

NEED 20 LEADERS IN WELFARE DRIVE

Campaign Committee Has Until Tonight to Fill List of Team Captains

EIGHTY HAVE BEEN NAMED

Twenty additional captains to lead teams in the approaching Welfare Federation money drive must be named this evening, and the directors of the campaign are scouring the city in search of them.

The campaign will raise funds for eighty federated organizations, including hospitals, charitable agencies and similar institutions. The captains, all of them well-known Philadelphians, both men and women, will direct teams of active workers whose job will be to see some 75,000 persons who usually contribute to charity and raise as large a sum as possible for the needs of the coming year.

John H. Mason, president of the Commercial Trust Company, is director of the Industrial prospects division of the Campaign Committee. Benjamin H. Ludlow is general chairman of the committee.

Captain an Hour Was Plan

Last Monday representatives of the eighty organizations met and Mr. Ludlow delegated each to obtain a team captain. One hundred captains were needed, and Mr. Mason made himself responsible for the remaining twenty. The chairman gave the organizations 100 hours in which to get the 100 captains. The time limit was up at 1 o'clock this afternoon.

By that hour only eighty names had been reported, and Mr. Ludlow added four hours of grace. The additional names are to be reported at a special meeting which will be held in the Commercial Trust Building.

The captains already obtained follow: Miss Hilda Alexander, Mrs. Beattie Dobson Altman, Mrs. Emory Bartlett, Mrs. S. C. Boston, Mrs. George R. Bower, R. R. Porter Bradford, Mrs. Benjamin Bullock, E. Lewis Burdman, William Edwards Cadbury, Mrs. J. Easton Caldwell, Mrs. Thomas H. Carmichael, Mrs. Charles Carver, Jr., Miss Ellen Mary Cassatt, Mrs. James W. Cookman, Walter I. Cooper, Mrs. Thomas J. Dolan, Colonel Franklin Thomas, Mrs. Catherine Eckford, William M. Elkins, Jr., Charles Evans, Dr. Charles H. Frazier, George H. Frasier, Albert P. Gerhard, Dr. Arthur H. Gerhard, Mrs. Albert M. Greenleaf, Arthur E. Newbold, Fitz Eugene Newbold, Theodore E. Nickles, Miss Helen L. Parrish, the Rev. Gilbert Pember, George Wharton Pepper, Mrs. E. W. Perrot, Mrs. J. Howard Pew, Mrs. William B. Philler, the Rev. Henry L. Phillips, Mrs. Kelly Rees, T. Wil-

Killed in Action



CHARLES A. COYLE
He was a member of Company F, 315th Regiment, of the Seventy-ninth Division. His body has arrived at his home, 1908 East Amber street. The funeral will be held Saturday morning, with services at the Church of the Visitation, Kensington.

Ilan Roberts, Mrs. Frederick W. Rockwell.
J. Henry Sattergood, Miss Mary Selden, Mrs. Lillian Simmons, Charles Sinker, Mrs. Henry H. Sinnamon, Mrs. A. D. Stephenson, Mrs. George W. Snowden, Arthur R. Spencer, Mrs. J. A. Stevenson, Dr. J. S. Junney Stodiar, Mrs. Francis J. Stokes, Dr. Martha Tracy.
Mrs. Clarence A. Warden, Mrs. Barclay S. Warburton, Charles S. Weller, Charles H. Watts, Mrs. A. D. Whitting, Miss Laura Wilder, George W. Wilkins, Mrs. William J. Wilcox, Mrs. George B. Wood and Mrs. Charlton Yarnall.

PHILA. FIRE LOSS \$8,000,000 IN 1920

Mayor Proclaims Monday, October 10, as Prevention Day

ISSUES STATEMENT

The fire losses in this city last year amounted to \$8,000,000, Mayor Moore stated today in calling for the observance of Monday, October 10, as National Fire Prevention Day.

This statement was issued: "Mayor Moore today called attention to the National Fire Prevention Day which is to be celebrated October 10. He did this after receiving from Director Cortelyou and Fire Marshal Elliott data concerning the annual fire loss in the country and in Philadelphia.

"According to these figures the annual fire loss in the United States has grown until in 1920 it was \$500,000,000 and in the five preceding years over \$1,400,000,000, the largest fire loss of any nation in the world.

"Philadelphia's fire loss in 1920 totaled \$8,000,000, resulting from 578 fires. Of this total number of fires, according to the fire marshal, fully 70 per cent were due to carelessness.

"It is not the most agreeable thing to call on the misfortunes of a great municipality, but by doing so in the case of this tremendous fire loss we may assist in effecting a remedy. If the citizens will observe Monday, October 10, as Fire Prevention Day, as others are asked to do throughout the United States, it will accentuate a pressing need.

"The celebration need not be in the usual form of displaying flags or holding meetings and delivering speeches. It can be made more effective if every individual will pause long enough on October 10 to do something in the way of removing inflammable materials or destroying them where they may prove a fire menace; by avoiding the careless use of matches or the reckless throwing of cigarettes or the placing of lamps or candles anywhere near curtains or other inflammable materials.

"It would be a good time to examine

FALLS DEAD AT RACES

B. A. Merideth Dies of Heart Disease at Havre de Grace

Benjamin A. Merideth, sixty-eight years old, Hotel McKelvin, this city, fell dead at Havre de Grace while watching the races yesterday.

Merideth, who was formerly an employe in a saloon near Eleventh and Chestnut streets, was leaning against the fence watching a race when he suddenly slipped to the ground unconscious. Before he could be removed to a physician's office he had died of heart disease. The body was brought to this city for burial today.

TWO-YEAR-OLD CAMDEN CHILD DIES OF BURNS

Fell into Tub of Boiling Water While Watching Mother Wash

Two-year-old Joseph Schoroment, 1219 Thurman street, Camden, died this morning in the Homeopathic Hospital from scalds Tuesday, when he fell into a tub of boiling water.

Joseph was toddling about the kitchen with his mother diligently watching her as she washed. A large kettle of boiling water had just been removed from the fire and poured into a tub. Mrs. Schoroment warned the youngster not to go near it.

In walking past the particular tub toward the other side of the room he stumbled and fell in. His mother pulled him out and took him to the hospital.

Girls! Here are the styles that simply everybody is wearing 5.50 and they are only 5.50

Imagine it! Five dollars and a half! Why, you'd expect to pay at least 7.50 to 9.50 for them. A dozen "tricky" models, Oxford ties, one straps, two straps, wing tip, ball strap, in new tan and black leathers and with the wanted flat heels, of course. All at 5.50.

HALLAHAN'S
A GOOD SHOES
921 Market Street
Market St. Store Open Saturday Evening

Branch Stores
Open Every Evening

60th & Chestnut Sts.
2736 Germantown Ave.
5604 Germantown Ave.

West Phila.
North Phila.
Germantown

Founded in 1865

The House that Heppe built
Inaugurated the One-Price System in 1881

Downtown—1117-1119 Chestnut Street, Uptown—6th & Thompson Sts.

New October Victor Records at Heppe's Tomorrow

The list this month—on sale tomorrow—has an extra large number of Red Seal and dance records. There are fine Red Seal records by Braslau, de Gogorza, Elman, Garrison, Gigli, Homer, Johnson, Morini, Rachmaninoff, Ruffo, Werrenrath, Zanelli, the Philadelphia Orchestra and Toscanini's La Scala Orchestra. The dance records are excellent and the popular songs are remarkably good.

If you do not have a Victrola, we offer certain outfits composed of a Victrola and a group of records. You may settle by cash or charge account, or by our one-year rental-payment plan. Call or write for full particulars.

C. J. Heppe & Son
Downtown—1117-19 Chestnut St.
Uptown—6th and Thompson Sts.

You'll taste the difference!

ASCO
Coffee
25^c lb

At all our Stores

AMERICAN STORES CO.

A Style Note for Fall and Winter

Dalsimer Oxfords are Fashionable

It is going to be a sane as well as a stylish season—

These Oxfords represent but two of the many styles in autumn-weight low shoes ready for fashionable women at Dalsimer's. Oxfords that express an individual smartness rarely accompanied by such a moderate price.

\$9

"Promenade"
Tan or Black Calf
A Dress Walking Oxford that lends itself most gracefully with the afternoon costume.

"Main Street"
Tan or Black Calf
A Walking Oxford ideal for shopping—combining style and maximum comfort.

THE BIG SHOE STORE
Four Floors With Seating Capacity for 600 Men, Women, Misses, Boys and Children
1204-06-08 Market Street

The Hosiery department has been newly enlarged to give adequate space for our larger assortments and increased patronage.

Yellow Cab Co.

desires to express its appreciation to the public for the very enthusiastic support which has attended its efforts to give to Philadelphia real taxicab service at reasonable cost.

A FEW LINES OF HISTORY

On March 21, 1921, this Company (then under the name BROWN CAB COMPANY) made effective the lowest taxicab rate schedule in the City. We also placed on the street a fleet of brand new cabs manufactured by the Yellow Cab Manufacturing Company of Chicago,—the best cabs made in America. We announced that every employe would be directly interested in the profits of the Company, and that he would therefore understand the value of rendering courteous service to you.

Your response was instantaneous and has exceeded our fondest expectations.

Today every taxicab company in Philadelphia is operating at reduced rates. Some of them have been forced to give you new equipment. None of them are giving you our SERVICE.

The credit belongs, not to us, but to YOU. You have done a real service to Philadelphia.

We thank you, and assure you that Clean Cabs and absolutely Courteous and Safe Service will continue to be at your command at all times if you will hail a YELLOW on the street or call

Poplar 8600
OR
Race 2511

Be sure that the name Yellow Cab Co. is on the door.

STRAWBRIDGE & CLOTHIER



Hundreds of Stylish Trimmed Hats \$8.00 \$10.00 \$12.00 \$14.00 \$15.00

Also a Special Purchase of Brocade Hats From a New York House, \$10.00 and \$12.00

ALL IN ONE GLORIOUS GATHERING TO-MORROW. The best values in Millinery in years and years, and the prettiest styles ever—new, different, charming. Five Hats, picked at random from hundreds, are shown in the sketch.

There are duvetines, velvets, pannes, novelty materials, felts and beautiful bright brocades with gold and silver threads combined with velvet and duvetine. All sizes, all shapes, all fashionable shades and black—smart, snappy, beautiful Hats. Hundreds of Hats and hardly two alike.

Several Hundred New Ready-to-Wear Hats Copies of High-Priced Models—\$2.95 to \$8.95

Practically one whole section given over to the display of this remarkable line—scores of different styles and shapes, in black, navy, soft fur browns, the new blues and grays.

Girls' Fine Roll- and Droop-brim Beaver Hats, \$4.95 and \$5.95. Suede-like Cloth Tams, \$1.25. Velvet Tams, \$2.50 to \$4.95. Smart Imported Woven-fabric Berets, made in the Pyrenees—\$2.50

Strawbridge & Clothier—Second Floor, Market Street, West

Women's Moderately-Priced Dresses and Suits—Many Just Received

New shipments, wonderful values—the lowest prices in years for garments of the quality of these. It's a joy to tell about them.

New Crepe de Chine and Canton Crepe Dresses—Beauties—\$22.50 to \$30.00
Slip-over, plaited and long-waisted models—one sketched \$30.00. Brown, navy and black—one smart model in navy trimmed in rust shade.

New Circular Tunic and Straight-line Serge and Tricotine Dresses, \$25 to \$27.50
Beautiful models, beaded, braided or embroidered—some with smart vests. All shown for the first time to-morrow.

Cloth Dresses, \$13.75 to \$22.50
Serge and tricotine, braided, embroidered, beaded; some opening over colored vests or panels, many with the new wide sleeves. Also fine Wool Jersey Dresses in straight-line styles.

Smart Suits, \$25.00 to \$30.00
Wool velour, men's-wear serge, chevot, silver-tipped burella cloth and smart tweeds. Belted and unbelted. Black, navy, brown, taupe and Oxford. Very smart looking and excellent values.

Velour, Duvet de Laine, Tricotine and Tweed Suits, \$32.50 to \$47.50

Belted models variously tucked and plaited; sports models in yoke effects; unbelted models and semi-fitting lines. Notched and convertible collars, some trimmed with fur. Model sketched, \$40.00.

More Elaborate Tailored Suits, \$50.00 to \$75.00

These include moussyne and the elegant broadcloths, as well as tricotine and duvet de laine. Some exquisitely plain-tailored, some embroidered and some trimmed with Australian opossum, nutria and moleskin.

Strawbridge & Clothier—Second Floor, Centre

Wonderful Savings, To-morrow In the October Sale of Gloves

10,000 Pairs Under Price—Many at Half Price

Thousands look forward to our October Sale of Gloves each year, and we planned many pleasant surprises for the Sale beginning to-morrow. Twenty-one different lots, for women, misses, men and boys, all at much less than this season's regular prices—some of the choicest of the Women's and Misses' Gloves at HALF PRICE. These wonderful values include special purchases from friendly manufacturers, and some lots from stock at LESS THAN PRESENT WHOLESALE COST.

Strawbridge & Clothier—Aisles 12 and 13, Market Street, and Centre

Here's Your Chance to "Get Acquainted" With Our New Wickham Suits

These Special Groups at \$28.00—\$33.00—\$38.00

These remarkable value groups arranged so that Philadelphia men might become acquainted with the matchless style, painstaking tailoring and surpassing value of our WICKHAM garments. To broaden the selection we have added a number of ALCO Suits in each group. These are marked at corresponding price-advantages. At \$28.00—Fine Cassimere Suits. At \$33.00—Worsted and Cassimere Suits. At \$38.00—beautifully tailored Suits in newest tweed effects. A wealth of handsome new styles for men and young men.

Men's and Young Men's Suits With Two Pairs of Trousers \$27.50, \$34.50

Two remarkable value groups for men who desire extra wear as well as smartness of style, fine fabrics and dependable tailoring. Handsome new Suits, carefully tailored of worsteds, serges and cassimeres—each with an extra pair of trousers to insure extra wear. These Suits would be unusual value at these prices, with only a single pair of trousers.

Autumn Top Coats, herringbones and other fabrics—\$29.50.
London-made Gabardine Top Coats—\$25.00; finer quality, \$35.00.

Separate Trousers—exceptional values at \$3.75, \$5.50 and \$6.50.
Youths' Suits, with two pairs of long trousers—\$27.50.

Strawbridge & Clothier—Second Floor, West