Ad-Visor

Conducted by Samuel Hopkins Adams.

This department has entered the second stage of service to Tribune readers. Primarily it was intended merely to separate the sheep of advertising from the goats—and hang a bell on the goats. But now it goes beyond mere identification. It embraces a human nature study of both sheep and goats. You are invited to assist. For every letter printed in this department describing experiences—pleasant or unpleasant—with advertisers of merchandise, excepting only patent medicines, The Tribune will send $2.00, payable in any merchandise of any Tribune advertiser. For the most important letter each month a special prize of $50.00, payable similarly, will be awarded. Name printed or withheld—as you prefer, but must be signed or we will not know where to send the prize order. Address: The Ad-Visor, The Tribune, New York.

One of the shrewdest and best informed publications dealing with trade interests is "The Drygoods Economist." When such a medium speaks, on advertising matters, it is with the voice of knowledge and authority. There is no uncertain utterance in its recent editorial, "Your Ad's Neighbors," containing this practical enunciation of principles:

"To what extent is the value of your newspaper advertising reduced by its appearing more or less frequently in bad company? How many possible customers have been led to turn away from your announcement because of the disgust they felt at some other ad which was on the same page with it? If you do not think these questions are pertinent, let us further ask: If the landlord of the building in which your store is located took in as tenants saloons, men's disease doctors, fake mining concerns, bucketshop keepers and other undesirable neighbors, would you calmly acquiesce?

"It is true that within the last few years a decided change has come over the views of many newspaper publishers. These progressive men have cleaned up their advertising columns. They keep out of their newspapers ads which would evidently be objectionable to all readers of intelligence and refinement. Unfortunately, this sagacious attitude has not become the rule. There are still newspapers which accept and print ads that are such in language or in subject as to be little short of revolting, especially to women of modesty and culture, while some of their pages absolutely bristle with announcements that on their face are merely traps to catch the unwary. Such ads cast discredit on all publicity. They throw suspicion even on the announcements of the most reputable concerns. And still more malignant is the shadow they cast when they are printed cheek by jowl with the truthful announcements of honorable, service-giving concerns.

"In view of the large amounts they spend for newspaper space and the efforts they make to check up the results of such outlays, one would suppose that retailers would exert their influence with newspaper publishers toward bringing about a reform that would benefit everybody, except possibly the people whose ads thus offend against good morals, good taste and good business.

"So far, as said, little headway has been made from the retail store point of approach. Retailers, we feel sure, however, will rejoice that a movement in the direction indicated has been started in another quarter. The leader in this new fight is the Association of National Advertisers. Its membership includes many concerns, with a collective appropriation for advertising big enough to impress even the most callous or most thoughtless newspaper owner. Its members, moreover, use advertising space in the newspapers of a great number of centres.

"We bespeak for this movement the indorsement and the cooperation of retail merchants everywhere. All of them can and should lend it their support, and especially as regards the newspapers in their own centres."

With national advertisers pressing them on one side and local advertisers upon the other, the publishers who have hitherto been willing to take a percentage from any quack or swindler having their price per line are facing a threatening future.

Although not inclined to shave a dollar too closely, I like to get my money's worth. One day last June I was especially attracted by a large and appealing sign in Brill Brothers' window. This announcement heralded a week-end sale of suits where one could acquire $25-$30 garments for $14.25. As I am of an inquisitive nature, I entered and was quickly won over to a suit which the salesman claimed would give excellent satisfaction.

Contrary to his prophecy, however, it showed serious signs of shabbiness at the end of a month's wear. I was on the point of accepting a small percentage of its cost from one of the old clothes men who infest Morningside Heights when I met a friend and explained how I had been apparently swindled. Instead of giving me sympathy, he suggested that perhaps if I gave a man a chance to make good before I knocked him I would show rare discretion. This thought had never occurred to me. Nevertheless I acted on his advice, and much to my surprise received not only partial restitution, but a new suit, which has given excellent satisfaction. Considering the length of time I had worn the first suit, the promptness and courtesy shown by the gentleman who made the exchange, can you wonder that I became a booster instead of a knocker of Brills' business methods? H. R. C.

A golden rule for the disgruntled shopper, that of H. R. C.'s friend: Give a store a chance to make good before "knocking" it. In this instance the policy saved money for H. R. C. and a customer for Brill Brothers.

I read your notice in The Tribune about letters concerning criticism or praise of shopkeepers, which reminded me of an experience of my own a short time ago, in a Kaufman hat store.

I went in, just to look about to see if I could find something to suit my taste. I examined several, and tried them on.

I was not dissatisfied, but thought perhaps I might find something different, if not better, in another store.

So I thanked the salesman for his trouble, and said I might return. This was his reply:

"Why, what's the matter? Don't you like them? What's the matter with them?"

"Oh," said I, "there is nothing at all the matter with them, but I find nothing that I particularly care for, and will look further in another store, but if I cannot do better, I will return."

His next reply was not only at once aggravating but decidedly antagonistic, and did more to drive me out of the shop with no wish to return than to secure me as a customer.

"What do you want for a dollar and a half, anyway?" in a sharp tone. "Isn't it good enough?"

I did not go back as it was, and bought my hat elsewhere, and have not been to the store since. LINCOLN RAMSDELL.

Losing a sale is not a serious matter for a store. Losing a customer is. Mr. Ramsdell's bulldozing salesman did both.

Would you mind telling me how you discriminate between "New York's Leading Theatres" and the others, as per attached clipping from this morning's Tribune?

I don't think that Mr. Braun will quite agree with you. R. H. I.

The "discrimination" is on the part of the theatrical managers, Klaw & Erlanger. It is a mere expression of their opinion, not of The Tribune's, and is obviously a part of their group-advertising. In this instance it hardly seems that "leading" can be misleading.

A pleased customer the best advertisement. I am glad you offer to your readers the opportunity of praising a store. Generally, folks do not have much to say about the people they trade with unless they have experienced some discourtesy or have received inferior quality for their money.

I write with much pleasure of the satisfaction I got when dealing with Wright & Ditson, athletic goods, 16 Warren Street.

I have a tennis racquet bought from them. When used a few times I discovered that the gut had become ravelled a bit at the top, upon calling their attention to the slight defect their clerk thanked me. I was informed that if it broke the whole thing would be restrung free of charge. This pleased me. It did break soon after, and the store made good its promise without the slightest hesitation. The clerk told me that they would be glad to return the racquet to me the same day if I had planned to use it in the evening. This certainly shows undivided attention to the business of building continuous trade.

Because I know anything bought at this store is guaranteed to give entire satisfaction, and the courtesy of the clerks is unfailing, I have been a permanent customer. WILLIAM J. M'DONALD.

As The Ad-Visor chances to know by long and sometimes sad experience, nothing is more uncertain than tennis racket stringing. One day's use with soggy balls may ruin the best gut. On the other hand, there may be a defect impossible for the manufacturer to determine until the string snaps. Certainly Wright & Ditson in this instance did all that could be asked of any dealer.

Early in January "The Cosmopolitan" ran a half-page ad. in "The Journal" ballyhooing the marvellous entertainment to be found in the pages of that magazine. One paragraph clearly set forth that Booth Tarkington had contributed a "Penrod" story for the February issue. Being an ardent Penrod fan, I immediately hied myself to the nearest news-butcher and separated myself from fifteen cents. Mr. Tarkington's "Penrod" was conspicuous by his absence. I have no doubt that several hundred others were bilked in the same fashion. There is no excuse for that sort of lying. The "Cosmopolitan" people knew what they had on tap for the February issue, and deliberately faked their advertisement. FRANK MEULENDYKE.

Recently Mr. Hearst wrote an admirable letter to the editors of his newspapers, instructing them to discontinue the publication of habit-forming drug and whiskey advertising. Now, if he will write a letter to the advertising manager of his magazines, ordering them to subject their taradiddles to the scrutiny of a censoring authority before causing them to be inserted in the newly purged columns of his Evening Journal, he will confer a boon on his many readers. Housecleaning with him should be a continuous performance.

COAL MAN HAS OWN CABARET

East Sider Gives Song and Dance with Every Delivery.

A Yiddish Kasatzky with each delivery of a pail of coal, wood or piece of ice is the inducement Abie Rothstein, an East Side cellar merchant, offers to his customers. So great has his fame become in the vicinity of his coal cellar at 14 Pitt Street that competitors are about ready to surrender.

Rothstein has a barytone voice register and can dance. He had no trouble in getting an engagement in a Yiddish theatre at Houston and Chrystie streets, and his act made a hit. But it was not long before he was recognized as the coal and ice man.

Rothstein now gives a song and dance with each coal delivery, and business is booming.

CHEW TACKS, SAYS PREACHER

Pacifist, the Rev. William Carter Finds, Needs Sand in System.

"What the pacifist needs to do is to quit chewing on the succulent olive branch and chew for a while on hard brass tacks. He needs more hæmoglobin in the blood, more sand in his system, more grit in his gizzard. Why is it the country laughs at W. J. Bryan? When the nation was in peril he faltered, paltered, fell like Lucifer, never to rise again."

This attack on the pacifist was made last night by the Rev. William Carter in his sermon at the Throop Avenue Presbyterian Church, Brooklyn.

HE HAD 4 "WIVES"; DIDN'T KNOW IT

Each Time He Wed Thought Previous Mate Dead, Plea of Movie Actor.

Roland P. Van Velser, a moving picture actor employed by the Crystal Film Company, told Justice Donnelly recently how it was possible for a man to have four wives at the same time and not be a bigamist. That was his position, but he pointed out that the intent of any offence was lacking, for he believed each time he married that his previous wife was dead.

The facts about the movie actor's numerous wives were disclosed in the separation suit brought by Mrs. Sadie Van Velser, wife No. 4, who also is in the movies. The husband is suing in Bronx County for an annulment of this marriage. He says that, although he did not know that he had another wife living, Mrs. Van Velser did know it, for she was in correspondence with another Mrs. Van Velser who lived at Niagara Falls.

In the Bronx County proceeding the latest wife filed a counter suit for separation, and the late Justice Brady allowed her $20 a week temporary alimony. The justice died before he signed the order, whereupon Mrs. Van Velser brought a suit for separation in New York County. Justice Donnelly allowed her only $12 a week.

Mrs. Van Velser's story is that she met her husband in 1906, and they were married in 1913 in San Francisco. Two years later she received letters from a woman in Niagara Falls who said she also was Mrs. Van Velser. At first Van Velser denied that he was the husband of the other woman, but one day, in the course of a family dispute, he not only acknowledged the truth, but told about his other wives.

Plays and Players of the Film World

A. Kissel, president of the New York Motion Picture Corporation (Keystone), declares that there is not the slightest truth in the report that his company will leave Triangle. The N. Y. M. P. receives $80,000 a week from Triangle for its comedy releases, directed under supervision of Mark Sennett.

D. W. Griffith is filming another monster production, based on Helen Hunt Jackson's "Ramona," a tale of California during its most picturesque period.

On behalf of himself and his brother Charles, Syd Chaplin announces that both have received flattering offers from several producers, and both have decided not to reach a decision for another fortnight.

William Gillette signed a contract with Essanay, under the terms of which he will act and produce all his plays, the first one being his stage version of "Sherlock Holmes," the violin player.

Famous Players, not satisfied with the commercial surroundings of 509 Fifth Avenue, has removed its offices to the artistic atmosphere of its studio in West Fifty-sixth Street.

William H. Tooker is, and always has been, exceptionally sensitive about the pronunciation of his name. He was engaged to an Eastern girl, who inadvertently called him Mr. Hooker. Tooker shook 'er. Later he met the daughter of C. E. Armin, a well known Western judge. She pronounced his name flawlessly. Tooker took 'er.

SAN DIEGO FAIR TO CONTINUE

Will Have Another Year, with Exhibits from 'Frisco Exposition.

The exposition at San Diego, now called the Panama-California International Exposition since the closing of the San Francisco fair, is to be continued for another year. Stacy A. Paxson, who is at the McAlpin Hotel, a commissioner of the exposition, yesterday said:

"G. A. Davidson, president of the San Diego Exposition, has arranged with the foreign countries which had exhibits at San Francisco to transfer these to San Diego.

"This is the first time in the history of such expositions that a second year has been attempted, but the financial success of the venture is already assured, for all of the counties of Southern California have contributed their pro rata share of the expense for 1916, and if not one dollar is taken in it will still be kept open."

Part of 'Frisco Fair Coming Here.

New Yorkers who were unable to visit the Panama Exposition at San Francisco last year will find it possible to enjoy at least a part of the lost pleasure when a part of the exposition will be brought here this month. Many of the medal winners, a part of the "joy" side of the exposition and everything at the exposition that could be moved readily is being reerected and reconstructed in the Grand Central Palace. The New York show will open on February 12 and continue until February 22.

Students Form Signal Corps.

A military signal corps will be organized this evening at Columbia University. A Marconi portable radio will be operated by members of the National Amateur Wireless Association.

ARKANSAS FLOOD TAKES 16 LIVES

Rushing Waters Leave Thousands Homeless as Levees Break.

FEAR FURTHER RISE OF MISSISSIPPI

Men Work in Mad Haste to Repair the Damage—Scores of Towns Engulfed.

Little Rock, Ark., Feb. 6.—The rapidly widening lake in Southeastern Arkansas formed by the flood waters of the Arkansas River pouring through breaks in the levees had engulfed a score of towns to-night, leaving several thousand persons homeless. Sixteen lives have been lost in the last few days and damage that probably will run into hundreds of thousands of dollars has resulted in the rich farming territory.

Still greater damage is feared if the Mississippi continues to rise as in the last few days. Predicted stages at Arkansas City would endanger the levees there, and a break in the Mississippi levees would precipitate a serious situation in the river valley.

All day the seven hundred men who remain in Arkansas City toiled in an effort to strengthen the levees against the fast rising waters, and to-night they were hopeful that the levees would held and the town be saved. The narrow strip of levee is the only land in sight there. On one side is the river, swollen until its surface is fifteen feet above the level of the town. On the other side of the levee is the great flood lake, nearly forty miles long and twenty miles wide. From it only the upper stories of buildings in Arkansas City protrude.

At the levee are three steamboats, one of which is ready to carry the workers to safety should they lose their battle with the flood. They are living in the second stories of their homes and in box cars on the levee.

To-day the river rose two-tenths of a foot, to 55.7 feet, at Arkansas City, and is still rising slowly to-night.

At Lake Village the flood water rose at the rate of half an inch an hour today. At Gaines Landing, four miles north of Lake Village, 400 persons were on the levee to-night without shelter. Many residents of Lake Village went in boats to the courthouse to-day, where they planned to send a rescue fleet of rowboats to Gaines Landing.

In Clarendon, on the White River, where the levee broke last night, water to-day is six feet deep in the highest portions of the town. The river had attained a stage of 37.4 feet and still is rising. A relief train sent out from Little Rock yesterday, in charge of officials of the St. Louis, Iron Mountain & Southern Railroad, was able to proceed southward beyond Grady. From there the workers began carrying food in motor boats to those in need and taking many marooned families from submerged homes.

Little is known of conditions in the rural districts of the flooded area, but there seems little doubt that many who refused to leave their homes in face of repeated warnings have perished.

PET BUTTERFLY HAPPY WITH ITS FAKE NECTAR

Spends Time Sleeping Off Delights of Sugar Water.

Montclair, N. J., Feb. 6.—Mrs. Ruth Clark Bellah, of 4 Garfield Place, has a butterfly as a household pet. On October 25 it was found under a window curtain in the Bellah house. As the nights were cold Mrs. Bellah kept the insect in a small box covered with netting.

Mrs. Bellah took little notice of the butterfly, thinking it could not live. About a week later, however, she heard it fluttering in the box, and discovered that the butterfly was trying to fly around. Becoming interested, she put it in a larger box and sprinkled the net cover with sugar and water. The tiny insect unfolded its proboscis and drank some of the mixture.

The butterfly is of a soft, dark, reddish brown, with pale yellow and blue splashes near the end of its wings. When its wings are closed it resembles a dried leaf. Mrs. Bellah says the butterfly sleeps most of the time, but she never fails to put it in the sunshine every bright day and give it a drink of sweetened water.

8 HURT IN BRIDGE CRASH

Car, Slipping Along Wet Rails, Plunges Into Stalled Trolley.

Slippery rails made the brakes on a B. R. T. surface car crossing Brooklyn Bridge useless early yesterday afternoon, and it crashed into a stalled car, injuring eight persons and causing a half-hour traffic tie-up.

Motorman Patrick Feehan, with a Graham Avenue car, was nearing the Park Row terminal, when he saw a DeKalb Avenue car stalled in front of him.

Feehan applied the air and then the hand brake and opened the sand chute, but was unable to avoid the crash.

Florence O'Connel, conductor of the DeKalb Avenue car, was pinned in the wrecked rear vestibule. Feehan was badly cut by the glass of his vestibule, and six passengers of the DeKalb Avenue car, among them two women, were cut and trampled in the panic. All were able to go home.

STIRRED BY BRONX POVERTY

Charity Society Urges County to Help Its Own Poor.

The Charity Organization Society reports that for the five-year period just ended the increase in poverty in The Bronx has been 30 per cent greater than the increase in Manhattan. The number of Bronx families helped by the society was 499 in 1910 and 1,345 last year.

Most of the funds were contributed by residents of Manhattan and the suburbs of New York; The Bronx gave only a small portion. For that reason the society will to-day start a campaign to urge The Bronx to help its own poor.

LIKENS MEDICINE TO FETICH

Virgil O. Strickler Says Rubbing Turtle Is as Good as Taking Drugs.

More than 1,000 persons were turned away yesterday afternoon from the Second Church of Christ, Scientist, Central Park West and Sixty-eighth Street, where Virgil O. Strickler lectured to an audience of 2,000 on Christian Science. Mr. Strickler provoked much laughter by humorously rebuking what he referred to as popular belief in medical superstitions.

"On a recent trip to China," said the speaker, "I found in one place that the people made annual pilgrimages to a shrine consisting of a great granite turtle. The pilgrims thought that if they and their children could but rub the neck of this turtle they would be healed of their diseases and protected from other forms of evil for the rest of the year.

"In Europe I found people kissing the toe of a bronze image with the same aim. Now, many may scoff at these superstitious practices, yet I say that they are no more absurd than the practice of those who look to inanimate drugs and medicines of various kinds to save them in times of sickness."

CALL HOSPITAL UNSANITARY

Freeholders Criticise Institution Built by Old Body.

Hackensack, N. J., Feb. 6.—The new Bergen County Board of Freeholders, composed of seven members, is anxious to find the plans and specifications from which the $30,000 Isolation Hospital was built recently by the old board of thirty-two members, who retired on New Year's Day.

Freeholder Blauvelt Hopper says the new structure is not sanitary, and Freeholder Louis Coe says there is enough furniture in the building to furnish a "young hotel." Director W. P. Eager says every effort will be made to find the missing plans, for until then it will be impossible to tell whether the building is completed.

YALE COACH KICKS AT OWN 'FUNERAL'

Bundled Into Coffin, Despite His One Active Leg's Protest, as Prom Girls Gasp.

New Haven, Feb. 6.—Yale's annual social week opened to-day with a funeral. It was a mimic affair, but hundreds of undergraduates, New Haven citizens and young women who have come from all over the country to attend the events either smiled or were shocked by the formality and the accuracy with which the burial exercises were conducted.

Coach E. M. Woolley of the Dramatic Association was responsible for the funeral, and also its victim. He telegraphed the association this morning that he would be unable to arrive until the afternoon because of a sprained ankle. The members conceived the idea of a funeral, and when Woolley arrived he was met by four members of the association togged out as doctors. They bundled him into an open hack and drove slowly through the city, taking his pulse and turning over medical volumes in an attempt to diagnose his case.

When the equipage reached College Street Hall, where Woolley was overdue to conduct the final rehearsal of the annual play to be given to-morrow night, it met twenty undergraduates arrayed on the portico of the building, which was decorated with crepe and floral tributes. A large coffin, banked by solemn-faced mourners, yawned for its future occupant.

On reaching the mourning party Woolley was pronounced officially dead, and was slowly lifted from the hack into the yawning coffin, protesting feebly. Funeral services were conducted, while the streets near the Hotel Taft and the campus were blocked with a crowd of curious. Scores of "prom" girls peered through windows at the opening number of Yale junior "prom" week.

After the funeral ritual the actors lifted the coffin, and, to the music of a ragtime dirge, carried the invisible form of Woolley to College Street Hall.

Mrs. William Howard Taft entertained a party at her Prospect Street residence. Her son, Charles Phelps Taft, 2d, is a member of the sophomore german committee.

Mrs. William G. Rockefeller, of Greenwich, who has a son in the sophomore class, is at the Hotel Taft.

LOADED 'BUS ICEBOUND IN FIFTH AVE. ARCTIC

Bucks Floes Half Hour, While Other Craft Jolly Skipper.

"Let 'er pull!" yelled the spattered street cleaner, resting upon his pick.

"How do you mean 'let 'er pull'?" demanded the driver of a Seventh Avenue Pennsylvania Station 'bus that was tied up by the ice for half an hour yesterday afternoon at Fifth Avenue and Ninth Street. "Say, mebbe I'm sittin' here because I like your looks."

"If you knew how to steam up that old dime-eater," hinted the street cleaner, aggrieved at this descent into personalities.

"If you kep' the ice offa the streets, same's the city pays you for," insinuated the driver.

At this juncture they forgot their argument in mutual wrath against a passing driver, who loudly hoped that the fishing was good there where they had camped. Also, the passengers, unused to pioneering it on Fifth Avenue, were getting nervous.

"Lemme out of here!" commanded one with eye-glasses. "I paid for a New York 'bus, not a stage coach across the Sierra Nevadas. I'm getting too much for the money."

A fat lady in purple plaintively asked for her dime back, explaining that she had to be at her married daughter's in Harlem in time for dinner. By this time all the passengers were registering uneasiness and reaching out in alarm for transfers. Thirty seconds after the last one had gone, the 'bus shorted twice, coughed, and rolled smoothly off up the avenue.

MINISTER CRITICISES ARMY

Dr. Stimson Says Long Enlistment Term Discourages Recruiting.

The Rev. Dr. H. A. Stimson, in the Manhattan Congregational Church, made a strong plea last night for changes in the enlisting of men in the army and navy. He said it was imperative for this country to have a strong army and navy.

"A long term, such as we have now," he said, "makes the military service impossible for the better grade of men."

Luchow's
14th Street, near Fourth Avenue.

VILLA VENGEANCE COWS ALL MEXICO

Bandit Is Now Waging History's Greatest Campaign of Hate.

KNOWS EVERY U. S. OR CARRANZA MOVE

Keeps Relentless Blacklist of Enemies and Is Believed to Bear Charmed Life.

[By Telegraph to The Tribune.]

El Paso, Tex., Feb. 6.—"Woe to the man, Mexican or foreigner, who incurs the wrath of Francisco Villa."

This warning is passed from mouth to mouth, in towns and villages, in hill country and on plains in Northern Mexico, by people who still fear and still believe in Villa's power.

In no country on earth, probably, are there so many spies in proportion to the population as in Mexico; and Villa, though apparently defeated and crushed, though pursued and often surrounded, still maintains communication with the centres of political activity in Mexico and with every important point on the border through spies who are admittedly the most daring and most cunning in Mexico.

No military move is made by Carranza forces without Villa knowing of it far in advance of General Carranza himself. Even among officials in the pay of Carranza are many men and women who still are Villistas. No train leaves the border without Villa knowing who is on it. No shifting of American troops on the border escapes his notice.

Among Mexicans Villa is a bandit of the first class. None can compare with him in strategy. His name strikes terror among the common people. His enemies, with the ancient superstition of their race, unhesitatingly declare that he is in league with the devil, that he bears a charmed life and that no bullet possibly could touch him.

Keeps Relentless Blacklist.

Villa has a "black list" on which are the names of all who have wronged him, and he will not rest, it is believed, until every name on that list has been checked off with the word "muerto" (dead). In the list are the men who, at the conferences in El Paso and Juarez, turned over the city of Juarez and the State of Chihuahua to the Carranza government.

In that group was General Tomas Ornelas. General Ornelas fled to the American side, and then received notice from Villa that his death had been decreed. He knew that the moment he reentered Mexico he would be made the target for Villa assassins. When he left Juarez to go to Torreon to take command of a Carranza force Villa spies quickly sent word to their chief. Ornelas was taken from a train near Sauz, Chihuahua, was made to stand beside the railroad track and was shot to death. Villa had Ornelas killed in revenge, but he also knew that all who heard of the murder would have a greater fear of Villa, and it is through the fear of the people that Villa is able to carry on his campaign of vengeance.

Campaign of Hatred.

The fate which was meted out to General Ornelas is to be the fate of others who have deserted Villa. It is the fate which already has been measured out to hundreds who have crossed Villa, Mexicans and Americans. Bert Kramer was killed by Villa men while he slept. Four other Americans with him would have been killed by them had not the plans of the bandits miscarried. The eighteen Americans of Charlie Watson's party who were slaughtered at Santa Ysabel by Villa bandits are believed to have been marked for slaughter by Villa.

With cunning, with abundant funds and with hundreds of spies Villa is carrying on what is regarded as the greatest campaign of hatred ever inaugurated by man.

Merchant Leaves Family $4.

Jacob Lewis, a Nyack merchant, left a will, just filed at New City, in which he cuts off his wife and three daughters with $1 each "for reasons better known to them than to any other persons."

SEVENTH BILTMORE
FRIDAY MORNING MUSICALE.
HOTEL BILTMORE, Feb. 11, at 11.
ALDA
PADEREWSKI
SPALDING

Res. Seats $3.00. Boxes, $30.00. Now on sale at Biltmore Box Office. Mgmt. R. E. JOHNSTON.
SYMPHONY
Society of New York.
WALTER DAMROSCH, Conductor.
Friday Aft., Feb. 11; Sunday Aft., Feb. 13.
Soloist JOSEF HOFMANN
Seats at Box Office and Room 1202, Aeolian Hall.
CARNEGIE HALL, TO-NIGHT, AT 8:15.
VIOLIN & PIANO RECITAL.
Schnitzer | Macmillen
Tickets $2.00 to 50 cts. Box Office and Haensel & Jones, 33 West 42d St. Baldwin Piano.
AEOLIAN HALL, TO-NIGHT AT 8:30.
CALVARY CHOIR
With JOHN BLAND, Tenor and Choirmaster.
Seats 50c to $1.50. Mgt. C. P. Pease, 24 Fifth Ave.
AEOLIAN HALL.
4th Concert Tues. Evg., Feb. 8, at 8:15.
KNEISEL QUARTET
Seats $2 and $1.50. Helen Love, 1 W. 34th St.
AEOLIAN HALL, Wed. Aft., Feb. 9, at 3.
KATHLEEN PARLOW | ERNEST HUTCHESON
A Charming Program of French Solo and Ensemble Works. 50c to $2. Management London Charlton.
BURTON HOLMES
TO-DAY MAT. AT 3 CANDLER THEATRE The Panama-Pacific EXPOSITION
POPULAR PRICES 50-75c, $1.00, $1.50.
KNICKERBOCKER THEATRE. B'way at 38th.
Triangle Pictures. Concert Orchestra. Soloists.
WM. S. HART in "HELL'S HINGES"
KEYSTONE COMEDY, "HIS HEREAFTER."
Punch & Judy Theatre, 49th St., E. of B'way. Charles Hopkins, Mrs. Hopkins
TREASURE ISLAND
Eve. 8.10. Mats. Fri. & Sat., 2.30. Tel. 1366 Circle.
COLUMBIA, B'way & 47th. Twice Daily. Pop. Prices. GOLDEN CROOK EXTRAVAGANZA.

NAVY HERO HELD AS SLAYER

Sailor Commended for Bravery at Vera Cruz Accused of Shooting.

Thomas Holder, twenty-four, formerly a sailor on the battleship Delaware, who distinguished himself at Vera Cruz, was held without bail yesterday by Coroner Healy pending the inquest into the death of Giuseppe Rovere. Rovere was shot early yesterday morning in a restaurant he conducted at 65 Cooper Square.

Holder is charged with having fired four shots at Rovere, one of which struck him in the heart. Holder was arrested after a chase of several blocks. The cause of the shooting has not been determined.

Discharge papers issued by the Navy Department found in Holder's possession showed that he was mentioned for commendation as the result of bravery displayed during the attack on Vera Cruz.

RICHMOND DEFIES BISHOP; EJECTS "SPY"

Preaches Twice and Comes Out for Wilson and Brandeis.

[By Telegraph to The Tribune.]

Philadelphia, Feb. 6.—George Chalmers Richmond, deposed rector of St. John's Episcopal Church, Third and Brown streets, defied the mandate of Bishop Rhinelander to-day and preached at both morning and evening services.

Stopping in the midst of the morning service, he pointed a quivering finger at a stenographer taking notes of his sermon and shouted: "Stop that! Stop that! We don't want any spies around here. You are one of these dirty spies that have been hounding us. Get out! Get out! Get out!"

The stenographer, William McFarland, tried to explain that he represented a news organization, but the rector would not listen, and McFarland left amid hisses and angry shouts.

The Rev. Henri M. G. Huff has been assigned to St. John's Church, but he did not attempt to preach to-day. The Richmond adherents had changed the padlocks placed by their opponents on the church gates and were on guard from early in the morning.

Dr. Richmond appeared at the morning service clad in his cassock, but did not wear the stole. At the close of the service he did not offer absolution. By omitting these things he said that he kept within the bounds of subordination. At the evening service he discarded the cassock and appeared in the academic gown in which he graduated from Yale.

Dr. Richmond preached two characteristic sermons. He assailed the influence of money in church circles and declared that President Wilson had come a long way in his appointment of Louis D. Brandeis to the Supreme Court than anything Roosevelt ever achieved.

"I have always been with Roosevelt," said Dr. Richmond, "but Wilson will get my vote now."

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CENTURY THEATRE, CENTRAL PARK WEST AND 62ND ST. Phone 5400 Columbus. BRITISH-AMERICAN WAR RELIEF FUND. 1200 FIFTH AVE., LADY HERBERT, President. Mat. To-m'w (Tues.) at 2:30 P. M. 15 STARS APPEARING. Prices, $1.00, $2.00 and $3.00. Cheques to Henry J. Whitehouse, Treas., at above address. Tickets at Theatre & Tyson's, Hotel Manhattan.
Mr. Alfred Noyes, THE WELL-KNOWN BRITISH POET, WILL GIVE AUTHOR'S READINGS. For the Benefit of the Prince of Wales' National Relief Fund. At AEOLIAN HALL, Feb. 11th, 8:30 P. M. Orchestra Seats, $2.50 and $1.50; Balcony, $1; Boxes, $20. Tickets now on sale at J. T. McBride, 21 Broadway and branches. Also Aeolian Hall Box Office.
THEATRE FRANCAIS 19 W. 44th St. Phone Bryant 9609. Evgs. 8.20. Mats. Tues. & Sat., 2.20. Last Week. Lillian Greuze in "DIVORÇONS," with CLAUDE BENEDICT.

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