

NAMES BODY TO AID TRAFFIC CONDITIONS

Alba Johnson Picks Committee at Suggestion of Mayor to Devise Ways

TO CONSIDER LEGISLATION

A traffic commission to study the problems of handling vehicular traffic and to suggest legislation to improve conditions has been appointed at the suggestion of Mayor Moore by Alba B. Johnson, president of the Chamber of Commerce. The members of the commission are men active in motor vehicle and business fields.

Among the questions placed before the commission are parking, the one-way street, congestion around City Hall, designation of special streets for truck traffic and methods for safeguarding pedestrians.

4000 Jobs Offered to the Unemployed

Mayor turned over the first general meeting on unemployment to relieve him of his many official duties. Mr. Trigg did so, got the committee going, and Mr. Buchanan was elected chairman.

1100 Given Employment

"I consider it a big thing to find that 1100 men were given jobs as a result of these cards, or 'speculations' as they were called. A bigger thing still, however, was the fact that 34,000,000 in old jobs had been given to carpenters, painters, plumbers, electricians, paperhangers, and other men who were out of employment and who were suffering with their families in consequence.

Conditions Fair Here

"As a city, you must remember, we are in good condition, as compared with the balance of the country. Our unemployment figures are not to be compared with those of other cities. Philadelphia must no longer be considered in terms of any one county. It is the metropolitan district from Bristol to Marcus Hook that is the real Philadelphia, and one of these days it will be recognized as such.

1926 Fair to Offer Jobs

"One reason we are so keen about the Sesqui-Centennial is for the work it will do. Do you realize that the preparations that began in 1873, for our Centennial here in 1876, kept the people of this city from feeling the panic of 1873? Well, the work started in 1873. The money will happen here, when we get going on this greater preparation."

Sailors Feast 300 Orphans

Three hundred orphans gathered from several institutions in the city will be the guests of the blue-jackets of the Philadelphia Navy Yard this afternoon. They will arrive at the yard at noon and will be taken to the armory, where they will be given a turkey dinner, a pair of stockings, a pair of gloves and either a doll or a penknife. A full course of entertainment, and then each child will receive a box of candy and the thing will adjourn to the recreation building, where there will be an entertainment by the girls of the Philadelphia High School under the direction of Miss Florence Leeds.

Soldier and Lawyer



WILLIAM A. KETCHAM Former commander-in-chief of the G. A. R., died today at his home in Indianapolis

W. A. KETCHAM DEAD

Former Commander-in-Chief of the G. A. R. Indianapolis, Dec. 27.—(By A. P.)—William A. Ketcham, former commander-in-chief of the Grand Army of the Republic, died at his home here today. He was seventy-five years old. Death was caused by acute indigestion.

Mr. Ketcham was elected commander-in-chief September 24, 1920. He was succeeded by Lewis Pfeiffer, of New York, who was elected at the grand encampment held here last September.

Captain William Alexander Ketcham, born in Indianapolis January 2, 1846, won his military spurs in the Civil War. He enlisted as a private in the Thirtieth Indiana Volunteers in 1864, was quickly advanced to a lieutenant and mustered out as captain September 5, 1865, when he was less than twenty years old. Three years later he was admitted to the bar and in the practice of the law gained distinction. He was District Attorney of Marion County, Attorney General of Indiana, two terms, member of the American and Indiana Bar Associations, being president of the latter body in 1910-1911, and served on the board of control of the Indiana soldiers' and sailors' monument, 1907-1908. He was department commander Department of Indiana, G. A. R.

Deaths of a Day

BENJAMIN H. ALLEN

Well-Known Knit Goods Manufacturer Dies Suddenly, Aged 60 Benjamin H. Allen, a well-known manufacturer, died suddenly this morning at the home of his brother, Horner Allen, 201 West street, Germantown. He was sixty years old.

Joseph Fligg

Joseph Fligg, ninety years old, one of the oldest and best-known men of Germantown, died Friday at his residence, 108 East Wister street, after a brief illness. He was connected with a number of business activities in Germantown, notably missing a meeting of directors of the National Bank of Germantown and of the Mutual Fire Insurance Company of Germantown, until a few months ago. He was born on Christmas Day, December 25, 1830. His youth he was apprenticed to a ship-builder and he worked at that trade for seven years. In 1850 he began business as a yarn manufacturer at Wister street and the Reading Railway, continuing the business until 1894, when his sons succeeded him. In 1907 he and his wife celebrated their golden wedding anniversary, his wife dying some years later. He is survived by one son and one daughter.

W. D. J. Frisimuth

W. D. J. Frisimuth, widely known in the tobacco trade as one of the founders of the Frisimuth Tobacco Company, died on Sunday at his home, 2945 Spruce street, aged eighty-four years. He was a native of this city and long active in charity work and the Presbyterian church, but retired from business a number of years ago. His widow survives him. The funeral will be held Wednesday afternoon.

Mrs. Sarah Claster

Harrisburg, Pa., Dec. 27.—Mrs. Sarah Claster, prominent in benevolence and a resident of this city for thirty-seven years, is dead here. Threescore Isaac Claster, of Williamsport, here, in addition to fourteen grandchildren and seven great-grandchildren.

D. W. Plant

Audubon, N. J., Dec. 27.—Although apparently enjoying the holidays to its fullest extent, D. W. Plant, eighty-two years old, was stricken yesterday with an attack of heart trouble. His residence, 130 Lafayette road, and died before a physician arrived. Mr. Plant was formerly president of the old Camden Republican Club, which had its headquarters in 312 Cooper street, Camden. He was formerly a salesman for the Denison Manufacturing Company, of Philadelphia.

Colonel James Franklin

Los Angeles, Dec. 27.—Lieutenant Colonel James Franklin, ninety years old, Civil War veteran and an officer in the Confederate Army, died at his home here yesterday.

W. H. Grace Funeral Held

Funeral services for William H. Grace, 18 West Sharpshoot street, were held at 1:30 this afternoon at his late home. He was ninety-two years old. Mr. Grace was born on old St. John street above Brown. He was the last of seven children, all boys, of John Watson and Catherine Coffee Grace, of this city. Several of his brothers also lived to an advanced age.

"SHE'S GOT A GOOD LINE," BUT HONEST NOW, WHAT'S IT MEAN?

Of Course, Dad Would Think Youth Was Speaking of Physical Charms—After All, Is Anything More to the Point Than Today's Vernacular?

Line—That which has length, but not breadth or thickness; a boundary, demarcation, limit.

The above definition, culled from a standard dictionary, explains, and yet does not explain, for the more recent meaning of the word, as it is now popularly recognized, sprang into being long after the compiler of the tome in question had been gathered to his fathers.

The definition holds in two respects, however. The modern "line" has length, if little substance. And it is indubitably the limit.

Were George Ade or some other scholar in slang to define the word "line" in the yet-to-be-published slang dictionary (loose leaf), the result would be something like this:

Line—The individual expression of personality, peculiar to the one who shoots it. The draught resulting from leaving the mouth open. A personal substitute for the mother tongue. Every man his own dictionary.

Youth Cannot Be Suppressed Every division of society has its "line," but it is a notable fact that it finds favor chiefly with the young of the species. As the years bring conservatism to the grown-ups they begin to look with disfavor upon the lingual innovations of youth. But youth can not be suppressed; it claps its "line" to its bosom, snaps its fingers at Noah Webster, and continues in its path of slang and verbal depravity.

"Ho, hum, friend," says the debauchee, covering a yawn with a pink feather fan, "if something doesn't happen pretty soon to pep me up I'll be pulling a shut-eye."

By which, as you may or may not know, she intends to convey that she feels weary and prone to sleep.

Later in the evening perhaps, she

pauses in the midst of the Chicago (which is the latest dance step) and remarks in anguish: "Sweet mother of Grief! The Ground Grippers are pinching the pins."

This, gentle reader, means that her imported French slippers have been selected with an eye more to effect than to comfort.

It is the next wait; the dreamy strains of the "Beautiful Blue Danube" float out into the air.

"Oh, what a Sob!" she comments, and retires forthwith to a secluded corner until old King Jazz shall once more resume his throne.

And at last, when the super-syncope again breaks forth in the dainty ball-room, she jumps to her feet and says: "Come on, Eddie, let's turn off a few twirls."

600 Words—But All Good And so it goes. What though the pedant complains that she has only 600 words in her vocabulary? They are at least her own words, invented by herself, and used with rich effect.

What can recognized verbiage offer to compare with the original point with the succinct "Thirty days," with which she disposes of all matters of which she disapproves?

And what more adequate description of boredom than "Growing a Beard?"

Such in English "as she is spoke" among the young people today; it is the stuff whereof "Lines" are made. It represents the ne plus ultra, the latest thing in devised speech, the dernier mot in slang.

If history is any criterion, many of these trick phrases will be numbered among the legitimate English expressions of the future. The slow building up of tongues has been along just such courses in the past, and will presumably so continue in the future.

But by that time, of course, there will be an entirely new slang.

Issue on Submarine Waits New Debate

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It would be the 5 per cent effective rate. The British, it is understood, have expressed a willingness to grant an effective 7 1/2 per cent, and while the American group was understood as having favored a somewhat higher rate than at present, it was believed the Japanese proposal would be accepted.

The committee has before it a Chinese proposal to restore to China tariff autonomy in stages, the first to be an increase in the period to be decided upon, and the question was referred to the subcommittee to work out details.

Pending action by the French Cabinet at its meeting today the French delegates here remained confident that their refusal to accept the new American submarine figures would be upheld by their government. The Japanese, too, expected Tokyo to insist that the American plan was unacceptable. There was no meeting today of the Conference Naval Committee and activities of the conference were confined to informal consultation.

While there has been virtually a definite decision on the part of the conference to lay aside for this time the formulation of a code of rules of warfare and of control of new agencies of war, many delegates are said to feel that the conference must record itself in some fashion on all of the items in its agenda.

Hence it is now suggested in some quarters that one or more resolutions be adopted providing for the continuation of the study of these subjects by special commissions of experts representative of all the nationalities present in the conference, under instructions to report the results of their studies to the conference at a date yet to be determined, or perhaps to another conference to be called a year or two hence.

With regard to the agenda items relating to "standardized munitions" and "electrical communications in the Pacific" the suggestion was made that it will be unnecessary for the conference to take up the most formal action on these topics as they are virtually disposed of in the negotiations just concluded between America and Japan over the island of Yap.

LONDON PRESS HITS CLAIMS OF FRANCE

London, Dec. 27.—(By A. P.)—France's claims for a large fleet of submarines, made before the Washington Conference, are again attacked by the London newspapers, which refer to the "unrealistic" claims of the London press.

"Doubling any claims of naval tonnage seems on the face of it a strange proposition at a conference assembled to make an armistice agreement," declares the Daily Chronicle. "We cannot pretend to fathom the French motive for such an aggressive attitude."

Impatience with the French demand is expressed by other liberal newspapers, the Westminster Gazette characterizing it as extravagant. The Gazette adds:

"It emphasizes the all-important difference between the spirit and letter of the American proposals for naval limitation."

Arthur J. Balfour, head of the British delegation in Washington, is given warm praise by several of the newspapers, and America's offer for a reduction in her own and British submarine tonnage is extolled as the best thing to be done, which Great Britain desired.

Fulling acceptance of the British proposal to limit the American fleet, says the Daily News, which finds it impossible to see how a big building program can be upheld in the face of Anglo-American pressure.

The Morning Post uses the caption: "Balfour's Great Triumph, America's Faith in Submarine Shaken," and the Times and some other newspapers refer to Mr. Balfour's "moral victory."

The Westminster Gazette, admitting that Great Britain will not easily come to terms with France, says:

"Evidently we shall come to terms sooner or later with America on this question, for we have the same ultimate aim."

ACCUSED IN THEATRE FIRE

Owners and City Official Blamed for New Haven Tragedy

New Haven, Conn., Dec. 27.—Joseph E. Austin, City Building Inspector, Lawrence E. Carroll, manager of the Riato Theatre, and Alfred S. Black, president of the Connecticut Theatres Corporation, owner of the theatre, are held criminally for the deaths of nine persons in the Riato Theatre fire of November 27.

The coroner says that the direct cause of the fire was the burning of incense to give "atmosphere" to a motion picture. He finds the place lacked an automatic sprinkler, water curtain, automatic extinguisher, hose connections, fireproof scenery and woodwork.



Map showing the thirteen leading districts, each of which is a logical unit for intensive sales and advertising effort.

CROSS EXAMINATION of a Manufacturer

Q. What proportion is your output of the total in your industry?

A. About 5%—50,000 units out of a total of a million.

Q. Where do you sell your goods?

A. In every state in the union. I have national distribution.

Q. Is it as easy to sell in any one part of the country as in any other?

A. No. In some places competition is exceptionally severe. In others, the cost of traveling salesmen is high and freight rates are a big handicap.

Q. Does every sale bring you the same net profit?

A. Naturally not, under the circumstances noted in answer to your previous question.

Q. How does the Central West rank in net profit from sales?

A. Very high!

Q. Do you make a special effort to get that high-profit business?

A. Yes, indeed! I travel more salesmen in this territory—cover it intensively.

Q. What proportion of the business in Illinois, Indiana, Iowa, Michigan and Wisconsin do you get?

A. About 10%—20,000 units out of a total consumption of about 200,000.

Q. Those 20,000 units sold in the Chicago Territory probably yield as much net profit for you as the other 30,000 which you sell throughout the country?

A. More.

Q. Since your entire production is only 25% of the consumption of the Chicago Territory, why don't you

concentrate in this market and sell the entire 50,000 units where they will make you the most money?

A. I am concentrating now.

Q. How do you advertise?

A. In national publications.

Q. Do you realize that if you concentrated your entire appropriation in the Chicago Territory you would have five times as much pressure there as you have had in the past?

A. I suppose so.

Q. Do you know that in addition to having five times as many dollars, each dollar will buy 4 to 5 times as much space in newspapers as it will in magazines?

A. Well, I never thought much about it.

Q. If you used newspapers in the Chicago Territory, do you realize that in addition to more money for your best market, and more space for your money, you would be able to co-ordinate your advertising with your sales work and thereby multiply the efficiency of both?

A. It sounds good.

Q. Do you know that The Chicago Tribune has more circulation in the Chicago Territory alone than most of the magazines you use have in the entire United States—a circulation reaching one-fifth of the families in its territory?

A. So I understand.

Q. Do you know that The Chicago Tribune has spent hundreds of thousands of dollars working out methods for the systematic co-ordination of sales and advertising?

A. I would like to get right down to cases on this! What shall I do?

Has your skin a clean healthy outdoor look? Or is it blotchy and repellent? Resinol Soap and Ointment are natural aids to skin health and they do build attractive complexions. RESINOL Soothing and Healing

Write for The Tribune's 1921 BOOK OF FACTS—80 pages of valuable data on markets and merchandising. OR Ask that a Tribune man be sent to discuss your merchandising problems and to submit a report thereon containing full analysis and recommendations. The Chicago Tribune THE WORLD'S GREATEST NEWSPAPER Eastern Advertising Office—512 Fifth Avenue, New York