

GOSSIP OF THE STREET
INDIVIDUAL AND BUSINESS
ECONOMY IS BEING TAUGHT

TO HELP AMERICA WIN THE WAR
Richard L. Austin, Chairman of Philadelphia Reserve Bank, Distributes Information on Extensive Conservation of Resources in England—Gossip of Street

IN AN effort to preach as widely as possible the doctrine of economy for both the individual and business as an aid to winning the war, Richard L. Austin, chairman of the Federal Reserve Bank of Philadelphia, through the aid of banking institutions in this reserve district, has been distributing a small pamphlet entitled, "Economy a Gospel in England Now," from the pen of H. Gordon Selfridge, a large retailer of London, formerly a Chicago merchant.

This is only one of many methods used to educate the public to remember that the nation is at war and, therefore, it is essential that expenditures should be curtailed as much as possible in order that funds may be available for Federal use in prosecuting its campaign against German autocracy.

With the booklet Mr. Austin has sent a letter, in which he says: "The clear exposition in this article of England's stand on the question of economy in individual and corporation expenditures and of the conversion of factories working on luxuries or nonessential products into factories for the production of products which are absolutely essential naturally raises the question of the progress which we are making along similar lines in this country."

"We know of certain outstanding examples of the conversion of manufacturing from nonessential to essential product, but, as a matter of fact, further information, we would appreciate it very much if you would write us concerning your views on the subjects referred to in this article and the extent to which such conversion has taken place in your community, referring specifically to other steps which you believe should be taken in order that all the country's resources may be concentrated upon the single endeavor of winning the war in the shortest possible time."

Economy of Individuals in England
In his article Mr. Selfridge lays special stress on the need of individual economy, and on this subject writes, in part: "Spending for oneself in such a time of national need is now recognized as a distinctly unsocial act, and reasonable if carried to excess. What difference is there between having cargoes of needed materials sunk by enemy submarines or having them consumed at home for mere personal gratification? It took us some time to see the truth of this."

Big Banks Conserve Credit
From New York comes the information that directors of the New York Federal Reserve Bank system have adopted resolutions instructing officers of that institution to express to the banks throughout this district the importance and necessity of conserving credit.

Liberty Loan Notes Mature
Liberty Loan notes given by borrowers to banks to carry purchasers of the third Liberty Loan mature today, and some selling of the bonds is believed to be due to this fact.

Public Utilities Get Much Help
State Public Utility Commissions and other local rate-regulating bodies continue to act on the recommendations of President Wilson and other high governmental authorities by granting relief to public utility corporations in the way of increased rates to compensate for the largely increased cost of operation.

BUSINESS CAREER OF PETER FLINT
A Story of Salesmanship by Harold Whitehead

Mr. Whitehead will answer your business questions on buying, selling, advertising and general business operations clearly and concisely. Give all the facts. Your correct name and full address will be required. Questions are answered on a confidential basis. No charge. Their answers are anonymous unless so stated. Letters to technical questions will be sent by mail. Answers will be measured in this column. The most interesting problems of inquirers will be given in the story of Peter Flint.

WELL, I put Lucy and Mary Gillespie on the train for home before I went over to Newark tonight. But I am going to let you see a letter I had from her last night, written by Mary Gillespie. This is what she wrote:

Dear Peter—Lucy and I are coming to New York tomorrow to do a bit of shopping. Your mother wants Lucy to get a few things for her and doesn't want her to take the trip alone, so she is asking me to go with her.

Mr. Whitehead will answer your business questions on buying, selling, advertising and general business operations clearly and concisely. Give all the facts. Your correct name and full address will be required. Questions are answered on a confidential basis. No charge. Their answers are anonymous unless so stated.

Philadelphia Women Militants Under Mail
Held at Capital in Small Security Despite Demand to Go to Jail
Washington, Aug. 7.—Despite their protests, the fifty-eight members of the National Woman's party who were held by the police following their attempt to stage a demonstration opposite the White House without a permit, had their case postponed until next Tuesday when they appeared in court.

CITY FOR VOEGES RAID
Officers and Men Commended in Orders for Bravery
With the American Army in France, Aug. 7.—The following officers and men have been commended in orders for gallant conduct during the raid of July 20 in the Vosges.

M'ADOO VISITS CHICAGO
On Way Home, Considers Unification of Terminal There
Chicago, Aug. 7.—William G. McAdoo, Secretary of the Treasury and director general of railroads, inspected the rail terminals here today.

Philadelphia Textile School
The Penna. Museum and Historical Society, in cooperation with the Philadelphia Textile School, are holding a series of lectures on the history of the textile industry.

MURDER SUSPECT CAUGHT
Alien Who Once Escaped, Now Held at Shenandoah
Shenandoah, Pa., Aug. 7.—Charged with the murder of Carmine Bardisano, arrested at Shenandoah, Pa., on March 19, Frank Scianna was arrested at Shenandoah, Pa., on March 19, charged with the murder of Carmine Bardisano.

TRAYMORE ATLANTIC CITY
WORLD'S GREATEST HOTEL SUCCESS
HOTEL CHELSEA
OPEN ALL THE YEAR
HOTEL BOSCOREL
LAKESIDE SUITE
BEN MEREINN
WILDMOOD, N. J.

EDGETON INN
NEW SHELDON
OCEAN CITY, N. J.
HOTEL BRIGHTON
NOW OPEN

STEAMBOATS
Day Boat for Baltimore
ASBURY PARK, N. J.
HOTEL BRUNSWICK

SEASIDE PARK, N. J.
THE MANHATTAN
SPRING LAKE BEACH, N. J.
THE Shoreham
JACKSONVILLE
BAYVIEW-BOSTON

WILSON'S SELECT EVENING TRIPS
THE SHIPBOARD DELAWARE
WILSON'S SELECT EVENING TRIPS

Child Killed by Truck
Estate of the Dead
JACKSONVILLE
BAYVIEW-BOSTON

PHILADELPHIA WOMEN MILITANTS UNDER MAIL

Held at Capital in Small Security Despite Demand to Go to Jail
Washington, Aug. 7.—Despite their protests, the fifty-eight members of the National Woman's party who were held by the police following their attempt to stage a demonstration opposite the White House without a permit, had their case postponed until next Tuesday when they appeared in court.

Young Women—Your Country Needs You in Business
Prepare yourself efficiently to take the place of those workers who have gone to war. Peire School offers a course in business.

SHORTHAND SYSTEM
The Short Hand System is a new, simple and easy to learn shorthand system. It is the best system for business and office work.

WANAMAKER INSTITUTE OF INDUSTRIES
23d and Walnut Streets
Opens September 19th
Send for Catalog

Strayer's Business College
Philadelphia's Greatest Business School
Offering a complete course in business, bookkeeping, stenography, and typewriting.

Philadelphia Textile School
The Penna. Museum and Historical Society, in cooperation with the Philadelphia Textile School, are holding a series of lectures on the history of the textile industry.

MURDER SUSPECT CAUGHT
Alien Who Once Escaped, Now Held at Shenandoah
Shenandoah, Pa., Aug. 7.—Charged with the murder of Carmine Bardisano, arrested at Shenandoah, Pa., on March 19, Frank Scianna was arrested at Shenandoah, Pa., on March 19, charged with the murder of Carmine Bardisano.

TRAYMORE ATLANTIC CITY
WORLD'S GREATEST HOTEL SUCCESS
HOTEL CHELSEA
OPEN ALL THE YEAR
HOTEL BOSCOREL
LAKESIDE SUITE
BEN MEREINN
WILDMOOD, N. J.

EDGETON INN
NEW SHELDON
OCEAN CITY, N. J.
HOTEL BRIGHTON
NOW OPEN
STEAMBOATS
Day Boat for Baltimore
ASBURY PARK, N. J.
HOTEL BRUNSWICK

EDUCATIONAL
The Episcopal Academy
Preparation for college, high school, and university.

Preparation for College
Brown Preparatory School
Broad and Cherry Streets
Offers a course in business, bookkeeping, stenography, and typewriting.

WENONAH MILITARY ACADEMY
Where character, manliness and honor will be developed in your son through the Military School.

BLAIR ACADEMY
FOR BOYS
BLAIRSTOWN, N. J.
Offers a course in business, bookkeeping, stenography, and typewriting.

PENNSYLVANIA MILITARY COLLEGE
Commanded by Brigadier-General
Offers a course in business, bookkeeping, stenography, and typewriting.

HARRISBURG ACADEMY
A Capital School near a Capital City
Offers a course in business, bookkeeping, stenography, and typewriting.

Allentown Preparatory School
Prepares boys for college and university
Offers a course in business, bookkeeping, stenography, and typewriting.

VILLANOVA
Approved by U. S. War Dept. as standard military school
Offers a course in business, bookkeeping, stenography, and typewriting.

SPIERS SCHOOL
COUNTRY-DAY AND BOARDING
Offers a course in business, bookkeeping, stenography, and typewriting.

WYOMING SEMINARY
A co-educational school of the highest grade
Offers a course in business, bookkeeping, stenography, and typewriting.

SCHUYLKILL SEMINARY
Reading's Junior College
Offers a course in business, bookkeeping, stenography, and typewriting.

BETHLEHEM PA.
BETHLEHEM PREPARATORY SCHOOL
Offers a course in business, bookkeeping, stenography, and typewriting.

PENNINGTON N. J.
THE PENNINGTON SCHOOL
Offers a course in business, bookkeeping, stenography, and typewriting.

BORDENTOWN N. J.
Bordentown Military Institute
Offers a course in business, bookkeeping, stenography, and typewriting.

WEST ENGLEWOOD N. J.
SHELDON SCHOOL
Offers a course in business, bookkeeping, stenography, and typewriting.

PORIT DEPOSIT, MD.
TOME SCHOOL
Offers a course in business, bookkeeping, stenography, and typewriting.

STANTON, VA.
Stanton Military Academy
Offers a course in business, bookkeeping, stenography, and typewriting.

WAYNESBORO, VA.
Fishburne Military School
Offers a course in business, bookkeeping, stenography, and typewriting.

PENNSBURG, PA.
Peckham School for Boys—College Preparation
Offers a course in business, bookkeeping, stenography, and typewriting.

OVERBORO, PA.
Miss Sayward's School for Girls
Offers a course in business, bookkeeping, stenography, and typewriting.

THE HOLMAN SCHOOL
Offers a course in business, bookkeeping, stenography, and typewriting.

PHILA. SCHOOL OF DESIGN FOR WOMEN
Offers a course in business, bookkeeping, stenography, and typewriting.

WEST CHESTER PARK.
DARLINGTON SEMINARY
Offers a course in business, bookkeeping, stenography, and typewriting.

CHAMBERSBURG, PA.
PENN HALL
Offers a course in business, bookkeeping, stenography, and typewriting.

JENKINTOWN, PA.
BECHWOOD SCHOOL
Offers a course in business, bookkeeping, stenography, and typewriting.

LITITZ, PA.
Linden Hall Seminary
Offers a course in business, bookkeeping, stenography, and typewriting.

ALLENTOWN, PA.
Cedar Crest COLLEGE FOR WOMEN
Offers a course in business, bookkeeping, stenography, and typewriting.

BETHLEHEM, PA.
MORAVIAN SEMINARY & COLLEGE FOR WOMEN
Offers a course in business, bookkeeping, stenography, and typewriting.

SWARTHMORE, PA.
MARY LEE SCHOOL FOR GIRLS
Offers a course in business, bookkeeping, stenography, and typewriting.

WILLIAMSPORT, PA.
DICKINSON SEMINARY
Offers a course in business, bookkeeping, stenography, and typewriting.

WASHINGTON, D. C.
Paul Institute
Offers a course in business, bookkeeping, stenography, and typewriting.

LUTHERVILLE, MD.
Maryland College
Offers a course in business, bookkeeping, stenography, and typewriting.

NEWARK, DEL.
Women's College of Delaware
Offers a course in business, bookkeeping, stenography, and typewriting.