

REPRIMAND FOR O'REILLY

Court Quickly Squelches Outburst of Lawyer on Trial.

DOUGHERTY MAY BE CALLED

Aged Broker Who Was Robbed and His Counsel Tell Their Stories on the Stand.

William M. Sullivan, counsel for Aaron Bancroft, who was robbed of \$8,000 worth of securities in the Produce Exchange safe deposit vaults, took the stand yesterday and related his negotiations for the return of the securities with Daniel J. O'Reilly, the lawyer, who is on trial in the Criminal Branch of the Supreme Court on the charge of criminally receiving stolen property.

Mr. Bancroft also was a witness, and told how he was jostled by two men who substituted a dummy envelope for the one containing the securities, which had been knocked from his hand.

When court adjourned for the noon recess, Bancroft went over to the defendant and shook his hand.

The old gentleman knows that I acted in good faith and is not afraid to show his "friendship," remarked O'Reilly to a group of friends who gathered about him at the recess.

During the cross-examination of Sullivan, Abraham Levy, counsel for O'Reilly, indicated that he intended to summon George S. Dougherty, second Deputy Police Commissioner, to support the contention of the defense that O'Reilly was acting as counsel for Sullivan and indirectly as a representative of the owner of the stolen property when he arranged for its return.

Dougherty worked on the case. Dougherty, who was the local head of the Pinkerton Detective Agency when the robbery was committed, was engaged by Mr. Bancroft's firm to recover the stolen securities.

Mr. Sullivan stated on direct examination that he first heard of O'Reilly in the case when he was called up on the telephone and informed by O'Reilly that he was in touch with persons who had the securities, and who were prepared to return them for a consideration. He added that O'Reilly called at his office and asked \$1000 for the return of the securities, but Sullivan said no more than \$200 or \$300 would be paid by his clients, inasmuch as he would cost about that sum anyway to have duplicates issued and supply a guarantee bond.

"Didn't Dougherty tell you that O'Reilly was desirous of helping you in this matter?" asked Mr. Levy on cross-examination.

"He called at my office on March 15, two weeks after the securities were stolen, and discussed the matter with me, but did not mention O'Reilly's name," replied Mr. Sullivan.

"Didn't he say that O'Reilly had information as to the whereabouts of the securities and that O'Reilly thought he could get the man who had committed the theft and the securities also?"

"A 'ridiculous' proposition," "Nothing like that," replied Mr. Sullivan. "He said a man had come to him with ten bags of Atchison and had offered to return them for their market value. The name of the man was not mentioned. I told him the proposition was ridiculous."

"Didn't Dougherty say that it was an attorney?" "I told Dougherty," replied Sullivan, "that if an attorney approached me with such a suggestion I would prefer charges against him."

"Didn't Dougherty suggest that you employ O'Reilly as counsel?" "No, sir, O'Reilly's name was never mentioned," replied Sullivan.

"Didn't you start out to job O'Reilly, to trap him?" "I did not. I only wanted to get the thieves."

"You don't like O'Reilly, do you?" asked defendant's counsel.

"I don't dislike him," answered Sullivan, "I am sorry for him and."

"You'll be more sure for yourself," interrupted the defendant, rising from his chair and pointing his finger at the witness.

The interruption brought a reprimand from Justice Davis.

"I apologize for the defendant, your honor," said Mr. Levy. "He forgot himself."

"Don't let that occur again," replied Justice Davis.

"Didn't Dougherty suggest the amount to be paid to the attorney?" asked Mr. Levy, continuing the cross-examination.

"He did not mention any sum, merely suggesting a nominal retainer," answered Sullivan.

"These are all the securities we have, and if you want them you will have to pay for them."

John F. Lambert, the chauffeur of the defendant, testified that he had driven Fass and Sullivan and another man, but could not identify O'Reilly as the third man. Mr. Levy said the defense would concede that O'Reilly was in the cab.

Frank J. Fass, the co-defendant with O'Reilly, who has turned state's evidence, will testify to-day.

HEADQUARTERS FOR LOANS

There is an advantage in doing business at headquarters. This Company is the headquarters of the mortgage loan business in Greater New York.

We make so large a proportion of the real estate loans because borrowers find here what they want.

It is a good time to come in to talk over any mortgage that is due—nearly due or overdue.

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DEATH AVENUE MISNOMER

Term Resented by the Mayor, Who Shows It To Be False.

STIRRED BY A PREACHER

Criticizes McManus Bill Adversely and Tells of His Own Work for Another Measure.

The term "Death Avenue," as applied to the tracks of the New York Central Railroad on Eleventh avenue, aroused the ire of Mayor Gaynor yesterday, at the hearing on the McManus bill for the removal of the tracks from the West Side. When speaker after speaker had referred to the tracks as "Death Avenue," the Mayor called a halt, and quoted figures to prove that there had been fewer deaths in Tenth and Eleventh avenues since 1906 than on any of the other north and south thoroughfares on which surface cars are run.

The Mayor's outburst came at a time when the Rev. Leighton Williams, of Amity Baptist Church, No. 210 West 44th street, was speaking of the deaths resulting from the operation of trains in the streets. Leading forward in his chair, Mayor Gaynor interrupted Mr. Williams to ask:

"Have you the statistics of deaths on this avenue?" "Not with me, but you can get them easily enough," said Mr. Williams.

"I already have them," said Mr. Gaynor. "I got them last year and know." At the end of the hearing the Mayor got out his figures and said:

"What we want to do about this matter is to take the streets out of circulation. It has been going on for years, with the result of legislation that, as one speaker says, is as good as no law at all. And if you will just keep quiet and not be misled by noise and vituperation, this thing can be done. To show you the misleading things that I am going to read you some statistics about the deaths and serious accidents on the avenues of the city since the year 1906:

Deaths and serious accidents: Third avenue, 18; Fourth avenue, 27; Sixth avenue, 15; Seventh avenue, 12; Eighth avenue, 11; Lexington avenue, 16; and Broadway, 38.

Low "Death Avenue," as it is called, we come to next New York Central, Tenth avenue, 11, and Eleventh avenue, 4.

After allowing sufficient time for the effect of his words to sink into the minds of those who were listening, the Mayor continued:

"I only read these to show you how much mischief may be done by an excited and untrained speaker. That is absolutely untrue. I am trying to deal with this matter in a truthful manner. Although these are small in number compared with the other avenues, nevertheless they are too many, and we want to do away with them. The statistics show that it is possible to do anything in this world by using the truth in this world matches every other truth in the world, and this thing will do anything, unless it is another lie, so it is useless in this world."

Mayor Gaynor then held the interest of those in the room when he said:

"I would also say that I spent a great deal of time, with the aid of the Corporation Counsel's office, drawing a bill which is being introduced in the Legislature and is absolutely constitutional, and that nobody on this earth can show his foot through the hole. If that is so, how many of you have taken the trouble to read that bill. From what I have heard here to-day, the Legislature is not going to do anything, and I must say that I never worked in my life more conscientiously to get up a bill that I felt my party would bring to the floor, and I do not regret that in that I felt would accomplish this thing."

"The bill before me does not prescribe any routes at all, and they say it is a bill you can shove your foot through because it is unconstitutional. If that is so, it will bring you the delight of another ten years' law-suit, and I am going to look into this bill from that standpoint and see if it will do any good on this earth, but I will make me deviate from that."

"And the Mayor looked as though he meant what he said.

Thomas J. McManus, State Senator, and Assemblyman Boylen, sponsors of the bill, were present at the City Hall yesterday morning to urge the Mayor to approve it. The bill gives the city authority to remove the tracks in case an agreement is not reached by November 1 whereby they may be located.

Ira A. Place, general solicitor for the Central, said that he opposed the bill because he did not believe it was constitutional and would only lead to useless legal entanglements.

When Clarence J. Shearn, father of the bill, stepped forward to endorse his progeny, the Mayor said sharply:

"Who drew this bill?" "I did," replied Mr. Shearn, "and I am proud to have had a hand in it and to represent it here."

Mayor Gaynor did not reply to this. Mayor Gaynor, leaving the hearing, Mr. Gaynor promised Senator McManus to confer with him further on his bill.

GIRL SHOT IN BURGLAR CHASE

Man Who Fired Held on Charge of Felonious Assault.

During a burglar chase in the rear of No. 148 Clinton street early yesterday Annie Duke, a fifteen-year-old schoolgirl, of No. 159 Clinton street, was shot in the mouth by Joseph Rudan, of No. 33 Attorney street, who intended the shot for one of the burglars. The girl is in the Gouverneur Hospital in a serious condition, the bullet having lodged in the rear of her palate.

Two men entered the apartment of Mrs. Gladie Grant, on the fourth floor of No. 148 Clinton street. Mrs. Grant's screams aroused the neighborhood, but the two men succeeded in getting down the rear fire escape with a bundle of clothing belonging to her. The noise awakened Rudan, and he fired at the men as they jumped fences to safety. The police reserves were called, and they surrounded the block, but could find no trace of the burglars.

The minutes after the shooting, and a police had another search to find the man who fired the shot. He was arrested and taken to the Yorkville court, where Magistrate Preschi held him in \$1,000 bail for examination on Monday on a charge of felonious assault.

John Hannon, thirteen years old, rather than go to school where he had seven different teachers in a single day, tried to commit suicide at his home, No. 339 Hudson street, yesterday morning. He took a dose of a solution of carbolic acid on an orange, but still he leapt as he ran, swam in the Children's Court in a day, or two.

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THE INNER HISTORY OF A GREAT UNDERTAKING

It has from the first been the aim of the Publishers of the 11th Edition of the

Encyclopaedia Britannica

TO INDICATE CLEARLY TO INTENDING SUBSCRIBERS THE REASON OF THE COURSE WHICH IN THEIR OWN INTEREST THEY ARE INVITED TO PURSUE

The reader who contemplates acquiring the book will therefore be well advised in weighing carefully the following facts about the most extensive printing, binding and publishing enterprise in the history of books

A PRE-EXISTENT DEMAND

The demand for the Encyclopaedia Britannica has always been principally determined by the indispensable character of the work rather than by the price at which it could be obtained. Its paramount position among works of universal reference during 140 years has given it the character of a common heritage of the English-speaking peoples—of one of the institutions of the race. In every English-speaking country, therefore, there is a well-defined section of the book-buying public who, basing their decision on their knowledge of past issues, will promptly acquire a new edition of this celebrated work whether its cost be \$4.00 per volume or \$7.00.

The demand from this source includes public libraries, institutes, universities, educational foundations, learned societies, schools, colleges, as well as a very large proportion of professional men, comprising lawyers, professors, divines, scholars, government officials, naval and military officers, authors, technicians, engineers, doctors, journalists, etc., to whom the Encyclopaedia Britannica always has been a necessary passport to higher planes of professional efficiency in their respective vocations.

There is a second source of demand, latent rather than immediate, principally comprising those for whom no traditions, however authoritative, are final unless personally verified, and who require time to realize that the Encyclopaedia Britannica, standing in a plane of authority and having a vastness of scope entirely its own, is the best work of its kind, and as such deserves a place in all intelligent households.

Having confirmed this fact for themselves they will acquire the book none the less surely because their appreciation of its merits is apparently less spontaneous because delayed.

A third source of demand is largely made up of possessors of old editions of the third Encyclopaedia Britannica or of other encyclopaedias, who remain to have the fact brought home to them—in the present case—that the completion of the 11th edition has rendered every other work of universal reference out of date. The last completely new edition of the Britannica was the 9th, which appeared between 1875 and 1889. Since then the advance of knowledge in every direction has been extraordinary and has surpassed anything of the kind in the previous history of the world. In every branch of science, industry and affairs such revolutionary changes have been wrought that an entirely fresh survey of human achievement such as is contained in the 11th edition was never more imperative than now, and in view of the lapse of more than 25 years no old edition has ever been so worthless as a faithful recorder of knowledge.

A NEW AIM IN PUBLICITY

Under such circumstances it was inevitable that the primary aim of the notices of the new edition which have appeared in all the principal magazines and newspapers in English-speaking countries during the last six months should have been not so much to create a demand as to inform, develop and above all to concentrate a demand which already exists and which would ordinarily be spread over several years. The widest publicity was sought in order that the completion of a new edition—which was happily described by the Daily Telegraph of London as "an historical incident"—should be brought simultaneously to the attention of the English-speaking people in four continents.

ECONOMY OF PRODUCTION ATTAINED BY MANUFACTURE UPON A LARGE SCALE AND UPON A KNOWN BASIS

The reason for offering special prices at all to prompt subscribers was purely a material one, the whole situation being governed by considerations of manufacture.

In order that the manufacturing may be completed economically and rapidly it is essential that the total number of sets for the first distribution shall be accurately determined by the last day of this month, and then all of the remaining copies that will be required to execute orders registered by that date will be completed as one continuous operation and with the utmost dispatch.

No more copies will be printed and bound at present other than those for which applications shall be received up to the day on which the lists are closed.

While several thousand early subscribers have had delivery of the first 14 volumes, and further deliveries are being made from day to day, the increasing demand for the new edition has for some weeks exceeded the capacity of the binders. It has therefore been necessary to place many applicants on a waiting list, each application as it is received being given a serial number.

The manufacture of this work (29 large quartos of from 960 to 1,060 pages each) in quantities sufficient to satisfy the present daily requirements of the sales department is, for the time being, out of the question.

THE ADVANTAGE TO THE SUBSCRIBER

In the disposal of any commodity assured sales of thirty or forty thousand in the course of four or five months must be more advantageous than sales amounting to the same total in the course of four or five years, and of this advantage the purchaser of the new Encyclopaedia Britannica secures the benefit by subscribing before May 31st. There is, indeed, no industry in which the economy of manufacturing upon a large scale is more evident than it is in the printing and binding of a book, and manufacturing upon a large scale means, in this case, not only the printing of a large number of sheets and the binding of many thousands of volumes, but also the printing and binding of this large number without interruption. All whose applications are posted before May 31st are entitled to the lowest price, because their orders, being received while the whole machinery of production is still in motion, will be executed as part of an unbroken series of operations.

SOME SIGNIFICANT STATISTICS

concerning the technical production of the new Edition of the Encyclopaedia Britannica which are unusually interesting because they are quite unparalleled. A few of the most striking examples are here noted.

- 1. The number of "ems" of type in the 29 volumes is about 200,000,000.
2. The type if arranged together in one line would stretch across America from New York to San Francisco and one thousand miles out into the Pacific.
3. The type would weigh about 250 tons.
4. It is estimated that 100,000 pounds of ink will be required in the printing of the first edition.
5. The paper for the first edition alone represents ten million sheets, each sheet nearly 5 ft. in length.
6. The pages of a single set measure six miles in length, and if all of the pages in the first edition were attached one to another, the strip would be sufficiently long to encompass the earth twice and still leave a margin of 10,000 miles.
7. In the sewing of the volumes it is estimated that one hundred thousand miles of thread will be used.
8. The number of skins required to bind 25,000 sets—725,000 volumes—is 375,000.

These technical questions were further complicated by the fact that all of the India paper would have to be imported, none being made in this country, and that, both the sheepskin and morocco being made in England, it would be inadvisable to order them until it was approximately known in what percentage and in what quantities they would be required.

It was evident early in the history of the advertising that enormous quantities both of paper and of skins would have to be requisitioned. One set of the Britannica on India paper takes 60 pounds of paper and requires 15 skins for the binding. On the basis of a demand approximating 25,000 sets of a work of 29 volumes, a little calculation will show the unprecedented magnitude of the manufacturing problems with which the publishers were confronted.

Recognizing, in the first instance, the existence of a large demand and apprehending that it might run to many thousands of sets during the first six months, the publishers decided both in their own interest and in that of subscribers to fix a low price per volume (in advance of publication), in order that by swelling the number of early applications they would be able to manufacture the first Edition of the new Encyclopaedia Britannica intelligently, economically and rapidly. More than 23,000 applications have already been registered.

DELIVERY of the Eleventh Edition will be made at the earliest possible moment, but the increasing demand for the work has been such that in the case of present applications delivery is likely to be delayed.

When, therefore, it was announced that for the first time the Encyclopaedia Britannica had been produced simultaneously as a complete whole instead of volume by volume over a series of years; that for the first time the selection of the contributors had been regardless of nationality and primarily on the ground of merit; that for the first time, by the subdivision of major articles, by the inclusion of thousands of new headings and by the device of a current index, the needs of the systematic student and of the occasional enquirer had been co-ordinately met in the same work, it was certain that a large class of book-buyers would quickly welcome the appearance of the new edition and at once register their applications.

A REVOLUTIONARY INNOVATION IN BOOK PUBLISHING

There was, however, one large factor of uncertainty, due to a remarkable innovation—the new format (volumes 1 inch thick printed on India paper)—which revolutionized the traditional size and appearance of the volumes of the Encyclopaedia Britannica, and at once raised "book engineering problems" of an unprecedented sort.

- (1) Would book-buyers approve of the India paper, and if so, what proportion of them?
(2) How many would refuse to be converted to the novel idea of large quarto volumes of 1,000 pages each only 1 inch thick?
(3) Since the India paper volumes are, further to add to their "handiness," full bound in sheepskin and morocco with flexible backs, would the taste of the public still demand the stiff covers as of old, and if not, how many skins would it be necessary to contract for in advance to satisfy the demand for the flexible binding in sea-green sheepskin and dark red morocco?

Recognizing, in the first instance, the existence of a large demand and apprehending that it might run to many thousands of sets during the first six months, the publishers decided both in their own interest and in that of subscribers to fix a low price per volume (in advance of publication), in order that by swelling the number of early applications they would be able to manufacture the first Edition of the new Encyclopaedia Britannica intelligently, economically and rapidly. More than 23,000 applications have already been registered.

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\$4 a Volume (Cloth) for another Fortnight

As by May 31st The Cambridge University Press must know the total number of copies of the new Encyclopaedia Britannica that will be required to fill orders at the lowest prices, from that date the special rates of subscription will be discontinued and the prices charged will be advanced by not less than \$10 a set.

Up to and including May 31st next (when the advance of publication prices must be withdrawn) applications will be accepted at the rate of \$4.00 (India paper \$4.25) a volume (cloth) instead of \$7.50, which will be the ultimate price of the new edition in its cheapest form, as it was the original price at which the volumes of the 9th edition were sold.

- (1) On INDIA PAPER (very light and opaque) in Three Styles of Binding: CLOTH, FULL FLEXIBLE SHEEPSKIN and FULL FLEXIBLE MOROCCO, the volumes each ONE INCH THICK (about 960 to 1,060 pages).
(2) On ordinary book paper in Three Styles of Binding: CLOTH, HALF MOROCCO and FULL MOROCCO, the volumes each 2 1/4 inches thick (about 960 to 1,060 pages).

The India paper impression bound in either Full Sheep or Full Morocco is strongly recommended.

DEFERRED DELIVERY

Subscribers who for one reason or another may prefer to take delivery of their books next fall or at the end of the year may do so, and their payments need not begin until delivery has been made. It is advisable, however, in their case, that their application shall be registered during the present month; that is, before the closing of the period for making application, at the lowest prices.

Illustrated prospectus (40 pages), 56 specimen pages on India paper, 4 specimen plates and form of application showing the special advance terms will be sent upon receipt of request.

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NOTE.—Those who possess copies of previous editions of the ENCYCLOPAEDIA BRITANNICA (now out of date) are requested to advise us of the fact, stating which edition they possess (giving name of publisher and number of volumes), and if they wish to purchase the new edition, they will be informed how they can dispose of their old editions at a fair valuation.