

Evening Ledger

PUBLIC LEDGER COMPANY
CYRUS H. KURTZ, President
Charles H. Ludington, Vice-President
John C. Martin, Secretary and Treasurer
PHILADELPHIA, PA.

THE AVERAGE NET PAID DAILY CIRCULATION OF THE EVENING LEDGER FOR JUNE WAS 99,241.

PHILADELPHIA, MONDAY, JULY 12, 1915.

There cannot be "mute, inglorious Miltons." It is a contradiction of terms.

A Magnificent Report

WHAT is the outstanding thing in Director Cooke's magnificent report? Is it the \$1,000,000 saved in 1914 over 1913? Is it the \$4,500,000 that he expects to see saved by the time his administration is over? Is it the revolutionary introduction of scientific management into the business of a city? Is it a dollar's worth of street work for every dollar expended? Is it the considerable total of such small but significant things as routing the mosquito through a campaign of education by motion pictures? Is it the stupendous fact that 4000 city employes, a good-sized town in themselves, have had the spending of \$34,267,000 in three years, and have spent it at every point to the utmost public advantage? Is it the realization that all this has been done in the face of that condition which has shaped itself into a Philadelphia proverb, "the antagonism of an unfriendly Council?"

No, the outstanding fact is none of these things, not even the fine total of them all. It is the assertion ringing through the whole report of that new ideal of communal service which the Blankenburg Administration has brought to Philadelphia. Men like Director Cooke and his associates, even down to the last of that 4000, are doing a new work in a new spirit. They are working for the common weal of the city. Militantly, they are putting into their work something of that purpose which animated the greatest city of all time, Athens. They are working for the common good and achieving for themselves and for every citizen some new benefit of civilized life.

What does the gang think today when it reads that report? Is it struck with some divine envy of such work? Or does anger surge within it, and drive it forward to new plans of jobbery and fraud next fall?

Getting the Most Out of the Schools

THE Child Federation is showing the Board of Education the way. At its request it has already been permitted to use a classroom in every school where summer playgrounds are conducted. With the excellent example of one Twist in mind, the Child Federation is now asking for more. It wants to utilize the whole building for teaching mothers and children how to be healthy. It wants the city to get all possible value out of its educational instruments.

The idea is right in line with social progress and business common sense. No manufacturer would vacate his plant during four months of the year. Corporations doing a line of work dependent on seasonal demands introduce other lines to take up the slack. It isn't necessary to go so far West as that much-heralded city of Gary to find educational buildings used all the year round. Our colleges learned the lesson of commercial common sense and human needs long ago. Summer schools grow in scope and usefulness every year. The registration at Penn State has jumped 25 per cent. over last summer and runs above 1000.

A Healthy Body for a Healthy Mind

IT HAS been the despair of many a philosopher that while civilization grows finer, subtler, more complex, and produces people with keener mentality, better brains with more in them, the race degenerates. The body becomes lax as the mind grows firm. Bones, muscle and sinews shrink, and health with them. Within very recent years before the Great War, England furnished a public example by having to lower the requirements of height and health in order to obtain the necessary army recruits.

The reason is partly natural—the neglect of one side of man when emphasis is concentrated on another—and partly artificial—the product of letting industry run wild in its demands on human energy and its consumption of human nerves. Both are remedial; and both are being remedied. A deliberate, conscious regard for physical health is being promulgated in laws, in literature, in the press and in the schools.

tion given almost wholly by oral means and through personal demonstration. Such advances mean no desertion of the school's function to teach the brain. They mean only a facilitation. A healthy mind is almost impossible, certainly not very useful, without the old Greek duality, a healthy body.

Last Move of the Obstructionists

THAT some obstructionist or other would run to the courts in an effort to defeat rapid transit has been obvious for some time. No great enterprise can be undertaken that some disgruntled person is not found to object. The city had its taste of obstructionism when it was proposed to introduce lighting by gas, and it has had its fill of the same sort of tactics whenever since any modern project has been considered. But progress continues despite the Lilliputians, of whom there are not enough in this whole community to prevent the consummation of the people's hopes.

Mr. Dallam is quite within his rights in bringing suit, whether on his own initiative or as the representative of interests that have no desire to disclose themselves. It is fortunate for the public, however, that not the least valuable part of Director Taylor's work has been his careful consideration of the legal technicalities to be observed as each step was taken. It was on a legal question that the great fight against the "trick" ordinance turned. Through a maze of technicalities the Director has pursued his way cautiously, and it will be surprising if any flaw is found in the legal foundations on which the transit program rests.

It was inevitable that a suit of this character should be brought. It is a good thing, therefore, that it has been brought so soon. It will occasion some delay. Nevertheless, on a matter of so great importance prompt action by the courts may reasonably be anticipated. Indeed, the city will undoubtedly endeavor to get the issue out of the inferior courts and into the Supreme Court at the earliest possible moment.

Go Ahead and Win

THERE are two ways to go about getting the Republican National Convention. One is to sit complacently by and wait to see whether Councils will let the Convention Hall be built. The other is to go ahead and invite the convention here. The first course means certain failure; the second means probable success. It is, therefore, the course which the Chamber of Commerce will adopt.

Philadelphia is facing a new era. The time has past for business men to twirl their thumbs while waiting for Councils to perform its obvious duty. Now business men are prepared to take the issue into their own hands, to go ahead militantly, to force Councils' hand and compel that body to fall into line.

The Chamber of Commerce need have no fear. Councils meets in September. It will have before it the specific question: Shall Philadelphia have the Republican National Convention? Its vote on the convention hall project will be its answer. There is not enough spine in Common and Select Councils together to turn the program down.

The Toll Road Relic

A TOLL ROAD is a relic, a withering, tottering, bothersome relic. It came into being in those "good old days" when counties and States were such timorous things they doubted their own abilities to do anything but pass laws upon their inhabitants, and left obviously essential but expensive and unremunerative things to be done by private initiative. Unfortunately for Pennsylvania today, but a blessing to the State of other days, there was plenty of energy and foresight lying round loose which the corporate people sadly lacked. The result—as and still is the spectacle of much-traveled roads like Lancaster and Montgomery avenues taking tolls for what has come to be regarded as the commonest of freedoms, the freedom of the road.

It isn't alone the much-harried automobilist who will rejoice if the petition of the Commissioners of Lower Merion township to free Montgomery avenue goes through. It is the spirit of public works, the spirit that inhabits the soul of the State and makes it an aspiration as well as a helpmeet to the people who created it.

A lookup cures any Chicago lockout.

The Lemon Hill Association's picnic belied its name.

After all, the Kaiser might have sent us a rejection slip.

In the theatre of war encores continue without applause.

It sounds as if somebody had locked up a bumble bee in the British Cabinet.

Plane and motorboat races are popular just now in and around the Adriatic.

It begins to appear that the ship in question gave the bombers the Minnehaha.

Fighting in the Tyrol isn't so bad after all. See comparative temperatures here and there.

The "sight-seeing" Jitneys would doubtless pick out Councils as the first sight, if it was only home.

Wouldn't it be cheaper to insure Taxpayer Dellam against damage and go ahead with the transit plan?

How many guesses as to the make of "the small car" that ran into the rear of the President's automobile?

MARVELS WROUGHT BY PATRIOTISM

The War Has Led an Italian Defaulter to Give Himself Up for Fear of Being Called a Deserter, and Old Men Beg to Fight.

By ADALBERTO CAPORALE

IT WAS the moral factor that turned the Italian people, as a mighty whole, heart and soul, in the church and in the mass-meeting, in favor of war against Austria, Italy's former ally. Trieste and Trent do not represent, in fact, either big territorial acquisitions or any great economic advantages for the Italian Kingdom, though there are military reasons, necessities of defense and other material advantages. They, however, could not be the deciding factor for the great mass of the people. Trieste and Trent are the two unredemmed sisters of the "Cento Città;" are the captives upon which the captors, the hated Austrians, exercised their denationalizing energy and power.

The historian of the future cannot fail to recognize and emphasize the fact that, moved by a powerful, uncheckable moral factor, the Italian army, that is, the Italian people—for the army is, in democratic Italy, a vital part of the whole compact of the nation—has achieved the quick military successes of the first stage of the war mainly owing to the "morale" of the troops and the nation. There are incidents and episodes which seem to us, 5000 miles away, unusual and astounding, and are only the normal happening of every day, the result of what has been the moral dynamic force moving the Italian masses in these last few months of anxious waiting and warmly cheered hopes for the opening roar of the cannon and the rattling of the machine guns. So it has been seen that nearly all the members of the Parliament have requested to be sent to the front, and have been appointed officers in the territorial militia. But it is certainly surprising to hear that old men have insistently begged to be given a uniform and a rifle and be allowed to be killed for their beloved Trieste and Trent, and that boys in their early teens have deserted their homes to go to the front to fight for the "unredemmed," as they said.

A Garibaldi Lieutenant Volunteers

Ten days after the opening of hostilities an old, white-haired man, still having the appearance of perfect health, climbed the stairs of the War Office and passed his card to a high officer. He was immediately introduced, and exhibited documents proving that in 1859 General Cosens, one of Garibaldi's lieutenants, had appointed him a sublieutenant. He asked to be sent to the front with the rank given him by Cosens. The old man, who was no other than Commendatore Ferrari, a famous sculptor, resident of Buenos Aires, was born in 1857, and was one of the "Thousand" Garibaldians who conquered a kingdom and presented it to King Victor Emmanuel II. He had crossed the Atlantic with the absolute confidence that the Government would listen to his fervent prayers and send him to fight against the Austrians.

The streets of Rome are crowded with aged soldiers, all volunteers, many of them wearing the ribbon of the Corona d'Italia, others the green ribbon of Commendatore Maurizioano, still others the black ribbon of the Order of Malta, and all donning the uniform of privates and ready to face all the hardships of the life at the front, though many of them belong to the Roman nobility. Their dream is only one—to be allowed a fight, and their only regret is to see other, younger and stronger ones, sent before them.

An old man, 64 years old, Zanobi Barsanti, has been enlisted and sent to the front after insistent requests. He was given the rank of sergeant. He is a veteran of another war against Austria, that of 1856, and fought at Mantana and was with the troops who occupied Rome. Another old man of 71, Edoardo Iagher, succeeded also in being enlisted, after a medical examination and insistent begging, and was attached to a regiment of infantry. He fought with Garibaldi in 1860, and six years later against Austria as a Bersagliere.

Patriotism Converts a Defaulter

But here is an extraordinary story. Last year Bonaventura Corti, a messenger of a Florence bank, disappeared with a package containing \$50,000, which he had been ordered to deposit in the Banco di Napoli in Florence. All the efforts made by the police to discover the whereabouts of Corti failed. Seven days after war had been declared against Austria, Corti went to the Carabinieri station in Florence and gave himself up, saying that his act was prompted by fear that he would be considered a deserter.

Playing Off the Draw

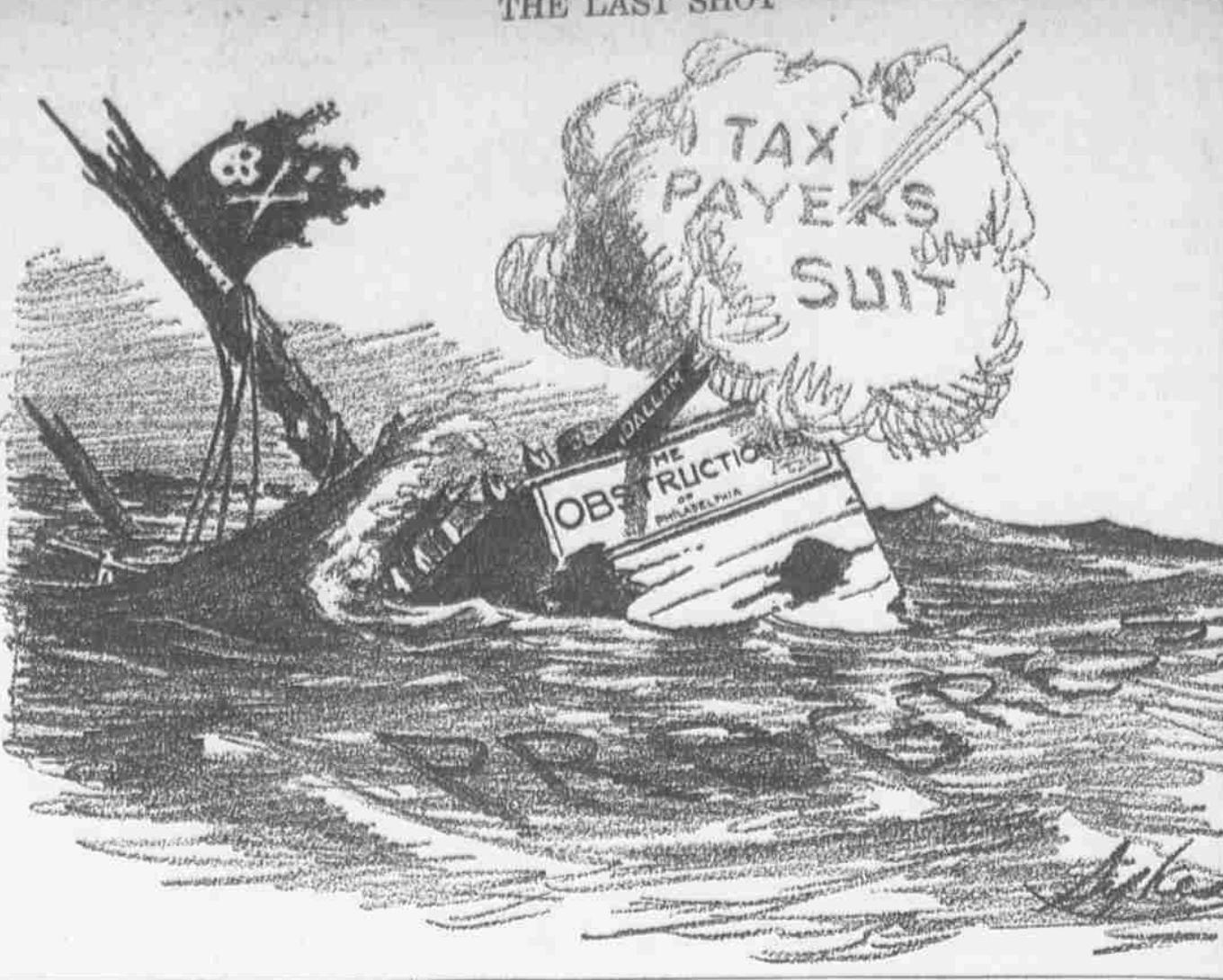
Military experts declare that the war will result in a draw. That would be too bad; for as in the case of most draws, the contestants would be eager to play it off and determine the championship.

Reverse English

After all, the essential difference, so far as we are concerned, is this: That when the German Government doesn't like what the newspapers say, it suppresses them; and that when the American newspapers don't like what the Government does, they suppress it.

Tagore

Asia hath found a tongue Which the world can hear; Asia, our nurse when the race was young, Asia, whose harp has been long unstrung, Asia, whose heart has been long unstrung, Asia speaks out sweet and clear, Again we sit about one hearth and feel the glow.



THE BLOCK-PAVED ROAD TO SUCCESS

The Heads of the Incompetent Make a Smooth Highway Over Which the Capable Find It Easy to "Get There." A. A. Christian Talks of Opportunities.

By GEORGE W. DOUGLAS

IF WE had had an organization like yours we would not have been compelled to go out of business.

This is what the manager of the Simpson-Crawford Company, of New York, said to the manager of Gimbel Brothers after he had seen the Gimbel store take hold of the stock purchased from the retiring company and get it ready for transfer and sale in their Philadelphia and New York stores.

Such an efficient organization ought to offer splendid opportunities to young men and women anxious to get on in the world. One connected with it ought to absorb knowledge of the best business methods without conscious effort, just as a child brought up in an educated family learns to speak correct English, adorned and made picturesque by the colloquial metaphor, sometimes called slang, that he learns from his playmates. The apt child picks up both with equal facility, and uses both with equal ease. I once heard the 3-year-old son of a physician, when asked where his grandmother was, reply:

"She is out on the steps, chewing the rag!" And he was conscious of neither disrespect nor other impropriety. The language of his time was repeating upon his impressionable intellect as truly as cream of tartar reacts upon bicarbonate of soda in the baking powder biscuits that his mother ought not to let him eat for supper.

Acid Test of Opportunity

With a view of discovering how the alkali of ambition could be brought in contact with the acid of opportunity right here in Philadelphia, I called on A. A. Christian, manager of the Gimbel store, and told him I wanted to get some words from him that would encourage the young men and women of the city who are just beginning to earn a living.

"They get too much encouragement already," he replied, with feeling. "What young people need is not encouragement, but hard work. Let them start in an honest business, and the rest depends on them. But the business should be honest in the first place. That settled, nothing else matters, except the individual himself. The trouble with most young people is that they do not care about anything except the money they get. They take no interest in their work. This store is full of people who do not earn \$5 a week for the company. But those who do take an interest have no trouble in getting on."

"Why!" he exclaimed, "if a boy sticks his head above the rest so much," and he measured about half the length of the first joint of his first finger, "he will be seen by some one in authority and pushed ahead. If we do not push him ahead, some one else will catch sight of him and take him away from us. Young people have no chance? Why, we force chances on them! Everybody does. Every big business is going over the country with a fine tooth comb to find men who can do things. But they are not easy to find.

Taking the Shears to the Sharpener

"If a new boy comes in here and I tell him to get these shears sharpened"—he picked up a pair that looked as if they needed it—"and he asks me where the sharpener's shop is and to look up his address in the directory and how much he ought to pay, a man begins to swear. But that is what we are up against all the time. There are places where shears are sharpened, and we want some one who knows enough to get the job done when we put it up to him."

There opened then to my vision the long vista of the highway to success made smooth with the block pavement of the heads of the incompetent, where there would be elbow room enough for all who choose to travel by that road. So I asked for the store processes of employment and advancement.

"We have about 4000 people with us now," Mr. Christian said, "but in the holiday season we have about 6000. Every person who comes in here is first put through the College of Salesmanship. We call it a college instead of a school, because that sounds bigger. But it is only a school, and it does not take very long for a bright young man or woman to learn all that is taught there. We tell them to be courteous and accommodating, and we show them how to make out a sales slip, and we test them in penmanship and simple mathematics to discover whether they can compute the amount of the sale correctly. Then we put them behind a counter and permit them to watch the salespeople at work. When we are satisfied that they can sell goods without making serious mistakes we give them a sales slip.

of their own. And we pay them while they are learning. There is a minimum amount which a girl is supposed to sell in her department before we begin to watch her, and if it keeps up we raise her pay. We've got to do it to keep her.

Records of the Recording Angel

"Some girls prove to be especially valuable because of the attractive way in which they arrange their stock and the orderly way in which they keep it. Such qualities offset defects in sales ability. We know what every person in the store can do. Why, our records are as complete as those kept by the recording angel—I do not mean any irreverence by that. But to show you what we do, let us take the case of a single girl. She comes in and is put at a certain counter, say lace, for example. We record the date of her first employment and her wages. We watch her to discover whether she is courteous to customers and how she gets along with those in her department, and make a record of that. We keep an account of her sales and the speed with which she increases in efficiency, so that we can tell in a moment how valuable she is to us. We record also the successive increases in pay and her promotions. We may discover that she is not fitted to sell lace, and we transfer her to some other department and give her every chance to make good. If she fails we have to let her go. We follow the same rule with the men as with the girls, and we pay them in proportion to their ability to serve us. You know that if you hire some one to help you sell goods he must help or get out.

"What rewards are open to the most efficient? It depends entirely on the person. We have some heads of departments who are getting from \$15,000 to \$18,000 a year, but there is no limit to the amount which they can make. If they sell this year \$100,000 more in their department than last year they will receive a bonus. You can see a man leaving the store some night with a big wad of money in his pocket as his bonus for the season, and the next day he will buy an automobile with it, and it will not have to be a Ford, either. There are women as well as men who are getting large incomes because they have proved that they can earn money for the store.

"We are advertising all the time for help, because we are continually looking for people with the right kind of ability who will take an interest in their work beyond the mere pay envelope. We pay them, of course, but we want people who are willing to pay the price of getting on, and that is hard and faithful work."

THE CORN BOYS OF OHIO

From the Ohio State Journal. Ohio can ill afford to permit interest to lag in the Buckeye boys' corn-growing contest that has brought such excellent results during the three years it has been in operation. Whatever cause has operated to decrease entries this year by more than one-half should be sought out and remedied.

The contest has been high-class advertising for the State. It has been of untold economic value in raising the spirit of youth in scientific farming. It has been a most valuable object lesson in demonstrating that Ohio soil can be made more productive when brawn calls to its aid the modern science of the soil.

In these days when the cost of living is high and shows no inclination to decline, the man or boy who shows how production may be increased, how the soil can be made to produce more of food products, contributes to the betterment of the community. The State may well applaud and encourage those who demonstrate what is perhaps the only rational and lasting method of combating the high cost of living. The State that would stand idly by and permit an activity of such value to fall for lack of timely assistance would be falling in an important duty.

KEEPING THE BALANCE

From the Springfield Republican. The learned members of the Schopenhauer Society in Germany have apparently not lost their balance so completely as some German the Open Court that Professor Deussen, of Kiel, and more than that every other science, philosophy, is a 'science' has expressed his disapproval.

COL. SHRAPNEL'S SHELL

It is the Chief Reliance of the Artillery in the Present War.

From Harper's Weekly. The great reliance in artillery today is the shrapnel shell. Shrapnel was invented over 100 years ago by a young English officer of artillery. He had studied the solid shot that could spectacularly damage one man, but whose area of effectiveness was too small, and the comparative ineffectiveness of the ordinary shell that burst into a few unaimed fragments. This officer filled a shell with bullets and added a charge of powder sufficient to burst the shell. This officer was Colonel Shrapnel, and the projectile still carries his name. For years it held but slight esteem; we used it in the Civil War but, unless the burst was exactly timed, the effect was slight. But with the burst accurately regulated so that it would occur a trifle above and 50 to 60 yards in front of the enemies' lines it hurled a burst of bullets with deadly effect. Shrapnel does not burst into fragments like common explosive shell, it has merely a sufficient charge of powder to blast its own head off and at the same time thrust out the bullets contained in the shell casing. These have, naturally, the velocity of the projectile itself, together with the slight additional force of the bursting charge. These bullets scatter in a cone-shaped spray like a charge of shot from a shotgun. Properly bursting under all ideal conditions, one three inch diameter shrapnel from a field gun can disorganize a company of infantry, and two or three, also bursting perfectly, simply annihilate it.

And shrapnel is fired today from all forms of guns. It is used in howitzer fire—the howitzer being a cannon that throws a very heavy projectile a short distance with a light charge of powder. It is dropped upon troops with this high angle howitzer fire, bursting above an army like a shower bath of lead.

THE NATIONAL POINT OF VIEW

We do not recognize that because a submarine is physically unable to observe the common law of the seas regarding the capture of a prize, we should revise the law to fit these physical incapacities.—Boston Globe.

Whether the United States shall have a "high proteitor" or a "revolver" is not so important as whether the country is to be subjected to continual tinkering with an economic question.—Chicago Tribune.

The primary was instituted to abolish the sway of corrupt politics and to dethrone the boss. This was in urgent need, and still is, but up to date the primary has not done what was expected of it.—The Ohio State Journal.

AMUSEMENTS

PALACE THEATRE 1214 MARKET STREET PICTURES—10 A. M. TO 11 P. M. 10c—ALL THIS WEEK—10c FIRST SHOWING—FUNNIER THAN EVER CHARLES CHAPLIN IN HIS LATEST COMEDY "A WOMAN" SURROUNDING BILL INCLUDES TODAY and TOMORROW—EAGER DAWN in G. A. M. E. B. B. B. B. WEDNESDAY and THURSDAY—HAGEL BELIEVE in "THE ARAB" FRIDAY and SATURDAY IRENE FENWICK (Formerly Mrs. Felix Inman, and Late Star of "The Song of Songs") in "THE SPENDTHRIFT"

WILLOW GROVE PARK VICTOR HERBERT AND HIS ORCHESTRA VICTOR HERBERT, Conductor. CONCERTS AFTERNOON and EVENING RESERVED SEATS 10c. EACH CONCERT IN ADVANCE AT THE PARK—MAIL OR PHONE TODAY 2:30—Overture, "Raymond" (Thomas 4:45—Fantasy from "The Sorcerer" (Herbert 7:45—Sally, "Faislense" (No. 2) (Herbert) DANCING EVERY EVENING AT THE CASINO SPECIAL DOLLAR PLATE DINNER at the CASINO TOMORROW—SUNDAY SCHOOL DAY

B. F. KEITH'S THEATRE CHESTNUT and TWELFTH STREETS BELLE MASON BAKER & KEELER LADDIE CLIFF, FOUR ANTHEM ST. ABOVE 15TH

THE Stanley Charlotte Walker in "KINDLING" Added—CHARLES CHAPLIN in the First Comedy of New Comedy "A WOMAN" SYMPHONY ORCHESTRA and SOLOISTS NIXON'S HARRY HOLMAN & CO. in GRAND "ADAM MILLION" GALETTI'S BARON'S WARRIOR "THE DEEDS OF DRAGON" TRUICK, BRINK & BOYLE; GREYETTE; GARDNER TRIO; LAUGHING PICTURES and more that every other science, philosophy, is a 'science' has expressed his disapproval.

WOODSIDE PARK—Free Vaudeville DAILY 2:30 EVENINGS 7:45 and 9:45 FIREWORKS EVERY FRIDAY