

4th Training Camps For Officers May 15

Two Per Cent of Enlisted Personnel to Enter Them, Is Announced

WASHINGTON, April 17.—The fourth officers' training camps will open May 15, at various divisional camps and cantonments. Secretary Baker to-day announced.

The Secretary said that 2 per cent of the enlisted personnel of the divisions and detached units of the

Regular Army, National Guard and National Army, excepting the Coast Artillery and the various Staff Corps, will be designated to attend the schools.

In addition there will be admitted all graduating members of senior divisions, reserve officers training corps units, who have completed the course prescribed for the Reserve Officers Training Corps, and all members of the advance course, senior divisions, of the corps, who by May 15 have completed one year of the advanced course and who have had 300 hours of military instruction since January 1, 1917, under supervision of an Army officer.

In addition, a number of men who

have had a year's military training under Army officers, at any time during the last ten years, in educational institutions recognized by the War Department, will be admitted. All applications must be filed by May 1.

Drafted Man Shoots Self

PLAINFIELD, N. J., April 17.—Fred A. Coles sought to obtain exemption from the draft because he had a wife and two children, but his wife declined to assist him, and he was ordered to report to-day at Camp Dix. He kissed his wife and children and went out. A shot sounded. They ran out. Coles's body was in the yard. He had put a bullet through his head and was dead.

Millions Raised By Women in Aid Of Liberty Loan

They Help Oregon and Iowa Subscribe Their Quotas

WASHINGTON, April 17.—Women appear to be doing particularly good work in the Liberty Loan campaign in every part of the country. They were especially active, it is said, in helping Oregon and Iowa subscribe their quotas.

Mrs. J. C. Miller, of Pittsburgh, reported to-day that during the first six days of the drive women sold \$12,000,000 worth of bonds in half the counties of Pennsylvania. Women in forty-five Indiana counties were responsible for the sales of \$4,492,850, according to a report to-day from Mrs. Fred H. McCullough, of Fort Wayne, the Indiana women's chairman. Mrs. R. H. Latham, of Winston-Salem, N. C., reported that women there had sold \$711,150 worth of bonds in twenty-four counties, and Mrs. W. S. Jennings, of Florida, reported sales by women in her state of \$470,150.

Mrs. W. G. McAdoo, chairman of the National Women's Liberty Loan Committee, conferred to-day with the committee chairman in Chicago district, and then started for Arizona, where she will meet Secretary McAdoo. She will accompany him on the rest of her tour, holding daily meetings with women.

The following additional dates were announced by the Secretary McAdoo's tour: Albuquerque, N. M., April 24; Wichita, Kan., April 26, and Oklahoma City, April 27.

Cardinal Gibbons, in a letter to the speaker's bureau of the war loan organization, to-day endorsed the campaign in the following words:

"I beg to say that I am deeply interested in the placing of the coming issue of the Liberty Loan and the best evidence of my zeal for its great success is the fact that I propose subscribing largely to it for the Catholic University."

The Boston and San Francisco districts were running neck and neck to-night in the honor flag competition, Boston having awarded 236 flags and San Francisco 235. In the Boston district, New Hampshire has won seventy flags, Maine sixty-four, Vermont forty, and the rest are between Massachusetts and Connecticut. Two hundred and five towns and thirty counties have won flags in the San Francisco district. More persons have bought bonds in the San Francisco district already than were sold in either the first or second loans.

Grand View, Texas, reported that only six taxpayers within its limits had failed to buy Liberty bonds, and the telegram added, significantly, "We will get them yet."

President Edmund J. James, of the University of Illinois, telegraphed that the faculty, students and employees of his school already had passed its quota.

The Toledo committee telegraphed a challenge to any other city of its size to produce as many individual subscribers as it would obtain. A message immediately was sent to all Federal reserve districts asking them to make regular reports on the percentage of their population buying bonds in cities of more than 50,000 persons.

THE CALL TO THE IMMIGRANT

REMEMBER! THE FLAG OF LIBERTY SUPPORT IT!



BUY U.S. Government Bonds 3rd LIBERTY LOAN

This poster represents the specialized appeal that the Liberty Loan Committee is making to rally to the support of the third war loan the immigrants who came to this country in quest of freedom.

Pershing Needs 12,000 Skilled Men

Twelve thousand skilled men, ranging from blacksmiths to meteorologists, are wanted at once by General Pershing. Announcement was made yesterday by the Adjutant General that men who could qualify would be accepted as volunteers, even though they were within the draft age limits. The following men are needed:

- Air brake inspectors.
- Anglo-saxon smiths.
- General engine, magneto or ignition auto mechanics and helpers.
- Barge-men or boatmen.
- Blacksmiths and helpers. Boat builders and helpers. Boiler-makers and helpers.
- Railroad brakemen, flagmen or conductors.
- Bricklayers.
- Buglers.
- Ship, bridge, house and general carpenters, joiners or pattern-makers.
- Caulkers.
- Auto, truck or tractor chauffeurs.
- Chemists.
- Railroad or general clerks.
- Cabriers.
- Commissionary storekeepers.
- Concrete foremen or workers.
- Cooks.
- Cranemen, hoistmen, pile drivers or shoving operators.
- Crusher operators.
- Engine dispatchers.
- General, surveying, machine design or topographical draftsmen.
- Civil, electrical, railroad or computing engineers.
- Locomotive engineers and firemen.
- General electricians, armature winders or wiremen.
- Shipyards floor hands; bridge, building, earthwork, ship or railroad construction foremen.
- Cryostory of jaw crusher foremen.
- Acetylene, hydrogen, oxygen, poison, illumination or compressor gas plant workers.
- Gunners or operatives in gun factories.
- Locomotive hostlers.
- Railroad car inspectors.
- Locomotive inspectors.
- Engineering, optical or electrical instrument makers and repair men.
- Telegraph or telephone linemen.
- General, bench, lathe or railroad machinists and helpers.
- General mechanics.
- Meteorologists or physicists.
- General, bench, lathe or railroad machinists and helpers.
- Drill runners, foremen, powdermen or pumpmen.
- Motocyclists.
- Moulders.
- Painters.
- Photographers.
- Plumbers or pipe fitters.
- Forest rangers.
- Car repair men.
- Bridge, building or ship riggers.
- Saddlers or harnessmakers.
- Sailmakers.
- Tentmakers or other canvas workers.
- Railroad section hands.
- Stearsmen.
- Sheet iron workers and helpers, solderers or tinsmiths.
- Stenographers.
- Topographic or railroad surveyors, level-man and transitmen.
- Tailors.
- Teamsters.
- Telegraph operators.
- Telephone operators, especially those who can speak German.
- Wagonmakers.
- Acetylene or oxy-acetylene welders.
- Wireless operators.
- Yardmasters or switchmen.

These calls are for men fitted for general military service. Colored men may be inducted as blacksmiths and helpers, bricklayers, buglers, carpenters and helpers, chauffeurs, clerks and cooks. Applications must be made prior to April 27 to the registrant's local boards. If accepted he will be notified and will then be inducted.

There is an immediate call for laborers. These should report to their local boards.

Two Army Aviators Killed

Machine Falls Into Ocean Off San Diego and Sinks

SAN DIEGO, Cal., April 17.—Two army aviators in training here lost their lives late to-day, according to witnesses at Fort Rosecrans, when their machine fell in mid-channel, between the North Island camp and Fort Rosecrans, and soon sank.

A heavy tide was running. Army and navy tugs had failed to find the plane late to-night.

Fliers Fall at Texas Camp; American Killed in Canada

HOUSTON, Tex., April 17.—Earl R. Southee, of Birmingham, N. Y., civilian instructor at Ellington Field, was seriously injured and an aviation cadet slightly injured to-day when their airplane fell about 100 feet. Instructor Southee is in the field hospital. His injuries may prove fatal, physicians said. The camp at Ellington is for Americans only.

HAMILTON, Ont., April 17.—Cadet F. B. Borynne, of New Jersey, was instantly killed and his pilot seriously hurt in an airplane accident a mile from the Beamsville aviation camp to-day. Borynne was to leave for overseas shortly. His wife, who had been living at Beamsville, was prostrated when informed of the accident.

Sunday Lifts to Upton

There are two ways to help the A. A. A.'s free Sunday transportation service to Camp Upton. If you have a machine, register it for one or all of the runs. Write James A. Hemstreet, of the American Automobile Association, at 501 Fifth Avenue, or telephone Murray Hill 473.

Those who have no cars can contribute to the American Defence Society's bus fund. This is used for hiring motor buses for the trips. Contributions should be sent to William Guggenheim, chairman, the Army and Navy Committee, American Defence Society headquarters, 44 East Twenty-third Street. Give your money or your car.

Board of Estimate Denies More Salary Increases

The Board of Estimate's committee on salaries and grades decided yesterday that during the present year there should be no salary increases above the budget allowance. City employees who are promoted will receive the salary of the higher grade, and provision will be made for filling vacancies in hospitals caused by the enlistment of physicians and nurses in Red Cross work.

The action of the committee was in line with Mayor Hylan's recent letter to department heads requesting them to withdraw all applications for increases in salaries.



W.L. DOUGLAS

"THE SHOE THAT HOLDS ITS SHAPE"

\$3.50 \$4.00 \$4.50 \$5.00 \$6.00 \$7.00 & \$8.00

You can save money by wearing W. L. Douglas shoes. The best known shoes in the world. The actual value is determined and W. L. Douglas name and the retail price stamped on the bottom before the shoes leave the factory, which guarantees their value and absolutely protects you against high prices and unreasonable profits.

The quality of W. L. Douglas products is guaranteed by more than 40 years experience in making fine shoes. The smart styles are the leaders in the fashion centres of America. They are made in a well-equipped factory at Brockton, Mass., by the highest paid, skilled shoemakers, under the direction and supervision of experienced men, all working with an honest determination to make the best shoes for the price that money can buy.

The retail prices are the same everywhere. They cost no more in San Francisco than they do in New York. They are always worth the price paid for them.

Sold by over 9000 shoe dealers and 105 W. L. Douglas stores. If not convenient to call at W. L. Douglas store, ask your local dealer for them. Take no other make. Write for booklet, showing how to order shoes by mail, postage free.

W. L. Douglas Shoe Co., 210 Spark St., Brockton, Mass.

W. L. Douglas Stores in Greater New York:

- 2779 Third Av., bet. 146th & 147th Sts.
- 347 Eighth Avenue.
- 250 West 125th Street.
- BROOKLYN
- 421 Fulton Street, cor. Pearl.
- 708 Broadway.
- 1367 Broadway, cor. Gates Avenue.
- 478 Fifth Avenue, cor. 11th Street.
- 859 Manhattan Avenue.
- 1779 Park Avenue.
- JERSEY CITY—18 Newark Avenue.
- HOBOKEN—120 Washington St.
- UNION HILL—276 Bergenline Ave.
- NEWARK—581 Broad Street.
- PATERSON—192 Market Street.
- TRENTON—29 East State Street.

Stores marked with a star carry complete lines of W. L. Douglas Shoes for Women.

Getting up early in the morning, milking the cows and driving them to pasture were tasks which W. L. Douglas was called upon to perform while "bound out," learning the trade of shoemaking.

Copyright, W. L. Douglas Shoe Co.

Hilaire Belloc

The World's Greatest Military Critic!

HILAIRE BELLOC, England's world-famous commentator on the war, cables The New York Tribune an exclusive article each week.

Last Sunday in a wonderfully clear and convincing fashion he told why Germany risks her all in her present titanic offensive. Next Sunday he tells in comprehensive detail how the new offensive blow at Messines is aimed to split the British.

You'll find the Sunday reading of Belloc a really worthwhile practice. He reviews, interprets, foreshadows in such a graphically clear way that you are enabled to easily visualize each dynamic move on the Western Front.

Keep in up-to-the-minute touch with the greatest events of history—understand the moves and counter moves on the war's chessboard intelligently—follow Belloc!

Next Sunday in the—

New York Sunday Tribune

Every Night

Churchill's Spring Revue

A New and Original Entertainment

Will be presented at 7:15 and 11:15

CHURCHILL'S

"More Than a Restaurant—a Broadway Institution"

At 49th Street

Unequaled in popularity not only for its a la carte service, but for its delightful

Special Dinner, \$1.50

Six to Nine

The Ad-visor

Thursday, April 18, 1918

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.

THIS is the picture of Lionel Strongfort, "physical culture expert," habitant, Newark, N. J., who asks that the reader of his advertisement check in the following list the "subject in which he is interested":

Thinness, obesity, nervousness, insomnia, indigestion, constipation, short wind, flat chest, cold, catarrh, poor circulation, rheumatism, heart weakness, headache, skin disorders, lung troubles, round shoulders, stoop shoulders, deformity, rupture, youthful errors, deatizing losses, impotency, depression, poor memory, flat feet, increased height, muscular development, etc. For a physical culturist to hold out the insidious hope of a cure in a case of "lung trouble," and to attempt at the same time to cure poor memory is sufficient in itself to stamp him as a quack. An authority describes this and similar courses as a "crude mixture of pseudo-scientific nonsense and quackery."

One gentleman wrote Mr. Strongfort explaining that he was a sufferer from hernia, and Mr. Strongfort replied to his letter:

Rupture is due to a breaking or opening of the muscular tissue that enclose the intestines—my natural method of strengthening and developing the internal muscles will result in gradual closing of the opening and retaining in proper place the protruding intestine—the purpose of a truss is to hold the intestine in place—but there is no efficacy in truss wearing, as far as effecting a cure. Even if you were to undergo an operation, which I do not countenance by any means, as I guarantee it unnecessary in your case, it is no guarantee that the rupture will not occur again for the reason that the operation will still further weaken the muscular tissue and a straining effort would probably result in the same trouble, for as I tried to impress upon you, bringing these internal muscles into activity, strengthening them and develops them until that opening is closed and prevents the future occurrence of your disorder.

(We preserve spelling and punctuation.) The patient took the course, sending Mr. Strongfort \$25 for it, and some months later wrote us:

As you will see by the enclosed letter, I was urged to follow a course of exercises consisting of ten lessons sent at short intervals, the whole course taking about three weeks. The fee for this course was \$25. As a cure was promised and guaranteed in about two or three months, I decided to follow the advice given. The money was forwarded promptly by postal order and duly received by Strongfort. May I tell you that my suspicions were aroused on February 25, when I read in your column an article condemning the claims of a certain firm at Marshall, Mich.? A visit to the doctor confirmed your statement, that an operation was the only real cure for my ailment, and the doctor said that these "cure-all" ads were nothing but fakes. . . . I want to know if I could recover the money, or at least part of it.

We forwarded this letter to Mr. Strongfort, who promptly refunded C. M.'s \$25 fee. In the course of his reply to us, Mr. Strongfort congratulated us on the good work we are "endeavoring to do in protecting the public from fraudulent advertisers who are not taking their mission in life seriously." He assured us that he is most interested in our work because I have done my share in the last several years in eliminating the claims of a certain firm at Marshall, Mich. In our letter we had called Mr. Strongfort's attention to the fact that he had collected \$25 for a course in physical culture from a patient who could only be cured by an operation, and in the postscript to his letter Mr. Strongfort takes up this point:

I note in your letter that you state Mr. M. found that an operation was necessary. I am sorry that Mr. M. did not see fit to acquaint me with this, because in order to give proper advice and arrange the pupil's lessons according to their condition, I must be fully acquainted with the facts.

Imagine a ruptured patient telling a physician (or a man who performs the functions of a physician in diagnosing and prescribing for diseases) that he needs an operation! And compare this postscript with Mr. Strongfort's earlier letter in which he said: "Even if you were to undergo an operation, which I do not countenance by any means, as I consider it unnecessary in your case." This is not only quackery, but quackery of a most pernicious type.

Mr. Strongfort's letterhead bears this statement: "He who essays to treat his fellow man should be scientifically equipped for the task." Dr. Munyon you will remember, made a somewhat similar statement: "There is no punishment too severe for those who deceive the sick." It is a pity that such noble sentiments should have issued from the mouths of quacks who were themselves guilty of the practices they condemn. Had Mr. Strongfort been "scientifically equipped for the task" of treating his fellow men, he would not have assured a patient that surgical treatment was unnecessary and then, when he found that he was wrong, pleaded that the patient didn't tell him he needed an operation!

CONGOLEUM is a floor covering of the linoleum family, nationally advertised and sold under a money-back guarantee.

Inasmuch as this retail price is only about half the regular wholesale price for Congoeum, two Tribune investigators visited the linoleum department of Bailey's on Monday, the 15th, and asked to see Congoeum, showing the salesman the Bailey advertisement and pointing to the word "Congoeum." The salesman led the way to a compartment surrounded by upright rolls of linoleum and was asked by the investigators whether there were rolls of Congoeum. The salesman said: "This and this and this," and pointed to seven rolls in all. A certain pattern was selected and the salesman was given a \$20 bill and told to send thirty yards to a Brooklyn address. Then the second investigator asked for fifty yards and selected one of the other six patterns designated by the salesman as Congoeum. To make sure, the first investigator again asked: "This pattern is Congoeum, too, isn't it?" "It's felt linoleum—same thing," said the salesman cunningly. "But I asked for Congoeum," the first investigator said. "The thirty yards you are going to send me are Congoeum, aren't they?" "Felt linoleum—same thing," repeated the salesman. "But I asked for Congoeum," insisted the first investigator, "and you pointed out these seven rolls as Congoeum." "I said they were the 3 1/2 c felt linoleums," said the salesman, and thereby he lied, unless he had said it to himself. The investigators had asked for Congoeum and had pointed to the trademark in the advertisement and the salesman was not in any way justified in his attempted substitution.

"Which are the rolls of genuine Congoeum?" asked the investigators again. "This and this," said the salesman, indicating two rolls at the end. "Can you give me thirty yards of one of those?" asked the investigators. "Not in one piece," replied the salesman. "I can give it to you in five pieces."

The investigators demanded their money back (the sales slip had not yet been turned in) and the \$20 bill given the salesman with the order for thirty yards was returned.

Bailey's may have been within the law in advertising Congoeum, because they actually had this product in stock in the form of two rolls of antiquated remnants; but such a limited stock is nothing short of bait. It is apparently their wish to attract customers to their store by offering a nationally advertised product and then to substitute something else which they assure the customer is "the same thing." In fact, the salesman in question was overheard to say to another customer who asked for Congoeum: "Why not get felt linoleum? It's just as good. And there's no reason why you should help the Congoeum people pay for their million dollars' worth of advertising." It is our opinion that the Bailey company is employing an unfair means of competition and that the Federal Trade Commission remanents do not justify the advertising in the Sunday papers, and the price asked is so low as to seriously injure other legitimate dealers who are compelled to offer newer and authorized stocks at much higher prices.

(The next Ad-visor will appear Thursday, April 25)