liberty Loan.

"No matter how much you love your country," said "Billy," "unless you shoulder a gun or buy a Liberty Bond your love doesn't amount to anything."

"All the German guns this side of hell couldn't make me keep my mouth shut in behalf of my country. The American Indian with his tomahawk and scalping knife was a gentleman compared with the Prussian soldier."

To meet the demand for Liberty Loan bonds in denominations smaller than \$50, the minimum fixed by Secretary McAdoo, the Federal Reserve Bank of New York has been asked by the Liberty Loan committee here to arrange for the issuance of \$10 certificates, convertible into \$50 bonds. The detailed plans have not been worked out, but the general scheme to be followed contemplates the deposit of Liberty Loan bonds with the reserve bank and the issuance of participation certificates. Under the plan wage-earners who could not afford to buy a \$50 bond would be given an opportunity to contribute to the war loan by the purchase of \$10 certificates.

John D. Rockefeller, who last week subscribed to \$5,000,000, entered another subscription for a like amount. It is understood that he will make several additional subscriptions before the books close on June 15.



Down the street he goes, in the fourth part of our film story. At the bank counter he does out his modest amount of money and gets his bond. Finale: Patriotic elation, as he returns to work, clutching the cherished bit of paper.

AIR CARRIES LOVE SPARK

SHAMOKIN, Pa., May 23.—A note that was dropped by Elmer Pluck, of Coatesville, a national guardsman, on a troop train for Texas last fall and read by Miss Mary Martz led to their marriage here yesterday.

The missive said that the writer would be glad to hear from any girl here. Miss Martz sent a letter to Pluck, at El Paso, Tex., and a regular correspondence resulted.

Thieves Shovel Out Watch Haul

Sixty watches valued at \$500 were shoveled out of the show window of M. L. Kahn & Co., 1914 Arch street, by thieves early today. The thieves broke the thick plate glass with a stone and used a small shovel to get the watches.

The robbery was discovered by a policeman shortly after midnight. It is believed the thieves took advantage of the crowd on the street due to the fact that a nearby theatre had let out only a short time before.



Co-Operators

You, the operator and the person you call, combine to form a service partnership whenever a Bell Telephone connection is established.

If the service is to be satisfactory, all three must co-operate!

You are co-operating when you call by number—after consulting the directory carefully—and give the number to the operator slowly, one digit at a time.

The operator co-operates by paying prompt and courteous attention, making the desired connection with accuracy and dispatch.

The called person co-operates by answering without delay, promptly identifying himself by firm or individual name, or both.

Altogether, each contributes towards a maximum effectiveness of the service by speaking distinctly and being never forgetful of the fact that the other two co-operators are counting on a thorough appreciation of how each is trying to do his or her share.

Philadelphia's daily Bell Telephone traffic is now approximately eight hundred thousand calls every twenty-four hours. Co-operation plays a generous part in the success with which so tremendous a telephone volume is handled.

The Bell Telephone Co. of Pennsylvania

**LANCASTER PIKE FREE
OF TOLL BY JULY 1**

**State Buys Highway Leading
West Through Many of City's
Suburbs for \$165,000**

Lancaster pike will be rid of toll charged after July 1. The road is one of the most important leading out of Philadelphia and is the route of thousands of motorists traveling westward from the city. It has been sold to the State and will be turned over to the State Highway Department on July 1. June 30 will be the last day any tolls will be charged on the road. The part from which the toll gates will be removed is from City Line to Paoli, a distance of about fifteen miles.

The charge to the State for the purchase is \$165,000, which is said to be \$20,000 less than the company owning the road asked for it. Negotiations extending over a long period between the Lancaster Avenue Improvement Company, owner of the road, and the State Highway Department were concluded recently. The Lancaster turnpike is part of the Lincoln Highway. Freeing the road of tolls will affect residents of Overbrook, Merion, Narberth, Ardmore, Bryn Mawr, Radnor, Stratford, Devon, St. Davids, Berwyn and Paoli.

**BUYS CHASSIS FOR MOTOR
AMBULANCES FOR FRANCE**

**John H. McFadden Raises Funds to
Purchase 100 to Replace Those
Broken in War**

One hundred chassis for the motor ambulances of the American Ambulance Service in France have been bought with funds raised by John H. McFadden, Jr., son of the millionaire cotton merchant and art patron. The chassis will be shipped to France in charge of McFadden, who is treasurer of the ambulance fund, to replace the motor ambulances which have been broken down and destroyed in service on the French front.

McFadden raised more than \$150,000 since his return from France to this country several months ago. His mission was to obtain funds to supply the pressing needs of the American Ambulance Service, both in supplies and volunteers to drive the machines.

McFadden's lectures, his personal arguments and convincing descriptions of the needs of the American Ambulance were responsible for the flow of money that has been used to buy the motor chassis. They will be mounted with the ambulance bodies after being shipped to a French port.

Rope Breaks, Averting Suicide

LANCASTER, Pa., May 23.—Emanuel Lenard, of Mountville, melancholy because of ill-health, hanged himself in his stable close to the house. His weight broke the rope and his wife heard the fall. Lenard was unconscious, but a doctor was summoned and the man will live.

Engagement Rings

The solitaire, to be fashionable, must be mounted in platinum with small diamonds.

Exceedingly pretty is one of lace-work design, with large diamond in square setting, paved with small diamonds—\$180.

S. Kind & Sons, 1110 Chestnut St.
DIAMOND MERCHANTS—JEWELERS—SILVERSMITHS

HURRY-UP & SHOVE-IT-THROUGH TOBACCO CUBES WE HAVE SECRETS UNKNOWN TO NATURE

FATHER TIME & MOTHER NATURE TOBACCO EXPERTS

"Father Time and Mother Nature grew the tobacco. I guess they cure it best."

A PIPE load of VELVET gives you every last bit of enjoyment that there is in a pipe.

VELVET'S two years' ageing in wooden hogsheads brings out the last bit of mildness, mellowness and taste that is naturally in Kentucky's best Burley tobacco. That two years' ageing is Nature's own method. No shortcut processes can even touch it. And VELVET will prove this to you.

The best natured fellow in the world will lose his temper if you push him too hard. An' even good Burley tobacco loses a lot of its fren'liness if you rush the curin'.

Velvet Joe

Liggett & Myers Tobacco Co.