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THE POWER-PLANT ARGUMENT

THE Mayor's signature upon the ordinance authorizing the acquisition by the city of power-houses for the Frankford elevated located at Cumberland street and

Kensington avenue and Arrott and Griscom

streets furnishes the municipality with an

excellent bargaining asset in transit affairs. The intimation, however, that this is a step toward the operation of the Frankford by the city should be received with caution. The suggestion of a connection with the proposed Woodland avenue high-power line may be alluring, but fancy plays a tent role in the picture. It is disheartening to consider the operation of the existing line to Frankford as dependent upon an enterprise that may not even be begun for

The public is not now and has never been the least interested in the ethics of the lispute between the city and the P. R. T. The average citizen is averse to high fares and is heartily in favor of the operation as soon as possible of the virtually completed elevated line to the northeast. That is about the extent of his opinions upon the whole vexations subject.

If the possession by the municipality of the two new power plants expedites the opening of the road, his retrospective approval of the ordinance is assured. It is the deadlock over a lease concerning an existing but lifeless public improvement that

makes the whole community look foolish. Perhaps the power-house argument may give a new and earnestly desired fruitfulto the negotiations between the city and the transit company, without putting the former in too unfavorable a position. The Croix de Guerre with palms is hardly enough for such an instrument of progress.

A PRIZE-FIGHT REPORT

THE degree to which the spirit of professional sport has been degraded by the cold-blooded exploitation of dollarhunters was amazingly apparent at Shibe Park the other evening, when near-fighters walked around each other in a ring and dabbed spiritlessly at one another in the presence of a gloomy and suspicious audience. The two most widely advertised bexers refused to fight. There wasn't money available for them. They put on their checked suits and departed. The promoters promised to return the money paid for admission by the disappointed spec-But who can return a wasted

The sports reporters wrote disgustedly of the affair at Shibe. But few trained writers could say as much in a column as our own office boy said in a breath. He had been a spectator of the odd exhibition. "I'm through!" said he. "I'll never go again. I can see better fighting any night on our street !"

HOW IT BEGAN

WHAT is the row in West Virginia about? For what purpose did the soft-coal miners mobilize and march and what principle is being guarded behind the breastworks thrown up against them? It isn't casy to find an answer to such queries as these in the news telegraphed from the seat of the disturbance, confused as it is by the larger details of the immediate trouble. The Guyan Valley, for which the armed

miners headed, is one of the richest bituminous areas in the world. It is pretty generally admitted the word of the operators has been the ultimate law in that general region. The United Mine Workers' representatives tried repeatedly to unionize the Guyan soft coal mines. Each time they entered the valley they were driven out. They continued to return. Don Chafin, the Sheriff who has been acting as the leader of the opposition forces in the present crisis, always met them with a force of Deputy Sheriffs. Later, as the trouble grew-it began in June, 1920-Chafin was re-enforced by a small army of private detectives brought from New York.

When the Mingo strike was at its height the miners themselves, or their leaders, decided that they could get nowhere until the Guyan Valley miners were organized. organizers tried again, but they were hustled out of the mining villages by the mine guards and some of them were badly manhandled. When news of this final failure reached other union miners the mob began to form for a march which was intended seiginally to force a way into the Guyan Valley for the union's representatives Whether or not the union leaders had anything to do with the movement is not clear. The conflict of purposes has been made more dangerous and more intense by the memory of wholesale evictions of miners and their families from coal company houses, the only places of residence in many of the mining communities, and it has been com plicated by the continuous shootings and killings that have resulted from the mountaineers' hatred of imported strike-breakers. Chafin has been criticized bitterly for giving the strike-breakers the rights and privileges & Deputy Sheriffs.

NEW YORK BONUSES UPSET

FRHE decision of the highest court in New York upsetting the results of the sol r-bonus referendum deals with the method ted for raising the money and not with the right of the State to pay a bonus.

The question of issuing \$45,000,000 is bonds to raise money for the bonus was submitted to the voters and approved by them by a majority of 700,000. The Court Appeals rules that as the Constitution forbids the use of the credit of the State save for the payment of obligations of the State, and that as the payment of a bonus s a Federal and not a State obligation, no onds may be issued for this purpose. The court admits that the Legislature has the to go to the relief of the wounded, insists that the bonus legislation took ount of this class of soldiers.

Advantes of the bonus are now planting that an amendment to the Cortan legislation to meet the objections

State, where there are constitutional rethe Court. This is what was done in this strictions upon incurring a debt. amendment will have to be adopted by the next Legislature before it can be submitted to the people. If the same plan had been adopted in New York last winter the date of the payment of the bonuses would have been a year nearer.

FOUNDATIONS OF PEACE DO NOT REST ON DICTATION

Senator Lenroot and Those Who Think With Him Misapprehend the Essentials of the Problem

TF THE Disarmament Conference is to A accomplish anything it must be apin a very different mood from proached that manifested by Senator Lenroot in his address at the Michigan State Fair.

He said that Great Britain especially "must be given to understand that results must follow the conference," and if she is indisposed to make such agreements as seem good to us he would insist on the imme diate payment of the \$5,000,000,000 which she owes us. That is, he would put a pistol to her head with a threat to pull the trigger unless she did as she was told.

The Senator ought to know, in the first place, that this is the surest way to prevent any permanent workable agreement. there is to be any permanent reduction in armaments it must come about by a voluntary understanding among those nations which have advanced to an appreciation of the fact that there is a better way to settle international disputes, and that is through the substitution for force of the application even in part of the principles of justice.

It might as well be admitted in the beginning that the primary motive behind the Disarmament Conference is not a desire for international justice. Nations with selfish interests are just as firmly committed to those interests as they ever were. If it were within their power to get their will by the ase of force they would still insist on the naintenance of powerful armies and navies. But competitive armament has gone so far that no nation today can afford to maintain a warlike establishment strong enough to overcome all possible opposition. If the nations are to be saved from bankruptcy there must be a truce until the financial burdens piled up by the great war have been adjusted to the shoulders of the people. Unless something like this is done no Government can stand in Europe. It will be turned out and new leaders substituted for those now in power. The European statesmen know this, and it is why they are willing to come to Washington to see if an agreement can be reached which will justify them in reducing their military organiza-

Herein lies the justification for the hope that the conference will accomplish some thing. The interests of the political leaders are at stake. If Great Britain were in a position to maintain a navy big enough to defeat the biggest combination of navies that might be arrayed against her, Lloyd George would have no use for the Washington Conference. He would be the loudest insister on the maintenance of a splendid solution which left his country free to be judge and jury in every dispute in which she was involved. And if France could maintain an army big enough to overrun Germany, Briand would be the last to consent to any understanding by which her military forces were to be reduced. Japan is coming, not because she wishes to, but because she cannot afford to stay away.

What has happened is that one set of national interests has risen to take the place for the moment of another set. The financial resources of the nations have been strained by war and by preparations for war to such a point that it is of more immediate importance to consider how to economize at home than to prepare for aggression against other nations or for de fense against aggression from those nations.

There is no altruism behind the movement; it arises out of hard, practical necessities. But the situation is nevertheless encouraging, for it marks the first faint glimmering of a realization that war does not pays that in the long run the price paid for what war yields is more than it is worth -not the price in lives and suffering, but the price in dollars and cents.

We all profess love for peace and justice, as Norman Angell has reminded us. have discovered through bitter experience what war costs, and we shall be paying the price for the next two or three generations The hope for the future lies in the consideration given to the price we are willing to pay for peace with the justice which was cannot bring. Peace cannot be had for nothing. It may be necessary to surrender a certain degree of national sovereignty to get it.

The United States has interests the justice of which it is unwilling to submit to an impartial court. It has refused to assume any obligation to participate in preserving the peace in the rest of the world. It prefers the same kind of isolation of which the British used to boast, an isolation buttressed by a power sufficiently strong to enable it to maintain its claims against the rest of the world. Yet the nations are bound so closely together that we cannot be indifferent to what happens in London and I'aris and Berlin and Moscow and Tokio Decisions reached on the Continent of Europe drew us into the World War and piled up for us a debt of \$25,000,000,000, big budgets which must be met in Washington were voted originally in the European capitals while we thought we were separated from that part of the world by three thousand miles of salt water.

Peace is no longer a parochial issue. It can be maintained only by the completest international understandings entered into with a determination to fulfill all the obligations involved. We cannot dictate disarmament to the world as Senator Lenroot would have us do. Indeed, we cannot die tate anything save war. Not only the United States but the other Powers must abandon a dictatorial mood if the foundations of peace are to be laid.

SHAW TO HIS FRIENDS

GEORGE BERNARD SHAW'S neute faculty for irritating his friends is tartly expressed in his unfavorable reply to an invitation to address the Chicago Federation of Labor on its Labor Day picnic His presumptive hosts are arraigned as biased and ignorant and are urged to acquaint themselves with all sides of the prob lems before attempting to solve them for their own benefit.

This is a large order, especially since Mr. Shaw advises that misunderstandings be tween what he calls "the existing governing clauses" and labor are only to be awept away by lending attentive cars to the most chement spokesmen for the most disparat programs.

Kerensky, Lenine, "a capable Czarist" Ramsay MacDonald, Sir Donald D. Mac lean and Marshal Foch are suggested as suitable beacons of enlightenment of industrial conditions in Europe.

Of course. Mr. Shaw is aware that chan sions of such diverse causes could never be induced to speak from the same platform; and, of course, he knows that neither labor nor capital, the governing classes, the middle classes, the workers, the idlers, the scientists, the artists, nor that inchoate group hazily labeled the "general public are capable of calmly appraising all sides of an issue and from that performance deducing

a key to life.

It may be distread ng, but it is certainly true, that bies and prejudice to this world.

make for action. That is one of the reasons why Mr. Shaw, to accept his own estimate of his own vision, is the most inveterate of critics and one of the least conspicuous of practical reformers.

Whatever he has actually accomplished in the propagation of Fabian doctrines in a narrow field of local politics at home, in esthetic affairs and in the drama has been primarily due to a most resplendent and exhilarating one-sidedness.

The war, the contradictory phases of which Shaw presumed to grasp, led to his enforced refuge into a position of almost utter futility. An Irishman eager to denounce every British blunder regarding his home land, his footlight discussion of the problem of his compatriots proved an eloquent defense of some of the blindest of English

Labor may be advised not to resent his recent charges. On the other hand, if capital and militarism should think that they have won a new champion, let them invite Mr. Shaw to speak before the British Board of Trade and see what happens. He is unquestionably a past master at seeing things as they ideally ought to be.

Vision of that sort is enough to enrage

virtually all elements of the social structure.

A NEW DEAL IN MEXICO? DESPITE President Obregon's message to the Mexican Congress there is still ground for the belief that all the differences which have threatened to create dangerous strains between the United States Government and the Government of Mexico will vanish as a result of the extraordinary series of conferences held during the week between representatives of the big oil producers and the Obregon Cabinet. It is impossible to overestimate the importance and the significance of the sharp turn of events which was at once apparent after the oil men packed their bags and left New York to talk their case out with the Mexican authorities.

A change of temper was visible in the Mexican Government as soon as it learned that the magnates from the United States were content to forget that they had might on their side and to argue about principles. The Supreme Court of Mexico departed from its usual routine to greet the visitors in Mexico City with a decision which virtually guarantees foreign investors from harm through the so-called confiscatory clause in the new National Constitution. And President Obregon has made it clearly apparent that he desires to be guided by the rule of action indicated by the high court. Yet a few months ago there was unloosed in Washington a great deal of propaganda devised to reconcile this country to the idea of an invasion of Mexican territory by American troops.

Oil men in the United States had a very real grievance. Some of the radicals in the Mexican Congress forced into the new Constitution a clause providing for a national tax upon all oil taken from Mexican wells for export. The Congress itself believed that through this method the country and the people could obtain some direct benefit from the vast resources of the land. The trouble began when it was proposed to so interpret this clause as to make the tax retroactive over a long period of years. was plain that the accumulated sum of the retroactive tax would be as great in some instances as the actual value of existing works owned by foreigners.

If the current news from Mexico is to be taken at its face value, the oil men have won the first great victory of open diplomacy. They have won for themselves and they have won for the country. For peace and good government on the other side of Grande should mean almost as much to the people of the United States as good government at Washington. Mexico should be one of our greatest markets. It should be a friend and an ally, rather than a restless and suspicious enemy of the United States. As social development increases in Mexico, as education is extended and as industry is put upon a sound basis, the strength of the country will increase and its requirements will multiply. These things are worth remembering, since nowadays it the habit of most people to Piew international relationships in a practical way.

The moral factors involved ought not to be disregarded. As years pass Mexico and the Mexicans will recover from the slough in which a succession of brutal dictators has left them. We shall have on the Southern border a populous and resourceful ountry. Our relations with Mexico should e as peaceful as our relations with Canada. The people who talk of invasion never seem to realize that a split between Washington and Mexico would almost instantly become a nearly impassable chasm between the two halves of the American continent. It would be accepted abroad as justification of the imperialistic policies of old. And it would rouse new suspicion and new hatred of the United States not only in Mexico. but throughout all Latin America.

OUTSIDERS AS ARBITRATORS

THE laughter of some members of the Allied Supreme Council on hearing that he troublesome Silesian question was to be referred to the League of Nations seems to have been premature. The alleged joke was based upon the presumption that Frenchmen and Englishmen, who have been unable to agree outside the League, would find their substitutes within the organization equally at variance.

But this mirthful theory has not been apported by facts. It so happens that epresentatives of the principal Allied and Associated Powers will not decide the Silesian case for the League. With a wisdom that cannot be too highly commended, it has been ruled that delegates from the lesser and rotating nations of the League Council shall be intrusted with the question.

These nations are Spain, Brazil, China and Belgium. With the possible exception of the last, which is sympathetically pro-French, none of these countries is selfishly interested in the fate of Silesin.

There is, of course, always the chance that the decision will be found unacceptable to the Powers associated in guiding the destinies of Europe. But the moral effect of a verdict by outsiders can hardly fail to stimulate the cause of justice.

Moreover, the respect which the Lengue must win to justify itself has been materially enhanced by the settlement of the Polish-Lithuanian dispute over Vilna. This is an encouraging sequel to the disposition of the Aland Islands case, which has removed a source of discord between Sweden and Fin-

THIS FUNNY WORLD

DIESEL engines are the largest motors of D the internal combustion type. The Germans perfected them and still appear to have a partial monopoly of the technique and skill required for their successful production. The German Diesel motor is the best engine for submarines. Indeed, successful submarines would be almost impossible without it. Very recently the Japanese placed a

\$5,000,000 order with the German firm that specializes in Diesel engines. Now the Government of the United States has countered with a similar order delivered to the same firm. So it goes in the naval competition. If the coming conference at Wash. ington cannot find a way out of the nightmare we may find ourselves in the presence of a strange spectacle. We may see the war industries of beaten Germany revived and rehabilitated by the victorious but unfortunate Allies and their associated

AS ONE WOMAN SEES IT

Pacifist Aunt With a Sense of Humor Wrote a Poem During the War Which She Now Recalls With Some Amusement and Pride

By SARAH D. LOWRIE

DURING the early months of 1917 woman that I know received a letter from her favorite niece, aged. I should say, about sixteen, rebuking her in very stern tones for being a pacifist! The ground of her complaint was that her aunt believed that fighting was too barbarous a way of settling a quarrel to be used by men calling themselves civilized or modern without an apology. The aunt had laughed at the then prevalent that this warwar to stop war, and had also said that there was something not ignoble in the

It will be remembered, not without aston-ishment, that in 1917 to be accused of being a pacifist was little short of being thought treasonable, and also by some curious twist of the mind it was regarded as a sign of pro-Germanism. Whereas one would think that if a pacifist could hate, he would hate Germany and all her ways just then!

THE aunt in question informs me with a I reminiscent grin that what she was advocating, at the time her niece felt she was head-on for disgrace, was some plan for a general disarmament, to take effect in the near future, as being a more civilized pre-

ventive of war than war from every point of view, the taxpayer's up!

Her letter in reply to her youthful mentor's shocked censure struck me when I read it just now, after four years, as hitting the nail on the head rather neatly. I think, too, it illustrates how one can be an aunt and yet more modern than a niece, and a grown-up without losing a pleasant sense of what is the vernacular of youth. It seemed to me a nice retort in more ways than one. It reads as follows:

"My Dear-"Your letter of rebuke is fondly cherished in my pocket. As for your mother's state of shock! She knows my views and holds

her tongue as usual!
"If I had been a pacifist 2000 years ago, I grant you I'd have been unique and ready for a show. For in those good old bloody days men really did in truth demand an eye for a lost eye, and for a tooth a tooth. if by chance or accident you knocked your neighbor down, you got right on the spot a whack that cracked your very crown. But if it chanced that 'twas a slave your charlot wheels had hit, your slave would then had had to have his head or body split. "For in those cheerful times of gore men kept their weapons handy, and the gladiator brute was thought the biggest dandy! A thousand years ago, in truth the world had changed-in part; fights were readjusted oft by learned words figuts were readjusted oft by learned words to court. And if by chance or carelessness your neighbor felt you'd soaked him, but wasn't really sure that you had victously provoked him, he'd take the quarrel to the King and there you'd state your cases, and by his verdict you'd abide, you and your noble races.

A hundred years ago, in fact, the world had changed still more; families of the same land and liege no longer went to war with sword and musket, siege and drill, and, though a man of 'honor' might dare to break that rule, he had to fly the country if he fought a mortal duel.

"Now if by a chance your car should graze a man in your own town, he'd sue you in the courts of law, but would not knock you down. And if in consting down a hill your sled should hit another's and spill a boy and break his leg, he would not break

your brother's.

"And if while visiting a friend you like and much admire, she find her beau was fond of you, she would not then conspire to make you drink cold poison or perish by slow fire "Compared to any hero of 2000 years ago you yourself, niece of mine, are a pacifist, you know!

"Compared to any lady of 1492, you're far from militarist and full of 'notions,' too! Compared to any child of grace of the year 1800, you are too peaceable for words, by pity quite encumbered!
"You cannot keep a slave about, for fear

it would be cruel. You would not chop a neighbor's trees, although you need the fuel; "You cannot ask the law to hang the

thief that nips your purse. You dare not on the street be heard to scold a child, or curse, "You would not even let a cat go starving in your stable. You would not have the butler thrashed, although he's rude at table. 'If any citizen of this or any other land should kill a fellow citizen, we all quite understand, the laws provide the punishment and the Judges are at hand.

"Now I've been watching how things change and custom is reversed. I always ike to be ahead, instead of last be first! know that twenty years from now nations won't go to war. I simply say: 'If that's won't go to war. I simply say: 'I the case, why spill today this gore?' we are partly pacifist, why not be

sholly so? If we discussed rows at home 000 years ago, and have not shot our neighbors for a century or so, and haven't killed our countrymen for forty years or more, why harbor any longer this derelict called "Up hill or down,

Where'er I pant, Always, dear niece, Your loving

ASKED the "loving ant" how the dear niece took this good-humored onslaught she said it made a great hit with all the family, and, although it did not stop their war enthusiasm at the time, it seemed to all the soreness out of their differing her. And she also told me that with uriously enough this June, while she visiting that same niece and her youthful husband, who had been one of the first to "go to war." she was astonished at his drastic point of view about its uselessness and horror. A "sickening waste," I think were the words he used for it. His wife who was knitting a baby sack, nodded her and in full agreement. They and all their friends are keen for disarmament, it appears. I asked the nunt if they remembered her seem of four years ago. She said on the contrary they felt she needed conversion.

Today's Anniversaries 1783-First court held in Ohio at Mari-

ta. 1829—Murat Halstead, celebrated editor 1829—Murat Habtead, celebrated editor and journalist, born in Butler County. O. Died June 2, 1908, 1831—William P. Frye, United States Senator from Maine, born at Lewiston, Me. Died there August 8, 1911. 1871—Several leaders of the Paris Com-

So she let them convince her.

mune were sentenced to death.

1889—System of telegraph money-orders inaugurated in England. -Convention of the National Democracy met at Indianapolis. tions—The French defeated 15,000 Moor-

ish tribesmen on the Algerian frontier. 1919—The Prince of Wales was welcomed 1920-Total of twenty-eight dead reported

in Belfast riots. 1920-Longshoremen in New York went on strike against British ships.

Today's Birthdays

Montgomery Schuyler, the new United States Minister to Salvador, born in Stamford, Conn., forty-four years ago.

George R. Sims, celebrated English novelist and dramatist, born seventy-four years

Henry D. Flood, long the representative of the Tenth Virginia District in Congress, born in Appomattox County, Ya., fifty-six

years ago.

Henrietta Crosman, a leading actress of the American stage, born at Wheeling, W. Va., fifty-one years ago.

Dr. Frederick Starr, celebrated anthropologist, born in Auburn, N. Y., sixty-three years ago.



"AN' NOW I GOTTER SWIM!"

NOW MY IDEA IS THIS

Daily Talks With Thinking Philadelphians on Subjects They Know Best

man cold, finding him in an unprepared

frame of mind, entailing a loss of time in telling him the story and a loss of time for the customer listening to it. Correspondence

would also have shown the market condi-tions more accurately and would have meant

economy in planning and carrying out the itinerary of the salesman.

Salesmen Lost "Pep"

last seven years have affected many sales-

asm and have caused them to become rusty

merly backed them up withdrawn, and themselves deteriorated in salesmanship musele, is it any wonder that business

should have undergone the present terrific

in the fact that those concerns which have attempted to keep these items un to the mark have suffered the least under the pres-

It seems to be the history of American business, for the most part, that a jump in business is followed by a corresponding slump. Many of them help this along by rushing in and piling things up when busi-

ness is on the rise and dropping the same

weapons that made their business when it

shows signs of falling. A little better-balanced policy should tend to keep business

running on a more even keel.

"As a further illustration of this argument, it is a fact that the European coun-

tries, when it comes to a case of economy in the running of their businesses, do this

thing to a far greater extent and much better than we do. Despite our natural ad-

vantages, the real secret of this country's

success has been in her superior salesman-

been the element that has carried this coun-

seen this country rise to the rank

try to the fore during the years that have

one of the foremost commercial nations of

the world. If we are going to let down in

those methods it is not hard to foresee that

we shall lose much of the advantage that we

Same Is True in Europe

country, it holds equally true, if not more

so, in our business with foreign countries.

should be ours, and meet the powerful com-petition that the other countries are offer-

ing and will continue to offer, we must ex-tend ourselves in the same way among them.

markets to study them, to know the people

to understand their customs and require-

ments, to know their needs and desires, and

we must keep them well informed of what we have to offer and the various advan-

tageous points of our businesses by a strong

and continued campaign of written sales

manship. So to a large extent you can see

Hot weather intensifies the fervor of the

"Weather Insurance Issued in This

Great Britain is said to be building an

State,"—Headline. There are still sports in this world who will take long chances on

nirship big enough to carry troops—pre-sumably to parade in celebration of the world peace resulting from the Disarma-ment Conference.

The American Society of Teachers of Dancing, in convention in New York, has decided that jazz is not dancing. This con-

irms our opinion that it is a disease closely

In the New York contract of two "consedy queens" husbands are barred for a period of ten years. We look to see that contract broken, the moment it occurs to

them, on the ground that it is unconstitu-

never lack a press agent. The fact is cyl-denced by the immense amount of free pub-licity given to "Lightnin'," a comedy which

has just completed an unprecedented run in New York and is now headed for Chicago. Or, as Mark Twain phrased it somewhat cynically, "There's nothing success."

If a play is sufficiently good it will

paper as the barometer of business,

hay-feverite's prayers for October.

almost anything.

allied to chills and fever.

"If this holds true of business in this

we are to get and keep the business that

We must send good men over to their

ship, both written and spoken,

previously gained.

Despite our natural ad-

That has

ent conditions.

mp?
"The truth of this contention may be seen

"It seems to be the history of American

men, have supped their vigor and enthusi

"It is also true that the easy days of the

GEORGE W. WARD On Paper Deflation in Business

MORE and better salesmanship, both written and spoken, and an elimination of the extensive unemployment now existing are necessary and must be developed if this country is to get out of business depression, according to George W. Ward, business man and authority on paper.

"For the benefit of those who may know," said Mr. Ward, "the paper short-age we have heard so much about during ecent years no longer exists. On the conand to lack the fighting spirit. With the written campaign of salesmanship that fortrary, at the present time we have a decided surplus both in the finished product in all ines and in the wood-pulp from which it

is made. "During the period when the shortage was becoming acute paper was being used in unprecedentedly large amounts. Not only had the war curtailed production for many reasons, but it had also accentuated the de mand. But following the armistice othe countries began sending their pulp here in great quantities.

When Prices Went Down "Then came the break from high to low

prices and the period of adjustment with its following depression of business. "Where concerns had been expending in many cases rather freely, there succeeded a wave of economy. Budgets were submitted o boards of directors and a wholesale slashing in expenses ensued.

But there is one thing characteristic of

the average American business man. He never does things by halves, either in expanding or deffating. So, therefore, it was not surprising that he should begin a drastic cutting both in employment of labor and in his advertising. Both were short-sighted policies and both are evident to any discorning business man today. The first of policies and both are colay. The The first, of course, every one sees. The second is shown most conclusively in the fall in the consumption of paper. As a result there is a surplus of paper on the market today and it has fallen to less than one-third it previous price, although it will not reach the pre-war level.

Great Paper Users

"It may not be generally known, but 30 per cent of the paper used by the world is consumed in this country. Leaving out of consideration wrapping papers and a few others, 50 per cent of this paper is used by publications, and the other 50 per cent by husiness houses in advertising of one sort The fall has not been so marked in pub-

lications as in the other way, but it has been enough to be felt even at that. Cutting advertising or written salesmanship may have been an obvious economy, but it certainly has not been a wise one. is a truism that is sometimes over-

looked by many business men that the best economy in this field is to keep on advertising, since it brings returns amounting to several times the expenditure involved. When business houses began their drastic cutting of advertising in publications, house organs, direct mail, catalogues and the many other forms which this kind of sales manship takes, they in effect simply let up in their salesmanship. "During the war this country experienced

one of the greatest periods of prosperity is one of the granten particularly within the last five months, it has slipped into one of the worst business abysses that

"Easy Money" Period Over

"The period of easy money, when orders

came in without effort, left salesmen soft, just as the muscles of the arms, legs or other parts of the bedy become soft when they are not exercised as they should be. During this same period they were being backed up by extensive advertising, so that the soil was tilled for them and the hustling man with an economy of effort and expense was able to land his order. If this policy was the case when sales-

men were, so to speak, hard and in fine fettle, how much more necessary is it now, when they are correspondingly out of condition? "A proper campaign of written salesman-ip will have hit its mark, tilled the soil

ship will have hit its mark, tilled the soil and brought the prospective purchaser nearer to a sale than by depending on written salesmanship alone.

"It means not only that, but it means n
wa to of time, with consequent expense
in aving a salesman approach a business

Caven deems it uncivil service. September will produce its usual handkerchief crop.

wrist.

Belfast apparently hasn't heard of the Champagne with water as a chaser was

SHORT CUTS

the Washington's tipple. To make a Caddies' Day complete their employers should carry the bag.

There are Penrose henchmen who may consider themselves slapped on the

August 30 and 31 broke all heat records, but it's nothing to be proud about that

Penrose appears to be of the opinion that Daix spells his name with a double cross-Daixx.

Those who desire to get Penrose's goat should consult the ballyhoo man on a rubberneck wagon.

Yesterday's launching was, of course, accompanied by the usual fool in a cance who flirted with death.

"Buying More Active in Heavy Underwear."—Headline. This is something for which the weather is very evidently not responsible.

Perhaps there is in the world a thing more graceful than a big ship first taking the water, but at the moment we can't think And after the West Virginia miners

have retired peacefully to their homes the presumption is that something will be done for their relief. The Board of Health of National Park. N. J., has been asked to take action to preyent pigs being kept in the borough limits. There is no rest for the profiteer anywhere.

What Do You Know?

QUIZ

How old is Georges Clemenceau?
 When was the first battle of the Marne fought?

o is the present King of Denmark" a said "If you should "Denmark" Who said "If you should write a fable for little fishes you would make them speak like great whales"? Where is Mingo?

What is another name for the Island of Who was Themistocles and for what decisive naval victory was he largely responsible.

was Tipnscanoe? 9. What city is famous for its production 19. What fuci is used in operating a Diesel.

Answers to Yesterday's Quiz The cube root of one is one.
 Sea elephants and sea leopards are among the remarkable fauna of Kerguelan Land, an island in the Southern threan belonging to France and lying about midway between the Cape of Good Hope and the Southwest of Australia.

Australia.

3. Paul Gauguin, the impressionistic French artist, noted for his South Sea paintings, declared "A mile of green is greener than half a mile."

Pour American nominees for judgeships on the new International Court of Jus-lice are Elihu Root, James Brown Scott, John Bassett Moore and Roscos Pound.

he assembly, consisting of represen-

The assembly, consisting of representatives of all nations in the League of Nations, is a larger body than the council, consisting of representatives of the Allied Powers and a select group of nations, chosen in a rotation system. Ellihu Root pronounces his first name "El-a-hew," with the secent on the first syllable.

syllable. Synosure is the constellation containing the Pole Star; the Little Bear, the Pole Star itself. In a figurative sense the word means guiding star, center of altraction or admiration. A sinecure is an office of honor without duties attached.

an office of honor without duties tached

8. Paul Veronese, the celebrated Italian painter, acquired his last name because he was a native of the City of Vezona His real name was Paolo Cagliari.

9. The title of Sir William Blackstone's famous legal work is "Commentaries on the Laws of England."

10. Walter Hines Page was American Ambassador to Great Britain duries the World War.