

ADVERTISING.

ATLANTIC CITY EXPRESS

On and After May 29 Morning Train

Will leave New York 8:30 a. m. 9:30 a. m. ONE HOUR EARLIER than present schedule.

Other trains leave 10:30 a. m. 11:30 a. m. 12:30 p. m. 1:30 p. m. 2:30 p. m. 3:30 p. m. 4:30 p. m. 5:30 p. m. 6:30 p. m. 7:30 p. m. 8:30 p. m. 9:30 p. m.

SUNDAY SCHEDULE

Train leaves West 22d St. 8:50 a. m. 12:30 p. m. Liberty St. 10:00 a. m. 1:30 p. m.

ADDITIONAL TRAINS

DECORATION DAY and JULY 4th

NEW JERSEY CENTRAL

Hard Coal—No Smoke—No Tunnels

FRIARS' FROLIC WINS HANDILY

Single Metropolitan Performance Given at the New Amsterdam.

GEORGE M. COHAN THE PRIME MOVER

Collier Also Present, as Well as a Long and Honorable List of Others.

NEW RIGID DIRIGIBLE WILL UNDERGO TESTS

Ten-Foot Model Sent to Washington—Navy Interested.

A ten-foot model of a rigid type dirigible was recently expressed to government authorities in Washington. Tests, it is understood, will be made in the Wind Tunnel of the Smithsonian Institution, and if satisfactory a contract will be given to the International Aircraft Company of this city, who made the model.

The dirigible when constructed will be 275 feet long and will follow the Zeppelin model closely. The gas bag will be 50 feet high in front, tapering to a height of 42 feet in the rear. The hanging car, or gondola, will carry ten officers.

The automatic lifting weight keeps the great envelope level, in case part of the gas bag is shot away. Another unusual point in construction is that the craft will be in sections. A number of balloons fit inside a wooden or steel framework, so that all the weight of the gondola is distributed instead of in the non-rigid type, falling on the center of the gas bag.

The dirigible was balloon will be made for the United States Navy. It is the first rigid airship in which it has been interested and only the second which has been thought of purchasing. In August, 1915, a 175-foot rigid dirigible was sent to Pensacola, Fla., for tests. This was made by the Connecticut Aircraft Company of New Haven, Conn., but has as yet not passed the naval requirements satisfactorily.

FILM BILLS OF THE WEEK

Douglas Fairbanks at the Rialto—Blanche Sweet at the Strand.

Douglas Fairbanks is the week's screen star at the Rialto Theatre, appearing in a typical Fairbanks film, "Reggie Mixes In." Blanche Sweet is again seen as his leading woman. At the Strand Theatre Blanche Sweet is presented in "The Thousand-Dollar Husband," with Theodore Roberts in a prominent role. The first of Max Figgman's one-reel comedies is also on the programme.

Robert H. Mantel and Genevieve Hammer are appearing at the Academy of Music in "The Spider and the Fly," which has Drink as its villain, and Marguerite Snow and William Nichol are acting at the Broadway in "The Great Triumph."

This year's crop of all-star entertainments came in like a lamb's Gamble, but it went out like a Friars' Frolic. At the New Amsterdam Theatre last night the Friars staged one of their infrequent offerings, with a whirlwind tour of the country to follow. It is a good show. There is hardly a dull spot in it from cover to cover, and last night it inspired a cumulative gale of meriment that had plenty of sincerity back of it, despite the preponderance of professional folk in the audience. Other cities and other audiences may find portions of it unintelligible, but there was no doubt of what last night's gathering thought of it. The only serious note of the show was the price of admission.

Back of the Friars' production has been at least one of the fine, but not particularly Italian, hands of George Michael Cohan. Mr. Cohan is not the sole author of the entertainment, but he has been moulder in chief. Consequently the show was something more than the composite appearance of a collection of stars—here and there it contains an idea. And one or two of the ideas, it seems probable, will eventually find their ways into regular productions.

Of particular merit was an offering by nine more or less celebrated composers, the point of which was the Friars' Frolic. It was introduced by Mr. Mendelssohn. Each of the nine frankly confessed that the "Spring Song" had been a source of frequent inspiration, and then proceeded to prove it by playing a cleverly conceived composition which combined the original and a few of the rearrangements. This act terminated with what can be described by no less emphatic a word than "knockout." Irving Berlin and Harry Carroll did an acrobatic act. They sang a song, danced and then did a handspinning piece for a rousing climax.

And then there was the fact that George Cohan and William Collier have hurried or lost the hatchet. George and William appeared once more in front of the drop curtain which depicts the fronts of their respective theatres and began matters with a song celebrating their reunion. After that they just talked.

This scene was so good that one could find excuses for Cohan's minstrel sketch, "The Bold, Brave Black and Tan." The best thing about this sketch was Cohan's appearance as a chorus man. The sketch had to do with the Mexican situation, in a rather off-hand way.

7,000 TO TAKE PART IN BIG YALE PAGEANT

Authorities Expect 70,000 to See Performance in October.

New Haven, May 27.—One of the biggest dramatic performances in the history of the world will mark the pageant to be presented on October 21 in celebration of the bi-centennial anniversary of the coming of Yale College to New Haven.

More than 7,000 persons will be in the cast. Two thousand Yale students and 2,000 of the children of New Haven will participate. It is expected that 70,000 people will gather in the Yale Bowl for the spectacle.

The pageant will include nine acts, comprising twenty scenes. Its purpose is to depict the history of the college since its inception.

Among the historical events to be portrayed will be the hanging of Nathaniel Hale, Yale's first man, who is immortalized by a New York lawyer, a Yale graduate and a direct descendant of the Revolutionary hero; a riot between students and the local fire department which became so serious that the citizens of New Haven brought up cannon against the college before the faculty could intervene, and varied episodes from the Civil War.

Already costumes is being worked out at the Paganet House, New Haven. Color will be one of the main features of the performance, which will be staged in the daytime. It is now a normal event for town people to be in the lawn of the Paganet House covered with shimmering stuffs with which experts are making every kind of experiment in various lights until they are sure of the desired effects.

NINE BISHOPS TAKE OFFICES

Methodist General Conference Consecrates New Church Prelates.

Brothers Act for Brothers

Retiring Bishop Cranston Reads Collect and Conducts Formal Examination.

Saratoga Springs, N. Y., May 28.—Consecration services for the nine newly elected bishops of the Methodist Episcopal Church were held this afternoon by the General Conference. The collect was read by the venerable Bishop Cranston, who will retire this week because of age. Scripture lessons were read by Bishops Hartzell and Warner, and Bishop Cranston conducted the examination of the new bishops. The prayer of consecration was by Bishop Berry.

A unique feature of the service was that two of the consecrating bishops officiated in behalf of their brothers—Bishop Edwin H. Hughes for Matthew S. Hughes and Bishop John W. Hamilton for Franklin Johnson. The consecrations took place in the order of election.

Herbert Welch was presented by Richard T. Stevenson and Charles M. Van Pelt and was consecrated by Bishops Cranston and Berry.

Thomas Nicholson, presented by David G. Downey and John H. Race, was consecrated by Bishops McDowell and Leete.

Adna Wright Leonard, presented by Edwin H. Todd and George M. Fowler, was consecrated by Bishops Burt and Wilson.

Matthew Simpson Hughes was presented by Albert M. Fisher and J. Sumner Stone and consecrated by Bishops Edwin H. Hughes and Leete.

William H. H. Courtenay, presented by Charles W. Drees, was consecrated by Bishops Anderson and Nielson.

Charles Bayard Mitchell was presented by Charles E. Locke and John W. Hamilton and consecrated by Bishops Quayle and Lewis.

Franklin Hamilton, presented by Lemuel H. Murkin and Edgar Blake, was consecrated by Bishops Hamilton and Bristol, missionary bishops for Africa.

Alexander Priestly Camphor, presented by John W. E. Bowen and Edward M. Jones, was consecrated by Bishops Stiles and Hendersen and Scott.

Eben Samuel Johnson was presented by Albert E. Craig and Ernest G. Richardson and consecrated by Bishops Shepherd and Mansell and Missionary Bishop Hartzell.

A TENDERFOOT IN ASIA

Climber of Temples at Baalbek Meets with Adventure.

The great size and stability of the temples at Baalbek inspire confidence in the climber, says "The Christian Herald." A stairway leads to the top of the cella walls—the solid walls of the temple proper—which project for fifty feet above the ground. From the top of the stairway one has a fine view of the surrounding country and also of the great stones that await one below. As I was crossing just above the great doorway my foot slipped. It didn't slip nearly so far as I thought. But that slip nearly scared me out of a week's growth of beard that I was wearing at the time. I looked back at the insignificant gap that I had jumped, and then I looked down at the mass of solid stone below. None of that lace-like stone was in sight. It all looked hard. I trembled so that I thought I would have had to get out of there on one side of the gap and the only way down was on the other. I wanted to get down the worst way to get down, but that didn't suit me.

I tried to cross that little gap on my hands and knees and every other way I could think of, but I would just get one foot or one hand across the gap and then I would have to conceive of the place where I was. Around the outside of the temple runs a little line of molding and five feet above it another. This is above a sheer drop of fifty feet, but I went around the molding, over half the distance around the temple, rather than cross the gap which had been but a step until my foot slipped. I have since had to undergo the pain of the medicine of a woman in a fairly narrow skirt jump across, but when I come to that gap I am a thorough coward. Some day I am going back there to force myself across that gap.

GERMAN CHEMICALS

At "The American Magazine" Albert W. Atter says several of the superior German chemical industry was due not only to the great works along the Rhine. High explosives, dye stuffs and drugs are merely different stages in the distillation of the same crude base of coal tar. Germany was conquered for more, I believe, because of her well-rounded chemical industry than because of the existence of a large army. She had one group of products to export to other countries, times of peace and another group for her own use in time of war.

DR. WISE ATTACKS FOLLY OF BRANDEIS

Rabbi Demands Same Acid Test for Every Nominee for Supreme Bench.

Opposition Called Wholly Partisan

Plain People Will Hereafter Take Little Stock in Bar Recommendations

Not because Louis D. Brandeis is a great Jew, but because he is a man, who by force of ability and character has attained recognition to a high position, was Rabbi Stephen S. Wise's stated reason for discussing "The Brandeis Case: Its Meaning," before the congregation of the Free Synagogue in Carnegie Hall yesterday.

Notice has been given the United States Senate, Dr. Wise told his hearers, that hereafter every man nominated to the Supreme Court is to be put to the acid test just as severely as has Brandeis.

"One of these days the plain people are going to turn on these members of the bar who have been opposing Brandeis," said Dr. Wise, "and ask for their credentials."

Dr. Wise termed the fight to keep Brandeis off the Supreme Court bench as flagrantly partisan.

"Mr. Brandeis is not really a radical, unless to use one's mind on social economic questions is to be a radical," said Dr. Wise. "Is a man to be called a wrecker because he has pointed out that property is being looted? Are not they to be blamed who are makers of the moral muck which he sets out to clear away?"

"Is a man unjust because his mind has not been a vacuum, touching other than legal questions? Is it to be judicial not to think with respect to certain problems, such as the present, which is absurd to say, no more to name him unjust, who brought even-handed order out of the chaos of industrial turmoil, who invented an instrument of peace such as the protocol has proved to be and will yet again become? Unjudicial, forsooth, this most judicial of statesmen in the realm of industrial life."

"As for the judicial mindlessness, the four or five legal celebrities who presumed to pass upon Brandeis's fitness and character were absolutely debased by the circumstances of the case, and are not to be taken into the question. They did not understand the man."

"Apparently only one type of clientele enters a man for the Supreme Court—namely, the people. If he speaks for them he becomes a dangerous person. To the search of life and character which Mr. Brandeis has undergone every man hereafter named for the bench must be subject. In the light of history of the Brandeis case we shall hereafter attach less weight to the recommendations of the bar associations, and more to the opinion of the legal profession is found to consist of a rather flimsy professional caste etiquette."

NEWS OF PLAYS AND PLAYERS

Loew Acquires Knickerbocker for Vaudeville and Pictures.

Marcus Loew will assume control of the Knickerbocker Theatre on June 1, and it will be opened a few weeks later with a vaudeville and film policy similar to that in effect at the other Loew theatres. Arrangements were completed on Saturday whereby Mr. Loew acquires the lease of the Triangle Film Corporation. According to an announcement made several weeks ago, the Knickerbocker will again house \$2 attractions in the fall.

The Knickerbocker will be Mr. Loew's third theatre in the Times Square district, the others being the New York and the American.

"The Ziegfeld Follies" will open at the New Amsterdam Theatre on June 12.

The Dollys, Roszika and Yancy, will return to the Ziegfeld "Midnight Frolic" a week from to-night.

Every night will be farewell night at the Hippodrome this week. Principals, clowns, skaters and chorus will have performances given in their honor. Friday night's performance will be dedicated to John Phillip Sousa, and many prominent musicians are expected to be present.

Theodora Ursula Irvine will present her pupils in "Shakespearean Scenes" at the Waldorf-Astoria to-night.

Lore Ulrich, recently in "The Heart of Wexota," has returned to California to do picture work.

Thomas Dixon's "Fall of a Nation," soon to open at the Liberty, is published to-day in book form.

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100 STRAWS A LIFESAVER

Where One Falls 100 Will Booy a Sinking Man, Dr. Weizmiller Says.

If you are going to spend the summer amphibiously take a hundred straws along. Collectively they might prevent you from drowning, Dr. Louis R. Weizmiller, physical director of the West Side Y. M. C. A., issued some summer advice yesterday.

Among other things he said: "If the drowning man who grabs for a straw could get a hundred of them he would be saved. Anything that will buoy up a pound weight will keep a man from drowning if he knows what to do. Moral—Learn how to handle yourself in the water. It's a crime not to be able to."

"Nature has never drowned a woman. She can float if she lies quiet with her arms under the surface and does not try to walk on top of the water or to climb out and creep on it. The secret of floating is to lie on the back with the body arched backward and the nose and mouth out of water. It is impossible to sink in salt water if you follow this rule."

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The Ad-Visor

Monday, May 29, 1916.

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 deserving 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.

Is this of interest? J. M. T. It is. It is the form letter of Merrill's Clothes Shop, at 852 Broadway, promising \$25 clothes for \$12.50, and subsequently hedging a bit, to this effect:

"Don't be skeptical about the price, as we will refund your money if you can duplicate Merrill's Clothes for less than \$22.50."

How do they perform these wonders? Why, quite simply: First, by being on the second floor and saving high rent; second, by being what Peter Simple's emphatic superior officer might have termed "straight-out, up-and-down-stairs liars."

Merrill's haven't got \$25 clothes for \$12.50. They haven't got \$22.50 clothes for \$12.50. Clothes aren't made that way nor sold that way. This shop appears to be an imitator—with a discount—of the Monroe Clothes Shops. Now that Monroe has reformed in the "save \$10" claims, what will the other second-floor exploiters do?

Speaking of guarantees, this appears to me to be the quintessence of succinctness and satisfaction.

Here it is:

"Our Guarantee: Thermoid will make good or we will."

Short, to the point, comprehensive. Has any one seen a better example?

"Our little group" of sales people, being fellow sufferers (and pursuers) with "discontented clerks" cannot refrain from adding our opinion to his interesting letter. Therefore,

A salesman employed by a concern that encourages retail commissions is nearly always forced to "work" his list. The salaries are small, and it is tacitly understood that one can increase his income through selling P. M. goods. Quantity and not quality is the order of the day.

The inevitable hatred incurred by the commission-hunter, however, is a most potent foundation for jealousy. Let us assure you that there are no "inconvenient objects" among retail salesmen working on a salary-commission basis.

In the end the house is the loser. Discontented clerks and dissatisfied customers can be directly attributed to P. M. sales. And the goods are not always retable feature. The clerk often promises that he will exchange the goods "if it isn't the right thing." He is gambling on the chance of the goods being kept, or of avoiding the customer if he returns.

An insistent clerk, his conscience lulled by the indubitable logic of necessity, will sometimes vex a customer to the point of irritability with suggestions of goods that he knows are below par. That customer is not likely to call again.

Inferior or shop-worn merchandise may be disposed of as "bargain" sales, and with a reasonable increase in salary, this (P. M.) unfortunate practice can be abolished.

"P. M." means pocket money, or if you must pun, "Poor Management." It has even been referred to as (P. M.) "after" money.

THE GROUP.

The definition is not quite detailed enough for the lay reader. "P. M." in shop argot means a special commission paid to the sales people for forcing upon the public overstocked or slow-moving merchandise. The public suffers; probably the store, also, in the long run, as "The Group" suggests.

By way of comment, I have long had in mind to remark upon the admirable conscientiousness, forcefulness and clarity of style in which many of the letters received from shop employees are couched. The one above, printed exactly as received, is a good specimen.

The fact that The Herald and Telegram include misleading and disreputable advertising in their columns has been pretty clearly brought out in your column. That The Herald's own advertising is not above criticism I think is shown by the following, taken from their streetcar advertisement in Newark:

NO OTHER NEWSPAPER ON EARTH EQUALS THE CIRCULATION OF THE NEW YORK HERALD AT 3 cents daily.

The text itself probably is true, but the casual observer probably would pass over the diminished type restriction "at 3 cents daily," and leave the car with the idea that The Herald had the largest circulation in the world.

The Herald carries so much false, dishonest and deceptive advertising that it is not surprising to discover pretty trickery in its own self-exploitation. As the copy-book observes, "Evil communications corrupt good manners."

I enclose clipping from Jordan Marsh's ad, taken from The Boston Transcript, my idea of a good summary of good will made by a good store and published in a good paper.

In all of which The Ad-Visor heartily concurs. Here is Jordan Marsh's little editorial.

GOOD WILL

That's something money cannot buy—something that must be earned by merit.

Good will is the undivided profits of a large business—a surplus that enhances the value of a store.

We try to earn Good Will every day.

Earn it by the quality of our merchandise—the service rendered—wide assortments and the lowest prices possible to quote and maintain a standard of quality that will merit and preserve your Good Will.

We're only human, though—and to "err is human." If you have done anything—several of them, in fact, four men consulted over my case; the one that finally worked with it didn't finish for twenty-six minutes. I who had been accustomed to nodding over a counter to a salesman who knew my address, found this time taking. As my foot the shoe bottom, with courteous and precise inquiry the while, I determined to write my indignation for The Ad-Visor. Now, at home, with my feet in two trim leather fixtures that let me down into ineffable happiness as if they were two supporting clouds, I can do no less than write The Ad-Visor. It was the most satisfying twenty-six minutes I ever spent. I walked out of the store—and then right back again, to order it for the rest of my life!

VERNON RADCLIFFE.

The Ad-Visor agrees in principle with the physician quoted, to this extent; that every shoe salesman should understand something of the anatomy of the foot. It will doubtless interest Mr. Radcliffe to know that the winner of last month's \$50 Ad-Visor prize was one of the Coward expert salesmen and fitters, who put the wisdom of thirty years' experience into a brief letter on how to purchase shoes.

Three of us were in conversation this evening in front of the Edwin Cigar counter at Beekman Street and Park Row, when an old customer dropped in and asked for one of their best known mixes. As the salesman, all courtesy, put three boxes of cigars in front of him, the last one he appeared to hesitate and said, "I don't know—the last one I had was a cabbage." The salesman's answer simply was, "You asked for this particular cigar, sir; and if you had not I would have offered it to you, anyway, because you have been buying with me exclusively for over a year without a previous objection. We have not changed the cigar and we are anxious to please your taste. Did it ever occur to you that the cigar is not always to blame? It may have been that you could not have really appreciated any cigar on that occasion. Try one of these now on me, and I will tell you when you come in tomorrow whether you really felt in good physical condition this evening." He took 50 cents' worth and paid for them, and we followed his example. The cause of dissatisfaction may often be with the customer, but this particular salesman's honest defence of his wares convinced us that there is apparently some connection between the appreciation of the psychological moment and salesmanship.

The salesman who can give advice without giving offense is worth watching. He is the kind that advances.

Houston, May 8.—We came back to Houston for the scheduled meetings and parade, and will go on to Dallas tomorrow, where the state suffrage convention opens this week. Suffrage advocates have arranged for a private car to carry the Texas delegation to the "walkers" parade at St. Louis.

Waco, May 9.—Stopped at Navisota for a noon meeting. Still very hot. I'm sure shall dream about the white doggy fields we passed to-day, the loveliest view of fragrant whiteness one can imagine.

Dallas, May 11.—Arrived here yesterday. The troops are mobilizing in San Antonio to-day, the very day we should have reached that city, according to the old schedule. We're glad to be out of the danger zone, though, and we watched the troops going on train for the border.

The farmers down here believe in using every bit of ground, even if it does have more of it than anybody else, for one-half of our road yesterday was ploughed and planted with potatoes, the good husbandmen taking advantage of the fact that it was much too hot to travel. I can't think of it.

Yesterday we had a splendid convention mass meeting, and last night a huge banquet. We love the parties that we attend on tour, for it's so good to dress up and have things served with the dust of the road and the cracker boxes are not the things we enjoy most.

The little black kitten is suffering as much as we are from the heat, but he keeps under a cover, and all we can see around the corner of it is a pink nose and a youthful whisker.

Hackensack, N. J., May 28.—James S. Erwin, attorney, declared today that he had been endeavoring to obtain an accounting of \$50,000 which he said was in the hands of Alexander H. G. Maidment, another attorney. Maidment has not been seen at his office for three weeks. He had been endeavoring to defend the close of the year, which he charged with the formation of a league which will insure future peace.

Plans were set in motion to make renewed missionary effort in Europe at the close of the year, and members urged that the United States take the first step in the formation of a league which will insure future peace.

By ALICE S. BURKE.

Beaumont, Tex., May 3.—Broken springs and bad roads have kept us overtime in Beaumont, and our schedule is a mangled and torn thing. But Beaumont is very hospitable and we have enjoyed the town hugely. Yesterday we joined in a mock circus with the Rotary Club of Beaumont, and made suffrage speeches between the acts. Last night we went out in machines to Port Arthur and had a big meeting outside a bank. It was paid for by the oil refiners, so we caught the men in large numbers—and good humor. We spoke before three women's clubs here and have been teard incessantly. Texas is a good suffrage state. The suffragists have the very best chance to get their bill through the next Legislature, and as one session is all that is required in Texas it will soon be up to the people here.

We saw the famous Spindrop yesterday, as this because we got here a day discovered so many years ago.

Houston, May 4.—Our first real night of rest since we left New York, April 11, and it was a most refreshing one. We were received well, however, even the elevator boy in our hotel grinning his welcome and informing us "he done thare pictures long for this." The movie is a wonderful institution, we assured him.

Galveston, May 6.—Stopped at Texas City, a new little oil town, to-day on our way here for a noon meeting. And such weather. Good old sun beating down while we stood with our noses blistered and our hair peeled, our clothes wilt and our hair peel. Yet, they say women are vain and that suffragists are not martyrs! I should advise any young woman who wants her cheeks to stand in the sun of Texas City, Tex., for a few brief moments, where a permanent blush is guaranteed.

Galveston is a wonderful city, rebuilt

NEW YORK'S LEADING THEATRES AND SUCCESSORS.

NEW AMSTERDAM WEST 42 ST. Eves. 8:30

Herbert Tree's LAST WEEK

Harry Wines of Windsor

HENRIETTA CONSTANCE

CROSMAN COLLIER HARDING and TREE as FALSTAFF

Regular Matinees Wed. and Sat. 2:30

ZIEGFELD MIDNIGHT FROLIC

NEW AMSTERDAM THEATRE—SPECIAL

MONDAY, MAY 29, 8:30 P. M.

AUCTION SALE OF SEATS FOR PREMIERE 10th ANNIVERSARY PRODUCTION ZIEGFELD FROLIC

Matinee, 12:30 P. M. 2:30 P. M. 4:30 P. M. 6:30 P. M. 8:30 P. M.

"Pom-Pom"

Geo. M. Cohan

CANDLER West 42d St. Eves. 8:30

SPECIAL HOLIDAY MATINEE TO-MORROW

JOHN BARRYMORE in JOHN GALSWORTHY'S MASTERPIECE

LONGACRE West 45th St. Eves. 8:30

LAST 2 WEEKS

DITTRICHSTEIN

IN HIS COMEDY TRIUMPH

THE GREAT LOVER

ELTINGE West 43d St. Eves. 8:30

A LAUGH EVERY 10 SECONDS.

FAIR AND WARMER

EXTRA HOLIDAY MATINEE TO-MORROW.

HARRIS West 42d St. Eves. 8:30

HIT THE TRAIL HOLIDAY

NEW FIELD NIBRO as "BILLY HOLIDAY"

LYCEUM 143 W. 4th St. Eves. 8:30

THEATRE TO-NIGHT

HOW BRITAIN PREPARED

LECTURE TO-NIGHT

AMERICA

CRITERION Broadway 47-49

NEXT FRI-EVE SEATS WED

TO-NIGHT AT STADIUM

AT 8:15

NOTE: Tickets based for last Wednesday's "First Night" performance.

CALIBAN

SHAKESPEARE COMMUNITY MASQUE.

2 EXTRA PERFORMANCES

Tomorrow, Decoration Day, 8:15, and also Wednesday Night.

YORKVILLE Eves. 8:30

SKETCH "98" "SHAKESPEARE" Many others

Prices 25c to 50c. Matinees Sat. 1:30, 3:30, 5:30, 7:30, 9:30

BRIGHTON Brighton Beach

BROADWAY Theatre, Broadway 47-49

ALL THIS WEEK

HIS COMPARTMENT

MARGUERITE SNOW

DOUGLAS FAIRBANKS in a Triangle Picture

RIALTO Broadway 25-27

KEYSTONE COMEDY

YORKVILLE Eves. 8:30

SKETCH "98" "SHAKESPEARE" Many others

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