HOW TO WIN TRADE OF SOUTH AMERICA, AND HOW TO HOLD IT

S. S. Brill Points Out That Methods With Our Latin Neighbors Must Closely Reflect Those Used in U. S.

MANY FALSE TEACHERS

Alleged Experts Convey Erroneous Ideas to American Merchants and Manufacturers

Latin-American Trade Epigrams

To build up a trade with Latin America takes men, money and patience, just as it does at home.

Trade does not follow the enactment of laws or the adoption of sets of glowing resolutions, nor can the development of export trade be forced.

The merchants of South America are just as experienced and reliable, if not more, so, than the average merchant at home.

There should be training schools for young men wherein should be taught practical, efficient methods for building up a foreign trade.

This is the second of two articles dealing with Mr. Brill's observations on South American trade relations.

The proper methods to be employed by business men of the United States who desire to take advantage of the immense field of opportunity in South America and the falsity of prevailing ideas concerning the Latin American merchant were emphasized today for Philadelphia merchants by S. S. Brill, of the Department of Commerce.

Mr. Brill has spent 26 years in South America as a business man, and he is regarded as one of the most thoroughly informed authorities on South American business demands in this country. His recent report will be published by the Department of Commerce in the near future, and will be the most elaborate exposition of business conditions, methods and needs ever published relating to Latin America. He leaves this city today.

"There is a type of South American business investigator with whom a large number of business men are painfully familiar," he said. "He is the prominent after-dinner orator. He rises, puts both hands in his trouser pockets and says very pompously:

Gentlemen, I have just returned from a 22,000-mile tour of South America. I have visited seven republics, dined with half a dozen Presidents and talked to a score of ministers of finance. I have spent four months on my journey, and I talk from personal experience and observation.'

"TALKING THROUGH THE HAT."

"And he proceeds to talk, principally through his hat. He wouldn't know the difference between a mark, franc, shilling and a peso without consulting a ready reckoner. All the Spanish and Portuguese he knows is 'Good morning.' He hasn't talked to a single business man, and he has not the slightest idea of the actual business needs of the communities he visited. He talked to men who knew beforehand what he would ask, and knew beforehand what they would answer. And he comes back here and tells business men what they believe to be facts.

"This has been the great stumbling block to a trade with Latin America. For every ten so-called authorities in this field there are nine and one-half who are not only ignorant of what they profess to know, but are misinformed on nearly every topic they discuss.

FIRST ESSENTIAL OF TRADE.

"The upbuilding of our foreign trade depends largely on the attitude of the American manufacturers at home. The first essential thing for manufacturers to do is not to depend on generalities, but to organize their efforts in developing an export trade on sound lines. They should eliminate the erroneous ideas that foreign trade is merely a plaything and can be obtained with little expense and without asking. They must remember that the merchants of South America are just as experienced and reliable, if not more so, than the average merchant at home; and that the moral standing of the greater part of the business men in Latin America is very commendable.

"It should be remembered that to build up a substantial trade with foreign countries, and especially with Latin-America, takes men, money and patience, just as it does at home.

"Too much emphasis has been placed on the fact that people in South America desire different kinds of merchandise than that customarily sold in the United States. It is true that there are differences just as in the domestic trade, items which are good sellers in one State are not necessarily good in another. The development of foreign trade does not, however, depend solely upon quality and price, nor merely on the desire to extend the field of operations to foreign countries, but depends very largely upon the willingness and ability of the manufacturers to carry out the details connected with the conduct of the trade.

PRACTICAL METHODS NEEDED.

"To build up business successfully the same general principles should be applied as those customarily used in the United States, with the slight modifications which the geographical situation and differences of languages demand. When a manufacturer desires to enlarge his territory and extend the outlet for his merchandise he generally selects the best man available. If possible he tries to engage a salesman who has traveled over the territory for a competitive firm. If he cannot succeed in doing so he engages the best man available, a man of ability and tact. The same applies to a foreign country, with the important addition that a salesman going to one of these countries must naturally speak the language of the country. It is the height of unwisdom to send a man into a teritory the language of which he is ignorant. It is unwise and impracticable to send a salesman to sell lumber whose knowledge and experience is in hardware. It is impracticable to send to a new territiry a salesman not familiar with trade conditions there.

"Territories in the States are handled by sales managers who are familiar with the sections of the country of which they have charge. A credit man is assigned to a territory with which he is especially familiar or a shipping clerk appointed who is conversant with shipping conditions and rates. Foreign business must be handled in the same way, and in those cases where the business does not justify the employment of a special list in every department the man in charge of the foreign department must be familiar with all of these conditions and must be able to aid the managers of the various departments in all matters appertaining to foreign trade.

RAPIDLY GROWING INDUSTRIES.

"While it is true that the United States has not up to the present time felt so much the necessity of foreign trade, our industries are growing much faster than population and home consumption. Statistics in 1910 show that the value of the output of our mills and factories has increased by $9,565,131,185. Attention is called to the fact that virtually two-thirds of the increase was made in the period between 1909 and 1910. At the rate with which we have been going the next census will show that the output of mills and factories in 1914 will probably reach the fabulous amount of $25,000,000,000, a total of more than the value of the output of Great Britain and Germany's mills and factories combined.

"At the rate we are progressing it will be necessary to look for an outlet in foreign countries for our products if we intend to keep our mills and factories going. The necessity for these foreign markets will, no doubt, be more pressing later than at present, but the time to look for these markets is at present. We must prepare now and inaugurate a propaganda for more efficient organization. Trade is not a matter which follows the enactment of laws or the adoption of sets of glowing resolutions, nor can the development of export trade be forced. It must work itself into systematic being in answer to business requirements.

VITAL FACTORS SUMMARIZED.

"The essential factors appertaining to the development of our commerce with Latin America and the necessary steps to be taken by American business men to establish permanent business relations with those countries may be summed up as follows:

"To take the necessary steps which will result in a closer acquaintance with buyers in other countries.

"To use every effort for the prompt establishment of proper and adequate independent transportation and banking facilities.

"To send out experienced commercial travelers who have a good knowledge of the languages, customs and conditions of the countries they enter.

"To have an experienced man attend to the foreign business at this end, a man fully conversant with the details of export trade.

"To manufacture those products needed by the customer, even if the demand is different from that of the home market.

"To extend credit on account of the geographical condition in accordance with the customs prevailing and corresponding to those of other countries.

"To attach importance to punctuality of delivery.

"To appreciate more fully the importance of correct packing and making of merchandise and the absolute necessity of sending shipping documents on the steamers on which the goods are shipped.

"To advertise properly and to correspond in the language of the respective countries and, by all means, to eliminate generalities and judge by facts.

"To remember that what is said of one country does not always apply to another, and what may be true of the conditions in Argentine may not be true of those in Chili, or that what may be true of one State in the country may not be true of the others, or what may affect one branch of trade does not necessarily reflect on another.

"To remember that the systems of doing business with South American countries are not much different than those of the United States, but that the application of the systems and the methods of carrying them out are different from those at home.

"To train young men by practical, efficient methods for foreign trade.

"To employ with preference and, whenever possible, American men."

LANSDOWNE GIRL SAVES YOUNG BOY FROM DROWNING

Champion Water-Nymph After Long Swim Goes to Child's Aid

Miss Anna Kean, 19 years old, of Lansdowne, who succeeded in swimming from Ocean City to Chelsea after two companions had given up on account of the heavy seas, saved a boy from drowning, according to information received today.

Miss Kean, accompanied by Miss Elizabeth Meehan, 400 Dorset street, Germantown, and Miss Emily Ertel, 1822 Marvine street, started from Ocean City at 9 o'clock Saturday morning for Atlantic City. The sea was so heavy, however, that the Misses Meehan and Ertel became sea-sick and were taken aboard the motorboat which accompanied them.

As Miss Kean reached Chelsea, Ben Hess, a boy of Tuckahoe, N. J., was thrown into the water when a boat he was rowing capsized. She immediately went to the boy's rescue and held him out of the water until help arrived.

Miss Kean completed the swim with her father, Andrew Kean, who dived overboard off Longport when his launch became water-logged.

PROPERTY INCREASE $25,000,000

Advance in Assessments Said to Be Far Below Last Year's, and Councilmen Worry

Intimations that the Board of Revision of Taxes is preparing to allow only a $25,000,000 increase in property valuations for the coming year is causing some apprehension omong the councilmanic leaders.

The municipal financiers of the Organization, committed to a $1 tax rate, will have troublesome problems to solve during the ensuing year, making the current revenues keep pace with expenditures.

It is pointed out that, if the Board of Revision of Taxes allows only a $25,000,000 increase in assessments, the amount will be less than half the increase allowed last year and far below the increase allowed during preceding years. The additional revenue afforded by the comparatively slight increase will not come near to meeting the additional municipal expenditures necessary.

Police Court Chronicles

Some one told Hugo Mulcrane that he could catch lots of chickens if he sprinkled corn on the sidewalk near East Girard and Susquehanna avenues. Hugo likes chicken better than beef or pork, so he found some corn at a feed store, and going to the neighborhood mentioned, tried the experiment. Numerous dogs and cats cantered along, but there didn't seem to be any chickens around. He told a couple of youths of his intentions, and they told him confidentially to "stick around" for an hour or so and his vigilance would be rewarded.

Hugo finally grew desperate. He scattered the corn and shouted "chick! chick!" as loudly as possible. He didn't notice the fact that several girls were passing while he was scattering the corn. One of them resented his salutation of

"chick" as she passed and slammed Hugo with her parasol. "I'm no chicken," she said, and several other girls, who had been similarly saluted, agreed with her.

They had gathered around Hugo in a mutinous manner, when Sergeant John Hasslett arrived. He rescued Mulcrane and took him to the East Girard avenue station.

Hugo admitted that he had been quenching his thirst in a persevering manner and declared that he was honestly trying to get a real chicken by the method given.

"I wuz sorry meself," he said, "when dose girls butted in."

The prisoner appeared to be amazed on being informed that the term chicken was the slang word for a young girl.

"I wouldn't a had any of 'em any how," he said.

He was given the price of a good meal and said that he'd be glad to stick to roast beef in the future.

KRITERION FILM CO. UNDER NEW MANAGER

Baltimore and New York Business Men Reorganize Company—Film Notes

By the Photoplay Editor

After a long period of negotiation and investigation the entire film assets, trade name, and good will of the Kriterion program have been purchased outright by S. L. Newman, of New York, and Lee Sonneborn, of Baltimore, Md. The purchase includes everything but the accounts payable and receivable of the Kriterion Film Corporation. These latter are in the hands of a receiver and a settlement with creditors is to be made.

Messrs. Newman and Sonneborn have incorporated under the name of the Kriterion Sales Corporation, under the laws of the State of New York. The new concern will be strictly co-operative in principle. A substantial number of exchanges have already been signed up. Two hundred negatives made for the original Kriterion program and of the same uniform good quality which distinguishes the releases of this program from its outset are ready for immediate release. These are all new subjects. They provide the new company with 11 weeks' advance releases.

Production for the new program is also already going on. The names of all the producing companies will be announced shortly. The new program starts with 18 releases a week.

William Hamilton Osborne, author of the new serial, "Neal of the Navy," is the latest of the modern popular authors to enlist in the moving picture line. He has already written 500 short stories in the last 13 years, and is also the author of several best-selling novels, "The Red Mouse," "The Catspaw," "The Blue Buckle" and "The Running Fight."

Four companies have been working at the B. A. Rolfe-Metro studios, Broadway and 61st street. Ann Murdock has completed "A Royal Family"; Emmy Wehlen is about through with "When a Woman Loves"; Henry Kolker is working in "The Bridge," and Ethel Barrymore is rehearsing her next Metro release, "The Shadow." Edmund Breese, Olga Petrova and Gail Kane are working at the Popular Plays and Players' studio in "The Spell of the Yukon," "My Madonna" and "Her Great Match," respectively.

Essanay has again boosted its progress by adding another three-reel drama each week. Beginning with September 1 it discontinues its one-act drama, released on Monday and substitutes the three-reel photoplay. The weekly progress thus consists of two three-reel dramas, a two-reel drama and George Ade Fable alternating with an animated cartoon and scenic release, a one-reel Western drama, featuring G. M. Anderson and Marguerite Clayton and one-reel Western comedy. This makes a total of 11 reels each week, exclusive of the Chaplin comedies and the multiple-reel features on the V. L. S. E. program. Essanay has steadily been growing away from the one-reel photoplay in its Eastern productions, it being President George K. Spoor's aim, in this class of plays, to get more finished productions and better dramatic works, plays with a well-rounded plot, which it has been found difficult to present on one reel.

Pallas Pictures, Inc., is the name of the latest producing company to release through the Paramount Pictures Corporation, and already the new concern has arranged to present, in big screen offerings, Dustin Farnum and Maclyn Arbuckle.

"Hello, Bill," by W. M. Goodhue, which was selected as the most fitting vehicle for the premier film appearance of Messrs. Bickel and Watson, is rapidly nearing completion.

George Ralph has won international fame as an actor, and his playing in "The Yellow Jacket" brought him an offer to appear in Russia, when that very artistic play was presented in Moscow. Because of the war conditions, Mr. Ralph is back in his native land, and will be seen in support of Alice Brady, in "The Renegade."

By courtesy of the United States Navy Department, many motion pictures of life aboard the cruiser Maryland were taken recently, while the ship was in southern California waters. They will figure prominently in the serial photoplay, entitled "Neal of the Navy," which is being made by the Balboa Amusement Producing Company. The Government co-operated in this picture, because it is intended to bring the navy to the favorable attention of the country's population. Every member of the ship's complement, from Commander Kitelle to the humblest seaman, did all in his power to give an intimate view of naval life. Leading parts in the piece are being played by Lillian Lorraine, who was the sensation of Broadway last year, and William Courtleigh, Jr., a well-known young actor.

Donald Brian, musical comedy star of the Charles Frohman Company, is at the studios of the Lasky Feature Play Company at Hollywood, Cal., appearing in a picturization of "The Voice in the Fog," by Harold MacGrath.

Lon Tilligen's first production will be "The Explorer," by Somerset Maugham. The scene is an African village.

Travel Pictures at the Garrick

First off, the discerning critic—amateur or professional—who enjoys himself at a Lyman Howe Travel Festival is liable to lay it to the fact that the still more discerning Mr. Howe has laid out the lecturer. There is no unctuous gentleman at the Garrick bestrewing pictures that almost speak with talk that is pseudo-learned, pseudo-funny and thoroughly boring.

But the real reason why Mr. Howe's pictures are always the most genuinely entertaining of any in their class is the amount of ingenuity put into their presentation. They may or may not be better as pictures; but they are "dolled up" with most interesting and amusing trimmings.

In the first place, there is the "sound-man." Originally he is as bad a mistake as the lecturer. He makes bells ring while human mouths only mouth. He calls out the resonances of the knocking knuckles while footfalls are silent as the tomb. Mr. Howe's sound-man is of another sort. He jabbers for the Filipinos; he scoffs for the grimy sailors shoveling coal. He has an ingenious battery of noises for the machinery in the industrial film. His "orchestra" is unlimited, and—which is the really important thing—he directs it with humor and ingenuity; he makes it something besides mere representation.

This care and intelligence goes a good ways farther. It not only expends itself on the taking of the films and their reproduction, introducing, for instance, that most laughable of movies, a diving scene run backward, but it gives the program a sort of artistic and humorous unity by means of the best cartoon comedies that the films have thus far shown. To the manifest amusement of such jerky and miraculous "comics," it adds burlesque of the scenes shown in the Howe festival. The "business" is really ingenious; and the artist has seen the wisdom, which escapes too many movie cartoonists, of not cluttering up his canvas with backgrounds.

All of which, explains the superiority of Mr. Howe's pictures without at all indicating what the visitor at the Garrick may see. Yesterday afternoon he took a look at the head hunters of the Philippines and enjoyed, among other novel matters, an introduction to the locust as a staple food. He saw Japanese rafts swirled down the zigzags of mountain-edged rivers. He turned from that to the making of a cash register and a jaunt through rural France. The latter half of the program brought him aboard Uncle Sam's warships and showed him everything that may or may not happen in the near future. The most interesting scene in this division was undoubtedly the torpedoing of a moving target vessel. It bit into the imagination.

A PHOTOPLAY DIRECTOR "UP A TREE"

This is Howell Hansell's solution of one of the difficulties of directing Marie Dressler in "Tillie's Tomato Surprise." Lubin's leading comedy producer says he went up of his own accord.

Vaudeville

Keith's

A young man in a neat brown suit walked on the stage at Keith's last night without any special announcements, and quickly cornered the laurels of the show. On the program he was billed simply as Charles Olcott, "a comic opera in 10 minutes." When he sat at a piano the audience wore a resigned expression, evidently expecting a finger snapping, ragtime song with trip-hammer playing.

But all present were pleasantly deceived. He composed a comic opera, played all the parts and the accompaniment. All the inconsistent characters whom we have known were brought out in graphic lyrics to music which was as good as we often hear in the regular shows. Then, by way of good measure, the versatile artist played all the parts in a "movie" drama, and wrought applause of the electric brand from every nook and corner of the house, all of which proves that the people are hungry for something new and readily digest it when it comes along.

Tom Lewis, the hero of many musical shows, who can write plays as he goes along, appeared in "Brother Fans," an indoor baseball playlet by Tom Barry.

Incidentally, the Phillies and the "Cubs" occupied boxes, which helped greatly in the way of atmosphere. The plot deals with the troubles of three Americans, who find themselves in London on the day that the Giants and White Sox played before the King. Mr. Lewis, as John Aloysius McVey, made a typical fan and supplied moving-picture views of a game, which was accompanied by phonographic shouts and the bawling out of the umpire to awaken the memories of his guests. There is a dramatic touch, too, which serves to bring out the idea with much emphasis. Good support was given by Wilmer Daune, Percy R. Benton, Rexford Kendrick, H. A. McCallum and Edward Lee. The act was greatly enjoyed.

"Mysteria," a novel and artistic offering, in which real persons enact a moving picture, proved mystifying and entertaining.

"Why was there hair in the honey and no hair in the apple sauce?" said Tower and Darrell, an heccentric couple. Biff! Bang! Bing! (the woman slaps the man). Repeat this dose six times and you have the act. But the man is a good dancer and the woman does "nut" stuff. And the audience liked it.

Grace Fisher sang a number of songs pleasantly and suddenly scored a knock-out blow when an "old (?)" woman in the audience helped her out with an Irish song at the finish.

The Three Meyakos, remarkable children acrobats, provided novelty by introducing a violin selection and numerous songs and dances. They pleased immensely.

La France and Bruce presented a characteristic negro argument, which ended in a realistic fight. They were rewarded with an abundance of laughs.

The best opening act seen here during the season was offered by Swan and Swan, who dance and eat while juggling bats, plates and Indian clubs.

Artistic honors went to Ameta, a classic dancer. With the aid of numerous mirrors she gave the impression that half a dozen dancers were appearing at the same time. Beautiful lighting effects added to the picturesque results.

The latest news of the day was shown in the pictures.

Here and There

"The Musical Festival," in which there are fully a score of participants, is the headline feature this week at the Cross Keys. There is an abundance of pretty girls and harmonious numbers, which are given amid artistic settings. The act, which was specially seasonable, was well received.

Lee Tom Foo, the Chinese baritone, proved that he could sing more distinctly than many Americans. The comedy end of the bill was taken care of by Sagar, Midgley and company, who kept the house in constant good humor. Other acts which met with approval were the Purcella Brothers, singing comedians, and Hanlon and Clifton.

Current events were shown in the pictures, and also some up-to-date comedy.

Up-to-date songs and snappy dialogue figure conspicuously in "The Earl and the Girl," a tabloid which tops the bill at the Nixon-Grand. The production is up to the minute, and has a number of novelties which combine to make it highly entertaining. Other acts followed the pace set by the headline feature. They included Warren and Conley, Booth and Leander, Ward and Howell, Carl Statzer and company and Turelly.

There was no end of laughs in the pictures, which are thoroughly space with present ideas. To add to the enjoyment of the show the house was cool and comfortable.

The Alhambra opened for the sason last night with an especially good vaudeville bill and feature photoplay. Classical music was dispensed by the Franconi Opera Company, amid artistic surroundings, and found immediate favor. Gordon and Marx brought no end of laughs with complications in Dutch. Novel surprises were given by Neal and Neal, in an electrical act, and Gonne and Livezy rounded out the interesting bill with snappy songs and talk and good dancing.

"The Seven Sisters," a photoplay, in which Marguerite Clark is featured, had considerable merit.

The Novelty Minstrels, which included five versatile singers, headed the bill at Woodside Park. There was also an ample supply of good comedy. Among the acts, which were well received, were the Pan-American Sextet, Lucille Savoy, operatic soprano; George Martin and the Wally Trio.

Theatrical Baedeker

GARRICK—Lyman Howe's Travel Pictures. The first week will show the American Navy; native life in the Philippines, with a glimpse of head-hunters' rites, and the plant of the National Cash Register Company.
KEITH'S—Tom Lewis and Company in "Brother Fans"; "Mysteria," a European illusion; Grace Fisher, "The Sunshine Girl"; Willard Simms and Company, in "Flinder's Furnished Flat"; Meyakos, mirror dances; Charlie Olcott, singer; the Meyakos, Japanese vocalists; La France and Bruce, in blackface comedy; Adonis, in "The Act Beautiful," and the Hearst-Selig Weekly.
NIXON'S GRAND—"The Earl and the Girl," a tabloid production, headed by Victor Kahn; Warren and Conley, in "At the Seashore"; Booth and Leander, bicyclists; Ward and Howell; Carl Statzer and Company, in "His New Job"; Turelly, harmonica expert, and Fun Foto Films.
CROSS KEYS—First half of week: Musical Festival, with 21 people; Lee Tom Foo, Chinese baritone; Sager, Midgely and Company, in a sketch; Purcella Brothers, singing comedians, and Hanlon and Clifton. Second half of week: Musical Festival; Joseph K. Watson, a Philadelphian; the Five Bragdons, the Reynolds Trio, Selbini & Grovini, Edner Brothers and movies.
ALHAMBRA—First half of week: The Franconi Opera Company; Gordon and Marx, Dutch comedians; Neal and Neal, with an electrical spectacle; Gonne and Livezy; Marguerite Clark, in Seven Sisters." Last half of the week: "The Master Move," starring Mr. and Mrs. R. DeCosta; Marsh and Frye; Sig and Violet France, in cycle act; Broomstock Elliott, and Charlie Chaplin, in "The Bank" and Ina Clare, in "The Puppet Crown."
WOODSIDE PARK—The Novelty Minstrels, Pan-American Sextet, Lucille Savoy, operatic soprano; George Martin and the Walley Trio.
CASINO.—"The Rosey Posey Girls," in Peter S. Clark's production of "The Redemption Club; or, She Sins Again," opening the Casino for the new season.
TROCADERO.—"The Lady Buccaneers," with Milo, the dancer.
STANLEY—Sam Bernard in "Poor Schmaltz," a feature photoplay.

PORT OF PHILADELPHIA

Vessels Arriving Today

Str. Jemtland (Swed.), Gothenburg via Boston, merchandise, Sweden-Norway Line.
Str. Pawnee, New York, merchandise, Clyde Steamship Company.
Str. Franklin (Br.), New York, ballast, Charles M. Taylor's Sons.
Str. Crios (Greek), Fenarth, ballast, Gailey, Davis & Co.
Str. George Pyman (Br.), Barcelona, ballast, Berwind-White Coal Mining Company.
Bark Quevilly (Fr.), La Pallice, ballast, A. D. Cummins & Co.

Steamships to Arrive

FREIGHT.

Name.	From.	Sailed.
Australian Transport	Calcutta	July 10
Thiera	Rotterdam	July 10
Ocean	London	July 10
Brathardie	Iquique	July 21
Potis	Huelva	July 22
Salamis	Avonmouth	July 24
Arizonan	Hilo	July 28
Carlton	Newport	July 31
Atland	Narvik	Aug. 10
Hilfered	Garston	Aug. 11
Turbinia	Huelva	Aug. 12
Viendyk	Rotterdam	Aug. 12
East Wales	St. Nazaire	Aug. 12
Ioannis Contzis	Manchester	Aug. 12
Kronberg	Balboa	Aug. 14
West Point	London	Aug. 15
Ulidia	Gibraltar	Aug. 16
Virginia	Shields	Aug. 17
Lord Charlmont	Penarth	Aug. 18
Stamford	Santiago	Aug. 18
Clotilde Cuneo	Jamaica	Aug. 18
Mackinaw	London	Aug. 19
Louisane	Havre	Aug. 19
Oregon	Port Antonio	Aug. 21
Clan Campbell	Balboa	Aug. 23

Rotary Club Luncheon Tomorrow

The Rotary Club of Philadelphia will hold its luncheon at the new Peirce School Building, on Pine street, west of Broad, tomorrow. Lunch will be served at the regular time, from 12:30 to 1:30. Instead of a formal address by one of the club, the time will be used in inspecting the building.

PITCHED FOR PHILLIES NOW FIGHTS TO HOLD CITY HALL NEWSSTAND

Friends of Blind Man, and Crippled Former Athlete, Rally to Aid of Their Imperilled Business

CAN'T AFFORD PRIVILEGE

One day in 1882 a stalwart young man stood on the hurling mound of the Phillies' ball park and hurled a baseball across the plate with a baffling combination of speed and skill. It was his first game in the big leagues. He was a country boy, from Sunbury, and he wore with pride the gray shirt with the black letter P. He felt exuberantly the strength and perfect health of his young body and he pictured with confidence his future as a ball player.

He made good at once and signed to play with St. Louis next year. He pitched two games for St. Louis before the season closed. The second game was the last time he ever wore a uniform, for when next season opened he was on crutches. Rheumatism had gotten into his joints, and the activities of his young frame were checked.

The future of that young man never came out of the dream stage. He was doomed to be a physical wreck. Now he stands, with his back bent almost double, ekeing out a bare existence by the sale of newspapers at a stand in the east corridor under City Hall. Today the bowed back seems more bent, for the hope of a life that would be a series of fights against the athletic flower of a big league has been reduced to the reality of a struggle against a municipal order which may deprive him of his meagre income, averaging $6 a week. Such is Chris Neff at the age of 53.

Around the corner, in the south corridor, is blind John Miller. His usually placid face wears a disturbed frown.

He has heard the news of the latest calamity in his life of hardship. The city envies him the pittance he derives from the newsstand he conducts in the south corridor under City Hall and wants to take part of his "fortune" from him.

FRIENDS TO THE RESCUE.

An order issued by the Bureau of City Property calls for bids for the privilege of conducting stands under the Public Buildings. But the earnings of the men are so small that they say it is impossible to pay anything for the privilege, and if the city insists in carrying out its intention, they say, they will be driven out of business.

Fortunately, however, for the two cripples, their friends are aroused to the seriousness of their plight and have announced that they will rally to their defense. Miller originally obtained permission to stand there through Senator Edwin H. Vare, and the latter declares he will do all in his power to prevent the man from being driven from business.

"I will go to see Director Porter," the Senator said yesterday, "and see what can be done. And if the city won't allow them to stand there I will help them bid or else enable them to get permission to stand elsewhere. They cannot afford to pay anything for stands of so little value."

Miller, who is 63 years old, was asked whether he intended to bid for the privilege.

"How can I bid anything?" he asked in his soft tones, tinged with the faintest trace of a German accent. "I earn hardly a dollar a day here."

HAS BEEN BLIND 12 YEARS.

Miller is the father of seven children. He has been blind 12 years. For five of those years he availed himself of the charity of the city hospitals and tried to be cured. For the last six years he has maintained his stand. Before he started to work his wife was forced to go out every day to earn enough to keep them from starvation. Now he is afraid she will again have to return to the old hardships.

"Why do they want to interfere with two old cripples?" Miller asked. "I have trouble enough as it is. I get here at 5 in the morning and stay until 6 at night. Sometimes when I go home I am so tired in the knees I can hardly walk. There is no money in it. My son has to bring me here and stop for me to take me home. That's 20 cents carfare a day.

"There are nine of us in the family. Two of my daughters are almost blind. Four of the children work, but they make so little—$16 in all. It is hard to live, for there is rent and food and clothes. It is hard for nine people to live on that. They haven't given us notice yet. They might at least tell us that we are going to be put out.

"Thousands of people pass here every day, and only a few of them ever stop to buy a paper or a postcard." Here a man interrupted him to ask for two nickles for a dime. Miller gave it to him. "See," he went on, "that's all some people think I'm here for—accommodation. Nobody realizes what I am up against."

EARNINGS ARE MEAGRE.

Once Miller was a tailor and made enough to support his family in comfort. Then his eyes went back on him and his troubles commenced. Now he sees nothing but misfortune in store for him.

"What can I do if they drive me out of here?" he asks. "I cannot bear to think of making my wife go to work again, yet I could better sit home than come to work here if I have to pay the city money."

Chris Neff lives in a room at 16th and Cuthbert streets, and eats his frugal meals in a restaurant. He is all alone in the world.

"I wouldn't pay a cent for the privilege," he said. "Why, in winter I make hardly anything, sometimes no more than 50 or 60 cents a day. I have gone away with as little as 11 cents in my pocket as the entire day's receipts. In summer I do better. Once, on a Fourth of July, I took in $3.

"I make hardly anything out of newspapers, and I have to depend on the postcards and maps. I live from hand to mouth, for I spent all my money trying to get cured of rheumatism. I have a pretty fair education—graduated from the high school—and I'd like to get clerical work, but I can't get the work I'd like to do. I am a telegraph operator and shorthand reporter, but rheumatism prevents me from working."

"FIRST-AID" ADVICE TO MOSQUITO VICTIMS OFFERED BY THE CITY

Various Remedies and Preventives Prescribed by Health Department to Residents of Afflicted Sections

TO ASK COUNCILS' HELP

"Eliminate everything which exposes moisture or garbage to the open air. Apply oil or citronella to the face, hands and ankles. Burn Chinese punk or some other effective smudge. If bitten treat the wound with an alkali, such as ammonia or borax. If the wound becomes infected treat with a disinfectant and consult a physician."

This advice is given by Director S. Lewis Ziegler, of the Bureau of Health, to the mosquito-bitten residents of South and West Philadelphia. He regrets that the mosquito nuisance has not been abated in those sections, and asserts that the health authorities have done their utmost to exterminate the pests with the money at their disposal.

Sufferers from the "Jersey nightingale" nuisance find no fault with the Bureau of Health, however. Following the discovery that the department did not receive one cent of money from Councils this year to fight the pests, and that the equipment for the purpose in the hands of the Division of Sanitation is valued at $38.82, there has been criticism for only one body—Councils.

Residents of the afflicted sections assert that they now have a single aim—namely, to see that an appropriation of $50,000 is made in the annual budget to the Division of Sanitation for the purpose of eliminating swamps, ponds and other mosquito-breeding places from the city. The annual sum of $50,000 was recently named by James F. McCrudden, acting assistant chief of the division, as necessary to successfully combat the evil.

Director Ziegler said today that he had asked Councils repeatedly for appropriations to be used in the mosquito campaign, but had been without success, although he was given assurance that he would receive such money—in the future. He now proposes to renew his efforts when Councils reconvene in September, and if successful, will begin immediately to eradicate mosquito-breeding conditions in order that a start may be made toward abating the nuisance next year.

In the meantime the Director asserts that much may be done by residents of South and West Philadelphia in eliminating such conditions on their own property and on that of neighbors who may be away from home. He points out that depressions in pavements, neglected cups, buckets, barrels, chicken pans, watering troughs, bottles, broken china, tin cans, flower pots, defective plumbing and a host of other things seldom thought of as mosquito-breeding places, may serve for the laying of the hundreds of eggs which a female mosquito will lay at one time. They will, he points out, breed indoors as well as outside, the only requirement being that the water is stagnant.

When asked his opinion on the proposal that the city insert clauses in all contracts involving excavation to the effect that dirt must be deposited at the discretion of the health authorities in swamps and ponds, Director Ziegler agreed that it would be a feasible proposition, but thought that there might be some difficulty in obtaining the co-operation of other departments at City Hall.

"At one time," he said, "I offered the proper authorities all the ashes that come from the Philadelphia Hospital, thinking that they might be taken to South Philadelphia and used in filling the swamps and ponds in that section, but the offer was rejected because of the cost of hauling."

Others interested in the mosquito warfare say that if the contracts for the removal of ashes awarded each year contained the "mosquito elimination clause" the filling of these swamps could be realized at "a ridiculously small figure."

Terminal Business Men's Picnic

The Reading Terminal Market Business Men's Association will hold its first annual excursion to Ocean City, on Labor day, September 6th, when fully 1000 persons are expected to attend. A special train will leave Chestnut street ferry at 7.30 a. m., returning from Ocean City at 9 p. m. The Mayor and other city officials of Ocean City will hold a reception for the excursionists and the program includes music, bathing, amusements and games for the young folks.