

New York Tribune.

First to Last the Truth: News, Editorials, Advertisements.

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You can purchase merchandise advertised in THE TRIBUNE with absolute safety—for if dissatisfaction results in any case, THE TRIBUNE guarantees to pay your money back upon request.

The New German Offensive in Northwestern Poland.

In the eastern war theatre the Russian advance has met with a partial check. Reports from Berlin and from Petrograd agree that in the area southeast of Thorn the Russians have been forced to retire up the valley of the Vistula River.

The German line now seems to run from Plock, on the Vistula, forty-five miles above Thorn, in a southwest direction through Kutno and Leuzeyca to Uniejow, on the Wartha River. There it joins the line to which von Hindenburg retired a couple of weeks ago.

General von Hindenburg has had some successes in his new campaign, but Berlin dispatches have not so far claimed a decisive victory in this part of Poland. The experts in Petrograd threw out the suggestion that von Hindenburg is only making another demonstration, intended to distract the attention of the Russians from their main objective.

The strategy of the Russians requires a complete occupation of Galicia as a preliminary to an advance into Prussia. Russia must hold off the armies of Francis Joseph while her forces push forward into Germany.

In so far as General von Hindenburg's movement, by threatening Warsaw, relieves the pressure on Cracow and on the Austro-Hungarian armies defending it his strategy is to the point. The German retreat from Warsaw and Ivangorod did not materially prejudice the defence of the German frontier.

In the largest strategic sense the Russian campaign has already produced results of enormous value to the Allies. It has been pushed with such surprising vigor as to commit Germany to meeting it at an exhausting cost.

measuring the importance either of German defeats or German successes in the eastern theatre of war.

A Campanini Opera Season.

The report that Cleofonte Campanini contemplates collecting the force of the Chicago Opera Company for a season of opera here is bound to be hailed with interest by a large number of this city's music lovers.

It is customary in musical circles to treat opera as a "natural monopoly." That may be a good theory, but in practice the Metropolitan does not serve completely the demand for opera in quantity of accommodation on any given night or in breadth of repertory.

Praise for a Leader in the Fight for Honest Advertising.

There is no publication in the country whose praise of The Tribune's new guarantee we value more highly than that of "The Christian Science Monitor," from which we quote an editorial elsewhere on this page.

The Pressure of the Unemployed.

The opening of the Municipal Employment Bureau presented a situation wherein 2,500 men and 300 or 400 women sought work and four employers of labor registered requests for employees.

Co-operation such as he indicated may bring the city through the winter with fair credit for handling its problem. It will still leave a chronic problem unsolved. Until there is some system of unemployment insurance and some general system of public employment agencies—federal, state and municipal, enabling irregular workers to be shifted about according to demand—there will be nothing approaching a basic effort to perform a desirable community service.

Exit Walsh.

The official death notice of "Mike" Walsh, the Deputy Controller who believed his duties included converting Sing Sing into a resort for political leaders and an asylum for bankers unfortunately convicted of felonies, is contained in the announcement of the appointment of Warren I. Lee as First Deputy Controller, effective January 1.

Mr. Lee, a Brooklynite, served his community well as a member of the Assembly. He is not the type likely to put private or political interests ahead of the public's. In selecting him as first deputy Mr. Travis, Controller-elect, has made a wise choice.

Nature Is Helping to Bring Back Good Times.

General prosperity in this country is still measured largely by the bountifulness of the crops. The farmer is a basic producer and a basic consumer. When good times come to him they are likely to be shared by the workers in other industries.

The crop estimates for 1914 point to a big return to the farmer. The yield per acre and the total yield of nearly all the crops are greater than they were in 1913, and, contrary to the common rule, prices are higher in spite of the more abundant supply.

The cotton growers are the greatest sufferers in this country from the European war. But fortunately their product will keep and may be sold ultimately at a much higher price than is now obtainable. The corn crop has increased 250,000,000 bushels, with practically no change in price.

There is strong evidence of a swing toward good times in these figures. The administration did not act as Providence's advance agent in these recoveries, nor could upsetting legislation retard them.

The Conning Tower

The Letters of Horace and Lydia, Edited by Stas. "Dance from prutas tibi"—HORACE III. 3.

Dear Lydia:— Once you said to me, that you would like my sister be; you'd hug me 'round the neck. And when you handed me that line, no Persian king e'er felt so fine—and now; ah, what a wreck!

Friend Horace:— That may all be so, but then you were not chasing Chlo; I really loved you then. Miss Iliu crawled into her shell, of all the balls I was the belle—the toast of all the men.

Dear Sir:— Well, you have nought on me; Calais is all I can see. Ah, there you have a boy! And if I thought that my swan song his thread of life might now prolong, I'd warble it with joy.

Dear Boy:— Call'st thou me in his place, but I don't seem to like his face; I think that yours is nicer. You can get sore, or get a bun—I'd only laugh and think it fun.

Great grief! sigh the dramatic critics. "Give us something new!" Enter, smilingly, Something New. "Great grief!" cry the critics. "Where will this craze for novelty end?"

It is hard to please the critics. It is, though those who write us letters of advice doubt it, hard to please the public. The safest, pleasantest and most artistic way is not to try. Please yourself, O artist, and your work shall not be wholly futile.

Vivienne refused to say anything for publication when I called on her. "Speech is silver but silence is its own reward," she informed me. "But I'd like to land in the coliseum," I pleaded.

"I wish," begs Delia, "that you would cut out that stuff about Vivienne. It makes me as mad as a church mouse to see a man like you grind your axe on such nonsense. Why in the name of Job's turkey, burn the candle at loose ends?"

"I hope," implores A. S., "that you keep on running Vivienne until she's blue in the face. Good! she's as funny as a last year's bird's nest."

The King of Siamland has declared his neutrality. And A. M. asks how about Vivienne, the Queen of Siamland.

Yes; and We Know Her Husband, Too, who "imbibes" instead of Drinking. But Does He Smoke? No, He Never Indulges.

Under the headline "Gives Promise of Art Career" appears this, in the Cleveland Plain Dealer:

Miss Eschline Wigand, 35, daughter of John Wigand, 3721 Chiddings-Id. N. E., in less than a year has given promise, her friends believe, of being a finished painter of flowers and animal life.

"Besides being a relative of the Havemeyers," says the Evening Sun, "Mayer is treasurer of MacGregor & Co., manufacturers of steam and electric machinery at 114 Liberty street."

An organ of publicity, of whatever type, may establish its standards of admission of both news and advertisements, and take the consequences of immediate if not permanent loss of revenue following obedience to truthful ideals.

Mayor John Purroy Mitchell, at yesterday's meeting of the American Academy and National Institute of Arts and Letters, gave the Tower contribs a merited compliment. "Cannot we say with truth," he asked, "not passed for a reply, that New York is the centre of literature and of art in this country?"

Add Housekeeper's A. B. C. (See Woman's Page—Advt.) Don't say "Are these fresh?" and expect the dealer to say "No."

Among the candidates for admission to the bar is Hyman Mates, who, if he fall to pass, might try writing wedding-marches.

The quotes might be permitted in Six Day Bicycle "Race," also.

Late last night Old Orson Lowell telephoned that this new money-back policy is sweet talk, and all that, but that yesterday we advertised "FAIR TO-DAY."

"It wasn't fair," Mr. Lowell wept. "It suited me hum. I'm dissatisfied. What do I get?"

There, Mr. Lowell, don't cry. We'll make good, as advertised. You just bring yesterday down to the office this morning, and we'll keep on giving you days until you get a fair one.

There! What could be fairer than that?

W. E. B. DUBOIS



PRESIDENT WILSON—Have a good rest; the country needs it.

RESPONSIBILITY OF THE ADVERTISING MEDIUM

An Editorial in "The Christian Science Monitor" of November 18.

In the "advertising standards of practice" adopted as a code by the Associated Advertising Clubs of the World at its 1914 convention in Toronto, Ont., the motive for this standardization was described in these words: "Realizing that advertising has come to mean service to mankind... and believing that the new journalism in business demands recognition of the fact that all men are interdependent..."

It is the duty of a journal "to protect the honest advertiser and the general newspaper reader as far as possible from deceptive or offensive advertising." Similar details from other of the department codes could be cited in order to prove the cumulative influence of the declaration as a whole.

An organ of publicity, of whatever type, may establish its standards of admission of both news and advertisements, and take the consequences of immediate if not permanent loss of revenue following obedience to truthful ideals.

The whole force of this code adopted at Toronto, so far as the advertising world is concerned, is cast on the side of the policy that insures to the buyer of advertising space what he seeks and what he pays for—namely, a reliable medium. "But how reliable," and "What guarantee of its good faith will a journal give?" are questions that follow on, coming from the reader and the person who buys because of an advertisement.

The journal that Horace Greeley built up and made his instrument in potentially shaping the opinion of the North for a generation that was unusually hostile has decided to guarantee its readers against loss or dissatisfaction through the purchase of any wares advertised in its columns.

That is to say, The Tribune backs with its own money that portion of the paper from which it receives its largest income, and imposes upon itself the duty of making good to readers any losses arising from their faith in the paper's veracity.

This is a step further than any other daily in the metropolitan area has gone; and it will have its moral effect. It presupposes the patronage of advertisers and of readers with ideals; and that there are such readers is shown by the general trend in latter-day American journalism.

"GERMANY'S JUST CAUSE" A Pamphlet Stirs a Reader to Annoyance and Rebuke.

To the Editor of The Tribune, Sir: In view of the fact that the United States has been requested by President Wilson to remain neutral during the present European condition, the weekly pamphlet, "Germany's Just Cause," published by "The Fairland," at 1123 Broadway, with editorials written by leading American citizens, should be suppressed.

As an American, I have been greatly annoyed lately by receiving copies of this pamphlet by mail. It seems to me that if this sort of thing continues, before long there will be a strong party feeling.

THE PEOPLE'S COLUMN

A REPUBLICAN DUTY

Ex-Senator Chandler Urges That the Fifteenth Amendment Be Obeyed or Repealed.

To the Editor of The Tribune, Sir: "The New York World" glories in its assertion that the Democrats will be perfectly contented in 1916 if they have a majority of thirty in the House, fifteen in the Senate and a majority of approximately forty-five in the Electoral College. But it omits to superadd the fact that this result is only possible by reason of the prolonged absence by the Solid South of the 15th Amendment of the Constitution, which gives the colored people the right of voting and directs Congress to enforce the right by appropriate legislation.

There are not only 18,000, but at least 50,000 citizen laborers in New York to-day out of work, who would be glad to work if the subway contractors would pay them a decent day's wages. The people should have no sympathy with such lawbreakers.

Free Life, Free Speech and the Fine Bold Manhood of the Past.

To the Editor of The Tribune, Sir: It is terrible to think of children being exposed to the danger of seeing pregnant women anywhere, and prior to the necessary reform of abolishing pregnancy altogether steps should be taken to segregate pregnant women everywhere, whether in home, street or school.

Discharge All Married Women Teachers.

To the Editor of The Tribune, Sir: All the agitation and work-up sympathy over the teacher-mother is entirely wrong. No man who is a genuine man should marry a woman if he cannot support her, and any husband who will permit his wife to teach school when she is enceinte, so to get money to support herself and her unborn child, is a low down cur.

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To the Editor of The Tribune, Sir: In one of yesterday's evening papers was an appeal for garments to be sent to Queen Mary's Needlework Guild in England. The Needlework Guild of America, doing the same work for the poor of our own country, is now collecting garments and distributing to the various charities all over the United States.

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MR. WILSON AND THE NEGRO

An Open Forum for Public Debate.

His Sympathy Expressed for the Hampton Institute Work.

To the Editor of The Tribune, Sir: President Wilson's attitude toward constructive negro work is admirably shown in his recent letter to Robert R. Moton, the commandant of cadets at Hampton Institute and president of the Negro Organization Society. President Wilson said: "I have been very much interested in the accounts I have heard of the work you are attempting to do through the instrumentality of the Negro Organization Society, and feel that you are to be especially congratulated on the deep interest which has been manifested by the white people of Virginia and the South in the plans now maturing for the betterment of conditions among the negro people."

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