ADVERTISEMENT ADVERTISEMENT ADVERTISEMENT

HEARN

Fourteenth Street West of Fifth Avenue

CLOSED TODAY, THANKSGIVING

Following on Sale Friday, 9 A. M.

FRIDAY, AS USUAL, BARGAIN DAY

Women's Apparel Furs, Etc. — Shop Early for These Friday Values.

RED TICKET LOTS IN SUITS FOR MISSES—gabardines, velveteens, poplins, broadcloths and whipcords—with velvet or fur trimmings—all newest models—latest shades—that were $21.98 and $24.98..14.75
MISSES' SUITS—wool velours, broadcloths, velveteens, gabardines and poplins—box pleated models—Empire fur trimmings—full collars or fur edgings—that were $29.98 and $34.98.....19.75
FINER SUITS that were $37.98 and $42.98.....now 29.75
WOMEN'S AND MISSES' TAILORED SUITS—serges and whipcords—self or velvet collar—green, brown, taupe and burgundy—our reg. $15.98 .....10.50
WOMEN'S AND MISSES' SKIRTS—variety of materials in lots—serges poplins, mixtures—Reg. $4.98 .....3.95 Reg. $5.98 and $6.98.....4.95 Reg. $8.98.....6.95
WOMEN'S AND MISSES' PLUSH COATS—beaver plush trimmed—full flare—reg. $27.98.....21.50
WOMEN'S AND MISSES' COATS—velour cloth, cheviots, zibelines—many trimmed with beaver plush—novelty belts and flare backs—all sizes—reg. $27.98 & $29.98.18.75
MISSES' AND JUNIOR CORDUROY COATS—belted models—medium sized collars—lined throughout—reg. $10.98 .....8.25
FUR SETS—STOLE AND MUFF—Taupe Fox—Cross Fox—Skunk—melon shaped muffs with tails and heads—Cape Scarfs—reg. $135.98.....94.75
CHILDREN'S AND MISSES' MUFFS—Combed Thibet—Kit Coney—Natural Rabbit—reg. $5.98 and $6.98.....4.00
MUFFS—Black Fox—Natural Raccoon—pillow and melon shapes—reg. $19.98 and $21.98.....15.00
WOMEN'S SERGE DRESSES—braid trimmed—belted model—simple, straight line—cloth collars and cuffs—self or colored emb'd—our reg. $6.98.....4.95
WOMEN'S DRESSES—crepe de Chine and satin—simple, straight line model—deep belt or girdle—pleated white crepe de Chine collars and cuffs—special 9.98
Also SERGES at this price.
WOMEN'S AND MISSES' DRESSES—serges and satin—Georgette and satin combinations or satin—embroidered pockets—braid trimmed—serges, navy, brown, black, white, gray—straight line or draped bodices.....14.98
VERISMART DRESSES—serges, crepe de Chines and taffetas—black, navy, green and other good colors 12.85
DRESSING SACQUES—flannelette and eiderdown—fitted or belted models—(some extra sizes included) .....Special .98
EXTRA SIZE FLANNELETTE KIMONOS—elastic belt models—floral and figured designs—light and medium colorings—satin or braid trimmed—our reg. $1.69...1.54

Blouses, Corsets, Petticoats — Shop Early for These Friday Values.

EXTRA SIZES CREPE DE CHINE BLOUSES—in white, flesh and black—tucked or pleated—our reg. $3.98 and $4.69.....2.98
TUB BLOUSES—voiles, organdies and madras—tailored or emb. and lace trimmed—our reg. $1.00..... .80
BROCADE AND COUTIL CORSETS—medium and long hips, sizes 19 to 28—our reg. $5.00...3.98
MISSES' CORSETS AND CORSET WAISTS—buttoned and clasped front—low and medium bust—garter attached—sizes 20 to 30 in lot—our reg. .98..... .49
BLACK AND COLORED SATEEN PETTICOATS—high lustre—pleated tailored or ruffled flounces—fitted bands—all lengths—our reg. $1.49.....1.15
RED TICKET Lot of Hat Trimmings—wings and fancies—
Our reg. .79.... .39
Our reg. .59.... .29
Our reg. .29.... .19

Girls' and Babies' Wear — Shop Early for These Friday Values.

GIRLS' REPP DRESSES—white, blue, pink—6 to 14 yrs.—attractive models—reg. $1.98....1.50
GIRLS' SWEATER COATS—plain weaves—roll collar—cardinal, Copenhagen, Oxford and rose—6 to 14 yrs.—reg. $2.24.....1.98
GIRLS' WINTER COATS—zibeline—novelty weaves—in navy, brown and green—self or velvet trimmed collars—pockets and belts—8 to 14 yrs.....4.98
GIRLS' ALL WOOL SWEATER COATS—plain or fancy weaves—with or without belts—large roll collars—in rose, Copenhagen, cardinal, brown and gray—exceptional value.....2.98
GIRLS' WOOL SERGE DRESSES—navy, brown and green—loose pleated models—yoke back and front—6 to 14 yrs.....4.49
GIRLS' SKATING SETS—all wool Angora—polo and Tam o' Shanter caps—scarfs to match—rose, Copenhagen, Oxford—6 to 16 yrs. .98
GIRLS' WINTER COATS—all wool materials—velvet, plush and self trimmings—6 to 14 yrs.....6.98
GIRLS' WINTER COATS—navy, brown and green—wool cheviots—beaver plush trimmings—large collar.....9.98
LITTLE TOTS' FINE WHITE DRESSES—yoke, Empire and waisted—lace and emb. trimmed—sizes to 6 yrs.—reg. $1.49.....1.00
LITTLE TOTS' COLORED GINGHAM AND CHAMBRAY DRESSES—contrasting trimming—to 6 yrs.—reg. .98..... .77
LITTLE TOTS' FLANNELETTE ROMPERS AND CREEPERS—light and dark colors—sizes to 6 yrs.—our reg. .49..... .38
LITTLE TOTS' BATHROBES—Jacquard designs of blanket cloth—in baby pink and blue—cord girdle—to 6 yrs.—our reg. .98..... .85
BABY BUNTINGS—of ripple eiderdown—warmly lined—bound in satin—hood daintily lined with silk—our reg. $2.95.....2.50

Jewelry, Leather Goods Etc. — Shop Early for These Friday Values.

Women's Gold Filled Bracelet WATCHES—dainty models—gold or silver dials—good time keepers—excellent value at.....5.98
Women's Solid Gold Bracelet WATCHES—small models—accurate time keepers—special.14.98
Men's Thin Model WATCHES—guaranteed cases—Waltham movements—excellent value.....9.98
Men's Thin Model WATCHES—14 kt.—open face—gold or white dials—Waltham movement—value $17.98.....15.98
Gun Metal WATCHES—Boys' or Men's sizes—white or gold dials—special.....2.49
Men's Solid Gold WALDEMAR CHAINS—curve or fancy link—value $4.50.....3.49
Men's Solid Gold WALDEMAR PENCILS—engine turned or engraved patterns—special.....4.98
Solid Gold PEN KNIVES—fine steel—Roman, English finish or engraved patterns 3.98
Brilliant Glass POWDER JARS and HAIR RECEIVERS—quadruple plated top—French gray mountings—reg. val. .49..... .29
CHIFFON VEILS—full line of colors—street and evening shades—can also be used as scarfs—our reg. $1.49.....1.29
MESH VEILINGS—variety of patterns—assortment of colors and black—value .19..... .12½
COLLAR AND CUFF SETS—embroidered on voile—large sailor or cape collars—our reg. .29.... .19
WIDE RIBBONS—Moire, satin, taffeta, Dresdens—our reg. .29.. .25
ODD LENGTHS OF RIBBON—plain and fancy—reg. sold .19 to .25..... .16
LEATHER, SILK AND VELVET HANDBAGS—fancy and plain linings—reg. .98..... .69
LEATHER SUITCASES—straps—reinforced ends—reg. $4.98.....3.50
17 INCH FLOUNCINGS AND CORSET COVERINGS, of Swiss and nainsook—our reg. .29..... .21
ROGERS TABLE SPOONS and FORKS—bright and gray finish—reg. $1.25.....six .95
ROGERS TEA SPOONS (to match above)....half dozen .59
TABLE KNIVES AND FORKS—FINE AMERICAN STEEL—bone and ebony handles—set of 6—reg. $1.98.....1.59

Gloves, Hosiery, Underwear — Shop Early for These Friday Values.

WOMEN'S One Clasp Tan PIQUE GLOVES—reg. $1.29..... .98
CHILDREN'S Fleece Lined KID GLOVES—our reg. .79..... .59
BOYS' FLEECE LINED KID—also GAUNTLETS—our reg. .79.. .62
WOMEN'S BLACK LISLE HOSE—double heel and toe—our reg. .24..... .18
WOMEN'S FLEECE LINED VESTS—high neck, long sleeves—reg. and extra sizes—seconds of .49 and .59 quality..... .33
CHILDREN'S UNION SUITS—white ribbed—fleeced—high neck—long sleeves—ankle length—seconds of .59 quality..... .44
MEN'S SILK NECKWEAR—open ends—large assortment—reg. .24..... .19
MEN'S MUFFLERS—silk and cotton mixtures—white, gray and black—special 1.00
MEN'S WOOL MIXED UNDERWEAR—natural gray—shirts or drawers—all sizes—reg. .98..... .82

Dress Goods and Silks — Shop Early for These Friday Values.

40-INCH ALL WOOL FRENCH SERGES AND TAFFETA POPLINS—Fine twill in tan, cardinal, garnet, brown, amethyst, rose, Copenhagen, olive, myrtle, navy and black—yd..... .89
36-INCH WORSTED WARPS, STORM SERGES AND CHECKS—tan, garnet, brown, cadet, cream and black—reg. .49 ..... .39
54-INCH ALL WOOL NOVELTY STRIPED FRENCH SERGES—in navy blue grounds, with smart color combinations.....1.39
54-INCH HEATHER TWEEDS—in Oxford gray and brown, mottled with small combinations of color—special ..... .48
54-INCH ALL WOOL TWO TONE VELOURS—in variety of color combinations—reg. $1.89.....1.49
40-INCH ALL WOOL SOLEILS AND PRUNELLAS—soft, lustrous—tan, gray, olive, myrtle, brown, cardinal, garnet, navy and black.. .98
48-INCH ALL WOOL GABARDINES—small raised diagonal weave—in garnet, brown, burgundy, prune, myrtle, cadet, navy, black 1.69
ALL WOOL CHALLIES—large assortment of attractive patterns, in floral effects, dots, buds, borders and stripes..... .59
35-INCH SOFT FINISH TAFFETAS—Light and medium—navy blue, Copenhagen—our reg. $1.25..... .85
35-INCH STRIPED AND PLAID TAFFETAS—desirable dark combination—reg. $1.25 & $1.50.. .98
40-INCH RADIUM SILK—especially soft and lustrous—street and evening colors—reg. $1.50..1.29
35-INCH BLACK CHIFFON FINISH TAFFETAS—Suitable for all dress purposes—special value..... .98
YARD WIDE POPLINS—Silk mixed—light and dark colors—also black. .79
40-INCH FLEUR DE SOIES—Rich satin effects—specially soft draping quality—light and dark colors—value $2.00 .....1.49
40-INCH CREPE DE CHINES—Full crepe effect—white, ivory, cream, black and dark colors—value $1.35.....1.19
40-INCH CREPE GEORGETTE—All fashionable dark and light colors—value $1.50 .....1.29
32-INCH SHIRTINGS—Satin striped—washable—large assortment of colors and styles—value $1.25.... .98
40-INCH CREPE METEOR—Street and evening colors—dull finish—value $1.85 .....1.69

Handkerchiefs — Shop Early for These Friday Values.

Men's Initial HANDKERCHIEFS—all pure linen—half dozen in box..... .89..1.00
Men's Initial Soft Finish HANDKERCHIEFS—half dozen in a box..... .59
Men's Initial, All Pure Linen—machine or hand embroidered—Longfellow or neat initial—also colored initial.. .25..39..49
MEN'S HANDKERCHIEFS—all pure linen—quarter and half-inch hem—.15..19..25..39..49..69..79
Also extra size.. .25..49..69 each
MEN'S TAPE BORDER HANDKERCHIEFS—Also extra size—all pure linen.. .25 and .39 each
Women's Initial HANDKERCHIEFS—all pure linen—½ dozen in a box—three assorted designs.... .89..1.00
Women's Initial HANDKERCHIEFS—All pure linen—sheer or cambric quality—machine or hand embroidered letter..... .25.. .49
WOMEN'S HANDKERCHIEFS—All pure linen—sheer and cambric quality—eighth and quarter inch hem.....each .12½..19..25..49
Also extra size..... .12½ and .25
WOMEN'S LACE HANDKERCHIEFS—All linen centre—Val. and Venise lace .....each .25 to .98
WOMEN'S HANDKERCHIEFS—Embroidered in one corner—all pure linen—machine or hand—each..... .25 to .98
WOMEN'S HANDKERCHIEFS—some all linen—colored or white—embroidered corner.....each .12½
MEN'S PLAIN SILK HANDK'FS—quarter, half and one inch hem—.39..49..69..79..98 1.49 each
MEN'S COLORED BORDER, SILK, ALSO CREPE DE CHINE....each .49
BOYS' SILK INITIAL HANDKERCHIEFS .....each .25
ALSO COLORED BORDER...each .25
WOMEN'S CREPE DE CHINE AND PUSSY WILLOW SILK HANDKERCHIEFS—solid color—or white with colored or white embroidered corner—very large assortment .....each .25
WOMEN'S EMBROIDERED HANDKERCHIEFS—all pure linen—in fancy box—
3 in a box..... .75
4 in a box.....1.00
6 in a box.1.00, 1.25, 1.50 & 3.00
CHILDREN'S INITIAL HANDKERCHIEFS—all Pure Linen—3 in box..... .25
CHILDREN'S NOVELTY COLORED HANDKERCHIEFS—some all linen.....each .12½
Also all linen—3 in box..... .49
MEN'S HANDKERCHIEFS—all pure linen—quarter and half inch hem—reg. .15.....each .10
WOMEN'S HANDKERCHIEFS—all pure linen—reg. .10..... 7

Last Friday of
Auction Sale of RUGS
From $4,000,000 Sale of Alexander Smith & Sons Carpet Co.
Uptown Merchandise at Downtown Prices.

We were the largest retail buyer at the auction and have just received the very last shipment. Assortment is still good, but we advise immediate selection—

Finest Grade Wilton Velvet
Seamless—silky finish—
9 x12 ft.—Seamless.....37.50
8.3x10.6 ft.—Seamless.....34.50
Finest Axminster Rugs
(Note Sizes.)
12 x15 ft..... .....59.00
12 x13.6 ft.....49.00
11.3x12 ft.....37.98

Also These from Our Own Stocks:—
Finest Worsted Wilton Rugs—Linen fringed and close, silky surface—in reproductions of the Orient—
9 x12 ft.....59.98
8.3x10.6 ft.....57.98
6 x 9 ft.....34.98
4.6x 7.6 ft.....19.98
Seamless Wool Brussels Rugs—all wool surface in variety of designs for living room, dining room and parlor—9x12 ft.....19.98
S. Sanford & Sons Axminsters—
22.2x36 inch.....1.89
27 x54 inch.....2.49
36 x70 inch.....4.49

Toilet Articles, Notions, Art Goods, Linings, — Shop Early for These Friday Values.

LONG HANDLED BRISTLE BROOMS—our reg. $1.50.....1.00
WALNUTTA HAIR STAIN—60c. size ..... .30
IVORY TINT LARGE TRAYS—$1.00 size ..... .69
EBONOID—MEN'S SETS—cloth brush, hat brush, military brushes, comb—Special 4.97
HOLIDAY SETS—arm bands and garter—our reg. .24..... .19
LARGE SIZE LACQUER WORK BOX—not fitted—special..... .49
GLOVE AND HANDKERCHIEF BOXES to match—satin stripe covering and gilt braid binding—reg. .98 ..... .79
ROUND CUSHIONS (shirred)—our reg. $1.29..... ..... .79
QUILTED TABLE PADS—in attractive holiday box—gay ribbon bow—useful gift—54 in.....2.09
63 in..... .....2.49
MERCERIZED SATEENS—black and full line colors—suitable for coat linings—our reg. .32..... .25

Shades, Stationery, Etc. — Shop Early for These Friday Values.

HOLLAND WINDOW SHADES—6x3 ft.—good tints—our reg. .39..... .33
O-CEDAR OIL OR DUST MOPS—long handle—75 ct. size..... .55
BRASS EXTENSION RODS—our reg. .10..... 7
GILT INITIAL STATIONERY—reg. .25 ..... .17
DOLL TEA SETS—17 pieces—decorated porcelain—reg. .29.... .18

Music Every Day—Main Floor—All Concert Orchestra
FRANZ KALTENBORN, Conductor
String Orchestra in Restaurant—Third Floor

STATES DEMAND RAILROAD POWER

Sims Declares There Is No Chance for National Point of View

ALL LEGISLATION ON NARROW BASIS

Thom Pleads Again for Fair Trial for Private Ownership

[From The Tribune Bureau.]

Washington, Nov. 29.—States' rights and not national considerations will control whatever railroad legislation comes from the pending inquiry, according to the statement of Representative Thetus W. Sims, of Tennessee, a member of the Newlands joint railroad committee. He made this statement during the cross-examination to-day of Alfred P. Thom, counsel to the Railway Executives' Advisory Committee.

The examination was occupied largely with an analysis of conditions which, in Mr. Sims's opinion, tend toward government ownership. He said that the states would refuse to surrender their authority over railroads, and that these considerations would dominate Congress. He expressed regret at this, but said that he had no illusions about political facts.

Mr. Thom said that if private ownership of railroads breaks down government ownership will displace it.

"And yet the railroads," said Mr. Sims, "are not now willing to sell their properties to the government at a fair value."

Mr. Thom said he was not sure that this statement was correct. Mr. Sims said that he knew some railroad owners were pessimistic.

Want Fair Trial First

"They have come to the time," said Mr. Thom, "when they believe their hands should be upheld by wise legislation. If that fails then there is but one thing—government ownership. You can't judge a system of private ownership under a system of correction and punishment; it can be judged under a system in which the government gives proper help and encouragement. If we break down after reasonable and legitimate aid from the government there will be a demand from everyone for government ownership."

Mr. Sims said that public opinion would not consent to centralized control over railroads.

"If under these forty-nine controls railroads cannot improve, why not go at once to government ownership?" he asked.

"Government ownership would transfer power from the states to the Federal government to an even greater extent than my plan," said Mr. Thom. "You go further than I do in the extinguishment of states rights."

"The question is not what we should get but what we can get," said Mr. Sims. "Members of Congress generally have a circumscribed local patriotism extending to the bounds of their districts."

NEW COLORED FILMS ON WAY

Seven-Reel Movie Projected by Novel Process Due February 1

The Technicolor Motion Picture Corporation is the name of a company which promises pictures on the screen in natural colors. This alone is not new, as colored films have been shown by several companies, but the process, as explained by C. A. Willat, is novel.

The films as run through the machine are colorless, but they have been treated in a way which makes them so sensitive that when they are thrown on the screen through a lens they select the natural colors. Private exhibitions have been given which proved most satisfying.

The first production probably will be in February and will be a seven-reel feature. Florida has been selected as the most suitable place in which to stage the play. A large company is working now near Jacksonville.

"Big Six" Holds 67th Ball

Typographical Union No. 6, popularly known as "Big Six," held its sixty-seventh annual charity ball last night in Arcadia Hall, Saratoga avenue and Halsey street, Brooklyn.

BAZAAR HUNTS 6TH BEAUTY

Russian-American Fête Has Found Five, It Announces

Just to relieve New York City from suspense, the Russian-American Bazaar, which opens at the 71st Regiment Armory on December 4, has announced that five of the six most beautiful women in New York have already been discovered. Bulletins will be sent out immediately following the election of the sixth, and the whole half dozen will appear at the opening of the bazaar.

Those already elected are Cecilia Wright, of 242 West Seventy-third street; Harriet Burt, of 1730 Broadway; Nancy Palmer, model for Howard Chandler Christy; Pauline French, of 70 West Forty-sixth street, and Justine Johnston, recently seen in "Betty" and "The Follies."

SHERIFF ATTACKS TEIPER DEFENCE

Accused Man's Auto Not Broken Down on Night of Murder, He Says

Buffalo, Nov. 29.—Through the testimony of Edward Stengel, Sheriff of Erie County, the prosecution to-day established three important points in its case against John Edward Teiper, on trial here charged with the murder of his mother, Mrs. Agnes Teiper. It was stated that Teiper's car, which he said he had left broken down in the Orchard Park road on the afternoon preceding the tragedy, last January, was started without any trouble the next morning by a mechanic, who merely inserted a magneto brush.

Teiper, when questioned by the then District Attorney, Wesley C. Dudley, it also was stated, at first denied ownership of the revolver found near the scene of the murder, but later, after the District Attorney had telephoned in Teiper's hearing to the man who sold the revolver, Teiper admitted that the pistol was his.

Teiper, it was further testified, guarded by the Sheriff at the funeral of his mother and brother, Frederick, had manifested not the slightest grief or emotion throughout the service or burial.

The jurors examined closely cuts or tears in the coat and shirt that Teiper wore on the night of the tragedy. Sheriff Stengel said that Teiper had called his attention to these on the day after the murder.

"That fellow must have had a knife," Teiper had said, pointing to the cuts. Each juror tried to match the cuts in the coat with those in the shirtsleeve and each examined the jagged rents to determine whether they were cuts or tears.

There was no scratch or bruise on Teiper's arm on the morning after the murder, the Sheriff testified.

EXPLOSION FRIGHTENS 600

Harry George, a blacksmith, of West Nutley, N. J., employed in the foundry of the Otis Elevator Company at 252 Eleventh avenue, was killed yesterday afternoon by an explosion of metal in a furnace he was tending.

George's helper, Michael Slattery, of 762 Grand street, Brooklyn, had his left eye put out and received severe lacerations and burns. He was taken to New York Hospital.

The foundry is on the ground floor of a seven-story fireproof building in which 600 persons, including 300 girls, are employed. There was some excitement among the girls and many rushed to the street.

ANTI-SALOON HEAD QUITS

Dr. Empringham Resigns to Join Church Temperance Society

Announcement was made last night that the Rev. Dr. James Empringham had resigned as superintendent of the metropolitan district of the Anti-Saloon League of New York to become secretary of the Church Temperance Society of the Protestant Episcopal Church.

Dr. Empringham said, however, he would coöperate with the anti-saloon league in urging the next session of the State Legislature to pass an optional prohibition bill.

Rhinelander Paintings Shown

The collection of ancient and modern paintings now on exhibition at the Plaza Art Rooms, 5 and 7 East Fifty-ninth Street, will be sold to-morrow night and on Saturday afternoon by Edward P. O'Reilly by order of Frederick W. Rhinelander. The artists represented include Murrillo, Nattier, Raeburn, Hoppner, Asti, Detti, Wyant, De Haas, Henner, Israels, Medag and Alma Tadema.

SEAMEN'S LAW UP TO WILSON

Union Will Appeal—Charges Rulings Prevent Its Enforcement

Enforcement of the La Follette shipping law will be put up to President Wilson by the convention of the International Seaman's Union of North America, which opens its convention on Monday night in this city. Andrew Furuseth, president of the union and author of the law, charged yesterday that its enforcement is being blocked by rulings from Washington.

"The non-enforcement of this law, notorious to every one who takes the trouble to investigate," said he, "is not only of interest to the seamen and the travelling public, for whose safety it was drawn, but to those who advocate national preparedness. If those who talk preparedness were as shrewd and far seeing and honest as they are noisy they would realize that the non-enforcement of this way works against preparedness. Ships we can always get, because it will be to the profit of the shipbuilders to fabricate them; guns we can always get, for the munitions maker will be anxious to supply them, but of what use are ships and guns, unless you have the men to man them?

"The most important misconstruction of the law is of that clause requiring that 75 per cent of the men in all departments of a ship be able to understand all orders given by the officers. The ruling of the commissioner is that all they must understand is orders that would ordinarily be given. It is an easy thing to teach men to understand routine orders. But the law means that they shall understand all orders, the orders that may have to be issued in time of emergency as well as ordinary routine orders. The orders that may be issued in an emergency are inconceivable in number and variety.

"That section was made to assure safety at sea in emergencies. So far we have been unable to have the ruling changed. Nominally the port collectors are charged with enforcing the law, but their hands are tied by rulings from Washington. The result is that Americans are kept off ships.

"The whole idea of the bill is to get American boys back to the sea. This ruling discriminates against them in favor of negroes, Orientals and what not, and keeps them ashore. There are other rulings, but none so bad as this. If we can't get this remedied any other way we will see the President in Washington by and by and see what he can do for us."

2 WOMEN HIT BY SAME AUTO

Trying to Avoid Crushing One Victim, Chauffeur Strikes Another

Two women, hit by the same auto, barely escaped with their lives at Seventy-ninth street and Broadway yesterday. Charles James, of 346 West Fifty-fifth street, was driving his employer's car east on Seventy-ninth street. As he crossed Broadway he saw Mrs. Ellen Walsh, of 420 Amsterdam avenue, standing in the middle of the street, apparently debating whether to cross or go back.

The chauffeur thought that she would go to the left and swerved to the right. Mrs. Walsh then also went to the right and was hit and knocked down by the machine. To keep from running over her James swung hard to the left and hit Mrs. Nina Weiss, of 315 West Seventy-ninth street, who was standing apparently rooted to the street.

Mountfort Mills, of 2211 Broadway, owner of the machine, who was riding in the tonneau, took Mrs. Walsh to the Park Hospital, where it was found that she had suffered a broken thigh and internal injuries.

Mrs. Weiss was taken home, apparently suffering from only a lacerated scalp. Later she became unconscious and was taken to the Knickerbocker Hospital, where it was found that her skull had been fractured. James reported to the West 100th street police station, and was released when witnesses stated that the accidents had been unavoidable.

—The United States has 880 piano factories.

—Siam's rice crop is somewhat less than for the last two years.

—Australia's pearl fishing industry is being held up by the war.

—The Rumanian army is famous for its number of sharpshooters.

—Chewing gum is becoming popular among th Chinese in Hong Kong.

Sentimental Values

The value of an Oriental Necklace costing, say, $30,000 or more, is largely sentimental.

The price of $30,000 pays both for the pearls and for the privilege of an Oriental origin.

A Tecla Necklace, costing from $75 to $350, while not Oriental in origin, is such a perfect counterpart of an Oriental Necklace in appearance, that its origin appears to be Oriental!

The chief difference is, that one comes from the East and costs a fortune—the other comes from Paris and is within your means.

Tecla Pearl Necklaces
$75 to $350

TECLA
398 FIFTH AVE., NEW YORK 10 RUE DE LA PAIX, PARIS

The Ad-Visor

Thursday, November 30, 1916

This department is engaged in separating the sheep of advertising, and of the service which backs up advertising, from the goats—and hanging a bell on the goats. It invites letters describing experiences—pleasant or unpleasant—with advertisers, whether they be manufacturers, wholesale houses, retail stores or public service corporations. It will print those letters which seem to show most typically how an advertiser's deeds square with the words of his advertising. Only signed letters, giving the writer's address, will be read. But the name will be printed or withheld, as preferred. Address: The Ad-Visor, The Tribune, New York.

THE Home Correspondence School, of Springfield, Mass., advertises in nearly all the standard magazines, and, reading their advertisement, I was misled in believing I was to have J. Berg Esenwein's personal instruction in the short-story writing course. The "ad" says: "A course of forty lessons—taught by Dr. J. Berg Esenwein, for years editor of 'Lippincott's.'" I enrolled, and a special price of $18 for cash and a premium of two inexpensive books on writing for speedy remittance; also a copy of Esenwein's textbook, a syllabus with all the questions and lesson assignments of the course, and a supply of writing paper. Later, after doing all the work "required," I received a much embellished diploma, which immediately went into the waste basket.

The first two or three reports seemed to have been read by Dr. Esenwein, at least the written comments were evidently in his handwriting. After that the handwriting changed and the comments were seldom more committal than the single expression of "Good," "G," "Excellent," etc. Judiciously awarded grades, however, were attached to each report, and these, I am proud to explain, showed my scholarship to be, on a basis of 100 per cent, from 90 to 98 per cent. If it were Dr. J. Berg Esenwein's stenographer who relieved him of this end of the business, she was at least conscientious in the matter of grading, for not one of my forty lesson reports came back unevaluated. Occasionally a printed commentary—printed in pale blue, so as to look typewritten—was inclosed with a returned report, and this, sure enough, bore J. Berg Esenwein's signature, unmistakably his, and carefully applied—with a rubber stamp.

Tempted to give up the work, without accepting any more of the eminent editor's time for the paltry $18, I read ahead in the syllabus and discovered that the last few lessons were to be devoted to a short story of my own composition, and that Dr. J. Berg Esenwein himself was to give the final story his personal supervision, comments and criticism, so I was unable to resist the temptation to proceed.

The final story was to have been written, according to the syllabus, from a plot which the former editor of "Lippincott's" had approved. When my plot came back with his approval, supervision, comments and criticism, to wit, "This seems to me to have very good possibilities, J. B. E.," I took the liberty to elaborate on these possibilities by submitting a story written from an entirely different plot, sending it immediately on return of my preceding lesson. To my amazement, the supervising eye failed to note the deception. The "comments and criticisms" on this final production under the supervision of Dr. J. Berg Esenwein were a few typographical changes on page 1, and page 1 only, of the manuscript, a form letter, with rubber stamp signature, congratulating me on the completion of my correspondence school experience, which I'm sure he felt would be my last, and the addresses of several magazines where I must without fail send my story. The magazines, as it happened, had all turned the story down a year or so before, so I was forced to disregard this parting instruction. I do, however, cherish Dr. J. Berg Esenwein's "comments and criticism" that my story is a good one and "ought to sell." If, however, it does not, still I do not blame Dr. J. Berg Esenwein, for, very surely, he had nothing to do with its composition. And even if he had read the story and helped in its construction, I wouldn't blame him if it failed to sell—that still would be asking too much for $18. Nor would I insist, as some persons might want to, that the Home Correspondence School (of Springfield, Mass., Dept. 145. Send for catalogue) or Dr. J. Berg Esenwein, for years editor of "Lippincott's," live up to the statements of their advertisements.

What I would like to request, though, is that Dr. Esenwein substitute some time for his benign face in the advertisements the picture of his stenographer or his office boy. This assistant, on whose shoulders rests the dire responsibility of instructing the country's literary talent, deserves public notice. Let's see what she, or he—if it's the office boy—looks like.

R. A.

For a time after receiving R. A.'s letter we were minded to take Dr. Esenwein's course. But we knew that the experience would be a short story in violation of the rules of suspense. We knew exactly how it would come out—or how we should, at any rate.

SOME time ago The Ad-Visor published a letter inclosing the David & David guarantee, on which we made comment. To this comment E. S. C takes exception.

It seems to me that you are straining a point in your championing of the cause of the "gullible public vs. the unscrupulous merchant," when you say that guarantee of David & David "would be much better if the words 'with this check' were omitted."

In many cases the provision that the sales slip be returned with unsatisfactory merchandise would indeed be superfluous, but in many cases it would be *the* only way for the store to protect itself from being imposed upon. For example:

Suppose the purchaser buys neckties, shirts or other goods bearing the label of the store. If such goods are returned, it is a simple matter to find that they were purchased at the store indicated by the label. But suppose the purchaser buys such goods as collars, handkerchiefs, studs or other merchandise that cannot be marked with the name of the store. How is the store to know that the goods were purchased there, and not elsewhere where similar goods are carried? You would hardly approve keeping the customer waiting while the clerk looked in his records to see if such goods were bought there on a certain date? Besides, the customer frequently does not know the date of the purchase. Infrequently, I believe, does a purchaser give his name to the clerk when making cash purchases at a haberdashery store of the type of David & David.

I am heartily in favor of the splendid work you are doing, but I do feel that in this case you have strained yourself to find something to criticise adversely in a store where I have received nothing but courteous treatment.

E. S. C.

Naturally, we agree with our correspondent that in many cases such a provision is the only way a store can protect itself from being imposed upon. But our correspondent does not yet believe with us that a store *does not need to protect itself* from being imposed upon. David & David's own view of the matter is happily illustrated by this other letter:

David & David will make it right to the slightest detail without asking for a check to be returned with the goods. I have tried them, and I know. If Mr. Tingle tries them he will know. It was only a matter of replacing a pair of socks, but it was done, and I was out of the store with the new pair of socks in less than a minute. C. L. C.

Socks belong to that class of haberdashery, such as handkerchiefs and collars, which is not normally marked with the store label. How, then, in this instance, did David & David know, in the absence of the sales check, that they were not being imposed upon? The answer is, they didn't. What's more, they didn't much care. And so we reiterate that David & David's good guarantee would be more representative of the store itself if the words "with this check" were omitted.

IN THE April issue of Everybody's Magazine I saw an advertisement, in reading form, describing a system of treatment for nervous disorders in which an offer was made to send by mail, free, certain literature which I inclose. Being a resident of the city, I called personally on the advertiser, "Robert Duncan." To me he seemed a trifle piqued that I called, instead of writing. He refused to give me any details or particulars of "my system," as he called it, saying it would take three hours to explain, but offered to show me a stack of testimonial letters he had on file to prove his claim. His terms were $20 cash in advance for a certain number of "treatments," and if unsatisfactory he guaranteed to return my money without reservation as per his agreement on last page of book marked "A." Now, to me, this advertisement has all the earmarks of those fraudulent ads which you so cleverly expose.

CHARLES W. ADAMS.

Prior to the receipt of this communication we had already investigated to some extent the claims of Mr. Duncan. His "system" has this much in its favor: It recommends, not drugging, but diet, deep breathing and physical exercises. His literature, further, seems to be more intelligent than is usually the case.

But we cannot discover that he is an M. D., and it is yet to be proved that successful treatment by such restricted means can satisfactorily be administered at long distance, despite the unscientific and unwarranted claims he makes for it.

LAST week I purchased two shirts, which had the inclosed guarantee. I have seen many, but do not remember having seen one similar to this one. That is, with the extra per cent above cost of article. Would appreciate seeing your fair criticism in your local columns.

HERBERT J. HOWLAND.

The Vindex Shirt Company's guarantee is as follows:

"Vindex Shirts at all prices embody 25 per cent better fabrics and 25 per cent better workmanship than other shirts at the same prices.

"If a Vindex Shirt is not 25 per cent better value and does not give you 25 per cent better service we, the makers, will buy it back at the price you paid for it, plus 25 per cent.

"If this Shirt doesn't measure up to this guarantee fill in the back of this coupon and return to us."

A spectacular claim and one difficult to test. With what other shirt is the workmanship of the Vindex Shirt to be compared? Who is to say whether it gives 25 per cent better service than the hypothetical shirt in question? One sentence mentioning "satisfaction or your money back" would be stronger.

The next Ad-Visor will appear Sunday, December 3.