Evening & Ledger

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THE AVERAGE NET PAID DAILY CIRCULA-TION OF THE EVENING LEDGER FOR AUGUST WAS 95.518.

PHILADELPHIA, TUESDAY, SEPTEMBER 14, 1915.

-Fiery vehemence of youth: Forward and frolic and glee was there, The will to do, the soul to dare.

ONE YEAR OF SERVICE

THE EVENING LEDGER celebrates today its I first anniversary with a feeling of elation and satisfaction. Established with a definite purpose and mission, its aspirations have received the definite commendation of the community it serves, not halfheartedly, but in a wholesome measure. It has won and holds the confidence of its people, not through catering to the passions of the masses or by yielding one lota to undigested opinion or prejudice, but by assuming at all times an active and militant leadership, depending on the merit of its arguments and the purity of motive underlying them for public acceptance.

To furnish the news and present it fairly is the first duty of a newspaper; it is fundamental. But a great journal has the privilege and on it rests the responsibility for doing far more than that. It must sense the aspirations of the community; it must know its people and their wants intimately: it must be their attorney in fact and their lasting protection against any and all exploitation, no matter by whom attempted: It must glimpse the future and formulate public opinion in support of great enterprises, the achievement of which is requisite to the comfort and prosperity of coming generations; it must be, in the full performance of its functions, a builder of character, an exponent of religion, an educator, a calm and sure counsellor in time of need. a great light beating on all the activities of a whole people, exposing vice and graft and the dark places and mantling with a new lustre the myriad glories of a magnificent

To such a policy of service the EVENING LEDGER was dedicated from the beginning. In its first issue it announced editorially:

The sympathies of the Evening Lenger instant in favor of programs which promise to make this city a better city in which to live. It will not accomplish its purpose unless it senses the social and a longings of the thousands of home-Philadelphia the splendid metropolis that t is It will battle with them for better facilities of every sort to which they are reasonably entitled and of which they are unreasonably deprived. It is the duty of a great newspaper to mirror the aspirations of the community it serves, to visualize conditions of life as they are and picture them as they can be and will be. It must be the spokesman of the man in the street, woman in the house, the girl who meets onrush of necessity by her own toil. With whole-hearted enthusiasm and with no interests to serve save the interests of the community, the State and the nation, the Evenino Ledger dedicates itself to this policy of service and takes its place among the institutions of Philadelphia.

In the great fight for the United States Senatorship the EVENING LEDGER unsuccessfully opposed Boles Penrose, who was elected by an enormous plurality, although he failed to receive a majority of the votes cast. Mr. Penrose stood for a great economic program, to the support of which the Evening Ledger was and is devoted. but he had allied himself with elements full of menace to democracy and stood for a sort of political domination that must be extirpated in America if the Republic is to survive and vindicate for itself and all other nations the wisdom of the great experiment in self-government undertaken by our forefathers. On a moral issue there could be no compromise, and Penroseism, in the opinion of the Evening Ledger, was and is a moral issue. Brumbaugh was supported militantly and aggressively, and was sent into office with an overwhelming majority.

There is no issue now of more importance to the nation than protection, which must be made the settled policy of the Government, and the EVENING LEDOKE will continue to be an earnest advocate of virile Republicanism, the translation of the principles of which into accepted and permanent national programs is vital to the prosperity and well being of the whole nation

Perhaps the most notable exposition of political conditions in Philadelphia, unex-Hed in clearness, lucidity and accuracy, and of enormous value in acquainting the rank and file with the method of their exlation, was found in "The Hands of a suries of articles which, published the first weeks of the paper's existnce, attracted the attention of the nation,

on October 24 the Evening Lenges printed the Status of Rapid Transit." an authori-Wive analysis of the situation as it then and this article, printed in pamphlet rm and kept by thousands of citizens as a handbook of reference, marked the real befinning of popular agitation. The third day thereafter the EVENING LEDGER published the surtoon "The First Gun," opening the night in earnest, and devoted a full page to the transit needs of the Northeast. Thereafter Director Taplor began his whirlwind sign of education supported militantly the Evenent Length. Two monster many margings during the winter demon- week are now at work on the subway. It's

structionists were met at every move; with practical unanimity the press of the city joined in the fight, and it terminated finally in the adoption of the partial program which guarantees the early completion of the two most important lines and is an assurance of the final achievement of the entire comprehensive plan of Director Taylor. "It can't be done," said certain learned men when the Evening Lepaer began its fight; but it has been done. "Dave" Lane says that the newspapers won the fight. They helped to win it, supporting Director Tayfor with unabated enthusiasm, and the EVENING LEDGER IS proud of the large part it was able to take in the entire campaign.

The EVENING LEDGER was able to concentrate public opinion on the nullification of the housing law by Councils and wan largely influential in compelling the compromise law which is now being enforced. But it is a compromise law, and there will be no surrender until there is finally on the statute books an enactment which will assure to even the poorest tenant in the city healthful and sanitary surroundings and

In a spirit of broad democracy the EVENING LEDGER was quick to resent the imputation that women are of intellectual inferiority to men. incapable of taking a part in government and entitled only to the protection usually accorded children, lunatics and idiots. It embraced the cause of the women as a matter of principle, being convinced that they were entitled to what they asked for, not as a gift, but as a matter of absolute justice. So, during the approaching campaign, the Eventso Ledger will urge with undiminished power the enfranchisement of females, among whom may yet be found the surest and most stalwart supporters of Americanism.

The material advancement of the Evening LEDGER has set a new mark for progress in American journalism. Its distinctiveness was a welcome element not only in the local but in the national field. The pictorial presentation of news had been more or less haphazard in America, except in a few Sunday newspapers. The EVENING LEDGER from the beginning made illustration a striking feature. It was not content with mere quantity of illustration, nor even with the speed which has been the marvel of current journalism, but it devoted its energies also to securing the finest possible printing. The full page of pictures, which is a daily feature, has aroused the interest of newspaper men all over the country and has been received by the immediate clientele of the paper with enthusiasm.

Beginning with a normal circulation of approximately 40,000, the EVENING LEDGER had practically reached the 60,000 mark early in January. The circulation thereafter went forward by leaps and bounds. until now approximately 100,000 people buy the paper every night. This marvelous growth upsets precedents, journalists in particular having doubted the ability of an afternoon newspaper to succeed without the liberal use of "canned" or syndicated material. The Evening Ledger adopted the policy of producing its own matter and its own features, buying very little from other newspapers. Philadelphia is a big enough city to produce a newspaper of its own, not dependent on the offerings of contemporaries elsewhere.

In the selection of fiction every care has been taken. Only wholesome stories, filled with action, have been used, and the available markets are constantly scoured for the best that can be got. So, too, "Scrapple" contains the best wit of the world, combined with the genius of LEDGER artists.

On the editorial page appear daily, in addition to the editorials, Sykes' remarkable cartoons and two special articles, some of the best known writers in America being contributors. These articles in general are flush with the news and are of permanent literary value.

The EVENING LEDGER enters on the second year of its existence with renewed strength, greater vitality and a surer, quicker faith in Philadelphia and its people. The vicissitudes of political and social struggles, the swing of the pendulum, bringing travail or joy, as it may be; the hard blows that drive backward, merely put new energy and new determination into a great people. Their progress is sure, whatever the setbacks. The parasitical elements that fasten on this community, as they do on others, are transitory and ephemeral. It is the great moral purpose of the people that survives, their underlying sense of justice. their good intent, their purpose to be right. They may be led astray for the moment, but never for long. In them is the soul of democracy, the spark that vitalizes our institutions, whence flows our prosperity, our happiness, our place upon this earth as a refuge for the oppressed of all nations and a shining light to all races.

With no axe to grind and none save the public interest to serve, the Evening Ledger will continue to fight, and fight hard, for all good causes, and to battle with what capacity it may against all bad causes, without malice and without prejudice, realizing that there is so much bad in the best of us and so much good in the worst of us that it hardly becomes any of us to speak ill of the rest of us. Yet he who is a traitor to the people, selfish in his work, a grafter in fact or intent, need expect no mercy in these columns. The truth, always the truth, is what the public has a right to expect, and, so far as it is humanly possible, the truth he will get in the EVENING LEDGER.

The service which this newspaper has been able to give in one year is a splendid record, yet it is but an augury of the service which it expects to give. Its leadership, its power to mold public opinion, place on it a sacred duty, in the performance of which it will adhere religiously to its ideals. diverging not one hair's breadth from the standards which it has set itself and establishing beyond all question its right to the confidence, respect and support of all elements of the population.

Mr. Archibald is returning to America, and gosh! how he does dread it.

In Germany there are 780 women who have

more than 20 children each. Have or had? "It's a Long Way to Tipperary" is to be oung in Chinese. But who is singing it in English nowadays?

Doctor Bobo complains that the United States has humbled Haiti. Would that Carrausa had the same complaint.

One hundred men who were jobless last

LET THE GANG RULETHECITY

But Let It Be the Whole Gang-How to Overcome the Obstacles in the Way of Community Conscious-

> ness and Self-Government By NEWTON D. BAKER

A CITY will always be governed. Somepeople, sometimes another group. The group in control is called by those who resent its actions "the gang." As a consequence, a city is gang ruled, and the only remedy for this is to enlarge the gang until it consists of a whole body of citizens. That is to say, a city will always be ruled by the who have a special interest in ruling i particular way until all of the people in the city decide that they will rule it themselves in the general public interest. This determination on the part of all the people can be brought about by agitation and education. Fortunately, we have now in America a number of cities which are well on the way toward real community conscioueness and self-government. The chief obstacles which have to be overcome are these:

No Such Word as "Fail"

First. The special financial interests which profit by government and therefore can afford to spend the large sums of money to retain power.

Second. Hopelessness on the part of citizens generally, who have participated in "reform campaigns" only to find themselves powerless against the compact organization and abundant finances of the special interests, or to find that reform success was not a permanent betterment of city conditions.

Third. The real limitations which have been placed upon the powers of the city by State Legislatures, either procured by special interests as a safeguard to their own control, or permitted to remain unrelieved by State Legislatures, which have failed to appreciate that in this new age a city can ment its responsibilities only when it has the power to analyze its own conditions and to devise and execute remedies.

As to the first of these three obstacles, it is only fair to say that the public utility monopolies in America are being brought to a recognition of the fact that their business is so far affected with the public interest that they must be subject to public regulation and control. They recognize that the day of speculative profits, limitless valuation and extertionate rates is past and that the public utilities of transportation, light, power and water are going to be secured at fair rates and under favorable conditions by American cities, from privately managed plants, if that be possible, but from publicly managed plants if that be necessary to secure the results. As a consequence of the education which has gone on on this subject in the last 20 years, the buying of Councils, the granting of improvident franchises and the maintenance of extortionate charges is too well understood to be longer tolerated, and this great obstacle to good government is going to be eliminated.

The indifference, or rather the hopelessness, of those who have fought only to be beaten, or won only to be disappointed, will also disappear with education, and the necessary education will come as soon as the power and responsibility which the modern city demands are secured for it, either by constitutional amendment or legislative enactment. As a matter of fact, an honest and patriotic man must continue this fight no matter how often beaten or how bitterly disappointed. The spontaneous upward trend in America will not brook acceptance of defeat here. The American city is either a menace or a blessing. To make it the latter is a challenge to our sense of personal and business security and well-being which w

Home Rule for Cities

Probably the only program upon which all can agree is embedied in the words "Home Rule for Cities." Our State Legislatures have sought to make cities good by making them powerless. They have succeeded in making them corrupt because they were feeble. The emancipation of the city is the immediate task. This does not mean any loss of State feeling; it crects no independent government within the State; but in accordance with all the traditions upon which Anglo-Saxon liberty is based it establishes the right of local self-government and gives the people of a city the power to determine as they will purely local concerns. This includes the power to deal with local public utility questions and substitutes the direct, informed and interested public action of citizens of the city for the slow and fruitless bewilderments of State Public Utility Commissions. It gives the city the right to determine whether it will invest enough of the money of its own people to stamp out tuberculosis; to improve sanitary conditions; to light and police its streets; to abolish the evils of the slums, and when a city-dwelling people have such power they acquire very quickly a community consciousness which will use that power for the perfection of their institutions and betterment of their city life. Thomas Paine once said, "Arguing with a person who had taken leave of his senses is like giving medicine to the dead." Somewhat in the same way agitating for better things among people who have merely the right to hope and no power to do may be regarded as vain.

There is an identity of interest among people of the State, whether they live in the city or in the rural districts, in this regard. The corrupt, insanitary and diseased city is deadly alike to its own people and to the State of which it is a part. Its output of oriminals, its contribution of insane, its degradation of public morality, and its propagation of contagious disease become a State burden and a State peril. The appeal should therefore be made to the people of the State to free the city, place on its shoulders the responsibility for its own wellbeing, and then the process of education in public right will be addressed to people who can both understand and act.

> TO THE ONE-YEAR-OLD Uncannily you've grown, sir-Grown like the very deuce! Like Minerva sprung full blown, sir-From the forehead of a Zeus!

Such energy and fire, sir, In a one-year-old displayed— Must cause statisticians ire, sir. While facts stand back dismayed!

And when the candles burn, air.
You'll know that we are wishing
You jolly good returns, sirGood hunting! and good flabing!
R. T.



WE SALUTE BUT DO NOT STOP TO DO SO

DRAMATIC COLOR IN JOURNALISM

The Modern Newspaper Is "The Great American Novel" So Long Awaited, and Every Reader Is a Character in the Story. "Personal Journalism" in Its New Definition

By BURTON KLINE

Of the Editorial Staff of the Ho too Evening Transcript

SPEAKING of anniversaries, it must be be a dry recorder, and has become an intelli-just about fifteen years ago that some- gent observer and critic of the great drama thing new was begun in American journalism. The beginning was bad, but it has been tempered and improved since then. Not that the change was sudden. The new order is the resultant of influences so small and its progress has been so gradual that even those of us who are intimately concerned with the making of newspapers are scarcely yet aware of what has happened. Readily to grasp all that the newspaper of today has become, you have to leaf back over the files of fifteen years ago for comparison.

Those were the days when the literary critics were sharply watching for "the great American novel"-watching, but never finding. They have never yet found it, though the great American novel has really appeared-it began to appear fifteen years ago. You who read this are holding in your hands a leaf of it now. The great American novel is the great American newspaper.

As recently as fifteen years ago a newspaper was still a newspaper. As then understood, the business of a newspaper was to present the news. That alone. Well, it presented the news, baidly, soberly, drily, without notice of the great fact that news is life. Imagine, for example, how the daily of that day would handle such a piece of news as the sinking of the Titanic or the Lusitania. In the editor's eye it would naturally project as a supremely important piece of "marine intelligence." And he would let it go at that, All the immense human significance in the sinking of the greatest ship on her maiden voyage, all the atmosphere of drama surrounding such an event, he would have been sure to neglect, as being outside the province of a newspaper. All that he would have left to the novelist. The editor of today is almost ready to condone the catastrophe that offers him the opportunity to play the novelist himself, the best way he can, and proudly show it in his paper.

There are still a few newspaper readers who cling to a preference for that detached and impersonal presentment of the news of the older days. In their staid and reliable old favorite journals they are daily shocked to discover insidious traces of this new leaning toward life and color. For even the older papers begin to open their eyes to the real possibilities in a newspaper. At least they have sensed what any one may see for himself, that the newspaper as it is now would never be suffered to exist and prosper if public taste were not overwhelmingly in its favor.

The truth is that the newspaper of today has taken to itself the whole province of literature. People have not ceased to buy and read books or to visit libraries. They buy more books than ever, but not so many more books as they should, according to the rise in our population. That rise in the number of readers in America is reflected far more certainly in the swelling circulations of our newspapers than in the comparatively stationary circulation lists of the book publisher. We read many more books than we did, but we read overwhelmingly more newspapers than we read twenty years ago.

A Daily Book

Consciously or unconsciously, the publishers of newspapers have felt this. They and their millions of readers have silently agreed that the newspaper shall be no longer a newspaper alone. The daily paper has become a daily book. It has all the qualities of a novel, except one. The news, the occurrences of the day, great and small, it handles as what they are-facts in life, that bear some relation to the life of every man who reads. It handles these facts precisely as a novelist would handle them. The reporter, to be a good reporter now, must be more than a recorder of facts and figures. must be something of a critic of life. The older reporter would have told simply and accurately the details by which ten-year-old Minnie Jones came to her death, crushed against an elevated pillar by a skidding motor truck. The aim of a good reporter of today is to make the reader feel that Minnie Jones was a real person, whose loss means as much to her unknown father as the father who reads the paper would suffer in the loss of his own child.

That characterises, elightly and roughly, the newspaper of our time. It has ceased to

gent observer and critic of the great drama of life that is played all round us every day. It is everything that a novel should be, and more. It has no need to depend upon even the most fertile imagination of the literary artist. The phenomena of real life, immensely more varied, more absorbing, more fantastic, if you please, lie ready for its pages every day. This daily paper you have bought this evening is a page of biography. It is everlastingly alive to the telling events that have made the success of successful men. It is a history in headlines. It is an endless story book, the more thrilling to you. the more wonder-stirring, because the story is true, and because you, too, reader, are a character in the story.

But the newspaper has become an essay, too. Men are thinking now more than they ever did. The newspaper at once gives them topics for profitable thought. It persuades special articles from writers who are specialists in their line of thought. And the persuasion is easy, for the wise writer has come to learn the dimensions of the newspaper circle of readers. Then the editor remembers that the news may be seen often mor vividly than it can be read, and he provides instant pictures of this or that fire, this or that procession, of an endless array of interesting personages or events. When a great inventor dies, or a new inventor appears, he is quick to satisfy that natural curiosity in us all to know more about his life and looks and his personality.

Art and the Great Drama

The one quality in the novel that is still lacking to the newspaper is the one most difficult of all to acquire. It may be predicted with confidence that the outstanding characteristic of our newspapers in the days immediately to come will be their struggle to acquire this one lacking element. That element is art. The reporter has become a littie too anxious for the picturesque in his treatment of the news. He has wandered a little too far from the dry presentment of fact. The trial of a man for murder is a deeply touching drama. The modern reporter has been quick to see this, but he is apt to go too far with his "sob stuff" and sentimentality. He hasn't yet learned what every first-rate novelist knows-the power of restraint, the gain of leaving things out. He doesn't yet know that a writer is most moving when he omits the gush. But he is going to learn or be taught that great art. He is learning it now.

These new possibilities in journalism that so widen its field and multiply its interests are calling into the profession a better and better quality of brains. We may never have a newspaper written by a Dickens and edited by a Socrates. But we do have newspapers now that are slive to life. A little more time, a little more experience and experiment will make them still sounder and profounder critics, and more stirring because more sober portrayers of The Great Drama.

BEER VERSUS BREAD

To the Editor of the Evening Ledger: Sir-Kindly let me ask Mr. Beer Drinker:
What goes into your body when you drink beer?
Polson and rubber! Beer is a fermented liquor made from grain, and contains 5) per cent, water, 5 per cent, alcohol and 6 per cent, malt extract, hops, etc., forming the solid matter.

You can see for yourself by boiling a pint of You can see for yourself by heiling a pint of beer on the stove. The alcohol will pass off first. You can tell alcohol by the smell. The water passes off next. Keep it boiling until the water is all gone. You will then have a teaspoonful of gunny stuff left. all the solid matter there was in the beer. It is not good to eat. Nobody would or could eat it. Yet this is all the food there is in the pint of heer.

this is all the food there is in the pint of beer.

"Wherefore do ye spend your money for that which is not bread? And your labor for that which is not bread? And your labor for that which satisfieth not?"—Isiah ov: 2.

I read about Chemist Liebig, who says, "We can prove with mathematical certainty that as much floor as can lie on the point of a table kuife is more nutritious than quarts of the best Bavarian beer." A pound loaf of bread and a slass of leer cost the same smount, five cents. The German chamist, Liebig, says that the mas who drinks eight quarts of the best beer every day sets from it in the whole year exectly the amount of nutriment that is contained in a five-pound loaf of bread. He also tells us that the 150 gallons of beer the man would consume in a year by laking eight quarts a day has only as much naurishment as three pounds at the best beefsteen. If a man takes here laylead ad bread and beef

steak to nourish himself and his family he will grow poorer and poorer.

Rheumatism and gout often result from drinking beer, because beer hinders the work of the liver in separating dead and poisonous matter from the blood. This bad matter is carried to the foints and muscles by the blood, producing gout and rheumatism. As oil and water can't be mixed, so can't alcohol (forced into the body) and blood. It is also dumped into the heart, kidney, etc., producing heart disease, kidney disease, etc.
M. L. W.
Philadelphia, Sept. II.

NATIONAL POINT OF VIEW President Wilson has given another assurance that the national honor is safe in his keeping.-Baltimore Sun

What the republic needs at this moment is a rebirth of single-hearted Americanism. We need it now. We shall need it in the trying We shall need it in the trying and critical years that He before us .- Chicago

There can be no "dual citizenship" in the United States; no exception, in the case of foreign citizens coming here for employment under protection of our laws, subjecting them to terrorism from abroad.-Boston Post

Between the La Follette law and the re newed threat of Government ownership, the Wilson Administration is grimly proceeding to torpedo what is left of the real American mer-chant marine in overseas trade.—Boston Evening Transcript.

AMUSEMENTS

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Trocadero Tia United Maries Girl in Red PEOPLES-NOW-Damaged Goods