BUSINESS CAREER OF PETER FLINT

A Story of Salesmanship by Harold Whitehead

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CCLXXXVIII

THOSE two slick guys who wanted me to "give" land away and charge enough for the deed to pay for the land and leave me a handsome profit, came back again this morning.

They had a new proposition—it was that I should sell a set of Famous Short Stories for $15, $1 down and a $1 a week, and give a lot of land free with each set.

They were willing to sell me the books for $4 a set and with the land costing $2 a lot, the total expense was $7.80 while I get $15.

Of course, I turned it down—they were too all-fired smart for me to play with.

Wilson brought in a contract for two lots today, his customer is coming tomorrow to pick them out. He touched me for five bucks on account of commission before I realized it—he's a slick article, is Wilson, but somehow I like him.

Say, but I heard a new (to me) stunt today.

A long-haired, pale-faced creature accompanied by a very fat and coarse-looking chap dropped into the office to give me a plan whereby I could sell land in the winter as well as in summer.

"My dear friend," began old long locks, "it is a superb opportunity my esteemed contemporary and myself are about to propound to you. My associate here is interested merely in the fact that the opportunity about which I am to enlighten you offers remarkable financial compensation to you.

"Che-e-e," I late Able gasp, "dat gink's slippin' a lingo dat I don't get."

Old long locks now looked puzzled and said, "What remarkable language the juvenile expresses himself in—I presume it is colloquial."

"Mister Flint," Able said to me, looking worried, "is dat 'percy boy' handin' yer any bunk about me? If so I'll get me brudder ter slip 'im one across the entrance to his cold storage."

Long locks looked at Able and, with a patronizing smile, said: "I fear you are a somewhat precocious youth."

"He is, somewhat," I broke in, "but he's all right and a boy who's always on the job." To Able I said: "Just get me $1 worth of two-cent stamps."

I could see that Able and long locks couldn't understand each other, and, knowing Able, I found there would be trouble if I didn't part them. Isn't it funny how two people can both talk one language so differently that they can't understand each other?

"My dear friend, let me resume. While the monetary side of our work appeals to my associate, it is the artistry of it which satisfies all my longing——"

"Here's the idea in a nutshell!" broke in the fat man. "People will look at land in the winter, but they won't buy then 'cos they don't know what it will look like in the summer. If you could show them what it would look like in the good old summer time they would buy any old time, wouldn't they?"

"Yes, I think so, but I don't see how it can be done."

"Oh, my dear friend," long locks started, but his partner cut him short and said:

"You can do it by the movies. We can run yer off a reel—300 or 1000 yards—that will show your land at its very best. Then in the winter time, you can take people to see where it is and then you can with the picture show them what it looks like in the summer. Got the idea?"

It struck me as a bully good idea, so I said, "What does it cost?"

They hedged on giving a price "till they saw what had to be done," but finally said it would be about $1 a foot.

That meant $500 to $1000, and I haven't the money so I had to pass it up.

Bruno Duke and Francis met me for lunch and I told them about it. "Is the idea good?" I asked Duke.

"It is most decidedly, and one which I'm surprised is not used more. To sell large country estates, it would pay well. You could show the land and the surrounding country and so get people interested in it, who otherwise would never think of visiting the place itself.

"The movies are one of the biggest sales possibilities of the future—and the near future at that."

TODAY'S BUSINESS EPIGRAM

The man who talks of the good old days, usually has his future behind him.

What does this mean to YOU?

Business Questions Answered

It is with greatest interest that I am following the story of the career of Peter Flint. Especially is it interesting to me as I am studying salesmanship from a source at my command. Would be pleased if you could advise me regarding a few points as regarding salesmanship.

I will give you a brief outline of myself. Firstly, I am twenty-nine years of age and have had a fair technical education; have been engineer for eight years and an electrical draftsman two years. I have good knowledge of mechanical and electrical apparatus and am at present in charge of a steam electric power plant, but am the Peter, traveling a blind alley. I have plenty of ambition and energy as well as being resourceful, as every one has to be, particularly in my position here.

I am of the opinion that if I had a better knowledge of salesmanship, with the same amount of energy I am now exerting there in that line of endeavor, could be far more successful than at present. I will greatly appreciate any suggestions you may offer in answering questions as follows:

First, Do you think I could acquire the, pertaining to the electrical or mechanical industry successfully?

Second, If successful as salesman, could I not develop into sales engineer?

Third, Will you kindly put me with titles of books on salesmanship and where obtainable?

Fourth, In your opinion, would it be wise to get into the work under present conditions?

Fifth, I received literature from a school in the United States which specializes in training salesmen by correspondence and guaranteed by courses to offer students a choice of a number of good positions when graduated. Does such a proposition appeal to you?

This is surely a large order for one artist, and I trust I have not consumed too large a share of your valuable time. Please do not hesitate to be frank or to criticize. I like criticism—it's good medicine.

M. C. M.

I'll answer your questions in the order you give them.

First. I see no reason at all why you could not successfully handle the line of goods you mention if you have the necessary salesmanship training and the ability to meet people easily. Let me urge you to avoid the mistake common to men selling technical goods. Do not talk too much of the technical part of your goods, but emphasize your sales talk on the service that your article will render.

Second. I am afraid that I don't just see what you are driving at, so must pass this up.

Third. You will receive by mail a list of good books on salesmanship, with publishers' names.

Fourth. If a good opportunity presented itself there is no reason why you shouldn't take it now, but as most machinery and technical goods manufacturers are loaded to the hilt with orders, I think you would be wise to stay at your present work until after the war, during which time you can study selling, so that you will be equipped when the opportunity presents itself.

Fifth. The salesmanship training by correspondence would be helpful, but if you can attend a resident course, it is naturally better. Of course, they may be able to find you some kind of a position, but whether you hold it or not would depend upon your own energies and abilities.

From the tone of your letter I gather an almost too eager desire to get into the selling business. Let me urge you to make haste slowly and don't let your eagerness run away with your discretion.

For the last ten years I have been employed in the ladies' ready-to-wear business and for the last five years I have been buyer of dresses for a large New York jobber.

The dresses which I buy are resold to the leading department and specialty stores throughout the country. My department, which spends half a million dollars a year, has been very successful. The goods which I buy sell—and at a good margin of profit.

My knowledge of the business plus my experience as a buyer and my ability to run a department, I feel sure, fits me to be a buyer for a department store.

Although I am earning a fairly good salary, $3000 per annum, I would be willing to work for a smaller sum to show what I could do.

The difficulty I have in securing the kind of job I want is, first, my inability to convince people that a person with wholesale experience can be successful as a retail buyer. Then, too, I seem to be unable to write the proper kind of letter.

What kind of letter would you advise me to write? Would you advise me to advertise myself in a trade paper, such as Dry Goods Economist? What kind of ad would you write?

M. C. M.

I cannot see any reason why you shouldn't secure a position as a buyer for a department store, for your experience eminently qualifies you for that work.

In writing letters emphasize the fact that you are peculiarly fitted for that work, because of your knowledge of markets and market conditions, and also of the fact that in buying goods to sell to department stores you have first to know what the department store can sell, for if the goods you buy are not sold by the department store, you would be considered a failure as a buyer.

Then emphasize the fact that you have a breadth of knowledge and an insight into markets which the ordinary department store buyer can never have.

I think you would do well to advertise in the Dry Goods Economist. When you do, however, don't put in a little snip of an ad, but take plenty of space to tell your story forcefully and clearly. The advertising department of the Economist will write your ad for you.

U. S. SHIP RATES CUT TO MEET COMPETITION

Hurley Sanctions Sharp Reductions to Far East and South America

Competition with American tonnage by foreign shipowners for Oriental and South American trade caused a sharp reduction today by the United States shipping board in rates on freight destined to those points. Other reductions to meet changing conditions affecting ocean shipments will be made by the shipping board, it was said.

The action today was the result of a cabled appeal by Secretary Redfield, of the Department of Commerce, to Edward N. Hurley, chairman of the board, who is now in Europe. Transatlantic rates will not be disturbed for the present.

The new rates to the Far East and South America are effective for January and February loading. Following are the old and new rates for a 2240-pound ton, or forty cubic feet, at ship's option:

Para to Pernambuco, from $35 to $22.50; Paranagua to Rio Grand, $40 to $25; Santos, $40 to $25; Montevideo, $45 to $27; Buenos Aires, $45 to $25; La Plata, $45 to $27.50; Bahia Blanca and Port Madryn, $55 to $30; Valparaiso and Port Stanley, $55 to $27; Buenos Aires, $45 to $25; La Plata, $45 to $27.50; Bahia Blanca and Port Madryn, $55 to $30; Valparaiso and Port Stanley, $55 to $30.

Main ports of New Zealand, $45 to $40.

Ports of South Africa, $45 to $35.

Melbourne, Brisbane and Sydney, Australia, $52.50 to $40; Freemantle and Adelaide, $47.50 to $45.

Ports of Japan and China, $50 to $45; Manila, P. I., $50 to $40.

Calcutta and Colombo, $75 to $45; Singapore and Saigon, $60 to $45.

Dutch East Indies, $75 to $60; Macleod and Soerabaia, $75 to $45.

Penang, Rangkok and Port Swettenham, $75 to $52.50; Bombay, Rangood and Madras, $75 to $50.

Germans Release Ardmore Flier

Sergeant Pilot Charles Wayne Kerwood, of Ardmore, captured by the Germans April 1 while flying with the Lafayette Escadrille, has been released and is now safe in France, according to a letter from him received by his family. He will soon return home. Kerwood said that he was cited for bravery by the French shortly before he was captured.

Deaths

ATLEE.—Jan. 4, VIOLA L., wife of Frank L. Atlee and daughter of Harry and Louisa Moschcroft, aged 24. Relatives and friends invited to funeral services, Wed., 1:30 p. m., at residence, 1330 N. Bouvier st. Interment private. Kindly omit flowers.

BARNES.—At 2106 N. 15th st., Jan. 4, ABNA DEE, widow of Edmund Barnes. Relatives and friends invited to funeral services, Wed., 11 a. m., David H. Schuler Post, G. A. R., and Ladies of G. A. R. invited to funeral services, Wed., 11 a. m., David H. Schuler Post, Grand Army Hall, Ridge ave. Remains may be viewed Tues., 7 to 9 p. m.

BARNAS.—Jan. 3, MARGARET J., daughter of Hugh and Ann Barnas (nee Akins), aged 13. Relatives and friends invited to funeral services, Thurs., 2:30 p. m., residence of parents, 1027 Cooper st., Camden, N. J. Int. private, Evergreen Cem. Friends may view remains Wed., 7 to 9 p. m.

BECKER.—Jan. 5, GUSTAV, husband of Martha Fullerton and son of Frank and Sophie Becker. Relatives and friends invited to funeral services, Wed., 2 p. m., 5538 Manayunk ave., Roxborough. Int. private, Westminster Cem. Friends may call Tues.

BELLHER.—At Delaware, Jan. 3, ALBERT W., husband of Elizabeth Bedford. Relatives and friends invited to funeral services, Wed., 2 p. m., residence of brother-in-law, Chas. Bedford, Delanco, N. J. Int. private.

BELL.—First Month 5th, JOHN H. BELL. Relatives and friends invited to funeral, Fourth-day, 2:30 p. m., Highland ave., Haddonfield, N. J. Int. private.

BELL.—On Jan. 4, WILLIAM J., husband of Sarah Bell, at his late residence, 2392 N. Alden st., formerly of Media, Pa. Relatives and friends invited to funeral services, Tues., 2 p. m., residence of Charles H. Howe, 920 Main st., Darby, Pa. Int. Mt. Moriah Cem.

BERRY.—Jan. 3, GEORGE T., husband of Elizabeth F. Berry. Residence, 6048 Market st. Due notice of funeral will be given.

BEST.—Jan. 3, ANNIE, wife of Samuel and Mary Best, aged 19. Relatives and friends, employes William Steele & Sons, invited to funeral services, Wed., 2 p. m., residence of parents, 3361 Highland ave., Wissinoming. Int. North Cedar Hill Cem.

BISHOP.—Suddenly, Jan. 4, JOSEPH C., husband of Virginia B. Bishop and son of Mont Clare, Pa. Relatives and friends invited to services, Tues., 12:30 p. m., Oliver H. Bair Ridge, 1820 Chestnut st. Interment private. Friends may call Mon., 7 to 10 p. m.

BONNER.—Jan. 3, MARY, wife of Dennis Bonner, and daughter of the late James and Mary Nugent. Relatives and friends invited to funeral, Tues., 1:30 a. m., residence of son-in-law, Thos. F. Flaherty, 2017 Melvale st., 23d Ward. Solemn requiem mass Nativity B. V. M. church, 9 a. m. Int. Holy Redeemer Cem. Kindly arrange funeral.

BOWERS.—Jan. 4, HARRY H. BOWERS, aged 32. Relatives and friends, P. O. Order of Ancients, No. 215, and Agawam Tribe, No. 239, O. R. M., invited to funeral services, Wed., 2:30 p. m., residence of his mother, 1343 N. Mascher st. Int. Mt. Pleasant Baptist Church, Ambler, Pa. Friends take 1:02 p. m. train from Reading Terminal to Ambler.

BRADY.—Jan. 3, at Washington, D. C., ANDREW, husband of Emma Louise Brady (nee Franks) and son of the late Louis Brady. Christiana Brady, aged 72. Relatives and friends invited to funeral services, Tues., 2 p. m., residence of son, Louis Brady, 2 Hillside ave., Haddonfield, N. J. Int. private, Cedar Hill cem.

BRANGAN.—Jan. 4, CATHARINE (BROWN), widow of William H. Brangan, aged 80. Relatives and friends invited to funeral services, Wed., 2 p. m., 626 N. Green st. Int. private, Holy Sepulchre Cem.

BREINGER.—Jan. 3, FREDERICK G., husband of Rachel W. Breinger (nee Marshall) and son of Frederick G. Breinger. Relatives and friends, Penn Athletic Club, of 24th Division, invited to funeral, Wed., 2 p. m., residence, Gethsemane Church, Germantown ave. and Chelten ave. Int. private. Remains may be viewed Tues., 7 to 9 p. m. Kindly omit flowers.

BRICE.—At 1916 N. 16th st., Jan. 4, CHARLES A., husband of Ella O. Brice. Relatives and friends invited to services, Wed., 2 p. m., residence, 1916 N. 16th st. Int. Chestnut st. Int. Fernwood Cem. Remains may be viewed Wed., 7 to 9 p. m.

BROWNING.—At 4314 Chester ave., Jan. 4, D. ELOISE BROWNELL. Services Tues., 1:30 p. m., Gethsemane Church, Half Ridge, 1820 Chestnut st. Int. private.

DEATHS

BRUNNER.—Jan. 4, RACHEL M. BRUNNER, widow of Franklin U. Brunner. Funeral services Wed., 11 a. m., 18 S. Union ave., Pennsauken, N. J. Int. private, Arden Burial Park, Willow Grove, Montgomery Co., Pa.

BUCHANAN.—Jan. 3, WILLIAM NELSON, husband of Nettie Buchanan (nee Hort), aged 58. Relatives and friends invited to services, Wed., 2:30 p. m., Oliver H. Bair Ridge, 1820 Chestnut st. Int. private.

CALLAHAN.—Jan. 4, JOSEPH F., son of Mary and late Joseph Callahan. Relatives and friends invited to funeral, Wed., 8:30 a. m., 919 N. 20th st. Solemn requiem mass Church of Gesu 10 a. m. Int. Holy Cross Cem. Auto funeral.

CANNON.—Jan. 3, ANNIE, daughter of Cornelius and Mary Cannon. Relatives and friends invited to funeral, Wed., 8:30 a. m., Sacred Heart Sect. of Immaculate Conception Church, invited to funeral, Wed., 8:30 a. m., 241 E. Thompson st. Solemn requiem mass St. Michael's Church 10 a. m. Int. Holy Cross Cem. Auto funeral.

CHEYNE.—Jan. 3, H. CECELIA, wife of Jacob T. Cheyne and daughter of late Thomas and Jane Robinson. Relatives and friends Woodland Council, No. 139, R. of L., invited to funeral, Wed., 2 p. m., residence of brother-in-law, Harvey Maupeller, 2211 Bonaffon terrace. Int. private, St. James's Cem., Kingsessing. Remains may be viewed Tues., after 7 p. m. Auto funeral.

CONNELLY.—Jan. 3, ALICE, widow of Frank Connelly and daughter of John and Mary A. McBride (nee Murphy). Relatives and friends invited to funeral, Thurs., 8 a. m., residence, 101 Tasker st. Solemn mass of requiem Church of the Sacred Heart 9:30 a. m. Int. Holy Cross Cem. Auto funeral.

COOPER.—Jan. 4, at Washington, D. C., HANNAH M., wife of James Cooper. Relatives and friends invited to funeral, Sightseer Lodge, No. 9, O. D. of St. George, invited to services, Wed., 2 p. m., 5601 Chew st. Remains may be viewed Tues.

COYLE.—Jan. 4, CATHARINE, wife of Patrick and Ellen Malloy. Relatives and friends invited to funeral, Wed., 8:30 a. m., 826 N. 66th st. West Philadelphia. Solemn mass of requiem Church of Our Lady of Lourdes 10 a. m. Int. St. Denis's Cem.

CRAIG.—At Lake Placid, N. Y., Jan. 5, WALTER, husband of Carrie Craig and son of Sarah H. and late James R. Craig. Funeral services and int. at convenience of family.

CRAMER.—Jan. 5, CHRISTOPHER, husband of late Sophia Cramer, aged 76. Relatives and friends invited to funeral services, Wed., 2 p. m., residence of son, William, 2 p. m., 1343 N. Mertlewood st. Int. Mt. Moriah Cem. Auto funeral. Remains may be viewed Wed., 7 to 9 p. m.

CRUDDEN.—Jan. 4, BETTY, daughter of Thomas A. and Elizabeth Crudden (nee Gallagher), aged 2. Relatives and friends invited to funeral, Tues., 2 p. m., residence, 1627 N. 59th st. Relatives and friends invited. Int. New Cathedral Cem.

CUNNINGHAM.—First Month 5th, FANNIE S., widow of Matthew C. Cunningham, aged 70. Relatives and friends invited to funeral, Fourth-day, 2 p. m., Friends' Meeting House, 15th and Race sts. Int. private, Salsbury Friends' Burial Ground.

CURRAN.—Jan. 3, ANNIE, widow of Peter J. Curran (nee Martin), aged 64. Relatives and friends invited to funeral, Tues., 2:30 p. m., residence, 2428 Master st. Mass Church of the Visitation 9 a. m. Int. Pleasantville, N. J.

DAVIS.—Jan. 3, ELIZABETH (nee Carr), wife of William Davis. Relatives and friends invited to funeral, Tues., 8:30 a. m., 2926 N. Weyland st. Mass Church of Our Mother, B. V. M., at 10 a. m. Int. Train from Philadelphia at Cheltenham, Int. Holy Sepulchre Cem.

DEISSLER.—Jan. 4, EMMA, wife of Joseph Deissler, aged 27. Relatives and friends invited to funeral services, Wed., 2 p. m., 4541 N. Gratz st. Int. private, Greenwood Cem. of P. J. Cem.

DOHERTY.—Jan. 4, ELEANORE V., wife of W. Dougherty and daughter of Sarah and late Fergus Malone. Relatives and friends invited to funeral, Tues., 8:30 a. m., residence of brother-in-law, James F. Clark, 5536 N. 11th st. Solemn requiem mass St. Stephen's Church 10 a. m. Int. Holy Cross Cem. Auto service.

DOUGHERTY.—Suddenly, Jan. 4, JOHN DOUGHERTY, son of Peter and Mary Tower Dougherty. Relatives and friends invited to funeral, Tues., 8 a. m., residence, Doylestown, Pa. High mass of requiem St. Jerome's church, 9 a. m. Int. private.

DOUGHERTY.—Dec. 31, PETER DOUGHERTY, husband of Mary Tower Dougherty, aged 48. Relatives and friends invited to funeral services, Wed., 8 a. m., residence, 2428 High mass St. Anthony's Church, Ambler, 9:30 a. m.

DUNNING.—Jan. 3, MATTHEW C. DUNNING, husband of Mary E. Dunne (nee Gaddell). Relatives and friends invited to funeral, Tues., 8 a. m., 2228 Cambridge st. Solemn requiem mass Church of Nativity, 9 a. m. Int. Holy Cross Cem. Auto funeral.

DURKIN.—Jan. 4, MARGARET C., daughter of late Patrick and Mary Durkin. Relatives and friends invited to funeral, Tues., 8:30 a. m., 1305 N. Bouvier st. Solemn requiem mass Church of Most Precious Blood at 10 a. m. Int. St. Denis's Cem.

EACHUS.—Jan. 5, EMMOR K., husband of Margaret Ferrell Eachus, aged 72. Relatives and friends invited to funeral services, Tues., 2 p. m., residence of Charles H. Howe, 920 Main st., Darby, Pa. Int. Mt. Moriah Cem. Remains may be viewed Tues., 7 to 9 p. m.

EDWARDS.—Jan. 3, IRENE C., widow of George Edwards, aged 59. Relatives and friends invited to services, Mon., 8 a. m., 1314 Rimpert st. Int. Woodland Hill Cem. Leaves 9:40 a. m. train from Reading Terminal for Philadelphia Junction. Lancaster papers copy.

EGAN.—Suddenly, Jan. 2, PATRICK A., son of Edward P. and Bridget Egan (nee Lynch), aged 19. Relatives and friends, Holy Name Society of Immaculate Heart Church, Brotherhood of Railroad Trainmen, invited to funeral, Tues., 8:30 a. m., parents' residence, 1321 W. 3d st., Chester, Pa. Solemn mass of requiem Immaculate Heart Church 10 a. m. Int. St. Michael's Cem.

EISER.—Jan. 4, ELIZABETH, widow of Charles Eiser (nee Schiffert), aged 87. Relatives and friends invited to funeral, Thurs., 2:30 a. m., residence of father, John Nichter, 3113 N. 32d st. Int. private. Solemn mass Church of Our Lady Help of Christians 9 a. m. Int. New Cathedral Cem. Auto funeral. Friends may call Mon.

ERDRICH.—Jan. 3, ANNETTE M., daughter of John B. and late Annette Erdrich (nee Newhouse), aged 22. Relatives and friends invited to funeral services, Wed., 2 p. m., residence of parents, 1343 N. Marlborough st. Int. Mt. Moriah Cem. Auto service. Remains may be viewed Wed., 7 to 9 p. m.

FAIRE.—Jan. 5, JOSEPH HENRY FREE. Due notice of funeral will be given. 1725 Mortlelan st.

GALLAGHER.—Jan. 2, ANNA H., wife of Charles J. Gallagher and daughter of late Thomas and Mary Brady. Relatives and friends invited to funeral, Tues., 8:30 a. m., residence, 3416 Amber st. Solemn requiem mass Church of the Nativity 10 a. m. Int. Holy Sepulchre Cem. Auto service.

GARRETTSON.—Jan. 4, FURMON GARRETTSON, husband of Alice Garrettson (nee Bennett), aged 70 years. Relatives and friends, Reynolds Post, No. 41, G. A. R., invited to services, Thurs., 2 p. m., 1901 S. 3d st. Int. Northwood Cem. Remains may be viewed Wed., eve.

GIBBS.—Jan. 3, ANNIE CAMERON, widow of David L. Gibson. Relatives and friends invited to services, Tues., 2 p. m., at her late residence, 2146 N. 28th st. Int. private, Westminster Cem. Friends may call on Monday evening.

GLENNON.—In action in France, Oct. 18, MARTIN, son of Martin and Mary Glendon (nee Dollard), aged 24. Relatives and friends, St. Patrick's Name Society of Most Precious Blood, Court Reliview, No. 167, F. of A., officers, soldiers, sailors and marines invited to solemn high requiem mass Church of Most Precious Blood, Wed., 9 a. m., 28th and Diamond sts. Late residence, 2341 N. 26th st., Phila.

GOLDMAN.—Jan. 4, ESTHER MARSHALL WINPENNY, wife of Alexander M. Goldman. Relatives invited to funeral services, Tues., 2 p. m., husband's residence, 6141 Ridge ave., Roxborough. Int. private. Friends may call Mon. eve.

GORMAN.—Jan. 4, WILLIAM GORMAN. Relatives and friends invited to funeral, Thurs., 8:30 a. m., 1720 N. 18th st. Solemn requiem mass St. Elizabeth's church, 23d and Hurlie sts., 10 a. m. Int. Holy Cross Cem. Auto funeral. Omit flowers.

GRIFFENBERG.—Jan. 3, CHARLES, husband of Elizabeth Griffenberg (nee Chilvers) and son of late William and Josephine Griffenberg. Funeral services Tues., 2 p. m., residence of brother-in-law, John Firth, 1862 S. Thayer st. Int. private, Greenmount Cem.

GUEST.—Jan. 5, MARY ANN, widow of George Guest, aged 77. Relatives and friends invited to funeral services, Wed., 12 m., Church of the Saviour, 38th and Ludlow sts. Int. private.

HAAG.—At 233 N. 21st st., Jan. 5, ANNA MARGARET, wife of Ferdinand Haag and daughter of John and Margaret Jaus, aged 24. Due notice of funeral.

HALFPENNY.—Jan. 3, PATRICK J., husband of Susan Halfpenny (nee Sharkey). Relatives and friends invited to funeral, Tues., 8:30 a. m., 3419 Chester ave. Solemn mass of requiem Church of Most Blessed Sacrament 10 a. m. Int. St. Charles's Cem. Auto service. Kindly omit flowers.

HALL.—Jan. 4, JAMES, son of Agnes and late James Hall. Relatives and friends invited to funeral services, Tues., 12 m., 809 N. 13th st. Int. private.

HANSELMAN.—Jan. 1, GERTRUDE IDA (Reese), wife of Louis Hanselman, aged 28. Relatives and friends invited to funeral services Tues., 2 p. m., husband's residence, 14 5th ave., Haddon Heights, N. J. Int. Harleigh Cem. Friends may call Mon. eve.

HENDRICKSON.—Near Swedesboro, N. J., Jan. 3, HANNAH, aged 58. Funeral Third-day. First Month 7th, 10 a. m., Friends' Meeting House, Mickleton. Auto will meet 9:05 a. m. train from Salem and 9:04 p. m. train from Philadelphia at Mickleton, N. J.

HIGGINS.—On Jan. 4, 1919, REBECCA, widow of William H. Higgins, in her 74th year. Relatives and friends invited to funeral, on Wed., at 2 p. m., at late residence, 1334 E. Eyre st. Int. Palmer Cem. Remains may be viewed Tues., 7 to 10 p. m.

HILDRUP.—Jan. 3, EMMA, widow of John T. Hildrup, deceased, late of Harrisburg, Pa., died January 4 at Welaka, Florida. Harrisburg papers copy.

HOFFMAN.—Jan. 4, MARY S. HOFFMAN, of 4925 Chester ave., widow of George Hoffman. Int. private, West Chester, Pa.

HOUBEN.—Jan. 3, MARY, widow of Andrew Houben (nee Dunlize), aged 87. Relatives and friends invited to funeral, Wed., 8:30 a. m., 5536 N. 11th st. Solemn requiem mass St. Bonaventure's Church 10 a. m. Int. Holy Sepulchre Cem. Auto funeral. Ocean City, N. J., papers copy.

HOWARD.—Jan. 3, ALFRED WILLIAM HOWARD. Relatives and friends, Manasunk Lodge, No. 276, F. and A. M., invited to funeral services, Wed., 2 p. m., son's residence, Harry Howard, 310 Gate st., Manayunk. Int. private, Westminster Cem. Friends may call Tues. eve.

HUG.—Jan. 4, ADELAIDE V., wife of Joseph Hug and daughter of John and Isabella Kennedy. Relatives and friends invited to funeral services, Tues., 3 p. m., residence of parents, 3022 N. 3d st. Int. private. Remains may be viewed Mon., 8 to 10 p. m.

HULLINGS.—At Haines port, N. J., Jan. 4, of influenza, WALTER A. HULLINGS, husband of Anna Hullings, aged 40. Funeral services Tues., 2 p. m., Haines port, N. J.

HURSH.—Jan. 4, J. EDWARD, husband of Alice Hursh (nee Bernhauser), and son of Anna and late J. Edward Hursh, 810 W. Girard ave., aged 27. Relatives and friends, Harry Clay Council, No. 99, S. and J. C., Harry Clay Council, No. 99, S. and J. C., Chattahoochee Tribe, No. 17, O. R. M., Chattahoochee Council, No. 151, O. R. M., employes of repair department of P. R. T. Co., invited to funeral services, Wed., 2 p. m., residence of C. H. Van Horn, 1415 N. 12th st. Remains may be viewed Tues., 7 to 9 p. m., when societies will please hold services. Int. private, West Laurel Hill Cem.

HURST.—Jan. 4, FRANK, son of late George and Rebecca Hurst, aged 44. Relatives and friends, Philadelphia Lodge, No. 54, I. O. O. M., invited to funeral, Tues., 2 p. m., 1211 N. 5th st. Int. private, Odd Fellows' Cem. Remains may be viewed Mon., after 7 p. m.

HUTSKA.—Jan. 4, ROSA, wife of Julius Hutska and daughter of Martin and Barbara Stirpe. Relatives and friends invited to funeral, Tues., 8 a. m., 415 Harlan st. (4th st. above Master). Requiem mass St. Cecilia's Church 9 a. m. Int. Holy Sepulchre Cem.

IRBICK.—At Chestnut st. N. J., Jan. 5, HENRY J. IRBICK, aged 85. Relatives and friends invited to funeral services, Wed., 1:30 p. m., at late residence. Autos will meet 9:32 a. m. train from Philadelphia, at Westmont station.

JOHNSON.—Jan. 3, MATILDA JOHNSON (nee Karcher), wife of John O. Johnson. Relatives and friends invited to funeral services, Tues., 2 p. m., 179 Woodland ave., Camden, N. J. Int. Evergreen Cem. Friends may call Mon. eve.

JONES.—Jan. 3, MINNIE P., wife of William R. Jones (nee Fox). Relatives and friends invited to funeral, Wed., 2:30 p. m., at late residence, 4960 N. 5th st., Oakland. Int. private. Auto service. Remains may be viewed Tues., 7 to 10 p. m.

KEDDIE.—Jan. 2, ELLEN, widow of Michael Judge and sister of late Rev. Ignatius J. O'Brien, late of Harrisburgh, County Tyrone, Ireland. Relatives and friends invited to funeral, Wed., 9:30 a. m., 2506 Olive st. Solemn requiem mass St. Francis Xavier's church, 9 a. m. Int. New Cathedral Cem. Auto funeral.

KELLY.—Jan. 4, at Rahway, N. J., Rustleton, Phila., JOSEPH C., husband of Ellie Roxolene Kelly, aged 40. Relatives and friends invited to funeral, Tues., 8:30 a. m., parlors of V. P. Fletcher, 9320 Bustleton ave., Rustleton, Phila. Requiem mass Church of Nativity B. V. M. 10 a. m. Int. private.

KILLE.—Jan. 5, ESTELLA A., widow of Frederick J. Kille, aged 73. Due notice of funeral. Milwaukee papers copy.

KING.—At Bristol, Pa., Jan. 3, ANNA BAILEY, wife of William Henry King, aged 80. Relatives and friends invited to funeral services, 314 Cedar st., Bristol, Pa., Wed., 2 p. m. Omit flowers. Int. private, Bristol Cem.

KUNKEL.—Jan. 3, MARGARET, wife of Casner Kunkel (nee Benkler), aged 68. Relatives and friends, members of Ladies' Harmonia Society, invited to funeral services, Tues., 8:30 a. m., 2426 N. Marshall st. Solemn requiem mass St. Boniface's Church 10 a. m. Int. Holy Sepulchre Cem. Auto funeral.

LEE.—Jan. 4, ELIZABETH LEE, aged 90. Friends may view remains Tues., 2 to 4 p. m., residence of William F. Lee, 5120 Spruce st., 167 N. Monroe st., Media, Pa. Funeral at convenience of family.

LEHMAN.—Jan. 3, ANNA ROSA, wife of August J. Lehmann and daughter of Christiana and late August Bower, aged 31. Relatives and friends invited to funeral services, Wed., 1 p. m., 3466 N. Marshall st. Int. private, Northwood Cem. Remains may be viewed Tues., after 8 p. m.

LYNCH.—At 3829 Chestnut st., Jan. 5, PETER A. LYNCH. Due notice of funeral.

LYNCH.—In Harmonville, Montg. Co., Pa., Jan. 4, THOMAS F., son of Thomas H. and Annie E. Lynch (nee Quinn), aged 24. Relatives and friends, Conshohocken Council, K. of C., invited to funeral, Tues., 9 a. m., parents' residence, Blue Hill, Harmonville. Solemn high mass of requiem St. Matthew's church, Conshohocken, 10 a. m. Int. St. Matthew's Cem.

MACFARLAND.—Jan. 3, at residence of grandson, Farmer, Macfarland, 29 W. Walnut ave., Merchantville, N. J., AMANDA P., widow of John C. Macfarland, U. S. N. Relatives and friends invited to funeral services, Tues., 2 p. m., 4353 Baltimore ave., Philadelphia. Int. private.

MAGEE.—At 3310 Olney st., Jan. 2, ANNA ELIZA, widow of Hugh Dash Magee, aged 78. Relatives and friends invited to services, Tues., 2 p. m., residence of son, William Magee, 2619 S. Cleveland ave. Int. Mt. Moriah Cem.

MARKLEY.—Jan. 5, VIOLA M., daughter of Benjamin and Mary Markley, aged 11. Relatives and friends invited to funeral, Wed., 1 p. m., residence of parents, 2631 New Queen st., Falls of Schuylkill. Int. private, Colleg. Cem., Pa. Remains may be viewed Tues. after 7 p. m.

McALLISTER.—At Moorestown, N. J., Jan. 4, LEILA M. McALLISTER, aged 42. Relatives and friends invited to funeral services, residence of brother, E. H. McAllister, 316 Chestnut st., Moorestown, Mon., 3 p. m., and St. Paul's Church, Oxford, Pa., Tues., 2 p. m. Int. Oxford.

McBRIDE.—Jan. 3, JAMES P. McBRIDE. Relatives and friends invited to funeral, Wed., 8:30 a. m., 402 N. 19th st., thence mass Cathedral, 18th and Race sts., 10 a. m. Int. Holy Sepulchre Cem.

McCUEN.—Suddenly, Jan. 2, MARGARET, wife of John McCuen, Jr., and daughter of George and Mary Yeager. Relatives and friends invited to funeral services, Tues., 2 p. m., 3120 Master st., West Phila. High mass St. Gregory's church 9:30 a. m. Int. St. Dominic's Cem. Holmesburg. Auto service.

McDERMOTT.—Jan. 5, MARGARET I., widow of Philip J. McDermott, aged 77. Relatives and friends invited to funeral, Wed., 7:30 a. m., 2802 N. 17th st. High mass Our Lady of Mercy Church 9 a. m. Int. Holy Cross Cem.

McGINLEY.—Jan. 1, HUGH, husband of Ann McGinley (nee Logue). Relatives and friends, Local Union No. 64, A. F. of W. of C. Local No. 329, Imp. B. of H. M. I. S. B. and H. of A., and T. H. McDevitt club, invited to funeral, Tues., 8:30 a. m., late residence, Mrs. Catharine Campbell, 2640 Ann st. Solemn requiem mass St. Ann's Church 10 a. m. Int. New Cathedral Cem. Auto service.

McHUGH.—Jan. 1, ROSE, daughter of Edward and late Rose McHugh. Relatives and friends invited to funeral services, Tues., 2 p. m., residence of parents, 2838 N. Marvine st. Int. private, Crematory. Omit flowers. Wednesday, Jan. 8, 10 a. m.

McLAFFERTY.—Jan. 3, JANE, widow of William H. Lafferty (formerly of Sheehan), daughter of late Patrick and Ellen Sheehan. Relatives and friends invited to funeral services, Tues., 8:30 a. m., residence, 2167 Farley st., Bridesburg, Pa. Solemn requiem mass Immaculate Conception Church 9:45 a. m. Int. at Shenandoah, via train leaving Columbia Ave. Station 10:35 a. m.

FLEMING.—Jan. 4, HELEN SMITH, widow of William Fleming. Relatives and friends invited to funeral services, Tues., 2 p. m., 2518 Aspen st. Int. private, West Laurel Hill Cem.

FREE.—Jan. 5, JOSEPH HENRY FREE. Due notice of funeral will be given, 1725 Mortlelan st.

GALLAGHER.—Jan. 2, ANNA H., wife of Charles J. Gallagher and daughter of late Thomas and Mary Brady. Relatives and friends invited to funeral, Tues., 8:30 a. m., residence, 3416 Amber st. Solemn requiem mass Church of the Nativity 10 a. m. Int. Holy Sepulchre Cem. Auto service.

GARRETTSON.—Jan. 4, FURMON GARRETTSON, husband of Alice Garrettson (nee Bennett), aged 70 years. Relatives and friends, Reynolds Post, No. 41, G. A. R., invited to services, Thurs., 2 p. m., 1901 S. 3d st. Int. Northwood Cem. Remains may be viewed Wed., eve.

GIBBS.—Jan. 3, ANNIE CAMERON, widow of David L. Gibson. Relatives and friends invited to services, Tues., 2 p. m., at her late residence, 2146 N. 28th st. Int. private, Westminster Cem. Friends may call on Monday evening.

GLENNON.—In action in France, Oct. 18, MARTIN, son of Martin and Mary Glendon (nee Dollard), aged 24. Relatives and friends, St. Patrick's Name Society of Most Precious Blood, Court Reliview, No. 167, F. of A., officers, soldiers, sailors and marines invited to solemn high requiem mass Church of Most Precious Blood, Wed., 9 a. m., 28th and Diamond sts. Late residence, 2341 N. 26th st., Phila.

GOLDMAN.—Jan. 4, ESTHER MARSHALL WINPENNY, wife of Alexander M. Goldman. Relatives invited to funeral services, Tues., 2 p. m., husband's residence, 6141 Ridge ave., Roxborough. Int. private. Friends may call Mon. eve.

GORMAN.—Jan. 4, WILLIAM GORMAN. Relatives and friends invited to funeral, Thurs., 8:30 a. m., 1720 N. 18th st. Solemn requiem mass St. Elizabeth's church, 23d and Hurlie sts., 10 a. m. Int. Holy Cross Cem. Auto funeral. Omit flowers.

GRIFFENBERG.—Jan. 3, CHARLES, hus