

"MOVIE" MEN PATRIOTIC

#### Glad to Display Unc'e Sam's Pleas on Screen Free of Charge

United States Civil Service Commission is pleased with the patriotism shown by the moving-picture men in this city, who have agreed to throw on their screens free of charge an advertisement to the effect that the Government is sorely in need of usands of typewriter operators and nographers of both sexes for war work Washington, according to a dispatch Officials of the commission declare that the "movie" men, almost without exception. were not only willing, but eager to serve the Government in the manner requested and attach a striking significance to their Action. Not more than 100 of the 20,000 "movie" men approached throughout the United States refused to display the ad-Wartisement.

It is admitted by some or the bood ad-ministration experts that small retailers are justified in charging higher prices because of their overhead expenses. They cannot the war continue for any length of time, it the war continue for any length of time, it that they were physically unfit for m is predicted that it will be necessary to take steps which will literally wipe out the small dealer, who is forced to pay higher costs  $f_{1} \in Wilson$  13 J Patien because of his lack of facilities and organi-

Even now the food administration has under consideration a plan to cut distribution costs which is a radical departure from present methods. It is the plan to de-liver groceries and food commodities in the same manner that mail is delivered. Under

zation.

:15 o'clock and will be assigned to depot rigades. Fifty-three. Philadelphians werthat they were physically unfit for nillitary service. The discharged men and the num-



# **AMERICA!**

"The average German today hates the United States with a hatred far more venomous, far more implacable, far more unreasoning than the hatred . which has been visited upon any other belligerent."

#### L. BERKOWITZ IS HONORED

#### Employers and Associates Give Rousing Sendoff to Army Volunteer

Louis Berkowitz, advertising manager of the Frank & Seder store, Eleventh and Mar-ket streets, received a rousing send-off from efficials of the firm and 12° employes last night. Berkowitz, who has enlisted in the army and goes to Fort Hancock on Monday. carried from the store about everything a soldier needs, from c'gareties to a wrist watch, as gifts of his associates.

The affair was held on the fourth floor immediately after the store closed. Arthur I. Fink, a member of the firm, made a patriotic address, which was followed by the singing of patriotic songs. On behalf of the employes D. Evans, superintendent of the store, presented the gifts and offered a prayer for Berkowitz's safe return Music was furnished by an orchestra com in his address Mr. Fink dwelt upon the

good fellowship existing between the empleyes and their co-operation with the ad-vertising department, which was built up by Mr. Berkowitz. Following the exercises brief reception was held.

#### **44 SURVIVORS OF SUNKEN** SHIP TELL OF SUFFERINGS

#### Reach Home After Rescue at Sea by Italian Vessel

AN ATLANTIC PORT. Oct. 27.—Forty-four survivors from the Standard Oll tanker Platoria, torpedoed 150 miles off Gibraltai on September 10. with the loss of the cap-tain and nine of the crew, were landed here

They told tales of suffering in an open boat for twenty-two hours without food or water and in wet clothing, and of their rescue by the Ital'an steamship Andreda, which landed them at Funchal, Maderia Islands.

#### SOLDIERS' VOTE MEN TO MEET

#### Commissioners Will Confer With Governor and Secretary on Tuesday

MARRISBURG, Oct. 27 .- Election com aloners, appointed by Governor Brum-igh to take the vote of Pennsylvania ders on election day, will come here it Tuesday afternoon for a conference th the Governor and the Secretary of Commonwealth.

mon will be given instructions at time and necessary supplies

### 1621 PRINCETON MEN IN WAR

#### rmy Claims 756 and Aviation 111 of Alumni and Undergraduates

TON, N. J., Oct. 27.-A list of undergraduates and alumni in a manufic correct as possible drivenustances, was given out

this method the Government would establish a central delivery station. All dealers in food commodities would send their de-It four communications to this point. From the central clearing house there would be de-liveries made at stated intervals during the day, in the same manner that mail is de-livered. It is estimated that this would eliminate, as a big factor in retail prices,

the cost of delivery. Food experts declare that distribution charges are too large a factor in retail costs at present, and their plan for a central deli They are now considering asking system seems to be the only remedy. 'ongress for the authority to establish such

Several legislative experts are working low for the food administration drafting ulls relative to the food problem, which ongress will be asked to pass upon in its next seguion

Herbert Hoover has felt himself weighted down by limitations and will seek broader powers. The power to deal effectively with the retail merchant will be one of the first he will ask from the next congreshings sional session.

"MILADY'S TOILETTE" SUBJECT TO WAR TAX

Beautifiers Will Sustain Levy of 2 Per Cent of Sale Price-Medicines Also Affected

It is going to cost more to keep cleat this year than formerly, hecause the new war tax stipulates that the manufacturers. uporters or producers of all soaps and powders must pay an assessment to the Government of 2 per cent of the price for which these articles are sold.

Milady's tollet will be particularly affected, inasmuch as all perfumes, essences. commetics, petroleum jailies, hair oils, pomades, dentifrices and tooth pastes are subject to a similar tax. Regarding perfumes, there is a tax equivalent to \$1.10 per wine gallon on all those that contain distilled spirits. Owing to this tax, which has been put on the wholesaler, the pur-chasing price of this article has jumped 25 per cent, according to local druggists.

In fact, the entire drug husiness has more or less of a tax imposed upon it, as all pills, powders, tonics, plasters, iiniments and salves also have a .2 per cent assessment on their selling price. The law is exceptionally stringent regarding these lines of goods. It emphatically states that proprietary medicines made from "any private formula, secret or occult art and used as remedies for diseases or affections" are included in this tax.

Commissioner of Internal Revenue Roper, at Washington, has recently decided that many of these patent remedies are insufficiently medicated to render them unfit for ciently medicated to render them that for use as a beverage. This has resulted in many of the manufacturers either modify-ing their formulas or diminishing the quan-tity of alcohol in their preparation, for Commissioner Roper has already made out a long "blacklist," and he states that unless there is a great change numerous of these "remedies" are going to pay tixes as liquors instead of medicines.

#### 56 Penn Horse Doctors in Army

The University of Pennsylvania has fur-shed fifty-six graduate veterinarians for tive military service. Two members of

Enulish Enulish McConnaity Ranfah) Athinses Jaffa Little Penn boys went over the top today and did it so efficiently that General Nich witnessed the movement, calles

hem real soldiers. The unit that executed the movement was the 314th Infantry, an organization that is 100 per cent Permsylvanian. "It was a rare formation." said General Nicholson, "or what is popularly called Nicholson, more movement, and, today's tem real soldiers.

sectormance is the first in Uncle Sam's sew army. The boys did it beautifully and eserve credit.

More than 400 men divided into separate iffe, homb, machine-gun and grenade units appeared on the drill field at LI o'clock and, headed by Colonel Darrah, executed the dif-ficult and intricate maneuver. Owing to tiwing to the censorship it is impossible to describe the stunt other than to say that the men olive drab displayed a pep that would he difficult for regulars to duplicate.



Your Wife

Will Save



A. Curtis Roth.

How this animosity was fostered and fed by the German Government, how it has been fanned to a fury by misrepresentations and deliberate deceptions, is revealed by A. Curtis Roth, former American Vice-Consul at Plauen, Saxony, in the

# PUBLIC See LEDGER

The National Newspaper-Published in Philadelphia

## TOMORROW

Mr. Roth, who left Germany with Ambassador Gerard, was possessed of exceptional facilities for observing the German temperament and penetrating the official plans of the Prussians.

The suite where a card-index of American "crimes" is kept with German thoroughness, the "diabolically cold precision" with which the military leaders have laid out their future operations on this side of the Atlantic and the fate which will befall America and Americans if Germany wins the war are all depicted in this vivid account of the secret schemes of Germany.

In addition to the Roth revelations, the Sunday PUBLIC LEDGER will contain sixteen other features of primary importance.

