HAY FROWNS ON BIG ARMY SCHEME

Not Needed and Too Expensive, Says House Military Affairs Head.

HOLDS NO WAR IS POSSIBLE ON U. S.

Nations Now Fighting Will Be Too Exhausted After Peace Comes To Be Aggressive.

[From The Tribune Bureau.]

Washington, Nov. 29.—Representative James Hay, chairman of the House Military Affairs Committee, declared to-day that he was opposed to any increase in the army. Mr. Hay says that in the first place the present time is not ripe for a large increase in the military arm of the government and that in the second place such an increase would be impossible unless Congress provided a conscription law to get the men. He also says that the people would have to submit to enormously increased taxation to pay the bill should this country adopt the new military policy calling for a large standing army.

Mr. Hay declared his belief that when the present European conflict was ended none of the powers engaged in it would be in a position to wage a war on the United States for many years to come. Therefore, Mr. Hay said, he believed that this country should wait a while before jumping to the conclusion as to what was best for it to do to meet the military conditions arising out of the present war.

Mr. Hay's belief is that the people are not willing to assume the enormous military tax that increasing the size of the army would entail. If a standing army of 500,000 men were to be raised, he says, the cost in additional taxes would approximate $650,000,000 a year, which, he said, was nearly the equivalent of a 100 per cent increase in taxation.

Once an army of this size has been recruited in peace times, Mr. Hay says, it can never be maintained at that figure unless a compulsory military service law is passed. He takes the view that the American young man in large numbers is not inclined toward military life and will not serve in the army unless compelled to do so. He also declares it to be his belief that Congress would never pass a compulsory military act in time of peace.

Representative Hay also says that the hue and cry of unpreparedness are not new. Officers of the War Department have for years been going before the Committee on Military Affairs and making such a plaint, he declares. This evidence, he adds, has been printed in public documents for years.

The Military Affairs Committee does not handle the coast artillery end of the War Department, and consequently Mr. Hay would not take any responsibility for any lack of proper defence at that source. He believes, however, that this country is not as badly off in the matter of field artillery equipment and ammunition as has been represented, pointing out that during the last four years every recommendation made by the War Department experts for field artillery equipment and ammunition has been approved by the House committee and the money appropriated by Congress.

NEW TOWER FOR SAYVILLE

German Wireless Plant to Double Its Capacity.

[By Telegraph to The Tribune.]

Sayville, Long Island, Nov. 29.—Work will begin Monday on the erection of a new annex tower to the German wireless here.

New machinery for generating electricity will be installed and the plant will be increased to twice its present size and power.

GERMAN GUN BASE IN ST. LAWRENCE

Canadians Looking for Secret Store of Arms and Ammunition.

MOTION PICTURES USED AS A BLIND

"Concrete Factory" Gave Access to Isle of Orleans, Opposite Quebec.

Ottawa, Nov. 29.—A secret store of arms and ammunition is being searched for on the Isle of Orleans, in the St. Lawrence River, just off Quebec. A concrete base, upon which a siege gun could be mounted, already has been found there.

A German two years ago bought a tract of land on the Isle of Orleans and established there a plant for the manufacture of concrete blocks. It is upon this property that the concrete foundation has been found. It commands the defences of Quebec and of the St. Lawrence channel. Last summer a motion picture company, the leading officials of which were German, spent the summer on the Isle of Orleans, reproducing the battle of the plains of Abraham and making films of it.

They employed several hundred young men of the vicinity, uniformed them and provided them with arms, which they borrowed from local military authorities. They had both cannon and rifles and fired a large amount of blank ammunition in their operations. The firearms which they borrowed were returned to the authorities, but it has been reported that they took advantage of the opportunity to land guns and secrete them in pits, which were carefully covered.

The Canadian military authorities have regarded information they have received as serious enough to warrant an investigation. The concrete foundation has been destroyed and excavations have been made in a search of buried guns. So far none has been found, and as the island is twenty miles long and seven miles wide the search is likely to prove tedious. At its nearest point the island is four miles from Quebec. As far as the Canadian military authorities have been able to learn, the films last summer were never shown.

EVERY GERMAN A SOLDIER 28 YEARS

Each Subject to Military Duty from His Seventeenth Year.

Berlin, Nov. 14.—As a result of the inquiries which have arisen abroad as to the manner in which Germany could recruit the army of 12,000,000 men which it is reported she can put in the field, the following statement shows the military service which every German subject is expected to render:

"Every German from his seventeenth year until his forty-fifth year is subject to military duty. He cannot obtain a substitute in his place. Those who are disqualified through their state of health or are of insufficient bodily dimensions, as well as all who have been in prison, are excepted.

"The period of active duty is two years for the infantry, the field artillery and the commissariat; all the other arms, which require a longer training, three years. Who ever can prove higher education or has specially excelled in any field of human activity does active service for only one year.

"After fulfilling his duty of active service the soldier enters the reserve, active duty and reserve together lasting seven years. Then he enters the Landwehr for twelve years. The first levy extends from the age of twenty-seven to thirty-two, and the second levy from thirty-three to thirty-nine. From the age of thirty-nine to forty-five the citizen belongs to the Landsturm, who, however, are sent to the front only in extreme emergencies.

"When calling in the Landwehr and Landsturm the unmarried men are, as far as possible, sent to the front first. Then the married men without children, and, finally, the others according to the number of children.

"As long as the soldier belongs to the reserves he has to undergo military drill for two weeks every year. The officers do three exercises of eight weeks each. The first levy of the Landwehr are trained twice, fourteen days each time.

"The pay for the active private amounts to 55 cents for ten days. The food, which is very good, is provided in the barracks, where the soldiers have to live. In time of war the pay for officers and soldiers is doubled. In times of peace family and business matters, etc., are taken into consideration in calling out the reservists or the men belonging to the Landwehr for drill.

"During the drill and the grand manœuvres the wives and children of the older men are supported by appropriate allowances. Every non-commissioned officer who has served for twelve years has the right to a cash payment of 1,500 marks when resigning and to a permanent position as a government or city official, with a right to pension."

WAR FILMS SHOWN HERE

Battle Scenes in Belgium Seen for First Time.

Moving pictures of the war—scenes of the fighting taken on the battlefield in Belgium—were shown for the first time in this country at the Thirty-ninth Street Theatre last night. The films are the first pictures of actual warfare to reach this country.

The pictures were taken by Edward F. Weigle, who had a contract with the military authorities of Belgium. Half the proceeds of the exhibition of the films is to be devoted to the Red Cross.

The use of smokeless powder by the belligerents gave the camera a clear field of vision and resulted in excellent and gripping pictures. Men are shown fighting side by side in the trenches, killing and being killed. Throughout the scenes the Red Cross ambulances are prominent, galloping over the battlefields to do their work among the wounded.

The dogs of the Belgians, trained to haul the light artillery and to answer bugle calls, came in for a large share of interest. There was no applause.

If It's Advertised in
The Tribune
It's Guaranteed.
See Editorial Page, First Column.

WAR YIELDS TALES OF BUTCHERY OF INNOCENTS

Stories from Villages of Belgium and France Tell of Children Shot and Men Tortured to Death by the Germans.

These anecdotes, picked up here and there in various villages in the north of France and Belgium, reveal the implacable hatred borne, the suffering undergone, and the heroism displayed by the populations whose homes were invaded as well as by individuals of the battling forces. Some of these stories are being reported officially to the allied governments as proofs that war is being carried on against defenceless inhabitants.

On the road leading from the Belgium border line to Bailleul, in France, a Belgian family—mother, father and eight children—trudged wearily toward Bailleul, where a refuge from the enemy was to be found among the French troops holding the town. In spite of the German order posted in their village prohibiting able-bodied men from leaving, the father had decided to follow and protect his family to the end.

The wanderers were overtaken on the road by a captain of Uhlans, who, with his men, proceeded to arrest the father. Pointing to her eight little ones, the mother begged for her husband's release. What were the children to do?

"That is so," said the captain. "You have too many children." Picking out the five oldest ones, the officer lined them up along the side of the road, gave an order and before the eyes of the parents had the children shot. "Now," he said, "the problem is solved. You have only three children to take care of, and don't need your husband any longer."

And he took the father with him.

When the Germans were reported approaching Bruay, a village of 1,500 inhabitants near Valenciennes, all fled. The Mayor of the village and his son-in-law alone remained to meet the enemy and protest against possible destruction of the deserted homes. The Mayor, a veteran of 1870, seventy-one years old, was brought before the German colonel and asked to furnish money and food on the spot.

"You are the Mayor," said the colonel. "You must hold the village funds."

Receiving a negative answer, the officer ordered the old man be searched. A few pennies were found on him.

"I thought you had no money, old rascal! You must have more. I'll shake it out of you and turn you upside down until we find it."

The old man was strung up by the feet to the nearest tree and shaken until his moans became inaudible. Then he was let down and strung up again. No money had been shaken from him, but he was dead. His son-in-law was ordered to go ahead of the regiment and warn the Mayor of the next village of the fate in store for him if no money was found there.

The six hundred inhabitants of Orrior, near Courtrai, in Belgium, were assembled in the market place by the leader of a body of Bavarian dragoons and ordered to empty the contents of their pockets.

Three hundred francs, all told, were found. Not enough. Fifteen men and as many women are selected and the latter are told to go out and return in ten minutes. For every one who does not bring back a hundred francs a man will be shot.

In ten minutes six women returned with the money. Of the other nine seven were empty handed and two were maniacs. The nine men were shot.

Near Furnes, also in Belgium, the French were being forced slowly back from their trenches, and in a desperate charge the Germans had surrounded an entire company of zouaves.

Three-fourths of the company refusing to surrender were shot down. About thirty survivors were grouped around the flag. Suddenly a flying wedge was formed, the flag bearer in the centre, and a rush was made for a seemingly weak point in the enemy's lines. The attempt failed, and the few heroes left decided to destroy their flag. The bearer tore the colors into ribbons, each man taking a small piece, and then, bayonets down, a final rush was made to try to break through the circle of death.

Two men alone survived and were made prisoners, but the flag had not fallen into the enemy's hands.

The two survivors were retaken a few hours later by British lancers.

At Sens the German trenches are but three hundred yards from the French. It is cold and wood is scarce for the building of campfires. Midway between the trenches stood a little palm tree. The Germans sent a man with a saw to cut the tree, and in a hail of bullets from the French the soldier crawled to the place. The entire morning the man, who seemed to bear a charmed life, crawled back and forth, sawing a little each time and retreating when the firing became too strong.

Finally the tree came down and the brave German, still crawling, began his way back to his trench, dragging the tree after him. This time he was hit. Two of his comrades sent to fetch him back were killed. Two more met the same fate. The French in their trenches were betting on the result. This battle for a tree lasted several hours. Finally the tree reached the German trench, but twenty-three men had been killed.

The Germans had taken the village of Bauvin, near La Bassée. The inhabitants had not fled, as they had been told that no harm would be done to those who stayed as long as they did not molest the soldiers.

Three boys ventured into the street, the oldest ten. It was great fun to see the Kaiser's soldiers parading by and doing the famous goose step. The "kids" mocked the march on the sidewalk and parade, raising one foot after the other in the air. Even the enemy smiled as he passed by, perhaps thinking of his own young ones at home.

A powerful automobile approached and a high ranking officer saw the children mocking his men. A sharp order was given and the passing regiment halted. Another order, and a petty officer with drawn revolver shoved the oldest child and blew out his brains.

In good French the officer called out to the other youngsters, "Tell the others in the village what it costs to make fun of my men."

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AUSTRO-HUNGARIAN LOAN GOING RAPIDLY

London, Nov. 29.—Subscriptions to the Austro-Hungarian war loans continued in large amounts through the last day on which the lists were open, says a Reuter dispatch from Vienna. The total of the subscriptions was more than 3,000,000,000 crowns ($600,000,000).

The "Official Gazette" of Budapest publishes a decree, according to these advices, fixing the maximum prices which may be charged for wheat, rye, barley, maize, potatoes, rice and flour.

30 YEARS IN PASTORATE

Dr. Johnson Celebrates with Worshippers in Church.

Hackensack, N. J., Nov. 29.—The Rev. Dr. Arthur Johnson to-day celebrated the thirtieth anniversary of his pastorate of the Second Reformed Church and preached an appropriate sermon this morning to a crowded auditorium. When he came to Hackensack, in 1884, his congregation numbered ninety and the church was a small frame structure. The membership now numbers more than 500, and the church, a handsome stone structure, is valued at $100,000.

Pastor Russell's Syndicated Sermons appear weekly in approximately fifteen hundred newspapers in the United States, Canada, Great Britain, South Africa, Australia and Scandinavia, in four languages. Metropolitan cities are not controlled by the Syndicate, hence we are permitted to publish these instructive sermons in the leading newspapers, paying therefor at advertising rates. INTERNATIONAL BIBLE STUDENTS ASSOCIATION

The Divine Character Woefully Slandered

False Theology Drives Many Away From God and the Bible—Predicted Hour of Trial Upon the Whole World Has Come—Balm for the Wounded Soul—"Come Unto Me All Ye Weary and Heavy Laden."

PASTOR RUSSELL

Philadelphia, Pa., November 29.—Pastor Russell—who will address the public next Sunday evening at New York City Temple, West 63d St., near Broadway—based his remarks to-day upon the text, "That ye, being rooted and grounded in love, may be able to comprehend with all saints, what is the breadth, and length, and depth, and height; and to know the love of Christ, which passeth knowledge, that ye might be filled with all the fulness of God." (Ephesians 3:17-19.) He said in part:

To those who all their lives have been immersed in a world of selfish frigidity, the real quality of the word Love is disallowed, disputed, claimed not to exist. Nevertheless, in every human being there is a craving for love, pure and sincere, even though expected never to be found. For the majority, inevitable reverses and failures take the place of anticipated successes. However strong, courageous, or even brutally fierce has been the warrior in the battle for bread, fame and earthly glory, he craves ultimately, in his partial or complete disaster, the love which he has neither shown to others nor ever really expected that others would show to him.

Sometimes this love comes from the partner of life, sometimes from parents or children, sisters or brothers. But alas, in a vast majority of cases the failure, the disaster suffered, not only shatters hope, but cools friendship and destroys the semblances of love, which were merely emotional or perfunctory! If at such a time the Message of the Love of God and of Christ comes to the wounded and discouraged one, it is a balm indeed.

It is our thought that particularly at this time such discouragement is being borne upon large numbers of the human family. Now is therefore the opportune moment for these discouraged ones to hear the voice of Him who speaketh from Heaven, telling them of His love, His sympathy and His willingness to aid all who will accept His assistance. Hearkening obediently to His voice, such may change the hour of defeat into the hour of victory, by the Lord's assisting grace. The moment of discouragement, of hopeless despair, is the opportune moment for the discouraged one to recognize his need of the Saviour, to cry unto Him and forthwith to receive the needed reinforcements from Him who has declared, "Come unto Me, all ye that labor and are heavy laden, and I will give you rest."

But it requires faith to believe in a Saviour whom we have never seen and with whom we have not been acquainted, and especially in a God who has been misrepresented to us as having prepared from before the foundation of the world for our eternal torment. How can we assure ourselves of His love? Hoy may we know that He is not the cruel One that has been pictured to us? How may we know that He is a loving, generous, kind, faithful Friend—a God who rejoiceth not in iniquity, nor in eternally tormenting His creatures, nor even in destroying them eternally in the Second Death; but that He delights in doing us good, in exhibiting toward all who will receive it His loving kindness and tender mercy, enabling them more and more, in the language of our text, to appreciate the height, the length, the breadth and the depth of His Love?

The World's Great Need.

We see the difficulty of such; and to those of us who have learned the way of the Lord more perfectly, it cries aloud that we let our light shine, that we let all who are not completely blinded by the Adversary see the true character of our God and of His Son, that we let them see the Scriptural presentation of the love, the mercy and the abundant provision arranged for in the Divine Purpose.

What the world needs is to get over its fright respecting the Lord and the future, and to see the Love of God and His gracious provision in Christ. This alone will win the heart, in the proper sense of the word. Fear may bring torment, but only the Truth can sanctify and happify—fulfil our Redeemer's prayer, "Sanctify them through Thy Truth; Thy Word is Truth."

The fright that is upon the world came from the Dark Ages and is echoed by all the creeds of orthodoxy, breeding in men's hearts distrust, hatred of God and of the Bible, falsely accredited with being the fountain from which have been drawn these brackish waters of tradition represented in the creeds. Every true Christian should take a stand for the right, for the Word of God, for the exposition of the falsehoods which have slandered the Almighty Character, which have benumbed the zeal of the saints, and which have repelled the weary and heavy laden.

The thought of an angry, vindictive, torture-loving Creator should be rejected instantly by every rational mind as being ungodlike, demoniacal. No doubt this would have been so had it not been that the misconception of the subject, which the Apostle calls the "doctrines of devils," was imposed upon our minds from earliest childhood, and often by those whom we properly loved and whose piety we reverenced, but who were themselves deceived.

It is high time that more reverential and loving theological views were seen by all mankind. The lack of this true theology is driving many away from the Lord and His Word into vain philosophies and "science falsely so-called"—Higher Criticism, Christian Science, Evolution, Theosophy, etc., etc.—1 Timothy 6:20.

The world has discovered that the bonds of ignorance and superstition have been holding it for centuries, and that its eyes of understanding have been so long covered that now they blink in the dazzling light of the dawning Millennial Day. At one bound the so-called scientific world has left God's Word and leaped into a refined agnosticism, which professes a faith not possessed. The middle and the lower classes are ever ready to follow their leaders, and this means, very shortly, "a Time of Trouble such as was not since there was a nation"—a social, financial, religious and political upheaval—and anarchy.

Where Judgment Begins.

Thank God for the assurances of His Word that the spasm will be a brief one! "A short work will the Lord make on the earth." Everything has been prepared for the establishment of the Millennial Kingdom upon the ruins of present systems. It is folly to think of holding the people back, of bandaging the eyes of their understanding, and of enslaving them again with ignorance and superstition. Those who are thus endeavoring to meet the situation show clearly that they do not understand it. The tidal wave of liberty of mind can no more be repressed than can the ocean tide be stayed with a broom.

There is just one remedy—the correct understanding of the Bible teachings. Whoever fails to receive the Truth fails of everything with respect to the present life. This statement applies not only to the world in general, but also to the entire Church of Christ.

The predicted hour of trial to come upon the whole world is now upon us, and the Apostle Peter's declaration is that it must begin with the Church—the House of God. (1 Peter 4:17.) The statement of the Prophet is that one thousand will fall to one that will stand. (Psalm 91:7.) St. Paul's exhortation respecting the same time of trial is, "Take unto you the whole armor of God, that ye may be able to withstand in the Evil Day, and having done all, to stand." (Ephesians 6:11-13.) Who shall be able to stand? is the question.

The Measurements of Love Divine.

We are not able to tell the wonderful measurements of God's love—no one can others tell them. Indeed, as the Apostle suggests, the privilege of appreciating these measurements is granted only to the saints, and to these in proportion to their saintliness. Thus a babe in Christ, though beloved of the Lord and carefully cherished, cannot comprehend these measurements of the Divine character, because he is only an infantile saint.

When first he believed in the Lord, he saw something of Divine Love and Mercy, which influenced him, which drew him to the exercise of faith and the renouncement of sin. From the standpoint of Justification by Faith he could see more of the Lord and could appreciate more the measurements of Divine greatness. Then, called and appreciating the call, he bowed his heart before the Lord and made a full surrender to Him in response to the invitation, "I beseech you therefore, brethren, by the mercies of God, that ye present your bodies a living sacrifice, holy, acceptable unto God, which is your reasonable service."—Romans 12:1.

Having thus laid himself at the Lord's feet, he received the begetting of the Holy Spirit, not with outward show or demonstration, but with inward grace and enlightenment of the eyes of his understanding. From this new standpoint of consecration and harmony with the Divine will, he began to see more of the length, more of the breadth, more of the height, more of the depth of God's Love. If he has lived up to his privileges faithfully, he has been growing hourly, daily, monthly, yearly—growing in grace, in knowledge, in opportunity to see these measurements of the Divine character.

Note that this is the very expression of our text and context: The reception of Christ into our hearts by faith brought, as a rule, mighty strengthening by His Spirit in the inner man—to the new nature. As the Spirit of Christ dwelt in our hearts by faith, it tended to root and ground us in His character-likeness, which is the same as that of His Father—Love. This experience enables us to comprehend with all saints these measurements of our Creator's character as others cannot appreciate them. Yet, as the Apostle says, even we who now know only in part shall, after experiencing our resurrection change from earthly to Heavenly nature, see our Lord as He is, and shall know as we are known. How grand will be this consummation!

Filled with God's Fulness.

So in our text, which applies to the present life, the Apostle declares that even the saints cannot know the Love of Christ; for it passes knowledge. He then gives a further intimation of how this keen appreciation of God's glorious character comes to His consecrated ones—by their being "filled with all the fulness of God." This means, not only the renouncement of sin, not only faith in our Lord as our Redeemer, not only consecration to Him, but also a filling with His Spirit, His mind, His disposition. This, as already stated, is a gradual work. "Not by might, nor by power, but by My Spirit, saith the Lord."

The Spirit of the Lord is one of holiness—not only of separateness from sin, but of opposition to it; not only of harmony with righteousness, but of activity on its behalf; not only of putting away from our hearts every sympathy with the unfruitful works of darkness, but also of receiving the spirit which condemns them by daily life and a word fitly spoken; not only by an appreciation of the fruits and graces of God's Spirit—meekness, gentleness, long-suffering, brotherly kindness, love—but so great an appreciation of them as more and more induces us to stamp these gracious characteristics of Divinity upon our own thoughts, words and deeds.

Thus it is that we become "copies of God's dear Son," and "meet for the inheritance of the saints in light." To these, more and more the Father is pleased to grant the opening of the eyes of understanding, even to appreciation of the things of the Spirit—"the deep things of God."

Let us all pray for ourselves and for each other a wider opening of the eyes of our understanding and for a full comprehension of the length, the breadth, the height and the depth of the Love of God in Christ. From this attainment come our blessing and the world's blessing. The light from the great Sun of Righteousness, which shortly is to flood the world, will be "the light of the knowledge of the glory of God"—of Divine Mercy and Love—in and through the Messianic Kingdom.

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Pathescope Editor's Daily Letter to the Boys and Girls.

BIG VOTE ON SATURDAY

—Pathescope contest ends with heaviest voting to date. Surprising finishes made by schools. Vote standing.

Monday, November 30, 1914.

DEAR BOYS AND GIRLS:

From early morning Saturday till the very last minute of the Pathescope contest, one constant stream of votes poured into The Tribune office. By mail and by messenger, the total accumulated hourly, until at the closing time, 6 p. m., it had reached far into the millions.

The remarkable last-minute finishes made by some schools are simply astounding. It cannot be stated whether those schools were holding off simply to make a grandstand finish, or whether they suddenly awoke to the necessity of hustling and concentrated all their strength.

Especially noteworthy through the whole day, as well as through the entire contest, was the absence of excitement and anxiety on the part of the various school supporters. While they were all interested in the final result, they all felt that they had done their best and expressed their hope that the most deserving schools win. A deal of good-natured banter was traded in by them in The Tribune office.

The vote standing published to-day is not the official count. It is not even complete. The quantity of votes received Saturday was so great that all could not be handled. Besides, to-day's mail will contain additional votes which must be included in the count. The official standing according to percentages and the winners will probably be announced next Sunday in The Tribune. This time cannot be stated with absolute certainty, because some difficulty may be encountered in checking up the attendances of the schools.

However, every effort will be made to have the list of winners ready for next Sunday's Tribune.

Yours heartily,

Pathescope Editor

The Vote Standing Up to Saturday Afternoon.

Class No. I—Public Schools in Greater New York City. Twelve Pathescopes.

Public School 18, Brooklyn	89,950
Public School 15, Brooklyn	14,140
Public School 29, Brooklyn	10,520
Public School 44, Brooklyn	506,879
Public School 59, Brooklyn	45,200
Public School 65, Queens	14,855
Public School 92, Brooklyn	188,060
Public School 102, Brooklyn	344,535
Public School 106, Brooklyn	13,000
Public School 152, Brooklyn	277,805
Public School 6, Manhattan	231,165
Public School 20, Manhattan	186,720
Public School 23, Manhattan	682,675
Public School 26, Manhattan	6,500
Public School 35, Manhattan	52,870
Public School 37, Manhattan	272,490
Public School 43, Manhattan	7,170
Public School 56, Manhattan	27,400
Public School 960, Manhattan	61,805
Public School 159, Manhattan	64,800
Public School 144, Manhattan	10,940
Julia Richman High School, 77th st.	112,165
Julia Richman High School, 83d st.	79,500
De Witt Clinton High School	271,470
Public School 6, The Bronx	11,665
Public School 10, The Bronx	7,830
Public School 26, The Bronx	5,735
Public School 27, The Bronx	16,245
Public School 39, The Bronx	42,825
Public School 101, Manhattan	12,760

Class No. II—Public Schools outside of New York City, within a radius of fifty miles. Five Pathescopes.

Miller Street School, Newark	13,860
Thirteenth Avenue School, Newark	8,775
Public School 4, West New York	5,695
Hawthorne School, Newark	5,130
Lynbrook High School, Lynbrook, L. I.	34,555
Bruce Street School, Newark	41,490
Larchmont Public School, Larchmont, N. Y.	83,630
Public School 3, Elizabeth	6,275
Municipal Square School, E. Rutherford	36,485

Class No. III—Parochial Schools in New York City. Three Pathescopes.

Epiphany School, New York	123,695
Sacred Heart, Elizabeth, N. J.	64,440
La Salle Academy, New York	228,670
Annunciation School, Manhattan	180,410
St. Patrick's, Manhattan	43,225

The Price of a Bottle of Good Milk!

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Every mother should read this advertisement. Every consumer should add the facts that are here set down to his store of general information. Whatever may be your habit in reading advertisements, read this one: it is important.

THE cost of the product itself, in the country at the point of production, is but one item in making up its selling price. The consumer pays and expects to pay for "service" as a part of everything he uses, but in no line does "service" play such an important part as in your milk supply. Service, as it is understood in the Borden organization, means the difference between good milk and the other kind. Without this service there could be no milk deserving the brand of quality. Without this service there could be no milk of which you could be sure, day in and day out, that you were getting a product that provided the elements of safety and cleanliness and purity that you should demand. Borden Service goes back to the farm and starts with the cow that produces the milk. It exercises a supervision over the character and quality of the cow in the barn. It requires that the healthy cow shall be housed and fed properly. It sees that the conditions surrounding the home of the cow are orderly and that decent sanitary ideals are maintained. This Borden Service is not a haphazard procedure. It is a carefully worked-out system of dairy regulations, the observance of which makes clean, wholesome milk an inevitable result, and this "service" is on the ground to know that the regulations are observed.

Having secured a product of character, Borden Service provides a supervision that follows the milk to your door, at no time entrusting its care to other hands.

The farmer who delivered direct to the consumer is disappearing because he cannot give this service—the distributor has appeared because he can give it. Without the distributor there could be no adequate milk service. Without this service there could be no such thing as a large supply of dependable milk. The service that Borden's give with Borden's Milk has produced the most dependable large supply of milk in the world. Borden's offer this as an undisputed fact, and a fact that will receive its strongest support from those who are best informed on milk matters.

For the delivery of this milk Borden's operate more than 2,200 wagons. They are managed on an efficiency basis and are doing this work at a less cost per quart of milk than any milk distributor in this or any other large city. At least this is our belief, and our information is reasonably reliable.

The same economical operation applies to every department, except those having a direct, intimate relation to the quality of the product. In matters of sanitation, in inspection, in veterinary service, in modern equipment, in laboratory surveys and checking service, Borden's do spend money—lots of it. But it is spent where it counts. Every dollar of it goes toward creating and maintaining quality. It goes toward maintaining a quality that has a direct relation to the health of the communities which Borden's are serving.

In the matter of inspectors alone, Borden's employ five times as many country milk inspectors as the City of New York has to cover the entire metropolitan supply. And yet New York is known to have the best milk inspection force of any city in the world. In laboratory supervision, Borden's have one of the largest and most efficient milk laboratories in the country devoted exclusively to Borden work. The work of their own laboratory, in turn, is checked by independent chemists and bacteriologists of national reputation. The expenditure for this work is large, but it forms an essential part of Borden Service. It makes of quality a known quantity. Scientific research, coupled with Borden experience, makes Borden Service an active, militant factor, on duty twenty-four hours a day to maintain the character and quality of Borden's Products.

And yet you pay the same for Borden Products that you pay for the other kind.

The Borden Service costs you nothing. It is a part of every bottle of milk you buy from Borden's. Of this important thing you may be sure—that a larger part of the purchase price of Borden's Milk goes into the quality of the product than any other milk you may buy in this town.

During the past year Borden's Grade A Milk (pasteurized) has been going into the homes of New York. Just one year ago this month the public were told for the first time about this grade of milk. To-day the sales of Grade A have reached a point that shows how thoroughly the public appreciates an advancing standard, even though it involves a small additional expenditure.

BORDEN'S
GRADE A MILK
PASTEURIZED

is taken from selected dairies that show uniformly high scores. Every bottle of it is produced under a system of premiums to the farmers. It is pasteurized and bottled at the point of shipment under conditions that represent the highest development in milk handling.

Its acceptance by the public means that the people are giving more thought to their milk supply. The rapidly increasing sales show that the public confidence in Borden's strengthens as their acquaintance with the company develops.

Call a wagon, telephone or write and your service will begin at once.

Borden's Condensed Milk Co.
108 Hudson St. Phone 5360 Franklin.