

Evening Ledger
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Editorial Board: Charles H. Linton, Vice President; John C. Martin, Secretary and Treasurer; Philip R. Collins, John H. Williams, etc.

How many illustrious and noble heroes have lived too long by one day.—J. J. Rousseau.
Nonadvertisers are the Serbians of Industry.

Colonel Roosevelt, as every one expected, has declined the Progressive nomination today and endorsed Hughes as the man the country needs in the present emergency.

These men who are in Philadelphia today are the advance guard of civilization. They are always, they always have to be, just a little ahead of the great mass of humanity.

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

We have war at hand, but no aeroplanes, 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.

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.

The decree ordering the dissolution of the Corn Products Refining Company, an \$80,000,000 corporation, may arouse no end of jubilation among the trust-busters, but the president of the company makes a strong point when he says: "One certain result of the dissolution would be the loss of the foreign field to manufacturers in our line."

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

LIVE WIRES THAT CAN'T BE SHORT-CIRCUITED
THE publicity experts assembled in this city today hold the prosperity of the nation in the hollow of their hands. Congresses 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 know of them, so long will there be prosperity.

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 boosting themselves all the time.

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.

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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 first week of their wars were all dependent upon speed in mobilization, and the blame for the war is frequently laid on the country which mobilized first and fastest.

What our European observers will still not understand is why the Guard was not completely, why provisions had not been made to face an emergency which was really inevitable. England will understand this before France and Germany, because England, too, went through such a crisis, as it prepared for it as we are.

Why the Barbarity?
An unidentified foreigner was run down by a Lackawanna train at the entrance of the Nuy Aug Tunnel yesterday. The body was cut in half and taken to Cusick's morgue.—Scranton Times.

Tom Daly's Column
TO THE AD CLUBS
Hark you to our 'Rah! 'Rah! 'Rah! Honor to you, A. A. C. I. 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 with a fine, lusty, promising young giant.

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

There to me came, as I lay,
Out of the neighboring woods
Waking sounds of the day,
Calls of the solitudes;
Thrushes crawling near,
Church-bells over the hill,
The whine of the house-top here
Under my window-sill—
But over and through it all
The liquid laughter of leaves
Glad for the puffs that fall
Over the world's wide eaves,
Glad for the cleansing rain,
Drenching branches and sod,
Suckling the ripening grain,
Plumping beans in the pod.

WE HOPE we're not rude for remarking 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.

ADVERTISING ALPHABET
A's for A-I Ads that pull;
B's for all the Bunk and Bull
C'm's for Conventions and Bull
Daring Duty with a will,
Earning Everybody's cheers
For each Fraud that disappears.

At a dinner the other night young Mr. 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!"

THE CAR WAITED
Sir—Those letters about the trolley men not stopping at transfer and exchange points voice my sentiments to a T, too. I have been a passenger for two or three years to get stuck often at an exchange point at 20th and Spruce streets, which I use every morning.

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 tucked on to the southwestern corner of the United States."

ALCOHOL
ASSOCIATED ADVERTISING CLUBS OF THE WORLD
TRUTH
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.

THE VOICE OF THE PEOPLE
A Democrat Defends His Party by Saying It Is No Worse Than the Republicans—A Motorman Who Waits. Other Current Matters

This Department is free to all readers who wish to express their opinions on subjects of current interest. It is an open forum, and the Evening Ledger assumes no responsibility for the views of its correspondents.

DEMOCRATIC SPECIAL PLEADING
To the Editor of Evening Ledger:
Sir—During the presidential campaign one should not be surprised to read all kinds of assertions, but when a paper of your standing creates an editorial article so one-sided as your comments on the possible increase in income tax, etc., and lays the blame to the Democratic party, it does surprise one.

PROGRESSIVE STRENGTH
To the Editor of Evening Ledger:
Sir—In reply to your editorial note referring 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 endorse himself with the Republicans.

DEGENERATE AMERICA
To the Editor of Evening Ledger:
Sir—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 ponderous "slow to anger" methods of this Government merely an apology for unpreparedness, or plain, downright physical fear?

SAFETY AT SEA
Editor of "What Do You Know?"—Can you 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 they be permitted to unload the passengers before sinking the vessel?

What Do You Know?

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

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

Answers to Saturday's Quiz
1. "Brevet" rank is one degree higher than that for which an officer is paid.

Indirect Taxes
Editor of "What Do You Know?"—Will you be kind enough to print in your column one or two examples of an indirect tax?

Horseplay and Limerick
Editor of "What Do You Know?"—What "horseplay" which often reads about, and what is the "limerick," which often appears in print?

Philadelphia's Primacy
There is now no commodity which is not advertised, and no successful business man who does not devote almost as much attention to letting the public know what he has to sell as to securing or manufacturing a product which he thinks the people will buy.

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

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 talking about when he asserted that if a man can make a better mousetrap than his neighbor, though he builds his house in the woods the world will make a beeline track to his door.