

The smoke uncurls and rises in the stillness of the book-lined room, a fragrant incense—

—PALL MALL—



\$100,000 FOR CORNELL CAMPAIGN BEGINS HERE

Hundred and Eight Men to Seek Donations to Swell Endowment

A campaign has been started in this city to help raise \$100,000 as a gift to Cornell University. Thirty-six teams of three men each started today to visit every Cornell graduate in the city and ask for subscriptions to the fund.

The campaign is to meet the university's increasing financial needs. The additional money is needed for increased salaries of professors, new laboratories, dormitories and equipment.

The start today was made after a meeting in the Cornell Club, 1312 Sanson street. "Cornell luncheons" will be held every day at the club until the end of the campaign.

Edward H. Fitch, general chairman, Major W. W. Goetz in charge of Division No. 1.

Capt. W. H. Patterson, Capt. R. D. Edwards, Capt. H. M. Pierce, Capt. Walter B. Bolch, Capt. F. H. O'Connor, Capt. H. A. F. Eaton, Major H. A. Rogers in charge of Division No. 2.

Capt. H. R. Cox, Capt. F. C. Robinson, Capt. G. C. Case, Capt. T. Y. Owen, Capt. T. M. Jackson, Capt. R. H. Fernow, Major A. R. McCowan in charge of Division No. 3.

Capt. Frank R. Whiting, Capt. A. C. Treva, Capt. E. Townsend, Capt. W. L. Welch, Capt. R. T. Iselt, Capt. H. A. F. Eaton, Major R. F. Meichling, Jr., in charge of Division No. 4.

Capt. A. M. Harrington, Capt. W. S. Pease, Capt. A. J. Shea, Capt. S. S. Sawyer, Capt. H. H. Iselt, Capt. J. Scott Fowler, Major Robert T. Mickel in charge of Division No. 5.

Capt. John Mudd, Capt. W. W. Gibson, Capt. R. Garrett, Capt. W. L. Welch, Capt. W. M. Irish, Capt. W. D. Kerin, Major B. O. Frick in charge of Division No. 6.

Capt. R. Patterson, Capt. H. R. Fernow, Capt. Roger Miller, Capt. Harry Straus, Capt. E. L. Lown, Capt. E. Murray, Jr., G. J. Costello is a captain in charge of the organization of the forces in Bethlehem and vicinity. C. K. Shaw is the captain for Chester, Pa., and vicinity. W. D. Kerin is the captain for Camden and C. E. Murray, Jr., is the captain for Trenton.

FIRE ROUTS TWO FAMILIES Eight Persons Flee Flames Which Destroy Two Frame Houses

A fire which burned down the frame houses of Benjamin and Preston Lee, negroes, at Willow Grove avenue and Welsh road, early today, forced the eight members of the two families to leave the house in their nightclothes. An exploding oil lamp in the home of Preston Lee caused the fire, according to the police.

The flare in the sky was seen for miles and many people arrived on the scene in automobiles, thinking it was Willow Grove Park on fire.

Benjamin attempted to fight the fire in his home, but became exhausted and was unable to get enough water. The houses were burned to the ground. The Lee families are being taken care of by neighbors.

TWO SISTERS INJURED Struck by Motorcycle—Both in Frankford Hospital

Two sisters are in serious condition in the Frankford Hospital. They were struck by a motorcycle when they were riding from the accident occurred at the intersection of Oxford Pike and Derby Run lane, within a hundred yards of the girls' home.

The motorcycle was driven, according to the police, by Richard J. Miller, of North Orianna street, and there were two other men on the machine. Miller had his injuries treated at St. Luke's Hospital. He was arrested and taken to Central Station.

Light Rain and Colder, Forecast A light rain is predicted for late this afternoon or tonight, and tomorrow will be clear and much colder, according to the weather forecast. Although the temperature today is slightly above the average, a drop in the thermometer of at least 15 degrees is expected for tonight. No snow is expected within the next day or two.

FUEL SAVER For the Range Price \$3.00

COOKS COAL BILLS ONE-THIRD ASK FOR BOOKLET L. D. BENDER CO., 99 W. 23d Street, Main 1000, Market 121.

Ready Money United States Loan Society 117 North Broad St. 414 S. 5th st. 2548 Germantown ave.

John M. Bradley 300 W. FALLON BLDG. Spring Suitings YOUNG MEN'S SUITINGS—distinctive novelties—rich, exclusive effects, \$35 to \$45.

Every Woman Wants a soft, clear, glowing skin, and every woman knows it's hard to have at this blustery time of year—except those who use our Skin Food. A toilet dainty that cleanses, softens and nourishes without harm. It's real and aids to beauty. Tubes, 50c; jars, \$1. Postpaid through U. S.

LLEWELLYN'S Philadelphia's Standard Drug Store 1518 Chestnut St. Open every day in the year.

EDUCATION OF FUTURE MOTHERS DUTY OF PRESENT GENERATION

Mrs. Herman H. Birney Believes Parents of Today Have Great Responsibility



MRS. HERMAN H. BIRNEY

Work Begun Twenty Years Ago Detailed by One of Its Ardent Advocates

TO DO our best for the next generation is the main job for this one," says Mrs. Herman H. Birney, honorary president of the Philadelphia Mothers' Club, in speaking of the vast possibilities of molding the mothers of the future by working directly with the mothers of the present.

Mrs. Birney, who lives at 4016 Chestnut street, should surely know, for it was she who twenty years ago introduced the mothers' club idea into Philadelphia. It is she also who conducts a club for mothers in the Southwark Settlement House. To show that Mrs. Birney is in a position to weigh the relative proportions that this important business of being a mother should assume, it is well to note here that she is at present serving as secretary of the committee on legislation and industrial activity of the Philadelphia Club, a West Philadelphia organization that numbers 700 members.

Incidentally, she was appointed by the Governor last year to serve on the committee of three women who form a State board for the village for feeble-minded women at Laurelton.

Mrs. Birney is able to analyze the Philadelphia Mothers' Club in quantitative and qualitative fashion. "The first National Congress of Mothers," she explains, "was held in Washington twenty years ago, at the urging of Mrs. Theodore Birney, my sister-in-law. I had been very much interested, and when we returned to Philadelphia we arranged for a similar meeting.

An outgrowth of the interest two mothers' clubs were formed, one a Philadelphia Mothers' Club and the other a Germantown Council.

"Both of these clubs through all these years have had for their members educated women who wanted advice on being better mothers and on equipping themselves to be more able to cope with the problems of the day. For this reason our policy has been to obtain the best speakers from every part of the country who could tell us what we wanted to know.

"The Philadelphia Mothers' Club has for some years maintained a visiting trained nurse all summer, and in winter we have been busy sewing for the sick little babies she has discovered. The club also proved an important factor in obtaining our

splendid child labor law, one of the things most longed for by the founder of our congress."

Mrs. Birney has not confined herself to mothers' club work in Philadelphia. She has worked throughout the State in helping to establish parent and teacher associations in the schools. "I believe in these," she says, "because I think that to educate mothers is the best way to help children. We believe that the best place for a mothers' club is in the school and hope with all our hearts that every school will have one and that every school building will be used all day and every evening and all summer for the good of the whole community."

Switching to activities that have to do with others than children, as well as children, Mrs. Birney will preside Tuesday afternoon, February 27, at an open meeting bearing on State legislation, to be held in the Philadelphia Club, at Fortieth and Walnut streets. Mrs. Birney has obtained for speakers William Draper Lewis, who will speak on the Pennsylvania legislative program for 1917; Mr. Deippe, who will deal with suggestions for legislative expenditures, and Mrs. Charles Frazier, who will tell the audience about the village for the feeble-minded now in course of construction at Laurelton, Pa. The meeting is open to the general public. It is held under the auspices of the committee on legislation and industrial activities, of which Mrs. Birney is secretary.

WILL NAME NEW HEAD OF FRIENDS' SCHOOL

Committee Favors George L. Jones as Thomas K. Brown's Successor at Westtown

Recommendation of the name of a successor to Thomas K. Brown, for forty-two years connected as teacher and principal of the Friends' Westtown School, will be made within a few days by a subcommittee to the general committee on schools of the Friends' Philadelphia Yearly Meeting. Though it is said nothing definite has been done toward selecting the new principal, the subcommittee is understood to be preparing to recommend George L. Jones, who is now assistant principal of the boys' department.

The resignation of the present principal was received by the school committee three months ago, but will not become effective until June, at the closing of the term. The school, which is coeducational, is in Chester County, about four miles from West Chester, and is one of the most important of the Friends' schools, having an enrollment of about 220 students. The courses range from primary to preparation for college.

Mr. Brown, the retiring principal, has been connected with the Westtown School almost without interval from boyhood. He was first a student and later returned to teach, advancing to the principalship. He has a wide acquaintance among prominent men, numbering Dr. Henry van Dyke in the circle of his literary friends. His resignation was due to a desire to be relieved of the responsibility of directing the school, it was understood.

NEW THEFT BLAMED ON KIPPAX'S "PALS"

Three Friends of Slain Lad Held in Bail for Alleged Prior Robbery

The three boys arrested on February 11 in connection with the robbery of the Roxborough candy store at which Arthur Kippax, of 4115 Pechin street, was shot and killed by the police, were accused today of another robbery, which, it is said, took place on January 30.

On that date, it is alleged, they robbed the fruit stand of Joseph Princhello, at Wissahickon drive and Ridge avenue, and stole fruit valued at \$30. The boys accused are William E. Sobey, sixteen years, 2567 Mitchell street; William Leech, eighteen years, 537 East Jamestown street, and William Robinson, seventeen years, 5433 Ridge avenue.

According to Detective William Mahoney the boys admitted the Princhello robbery, but said that the Kippax boy was in no way connected with it.

Each of the prisoners was held in \$500 bail for court by Magistrate Beaton.

Seriously Cuts Himself in Fall John Grey, eleven years old, of 5 Apple-tree street, is in a serious condition in the Jefferson Hospital with a knife wound in his abdomen. According to the police of the Fourth and Race streets station, the boy while playing with a broad knife in his home early today fell down the stairs. In falling the knife blade entered his stomach.

BROKEN FREIGHT AXLE CAUSED DEATH OF FOUR

Car Wreckage, in Crash Near Bristol, Spread Over Four Tracks—Racers Killed.

A broken freight car axle, it was found today, caused Sunday's early morning wreck east of Bristol, in which four persons, one a Philadelphian, were killed, four injured, seven race horses killed and much food destroyed.

The axle, breaking, derailed the west-bound freight train, scattering the wreckage over the four tracks. Shortly afterward, an Adams Express Company train, running over the Pennsylvania Railroad tracks, plunged into the debris at a rate of fifty miles an hour, smashing the freight cars to splinters and setting fire to the mass. Many of the cars of both trains toppled over a steep embankment at the point. Among them were cars containing the blooded horses and their attendants.

A Philadelphia-New York express train, bearing several hundred passengers, was flagged half a mile from the scene.

The dead are: J. H. KING, 120 North Thirtieth-second street, Philadelphia, express train driver; THOMAS BURN, Williamsport, horseman in express car; HARRY DUNLAP, Williamsport, horseman in express car; "LONG TOM," Williamsport, horseman in express car; real name unknown.

The dead were burned almost beyond recognition. William T. Hallahan, a Williamsport horseman, whose shoulder was fractured when the car in which he was sitting plunged down the embankment, was brought to the Medico-Chirurgical Hospital, Philadelphia.

The wreckage was not cleared up until yesterday afternoon.



EDWIN GOULD, JR.

Accidental discharge of shotgun caused youth's death on a small island near his father's winter home

EDWIN GOULD, JR., KILLED WITH HIS OWN GUN His Mother Prostrated by Accident That Caused His Death While Hunting

NEW YORK, Feb. 25.—With his mother prostrated by the shock, arrangements had not been completed today for the funeral of Edwin Gould, Jr., grandson of Jay Gould, accidentally killed by the discharge of his own gun while coon hunting at Jekyll Island Saturday. The young man's body will arrive late this afternoon on the Gould special car, Edwin Gould accompanying it.

Young Gould, whose carelessness in handling firearms is said to have been often remarked upon by his associates, used the butt of a shotgun to stun a coon. Apparently the gun was cocked and a branch pulled the trigger. The load of buckshot passed through his thigh, severing an artery. He died almost instantly in the arms of his tutor, Noves Reynolds, the only witness to the accident.

Gas Accidentally Kills Woman A gas hose attached to a burner slipped from its place and gas filled the room of Mrs. Annie Sport, forty years old, who lived over the restaurant of Morris Fieglman, 1208 Point Breeze avenue. Mrs. Sport was found dead this morning by Fieglman. Detective Keenan said her death was accidental.

EXTENSION ON WATER BILLS

Rate Payers Are to Have Ten Days' Grace

Owing to the fact that water meter bills were not issued until a few days ago ten days' grace will be allowed for payment. Ordinarily all of the 55,000 bills would become due March 1, but on that date Chairman Gaffney, of Council Finance Committee, will introduce a resolution making all bills payable March 10.

This action was decided upon today at a conference held by Chairman Gaffney, Controller Walton and Receiver of Taxes W. Freeland Kendrick. At this conference Chief Carleton E. Davis, of the Water Bureau, explained that the change in rates under recent ordinances had made it impossible for the clerks of the bureau to prepare the bills at the usual time.

LIFE TERM FOR WIFE SLAYER

Judge Follows Recommendation of Jury in Bordentown Case

MOUNT HOLLY, N. J., Feb. 25.—Life imprisonment, the sentence imposed by Justice Kallisch this morning upon Edward Cook, convicted of murdering his wife at their home in Bordentown November 19, was the general public. It is held under the auspices of the committee on legislation and industrial activities, of which Mrs. Birney is secretary.

Big Tuesday Sale Winter's Full Flaring Coats Former Prices up to \$25.00 \$8.88 An extraordinary clean-up bargain, effectively handing their passports to a big assortment of \$19.75, \$22.50 and \$25 coats which have lingered too long. Fine Velours, Wool Plushes Rich Fur Fabrics Made up of wonderful values—a few from this line and a few from that—but something desirable, in fashionable fabric, model and color, in every size. At the New Bedell Fashion Shop Market Cor. 12th Street

Our Boys' and Children's Clothing Department to be immediately discontinued The entire stock—without reserve—is now offered at prices which are about one-half of their actual value. Increasing demand for additional space in a number of departments forces us to make room for their development, and we have therefore decided to close out our Boys' and Children's business. All the goods in this sale are our regular merchandise, and at the new prices present an opportunity which is very exceptional. No goods will be sent on approval and none exchanged. All alterations will be charged for at cost. JACOB REED'S SONS 1424-1426 CHESTNUT STREET

Last and Final Sale this Season of Perry Suits and Overcoats! Opened up this Morning with about 1800 Winter Suits 1500 Winter Overcoats and 600 Early Spring Overcoats at one Uniform Price \$15 Reminders of our regular \$20, \$22.50 and \$25 assortments that sold all through the season at those prices!

We gather them all together and mark them at one flat figure that will enable us to turn them into ready cash, regardless of what some of the Suits and Overcoats included in this round-up may have cost us. It is a house-cleaning expedient that means a sacrifice, but it saves space and enables us to open up with complete lines and sizes in a new season. For you, it's the biggest opportunity you will see in many a day—the biggest opportunity you have seen in many a day—not because \$25, \$22.50 and \$20 garments are offered for \$15, but because of the way prices are going up! The grades of fabric and findings in these Suits and Overcoats cannot possibly be sold for less than \$25 and \$30 next September—and in some places, will bring more than that! Suits of long-wearing worsteds, fine cassimeres; blue serges and novelty mixtures. Spring Overcoats in loose-fitting models; snug-fitting models; conservative models—Oxfords, grays, browns and fancy mixtures. Winter Overcoats, including single and double-breasted Ulsters; belted and pleated backs; and conservative cuts in a wide range of staple and novelty fabrics!

So, it's a Wonderful Opportunity, and we'd strongly Advise you to get in on it and do it now! \$15 for \$20, \$22.50 and \$25 Suits and Overcoats to house-clean our stocks! PERRY & CO., "N.B.T." 16th & Chestnut Sts.

J. E. Caldwell & Co. Chestnut—Juniper—South Penn Square Important Additions to the Collection of PEARLS I always carry a tin of Velvet in my hip pocket, an' when I see trouble comin' I draw first. Velvet Joe