

"ROOM AT THE TOP" THE BUSINESS MOTTO OF THE MAN WHO WON Energy and Good Judgment as Lemon Merchant Developed Traits That Crowned C. C. A. Baldi's Career With Success.

Many persons downtown remember a little Italian boy who sold lemons in a basket which was almost as big as himself. They were good lemons—big, juicy and so on. Before starting on his route each day, the boy saw that there were no "specks" or seeds in the lot, so you couldn't pick out a bad lemon if you tried. The lemon was a more respected fruit in those days than it is now, and no one would dream of speaking about it in a slighting tone.



CHEVALIER C. C. A. BALDI

PREVENTS FATHER'S SUICIDE Fifteen-year-old Girl Keeps Man From Cutting His Throat.

Edith Powers, a 15-year-old girl, prevented her father, Edward Powers, from committing suicide by slashing his throat with a razor early this morning in the Powers' home, at 823 Gray's Ferry road. She succeeded only after a desperate struggle, during the latter part of which she was assisted by Miss Dorothy Hyde, who lives in the house.

PIKE CO. PROGRESSIVES TO STICK WITH PARTY

At Instance of Gifford Pinchot, Washington Party Men Resolve to Keep Identity.

The first move to keep intact the present Progressive party machinery in preparation for a Presidential campaign to be waged by the third party in 1916 was taken by the Pike county committee of the Washington party last night, at the request of Gifford Pinchot, who was the Progressive candidate for United States Senator last year.

PROTESTS OF ALUMNI REACH PENN TRUSTEES

Letters Condemning Nearing Action Come From Texas and Michigan.

Letters continue to pour in to trustees of the University of Pennsylvania from alumni in all parts of the country, protesting against the dismissal of Scott Nearing from the faculty of the Wharton School and asking for an explanation of their action.

JITNEYMEN MAY BURY HATCHET AND UNITE

Directors of Jitney Auto Service Co. Will Weigh Question of Merging Associations.

A meeting of directors of the Jitney Auto Service Company will be held tonight to determine whether a conference should be held with representatives of the Philadelphia Jitney Association, the rival organization with a view to merging the associations. Prospect of a settlement of their differences loomed up brightly today following a monster demonstration held last night by owners and operators of Jitneys.

OBITUARIES

Rev. Joseph A. Strahan The Rev. Joseph A. Strahan, rector of the Catholic Church of the Immaculate Conception, Jenkintown, died yesterday after an illness of more than a year. He was 67 years old.

He was a charter member of the Social Bakery Verein. Funeral services will be held from the home of his son Thursday.

Deaths

BATTERSON—On June 27, 1915, SARAH E. BATTERSON, widow of Rev. Herman Christ Church rector, Portersburg, N. J., in the 85th year of her age. Funeral at the Church of St. James the Less, Philadelphia, on Thursday morning, at 11 o'clock.

WIDENED SPHERE OF ACTIVITY.

When the lemon business was well under way, Charles, who is now better known as C. C. A., became ambitious to broaden his experience and accepted a position as interpreter and timekeeper with a contractor at Pottsville, Pa. His hours were long. He was the first one to work in the morning and the last one to leave at night. He ate when he got the chance.

One day young Baldi had charge of a job to open a pass through the bottom of a mountain. The blasting unearthed many tons of coal. Baldi was told to fill several big excavations with the coal, but realizing its value, he used dirt for the fill and made arrangements to put the coal on the market. Jumping to this city, he rented a coal yard at 12th and Washington avenue and launched into the coal business on a small scale.

The customers who bought his lemons also bought his coal, and the other two Baldi brothers also helped out in this new venture. The coal business soon grew to large proportions and Charles Baldi then gave his sole attention to it.

While collecting bills one day, Baldi met an undertaker, who spoke slightly of the Italian and boasted of the fact that he had a corner on the burial business.

Baldi reminded the man that it was bad business policy to speak of his fellow countrymen, and finally told him there would be another undertaker in the Italian colony within 60 days. In less than that time a sign was displayed, "C. C. A. Baldi & Bros., Undertakers," in a shop on 8th street near Christian.

The same spirit which dominated the boy who sold lemons was more emphatic in Baldi the undertaker. Things reached such a stage, it is said, that the establishment had eight or nine funerals in a single day.

When the coal and undertaking business was in a flourishing condition, Baldi entered the real estate business and bought a number of properties, which he improved. His spirit of speculation did not end there. Near his office on 8th street there was a tannery which spread offensive odors. Baldi bought it and converted it into a general office building and stable.

Later he became interested in L'Opinion, the Italian newspaper, and is now said to be the largest stockholder. This publication is quartered also in the building which succeeded the offensive tannery.

The banking and steamship business are two of the latest ventures into which the energetic Italian has entered. To conduct a funeral in the morning, look after the real estate in the afternoon and spend many hours in his banking and steamship office is a normal day's program.

HONORED BY ITALY'S KING.

Incidentally, Baldi is the father of a big family. He found time to journey to Italy in June, 1907, when he was made a Chevalier of the Crown of Italy by King Victor Emmanuel.

During the days of the lemon business he found time to go to night school and also to a business school, but he acquired most of his information in the school of experience.

WOMAN ACCUSED OF MURDER

Wife of Du Pont Employee Arrested for Shooting Man.

PORTSMOUTH, Va., June 28.—Her three young children with her, Mrs. Frank Stokley, wife of an employe in the duPont powder plant at Hopewell, was under arrest here today on suspicion of killing A. H. Hackett, whose body was found in her home here Monday. A charge of shot was fired into his breast. Mrs. Stokley refused to talk.

Police Court Chronicles

The appetizing odor of roast chicken was wafted near Policeman Dan Quinn just as he was beginning to think of his dinner. Thick clouds of smoke carried the scent, and following the smoke trail, Quinn discovered two weary travelers sitting beside a bonfire at 2d street and Columbia avenue. They were puffing old clay pipes and seemed to be perfectly contented. A big chicken in the middle of the fire, surrounded by a dozen potatoes, no doubt had a great deal to do with their contentment.

They blinked indifferently at the cop through the smoke, but neither moved as much as a foot.

"Will you join us?" asked one of the cooks.

"Yes, have a leg," suggested the other. "I'll join you when the feast is over," said Quinn, "and see that you get better hotel accommodations."

The banqueters ate in silence and promptly watched the flickering flames which seemed to carry all hope with them as they died away.

Although the diners declared they'd "as leave stay out in the open," the cop insisted that they accompany him to the 1th and York streets police station. There they gave their names as Pearson, Law and James McCowan, and addresses as "nowhere in particular."

"Where did you get the chicken?" asked Magistrate Glenn.

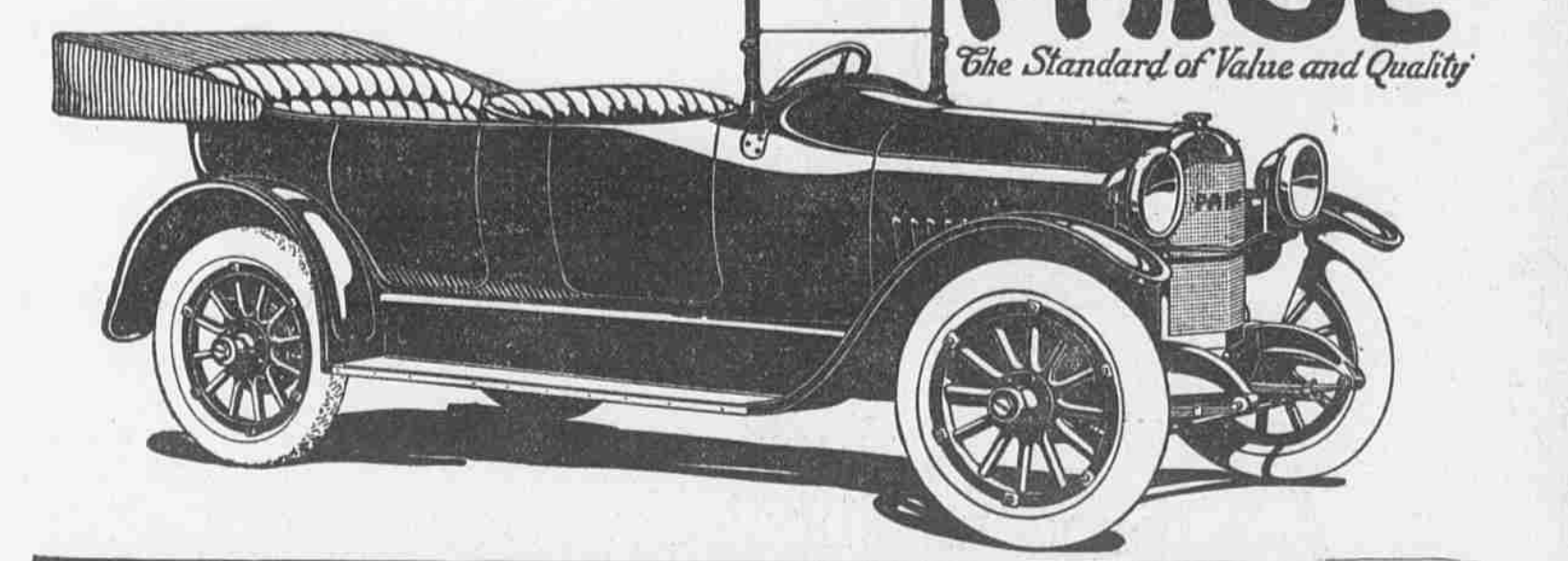
"I can't remember, exactly," said Law.

"You are both in a state of unrest," asserted the judge, "and I know of no better place to collect your thoughts than the House of Correction, where I want you to rest for the hot summer months."

SCUMMER RESORTS ATLANTIC CITY, N. J. \$12.50 Up Weekly; \$2.50 Up Daily—American Plan HOTEL WILLARD NEW YORK AVE. AND BEACH

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ALBEMARLE Virginia, N. H. Cap. 300. New York. Private baths, etc. Special table. \$10 up weekly. \$2 up daily. Bath. J. P. COPE. ASBURY PARK, N. J. HOTEL BRUNSWICK



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HERE you see illustrated the new Paige Six "36." Here you see the latest addition to a distinguished line of cars—a true Paige every inch of it—a car built to realize an ideal—a car that must not and cannot be judged from the standpoint of its astounding price alone.

When we say that this new Paige Six "36," has been built to realize an ideal we are speaking accurate, literal truth.

From the very beginning it has been the unfaltering purpose and policy of the Paige Company to build high class, dependable motor cars.

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If you happen to know an owner of our larger, seven-passenger Six "46," you know precisely what we mean when we speak of Value and Quality.

All of the careful manufacturing, all [of] the painstaking attention to detail, all of the sturdy, reliable qualities which characterize the larger Six and have made it a pre-eminent Six of the year will be found in this newer and smaller five-passenger Paige Six "36."

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We realize that there are a vast number of people who do not require a large seven-passenger car.

But all of these people want a "Six," for they know that this is the day of the "Six" in quality cars.

Furthermore, they want a "roomy" car—a luxurious car—a "smart" car—an economical car.

In a word, there is an enormous demand for just such a car as the new Paige Six "36."

Glance at the illustration on this page and you will see that—from the radiator to tire carrier—this car is a five-passenger reproduction of the larger Six "46."

This body design has proved to be a sensation of the year. No amount of money could buy more graceful lines or smarter appearance.

Inside the car you will find a great, big, comfortable tonneau and a broad driver's seat with upholstery of genuine leather which means ease and freedom from crowding for all of the five passengers.

Like the larger Six "46" you will find this car equipped with the world-famous Gray & Davis starting and lighting system.

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Howard Near Station and river. Excellent accommodations. Hill. C. Howard. Marshall's Creek, Pa.

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