The 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.

I inclose herewith two adjacent leaves from Ainslee's for March, 1916. [One is an Anti-Kamnia advertisement; the other the announcement of a new serial by Samuel Hopkins Adams.]

Mr. Adams, I have read many of your criticisms, but except in a general way I don't recall that you ever scored Ainslee's. However, you have scored Mr. Hearst's publications severely and unrelentingly, and, in my opinion, this Anti-Kamnia "ad" is more dangerous by being in a supposedly decent magazine than it would be by being in its own class when printed in the Hearst papers, magazines, etc.

You are an opponent, by your writings, of this form of advertising, or, for that matter, of any form of patent medicine and fake advertising, but how, may I ask, do you reconcile denouncing publications that print this sort of copy and, on the other hand, sell them, or permit them to publish, your works, when the remuneration derived therefrom has partly been paid out of earnings to which this form of advertising has contributed? To trace still further: Unless some misguided humans purchased Anti-Kamnia, etc., there wouldn't be revenue wherewith to pay for the ads. Therefore, the publications wouldn't be able to buy as good articles. Therefore, my dear sir, aren't you at fault as well as the patent medicine manufacturers who derive their income in this nefarious way, though perhaps not to such a large degree?

H. A. MAGOVERN.

Mr. Magovern's reasoning is sound, if a little fine drawn. There is no question of the bad character of the Anti-Kamnia advertising. To exploit, broadcast, a patent medicine containing a dangerous drug is pretty poor business for a magazine of the character of Ainslee's. But whether a writer for a publication involves himself in the moral stigma of taking "tainted money," paid for advertising over which he has no control, is a question involving a pretty broad interpretation of responsibility. Mr. Magovern is in the lumber business. Would he decline to sell planks for the purpose of building an edifice in which Anti-Kamnia was to be manufactured?

Thoreau, one of the clearest and finest spirits that ever faced the tangled problems of existence, refused to pay taxes to a government which sanctioned slavery, and would have been thrown into jail had not his friends quietly made the payment for him. In permitting them to do so he compromised on a point of morals and ethics. Compromise is seldom wholly admirable; but it is a modus vivendi—a necessary element of continuing to live at reasonable peace with the world. To carry every principle to its limit is too often to reduce principles themselves to an absurdity.

All of which, Mr. Magovern, probably will not satisfy you. It doesn't satisfy the writer, but it seems to be about the best he can do with the problem.

Bailey's Department Store (merchandise ranging from 5 to 50 cents) having just opened for business on Fulton Street, near De Kalb Avenue, Brooklyn, attracted my attention.

On scanning the articles in the window I noticed a pair of house slippers marked 50 cents. I made my way into the store, heading for the section in which these are sold. I was informed that ONE slipper sells for 50 cents. TWO sell for $1.

This store is a boon to a one-legged populace, but not in Brooklyn, where only healthy people survive. You know how long a store like this will last, don't you?

MINNIE ZAGAT.

Many vivid and profound comments upon this letter suggest themselves to The Ad-Visorial mind. But, after all, why paint the lily?

In the interests of clean advertising it is important that a bill introduced by Mr. Fertig in the Assembly and by Senator Hamilton in the Senate should become a law. It provides for the printing upon the label of the package or bottle containing any patent medicine the names of the ingredients to which the therapeutic action is ascribed. In less technical language this means that if "Biddy Bunkem's Balm" (acknowledgments to F. P. A.) is exploited to cure tuberculosis, the drugs upon which the preparation depends for its magic curative properties must be named on the label. Had the nostrum manufacturers been compelled to do this in times past some astounding claims would have appeared in print on some of the cure-alls, as, for example, salt and water to cure heart disease, blindness and dropsy; plain sugar as a sure cure for all ailments of the blood, and bad booze as a health-giver to youth, a rejuvenator of age and the savior of womankind. Should the bill become law many of the more absurdly fraudulent nostrums would be compelled to modify their claims radically, and that alteration would, to some extent, be reflected in their advertising, thereby tending to general improvement.

Substantially the same measure is now in force in New York City. It should become state-wide in its operations.

S. H. A.

Here is a case of fraudulent use of advertisements which I have not seen as yet bared in your columns.

About two years ago my mother lost a mink muff. She knew exactly between what streets it had been lost, and so she sent a "lost" ad. to the New York Times, describing the muff and naming the streets. A few days later she received a letter from Buffalo. It was written on a business sheet which had the imposing picture of a business house at the head. The writer said that his little daughter had been visiting New York a few days ago and that she had found a mink muff. If the owner of the muff would answer, describing the muff, it would be returned. Mother answered the letter, giving a description of the muff. Another letter from the same person was received. This time he said that the muff would be sent, as the description tallied perfectly with the muff—and didn't the owner think the little girl deserved some reward for finding it? We all fell for it. A money order of three or four dollars was sent, but the muff never came. It was not until a few weeks later that we realized we had been "taken in" by a clever bunch of thieves.

M. S.

A curious, and, so far as The Ad-Visor knows, new type of trick upon the advertiser of lost articles. The safe method is to recover the article before bestowing the reward.

A week or two ago I was attracted by a bargain display of pipes in a United Cigar Store window and decided to step in and investigate. An extremely ingratiating and over-courteous clerk stepped up and in a most suave and convincing manner assured me that they were genuine briarroot pipes and were being sold that day only for 39 cents, with a package of tobacco and pipe cleaners thrown in gratis. Having smoked a briar pipe for many years and knowing a good one when I see it, I calmly told the insistent clerk behind the counter that he was mistaken about its being a briar. He then ejected a flow of stereotyped technical business English, such as guaranteed genuine, excellent value, sold elsewhere for three times their price, etc. Being especially familiar with apple wood and real briar root, and realizing that nothing could be gained by further discussion I left the store. This experience has effected a complete and lasting cure of the United Cigar Stores habit.

MALCOLM W. SCHULER.

P. S.: The clerk in question neglected to say "Thank you" as I passed out.

On what basis the clerk was expected to say "Thank you" The Ad-Visor is unable to conceive unless for having been corrected in his perfectly accurate statement by a wholly inaccurate critic. For the pipes referred to, as can be proved to Mr. Schuler's satisfaction, if he chooses to follow the matter up, were genuine briarwood. His confidence in his own judgment of briar is unfounded. If he, indeed, elects to break "the United Cigar Stores habit" that concern may at least comfort itself with the reflection that it is losing a rather difficult customer.

Upon receiving my Tribune this morning and casually glancing over the headings, which temporarily satisfied me, I turned my paper over to the last page, as has been my custom since the addition of your column, not to look for the Ad-Visor, but just by force of habit, and was greeted in the right hand corner by this advertisement: "Advertise in the World and Get Results." Did I blink my eyes? Sure, a couple of times, and then had another look, keener I assure you than that of a traffic cop.

If you ever held an ideal, and suddenly had a 42-centimetre blow the foundation from under it, as you slowly beheld your ideal topple into ruins, you have the transformation of the Ad-Visor as per my conceptions to-day after trying to fathom that World advertisement.

Being an Ad-Visor student, and you have many, our faith might be restored by the solution coming from our Visor Professor. Till to-day I was, as they say, with you hook, line and sinker, yes, even my pole was beginning to bob under, but the longer I pondered over that World Result Advertisement the further up stream I forged, but not beyond sight of once favorite fishing hole, for a good lively ripple would be very tempting, and your column can furnish that ripple in a hole that went dead so quick. In passing, let me state that I recovered my tackle.

You have diligently taught us, very impressively I may add, to stop, look and listen regarding the Pulitzer advertisements as well as others, and to-day you advertise their paper and their advertisements.

Professor, your equation has me stumped and I return it to you for solving.

C. NORTH WOLFE.

Just plain human error, Mr. Wolfe. Yes; The Tribune commits one sometimes. They have even been known to creep into this departmental (as one of my co-laborers might put it) Acme of Accuracy. The Tribune does not consider the World's advertisements proper matter to be included under its motto "First to Last, the Truth." But that particular advertisement of the World's advertisements was substituted at a late hour for other "copy" in a composite advertisement, which slipped into this paper without due examination. It will not occur again. The joke is on us and our contemporary. The World is entitled to a good laugh, guaranteed, at our expense.

3 BROOKLYN GIRLS MISSING

Telephone Operator Disappears After Threatening to Elope.

A search for three missing Brooklyn girls is occupying detectives of the Seventh Branch Bureau. Florence Arras, a telephone operator employed in the Gramercy exchange, disappeared from her home, 58 Norman Avenue, March 19 and has not been seen since. She told her mother when she came home from work that evening that she was going to elope and packed up her clothing. A letter postmarked Jersey City reached Mrs. Arras yesterday saying that the girl, who is nineteen, was going to Bermuda and begged her not to worry. Mrs. Arras believes her daughter is not married and that she may be with some man who exerts an evil influence over her.

George Martin, of 40 Cooper Street, reported last night that his daughter, Grace, sixteen, had left home early in the day and had not returned. When he sought information at the home of her chum, Winnie Baker, 29 Cooper Street, he found the Baker girl had gone also. The parents of both think they may have gone away to seek work as moving picture actresses.

SHE LEAPS 3 STORIES THRICE; SAVED BY SNOW

Woman Jumps from Windows of Three Houses—May Die.

[By Telegraph to The Tribune.]

Providence, April 9.—In the Rhode Island Hospital to-night Miss Zofia Macinlinska, thirty, of Central Falls, is dying from injuries she received when she jumped from three third story windows in the north end of this city, and from the effects of exposure which she suffered in walking barefoot and in night clothing through snow-covered streets.

Miss Macinlinska spent last night at the home of a woman friend in Lippitt Street. About 4 o'clock this morning her hostess found Miss Macinlinska gone. The door of the apartment was locked, and the only way out of the place was by the open window. The woman's street clothing was in the room she had occupied.

Her trail was picked up and followed through many streets. At a house in North Main Street the police found she had gone to a third story window and leaped out; but, apparently not much hurt, had continued on.

At Wilkie Street the police came within sight of her. She dodged into a building just ahead of a patrolman, ran to the third floor and opened the window. The pursuer grabbed at her, but she avoided him and leaped.

That she was not killed outright by any one of her leaps was due to the deep snow.

SAYS $10,000,000 TAX WAS SECRETLY PASSED

Senator Bennett Declares Sage Bill Pledge Violated.

State Senator William M. Bennett declared last night that a direct tax of $10,548,309.38 was secretly imposed on the people of the state in the appropriation bill which was signed by Governor Whitman and passed the Legislature last week. Senator Bennett said he would introduce a measure repealing the appropriation bill.

"The bill imposes a direct state tax of $10,548,309.38," said Senator Bennett. "When it was introduced by Senator Sage last Wednesday it was accompanied by a statement that there would be no direct tax. In Page 639 of the bill occurs the following: 'Rates are hereby established on each dollar of real and personal property of the state subject to taxation July 1, 1916, to be appropriated from the general fund July 1, 1916, for contributions to the following funds,' and then follow sixteen different rates for sixteen different sinking funds, beginning with a rate of 20-100ths of a mill for the sinking fund for the $101,000,000 canal bond issue."

A person familiar with appropriation bill items pointed out last night that Senator Bennett was in error, as these items, totalling $10,548,309.38, must be included in the bill because of provisions of the constitution.

LONG LIVE CROWNED HEADS!

Anarchists Deny Rumor of Wholesale Royal Murder Plot.

No self-respecting anarchist would attempt to murder in a wholesale fashion the crowned heads of Europe while this present war is going on. But when the conflict is over—ah, ha! then we shall see! Of course, the advocates of personal feeling may murder a king or so, just to keep their hand in, but the farseeing ones are saving up their energies to spread the great revolution which will follow the declaration of peace in Europe.

This was the general opinion expressed yesterday by leaders of the "Reds" in this city when they were questioned concerning the international poison plot for the rulers of the world, said to have been discovered in Chicago.

"Of course, there may be individual assassinations of rulers," Emma Goldman conceded broadmindedly yesterday, "but no action has been taken by American anarchists to have all the European kings assassinated."

Leonard D. Abbott, of the Ferrer School, said that the anarchists were pursuing a watchful waiting policy, and up to the present had formed no definite murder plans.

BURNS SON TO TEACH HONESTY, POLICE SAY

Father's Alleged Cure for Penny Snatching a Hot Poker.

William J. Walsh, a painter, of 127 Seventh Street, Brooklyn, the police say seared the back of his five-year-old foster son's hands with a hot poker to teach him honesty. Walsh spent last night in the Fourth Street police station, charged with felonious assault. William J., jr., whose hands are badly burned, is in the care of the Children's Society.

On Saturday neighbors of Walsh telephoned the police that the man was torturing his adopted son. After an investigation he was arrested. The police say he admitted having applied a poker to the little boy's hands because he had taken several pennies lying on a shelf. Walsh, it is said, denied that the poker was hot.

"I want my son to grow up to be a good, honest man," the police quote Walsh as saying.

Cyclist Faces Murder Charge.

Hackensack, N. J., April 9.—Michael De Lorenzo, of 35 Loretta Street, Clifton, was taken from the Passaic Hospital to the Hackensack jail this morning, charged with causing the death of Peter Madanski, forty, of Passaic, at Carlton Hill, on Friday, March 31. De Lorenzo struck Madanski with a motorcycle, killing him instantly and injuring himself severely. Judge William M. Seufert fixed bail at $2,000, which was furnished. The charge is manslaughter.

WANTS SING SING A CLEARING HOUSE

Osborne Would Have All Convicts Examined and Sorted There.

HOSPITALS PLANNED TO DISPLACE SHOPS

Scheme Urged by Reformers Opposes Towner Bill to Keep Industries at Old Prison.

Thomas Mott Osborne, speaking for the New York State Prison Council, gave out yesterday a plan adopted by friends of prison reform to combat the Towner prison bill, which has passed the Senate at Albany, and threatens to pass the Assembly. This plan also would make Sing Sing a reception and distributing prison for all the penal institutions of the state. The Towner bill would continue the industrial system at Sing Sing and build a new prison at Wingdale. The prison council objects to this because the old buildings at Sing Sing are no longer fit for prison cells, and because the new Wingdale prison would be constructed on the ancient Beardsley or cell block plan.

Clearing House Needed.

The need of a clearing house for prisoners was emphasized by Mr. Osborne. "We plan," said the former Sing Sing warden, "to make Sing Sing the first stop of all convicted men. Each will be examined by a competent medical board, and if it finds him normal and fit for the life and work of one of the industrial prisons he shall be sent at once to the proper institution. If the new convict is diseased he will be kept at Sing Sing until cured. Our tentative plan is to have a hospital at Sing Sing, where all severe cases of venereal disease and other cases of incurable disease shall be kept. Our plan is to send tubercular patients to a hospital at Dannemore.

"Sing Sing, as the clearing house, will have also a corps of alienists and a psychopathic ward. We have found that at Sing Sing one in forty-five patients is sent each year to an insane asylum. We intend to examine the mind of each entering convict. If traces of feeble-mindedness are found he shall be treated accordingly, and if he is hopelessly insane he shall be sent to an asylum, instead of burdening some penal institution until his insanity is discovered.

"Time for Change Now."

"Our plan, which was drawn up by a committee of experts and indorsed by the National Committee on Prisons and Prison Labor, will remove all workshops from Sing Sing and leave only hospitals, laboratories, gymnasiums and degistration offices. The old buildings, especially the chapel, the schoolrooms and the workshops, can readily be turned into hospitals and laboratories. All admitted that Sing Sing must be rebuilt, and now is an opportune time to introduce a new system."

The purpose of this new plan, Mr. Osborne said, was to help the prisoner in the way he wanted to be helped. Foremost in support of the plan was the Mutual Welfare League.

Efforts of the prisoners' friends to find jobs for them after they leave the prisons are meeting successe. Martin T. Loonan, an ex-convict from Auburn, is acting as an employment agent for ex-convicts. Miss M. A. Almirall is associated with him. They find what a prisoner did before he went to prison, what he learned to do while a convict, what firms will hire ex-convicts, and make all the arrangements. The trouble, said Mr. Osborne, was not so much with the employers as with the police, who continued to hound the "jailbird." The present city police administration was giving its support to the prison reformers.

A letter to Governor Whitman was given out yesterday, which "earnestly protests against the enactment of the Towner bill." It was signed by George W. Wickersham, William H. Wadhams, Thomas Mott Osborne, James Byrne, Dr. Walter B. James, Frederick A. Goetze, James C. Egbert, Robert S. Brewster, Arnold W. Brunner, Francis Lynde Stetson, Adolph Lewisohn, Dr. Hugh Auchincloss, E. Stagg Whitin, George W. Kirchwey, J. J. Manning and Phillips B. Robinson.

Osborne Talks on Prison; Quick Trial To Be Urged

Thomas Mott Osborne addressed the congregation of the Free Synagogue yesterday in Carnegie Hall on "The Truth About Prisons."

"You can't tell the truth about prisons without talking politics," he said. "Politicians on the outside and clever criminals on the inside have always worked in combination."

The prison problem, according to Mr. Osborne, dates from 1794, and has never been solved. The Pennsylvania system of solitary confinement attacked the question from the mental side. The Auburn system of solitary confinement at night but with shop work for the prisoners during the day attacked it from the physical side. Both of these systems failed to return the prisoner to society capable of assuming the responsibilities of citizenship.

"To make a man do right you must make him feel right," is Mr. Osborne's theory. "Give him something to do that will keep his conscience exercised. Let him associate with his fellow convicts and he will discuss with them the right and wrong of things. Men are not sent to prison to be punished. They are punished by being sent to prison."

District Attorney Weeks, it is reported, will oppose Mr. Osborne's counsel when he appears before Justice Platt in White Plains this morning to argue a motion to strike out the sixth count, charging immorality, in the indictment against the ex-warden. A similar motion was made before Justice Morschauser when Mr. Osborne moved to dismiss the indictment, and it was denied. The prosecutor will urge that next Wednesday be set as the date of Mr. Osborne's trial. He will also apply for fifty writs of habeas corpus to bring convicts from Sing Sing and other prisons to testify against Mr. Osborne.

SING SING OBSERVES "PRISON SUNDAY"

Dr. Chidwick and Chaplain Petersen Deliver Sermons.

Prison Sunday, set aside to promote the interests of prison reform, was observed with special services in Sing Sing yesterday by both Protestants and Catholics.

The Rev. Dr. John P. Chidwick, president of St. Joseph's Catholic Seminary, at Dunwoodie, and former chaplain of the battleship Maine, delivered the evening sermon to the Catholics. His subject was "Manliness and Religion." He replied to the contention that religion is weakness, enfeebles the intellect and enslaves character.

The Rev. A. N. Petersen, the Presbyterian chaplain, delivered a forceful sermon to the Protestant worshippers. Spencer Miller, secretary to Warden G. W. Kirchwey, declared that the day was observed principally outside the prisons, where it is estimated that 30,000 clergymen pleaded for prison reform to millions of churchgoers.

FERRERA ON TRIAL TO-DAY

Identity of Men Behind Baff Murder Expected To Be Revealed.

The hunt for the men "higher up" in the murder of Barnet Baff, the poultry dealer, enters on a new chapter to-day with the opening of the trial for first degree murder of Frank Ferrera, driver of the murder car. In the opinion of District Attorney Swann, the conviction last Friday of Giuseppe Arichiello, one of the gunmen who fired the shots, has paved the way to the identity of the men who instigated the murder. Arichiello made two confessions, but repudiated them at his trial.

Assistant District Attorney O'Malley, who will prosecute Ferrera, expects that Arichiello will be a witness for the defence. The hunt for the men "higher up" would be easier if District Attorney Swann could be reasonably sure of obtaining the extradition of Antonio Cardinale, the former Harlem chicken dealer, who is under indictment. He was mentioned by Carmine Di Paolo, the principal witness against Arichiello, as the man who paid Ippolito Greco for arranging the murder.

Of the five defendants under indictment, Joe Zaffarano, one of the "lookouts," is regarded as the only available key to the identity of the men who instigated the crime.

A special panel of 150 talesmen has been drawn to provide a jury to try Ferrera. He will be defended by Cæsar Barra.

WAITE ARRAIGNMENT TO-DAY

Counsel Expected To Ask for Sanity Commission.

The condition of Dr. Arthur Warren Waite, the confessed poisoner of his wife's parents, had so far improved at Bellevue yesterday that Dr. Menas S. Gregory said he would be able to stand arraignment in court this morning.

The District Attorney plans to bring Waite before Judge Crain in General Sessions. It is thought probable that motion will be made by his counsel for the appointment of a commission to examine into Waite's sanity.

Alienists employed by the prosecutor have been conducting examinations of the prisoner, and are expected to make a report to-day of their findings. In case they find Waite sane, the District Attorney will fight any move for a commission, taking the stand that the insanity issue would have to come up as a matter of defence in the trial for murder.

3,500 APPLAUD MISSION APPEAL

Laymen's Convention to Help Foreign Work Opens at the Hippodrome.

SOUTH AMERICA'S NEEDS ARE TOLD

Plea Made for Funds to Push Church Efforts Throughout Far East.

Before 3,500 men who sounded applause at every appeal for missionary activity the New York City convention of the Laymen's Missionary Movement opened yesterday afternoon in the Hippodrome.

William Fellowes Morgan presided, and behind him on the great stage sat half a thousand men prominent in every walk of commercial and professional life. Bishop Homer C. Stuntz, of South America, and George Sherwood Eddy, a world figure in missionary work, stirred the eager throng in two vigorous addresses.

Banners Tell of Work.

Banners stretched across the balcony and boxes told the purpose of the convention. One read:

"Emotion is no substitute for action."

And another:

"Not America for America's sake alone, but America for the world's sake."

The convention will continue throughout Wednesday, and the remaining meetings will be held in the Fifth Avenue Presbyterian Church. Three hundred congregations in this city and immediate neighborhood have already enrolled 1,884 delegates. The number, leaders of the movement believe, will reach 2,500 by to-day.

Broadly, the purpose of the convention is to inspire New Yorkers with more active interest in foreign missionary work. Sixty-eight similar conventions have been held in the United States in the past six months.

Speaking of the opportunities for missionary work in South America, Bishop Stuntz said:

"Buenos Ayres, a city of 1,600,000 people, has fifty-four Catholic churches and sixteen Protestant. Philadelphia, with a smaller population, has three times the number of churches. Argentina has within its vast territory but a total of forty-seven Protestant churches, and but one Y. M. C. A.

Sin of South America.

"For hundreds of years it was a crime to read or distribute the Bible in South America. For this reason there is no sense of sin in the country—no developed conscience.

"There are but 148 missionaries working in the entire continent; no native pastor has had the advantage of a Christian college education; there is a deplorable dearth of good teachers in the few theological schools. The whole situation is due to the fact that you people of the United States have your benevolent emotions under such perfect control."

Mr. Eddy sketched the rapid growth of Christianity in China and India, and fervidly appealed for American funds to push church work in the Far East.

Delegates already enrolled in the convention are divided among the different churches as follows:

Presbyterian	693
Episcopal	264
Methodist	258
Reformed	188
Congregational	74
Baptist	140
Lutheran	57
Other churches	177
Total	1,884

Percy Vanderhoff Freed.

Percy Vanderhoff left Sing Sing yesterday a free man, after four years behind the bars for misappropriating $125,000. Vanderhoff, when asked by the Board of Parole about the extent of his peculations, smiled and said: "Oh, merely $125,000 or so." He was a model prisoner.

STILLS FORUM SHOUTERS

Chairman Gets Fair Play for Mrs. Greeley.

Edward James, chairman of the Labor Forum, succeeded in preventing boisterous men and women who attended last evening's forum in Washington Irving High School from shouting down Mrs. Helen Hoyt Greeley when she disagreed with previous speakers.

Mrs. Greeley, who is secretary of the Committee for a State Police, tried to reply to a man who wanted to know if James H. Maurer, the principal speaker of the evening, had retracted the statement made in his book, "The American Cossack," that the Pennsylvania state police handcuffed prisoners to the pommel of their saddles and then galloped the horse. Mr. Maurer said he had not, and the questioner declared that Mrs. Greeley had said he had.

When Mrs. Greeley arose to explain several in the audience tried to cry her down. Mr. James prevented this, however, by reminding them that fair play for all speakers was in order.

Two Men, Entire Force, on Strike.

East Orange, N. J., April 9.—One of the smallest and likely to be the shortest strikes in the history of East Orange occurred last night, when two laborers at the oval playground put away their tools and refused to return to work unless they received an advance in pay. They were receiving $2 a day, but want an advance of 25 cents. The men have been employed at the recreation centre for about eight years.

TUBE STRIKERS CHARGE COERCION BY POLICE

Contractors Are Trying to Force Them to Return, Men Declare.

Representatives of the striking compressed air workers yesterday charged that the police had been used by tunnel contractors to intimidate the strikers in an effort to force them to return to work. They also charged that two contracting concerns sent representatives to a meeting of the strikers yesterday morning with orders to "start something," and that the men attempted to stir up a row.

Police appeared at a meeting of the Tunnel and Subway Constructors' International Union at their headquarters, at 206 and 208 East 128th Street, yesterday morning. There about 1,200 of the men who have struck for more pay from the rapid transit tunnels under the East River were addressed by three Italians and five English speakers. The police left when they found no disturbance.

A general strike affecting engineers and skilled mechanics is threatened this morning if John F. O'Rourke, representative of the contracting company which is boring the tubes, carries out his threat to fill the places of the same hogs with strike breakers. Mr. O'Rourke said yesterday he would start work this morning if he had only twelve men to take the places of the strikers.

Police yesterday guarded both ends of the tubes at the request of Mr. O'Rourke, who feared the strikers would use dynamite.

Correct Dress for Men

Stylish Spring Overcoats—moderately priced to meet the needs of men who want the *best* for the least outlay: $15 for good garments, $35 for the most luxurious.

A variety of stylish suits at the popular prices of $15, $18, $20 & $25, ready to wear.

George G. Benjamin
Fifth Ave. Building - Broadway Cor. 24th St.

NEW YORK'S LEADING THEATRES AND SUCCESSES.

EMPIRE B'way & 40th St. Evgs. 8:15. Matinees Wed. and Sat. 2:15. "A BIG POPULAR SUCCESS" World. AUGUSTUS THOMAS' NEW PLAY. RIO GRANDE. "BETTER THAN 'ARIZONA'" Telegram.

LYCEUM B'way, 45th. Evenings 8:20. Matinees Tues. & Sat. 2:20. Charles Frohman, David Belasco present. The Heart of Wetona.

LIBERTY WEST 42D ST. Evgs. 8:15 Sharp. Matinees Wed. and Sat. 2:15. JULIA SANDERSON, DONALD BRIAN, JOSEPH CAWTHORN in the Triumphant Musical Comedy, SYBIL.

GEO. COHAN'S THEA. B'way, 43 St. Evgs. 8:25. Mts. Wed. & Sat. 2:30. "Melodies that haunt the memory for hours."—Mail. Mitzi in 'POM-POM'

CRITERION B'way at 44th St. Evgs. 8:15. Matinees Wed. and Sat. 2:15. 3RD BIG MONTH. THE MELODY OF YOUTH

ASTOR B'way, 45th St. Evgs. 8:10 SHARP. Matinees Wednesday & Sat. 2:10. THE GOHAN REVUE 1916

HARRIS WEST 42 ST. Evenings at 8:15. Mats. Wed. (POP.) & Sat. 2:15. HIT THE TRAIL HOLLIDAY with FRED NIBLO as "BILLY HOLLIDAY."

ELTINGE WEST 42D ST. Evenings 8:15. Matinees Wed. and Sat. 2:15. FAIR AND WARMER

REPUBLIC WEST 42D ST. Evenings 8:30. Mats. Wed. (POP.) & Sat. 2:30. COMMON CLAY

NEW AMSTERDAM W. 42d St. Eve. 8. Mats. Wed. & Sat. Shakespeare Tercentenary Festival. Tree in Henry VIII. With Edith Wynne Matthison, Lee Baxter, Charles Dalton, Willette Kershaw & Co. of 50.

AFTER THE PLAY VISIT ZIEGFELD MIDNIGHT FROLIC

GAIETY B'way, 46th St. Evgs. 8:20. Mts. Wed. (Pop.) & Sat. 2:30. MRS. FISKE in a comedy all about the Pennsylvania Dutch in the funny little town of Rolesbury, Pa. Erstwhile Susan

CANDLER W. 42d St. Evgs. 8:20. Mats. Wed. & Sat. 2:30. JOHN GALSWORTHY'S MASTERPIECE. JUSTICE

HUDSON WEST 44th ST. Evgs. at 8:20. Mats. Wed. (POP.) & Sat. 2:30. "Best Romantic Play in Years."—Eve. World. The Cinderella Man. A New Comedy by Edward Childs Carpenter.

FULTON 46TH ST. NEAR BROADWAY. POLICE DAILY, 2:30 and 8:30. FOR ONE WEEK ONLY. EDNA MAY in Salvation Joan. PRICES 25c & 50c. And 2 Fri. Choice Seats $1.

LONGACRE W. 48 St. Evgs. 8:15. Mats. Wed. & Sat. 2:15. LEO DITRICHSTEIN IN HIS COMEDY TRIUMPH THE GREAT LOVER

BELASCO WEST 44TH ST. Evenings 8:15. Mats. To-morrow, Thurs. & Sat. 2:15. EXTRA MATINEE TO-MORROW, 2:15. THE BOOMERANG

CORT W. 48 St. Phone Bryant 46. Evs. 8:25. Mats. Wed. (Pop.) & Sat. at 2:25. The BLUE ENVELOPE Walter Jones.

STANDARD B'way & 90 St. Evs. 25c to $1. Mat. Tues., 25 & 50c. "Potash & Perlmutter in Society."

AEOLIAN HALL, THIS AFTERNOON, AT 3. ARTHUR FRIEDHEIM. Piano Recital with Comments on "LISZT UNDER THE SPELL OF CUPID." Mgt. Paul Sydow, 61 East 53d St. Mehlin Piano.

B. F. KEITH'S PALACE B'way & 47 St. Daily Mat. 25c to $1. Nora Bayes, "The Man Without a Country," Nan Halperin, Ryan & Lee and Mr. Basil Durant & Miss Margaret Hawkesworth.

PARK 59 St., Col. Circle. 15-25 & 50c. CONTINUOUS 1:30 TO 11 P. M. FRANCE ON THE FIRING LINE

BROADWAY THEATRE B'way 41 St. ALL THIS WEEK. CHARLIE CHAPLIN BURLESQUE on "Carmen"

BOOTH 45th W. of B'way. TO-NIGHT at 8:30. Irene Fenwick in The Co-Respondent

Maxine Elliott's 39th, n'r B'way. Beg'g To-night at 8:30. LOUIS MANN in THE BUBBLE

SHUBERT THEA. 44th, W. of B'y. Phone 8459 Bryant. Evenings, 8:15. Matinees Wednesday and Saturday, 2:15. The Extraordinary Star Combination. Phyllis Neilson-Terry, Jeanne Eagels, Bruce McRae, Graham Browne, Marie Tempest, Cynthia Brooke, Charles Cherry, Montagu Love. Presenting THE GREAT PURSUIT. By C. HADDON CHAMBERS. Direction of JOSEPH BROOKS.

PLAYHOUSE W. 48th. Bryant 2628. Evs. 8:30. Mats. Wed. & Sat. 2:30. Grace George in a BERNARD SHAW Comedy. "One of the most genially amusing from his pen."—Times. "Captain Brassbound's Conversion"

39th St. Thea. Evs. 8:15. Mats. Wed. & Sat. 2:15. Lou Tellegen in 'A King of Nowhere'

COMEDY. Evgs. 8:15. Matinee To-morrow, $1.50. THE FEAR MARKET By Amelie Rives. Great Cast.

48TH ST. THEA., Just E. of B'way. Evs. 8:15. Matinees Thursday and Sat., 2:15. JUST A WOMAN by Eugene Walter.

PRINCESS 39th, near B'way. Evenings 8:20. Matinees Wed. and Sat. 2:20. A New Musical Comedy That Is Different. VERY GOOD EDDIE

CASINO. Evgs. 8:15. Mats. Wed. and Sat., 2:15. THE BLUE PARADISE with CECIL LEAN

LYRIC THEATRE. Evgs. 8:20. Mats. Wed. & Sat. 2:20. KATINKA

BENEFIT SPECIAL—TO-MORROW AT 2 P. M. HUNGARIAN WAR ORPHANS. MRS. FISKE—VIOLA ALLEN—HENRIETTA CROSMAN & OTHERS.

MADISON SQ. GARDEN NOW. TWICE DAILY, 2:15 & 8:15. Short Seats. BARNUM & BAILEY CIRCUS. GREATEST SHOW ON EARTH. PERSIA OF THE THOUSAND AND ONE NIGHTS. A VISIT TO THIS CIRCUS THE YEAR'S BEST HOLIDAY. 1,400 Persons. 3,000 Cattle. 250 Horses. Admission 25c. & 50c. Reserved Seats Everywhere. Private Box Seats, $2.50. Children under 9 Half Prices. Aft. Performances Range 5c. Half tickets on sale at Gaston's. BRANCH TICKET OFFICES: Lehigh Valley Ticket Office, B'way & 42d. Gilsted Bros., R. H. Macy & Co., Inc. N. Y. Central Ticket Office, 135 St. & 7th Av.

HIPPODROME. Mr. Lee and Charles Dillingham present —JUBILEE WEEK— MATINEE DAILY BEST SEATS $1.00. Evs. 8:15 & Sat. Mat. 2:15. HIP-HIP HOORAY. SOUSA & His Sensational Novelty Band. Ice Ballet. Mat. Wed. at 11 A. M. Street Parade. SUN., GALA ANNIVERSARY—All Prices.

LOEW'S NEW YORK THEATRE & ANNEX. Continuous Capacity. Popular Prices. To-day, Robert Warwick in "Honor Bound." Grand Pipe Organ—Symphony Orchestra.

Loew's American Roof 42d St. & 8th Av. Every Eve. at 8. 5. S. Vaterland Band. 25 Musicians. Capt. Barnett & Sol. others. Enclosed. Heated. Comfortable. ALL SEATS RESERVED. 25c. 35c. 50c.

44th ST. THEATRE Nr. B'way. Bry. 7560. TWICE DAILY, 2 & 8 SHARP. "The Farthest North in Motion Pictures."

CLUNE'S CINEMA DRAMA RAMONA. THE LOVE STORY OF THE AGES.

PUNCH & JUDY THEATRE, 49 E. 49 St. TREASURE ISLAND. Mats. Fri. & Sat. 2:30. Children 25c.

WASHINGTON SQ. PLAYERS. Children. Age of Reason. Magical City. Popular Prices.

COLUMBIA. B'way & 47th. Twice Daily. Pop. Prices. 20th CENTURY MAIDS.

STRAND B'way & 47 St. Noon to 11:30. 10 to 50c. Anniversary Week. MARY PICKFORD. In The Eternal City. Strand Orchestra.

CHURCHILL'S
More Than a Restaurant—A Broadway Institution
Dinner--Tonight
At Churchill's insures a delightful occasion, whether one chooses the a la carte service or the *Special Dinner* at *$1.25*.
Also—a delightful *Special Luncheon* at *75c*.

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America's Leading Restaurant
The Rector Special Dinner
Served from 6 to 9 every evening (except Saturday) at $1.50 a cover is the finest in the City.
A la Carte Service Continuously.
MUSIC, DANCING and ENTERTAINMENT
On Two Floors.
BROADWAY at 48TH STREET

Luchow's
14th Street, near Fourth Avenue.

METROPOLITAN OPERA HOUSE. Evenings (Except Tuesday) at 8:30. Matinees Wednesday & Saturday at 2:30.
DIAGHILEFF'S BALLET RUSSE
TO-NIGHT "Cleopatre," "Carnaval," "L'Oiseau de Feu."
WED. MAT. "Petrouchka," "Scheherazade," "Le Spectre de la Rose," "Prince Igor."
WED. EVE. (First appearance of Nijinsky). "Cleopatre," "Les Sylphides."
THURS. "Thamar," "Soleil de Nuit," "L'Oiseau de Feu," "Thamar," "Soleil de Nuit," "Carnaval."
FRI. "Les Sylphides," "Cleopatre," "Carnaval."
SAT. MAT. "Petrouchka," "Les Sylphides," "Thamar," "Soleil de Nuit."
SAT. EVE. "L'Oiseau de Feu," "La Princess Enchantee," "Prince Igor," "Scheherazade."
Prices $1, $1.50, $2, $2.50, $3 & $5. HARDMAN PIANO USED.

CARNEGIE HALL, Sat., Apr. 15, 8:15. ORATORIO. SOCIETY OF NEW YORK. Founded 1873. Louis Koemmenich, Conductor. BRAHMS - HAYDN. "Song of Fate" "The Creation". Florence Hinkle, Paul Reimers, Marion Green. Choir of 250. Full Orchestra. 75c. to $2. Office 1 W. 34.

AEOLIAN HALL, TO-NIGHT, AT 8:15. SONG RECITAL JULIA ALLEN. PRIMA DONNA SOPRANO. Tickets 50 cts. to $2. Mgt. Haensel & Jones.

Carnegie Hall, Sat. Aft., April 15, at 3. —FAREWELL RECITAL— GABRILOWITSCH. Popular Program. Popular Prices.

Hotel Astor Tues. and Wed., April 18 & 19, at 8:15. Tickets Harvard Club & Agencies. Hasty