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FRIDAY, OCTOBER 25, 1918.



TODAY'S U. S. CASUALTY LIST

THE NIGHT LIST.

The following casualties are reported by the commander of the American Expeditionary Forces:

Killed in action	17
Died of wounds	10
Died of accident and other causes	4
Died of disease	4
Wounded severely	83
Wounded (degree undetermined)	51
Wounded slightly	92
Missing in action	5
Died of aeroplane accident	2
Total	364

Killed in Action.
 Corp. A. H. O'Neil, New York, N. Y.
 W. M. C. A. Worker, W. R. Murray, East Orange, N. J.

PRIVATE.
 R. R. Beckert, Salt Rock, W. Va.
 G. T. Bishop, Sedro Woolley, Wash.
 Ruel W. Day, Philo, Cal.
 Frank Davitt, New York, N. Y.
 H. L. Keck, New Albany, Kans.
 Arthur Ralston, Paris, Ohio.
 Mote Salvatore, Genova, Italy.
 D. S. Sherman, New York, N. Y.
 I. Battisti, San Francisco, Cal.
 Henry Bukema, Little Falls, N. J.
 Bert Harpham, Council, Idaho.
 Sam'l A. Lanard, Philadelphia, Pa.
 Kay C. Morton, Durkee, Oreg.
 Robert Rumley, Norfolk, Va.
 B. Waycaster, Black Mountain, N. C.

Died of Wounds.
PRIVATE.
 Rufus Carter, Durant, Okla.
 Edward J. Dowd, Troy, N. Y.
 H. Pappas, Jorcano Doriot, Greece.
 Leo A. Tucker, Niagara Falls, N. Y.
 W. A. Wandless, Boston, Mass.
 H. H. Commander, Centerville, Ala.
 Henry J. Crock, Baltimore, Md.
 Herbert G. Suidce, Providence, R. I.
 Clarence C. Willer, St. Louis, Mo.

Died from Accident and Other Causes.
 Private A. Harris, Clearfield, Pa.

Died of Disease.
 Sergt. C. A. Rhodfer, Sequim, Wash.

PRIVATE.
 William Lewis, Epworth, S. C.
 Thos. D. Cooper, Bethel, Okla.
 Alec G. O'Il, Kenwood, Ala.

Wounded Severely.
LIEUTENANTS.
 F. E. Williams, Jr., Fikton, Md.
 Edward D. Harris, Philadelphia, Pa.

SERGEANTS.
 Howard A. Eagan, Philadelphia, Pa.
 Wm. H. Hill, Detroit, Mich.
 G. M. Noriega, Council Bluffs, Ia.
 Oscar Olson, Eau Claire, Wis.
 William Stacy, Hazard, Ky.

CORPORALS.
 Albert H. Bieser, Chicago, Ill.
 Dallas Corder, Dobson, N. C.
 Gleasie Gove, Lewisville, Ill.
 Fred J. Glick, Chicago, Ill.
 William Ryan, New York, N. Y.
 Peter C. Simons, Bayonne, N. J.
 Charles R. Waltz, Belleville, Pa.
 Val. Wurmsen, Pontiac, Mich.
 M. F. Wheeler, Bethel, Harbor, Ind.
 Sam'l Radist, Brooklyn, N. Y.
 Mechank Glen N. Panghorn, Rapid City, Mich.
 Wagoner J. Dolan, Butte, Mont.

PRIVATE.
 L. W. Adams, Swampscott, Mass.
 Hugh W. Adler, Gaid, Tenn.
 Domenico Acosta, Woburn, Mass.
 E. J. Beavens, Janesville, Minn.
 C. A. Bernhardt, Chicago, Ill.
 Fred Belden, Clermont, Iowa.
 Guy Bloomhous, Painesville, Ohio.
 Wm. H. Byrd, Leavenworth, Ind.
 John W. Carter, Nicolaus, Ky.
 Charles N. Dawley, Pittsfield, Mass.
 Lester M. Eastman, Haverhill, Mass.
 Ellwood Finch, Alexandria, Va.
 Joseph F. Glover, Nyack, N. Y.
 C. A. Godfrey, New Canton, Ill.
 Louis A. Gysi, Elkhardt, Ind.
 Wm. J. Hall, Brooklyn, N. Y.
 Elmer Hanson, New York, N. Y.
 Ebb' W. Harrison, New Orleans, La.
 Hite Hartless, Buena Vista, Va.
 Thos. Holland, Monongahela, Pa.
 Irwin D. Howard, Delton, Va.
 John F. Hovley, Hoboken, N. J.
 Emil J. Jensen, St. Joseph, Mo.
 Wm. Klambuder, St. Paul, Minn.
 M. F. Littlefield, Dover, Me.
 Roy D. Logan, Royalton, Minn.
 Focco Marmorale, Italy.
 Ralph Miller, Arnold, Neb.
 Edward Nelmeyer, Higginville, Mo.
 Wm. Pazdowski, Detroit, Mich.
 Henry Rath, Lone Rock, Iowa.
 R. Rittenhouse, Germantown, Pa.
 John F. Royer, Lakemont, Pa.
 Earl W. Shaw, Williamsburg, Ohio.
 Clyde Smith, Sharon, Pa.
 George T. Virtue, Philadelphia, Pa.
 Wm. H. Wise, Reiner City, Pa.
 Max Lewis, Chicago, Ill.
 M. S. Lieberman, New York, N. Y.

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Killed in Action.
 R. C. Lundy, Benton Harbor, Mich.
 Edward W. Mahannah, Dwight, Ill.
 P. A. Marhigh, Harbor Springs, Mich.
 Dallas Marshall, Sanger, Tex.
 Clyde W. Metzler, Blair, Neb.
 Winfield S. Mills, Milton, Ark.
 Clarence Moody, Theodore, Ala.
 James W. Morrow, Saxapahaw, N. C.
 Edward L. Motz, Omaha, Neb.
 Ray Perciful, Walla Walla, Wash.
 Geo. Parkhiser, English, Ind.
 J. Rheinfrank, Fort Chester, N. Y.
 J. Robitsch, St. Louis County, Mo.
 Chas. A. Rollins, Hillsboro, Oreg.
 Oscar Rubenstein, Brooklyn, N. Y.
 Charles F. Shy, Okeshko, Wis.
 Corbett Shoopman, Clarksville, Ariz.
 Ferdinand Slaka, Milwaukee, Wis.
 Robt. Smeltzer, Perryville, Md.
 Charles L. Strong, Goodwater, Ala.
 Walter Veria, New York, N. Y.
 Mathew Volanich, Joliet, Ill.
 Ray Webster, Grand Rapids, Wis.

Wounded (Degree Undetermined).
 Lieut. C. R. Powell, West Chester, Pa.
 Lt. M. P. Walker, Birmingham, Ala.

SERGEANTS.
 George A. Hoch, W. Pittston, Pa.
 Joseph J. Siles, Woodbridge, N. J.
 Benj. H. Terry, Seney, Ky.

CORPORALS.
 Perry Anastos, Thurin, Greece.
 T. W. Blaney, Westchester, N. Y.
 Arthur W. Carlson, Champaign, Ill.
 Henry H. Chalmers, Greensport, N. Y.
 Bernard J. Griffin, New York, N. Y.
 Ross H. Brown, Williamsport, N. J.
 S. Jackson, Bartlesville, Okla.
 H. B. McClelland, New Brighton, Pa.
 William Mead, New York, N. Y.
 Harold S. Wagner, Syracuse, N. Y.
 W. M. H. Braun, Duluth, Minn.
 Cook John M. Venske, Chicago, Ill.

PRIVATE.
 Harold J. Babbitt, Sanford, Me.
 W. S. Barbour, Philadelphia, Pa.
 Samuel Bernstein, New York, N. Y.
 Roy A. Hood, Croton, Mass.
 Enoch H. Brown, Williamsport, N. J.
 Joe Chalkind, Tompuk, Russia.
 Harry E. Cosgriff, Berwick, N. Dak.
 A. A. Crawford, Manchester, N. H.
 Rafael E. Fagan, Brooklyn, N. Y.
 Ray P. Fox, Tina, Me.
 John Garback, Detroit, Mich.
 Fred Gast, Chicago, Ill.
 V. Grippi, Old Forge, Pa.
 Henry Hasse, New York, N. Y.
 William H. Lee, Belmont, Mass.
 Edwin C. McIntyre, Wakefield, Mass.
 Lilly L. Martin, Rome, N. Y.
 V. Pasalic, Rome, Italy.
 George C. Eadon, Chicago, Ill.
 George T. Rathbun, Nunda, N. Y.
 Samuel Robitaille, Lowell, Mass.
 Robert A. Rogers, Marion, Ala.
 John J. Santos, Brooklyn, N. Y.
 William E. Smith, Philadelphia, Pa.
 J. M. Thounhurst, Avonmore, Pa.
 Virgil P. Timson, Quasqueton, Iowa.
 William Underwood, St. James, N. Y.
 Anthony Vespoli, Brooklyn, N. Y.
 Jess R. Waldman, Sweet Springs, Mo.
 Nick Wazyznak, Buffalo, N. Y.
 T. M. Wislowski, Milwaukee, Wis.

Slightly Wounded.
 Maj. T. B. Anderson, Latrobe, Pa.
 Lieut. M. S. Barron, Latrobe, Pa.
 Lieut. J. S. Gay, Jr., Briggsville, Wis.
 Charles E. W. Francis, Los Angeles, Cal.

SERGEANTS.
 John A. Daley, West Chester, Pa.
 James P. Flynn, Brooklyn, N. Y.
 James D. Moore, Erie, Pa.
 George J. Rhyer, Youngstown, Pa.
 Cedric P. Walker, Eugene, Oreg.

CORPORALS.
 J. M. Blanchette, West Bedford, Mass.
 John L. Brown, Wilkesboro, N. C.
 Walter O. Brown, Bennett, N. C.

NEW YORK DAY BY DAY
 A COMPANION TO THE WASHINGTON HERALD

New York, Oct. 24.—Again Gotham has been entertaining the dashing, tam-o'-shantered Blue Devils of France. And at the same time came the Feathered Devils of Italy—all to boost the Liberty Loan. Whoever disagrees with the Teutonic disposition in French tails and blue devil feathers, the case may be made. Thus the word devil assumes honor in the sight of human beings.

I confess that the Blue Devils and the Feathered Devils have the same effect that a circus parade has on members of Boyville. I have followed them all over New York. I stand dumb with admiration on the sidewalks watching the Blue Devils smoke the ever-present cigarette and joking each other in their rollicking fashion.

I have sat on the sidewalks with them in French table d'hotes, on Fifth avenue buses and in other places where they appear. The Feathered Devils inspire the same hero worship.

Whenever they appeared in the streets, these dark, wiry, spirited Italians in their uniforms of grayish green, they were cheered wildly by every man, woman and child. There are two branches of the Feathered Devils in New York now—the Bersaglieri and the Alpini.

The Bersaglieri have a broad brimmed hat with a plume of feathers, but the plume remains as the decoration of the steel gray trench helmet they wear now.

The Alpini are distinguished readily by their blue tunics and their bayonets. Each man has one or more wounds. One veteran has been wounded 16 times and although 52 he was one of the peepiest members of a peppery bunch.

The Italian mascot is a great, savage wolfhound named Lobia, which is one of the most lovable dogs I ever saw. I was thrilled just to pat him on his great head. For Lobia is not an ordinary dog. He has been in service from the beginning of Italy's participation in the war, has saved the lives of many wounded men that fell between the lines and in giving warning of imminent Austrian raids.

Lobia trotted along Fifth avenue after his several masters and was cheered just as earnestly as they were, but he was unmindful of anything save the savoring little jaunts he took through the city. He has been out of limousines and yapped at him jealously. Lobia's hair raised on his back with proper disgust.

Miss Lillian G. Jones as New York's first woman banker, at the Bank of Cuba, has been the special target of the mob squad from Park Row the past week. She has been the target of foreign exchange and trade acceptance and inflation and such highly technical subjects, and when you see the fluffy brown hair and the charming blue eyes, you just know that domesticity is no more of a mystery to her than finance. She has a great mahogany desk over which she presides. Capable financiers are called in to discuss weighty financial problems and Miss Jones is just over 25 years of age.

A well-known and highly respected actor suddenly passed on at the entrance to the apartment of a young actress in the theatrical district recently. Only one New York newspaper attempted to make a scandal of the affair and the scandal was pinned on the refusal of the suddenly bereaved wife to talk to reporters. The truth was that the young lady was a close friend of the actor's wife and the actor was to meet his wife there when stricken. It was pleasing to see the special efforts made by all papers to discuss the death of the actor, which had been done to a good name by a sensational scandal monger.

A post card from Bud Fisher, the artist-artilleryman, makes a French waiter bring him an order of mushrooms by drawing a picture of that toothsome vegetable. The polite garcon brought him an umbrella.

What Foch Will Do.

Since President Wilson has placed further negotiations of armistice and resultant peace in the hands of Marshal Foch it is interesting at this time to recall a news dispatch of several weeks ago to understand what Foch will do.

This dispatch reported that the whole subject of an armistice was exhaustively discussed at the recent Versailles conference, at which were present the premiers of Great Britain, France and Italy and the military representatives of the allied nations.

Marshal Foch is said to have presented to the conference a minute in which he detailed the military guarantees he considered essential as a condition precedent to any armistice. These involve the occupation by the allied armies of Metz, Strassburg and Coblenz, the strategic keys to Germany. This minute was reported to have been indorsed by the conference.

Marshal Foch also presented for future consideration of the conference a complete scheme for securing and insuring German military impotence for the future. It is said to include the surrender of the German fleet of all descriptions and its distribution pro rata among the allies according to their naval losses.

The destruction of the Krupp and Skoda armament works in Germany and Austria was also considered, but their employment, with the other great industrial plants of these enemy nations, to make good the material and machinery losses of France and Belgium, seemed a better scheme all around, the dispatch concluded.

If Marshal Foch actually did or did not recommend these minutes to the Versailles conference, it gives us the first concrete idea of what armistice Foch will dictate. We are confident that his terms will reduce the enemy to military impotency for all time and compel unconditional surrender, but unless Germany is defeated to a greater extent than we have believed her to be she will not accept Marshal Foch's terms.

Should Germany decide to deal with Marshal Foch she no doubt will parley for concessions as she did with President Wilson. The demand for Metz, Strassburg and Coblenz would make Germany balk immediately. Destroy her armament plants or employ them to make restitution for her industrial damage to allied territory! To this Germany would reply that the allies are fighting a war of conquest and extermination and Germany would see this condition of armistice as propaganda to bolster up her crumbling morale. And Germany will say, "The enemy has accused us of being inhuman. He is worse than inhuman."

"We will yet hear plenty of squealing from the stuck Hun boar. Germany will learn that it is far more difficult to end a war than it is to start one. She also will learn that the price she must pay for her world-murder will be far greater than she ever feared.

And the price should be the biggest, for if Germany would have been victorious her price would have been the whole world. She is losing and our price will not be so great. It only will be Germany and Austria. To begin with, Germany started this war. That is enough, to say nothing of her numberless crimes in prosecuting it. She is the guilty party.

So the allied peoples are not worrying any more with the armistice negotiations in Marshal Foch's hands than they did when President Wilson was the target for many peace notes.

And if Foch asks Metz, Strassburg and Coblenz as conditions of armistice and Germany refuses them we will take them by force.

The allied armies in the north are almost free of the sea of mud in Flanders, which has made winter fighting impossible. This means that we are able to enter into a winter campaign and enter into it with far greater resources in both manpower and munitions than Germany can ever hope to attain.

General Haig, with French and American auxiliaries, is pressing forward east on lines which if Germans continue to resist will take him south of Brussels and by the old battlefield of Waterloo, only twelve miles distant from that city. Gen. Pershing is progressing with a new drive, the object of which appears to be to isolate the Germans in Metz by dividing the German forces between this city and Sedan.

The progress of the northern and southern wings of the great allied army therefore is in the direction of two famous battle fields—Waterloo and Sedan—with a certainty this time that the French and Americans will be victors at Sedan and the British again victorious at Waterloo.

Confidence.

Are you easily dissuaded, readily persuaded to change your mind, to alter your views, to amend your decisions, to veer in policy, opinions or plans?

In this world of kaleidoscopic change, cross-current influences incessantly assail; they decoy, detract or deflect us from the path of predetermined purpose.

There is one possession which insures undisturbed poise and undeterred pursuit of any prescribed objective. It establishes unshakable firmness, a resoluteness that accomplishes the end originally designed.

Confidence is the key. Build it; develop it; seek less assurance from without, gain reassurance from within. Be self-sufficient.

Confidence brings adherence to convictions despite their confusions with views of others calculated to revoke them.

Confidence is the offspring of faith in self and in one's work. Confidence is born of belief in personal power and in that which is sought of attainment.

To be well-to-do, found the will-to-do on a basis of confidence. Ambition commences, confidence carries through. "Less confident, more confidence" is a rule the successful man rigidly observes.

The weather bureau declares that big gun discharges, battle explosions and concussions do not affect the weather. The weather, however, is affecting the prosecution of the war—not unfavorably to the allies, either, according to the headlines!

Pals.
SALADIN—1193 A. D.
 By EDMUND VANCE COOKE.

Richard the Lion-Hearted is a name which to breathe blows trumpet-tones of fame. To me he seems a mere maudering chief, A parrot, a pirate and a thief.

A leader of the manners of his times, A very beau of all chivalric crimes, Saladine made him look like three thin dimes. Richard was sick; Saladine fed his need, And when the battle raged sent his own steed To Richard horseless. Richard and his men Failed in their forays on the Saracen, But now in Armageddon fought again.

What Richard did not, Allenby has done, What Richard rightly lost is rightly won. The land which mine crusades had not attained, Where Joshua, Gideon, Bonaparte campaigned, By Allenby, the Britisher, is gained. He wins it with that spirit and that wit, Wherewith the Sultan Chief defended it. So hail you, Allenby! pal of that paladin Before whom Richard bowed—the paynim Saladine! (Copyright, 1918.)

FLU WANES IN NEW YORK.

New York, Oct. 24.—Influenza and pneumonia showed a large decline in the new cases reported today. Of influenza there were 4,403 cases, as against 6,490 yesterday. Of pneumonia 758 as against 823 yesterday. The health department was especially pleased at the radical reduction in deaths from pneumonia, this being 41 cases, compared with 336 yesterday. The reduction in the number of deaths was regarded as especially gratifying because the death rate decline was dependent in no way upon that of the new pneumonia cases.

THE OBSERVER.

The greatest civilizing influence on the Germans of militaristic ideas has been the American bayonet—and the strategy of Foch has done more to give an outlet to the better ideas of the humanitarian German than any force which the Germans have seen applied in their own ranks.

And the diplomatic strategy of President Wilson, which will eventually bring about a democratization of Germany, will be a greater force for Germany's good than any force that has ever been applied internally by Germany. And this, we expect, will be the admission of Germans long after all of us shall have passed away and our children's children have taken our place.

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Madam Brisbane we heard - The celebrated bearded lady - She imagines her lady fingers and walks about wearing her hands, crying OUT DAMNED SPOT! The spot is only a stain in the palm of her hand left from accepting a check for \$375,000 from the German-American brewers.

(From the New York Tribune.)
 The Museum of Franks.

HEARD UNDER THE DOME

We have yet to see the advantages of the single tax system which Mr. Louis Post's magazine and other magazines are trying to impress upon the people as a result of the war.

There are obvious defects to the system which even its protagonists cannot defend—not if they admit first that these defects exist, which is a hard thing to get them to do.

The principal point of failure is that it brings about a destruction of the land values which build up countries and drives prices downward on some of the products of the land. This is the case where the single tax system is unguided by other and superior tax legislation such as exists over local legislation where the single tax system has been given trial.

Moreover, say what the single taxers can, they cannot deny that the system destroys the responsibility of a citizen in his government. It not only frees the energies of every citizen but in fact makes them too free and this is a more unforgivable defect than is the present defect of which they complain.

One thing lost sight of by Mr. Post and some of his Socialistic friends is that every incentive for getting ahead which exists is made too easy for all to climb to the top. Moreover it works no real good on men who otherwise might be possessed of the fullest initiative and industry where their own efforts are too strongly by the government to which they bear allegiance. It is well for the government to do many things for the people under it, but there are certain fields in which the government cannot and should not thrust itself in normal times. These are fields in which the real patriots resent intrusion—for no man wants his government to insist on his accepting a place where it will be impossible for him to avoid getting all there is to be had without some legitimate, competitive effort being made.

Our Socialists have some good ideas, but there are many ideas which are not predicated upon the soundest principles.

There are lines in Max's speech to the Reichstag which show that progress is being made toward the peace goal. And there are other signs apparent in Germany that while the details of giving up to democracy are not being worked out there may be expected a very steady trend in that direction.

Germany is halting now at the course it adopted long ago and which some of its leaders have long had some doubts about. And that is the very thing that some of our fellow-countrymen fail to see at this juncture. All along the reprehensible course followed by the Germans has not had the heart-indorsement of some of those who even may have had to persist in it. Now that the pernicious Prussian system has been condemned in the eyes of the world and the Germans have seen that condemnation has made the peoples of the earth mad to the point where they are determined to blot this engine of death out of existence, the opinions of many Germans are taking precedence over the orders of Wilhelm the Damned. The peace move reaching such proportions as it has at this time serves a most useful purpose for it gives the Germans a better tendency a chance to voice the doubts they have entertained for some time. It is that that gives greatest hope to a peace which in the next few weeks, if it is that which is expected to predominate as the spirit of the made-over Germany. For those who do not yet believe the way the humanitarians among the Germans do, will be forced to that belief sooner or later, it may be sure.

OPHELIA'S SLATE.

TRUTH USU TO LIVE IN A WELL BUT SHE'S MOVED TO THE HYDRANT.

"SCHOOL DAYS"

Oh bosh! There aint a THING down there to hurt a flea!
 That noise is probably the cat or a rat or the wind or a loose board or a hurry now! The fires almost out!

ADVERTISING TALKS
 Health In Advertising.
 By S. E. LEITH.

I have always thought that copy is to advertising what health is to a man.

You look at a man and somehow or other his physical appearance tells the story. It is just the same with advertising copy.

The public only sees your advertising copy. They cannot, all of them, see the perfection of your institution, hence if you want to create the right impression with the public your first endeavor should be to procure the service of an agency who makes copy of supreme importance. You can't over-estimate the importance of having that copy thoroughly representative, and you can't expect representative copy to be prepared by a dub any more than you would expect a dub lawyer to make a success of your case in court.

Pay the copy expert and pay him his price. His success depends upon his ability to think of things that never occur to you. He makes a profession of studying people and then studying business, after which the studies just how best to bring these two together by exactly the right expression of thought.

Nobody knows how many fine business possibilities have been ruined, and how much advertising has suffered because men would not pay the price of a man who knew what to say, how to say it, and when and where.

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The public only sees your advertising copy. They cannot, all of them, see the perfection of your institution, hence if you want to create the right impression with the public your first endeavor should be to procure the service of an agency who makes copy of supreme importance. You can't over-estimate the importance of having that copy thoroughly representative, and you can't expect representative copy to be prepared by a dub any more than you would expect a dub lawyer to make a success of your case in court.

Pay the copy expert and pay him his price. His success depends upon his ability to think of things that never occur to you. He makes a profession of studying people and then studying business, after which the studies just how best to bring these two together by exactly the right expression of thought.

Nobody knows how many fine business possibilities have been ruined, and how much advertising has suffered because men would not pay the price of a man who knew what to say, how to say it, and when and where.

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