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Philadelphia, Friday, July 22, 1921

A WARD WAR SIGHTED

LTHOUGH new life has been injected A into the proposal to divide the Twentysecond Ward by the favorable recommendation of the special commission appointed by the Court of Quarter Sessions, the prerogatives of the voters themselves are not in the least invaded.

Should the Court itself approve the report on August 26, the date set for a ruling, the question must be referred to the voters of the district for decision by ballot or or against in the fall election. Division politics will then have its innings.

Aircady suspicions of gerrymandering purposes are prevalent. Residents of the wenty-second Ward are traditionally inpendent politically, and it is improbable that scheme will escape careful scrutiny.

Councilman Roper, who originally advoented splitting the ward, has experienced a change of heart, and now prophesies that the voters will defeat it. In any event, one of the liveliest of narrowly local political contests of recent years is in prospect. Incidentally, it may be forecast that the

Independent voters of the Twenty-second Ward will be exceedingly loath to surrender gains spiritedly won in a succession of elec-

POLITICAL MASQUERADING

A PPEALS for a stronger program of the Democratic Party in Philadelphia need carry no date. It is difficult to cite any occasion for the last half century in which the standing of the national rival of Republicanism was not equivocal in this city. Speaking at a partisan dinner the other

night, Edgar W. Lank, chairman of the Democratic City Committee, uttered the venerable plea for "real co-operation" and for the cessation of petty, insincere, generally tin-horn local politics in the party of which he is a spokesman. The familiar nature of his lamentations does not invalidate the force of his contentions. Good government in America is unques-

tionably fortified by the sturdy clash of political parties. Such healthy conflict has had comparatively little effect upon the administration of Philadelphia, where so-called "Democracy" has so often been merely an exhibition of sell-outs and masquerades Should such a miracle as an authentic

Democratic minority ever be consummated here its opponents need not be troubled. The Republicanism of the city is traditional and likely to endure. What has grievously aflected local political conditions has been the creation of such absurdities as Penrose Democrats, Vare Democrats and the like. inevitable instruments of corruption and degeneracy in their relations to both parties. Mr. Lank's ideas of reformation are

sound. Given the stamp of genuineness on local party labels, some of the most iniquitous sources of intrigue, barter and trickery are certain to dry up. The public could not fail to profit by such a change

BALL THAT WAS TRULY BASE

TESTIMONY provided by Bill Burns, one time ball player and chief witness for the State of Illinois, in the final airing of the scandal which grew out of an organized effort to "fix" World's Series games, proves that there were in the old White Sox a few men who deserve to be known as the Grover Burns and some of his associates-some

of them idolized by all Chicago fans-first agreed to lose a certain number of games. They lost two. They refused to lose a third one "after they had failed to receive the money promised them by a gambling First the fans were double syndicate. erossed and then the double-cross was given to the double-crossers.

The major leagues do not appear to have suffered any noticeable loss of support or prestige because of the exposures in Illinois. Baseball is not crooked. It is not crooked because, as the evidence in the present instance seems to show, a man who would attempt to play the part of betrayer is not ikely to have fiber of the sort needed even y a consistent crook.

It is not often that justice works out as patisfactorily as it did in the case of the ecused members of the Chicago team. The en were discredited and banned. And the fixers who tried to rot out organized ball by fbery were themselves betrayed before they ad had a good start at their work.

CRISIS BUT NOT WRECK

FRHE delicacy of the Anglo-Irish situation is exemplified in the care bestowed by oth sides in framing the communique anouncing a break in the London parleys. fere the crisis irreparable it is extremely milkely that such extreme punctilio would ave prevailed.

Breaches that cannot be mended are usually signalized by displays of fireworks by both groups of partisans. Nothing of the sort inguishes the present situation.

Mr. de Valera headed for Dublin, where resumably he will communicate to his coleagues the British proposals which, as mat ters now stand; have been deemed a barrier to negotiations. The cautious announcement from Downing Street clearly presages his return. Without undue optimism, fore, it may be conjectured that the Irish ender has gone home for instructions.

Outsiders throughout the world can only hope that the spirit of compromise is not yet wholly extinguished. The responsibilities of Britain and Ireland are equally pressing. Civilization will receive a shocking sethack if some way leading to further negotiations is not found.

MILLION-DOLLAR EDITORS

SENERAL DAWES, the Director of the Federal Budget, is reported troubled over the expensive revision of speeches incorporated in the Congressional Record.

Senators and Representatives are affect tionate editors of their own stuff. Their a called revisions most frequently take the orm of extensive interpolations, to say nothing of changes of phraseology believed

to beighten the grandeur of periods and perorations. The total cost of this tinkering, so far as it affects the Government Printing Office, is fixed at about \$1,000,000 annually.

While it is more than probable that General Dawes, like some militons of his countrymen, is neither an inveterate nor at ecstatic reader of the Congressional Record, his attitude toward the revised addresses seems to be a trifle unfeeling.

There may be times in which even Senators and Representatives entertain a certain regret for the matter and the manuer of their vocal outgivings in congressional halls. Should they be deprived the privilege of decorating their efforts, of adorning them with grace, literary polish and general verbal elegance?

Deny them, and they may come to hesitate before speaking at all. Compared with such a nation-wide shock as would ensue from congressional reticence, a milliondollar preservative outlay ranks as a ne-

JAPAN'S MISTAKEN VIEW OF THE OPEN-DOOR POLICY

That Doctrine Was Evolved to Protect Trade Rights by Preventing the Dismemberment of China

TAPAN is aware that the settlement of Pacific problems at the Disarmament Conference will involve an exhaustive discussion of her own aims in China. She also is aware that her Chiuese aims are inconsistent with the aims of the other nations to be represented at the conference.

This is why Japan has delayed her formal acceptance of the invitation to be represented at the conference. She is seeking to get advance guarantees that there will be a minimum of interference with her Chinese This is natural. It is what every other nation would do in like circumstances. But

whatever guarantees, if any, Japan is able to secure there will remain a conflict of interest, not only between Japan and the other Powers, but among the other Powers themselves. If there were no conflict of interest there would be no need for a con-The purpose of the conference is to ar-

range for mutual concessions in the interest of the peace of the world. There can be no comprehensive disarmament program until there is a general agreement among the interested nations on the controversial points The report from Tokio that the Japanese

are preparing to demand that the open-door policy shall be extended from China to include the whole world discloses part of the Japanese plan of campaign. The Japanese statesmen must be conscious of the fundamental weakness of this position, yet it is so fair superficially to demand a universal open door that the Japanese are counting on creating a sentiment in favor of it among the uninformed, a sentiment which they hope will affect the actions of the members of the conference.

But the open-door policy is not what Japan would have us and the rest of the world think it is. The term was first used in diplomacy when the United States, after taking the Philippines, announced that the door would be open in the islands without discrimination for the trade of all nations. We took this undeveloped territory as an incident of war, but we did not intend to exploit it exclusively for our own benefit.

Then when the Powers were getting ready to partition China and to take for themselves large blocks of territory to which citizens of other Powers would not be admitted, Secretary Hay checked them by securing from them an agreement to recognize and protect the territorial integrity of the empire and to maintain the open door for all na

The motives of the United States may be called selfish because she was seeking to protect the rights of her citizens to do business in all parts of the Chinese Empire. But the effect of the action of the United States was to prevent the division of the rich and undeveloped territory of a great people among a lot of monopoly-seeking nations. It preserved the sovereignty of China by preserving for the citizens of all the nations an equality of opportunity in Chinese

The question of racial equality was not involved: neither was the question of immigration. Yet the Japanese would have us believe that an open door in all nations means the acceptance in all nations of immigrants from Asia on equal terms with immigrants from other parts of the world. It means nothing of the kind.

The regulation of immigration is a matter of domestic policy entirely under the control of each nation. The United States Congress has recently passed a law which arbitrarily limits the number of immigrants from each nation who may enter the country in a year and no nation has protested. The European nations have at times forbidden the migration of their nationals, and no one has disputed their right to do it.

Most of the European nations refuse to consent to a transfer of allegiance of their citizens. That is why naturalized foreigners were compelled to go back to Europe to fight in the armies of their native countries during the recent war. If they had not gone when summoned they would have been arrested on the charge of desertion from the army if they had later returned to the place of their birth on a visit. England alone of the great Powers admits the right of her citizens to change their nationality, but she did not do this until the late sixties of the last century.

The regulation of immigration is a question of domestic economic policy. The Disarmament Conference is to discuss foreign policy in the Pacific as a preliminary to a reduction of military and naval budgets, It is to attempt to secure an agreement that no nation will force itself upon another nation, but that all nations will respect the sovereignty of other nations, and thus cooperate in maintaining an open door for trade for the benefit of the whole world. Japan is aware of this. Nevertheless, she will continue her campaign to preserve as much as possible of her policy to dominate China and the Far East for her own in-

THE MOB AGAIN

THE I. W. W. is organized and directed to bring about the success of the One Big Union and to encourage the dream of a world soviet and universal dictation by the

proletariat by direct action. The Ku Klux Klan and organizations formed in imitation of it are supposed to he at work in the interest of what their deluded leaders call 100 per cent Americanism. A mob in the Turlock district of Cali-

fornia, led. according to reports, by members of the I. W. W., applied to Japanese fruit pickers whom they forced out of the region the same methods which the mobs of so-called respectable citizens in Texas and Georgia have been applying to white men and Negroes singled out for punishment. What is more, the I. W. W. mob in the California fruit-growing country dealt with the Japanese workmen just as, in days not long past, respectable citizens in Western communities dealt with other members of the I. W. W. They used methods of terrorism and informally deported the Japanese

without consulting the courts or the police. If the I. W. W, is to be suppressed and antagonized, what is to be done about the direct actionists who masquerade more dangerously and more powerfully under other designations? What action is more direct

than a lynching? What organization could be more dangerous than one whose members are sworn to take the law into their own hands-that is, out of the hands of the courts, the police and the constituted au-

HOT EMBERS

TT IS the part of optimism to say and believe that Frenchmen, Poles, Russians, Germans and British are bluffing desperately in Silesia, where the embers of the recent war seem ready to burst into fresh flame. That may be. The budding war of which the foreign correspondents have so much to say may be nothing but a war of words and gestures. But in cases of this sort even a bluff can be enormously costly. The aggregate of money and human energy expended recently in preparations for sieges and bat-

tles in the Silesian areas is truly appalling. .

The Russian Soviet Government has called up four new classes of conscripts to be ready for an invasion of Poland. The Poles have been informed that the Russians will attack them as soon as they attempt anything like an organized advance into Silesian areas normally German. Warsaw, in answer to this threat, has summoned new conscripts to the colors. The French are reported to be rushing vast quantities of war material including tanks and airplanes—to the Polish front. Where would the plans for an international disarmament conference be if war should break out in Silesia?

The question at issue in this new seat of unrest relates to the future control of the rich supplies of industrial raw materials in Silesia. The French frankly desire to keep Silesian coal and iron from Germany. It looks as if the British are almost as eager to keep these same valuable resources from their French competitors. The Polish Army command is charged by the Germans with having encouraged an advance of Polish irregulars into disputed territory solely to advance French interests. The British are almost alone in demanding a rational settlement of the whole matter at the hands of the Supreme Council of the League of Nations.

The worst thing about the present state of affairs in Silesia is that most of the Powers involved do not appear to fear the effects of a new war. The Russian Soviet Government thrives on war and is strengthened by it. Some of the militaristic Poles believe that, with French assistance, they could become almost at once a first-class military Power on the Continent. Even Germany, when she is not publicly rejoicing at the evidences of allied discord, appears to feel that she could hold her own in an open war for what she deems her rights in Silesia and perhaps restore her vanished national spirit. And the militarists at Paris need only a sign of German plans for aggression of any sort to permit them to carry out an invasion of the Ruhr Valley.

A QUAY CASE IN ILLINOIS

THE report of the indictment of the Gov-1 ernor and Lieutenant Governor of Illinois on the charge of making a profit out of bandling State funds will recall to Pennsylvanians the famous trial of the late Senator Quay on a similar charge. Quay escaped conviction because the

prosecution for such an offense had expired. But it was shown that he had used public funds for his personal profit. Illinois has a constitutional provision for bidding the State Treasurer to receive any compensation other than his salary. The

charges were made after the legal limit for

this law. If they are proved guilty it will be hoped by all friends of public morality that the prosecution has been started in time to prevent any statute of limitations from saving them from jail.

ndicted officials are accused of violating

LET HOUSEHOLDERS NOTE IT

THE campaign of prosecution of householders who disregard the regulations equiring garbage to be put in covered nonleaking receptacles ought to bring about better conditions. It is announced that there have been ten prosecutions a day for the last week, resulting in a fine in each case of \$10, with costs amounting to \$4.50,

This is the only way to bring about an observance of the ordinances. If holders who put rubbish and ashes on the curb in open pasteboard boxes were also fined once or twice they would discover that it is cheaper to get the proper kind of an ash can than to use makeshifts. And the work of the street cleaners would be made easier.

The laws are all right, but they are disregarded so generally that a man walking about any district on rubbish collection day would be excusable if he inferred that every one was allowed to do as he pleased.

NO PRELUDES TO THE PARLEY

THE assurances from what is termed "a well-informed quarter" in London that any and all formal conferences dealing with Far Eastern questions will be held in America are not only a tribute to the importance of the Washington program, but a welcome concession to fair play.

With no disposition to be dictatorial, the

American Government is altogether justified in desiring that the Washington parleys shall mark fresh approaches to a delicate theme. One object of the conclave would be miserably defeated were the interval between now and next November to be spent abroad in formal deliberations lending additional rigidity to the problems scheduled for frank discussion. That the leading dependencies of Great

Britain are averse to forestalling the issues is exceedingly likely. It is no secret that they are much more in accord with the United States on the subject of the Anglo-Japanese Treaty than with the mother coun-Colonial interests cannot be ignored when the parleys are opened in the national capital.

The recent imperial conference carried them as far as was consistent with the incomplete stage of a world issue. Washington offers the opportunity for definitive settlement.

The hot spell is giving the English some American customs, and ice, which aforetime was to be had only in small quantities at a fish shop, is now much in demand. So much for the summer. When in the winter the stove and the furnace find their way into chilly English houses the American invasion may be considered complete.

"The investment of capital carries with th much more than simply the dividends."
said Ambassador de Alencar, of Brazil;
and the snapping up of \$25,000,000 of the
Brazilian loan in New York in three weeks
may prove that dollar diplomacy makes for
peaceful relations at least as often as it
brazile trouble. breeds trouble. Wireless authorities now declare that

Marconi in London for the last few weeks has been receiving messages from the United States by a new system of wireless which rises superior to atmospheric disturbances. As marvel succeeds marvel we begin to suspect that Nature is a woman who can't keep a secret.

Australia is given a wrong position on the maps. There is an error, they say, of a hundred yards or so on North and South lines. This, doubtless, is a very serious

breadth of difference on any map we ever

though it wouldn't make a hair's

Many a middle-aged man felt the glow of youth when he read the other day that Ellen Terry had returned to the stage for one performance.

AS ONE WOMAN SEES IT

Soviet Propaganda Glorifles Class While Appearing to Destroy It. The Most Precious Thing It Destroys is initiative

By SARAH D. LOWRIE HAVE been interested to find out for myself what the Russian Soviet propaganda is that Russian money is placing before the restless portion of Americans for

their consideration.

I have not delved very deep or searched yery far-I just took what came easily to hand. It is literature that is scattered with hand. It is literature that is scattered with a casual craft where the young of the so-called "intellectuals" might easiest come upon it. I fancy it is the same sort that has filtered into college clubs. The translations from Russian speeches and pamphlets are made in brusque, colloquial Euglish. The style is vehement and the doctrine is dogmatically set forth—that is, by a series of emphatic assertions that have nothing interrogative about them. You must either agree or get out! And "getting out" seems to be getting out of the proletariat and being a bourgeoiste.

Being a bourgeoiste means belonging to

Being a bourgeoisie means belonging to the educated, to the employer and to the willingly employed classes; being a prole-tariat means belonging to the unwillingly employed class, the rebellious employed class and the ignorant and as yet debased em-ployed class. There is still another class composed of a very limited number of per-sons who are self-appointed and self-con-These are the Government officials who make the dogmas, divide the prole-tariat from the bourgeoisie and who compel by governmental fiats all the population to work for them that are not banished or in prison, under the name of working for the TT IS such a rough and arbitrary scheme

A of life that it is bewildering that it should ever have succeeded in getting tried out anywhere or should have propagandists

who should try to spread it in such a country as this. But it has three things that appeal to three types of persons. Its dogmatism appeals to the young of this generation. It seems strange, but they are unused to dogma. The generation just preceding theirs nearly eliminated it because in its youth it had suffered from an overdose of it.

Its savage onesaught on the employer class and its brusque dismemberment of the educated class and its arbitrary classification of persons into classes to be dealt with in bulk, for good or for punishment, has its soothing appeal for the unhappy, unfortu-nate, angry-at-society workman who ha been fighting a losing fight. And lastly, its drastic suggestion of a general break-up of all existing formulas and institutions and making a new deal has its appeal for the merely restless, the intensely individualistic and the slightly psychopathically "intellec-tual" who is "always agin something" and wants another chance "to stand alone."

TT IS this last sort of "restless helper"

who is doing most of the propaganda, by both money, publication and talk.

The odd thing about it is if the "upset" really came and communism really planted its heavy, brutal foot on these shores, these rebels against all there is, by temperament rather than by reason, would be crushed out flat as "too troublesome to be allowed around" the first day. Before they could around" the first day. Before they could even change their variable minds to inveigh against the forces they had invited they would be snapped off by the heads. And really I think they would get what they deserved. Theirs is not a sin of ignorance and cultivated the destroying touch.

That the youth of today might be made to pause and listen gravely to the new dogmas is, as I have said, strange to those of us who have suffered and have disliked and banished dogmas, but the young of this generation are attracted by very strong opinions expressed with the loud pedal down. The limbo to which the Russian propaganda sends unbelievers—annihilation—does not seare them, even though it sends does not scare them, even though it sends them drifting, without father, mother, land or heritage, into space! Their notion is: "There might be a right or wrong to the thing. If it's right, what are we doing here?" And to our objections to the flat asser

tions that have the impudence to pose as infallible dogmas on the say-so of a Karl Marx, translated by Trotzky or adjusted by Lenine and illustrated faintly by the Com-mune that turned Paris to chaos in the seventies and now fulfilled in Russia in all its glory, they look still gravely thoughtful. Because it has never been done right is no proof it cannot be, being their excuse for listening.

THE only type of tentative sympathizer who is not theoretic but practical about it is the dissatisfied man of the employed class, who has failed through lack of initiative to make good. For the one great doc trine of this strange religion of Government is to put the bloodhounds of persecution and injustice on initiative-and kill it. Like Herod, who slaughtered a whole

village of babies to make sure of putting an end to a rival child, the classes that are supposed to harbor and to recreate inita-tive—the educated and the employer classes, from land owners to shopkeepers -- are to be annihilated as menaces to the power of the officials of Government and hereditary one mies to the ranks of the employed. calculated that the process of annihilation will take about a century. Meanwhile, the children and grandchildren of the now cated and employing classes will not be permitted to have the privileges of citizenship lest they use their latent power of initiative to get control of industry and of Govern ment. They are, on the contrary, to be treated with an acknowledged severity—call it individual injustice if you willpower of initiative that they have had hance to possess by birth or by environment is bred out of them.

FORM of government which blandly A proposes this scheme of destruction of a valuable quality because all of the population does not possess it in equal power, and which sets up martial law to deal with some citizens cruelly because they are better equipped for life than others, has undertaken hideous task and is at the same time no only reversing all the laws of physics, but also the laws of civilization. They may kill initiative in all but a chosen few self-elected self-perpetuated Government officials, but the initiative of these picked tyrants will be that of destruction, not of creation Change they will bring about, and change if the law of life; it is also the law of death! In this country of all others, manned by a race of pioneers, the killing of initiative would take Satun and all his angels plus mere men to bring about, and then some,

MEANWHILE this cool announcement of the advocates of communism that initintive can be inherited, like a physical trait and is the fundamental difference between those who employ and those who are em-ployed, and is possessable by a minority and nentally impossible to the majority, and such must become a lost art in order that men shall indeed be been equal, is an acknowledgment of class superiority that is as tounding to one brought up to think the French Revolution had quaked the bellef in lass distinctions out of the modern world In three short years the bourgeoisie of France wrested from the privileged class of nobles heir civic privileges that had made them immune from taxation, military service, ar rest, punishment and the keeping of the law Class as a legal or civic weapon was thought to be wiped out. But the Russian Soyler has revived it, made even a new class, the educated, and rejuvenated an old class, the governing class. It aims at class privi-leges, class punishments. It proposes to govern one tyrannically and the other paternally. Its way of showing justice is to level down.

IN THIS country it is an easy matter to pass from employer to employed and back again. No one who has not initative can stay in one class for long; no one who has initiative need stay in the other class for

NOW MY IDEA IS THIS

Daily Talks With Thinking Philadelphians on Subjects They Know Best

RICHARD E. NORTON On Welfare Drive Slogans IF THE people of Philadelphia take as

much relative interest in the drive of the Welfare Federation as they are taking in the suggesting of a slogan for it, the drive will go "over the top" within a few days of its beginning, according to Richard E. Norton, chairman of the Publicity Committee of the organization. "Our slogan competition has certainly been

great success thus far," said Mr. Norton in discussing the drive and the methods which will be employed in assuring its success. "One thing which makes the enormous number of answers to our appeal all the more gratifying is the fact that there is no prize offered; simply the selection of the

Many Excellent Suggestions

Of the slogans offered thus far ther have been many which are excellent, and as time goes on they are coming from farther and farther away. Up to the present time there has been something like 3500 suggestions received. On the first day that answers were received they came entirely from Philadelphia with district so alocal suggestions. Philadelphia or the district so closely sur-rounding it that they may be considered to have come from the city. But now the field has broadened, until this morning suggestions came from Wilkes-Barre, Scranton Williamsport and some even from the western part of the State.
"But, after all, the creation of a successful

slogan is no easy matter. The main slogan or any campaign must crystallize in fewest words possible the fundamental object of the drive, with the reasons why people should support it.
"The appeal of a really worth-while slo-

gan is very great. I might liken it almost to the text of a minister. It must contain the meat of all that he is going to say in sermon, but must necessarily be told in a very few words. A Difficult Task

"The difficulty in concecting a good slogar lies in the fact that so much must be told in so few words. That, the authorities say, is the secret of real art in writing. This may be as it may, but it is certainly the secret in getting up an effective slogan.
"In regard to the slogan of the Welfare

Federation, we first have a grouping together of most of the charitable and philanbropic organizations of the city; and second, a unification of effort in raising mone; to support these organizations. The win ning slogan must bring out clearly both these ideas, and this is not easy to do in Not only must the thought be there, but it must be expressed in a terse clear manner which will both attract and appeal. The Success of a Slogan

"It is almost an equally difficult matter to sny why some slogans will 'catch' the public fancy, while others, which seem in-trinsically to be just as effective, will not attract any attention at all. But the real thing in the way of slogans must have a But the real heart throb to it as well as to make per-fectly clear the fundamental purpose of the campaign. 'Nor is the value of a successful slogan

overestimated. Many things have come to be considered essential parts of a campaign such as the one upon which we are ing, when in reality they might be dispensed with, but a good slogan certainly does not come in this class. Once well launched, and if it 'takes' with the public, t is soon on the lips of every one, and thus auch of the initial work of a campaign upon which so much depends, is successfully accomplished. It contains the whole essence of the work which is to be done and it pave the way for the real work of obtaining subscriptions which comes later.

The Text of the Campaign "The slogan which is ultimately selected

will be the text of the campaign. It is true int it will be supported by a number of secondary slogaus, and there have been so many good suggestions sent in already that this secondary selection should not be so difficult. However, the committee will have hard work to choose the best one as the 'text' slogan. "The plan which we shall follow in choosing the best one will be about as follows

Four or five of the best ones will be selected by Mr. Kingsley. Mr. Ludlow and the mem-bers of the Publicity Committee, and these submitted to the Executive Committee for final decision. As much time as may be necessary and the best thought of every-body concerned in the matter will be devoted to this task, for all of us realize its impor-

tance. "The part that a slogan playe in a matter

where there is an appeal to the public to be made is very great. My experience has been that I have never seen a well-conducted campaign run successfully without a slogan which may be taken by the public as the keynote of the drive. "The very best slogan which I ever heard

PREPARED

was the one used in the first Liberty Loan campaign: 'Ring It Again.' That struck very deeply into the sentiments of Philadel-phians, and the fact that it appealed to their pride and their patriotism was shown by the heavy over-subscription of the loan in this locality.

"In the fourth loan again there was au-other good one: 'Lend as They Fight.' Our troops were in the thick of the conflict at that time and the slogan told the whole story, just as any good one must. The sit-uation at that time was at a white heat and every Philadelphian who was not himself actually on the battle line or otherwise engaged at the front felt the appeal of those few words. This loan, too, was heavily over-subscribed in this district, and while I feel that the inherent patriotism of Philadelphia and its adjacent district would have done this under any circumstances, still also think that the appeal of the slogan had its effect in the heavy over-subscription.

"Another fine one was the slogan of Victory Loan: 'Let's Finish the Job.' Like the others which I have cited, it told the whole story and then a little more. It was a national slogan at the time, in that it expressed exactly the feeling of the American people, and thus it would have been impossible to get a better text for that campaign.

Must Tell the Objective "As will be readily seen from these great

slogans which I have cited, a successful slogan must be one which not only bring the proposed drive to the attention of people but in a manner arouses their sympath with it as well. It must state with exact? tude the sentiment which the public feels toward the object to be attained, and in one way this makes our task a little easier cause the people of Philadelphia have shown us very clearly that they are in full sympathy with the purposes of the Welfare Federation.

"In the slogans thus far received all classes of people are represented, from the physicians and all other branches of the learned professions sent us their ideas of what a good sloguu should be, and workingmen of all grades, from what were appar ently unskilled laborers to the highest rep-resentatives of skilled workmanship, contributed, as well as women of all social

"The result of this has been that, aside from the very large number of slogans from which we shall make our final choice, we have the advantage of having every line of thought from which to choose, grades of intellect are represented in the answers received.

"Of course, there were a few facetious ones, as there must be in every contest of this kind, but by far the greatest number came from persons of a high degree of intelligence and a thoroughly same point of in matters affecting the public welfare, as this matter does affect it-vitally.

Persistence the Answer

But entirely aside from the intrinsic merit of a slogan, there is also the matter of keeping it constantly before the public While a really good slogan 'sells itself' the public, in a large degree, still there is much work to be done in seeing that every person in our field sees or hears the slogar repeatedly.
"My ideal of the use of a slogan in this

respect would be for every man to find it in his newspaper as soon as he comes down in the morning. Then as he comes down town or into town, as the case may be, he should see it in the street cars in the one case or on all the billboards he passes if he uses the trains. Next, he should see it at all the terminal stations on the biliboards there, and then on banners across the main streets and

on posters in the store windows.
"Next, when he reaches his office he should find it inclosed with all bills and checks he receives, and when he goes to lunch it should be on the menu cards of all the hotels and restaurants. course of the afternoon he should be vassed several times by the people interested in the object of the campaign. The noon papers also should carry it, and when he goes to the theatre at night he should see it on the screen or hear it spoken by the one-minute speakers. This will furnish the aumamition with which the actual workers

will be backed up.
"In the meantime, the committee is having a hard time to select the very best slogan of all those submitted, but I feel sure the one osen in the end will be the right one.

SHORT CUTS

There already appears to be division in the Twenty-second Ward.

Wonder if the inventor got his "med from Fortieth Ward sewers?

The American Commonwealth cordially greets its distinguished interpreter. As Burns tells it, when double-cross meets double-cross everybody gets a lemon.

Strange, remarked the Sport Scribe examination.

Instead of marching to City Hall, why don't the Fortieth Warders insist on Coun-cilmen attending a meeting where the smells are rankest? Given a brief cool spell, we begin be realize that the unprecedented weather didn't deserve the adjective, though it de-

Is it not surprising that none of the bullets fired during the police battle with bandit-bootleggers on Brown street pene-trated the barrel?

We note on today's comic page Henrietta is entered for the open golf chaupionship. It is presumably a tee caddy she

The men who are back of the charge against the Governor and Lieutenant Gov-ernor of Illinois are evidently of the opinion that those who have dealings with the packers may eventually be canned.

It is interesting to note, remarked Pericarp, that when the British Prime Minister attends the Disarmament Conference his cable address will probably be "George. Washington." Commucal, we call it.

There are no new features in the paystreets. Events ran on a commonplet schedule. Let us hope that the arrest, conviction and imprisonment of the criminal will also run on conventional lines.

British financiers who hope to get the better of our Secretary of the Treasury may find something of interest in the dispatch from Turlock, Culif., setting forth that fifty-six Japanese laborers were chased away because of melon cut rates.

The bodies of fifty-seven men who died that we might pursue our paths in peach he large truth, conceded with comparative little emotion. The smaller and more personal truth is that perceived by the War Mothers who met them. When the large truth has the poignancy of the smaller truth war will cease.

What Do You Know?

What former public official diagnosed the ills of the United States as the need of a good five-cent cigar? What is marquetry?

What is parquetry? What was the first name of General Custer, killed by the Indians in the battle of Little Big Horn in 1876? 5. Where are the scenes of Shakespearss comedy, "The Tempest," laid?

6. Why is a hallbut so called? 7. What is the difference between an in-8. To what royal house does the present King of Spain belong?

9. Who was the Cid? 10. How many farthings make a penny is English money?

Answers to Yesterday's Quiz 1. The percentage of humidity in the atmosphere cannot surpass 100, the point of saturation producing rain.

3. John Bariram was the first American botanist of eminence. He was born a Quaker parentage near Philadelphia is 1699, and in 1728 he established at Kingsessing, on the Schuylkill, the first botanical garden in America. He dies in 1777.

in 1777.

In the states of the United States distinct the Presidents of the United States distinct the Presidents of the United States distinct the Interest of the United States distinct the Interest of the United States of Henry Harrison and Zachary Taylor.

The Germans. under King william gained a decisive victory at Gravelotte saven miles west of Metz, in Lorans over the French, under Bazains. So August 18, 1870.

Zuloagu is a celebrated contemporary Spanish artist.

Caracas is the capital of Venezuela.

Spanish artist.

Caracas is the capital of Venezuela.

Juan Vicente Gomez is the virtual dictator of that republic.

A char-a-banc is a long vehicle with said looking forward for holiday excursion. The word is originally French and means benched carriage.

Embonyolat, now a figurative expression for plumpness, literally means in section of the condition.

nostulant is a candidate, especially admission into religious orders.