

Pale Pink Coaxing to Houses of Hoaxing

RETAIL STORES DISGUISED AS PRIVATE RESIDENCES

The Evening Telegram Offers Many "Chances for Newlyweds" at Residences Leased for Stage-Setting Purposes—Some Occupants of Private Dwellings Have Been "Forced to Sell Out This Week" for Many Consecutive Weeks—Some Examples of Values and a Few Plain Rules.

By SAMUEL HOPKINS ADAMS.

Deep in the heart of the average woman lies the conviction that she is a born trader. Stores may rise and fall; geniuses of trade may perfect systems of selling to the highest degree of economy and skill; she remains convinced that she can beat the game "on the outside." And as she trips along this primrose path of happy conceit toward the rainbow's end, where waits the pot of bargain gold, a large, coarse, unknown hand reaches up from nowhere, grabs her by the ankle, dumps her in the gutter, rams a wad of bunco down her throat, picks her pocket, and leaves her to her regrets.

Some of this experience in the form of furniture I have just been purchasing with The Tribune's money, and my search for it has led me to the doors of that strange and exotic institution, the furniture hoax-house. A hoax-house is a retail store in the disguise of a residence. It may be owned by the operator; it may be regularly leased; or it may be held on a sub-rental (the rental money in some cases including the use of the real householder's name) for a few weeks. Under pretext of being a resident, forced by financial stress or other exigency to move shortly, the dealer in the house offers "special bargains to newlyweds" and wonderful inducements in bulk or in detail to the bargain-loving public. When it comes he sells it shoddy goods at prices above those of the regular retail trade.

Most of the furniture hoax-house advertising is done through the classified columns of that salmon-colored (and in other respects somewhat fishy) medium, "The Evening Telegram." Week after week and month after month its pages teem with the "immediate" necessities of "private residence" sales, so that the singular spectacle is often presented of the same house being "forced to sell out this week" for many consecutive weeks or even months. So well recognized is the exotic colored evening newspaper as the characteristic vehicle for these fakes, that an epigram, more pointed than polite, has arisen in the legitimate furniture trade about it. Of a house-sale furniture advertisement they say: "If it's pink, it's punk."

"Chance for newlyweds" and "suitable for a bride" are the favorite catchwords of "The Evening Telegram's" hoax-house patrons. These phrases are as indicative, to the expert, of fake as is a red flag of danger. One of the recently conspicuous examples is the "Elegant chance for newlyweds," in "The Evening Telegram" advertisement of 67 East Ninety-second Street. "Must sell at once almost new furniture of my four story private house." To outward appearances, the house on East Ninety-second Street is private enough. There is no sign on the front to indicate that a concealed furniture dealer waits for dupes within. Nor did the comfortable-looking old German hausfrau who admitted us suggest professional merchandising. But that interior! Surely, never was private residence furnished thus! Everything from basement to top was mint-new. New chairs, new tables, new beds, new couches, new cabinets, new statuette, new piano, new (and heart-rending) pictures, new sideboards, new carpets, new mirrors, new rugs, new portieres, new dishes, until the eye ached with the rawness of it; all grouped in the stiffest and most unlivable rigidity of order. Not a touch was there to suggest human domestication. It was a very bad job of stage setting. In the basement front room, for instance, were three sideboards and two crystal closets fairly reeking of the factory. One might reasonably suppose this to be enough for the dining-room storage of a single private family. Not at all. In the dining-room just above stood two more sideboards and two more crystal closets. Least some emergency influx of crystal should find them lacking, the household had installed two reserve crystal closets (one not yet fully unwrapped) in the hallway. From so complete and typical a hoax-house, choice of material was difficult. The investigators decided upon a couch, described in the advertisement as leather. As to the real quality of that couch we were somewhat concerned. Was it real leather?

"Oh, yes, genuine leather," the saleswoman disguised as a hausfrau assured us.

Five dollars was paid for the couch and seventy-five cents additional for delivery, which, of course, would not have been charged by an avowed store. The receipt was signed Shapiro. The "leather" couch hasn't a grain of leather in it.

It is of white pine, with a thin moulded ash rail, and is covered entirely with imitation leather.

Quite violently new, also, were the "furnishings" of 70 East Ninetieth Street, a hoax-house run by an anonymous dealer of the familiar "Evening Telegram" type. Looking particularly for the "heavy brass bed complete," advertised at \$10, we were led upstairs by a heavy-browed, gruff salesman, who showed us two beds of surprisingly good appearance considered in the light of the \$10 offer.

"Are these the \$10 beds?" the man was asked.

"Naw. Thirty dollars."

"But you advertise a \$10 bed."

Crossing the room, he pulled aside a pair of tight-closed portieres, disclosing, not a "heavy brass bed," but a very light, flashy and flimsy structure of cheap design.

Declining without undue difficulty this temptation, the investigators asked to see the mahogany leather library suit advertised in "The Telegram." This was in a small room.

"Is this leather?" the man was asked.

"You take it as you see it."

"Well, is the wood mahogany?"

"You take it as you see it." Seeing it was enough. It was not necessary to take it in order to appreciate the nature of the advertisement or of the "private house."

The next call was at 54 East Eighty-seventh Street, advertised in "The Evening Telegram" under the caption, "At Any Price; No Dealers." The place looked like a manufacturer's warehouse dumped out promiscuously. It was presided over by a motherly-looking German woman and had there was a mass of cut glass, vases and pictures, besides a collection of cheap furniture trash. How any intelligent person could have mistaken the place for anything other than a hoax-house is difficult to understand. For \$9.75 (the seventy-five cents being the cost of delivery) we purchased an armchair of "solid quartered oak" upholstered in "genuine leather." Some doubt was expressed as to the leather.

"Sure it's leather! Do you think I'd give you imitation?"

SHifty MOOSE AID DEMOCRATS

Forget Hatred of Murphy and Work. Apparently, Without Reward.

DISTRICT FIGHTS SPLIT UP TICKETS

Tammany Confronted by Several Snarls—Internal Strife Among Progressives.

Progressives are working with the Democrats in some of the Assembly districts, in spite of the fact that the organization is supposed to have a congenial hatred of Charles F. Murphy and the rest of his tribe.

In the 9th Assembly District, for instance, the Progressives have endorsed the Democratic candidates both for the Assembly and the Board of Aldermen, getting nothing in return so far as can be observed. The Progressive organization in this district has filed as its designees Assemblyman Charles D. Donohue for the Assembly and Alderman John McCourt for the Aldermen. Both are Democrats and candidates for re-election. One Progressive, disgusted with the action of his organization, has filed a petition against Donohue in the Progressive primaries. He is Charles F. M. Reinhardt. C. M. Mende, a Democrat, has also filed a petition against Donohue in the primaries of that party.

The Republican designees in the district are Frank Weiss for the Assembly and John T. Cassidy for Aldermen.

Henry Opdyke and Jesse L. Bonner, Progressives, have captured the organization in the 15th Assembly District from Frederick Parmlin, the leader, and entered into a fusion arrangement with the Democrats. Opdyke put himself into the race for the Assembly and has obtained the Democratic endorsement. In return, it is said that Mr. Bonner, designated as the Progressive candidate for the Board of Aldermen, will withdraw in favor of Jay Lasser, the Democratic candidate for reelection in the 15th Assembly District. Abraham Ellenbogen and Alderman William F. Quinn, Ellenbogen has obtained enough signatures to file a petition for the Progressive primaries and is counting on the support of all the members of that party who are revolting against the fusion with the Democrats.

As has been stated, there are fusion arrangements between the Republicans and the Progressives in only six districts. There would have been less, if some of the more rabid members had had their way.

In the 32d District, where under a fusion arrangement, Assemblyman Aaron A. Feinberg, the only Progressive member of the Assembly from this city, has received the endorsement of the Republicans, Jacob Goldstein, the Republican candidate for the Assembly, has filed a petition to run in the Progressive primaries.

There are six leadership fights in the Democratic ranks in New York County and four in the Bronx, but few prospects are attached to the decision of the presidential leaders in designating candidates. There is serious trouble, however, in the 3d and 20th Assembly districts.

In the 3d District, H. Sullivan, a lawyer, to run against him for the nomination to the Board of Aldermen. Assemblyman Antonio J. Serrano, for renomination by the party, is helping Brande. The Sullivan candidate for the Assembly is Caesar Barra.

In the 20th District the trouble has been fomented against William M. Fetherston, the leader, by Maurice Fetherston, who was head of the organization there some years ago. Shannon turned down "Happy Jack" Fetherston, the "merrying" Alderman, for renomination and named James F. Daley in his place. Taking advantage of this dissatisfaction, Fetherston has put Edward Cassidy in the field for the Democratic nomination.

DR. KARL E. GUTHE DIES

Was Prof. of Physics and Dean of the Graduate School at Michigan University

Ashland, Ore., Sept. 11.—Dr. Karl Eugen Guthe, who for the last six years had been professor of physics and dean of the Graduate School at the University of Michigan, died at a hospital here to-day following an operation.

Dr. Guthe was born in Hanover, Germany, in 1866, and was educated there, entering the University of Michigan in 1887. From 1905 to 1909 he was professor of physics at the State University of Iowa.

Dr. Guthe was a member of the American Physical Society, the Deutsche Physikalische Gesellschaft, the Société Française de Physique, the Washington Academy of Sciences, and the Iowa Academy of Science. He was a joint author of textbooks on physics and made frequent contributions to scientific journals, especially on the subject of electricity.

MARKS FOR THE GLAD HAND

Borough President, Back from West. Would Have Official Welcome.

Expressing his delight at the cordial way he had been treated in the West, Borough President Marks, of Manhattan, on his return from the Panama exposition yesterday said that New York City could well take lessons in hospitality from other cities.

"Usually no one is on hand to welcome officials from other cities when they reach here," he said, "when they do get in touch with the city authorities the first question asked them ordinarily is: 'When are you going home?'"

"This is all wrong. There should be a special committee to welcome visitors of prominence to our city. Wherever we went in the West our party was greeted by the officials of many of the cities through which we passed. In one Arizona town the officials were at the station soon after 7 o'clock in the morning."

Insist on Paying Higher Rents.

Armenians and Syrians living in houses owned by the Summit Silk Mill, at Summit, N. J., have refused to accept a reduction in the rents of their tenements. Recently wages at the mill were cut, and the rent of the employees correspondingly, yet the men insist on paying the old rate.

GIVE DANCE AT LENOX

Mr. and Mrs. D. C. French Entertain for Their Daughter.

(By Telegram to The Tribune.)

Lenox, Mass., Sept. 11.—The fancy dress dance given by Mr. and Mrs. Daniel Chester French for their daughter, Miss Margaret French, at Chesterwood, in Glendale, to-night, was the prettiest of the dances of September.

The guests were received by Mr. and Mrs. French and Miss French, who were in costume.

Large dinner parties were given to-night before the dance at Chesterwood by Mr. and Mrs. J. Woodward Haven, Hertzog, Winthrop, Mr. and Mrs. Charles Astor Bristed, who gave a formal dinner to the Brazilian Ambassador to Vienna and Mme. Reg de Oliveira; Ross T. Whistler, who gave an entertainment in honor of Miss Elsie Hutton, of Baltimore; Mr. and Mrs. Henry H. Pease, Mrs. M. Dwight Collier, Miss Kate Cary and Mr. and Mrs. Joseph H. Choate, who entertained for their guest, Dr. Theodore Bailey.

Miss Mary W. S. Kernochan is visiting with Mr. and Mrs. William B. O. Field.

Mrs. Paul Bartlett, of Washington, is visiting with Professor and Mrs. George F. Booker in Tyringham.

Miss Margaret Kemp, of New York, has arrived to visit with Mr. and Mrs. John Hutton in Tyringham.

Mrs. E. R. Bacon, of New York, William Turnbull, Miss Alice Turnbull, Miss Hope Butler, of New York, and Miss N. T. Frick, of Baltimore, are touring in the Berkshire region.

Rodman Campbell, of the British Embassy, who has been a guest of Frederick Schenck, has gone to Manchester, Mass.

Miss Lydia S. Chanin, of Erie, Penn., and Mr. and Mrs. William Sloane are the guests of Mr. and Mrs. William E. S. Griswold.

Mrs. C. Vanderbilt Cross has arrived at Hotel Astor from San Francisco, and Mr. and Mrs. Charles F. Chandler, of New York, arrived at Curtis Hotel.

NICHOLS SLAYERS GOT \$16,500 GEMS

Deposit Box Contained Only Two Brooches, Worth \$350—Secret Vaults Bare.

Up to last night, seventy-two hours after the crime was committed, the police had no trace of the three robbers who are wanted for murdering Mrs. Elizabeth Griggs Nichols in her home, 4 East Seventy-ninth Street.

"There is no mystery about the murder," said Second Deputy Police Commissioner Lord, just before he left town for the Berkshires yesterday. "Omni talia, now locked up in the Tombs, has told us who the men are, and we have done everything in our power to get them. If Arthur Waltonen, the former Nichols servant, is caught, the case will be cleared up."

Acting under authority from Surrogate Fowler, Maitland F. Griggs, nephew of Mrs. Nichols, yesterday opened her safely deposit box in the vault of the Guaranty Safe Deposit Company, 512 Fifth Avenue. According to Acting Captain Jones, of the 3d Branch Detective Bureau, a large quantity of jewelry was found in the vault. Of the itemized list of jewels supposed to have been stolen, only two small diamond brooches worth \$350 each were found. It appears that Waltonen, "Eddie" and the Italian charged with the murder made away with jewelry valued at \$16,000. Secret vaults discovered yesterday in the residence contained a few personal jewels, owned by the late James Edwin Nichols, and some miscellaneous papers. Indictments will be brought to-morrow by Assistant District Attorney Skinner against Onni Talos, Waltonen, "Eddie" Roe and John Doe, the last two representing the men who were charged with names not known to the police.

The body of Mrs. Nichols was at William J. Minor's undertaking rooms, at 408 Fourth Avenue, last night. While no announcement of the funeral is to be made, it is expected a private service, attended by a few relatives and friends, will be held at the home to-day. Burial will be in Woodlawn Cemetery.

TO SIFT BUYING PROBLEMS

Purchasing Agents Will Open Fall Meeting Here, September 21.

The Purchasing Agents' Association of New York will hold its first fall meeting at the Hotel Bristol, on September 21, at 6 p. m. After dinner the members will view a three reel motion picture, on pipe making, shown by the National Tube Company, of Pittsburgh. The questions, "Would the uniformity or elimination of discounts be advantageous to merchants?" and "What is the best method of handling small and miscellaneous supplies?" will be discussed by an open forum.

Information about the association will be supplied by E. B. Hendricks, secretary, 129 Lafayette Street.

Undertakers Praise Wilson.

The New Jersey State Funeral Directors' Association, at Lake Hopatcong yesterday, adopted a resolution commending the will of President Wilson toward the European situation.

Do You Want a Quiet, Central Location for Your Winter Home?

We have hotels that appeal to people of refinement and who like the atmosphere of a neighborhood where artists, sculptors, authors and old New York families make their homes.

We offer accommodations of one, two, three or four rooms, and we invite discriminating, particular people to see the conveniences we can give them.

Four neighboring, all well located, convenient and homey hotels from which to choose. Transportation—you can go any direction on surface cars, and the Sixth Avenue "L" and the Fifth Avenue Bus Line are but a block away. Garage convenient. Single or double rooms, with or without private bath. Rates, American plan, \$15 to \$20 per week, for one person; or parlor, bedroom and bath for two persons, \$30 to \$50 per week. Three and four room suites, equally well located, at reasonable rates.

The Van Rensselaer, The Earle, 15 East 11th St. 103 Waverley Place.

The Holley, The Judson, 36 Washington Sq. W. 53 Washington Sq. S.

DAVID H. KNOTT. WM. J. KNOTT.

HOTEL SEVILLE

PRICES TO SUIT THE TIMES HALF A BLOCK FROM FIFTH AV., AT MADISON AV. AND 29TH ST. Centre of everything; just away from the noise. Parlor, Bedroom & Bath, \$1,200 Per Year Up. Rooms with Bath, for Two, \$3.00 Per Day Up. Single Rooms, Running Water, \$1.50 Per Day.

HERMIT WENDEL'S \$50,000,000 FADE

Appraisal by Estate's Attorney Shows Valuation of Only \$2,979,933.

HAD TRANSFERRED WEALTH TO SISTERS

State to Charge That Gifts Were Made Before Death in Effort to Escape Tax.

According to an appraisal of the estate of John Gottlieb Wendel, known as the "millionaire hermit" of Fifth Avenue, Manhattan, filed yesterday with State Transfer Tax Appraiser William C. Clark, of Mount Vernon, by B. E. Rabell, of 38 Park Row, Manhattan, attorney for the estate, Mr. Wendel's property is worth only \$2,979,933. This is somewhat of a surprise to the state appraisers, as it had been frequently reported that Mr. Wendel owned property in New York and Westchester County worth between \$50,000,000 and \$80,000,000.

Now that the attorney for the estate has fixed its value, it will be up to Francis A. Winslow, attorney for the State Controller, and his assistant, Charles C. Fenno, of White Plains, to prove that the property is worth more than the attorney's estimate.

The appraisal shows that Mr. Wendel, who died on November 30, 1914, previously to his death, had conveyed to his four sisters, Mary E. A. Wendel, Rebecca A. D. Sweepe, Ella V. Von E. Wendel and Georganna G. R. Wendel.

Property in New York City

The location of the property is not given, but it consists of more than twenty parcels in New York City.

The state appraiser will have to determine whether Mr. Wendel made to transfer in anticipation of death and to escape the state tax, which would have amounted to millions.

The appraisal shows, among other things, that Mr. Wendel, though he had bank deposits aggregating more than \$270,000, yet at the time of his death \$270,000 of real estate was valued at \$19,000,000.

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HEARN

14th Semi-Annual Dressmakers' Sale

NEW Silks, Dress Goods, Wash Dress Fabrics, NEW Notions, Linings, Shears, Scissors, NEW Trimmings, Buttons, Ribbons, Laces, NEW Chiffons, Chiffon Cloth and Nets

at Sale Prices Made Possible by Our Great Cash Purchasing Power

\$1.49 CREPE METEORS—40 in.—Sale 1.10

Soft finish—fine close weave—new assortment of leading Fall shades for street and evening—a fabric in demand all seasons of the year.

35-IN. STRIPED SATINS—White and colored stripes on black and colored grounds—reg. 79—Sale 58

36-IN. CREPE DE CHINES—Fashionable light and dark colors—also black—full crepe finish—reg. 98—Sale 74

35-IN. BLACK MESSALINES—Soft finish—deep black—reg. 79—Sale 57

40-IN. RADIUM TAFETAS—Soft, draping quality—high lustre—regularly \$1.19—Sale .95

40-IN. CREPE METEORS—New Fall colors, also evening shades and black—reg. 1.75—Sale 1.50

40-IN. CREPE DE CHINES—Fancy stripes—reg. 1.45—Sale 1.25

40-IN. CREPE DE CHINES—Evening and street colors, also black—reg. 1.50—Sale 1.25

40-IN. CREPE METEORS—New Fall colors, also evening shades and black—reg. 1.75—Sale 1.50

40-IN. CREPE DE CHINES—Light and dark colors—reg. 1.25—Sale .98

40-IN. CREPE DE CHINES—Light weight—new light and dark colors—reg. .98—Sale .75

40-IN. CREPE DE CHINES—White and ivory—reg. 1.25—Sale .98

40-IN. CREPE DE CHINES—White and ivory—reg. 1.75—Sale 1.50

40-IN. CREPE DE CHINES—White and ivory—reg. 1.05—Sale .75

Clark's Cotton and Notions for Dressmakers' Sale.

No Mail or Telephone Orders. Clark's O. N. T. Cotton—200 yd. spools—black and white—best numbers, doz.—special .44

Silk Featherbone—doz. yds. .55 .77

Girdle Foundation—yd., 10 & 12 7/8

Hooks with invisible eyes—gross .20 .12 1/2

Dressmakers' Pins—1/2-lb. box .19 .21 1/2

Dress Shields—double covered and silk—12 1/2 & 15 1/2

Garment Dress Shields—adjustable .24 .20

Sewing Silk—50-yd. spools—black and colors—doz. .29 .22

Black Sewing Silk—large spools—each .19 .11

Sewing Silk—100-yd. spools—black—doz. .55 .44

Basting Cotton—dozen .55 .38

Collar Supports and Foundations .10 2 for .15

Inside Dress Belting—1 1/2 to 1 3/4 inch—piece 10 yds. .50 to .90 .40

Canvas Coat Fronts .19 .14

Long Coat Fronts .59 .47