

P. R. R. TO SPEED PAPER SHIPMENTS

Special Bureau Established to Expedite Rail Movement of "Essential Commodity"

ASK NEW CLASSIFICATION

The Pennsylvania Railroad today inaugurated a special bureau to expedite the transportation of newspaper paper.

In a statement accompanying the announcement of the new department, officials of the company placed the commodity in the same category of essentials as food and fuel and declared that in times of congestion and car shortage it should be given priority shipment classification.

The special newspaper bureau opened headquarters at Room 155, Broad Street Station, and is in charge of J. F. Deasy, assistant chief of transportation.

"Realizing that a critical situation exists with reference to the supply of newspaper paper," the official announcement of the railroad reads, "the management of the Pennsylvania system has taken steps to give this commodity the same attention to transit and do all special attention to the railroad point of view, to assure newspapers of a continuous and satisfactory supply."

"For this purpose, a special bureau was today organized in charge of J. F. Deasy, assistant chief of transportation. It will be the duty of the bureau—subject to the provisions of the new railroad law and Interstate Commerce Commission rulings—in all periods of emergency or scarcity, to watch the movement of newspaper consignments on its lines, expedite movement where possible and, wherever necessary, follow a shipment back to the source of original supply, even though on another railroad system."

"It will also be the duty of the bureau and of the transportation and traffic departments to endeavor to obtain the co-operation of connecting railroads on whose lines shipments of newspaper originate.

"In making these arrangements, the management of the Pennsylvania system realizes that the uninterrupted publication of daily and other newspapers is a public necessity of the highest order and the newspaper, which is the principal raw material, must be classed, so far as transportation is concerned, with primary necessities, such as food and fuel, and during periods of congestion, car shortage and other emergencies, should be given, so far as may be practicable, priority of movement as well as exemption against general embargoes.

"In pursuance of this policy the management will, through the offices of the traffic department, immediately set in touch with publishers of all newspapers as to the regularity and sufficiency of supplies, as well as the causes of unsatisfactory conditions.

"For the purpose of checking back difficulties to the point of origin and spreading the responsibility, the management will be asked to state its source of supply. When this is ascertained, if it is on another railroad system, that road will be requested to co-operate in expediting the movement of the paper."

\$10,000 WAREHOUSE FIRE

Frame Portion of Waste Concern Plant Levelled by Flames

Fire today, in the warehouse and picking plant of the Northern Waste Co., 2812 East Monmouth street, caused about \$10,000 damage.

The flames, which started in a frame section of the building in the rear, virtually destroyed the structure and spread to the two-story brick building in the front. Machinery and waste were ruined by flames and water.

Several employees, who were in the building, managed to escape unharmed. Cause of the blaze has not been determined. P. J. Emond is the principal owner of the company.

Daniel Bates Back in Old Post

Daniel Moore Bates, who recently became associated with Day & Zimmerman, Inc., engineers, 611 Chestnut street, as stockholder, today assumed his duties as vice president of the company.

Mr. Bates came here from Lewiston, Me., where he had been associated with the Lewiston Bleachery and Dye Works for eight years. He was a major in the army, assigned to special work in the quartermaster's department at Washington. Later he was named ordnance officer of the Fifth Division and went to Texas. He had just received orders for overseas duty when the armistice was signed.



CONSUL HERE HONORED

This decoration of the Order of Knights of Danneborg, by order of the King of Denmark, was recently presented to Christian Moe, the Danish consul in this city.

SENATE ASPIRANT DESIRES SECRETARY

Here's a Good Chance for a Suffragist to Learn All About Politics

Here is a good job for a suffragist. A man who desires to take the job of either Boies Penrose or Philander Knox has advertised for a private secretary.

As his advertisement was in the female help wanted section of a newspaper, it is presumed that the aspiring candidate desires a woman for this important post.

The applicant will have to know the ropes, as indicated by the ad, which follows:

STENOGRAPHER—Private secretary for candidate for United States Senator must be good manager; capable of organizing meetings and securing signatures of better class voters to nominating petitions in 10 counties or more.

While there is all sorts of speculation as to the identity of the candidate, many believe that Congressman Burke, of Allegheny county, is the aspirant.

Defective Flue Starts Fire

A defective flue party the roof of a four-story brick rooming house at 237 North Ninth street, owned by Samuel Stein, caused much smoke, but little damage at 8 o'clock this morning. Stein turned in an alarm, but the blaze was out when the engines arrived. There were few boarders in the house at the time.

Are Your Shipments Delayed?

Even in view of the congested conditions of the railroads right now, I. T. A. specialized traffic service will get quick action for you in making deliveries on urgently needed merchandise.



Write or phone—our service man will call. INDUSTRIAL TRAFFIC ASSOCIATION 123 South 15th St. Philadelphia Walnut 1178—Phone—Walnut 1179

Rattle Noise May Have Its Uses

The staccato of the machine gun is music to the soldier. The watchman's rattle calls for help against bombs and burglars. Even the terrific din of the boiler factory may have its compensations.

But rattle noise in business! A noisy typewriter! An office boy cracking a bag of peanuts! No wonder so many executives are forced to rest up in Florida!

Haven't your nerves been pleading for this whispering typewriter?

The NOISELESS TYPEWRITER

The Noiseless Typewriter Company, 636 Chestnut St., Philadelphia Phone Walnut 3691

WOMEN AWAITING DECISION ON VOTE

Suffrage Workers Fail to Despair on Learning Fate Hinges on Schaffer

NO CHANCE AT PRIMARIES

Workers for suffrage were not thrown into a turmoil of despair when the news from Harrisburg reached this city telling them that the possibility of their voting in the primaries or even in the general fall election hinged on the interpretation of the statutes regulating registration.

The all-important question is, "What will Attorney General Schaffer decide?" There is a possibility which some taboo and others regard as serious that the Legislature may have to be called into special session to amend the law defining an elector. Others declare that the ratification automatically eliminates sex from voting statutes.

The attorney general is at present in the South and not expected to return before the end of the month.

"Of course, there is not a chance of women voting in the primaries in this state," said Miss Mary Ingham today. "But the attorney general is very close to the Governor, who is in favor of suffrage, and the attorney general himself offers great help in the spring when the suffrage bill was drafted, giving us aid from time to time on points of technicality."

Mrs. Harriet Hubbs, of the Pennsylvania League for Women Citizens, believes that the lack of proper legislation is due entirely to an oversight on the part of the attorney general.

"It looks very probable that a practical difficulty has been found in the fact that no measure has been passed here to assess women. It would not be possible for women to vote in the primaries in any case, for there would not be sufficient time to assess 1,500,000 women."

"Assistants in the department of the attorney general say that the only solution is a special session which would cost from \$500,000 to \$700,000 unless the legislators would be willing to donate their services which they have done in other states for ratification of the amendment. But even with this the expenses for hundreds of necessary clerks would be very heavy."

"We don't know what decision the attorney general will reach, but we think that at the same time his opinion is laid on the Governor's desk, there should be given also the opinions of other constitutional lawyers."

There are special states still necessary to put the amendment through. Washington has decided to call a special session the latter part of the month and ratification by that state is virtually certain inasmuch as women have already been voting there. The Legislatures of Connecticut and Vermont are

PICK CITY HALL EMPLOYES

Service Commission Publishes Electric Bureau Eligible List

The eligible list for stenographer, clerk and elevator operation in the Electrical Bureau was published this morning by the Civil Service Commission, following recent examinations. They follow:

Stenographer and clerk, \$800 to \$900 a year, Laura E. Delempa, 2150 East Birch street, average 82.6; Helen C. Gallagher, 4123 Terrace street, 79.2; Elizabeth L. Blumenthal, 1529 North Eighth street, 78.8; Reba Pincus, 1421 Westminister street, 75.8; Harriet Biermanne, 1908 North Patton street, 73.3.

For elevator operator, at \$3.25 a day: Edward Williams, 2712 Latona street, average 85; Charles Saller, 211 North Canac street, 82.5; Hiram J. Montier, 1303 South Dorrance street, 75; Parker H. Ford, Jr., 1605 Parrish street, 74; Nicola Gilarda, 633 Catharine street, 72.5; Edward S. Short, 1025 South Bouvier, 72.5; William A. Winslow, 3007 Olive street, 72.5; James Henderson, 508 South Seventeenth street, 71.5; J. Dades, 924 W. Silver street, 70.

ASKS AID TO BUILD GUARD

Governor Calls on Organizations to Assist Recruiting for 28th

The people of Pennsylvania are called upon by Governor Spruill, in a letter issued today to chambers of commerce, Rotary and Kiwanis clubs and other organizations, to bend every effort, during the period from March 7 to 21, to aid in the recruitment of the new Pennsylvania National Guard, which will be known as the Twenty-eighth Division when mustered into service.

The Governor called attention to the retention of the historic designation and asks that every one assist in the reorganization.

Trolley Hits Wagon, Driver Hurt John Laporter, twenty years old, 911 North American street, was painfully injured this morning when a milk wagon he was driving east on Parrish street was sidwiped by a southbound trolley car at Franklin street. Laporter was thrown to the ground from his seat and the contents of the milk wagon strewn about the street. Laporter was picked up and taken to the Roosevelt Hospital, where his injuries are said not to be serious. Passengers in the car were shaken up.

Are Your Orders Held Up? Young man, thoroughly experienced inside and roadwork, specialist on order routing, desires to sell connections with firm affording broader opportunities than present situation. Address A 413, Ledger Office

SALESMAN I desire to connect myself with a reputable tire or automobile concern in handling their goods on the Com. Compensation in ratio to ability. Address A 407, Ledger Office



Turner for Concrete

Those who would forestall delays caused by the shortage of labor and materials this Spring will start their buildings now.

TURNER Construction Co. 1713 Sanson Street

Wills Probated Today Wills probated today were those of Ceilinda D. Gilbert, 4229 Westminister avenue, \$4200; Smith Harrison, 113 East Cumberland street, \$8000; Samuel B. Knight, 4921 Pine street, \$6300; Mary Rorer, Fifth street and Sixty-seventh avenue, \$7110; Claude D. Talley, 6621 North Eleventh street, \$4800; Thomas Ward, 2031 Orkney street, \$6000, and Ann M. Felton, 5310 North

A New House That Is All Sunshine

DINING ROOM, living room and main bedroom, all open on three sides, all facing south.

Do you know of any home like this?

Think how bright it will make your wife!

All-stone; central plant heat; most convenient location. Can I tell you more?

John H. McClatchy Builder and Owner 848 Land Title Bldg.

Advertisement for a Re-Classification Sale of Overcoats & Suits, featuring a large illustration of a coat and text: 'A PRIZE IN YOUR SIZE IN THIS BIG Re-Classification Sale of OVERCOATS & SUITS Formerly \$45, \$50, \$55 and \$60 Now Uniformly Reduced to \$40'.

Advertisement for Bailey Banks & Biddle Co. featuring a large logo and text: 'BAILEY BANKS & BIDDLE CO. Silver-Smiths Jewelers Stationers DIAMOND BAR PINS Exclusively designed and produced in the Bailey workrooms.' It also includes two small ads for a salesman and a person seeking connections.

"Our Business is Different"

"YOU may be able to do big things for a hardware, a yeast, a clothing or a shirt manufacturer—but 'our business is different.'"

"Our product is sold in a different way to a limited number of concerns—and etc., etc., etc."

Man alive, but we know each business is different and has its individual features, each, its definite advertising and merchandising requirements.

Were we to have a set formula for every business we advertise and prepare merchandising plans along the lines of a cut-and-dried program, we would soon have no business at all.

Our success has come from putting over propositions "that were different"—our ability to discern that they "were actually different" and to grasp the salient features of difference has enabled us to accomplish our greatest successes.

Each account we have is different—requiring individual treatment—individual handling. There may be certain broad resemblances in basic principles of salesmanship—but the finer, more subtle, and more effective features are almost always different.

That's why we have an organization of experts designed to discover points of dissimilarity, features of individuality, that secure the "vital appeal" that is characteristic of each account, that assures its inevitable success.

That's why we have an investigating department that finds out trade conditions in every part of the country. That's why we

have an Experimental Kitchen to test and prove a food product and find new uses for it; that's why we have a Bulk Window to see how goods will look on display in the merchant's own window—and sample store shelves to get the best display effects for goods in the interior of a dealer's store. That's why we have a section of a street car in our offices to show how street car cards will look in their racks.

That this policy of recognizing the individual features of an account is practical is perhaps best evidenced by the length of time we handle a client's business—our average association is seven years and six months.

The average life of accounts with agencies in general is eleven months, Our business in 1919 increased 150 per cent. over that of 1918 and 96 per cent. of the entire volume of advertising we placed in 1919 was from clients who had been with us for more than one year and in some instances, for twenty-five years.

Only 4 per cent. of our 1919 volume of business was from accounts that had been with us less than one year.

Whatever your particular "difference" in business, we believe we could tell you how we "put over" other propositions with equally individual features—and helped them toward success.

We would like to tell you all about it, it's mighty interesting and helpful.

If you would care to hear more, we will be glad to call on you, at your convenience and without obligation on your part.

Donovan-Armstrong National Advertising 1211 CHESTNUT STREET, PHILADELPHIA

Advertisement for Perry & Co. featuring text: 'BUT ACT RIGHT NOW! OVERCOATS SUITS Fur-Collar Overcoats, Leather Coats, and Big Storm Overcoats, Now at One Uniform Price \$40 PERRY & CO. "N. B. T." 16th and Chestnut Sts.' It also includes a small illustration of a coat.