

CAMP MEADE BOYS IN BIG LOAN DRIVE

Senator Ashurst Will Make Address and Fine Victory Program Be Given

Special Dispatch to the Evening Public Ledger. Camp Meade, Md., Oct. 11.—The stage has been set for the observance here tomorrow of Liberty Day. As a result of the quarantine the general public will not be admitted to the big woodland, but the lads in khaki will celebrate the victories of the American forces "over there" and at the same time will attempt to do as possible the campaign in the interest of the fourth Liberty Loan, "cosponsors earning \$30 gross and about \$7.50 net per month are not able to do much, but these lads are willing to buy bonds with their mite if it will help the cause.

United States Senator Henry Fountain Ashurst, of Arizona, will be the speaker at the patriotic exercises which will be held in the morning on Liberty Field. In addition there will be a band concert, an address by Major General Jesse Carter, the commander of the Lafayette division, and the reading of the message of President Wilson on the fourth Liberty Loan.

An athletic program has been arranged for the afternoon. There will be a cross-country run of three miles, a game of cage ball and a boxing tournament. The game of cage ball will be between two teams of 100 men each, one team to be selected from the units of the Lafayette division and the other from the units in the camp not a part of the division. The cross-country run and the boxing tournament are open to every man in the camp.

The boxing tournament will be the one big event of the day. For some months Tommy Gibson, brother of the phantom Mike, has been here as the boxing instructor for the War Department Commission on Training Camp Activities, and he has developed some real scrappers. Then, too, there are some lads who were well known in the world of pugilism before they were selected for service in the army, and they, too, will take part.

All of the events except the run will be staged on Liberty Field. Examinations are being conducted today for candidates for appointment to the United States military academy at West Point. All of the lads who are taking the tests are between the ages of eighteen and twenty-one. The ten who make the best average will be given the appointment, as the quota for this year is limited to this number. The examinations will not be completed until Sunday.

All sections of the United States are represented among the lads who compose the dramatic club of the Sixty-third Infantry, which will produce at an early date a musical comedy which has been written and adapted for them by William F. Rochester, the director of dramatics here for the War Department Commission on Training Camp Activities. It is the hope of Mr. Rochester to produce the play at the Liberty Theatre on the first evening after the quarantine is lifted. Mr. Rochester is conducting a contest for a name for the comedy. All members of the dramatic club are participating and the winner will receive a \$10 gold piece as a reward.

BUSINESS CAREER OF PETER FLINT

A Story of Salesmanship by Harold Whitehead

Mr. Whitehead will answer your business questions on buying, selling, advertising and employment. All your questions clearly and give all the facts, low correct name and full address must be signed to all inquiries. Those which are answered will be answered. Answers to technical questions will be sent by mail. Other questions will be answered in this column. The most interesting problems of inquiries will be woven into the story of Peter Flint.

CCXVI. I'D BETTER make a note of the things Jethro Jones told us at the salesmanship class last Thursday.

Of course, I can't remember all he said, but the principal thing he said was this: "You remember I said a few weeks ago that there were three kinds of salesmanship—and I don't mean good, bad and indifferent although there is a lot of the latter kind—so there are also three kinds of salesmen and three kinds of lawyers.

"Now, as selling is a mental operation, we must look at these various kinds of selling from the mental angle, rather than the physical. In other words, we must decide the kind of salesmanship under which we are operating by the attitude of the buyer toward the salesman.

"We will now consider the mental attitude of the three kinds of buyers—wholesale, retail and specialty—and what decides the class to which they belong. "Wholesale salesmanship is always selling goods for resale at a profit. It matters not how many of an article are sold, what it is, the variety or price, if the goods are sold for resale at a profit, it is a wholesale profit.

"Now consider the buyer's attitude toward the salesman. Is he buying for his living by buying goods to sell again. His value to his business is his ability to buy goods that will sell quickly at a good profit. He is, therefore, always on the lookout for goods which meet these requirements, and that means that he is, as a general rule, receptive to the salesman's offer. On the other hand, he has such a steady, continual procession of salesmen coming to him that he can't give them all the time they want. Many, he knows, have goods of little value to him; others waste his time over trifles; altogether he is continually being urged to buy.

"That tends to make him cautious—he is on his guard all the time, except with the salesman whose goods he knows are reliable and whom he personally likes. The combination of these two feelings makes him willing to listen to a new proposition, but quick to turn down the salesman unless he shows promptly that his goods are of use to the buyer.

for, while he does not buy to resell, he has to buy as low as possible so as to help reduce production costs. Therefore, he is like the wholesale buyer—always looking for chances to buy supplies as cheap as possible, consistent with value.

"There is another class of specialty buyer, however, whose attitude is quite different to the one just discussed. That is the buyers of books, typewriters, household novelties and such like from salesmen who solicit their business from houses to houses or office to office. They are specially asked to buy something which they had not considered buying from a salesman who calls without previous notification and whom they do not know.

"This attitude is one of annoyance, perhaps, at being interrupted, suspicion possibly of the salesman, no receptiveness toward buying and a general antagonism or apathy toward the salesman.

"In brief, the retail buyer is receptive to buying the wholesale and one class of specialty buyer is semi-receptive and semi-antagonistic, while the latter class specialty buyer is antagonistic. This is in broad general way of course.

"Next week we will consider a number of different kinds of sales so that we may have a clear understanding of these three divisions of salesmanship." "Say, can you beat it? Don't it get your bloomin' nobby to know what a block of a thing you're selling? An expert begins to hand you out dope like this?"

AMERICANS SWEEP AHEAD FIVE MILES

Continued from Page One. to meet the Americans found that the German artillery fire was very light. They had little difficulty in advancing and found extensive use of their own artillery. The fire was caused by enemy shells at Fleville and Cheveres.

VOUZIERES IS FIRED BY BEATEN GERMANS

By the United Press. With the American First Army, Oct. 11.—The enemy has set fire to Vouzieres, the important railway town on the western edge of the Argonne forest. Farther to the east, between the Argonne and the Meuse, the Franco-American advance is continuing. French troops, co-operating with the Americans in the Argonne, have seized the railway station at the western approach to the Grand Pre pass. The important cut through the Argonne massif is thus in control of the Allies and the most important defenses in the great forest have been wiped out.

YANKS AND FRENCH SMASH AUSTRIANS

By the Associated Press. Paris, Oct. 11.—Tuesday by the French supported by the Americans had one main result in view. That was to restore the line west of the Meuse to the place where it was when the German began their attack against Verdun, in 1916. This was accomplished.

MRS. KOO PEST VICTIM

Washington, Oct. 11.—Mrs. Wellington Koo, wife of the Chinese minister, died yesterday of pneumonia. She had been ill about a week.

Mrs. Koo's body will be sent to China for burial.

Mrs. Koo was the daughter of Tong Shao Yi, former Prime Minister of China. She came to Washington in December, 1915, when Doctor Koo arrived as minister. Besides her husband, she is survived by one child, born at the legation here.

Go the Limit on Bond Buying, Urges President

President Wilson has issued this statement on the fourth Liberty Loan campaign: Recent events have enhanced, not lessened, the importance of this loan, and I hope that my fellow countrymen will let me say this to them very frankly. The best thing that could happen would be that the loan should not only be fully subscribed, but very greatly oversubscribed. We are in the midst of the greatest exercise of the power of this country that has ever been witnessed or forecast, and a single day of relaxation in that effort would be of tragical damage alike to ourselves and to the rest of the world. Nothing has happened which makes it safe or possible to do anything but push our effort to the utmost. The time is critical and the response must be complete.

WOODROW WILSON.

Preparation Day in Loan Drive Opened

Continued from Page One. tion of the city. Every police district will have at least twenty squads of loan workers, who will start at the boundary lines and proceed along the most populous streets. The squads will be headed by the chief of the district, and accompanied by a Boy Scout carrying an American flag, a member of the Home Defense Reserve and a man and a woman solicitor. Three hundred of the squads will be accompanied by Four-Minute Men.

At each corner the town crier, dressed in Continental uniform, will stop and shout a message to the people. In the foreign district these announcements will be made in the language of the residents of that particular district. In Little Italy the message will be in Italian, in Chinatown the crier will be Chinese, and so on through the list of twenty or more nationalities in this city.

Subscriptions will be taken along the line of march by representatives of the home-to-home committees in the various districts.

Earlier this evening, from 5 o'clock until 6:30, Four-Minute Men will take advantage of the crowds in the railroad terminals and trolley stations. In the subway they will appeal to the home-going crowds from the ferries to Fifteenth street.

Chestnut Street Buyers

Reports of subscriptions to the new loan from Chestnut street merchants have so far exceeded expectations, according to a report by Edward B. Chapman, president of the Chestnut Street Business Men's Association. Subscriptions made through this association total to date \$250,000.

This organization, as well as the Market and Walnut Streets Business Men's Association, is directed in the campaign by the retail stores committee.

Hundred Per Cent Firm. Of the following list of 100 per cent firms with 100 or more employees reported by the honor roll bureau, only ten are in this city: Standard Steel Works, Burnham; William Wharton, Jr., Easton; American Steel and Wire Company, Allentown; Lehigh Valley Coal Company; Treadwell Engineering Company, Easton; Federal Reserve Bank of Philadelphia; George B. Lessig Company, Pottsville.

THE DIAL

—a fortnightly for people thinking ahead. In the current issue: "WHY RECONSTRUCTION?" We were unprepared for war, shall we be unprepared for peace? "IMAGINARY CONVERSATION" By GEORGE MOORE. 15 CENTS A COPY AT THE BETTER NEWSSTANDS TODAY!

CAMP HUMPHREYS HAS NEW ADJUTANT

Major Mayo Succeeds Major Horns—Liberty Loan Quota Passed

Camp Humphreys, Va., Oct. 11.—Major George Mayo has been appointed camp adjutant, succeeding Major John E. Harris, who has held the post since the camp was first established. Major Harris has been assigned to one of the new paper regiments which have been organized here for early service overseas. Major Mayo is the son of Admiral Henry T. Mayo, now in command of one of America's great high seas fleets, and is the brother of Lieutenant Commander Chester G. Mayo, U. S. N.

Other changes in the office of the camp adjutant include the appointment of Major Willie Teale, West Point, 1917, as senior assistant adjutant, and Major George Wicks, as junior assistant adjutant. Both Major Teale and Major Wicks have been in service with the engineer troops in France.

Camp Humphreys is leading all army camps in the country in the amount of its Liberty Loan subscriptions. Last night's totals showed that \$146,000 worth of bonds have been bought so far by officers and men in camp, \$40,000 more than the next highest camp purchases, and \$46,000 in excess of the quota. The sale is still going strong.

Congressman Albert Johnson, recently commissioned a captain in the chemical warfare service, was taken ill today with influenza and is a patient at the base hospital, Private G. De Aragnoff, formerly of the Metropolitan Grand Opera Company, New York city, with the same disease, is also a patient.

Immediately after detaching hereafter the new draft contingents cross the concrete road from the detaining point, enter the receiving station, from which they will emerge only a few hours later fully equipped soldiers.

HOUTHULST FOREST BURNED

Historic Wood Destroyed When Germans Retreat

Paris, Oct. 11.—When the Belgian troops broke through the formidable enemy defenses and occupied the famous forest of Houthulst, they found that that great wooded area had been destroyed. Not a single tree remained standing throughout the vast domain.

Houthulst forest dates historically from the ninth century. It extended from Houthulde to Ypres and covered 200 square miles. Throughout the entire region after devastating fires, the charred stumps of trees extending for miles over the blackened landscape.

Schuykill Hard Hit

Pottsville, Pa., Oct. 11.—The influenza epidemic in Schuykill County is growing worse. There are 1700 cases in Pottsville, while 25 per cent of the population of Minersville, four miles distant, is stricken, and twenty-four deaths have occurred there in the last twenty-four hours. With the arrival of fresh medical aid from this and adjoining States relief is expected, but the situation is entirely beyond the medical facilities of the county, with a large portion of the doctors in the army with physicians attached to the military.

Main Line Hospital Opened. Hershey, Pa., Oct. 11.—The Main Line Emergency Hospital, upon which work was begun on Sunday, was opened yesterday, when twenty patients were received. With ample facilities for their care, about 100 victims of the influenza epidemic will be occupants of the rooms by today. Because of the lack of professional nurses, a number of society women from the various Main Line towns, who have qualified as nurses, are attending the sick.

CAMP DIX MEN AID IN LOADING SHELLS

Officers in Charge of Provisional Companies Detailed to Speed Up Munitions

Camp Dix, Oct. 11.—With the sending of large details of men for temporary duty as munition workers and in other capacities at munition and loading plants in order that the work of shipping munitions to their comrades who are fighting "over there" may be rushed, announcement is made that several officers from Dix have been transferred temporarily to the Atlantic Loading Company's plant at Hammononton, N. J., to command provisional companies that are being organized. The following officers are named:

Captain C. H. McNeese, Eleventh Battalion; Captain M. L. Hall, Third Battalion; Captain A. G. Bell and Captain W. K. Helliwell, Fifth Battalion; Captain A. J. Lytle and Captain B. Meredith Langsdorf, Sixth Battalion; Captain Lawrence Potter, Eighth Battalion; Captain K. S. Walker, Ninth Battalion; Captain J. L. Cardwell, Thirteenth Battalion; and Captain C. C. Bland, Sixty-third Pioneer.

First Lieutenants J. S. Benning and C. H. Anton, First Battalion; Ernest Hammond and M. P. Lyon, Third Battalion; Raymond Vanderwalker, Fourth Battalion; J. S. Young, Seventh Battalion; A. T. Thorson, Tenth Battalion; W. W. Bruehlman, Twelfth Battalion; R. F. Perkins, Thirteenth Battalion; and W. A. Waters, Fifteenth Battalion.

The West Philadelphia Title & Trust Co. Lancaster Ave. and 40th St. Will be open from 9 A. M. to 9 P. M. LIBERTY DAY SATURDAY, OCTOBER 12 [A Legal Holiday] To receive Subscriptions and Payments on the Liberty Loan

United Hats Sold From Coast to Coast. Velour Hats Genuine American Made \$5.00 to \$7.50 Soft Hats \$2.50, \$3 & \$3.50 Fall and Winter Caps United Hat Stores 1217 Market St. Buy Liberty Bonds

Ready 700 Fine Wool Worsteds Suits Specially Priced For Quick Selling \$25 BOUGHT from a New York manufacturer so that we can sell them at this price, though there are regularly \$35, \$40 and even \$45 suits among them. A wonderful story of value but too long to tell here. We will let the suits do it for us when you see them tomorrow. William H. Wanamaker 1217-19 Chestnut St.

"NO BETTER" The condition of our force is this—there are many new absentees daily, and as yet but few of the operators previously affected have been able to return to duty. The force is smaller than at any previous stage of the epidemic.

IT DOESN'T PAY TO EXPERIMENT When you buy, look for articles that are a known quantity—that need no explanation. In hats this means STETSON You are the judge of style but it's our business to know quality. We study hats from every angle and we know that the man who wears a Stetson makes no mistake. He practices real economy because Stetson hats give the maximum of service, combined with style that retains its expressiveness to the last—the quality holds it there. JOHN B. STETSON COMPANY RETAIL STORE, 1224 CHESTNUT STREET STETSON HATS ARE FEATURED AND SOLD BY PROMINENT DEALERS EVERYWHERE

The situation continues so critical that there is necessary, on the part of both the Public and this Company, a strict observance of the order of the Director of Public Health and Charities requiring the denial of service when telephones are observed to be used for the making of unessential calls. THE BELL TELEPHONE CO. OF PENNA. L. H. KINNARD, Vice-President and General Manager