

“BE JUST TO U. S.” DAMOUR PLEADS

French Deputy Cautions Countrymen to Stop “Babble” Creating Discord

“ABSURD NATIONALISM”

Denounces Declarations that “American Idealism” Postpones Reparation Question

By the Associated Press Paris, Feb. 17.—Under the caption, “Let us be just to America,” Deputy Maurice Damour in Le Journal a strong protest against the nationalism, as expounding as it is ridiculous, of certain of my fellow-countrymen, which, if allowed to go unchecked, is likely to alienate our most devoted and most trusty friends.

FRENCH LOST NINE WARSHIPS Destroyer and Lesser Ships Bring Losses to 110,000 Tons

Paris, Feb. 17.—(By A. P.)—A full list of French naval losses in the war, which has been published, includes four battleships, the Bouvet, Suffren, Glatigny and Danton; four armed cruisers, the Leon Gambetta, Amiral Charner, Clobert and Dupleix; three destroyers, the Chateaufort, the Chateaufort, there were, besides, fourteen destroyers, eight torpedo boats and fourteen submarines lost. One of the submarines, the Durie, was refloated by the enemy, but the others were sunk by five auxiliary cruisers, four gunboats, seventy-two submarine chasers, one sloop and seven small craft.

ALLIES STOP REDS’ ARCHANGEL DRIVE

Bolshevik Attacks on American and Entente Troops Cease

PROPAGANDA NOW USED

Terrorists’ Acceptance of Conference Invitation Not Cause of Inactivity

By the Associated Press Archangel, Feb. 15.—(Delayed)—Since February 11 the Bolsheviks have made no attacks against the Allied forces on any sector of the Archangel front. Allied airplanes which are continually aloft report that there has been no movement of troops behind the enemy lines since the Bolsheviks withdrew south from Srednukrenka.

ALLIANCE OF POWERS. SAYS BERLIN PAPER

Berlin, Feb. 17.—(By A. P.)—The so-called league of nations, is the headline placed by the Zeitung Am Mittag over its report from Paris giving the outlines of the proposed constitution of the new world society. The newspaper declares that the proposed league is simply a compact of alliance of five great nations, who reserve the right to admit or exclude other nations. The reservation in the disarmament clause that disarmament shall take into consideration the “geographical situation” of a nation plainly means, the Zeitung Am Mittag asserts, that France shall be exempted from its provisions.

CHINA TO DISCLOSE TREATY

President Orders Pact With Japan Made Known at Versailles Pekin, Feb. 12 (delayed).—(By A. P.)—Premier Chin Nün-Hsun, under instruction from President Hsu Shi-kang, yesterday gave a dispatch to the Chinese peace delegates instructing them to disclose to the Peace Conference the Shantung railway agreement and other secret agreements with Japan. It is reported that the President is countering opposition from his pro-Japanese cabinet at every step.

DYING PLEA FOR LOVERS’ MOUND SETS JAPAN AGOG

Wish of Sumako Matsui, Actress, to Be Buried Beside Patron, Burning Topic of Debate—Professor’s Widow Opposes “Moderns”

Tokio, Jan. 2 (By mail).—It is not the Peace Conference and Japan’s hopes thereat, nor the situation in Siberia, nor even the annual wrestling matches now on, that is most discussed in Japan at this moment. The burning topic of debate, from government officials to squabbling circles of ricksha men, huddling around their firepots, is: What is to be done with the ashes of Sumako Matsui, Japan’s most popular actress, who committed suicide a week ago, with parting instructions that she be laid to rest beside her instructor and patron, Professor Shimamura?

At the hour when Professor Shimamura had died exactly two months before, Sumako knitted a crimson scarf around her neck, and her body was found a few hours afterward. She had strangled herself. Her hand held a letter, addressed to her brother, which said: “Dear Brother—I die. I am going to the place where Professor Shimamura is. Please bury me where he is buried.” And it is this request which has upset Japan.

Professor Shimamura was widely known as a literary man and dramatist. He occupied a chair at the Waseda University and his friends predict a most brilliant career. Then came his liaison with the actress, through which he abandoned his wife and two small daughters, estranged his best friends and was flogged to resign his professorship. Two months ago he died, one of the many victims in Tokio of the influenza.

Laurier Dying of Paralysis

First French-Canadian Premier Becomes Unconscious Following Stroke

CONDITION IS HOPELESS

Sir Wilfrid Stricken While Dressing for Church Sinking Slowly

By the Associated Press Ottawa, Ont., Feb. 17.—Sir Wilfrid Laurier, former Premier of Canada, who was stricken with paralysis yesterday, became unconscious early today. His physicians announced that Sir Wilfrid was sinking slowly and that the case seemed to be hopeless. Sir Wilfrid was stricken while dressing for church. When he was heard to fall to the floor, members of the household ran to his assistance and then summoned a physician. It was two hours before he recovered consciousness.

TRIBUTO ALLA CROCE ROSSA AMERICANA

Re Vittorio Emanuele Loda l’Opera Compiuta in Italia Durante la Guerra

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Roma, 17 febbraio.—Re Vittorio Emanuele ha fatto la seguente dichiarazione concernente la Croce Rossa Americana: “La Croce Rossa Americana venne con generoso impulso devotamente all’italiano combattente e soffrirono per i loro grandi ideali, mitigando innumerevoli casi di sofferenza della guerra, col suo lavoro di assistenza e con la sua generosa assistenza, rinforzando, così, con affezione pura e rendendo più uniti la fratellanza ed i sentimenti di sincera amicizia che esistevano tra le due nazioni.”

ha detto l’assessore Viviani, l’Eco di Parigi dice quanto appreso:

“Rapporti da Aten e da Roma permettono la conclusione che un accordo è stato raggiunto tra i due governi riguardo le esposte aspirazioni territoriali.”

Parigi, 17 febbraio.—La Regina Elena d’Italia, accompagnata dalle due figlie, Isabella e Maria, e dalla Duchessa d’Aosta, è qui giunta per visitare il padre, Re Nicola di Montenegro. La Sovrana viaggia in incognito.

Parigi, 16 febbraio.—Con riguardo ai cambiamenti di un’area tra la Grecia e l’Italia, concernenti le questioni territoriali in disputa, e quanto al riguardo

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The Knack of Getting Ideas That Go!

IDEAS made Edison. And Ford. And the United States Steel Corporation. And the United Cigar Stores. And Woolworth—an Idea hitched to a nickel and a dime. And so it goes with every notably successful business. Ideas did it.

The right Idea at the right time may be worth thousands. Every successful business has been, is, and must be built on Ideas. There are no two ways about it. But how to get Ideas—that’s the problem. “Perspiration,” says Edison. “Inspiration,” says someone else. And “Hunch,” says another. All of these ways are good. But the trouble is they don’t always work. There’s a simple way—a way that thousands of the keenest men in America use. These men—men who so often astound the world with their impressive results—frankly admit that they get many of their best Ideas from SYSTEM. Often by lifting Ideas bodily from its pages; and sometimes by adapting and re-combining a number of its Ideas.

From Mortgaged Plant to \$6,000,000 Business HOWD you like to be in a fix like this? You’ve just bought a business. You thought it was a “going concern.” When you take possession you find that all you’ve got for your money is a pile of bricks and mortar saddled with a heavy mortgage. And to this an empty treasury. Then in walks your bookkeeper and announces that he needs \$5,000 to pay on a contract for a new mill which you

Idea-Flashes from Executives EACH month hundreds of executives pass on to SYSTEM their “pet ideas” on all sorts of subjects. Here are a few: During the war the Allies found out that, as working hours were increased, production, in quality and quantity, dropped down. Acting on this idea an insurance company cut its working day—and got remarkable results. To induce salesmen to make more calls, one salesman pays his men 10c for each call, 25c for each demonstration, and the usual commission for each sale. Reading reports takes up a lot of every executive’s time. “Boggy masses of figures,” one man calls them. One president has worked out a simple form which gives him a quick glance the information he needs to keep him in close touch with all the activities of his business. All these helpful ideas—and many more are detailed in a department headed “Over The Executive’s Desk,” in the February issue of SYSTEM.

Selling AT the height of the busy season a firm’s “star” salesman is taken ill. Gloom at the home office. Another salesman is transferred to the “star’s” territory. The firm expects a slump in sales. But at the end of the first year the new man’s sales are \$26,000 more than the former “star” salesman’s best year! How he did it is told in “Pleading Deeper for Sales,” in the February issue of SYSTEM. You know Moses Irons, of course. Well, one of his salesmen lost a \$15,000 sale to a competitor. Moses Irons didn’t like that. So he went on the road and, just for fun, got the order and, just for fun, had it increased to \$21,000. “Dobson Steps a Come-Back,” in the February issue of SYSTEM—tells exactly how he did it.

Making Men Like Their Jobs LOTS of things which a certain manufacturer had always wanted in his organization happened to happen when he mixed his work with his men’s work. Production was up, wasteage came down, quality was kept up, cost of operation was cut and thousands of dollars a year for merely wasteful business were saved. Probably the most important factor in this success was the influence of a man named Charles M. Schwab. How one of the most important principles of management was applied to a business, how men are made happy, how work and play are blended, and how a man can get the best out of his men, are told in “Making Men Like Their Jobs,” in the February issue of SYSTEM.

Businesses That Grew Out of Shoestrings A FIGURE OF SPEECH? Yes, it’s often used that way. But not in Mrs. Snyder’s case. Ten years ago she started with five cents, a saucepan, a wooden spoon, a baker’s tin and a heap of confidence. From this almost laughable start she has in ten years built up a thriving candy business and won national reputation. William Fretzhofer’s mother had six cows. At that time he was 13 years of age—a lucky number for him. He started out to sell the milk from these cows. Today he has great businesses all over the country, and in his old moments organizes banks, trust companies and theatres. Francis J. Pym started out to become a carpenter. Then he got a “great idea.” Today he’s in the business of making stores better looking and is a big success. Just how they did it is told in short articles in the February issue of SYSTEM.

If Your Books Could Talk JUST what should a set of books do, anyhow? Many a business man has often asked himself this question. You can keep your books that they are simply records of business dead and gone. Or you can make them feel the pulse of constantly changing business conditions, and accurately forecast the future. Many a man who has the reputation for actions on what his books tell him, has his facts thoroughly explained in an article entitled “If Your Books Could Talk,” in the February issue of SYSTEM.

Quick-Paying Investments MONEY can loaf as well as men. Far too many investments “loaf on the job” and don’t pay you anything like as much as they should. “An Idle Dollar is a Business Sin,” in the February issue of SYSTEM, specialist in keeping money busy tells how to make your capital earn the largest possible returns consistent with safety. The author is Robert F. Maddox, President of the American Bankers’ Association.

New Ways To Move Stock QUICK turnovers! There you have the secret of pulling shelves out of merchandise. Goods loafing around on other sales. But how to keep goods constantly in motion? How to make the profit he expected, and ought to make, can find the answer in slow-moving stock. To keep goods on the move it isn’t necessary to run “Big Margin Sales” and “Mark-Down” offers. There are other ways that work. Just as quickly and don’t place your reputation in danger. Right buying, right pricing, right selling, right management—these factors enter into the problem of keeping goods on the move. But there’s another element—a vital one—which many retailers overlook. In the February issue of SYSTEM there’s an interesting article entitled “12 Ways to Move Stock.” It details the specific methods used by twelve concerns who have built up profits through keeping merchandise turning rapidly.

On Sale To-day at all the Principal News-stands If your dealer has already sold his supply, write direct to the publishers—A. W. Shaw Company—at either Wabash Avenue and Madison Street, Chicago, or 299 Madison Avenue, New York, and ask to receive SYSTEM regularly. It will be billed to you at 25c a copy or \$3.00 for a full year.

AT ALL NEWS STANDS