EVENING PUBLIC LEDGER-PHILADELPHIA, WEDNESDAY, OCTOBER 12, 1921

Evening Public Tedger PUBLIC LEDGER COMPANY

CYRUS H. K. CURUS, PERMENT John C. Martin, Vice Pressfort and Treasurer Charles A. Tyler, Secretes, Charles H. Ludus fon, Philip S. Collins, John E. Williams, John J. Swirkern, George F. Goldsmith, Datas I. Soule Directors. ------

Koll Stelle

DAVID E. SMILLEY.

JOHN C. MARTIN General Business Michael Published daily at Public Lenove Hulding

at the rate of twelve (12) cents per week, marked

to the carrier. By mell to nointe entraide of Philaderpoin in the United States Canada or United States pos-essions, bostage free fills Shi (entainer hund) big (10) dollars persons, no also to estadow To all foreign consistence. Si douler a consti-Notice-Scherchers weight address changes must give old as well as see address.

BELLA SOON WAINET - KEYSLONE, MAIN 1401

Madress all components of the Krown of Philor Indage, Integendence Square (Philorendum

Member of the Associated Press

TRR ASSOCIATED PErsection of the second seco

All rights of readours' and in all i parekes.

Philadelphia, Wednesday, October 1., 1971

GENTLEMEN. MR. HALL:

"MAYOR MOORE many be entrained must has creached.²²⁷ should be the Hall yesterday at a mosting of the liter. lican City Complete-

That means the second management seems to prove that the benery of the Vageneral staff do not incorose to space over one man the afflictors they are propertie to put upon the sitt

What has ene fixed to be write g. government: What has the mostion of party leadership to do with the master of unemployment, with public works, with th tights and wrongs involved of the pr - at tangle at City Hall's

Charley known nothing about http://www.nothing. able theory of modern city administration. But he knows a lot about polities. His that shows agreement could not be concluse friends ought to keep him agrees. He is appear should be taken to the Labor David 21. The e David her account to dictant altogether too obvious even tot a liber; or the kian of Wished Vare,

COLUMBUS

GUANAHANI (San Salvada, 1997) and have been salvada at the Wesser of Hemisphere which first hore the impoints of Christopher Columbus. The maintain first in covery was made in the Bulminne. That is all we know.

There is confident have also that date According to the Old Style calendary under which the immortal sailor mavigated, his p triumple was realized upon concider 12. 1492. But the revisions effected less than a century later by Pope Gregory established a new newsrawy of computation whereby the actual discovery anniversary falls upon October 22

But these discrepancies are trivial compared with the mass of authentic data concerning the great quest. The father of Bartolome Las Casas, that indefatigably missionary to the Indians, accompanied Colum bus on his first voyage, and the son embodied a mass of trustworthy information in his invaluable "History of the Indies The Columbian Museum in Seville is enriched by geographical works with marginal annotations in three languages by the Admiral

There are gaps in Columbus' enviy Italian career, and his exact hirthplace, probably in a village near Genoa, has not yet been determined. From the time of his appearance at the Portuguese Court, however, and instance we have a milliond contary dis-throughout the whole eventful period of his in garding the wiscore of the heard regarding negotiations with Spain. Columbus becomes the method of amounting place conductors a closely documented figure in history. Mr. Rea in discussing this place of the

splendor of his personal and his unsurpassably romantic miventures The complete are in perfect accord with the immensurable magnitude of his nebievement.

of artistic uplift. The Drama League was able. Until Congress decides to make the unquestionably well intentioned, but it was contending with forces as potent as they were hupnipable. Reference in fastle are quite likely to provi-

monts unless of spontaneous erigin. Editoration is of invariantile assistance, but the process of enlightenment is measurily gradiant and not easily documented.

Organized culture is and to more a highly artificial stimulus to the sensibilities. pre-intima of the best in masic, the drama f parificing must be generical to be enducing. The definede of the Dynamic Length does not mean that your plays will be have its larger to have a the Philadelplan. They is a much bitted grouping among nm , - ment fadrons, huof the general upward thend of case there

can be no real question: Theat cal additions have greatly incool in manbors. To sidilate and whiped sensibilities, what may a cut to be a superabandance of triveless footight offerings exists. But itoryby organize are presented and attended and the on-le of their particul

ngo has also aldened. When old Suphocles was writing his musreference his supre retties, among their Aristophness, viewed the future of the stars? with extreme gloom. For initie plans the drama involvent imperiod on the lemkoof a presidence. As an exhibit he supplimented the show is unrivided.

RAILROAD TROUBLES DUE TO COWARDICE OF CONGRESS

Samuel Rea Is Right When He Says That Complications Will Continue Until a Definite Transporta-

tion Policy Is Adopted THE point of the notable relation of some Gen. president of the Provisional Company, before the Star Contact

by of Commerce in Harrisburg is that the 19 Frid no reysof the Nation soft Co., they loss nor good red herring. Because of the lines of a d-facto and

defined police, the Pencissiparan road itself by cordier with the Railcond (Labor Bound sciented by the Each-Committee

That have browhled that disput a between the theorem and employee chould be set d, if the stille, he conference between commainter a descripting the two putters, and His that whois agreement could not be reached The Labor Board line assumed to distanhow the columnities should be accounted, and it has arbitrarian to the method of appointed at anothed by the Pennsylvania station. The hearing to of the system refue to modify their parts of the distance of the Labor Board, and that board has no poster to oufaires in addition

The difference is over the right of men-net employes to be members of the Conferonest Committees. The Inher unique melar tim) their officers should represent the union currences of the Pennsylvania system, and the national officials insist that the repressuitatives of the endoyes should be one ployee themselves. The Labor Banel solvewith the labor unions.

The Pennsylvania system has even of its committees in a way that it is ecca to only factory to 150,000 out of 176,000 could use and it intends to deal with these committees and to ignore the Labor Round.

This situation would not have accessed at Congress had given the Labor Bourd mover to enforce its decisions. But thingress has persistently refused to pres may law which established even a semblanes of compulsacy arbitration The labor unions have observed to com-

tension, for they have desired to remain free to needed or relation and instantion award and free to strike in order to force

the employers to come to their recus. As a result we have a Federal Arbitration Bennel without powers, and in the present

penalties for violation of the law far more deastic and sweeping than they now are; intil the seller of whisky is ranked openly with the peddler of drugs and avraigned as a frion, the shameful helittlement of Federal laws will continue. It is a question whether the public would consent to regard the bootlegger as a felon. But there will have to be a choice between that alternative and such revision of the Volstend law as will assure for it a degree of public support which at the present time it does not seem to. Itit itit.

HARSH WORDS, BUT DESERVED

"A "T of God." post was reaction, in-evitable operation of economic laws, phrases which have somehow come to linek charm when served up in explanation of husiness stagnation. Mayor Moore's Committee on Unemployment recently named by Ernest T. Tring will have none of these wholy generalizations. In a set of resolutions addressed to President Harding and Congress specific enusces of the pres-cut distress are frankly set forth.

"Lie culprit's identity has for some time cased to be a mystery, and it was to have boost expected that the committee would urge as Senate and the Heuse of Representatives in special session to make some show initiation

It is the vigor of language employed in is indictment that is particularly refreshg Harsher words than these marshaled the representative committee of Philadela breiness men, of which John F. Buckmany is chairman, have not been flung at the present Congress by the most caustie exponents of the Democratic Party,

The failures of the legislative body to omplish a single one of the objects for all the it was called in section six months ago" is viewed with "mmand chagrin." "The constanting uncertainty and seeming link of any definite policy by Congress have innoval, and are now imposing, intolerable and these same hard-lifes and bases aron

the entite country. Not the (allitest vincession to partisandup is under in this broad-ide temanating from important commercial factors in the most Republican city in the land. It would he foily, indeed, to seek to disguise the truth Congress hus thus far made a misreable hash of us interative obligations. In the antional amengloyment show it is the star exhibit Public recentment aroused by congres-

stonal north is malespread. The local Committee on Unemployment is only echoing current opinion in fixing the blame where it so emphatically belongs. There is of course, a mass of forces in

specation who window in part the abnormal. conditions | Logislation, however intelligent. is incapable of becoming a panaeea for all the ills of the body politic and the body

But relief measures which fairly ery for massingo are conscivably fit to break the spill of lipstly, to establish confidence and to set going constructive work of the utmost vitality. The moddling and inaction of Congress are a deadweight upon the energies of the Nation

There is a straggread n bits in the charges summed up by the Mayor's committee. So there should be thriticism of the blundering in Washington with taxation, railway and traiff relies measures and a host of others is not susceptible of exaggeration. The

 S^{1NUE} highly organized propaganda and nothing else has given the Ku Klux when show strength as it has attained in the ast few years, and since Simmons, Clarke and all the klengles are shrewd unnipulators d the new force known broudly as ""mhit is natural to believe that the Kiny londers, which they get on the congress should gell, will do their hest to turn the into an adventisem at for their 2004 125

unvisible amplied The nature of the factors likely to be undepted by the tar-and feather hund was received at the first flooption of a Federal

AS ONE WOMAN SEES IT

Coming Drive of the Welfare League Causes Various Philanthropic Institutions to Tabulate the Reasons for Their Existence

By SARAH D. LOWRIE

T HEARD' roday of an interesting byproduct of the approaching campaign of Welfare League. Of the hundred philanthropic organizations

that have joined the League to make a joint campaign for their budgets under that com-prehensive name, not one but has been subected by a very judicial committee to quite a stiff questionnaire as to its reason for existing and the fulfiliment of its promises as a public agency for good. Knowing that their pet charities would be coolly and critically examined, with the practical purpose of discovering whether or not they were making good, many of the Boards of Managers and groups of directors took stock of their plants with rather more eve for detail than they were wont to be

eye for detail than they were wont to be-stow on them. Some, indeed, made a regu-lar survey, not only of their institutions, but of the personnel, paid and volunteer, that was responsible to the public for the well-heing of the cuterprise. And there were some quite distillusioning results of these surveys. Apparently the achievements of some of the most notable of the city's private charities suffered under this inti-mate scruting by a faving bare for the first mate scrutiny by a laying bare for the first time of the great difference between the actunl achievement and the opportunity for service

I fancy the self-accusing managers were not so much disheartened as amazed by what had not been done that could be done

 $O_{\rm very practical action overhaultaneous and programs and achievements and opportuni$ ies, there were some pleasant surgrises and more than one verifiet of: "Well done, good and faithful servant of

he public And that, too, not from a relieved hoard

and compluisant directorate, but from the committee on Admittance of the League it-

In one notable case, that of the Farmington Clinic, which had been admitted into the League as being A-1 as to fulfillment d its obligations, it became apparent to dr. Arthur Sewall, who is chairman of the Social Service Committee of the Welfare League, that having fulfilled these obligaions, it might justly be allowed to depart a pence, or rather, by the suggestion of its thef of staff, he merged in a new municipal clinic designed to carry on the work it had

It had been set going two years ago to dove: First, that a clinic for the treatment of mental discusses was needed for shellhorked soldiers, for convalescents dismissed rom nervous wards of the hospitals, and for elinquent and backward school children.

 $B_{\rm spects}^{y\,\,\rm ITS}$ wonderful success in all these respects it accomplished its aim in a very cientific and satisfactory meaner. Its second object was to prove that such elinic could be run at a small cost and t inbulate its results and findings by a

ustem of tiles and cross files of cases that ould be available for future reference and ove a model worth copying. There again was successful,

Its third object was to inaugurate a sys-tem of home treatment of a medical charactor that could be administered by a trained social service worker, and by a responsible member of the patient's family, under the direction of the clinic staff, so as to obviate the necessity in many cases of the removal of the patient to an institu-There again it was successful, It was just at this juncture that the Di-

tor of Public Health, having inaugurated great and beneficent changes in the psycho-pathic wards of the Philadelphia General Hospital, took the next step in his wellexised plan for the treatment of mental diseases in this city by fitting up a psycho-pathic clinic along lines already worked out the Farmington Clinic. He quite natur-Ity chose for his staff new who had shown

an unselfish interest and a scientific zeal in bringing the latest scientific discoveries here on the whole treatment of the men By unfit. Among these were Dr. Seylinie staff, and Dr. Rhein, one of Alybory Board The other men chosen by Dr. Furbush were Drs. Bachrach and Gilpin, with several assistants. The elline was titled with a laboratory and \mathbf{X} ray department and with a staff of turses and workers with a view to pursuing two paths of usefulness to the city; one was for the ex-amination and cars of backward school children, and the other was the care of mental cases developing in the charitable institutions, private or public, in the city, as well as those that come under the supervision of the social service workers of these or ganizations. The treatment given by the chinle was designed to be medical in its character rather than what is termed psychoanalytical, because there is already a very good elinic of that sort with Dr. Witmer as a very It's chilef



"There is nothing in the liquor situation in Philadelphia that any one need worry about."-UNITED STATES DISTRICT ATTORNEY COLES.

NOW MY IDEA IS THIS SHORT CUTS World Series receipts bear no hint of hard times. Daily Talks With Thinking Philadelphians on Subjects They 'Tis a game of see-saw the Yanks and Know Best Giants are playing. awaken and to keep awakened if the city is IRVIN F. PASCALL Explorers in Tibet, we judge from aisto prosper commercially, was purely the re-sult of the advertisement which Philadelphia On a Bigger and Better Philadelphia patches, never rest at Everest. got through this great convention. It was simply a case of selling the city's commer-A DVERTISING is the way in which citics as well as businesses are built up The Irish and the English have their clal assets to those who were in the market cards on the table, but they are not yet all and extended, according to Irvin F. Pas-call, president of the Poor Richard Club. to buy. "For this reason, as well as for patriotic face up. and civic ones, the importance of the coming

encouraged in every manner possible.

Educating the Masses

never accomplish as much politically—and by this I do not mean ward polities, but legislative action—as you can by the educa-

tion of the people. And one of the great needs of Philadelphia is a more cohesive

municipal spirit and more unified action in

the civic things which really count. We should have more of the San Francisco spirit,

that considers a day not 100 per cent perfect

"Philadelphia's place in the industrial life of the United States is a very high one;

rolling and gathering force like a snowball. The thing for us to do is to get that iden

Philadelphia's Assets

"The assets of Philadelphia are enormous. We have here the largest publications in the

largest locomotive plant and too many other "largest' things to mention casually. In our

'Philadelphia Firsts,' and the scope of it

was so enormous that it amazed even thos

mercial or otherwise, is to have the goods. Philadelphia has them. The city has a

background of accomplishment which prob-ably is not equaled by that of any other

community in the country, and all that re-mains for us to do is to take advantage of

that fact and let the rest of the country

This requires some effort on our part

some effort and more enthusiasm. Politics, as I have said, doesn't count in a matter of

this sort. If the mass of the people are once 'sold' on this idea, there need be no fear as

to enabling ordinances or acts, because the authorities will be only too glad to do what they feel to be the real will of the voters.

for example, on the matter of the Sesqui-

The Poor Richard Club's Part

These are some of the things to which the Poor Richard Club is devoting itself.

We have not only a fitting pride in the glorious pass of the city, but we are looking

also to the future, which will be the more

brilliant in direct ratio as the city is made

ica's greatest and most American city.

MUST confess, 1 fail to see

This land when he discovered i

With culture at the lowest chi

Wherein Columbus was so great

Must have been in a harren stat.

There'd he some cause to make a fus

ANNA LAWRIE CAWLEY.

Now if he had discovered US

With all the progress we have made

HAIL. COLUMBUS!

"Every citizen of Philadelphia should be

trouble in getting what we wanted.

much, if not more, than the money

"The first requisite of everything, com-

world, the largest advertising agency,

as a pretty poor day.

well started.

who got if up.

greater.

planned and a

and when a city, like a business, has the "real goods," there is little trouble in finding a market for it. "The Poor Richard Club." Mr. Pascall

The wish that is father to the thought Sesqui-Contennial should be made a mighty advertising medium for the city of Philadelin German war books need never brag about his offspring. phia. This will offer an opportunity for our

situation is a antional distance. THE KLUX INQUIRY

MOVIES AS ART

THE decision to admit motion pictures to the fortheoming Paris Salon on the same basis as other arts vindicates the judg ment of those who have insisted that movies are artistic.

They certainly can be made artistic, as every one who has seen some of the host films very well knows. The photographic camera has capabilities that have been developed by the motion-picture directors far beyond anything ever seen before. Skill in composition and lighting have made some of the films wonders of benuty. In "Intolerance." for example, some of the scenes were magnificent beyond words and far more thrilling than anothing that it is possible for a painter to put on capyas

If the recognition of the artists qualifies of the films in Paris is followed by a greater effort of the producers to justify this distinction, the patrons of the movie theatrewill profit by their achievements.

DOWNING STREET WAKES UP

Such anxiety as may result from the difficulties which General Pershing encountered in his efforts to get to the gravof Britain's unknown soldier with the Con-gressional Medal of Honor should full nation rally to the people of England rature than to the people of the United State .

The belated telegratic sent to Personing from London was as warm as new such tnessage could be. It will go far by Paser. the significance of the original divident the United States, while it gives the first dia new cause for grief

For it is plain new that what formed the a anub intended for Persbing and for the gress was due not to and responsible meminvincible complacency and the halacting boredom of minor officies of the type much from time intoenormi, has been a cause of despair to all rational Englishmen. In the War Office and in the Foreign Gifles their happened to be a few sourcearles made to see clearly through their monorles. The gave Washington and London a had have bour

The people of England have not no more to do with the affair and they are no more responsible for it thus the soldier on whose ; grave Pershing will put the medal awarded by Congress For that reason the general properly decided to proceed with his husses and formatly deposit the modal on the gener in Westminster Abbey

Meanwhile, the people of England are controlled by a new soil of uners. If the War Office and the Foreign Office carnet in the dust i works business will be fort in the bungling so simple a matter as this what will ther be able to do about the carnet in the politic in outwo and a dock of interaction politic problems which the carnet is a superscriptly and politic politics which the carnet is a superscriptly and politics.

CONTRACT WAR DOWN LINES BRIDE. conducts which the order in described in the followers of duties and the principles of comment and integrations with the other and which each ${\rm dist}$ of the ${\rm dist}$ with mations user wither that haven been given to: furishiet.on hy the community believes that monocorol with the order is a duty that have to derive and of the old gations to man t her become subject under ortation Act.

But Mr. Realization that there is no satisfactory was our mutil there is a definit transportation policy in Washington. H is right when he says further that from larg if the requisite courage to enforce a sepolicy the hands of the collection have been tied by annecessary restriction, and rega lations, and that the country is getting close to a condition where either the Gov entiment must purchase the millionity and assume the costs not covered by rame of else give a fixed guaranteed return suchclear to pay the operating and main-com-

The experiment of Government operation of the failtonds during the number of the failtonds during the number of the state like to have it made the permittent policy of the country. But infect some way out of the present difficulties is found the solid he is a other alternative. Regarding the disputes with the chipkey...

Mr. Rea would have the epstation of the are of supply and demand on the eages of he employes recognized and would have each radional allowed formake its tern agroemants, with its own employes. For the labor unions stand in the way of a concerning. ment. And the preventes of the Linhor Board to inform and of its decises leaves the situation full of damperons possibilities If industrial course with playing infimite net states and the density for the enternment one, columnall find increasing and, our around the most conservative.

But Congress (in this fat principle one to gets with the issue. It may put THE THEFT MODE IN TWOMEN TWO IN CASHED not sure foring power in the discovery Commerce Commission and the orbit the wege-fixing percent of the Libber Roard The words, is that the new rates matarged for a completing so well

THE WET WAVE

-statement of according and maximum factor and maximum fraction. Production $L_{\rm H}$ to consult Service in this State will be folly suggested, that some of the near higher up mously complex problems which the chart in the plant of the good works are either, of regularly assigns to them. Surely it is the British who says at more dependent with the statement service must of necessary and the service must of necessary and the service must be s

Surely it is the British who second over the second sec

namity, when Simmons sent his long relecom to President Harding expressing a "desire for an incontigation." That tele-gram could like the speech of a Ku Klux propagaradist rather than like an official ressign relative to Government business.

It will be the day of the Congressmen assigned to could at the investigation to part a leader on Ku KU, v speeches and to probe for the simple truth. The truth about Klaxism is all that the country desires or norda. If Simmons' organization is perinitial to continue number the law we might is well admit without further delay that a time has come to change the whole form of our Government. We shall have in tear up a Constitution and an aside our tradiound belief in the equility of all honest

finhor leaders have been charged with ineven g to rist when they did no more than deliver spacehef in favor of utionism. Simmores and his eroud are leasily and systematically inciting one part of the population of this country against the other, And they still believes that they can get away with at. Whether they can or not depends tion very hirgely on the courage and energy -15 J -11:219 1-7.

BOSTON CLEANS UP

THE success of the Mussachusetty Attoryoy General in bringing about the remeral of the District Attorney of Middlesex County has led believers in legal purity to petition four to bring an action to scence the remethal of the District Attorney of Suffell, County, of which Boston is the (a) (b) (b)

The enarges are that be last used his office to profit funnendly and that he has neglearned to prosvente then who had retained his friends as their attention .

The investigation will declose the exidence against him. Until it has been made pulsie and until the security have period on it the needed most he considered innomit, but if is a wholesome sign when the have set of our estimatory start actions to bring about the pure-shifts of members of the bir suspected of annexies and conduct. There are such haven's incovery large rom-against. But it is o'ldon that any of them are guilty of conduct so flagrant that the has associations are found to make an attendet to clean house. It could happen

Plus a Little (The Borah Kull ex-santting American constant shipping (some Panama tolls

as effects muy be far reaching, its prime matter to perochial entire than interna-Ganal the baseding of one American means of transportation at the expense of anor put for the one-cand ic to h for the

Because it is much to On His set gits for house Thursday Out work, and herapse furthermore there are

many exception men out of work, what is described as 'a group of sufficiently earnest women in New York suggests that the are to have as demestes. And when fra-Sugar the loss car combinetor, will wait at in a relieve down for theory, the cook, to

It conserve is not knocked out he busiarea depression when it can work up enBUT IT was obvious to the head of the Brarmington Clinic, Dr. Ludlum, as well

as to Dr. Furbush, that the hirger clinic plant of the Philadelphia General could ery readily do the work of the smaller clinte plant of the Farmington Ulinle and ab-sorb most of its clientele, large as that had hecome-without hampering the future usefulness of the newer venture. The matter was put up to Mr. Sewall by

Dr. Ladium as a question for him to de-cide, or, at all events, advise upon. And And the answer was very definite. His advice WHS !

Since the Director of Public Health has requisitioned the chief of staff of the Farmington Clinic for the new clinic, and since the city plant can take over the notivities of the private organization and run it along the same lines and with the same effect tive results, the soon r the smaller plant is merged into what promises to be a much farger one the better !-Especially as the patients of the Farmington Clinic can be transferred from one elinie to the other without even a change of physician, much less a change of ecsential methods of treatment. So the merger was entered into at the request of Dr. Furlesh and of Dr. Ludium, and by the advice of the chairman of the Social Service Committee of the Welfare Lengue, Mr. Arthur Sewall, and, of course, with the entire nequiescence of the women of the Farmington abunance, who have supported the clube with the hope that it would eventually prove a foremance of a scien-tifically runsity clure. I site it as an ex-nuple of how the Weifare Lengue can act as an advisory losly as well as a Bureau of Finance

I understand that the plan of Dr. Fur-bush and the staff of the newly merged City and Farmington Ulinavs is that the chill dren of the public schools who are backward should be brought by their teachers and par-The Parlama toris ents out to the Plaindelphin General to the parsect the Senate, and may or may not parse the House hater. There is, unforth-mately room for the helief that there is less of particulation in the gest free than of disre-of particulation in the gest free than of disre-there mental retardation. Their digestive there is using their mental retardation. Their digestive processes, their glands, and their other physigni traits being rested with a view to a medical treatment that should in many cases bring them up to normal while they are still in a formulative period of growth.

> THE records of the cuildren's cases treated are now out at the Philadelphia General Clinic-proved surprisingly encouraging in the matter of backward children.

Something like 85 per cent of them were curable, and that, too, within a short period, and by a home and clinic treatment possible to families of small means.

The Mayor spoke recently of defective chibiten "cluttering up the schools," confirm a great comfort to know that over two thirds of them can be cured of "duttering" and that the City Hospital has awakened to its responsibilities and is prepared to deal with the situation with scientific effertiveness.

is vitally interested in the welfare of Philadelphia, as every organization and every man here should be, and in the best manner in which to promote this welfare We are especially interested in two things. First, a bigger city; that is, bigger in the sense of becoming a broader minded commu-nity; and second, a better city; that is, divsically, with well-paved and well-cleaned streets and altogether the best equipment that any city in the country can boast.

"Advertising is the best possible means to bring these things about as well as the best way in which to give the residents of other cities a correct idea of what Philadelphia By this I do not mean adverreally is tising in the sense of newsnaper advertise ments nor the use of the billhoard nor street car advertising, although I concede that all of these have their uses, but I mean advertising in the broader sense of the word.

"Perhaps I can illustrate this theory by case of the advertising of iting the automobile tire or any other widely used commodity. This advertising, which is naturally very different from the most effective manner in which to advertise a city, has an effect on all men who are engaged in the manufacture and the selling of tires. They regard and examine the product with the greatest care, and not only is the article itself brought to their attention, but all the details of the manufacture are examined and perhaps something may come of it which will have an important effect on the entire industry,

In the Case of a City

city the first automobile was run and the first moving pictures shown. During the advertising men's convention which I have mentioned we got out a little booklet entitled "The same line of thought applied to a ty which is well advertised, and which be-2110 hind the advertisement has the goods, is certain to have an advantageous effect upon the residents of that city. A just pride one's home town will make for be better itizenship and, carried to its ultimate con lusion, will make all the inhabitants of the

ity better, "One of the most far-reaching of the effects which this feeling will inculente will be a more careful attention to the duties of citizenship, especially that of voting regu-larly, for if the residents of a city really have the welfare of their city at heart they will take an active part in its government and do what they can to see that the best andidates are elected and that the officeolders are held strictly to their nutc-election pledges. This feeling will give us all a far higher regard for the city in which we work and live

Big Meetings Important

"The value of national advertising in the sense of bringing a city to the notice of the country by means of great gatherings, such as conventions, fairs and other assemblages of the kind, cannot be over-estimated.

In 1916 there was held in Philadelphia the biggest advertising men's convention that has ever been assembled in this country. The results of this convention are still being actively felt in the business life of Philadel-phin. Representatives from all over the ountry attended, and many of them learning for the first time just what Philadelphia stands for in the life of the Nation.

"At this convention there were 6600 del-egates, larger by 50 per cent than any other onvention held before or since, similar spite of the fact that we are situated on the Atlantic seaboard. Conventions have been held in the Middle West, in cities like Chicago, which are much closer to the center of population than is Philadelphin, but they had no such attendance as was mustered

"Immediately after that convention it was found by our business men that there was a renewed interest in the city and in what it had to offer in business. This feeling was not confined to any one direction, but was general all over the country. The salesmen employed by many of the Philadelphin houses reported that after that meeting there was a different welcome awaiting them when they approached merchants in other parts of the "This feeling, which it is essential to

city which should be carefully fostered and The opinion grows that if Councilman Hall had any command of language he might become abusive.

"But after all is said and done, the great If Dr. Sze, Chinese Minister to Wash thing is to educate the masses of the people themselves to what their own city is and what it means in the national life. You can ington, were to Anglicize his name would it he Dr. Ses 'e?

We may now expect to see the bureau erats who snubbed Pershing officially spanked by the British Government.

When Herbert Hoover is ready to an nonnce his plan for stabilizing world currency the world will be ready to listen.

Well, since Uncle Sam started this Idmitation of Armaments Conference, the least he can do is to be optimistic about it.

we make an enormous amount of the goods consumed in the country, and the prosperity The Central American Federation came if not the commercial salvation of the city into existence on Monday, but World Series lepends upon our selling them. Once the fans will hardly accord it a place among the idea that Philadelphia makes the best goods big leagues. in the world gets well started, it will keep or

There is always a possibility, which grows stronger as the time of meeting approaches, that the Limitation of Armament onference will be propelled from the out-Ride

Wild geese flying low at Reading, Pa. struck telephone wires and furnished din-ners for many Reading families. The lines remarked the telephone operator as she plucked and scalded a fine gander, the lines are busy.

Beallsville, Pa., citizens are becoming live wires, by heck. The village is going to have electric lights in its streets, and some the residents say they are going to take a chance by adopting the fad for hous lighting. Mr. Rockefeller should look in house this matter. It may have a bearish effect on the kerosene market.

What Do You Know?

QUIZ

1. When is the Disarmament Conference :

- When is the Disarmament Conference w open?
 What is the jackstaff of a ship?
 What is the jackstaff of a ship?
 What position in the British Cabinet is held by Lord Curzon?
 Where is Candy?
 Where is Candy?
 Where is Candy?
 When is the origin of the expression "damn with faint praise"?
 When is King Arthur supposed to have lived?
- Centennial, we had a fund of \$1,000,000, made up from the dues of 100,000 voters, I S. Distinguish between gibbous and giba" What were the seven wonders world? do not imagine that we should have much What And the mass of 100,000 persons would count as
 - 10. What is the zodiac?

Answers to Yesterday's Quiz

- W. M. Hughes is the present Fremier (
- Australia. 2. Coleptera is an order of inacts con-trising beetles and characterized pri-marily by the possession of wing overs.
- tessellated payement is a mosale
- A tessellated payement is a many for payement, tessera being the many for the small non-square blocks of which it is composed. Confucius, the great Chinese philosopher lived during parts of the sixth and fifth centuries D. C. The "cor augulas," or English horn, is a wooden with instrument of the double 'rooter' for a greater city, and the Poar Richard Club considers the advancement of municipality as its greatest job in life. We should plan and act so as to leave descendants as great a heritage of things planned and accomplished as we have our
 - wooden wind instrument of the double reed another, the body of which was formerly bent in the form of part of a circle which accounts for its being called a horn. It is mercly a large
 - chiled a horn. If the object of General object
 between was named in honor of General I. W. Denver, Governor of Kansas, at the time of the founding of the Color tests.

 - the time of the toggining of any indo city in 1558. A brumous day to whotey of fors to atelier is a workshop or studio, whose the near scrows from side to side up tails obliquely; conserving percented is conserving to three Parliaments of the Brith
 - Islow are the now sitting at Westin stee, in London and Lnown as the light su Parliament; the Parliament of North Ireland, with seat in Felfast, and the Assembly in the Jsle of Man, known as the House of Keys.

here five years ago. Effects Far Reaching