ORCHESTRA FUND OVERSUBSCRIBED

Pledges at Final Banquet Boost Total From $904,000 to $1,100,000

MANY MEMORIAL GIFTS

The Philadelphia Orchestra drive went over the top last night with a total of $1,100,000.

"The amazing success of the campaign is a fitting tribute to our orchestra, to its conductor, Mr. Stokowski, the foremost conductor in the country, and to Mr. Alexander Van Rensselaer, its president, who, for the last seventeen years, has devoted the greater part of his time and effort to it," said Edward Bok, chairman of the campaign committee.

The banquet in the Ritz-Carlton last night, which topped off the drive of "forty days and forty nights," as Mr. Bok called it, was an occasion of colorful enthusiasm. It began with a total fund of $904,000.

But amid applause and laughter, the total rose higher and higher. Reports from the committee chairmen summed an additional contribution of $91,000. A testimonial tribute to Mr. Van Rensselaer was raised on the spot at the suggestion of Mr. Bok, who contributed $5000 "to start the ball a-rolling," and whose contribution was matched by Cyrus H. K. Curtis, "a father who would match his son," according to Mr. Bok. The entire tribute amounted to $20,250.

To Rudolph Blankenburg

Other memorial contributions announced at the banquet netted $18,000. One of them was a contribution of $1000 by a "friend" as a testimonial to Rudolph Blankenburg. "There was a time when Philadelphia had a Mayor," said Mr. Bok. "He was Rudolph Blankenburg. He was not only a good Mayor, but he was a great friend of the Philadelphia Orchestra."

Mr. Bok said the official teller might add $12,250 to the fund because the Victor Talking Machine Co. of Camden had increased its original gift of $2500 by that much.

Mr. and Mrs. E. T. Stotesbury contributed $50,000. "This is a surprise for you," said Mr. Stokowski. "Sunday morning I received a card with the name of E. T. Stotesbury on it. I went downstairs, and Mr. Stotesbury handed me a check for $50,000."

Mrs. Rudolph Blankenburg then contributed $50 and Mr. Van Rensselaer $2000 to bring the entire total up to $1,100,000.

"What a wonderful emotion I feel to realize by your generosity your wonderful intrest in the Orchestra," said Leopold Stokowski. "It is surprising to think that the Philadelphia Orchestra can now go on forever and ever. We all want immortality: we all want a finer and nobler life for the future. And it is a great emotion to realize that some one or something we love can go on forever and forever. I thank you from the deeps of my heart."

Signatures of Stars

This last meeting and banquet was pithy with interest. Eleventh-hour contributions were thrown about recklessly and generously. Mr. Bok in the course of the evening auctioned off a $100 Fourth Liberty Loan Bond which was contributed by the Metropolitan Opera Company of New York, and which was signed by Caruso, Mrs. Caruso, Farrar, Amato, Gatti-Casazza, Bodanski, Scotti and Rothier. It was bought for $1000 by John F. Braun.

"Tonight," said Mr. Bok, "I shall tell you a secret. Folks have been asking me to tell them honestly why I resigned. And I have never really told them. Tonight I 'spill the beans.' I knew an Orchestra campaign was about due. I had a choice between my old job and the Orchestra chairmanship. I wanted this. So I resigned the other. And I'm proud of the campaign.

"This campaign is the most economical campaign ever conducted in this city. We ran this campaign at a cost not exceeding $28,000. This is to say, only 3 per cent of our proceeds were used for expenses. The drive has brought the Orchestra many new friends. There have been approximately 13,000 subscribers to this fund. And these subscribers hereafter will know the Orchestra in an entirely different way. They will follow where their money has gone.

"God Bless Women!"

"And may I add that the men's committee collected $345,000 in the drive; the women, $650,000. God bless the women!"

In introducing Mr. Curtis, Mr. Bok paid him a glowing tribute. "What I am, whatever I have," said Mr. Bok, "I owe to Mr. Curtis."

"Our Orchestra is of exceptional business advantage to Philadelphia," said Mr. Curtis. "Fifty years ago I was a boy in Portland, Me., and I went on occasions to hear the great organ in Boston. That organ was an asset to Boston, it drew folks from all over New England to Boston. In 1871, came the great peace jubilee, and the enormous Colloseum was erected with a seating capacity for thousands and stage room for a chorus of 20,000. Then came the Boston Symphony Orchestra, bringing renown to the city. How short-visioned men must be, who can't see that business and sentiment mix!

"Six years ago, the people built an extraordinary organ in the City Hall of Portland. They had concerts daily, and the chief of police used to say that, now the organ was there, all the crooks spent their time in City Hall singing hymns. That organ put Portland on the map.

Visit to Portland

"In February, 1915, the Philadelphia Orchestra came for the first time to Portland. Nobody wanted it before it came, because they said they didn't know what it was like. But after the first concert, they clamored for more.

"If Philadelphia wouldn't have gone over the top in this drive, she would have had need to feel deeply shamed."

Among the testimonial and individual contributions was $10,000 by Edward Bok as a memorial to his mother; $5000 by Mrs. Harry G. Hall in memory of her husband; $5000 to W. W. Gilchrist by the Mendelssohn Club; $5000 by Jesse W. Walker in honor of his wife, Isabel G. Walker. There were seventy testimonial contributions in all during the month's drive, comprising $200,000.

Reports by committee chairmen for the closing day of the drive follow:

Alexander Van Rensselaer	$2206.00
Mrs. Camille Zeckwer	294.75
Thomas G. Ashton	1035.00
Mrs. William W. Arnett	3000.00
Mrs. Charles Cheyer	582.50
Mrs. Herbert L. Clark	1001.00
Countess of Santa Eulalia	3202.00
Dr. Herbert J. Tily	2205.00
Mrs. Joseph A. Sinnott	1122.00
Mrs. Frederick W. Abbott (Matinee Musical Club)	2542.00
Mrs. Joseph N. Snellenburg	2700.00
Mrs. Thomas S. Ewan	2310.00
Mrs. A. J. Dallas Dixon	780.00
Wilfred W. Fry	1100.00
Mrs. Joseph Leidy	2105.00
Mrs. L. Chandler Williams	1114.00
Mrs. Thomas Robins	3000.00
William J. Turner	15544.00
Mrs. Joseph M. Cazzani	500.00
Mrs. J. William White	5030.00
Mrs. Alfred Reginald Allen	1000.00
Mrs. Mathew H. Cryer	1000.00
Mrs. Scott	43.00
Mrs. H. M. Ingersoll	1300.00
Mrs. L. Howard Weatherly	3500.00
Mrs. Frank T. Griswold	1030.00
John F. Braun	2082.00
Mrs. Charles W. Henry	2300.00
Mrs. Harold E. Yarnall	8219.00
Henry S. Jeanes	250.00
Dr. Charles D. Hart	1527.00
Miss Frances A. Wister	7075.00
Edward Bok	5100.00

AVIATOR GETS SCHOLARSHIP

Lieut. Osler, Haverford College, to Attend Oxford University

Lieutenant Chester A. Osler, of Pensauken, N. J., formerly a member of the United States flying corps in France, has been awarded the Cecil Rhodes scholarship to Oxford University, England, as the 1919 representative from New Jersey. He will start the course in October, 1920, after he has completed his senior year at Haverford College.

Lieutenant Osler is twenty-three years old, the son of Mr. and Mrs. Benjamin F. Osler. He saw service at St. Mihiel and the Argonne. He was in France a year. At Haverford he was captain of the soccer team and president of the student government association. Before entering college he graduated from the Moorestown Friends' High School and the George Friends' School, of Newton, Pa.

It Washes and It Dries

Your clothes are washed and dried, ready for the line when they come out of the Laun-dry-ette.

ELECTRIC BUCHANAN STORE

J. F. Buchanan & Co.
1719 Chestnut St.

Sucking Lemons

The mischievous children who suck lemons under the eyes of a street band, thereby still further "souring," if not entirely stopping, the music, illustrate the power of suggestion.

The power of suggestion in advertising is most effective; generally for good; sometimes for harm.

Most advertising is, in effect, good and constructive, or if not, it is at least impotent. But the man who thinks to advance his own ends by a mischievous suggestion of invisible defects in the products of all his competitors, plants evil.

An evil suggestion, that "our shoe-blacking, unlike others, does not rot or crack your shoes," must react to the disadvantage of an entire industry, including the man who threw the brick.

A sound imagination is needed in advertising to visualize cause and effect.

Advertising works so slowly and so thoroughly that it must be set a constructive program.

Butterick—*Publisher*

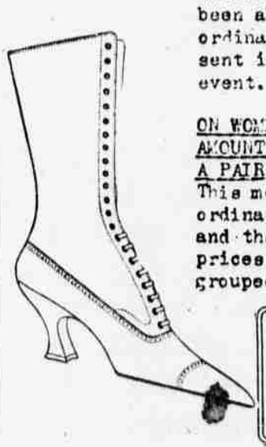
The Delineator
Everybody's Magazine
Two dollars the year, each

Hallahan's Message to All Who Need Shoes

We feel that the cost of shoes has risen beyond all reason and that many people are going without needed footwear because the cost is prohibitive.

It is not necessary to go into a discussion of the causes of these abnormally high prices for they are beyond our control-But we have determined to create an era of lower prices and have brought the price of shoes down to a level that is within the reach of practically everyone.

Never before in the history of the Hallahan business have we been able to offer such extraordinary values as we now present in this big merchandising event.



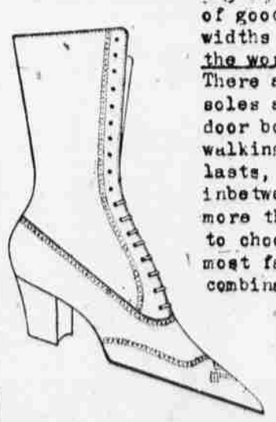
ON WOMEN'S BOOTS THE SAVING AMOUNTS TO TWO TO FIVE DOLLARS A PAIR

This means that boots that are ordinarily priced 12.00 to 15.00 and they are selling for these prices in other stores, are here grouped at the one price—

9.85

Please understand- this is not a sale of odd lots, old styles and broken sizes, but an offering of thousands upon thousands of good shoes in every size and widths - all new and fresh from the workrooms.

There are dress boots with turn soles and French heels - outdoor boots with welt soles and walking heels, conservative lasts, extreme models and many inbetween- in fact there are more than half a hundred styles to choose from in all of the most fashionable leathers and combinations.



We are also preparing to crush the H.C.L. cut of Men's and Boys Children's and Girl's Shoes-watch for the announcement and be ready to act promptly.

HALLAHAN'S GOOD SHOES

919-921 Market Street

5604-06 Germantown Ave.
4028-30 Lancaster Ave.
2746-48 Germantown Ave.
60th and Chestnut Sts.

Branch Stores Open Every Evening

Willys Corp.
Preferred Stock
Pays 8% per year
Price $100 a share
Particulars on Request

Carstairs & Co.
Members Philadelphia and New York Stock Exchanges
1419 Walnut Street
71 Broadway, N. Y.

Don't Worry About the High Cost of Books
RENT THEM FROM
Womrath's Circulating Library
15 South 13th St., Phila.
New Fiction Supplied Promptly

15,000 Pairs of Shoes for Men, Women and Children

One-third Saving at Strawbridge & Clothier's To-morrow

Our great Annual Sale of Winter Shoes, beginning to-morrow, will be the most important in our history, in quantity, variety and values. Fifteen thousand pairs, in twenty different price-groups, at an AVERAGE REDUCTION OF ONE-THIRD from the regular prices! Some are lines from our regular stock, others are special purchases at considerable concessions and marked at less than a fair profit. The Shoes in the Sale at $12.75, for example (both men's and women's), are sold regularly here and in other high-class stores at from $16.00 to $18.00. And the savings average about the same throughout, down to the Spats at $1.95 and $2.75, worth $3.50 and $4.00. Every Shoe in the Sale measures up to our high standard in every way—all are from our regular manufacturers, many bear famous trade-mark names, and all are sold under the guarantee represented by our Seal of Confidence. We are prepared to serve a great throng of customers, but ask that you come before noon to-morrow, if convenient.

Women's Shoes—$12.75

(Price includes U. S. tax.) Fashionable Shoes of the finest, from Laird, Schober & Co., and other famous manufacturers. Patent leather with fawn cloth, lace or button tops; patent leather, with gray kidskin, lace or button tops; black glazed kidskin lace Shoes; tan calf lace, with ivory or fawn buckskin tops; black glazed kidskin or chestnut brown calf laced Shoes, welted soles and Baby Louis heels; all sizes and widths.

Women's Shoes—$9.75

Black gun-metal calf, gray cloth-top lace Shoes; gray kid, gray ooze-top button Shoes; black glazed kidskin vamps, with white kidskin tops; and many other high-grade lines, taken from our regular stock.

Women's Shoes—$8.75

Brown ooze, satin-top lace Shoes; patent leather or black kid vamps, with black satin tops; black ooze lace Shoes, tan kid, cloth tops, button; and black kid, gray-top lace Shoes.

Women's Shoes—$6.75

Many attractive styles; tan calf, gun-metal calf, patent leather and glazed kidskin; lines taken from our regular stock; a very attractive variety of styles.

Women's Shoes—$3.75

Patent leather, cloth-top button Shoes; black glazed kidskin lace Shoes; black kid, white-top lace Shoes, and other attractive lines, from regular stock. Conservative styles.

Evening Slippers—$6.75

Gold cloth and silver cloth Sandals, silver and pink or blue brocaded Opera Slippers, cloth of gold Slippers, rose tinted, or blue tinted silver cloth Slippers, and other beautiful styles.

Evening Slippers—$3.75

Silver cloth side-seam Slippers, gold brocaded Slippers, gold and black brocade, and silver brocade Opera Slippers, and cloth of gold or silver Opera styles.

Women's Oxfords, $7.95

Winter-weight mahogany-colored or black Cordovan Oxfords, English lasts, heavy welted soles, and leather military heels; women's styles from a man's shoe factory; all sizes.

Women's Spats and Tweedie Boot Tops—$1.95 and $2.75

The fashionable shades for autumn—light and dark fawn, brown and gray; all sizes.

Boudoir Slippers—$3.25

From the Daniel Green Co. A wonderful variety of dainty quilted satin Boudoir Slippers, in black, lavender, pink and old rose.

Children's Troc-Mocs, $2.95

Sizes 8½ to 11; soft brown leather, nature-shaped, with welted chrome-tanned soles.

Children's Shoes—$4.45

This and the two following lots are wonderful values—a special purchase of approximately $36,000 worth to sell for $18,700.

Broad nature-shaped lasts; of solid leather, of tan calf, gun-metal calf and patent leather; all sizes.

Misses' Shoes—$4.95

Nature-shaped lasts; tan calf, gun-metal, patent leather and white nubuck; all sizes.

Large Girls' Shoes—$5.75

Styles similar to above; lasts for the growing miss.

Men's Shoes—now $12.75

(Tax included.) Mahogany-colored cordovan, English last Shoes; tan grain brogue Shoes, with full wing tips; black gun-metal calf, English last, lace; all sizes.

Men's Oxfords—$7.75

Tan grain wing-tip Oxfords, mahogany-colored Cordovan Oxfords; tan calf Oxfords.

Men's High Shoes—$8.75

Dark tan leather lace Shoes, with rubber heels; gun-metal calf and black kidskin lace Shoes.

Men's Shoes—now $5.75

Tan calf, gun-metal calf and black glazed kidskin Shoes; lines from our regular stock.

Boys' Shoes—$4.95

Tan leather lace and Blucher Shoes, tan grain Blucher Shoes, and black gunmetal Shoes; all sizes.

Men's Spats—now $1.85

The fashionable shades—gray, brown and fawn; all sizes.

Strawbridge & Clothier—Eighth and Filbert St.

You May Pay in January for November Purchases

If you have a charge account here (or open one now), you may start your Christmas gift buying at once, and take advantage of the invitation to pay for all November purchases at the time you pay your December bill, in January. A bill will be sent you as usual on December 1st, that you may check up your November purchases, and you may pay it in December, if you so desire; but it is your privilege to pay in January for all goods bought from now to December 31st.

Trimmed Hats Half Average Value $3.50

TWO HUNDRED fresh, new Hats, in the smartest, snappiest styles imaginable. Small Turbans of fur and beautifully draped velvet. Plaited Velvet Hats, small and round, with here and there a wisp of feathery fancy. Turbans, draped high—a style very becoming to matrons. Large-brim Hats with fur crown and a simple bow of ribbon. Velvet Hats wreathed with ostrich. Small, close Hats with pin ornaments, and small Hats showing the new tinsel effects. Two hundred of the smartest-looking Hats you could possibly find. At this price they will not last long.

Strawbridge & Clothier—Second Floor, Market Street, West

These Men's Shirts Will Be Quickly Bought at $2.50

They must be seen to be appreciated, for—the madras, the workmanship and the finish are far finer than the moderate price would indicate.

Strawbridge & Clothier—East Store, Eighth Street

Gossard Corsets

Front-lacing Corsets, easily adjusted, wonderfully comfortable, giving a smooth, straight effect in back. Models for all types of figure—$2.75 to $30.00.

Four excellent styles are: *Model 250* for average figures, $3.50; *Model 376* for women of average or stout figure, $4.50; *Model 574* for the average full figure, $7.50, and *Model 783*, of pink brocade, designed for average figures—$10.00.

Strawbridge & Clothier—Third Floor, Market Street, West

"Classic" White Laundry Soap—*9 Bars for 54c*

Thrifty housewives should order their season's supply at once—for this opportunity ends this week.

Strawbridge & Clothier—Basement

***Feather Fans* Are Favored Gifts**

Select them now from this delightful group of large Fans, curled and uncurled, in the loveliest evening shades, $5.40 to $26.30.

Fans, Special, $14.75

A small lot of Ostrich Feather Fans, in a variety of shades, the sticks in tortoise shell effect.

Strawbridge & Clothier—Aisle 9, Centre

Our New Shopping Coins Up to 127,000

For some months we have been exchanging our NEW SERIES of Shopping Coins for those in use for a number of years past, which will all be canceled soon. If you have not yet made the exchange, and if the number of your old Coin is under 127,000, please bring it to the Main Desk and receive our NEW STYLE Coin (of the same number) in its place. If you cannot come at once, the exchange may be made by mail.

Undergarments of Warm Flannelette

NIGHT GOWNS, with collar or collarless, trimmed with braid, fancy stitching or satin; of striped flannelette, $1.75 to $3.75; plain white—$2.25 to $4.25.

PAJAMAS, one or two piece models, of striped flannelette, $2.50 to $4.75; in white—$2.50 to $3.75.

PETTICOATS, of white or striped flannelette, 85c to $2.00. Knit Petticoats—65c to $3.50.

Extra-size Night Gowns

Various styles, of pink or blue striped flannelette, braid-trimmed, also in white—$1.75 to $3.50.

Strawbridge & Clothier—Third Floor, West

Saving of One-fourth on Boys' Blouses, $1.25

Warm, serviceable Blouses of fine outing flannel in attractive patterns. With collar attached. Sizes 7 to 16 years.

Strawbridge & Clothier—Second Floor, East

$1.00 and $1.50 Are Popular Prices for Men's Neckwear

We have thousands of patterns and weaves at these popular prices. The character of the patterns, the silks and the workmanship are far above what most men expect at these prices nowadays.

Strawbridge & Clothier—Aisle 1, Market Street

What a Wonderful Collection of Smart Suits and Dresses!

There seems to be nothing in fabric or fashion produced this season which is not represented here.

Suits for $60.00 to $150.00

One can choose from chevrona, tweeds, full wool, tricotine, stripes and plaids, wool velour, duvet de laine, duvet melange, silvertone, yalama cloth, peach-bloom, frostglow and broadcloth. Ranging from the simple tailored models with narrow leather belt to those elaborately embroidered and fur-trimmed. Some particularly beautiful blouse models with duvetine vests. The Suit sketched, $97.50.

A Variety of Suits at $45.00

Exceptionally good-looking and lined with fine peau de cygne. Smart tweeds, checks, chevrona, wool velour, silvertone and broadcloth, and practically every fashion trend of the season represented.

Strawbridge & Clothier—Second Floor, Centre

Velveteen Dresses, $27.50 to $50

In navy blue, brown, taupe and black. Straight-line, apron and tunic models, plain-tailored, braided and embroidered.

Cloth Dresses, $18.75 to $30.00

Jersey, serge and tricotine, in a fine variety of models, on straight lines, and in tunic effects, and many with novel pockets as their chief claim to smartness. Many beautifully braided and embroidered.

Dresses, Special, $45.00 to $65.00 Worth One-third to One-half More

High-class models, and many of them, but not all sizes in each model. Tricotine, Paulette, crepe Georgette, velveteen, satin, crepe de chine and tricotine, in the new autumn shades. Redingote, tunic and peplum effects in the lot.

Strawbridge & Clothier—Second Floor, Market Street

Umbrellas, now $4

A special lot of sturdy American taffeta (cotton) Umbrellas, with practical wrist cord, in plain or carved mission wood handles. Also Men's Umbrellas finished with plain or natural wood handles in opera or Prince of Wales styles.

Strawbridge & Clothier—Aisle 7, Market Street

Turkish Towels and Bath Sets

Have you all the Turkish Towels you need at home? Many are adding these to their lists of practical and sure-to-be-appreciated Christmas gifts:

At 50c — Bleached Turkish Towels with cluster stripes or figured borders in colors.

At 75c—Styles with two-color plaids, or figured plaids in fancy weave.

At 85c—Pink or Blue Plaid Towels with shamrock figure in cross stripes. Also fancy-woven Towels with medallion border.

At $1.00—Fancy-woven Towels in white with pink or blue Jacquard border, or fine White Towels, mercerized figures in color.

Bath Sets in Boxes

Boxed Gift Sets in pink or blue: Towel and two Wash Cloths—$1.00 and $1.50 a set.

Bath Towel, Hand Towel, Wash Cloth—$2.75 a set.

Bath Rug, Bath Towel and two Wash Cloths—$4.50 and $5.00.

Strawbridge & Clothier—Aisle 12, Centre

Fine Long Cloth

Many women who prefer to make undergarments and children's clothes at home will be interested in Fine-spun Long Cloth and Nainsook in ORIGINAL 12-YARD PIECES.

Long Cloth—$3.50 and $4.25.
Nainsook—$4.75 and $6.00.
Fine Ticking, in striped and floral designs—85c a yard.

Strawbridge & Clothier—Aisle 18, Centre

Wavy Switches Special at $3.25

A saving of more than one-third on these fine Wavy Switches, 24-inch, three stems—$3.25.

Wavy Transformations—$2.25.
Golden Glint Shampoo—25c.
Expert Manicuring—50c

Strawbridge & Clothier—First Floor Balcony

Now's the Time to Compare the Merits of the Various Pianos to Determine Which You'll Buy for Christmas

For this "finest of all gifts for the home" must be chosen carefully and well. It must be a Piano or Player-Piano that will be giving a full measure of satisfactory service—not alone one year from now—but many, many years hence. It should be an instrument worthy to hand down to your children as a practical, usable heirloom.

We have, in a measure, solved a greater part of your problem by assembling several especially famous makes—all conforming to the highest standards of tonal quality, construction and material, and mechanical excellence.

You can inspect, hear and play each of these various makes here—and thereby judge definitely and satisfactorily just which of them meets the particular requirement of your home.

Upright Pianos

Francis Bacon .....$400, $425 and $450
Hazelton Bros. $575.00
Henry F. Miller.....$575.00 and $600.00

Grand Pianos

The Steck $850.00
Hazelton Bros. $1,000.00
Henry F. Miller $850, $1,000, $1,100

Terms of Gradual Payment
Can be arranged if you desire. We will also take your old instrument as part payment.

Player-Pianos

The Francis Bacon $675.00
Francis Bacon Solo*elle*.....$775.00
Hazelton Brothers $850.00
Hazelton Solo*elle* $950.00

Reproducing Pianos

(Auto de Luxe Welte Mignon.)

The Francis Bacon $1,000.00
Hazelton Brothers $1,200.00

Delivered Now or Any Day Before Christmas to Any Point

Strawbridge & Clothier—Fifth Floor, West

STRAWBRIDGE & CLOTHIER MARKET EIGHTH FILBERT STREET STREET STREET