



Conducted by Samuel Hopkins Adams.

This department has entered the second stage 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.

Don't you think you are sometimes a bit hard on the merchants? P. T. Barnum said, a number of years ago, that the public preferred to be fooled. He was right about it, and if the merchants don't feel the people are certain they will fool themselves, don't feel the people are certain they will fool themselves. A short time ago Vantine displayed a knowledge of pongee labeled "Hand loom pongee." Now, to the best of my knowledge and belief, all pongee is woven on a hand loom; certainly the greater part of it is. But to my mind Vantine had a perfect right to label the goods. The labels told the truth, and if any one thus to label the goods. It didn't matter much, anyway, was misled if it was. Some time ago a friend bought some black silk stockings at Altman's for \$1.50. They were not advertised when I was there, but as anything but a plain sale, my friend, however, was greatly elated and said she could not tell them from a pair she had which cost \$2.50. Later on she showed me both pairs, telling me to guess which had cost \$1.50, and was much annoyed when I picked them correctly. It was not at all difficult for any one who knew anything about silk stockings, but no more. I tried to show her quite all she had paid for them, but no more. I tried to show her the difference, for her own benefit in future, but she became very impatient and simply put both pairs away and changed the subject. She really preferred to believe that she had bought a pair of \$2.50 hose for \$1.50, and she was going to believe it, no matter what the real facts were.

Here again the shop had not deceived the customer. She had deceived herself and intended to stay deceived. What can the seller do in such cases? The only really efficacious thing would seem to be to give away small packages of brains with purchases, and to even then some buyers would probably use them for corn-salve. But it does seem as if merchants and their wares were quite forbearing, considering the people with whom they have to deal.

Maybe Barnum was right. Nevertheless, giving due weight to what this correspondent says (and she writes with technical knowledge) it is to be doubted whether the great showman, if he could return to earth, would be a successful merchant to-day. The world has moved.

This "ad" is enclosed merely for your sight, as a possible evidence of the results of the "Honest Advertising Campaign." L. D. R.

The advertisement is that of Blanding & Blanding's drug store, in Providence, R. I.

THE BEST MINDS OF THE MEDICAL PROFESSION OF THE WORLD OVER have been concentrated on the problems presented by two terrible diseases, Consumption and Cancer. Wonderful progress in their treatment has been made, but even yet no claim is made that they are fully under control. Yet in the face of this great work for humanity on the part of the world's physicians there have been numerous quacks who have offered "cures" for these diseases to the public. Worse still, these nostrums have been widely sold. At Blanding's there is no place for these fakes. We much prefer to forego the profit to be made on their sale than to be a party to the deception of the misguided people who buy them.

The foundation of an admirable platform. A recent experience I had with the advertised clothing sale of Weber & Heilbronner seems to me to present an opportunity for some constructive criticism. When I arrived at the Broadway and Twenty-eighth Street store of this firm I asked to be shown something in a gray suit advertised on sale. A salesman politely informed me that there were practically none left in my size. I was then permitted to go my way, and the next day, on my way over to Grand Central, stopped at the Forty-second Street store of the same firm, with little hope that I would find the condition any different so far as the sale clothes were concerned. To my surprise several gray suits of my size were on show at the sale price of \$21.50, and within a few moments a purchase was made.

Now, the point I wish to make is that an organization possessing several stores should have the salesman instructed to at least make a little effort to find what a patron is looking for in one of the other stores when it is lacking in any particular one. Telephones are a useful business adjunct, and even in the event of failure patrons cannot help but be favorably impressed with an effort to exhaust every possible means to offer what a customer is asking for. It would have taken but a few moments to call up the other stores to ascertain if a gray suit in my size was still in stock. If by chance, and a quite likely one, I had drifted into any other store in the intervening twenty-four hours and had found what I was looking for, the chances are Weber & Heilbronner responsible to suppose that the newly found tailors would have proved satisfactory and as a result had first call on my future business. As it was, I had to force the retention of my business on the Weber & Heilbronner people. S. A.

Team-work between stores belonging to a "chain" would seem to be desirable, as S. A. suggests, if for no other reason than the avoidance of such an impression as the one cited in his final sentence.

Your "sample shoe" warnings have not me all flustered. On a recent Monday, on lower Broadway, a shoe shop displayed alluring wares at negligible prices, plus a definitely worded sign that the firm would "positively vacate" on Thursday. Putting The Ad-Visor from my mind, I entered, looking for a bargain. A polite clerk came forward. "You say you intend to vacate on Thursday?" I asked, unable after all, to forget The Ad-Visor. "Yes," said the clerk; "we gotta get out of here by Thursday at the latest."

"Well," said I, cautious-like, the ghost of The Ad-Visor looming above a pile of sample shoe boxes, "Well," I repeated, backing out of the store, "I'll be around Friday, and if what you say is true, then I'll buy a pair." SCISSORS.

How to Buy Sample Shoes: follow the procedure of Scissors and you won't be stuck. Possibly the bringing to your attention of my experience to-day in R. H. Macy & Co.'s store may facilitate matters for other shoppers. At 12:30 o'clock I went to the "Retail Articles Department" in Macy's, and asked the manager for a bunion protector, Fisher's make. The salesperson politely said "Two sizes over, please." At that counter I was told "You will find them at the rear of this counter"; when I questioned the salesperson there I was informed "They are carried in the Surgical Department, under the balcony," from thence I was directed to the "Manufacturing Department," i. e., where manufacturing articles are carried; and at that department I was referred to the "Shoe Department," on the second floor, where I finally succeeded in making my purchase.

When salespersons do not know, why in the name of common sense can't they say so and tell you to ask a floorwalker, an aisle-man, or ask him themselves? I was in the store thirty-five minutes to make a purchase which should not have taken more than ten minutes at the most; in fact, when I finally reached the proper department I made my purchase and had my change inside of six minutes. I am sure, an innovation in the "information" line in department stores in general. FLORENCE H. WEIR.

If time is money to a store, it is also money to a customer. Geography would be a proper and fruitful subject of instruction in more than one local store.

Having been, like David Harum, a devotee of the "Tribune" for many years, and from its inception very much interested in The Ad-Visor's department, I thought I would like to relate an experience I had with the Circle Shoe Store, at the corner of Eighth Ave. and Fifty-eighth St., though I am not sure that this case comes within the province of this department. I purchased a pair of shoes at the above mentioned store on Tuesday, March 7, the price of the shoes being \$4.50. By some vague notion I gave the salesman six one dollar bills. I counted them and knew there were six. The salesman took the money to the cash desk, saying as he handed in the money, "four fifty out of five," returning me fifty cents change. Some hours later I discovered my mistake; it was three too late to return to the store. The following day I returned to the store and stated my case. The manager very courteously informed me that as the day upon which my shoes were purchased many pairs of rubbers had been sold at one dollar, it was difficult, if not impossible, to verify my statement, but as I was sure of my ground he would return the dollar which I claimed I overpaid. Now here is "where the rub lies." I had to take my dollar without being able, at least to my own satisfaction, to prove my claim, and I was pleased both with the shoes and with the treatment received, and in the future my shoes will be purchased at the Circle Shoe Store. But I would have been much better pleased had I been able to prove my case by the cash register.

Now, what I would like to know, Mr. Ad-Visor: Am I too sensitive in feeling somewhat aggrieved that my claim could not be proven beyond question to the satisfaction of both parties? J. A. de BOER.

Yes. Unless the Rev. Mr. de Boer's bearing and appearance had inspired confidence, he probably would not have received the money back. The records of the store must have shown a discrepancy, and the store, being an honest one, had no concern except to determine to whom the excess cash belonged. Being a good judge of character the manager closed the transaction with satisfaction to all concerned.

THUGS GET \$305; MISS \$1,100

Three Men Beat Merchant While on Way Home with Bookkeeper. Maurice Dunker, twenty-eight years old, a member of the wholesale drug firm of Hyman Morganstein & Co., in East New York, was held up last night on Saratoga Avenue, near Blake Avenue, Brooklyn, by three men after being robbed of \$305 and his bookkeeper and knocked semi-conscious.

While waiting for an ambulance to treat Dunker, his bookkeeper, Mrs. Esther Wilsky, nineteen, of 183 Pennsylvania Avenue, was being held up by Paulman Drum as being implicated in the hold-up. Drum says she identified Bernard Licht, seventeen, and Isidor Greenstein, nineteen, who were held on charges of assault and robbery. They deny the accusations.

Dunker and Miss Wilsky had worked late, and were on the way to their homes about 9 o'clock. As they neared Blake Avenue three men appeared. Two with drawn guns drove Dunker into a doorway, and the other jostled the girl to the curb.

They seized Dunker's \$200 stickpin, \$100 watch and \$5 in cash, but missed \$1,100 in an inside pocket. They hit Dunker on the head as Miss Wilsky began to scream.

CONWAY TEARLE SUED FOR DIVORCE

Actor's Third Wife Names Adele Rowland as Co-respondent.

Mrs. Roberta Menzies Corwin Hill Tearle began suit for divorce yesterday against F. Conway Tearle, naming Adele Rowland, a vaudeville performer, as co-respondent. Mrs. Tearle is her husband's third wife. Until recently he was leading man for Grace George.

The action is the result of a week's ago-hour raid made about three weeks ago on Miss Rowland's apartment, which happened to be in the same building in which D. Stokes furnished a target for Lillian Graham and Ethel Conrad, the "shooting show girls," a few years ago.

Mrs. Tearle herself led the raid. She alleges that she found Tearle, Miss Rowland and her sister, Mabel, there. Mabel is a press agent and saw the possibilities of the situation. She went to the telephone, summoned reporters, and the form in which they got the story of the raid at that time was that all that was found was Adele reading a play to Tearle, while Mabel sat, an equally entranced listener.

The papers Mrs. Tearle filed yesterday told a different story. She called the play reading merely a hastily devised subterfuge to cover up other happenings. Pajamas were the prevailing costume, she alleges.

Tearle lost his two preceding wives by divorce. His second wife had him sent to Ludlow Street jail and his present wife got him out by paying \$1,500 back alimony. Mrs. Tearle also had two previous husbands. One was Halsey Corwin and the other a Captain Hill, of the British army.

T. P. SHONTS'S ERROR MAY SAVE CITY \$157,000

Did Not Know Pending Bill Puts I. R. T. Bond Tax on City.

Theodore P. Shonts, president of the Interborough Rapid Transit Company, unwittingly played wadchdog to the city's treasury recently by calling the attention of the Board of Estimate to a proposed Assembly bill which provides for the amendment of the tax law respecting the annual tax on corporations. Mr. Shonts evidently labored under the impression that the amendment would impose an added tax of \$157,000 on the bond issues of the company for subway construction, which the company would have to pay.

Upon investigation by the corporation counsel, however, it was found that the city would have to pay the tax on the Interborough bonds under its contract with the company for the construction of the new subways.

The matter will come before the Board of Estimate to-day for consideration, with an expected recommendation that the proposed bill should be defeated. Corporation Counsel Hardy has advised the board that if the bill was enacted in its present form "it would materially affect the city's financial interests as defined by the existing contracts with corporations for the construction and operation of the subways."

HAVE YOUR FAMILY FINGERPRINTS TAKEN

Inspector Dillon Says They're Valuable in Finding the Lost.

Acting Chief Police Inspector James E. Dillon told members of the Celtic Council, Royal Arcanum, at the Yorkville Casino last night, that if the public would have its fingerprints taken it would eliminate the yearly list of unidentified dead and would prove a great help in reuniting families in time of war.

The inspector urged the men in the audience to join the police reserve, officially known as the Home Defence League. The organization was made up of citizens who, the inspector said, would replace the regular police when that body was called to defend the city.

"Every citizen should have not only his own fingerprints taken, but those of the members of his family," said the inspector. "In that case, when a person disappears, the fingerprints are forwarded to Police Headquarters, where a comparison would be made with the unidentified dead being cared for by the police."

"If this country should get in a conflict, such as is raging on the other side, the prints would be invaluable for reuniting scattered families."

"LIKE HIS DAD," SAYS PA CAMEL; MA JUST GRINS

And the Heir Squeaks and Blinks at Garden Lights.

At precisely 3:12 yesterday afternoon, Bessie, a seven-year-old camel owned for three years by the Barnum & Bailey circus, now at Madison Square Garden, became a mother.

The heir to the circus still is a boy. And he is the first desert animal born with the circus on the road and the first wild animal born under the Garden roof. The circus folk tripped reverently to pay their respects to the newcomer during the afternoon. The first thing the little camel did when he opened his eyes on the world was to give vent to a startled squeak. Casting a roving eye over himself, he discovered that the greater part of his infantile beauty was centered in his legs. From tip of nose to tip of tail he measured four feet and attained a vertical elevation of two and a half feet, some of which were consumed by legs.

BAFF MURDER CAR DRIVER GUILTY

Ferrera Second of 4 Men Indicted Convicted of Merchant's Death.

AUTHORITIES NOW SEEK MAN HIGHER UP

Prisoner's Wife Shrieks Wildly at Verdict, While Sister Falls in Faint.

Another man was convicted yesterday in the Supreme Court for the murder of Barnett Baff, the "poultry king," at West Washington Market a year and a half ago. He is Frank Ferrera, driver of the "murder car." The first conviction last week was that of Giuseppe Arriehello, one of the gunmen. Two more men under indictment are awaiting trial. A fifth man, Antonio Cardinale, who, District Attorney Swann believes knows more about the instigators of the murder than any one else, is a corporal in the Italian army.

"By this verdict we believe we have advanced several steps toward the men higher up, the rival chicken dealers who had sufficient motive to raise a \$4,000 fund to have Baff put out of the way," said Assistant District Attorney Doelling last night.

The jury deliberated only an hour and a half. It was 5:40 o'clock when Henry R. Hovey, the foreman, pronounced the words, "guilty of murder in the first degree." Ferrera, slightly pale, stood unmoved, and went through the formalities of giving his pedigree without flinching. He spoke to his counsel, Caesar Barra, about an appeal and then went to the Tombs.

"Outside in the corridors stood the condemned man's wife, his brother and sister. They had haunted the Criminal Courts Building since the trial began last Monday.

"Guilty," did they say? sobbed Mrs. Ferrera. She swayed a moment, but rallied quickly when her sister-in-law, Rosie, sank into a chair fainting. When she recovered consciousness she became hysterical and her screams penetrated the entire building.

Now Seek Men Higher Up. "How can I go home without Frank. This will kill mother!" she shrieked repeatedly. Mrs. Ferrera did her best to comfort her. Later she went to the Tombs and was permitted to speak to her husband before returning to her three young children.

"Are Italian immigrants to be permitted to make their living in this country by hiring out as assassins?" was the first remark shot at the jury by Assistant District Attorney O'Malley in summing up. "This prosecution is not aimed at Ferrera alone. It is aimed at all men of his type; it is a warning to criminal chaffeurs that they cannot go out into the streets of New York with gangs to hold up bank messengers and murder business men."

"In the case of Barnett Baff, we see a peaceful business man called from his market and shot down in cold blood by men who fled in an automobile driven by Ferrera. This man now comes here and tells you that he is innocent of their murderous purpose. Yet he never dared to reveal his innocent participation until last February. The men higher up must now be brought to justice. Then and then only, will this structure of crime topple."

The men yet to be tried for murder in the first degree are Antonio and Giuseppe Zaffarano, who, according to Carmine Di Paolo, the informer in the case, were the "lookouts." The first was also the alleged spokesman for Ippolito Greco, the Harlem saloon keeper and gang leader, who selected and paid the assassins. They will be tried separately. The first trial will probably be held in two weeks. Ferrera will be sentenced by Justice Shearn April 20.

RUSH HOUR BLAZE HALTS BROADWAY

Fire, Probably Started by Careless Smoker, Causes \$150,000 Loss.

A blaze which tied up Broadway traffic at its busiest hour and resulted in a loss estimated at \$150,000 destroyed the four-story building at 588 Broadway, occupied by the leather firm of J. Schmickel & Co., early last night.

In the course of the fire-fighting two explosions ripped apart the walls of the building and endangered the lives of the firemen. How the fire started could not be ascertained, but a large quantity of celluloid was discovered on the fourth floor. It is believed that a workman, about to leave the building, dropped a cigarette near it.

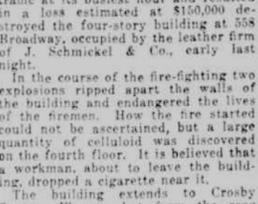
The building extends to Crosby Street. Flames shot from the rear windows to a height of twenty-five feet and more than once threatened the lofts adjoining the structure. Firemen, under Battalion Chief Helm, played steady streams of water on the threatened buildings.

When the blaze started a score of girls were leaving the building. Several were still pinning on their hats when the watchman announced that there was a fire. The girls ran for the fire-escapes and screamed for assistance, but encountered no difficulty in climbing to the street. Civilians and policemen helped them down. Battalion Chief Helm was burned while directing the firemen. A tongue of flame leaped at him, singeing his eyebrows and burning his face and hands. He dropped as he realized the danger, thus avoiding possible serious injury.

Several members of Engine Company 13 were also injured. Captain McKenna suffered burns about the head, face and hands. Firemen Berger, O'Neil, Miller and Williams fell from the second story floor to the first, but landed in a pile of leather and were only shaken up.

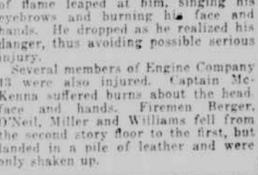
RECTOR'S America's Leading Restaurant

The Rector Special Dinner Served from 6 to 9 every evening (except Saturday) at \$1.30 a cover is the finest in the City. MUSIC, DANCING and ENTERTAINMENT On Two Floors. BROADWAY at 48TH STREET



CHURCHILL'S More Than a Restaurant—A Broadway Institution

Dinner—Tonight At Churchill's insure 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.

"No Sun Upon an Easter Day Is Half so Fine a Sight" —Sir John Suckling—1609.

This Year—You Can Be Ahead of Easter

HOW often have you found yourself—the day before Easter—with none of the new things you fully meant to have got? The chill of March winds has held you back from day to day—until what the ancients called "The Great Day" has come—and found you unprepared. This year—thanks to the Moon and Hart Schaffner & Marx—you may be ready. To the moon, for the lateness of date; the certainty of lovely days. To Hart Schaffner & Marx, for the most attractive Spring clothes they have ever sent us. And—may we say—thanks just a little bit to Wallach Bros. for bringing to New York men far and away the smartest stocks for Spring—Hart Schaffner & Marx Clothes, Stetson Hats, Fine Furnishings. Come in today and see the wonderful Easter things we are showing. Spring Suits—\$18 to \$50. Topcoats—\$20 to \$35.



Copyright Hart Schaffner & Marx

Hats for Men Cutaway Coats Easter Neckwear The largest stocks of new Spring Stetsons in New York—priced at \$3.50 to \$8. Ask to see the "Headcase." A Stetson Hat sold exclusively in Wallach Stores. In a derby or soft shape—\$4. Or pay \$2 for a Wallach Hat—and KXOV you are getting the biggest hat value possible for the price. Silk Hats—\$5, \$6, \$7.50.

Your frock coat and gray trousers—for the Easter promenade, or the formal affairs now starting up. We have them—styled so correctly and made so perfectly by Hart Schaffner & Marx that you'll get far better value for your money than at any custom tailor's. Cutaway Coats and Vests—\$25 & \$30. Worsted Trousers—\$5 to \$12.50. New clothes simply WON'T be denied new ties. We know that—so we gathered a truly bewildering array of fine neckwear. New fabrics; new shapes; rich silks, as well as smart novelty patterns—all at prices that permit you to gratify your tastes without stint. Maybe you'll need a cane—a pair of gloves or some shirts. Our Furnishing Departments are complete.

Wallach Bros. Broadway, Corner 29th St. Third Ave., cor. 122d St. 216-248 West 125th St. The Home of Hart Schaffner & Marx Clothes