



The Ad-Visor

Conducted by Samuel Hopkins Adams.

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. It asks nothing for its services except the confidence of its correspondents in giving their names and addresses, a confidence which will never be violated. Please state clearly whether you prefer to have your name withheld from answers printed here. No unsigned communications

I am a regular reader of your department, and a great admirer of it, and it has been up until today that I have never caught anything in it that didn't look as if it had "TRUTH" stamped all over it. In Friday's issue, however, you are answering Mr. John F. Traudny, and your answer starts off, "Movie advertising, Mr. Traudny, is written not in the cold, meticulous spirit of mathematics, but with the divine afflatus of poetry."

You have spoken well up to the extent of your knowledge of the movie field, probably, but in order to broaden out your knowledge of this fast growing industry, may I call your attention to a concern not known as a movie concern, but an organization of men in the motion picture business—please mark the words Motion Picture—known as the Paramount Pictures Corporation.

Paramount Pictures Corporation was the first to tell the TRUTH in the advertising copy, and I will put their advertising on a par with the finest advertising ever produced, when it comes to giving the true facts.

Therefore, don't you think you have made a little mistake when you slurringly speak of movie advertising?

Please remember there is one exception, at least.

PARAMOUNT PICTURES CORPORATION,
H. E. Spaulding, Advertising Counsel.

Exception noted and approved. The Ad-Visor, on a general review of the field, still believes that movie advertising, as a rule, is composed on the basis of fervor rather than fact. In the instance cited by Mr. Traudny the exaggeration was bald and obvious. Such examination as was practicable has been made of the Paramount Pictures Corporation advertising, since the receipt of Mr. Spaulding's letter, six weeks ago, and while it is certainly not written in "the cold, meticulous spirit of mathematics" nor wholly devoid of the "divine afflatus of poetry," it proves to be eminently and consistently truthful. The Ad-Visor begs to present his compliments and congratulations to Mr. Spaulding and the organization which he represents.

I include a circular of the Jad Salt Co., advertising their new preparation, "Limestone phosphate." Limestone phosphate signifies nothing else but phosphate of lime (calcium phosphate), which can be bought at about 20 cents a pound. Of course, what the Jad Salt people sell will probably be a mixture to disguise the main constituent. But this will not make it more valuable. You will do the public in general and the great number of honest druggists an invaluable service in helping to drive those pests out of business and their fakes from our shelves.

Note the impudence in trying to make us the silent partners of their disreputable game.

ALFRED NEU.

Expert opinion is always welcome. Mr. Neu is a pharmacist. Nobody understands better than one in the retail drug trade the fallacy of patent medicines. Yet the patent medicine maker can practically force his wares upon the retailer by heavy advertising in the newspapers, thus creating a demand. Here is a significant excerpt from the Jad Salt Co.'s letter to the retail drug trade:

"To-morrow our advertising—big, catchy and forceful—begins in all your local newspapers," writes the promoters to the druggist. . . . "Customers are coming to your store for Limestone Phosphate."

Another pharmacist writes me concerning Limestone Phosphate:

"This article is clearly misbranded, as limestone is an impure carbonate of lime, and to convert it into a phosphate would require the displacement of the carbonic acid and the resultant product would be ordinary phosphate of lime, an excellent fertilizer, but practically insoluble and of little or no medicinal value."

To human gullibility there is no limit. Doubtless, thousands will be led to believe that an ordinary fertilizer will recreate "nerve wrecks," "rundowns," "brain fags," and pessimists into "a virile, optimistic throng of rosy-cheeked people," because the newspaper advertisements tell them so. But it is a sign of the times that the best class of druggists will no longer back up these absurdities of print.

I noticed that several weeks ago you published an article concerning the advertisements and scheme of a Mr. J. Sinclair, of Los Angeles, Cal. I am writing you about my experience with this man, because it reveals some more points in his scheme. He evidently does sell butterfies as well as a book, but he probably rarely if ever pays for them. Last summer, while in the West, I saw his advertisement in "Collier's Magazine," and answered it. Having already a knowledge of how to catch and prepare butterflies, I did not buy his book, but caught and sent him, and know that some of them, *Argynnis leto*, for instance, catalogue as high as \$1.50. Some time later I got a reply from him stating that my specimens were valueless to him as they were not on his list, and that if I would send postage for their return they would be sent back; if not, they would be destroyed. This was not a regular letter, but a printed form, indicating that he frequently received "valueless" specimens, which probably most people allowed him to "destroy." I sent him postage for the return of my specimens, but have not received them yet. I have corresponded with him for some time, and told him plainly what I thought of him in an effort to get the specimens back. In the last letter I wrote I mentioned The Tribune article about him. I am inclosing his reply, as you may be interested in it.

A. A. S.

Of course, it is always possible that the shipment was lost in the mails. But anything which goes wrong in a business as deviously conducted as is Sinclair's butterfly enterprise is open to special suspicion. In his letter to the complainant, cited above, Sinclair hints at libel proceedings against The Tribune, and continues, in a style of punctuation of his own devising:

"It is very evident that the article, was owing to the fact that I would not give my name. I advert, in the New York World, and American, so I suppose this made them jealous, but I trust that I will cost them the worth of the advt."

Alas, that the brightest promises of libel so seldom come true! As a matter of scientific interest, Mr. Sinclair, on the witness stand, explaining his entomological methods would be worth going miles to hear. There is an excellent reason why Mr. Sinclair "would not use" The Tribune. And an equally excellent one why he should use "The World" and "The American." But isn't he overlooking a trick in staying out of "The Evening Telegram"?

Will you please tell me in The Tribune column if the following ad is a fake, or if there is virtue in the compound? Mrs. W. J. P.

"For Headache," advises the advertisement from the Globe Theatre Programme, "Cleveland's Headache Compound. External Use Only. No internal drugging. Safe and reliable. Will stop 9 headaches out of 10 within 5 minutes."

Nine headaches out of ten are caused either by stomach or other internal derangement, or by defective vision. As the cause is internal, the headache cannot be stopped by external measures. The advertised claim is ridiculous. The best that can be said of this preparation is that, at least, it is not dangerous, as are practically all of the headache powders and tablets.

The inclosure is self-explanatory, but if you should require any further information, the writer will be very glad to furnish it on request.

ROBERT J. PATTERSON,
Editor "The American Hatter."

The notice inclosed by Mr. Patterson tells of the organization of the Hatters' and Furnishers' Association, of New York, Inc., with the avowed object of combating the fake stores, doing away with false advertising, and helping the retail hatters and furnishers of the city. A most worthy purpose, strongly backed by such names as F. W. Clinton, president of the Danbury Hat Company; Lake Smith, of the Knox Hat Company; A. E. Pope, of Weber & Heilbroner; Robert J. Patterson, of "The American Hatter," and Samuel Wallach, of Wallach Brothers. But in the way of further information, which Mr. Patterson so courteously proffers, it would be interesting to know what Truly Warner is doing on the board of directors of an organization formed to combat fake stores and fake advertising. The peculiarly named Truly has been repeatedly shown up in The Tribune for the haldest sort of false labeling and misrepresentation of his hats. Is he put on an anti-fake board on the principle of "Set a fake to catch a fake"? Or has he decided to reform? If the latter, Mr. Patterson will confer a favor on this column by giving it the news; and this column will confer a favor on Mr. Warner by printing it.

"THE UNBORN"
PLAYED, DESPITE
BELL OPPOSITION

Court Order Stays Prohibition—Cardinal Farley Opposed Production.

EMERSON DEFENDS ROBERTS SPECIALISTS

Health Head Will Accept Death Certificate of Babe—Upholds "Medical Discretion."

DOUBTS CATHOLIC CONVERT CLAIMS

BOUGHT POLICE JOB, HE TELLS COURT

VILLAGE HEAD A BARKEEP
Vermonters Consider it Illegal for President to Tend Saloon

(By Telegraph to The Tribune.)
Burlington, Vt., Nov. 29.—The village of Winouski is fairly trembling with excitement. Its Village President, Burt Dubuc, has become a bartender in one of Winouski's saloons. If his resignation as Village President is not tendered promptly the worthy burghers threaten to rise up in rebellion.

The office of Village President corresponds to that of Mayor in a city and is considered the most important office in the village. Those most active in demanding Dubuc's resignation are the citizens who vote for him, because they took him to be a temperance advocate. Burt, however, lost his job as shoe clerk soon after his election, and the proprietor of the Oxford Hotel, where he has a saloon, would make him a good drawing card for the bar. He made overtures to Dubuc, with the result that the village's chief executive put on his apron last Monday.

The office of Village President, says the Vermont law provides that no one holding office may be connected with the liquor business, and that therefore Dubuc's tenure of office is illegal. The office of Village President will be necessary to elect his successor, and on that day the saloons of the city, six in number, must be closed all day by law. This is another reason why Burt has succeeded last night in staging the birth control play at the Princess Theatre. Dr. H. J. Haiselden, of Chicago, who sprang into prominence in the case of the Bollinger baby, was in the audience.

After he had seen the play he said: "If the surgeons of New York are using their technical skill to prolong the life of one who is unfit (referring to the Roberts baby) I can only say that it is a case of the prostitution of surgery."

"I know nothing about the Roberts baby case. I am not greatly interested in seeing the child because it would only be one of many thousands that have come under my attention."

Commissioner Bell, after reading the manuscript of the drama, announced yesterday that he would forbid its presentation. He said it was indecent, unclean, unhealthy and a production against public welfare. Michael Mindlin, one of those interested in its production, then obtained from Justice Platzek a temporary injunction and an order to show cause, returnable tomorrow before Justice Whitaker. This will permit the play to be given again to-night.

Here is Mr. Mindlin's explanation of his clash with the Department of Licenses. He said he gave the manuscript to the Commissioner on Sunday for a private reading and was informed a decision would be given by Sunday night at 10 o'clock. Instead, the decision was delayed until 5 o'clock yesterday afternoon, when he was served with an order to show cause. He said the play, according to Mr. Mindlin are Cardinal Farley and Monsignor Lavelle.

EMERSON DEFENDS ROBERTS SPECIALISTS

Health Head Will Accept Death Certificate of Babe—Upholds "Medical Discretion."

DOUBTS CATHOLIC CONVERT CLAIMS

BOUGHT POLICE JOB, HE TELLS COURT

ARMS CO. CHANGES HANDS

BOUGHT POLICE JOB, HE TELLS COURT

TIPIST UNION FOR 'LAME DUCKS'
Stenographers, Uninterested, Say Only Misfits Want an Organization.

EMPLOYERS SHOW LITTLE CONCERN

Strike Possibilities Fail to Disturb Business—Some Girls Favor Proposal.

BISHOP MUNDELEIN TO BE ARCHBISHOP

Elevation Before Christmas Papal Legation Announces.

DR. HILLIS ASSAILED AS MONEY BUG VICTIM

Costs Minister His Spirituality, Boston Critic Tells Baptists.

ARMS CO. CHANGES HANDS

BOUGHT POLICE JOB, HE TELLS COURT

BILLARD PROFIT CUT TO \$450,000

Mellen Tells Result of J. P. Morgan's Protest in Stock Deal.

"POUND OF FLESH" NOT INSISTED UPON

Ex-President Says New Haven, on His Word, Repaid \$375,000 Expended for Company.

NEW YORK'S LEADING THEATRES AND SUCCESSSES.

JOHN DREW

ETHEL BARRYMORE

HARRIS

ROLLING STONES

HUDSON

UNDER FIRE

LIBERTY

CANDLER

THE HOUSE OF GLASS

LONGACRE

LEO DITRICHSTEIN

REPUBLIC

COMMON CLAY

MAXINE ELLIOTT'S THEA.

LOU-TELLEGEN

THE UNCHASTENED WOMAN

48TH ST.

THE ETERNAL MAGDALENE

MANHATTAN

TOFALOS vs. COLOSSE

LINOW vs. BOTHERN

ZBYSZKO vs. POSPISIL

TO A FINISH

AND 4 OTHER BIG MATCHES.

TRIANGLE PLAYS

GO WHERE THE CROWD GOES

GEO. COHAN'S

FIGHTING IN FRANCE

KNICKERBOCKER THEATRE

GO WHERE THE CROWD GOES

FIGHTING IN FRANCE

KNICKERBOCKER THEATRE



A SHARP COLLAR WITH A COMFORTABLE ADJUSTABLE FRONT

RED-HAM 2 no. 254

TROY'S BEST PRODUCT

NEW YORK'S LEADING THEATRES AND SUCCESSSES.

EMPIRE, 49th St., Mat. 7:30, Eve. 8:15.

JOHN DREW, 43rd St., Mat. 7:30, Eve. 8:15.

ETHEL BARRYMORE, 42nd St., Mat. 7:30, Eve. 8:15.

HARRIS, 42nd St., Mat. 7:30, Eve. 8:15.

ROLLING STONES, 44th St., Mat. 7:30, Eve. 8:15.

HUDSON, 44th St., Mat. 7:30, Eve. 8:15.

UNDER FIRE, 42nd St., Mat. 7:30, Eve. 8:15.

LIBERTY, 42nd St., Mat. 7:30, Eve. 8:15.

CANDLER, 42nd St., Mat. 7:30, Eve. 8:15.

THE HOUSE OF GLASS, 42nd St., Mat. 7:30, Eve. 8:15.

LONGACRE, 42nd St., Mat. 7:30, Eve. 8:15.

LEO DITRICHSTEIN, 42nd St., Mat. 7:30, Eve. 8:15.

REPUBLIC, 42nd St., Mat. 7:30, Eve. 8:15.

COMMON CLAY, 42nd St., Mat. 7:30, Eve. 8:15.

MAXINE ELLIOTT'S THEA., 42nd St., Mat. 7:30, Eve. 8:15.

LOU-TELLEGEN, 42nd St., Mat. 7:30, Eve. 8:15.

THE UNCHASTENED WOMAN, 42nd St., Mat. 7:30, Eve. 8:15.

48TH ST., 48th St., Mat. 7:30, Eve. 8:15.

THE ETERNAL MAGDALENE, 42nd St., Mat. 7:30, Eve. 8:15.

MANHATTAN, 42nd St., Mat. 7:30, Eve. 8:15.

TOFALOS vs. COLOSSE, 42nd St., Mat. 7:30, Eve. 8:15.

LINOW vs. BOTHERN, 42nd St., Mat. 7:30, Eve. 8:15.

ZBYSZKO vs. POSPISIL, 42nd St., Mat. 7:30, Eve. 8:15.

TO A FINISH, 42nd St., Mat. 7:30, Eve. 8:15.

AND 4 OTHER BIG MATCHES.

TRIANGLE PLAYS, 42nd St., Mat. 7:30, Eve. 8:15.

GO WHERE THE CROWD GOES, 42nd St., Mat. 7:30, Eve. 8:15.

GEO. COHAN'S, 42nd St., Mat. 7:30, Eve. 8:15.

FIGHTING IN FRANCE, 42nd St., Mat. 7:30, Eve. 8:15.

KNICKERBOCKER THEATRE, 42nd St., Mat. 7:30, Eve. 8:15.

GO WHERE THE CROWD GOES, 42nd St., Mat. 7:30, Eve. 8:15.

FIGHTING IN FRANCE, 42nd St., Mat. 7:30, Eve. 8:15.

KNICKERBOCKER THEATRE, 42nd St., Mat. 7:30, Eve. 8:15.

GO WHERE THE CROWD GOES, 42nd St., Mat. 7:30, Eve. 8:15.

FIGHTING IN FRANCE, 42nd St., Mat. 7:30, Eve. 8:15.

KNICKERBOCKER THEATRE, 42nd St., Mat. 7:30, Eve. 8:15.

GO WHERE THE CROWD GOES, 42nd St., Mat. 7:30, Eve. 8:15.

FIGHTING IN FRANCE, 42nd St., Mat. 7:30, Eve. 8:15.

KNICKERBOCKER THEATRE, 42nd St., Mat. 7:30, Eve. 8:15.

GO WHERE THE CROWD GOES, 42nd St., Mat. 7:30, Eve. 8:15.

FIGHTING IN FRANCE, 42nd St., Mat. 7:30, Eve. 8:15.

KNICKERBOCKER THEATRE, 42nd St., Mat. 7:30, Eve. 8:15.

GO WHERE THE CROWD GOES, 42nd St., Mat. 7:30, Eve. 8:15.

FIGHTING IN FRANCE, 42nd St., Mat. 7:30, Eve. 8:15.

KNICKERBOCKER THEATRE, 42nd St., Mat. 7:30, Eve. 8:15.

GO WHERE THE CROWD GOES, 42nd St., Mat. 7:30, Eve. 8:15.

FIGHTING IN FRANCE, 42nd St., Mat. 7:30, Eve. 8:15.