

IS USE OF PAINT AND POWDER BY GIRLS A DISHONEST DEVICE? EVANGELINE BOOTH SAYS IT IS

"Cheaters," She Calls Girls Using Artificial Beautifiers—Opens Up a New Discussion of Good Taste and Morals—Letters on the Subject Are Invited From Women and Men.

Marguerite Mooers Marshall, How far ought a woman to go in making herself look pretty?

Is it dishonest for her to use paint and powder? The Evening World would like to print the answers of its readers to these questions.

The rouge-pot, the lip-stick, even the harmless, necessary powder puff, have no excuse for being, in the eyes of Miss Booth.

"A woman has no right to fool the world," she maintains. "The woman with blushing cheeks, indigo eyes and curly hair is a cheat."

"Man wants women as nature intended they should be. The enormous sale of cosmetics in the United States is a disgrace to the country."

Miss Booth believes, finally, that many divorces are caused by the fact that women have attempted to deceive their husbands regarding their appearance.

NOW WHAT DOES MODERN GIRL THINK ABOUT IT? What are the ideas of the modern girl on the use of paint and powder, and other first aids to beauty?

What do her young men friends think about it? Do they resent being "cheated" by artificial beautifiers? ARE they cheated? (The pretty stenographer who sits near me observes, scornfully: "As if men didn't know we use powder and rouge!")

Does the modern young man want the modern girl to look exactly the way nature made her? I should like to have both girls and young men write me their views on these questions.

It is ten years since the paint-and-powder question first definitely entered the lives of large numbers of "nice" young women. In 1912 Evening World readers called attention to the then new and widespread popularity of cosmetics, and both young men and young women displayed intense interest in reading and contributing to the discussion of the subject in the columns of this paper.

The conclusions, at that time, may be summarized as follows: Young men said they didn't think nice girls ought to use paint and powder. Girls said that unless they utilized these first aids to beauty young men would seek the company of other girls who did employ makeup.

There really doesn't seem to me much "dishonesty" in the modern girl's use of makeup. Some people might say she was shamelessly frank! Miss Booth declares she has no right to "fool the world." Does she fool any appreciable portion of it?

HORRORS! WHAT IF THIS SHOULD COME ABOUT? The head of the Salvation Army also asserts that man wants women as nature intended they should be.

We read of the frightful sufferings and facial distortions practiced by the daughters of savage tribes; of the mutilations of the cartilage of ear and nose so that shells, glittering strips of tin, brass rings and other primitive jewelry may be worn.

Aristocratic Chinese girls had their feet bound from babyhood so that a crippled "golden lilies" they might conform to the artificial ideal of beauty. The Chinese bridegroom may have wanted "woman as nature intended she should be," but he didn't get her!

dropped of rouge, may be used to-day than ever before. But consider the "dishonest devices" women have employed for making themselves beautiful (at least, in their own opinion) during the comparatively recent past!

Is that the right answer? Is it the answer of the girl of to-day? Is it the answer of the modern young man? And what about this matter of make-up?

Write and tell me what you think.

MILLER PROPOSES SUPERVISION OVER THEATRE BUILDING

Governor Acts, Following the Washington Disaster, for Better Protection.

ALBANY, Feb. 1.—A bill will be pushed through both houses on the recommendation of Gov. Miller to insure better protection for the theatre-going public and insure effective supervision over all kinds of theatres, it was learned to-day.

The Governor has been looking into the situation following the Washington disaster and said to-day he had consulted with Industrial Commissioner Henry D. Sayre. He had been surprised to find that only 23 cities in the State have building codes.

Later in the day Assemblyman Louis Currier introduced a bill which would provide for a quarterly inspection of all theatre buildings in the State by the Industrial Commissioner. Theatre owners would have to obtain licenses at a cost of \$25 and pay an additional \$10 every three months thereafter.

The Governor said in response to a question as to whether Commissioner Sayre deemed the matter a serious one, that no one knows how serious a situation may exist.

"Many of these theatres, I imagine," he said, "have been put up in mushroom fashion and without much supervision. There cannot be much, if any, supervision where there are no building requirements to live up to."

"I think there ought to be some approval by public authorities of plans for buildings, such buildings particularly. Merely licensing the buildings wouldn't do it. There should be some method so that at least certain minimum standards would be set."

"Would this proposed legislation make the Industrial Commissioner responsible in any way for supervision?" the Governor was asked.

"Well, we are simply working on the plan. I cannot say in advance. So far as a State body is concerned, the Industrial Commission is as suitable as any other agency, because it already has a staff of inspectors who inspect mercantile and factory buildings."

BABY SCALDED TO DEATH BY HOT WATER IN TUB

Member of Family Had Drains Bath for Use Later. Three-year-old Nettie Rubin, No. 1079 Kelly Street, the Bronx, died this morning from burns she received last evening when she fell into a bathtub of hot water.

The apartment house is one of those where hot water is not provided after 8 o'clock at night, and the practice of tenants who wait late baths is to draw a tubful very hot while it is available. Soon after the tubful had been drawn last night the little girl fell in.

OLD FRANCHISES REVIVED TO GRIDIRON ENTIRE CITY WITH STREET BUS LINES

(Continued From First Page)

nected with the Creole Development Company and in the other companies. Preston McGowan, former American Minister to Venezuela, is President of the Creole Development Company.

The promoters have already bought 900 acres on the Hackensack River. They will build there tanks for oil storage, refineries and warehouses. They have an option on a large plot of land at Edgewater, near the prospective Jersey terminal of the Hudson River Bridge.

Powerful opposition was encountered by the General Carriage Company. Tammany Hall and the street railway magnates were a strong working combination. These magnates had not finished with their process of looting the street railways, and they wanted no idea to permeate the public that they foresaw that street railways were becoming obsolete.

The public was not yet receptive to the street railway idea. It still thought the street railway the only means of surface transportation and the subway to use for underground travel. The General Carriage Company could not get itself properly financed and was forced into the hands of a receiver.

By this time the Manhattan Transit Company owned much more than the franchise of the General Carriage Company. It has acquired the entire capital stock of the Longacre Electric Light and Power Company and 51 per cent of the stock of the New York and Brooklyn Railroad.

COMPANIES DOVETAILING IN SCHEME ACQUIRED. The Longacre Electric Light and Power Company was an outgrowth of the American Electric Manufacturing Company, which obtained the franchise on May 31, 1887.

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BRITISH NOBLEMAN GOT OUT DIRECTORS, THEN GOT OUT. A new promoter came in, early in 1902. He was Joseph H. Hoadley, who had been engaged in floating the International Power Company.

In April, 1899, the Legislature passed an act giving this company a franchise. Theodore Roosevelt, as Governor, signed the act.

This franchise was remarkable. It gave the company power to purchase, construct and operate a system of tracks, coaches or vehicles drawn or propelled by horse or other power, through any public road, street or highway in any city of the first class in New York State.

The franchise further allowed the company to establish a time and a zone system, charging certain specified sums for each mile or portion of a mile, or for each hour or part of an hour.

PERPETUAL FRANCHISE WITHOUT RESTRICTIONS. It was a remarkable franchise in time by which operation should begin. It contained no provision that the franchise should be forfeited or lapse or revert after a certain time.

There was not a word compelling operators of the franchise to pay any part of their profits to city treasuries. The only requirement called for in the franchise was a nominal provision that the company should pay a license fee to the city in which it operated equal to the ordinary licensing fee for hacks and coaches.

Heretofore up to \$45.00 \$26.50

Heretofore up to \$60.00 \$37.50

Heretofore up to \$100.00 \$67.50

Make Your Windows Sell More Goods

A LARGE part of your total rent is for your show windows. They are high-priced salesmen. Do you give them a chance to do their best? Are they properly lighted? Holophane reflectors will make your windows more profitable, because they make the display more attractive by throwing all the light on the goods and keeping it out of the eyes of the observer.

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to the Manhattan Transit Company its franchise rights and an assortment of 150 vehicles of various kinds, mostly electric. A certificate of merger was filed with the Secretary of State.

Thinking that the success of the London buses could be duplicated in New York a number of British noblemen became directors in the Manhattan Transit Company. Lord Kintore, equerry to the King of England, was one. Lord Grosvenor, executor under Cecil Rhodes's will, was another.

But the British peers and capitalists did not stay long in the company. After a disagreement with the promoters they resigned in September, 1902. Hoadley was elected President of the Manhattan Transit Company.

Big Tammany influences now came in. Hoadley had close relations with Tammany leaders and financiers. It was in 1902 that Hoadley engineered a pool in International Power stock, running its price from 20 to nearly 200.

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block of stock for negotiating the sale. The New York and Brooklyn Railroad Company was incorporated on April 30, 1901, to build an underground cable or other power railroad from a point in lower New York to a point near Fulton Street, Brooklyn.

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for the general operation of motor buses in cities here," he replied. "People were accustomed to old methods of travel. They are now educated up to the value and convenience of buses. There are no longer any big traction interests to oppose and frustrate us. The express and electric light monopolies also fought us. The investing public has now begun to look with favor on motor bus operating companies. A further fact that makes the time right for bus operation is the general prevalence of asphalted streets and good roads."

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query as to whether the General Carriage Company, later identified the Manhattan Transit Company, a valid franchise, replied that "it does not appear that the General Carriage Company has ever commenced or tried on any operation in this or other city of the State." Mentions stock of a company trying to operate a franchise in the city of Manhattan Transit Company, that in this statement the perpetuity of the franchise is boasted of, but no information is given in the circular, Mr. Nichols adds, as to how the Manhattan Transit Company acquired the right of the General Carriage Company.

BUS FRANCHISES LONG SINCE DEAD, M'COLLUM AVERS

Estimate Board Records Show That City in 1913 So Regarded Them.

"The bus franchise of the Manhattan Transit Company and the tunnel franchise of the New York and Brooklyn Railroad Company are dead, according to the legal opinions and other records of this office," said John A. McCollum, engineer at the head of the Bureau of Franchise of the Board of Estimate.

On June 6, 1913, Harry P. Nichols, then head of the Franchise Bureau, in reply to the Board of Estimate's

Mr. Nichols next quoted from Section 36 of the General Corporation Laws of this State, which provide that if a corporation, except a railroad or a few other types, doesn't engage in business within two years its corporate powers shall cease. Mr. Nichols concluded that this law applied to the law which created the General Carriage Company's franchise. Therefore, he declared, the company ceased to exist and could not have been absorbed by the Manhattan Transit Company.

SECRETARY DAVIS ILL IN SANITARIUM. BATTLE CREEK, Mich., Feb. 1.—Secretary of Labor Davis is a patient at a local sanitarium. He arrived yesterday from Washington suffering from what is described as nearly a physical breakdown.

Final Clearance of Up-To-\$100 O'COATS Among Them Many Smart Kuppenheimers of Imported Fabrics Compare These Finely-Tailored, All-Wool Garments. With Any Overcoats. Anywhere! Regular \$100, \$90, \$75, \$65 Models... If You don't say They're the Greatest All-Value Style Leaders You've Ever Seen in this Town, We'll Abide by Your Judgment!... Storm Coats. Big, Warm Ulsters. Motor Coats. Every Much-Wanted Pattern. Every Shade. Beautiful Fabrics... \$37.50 Sale Starts Tomorrow Morning at 8:30! Our 34th Year in Business Brill Brothers Three Convenient Stores 279 Broadway, near Chambers Broadway, at 49th Street 47 Cortlandt Street NOW ON SALE 1922 WORLD ALMANAC 35c COMPLETE IN EVERY DETAIL Sold Everywhere BY MAIL 50c ADDRESS NEW YORK WORLD, NEW YORK CITY