# Evening Ledger

PUBLIC LEDGER COMPANY CYRUS H. K. CURTIS, PRESIDENT Charles H. Ludington, Vice President; John C. Marrin, Strikey And Transver; Philip S. Collins, John H.

Crees H. E. Couves, Chairman. WHALEY......Executive Editor .... (Inneral Husborn Manuger ZORN C. MARTIN. Published daily at Pentro Lacous Soliding.

Broad and Chestant Streets
Presc. June Building
179-A. Matropolitan Tower
SW Ford Building
408 Grose Democrat fulfilling
1207 Tribare Fulfilling
8 Waterioe Place, Pall Mall. S. W.

SUBSCRIPTION TERMS or, Daily ONLY, Six cents. By mail seepaid Philadelphia, stoopy where foreign postage. Daily Only, one month, (wenty-five cents; 7, one year, three dollars. All mail subspaces in advance. NOTICE Subscribers wishing address changed must give sid as well as new address.

KEYSTONE, MAIN 1000

CP Address all communications to Evening Ledger, Independence Square, Philadelphia.

ENTERED AT THE PHILADELPHIA POSTOFFICE AS SECOND-

THE AVERAGE NET PAID DAILY CIRCULA-TION OF THE EVENING LEDGER FOR JULY WAS 92,334,

PHILADELPHIA, FRIDAY, AUGUST 20, 1913.

The Chinese perceived a great truth when they said that not even the gods can help a man who neplects his opportunities.

#### Dacia Case Is Not Ended

TNLESS the American Government agrees with the findings of the French prize court that the transfer of the Dacia to American registry was "tainted with fraud and against the rights of the belligerents, It must protest against the confiscation of the vessel. But if there was fraud then the American Government ought to secure the punishment of those who deceived it when the ship was formally accepted as an American vessel and permitted to fly the Stars and Stripes.

The case is not ended with the decision of the French court, for that court has impugned the good faith of the American Government. We must clear our skirts either by protest in France or by prosecution

#### Make the Highways Free

MOLL ROADS are an anachronism. They served their purpose at a time when there had to be privately built highways or none. But they are as out of date today as cross bows or the motorcars of the last century.

The Lancaster demand for the purchase of the private roads in that county must be granted sooner or later, for the toll road is doomed. And the demand for the abolition of the toll roads about Philadelphia is also sure to be heard by those in authority, and heeded as well. It is a disgrace to a progressive Commonwealth to permit a condition to exist which makes it necessary for a man to pay \$2.07 for the mere privilege of riding over a road from this city to Gettysburg. From Gettysburg westward the highways are free, and it is not until the Mississippi is reached at St. Louis that another toll is exacted from vehicles. And this toll is for the privilege of crossing the river on a bridge instead of by

The railroad will carry a man to Gettysburg for only a little more than he has to pay for the mere privilege of using the toll roads. And the toll of 70 cents to Paoli is 20 cents more than the Pennsylvania Railroad charges for carrying a passenger to that station from Broad street.

State highways must one admits this principle. All that is needed is for enough people to insist on its recogniion. Then the Commonwealth will condemn the privately owned roads and incorporate them in the State system. The Lancaster County demonstration indicates that the insistence has begun.

# No Job for Cigarette User

CO RUNS the pertinent news from Kan-D sas. Elaborated it bears the information that the new State Civil Service Commission "may refuse to certify an application for the habitual use of intoxicating beverages or cigarettes."

Kansas, it is known, is a dry State. The "habitual" user, one fancies, has a rather lively time of it, slipping blithely across the Missouri River, taking his habitual drink and dashing back again, breathless, to appear before the Civil Service Commission. Cigarettes are in a different case, but the commission plays no favorites.

"Habitual use" is in itself a dangerous thing. It is common knowledge that the habitual use of revolvers upon the person of total strangers is now frowned upon in the best society. Too great a familiarity with ham and eggs, an intimacy with bread and milk, an affection leading to daily communion with water, are all character-breaking habits. The habit of wearing gumshoes, of eating your cake and having it, of putting the cart before the horse, of riding motorcycles for pleasure and of telling stale jokes are all in the same category. They must be stopped, and Kansas has found the way to

# Plattsburg Is Not Militaristic

PARADE of half a million workers to Aprotest against militarism in general, and Plattsburg in particular, is urged by the Central Federated Union of New York. The workers are told that "America is getting ready to be a nation in arms"; that the "tidal wave of militarism is sweeping over America." Ridiculing the "thousand millionaires" at the Plattsburg encampment, the appeal makes the astounding statement that a large army and a large navy are desired by the rulers of this country for defense against

The last is arrant nonsense. But the idea that Platisburg is a step on the hard road to militarism is not limited to labor leaders and needs to be thoroughly confuted. In absolute fact, the Plattsburg idea is the one safeguard against militarism which this country peasees. To call it militarism is to call seif-

defense murder. Murder is the charge which can be brought against this country for its sinful habit of nding untrained, ill-equipped and inademate armies into the field, a thing which it ald in the War of 1817, in the Mexican War, in the Civil War and in the Spanish War. That is militurism—the sacrifice of men to war. To propent such a crime against the citicas of the country it is necessary only to entarge the regular army and to train a course number of the unorganized estilitia

the number is trivial; but it is adequate to our necessities, and it is the single hope of

our salvation. A disastrous war would inevitably lead this country into a disastrous militarism. Preparation, after the Plattsburg type, may save

#### Hats Off to Director Taylor!

THE "impossible" has been accomplished. and the contracts for work on two sections of the new rapid transit system have

Last fall the men of little faith said that this could not be done. The obstacles in the way seemed insurmountable. They did not take into account the overwhelming force of public sentiment. They did not know, or they forgot, that whatever the people of Philadelphia want they can have, regardless of the objections of intercated capitalists, of political schemers or of congenital pessimists.

Philadelphia needs the enlargement and completion of its rapid transit system. The present system is taxed beyond its capacity. It binds and constricts the city and prevents its growth. The supplementary system, for which contracts have just been awarded, will relieve the congestion, will open new territory to home seekers and will carry working people to their business more rapidy and more comfortably than is now possible. When it is articulated with the old system the city will be admirably equipped for many years

Director Taylor and every one associated with him in winning this great victory over the obstructionists deserve the thanks of the people, for whom they have been working. Mr. Taylor's courageous persistence has enabled him to overcome all obstacles. When Councils thought to block his plans by authorizing the expenditure of only a small part of the sum needed to complete the work, he confounded their purposes by accepting the sum provided and advising the Mayor to approve the authorizing resolution. He presented his case before the Public Service Commission so strongly that that State body granted the necessary certificate of public necessity, and he is so well fortified with legal opinions on the validity of the whole plan that he does not fear the taxpayers suit brought by David E. Dallam, Dallam, himself has withdrawn his application for an injunction to prevent beginning work, and all that is left of his obstructive move is an action in court for the review of the legality of the expenditure of money by the city for the new subway and elevated lines. While the lawyers are arguing this point, if the suit ever reaches that stage, the work can continue as though it did not exist.

Improved rapid transit is now assured, and the EVENING LEDGER finds it impossible to resist the impulse to record its own satisfaction that its fight to that end was not wholly

#### A Day of German Success

N THE course of one day the arms of the 1 Teutonic Empires drew a wide circle of success. On the high seas the Arabic was sunk; off Jutland, a naval encounter with England granted Germany a victory without great damage to her enemy except in prestige; for the first time a Zeppelin flew over London town itself and dropped bombs "with good results." In the East, where great decisions must be made within a few days, the German and Austrian armies push beyond their victory at Kovno.

Of all these exploits the last is the most important. Competent observers are still at a loss to decide what lies behind the Russian campaign. Its dangers to Germany are manifest; the farther the troops are from the Western front the greater will be their difficulties if a French drive, or the hypothetical English drive, should begin. Railways connect Warsaw and Lille, but the shifting of an army, with its supporting elements, is still a great problem. And unless the Germans accomplish one of two things, their losses in Russia will be fruitless. One of them, the encircling of the Grand Duke's army, seems now definitely out of the question. The other, a separate peace with Russia, can only be accomplished at a terrible cost. Gained it will only release the German forces for the accomplishment of their original purpose, a smashing victory in the West. That that victory or the victory over Russia might have proved final a year ago is true. Today both victories are necessary.

The Galveston sea wall paid for itself in a

Those who have lynched the jitneys are also doubtless proud of their work.

The Balkans are running the National League a race for the perplexity oup.

While watchful waiting goes on womer and children are starving in Mexico City.

People in Marietta, Georgia, who never knew what an alibi was, are learning now,

A stone tiger is saluted each day by certain British soldiers. Blind ones, too, are often

The Germans are a learned race. They knew that the Arabic, despite its name, did not belong to Turkey.

"Kitchener to Launch Long-delayed Offensive."-War News. It has a familiar sound. To the British the delay is offensive enough.

The beirs to that estate devised by a will which went through the laundry may maintain that they have inherited no tainted

If the Allies had, made cotton contraband at the beginning of the war, Germany would have had 243,000 fewer bales to use in making explosives.

A year ago today Americans were imploring their Government to bring them back home from Europe. A year is a short time, but apparently long enough for some of them to forget the debt they owe.

Night bathing is no novelty in the country. even though it be at Atlantic City. Has not every one heard of the farmer who wrote home from town that there was a private bath connected with his quarters and it was so fine that he could hardly wait until Satday might to use it?

# UNCOVERING THE

Colleges and Universities Are Coming Out in the Open and Many Are Making a Special Effort to Secure Publicity

By HENRY T. CLAUS

EVEN a casual glance at present-day Anewspapers will indicate, biding the scademic light under a bushel is no longer the fashion. Legitimate publicity, eagerly sought by many men of high and low degree and absolutely essential to the success of certain professions, has made its influence so much felt in circles educational that there is now hardly an American college which does not seek the spotlight for its achievements. The institution of learning is not yet on the same publicity plane with the circus, but in some instances it is dangerously near it.

Newspaper reporters of any large experience can readily remember how difficult it was 20 years ago to obtain an interview from college officials on matters pertaining to the college. "This matter is one which does not interest the public in the slightest degree," was the stock answer which the campus returned. But it soon became apparent that the public was not only interested but had a right to be interested. The college, if it wanted to prosper, found that it could no longer aduct its work in starchamber fashion: ould not fairly set forth that it was living in a separate and distinct world from the rest of mankind.

With the reasons for this change in sentinent we are not immediately concerned. That the growing tendency toward the modern and practical in education was in part responsible can hardly be denied, but perhaps the greatest factor was the academic competition engendered by the creation of great State universities that were run by the public; for the public and with the public's money. These institutions depended for their support on the service they rendered to the people, and the better known and appreciated that service became the more certain were they of securing the funds which they needed and wanted. The press agent-he wasn't called by that name originally-fol lowed as a natural development. The whole thing worked out so well in the West that the endowed colleges of the East gradually fell into line. Today the college press agent some system which means the same thing-is an institution.

The methods which the colleges use to let the public know what they are doing are as interesting as they are varied. And yet in only isolated instances has any real efficlency resulted. Too often the college fails to see things from the newspaper viewpoint, It seems utterly unable to select the available from the unavailable news item or to understand that the important thing is to know what people want to read. If our institutions of learning are going into the publicity business with any sincerity of purpose about the best investment they can make is to employ some one with real newspaper instinct and training, some one who will wield the blue pencil vigorously before the copy reaches the newspaper desk.

#### "Tech's" Thoroughgoing Methods

The leading exponent of publicity, at least so far as the East is concerned, is the Massachusetts Institute of Technology. Here is an institution that does many things for humanity; as an efficient technical school it is bound to come into close contact with the world of affairs. And it Insists that the world shall know that its labors are not in vain. The institute, through its accredited press agent, maintains intimate relations with all the leading newspapers of the coun-When the completed plans of its new home in Cambridge were announced at least one paper in every important city received something like 10,000 words of carefully preproposed buildings. The material was all sent out in advance, to be released simultaneously throughout the country. It was easily the biggest stunt in college publicity that was ever attempted and carried out. The institution, in return for the energy and money expended, received gratis thousands of dollars' worth of advertising, the press received some first-class newspaper copy without the expense of going after it and the readers received authentic news of a matter of public interest. Incidentally, every one concerned was satisfied with the bar-

The Technology system is easily the best that has been evolved to date. For its success it depends, of course, upon the news sense of the man in charge. The press agent must know what the newspapers want and when they want it. He must have free access to all the sources of information. It should also be stated that the institute polley does not deprive student writers of any means of self-help. The press agent works in co-operation with the reporters, and handies only such affairs as required the more mature mind and experienced hand.

## Letting Butte Know About It

Another Eastern leader in publicity is Harvard, which only recently has taken up the business in earnest. As at Technology, a competent man is in direct charge of all matters of larger moment. The university is partial to the localizing system whereby ordinary news items are sent only to the cities intimately interested. If, for instance, a Butte, Mont., boy wins an athletic or academic honor, special pains are taken to inform the Butte papers of the fact. The same policy prevails at Smith, and Smith, by the way, is about the only women's college which even attempts to secure adequate publicity. There a student press board does some very effective work.

For those universities which maintain departments of journalism-and there are about 30 such in the country-the publicity problem is comparatively simple. All they have to do is to set their future reporters and editors to work writing stories for the newspapers. All of which is good practice for the students, but rather rough on the papers.

Another method popular with colleges involves the preparation of a weekly news letter, which is sent out to editors in all parts of the country. This is probably the most common and least efficient of all policies. Presupposing, as it does, the standardized newspaper, it can never work out satisfactorily. No two papers are interested in the same thing or seek the same kind of copy. Some day colleges will learn that a news service to be successful must prompt and accurate, but above all, adapted to the newspapers it alms to serve.

## A HINT, DOUBTLESS

ACADEMIC LIGHT

Minnesota Delights to Honor Her Most Distinguished Citizen, Who Has Made His Lifework a Wonderful Romance. The "Promoter" Who Promoted the Northwest

JAMES J. HILL, EMPIRE BUILDER

By THEODORE EDWARDS

TINNESOTA nominates James J. Hill, M Empire Builder, as its most distinguished citizen. Every other State in the Union seconds it. This man, who has marked out the surface of the Northwest with thousands of miles of

of the Water Menty

Kernilen te.

what willight

railways, and who has prepared for agricultural development millions of acres of new land, towers so high in the throng of men who will be similarly honored at the Panama-Pacific Exposition, that the country at large would like an opportunity to vote for him as one of

America's most dis-JAMES J. HILL. tinguished citizens. A jury is not necessary to pass on the qualifications of this man or to explain why he should be thus honored. The achievements of his long career speak loudly enough. Mr. Hill is not famous because he is one of the wealthiest men in America nor because of personal exploits. These things do not constitute a foundation for lasting fame. Mr. Hill owes his distinction to things he has accomplished have been in the service of the people. They are the ones who have profited.

Mr. Hill also belongs to the class of "barefoot boys" who have flowered into the fame which rests upon real achievement. He takes on added distinction because without the aid of a college education, or even a high school course, he has acquired so much learning that universities delight to honor him. Just as Harvard University bestowed an honorary degree on the self-educated Benjamin Franklin a century ago, so has that institution recognized the merit of James J. Hill with an honorary degree.

## Railroads Must Precede Farmers

It is as the Empire Builder that the United States and Europe know Hill best. And Europe has known and feared his genius perhaps more than his own country has appreciated it. The passion of Mr. Hill's whole life has been the development of the great Northwest. To get settlers into this vast undeveloped country, and then to get their crops into the world market, Mr. Hill saw at once that the rallroad must precede the farmer and that the two were dependent on each other. To this task he brought an unusually clear and far-sighted vision and a determination which nothing could balk.

Mr. Hill had not been in Minnesota long before he saw the need and possibilities of the great railway system which he subsequently built up. With rare vision he perceived what in later life he explained thus:

"Our population is doubling every thirty years. \* \* \* At the most not over onethird can be employed in manufactures, railroading, trades and the professions. The bulk of the remaining must go to the land. The great increase will be in the valley of the Ohio, the Mississippi, the Missouri and westward. What will these new millions produce? They will produce the three great staples of traffic-food, fuel and shelter, but food in the main.

"Now cross the Pacific and what do we find? Millions of people, and what can they buy? What can a man who earns a shilling a day-and that is the average wage of the Orient-buy from us? Only what he is compelled to buy to sustain life. The principal demand will be for food-just the products which the present population of America's great central and western zone is prepared to furnish. The great traffic proposition is to carry our goods to the Orient and bring theirs in return. The question is: Will this traffic go by the Pacific or by the Suez and Cape Horn? I hope that America will handle it, and by the Pacific. Geography and nature demand it and trade cannot realst

"Agree With Him or Kill Him" This was the picture in Mr. Hill's mind when he began his career, and he pursued the vision with a determination which made the late Eibert Hubbard say of him: "You've either got to agree with him or

kill him.' Hill began his extraordinary transportation career in 1879, when, with a partner, he organized the Red River Transportation Company and built two boats. These, in connection with a stage route, furnished the first through service between St. Paul and Winnipeg. While he was serving as an agent of this road it fell to his lot to pilot the two scientists, Louis and Alexander Agassiz, on a trip through the Red River and Lake Superior country. It was thus that he learned of the great mineral wealth of this country and led him later to make the investments which yielded him so much of his wealth.

"GOSH! AIN'T THERE NO MONKEYS ANY MORE!"

In 1873 the St. Paul and Pacific Railroad, which had extended its line to the Red River, became bankrupt. Mr. Hill organized a syndicate which purchased the line. This road was eventually extended to Winnipeg, and helped to develop the province of Manitoba as a great wheat country. At about this time Mr. Hill became identified with Lord Strathcona and others in the construction of the Canadian Pacific from Montreal to Vancouver. Before that line was completed Mr. Hill withdrew and concentrated on the Great Northern from St. Paul through North Dakota, Montana and on to the Pacific coast.

With the construction of this line Mr. Hill also developed his colonization scheme. Long before the line had been completed he sent to Sweden to induce inhabitants of that kingdom to emigrate to the Northwest. That it was successful is proved by the large number of Swedes there now. Not content with the completion of this transcontinental line, Mr. Hill organized a steamship service between Seattle and Japan, and began the development of the great trade between the Pacific coast and the Orient, and compelled the tide of commerce to turn westward.

## Not Eligible to the Presidency

Mr. Hill's interests, however, were not confined to railroading. He knew the farming industry as thoroughly as he did railroading, and he devoted himself passionately to teaching the intensive cultivation of the soil. He furnished the farmers with good seed, encouraged the organization of agricultural colleges. Not only that, but he sent to England and the Continent for fine horses and cattle, which he distributed among the farmers on terms of easy payment. In every way he could be encouraged capital to invest, and when American capital was timid he secured it from abroad.

Although Mr. Hill is now Minnesota's most famous citizen, this country cannot claim him as a native. He was born in a log cabin near Guelph, Ontario, 77 years ago, and is not eligible to the Presidency. His father had mapped out for him the life of a clergyman, but this did not appeal to young Hill. The death of his father compelled the boy to go to work as a clerk when he was 14 years of age. That job paid him one dollar a week. He subsequently took other positions until he landed in St. Paul at the age of 18 years as a dock hand.

As a boy Hill developed a taste for study and good reading. Although he was without training, both his speeches and magazine articles show a decided literary quality. His book, "Highways of Progress," reveals him as a seer, a philosopher and an economist. Whenever he speaks the country listens, for he always has something to say, and he says it lucidly and effectively.

#### WHEN THE BAND PLAYS To the Editor of the Evening Ledger;

To the Editor of the Evening Ledger:

Sir—The program rendered by the Municipal Band Saturday evening, August 14, was fine and eminently satisfying to the 20,000 who crowded Broad street and Morris west to 17th. Arrangements were made by the orficers in charge with systematic precision—regarding roping of space for dancers, etc.; no least sign of disorder throughout the two hours; very little talking while the hand played. The band, under the able leadership of the dignified Mr. Roeschman, played splendidly, inspiringly, as was attested by the hundreds who "tripped the light fantastic" to the strains of every dance number. Of graceful dancers there were many—all but—an unusual amount of nerve—in their sleps to Sousa's military ginger. The director and his men are peerless in their spirited rendition of martial music; very few leaders are as versatile as the young director, or as well supported by his associates; he and they are equally conversant with sacred music. Frand opera, comic opera, dance and sopniar music. The citizens of Philadelphia, who have the pleasure of listening to the Municipal Band, are grateful that this director rarely lowers the dignity of his organization or tortures the sars of music.

lovers to render ragtime, and trust that the time is not far distant when such trash will be wholly eliminated from their repertoire. People of all races, all colors were crowdedpacked like serdines from the porches to the ropes; every porch, every window along the line were eager, happy folks; every note was appreciated, cheered to the echo; encores met with gracious, generous, dignified response. Mothers with babies in arms, in coaches were there, and a joy to the beholder. One pic-ture that is worthy the photographer's art was the little ones sitting on the curbs, each side of the street, their little, long-stockinged, short. stockinged or unstockinged legs filled every inch of space; their feet kept time to waitz, two-step and march; their bright, happy faces illumined the whole street. Had there been no monetary remuneration to Mr. Roeschman and his associaes, the memory of those thou sands of joy-beaming faces must be abundantly compensatory. We saw several hundred faces there which, before July 3 and 4, were nightly seen at the Plaza among the prome-naders, the dancers and the porch parties; they awakened to the fact that a change is the soul and nerves Philadelphia, Aug. 18.

# MARK TWAIN'S WAR PRAYER

O Lord, help us to tear the soldiers of the foe to bloody shreds with our shells, help us to cover their smiling fields with the pale forms of their patriot dead; help us to lay waste the humble homes with a hurricane of fire; he us to wring the hearts of their offending widow with unavailing grief. Blast their hopes, blightheir lives, water their way with their tears.

## NATIONAL POINT OF VIEW

Preparedness and militarism are not brothers, nor are they necessarily even remotely related. -Chicago Evening Post. One argument against the disbanding of the

Progressives is that it would leave the diplo-matic abilities of Mr. Perkins without adequate employment.-New York Evening Post. Giving the workingman a feeling that he is partner in the concern; endeavoring to keep him informed about the company's affairs and

safeguarding his interests as well as those the stockholders will be beneficial alike to employers and the employed.-Kansas City Star. Philadelphia years ago was described as "corrupt and contented." It is yet to be seen rupt and contented." It is yet to be seen whether the citizens of the Sleepy City will ever be contented again with the sort of government they once had after such an adm

tration as that of Mayor Blankenburg.-Balti-Philadelphia is hardly the city from which one expects to receive word of economical and efficient city government, but the fourth annual message that Mayor Blankenburg is sending

out with pardonable pride in its showing comes to Detroit at least with a sensation much like that of a shock.—Detroit Free Press. It is impossible to carry on serious commercial competition with countries to which we must look for ships to deliver our goeds. In scuttling the American merchant marine the Administration seems also to aim a torpedo at our hopes of dominating rich foreign markets, particularly those of South America and the

#### Far East.-Kansas City Journal. NIGHT

Hush of the world, save for a small and quiet wind.
Out of the north through slumberous firtops stirring; A late pale moon holding the dreaming hills With passionate white magic, and the whirring Of a belated cricket in the grass. O amber night, alive and wonderful and still!

I have arisen for I cannot sleep. Too neaf

to me.
Too sweet, the outspread wonder of your hair;
Your silent breath stirs mine too tremulously.
I am afraid with an old dread I have of losing Heart of my life, is it not strange, this love Which holds us? Lips cling to lips so much

I strive to lose myself in you, and yet, beyond,

above,
Always we stand as beggars at the gates of sound and touch;
You are asleep, I know not where your soul.
While J, alone, watch sliently the stars.

-- Maxwell Struthers Burt, in Scribner's Maga-

## AMUSEMENTS

B. F. KEITH'S THEATRE Howard & McCane Joe Jackson; Corcoran & Dingle; Joan & Mae Burke; Flaher & Green, and Other Stars.

MARKET ST. ABOVE 16TH
11 A. M. TO 11:15 P. M.
Marguerite Clark THE Stanley SYMPHONY ORCHESTRA AND SOLDISTS Garrick Mat. 23 Twice Daily -2 :15 and 8:18 Mats. 25c, 85c. Children. 18c HOWE'S TRAVEL FEBTIVAL MANY U. S. Navy of 1915 OTHERS

GRAND MOORE; MONTE TRIO, MA. A MIRA HARRY TRIONE & GD.)
Today 2,15, 7 & 9
EARTLETTE; FUN FOTO FILMS

SEE THE HOLLAND SUBMARINE ALAMAC PIER, ATLANTIC CITY, N. J.

Trocadero Per Protes of this and the Thavis