GOSSIP OF THE STREET

BIG IMPROVEMENTS PLANNED FOR SPARROW'S POINT PLANT OF BETHLEHEM STEEL COMPANY

Changes Planned to Make Mills Most Complete in the Country — Full Report on Lake Superior Promised—Gossip of the Street

IT IS said that certain improvements now agreed upon when completed will make the Bethlehem Steel Company plant at Sparrows Point, Md., one of the most complete in this country.

The improvements, it is said, will include the extension of ore-handling facilities, the installation of an additional seventeen-ton ore bridge, completion of a coal-handling and storage plant, together with facilities for preparing coal for the coke ovens, four batteries of by-product coke ovens of the most improved type, the erection of two additional blast furnaces, the installation of four 2500-kilowatt gas-driven generating units, the completion of an open hearth plant, etc.

Forecasts Nature of Lake Superior Report

Wilfred H. Cunningham, president of the Lake Superior Corporation, says:

"Many inquiries are being made as to the time when the annual report of the Lake Superior Corporation will be delivered to the stockholders, and I desire to make the following announcement:

"The board of directors will meet early in August to examine and adopt the report for the year ended June 30, 1918, and as soon thereafter as the report can be printed and mailed to the stockholders it will be done.

"This year's annual report will be more complete than any heretofore issued by the corporation, and it is expected it will contain the audited accounts of the principal subsidiary companies and the fullest detailed information consistent with the business itself.

"Although they would be welcome, few of our stockholders have had an opportunity of visiting the plant to see for themselves the extent of their property, so an illustrated booklet containing photographic reproductions of the steel plant is being prepared and will probably be distributed to the stockholders before the annual report is ready for delivery. This will in effect bring the steel plant to them in pictures and will contain descriptions of the property and the capacity of its various component parts.

"During the fiscal year just closed circular letters were issued to the stockholders giving varied information and covering questions asked from time to time by our stockholders. It is hoped that the information given in the annual report, combined with the illustrated booklet and the circular letters, will convey to our stockholders a fairly complete and satisfactory knowledge of their property."

Better Wire Service and Greater Economy

A dispatch from Washington, D. C., says that instead of raising telephone rates, as a banker in this city said would be the next move in Government control of the telephone and telegraph lines, Mr. Burleson will use every means to bring about better service and with greater economy.

Under Government control the Postmaster General, it is said, would eliminate the expenses of advertising, collecting salaries of general officers and their clerks. At the same time he will retain the present superintendents and managers of the telegraph companies and they will report to him instead of to their present executives, who will be eliminated.

There still continues a good deal of bitter criticism over the Government's action in taking over the telephone and telegraph companies in financial circles, where perhaps this service is used more extensively than by any other business or profession in the country, and it will take almost perfection in service to satisfy many that it was the proper thing to do.

"Railroads Handled in Same Stingy Manner"

In their regular weekly letter giving market opinions Chandler Brothers & Co. say:

"The railroads are being handled along the same stingy manner. They are, in fact, receiving no more actual consideration or liberal treatment than has stained the Government's attitude toward them for ten years past. The very attractive announcement of large Government advancements and Government guarantees made about thirty days ago, by the way, has never yet been put into shape satisfactory to the railroads' rights in the matter of dividend disbursements and in the matter of every other attempted independence of action on their part. The Pan Handle, the Buffalo, Rochester and Pittsburgh and the Wabash have already felt the sting of the whip, and it is uncertain as to the fate of others."

Baldwin's Displays Unexplained Strength

There was quite a little discussion in the Street Saturday over the strength displayed by Baldwin's and many were the inquiries as to the cause. One prominent banker and broker, who is considered close to the "Baldwin crowd," said he could give no explanation further than the one he was given, namely, readjustment of capital—"whatever that may mean," he added. So every one can form his own opinion as to just what it does mean. For some days past, it is said, a large proportion of the buying of Baldwin's has been for interests in this city. Those who should know claim that lines of stock taken both in this city and New York for some weeks past have not been released, and that technically the position of Baldwin's is as strong as it has been at any time this year.

It is said this "capital readjustment" plan for Baldwin's will be announced soon after the middle of August and before that time or very soon afterward the stock would be selling around $125 per share. Many brokers say Baldwin's is one stock they do not understand. Its gyrations are so puzzling.

WILL TRAIN ALL MEN IN DRAFT

Preliminary Instruction Will Save Time and Money

By the Associated Press

New York, July 29.—A plan to save the Government time and money by training men in the draft will be inaugurated at once by the National Security League through its 281 branches throughout the country, according to an announcement by the league here last night.

The plan, which has the endorsement of Provost Marshal General Crowder and Major General J. Franklin Bell, will be operated under the direction of a "committee on preliminary training and instruction of men registered in the draft." The instruction classes will be trained in military tactics by retired army officers, and by clergymen and physicians in moral and physical development.

"The object of our endeavor will be to make the young men understand why they are called for service to their country, what is to be expected of them and why they should be loyal, clean, sober and intelligent soldiers," said Colonel Lydecker, the league's president.

GERMANS MUST RETREAT TO THE VESLE RIVER LINE

Crown Prince Has Suffered Severe Defeat North of the Marne, but Not a Sedan—Escapes Foch's Trap

By the Associated Press

North of the Marne the tide of German invasion is fast ebbing. The fact that a general retreat in this region is going on is not questioned, and the only question of moment remaining to be cleared up is the location of the position at which the enemy will turn at bay.

Since Saturday morning there have been important changes in the battle line between Soissons and Rheims. Today it runs almost directly east from Oulchy-Le-Chateau to Fere-en-Tardenois, then crosses the Ourcq and continues eastward until it reaches the Dormans-Rheims road northwest of Rheims mountain.

Must Retreat to Vesle

It had been contended by military experts that the Germans might elect to stand on the line of the Ourcq River, from which their heavy cannon might dominate the Paris-Chalons railroad along the Marne. This idea is now proved erroneous. It appears that there is no defensive position south of the Vesle River to which the Germans can retire and organize their resistance to Allied pressure. The only other defensive position seemingly possible is the one that follows the Aisne and Vesle from Soissons to Fismes and from that point follows the course of the Ardre River toward Rheims.

Burning villages along the Aisne and Vesle from Soissons to Bazoches are reported and tend to confirm the impression that the Germans do not contemplate organized resistance south of that line.

Foe Saves Heavy Guns

There is every indication that the German high command has succeeded in extricating its forces from the trap sprung by General Foch. The resistance of the Germans for a week after the beginning of the Allied counter-offensive probably gave them time to withdraw their heavier guns and a large proportion of their supplies from the salient. This resistance was very strong along the line south of Soissons as far as Oulchy-le-Ville and west and southwest of Rheims, which were the vital sectors of the battle line.

The advance of the Allies east of Oulchy-le-Chateau must soon compel the enemy to evacuate the line from the Ourcq river toward Soissons for a considerable distance. Nearer Rheims, however, the Germans seem to hold positions that will provide a pivot for their retreat toward the Vesle River.

In this region the Allies this morning were getting very close to the Ardre river, which forms a protection to the right flank of the enemy position near Rheims.

Defeat Not a Sedan

As the situation now stands the Germans must be considered to have suffered a severe defeat north of the Marne, but it is not a Sedan.

While the Germans have been busy getting their forces back out of the bag between Soissons and Rheims, their forces farther north have been attacked by the British once more. Australian troops, attacking on each side of the Bray-Corbie road, east of Amiens and north of the Somme River, took two lines of German trenches over a two-mile front. The Australians also captured 100 prisoners.

This operation is just to the north of Hamel and Villers-Bretonneaux, where the Australians and Americans, early in July, won a local victory over the enemy. Farther south is the line over which the French have more recently advanced to dominating positions along the Avre river.

DRAFT MUDDLE HERE AGAIN BEFORE JURORS

Complaints Against Fifth Ward Board and Local No. 10 Are Up

The special Federal Grand Jury reconvened today to probe further into the draft conditions here.

The jurors will listen to complaints against Local Board No. 4, which governed the selective service system in the Fifth Ward.

It was learned that a mass of new testimony has been prepared for the jury. Federal agents in examining the records of the board, have found that there had been a wholesale distribution of 3-B classifications by the board.

This class is for eligibles with dependents other than wives and children. Numerous draftees, claiming that they are supporting fathers, mothers, brothers and sisters, were placed in this deferred class.

Intimations of laxity and influence are employed on many occasions. Hints of politics "a la Frog Hollow" are incorporated in the complaints laid before the jury.

The charges that resulted in the recent upheaval in Board No. 10, Front and Master streets, will again be presented to the jury for further consideration.

Two members of the board, Dr. Louis Schwindt and Leo D. Laskowski, were dismissed by Major Murdock, State disbursing officer, following an investigation in the case of Karl Schwindt, a brother of one of the discharged board officials.

LUXBURG WON'T TALK

Refuses to Discuss Political Questions, Criticizes Search at Halifax

By the Associated Press

Amsterdam, July 29.—The Lokal Anzeiger says that it endeavored to interview Count Luxburg, former German minister to Argentina, on various political questions, but Count Luxburg declined to talk, saying that he was unwilling to do so without the Foreign Minister's consent.

He, however, gave a short account of his voyage, especially dwelling on what he termed "a disgraceful breach of international law" in connection with his personal search at Halifax.

He added that he was busily engaged in reading everything that had been published about him personally and his activities, while he "to the best of his ability day and night had been making all efforts on a difficult post to guard the interests of his hard-beset fatherland."

British Bury Lafayette Flier

With the American Army in France, July 29.—The official announcement is made of the death of Lieutenant Warren T. Hobbs of Worcester, Mass., a member of the Lafayette flying squadron. He was buried by the British.

SCENARIO TO SCREEN AND IN BETWEEN

Midsummer Attractions at Local Photoplay Theatres Show Many New Plays

Clara Kimball Young, who is appearing in "The Claw," at the Stanley, is making a number of personal appearances in theatres in the course of her journey to her New York studio.

Florence Reed, who will be seen here in "Chu Chin Chow," created the part played by Fannie Ward in the screen version of "The Yellow Ticket," which will be the feature today at the Model.

Mr. and Mrs. Drew, who are co-starred in "Pay Day" at the Eureka on Wednesday, have returned to the spoken drama, and will be seen in this city during the coming theatrical season.

Constance Talmadge can always be relied upon to give a pleasing touch to any character she may be called upon to portray. In "Good Night, Paul," she enacts the role of a wife who pretends to be wedded to her husband's partner. It is to be the chief feature at the Fifty-sixth Street Theatre and the Great Northern today and tomorrow.

The workers and soldiers of Uncle Sam will invade the screen of the Palace Theatre this week in the film review, under the title of "Pershing's Crusaders."

Taylor Holmes, who is appearing in "Ruggles of Red Gap," at the Coliseum, can play saxaphone selections as well as act. The studio attaches have sent out warnings of his ability to perform.

Jack Pickford is now a jolly tar in the United States navy. He is also in "Sandy," which is to be at the Leader.

Bert Lytell is making good in film plays, as was predicted when he quit the spoken drama. In "No Man's Land," which is at the Regent, he is an active worker for the Secret Service.

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. Ask your questions clearly and give all the facts. Your correct name and full address must be signed to all inquiries. Those which are anonymous must be ignored. 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.

CLII

PERKINS went with me to see friend Gubbup today. You remember yesterday I told you I had suggested to Gubbup that he give up the insurance he had in another company and take out a new policy in ours.

Gubbup—or Pelletier, as he likes to call himself—(gee! I don't blame him. I'd call myself anything if I had a name like that) seemed quite interested when I suggested he should switch. But when I told Perkins about it I made a bit—nixy!

Well, Perkins went with me today and I introduced him to the "corrector of pedal defects," and gee! it was a treat to see Perkins handle him.

"Mr. Flint reported the very courteous interview you gave him yesterday," began Perkins, "and at his suggestion I am here today because, before you consider giving up any policy which you have at present, it is best to consider whether that would be a wise move. In what company are you at present insured, sir?"

Gubbup told him.

"That's a splendid company; and you say it is a thirty-year policy and has run for twelve years?"

Brother Gubbup nodded his head.

"Naturally," continued Perkins, "we would like to have that business, but frankly I would sooner decline it than secure it through inducing you to give up the excellent policy you now have. That is an asset to you now and is growing more valuable every year. If I may be allowed to make a suggestion, you had better keep on with that policy and take additional insurance in our company.

"I mean," he added, as Gubbup looked a bit puzzled, "instead of giving up that five-thousand-dollar policy and then taking a ten-thousand in our company, I would suggest that you keep your present policy and take only five thousand in our company. You would thus get ten thousand dollars' worth of protection and at the same time lose nothing which you would do if you sacrificed your present policy."

"That seems more businesslike than Mr. Flint. Yes? You say hang on. He don't think much of my company, but you do. Yes?"

I felt like asking him if he couldn't say anything else but "yes"—if I had done so probably he would have said "Yes."

"Perhaps I'm too old to take out another policy? I might perhaps see your doctor, though, sir."

"That would be an excellent plan, sir," said Perkins, "and after he has given you a very careful examination you can quickly decide upon what kind and how much insurance to take."

Well, it was fixed up that the doctor should see Gubbup, and Perkins is going with him tomorrow afternoon to see what Gubbup can do.

"Well," said Perkins to me when we got out on the sidewalk, "if he can only pass the doctor he will be a live case. But I believe you would have lost him if I hadn't been with you."

I felt a bit sulky, for I believed Perkins had done me out of the extra $5000 by telling Gubbup to hang on to his present policy.

"Don't you realize what dirty business it is to switch a man?"

"I can't see anything wrong in it," I came back at him. "Suppose I call on a grocer and sell him a line of tea and another fellow comes along and gets him to stock his line in preference to the first one. That's being done every day. If a fellow can get a grocer to give up one line of tea to stock another, why can't a fellow make a man give up one line of insurance to take another?"

"There's no comparison," said Perkins. "When the grocer changes from one line of tea to another he can sell out and make his profit on all of the first lot, but when a man gives up an insurance policy he has to lose a lot of money on it. There's no surrender value until an insurance policy has been in force three years. So if a man has to pay fifty dollars a year on an insurance policy he stands to lose a hundred and fifty if he gives it up before it has matured."

"Always?" I asked.

"No, but that is the general rule, and besides, it is bad business to say any insurance company is not absolutely sound. They are all sound. The Government looks after that. Your money is absolutely safe in any straight insurance company, but if you tell a man that one company or another is no good you hurt the whole insurance business.

"Remember, every insurance company is good, but ours is a little bit better."

TODAY'S BUSINESS EPIGRAM

A love of one's work makes life happy.

(Sent by R. M. C., Louisville, Ky.)

What does this mean to **YOU?**

Business Questions Answered

I wish to get some information on how to obtain a patent. I haven't much cash, and from all accounts the patent attorneys cost like a luxury.

I have an artificial bass lute which I want to make in three sizes, colors and finishes. Will one patent cover the whole works or must I get a separate one for each style?

What drawings, models and specifications will I have to furnish and how will I go about it?

I am inclosing a stamp for your reply.

R. M.

One patent will cover all sizes and finishes of an article unless there is some difference in design and mechanism or principle.

Write to the patent office at Washington, D. C., for particulars of requirements.

My advice to you is, "Don't try to put your own patent through." Get a lawyer—not necessarily a patent lawyer, but any good local lawyer. You can get his approximate price before going ahead. The cost of patent is run up if you have to have elaborate designs or graphs made.

May I take the privilege of writing you asking your good advice on a little business proposition I am seriously thinking of going into?

The business of poultry farming—I do not know the first thing about the business, but I feel as if I would like to take a chance. I have a little money and a good position at present, but I don't like to go bull-headed into a business I know nothing about.

My idea is to go to another State. These are the questions I would like you to answer for me if you will kindly do so:

First. Is Vancouver, B. C., a good place for poultry farming?

Second. Could I get about ten acres from the Government?

Third. What capital would I want to make a good start?

Fourth. I would like your very best advice as to how to go about such a business.

Fifth. Is there good money in it if it is run properly?

I want you to understand that this is a new undertaking for me and hope you will do your best to help me. W. R. D.

First. I do not know. Write to the secretary of Vancouver board of trade. You might also write to the secretary of McGill University, College of British Columbia. Either gentleman will be glad to advise you.

Second. Again, I do not know; write to the Government.

Third. A friend who is in the business says you would need enough money to buy 1000 hens at least and to buy the equipment and feed for one year. Write to the editors of the papers, names of which I am sending in separate letter. They can give you more specific information.

Fourth. Could you get some practical experience with some one else before investing your money in a business of which you know nothing? Perchance you could go into partnership with an experienced poultry raiser.

I know of a young woman who read all books on poultry raising she could find. She then started up in a big way and promptly failed because her chicks were killed by rats. She had failed to dig her partitions deep enough into the soil.

Fifth. Yes, indeed, but you may put into it in a fairly big way.

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ARCADIA CHESTNUT Below 16TH. 10 A. M. to 11:15 P. M. SESSUE HAYAKAWA in "THE CITY OF DIM FACES"

BLUEBIRD BROAD STREET and SUSQUEHANNA AVE. PAULINE FREDERICK in "MRS. DANE'S DEFENSE"

EMPRESS MAIN ST., MANAYUNK. MATINEE DAILY. ALL-STAR CAST in "WOMAN AND THE LAW"

FAMILY THEATRE—1311 Market St. 9 A. M. to Midnight. J. W. KERRIGAN in "ONE DOLLAR BID"

FAIRMOUNT 26th & GIRARD AV. Matinee Daily. VIRGINIA PEARSON in "HER PRICE"

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GREAT NORTHERN Broad St. & Erie. 2, 7 and 9 P. M. CONSTANCE TALMADGE in "GOOD NIGHT, PAUL"

IMPERIAL 60TH & WALNUT STS. Mats. 2:30. Evgs. 7 & 9. CONSTANCE TALMADGE in "UP THE ROAD WITH SALLIE"

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333 MARKET STREET THEATRE 9 A. M. to 11:15 P. M. KITTY GORDON in "TINSEL"

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PALACE 1214 MARKET STREET 10 A. M. to 11:15 P. M. PERSHING'S CRUSADERS

PRINCESS 1018 MARKET STREET 8:30 A. M. to 11:15 P. M. GEORGE COHAN in "HIT THE TRAIL HOLLIDAY"

REGENT MARKET ST. Below 17TH. 11 A. M. to 11 P. M. BERT LYTELL in "NO MAN'S LAND"

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