

POOR RICHARDITES HOLD ANNUAL FETE

Bellevue Ball Room Radiates With Advertising Contrivances and Samples at Dinner

MAYOR GOES IN BUSINESS

"Thanks for the ad," murmured the shade of Benjamin, as he appeared for a moment last night in the ballroom of the Bellevue, where the Poor Richard members and guests of the Poor Richard Club were gathered at their fifteenth annual dinner, to show how well they carried on the spirit of the Masses they carried on the spirit of the Masses. The whole evening was like a splendid advertising campaign to put over the idea of friendliness and cheer and energetic good humor. The "field" was carefully studied and decorated with the "copy" of the speakers was masterful, the "follow-up" of entertainment was perfect and the slogan "Poor Richard Forever." The "copy" was "sold" to a man. It was an evening to be expected. The Mayor told of his plans for going in the business and advertising his new company, the city of Philadelphia. He said it was the best thing of its kind since the market of the world.

Senator Not on Business Basis
Senator Walter E. Edge, of New Jersey, said that he used to be an advertising man himself, and months in having spent the United States and Washington, he was glad to get back to his business-like atmosphere. He also said that the place where he works now, known as the United States Senate, seemed rather proud of the fact that it was not on a business basis and was doing all it could to maintain this precedent and tradition.

E. T. Meredith, president of the Association of Advertising Clubs of the World, spoke more seriously of the work of his great organization for the development of the world's business and of the necessary ways in which to solve the business problems that are uppermost today.

Captain Bruce Bainsfather, whose trade-mark, "The Better 'Ole," is as well known as the name of any soap or automobile in the world, gave a brief "first-night" talk—he landed in New York yesterday afternoon—which gave the diners a dash of the rarest wit of the war.

"Ads" Ran Rampant
As stated, it was an advertising evening. The dining floor looked like the back pages of all our great magazines together. It was full of "Posters," "Circulars," "pictures" and electric signs flared familiar names and slogans on every side of the great room—high and low. Photographs and newspapers, automobiles and liniments, in cream and shaving soap flashed and blinked their "household" names across the room, standing out in clear relief against the dark green of the spruce decorations.

When the glittering room was filled with the tall blaze of its thousands of lights the bright lettering and pictures of the printed signs caught the eye with well-known phrases. As the lights were dimmed to a smoke-gray dusk the flashing gold and red and green of the

electric displays shot through the half light with a bright insistence. Cheerful and untiring, the myriad "ads" of the country answered the rollcall of Poor Richard.

From the gallery the wives and friends of the diners looked down on the scene.

Laughter and wonder, interest and the quick flash of pathos, played over the diners as the program went on. Edward J. Cattell made a stirring toast to the patron saint of the club, as his white figure appeared on the stage at the beginning of the evening. Then came "The Spirits of Advertising," springing amazingly through table tops and oversurprised diners and singing of the business bubble that never bursts—"I'm Forever Advertising."

Mayor Wins First Honors
Mayor Moore received the ovation of the evening when he rose to pay his respects to the Poor Richardites.

"There was only one Franklin," said Mr. Moore, "and there is only one Poor Richard Club. Washington has its Gridiron Club, New York its great clubs, but this Philadelphia club of advertising men stands alone."

"I am going to tell you advertising men right now that I am starting in to advertise Philadelphia—the foremost American city."

Among those at the table of the president of the club were former Mayor John Weaver, Cyrus H. K. Curtis, E. J. Cattell and E. Pusey Passmore.

With dimmed lights a silent toast was given to those club members who had died during the year, including Norman O. Pickett, who gave his life in the service.

And Then Came Samples
At this point began an influx of souvenirs from dozens of firms, which continued throughout the evening. Pretty girls and uniformed young men passed out samples of everything from cough drops to pieces of indestructible glass.

And in addition to these few events were scores of others. President Wilson appeared with a squad of secret service men, but turned out to be James McCabe, of Brooklyn, the famous double of the President. Girls, music and dancing followed in quick changes

on the stage at the end of the ballroom.

The whole Poor Richard show was something, somewhere, between a five-ring circus and a mummies' parade on a windy January 1st. It was just as bewildering and kaleidoscopic, and with perhaps a touch more snap.

Senator Edge caught the serious attention of the crowd when he said: "Congress owes it to the business of the nation to establish a definite policy for the future. It must supply that

note of confidence necessary to meet the great problems of the day."

The Rev. Professor John Robertson, of the City Temple, Glasgow, who served with the Scots in the war, brought roars of laughter from the audience with his simple, abundant humor, and called forth the most profound hush of attention of the evening when he told, simply and unaffectedly, of the other side of the war.

Edwin S. Stuart, who presided, addressed the club as president.

William T. Ellis, lecturer and writer, spoke of his observations during a trip around the world during the war.

Among the most notable entertainments were the dances from the Charity Ball last December and the acts from the different theatres in the city. Well-known actors and actresses from Keith's, "Nothing But Love," "The Rose of China" and "Breakfast in Bed" delighted the crowd at the close of the evening. Florence Moore and Oscar Shaw seemed especially acceptable to the audience.

Karl Bloomingdale was director general of the dinner.

Associated with him were Irvine F. Faehall, Howard C. Storey, Jerome Taft, Harry T. Jordan, E. L. Lewis, Frank Goldner and other "willing workers."


When everything was over and the members and guests were staggering out under loads of souvenirs, everybody began to figure it out that this was the most inventive and original and thoroughly delightful dinner ever given by the club.

Crushed in Elevator Shaft
Howard J. Cluney, eighteen years, 646 North Thirty-sixth street, was probably fatally injured early this morning, while repairing machinery in an elevator shaft pit in the Commercial Trust Building, Fifteenth and Market streets. He was taken to the Hahnemann Hospital, suffering from internal injuries and fractures of both legs and arms. Through a misunderstood signal the elevator was lowered, crushing Cluney.

BLOOD and STOMACH TROUBLES
Why Suffer Longer? Drink

Mountain Valley Water
The famous curative water from Hot Springs.
Endorsed by Physicians.

Mountain Valley Water Co., 718 Chestnut St.
Phone Walnut 2407
Served at leading Clubs, Hotels, Cafes and P. R. R. dining cars. Sold by first-class grocers, druggists, etc., or direct by us.



J.B. Sheppard Sons

Brush Wool Scarfs
the very smart sort—soft, fluffy, light but warm. Navy or that stylish brown and blue mixture. And the price is just

\$5.00

1008 Chestnut Street

FRENCH SHRINER & URNER
EXTRA SHINER & URNER QUALITY

SEMI-ANNUAL SALE
A Real Opportunity to Purchase

FRENCH, SHRINER & URNER MEN'S SHOES

At Greatly Reduced Prices

1340 Chestnut Street

Stores Also in New York, Brooklyn, Chicago, Kansas City and St. Paul

Keep Resinol ready to soothe baby's chafed skin.

Have you noticed that baby's scalp looks rough and scaly, or possibly that a little spot of trouble which liches and makes him fretful, has appeared on his body? Or maybe the soft little folds of his flesh have become chafed and irritated. For all these discomforts use Resinol Ointment, aided by Resinol Soap. See how quickly these gentle, soothing preparations—filled with healing Resinol balsams—will relieve baby's torment and bring refreshing sleep. At all druggists.



Founded in 1865

The House that Heppe built

C. J. Heppe & Son Downtown—1117-1119 Chestnut Street Uptown—6th and Thompson Streets

Mason & Hamlin, Weber, Heppe Pianos, Aeolian Player-Pianos, Planolas, Duo-Art Planolas Victrolas

Buy your Heppe piano NOW!

This year the shortage of pianos will be greater than ever. With a scarcity of workmen, with strikes, with a shortage of raw materials and with difficulties in transportation, the production of pianos is far below normal. In addition to this the demand for pianos is greater than it has ever been in the history of our business. There will not be half enough pianos to supply the demand. It behooves you to buy your piano NOW!

Heppe Pianos are the best value in Philadelphia!

Heppe Pianos are unsurpassed for tone quality. They have three sounding boards, whereas other pianos have only one. In design they are rich and artistic.

Settlement may be made by cash or charge account—or by the Heppe Rental-Payment Plan, which applies all rent toward the purchase price.

Price, \$395 and upward
Call, phone or write for catalog.

C. J. HEPPE & SON
Downtown 1117-1119 Chestnut Street
Uptown 6th and Thompson Streets

Pencils will be given tomorrow, on the Fourth Floor, to all Kiddies accompanied by adults.

833-35 Market Street **BLAUNER'S** 833-35 Market Street

Anniversary Coat Clearance

Great Reductions! Our fine Stocks of stunning Winter Coats have been taken from the regular racks and sweepingly reduced to give wonderful bargains for this extraordinary Coat Event. These Coat Values cannot be surpassed anywhere. Come, get your fine Coat for this season and next in this Sale.



45⁰⁰ 49⁷⁵ 55⁰⁰ 19⁰⁰ 28⁰⁰ 19⁰⁰

45⁰⁰ - 55⁰⁰ - 62⁵⁰

Reduced! Our exclusive Coats formerly priced 55.00—65.00 to 79.75. Most of these are luxuriously fur-trimmed models. Coats of suede velour, silvertone, tinseltone, velour de laine and Bolivia; fur trimmings of French Seal Nutria. Also tailored models. A wonderful selection of handsome Coats.

Sports Coats
19.75—29.75—49.75

Extra values in these smart Coats of polo cloth, camel's hair, suede velour, chinchilla and fur fabrics. Some richly trimmed with Australian opossum, raccoon and skunk-dyed opossum.

Fur Trimmed Coats
28.00

Anniversary Values! Long and short Winter Coats—plush and fur fabric Coats! Formerly 29.75—39.75. Silvertone, silvertone velour, all-wool velour, broadcloth, plaid silvertone, Bolivia and pom-pom Coats. Short crushed plush, Kerami and black plush Coats trimmed with beaver plush.

A wonderful group of 300 Coats—Full-length models of all-wool velours and silvertone, fur trimmed! Also Sports Coats—fur trimmed. Beautifully lined. Their former prices were 39.75—45.00.

Blauer's Second Floor Blauer's Downstairs Store

Newest Spring Hats
2.96 to 8.50

Smart Hats of straw, satin and straw Georgette in chic turban, mushroom and poke modes. Also novelty fabric Hats.

Individual Modes, 15.00 to 25.00

Exclusive Hats of haircloth, celaphone braid, Batavia cloth, raffia, etc. Gorgeous colorings.

Blauer's Third Floor



CLEARANCE!
GLOVE SALE

Anniversary Special in Gloves! Value 2.50-3.00

1.15

Fine kid gloves, washable camel, and deerskins in white, black and pearl. No inlay or phone orders. No exchanges.

Blauer's Main Floor

Anniversary Value
SPORTS SKIRTS

Value 15.75 **12.50** Value 15.75

New Sports and tailored Skirts! Specially priced for the Anniversary Sale! Lightweight novelty plaids in smart color combinations. Spring tweeds in chic straight-line models. Also swaggar broadcloths.

Blauer's Third Floor

GREAT FUR SALE

Save 40% on Furs! These Furs were secured in an immense Purchase—at 60c on the Dollar! A manufacturer's Samples and surplus stock!

Coney Coats 49.50
Taupe sports models; cape collar.

Seal Coats 95.00
Australian seal belted models; cape collar.

Coatees 99.50
Jap mink, Hudson seal, mole, taupe and natural nutria.

129.50
40 Fur Coats, Regularly 195.00—225.00 Values

Handsome Australian seal coats, shawl collars and flare bell cuffs. Plain or taupe and kolinsky marmot trimmed.

Blauer's Second Floor

Seal Coats 175.00
Fur and Australian seal full-length coats—also Dolmans.

Muskrat Coats 175.00
36-in. length belted models; striped borders.

Jap Mink Muffs 9.95
Melon, ball, canteen and fancy shapes.

