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A WARD WAR SIGHTED

ALTHOUGH new life has been injected into the proposal to divide the Twenty-second Ward by the favorable recommendation of the special commission appointed by the Court of Quarter Sessions...

POLITICAL MASQUERADING

APPEALS for a stronger program of the Democratic Party in Philadelphia need care 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.

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...

CRISIS BUT NOT WRECK

THE delicacy of the Anglo-Irish situation is exemplified in the care bestowed by both sides in making the communique announcing a break in the London parleys. Were the crisis irreparable it is scarcely unlikely that such extreme punctilio would have prevailed.

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 dictatorship by the proletariat by direct action.

MILLION-DOLLAR EDITORS

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

to heighten 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.

JAPAN'S MISTAKEN VIEW OF THE OPEN-DOOR POLICY

That Doctrine Was Evolved to Protect Trade Rights by Preventing the Dis-memberment of China

JAPAN 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 Chinese aims are inconsistent with the aims of the other nations to be represented at the conference.

A QUAY CASE IN ILLINOIS

THE report of the indictment of the Governor and Lieutenant Governor of Illinois on the charge of making a profit out of having State funds will recall to Pennsylvanians the famous case of the late Senator Quay on a similar charge.

LET HOUSEHOLDERS NOTE IT

THE campaign of prosecution of householders who disregard the regulations requiring garbage to be put in covered non-leaking 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 \$1.50.

NO PRELUDES TO THE PARLEY

THE assurances from what is termed "a well-informed quarter" in London that any and all former questions 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.

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 authorities?

HOT EMBERS

IT 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.

AS-ONE WOMAN SEES IT

Soviet Propaganda Glorifies Class While Appearing to Destroy It. The Most Precious Thing It Destroys is Initiative

By SARAH D. LOWRIE
I 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.

SHORT CUTS

There already appears to be division in the Twenty-second Ward. "Wonder if the inventor got his 'mach' gas" from Fortieth Ward sewers? The American Commonwealth cordially greets its distinguished interpreter.

NOW MY IDEA IS THIS

Daily Talks With Thinking Philadelphians on Subjects They Know Best

Must Tell the Objective

"As will be readily seen from these great slogans which I have cited, a successful slogan must do more than merely bring the proposed drive to the attention of the public, it must arouse their sympathy with it as well. It must state with exactitude the sentiment which the public feels toward the object to be attained, and in one way this makes our task a little easier, because the people of Philadelphia have shown very clearly that they are in full sympathy with the purposes of the Welfare Federation.

The Success of a Slogan

"It is almost an equally difficult matter to say why some slogans will 'catch' the public fancy, while others, which seem intrinsically to be just as effective, will not attract any attention at all. But the real thing in the way of slogans must have a heart throbb to it as well as to make perfectly clear the fundamental purpose of the campaign.

MEANWHILE

MEANWHILE this cool announcement of the advent of communism that initiators have inherited, and the other part, and is the fundamental difference between those who employ and those who are employed, and is possessable by a minority and the majority of the people.

THE TEXT OF THE CAMPAIGN

"The slogan which is ultimately selected will be the text of the campaign. It is true that it will be supported by a number of secondary slogans, and there have been many good suggestions sent in already. This secondary selection should not be so difficult. However, the committee will have very hard work to choose the best one as the 'text' slogan.

IN THIS COUNTRY

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

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I have not delved very deep or searched very far—I just took what came easily to hand. It is literature that is scattered with a casual craft where the young of the so-called "intellectuals" might easiest come upon it.

IT IS such a rough and arbitrary scheme 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 and farther away. Up to the present time it has appealed to three types of persons.

IT IS this last sort of "restless helper" who is doing most of the propaganda, by both the 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 this, by temperament rather than by reason, would be crushed out flat as "too troublesome" to be allowed around the first day.

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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.

Many Excellent Suggestions

"Of the slogans offered thus far there 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 or the district so closely surrounding it that they may be considered to have come from the city.

A Difficult Task

"The difficulty in conceiving a good slogan 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.

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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.

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What Do You Know?

QUIZ

- 1. What former public official diagnosed the ills of the United States as the need of a good five-cent cigar?
2. What is marquetry?
3. What is marquetry?
4. What was the first name of General Custer, killed by the Indians in the battle of Little Big Horn in 1874?
5. Where are the agencies of Shakespeare's comedy, "The Tempest," laid?
6. Why is a halibut so called?
7. What is the difference between an isotaglo and a cameo?
8. To what royal house does the present King of Spain belong?
9. Who was the Cid?
10. How many farthings make a penny in English money?

Answers to Yesterday's Quiz

- 1. The percentage of humidity in the atmosphere when the surface is the virtual saturation producing rain.
2. John Burtram was the first American to be born in the United States. He was born in 1694 in the town of Newbury, Massachusetts.
3. The Quaker parentage near Philadelphia was established in 1692, and in 1723 the establishment of the Quaker parentage in the Schuylkill, the first Quaker parentage in America. He died in 1777.
4. Two Presidents of the United States died of natural death in office—Zachary Taylor, Henry Harrison and James Monroe.
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6. Zuluaga is a celebrated contemporary Spaniard.
7. Caracas is the capital of Venezuela.
8. Juan Vicente Gomez is the virtual dictator of that republic.
9. A char-a-banc is a long vehicle with many seats, used for holiday excursions.
10. Looking forward to a holiday excursion, the word is originally French and means bench car.
11. Emphatic, now, figuratively means in emphasis.
12. A postulant is a candidate, especially an admittance into religious orders.