

The Ad-Visor

This department is devoted to separating the sheep of advertising from the goats—and hanging a bell on the goats. It deals with a very serious topic in a way that is not too serious. Its honest endeavor will be to answer with fairness, either in print, or where that is inexpedient, by private letter, all fair questions about advertisements, while reserving the right to plead ignorance when that is the right answer.

I have answered about forty advertisements in "The World" for what I supposed were bona fide positions. I enclose the last one. I answered some that wanted a man who could letter. I did some lettering, and received a circular showing what could be done by a new pen; then another, a new kind of ink; then another, a window to let, take pay out in work, and so on.

Fake schemes for getting money out of those seeking employment, on the pretext of furnishing positions to them, fill the "classified" columns of many of the papers, "The World" being a chief offender. The letter enclosed by my correspondent is from the Advertising Manufacturing Company, of Jamestown, N. Y., which advertised in the Sunday "World" for an experienced engraver. To those replying a letter was sent containing this bald proposition:

We have your answer to our ad for an engraver, salary \$50 weekly. Evidently you possess the required experience necessary to turn out the work that we might demand or take on from time to time. The management of this work will be entrusted to you as a superintendent of the engraving department, and you will have an assistant from time to time and apprentices under your instruction.

We are a co-operative stock company on the Ford plan. All employees are stockholders in our company and each buys a little stock at \$10 per share; thus they are interested and share in the profits as they go along. No person gets less than \$3 a day, and the profits in this business are very large.

To the person holding this position of engraver as advertised as (sic) ask that he be a stockholder in our company to the amount of \$1,000, as this guarantees satisfactory service to all concerned. Not only will you get big returns from the investment, but you are a better man for us and yourself.

The offer of so important a position as superintendent to a wholly unknown person, with the sole qualification that he invest \$1,000 in the company's stock, in itself characterizes and stigmatizes the scheme. This is a case for investigation by the Postoffice Department's fraud order bureau.

In conversation with a friend the other day, your department in The Tribune was mentioned, and I told him that it had lost for me the interest I formerly took in it, on account of what I considered unfair treatment by you of Luna Park, a few weeks ago, in connection with their small standing advertisement in the daily papers. This advertisement was doubtless worded with the idea in mind that the general public knows that an admission fee is charged to enter the park, and is intended to convey the fact that after having paid that fee and entered, certain features are then free. Perhaps they are free in assuming so much, but I feel sure that there is no intention on the part of advertising any one, and I doubt if any reader of the advertisement is deceived.

"Free Shows, Free Circus, Vocal and Band Concerts, Free Dancing Contests" is the standing offer in print of Luna Park, which doesn't keep it from charging ten cents admission. The Ad-Visor's criticism was based on the loose interpretation of the word "free." It may be that, as F. S. W. states, the advertisement is "worded with the idea in mind that the general public knows that an admission fee is charged to enter the park." But why should such knowledge on the part of the public be presupposed? Paid admission to amusement parks is by no means a general rule. At the little local Coney Island of Auburn, N. Y., is a park, capitalistically owned, furnishing music, concerts and, until recently, dancing, without fee. These are, in fact, free, and their advertisement as such is strictly legitimate. Would not an Auburnian, accustomed to this system, naturally infer in reading the advertisement of the Luna Park "free" offer, that admission there is unrestricted? That is a golden rule of advertising formulated by W. R. Hotchkiss: "Real honesty means the writing of words that cannot possibly create a false impression on the mind of any reader."

May I venture to call your attention to an interesting case of advertising enterprise? For some time my attention has been attracted by an ad in the Subway cars of a brand of Peroxide, alleged to be "99.96% pure." Now, as a practical chemist, I was skeptical about this. In the first place, any such percentage is quite out of the question; furthermore, a substance of this kind, quite out of the question, would be a product to be treated with the most respectful precaution, as one would handle nitro-glycerine. Such a concentrated article, also, would not be desirable for common use, nor could it be made for that price.

My curiosity becoming imperative, I invested in a small package with the intention of analyzing it, but found this unnecessary, for the explanation was on the label, in the form of an alleged analysis:

Table with 2 columns: Substance and Percentage. Hydrogen peroxide 3.750, Water 99.961%.

This seems like a stroke of genius; there should be no difficulty in keeping the article up to standard, for the proportions of peroxide and water might vary ad libitum, and still preserve the standard of "purity." Yet I cannot but feel that in this advertisement there is something a little misleading and open to criticism.

Mathematically, the proposition seems feasible enough, thus: The 3.750 per cent of hydrogen peroxide is, presumptively, pure, as is also the 99.211 per cent of water; purity = purity. Q. E. D. But to the casual public the question is not one of mathematics. It is a question of a drug substance advertised as more than 99 per cent pure. Pure what? Pure peroxide? Not at all. Such a product would, as F. D. points out, be impracticable and dangerous. Pure water, it appears, mostly. But is that what the advertisement seeks to indicate? Not being a mind reader, I am unable to fathom the precise purpose of it, but I know whether it leads, and I should hesitate to call it misleading because I don't know whether it leads. To an ordinary, unscientific mind the claim of purity thus set forth seems simply nonsense; "sound and fury, signifying nothing."

As you know, "Good Housekeeping" has been bullying around for the past three years about how clean its columns are, but I think that the advertisement which I inclose certainly is against its policy if the "Newspaperdom" clipping is right. I think that "Newspaperdom" has it on "Good Housekeeping" this time, and I certainly hope that you will make an honest criticism of this piece of news. "Newspaperdom" claims that it is "Hoyer's" and takes the sting out that common, ordinary flour or bicarbonate of soda will do the same. Therefore there is no economy in buying "Hoyer's." It is a patent remedy, and therefore according to their own guarantee should have been excluded from "Good Housekeeping." It may be that you will not pay any attention to this letter. I hope you will, and I will write you again if I do not see this letter reproduced in your Ad-Visor column.

You will have to admit that "Newspaperdom" has caught "Good Housekeeping" with the goods on. Waiting to see your criticism, ALOYSIUS X. FENDELTON.

Herewith the clipping from "Newspaperdom": Our doctor may be wrong, but he tells us that that prickly heat is caused by a disordered stomach or from constipation. He says that the one sure way to relief is a good dose of salts. Yet "Good Housekeeping" is willing to go on record approving "the standard prickly heat remedy for 25 years—Hoyer's Prickly Heat Powder." We say "G. H." approves it because it carries the ad of George W. Hoyer, P. O. Box 11925, Houston, Texas, in its highly safeguarded and decorated August columns. It might be that this pleasant powder will ally the itch, as will ordinary flour or bicarbonate of soda, but isn't "G. H." letting its bars down just a bit in carrying any prickly heat powder?

Doubtless prickly heat is caused by digestive irregularities. Similarly a boil is caused by bad condition of the blood, but that doesn't prevent poulticing from relieving the pain of the boil. There are certain powders which relieve prickly heat. Hoyer's Powder is a compound of zinc oxide with starch and small quantities of camphor and phenol, and is quite competent to make good its very moderate claim, as set forth in "Good Housekeeping." As I understand the "Good Housekeeping" advertising standards, they discriminate against fraudulent and misrepresented articles, not against any form of "patent remedy" as such. If the publication has issued any guarantee such as Mr. Pendleton mentions I have yet to see it. Consequently, I shall not "have to admit that 'Newspaperdom' has caught 'Good Housekeeping' with the goods on." For Mr. Pendleton's enlightenment, I will state I have never had any relations whatever with "Good Housekeeping." His presumption that such association would probably serve as a check upon honest expression of opinion furnishes its own comment upon a certain type of mind.

JERSEY COUNT SUES FOR LOVE THAT'S GONE

Brings Alienation Action as Wife Demands Separation. Count Charles Miarry de Lukacevics, one of the numerous members of the nobility who are not registered in the Almanac de Gotha, brought a suit yesterday against Aaron A. Frankenhimer for alienating the affections of his wife.

The count, whose residence is in Nutley, N. J., is a Hungarian and is said to be a man of wealth. No details are furnished in the papers filed in the Supreme Court, but Frankenhimer asked Justice Cahalan for an order directing the alleged injured husband to file a bond to guarantee the payment of the costs of the case because of his non-residence.

The count meanwhile is being sued for separation. The countess, whom he married in 1907, charges him with cruelty. They and their three children occupied a fine villa in Nutley.

The countess says she has never used her title of countess because she always had doubts of its authenticity.

AVENGING MODEL ON TRIAL FOR LIFE

Mrs. Rosa Bellina, Who Killed Artist Betrayor, Faces Brooklyn Jury.

Mrs. Rosa Bellina, the pretty twenty-year-old wife and mother who shot and killed James Montiglia, an artist and musician, in Brooklyn last August because, she said, Montiglia had ruined her, was put on trial for her life before Justice Kelby in the Supreme Court yesterday. It took all day to get the jury. Most of the talesmen betrayed their sympathy for the defendant, and one, an unmarried young man of Flatbush, openly declared that he believed Montiglia "got what was coming to him."

Mrs. Bellina sat throughout the tedious day clasping her seven-month-old daughter Rosa in her arms. Her other child, Francis, two years old, slept most of the time in the arms of Mrs. W. M. Stonehill, of the Brooklyn City Mission, who, with a number of other wealthy women, have taken an interest in the case. Those who caught a glimpse of Mrs. Bellina's face were not surprised that the dead artist, Montiglia, had talked to her of love and had persuaded her to pose for him with her baby as the "Madonna and Child."

The young defendant attended Brooklyn schools and married Antonio Bellina, a successful contractor, living at 683 Carroll Street. During his absence from the city on business Mrs. Bellina and her children lived with her sister-in-law at 284 First Street, where Montiglia boarded. According to Mrs. Bellina, the artist forced his attentions upon her, and finally one night overpowered her.

When Bellina, the contractor, heard about the affair he turned Mrs. Bellina and her children out of his home. She appealed several times to Montiglia for assistance, but he only laughed at her. Early on the morning of August 25 Mrs. Bellina went to his room and shot him through the heart.

LOSES PELL CRASH SUIT

Plaintiff Fails in Action to Recover from Railroad for Chauffeur's Death.

The \$40,000 damage suit brought against the Long Island Railroad by Domenico Gambino, father of Charles Gambino, the chauffeur who was killed in August, 1913, in the accident at Wreck Lead crossing, in which Dr. Croton Pell and William Laimbeer also met death, was lost by the plaintiff in a sealed verdict handed up to Justice Manning in the Supreme Court in Queens yesterday.

The jury in the same court awarded to Mrs. Elizabeth Warden Pell \$25,000 for the death of her husband, from which decision the railroad company has taken appeal.

State Presses Mrs. Mohr.

Providence, R. I., Sept. 20.—Summons were served to-day in the grand jury investigation of the murder of Dr. C. Frank Mohr, which will begin on Wednesday. Indictments will be asked against Mrs. Elizabeth Tiffany Blair Mohr, the widow, who charged with the crime, is out in \$10,000 bail.

Victor Brown, George Healey and Henry Spellman, negroes, are used of killing Dr. Mohr.

DETECTIVES ELUDE.

The two detectives followed the former Street Cleaning Commissioner from his house at 11 River Street, to the Municipal Building. They called upon the District Attorney every half hour until 10:30 o'clock. Then they were told that when they next called the authorities would probably be able to order the pursued man's arrest.

MAYOR TO OFFER \$5,000 TO HASTEN ROFRANO ARREST

Will Ask Aldermen for Money—Duped Detectives Must Explain.

MITCHEL CLEARS AIDS OF INTEREST

Eager for Capture, He Says—Carnivale Must Talk or Return to Prison.

Mayor Mitchell took a hand in the Rofrano case yesterday. After a conference with Commissioner Woods he announced that he would send a special message to the Board of Aldermen to-day asking for a reward of \$5,000 for the arrest or information leading to the arrest of Rofrano, wanted in the killing of Michael Gaimari.

Rofrano was appointed Deputy Street Cleaning Commissioner by the Mayor through men who pledged themselves for his honesty and integrity. The appointment was made with the belief that Rofrano would be the man to stamp out the petty graft understood to be going on in the department.

The Mayor also announced that the two Central Office detectives, Clinton Woods and Henry Jessup, who permitted Rofrano to give them the slip on Monday, would be brought to trial to explain their apparent negligence.

"There is no office more anxious than the Mayor's to have this man Rofrano apprehended," said Mayor Mitchell after announcing his desire to have the \$5,000 reward offered. "While no effort will be spared by the Police Department to find the man, it seems wise to offer this extra incentive to those who otherwise might have no interest in the man's capture. It is quite likely that Rofrano is out of the state and we need the assistance of persons who may happen to run across him."

Mayor Defends His Aids. The Mayor said there was no foundation for the rumors that members of his official family had any particular interest in Rofrano.

"Rofrano," the Mayor continued, "was appointed Deputy Street Cleaning Commissioner because he was an Italian and had been recommended to me by some of the best known Italians in the city. There are many Italians in the department and it occurred to me that perhaps a member of their race might be able to weed out any petty graft which might be in the way."

"I must say Rofrano did not seem successful in this respect. Just before I went to California Commissioner Fetherston told me he was not satisfied with the progress of the work Rofrano was doing. Whether because he was trying to build up a political machine or because he did not devote enough time to his work, I do not know. I agreed that Mr. Fetherston could appoint another man. He was looking for such a one while I was away."

"When I returned to the city Rofrano's name had been mentioned in connection with this murder case. I agreed to confer with the District Attorney who agreed that it would put an unfair implication of guilt on Rofrano to take him out of the department while the trial was on. It was agreed that Mr. Fetherston should resign and he did."

Woods and Jessup were assigned from the Detective Bureau to watch Rofrano Monday morning. This was done on a precautionary measure because District Attorney Perkins believed that Frank Fenimore would confess and implicate Rofrano.

The two detectives followed the former Street Cleaning Commissioner from his house at 11 River Street, to the Municipal Building. They called upon the District Attorney every half hour until 10:30 o'clock. Then they were told that when they next called the authorities would probably be able to order the pursued man's arrest.

One hour and a half elapsed before the detectives are reported to have communicated with the District Attorney's office. Meantime Fenimore had made his confession, naming Rofrano as the instigator. When the detectives did report, it was to notify Mr. Perkins that Rofrano had eluded them. From that time no definite information of Rofrano's whereabouts has been received. There are many who now believe he has found freedom from arrest in Mexico.

Rox Cornell of Rocco Carnivale, spent several hours with George N. Brooks and Deacon Murphy, of the District Attorney's staff, yesterday after spending some time with Pauline Samuels, who brought him down from prison to testify. He admitted knowing the La Salle brothers, the principal witnesses against him at his trial, and also Gaetano Montimagno, for two years.

Montimagno, was hired by Carnivale at the alleged direction of Rofrano to kill Gaimari. He was introduced to him, Rox says, by Fenimore. In his trial Carnivale said he did not know Montimagno "from Adam," and had never seen him until he was brought into the courtroom to identify him.

Carnivale's Stay Short. There will be a time limit to Carnivale's stay in the city. The District Attorney says he has strenuously urged against Rofrano in Fenimore and the other witnesses under arrest. If

Carnivale does not tell all he is supposed to know he will be returned to Danemora.

What is considered of particular importance in the state's case is the corroborative testimony of the La Salle boys regarding conversations alleged to have been held over the telephone between Carnivale's Brooklyn home and Rofrano's office in the Street Cleaning Department.

The perjury end of the Rofrano case is not being overlooked by Mr. Brooks or Mr. Murphy. The discredited feud human life shown in the political feud against Foley was shown in a confession made by Betty Falot, of 235 East Thirty-third Street. She was locked up at Police Headquarters last night, charged with perjury. She has told of being visited by two Italians after Gaimari was shot and killed, who offered to comply with any reasonable wish if she would testify at the trial of Montimagno. "It would be in the interest of a big Italian politician," she said she was told. She accepted the offer, she told Mr. Murphy, whereupon the two Italians now sought by the police coached her in alleged perjured evidence offered by the defendant to discredit witnesses for the prosecution.

To-morrow is the day Rofrano or a representative must appear at the real estate auction rooms, 14 Vesey Street, to meet the indebtedness of his parcels of about \$20,000 on one of his parcels of land at 52 Oliver Street.

Tommaso Porcario and Joseph Bronzini, held in \$50,000 bail for perjury, will be arraigned this morning before Judge Malone. Despite Porcario's announced intentions on Saturday "to come through," he showed no inclination to talk yesterday.

WOMAN SHOT; HUSBAND GONE

Found Dead Soon After Boarder Heard Request for Money.

Mrs. Hannah Doran, of 422 Pacific Street, Brooklyn, was shot five times and killed as she sat on the steps of her home at 9 o'clock last night.

Her husband, Edward Doran, a B. R. T. motorman, who had been drinking heavily, is accused of the killing. He was last seen when jumping aboard an eastbound Bergen Street car. A general alarm was sent out in the street, but late last night he had not been caught.

J. M. Fillmore, a boarder, was shaving in the front room of the house, not twenty feet from the steps, when Mrs. Doran was shot. He heard the screams and ran to the door, but found the woman had been instantly killed. Fillmore was questioned by Murphy. He said Doran had come into the hallway ten minutes before Mrs. Doran was shot. He and Fillmore heard the murmur of conversation. He heard Doran ask his wife for money.

"Go back into the house," she replied. A moment later the shots were fired. According to Joseph Alger, of 147 Bond Street, a man without a hat, coat or necktie was seen boarding a Bergen Street car just after the shooting. Mr. and Mrs. Frank Forster, of 147 Bond Street, saw the man run through their basement door in a black suit and wearing a derby hat.

WATER SUPPLY NOT TO BE ENDANGERED

Governor Will Keep Hospital Waste from Croton Watershed.

Albany, Sept. 20.—Sewage from the Mohansic State Hospital or the Yorktown Training School, purified or otherwise, will not be allowed to come in contact with any part of New York City water supply. This decision was reached by Governor Whitman this afternoon after a conference with Herman M. Biggs, State Health Commissioner; Lewis E. Pileher, State Architect; E. J. Moran, city attorney; and other state officials. The Governor announced his intention in a letter he wrote after the conference to Mayor Mitchell.

"I shall take such action as is necessary to bring about this result, without interfering with the immediate construction of the institutions in question," wrote the Governor.

The Governor, however, was of the opinion that the plans approved by the State Health Commissioner would not injure in any way the New York City water supply, because of the sterilization and filtration processes through which the sewage goes.

The Governor declared the sewage disposal plan would be necessary whether it was decided to carry the waste to the Hudson River or Mohansic Lake. He takes the position that the additional appropriations needed for the mains to the Hudson River can be secured by the time the plant is ready for operation.

Four deaths from sunstroke, compared to one for the same period last year is the only indication that the heat ending week has been marked by more than the usual mercurial evolutions. The following causes of death showed a decrease: Scarlet fever, diphtheria, erup, pulmonary tuberculosis, Bright's disease and nephritis.

HUGH A. RILEY SELF SLAIN

Man Who Disappeared After Son's Wedding Found Dead in Lot.

His throat cut and an open razor clutched in his right hand, Hugh A. Riley, of 187 Kingsbridge Road, the Bronx, for whom the police of the city had been searching since last Saturday, was found dead in a lot near his home yesterday by Detective John Schelling.

Dr. Hugh A. Riley, jr., of 3007 Hub Terrace, the Bronx, identified the body. The coroner decided it was a clear case of suicide, and gave permission to remove the body. None of his relatives could assign a reason why Riley should have taken his life. The night before his disappearance Riley attended the marriage of his son, Frank B., at the home of the bride, Miss Blanche Wiley, at West 231st Street and Independence Road. Frank had lived with his father since his marriage, but the family asserted that the wedding had nothing to do with the suicide.

Broken Glass Murder Prelude.

Niccolio Lialakes, a Greek poolroom proprietor, at 780 Sixth Avenue, did not like the way a companion of his, Macks Gervas, of 141 West Forty-third Street, danced with a mutual friend of theirs last night. He threw a glass on the floor to show his irritation, whereupon Macks is said to have left his partner, seized two-inch breadknife and plunged it into the heart of Lialakes. The police caught Macks as he was running away.

RUSH OF FRIENDS TO AID DR. HILLIS FOLLOWS APPEAL

Plans Already Under Way for Adjustment of Pastor's Difficulties.

"GOD BLESS YOU." IS BRYAN MESSAGE

Creditors and Church Trustees Want F. L. Ferguson to Take Charge of Affairs.

Overtures on the part of representatives of the Rev. Dr. Newell Dwight Hillis, pastor of Plymouth Church, Brooklyn, for an amicable settlement of the differences between the minister and his former business manager, Frank L. Ferguson, and plans for an adjustment of his financial obligations to his creditors, followed quickly yesterday the dramatic appeal of the pastor to his congregation at the Sunday services.

Although Dr. Hillis and Mr. Ferguson, who was chairman of the board of trustees of the church, parted last April because of a disagreement over the pastor's business affairs, some of the trustees and creditors feel that Mr. Ferguson is the best man to clear up the present complicated situation because of his thorough knowledge of the minister's speculative ventures.

It is said also that some of Dr. Hillis's creditors were not as well satisfied with his admissions to the congregation, or as favorably impressed, as the rank and file of the members of the church may have been. It is understood that they feel he should have gone more into detail as to his financial troubles, and placed his case more forcibly from the business side, instead of from the moral point of view. Several essential points were withheld, it was said, and unless further public retraction is made in regard to his affairs the storm may continue to brew.

Creditors Are Hopeful. Inquiry yesterday developed that the minister's total liabilities may reach \$200,000, instead of \$100,000, as at first supposed. Despite this, however, the creditors are hopeful of realizing in full on loans secured by the pastor's bonds held by Dr. Hillis, amounting to \$100,000. The reputed unsecured debtors for the remaining \$100,000 can be paid, it is said, by the sale of interests which Dr. Hillis reported to be in other valuable and unencumbered timber lands, and still leave the clergyman an ample competence for the future. There has been no suggestion that Dr. Hillis should take advantage of the bankruptcy law.

One of the largest personal loans involved is for \$15,000 from the Arbuckle family, which it is said is secured by the Arbuckle family founded and built the Arbuckle Institute, adjoining Plymouth Church, at a cost of several hundred thousand dollars, and have been generous contributors to the support of the church.

Dr. Hillis kept to his study at the church yesterday, during which time he was in conference for several hours with his counsel, Frederick W. Hincks, and Charles Treasurer Lark, of Rockwood & Haldane, of 60 Broadway. Mr. Lark has recently been in the West and is said to have discussed with Dr. Hillis several offers to purchase parts of his timber lands, but he has declined to do so at the present time, at Woodstock, Conn. without comment on the progress of plans to relieve his client's situation.

Dr. Hillis declined to make any statement, but gave out one telephone conversation with ex-Secretary of State Bryan in which the latter commended him for the stand he had taken before his church.

"But one last word—do not for one moment allow this to interfere with your work in Plymouth Church or in the country. God bless you."

LAST HOT SPELL HEALTHFUL

Four Sunstrokes Only Change in Drop in Deaths Over Last Year.

New Yorkers thrive on unseasonably hot weather, according to the report of the Department of Health for the most humid and generally unbearable September week in years. The official statistician has found that the death rate during the sticky period was .83 per 1,000 lower than during the corresponding week of last year. This difference, it is explained, means ninety-two lives.

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GIRL, 12, PREVENTS A SUICIDE

Finds Cousin Dying, Turns Off Gas; Then Calls Doctor and Police.

Twelve-year-old Annie O'Connor, returning from school for luncheon yesterday, could not get into her parents' apartment, at 305 West 118th Street. She climbed across the fire escape from a neighboring apartment and found her cousin, Lawrence Earle, twenty years old, lying on the floor in the kitchen with all the gas jets turned on. Promptly turning them off, she summoned Patrolman Salway and Dr. Hohann, who revived Earle and took him a prisoner to the Knickerbocker Hospital. Earle said he was out of work and had heart disease.

THE ONLY CENTURY MUSIC HALL IN AMERICA

THURSDAY NIGHT AT 8 SHARP

NED WAYBURN'S "TOWN TOPICS"

THE BIG DRAMATIC PLAY OF THE YEAR

ORCHESTRA SEATS \$2.00, \$1.50, \$1.00

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The newest triumph of hat-making art, Young's "Airweight" Soft Hats. In no other Soft Hat ever made can you get more style—or as much comfort. Supremely light and easy. In all shapes and correct colors—\$3 & \$4.

LONGACRE Eves. 8.20 Popular Mats. To Mor'w Mats. 2.20 Sat. Orchestra \$1-\$1.50. "An Operaetta that acknowledges no debt to 'The Merry Widow.'"—Times. THE SENSATIONAL MUSICAL COMEDY SUCCESS. THE ARBUCKLE

NEW YORK'S LEADING THEATRES AND SUCCESSORS. EMPIRE, MR. CYRIL MAUDE GRUMPY, LYCEUM, MARIE, TEMPEST, HUDSON, UNDER FIRE, HARRIS, Relling Stars, BELASCO, THE BOOMERANG, REPUBLIC, COMMON CLAY

ASTOR, "HIT-THE-TRAIL HOLIDAY", CANDLER, "THE HOUSE OF GLASS", ORCHESTRA SEATS \$2.00, \$1.50, \$1.00

THE ONLY CENTURY MUSIC HALL IN AMERICA. THURSDAY NIGHT AT 8 SHARP. NED WAYBURN'S "TOWN TOPICS"

TRIANGLE PLAYS, PALACE, COLONIAL, Loew's American Roof 12-Act Vaudeville Show

A GREAT VICTORY FOR THE THEATREGOING PUBLIC. No more Street Speculators. No more high prices for low price seats.