plan original at Amherst College, but this President Goodell denied to-day.

Frank E. Paige, of Amherst, has been elected the treasurer of the Hatch Experiment Station, to fill the vacancy caused by the resignation of Dr. Lynde. Mr. Paige now holds the office of treasurer of the college and of the State Experiment Station as well.

The Arion quartet of the college will sing at College Hall Wednesday evening.

Work on the D. G. K. society house will be begun immediately, and the house is hoped to be ready for opening at the coming commencement.

AMONG COLUMBIA'S ATHLETES.

COLLEGE BOYS HARD AT WORK TO WIN INTER-COLLEGIATE PRIZES.

Perhaps never in the history of the college has there been more interest shown in Columbia's athletic teams than this year. This is largely due to the amalgamation of the four leading athletic organizations—the boat club, the athletic association, the baseball association and the football association. The tennis association and the college cricket club will be the next to fall into line. The amalgamated body, or "Athletic Union," as it is called, is governed by an advisory committee composed of graduates as well as representative undergraduates.

The candidates for the 'Varsity crew are working hard. They are ten in number, as Norrie, who was considered a sure stroke, has been obliged to stop rowing on account of the weakness of the left valve of his heart. Mellen has been put in stroke, on account of his excellent form, but his short stature is against him. Metcalfe, Robertson, the captain, and Erskine are sure of seats. Andrews, Wotherspoon, Cairns, Beekman, Smith and Chrystie are all men who have rowed before, though not in a 'Varsity boat.

It is possible that a freshman named Prince will be put in the 'Varsity boat this year. He is a powerfully built fellow, and has already anchored his class tug-of-war team to victory.

The average weight of the crew is 158 pounds, a little below that of last year. The average chest measure is 39 3-4 inches. One of the crew's weakest points is the short stature of most of the men. As the Columbia stroke requires a long, sweeping reach, this is an important consideration. Last year there was only one man under 5 feet 9 inches, while now three of the men are only 5 feet 8 inches high.

The Photographic Society will give its annual exhibit at the college on Thursday and Friday. The Committee of Arrangements is H. R. Taylor, '91; John S. Hoyt, '90, and George S. Nicholas, jr., '92. The officers of the society, recently elected, are J. T. Davies, jr., '91, president; Dwight W. Taylor, '91, secretary; H. R. Taylor, '91, treasurer.

The college tug-of-war team is in good condition, and will reflect credit on the college this year. Miller, '91, will anchor it this year. He was the anchor of his victorious class team, and weighs 161 pounds. Robinson, '90, the captain, is an old man, and has already made a record for himself. He weighs 150 pounds. Hewlett, '90, will pull next. He has never pulled before, but has pulled a strong oar on the river, and was the strong half-back for the 'Varsity football team this year. He weighs 152 pounds. Douglas, '90, is the fourth man. He pulled last year and this year on his class team, and is noted for "grit." He weighs 146 pounds.

Professor H. T. Peck will deliver a lecture on "Realism in Several Literatures" before the Columbia College Chapter of the Phi Beta Kappa Society at the college on Friday.

The annual joint debate between the three literary societies of Columbia is the subject of much discussion at the college. President Low, Professor Burgess and Joseph H. Choate will be the judges, and the debate will be held at the college on April 25. The subject is "Resolved, That the Negro Should Be Disfranchised." The affirmative will be sustained by Charles H. Hayes, '90, of the Barnard Literary Association; H. M. Powell, '90, of the Peithologian Society, and Henry A. Gildersleeve, jr., '90, of the Philolexian Society. The negative will be supported by James W. Gerard, jr., '90, of the Philolexian; W. J. Warburton, '90, of the Barnard, and Charles Hood, '91, of the Philolexian. Hammond Odell, '89, of the Barnard, will preside. The contest is for first and second honorable mentions. Last year the Barnard won both honors. The rivalry this year is keen, and the debate will be worth hearing. All of the speakers are new to this contest except Mr. Gildersleeve. Mr. Odell, who will preside, won the first honor for the Barnard last year.

TENNIS AT FORDHAM.

Two tennis courts have now been completed and they promise to give entire satisfaction. At a recent meeting of the Lawn Tennis Association, the following officers were elected: President, R. A. Johnson; vice-president, C. J. Straut; treasurer, I. B. Brennan; recording secretary, J. B. Boylan, and corresponding secretary, Louis J. Gillon. The association has increased the membership limit and will, if necessary, lay out another court. The following members will guard the honors of the association during the coming season: I. B. Brennan, '90, W. S. Wright, '90, R. A. Johnson, '91, and Alan G. Burrow, '93. Mr. Livingston, '90, has been elected captain of the intercollegiate team, which is composed of the following men: C. J. Straut, '90; R. A. Johnson, '91; I. B. Brennan, '90; Francis Keating, '93; John H. Slevin, '90; Louis J. Gillon, '92; G. C. Plankett, '90; R. Carmody, '91, and J. Birmingham.

The New-York Brotherhood Baseball Team played a game on the Fordham grounds last Thursday, and the Fordhams played them a return game the following Saturday.

HONORING COMMODORE HUGHES.

The friends of Commodore W. H. T. Hughes, of the Ward Line of Steamers, gave him a dinner on Saturday night at the Union League Club. The title which he now bears was conferred upon him on board the Arizona, at sea, on Washington's Birthday. To commemorate it, the friends who honored him last evening presented to him a valuable and handsome gold badge. Tiffany had been at work upon it for several weeks. The design is of a dolphin and an anchor, partly hidden by three shields, the centre one of blue enamel with the white star of the Commodore's office in the centre, and the letters W. H. T. H. formed by the intertwining of a golden rope about the star. The whole forms a pendant which is fastened by a white ribbon to a gold bar of raised work.

Charles Watrous, who presided, made a graceful speech of presentation to which the Commodore feelingly responded. Other speakers were General Porter, W. P. Clyde of the Clyde Line of steamers; Henry W. Cannon, L. C. Ledyard and F. B. Thurber. Those who did honor to the guest of the evening were Cornelius N. Bliss, George W. Lyon, Marvelle W. Cooper, Fred. T. Brown, Richard Butler, George Mosle, Charles Watrous, Thomas Stokes, Lewis A. Hall, F. B. Thurber, Thomas B. Clark, Henry W. Cannon, General Horace, W. P. Clyde, William Rowland, E. S. Sturgis, H. P. Booth, R. W. Parsons, George E. Weed, H. A. Racker, Lewis C. Ledyard, John Scott, and A. W. Kingman.

MOVING-DAY FOR THE FIFTH ARTILLERY.

Orders have been received from the Secretary of War that the 5th Regiment of Artillery, the departure of which for the Pacific Coast was exclusively announced in The Tribune three weeks ago, shall leave this city for San Francisco on May 8. The present headquarters of the regiment is at Fort Hamilton. The regiment has been on this station since 1881, and not only has it participated in all the Decoration Day parades and other ceremonies, like those of Evacuation Day, and the centennial celebration of Washington's inauguration, but it formed the special escort at the funeral of General Grant, and was the guard of honor at the tomb at Riverside Park for several weeks. It was also the escort at the funeral of General Hancock. Battery F, now at Fort Hamilton, Battery B, at Fort Wadsworth, Battery C, at Governor's Island, Battery D, at Fort Douglass, Utah, and batteries K and M, at Fort Schuyler, are to be assigned to duty at the Presidio, San Francisco; Battery A, at Governor's Island, and Battery I, at Fort Hamilton, will go to Alcatraz Island, in the harbor of San Francisco; Battery H, at Fort Hamilton, will go to Fort Mason, and Battery E, at Fort Hamilton, and Battery L, at Governor's Island, will go to Fort Canby, Washington.

MILD EXPOSTULATION.

From The Detroit Tribune.

"I remember an incident that happened in the Bowery," said a theatrical gentleman. "The head of the gang of supers was a regular tough and athlete who had been bothering the manager for some time with his requests to be given a line to speak. The manager did not wish to offend him because he was a small power in a way, so he finally promised to give him a few lines to speak on the night of his own benefit. The night approached and Jimmy, as he was called, had not been given his part, and so he went to the manager.

"'Say,' he said, 'how is dis? Where's de lines you promised me? I ain't goin' on to-morrow night to carry a spear or to do anything of dat kind. Gimme de lines.'

"'My dear sir,' said the manager, 'it will be entirely unnecessary to have your part written out. I will tell you what to do and you can do it.'

"'Well, go on.'

"'You are to be one of a group of men discovered drinking in a saloon. The bartender approaches and you call for the beer. Do it natural like. You know how. Then he gives you the change. You look at it and see that it is not right and you mildly expostulate.'

"'All right,' said Jimmy. 'Dat ain't a bad part.'

"The night of the benefit arrived. Jimmy and his companions were discovered playing cards at a table.

"'Four beers,' said Jimmy in a most natural tone of voice.

"The glasses were placed on the table.

"'Take it out of dis,' said Jimmy, throwing a piece of money on the table.

"The man took the money and then returned the change.

"'Dis ain't right,' said Jimmy, looking at the change.

"'Didn't you give me a quarter?'

"'Naw, a half dollar.'

"'You can't play that game here, my friend.'

"'What! Didn't I give you half a dollar?'

"'No.'

"'Don't I get no more change than dis?'

"'No.'

"Biff—bang! Jimmy's arm went out and the man was knocked clear into the first entrance and it was some time before he recovered consciousness.

"'Good Heavens, what have you done?' said the manager as Jimmy strolled off.

"'Well, didn't you tell me to expostulate?' said Jimmy."

GEO. P. ROWELL & CO.

AN ENTERPRISING AGENCY.

From The Journalist.

Twenty-five years ago this very week, in a back office—rent, $150 a year—up two flights of stairs, over a liquor store, in Congress-st., Boston, the firm of George P. Rowell & Co., advertising agents, began business.

Mr. Rowell had served a seven years' apprenticeship in the counting-room of "The Boston Post," and then at the age of twenty-six, having accumulated a net indebtedness, over all asses, of $2,000, threw up his situation and a salary of $18 a week to enter upon a business of which he had little knowledge and no experience. His partner, Mr. Horace Dodd, had not even the advantage of a newspaper office training. To him, solid, leaded, display, electrotype, agate and nonpareil were unknown terms. Such a thing as a list of newspapers published in the United States was not then accessible to the public. A few experienced advertisers, some of whom spent as much as $10,000 a year, had jealously guarded catalogues which had been compiled with care and S. R. Niles, S. M. Pettengill & Co., Evans & Lincoln, Joy, Coe & Co., and Cook, Coburn & Mack had lists more or less complete at the agencies conducted by them in Boston, New-York, Philadelphia and Chicago. Such a list of newspapers was at that time one of the most valuable assets of an advertising agency. It was claimed that an advertiser then must go to one of the agencies, since he could not in any other way find out what papers were published. Shortly after putting out the sign and issuing with much care and hesitation a circular, which involved an outlay of $6, the new firm received an application from Scranton & Burr, subscription book publishers at Hartford, for information about the cost of advertising in New-Brunswick and Nova Scotia. Neither Rowell or Dodd knew so much as the name of a single paper in either of the two Provinces; but not being pressed with business they had time to seek the needed information. Visits were paid to the Boston newspaper offices for lists of their exchanges from these regions. Boston at that time abounded in printers from the Provinces, "bluenoses" they were called. Where did you come from? What paper did your father take? Do you remember any other paper? Was it printed daily or weekly? In twenty-four hours a list had been prepared and a price given. Nothing is such a stumbling-block to a new advertising agent as a card of rates, and this embarrassment these embryo agents escaped. The order was received and was sent out. Back it came from many. Some paper were dead. Some had changed names, consolidated or changed from a weekly to a daily, or vice versa. Others were so unnewspaperlike as to want payment before doing work for unknown parties; finally, however, the application for agents to sell the "History of Methodism," or was it "Beyond the Mississippi," had been inserted in a good many papes, and by taking care to charge the advertiser enough and not to offer to pay the publisher too much, there was a handsome profit; provided Messrs. Scranton & Burr should fail to notice that the list of papers named on the bill bore scarcely so much relation to the list named in the estimate as the class of a missionary Sunday-school in July does to the sme school catalogue made up the preceding Christmas time. The bill was made out with doubt and misgiving. Rowell and Dodd went together to the postoffice to mail the all-important document. And then they waited! Fortunately, the book was a success; the publishers made money, and by return mail came a check in full payment for the bill, and for many years Scranton & Burr, who had separated and afterward conducted different houses, were among the most constant and valued patrons of this youngest advertising agency.

It was a practice in the office, whenever the name of a newspaper was noticed in an exchange, as in cases where credit was given for an article or item, to note the name it a book for future reference. Finally, a list of newspapers for a single state was compiled and printed, and sent to all the papers named upon it, and each publisher was asked to return it with corrections. In this way, as time went on, the firm finally became possessed of the names of about 3,000 papers in the United States and Canada.

When the business was inaugurated a novel scheme was conceived and worked out. The plan was to bargain with a hundred papers in New-England, another hundred in New-York, and so on for other sections, for a column of space to be used by the year, and peddled out to advertisers who should pay a hundred dollars for an inch to be inserted in the whole lot for a month. The alliteration, a hundred dollars for a hundred papers, had a certain charm; and as the average charge of the papers for inserting an inch a month was about $2.50 each, the price seemed low enough. There was the additional advantage that what was paid for a hundred cost only about $65, so that if sometimes only half the space could be sold there was still a medium of profit. So well did this plan work, that while established agents were unable to compete with the new scheme, the first year's transactions of the new agency showed a net profit, after all expenses were paid, of $10,000, on a gross business of $27,000.

It was soon noticed that the headquarters of advertising was New-York. Mr. Rowell could canvass Boston for a week and most of the people whom he saw would ask him to come again, while he would go to New-York for two days and bring back a hat full of orders. It was but natural, therefore, that he should turn his thoughts to New-York. He engaged an office in "The New-York Times" building in April, 1867. In that year Mr. Charles N. Kent became, and has ever since been, associated with him in business. Mr. Dodd remained in Boston and still conducts a successful agency there. In 1869 the American Newspaper Directory was issued, and then for the first time everybody had access to a complete list of newspapers. The number of newspapers in that first edition was about 5,000. In 1890 it had increased to 17,700. In the preface of the first edition of the Directory there appeared this paragraph:

"A genteman of our acquaintance, shortly after the close of the late war, secured a list of papers in the Southern states, compiled with considerable accuracy, and this was regarded as of so much value by advertisers that single copies were without difficulty sold for the sum of $150."

The American Newspaper Directory has opened a means of communication between advertisers and publishers such as did not before exist, and has resulted in securing for papers of all classes a very considerable increase of advertising patronage over what they would otherwise have obtained. True, its circulation ratings are sometimes censured, but as years go by, the book becomes more and more a recognized authority, and its publishers find that each year the complaints grow less, chiefly because publishers of newspapers begin to recognize the value and importance to themselves of the work, and now take pains to send in their reports of circulation, and thus secure a rating which is both satisfactory and reliable.

In 1870 Rowell & Co. bought out the business of John Hoope, the pioneer advertising agent in New-York. Mr. Rowell was original in his methods, and never hesitated to try anything in an advertising agency. He invented he plans of conducting the business, and these were conceived with such good judgment that the methods which have prevailed in his office have been gradually adopted by all the successful agencies of the country. It used to be the custom to make a written contract with every advertiser, naming the papers and the price. It was desirable to charge the advertiser as much as possible and pay the paper as little. Publishers soon perceived that the agent had bound himself by a contract and that to obtain a big price all that was necessary was to demand it and stick to it. Instances were not uncommon that a local paper with 800 weekly issue would be paid 10 cents a line for a twenty-line reading notice to be inserted a year (one hundred and four dollars), while another paper, a better one in the next town, would willingly do the work for less than a quarter of the amount. Observing this dangerous tendency, Rowell & Co. adopted the rule of never contracting to sell what had not been bought. This resulted in material advantage to the advertiser, and although it reduced the profits of the agent it made the business safer—eliminated from it the element of speculation. On one occasion, after buying out Hooper & Co., old Mr. Hooper brought in an application for prices from a Wall-st. house. It was made up for him in the usual way and amounted to a little more than $600. Mr. Hooper, as honest a man as ever lived, positively turned pale as he saw it. "Why," said he, "I have been repeating that order for substantially the same papers month after month, for two cars, at $2,000 a month and the firm owes me to-day nearly $30,000. If that estimate goes in, I shall never get my pay!"

Under such circumstances Mr. Hooper was allowed to make up his own estimate, and the order was forwarded at the old prices. Mr. Hooper finally collected all that was due him, and the Wall-st. house soon after failed.

In 1871 Rowell & Co. invested about $25,000 in making an exhibit of newspapers at the Philadelphia Centennia Exhibition. Eight men were kept there throughout the entire six months while the show was open. Every newspaper in the country was on file there, and the visitor from the most remote region could step in and see his home paper. All of these papers were contributed to the Exhibition by the publishers without charge. The number of newspapers then published in the United States was 8,129, now the number is more than twice as great.

"The London Times" said of this exhibition:

AMERICAN JOURNALISM.

(From Our Special Correspondent.)

Philadelphia, July 10.—I have frequently had occasion to notice the big way in which the Americans do things, and I do not know that it would be easy to find an apter illustration of it than that furnished by the "Centennial Newspaper Building," in the Exhibition grounds. Here you may see any one, or if you like, all of the "8,129 newspapers published regularly in the United States." In England a man thinks it cheap if he is given his choice of a few score of newspapers for a penny, and as our penny is here practically represented, as a rule, by a five cent, or even a ten cent piece (the smallest shoe-black, for instance, expects ten cents—five pence—for "shining" your boots), a man could scarcely grumble if asked, say a quarter-dollar, or one shilling, for the run of 8,000 papers. Need it be said that in the Centennial Building he can see them, one and all, for nothing? He is not only permitted as a favor to see them, but he is invited, nay, pressed, to confer the favor of entering the building and calling for what paper he likes. As he passes the entrance his eye is caught by some such kindly and courteous invitation as, "Come in and see a paper from your home." "Write your name on the register, give your card to the superintendent, and make yourself at home." The home into which he is thus cordially welcomed is, moreover, a very pleasant one. Without any pretensions to imposing architectural effect, it is simply elegant and neat. Its length is 67 feet, its width 16 feet, its height 33 feet. It is admirably lighted and ventilated by long rows of windows and a large lantern roof. Open on all sides, it catches every breath of air that ventures in this weather to stir out, and on one side the air is cooled by passing over the lake, on the border of which the building is pleasantly situated. It is, in fact, altogether about as cool and agreeable a place—quite apart from its literary attractions—as a visitor to the Exhibition could wish to be offered a chair in. He may at first wonder how, among 8,000 papers, among them such mighty sheets as "The New-York Herald," he is to get at the small local print of his home, thousands of miles away—it may be over the Rocky Mountains. But the management is so simple that, by consulting the catalogue, or even without the aid of the catalogue, anyone can at once find whatever paper he wants. They are pigeon-holed on shelves in the alphabetical order of their states or Territories and their towns, the names of which are clearly labeled on the shelves. Thus the newspaper of Abbeville, in Alabama, would be found on the first shelf, and those of Laramie City, in Wyoming, on the last. But anybody in difficulties has only to apply to one of the eight superintendents, who, all "pine-apples of politeness," are ready to execute his orders as if they bodily belonged to him. If he would like to take notes or write, he has, in two galleries which run around the upper part of the building, his choice of some thirty desks, with pen, ink and paper, all provided, of course, gratis; or, if he has ladies with him, or friends with whom he wants a perfectly private chat, there are at his disposal two or three private rooms comfortably fitted up. The visitor is, in fact, so spoiled that before he has been in the building five minutes he begins to feel himself injured if he cannot order, at the usual prices of the establishment, an iced "cocktail" and a bath.

It will, not, I hope, detract from the merits of this pleasant home and refuge for the worn and weary readers of newspapers to mention that it is an advertisement, since no attempt is made to disguise the fact.

The proprietors of the Centennial Newspaper Building are avowedly advertising agents, the largest, I believe in all America—Messrs. G. P. Rowell & Co., of New-York. Their enterprise will cost altogether about $20,000, or £4,000, including the building and the expenses of "running" it for six months. How much comes out of their pockets I cannot say, as they have been largely subsidized by some of the leading American papers. But they have the management of the enterprise and will naturally get the lion's share of the glory. It will certainly make their names known all over America, in corners which they may never have reached before. For the Americans are newspaper readers to a man—almost to a child—nor indeed, does one need to be an American to appreciate the opportunity of resting in a comfortable room in order to read the latest news from one's home.

I have seen quite young children in the building reading their papers as steadily and attentively as any of the adult voters around them.

In the same year, 1869, Mr. Rowell bought the building at No. 10 Spruce-st., where the offices of the firm have ever since been situated. It is ideal spiendously but centrally located within a hundred feet of "The Times" and Tribune counting rooms, and this is the only advertising agency in the country whose business offices can be entered without ascending one or more flights of stairs. Rowell & Co. is the only agency that advertises its own business in the newspapers to any considerable extent. They have probably numbered as customers more advertisers than all the other New-York agencies combined. There is hardly a publisher in America who has not received advertising orders from this house, and many of those who have been in business so long recall the fact that these advertising orders have been continuous and regular for the whole quarter of a century. Of late years Messrs. Rowell & Co., as is the natural tendency of men as they become older, have been very conservative in their business methods, rarely taking any large risks, and are always particular to meet their money obligations with a promptness which has secured for them a reputation in this respect that is of much value to their customers. For twenty years a conspicuous notice has been posted over the cashier's desk which reads: "Bills received before 12 o'clock must be examined and paid to-day." If at any time the bank account will not admit of further drafts the cashier covers up the notice with waste paper, so that, as Mr. Rowell says, "all the boys in the office may know that we are out of money." The waste paper does not stay up very long, if money can be borrowed. Although not a university man or a trained writer, Mr. Rowell has a way of putting things which rarely fails to bring out the idea in strong relief, and whatever criticism may be passed upon what he writes or says, it is rarely accepted of him that he failed to make himself understood. A very large part of the literature of advertising has emanated from his pen, and he has long been an unquestioned authority upon all matters appertaining to newspaper statistics.

The American Newspaper Directory for the twenty-second year is issued this week. It contains the largest body of advertisements ever seen in any printed book, 400 solid pages, at an average cost to the advertiser of $120 a page. This price is paid not in cash, but in advertising, and although much of the space is as good as gold, there is also a considerable amount of silver and nickel, not to mention a good deal of copper among the lot. Instances have not been unfrequent where, for the purpose of using up the space, a page has been credited with 400 or 500 for a service for which Rowell & Co. received no more than $5 or $10 from the advertiser. The publication of the book involves a yearly outlay of nearly $200,000, and although the sale of it is large among the limited class which requires its information, advertisers it would not be possible to publish it were it not for the countenance and good will of publishers expressed in the substantial form of patronage of its advertising pages. In the twenty-two years which the book has appeared, no advertiser has ever in any single instance been given a preferred position.

In the summer of 1888 Messrs. Rowell & Co. began the publication of the unique little paper called "Printers' Ink," a journal for advertisers, which undertakes to discuss all matters of interest to advertisers in an honest, straightforward manner, that seems to have won the approval of the classes for whom the publication was intended, and of new paper publishers also, to such an extent that no single issue of the paper for the current year has failed to exceed 20,000 copies.

As compared to the time which has elapsed since Adam was a boy, twenty-five years is a short period, yet within that time have grown from babyhood most of the men who to-day are the managers of newspapers. Few newspaper men can remember a time when they had not heard of George P. Rowell & Co. as the embodiment of the advertising agency idea. Of the advertising agencies known a quarter of a century ago that of S. R. Niles, of Boston, is the only one besides that of Rowell & Co. which still remains under the same name and control.

The firm of George P. Rowell & Co., as at present constituted, consists of George P. Rowell, Charles N. Kent and Oscar G. Mears.

With an experience covering so many years, with a reputation so desirable, with unsurpassed facilities for procuring advertisers, both large and small, and with every possible advantage, they enter upon their second half century with assurances of continued prosperity and the confidence of both publishers and advertisers.

In no business is experience of more value, in no business is more money wasted from a want of it, and there is no advertiser, be his expenditure in this way a few hundred or a great many thousand dollars each year, who does not readily admit the advantage to be gained through the services of a competent and reliable firm which can at all times be trusted to protect his interests—one which knows from long experience the value of every paper. It is only the firm of large and general experience, having an unlimited credit with publishers, that can serve a customer to the best advantage.

With publishers, their reputation for prompt payment and careful and courteous attention to all details of business is universally acknowledged. No firm stands higher or commands better services from the newspapers. Such a reputation can only be gained by integrity, attention to business, and being ever mindful of duties due to customers on the one hand or to publishers on the other. While this firm has such a well-deserved reputation among publishers, they are regarded with perhaps greater favor by the large class of general advertisers to whom they are well known, and for whom they have provided and freely published so much information of value on the subject of general advertising, and how it may be done with best prospects of satisfactory results.

TO HAVE AN ANNIVERSARY DINNER.

The first anniversary of the centennial celebration of Washington's inauguration will be observed by a dinner at Delmonico's on the evening of April 30. The committee, of which Bryan G. Meswyny is secretary, has decided to limit the number of tickets to the comfortable seating capacity of the large banquet hall, and has fixed the price for them at $10. Toasts will be responded to as follows: "Columbus," Chauncey M. Depew; "George Washington," ex-President Grover Cleveland; "The United States," F. R. Coudert; "Our Adopted Home," Bishop Farrell; "The Bar and the Public," David Dudley Field; "City and State of New-York," E. F. Shepard; "The Irish Representatives in Federal Hall in 1789," John Boyle O'Reilly; "The Thirteen Colonies of 1789; the Forty-two States of 1890," Major-General Daniel E. Sickles; "The Press and Liberty," Joseph Howard, jr.; "The Ladies," Congressman Amos J. Cummings.

TO CELEBRATE THEIR ANNIVERSARY.

COMPANIONS OF LOYAL LEGION TO START FOR PHILADELPHIA.

It is expected that at least 200 of the companions of the New-York Commandery of the Loyal Legion will go to Philadelphia to-morrow morning to take part in the two days' celebration of the twenty-fifth anniversary of the foundation of the order. The committee are ex-Brigadier-General Charles A. Carleton, Lieutenant-Colonel George L. Gillespie, of the Army; ex-Majors Edmund L. Jay, Henry Eagle Smith and Thomas B. Odell, ex-Captain William H. Jewell and ex-First Lieutenant Joseph W. Plume, of the Army; Captain Henry Erben and ex-Paymaster George de F. Barton, of the Navy. The Pennsylvania Railroad has made special rates for the round trip, good to return until April 21, of $3.30, from either this city, Newark or Elizabeth. The headquarters of the New-York Commandery will be at the La Fayette Hotel, Broad and Chestnut sts., where a large number of rooms have been reserved for the accommodation of companions and their wives.

The present ceremonies will bring together from all over the country those who have subscribed to the following extract from the constitution: "We, officers and honorably discharged officers of the Army, Navy and Marine Corps of the United States, whose names are hereunto annexed, having aided in maintaining the honor, integrity and supremacy of the National Government at a critical period of its history, and holding in remembrance the sacrifices in common made, and the triumphs together shared, in discharge of this sacred duty," etc. Among the 6,289 companions are ex-President R. B. Hayes, the commander-in-chief of the order; President Harrison, General Sherman, Major-Generals Schofield, Howard and Miles, Admiral Porter, Rear-Admirals Jouett, Braine and other high officers of both services. The objects of the order are to "cherish the memories and associations of the war waged in defence of the unity and indivisibility of the Republic; strengthen the ties of fraternal fellowship and sympathy formed by companionship in arms; advance the best interests of the soldiers and sailors of the United States, especially of those associated as companions of this order, and extend all possible relief to their widows and children; foster the cultivation of military and naval science; enforce unqualified allegiance to the General Government; protect the rights and liberties of American citizenship, and maintain National honor, union and independence."

The convention is to celebrate the anniversary of the founding of the order in Philadelphia, April 15, 1865. To-morrow will be the meeting of the Commanders-in-Chief in Philadelphia, and there will be commemorative exercises in the Academy of Music there also. On Wednesday there will be a parade and review in front of the Union League Club, of the Pennsylvania troops, and a reception at the Academy of Fine Arts, where "every effort will be made to make this the most brilliant gathering of those who participated prominently in the war waged in defence of the unity and indivisibility of the Republic since the restoration of peace."

CHARGING HER UNCLE WITH THEFT.

PART OF A NORMAL SCHOOL GIRL'S ESTATE EMBEZZLED.

A young girl appeared before Justice Duffy yesterday in the Harlem Police Court and made a charge of larceny against her uncle, Michael Sullivan, an old-time politician, age fifty-three, who has been connected with Civil Justice Kelly's court, at Eighteenth-st. and Fourth-ave., for many years. He has served as clerk under three justices. His home is at No. 102 East Forty-fifth-st. His niece is named Charlotte E. Sullivan and she lives with her brother, John E. Sullivan, at No. 171 East Ninety-fourth-st. Her father, John Sullivan, died four years ago and left her and her brother, who is still a minor, $8,000, to be divided equally between them. Michael Sullivan, her uncle, was made trustee of the estate. Last October Miss Sullivan became of age, and when she demanded her share of the property her uncle evaded payment by absconding. The investigation that followed developed the fact that Michael had applied to his own use $1,000.

On Saturday Detective-sergeant McCarthy, of the Central office, who had been hunting for Michael since last October, found him at Forty-sixth-st. and Tenth-ave., stowed away in the house of a friend. In court yesterday Michael pleaded with his niece not to prosecute the charge, as he had a dislike to being locked up. The girl turned scornfully away, remarking, "I can't help you." The detective said that since the arrest the uncle had prevailed upon his niece to such an extent that if he were allowed to have another talk with her she would be induced to withdraw the charge. The Justice, on account of the case being a family affair, said he would fix the bail at $1,000, half the figure usually named in such cases. Miss Sullivan is a graduate of the Normal College.

PROTESTANT EPISCOPAL ELECTIONS.

Wardens and vestrymen have been elected in Protestant Episcopal churches as follows:

Grace Church, Westfield, N. J.—Wardens, Samuel Elliot, and Christopher Harden. Vestrymen, George W. Van Boskerck, A. K. Gale, Thomas D. Bushnell, J. T. Irwin, George H. Embree, James T. Buck and John W. Sanborn.

St. Paul's Church, Round Brook, N. J.—Wardens, C. W. Thomas and John Pattinson. Vestrymen, W. H. F. Tomer, William Hazan, A. C. Thomas, E. E. Shaw and George C. Somers.

St. John's Church, Somerville, N. J.—Wardens, A. G. Anderson and John Bingham. Vestrymen, J. Ingersoll, J. H. Lind, C. A. Speer, A. R. Dayton and H. A. Smith.

Christ Church, Belleville, N. J.—Wardens, Henry H. Schuyler, J. Roger Kingsland. Vestrymen, J. L. Douglass, William H. Kay, Mr. Adams, William Moore, H. Clark, H. Ashworth.

St. Paul's Church, Norwalk, Conn.—Wardens, Allen Betts, Jr., K. Lockwood. Vestrymen, Charles T. Leonard, George Ward Selleck, Daniel C. Nash, Leonard Jackson, Homer Merrill, Frederick Mead, George Hunter, Verne W. Fessie, Robert G. Plimpton.

Trinity Church, South Norwalk, Conn.—Wardens, John H. Smith, Isaac S. Jennings. Vestrymen, Joshua N. Crummens, E. A. Woodward, George C. Stillman, Philip N. Smith, A. L. Frisbie, Frank H. Taylor, Colonel Leslie Smith.

Trinity Church, Southport, Conn.—Wardens, Francis Jelliff, Edward Hawkins. Vestrymen, Oliver Bulkley, J. H. Sherwood, E. M. Ellsley, J. H. Wood, C. F. Bulkley, T. L. Wells, A. B. Sturges, P. P. Curtis, H. N. Wakeman.

St. Luke's Church, Darien, Conn.—Wardens, William E. Street, Frank Green. Vestrymen, John H. Weed, Walter H. Bates, H. Frank Weed, Dr. A. C. Hawes, Francis S. Fitch, Charles H. Webb, Louis M. Frelich.

DR. MORRIS EISLER DEAD.

Dr. Morris Eisler, a well-known man among Hungarian patriots in this city, died at his home, No. 176 second-ave., on Friday morning. He was born in Galgocz, Hungary, August 17, 1818, and during the Revolution of 1848, while a student at Jena, he became editor of a daily revolutionary German paper called "The Opposition." He took part in one of the campaigns in the south of Hungary under General Bem, and when the Russians had been called in to aid Austria, and their combined forces had succeeded in extinguishing the revolution, he fled to Leipsic, where he worked with Gustav Freithe on the paper "Grenzboten." He afterward went to Paris, where he made the acquaintance of Count Andrassy. Later he went to London and met Kossuth, at whose advice he came to this country in March, 1853. Since that time he has lived in this city engaged in the practice of his profession. He was a member of the County Medical Society and of the Cremation Society. The funeral will be held this morning at 10 o'clock at his home, and the body will be cremated at Fresh Pond. He leaves a wife and one son.

A FAIR FOR ST. JOSEPH'S HOME FOR THE AGED.

On Wednesday evening one of the best Catholic fairs ever held in this city will be opened at the 22d Regiment Armory, Fourteenth-st. near Sixth-ave., for the benefit of St. Joseph's Home for the Aged, now under the management of Sister Magdalene, of the Sisters of Charity. The Board of Managers, numbering over 300, includes among its members, many of the most prominent and influential citizens of this city, and their patronage and influence are expected to make the fair one of the most successful ever held. Twenty three churches, in addition to the graduates of Mount St. Vincent and Sacred Heart academies, will be represented by tables, at which over 500 ladies will lend their assistance. More than 100 Harlem ladies have promised their co-operation. The 71st Regiment Band has been engaged and will give a promenade concert every evening. John D. Crimmins is treasurer, and A. B. De Freece will be managing director. The fair will continue for two weeks.

AMERICAN CITIZENS IN THE NAVY.

A copy of a circular sent to all commandants of Navy Yards has been received by the comandant of the receiving ship Vermont, at the Navy Yard here, requesting him to report to the Secretary of the Navy a full list of the enlisted men on that vessel, together with a description of the men, their nationality, and a statement from each whether he is a citizen or has declared his intention of becoming such. The object is to obtain such facts as are required by the bill introduced by Congressman McAdoo, providing that after January 1 next none but American citizens shall be enlisted in the service.

THEIR NINTH MEMORIAL ENTERTAINMENT.

The ninth memorial entertainment of the Caecilie Lorsch Forthildungs Verein was held at Steinway Hall yesterday afternoon. Many persons prominent in German and Hebrew social circles were present. After the address of welcome by Mrs. Clara Brueckner, president, an interesting programme of instrumental and vocal music and recitations was given. Those who took part were Mrs. R. A. Ellison, Miss Therese Hellner, Miss Corinne Flint, the violinist; Mrs. Johanna Krause, Miss Stella Lipsen, Mrs. J. Baran, Mrs. H. Levi, Mrs. Emma Topliz, B. Loewenthal, Miss Bertha Metz, Miss Emma Weil and Miss Bertha Frank.

SERMONS WORTH KEEPING.

XXXI.

CHRISTIANITY CONFRONTING FRIVOLOUS SCEPTICISM.

WORDS OF WISDOM FROM THE REV. DR. CHARLES F. DEEMS, THE PASTOR OF THE CHURCH OF THE STRANGERS.

Few churches in the southern part of the city can claim such good regular attendance as the Church of the Strangers, in Mercer-st., near Eighth-st. This is largely due to the activity and earnestness of its pastor, the Rev. Dr. C. F. Deems. Dr. Deems is well known for his originality as well as his activity, and it is on this account that his church is enabled to wield such a great influence as it does. Dr. Deems took for his text yesterday morning the words: "I am not mad, most excellent Festus; but speak forth words of truth and soberness," Acts xxvi. 25. After the text, he gave a sketch of the circumstances amid which Paul was placed when he made this positive answer to the frivolous charge of Festus that the apostle was mad. The subsequent argument was as follows:

The fact is that somebody is crazy. If Festus, spending a life of frivolity and selfishness; if Agrippa, wasting his powers in voluptuousness and licentiousness; if Bernice, degrading her beauty to incest and lust—if these people were living reasonably, then Paul was an eminent fool. But if Paul, in abandoning the advantages of learning, rank and influence; in breaking the dear and powerful bands of early associations; in embarking all he was and all he had in the seemingly frail enterprise of this new religion; in forsaking all and following Christ, counting all but loss for Christ—if he was sane, then Festus, Bernice and Agrippa were utterly mad. The dilemma presented itself clearly to Festus; and so, to save himself, he cried "Paul, thou art beside thyself." But Paul gave him a retort courteous in the reply, "I am not mad," and by the significance of his emphasis and his silence said: "One of us is deranged, most certainly; but, Festus, it is not I."

According to the accepted analysis of the interior constitution of man, if there be derangement it must be in the department of intellect, or in that of the emotions, or in that of the will. Where is it in the case of the Christian? Does he fail to observe as accurately, to compare as thoroughly, to reason as logically as other men? Or, does he fail to have the emotions which naturally and healthfully follow any correct course of reasoning? or, does his will crazily switch the train of his reasonings and feelings off the track of right mental progression, and capriciously break the connection between right reasoning, right feeling and right action? Where is the madness?

BELIEF IN A GOD.

He believes there is a God, Sovereign Governor as Almighty Maker of the Universe. He receives this proposition from intuition, or he reaches it by logical processes. There is such a thing as intuition. Immediately, without intervention or aid of a third idea or middle term, the mind perceives the agreement or disagreement of two ideas. In mathematics, a proposition so received is called an axiom. In morals, we speak of self-evident propositions. Suppose the Christian take the ground that he intuitively perceives the truth of this proposition: could you any more easily show that this arose from a diseased state of his intellect than you could show that he is deranged when he takes the ground that he perceives by intuition that a whole is greater than any of its parts? Or, suppose he has reached a conviction of the truth of the proposition of the existence of a personal God by logical processes, believing that His eternal power and Godhead are demonstrated by the things He hath made, would you not have as great difficulty in showing—not simply a fallacy in the reasoning, for that occasionally occurs with the ablest man, and is not now the question, but—that this conclusion, or the mode by which it was reached, demonstrated a diseased intellect?

If you undertake this in regard to the Christian, you are to do the work so thoroughly as to show that not only he is crazy, but that as well all