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REPUBLICAN TICKET

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RED TAPE AT WASHINGTON

The winning of this war is a great big business job, calling for the brainiest type of executive. The government is to be given credit for calling a group of able business men to Washington to serve on the Council of National Defense. There has been complaint from the start, however, that these men frequently lack the power of decisive action, and have to unwind red tape in the departments.

In military circles fault is found with delays in getting decisions from the bureau chiefs and the general staff. Friends of Gen. Pershing say he has had to wait a month or more for action on important recommendations. It is also complained that the bureau chiefs have had to wait equally before they would get action out of the general staff.

Recent expert opinion is that the chiefs have not assumed all the responsibility they ought to, or have not been able to take it. There have been delays of weeks on recommendations that should have passed on in a few hours. The general staff should be free of details and able to confine itself to big questions of policy.

One great trouble has been that experienced men had to be taken away from Washington for the army camp work, leaving younger officers on the general staff who were unfamiliar with previous action. Then it is complained that the time of the general staff has been to much taken up by the importunities of Congressmen and others who had favors or grievances to exploit. This is a time when a lot of politicians should be kicked out without ceremony.

For these conditions one group of men will lay the trouble off on another and vice versa. Secretary Baker should take up this matter of the archaic and unbusiness organization of the departments, and get things systematized on a basis of prompt and responsible action.

BETTER SCHOOLS

It is evident enough that our schools do not connect closely with the work the boys and girls must do for a living. A noted educator recently make a commotion in the school world by his theory about it. He would take the children to factories and street car systems and bridges and museums and city governments, and let them actually see social and industrial processes.

All which is delightfully vague. A boy might see all the farms and mines in the coutry. Yet if he merely stood off and watched other people work, the power of action and initiative would not have been gained. His attention and observation would be dissipated and his mind crowded by a superfluity of impressions. Power of action would be actually prohibited.

As you look around at life, one of its most obvious aspects is the number of square pegs in round holes. Men are making shoes and forging steel who have the gift of eloquent speech and discriminating analysis of human conduct. They would have achieved large success as editors, teachers, preachers, or lawyers. And there are plenty of editors, teachers, preachers, and lawyers who were eminently qualified to make steel or shoes, but not to discuss the principle of human conduct.

If a boy has an accurate, regular mind, moving along quickly and correctly in one groove, he may well go into the clerical employments. At some factory machine, requiring invention and resourcefulness to adapt its forces to the variations of raw material, he would work along one fixed routine and would turn out only a mediocre product. He should be directed into some calling where his peculiar gift of correct and conventional action would count for the most.

Similarly the boy who has initiative and originality, who can constantly adapt his mind to a new situation, should not enter an employment where only regularity is needed.

WINNING THE WAR—THE PALTOON

It is exceedingly interesting to see how military science is changing under the intense pressure of war on the Western front. Old military formations are obsolete, and old text methods are scrapped. An entirely new science has had to be constructed to meet the requirements of trench warfare.

The fighting platoon, with the offensive work closely subdivided, is the basis of the British army as now organized. Presumably, the American army will follow much the same plan. Every man is trained to be a specialist in some one function, though all are supposed to be good bayonet fighters. The American soldiers, it is stated, are all to be made good riflemen. The British platoon now contains about 35 men, divided into four squads of eight each, with a few men to fill gaps.

One squad handles the Lewis gun, considered the best offensive in fighting outside the trenches. It can fire 47 shots in six seconds which is manifestly better than any individual rifle fire. But annihilating as the Lewis gun is outside the trenches, it is manifestly useless after the enemy has taken cover.

Next come the rifle grenades, operated by another squad. These throw explosives 200 to 300 yards. Then come the bombers who perform their work at 50 yards or less. Last are the snipers, sharpshooters who can pick off the marksmen that are making trouble in saps, outlying trenches, and lookouts.

Thus modern scientific war makes every man a specialist. It is like a ball team in its close subdivision of the work, and its training of every man to play some part with exceptional skill. This careful planning of each mans work must accomplish far more effective results than the compartively disorganized fighting of all previous wars.

HIGHWAY PERILS

The majority of automobile accidents are due to reckless driving. But give the devil his due. Sometimes the trouble is in road conditions. Our high ways systems were built for the day of slow going horses. They did not foresee the more speedy traffic of today.

Railroad crossings where the railroad line is concealed from the roadway are a frequently cause of accident for both motors and teams. Trees or bushes ought not to be allowed to obstruct the view as one comes close to a crossing.

The old highway builders, when they had to cross a stream, railroad, or gully, would often go along the the line to be crossed, then turn a sharp angle. The line of bridge or railroad underpass would be at a right angle with the highway. This makes two sharp turns, usually narrow and with each approach hidden from the other. There are places of this kind where people are constantly getting smashed up.

The lack of guard rails along steep banks causes many serious overturns. If a reckless driver comes along at a fast clip, the cautious citizens turns away out, and is rewarded for his prudence by his car turning turtle. This type of accident is a dangerous one. A good many guard rails have rotted, and would not stand a sharp impact from a baby carriage. If such rails are painted white, it is a safeguard at night, and the paint makes the rails last longer.

Motorists complain that in some sections farmers who want ditches along their land, will dig them within the highway bounds to save putting up a protection on their own land. This makes the travelled way narrow, and a machine will often skid off into the ditch with serious results. While it would be costly to remove all these perils, yet in reconstructing roads and building new, the needs of present day traffic should be better considered.

REDUCING DISTRIBUTION COSTS

Expert opinion seems to place the weight of blame for high distribution costs upon the retail grocer. Yet there is no harder worked man in the community, and he is not getting rich. They rise early and keep open late. They are the slaves of the housewives as they go around the corners on one wheel of their little Ford cars, hurrying to deliver a pound of butter to some woman who has forgotten to order it.

The New York Ford Commission says that 33 per cent of food costs is put on by the local grocer. That is, when you pay $1.00 for an article, it cost but 67c at the railroad station in your own town. 33c is the cost of getting it to your back door.

The delivery system is of course a prime element in this high charge. In large towns dozens of delivery teams will pass through one street, each covering the same ground for a few packages. The town could be divided into districts and one team take a district for a group of stores and this cost could be greatly reduced.

Of course the deliveries would not be so quick. The speediest way for the grocer to get 59 packages to his customers is to send out his own team. But if housewives would foresee their wants, and order ahead so that there would be time to make deliveries in a systematic way, this cost would be greatly reduced.

Many people while condemning the delivery system, argue that when their grocer is delivering packages for everyone else, he might as well take their along. But as long as people take this attitude, the needless wastes of the system will never be checked. If everyone will take all possible parcels home, this waste can be cut down. Then if people will pay cash, the bad debt charge will be cut out.

Another needless charge is the cost of soliciting orders for groceries, which is common in the great majority of places. No other line of retailers try to solicit from door to door. All these needless costs, the outgrowth of wasteful popular habits, are greater than the entire cost of middleman's service at which so many people complain.

THIS WAR OF SCIENCE—SHIP VS. SUBMARINE

What can be done to make the merchant ship proof against the submarine? The offhand reply would be to strengthen the hull wall of the ship so that it should be proof from torpedo attack. Yet this simply aggravates the danger. The torpedoes will go through any steel wall that can be placed on such ships. The greater the weight of metal protection, the more that metal is broken up into bits, the more it tears to pieces the fabric of the vessel.

Technical thought today would make a light hull wall for the vulnerable portion of the ship. It would have rows of water tight compartments. It would arrange the cargo with due proportions of freight having a capacity of absorbing heat and explosive gases. In case of explosion, if the gases were liberated into compartments filled with freight like potatoes, it is said the cargo would absorb much of this destructive force. Vents would be provided so that much of the explosive gas would be liberated harmless into the outsides air.

A ship built low in the water, with a smokestack only a few feet high, the draft kept strong by force, would escape submarine observation except at short distance. Use of fuel oil and anthracite coal would save the smoke that reveals a vessel's presence. The sides of the ship should be camouflaged with imitation of sea color. Skilful marksmen and effective guns mounted on the deck can make things quite uncomfortable for the U boat.

It is the tendency of ship builders to consider after war needs. They do not like to load themselves up with ships not economically arranged for modern commerce in peace times.

It will be a shortsighed policy to let such consideration move us much. We need every ship we can possibly build to keep our army in France well supplied. It will be poor policy not to build ships with a large measure of independent self protection, so that they will have some degree of security even if not convoyed by destroyers.

DISTRIBUTING MILK

The rise in price of milk has been one of the ominous features of the high prices. Milk distribution systems are so notoriously unscientific that it is the public's own fault if it pays an unreasonable price.

It is perfectly ridiculous that in most towns half a dozen or more milk carts will run up and down the same street. There is but little need of the milk cart. The public has been educated by high prices to carry home a large part of the purchases it makes. Why not milk also.

Milk depots are being started in many large cities to distribute milk to all comers for 10 cents a quart, where it had been 14. In towns nearer the source of supply it could be sold for less. If the milk wagon is cut out, the cost of milk can be reduced a third.

TEACHING MERCHANDIZING

The complaint has often been made to The American Sentinel by the merchants of Westminster that the modern schools do not turn out many young people who are well fitted for business life.

Perhaps the trouble is that our school systems do not offer incentive enough. Wages earned by store clerks are not usually high, and the lmited opportunity may not stir the pupils' ambition. If they could be shown by better training to make a bigger success, they would feel incitied to more thorough preparation.

It is quite an art to conduct a retail store, and a young man needs a thorough training for it. The Hoboken, N. J., Board of Trade recently ran a school of merchandizing for adult merchants and men already in business. It was interesting to see elderly men studying how to conduct a store, how to educate the public up to using the best goods, how to get people to become regular customers, etc. The advantages and methods of advertising were also taught.

The pupils were shown how on rush days to wait on two customers and keep everyone satisfied, where formerly they had attended to but one. The dignity of store keeping and of the salesman's service were emphasized. Any young man thinking of entering retail trade would be benefited by a course like that. He would stand more chance of eventually getting into business for himself.

Indeed if men already established in business need such training, how much more is it needed by novices! Of course only cities of considerable size would probably feel able to conduct a school like that. Yet the time is quite likely to come when such schools will be run by many counties and by large towns, so that any young man desiring to enter retail trade would have such a school at no great distance from home. If retail trade is worth doing, it is worth doing in the most scientific way, with instruction based upon the practical experiences of men who succeed in it.

SALES EXPENSE

Every scientifically organized business lays aside a certain proportion of its funds to promote sales. The moment it quits aggressive effort to extend its trade, that monient it begins to suffer. For a time it can run along on momentum. That is not long in these days of rapid changes.

If no correctly organized wholesale business expects to get along without sales promotion work it does not seem likely that the retail business can win out without the same effort. Newspaper advertising is the retail store's sales promotion department. By all the analogies of business, by all the experience of successful business men, it needs to be pushed with vigor if a business is to grow or even hold its own

TALKING TO THE SOLDIERS

A great many public speakers are undertaking to deliver addresses to the soldier boys. There are the chaplains and ministers and lecturers at the army camps. There are orators at patriotic rallies held in the soldiers' home towns. It takes some tact to hit it right with the soldiers, and some of our public speakeres don't quite get it.

As nearly as The American Sentinel can judge the temper of the soldiers, they don't like what they call "Do or die" talk They don't care to be held up as examples of grand self sacrifice and as voluntarily giving up their lives for their country.

They are not sure they are any more patriotic than anyone else, but feel that they have simply responded to the command of their country, as any decent man must or suffer disgrace.

A public speaker naturally likes to express a warmer feeling for these boys than that. But the soldiers haven't much use for dismal talk or putting on agony. It is a help to them if they can take the thing in a light hearted way. It is well for them to put the best face on it, and think of the pleasant companionship of camp life and the benefits of seeing the world.

The perils and sufferings and possible wounds and death, they would like to keep out of sight as much as possible If they think about the side of it, they may become morbid.

Public speakers can tell of the struggles and sacrifices of the fathers and show that this country is worth fighting for. They can dwell on the causes of the war, so that these can be thoroughly understood. They can dwell on the advantages of army training and urge the boys to keep clean from all vices. But it doesn't help a bit to roll off those oratical periods about martyrs to their country and boues left to bleach on the battle field.

ADVERTISING PRICES

Never before in the history of newspapers has the advertising of prices been so good policy as now. Up to recent times, many people did not think much about prices. They paid the price regardless of whether it was high or low.

The cost of living has brought these people up with a round turn. Any man who buys in that undiscriminating way will find his costs of living increased from 50 to 100 per cent.

Many stores are doing a clever stunt in tagging all the articles in their stores with the prices. People like to go into such a store and see what things cost. This works well for all who enter the store, provided prices are reasonable. But it does not hit the vast majority who go by and never come in.

The merchant of Westminster can hit the whole population on the price question, concerning which people are so keen today, by using the advertising columns of the American Sentinel Men and women who never bothered with the prices of anything before are now swapping information on what butter, meat and clothing cost. If they find that one merchant sells potatoes five cents cheaper, that merchant gets the business and people tell their neighbors.

So you can get your store talked about by the public by the simple expedient of naming prices in the columns of the American Sentinel. Just try and see if it is not a big business getting proposition.

LIGHT, NOT HEAT, NEEDED

Those who criticise the Senate committee on privileges and elections for what they are pleased to term its dilatoriness and supineness in not proceeding at once to move for LaFollette's expulsion should remember that no member of the all approaching the exactude of an indictment, that no committee has been empowered to take action leading to expulsion. The Senate has precedents and rules, it is a law-abiding as well as a law-making body. It will take action, with LaFollette, as with anyone else, decently and in order. The sub-committee is proceeding with LaFollette as it has with previous cases. A memorial is presented, it is referred to a committee, the committee examines it, a report is made to the Senate that the matter requires investigation or that it is unworthy of attention. In the former conclusion authority will be granted, the committee will go on with its mandate, the Senate will pass upon its work. In the LaFollette case there has been no dearth of heat thus far; what the country now wants is a little light.

BERLIN'S MOVE NEXT

The Russian capital is to be removed from Petrograd to Moscow. The Belkian capital has been removed from Brussels to Havre in France; the Serbian capital from Belgrade successively to Nish to Kragujevatz and to Corfu, in Greece; the Roumanian capital has been removed from Bucharest to Jassy; the French capital was once transferred from Paris to Bordeaux; the Montenegrin capital has been removed from Cettigne to Neuilly in France. All these transitions have taken place before the advancing Teutonic armies—which are now moving back slowly toward their own capital. And it may be that in Berlin, before many months, they will be asking, "Where do we go from here?"

OUT OF OBSCURITY

Re-enter A. Mitchell Palmer. He has been appointed alien property trustee—which, being interested, means that he will serve as custodian for all enemy property within the United States, as provided in the trading-with-the-enemy act. It is not so conspicuous a post as the Senatorship which cruel Pennsylvania refused to give him, but it takes Mr. Palmer out of the political penumbra which has surrounded him of late.

AMONG THE NATIONAL LEADERS

FEDERAL ARSENAL NEGLECTED

For the last two years the Republicans of the House have been calling attention to the folly of allowing our Government arsenals to stand idle instead of granting sufficient appropriations to keep them busy. The answer from the Democrats always has been that in case of emergency we could turn to private concerns for munitions. That now has been done, but rifles are being secured at a price far higher than it would have cost to manufacture them at a Federal arsenal. Congressman Harry E. Hull of Iwoa, who represents a district adjoining the Rock Island Arsenal, has been most insistent in asking for funds for that plant, but for several years it was closed entirely as to the making of small arms. Not until the Villa raid on Columbus stirred the Democratis to a sense of the country's unpreparedness was Mr. Hull able to secure the sum of $5,000,000 for the manufacture of rifles at Rock Island.

ADVERTISING LOCAL INTERESTS

The possibilities of the Congressional Record as an advertising medium are being utilized more by Congressmen from the South, who use the columns of that publication not only to exploit themselves, but to impress upon their colleagues the manifold advantages of spending the public money on the development of the natural resources of the Southern States. Recently one of the Members from Georgia, under a leave to "extend his remarks in the Record," had reproduced therein an editorial from his home paper, entitled, "Our Wealth in Water Power. Especially the Chattahoochee." By the aid of figures running into the millions the author of the article demonstrated to his satisfaction that no stream in the United States so well merited improvement with Federal funds as the Chattahoochee, and the Georgia Congressman hopes that his colleagues will take a similar view when the next river harbor bill is up.

WOULD EXEMPT SHIP ARTISANS

Had the officials of the War Department heeded the advice of Congressman William H. Carter of Massachusetts there would not be the present dearth of ship artisans from which our shipbuilding yards now are reported to be suffering. As long ago as last April, when the selective draft act was under consideration in the House, Mr. Carter declared that "no man who is needed to build our ships should be allowed to enlist." Such a serious mistake, Mr. Carter urged at the time, would be prevented by the passage of the conscription bill, and to avoid such a blunder was one of the compelling reasons which secured Mr. Carter's vote, and the votes of other Republicans, for the measure. Those men now realize that trade exemptions should have been stated more definitely in the law, instead of leaving the entire matter to the discretion of the President.

GRANT STATUE NEGLECTED

During the Confederate jubilee in Washington in the early part of the summer, when the veterans of the South gathered for their annual reunion, Congressman David A. Hollingsworth of Ohio, a former Union soldier, was moved to have inserted in the Congressional Record a poem on General Grant in order that the memory of the man who granted such generous terms to the defeated Confederate army at Appomattox might not be ignored entirely while the praises of his former adversaries were being sung. Representative Hollingsworth cannot repress a feeling of exasperation at the continued neglected condition of the statue to General Grant in front of the Capitol. Begun in the latter part of the last Republican Administration, it has been allowed by the Democrats to remain with scarcely an added touch.

When Kaiser Bill left hundreds of millions of German property over here where our government could seize it, it never occurred to him that our folks would care about such a little thing as sinking a lot of our ships.

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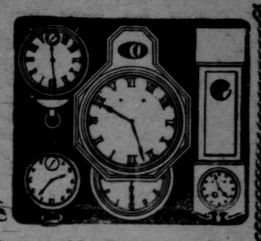

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