

TALK PHILA. WEEK BOOSTED IN PULPITS

Pastors of All Denominations Take Leading Part in Project

PLEDGE AID TO CAUSE

"Talk-Philadelphia Week" got into full swing today, and until next Saturday night the city's greatness will be emphasized in theatre and pulpit, and at numerous public affairs.

The campaign to boost the city was opened in the city's churches yesterday. Clergymen of all denominations joined in proclaiming the fame of America's greatest city—greatest in historical associations and greatest workshop of the world—calling upon their parishioners to give impetus to a "Boost-Philadelphia" campaign that will reach to the far corners of the civilized world.

Ministers and laymen, assembled in churches, meeting houses and synagogues on a sacred day, pledged their cooperation to a sacred cause—the defense of the name and fame of their city.

Bishop Thomas J. Garland, of the Protestant Episcopal Diocese of Pennsylvania, in a statement called attention to the fact that Philadelphia stands first as the "City of Churches"—a point that has not been made in the "Boost-Philadelphia" publicity campaign.

"A City of Churches" said the Bishop, "where the Swedish colony surrounded the little place of worship, and where William Penn founded the city, a great deal more should be made of the fact that it is also a 'City of Churches.' It is true, of course, that there is more a feeling of pride in the Quakers and to churchmen—the former as they look back to it as a colony of William Penn and in our own Church as it was in Independence Hall, where the Constitution of the United States was signed, and the constitution of the Episcopal Church was adopted and signed; so that this is the birthplace of our national Church."

"Let appreciation be the watchword," said the Rev. Dr. Christian G. Koppel in the Methodist Episcopal Church of the Covenant, Eighteenth and Spruce streets. He specified the following:

"Appreciation of citizenship in the City of Brotherly Love. The name 'Brotherly Love' endears Philadelphia wherever need, famine or pestilence have stalked the world."

FALSE FIRE ALARMS CAUSE MAN'S ARREST

Boy With Detective Instinct Helps Police Capture Suspect

William Houghton, who has a room on Twenty-seventh street above Thompson, was arrested by Patrolman Kuhn for pulling fire alarms, one at Sixty-fifth and Vine streets and later at Fifty-fourth street and Girard avenue. Fire engines arrived in answer to the first alarm, but no fire. A boy said he had seen a man break the glass, pull the lever, and walk away. He thought he could identify the man, by a large streak of dirt on his coat. Then the police began to look for a man with a dirty coat.

FRANKLIN UNIVERSITY URGED AS U. OF P.'S NAME

Students' Newspaper Favors Change in Institution's Designation

The Pennsylvania, daily publication of the University of Pennsylvania, in an editorial today favors changing the name of the University to Franklin University.

ROB STORE CLERK OF \$375

Thugs Throw Ammonia in His Face, He Says

Search is being made by police detectives today for two bandits who robbed Harry Mace, a clerk employed by the Rittenhouse Brothers, of \$375 Saturday night.

WILL TELL OF MINE WORK

Writing Williams to Discuss Conditions Abroad

The Five-Inch Book Shelf —By J. P. McEVOY

Zoology

ZOOLOGY is all about animals and their tribal customs. It explains why fishes prefer swimming to tree-climbing, why elephants and ant-eaters have long noses, why kangaroos have portfolios on their stomachs and springs in their tails, why crickets can play sweet little melodies with their hind legs, while giraffes can make no notes at all.

Zoology also gives us what we sociologists call the low-down on the human, in some respects, race.

It explains why men who have no voices still insist upon singing in the bathroom; why women like high heels and always wear out the toes of their shoes before men do; why children have more sense than their parents, but out-grow this blissful state; why babies like rattles when little and Fords when they grow up, and why men button their coats on the right side while women button theirs on the left, except in winter, when they leave them wide open.

A PROFOUND knowledge of zoology will make clear to you why hens never lay eggs except when they are cheap; why geese have no more road clearance than a lawn mower; why pig-sons who have wings and can fly still insist upon dumb-bumping along the pavement on foot; why bats sleep better upside down; why dogs turn around three times before lying down; why cows cross their legs when they run.

Only a zoologist knows whether a cow's ears are in front of her horns or behind, and nobody else cares.

There are a number of other joys which you will know once the science of zoology is yours; why monkeys can hang by their tails and elephants cannot; why frogs sing bass and fish sing nothing; what hyenas find to laugh about.

The why and the wherefore of these curious comicalities will be a source of vast enjoyment to you once you know them.

Of course, you may never know them, but that isn't my fault. Neither is it the fault of any of us zoologists.

We have done our duty by calling

HURT ON RAILWAY; DIES

Matthew Sherlock, Sunnyside Avenue, Found Injured Near Trestle

Found with a fractured skull and a broken arm and leg last night on the Richmond branch of the Philadelphia and Reading Railway, Matthew Sherlock, 8455 Sunnyside Avenue, Falls of Schuylkill, died early this morning in Lancaster Hospital.

Sherlock was foreman of a section gang on the Norristown branch of the Reading. He was not working yesterday, but told his wife and two daughters he was going for a walk.

A train crew found Sherlock on the tracks below a trestle which carries the Norristown branch over the Richmond branch near Scott's lane. It is not known whether he fell from the trestle or was knocked off by a train. He did not regain consciousness.

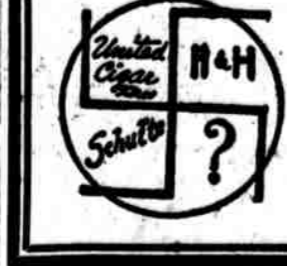
Sherlock was fifty years old and had worked for the railroad about twenty-five years.

FOR RENT!

Street and second-floor shops right where such concerns as the United Cigar Stores, Horn & Hardart Baking Co. and the Schulte Cigar Stores are flourishing: on Broad street from Sansom to Walnut.

Five-year leases — an exceptional opportunity! A limited number still open — so write, phone or call promptly for details.

Mastbaum Bros. & Fleisher
1424 So. Penn Square



STRAWBRIDGE & CLOTHIER

Opening Exposition of Spring Fashions

A GORGEOUS presentation of Spring Fashions in Gowns, Suits, Wraps, Millinery and all the appurtenances of dress, showing every whim and caprice of Fashion as they affect costumes in the ensemble, and define a new season at its best.



A Two-piece suit in two colors, is paneled and fitted with a vest, and its sleeves are wide as fashionable sleeves should be. Price, \$175.00.

Fashion is of Many Minds About Spring Gowns

In the Opening Exposition you will see a delightful assortment of Dinner Dresses, cut high in the back, but with no sleeves whatever. Of Canton crepes with beads in all-over cascades and fringes; and of exquisitely draped laces and chiffons.

For evening wear, simply draped white satins, adorned the most when unadorned.

For afternoon wear, crepe Romaine, slip-knot crepe, Renee crepe, moire crepe, crepe Georgette and Canton crepe, frequently with capes to match, some with bodice and cape lining in a color sharply contrasted with the skirt and cape.

Lovely draped models, others softly plaited, or with the most unique applications of beads and embroidery.

Many Graces Have Been Accorded Suits

To-day you can see in full assortments, Tweed Suits in many and unusual shades, with all the smartest tricks of tailoring to distinguish them.

Tailored Twill Suits plain to severity, or with slashed seams, bound edges, tailored braiding, touches of embroidery or studding of steel beads.

Costume Suits of dresses with long or short coats or gorgeous capes.

Strictly Sports Suits of white flannel skirts and checked coats; plain tweeds and checks in various combinations; and smart English Tweeds embroidered in wool.

First Copies of Imported Models in Wraps

Copies of models by Worth, Cheruit, Lanvin, Bernard, Jenny, Doucet and Rolande. Models featuring the low-waisted blouse effects and straight Capes, or Coats with cape lines, and conspicuously displaying the high collar, frequently of fur or in ruff styles, and the great sleeves that seem like wraps in themselves.

Silk Capes are a feature, and many practical Wraps with the cape idea are shown in fine cloths, with Tweed Capes holding first place for sports wear.

Also a complete assortment of Sports Coats and Overcoats.



Black Veldyne, studded with cut steel beads, and finished with a collar that may be decidedly Modiste or decidedly not, according to the wearing. Price, \$200.



Mademoiselle selects a Frock in White with an Overdress of Black Velvet Ribbons. Frocks, \$35.00. Overdress, \$95.00.

Shown on the Third Floor

Corsets, if a Woman Would Be Smartly Gowned

Corsets so cleverly designed, so skillfully made, so supple that women who wear them achieve the litesome grace that Fashion has decreed. This season the Corset is the thing. And the Corset Store, "hand-in-glove" with Fashion, is showing the newest and smartest models in Corsets, and Brassieres to wear with them.

Negligees and Lingerie in the French Salon

Flame color, periwinkle blue — which will a woman choose for her very own Negligees? Among these exquisite models she will have no difficulty in finding the most becoming in shade and style. Negligees of slender grace or with swirling drapery, or frilly Breakfast Coats.

There's a collection of Philippine Lingerie, just arrived, that women will find altogether different and charming.

Silk Underwear of Tailored Simplicity

White, orchid, mauve, or for those who prefer, the favorite flesh pink shade in Silk Undergarments. The stitching, hemstitching, or piping in contrasting color, in simple tailored effect, are the rule in both Silk and Cotton Lingerie.

Gingham Frocks for Morning Hours

—Show Fashion's influence in slim, straight lines, a hint of the basque in another model, or the lowered waist-line. Panels, sashes, vests, smart, becoming collars, decorative pockets, and on some a touch of embroidery, add that distinctive note that a woman desires in all her apparel. As to the fabrics, they are checked ginghams, fine in quality and in all smart colorings. A special collection at \$5.00.

In the Infants' Wear Shop

The daintiest of Apparel for Babies and a special display of Coats, Hats, Dresses and Suits for children of 2 to 6 years. For boys there are Coats of serge and tweed with Hats to match. For girls, bright Tweed Coats like mother's, and saucy Hats and Bonnets. As for the Dresses—"grown-ups" may well envy the varied selection for little maids.

Silk Petticoats Are Straight of Line

—And gay of hue or subdued, according to one's taste. Note the Tangerine Petticoats stitched in quilted effect in black, and the white model with a Chinese motif embroidered in black. And note the beautiful texture of the silks. These on the Second Floor, West.

Furs Complete the Spring Fashion Display

ALASKA FOX—in the fashionable brown, taupe and natural shades—\$50.00 to \$675.00.

AMERICAN FOX — in all fashionable shades and styles—\$28.00 to \$60.00.

SOUTH AMERICAN FOX—taupe, brown, black and gray—\$12.00 to \$22.50.

NATURAL MINK—two-skin, three-skin and shaped models—\$30.00 to \$135.00.

SIBERIAN SQUIRREL — clear, evenly-matched pelts—\$13.50 to \$57.50.

HUDSON BAY SABLE—a beautiful assortment of styles—\$50.00 to \$175.00.

RUSSIAN SABLE—choker and two-skin effects—\$175.00 to \$750.00.

NO C. O. D.'S — All Sales Must Be Absolutely Final — NO CREDITS

BONWIT TELLER & CO.

Individual Lingerie Shop
THIRTEENTH AND SANSOM STS.

ANNOUNCE FOR TUESDAY
Prior to Moving From This Shop to the St. James Hotel

WE WILL HOLD THE GREATEST LINGERIE SALE EVER HELD IN PHILADELPHIA

Hundreds of Undergarments at Savings to Seventy-Five Per Cent

Matinees 4.95
Formerly 14.75

A collection of exquisite matinees of fine quality Georgette crepe, beautifully trimmed with lace. Pastel colors.

Pajamas 5.00
Formerly 12.50

Slip-on coat and trousers—developed of soft satin and trimmed with Valenciennes lace. In blue and orchid only.

Padded Robes and Breakfast Coats 8.50
Formerly 22.50

Padded robes of crepe de chine lined with lamb's wool. Also satin breakfast coats trimmed with ruchings, in several shades.

House Robes and Breakfast Coats 10.00
Formerly 22.50

A number of lovely models of crepe motor breakfast coats. House robes of crepe de chine, some of which are lined with Albatross and have quilted collars and cuffs.

Negligees and Breakfast Coats 12.50
Formerly 39.00, 15.00

Slip-on models of crepe de chine and Georgette. Others of satin, brocade and tulle. Lovely colorings and designs.

Negligees 18.50
Formerly 39.50

Slip-on and coat models in enchanting designs—of heavy crepe motor and crepe de chine. Some are trimmed with Georgette.

WOMEN'S FINE SILK UNDERTHINGS

NIGHTGOWNS—Finest quality crepe de chine and striped Grenadier silk. Regular and strap models. Some trimmed with real fete lace and ribbon ties.

CHEMISES—Crepe de chine, striped Grenadier, Sun Glow, crepe Russes and radium in envelope, step-in and regular chemises. Some trimmed with real fete.

DRAWERS—Stripes of striped crepe Grenadier silk and Sun Glow. Tailored and lace-trimmed models.

SILK BODICES—Exquisite models of crepe de chine, crepe motor and wash satins—a host of styles. Tailored and trimmed effects.

Many payments are below actual cost—French undergarments slightly reduced to a fraction of former prices. Beautiful Trussings Lingerie at extraordinary Reductions.

PHILIPPINE & FRENCH UNDERTHINGS

NIGHTGOWNS—A fine collection of nightgowns in straight and Empire models of sheer batiste, hand made and hand embroidered.

CHEMISES—Straight and Empire envelope and plain chemises, of finest batiste. Hand made and hand embroidered. Some lace trimmed.

DRAWERS—Of fine batiste, open drawers, tailored or lace trimmed. Hand made and exquisitely hand embroidered. A great variety of styles.

PETTICOATS—A splendid collection of batiste petticoats, hand made and hand embroidered. Also models of fine nainsook. Some shadowproof styles included.

NEW MERCHANDISE BOUGHT FOR THE OPENING OF THE ST. JAMES HOTEL

Now available at reduced prices to conform with the other values in this marvelous sale.

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