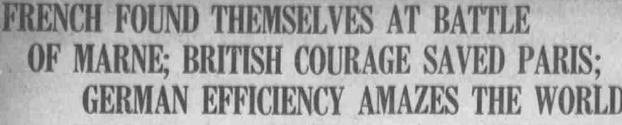
EVENING LEDGER-PHILADELPHIA, TUESDAY, JULY 27, 1915.



From France When Joffre Hurled Invader Back.

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By WILLIAM PHILIP SIMMS These articles are the second of the comprehensive review of the first year of the war. They will be continued every day during the week.

PARIS, July 27.—The Great Doubt has been lifted from the heart of France. The accomplishment of this was the grandest deed of French arms in all the year of Armagedion which began a year ago this week. In history the feat will be kndwn as the victory of the Battle of the Marra. the Marne.

Not only did this victory probably de-clide the fate of France geographically, but its influence upon the spirit of the country was, and still is, incalculable. For notwithstanding the "solidarity" accomplished instantly and spontaneously on August 1, the day the general mobili-tation order was posted, a great doubt weighed like lead on the hearts of those who marched away singing as well as those who stayed behind and wept.

Everybody remembered 1570. The old remembered the swift defeat h the Franco-Prussian War and the hor-In the France-Prussian War and the hor-rible nightmare of blunders. The young had heard the story time and again. The French in 1870 were totally unprepared for war, were badly equipped and badly led. Their plans lacked cohesion. Gen-erals fought independently one of the other. Treason was laid at the door of one, and altogether it was a terrible mess, in which the poor soldiers never had the slightest chance notwithstanding a course which wrung from even the

The troopers dared not let their minds run beyond this point. Individually the most intelligent soldiers in the world, they have the other curse and blessing of divilization, an imagination; so they sang and quit thinking; they joked with one another, never admitting even to them-selves-let alone to their companions-

bat the doubt was there. Hack home the hearts of mothers, fathers, wives, sisters and sweethearts were troubled by the same unexpressed dread lest 1914 prove another 1570. And if such should prove to be the case— They, too, smiled and talked cheerfully of a new and trained because

All knew, those who remained waiting as well as those who remained waiting as well as those who went to war, that for 44 years Germany had been living, eating, sleeping, drinking, dreaming war, and that this war had come. What about France? Who was General Joffre? Who were the other senerals? Newspapers were the other generals? Newspapers had but recently declared that France

In the state of the second battle of t

Spectre of 1870 Lifted Small British Army War Lord's Success In-Stands Fast and Holds Off Kaiser From Calais. Strength.

By ED L. KEEN

LONDON, July 27.-After a year at war the British Empire has somewhat less than 750,000 troops in the field, its alless

have approximately 10,000,000. The British front in the western theatrs is about 40 miles in length; the lines of the other Allies east and west, including Servis and Montenegro, cover some 1600 miles. As the ratio of troops employed

miles. As the ratio of troops employed is 1 to 14 and the ratio of mileage is 1 to 46, there appears to be some justifica-tion for the complaints recently made-quite unofficially, of course-both in France and Russia, that England is not doing her share of the work. But the question as to whether Eng-land is fulfilling her obligations should be considered in the light of her prom-ises. On this basis also has delivered more than was specified in the contract. There were two clauses in the secret agree-ment made with France long before the war started: war started:

England would take care of the seas. She would send an expeditionary force to France of 120,000 men.

STILL SENDING MEN

That's all there was to it. She has car-ried out the first clause to the letter; she has sent nearly six times as many men to the firing line as she bargained for, and she is still sending them as fast as

they can be trained. Only the other day the Temps, of Paris, in an obviously impired editorial com-menting on recent tributes paid to France one, and altogether it was a terrible mess, in which the poor soldiers never had the slightest chance notwithstanding a courage which wrung from even the Prussians the exclamation: "Oh, what may all the soldiers started for the war each one bore in his heart a burden heavier than the knapmack on his back: Would history repeat itself? Would 1914 be another 1870? Was France better jeepared this time? Would she be better led? Were her generals equal to the great task ahead? If not, then the troopers dared not let their minds the best to proper dared not let their minds resources, "while its military effort on land has really surpassed all forecasts." There probably always will be some difference of opinion as to whether it was British valor or German blundering that saved Faris in the early days of the war. Perhaps it was the two. Any-how, Paris was saved, and Britishers at least always will give the lion's share how, Paris was saved, and Britishers at least, always will give the lion's share of the credit to Field Marshal French, his generals and his soldiers. But even if the salvation of Paris was not due to the British, there is no question that they, and they alone, saved Calais and the other Channel ports. Of course, in accomplishing this England has done her-self a greater service than she has the French.

AFTER CALAIS.

French

Since the failure of the Paris attack, Germany's main effort has been concentrated in the direction of Calals, and that is the reason why, until he has re-ceived sufficient reinforcements, General French will be unable to extend his front.

The British and French troops were to make a joint advance after a preliminary bombardment for three hours of the German trenches and the field of wire entanglement intervening. In that time the French fired nearly 200,000 high-ex-plosive projectiles; in one hour the Brit-ish had exhausted their supply of 20,000 high explosives, and the rest of the time used shrapnel Result: the French infantry advanced two miles into trenches that had been practically cleared, with a loss of only 2000; the British lost 15,000 men in attempting to take trenches that hadn't been cleared.

spires Teutons to Develop Unlooked - for

By CARL W. ACKERMAN

BERLIN, July 27 .- The Kalser will go down in history as William the Great. if the events of the first year of the war appeal as vividly to the imaginations of future Germans as they do to the generation that is living through the present world conflict.

Frederick the Great held Europe a bay, and saved Prussia through seven years of strife. His descendant, who now holds the Hohenzollern throne, has more than equaled Frederick's task, be-cause Frederick had England with him, and there was then no United States to furnish Germany's enemies with muni-tions. Nobody expects the present con-filet to run seven years, but if the Ailles can stand s war of that duration, so can Germany, with the Kaiser at the head of affairs. When the war started the Emperor William had fallen into dis-favor with many of his people for a num-ber of reasons. Some believed he was too well disposed loward the English, and still others thought he was afraid of the military machine Germany had furnish Germany's enemies with muni-

developed and was too prajudiced in favor of peace at any price aver to per-mit the machine to test itself. The early days of the war, when earny atter earny took the field against Germany, people tained despairingly of the Emperor as an incompetent, who had played his cards badly and had overestimated Germany's

OPINION CHANGED.

OPINION CHANGED, But when victories began to be won and when the enemy, first here and then there, was folled back, the popular opin-ion of the Kaiser began to change. Peo-ple confessed they had misjudged him. The bitter oriticism of Germany's ene-mies directed against the Kaiser and the comments of neutral nations added to his popularity at home, until now the Kaiser is the idol at his nation. If a file remarked as the embodiment of German Kalser is the idoi of his nation. He is regarded as the embodiment of German virtues, the representative of German might and power. The nation agrees he has not abused the absolutely automatic power which he has wielded since last August, but has used his authority to meet every crisis confronting Germany in a manner that wins unanimous ap-proval. If the war ends under condi-tions substantially as they are now, Ger-many will have aaved herself and will have demonstrated her powers so con-vincingly that the Kalser, who is now responsible for all things in the Empire. must be given the title of "The Great." The Kalser in particular has inspired

must be given the title of "The Great." The Kaiser in particular has inspired Germans with confidence in the outcome of the war. His caim assertions of vic-tiry have been followed by deeds so often that he is not only the ruler, but also the prophet of his people. When the way began, few Germans, deep down in their hearts, believed the Teutonic Empire had even a fair chance of succeeding. That is why there was so much hysteria last

mans are no longer saying, "God punish England." Instead of the former hatred of England there is now developing a or England there is now developing a curtoms kind of contempt, mingled with self amazement, that the Germans should so badly have misjudged the English. Nothing more remarkable has happened in Germany during the last year than the change of popular opinion concern-ing England. The might of the British Empire, was magnified quite out of pro-portion to its actual power, the Germann new are saying.

now are saying.

This war was worth the fighting, so say the Germans, if only because it has pricked the bubble of British strength. England will never again occupy her old place in the world. The ancient spirit of the English, which the world has long been accustomed to taking at its own valuation, has been found to be no longer existent. England has lost the war for the Allten, in the opinion of German mil-itarists, and by doing so has irreparably stained her own prestige.

PROVED THEORIES.

where Germany has succeeded Eng-land has failed. The English (in the opinion of Germans) have proved them-selves to be beasters, muddlers and uninspired in any or their works. They have been revealed to the world as a people undermined by discontent, unpatriotic, so prejudiced that they cannot even now accept the undoubted fact that their demigod, Lord Kitchener, failed them in their hour of need. The upper classes have shown bravery, but no qualities of intellectual and masterful leadership, and their lower classes are taking advantage of the perplexities of the war to strike for higher wages!

The Germans are asking what this is typear of warfare has shown the Eng-lish to possess which the world would be the better for the keeping. What can the world better be rid of, ask the Ger-mans, at this anniversary time, the qualitles the English have shown since last August or the qualities the Germans have shown? Here is a Germany, beginning

the second year of her war against the world, full of confidence, with increased

with its plans for rapid transit develop-ment. As stated in the annual report of last year, the city desires the Philadel phia Rapid Transit Company to operate the high-speed lives when built, but the P. R. T. REPORT SHOWS DECREASE IN EARNINGS the high-speed lines when built, but the terms of operation have not yet been determined upon." One of the favorable features of the report is the statement that, although the taxes of the company increased 50.316, the total operating expenses were decreased by \$62,312, by making all possible operat-ing economics.

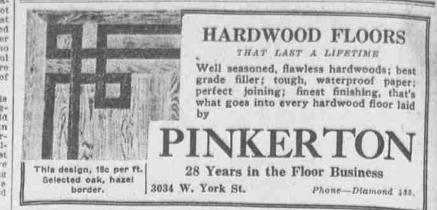
Reduction in Profits, Company Says, Due to Jitneys and by Manual reserve amounted to M. The renewal reserve amounted to M. 250,000 as at June 33, as against H.on. at the beginning of the year. The in-crease was occasioned by the appropria-tion from income for renewals exceeding the expenditures during the current year. The capital asset account, "leases, fram-Business Depression.

The annual report of the Philadelphia Rapid Transit Company for the fiscal year ending June 30, 1915, shows that for the first time since the organization of the company, in 1902, its yearly gross earnings have fallen behind the tital for

arrnings have fallen behind the filtal for the preceding year. The report just malled to the stockholders shows a de-crease in gross earnings for the year of \$12,207.16, the total revenue for the year being \$23.85,867, as compared with \$54.-255.813 in the preceding fiscal year. This unfavorable condition, according to the management, is due largely to the competition of the jitneys and the general business depression. The report makes the following comment on the subject of rapid transit development: "The city of Philadelphis is proceeding Du Pont Road Specifications Ready WILMINGTON, Del., July 27.-Specifica-tions for the new road which General T. Coleman du Pont will build from Selby-

Coleman an Font will build from beildy-ville to Georgetown as a portion of his boulevard system have been completed and will be offered to bidders for estimates within a few days.

The capital asset account, "leases, fran-chiass, construction, equipment, advances to leased lines, sinking funds, sta," amounted to \$113,016,065, representing a decrease of \$655,330 during the year.





NO PANIC. Still there was no panic. There was the exodus of theusands of persons who ob-Facted to living in Paris during a German occupation, but the city was calm, France's "sacred union" held firm, But the doubt instilled into the mind of France by 1870 was there, gailing and real. The people could not know that

General Joffre was later to be called a genius. They could only wonder if his retreat was strategy or incompetency. The censorship was strict and they had few facts to base opinion on. They did not know the battle of the Marne was being fought nor that Joffre had performed, by winning a victory there, a sort of eighth wonder of the world. Yet this was true.

wonder of the world. Yet this was true. Henceforth, whatever may happen to the French soldler, he will refuse to be discouraged. He can advance, retreat or doggedly hold what he has won, any or all, with tenacity and good cheer. He has faith in his officers and faith in him-self. He knows the war may be long, but he grins and grits his teeth: "We'll get 'em, at last!" he says. The ghost of 1870 has been laid.

BOY SCOUTS ARE BUSY WITH EXAMINATIONS

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Tacony at midnight Friday. They will be in charge of Assistant Beoutenater Kealey, Several members of Troop & Reputmanter Westwood) will return for

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STARTED SCANDAL.

A newspaperman witnessed this battle He told the public, through the medium of the London Times, the reason why the British had falled, starting the scan-dal that disropted the British Liberal Cabinet, caused the formation of a coalition ministry, sheared Lord Ritchener's wings and created the new Department of Munitions, with Lloyd-George at its hend.

head. Somebody had blundered. Lord North-cliffe's newspapers fastened responsibility on Kitchener. While giving him due oredit for his magnificent work in raising, organizing and training the largest volunteer army the world has ever seen, they charged him with neglecting the one thing upon which any possible hope of British success on land could be based -an adequate supply of high-caplosive shells.

shells. The one inexplicable incident is Premier Asquith's statement, "upon the highest possible authority," that neither Great Britain nor her Ailles had been hampered by lack of munitions-a statement di-recity contradicted by his recent frantic appeals to the workmen of England to mobilize for the supply of munitions.

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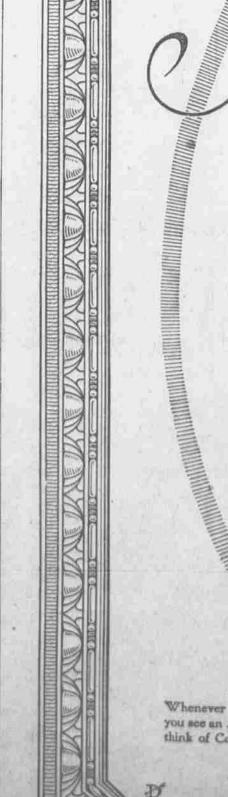
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Advertising has let people know why Coca-Cola should be popularbut it has been Coca-Cola itself that has proved to all why it is popular.

This is no denial of the part advertising has played in our success-but it is placing credit to advertising where it belongs and credit to quality where it belongs. While we are proud that our advertising has pleased, there is another feature of it that arouses a more serious and earnest pride.

We are proud of our advertisingbecause it is more than pretty or strong or effective; it is truth-telling advertising. What we say of Coca-Cola in our advertisements is based

printed words.

What has been said has been verified by Cola-Cola itself-always. Such advertising and such a product in combination are certain to produce complete satisfaction in the purchaser's mind. It is this kind of satisfaction that has made people buy Coca-Cola and bury again.

of this very truthfulness of our

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