

VIGOROSA OFFENSIVA ITALIANA ANCHE SUL FRONTE DEL TRENTINO

17,000 Austriaci, tra cui 380 Ufficiali, Sono a Tutt'Oggi Prigionieri degli Italiani—Nuove Trincee Conquistate sul Carso.

ROMA, 2 Agosto.

Sembra che l'intensità della guerra sia passata dal fronte dell'Isonzo a quello trentino-tiroleso. Infatti il Ministero della Guerra annuncia che su questo fronte si sono avuti violenti combattimenti nei quali è stata impegnata fanteria ed artiglieria in forze notevoli.

Le linee austriache lungo l'Isonzo sono state assai indebolite da dieci giorni di battaglia continua e di continuo bombardamento da parte degli Italiani, tanto che dall'inizio delle ostilità vi è stato tanto pericolo per gli austriaci.

Da fonte autorevole si apprende che le autorità austriache fanno preparativi per l'evacuazione della città, e cioè per impedire che l'esercito che la difende cada nelle mani degli Italiani. Si dice pure che gli austriaci stanno rimuovendo dal Trentino tutto il macchinario dello Stabilimento Tecnico, tendendosi a concentrare in una ulteriore resistenza.

La tenacia con cui gli austriaci difendono Gorizia ha sorpreso anche le autorità militari italiane, che ritenevano che la caduta di quella fortezza si sarebbe verificata già da qualche tempo. Il ritardo nella presa della fortezza è spiegato col fatto che il generale Cadorna non vede la assoluta necessità di affrettarsi, non ha voluto e non vuole sacrificare più uomini di quello che è indispensabile. Egli avrebbe potuto avere la piazza già da alcuni giorni se avesse voluto lanciare contro le sue opere di fortificazione grandi masse di uomini, ma Cadorna tiene in conto la vita umana un po' più di quanto non facciano i generali tedeschi. Perciò egli continua a battere i forti con i suoi grossi pezzi di artiglieria.

SULL'ALTOPIANO CARICO

Sull'altopiano del Carso gli Italiani sono odierne in possesso di tutta la prima linea delle trincee nemiche, cosicché ora gli austriaci hanno perduto la loro prima linea di difesa.

Un dispaccio da Udine dice che gli austriaci che difendono la provincia di Gorizia si sono ritirati nel vallone che forma la seconda linea della difesa di Gorizia città e tra questa e Montebelluna. In questa regione gli Italiani hanno avanzato per 12 miglia. D'altra parte gli austriaci che tenono l'altopiano del Carso hanno ricevuto due corpi d'armata di rinforzo. Le perdite recenti sull'Isonzo sono state enormi.

LEVITAZIONE DI TRIESTE

Si è sparata oggi la notizia, non confermata peraltro, che gli austriaci si preparano ad evacuare Trieste, vista l'impossibilità di resistere con successo alla pressione delle forze italiane. Si dice che gli austriaci hanno già portato via da Trieste tutto il macchinario delle fabbriche di munizioni e dello Stabilimento Tecnico.

Un telegramma da Laibach alla "Tribuna" di Ginevra dice poi che sabato scorso gli Italiani iniziarono una offensiva generale sul fronte del Tirolo, del Trentino e della Carnia, costringendoli austriaci ad evacuare alcune linee di trincee ed alcune delle loro più forti posizioni.

Il telegramma dice che i residui dei battaglioni perduti nella loro inutile offensiva contro le posizioni italiane del Prekopol circa il 60 per cento della loro forza.

Lo stesso telegramma dice che gli Italiani che operano sul fronte del Carso hanno sfondato la seconda linea di difesa austriaca prendendo al nemico parecchie miglia di trincee.

LAVANZATA CONTINUA.

Si sa qui a Roma che continua l'avanzata degli Italiani specialmente sul fronte dell'Isonzo, dove i contrattacchi austriaci si fanno sempre più rari e più deboli. Alcuni prigionieri fatti dagli Italiani dicono che l'offensiva italiana è di molto più furiosa di quanto essi videro sul fronte della Gallia e della Polonia. Dopo un loro tentativo di avvicinarsi alle posizioni italiane, gli austriaci sono stati ricevuti con tale una furiosa pioggia di shrapnel e di mitraglia che sono stati costretti a battere subito in ritirata lasciando sul terreno centinaia di morti e di feriti.

Nella regione di Caprignano del Cappucco e di Monte del Busi gli austriaci tentano ancora di resistere agli Italiani che intendevano approfittare dei primi vantaggi ottenuti, e costruirono un'altra serie di trincee fortissime, difese da forti ed estesi reticolati metallici. Gli Italiani attaccarono con il solito slancio ed alla fine della giornata avevano conquistato parecchie delle nuove trincee e fatto oltre 300 prigionieri.

Il Ministero della Guerra annuncia oggi che il numero degli austriaci che sono ora prigionieri degli Italiani è di 37,000. In questo numero sono compresi 380 ufficiali. Questi prigionieri si trovano ora distribuiti nei diversi campi di concentrazione in Sardegna ed altrove e nelle fortezze, principalmente in quella di Alessandria, la cui cittadella è il deposito principale dei prigionieri di guerra.

Dal comunicato ufficiale pubblicato ieri dal Ministero della Guerra risulta che gli austriaci hanno tentato inutilmente di attaccare le posizioni italiane nella Val Camonica, nella vicinanza del Rifugio Garibaldi. Gli attacchi sono stati respinti dal soli avamposti, senza bisogno dell'intervento del grosso delle truppe che tengono quelle posizioni. La fanteria italiana invece ha avuto successi nella regione di Pal Piccolo dove ha conquistato una serie di trincee nemiche. Gli austriaci tentavano di contrattaccare poco dopo, avendo ricevuto rinforzi, ma i loro contrattacchi si spezzarono contro la resistenza delle truppe italiane.

Nella regione di Piave, a nord di Gorizia, gli Italiani hanno allargato la loro zona di occupazione allo scopo di stabilire la nuova testa di ponte sull'Isonzo. Sul centro del fronte del Carso gli Italiani hanno attaccato le posizioni di seconda linea del nemico e ne hanno preso alcune trincee, facendo anche 34 prigionieri, tra i quali quindici ufficiali.

Si attendono qui a Roma altre notizie circa il movimento avviluppante nel quale il generale Cadorna va prendendo la fortezza di Gorizia.

THE WEATHER

Observations at Philadelphia 8 A. M.

Barometer 30.25
Thermometer 72
Wind Southwest, 10 miles
Precipitation last 24 hours 0.15
Relative humidity 75
Maximum temperature 83
Minimum temperature 60

On the Pacific Coast
San Francisco 69
San Diego 72
Los Angeles 75
Albany 78
New York 80
Washington 82
Chicago 85
St. Louis 88
Kansas City 90
Denver 92
Salt Lake City 95
Portland 98
Seattle 100

Almanac of the Day
Sun rises 5:17 A. M.
Sun sets 7:32 P. M.
Moon rises 10:10 P. M.
Moon sets 6:45 A. M.
Mercury 10:10 P. M.
Venus 6:45 A. M.
Jupiter 10:10 P. M.
Saturn 6:45 A. M.
Mars 10:10 P. M.
Mars 6:45 A. M.
Mars 10:10 P. M.
Mars 6:45 A. M.

Lamps to be Lighted
Auto and other vehicles 1:30 P. M.

The Tides
CHESTNUT STREET WHARF.
Low water 12:30 P. M.
High water 6:30 P. M.
BENT NEAR.
Low water 12:30 P. M.
High water 6:30 P. M.
BENT NEAR.
Low water 12:30 P. M.
High water 6:30 P. M.

EUROPEAN WAR MAKING U. S. GREATEST POWER

Prolongation of Conflict "Suicide," Tageblatt's International Expert Asserts.

BERLIN, Aug. 2.

That Europe, by prolonging the world war, is committing suicide and making the United States the greatest world power, is the view taken by Prof. Georg Simmel, authority on international politics, in an article in the Tageblatt.

"America stands nearby as the waiting heir at the deathbed of a rich testator," he wrote. "Sending ammunition is the chief indication of this attitude. Europe sends not a small part of its fortune to America, and the equivalent which it receives it blows into the air, or rather it uses for the better execution of its suicide to hasten the succession of America into the world throne."

"The sending of ammunition is not only a commercial enterprise for the enrichment of some purveyors. It is the first great practical impulse with which America hopes to accelerate the western turn of the hand of world history. It puts its arms into the hands of the European nations, hoping they will kill themselves for its advantage and then takes huge profits. America promotes in this single attitude the weakening of Europe in two ways. It is a masterpiece of world historical speculation. Is Europe insane that it commits this international hari-kari?"

Professor Simmel concluded with the declaration that the world still held plenty of room for both England and Germany, "if England would only give up her short-sightedness." He suggested that England and Germany, working in harmony, could not only keep the peace of Europe, but retain for Europe a place in front of the growing powers of America and East Asia.

THREE SUNDAY ACCIDENTS

Little Girl's Spine Believed Injured as Result of Auto Smash.

A little girl victim of Sunday automobile accidents is in St. Luke's Hospital, where it is believed she has an injury to her spine. Two others were injured while trying to escape the storm.

Margaret Nunneville, 11, 473 Green street, while out walking with her father, was struck by an automobile as she stepped off the pavement under the Wayne Junction railroad bridge.

The driver of the machine, Monroe Hayman, 11 West Tulpehocken street, was given a hearing by Magistrate Pennock in the Germantown police station this morning.

Two others were injured trying to escape the storm yesterday afternoon. Leonard Bishop, 16, 77 Cosgrove street, was struck while riding a bicycle at Oak lane and City Line.

His injuries were dressed by a nearby physician. Alfred Henpy, 410 Livingston street, was thrown from his motorcycle when it collided with a trolley car at Broad and Camberia streets. He was treated at the Samaritan Hospital.

A lighted cigar or cigarette carelessly thrown from the fourth floor of an apartment house at 4th and Winter streets set fire to an awning on the third floor early today. Scantly clad persons, roused from their sleep by the cry of fire, rushed to the street, but Policeman Whartenburg, of the 13th and Winter streets station, prevented a serious panic by climbing a fire-escape and tearing the blazing awning from the window. Quiet was restored before the arrival of the engines.

Taking poison by mistake for headache medicine caused the death of May Miller, 27 years old, 807 North 13th street, in the Hahnemann Hospital today. The woman was taken to the hospital on July 22.

An overheated iron was the cause of a small fire in the laundry of the Polyclinic Hospital early today. The flames caught on some bed clothing, but were soon extinguished by the employes. No damage was caused by the fire. None of the patients learned of the fire.

The police are looking for the automobile of R. F. Potter, 48 West Tulpehocken street, Germantown, which was stolen from Broad street and Columbia avenue last night. Mr. Potter, who is the son of Colonel Sheldon Potter, left the machine for a few minutes. He found it gone when he returned. The automobile, which was a touring car valued at \$1000, carried Pennsylvania license No. 8296.

BETSY MULLIGAN



Flower seller for many years at Piccadilly Circus fountain, London.

WOMEN OF ENGLAND HAVE RISEN TO OCCASION IN HOUR OF NEED

Although "The Flower Tryde Ain't at All Wot It Used to Be Before This 'orrible War Started," as a Certain Merchant of Blooms in London Says.

By ELLEN ADAIR
Staff Correspondent
LONDON, July 3.

"THE flower tryde ain't at all wot it used to be before this 'orrible war started," declared old Betsy Mulligan, the acknowledged "queen" of the Cockney flower-sellers at Piccadilly Circus, London.

She shook her ancient head, crowned with its rusty bonnet, which for the last half century has been doing duty at the immortal fountain. For, so far as the elixir of youth is concerned, Piccadilly Fountain is immortal, since Betsy Mulligan has sat there for so many thousands of days that she can't remember when she began sell-

ing flowers and yet feels as young as her own great-grandchildren.

Rain or sunshine, in peace or war-time, there she sits, a quaint and curious old figure in her blue-and-white bodice and her wide woolen petticoat.

"Roses, lovely roses, only a penny each," she carols blithely in a cracked croaking. Then, since trade is not brisk and she is in a communicative mood, she adjusts her fearsome "Palsey" shawl, a garment before which Joseph's coat of many colors would have paled into insignificance—folded up her knitting and commences to talk.

"It's Gawd's truth, lydy, that I ain't doin' the tryde I used to do," she declared. "Soldiers in khaki don't wear no hats, and the gals are givin' all their money to the war funds. I don't blame 'em, lydy, but it's hard for business, cruel 'ard."

"What do you think of the war?" I asked.

"And I should know just wot I'm talkin' of, lydy," she concluded when her breath and her adjectives gave out. "For I have three sons and nine grandsons fightin' in this war."

"The women are all taking the places of the men at home, aren't they?" I ventured. "I think they are doing splendidly."

"Maybe, maybe," said old Betsy doubtfully, "but gals will be gals, and as I sit 'ere I see them a-chasin' of the soldiers! Forty gals all dressed up in white, sassiest gals sellin' little bits of flags and things—for the Red Cross, they say, but they smiles at the soldiers and the soldiers smiles at them—oh, I've seen lots of fun as I sit 'ere be'ind me flowers."

"What do you think of this prohibition question and the proposed heavy taxing of all intoxicating drinks?"

"STUFF AND NONSENSE."

Old Betsy tossed her head in righteous indignation. "Stuff and nonsense!" she declared vehemently, shaking the rusty blue bonnet till the "bugles" bugled and the jet ornaments jerked wildly. "I loikes me drop of gin in the evenin', and I ain't goin' to give no tax. It's foolish talk, that prohibition. 'Ere, Lisa Jane, come and tell the lydy wot you think of the prohibition."

And "Lisa Jane" came forward. She was a typical Cockney flower-seller, red of face, her hair screwed tightly back under an ancient hat of sailor shape and her portly form enveloped in one enormous scarlet shawl, with a deep border of yellow and green. It appeared that Lisa Jane also liked her "drop of an evenin'." She had one valuable contribution to offer on the prohibition question. "Me first 'usband drank himself to death," she remarked complacently, "and me second 'usband is followin' in 'is foot-steps. 'E's a peevish man, is Bill, and

if there was prohibition he would 'ave to stay 'ome of evenin' 'stead of bein' and a-sinkin' himself in The Red Bull."

"I don't want Bill a-sinkin' round the house of evenin', and the drink keeps 'im out of mischief. So long live the drink and no prohibition 'ere I."

Thus spoke Lisa Jane.

"Some of the gals is doin' good work," said old Betsy Mulligan, pointing to a girl in uniform who was standing nearby.

"That's a real lydy ever there—she's an inspector, she is."

The inspector proved to be a college girl, Dorothy Matthews, B. A. of Girton, the most famous of England's colleges for women. She had a regular "beat," like a policeman, but her beat was confined to Piccadilly Circus, where she was on duty for several hours each day.

"I act as interpreter to foreigners," she said brightly, "for there are so many in the city just now that they really need help, particularly the Belgians. I speak French, German, Flemish and Esperanto, and as so many motorbuses stop here this also is my 'stand.' You would be quite surprised to learn the number of benighted foreigners I help every hour. Of course, I work in co-operation with the policemen. They bring up strangers to me from every side. It is interesting work and I enjoy it thoroughly."

Lisa Matthews wore a smart navy blue uniform, with stripes, and the Esperanto star on her left arm.

WOMEN DO VARIOUS WORK.

The women of London and all over England are doing all sorts of work in order to release the men to go to the front. The new station of Maldenvale in London is run entirely by women, who perform the duties of porters, ticket collectors, etc. with great skill and vigor.

The hotels are employing women as commissionaires, and very smart they look in their uniforms. The stores are following the hotels in this connection and all the way up Regent street, Bond street and Oxford street one sees smartly uniformed young women and girls ushering wealthy customers out to their waiting cars and acting with the same suave deference which their masculine predecessors always showed.

Women ticket collectors are seen every where, and in most of the big stores women are running the elevators and

taking upon themselves all the duties hitherto performed by men. They are also driving cars and motor trucks.

Miss Damer Dawson, chief officer of the women's police, informs me that the women under her work wonderfully and show great courage and endurance, and only needed a war like this to bring out all that is best and finest in the women of England," said she, "and the women of England have risen to the call with one accord."

A war service register has been opened at Lincoln's Inn House, Kingsway, for women who wish at once to undertake or to train for war service. On Saturday, July 17, a great war service procession of women of all classes is to take place, and when Mr. Lloyd-George receives a deputation of the women after the procession they will make known their particular wishes as to how best they can serve their country in her hour of need.

Great Electric Turbines Built

A giant turbine generator, the largest ever devised, is being built for the Philadelphia Electric Company. Another and smaller generator is also being constructed. The two when completed will be installed in the new A-2 plant, at 26th and Christian streets. The new building will be 138 feet wide and 292 feet long and will contain nothing but the generators and their auxiliary machinery.

The larger of the two turbines will be used exclusively for lighting purposes, and the smaller will supply power for the Philadelphia Rapid Transit Company and the Pennsylvania Railroad. The larger of the generators could supply 10,000 powerful lights, or five times as many as there are now in Philadelphia.

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THE CAMERA SPECIALIST
812 CHESTNUT ST. 812

From the moment the organization of the Triangle Film Corporation was announced, all sorts of fantastic tales of fabulous expenditure and still more fabulous profits have been flying about.

Based chiefly on fact, these stories have, in some cases, grown into such gross exaggerations as to amount to misrepresentation.

Dealing with a subject that interests more than half the people of the United States, such exaggeration is not unnatural.

Most of the stock of the Triangle Film Corporation is held by Mr. Griffith, producer of "The Birth of a Nation"; Mr. Ince, producer of "The Battle of Gettysburg" and other big pictures of the big outdoors; Mr. Sennett, producer of "Keystone Comedies"; Messrs. Bauman & Kessel, proprietors of the New York Motion Picture Corporation, myself or others directly concerned in the management. All of this stock is deposited for two years and cannot come on sale.

The remainder has been underwritten by a syndicate, which will in turn dispose of it through brokers in the open market.

While I and the experienced and successful motion picture men who are with me in this Company have every reason to believe the business will be highly profitable, and while it is, in our opinion, extremely likely that the stock will advance rapidly in value, there is no authority whatever for the statement that either the Company itself or any of its officers guarantees or promises dividends of given amount or within a stated time.

Any business yielding such amazing profits as this business yields is subject to great risks.

It is not the type of investment for the man who cannot afford the chance of loss.

The total capital is \$5,000,000—all common stock, par value \$5.

There are no bonds—no notes—no preferred shares.

No matter how great nor how prompt his dividends, a stockholder is not satisfied if he has been led to expect something greater or quicker.

So—

While I believe this venture will be even more profitable than any of my earlier ones, I am making no definite predictions as to date or amount. And no one else has any authority to make them—

I want satisfied stockholders—

Which is why I am printing this advertisement.

H. E. Aitken

President, Triangle Film Corporation,
21 West 23d Street, New York.



ANNOUNCEMENT

The following prices f. o. b. Detroit, effective Aug. 2, 1915:

Ford Runabout \$390.00
Ford Touring Car 440.00
Ford Town Car 640.00

No speedometer included in this year's equipment, otherwise cars fully equipped.

There can be no assurance given against an advance in these prices at any time. We guarantee, however, that there will be no reduction in these prices prior to Aug. 1, 1916.

Profit-Sharing with Retail Buyers

On August 1, 1914 we made the announcement that if we could make and sell at retail 300,000 Ford cars between August 1, 1914 and August 1, 1915 we would share profits with the retail purchasers, to the extent of from \$40 to \$60 on each car. We have sold over 300,000 Ford cars in the time specified, and profit-sharing checks of \$50 each will be distributed as rapidly as possible after August 15, 1915. Retail purchasers who have not yet mailed us their profit-sharing coupons, properly endorsed, should do so without delay.

Our plan to profit-share with retail purchasers of Ford cars during 1914-15 has been most successful. We thoroughly believe in it, but, realizing the uncertainty of conditions generally makes it advisable to defer any announcement of future profit-sharing until a later date.

We are, however, confident of our inability to reduce costs for several months, and therefore can offer no profit-sharing for cars delivered during August, September and October, 1915.

Ford Motor Company

Philadelphia Branch, Corner Broad and Lehigh Avenues