# Evening Zedger PUBLIC LEDGER COMPANY

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Philadelphia, Monday, June 25, 1916

How many illustrious and noble heroes have lived too long by one day .- J. J. Rousseau.

Nonadvertisers are the Serbians of industry.

If the Republicans are in any doubt, we may suggest that there are a few thousand live wires in town, any one of whom could put Hughes over.

No trouple supplying an army of even 500,000 men with munitions, thank you! The Government would not prepare, but foreign nations have put all of our factories into the pink of condition.

Sunday's rain was not part of the program made up by the Entertainment Committee. But it was given out on high authority that it did not matter. For it's always fair weather when good ad men get together.

The fortieth anniversary of Custer's last fight at Little Big Horn has just been celebrated. It would be an unhappy coincidence were it not for the memory of fearlessness and faith which Custer left behind.

Colonel Roosevelt, as every one expected, has declined the Progressive nomination today and indorsed Hughes as the man the country needs in the present emergency. There was no other course for him to follow, if he hoped to assist in the defeat of Wilson.

The demand of the American Government for the immediate release of the prisoners in Chihuahua is not one of the ultimatums of the previous sort. It is an ultimatum that ultimates, and there They have a message for Philadelphia, are a hundred thousand guardsmen to see that it does ultimate.

The "Illustrious Herd of Goats" has been formed as part of the doings goats of all dishonest advertisers captured by the ad men, whose message is get them after a while.

We have war at hand, but no zero planes, which have come to be the very eyes of any army. Fortunately, our enemy has none either, but that is a poor excuse for us. We do have factories capable of producing machines, and we have got the money, in spite of "pork barrel" legislators, so it is up to Washington to get busy and get busy quick.

That it is not the place a man comes from, but the man himself that counts, is illustrated in the case of R. Goodwin Rhett, president of the United States Chamber of Commerce. Charles. ton, S. C., is not by any means one of the great industrial centres of the country. but neither brains nor initiative is peculiar to one clime or section, so when the national body found the man peculiarly fitted for the job at hand it took him without asking for a street address.

The decree ordering the dissolution of the Corn Products Refining Company, an \$80,000,000 corporation, may arouse no end of jubilation among the trustbusters, but the president of the company makes a strong point when he says: would be the loss of the foreign field to manufacturers in our line. With this the blame for the war is frequently laid company broken up there would be no unit large enough to meet European fastest. competition." It requires industrial giants, not puny pigmies, to win and hold foreign trade, a fact which may ultimately be digested by our legislators.

It is interesting to find the rail

roads of the country "boosting" the Interstate Commerce Commission, because that attitude is unusual. In the present case, the commission is credited, by an imposing list of officials, with having a rather intimate knowledge of railroad conditions and with the ability to make a thorough analysis of the wage question and to render a just decision. In appealing to the country for a verdict the railroads confess to the power of that public opinion which they were once in the habit of flouting. Moreover, by insisting upon governmental justice, rather than industrial warfare, they strengthen their case enormously. The Four Brotherhoods have not the same opportunity for publigity, owing to their more limited means, but the country will wait for their answer. and will wonder, meanwhile, why they That was two years ago, and the lesson of the Nuy Aug Tunnel yesterday. The oppose a settlement on any terms but complete surrender. The strike vote is now being taken, but assurances have come that, in case of war with Mexico, hard school, but fools learn in no other. the strike will be subordinated to national That is scarcely true. Experience is a interests. It should be obvious by this hard school, but fools do not learn in it. time that the national interest should prevail in time of peace as well as in war by their experiences. So we have reason and that when the agency is at hand it to hope that the antipreparedness manis in desperous to refuse to use it in the at least, has died out as a result of our commirate layer. The position of the rail- stumbling mobilizing tactics.

road men is that they must have more noney for their labor. It implies that the railroads can afford to pay \$100,000,000 more in wages. The latter is the proposition under debate, and it can be settled by figures. The commission is willing to net as auditor. Why should it be denied?

#### LIVE WIRES THAT CAN'T BE SHORT-CIRCUITED

THE publicity experts assembled in this Leity today hold the prosperity of the nation in the hollow of their hands. Con gresses may come and go, the fortunes of political parties wax and wane, but so long as there is American enterprise and ingenuity to create worth-while products and publicity experts to let the people of this and other nations know about them, so long will there be prosperity When the wheels are clogged it is pub licity that routs the incompetents, drives the inefficient from control and restores to government, as it does to everything else, ease and sureness of motion. The secret of the success of the democratic experiment on this continent is, in fact, the universality of communication and the distribution of Intelligence, which in combination form what we know as pub-

They made good soup in Camden before they made good sales of it. Those talking machines were the greatest little publicity experts ever evolved-they kept poosting themselves all the time. A watch did not make the dollar famous, but one can scarcely think of a dollar without thinking of the kind of watch for which it can be offered in even exchange. There is scarcely an automobile made in the nation that everybody does not know by name, who makes it and why. Food used to come to the grocer in bulk, unclean and not particularly appetizing, until some publicity expert conceived the idea of putting sugar up in cartoons and breakfast food in sealed packages. That promoted public health and it stabilized an industry. Not so very long ago half the world did not know what the other half was doing. Now all the world knows when a manufacturer is making something good, because the publicity experts spread the news.

Publicity is the diffusion of knowledge, nothing more and nothing less. One man tells a story well, another does not. But the fellow who can put "pep" into his tidings and a "kick" into his sentences is the fellow who makes the world stop to read. The man on an irrigated farm in Arizona has a catalogue of the world's best offerings brought to his door. Be it bathtubs or electric fans or a new kind of swing or a pump, whatever it is, he learns of it as soon as his friend in Philadelphia, and he can have it brought to his door. Not only does this standardize methods of living, so far as material comforts are concerned, but it nationalizes industry and internationalizes the benefits accruing from human ingenuity, enterprise and invention. These men who are in Philadelphia to-

day are the advance guard of civilization. They are always, they always have to be, just a little ahead of the great mass of humanity. They not only point out the way, but they set the pace. They have taken enterprise to be their bride and they have married themselves to progress. just as they have a message for the whole country. It is the message of action, of doing things, of overcoming difficulties, of "grabbing the impossible by the nape of the neck and shaking it for this week's convention. Now if the into an actuality." "It can't be done" is the kind of job they love to tackle. Philadelphia for a century has been in the "Truth," could be collected-but we shall forefront of American progress, her factories supplying a nation with its necessities; but there is for Philadelphia a lesson to be learned from these men who have put towns as well as industries on the map. Too many of our products have been speaking for themselves, powerfully, it is true, since quality is a great booster, but in this era they need, too, the impulse and the drive that only the kind. of publicity which these men know how to give can produce.

Cordially we greet the delegates. The city belongs to them. We welcome them not only for the inspiration which they bring, but just because they are themselves. From the time delegates from the Colonies met here to formulate the campaign for independence, this ancient city has been accustomed to opening its doors and its heart to visiting men and women and the fires of hospitality which were lighted generations ago burn now as luminously as they did in that far-off time.

### CAUGHT ASLEEP

EUROPEAN observers will probably be at a loss to understand the process of mobilization through which this country has just passed. The events of the "One certain result of the dissolution first week of their wars were all dependent upon speed in mobilization, and on the country which mobilized first and

That is because in Europe mobilization means what it means: making an army mobile, susceptible of immediate shifting to the point of necessity. In this country it means calling out the framework of an army and placing it in training camps with such recruiting as comes to it in the process. The army of the United States which was really capable of mobilization has been for some time in and near Mexico. The Guard needed to be recruited to a peace footing before It could entrain for concentration points, and these points are thousands of miles away from the danger. Furthermore, mobilization applies to transport, commissary and supplies.

What our European observers will still not understand to why the Guard was not complete, why provisions had not been made to face an emergency which was really inevitable. England will under stand this before France and Germany because England, too, went through such a crisis, as ill prepared for it as we are, of England, which hardly has been learned there, has not crossed the Atlantic. It is said that experience is a Wise men alone are capable of profiting

#### Tom Daly's Column

TO THE AD CLUBS Hark you to our 'Rah! 'Rah! 'Rah! Honor to you, A. A. C.1 Not alone for what you are, But for what you're going to be.

WHICH is to say, the advertising game is still in long clothes and yet to be weaned, but withal a fine, lusty, promising young glant.

YESTERDAY'S RAIN A Sunday misty and wet Moves us to chafe and complain. Robbed of our outing, and yet Came there in vesterday's rain-Light as the spray of the sea, Soft as the dropping of deve-So many blessings to me, Surely you noticed them, too,

Windows fronting the East Bare of shutter and pane, Took, as the light increased, Silver driftings of rain. Slowly the moisture crept Over my pillow and bed Drowning the dream I'd kept Warm in my drowsy head. . . .

Out of the neighboring woods Waking sounds of the day, Calls of the solitudes; Thrushes caroling near, Church-bells over the hul, The whine of the housedog here Under my window-sill-But over and through it all The liquid laughter of leaves

There to me came, as I lay,

Glad for the gifts that fall Over the world's wide eaves, Glad for the cleansing rain, Drenching branches and sod, Suckling the ripening grain, Plumping teans in the pod. . . .

Possibly, so I thought,

These are the tears of the bless'd Shed for a world distraught By hatreds and wild unrest; This is a holy rain Cleansing the blood-stained sod, Bringing to earth again

Peace and the smile of God. . .

Call it a mood if you will, Call it my fancy alone; That may account for it; still, Possibly others may own-Reading this little refrain-Share in the blessings I drew Out of the mist and the rain. Surely, you noticed them, too.

WE HOPE we're not rude for remark-ing that the mass-meeting of the ad men at the Metropolitan Opera House yesterday afternoon didn't allow any free space for the well-known display advertisement of the U.S.A. The flag was nowhere to be seen.

Sir-I met a guy here the other day who should be spreading himself at that ad convention in your town. His name's Tripp Collom.

#### ADVERTISING ALPHABET

A's for A-1 Ads that pull; B's for all the Bunk and Bull Calm Conventions have to kill, Doing Duty with a will, Earning Everybody's cheers For each Fraud that disappears. G is for the Gain that each Happy Hustler strives to reach In his Income for the year.

J's the Joy that blooms for some;

K's for Knocks and Kicks that come; Luck that's bum M is for the Millon bones No Non-Advertiser owns; Publishers Pull Profits rich. Q is Qual- and Quantity Reached by Readers—N. B.: See Subs for Ledgers (P. & E.) T is Truth which shall prevail Until Underhanded quali.
V is Victory for the right
When the World shall know the might X-ercised by those who fight, Year by year with faith and feeling, Zealously for honest dealing.

T a dinner the other night young Mr. A E. J. Cattell had just put forth his famous ejaculatory aspiration: "Oh, joy to be alive! I want to attain a hundred years and then renew the lease at double the rent!" Robert N. McMyan, of Milwaukee, who was sitting next to us, leaned over and whispered in our ear; "The trouble about that would be the job of getting the landlord to make the neces sary repairs."

Sir-Isn't it singularly and plurally re markable that the man who wrote "The Girl I Left Behind Me" was Sam Lover? B. K. R.

Frank Bierfund, who ought to know says the Germans are stenciling jokes upon the fronts of their uniforms so the English can't see 'em.

#### Position

T SUPPOSE," said the young clerk in I the publication office, "you'll want extra position for this ad of yours, next to pure reading matter."

"Well, not too pure," said the shrewd advertiser; "now, if you could put it alongside a divorce story or some such scandal I'd be satisfied."

Among those who will attend will be David Bispham, the tenor.
—Morning Contemporary. And why not add to the novelty by securing Enrico Caruso, the basso?

Soft Music to This

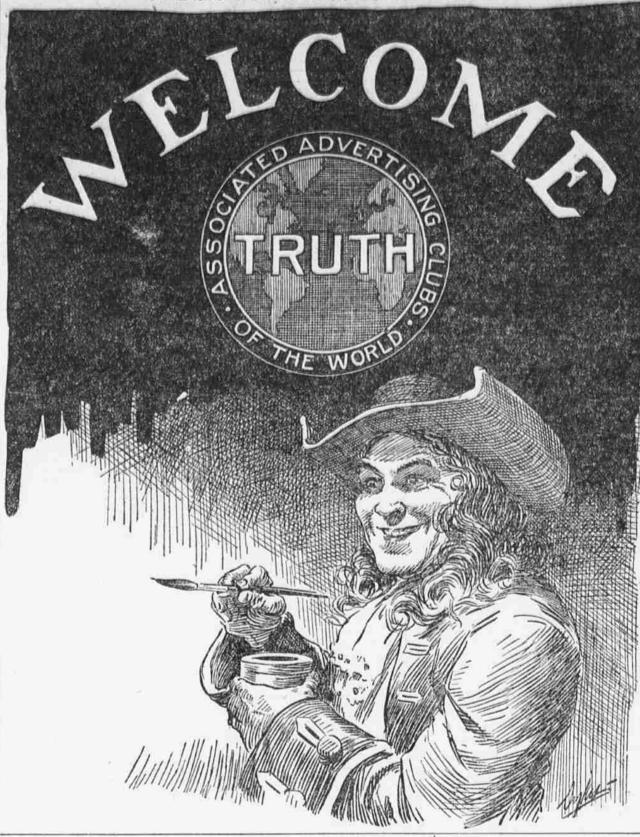
A small, white-haired woman (said a norning contemporary recently), accompanied by two sunburnt, stalwart lads, the panied by two sunsurint, statwart lads, the oldest of whom could not have been more than 19, came timidly up to Captain M. D. Brown in the First Regiment Armory.\* \* "You see these boys," she said, pointing to the young fellows. "they are my only sons and I want them to enlist in the National Guard." \* \* "We are a family of saidless." of soldiers," she continued. "My hus was killed in the Civil War, etc., etc.

#### Why the Barbarity?

An unidentified foreigner was run down by a Lackawanna train at the entrance body was cut in half and taken to Cusick's morgue,-Scranton Times.

WALLY SMITH, shut-in, reports that Miss Carolina DeRosa, aged 11, and just promoted to 7 B grade of the James Wilson School, has written to inform

The equator is an imaginary line just putted on the globe to show people where the sun rises, but it is not a real "ONE SIGN THEE HAS TO BELIEVE IN!"



#### THE VOICE OF THE PEOPLE

A Democrat Defends His Party by Saying It Is No Worse Than the Republicans-A Motorman Who Waited. Other Current Matters

This Department is free to all readers who | cave man, you would like to "bust" some-

wish to express their opinions on subjects of body in the head.

current interest. It is an open forum, and the Evening Ledger assumes no responsibility for only a few mornings since. For the first

To the Editor of Evening Ledger:

Sir—During the presidential campaign one should not be surprised to read all kinds

I was about to alight from, and getting a quick sign in reply from me in the affirmative, waited until I got out and ran across of assertions, but when a paper of your standing creates an editorial article so one-sided as your comments on the nossible inded as your comments on the crease in income tax, etc., and lays the blame to the Democratic party, it does sur-prise one. You forget the enormous reduc-tion in imports, due to the war, which is the real cause in the reduction in the revenue you mention. Even though we had the most nourished and cherished of high tariffs, what would it avail us now, when we import virtually nothing! The war has built about this country the highest possible tariff. Further, you censure the Democratic Adinistration for not having provided a large standing army. May I ask how well the Republican party provided while in office for the Spanish War or, later, how well it

provided for an army? You seem to blame the Democratic party for not having an im-mense navy—how well did the Republicans provide while they were in office, even th ampant Theodore? Let us be fair in this matter, and though was president of next to the largest Demo-cratic campaign club in the State in the last presidential campaign, I will readily stand convicted of my ways if you can show me lust wherein the Democratic party is any lifferent from the Republican in allowing

the country to go to what you seem to infer is a bankrupted, disrupted and corrupted condition. E HENDERSON. Lansdowne, Pa., June 22. [The Democratic party is culpable, first

use when it saw the war coming it did not at once begin preparations to make pro-visions for the revenues which were to be reduced by the war. It later confessed its own mistakes by abandoning its purpose to put sugar on the free list. It is culpable in the second place because it neglected for nearly two years to do anything to strengthen the navy or enlarge the army when the Republican leaders and the few far-seeing men who call themselves Democrats knew that there was a possibility of the United States being drawn into the con flict, and that if we were to escape humilia tion preparation should be made. Presi Witson indeed reversed himself and dent wilson indeed reversed nimest and last winter left Washington to make some speeches calling the attention of the coun-try to the emergency, but his Congress was indifferent. The Democracy is condemned now because in the world crisis of the last two years it has been in power and has negcted its obvious duty. It is condemned further because it made no preparation to meet the Mexican issue, which for three years has headed straight toward war.— Editor of Evening Lebour.]

#### THE CAR WAITED

To the Editor of Evening Ledger. Sir-Those letters about the trolleymen not stopping at transfer and exchange points voice my sentiments to a T, too, for t has been my experience for two or three years to get stung often at an exchange point at 20th and Spruce streets, which I use every morning. They never wait a second when cars arrive at about the same time, which is very often, and the conse-quence is you get that feeling, like the

### FACTS ABOUT MEXICO

Notions about Mexico, among those who do not often look at maps, are summed up in a general idea that it is "a small country tacked on to the southwestern corner of the United States." As a matter of fact, the greatest distance in Mexico, in a straight line, from Lower California to Yucatan, is the same as that between the western boundary of Pennsylvania and the eastern boundary of California. So far from being entirely southwest of us, the eastern end of Mexico is on a meridian further east than that on which Calcage lies, and is little more than 100 miles from the western and of Cubs. Mexico lies rather south than southwest of the central point of the United States. Its area, 167,000 square miles, is more than one-fourth this country's. It is ret often realized how far north and south the sianting border runs. Its mortharmost point is about 100 miles march of New Or-Notions about Mexico, among those who

the views of its correspondents.

DEMOCRATIC SPECIAL PLEADING his car, ready to go shead in front of one

As this was the first time I had this exerience in about three years at that point, t proves to me that motormen with respect for the public are few and far between.

was largely through the sympathy of the public they won their last strike.

Philadelphia, June 24.

PROGRESSIVE STRENGTH To the Editor of Evening Ledger: Sir-In reply to your editorial n

erring to certain statements in my letter of the 17th instant, which appeared in your issue of yesterday, you will be good enough to allow me to say, first, that we hope and believe Colonel Roosevelt will not indorse Hughes next Monday, and, second, that we care little whether he does or not, or whether or not, as you say, "the Progressiv leaders in many States have already themselves with the Republicans." W remarked that you were reckoning withou your host in saying that the differences between the Progressives and Republicans were now removed and that the former would return to the Republican party, did by no means refer to Colonel Room velt, nor to the said Progressive leaders, but to that decent, independen vote that cast Progressive ballots in 1912, 4,100,000 strong.

This vote may not be heard from next Monday: the people rarely have a voice in political conventions or in meetings of national committees. But its solidarity, decency and independence will be publicly demonstrated next November at the polls. which is sufficient HENRY A. BOMBERGER.

Philadelphia, June 22,

## DEGENERATE AMERICA

To the Editor of Evening Ledger: Sir-Anent the intricate and perplexing domestic and foreign problems it is to be confessed Washington has its hands full. Yet, after all, are not the supposed ponder-ous, "slow to anger" methods of this Government merely an apology for unpreparedness, or plain, downright physical fear? Is the history of the United States one of spineless "peace at any price" value? Take up our books and read. Do we not see the up our books and read. Do we not see the settler defending his burning home and unprotected children from ambush? Again, do we not see the smoke of Bunker Hill? And once mere, 1812. Look sharp and soe Santa Ana and his Mexican vassals before bluff old General Scott. Here again we have brother against brother to preserve the integrity of the Union. Once more the case integrity of the Union. Once more the cannon thunder and, lo, we have Cuba emerg-ing from anarchy, blood and yellow fever into a pleasure spot for care-free million-

I cannot believe chivalry is extinct; cannot believe there is not a good man in the country who is worthy to be President and control an obstinate Congress, but the wrong brood seems hatched out this year.

A SON OP THE REVOLUTION.

Philadelphia, June 23.

leans and the other end of the border is nearly the same distance south of that city. Some idea of sizes can be had from the areas of some of the 30 States and territories in the neighboring republic. Chihushua is twice as big as Fennsylvania. Sonora, another border State, is nearly as large as Chihushua. In population, however, kiexico is sadly deficient. There are only 20 persons to the square mile. The vast stretches of underdeveloped country in the western part of the United States brings our number per square mile to not much more than Mexico's, but irrigation is so young ah art in our West and in Mexico that it is not easy, to estimate what its greatest development will produce. It is estimated that Mexico could support a population of 180,900,000 more than the 15,000,008 now there, and by the same token, the lishabitants of the western United States are one-tenth in number to those when development will attract.

#### What Do You Know?

Queries of general interest will be unswered in this column. Ten questions, the answers to which every well-informed person should know,

1. What and where is Camp Brumbaugh? Who is Jacinto Trevino?

3. How many men are there in an infantry squad and what officer commands them?
4. What is meant by "the Latin republics"? Name a famous street in Berlin.

6. About how many miles of telegraph lines, are there in the United States?

7. Who was Descartes? 8. Did Beethoven ever write an opera? 9. Name a bird that cannot fly.

How for into the air and how far into the earth does a piece of property, owned in fee simple, extend?

#### Answers to Saturday's Quiz

 "Brevet" rank is one decree higher than that for which an officer is paid. A brevet major gets the pay of a captain. 2. The synoptic Gospels are the first three.

 Buenos Aires, with 1.337,000 population, is the largest city in South America. President Wilson sold of Mr. Bryan some years ago, 'I wish he could be knocked into a cocked hat."

5. The malaries of Judges cannot be reduced during their term of office.

6. Lower California is comparatively independ-ent of Mexico because it is separated from the other Mexican States by the Gulf of 7. Tableland-Elevated flat land; a plateau

8. The Cid Campender—the most celebrated of the Spanish military beroes. 9. Cork is obtained from the bark of the cork 10. William H. Berry, Collector of the Port.

# Editor of "What Do You Know"-Will you be kind enough to print in your column

one or two examples of an indirect tax?

Internal revenue taxes, duties on imports.

#### Horseplay and Limelight Editor of "What Do You Know"-What

is "horseplay" which one often reads about, and what is the "limelight," which often ppears in print? "Horseplay" is rough-and-tumble sport virtually joking that is in bad taste; cari-cature that is carried too far. The "lime-light" is a reference to the stage. The limelight is sometimes thrown upon central fig-ures, especially those of dancers. "To be in the limelight," then, is to be in a promi-

nent position, and those who "seek the lime-light" in public life are those who are too

# fond of publicity.

Editor of "What Do You Know"-Can gou tell me if the passengers are safe on trips to Europe, especially to Italy on Italian ships, and in case a submarine should catch a ship would she be permitted to unload the passengers before sinking the ves-

No transatiantic liners have been sunk nce President Wilson sent his final note to Germany on the submarine question. The general opinion is that Germany will con-tinus to respect her promise to this country tinus to respect her promise to this country to avoid endangering the lives of noncombatants at sea. Of course, no individual in this country can take it upon himself to assure another of his safety at sea any more than he can be justified in warning another to keep off the sea. Before the Germans changed their submarine policy they were able to sink far more British ships than italian ships, and if they should decide to defy this country it might be presumed that Italian ships would again suffer less frequently than British ships.

# Tale of a King's Marriage Editor of "What Do You Know"—Is it true that King George of England was mar-ried before he married the present Queen?

Edward F. Mylius was found guilty of libel when he caused copies of the Liberator, an antimonarchical paper published in Paris and containing the story, to be circulated in England. The report was to the effect that in 1890 King George, then Duke of York, centracted a morganatic marriage with the cidest daughter of Admiral Sir Michael Seymour at Maita. At the trial of Mylius in January, 1811, a mass of evidence was introduced to show that the story was entirely without foundation. Admiral Saymour, his daughter, who had married a Captain Napler in 1855; the same of Admiral Seymour and many records furnished evidence to set at rest the report, which had gained a wide circulation.

# CAESAR WAS AN ADVERTISER

Fame and Fortune Have Always Come to Those Who Know How to Command Publicity

EMERSON, or whoever it was who said it, did not know what he was talk ing about when he asserted that if a man can make a better mouse trap than his neighbor, though he builds his house in the woods the world will make a brates track to his door.

If the man neglected to provide himself with a publicity agent he would be dead before the world discovered that he had cleared his own house of mics. His neighbors might know it, but there is no automatic system of telegraphy which communicates such information rapidly from town to town. But when the inventor and the publicity expert enter late partnership we have an invincible combination that wins fortune for each ant benefits the world. If you do not bellers ft hunt up Mr. Edison and ask him.

Advertising is as old as trade, The first advertisements were signs attached to places of business. Some of the Roman signs are still preserved in the ruine of Pompell. We learn from the books that in Rome itself the wine shops were indicated by a picture of an amphora and two slaves, that a picture of a goat was painted outside of a dairy and that a school was indicated by a sign showing a boy getting whipped.

But no one could see these signs es cept those who went through the streets where they were.

#### His Own Press Agent

The canny Romans, however, did not depend on signs or on chance publicity to spread their fame. Caesar wrote his story of the Gallic wars in order to let his countrymen know how great he was Every schoolboy has heard of Casear because his advertisements are preserved and studied to this day. Sull earlier than Caesar, Homer set up busness as the press agent of the Greek heroes, and full-grown men debate today the relative greatness of the press agent and the heroes whom he celebrated. The great men of antiquity whose reputations have survived are those who were either skilled self-advertisers, after the fashion of George Bernard Shaw, or were wise enough to-hire others to exploit them. This sort of thing was not called ad-

vertising. It is only since the world has begun to study the art of publicity that it has dawned upon the student that there are more kinds of advertising than that which ordinarily goes by that name. Its development as an art is credited to the enterprising business men of the United States. They spend anywhere from \$300,000,000 to \$500,000. 000 a year in various forms of publicity, more than \$200,000,000 of which is paid to periodical publications. The rest gos to pay for catalogues, circulars, billboard display, stereopticon pictures, cards in street cars and similar forms of specially distributed announcements.

#### Printing Did It

Although there has been advertising of some kind from the beginning, what we know as advertising really dates from the invention of printing; for then it be came possible to reach a large public at a comparatively small expense. The sign on the shop could be duplicated and erpanded and distributed as middle s advertiser pleased.

The first periodicals did not contain advertisements. The earliest English newspaper appeared in May, 1612, but it was not until 1647 that a business thnouncement was made in a newspaper. It appeared in a publication with the title, not constructed for the convenlence of newsboys, "Perfect Occurrences of Every Dale, Journall in Parliament and Other Moderate Intelligence," and it announced the publication of a book on "The Divine Right of Church Govetoment." For years books and medicines were the only things advertised. In 1658, eleven years after the first publisher's unnouncement, an advertisement of tes appeared in an English paper. This is mid to be the earliest attempt to attract public attention to the merits of an article not intended to cure disease or to inform the mind. Thereafter business men gradually began to take advantage of the opportunities of broadening their business by the use of the press.

#### Philadelphia's Primacy

There is now no commodity which is not advertised, and no successful butness man who does not devote almost as much attention to letting the public know what he has to sell as to securing of manufacturing a product which he thinks the people will buy. More has been done in Philadelphia to develop the art of afvertising than in any other city of the world. It was a Philadelphia merchant who set the example to all the other merchants in the country of using petr paper space to attract attention to bargains. It was a Philadelphia metchant who instituted the custom of print ing the prices of his goods, and it was a Philadelphia publisher who succeeded in convincing the manufacturers of seticles in common use to advertise that nationally in order to educate the publis to ask for them by name at the retail

stores. A trade name widely known is now cos of the most valuable assets of the coporation which owns it. The picture of s giri on the wrapper of a popular brand of chocolate has been capitalised at \$1,000,000. A Philadelphia cigar mans facturer last winter began to put a bind on his cigars to identify them. He but discovered that the name of his cits was worth so much to him that the men identifying of it unmistakably by the band has increased his sales 25 per care. The name has been made known by vertising. His whole plant could be wiped out by fire and all his wealth coas be lost by bad investments, but so kee as he owned this trade name he come raise all the money he needed to start a

business again. Caesar knew that the time and ment he spent in writing his great advertise ments—the stories of his wars-wers vested and would bring him rich recons but the lesser men of today have not a discovered this fundamental truit every dollar wisely spent on publicity a a dollar added to the business captal.