Five Army Men and 25 Marines Are Killed in Action

20 DIE FROM WOUNDS

Pennsylvanians Listed in Today's Casualties

ARMY Died of Accident Wrey, Laurel, Pa. Wounded Severely Henry A. Montandon. racker street, Philadelphia. Frank Rusen, Erie, Pa. Missing in Action E. Congleton, 922 South Yewdell street, West Philadelphia MARINES Killed in Action Charles Belk, Pittsburgh, Pa.

Washington, June 29. General Pershing reported today for-ty-two casualties, divided thus-killed in action, 5; died of wounds, 12; died of disease, 2; died of accidents and other causes, 2; wounded severely, 14; missing

Walter S. Bigley, Pittsburgh, Pa.

Frank J. Bogoskey, Scranton, Pa.

n action, 7.
Thirty-nine marine corps casualties oday were divided as follows:
Killed in action, 24; died of wounds, wounded in action, 7. The lists fol-

ARMY RILLED IN ACTION

Privates CONNER, E. M., Winchendon, Mass. ROY, C., Lowell, Mass. SEVERANCE, E. L., Topafield, Me. SHERMAN, F., Calais, Me. DIED FROM WOUNDS

MONGA, C., Italy, TIPPET, J. R., Sesser, Ill. Corporals GOODTKOONTZ, R. E., Columbus, O.

WHITE, D., Tankley, Ky.

Privates BELL. W. F., Cortland, N. Y. GATES. C. C., Hillsboro, Ore. HESSEN, H. J., Brookfield, Neb MIXTACKI, A. V., Pulaski, Wis.

TRATNOR, O. O., Flint, Mich. WILMAN, M. T., Ashland, Wis. DIED OF DISEASE Corporala MARTIN, H., Winnemucca, Nev. STRAND, H. A., Princeton, Ill.

DIED FROM ACCIDENT AND OTHER HUSHLAW, W. J., Cohoes, N. Y. Private UREY, JOHN, Laurel, Pa.

WOUNDED SEVERELY ROGAN, J. J., Syracuse, N. Y.

Corporale HOYNTON, E. A., Augusta, Me. CHIDSEY, H. H., East Haven, Conn. Privates Privates

RRESINHAN, JOHN B., Rochester, N.
GAVIOLA, F. D., Philippine Islands,
HARRISON, J. T., Dhigham, Ga.
McCAMMON, O., Springfield, Mo.
McCORMICK, C. L., Lodi, Cal.
MICRAUD, A., Brownville, Me.
MONTANDON, H. A., Philadelphia, Pa.
NIGRO, O., Italy,
RUSEN, F., Eris, Pa,
WICKOFF, A. M., Mittleuck, N. T.
MISSING IN ACTION

MISSING IN ACTION DAVIS, PHILIP W., West Newton, Mass.

CONGLETON, L. E., West Phil Privates K. Bay Shore, N. T. E. A., New Haven, Conn. B., Akron, O. B., Nova Scotia, Can. Springfield, Ill.

PREVIOUSLY REPORTED MISSING NO RETURNED TO DUTY COMBAU, A. J., Haverbill,

Private MARINES KILLED IN ACTION Portland, Ore.

C., Canton, N. Y. J., Nashville, Tenn. Corporals ALCOMQUIST, J. W., Cheney, LOFTUS, MICHAEL, Cleveland KERR, H. R., Bellefontaine, O POMEROY, R. J., Baltimore.

Privates

BABB, C. A., Hampton, Ga.

RAMFORTH J., New York,

BELK, C., Pittsburgh, Pa.

BIGLOW, L., New York,

BOGOSKEY, F. J., Scranton, Pa.

CATLOR, J. B., Mount Houston, Tex.

COSTELLO, F. M., St. Helena, Md.

COTTRELL, O., Tuscaloosa, Ala.

DEANS, J. B., Middlesex, N. C.

BODD, J. L., Marietta, O.

GALL, P. W., Dalton, Ill.

LETDEN, L. T., Denver, Col.

McKENNA, J. J., Brooklyn.

ROBERTS, B. C., Toledo. Privates

DEHRIG, R. J., Detroit. OBERTS, S. C., Toledo. OMAKA, G., South Chicago. DIED OF WOUNDS RECEIVED IN ACTION

Sergeants W., Chicago, Hi. ANDER, P. R. Lake City, S. D. (N. H., Rock Creek, Tex. B. H. C., Mt. Vernon, Ga. GER, E. L., Buffalo, N. Y. LINGS, R. J., Washington, D. C.

DED IN ACTION SEVERELY Privates

CONFESS TO \$8000 ROBBERY

Two Men Arrested at Pottsville

by State Police

WHAT A CONGRESSMAN SEES

By J. Hampton Moore

A Weekly Letter Touching on the Washington Doings of Personalities Familiar to Philadelphians

Washington, June 29.

DUMORS that the Nonparsisan the South than Cape May When the gets time to buckle on his overalls Mr. Camplon is a farmer at the Cape. And his visits through the winter have examine their fences. Pennsylvania is a great agricultural State and would be rich browsing for the Townley propagandists if they ever got a fair start. While primarily a North Dakota inspiration, the league has headquarters in Minnesota, where the recent elections went heavily against it, but credited with large funds and backed up by publications and co-operative and beneficial agencies, its influence has extended as far south as Texas and as far east as New York, in which it is said to have made considerable headway. The league teaches class. It contends that the contends that the contends that the contends that the open is a far as the Capital City. Possibly Horace Smith, the banker, who is something or Wallace Hallowell or Doctor Starr may, upon reflection, confirm Mr. Campion's contention. Robert Grier, of the Eighteenth Ward, who is one of the seadogs of the Corinthian Yacht Club, does not have to be convinced. He knows Cape May is a more desirable winter resort than Washington and having examined the map he also knows what is not familiar to most people here that Harpers Ferry is north rather than south of the nation's Capital rather than south of the n grafting on the farmer. Only farmers are supposed to belong to the organiza-tion, and such as do belong put up \$16 dues per annum. Members of Congress returning from western and southwest-ern States report the occasional meeting up with lecturers of the league, who live well, work industriously and talk up the rights of man. What annoys the western members is that the league refuses to participate in politics until after the primaries. Then it comes forward with a demand for the indorsement of its principles. Some barsh things have been principles. Some harsh things have been said about the league in Congress. It has been called the Bolsheviki and refnas been called the Boisneviki and ref-erence has been made to the indictment of some of its leaders and the suppres-sion of some of its meetings. But it has grown so strong as to make itself feared. That is what makes its advent into Pennsylvania politics interesting. Food for thought in this for the candidates of both political parties and for "Farmer William T. Creasy, who keeps in touch with legislation in Washington.

THOMAS S. BUTLER, dean of the Pennsylvania delegation in Congress, A Pennsylvania delegation in Congress, father of Colonel Smedley Butler, the "Hell Devil" of the marine corps, is the ranking Republican on the Committee on Naval Affairs. Next to him in rank is William J. Browning, of Camden, who succeeded the late Henry C. Loudenslager as the Representative of the First New Jersey District, and next to him is John R. Farr, of Scranton. Should the Republicance correction to the rest. Should the Republicans carry the next House, therefore the chairmanship of House, therefore the chairmanship of this important committee, so directly concerned in the affairs of the Delaware River and its industries, is sure to come to the vicinity of Philadelphia. New members strive hard to obtain a place on the Naval Affairs Committee, but they necessarily go to the bottom of the list. Butler and Browning, the former especially because of his long service, have forged to the top and there they stick. Butler has been on the committee so long and has fought so earnestly for a larger navy that he is regarded as a walking controlled the results. The House of his steel."

may be that he is inspired by the spirit of Richard Vaux, whose photograph of Richard Vaux, whose photograph of Richard Vaux, whose photograph of the surject of Richard Vaux, whose photograph of Richard Vaux, whose phot navy that he is regarded as a walking encyclopedia on the subject. The House calls the doughty West Chester Con-

Something along the Potomac attracts James H. Eckersley, of Tulpehocken street, Twenty-second Ward. Whether it is a gold mine, or a big land deal which may be the same thing, no one seems to know. Jim arrives in Washington at stated intervals, coming in as if loaded for bear and going out with a satisfied smile. As a rule, be is accomif loaded for bear and going out with a satisfied smile. As a rule, he is accompanied by his friend and attorney, Howard B. Lewis, the star orator of the Lincoln Club, of which Fckersiey is the daddy. Be it law or be it business, Jim admits that his plans are working out all right. He has a little farm down here near the Maryland line, but that is only an incident. There is comething blesse. an incident. There is something bigger than that in the wind. Eckersley de-clares he has no time for politics, but a reminder of the Young Men's Repub-lican Committee that stirred the old-line Republican leaders in the Hastings Warwick campaigns and warwick campaigns, will get a rise out of him every time. "Look at George Stuart Patterson, and Wilson H. Brown, and Joseph M. Huston, and David Lavis, and Josept T. Taylor!" exclaims the effervescent Jim. "They were all products of that committee."

the Philadelphian, who heads the Federal Farm Loan Bureau. Their mail gets mixed occasionally just like that of Thomas R. Marshall, the Vice President. and a Washington restaurant keeper of the same name. The Vice President makes humorous speeches now and then. makes humorous speeches now and then, and one day he took a crack at his namesake. The local Marshall felt hurt at the allusion, and parried so promptly and politely that the controversy went no further. So far as the Morrie's are concerned they probably do not fraternize any more than the Marshalls. Our Philadelphia George Morris is a banker and a Democrat. Senator George is a lawyer and a progressive, who sticks close to the farmer element. The Nebraskan's chief claim to fame was his participation in the overthrow of Uncle Joe Cannon when Speaker of the House. That act, while temporarily applicated, has long since been discounted by the continued popularity of the Illinois veteran. Norris went to the Senate after the speakership incident, but his term runs out next March, and he will have to fight for a renomination this fail. Congressman Charles H. Sloan, a member of the Ways and Means Committee, whose parents migrated from Pennsylvania in the days of the Terminal contents. mittee, whose parents migrated from Pennsylvania in the days of the "prairie schooners," and located in Nebraska, is making the contest against Norris.

DACK in the days when Arthur Richard Harsourt Morrow, the financial wisard of City Councils was taking prizes for Greek at the University of Pennsylvania, Robert M. McWade, who had trained for the priesthood in Ireland, was the city editor of the Public Ledger. Arthur walked into the office one day and put up enough Greek against McWade's Latin to win a job as a reporter. The first real work to which Arthur was assigned was in the labor field. He was told to report strikes and lockouts, which were then prevalent in districts like Kensington and Manayunk. He did that work well, but soon gravitated to politics, in which he cut a figure, as all downtown well knows. But Bob McWade, the city editor, what became of him? For a long time he did the talking for Childs and Drexel at meetings of the Citizens' Permanent Relief Committee, then he quit the paper and went to China as consul general to Canton, and then he came back to the United States and resumed newspaper work as a Washington correspondent for a string of Western publications. Bob McWade liked Washington, became the exalted ruler of the local lodge of Elka, and is now safely imbedded in the Department of Labor as a mediator of labor of labor as an even bet he could now give Arthur Morrow cards and spades on both siden of the labor question and ret away with it. They don't call him of the contending selements.

**He did Romeral and when the could now give Arthur Morrow cards and spades on both siden of the labor question and ret away with it. They don't call him of energy McWade down here; it's General George McWade wherever he goes, and "General" McWade lives up to the title when he rubs up against the contending elements.

He came for chief to manch and manchine guing after the mapping to have a deput of the local long of Elka.

**Arthur Morrow cards and spades on both siden of the labor question and ret away with it. They don't call him of the properties of the conclusion that the attack made there by dispersion of the conclusion that the attack made t

ICHARD CAMPION, the wool mer-chant, a rock-ribb-d protectionies who belongs to the whool of which the

made considerable headway. The league teaches class. It contends that the conditions are uneven and that somebody is
grafting on the fermion. and almost on a line with the point of

> NOT content with passing an anti-Cylumbia landlords, the chairman of the district committee, Ben Johnson, of sufficiency of their tactical preparation Kintucky, who is a thorn in the side of will soon be proved." the district manipulators, has started after certain Government officials who are supposed to permit of the payment of exorbitant prices for real estate. It is a situation of which Philadelphia real estate men are doubtless apprised, because one of them. Thomas Shallcross. cause one of them, Thomas Shallcross, Jr., is connected here with the officers of the National Association of Real Estate Experts who have been invited to act as supervisors of appraisals, a task which receives the co-operation in Phil-adelphia of men like Edgar G. Cross and William G. Glenn, former president of Judging from the statements made on he floor of the House by Mr. Johnson some oversight of the real estate situa-tion by real estate men of character is desirable and the advent of the national supervisors may be helpful in obtaining a square deal for the Government.

> SPEAKING of real estate men we are necessarily reminded of David E. Dallam, who, despite the westward ten-Dallam, who, despite the westward tendency of professional men, still clings to his old quarters opposite Independence Square. Dallam is one of the most contentious but best liked men in the business. He fights and he thinks. It business. He fights and he trilines it may be that he is inspired by the spirit of Richard Vaux, whose photograph adorns the walls of his office, or that the memory of the inimitable Jimmy Pollock, who also appears in his gallery of celebrities, eggs him on; but David keeps are controlled, that the same. War

navy that he is regarded as a walking encyclopedia on the subject. The House calls the doughty West Chester Congressman a Quaker—sometimes he is referred to as "a fighting Quaker," but to raise \$24,000,000,000, for the fiscal while he is always deferential "Tom" var 1919 if it will win the war. "You denies the soft impeachment. Let that go for what it is worth, the fact is that upward of thirty of Butier's relatives are now actually in the service.

SOMETHING along the Potomac attracts James H. Eckersley, of Tulof Pallas, answers, "Bonds."

Mr. Dallam is intensely loyal and heartily in favor of doing up the Kaiser in the most expeditious manner, but he marvels at the Secretary's optimism.

300,000 U.S. Troops Go Abroad Monthly

Continued from Page One

The statement of the French Premis that northwest of Chatcau-Thierry both American officers and soldiers had shown that Americans are efficient, fighters gives the lie to the eloquently bon bastic claims of the Germans. As the American results, this sector shoul were reported to them as destroyed three weeks ago, are today busy strengthening their lines around Belleau wood, where their complete defeat had been reported

German Claims False In the Berliner Tageblatt Lieutenan THERE are two George W. Morris's General Baron von Ardenne wrote:

'In the woods near the Bussaires from Nebraska and the other is George, Bouresches Railroad, in a two-day bat tie, one German regiment conquered and almost destroyed this unit, but a few of the Americans saved their lives by light or being captured."

> stroyed" on June 7 and 8, are today holding Belleau wood completely. Gen-eral von Ardenne condescended to pay small tribute to individual American oravery when he wrote: "The American leaders

These American units, which were "de-

have not yet learned the principles of mbat with combined arms, or battle routine, without which all the courage displayed by the Americans was sacri-ficed in vain."

The Wolff Bureau, in the Deutsche Tageszeitung, feeds the German people the lie that the American fighting was

"On the front northwest of Chateau Thierry an American unit made the firs attack on June 7. The contested point was Belleau wood. Here a German regiment under the personal leadership of its commander inflicted unusually heavy losses upon the Americans. Hand-to-hand, with grenade and bayonet, the enemy division was thrown back from the edge of the wood. Eearly the next morning the (deleted) renewed its at-tack. It came forward in successive

FOURTH MADE LEGAL HOLIDAY IN FRANCE

Announcement in Chamber of Deputies Greeted With Cheering

Paris, June 29. The announcement in the Chamber of Deputies that the Fourth of July would be regarded as a legal French holiday was greeted with cheers of enthusiasm. All party lines were obliterated and the plaudits were the celebration for the sake of a sister unanimous from all parts of the am. democracy that so nobly came to help manimous from all parts of the amphitheatre. It was one of the most impressive demonstrations that had been seen in the French Chamber of Deputies since the beginning of the Samuel D. McGain, of 2708 North Fourth street, is one of the latest

Forewarned that a motion on the celebration of the Fourth of July would occupy the first place in the order of the day, the Deputies had gathered in larger numbers than at any time since the beginning of hostilities, with the possible exception of the assemblage on June 4, when Premier Clemenceau made his famous speech regarding the German offensive on the Chemin-des-Dames. Those critics may now have to ex-plain how the American units which the Germans "almost destroyed" on June 8 are now holding the positions Dames.

Deputy Debanski, in pursuance of the decision, introduced in the Chamback of which the critics claimed they had been driven almost three weeks ago, and also that before the same

her for immediate discussion the fol-American units seven German divisions wing motion: "The Chamber invites the Govern-ment, in order to celebrate the national fete of the United States of America. Except for a harassing artillery fire, there is quiet on the American front northwest of Chateau-Thierry today. fete of the United States of America, to invite the people of France and the Allied soldiers fighting on French soil to join the sons of the sister democracy, who nobly hastened to the aid of liberty, right and honor, attacked by Prussian militarism and the autocracy of the Hohenzollerns." The final count of yesterday's pris-oners gives a total of 302. More than 800 boche dead are lying in the woods taken from the Germans. Our soldiers

RUNAWAY "GIRL" A BOY Reception is Planned

CITED FOR BRAVERY

Philadelphians to win war in France

have been used up to date.

today are holding all their gains,

City Councilor Polry has proposed to the president of the council that the city of Paris associate itself with the Fourth of July celebration by giving a Two Youngsters From Industrial School Sheltered by Police Hazleton, Pa., June 29 .- Peter Yur reception at the city hall. He suggests that there be invited to this reception the official representatives of the United States and members of the American Red Cross adi, aged fourteen, and John Petriski. thirteen years old, the latter dressed as a girl to punish him for incorrigibility American Red Cross. Maurice Damour, secretary of appro for Boys at Kis-Lyn, found a safe refuge with the Freeland police when they escaped. Their talk of being a brother and sister from Alberts, lost while picking huckleberries, excited the sympathy of the bluecoats, who took them in an auto to Alberts, where no one knew them. The youngsters then owned up to being escaped prisoners from Kis-Lyn. Discovery that "the little girl" was a boy came as a great surprise to the Freeland patrolmen.

priations of the Chamber of Deputies, presented the resolution asking that the French people unite in celebrating the American holiday. After referring to the message sent by a number of notable Americans to France in November, 1916. Deputy Damour continued. 1916. Deputy Damour continued: "It is the duty of France to tell her American friends, You celebrate your

Today's War Names

Following are today's war names, as nearly as they can be expressed phonetically in English; the names are, in general, unaccented:

BelleauBello Marincourt Meran-coor

RECEPTION IS PLANNED independence day on July the Fourth. Henceforth we shall likewise celebrate that date as a token of our fraternal and ndissoluble friendship." Amid great cheering the chamber de-ided to refrain from holding a session

July 4. Deputy Maurice Bokanowski, ascending the tribune, asked that a message from the chamber be conveyed to the French people requesting them to join in

Wilson's Name Applauded

Mention of President Wilson's name caused a storm of applause.

Jules Pams, Minister of the Interior, speaking on behalf of the Government, said: "The Government is eager to join in the proposition, as it had intended to take the initiative itself in a friendly manifestation. The Fourth of July cele-bration will be the expression of the unanimous sentiment of friendship that the French people have for their Ameri-Deputy Franklin-Bouillon then read a

clared America would fight to the last man for the triumph of right. The chamber here arose as one man, turned toward the diplomatic gallery and cheered William Graves Sharp, the American ambaesador, who acknowl-edged the ovation by bowing repeatedly. Paul Deschanel, president of the chamber, in greeting Ambassador Sharp, said: "The sublime example that Amersaid: "The sublime example that Amer-ica, with its valiant army, is giving the world in the cause of liberty, France will not forget."
"This is the first time that the French

chamber, in greeting Ambassador Sharp mous on any question in its whole history," said a Socialist Deputy to the Associated Press. He is known as one of the most bitter opponents of the Clemenceau ministry, but he added: "When America is mentioned, parties disappear and there remains only France."

Florence, Italy, June 29 .- Florence i making great preparations for the cele-bration of the Fourth of July, when the citizenship of the city will be con-ferred on President Wilson. All the municipalities in Tuscany will be represented. The delegates will bring with them flags and banners which belonged to the medieval guilds.

The day has been proclaimed a na-tional holiday, a decision which is un-precedented in Italy, so far as honoring

Major General Sibert Placed in Charge by President's Order

Charge by President's Order

Washington, June 29.—President Wilson has directed that all the activities of the Government concerned with manufacturing poison gas for war and experimenting in the work of devising a formula for a gas more powerful and effective than that used by the Germans will be transferred to the control of the War Department on July I.

The entire gas experimental work will be under the directions of Major General William L. Sibert, an eminent ensured William L. Sibert, an eminent ensured William L. Sibert, an eminent ensured General Goethale's chief assistants in building the Panama Canal. General Sibert recently returned from France, where he commanded the First Division of the regular army, and was assigned as chief of a special department on gas defense.

President Wilson signed an order on Wednesday transferring the chemical section of the Bureau of Mines of the Department of the Interfor to the War Department in accordance with the President's decision that measures for the use of gas as a weapon of offense and defense should be co-ordinated under the War Department.

BLACK PLAIN CLOTHING MOVE

Designers of Men's Suits at Baltimore Pledge Support

timore Pledge Support

Baltimore, June 29.—One hundred members of the International Association of Clothing Designers have piedged themselves to the support of recommendations by the war industries hoard that will mean the making of an almost standardized garment, so sweeping were the resolutions eliminating all cutting and making of men's and boys' clothes that could tend to waste either material or labor. The economics will go into effect in the designing of clothes for 1919. The "panel" back, fancy pleated backs and yokes and all embellishments such as patch pockets, belts and the like will go.

Re-enforcements for the knees and seats of boys' trousers, hitherto made of the same material as the trousers, will be made with cotton materials. Lapels of coats will be limited to a given width, as indiscriminate cutting in this respect is said to cause excessive waste. The center vent in the back of coats will be changed to imitation vents. Only one button will be used on each sleeve. There will be no more "peg" tops on boys' knickerbockers and belts will vanish from boys' coats. etter from General Pershing that de-

Averts Train Wreck

Wilmington, Del., June 29 -Quick action on the part of Patrolman George Sutton Thursday night prevented a seri-out accident on the Pennsylvania Rail-road at Twelfth and Claymont streets, when he flagged a freight train after the rear end had jumped the rails. Had the cars turned over the main line would have been blocked.

Coal Fall Kills Father of Five Shamekin, Pa., June 29.—Caught in a rush of coal when a pillar gave away in the Gimlet Mine, John Weizel, forty years old, father of five children, was emothered in the debris. Although rescued within six minutes, he was dead.

Without attempting to pass on diplomatic phases of Japanese interior tion, army men declare Japan China. as the nearest man-p sources, would be the logical mill rescued within six minutes, he was dead.

ARMY TAKES OVER GAS WORK WILSON POND

Leaves Orders Not to Disturbed as He Works in Study

PREPARING STATEMENT

Washington, June 39. President Wilson is formulating a

With orders issued that he shall be disturbed, the President worked his study preparing a statement will make clear America's purposes the allied effort to put Russia on feet. There is no indication today the President will advocate unqualities a set plan for the Allies. After tended exchanges between Great E-

a set plan for the Allies. After tended exchanges between Great Britals France, Italy and the United State however, his foundation work for sistance, is approved by all.

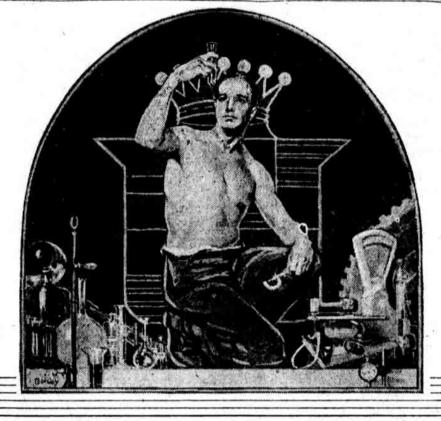
The President will inform Congress this purposes—possibly in a formal sides to hat body. He already has conferred with congressional leaders on figuration. His Fourth of July speech Mt. Vernon will hold out the hand of all to Russia as well as other nationality now under German domination.

The President's work is rendered doubly difficult by the extremely confusing reports from Russia. The only certain thing about the situation—the is the increasing chaos. If the Bot sheviki are coverthrown, however, the Allies are now definitely enough together Allies are now definitely enough togeth in their plans to jump right in and of definite assistance to any stable Gover ment established. The Germans, it

known, are preparing to gain contro England believes that if an Am England believes that if an Ameria army should be put into Russia, though it were only 100,000 men or is though it were only 100,000 men or is two would serve as a rallying point the Slavs. As it moved on it we gain recruits, and its very precedual stimulate the Russians to a themselves against Germany. Base by other Allied forces, a powerful arcculd be built, say British officers. The United States general staff, he ever, fears supply and transport pelems make dispatch of any great Amican force almost impossible and e

lems make dispatch of any great An ican force almost impossible and tainly rather ineffectual. Staff of believe Russia must be redeemed within, and that economic aid from United States and the Allies would the surest means to re-establishing east front.

Without attempting to pass on diplomatic phases of Japanese interval.





STANDARDIZATION

In England and America, for many years, the thought of standardization has been closely linked to the name Cadillac.

The two have been almost convertible terms.

Now, the war has given to the phrase and to the principle of standardization, a new and a wider significance.

Every nation has a wonder-working word.

In that word is implied or expressed the special genius of its people.

Is it not possible that that word, in America, is standardization?

Standardization is a peculiarly American princi-

It is the capacity to think in large volume—and execute in close, fine measurements.

It is characterized by a noble bigness, on the one hand; and a scrupulous smallness, on the other.

Standardization dreams large dreams-but it works them out with micrometer accuracy.

It is not afraid of big figures when thinking in terms of materials, or machines, or markets, or money.

But it is mortally afraid of big figures when part is fitted into part.

Standardization laughs at millions—and worries over a loose bolt. To the unthinking, it seems to talk in the lan-

guage of the spendthrift. The initiated know that in execution, it is the

very essence of economy. Standardization can be applied to base ends-

but, in America, it should not be. When it seeks volume alone, it is merely the apotheosis of brute force—the perpetuation of

cheapness. But when standardization and quality are wed —the fruit is a product superlatively fine.

Standardized ships and guns and aeroplanes and motor cars are speeding across the ocean to save the world.

War has shed new lustre on America's wonder working word.

We feel that we may with propretty point that this wonder-working word has also b watch-word of these works since the C business began.

CADILLAC MOTOR CAR COMPANY, DETROIT, MICHIGA

AUTOMOBILE SALES CORPORATION, 142 NORTH