

GOSSIP OF THE STREET

STOCKS, IN FACE OF WAR NEWS, SHOW GREAT STAYING POWER

Bond Business Continues Quiet—Prospects for Success of New Liberty Loan Are Very Bright—Gossip of the Street

THE present stock market is said to be the first real war market in this country. Such being the case, we have good reasons to be proud of it.

Wall Street showed the way yesterday morning by opening the trading with a "cheer" of the most pronounced optimism that has been heard since the war began.

One well-known broker said he had been looking for news of the employment of the big mobile reserve which can be moved to any point along the Allies' front at the discretion of the supreme war council at Versailles, but he had not seen any mention of it.

"I can't get any one interested in anything but the war," said a well-known investment banker yesterday. "No one," he complained, "will talk on any other subject."

"A market," said a prominent banker, "which has kept strong in the face of such a succession of events of prime importance as have occurred during the last few months will be difficult to break."

"Another thing," he remarked, "there is none of that selling of bonds which had been held abroad such as we experienced during the progress of the first and second Liberty Loan campaigns."

"In fact, I was in J. P. Morgan's office last week," he remarked, "and was told that there will be no more offerings of that nature. They have all been disposed of long ago."

"Several of the very large houses say they are doing an unusual business in high-class long-term bonds and high-yield notes, but this is not generally the case with the smaller houses."

Trading in bonds last week on a New York Stock Exchange amounted to \$26,511,500, an average rate of \$4,468,500 a day for the six days. This is a great improvement over the last few weeks and marks the most active week since the end of last December.

Liberty Loan Will Be Big Success. No matter what the terms of the third Liberty Loan it is going to be a success. But if the launching of the campaign for the sale of these bonds had been set for yesterday morning instead of for April 6 it would have gone off with a "whoop."

Railroad Order Explained by McAdoo. In explanation of Saturday's orders to railroads, Director General McAdoo states that in absence of reasonable showing to the contrary he will proceed upon the theory that cash assets in the hands of railroads December 21, 1917, were held for railroad purposes.

Business Career of Peter Flint A Story of Salesmanship by Harold Whitehead

Whitehead will answer your business questions on a basis of "What you can do for me" and "What I can do for you." He will give you the facts, you correct your own mistakes and you will be wiser.

Another day gone by and no more sales. I had to break into the \$12.25 I got for the sale I made last Monday. I have only \$11.50 left between me and the wall, and no money coming from any day this week.

Bartlett, the star salesman, told me an easy way of raising ten or twenty dollars. "Listen, B," he said, "that's your name, isn't it? Well, I'll tell you a trick that will get you ten dollars in ten minutes."

"Look at the time you've been working here. What's he given you? Not a cent, but how do you know some of those girls you've been calling on haven't bought a set of books either? You don't know but what your calls have made people come in and buy books."

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Continuing Attractions MABEL NORMAND IN SYMPATHETIC ROLE

The current week in the final one of Mrs. Pike's engagement at the Broad Street Theatre, the impressive double bill is composed of Henri Lavedan's "The Seaside" and "The Floor Below."

Popular Film Star Forsakes Eccentric Comedy in "The Floor Below" SCREEN PARKER NOVEL

"The Floor Below" with Mabel Normand. Scenario by Helen M. Warner. Direction, Clarence O. Badger. Goldenrod Productions.

For the second time, Mabel Normand, now under Goldenrod auspices, departs for a country comedy. Her present vehicle reveals the stars potentially in the field of more delicate humor and characterizations.

"Doing Our Bit" Does A BIT OF EVERYTHING Song, Dance, Comedy and Specialty Ininitely Varied in Winter Garden Show

"Doing Our Bit." The Winter Garden's new production, staged by J. Hoffmann, is a musical comedy in two acts. It is a well-constructed and well-acted play.

The new Winter Garden show is a peach and a pipkin and is full of the same or both. Or, to vary the figure of speech, it is a garden of girls blossoming in the sunlight of humor and song.

"Doing Our Bit" happens not to be a "revue." Nothing is reviewed and nothing is commented upon. Those who have not seen the majority of current theatrical successes, it is a show that any one can understand and enjoy.

Honors of humor go to Frank Tinney and Henry Lewis and to Jim Corbett. Ada Lewis and Charles Judels. Tinney perpetrates Tinneyisms on frequent occasions.

NO, DEAR THEATRE BUG, MUSICIANS WON'T QUIT U. M. P. A. Official Says There's No Thought of N. Y. Strike—Want \$2 Increase

New York, March 25.—For one long fortnight Broadway slumbered over the widespread report that the musicians who had gone to the theatre offerings in the white flight district were on the verge of a strike.

Philadelphia Arrivals at New York Hotels. I. S. Arch, Flinders. J. S. Arch, Flinders. W. C. Arch, Flinders.

MAIN HONORS GO TO JOE COOK AT KETTER

Joe Cook, the one-man vaudeville show, again established himself as a comedian of great versatile ability.

Evelyn Nesbit Is Headlined but Other Acts More Appreciated. Although Evelyn Nesbit was billed as the principal attraction at Keith's Theatre, she was coldly received by the audience last evening.

"On the High Seas"—Nixon Grand. Langdon McCormick's sensational melodramatic war spectacle, "On the High Seas," featuring Harmon MacGregor and Bennett Johnston, heads the bill at the Winter Garden.

Resista—Globe. Science is well represented at the Globe in "Resista," whose feats of marvellous strength, flexibility and endurance, she reminds one of the act that Annie Abbott, the Georgia Magnet, used to give.

"Novelty Shop"—Cross Keys. One of the most charming tabloid comedies presented in vaudeville is "The Novelty Shop," which secured a decided hit at the Cross Keys.

"The Viol-Inn"—Broadway. Herman Timberg, the violinist who recently appeared at the New York Winter Garden, headed the bill at the Broadway in a faithful musical comedy.

"Dancing a la Carte"—Wm. Penn. "Dancing a la Carte" is the main attraction at the Wm. Penn. for the first three days of this week.

PHILADELPHIA STEAM HEATING COMPANY Engineers and Contractors 8000 SUCCESSFUL PLANTS IN 40 YEARS SERVICE

CONTRACTING JOBBING AND REPAIRING in heating, plumbing, ventilating, power piping, steam fitting, sheet metal work, insulation, heat regulation, electric work, motor installations, electric elevators.

WATER METERS Steam, Plumbing and Electric Supplies Telephone—Continuous Service Night and Day

STEEL BUILT FOR FLEISHER'S. One of the finest types of American Industrial Plants in the new mill of F. B. Fleisher, Inc., makers of the Fleisher Yarn in Philadelphia.

Wm. Steele & Sons Co. Engineers Contractors. The entire responsibility for this great enterprise was controlled in one organization—in Steele.

DOG BITES SAMARITAN MINER KILLED, TWO HURT BOY KILLED BY MOTORCAR Driver Takes Lad to Hospital and Weeps When He Reports to Police

Wilmington, Del., March 25.—Lewis McKison, six years old, of Eighth and Madison streets, died at the Physicians and Surgeons' Hospital as a result of being run over by an automobile driven by George F. Jones, postmaster at Henry Clay.

WORKMAN FATALLY HURT Employee of Baldwin's Run Down by Automobile at Leiperville Chester, Pa., March 25.—Injuries received in an automobile accident on Chester Pike, in Leiperville, proved fatal today to Stan Witters, of Philadelphia, who died at the Crozer Hospital in this city.

VENTURER A HAVEN OF HOMES AND SEASHORE CITY OF HEALTHS AND RESORTS ATLANTIC CITY, N. J.