

REGISTRATION DAY CALLS ARE ISSUED

Anti-Vare Forces Active in Preparing Enrollment to Assist Delany

Anti-Vare forces in the Third Congressional district today are calling on all voters who did not register last fall to enroll Wednesday next for the primary on May 18.

Registrars will sit Wednesday in their respective polling places from 7 a. m. to 1 p. m. and from 4 p. m. to 10 p. m. All who were qualified to vote at the fall primary last year need not register Wednesday, provided they have not moved from their election divisions since then.

FIRE DAMAGES PLANT

Blaze in Basement of Mince Meat Plant Does \$5000 Damage

Fire in the plant of Atmore & Bros., mince meat manufacturers, Tasker and Front streets, early this morning, caused \$5000 damage.

The blaze started in the basement of the plant and burned through the first floor of the building to the offices of the concern. Firemen battled an hour before they got the fire under control. Two alarms were sounded.

George Bennett, an engineer, discovered the fire at 6:30 o'clock. He ran in an alarm and then, with Patrolman King, smashed in the basement door with an ax. Several hundred cases of mince meat and several barrels of sugar were stored in the rear of the basement. Origin of the blaze was not determined.

GRAVE DIGGERS STRIKE!

Want More Money and Won't Work in Rain

The high cost of living, not contented with making life miserable, has turned its attentions to the dead.

Saturday forty gravediggers employed at Holy Cross Cemetery, at Yeadon, went on strike.

More money is the principal demand of the men. Secondary is the demand that they shall not be made to work in the rain.

Afterdinner Stories
APRIL
Everybody's Magazine

DOEBOY BEVERAGES
CAN'T BE BEAT
GINGER ALE
FOR INSTANCE—
THE PETER BREIDT CO.
ELIZABETH, N. J.

Wet Day Deliveries
Will always be a source of worry unless your goods are delivered with a Weather-Resistant Card
Fashioned to fit main floor—right in our own lifts.
F. ANDERHERCHEN'S SONS
7 N. Water Street, Philadelphia

S-I-N-G!
Q-R-S
(Word Rolls)
Certainly you can sing. Don't worry if it sounds like a 1911 Flivver going uphill. You're sure at least to please one person—yourself! When a word roll unfolds, each word of the song appears opposite its note, so you can sing to your own accompaniment on the player piano. Come in and try your voice on these—our booths are sound-proof.

"Left All Alone Again Blues"
"Rose of Washington Square"
Player Pianos from \$550 up.
Convenient terms.
WEYMANN
1108 Chestnut St.

SANDY HOOK NOT SCOTCHMAN, PUPILS LEARN IN BRAIN QUIZ

Good Showing by Germantown Friends' Students in Intelligence Test With Boys Leading Girls, but Some Amusing Answers Are Given

General intelligence is one of those things that everybody thinks he has until some one begins to ask questions. Then a lot of people are apt to come out with something that shows they think Sandy Hook is a Scotchman, and so on.

The students of the Germantown Friends' School are preparing themselves for these little emergencies in life when a person is supposed to have more than a faint knowledge of what is stirring in the great world. They have just had their yearly intelligence test,

who claimed that a pedagogue was a peddler, an idiot, a teacher who will not listen to reason, and that minarets, sitos and tarantulas were musical instruments. Some thought that John Drinkwater was a prohibitionist, whereas he is only a harmless playwright. Others held that Theseus killed the Monitor, that Buford was the ship used to deport alienists who were undesirable, and that Sir Oliver Lodge is the leader of the Republican party (keeping them in good spirits, no doubt).

One girl (probably the young lady across the way) said that they always make coffee in a perambulator.

Quotation's artless aid was admirably shown by selections like these: "Where there is a sidewalk there is a way," "Brevity is the soul of France," "What is sauce for the goose is hinder for the consumer."

Woodrow Wilson was held to be the author of "All's Well That Ends Well," which is a cheering thought at least.

Schoola Fritz, Jr., a senior, led the school with an average of 89, and J. Harias Hedley had the highest grade for the intermediate school, 90.

INJURED AVIATOR DIES

Man Who Jumped From Blazing Plane Fatally Hurt

Richard W. Wright, twenty-four years old, of Cleveland, O., died at 7:30 o'clock this morning in Cooper Hospital in Camden as the result of injuries received Saturday afternoon, when he jumped from an airplane near Marlton, N. J.

The plane took fire at an altitude of 1700 feet, and Mark Hogue, of Portland, Ore., the pilot, nose-dived the flaming machine toward earth. At an altitude of 200 feet Wright jumped. Both his legs and both arms were broken and he was injured internally.

Mrs. Wright was at her husband's bedside when he died. Hogue had been with him constantly since the accident. Hogue was only slightly hurt.

MOUNTING on Muslin and Cardboard of Maps, Posters and Plans.
NATIONAL BLUE PRINT CO.
38 S. 6th St., Phila.
Market 1900 Main 569

Galvanized Boat Pumps
L. D. Meyer Co., 22 N. 2d St.
Main 4200, Market 554

OFFICE MANAGER
The services of an individual whom we have known for some years and whose business record has been highly successful will be available April 15th. This man is a true expert in office management, systemizing, accounting and merchandising. He shows results right from the start. For interview address or phone
Franklin Advertising Service
Bulletin Building, Philadelphia

N. Z. GRAVES
Incorporated
400 CHESTNUT STREET
PHILADELPHIA
The House of Specialties in Paints and Varnishes

HEATING VENTILATING POWER PIPING STEAM FITTING
H. L. Roberts
128 North 16th St.

Strawbridge & Clothier's Semi-Annual Rug Sale

An Economy Event of Interest to Everyone



THE fact that all previous April selling records have been exceeded thus far in this great Sale is a very definite indication that most folks fully understand the conditions in the floor covering market, and realize that it PAYS TO BUY HERE, AND NOW. Cost of production is higher now than when our stocks were bought, yet we have hundreds of Rugs marked at reduced prices.

THE Sale continues with interest unabated and with ample quantities and variety at very attractive savings. A large number of Rugs in discontinued designs—practically all grades and sizes—at a reduction of 30 per cent. Hundreds of Rugs—standard wool and worsted weaves and many Summer Rugs as well—at a reduction of 15 per cent. Thousands of other Rugs, of all kinds and sizes, at a reduction of 10 per cent. from regular prices already low.

IN THE Sale are also numerous Oriental Rugs at worth-while reductions, and, of especial importance, a number of CHINESE RUGS in carpet sizes at a reduction of 20 per cent., and all other Chinese Rugs in our stock at 15 per cent. below present value. Many of our most attractive patterns of In-laid and Printed Linoleum are in the Sale at somewhat less than regular prices. Every home furnisher should be interested.

Old Wedding Rings Made New

The same Wedding Ring in substance, but made new by a beautifully carved design, or a platinum coating. We shall be glad to furnish an estimate for making YOUR Ring over in the newest effect.

Don't You Need a Smart Coat Of This Type?

It fills that wide gap between the Sports Coat and the Wrap, and lends itself to every practical use. Of serges, poplins and twills, in black and blue, \$25.00 to \$70.00, those at the higher prices beautifully lined throughout, the others with body and sleeves lined. The model sketched (\$70.00) typifies the prescribed silhouette by its distended pockets, and portrays the fashion for contrasts in its combination of plain and stitch-barred twill.

The Shorter Coats

Heavy tan polo cloth, in sports length, \$18.00 to \$30.00. Tan camel's-hair cloth in the longer lengths, \$40.00 to \$75.00.

Fashionable Capes

Some new models just arrived are of velour—tan velour with blue satin lining that rolls back forming deep hood collar and graceful rever effect; another in the same style is in blue, lined in tan—\$50.00. Also a great variety of serges, plain and accordeon-plated, fine twills and wool velours, \$25.00 to \$100.00.

Men's Spring Suits—Special

Suits with Two Pairs of Trousers—now \$47.50

Tailored by the "Alec" shops and other dependable houses, in fine worsteds, serges and cassimeres. Regular, stout, slender and short proportions, too.

Smart Spring Suits—\$36

Fabrics are blue serge, unfinished worsted, smooth worsted, iridescent cloths, fine cassimeres and smart chevils.

In Preparing for Summer New Bed Spreads

Favorite kinds are snowy white or white with colored stripes, cool looking and easily laundered:

White Bed Spreads—Of pique in neat designs, 72x90 inches, \$3.50; 80x90, \$4.00; 90x100, \$5.00. Crochet weaves, 78x88 inches, \$3.85. Satin-finish Marseilles, 80x90—\$7.50.

White Bed Spreads with pretty Colored stripes, 80x90—\$4.00

Dimity Bed Sets—White with blue stripes, including a Spread, 80x90 inches, with scalloped edges and cut corners; Sham to match—\$7.00.

In all-white, a Spread, 90x100 inches, scalloped, and Sham to match—\$7.50.

Decorative Fabrics at Special Prices

Unusual values, of timely interest to people now brightening up the home for the coming months.

Colored Scrim—55c
Bright and subdued allover foliage and narrow border effects in backgrounds of white and cream.

Army Khaki—55c
For Awnings. Khaki of Government standard, 8-ounce weight and 28-inch width.

Colored Burlap—50c
Good plain shades of blue, brown and green; 50 inches wide.

About 1000 BOYS' SPRING SUITS are Reduced to \$8.75, \$12.75, \$16.75, \$18.50 and \$21.50

Because they are lines from our regular stock that have been depleted in range of sizes by early season activity.

Famous Nemo Self-Reducing Corsets, \$5 to \$10

The Corsets that have brought comfort, health and symmetry of figure to thousands of women, who prior to wearing Nemo Self-Reducing Corsets were burdened with superfluous flesh over the abdomen.

Model 327
—Of coutil or firm, light-weight usaro cloth, is made with elastic inserts at the top and fitted with Nemo Self-Reducing Straps of the original type, as sketched—\$6.00.

OTHER NEMO CORSETS
Nemo Wonderfit—\$7.00 to \$12.00
Nemo Marvelace—\$9.00 to \$12.00
Nemo Kopservice—\$4.50 to \$10.00
Nemo Diafram-Reducing, Flat-front Corsets—\$10.00



Men's and Boys' Sweaters, Reduced

Models from regular stock in an excellent line of desirable shades. All the well-fitting, well-made kind.

Men's Pull-over Shaker-knit Sweaters, V-shape neck—\$7.50.

Boys' Coat Sweaters, with collar—now \$6.50.

Nainsook and Other Household Muslins

All those sturdy White Muslins that are so important in outfitting the members of the household. Most-wanted kinds and qualities: Fine Cambric, 36-inch—38c yard. Fine Nainsook, 36-inch—65c yard. Suiting Muslin, 36-inch, 58c; Imported, 72-inch—\$1.65 a yard. By the 12-yard Piece—Nainsook, \$7.50; Long Cloth—\$4.50

New Black Crepe Georgette Waists

Women who wear black, will be delighted with these new Black Crepe Georgette Waists and Over-Blouses, in vest, slip-over and side-closing models, many richly embroidered, beaded and braided, others in lovely tucked effects. Some especially intended for mourning wear, in all-black and black-and-white. Prices \$9.75 to \$48.00.

Advertising Not Only in Precept but in Practice

IN the United States there are but five advertising agencies that show their confidence in advertising by persistent advertising of their own business.

There are five agencies who, when they tell you to spend your money in advertising express a basic business principle that they practice themselves.

If you hear of an extraordinarily successful advertising campaign ask if one of the five agencies who advertise their own businesses prepared it. Nine times in ten you will find it so.

Genuine, successful advertising is more than the mere vaunting of empty phrases, or the protesting of ephemeral ideals . . . advertising is as intensely practical activity that uses every legitimate opportunity—that turns every possibility to advantage—that weaves success out of elements that the uninitiated do not know exist.

There is a reason back of every advertising campaign we prepare from the earliest investigation and research work to the completion of the final piece of "follow-up."

We plan to uncover the "vital appeal" that is contained in each sound proposition, because in our ability to do this lies the reason for our many successes.

Our Experimental Kitchen is an important factor in this direction, on food accounts. Many food and kitchen products are here tested as to their merchandising availability. When they pass our severe tests many new uses are discovered by our cooking and domestic science experts . . . and advertising "copy" is written that carries the full knowledge of its subject—a feature that makes an instant appeal to the keenly discriminating women buyers.

Our "Bulk Window" with its trial displays is responsible for some of the most active co-operation on the part of dealers—because by its means we have been enabled to produce some of the most powerful window displays that have ever advertised a product.

Our section of street car to show designs and color effects that make the most effective display in this form of advertising . . . our store shelves to enable us to see the best package or carton display for "behind-the-counter" are all minutiae of our thorough-going methods . . . all typify the practical nature of our conception of true advertising . . . these were all suggested to us to help our clients because we, as advertisers, understood their true value.

Perhaps the most convincing proof of the value of really knowing advertising by advertising is our unusually long relationship with our clients. Our present clients have been with us an average of seven years and six months.

Our business in 1919 increased 150 per cent. over that of 1918—ninety-six per cent. of our total volume of business in 1919 was from accounts that had been with us more than one year up to twenty-five years.

If you have a proposition that you believe could be effectively merchandised let us, who know how it feels to spend our own money in substantiating our beliefs, consider it with you and advise you as to the best way to go about it.

Such a conference would place you under no obligation and might be very advantageous.

Donovan-Armstrong

National Advertising
1211 CHESTNUT STREET PHILADELPHIA

Francis Bacon Pianos and Player-Pianos

Sold here exclusively in Philadelphia. Pianos, rich in tone, that bring to the home music that all the family may enjoy to the fullest.

THE METHOD OF PURCHASE—
And when you have learned the easy method of purchase we have arranged, and seen the splendid instruments we have to offer, you will wonder why your family has been denied this great happiness so long.

Upright Pianos—\$450 and \$475
Player-Pianos—\$750.00 and \$800.00
Soloelle Player-Pianos—\$850.00
Small Grand Pianos—\$850.00
Reducing Pianos (electric) \$1250

Gradual payments—without additional charges of any kind—can be arranged if you so desire. Moreover, we will accept your old instrument as part payment.



Strawbridge & Clothier—Fifth Floor, West