EVENING LEDGER－PHILADELPHIA．FRIDAY，MAY 12， 1916.

Fuentug esside Tiringer











## nam，new valunt




 Nerroid polter

| Prealden |
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| Crande． |
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 whan ought to bo done and co
cant bo got tuto tho bullans？



 them it woula not have been neeamar Goverment to treort to coneription


 and




very tom Pullaceaphhans woula








 IF thas ato the chranco．

Rowe cy a replutuan droctiog the Prath


 He te not．
Doen he think that it woula be unwise tor
Phuladelphia to authorizo a loan for the con－ struction of the
Ho does not．
The Senator has neen it to speak o
straightforwardily on both these points．





 It will be underatood that the latest of these
dociaratons came from the Senator，not before
tactional aifferences had developed，but when
they were in tull swing．Thero han been no
happening since of


 centa for exchange tickets．They are not so
Incensed that they will show their reesentment
by stabbing themeseves in the baok and hand－
ting over the city to the transit company．They




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its aupport．
 without the ala of a physidian．
Benator Pearose eald，＂The peopio aro golus


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Tom Daly＇s Column

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 Hees madre，anto
7 Huke you deeso yeav：










| Cinema Songs FAREWELL To CHLOE I＇ve come to say good－by to zou， My love wowld prove no longer true， <br> Chloe，$I$ jear； once，indecd，$I$ loved you truly， Though once，indeca， F＇or there＇s a swell Aame come here newly， <br> Chloe，I hear． <br> Our Theda wears a shimm＇ring gown， And，one might say，she dresscs．down， （Yet censors pass）； My stiff dress shirt is growing damp， With wecping，whon the lass doth vamp， And so $I$ fear you must dccamp． <br> Chioe，alast <br> $I$ do not fall for all the stuff， <br> That Horace did， Ive had enowgh， <br> So clamp the lid． <br> You＇ve got to blght strong men＇s careers， <br> And hasten brave men to their biers； Ah！then l＇ll kiss avoay your tears． <br> Chioe，ol＇kidl－WILL LoU． <br> Bean Boundaries VII <br> －City Statistician＇s domel Here you＇ll always fud at home Quite a million things or so． Just the things you want to know But iook outl be careful，folks1 Half thosemillion thingsare joke： |
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PUBLICITY，THE NEW ART，AND ITS EFFECT The Evolution of Creative News．
How Ideals Have Learned to How Ideals Have Learned $t$
Pay Their Own Way in the



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