

Denies President Is Backing McAdoo New Revenue Bill

Cabinet Member Assures Congress Leaders Wilson Is Withholding Decision

Taxes Above Estimate

Treasury Says Present Laws Will Yield Billion More Than Expected

WASHINGTON, May 15.—President Wilson is withholding a decision either to support or oppose the new war taxation bill. A definite denial that the President is behind the McAdoo plan

was transmitted to Congressional leaders today by a Cabinet member. This news, together with a Treasury statement sent to the Senate which showed that the present tax laws will yield probably a billion dollars more than was estimated, aroused hope among Capitol leaders that the bill would be deferred until after the autumn elections.

The President's attitude, as indicated by the Cabinet member, is that further revenue is needed, but that it may not be needed now. It is not immediately necessary the President is expected to save Congress political embarrassment by allowing it to put off passing the measure until after the control of Congress is determined next November.

Beginning tomorrow or next day, a number of Senators and Representatives will begin calling on him individually to urge what they regard as the untimeliness of the proposed bill. Something of the same type of campaign will be carried to Secretary McAdoo.

Revised estimates of revenue receipts in the year ending next June are placed at \$4,095,029,000 the amount which the American people will contribute to the government, mainly in taxes, for prosecution of the war.

These estimates, reported today to the Senate by Secretary McAdoo, in compliance with a request for specific

information throwing light on future revenue needs, show that about one-third the expense of the war this year has been met by taxation and two-thirds by Liberty bonds.

The report disclosed that about \$2,775,185,000 will be collected on the basis of income and excess profits tax returns on file May 4, about \$348,000,000 more than the yield estimated when the war revenue law was enacted last October, but less than the \$3,000,000,000 recently estimated.

Total Excess Estimates The total now expected from internal revenue, which includes receipts from income and excess profit tax returns, is \$3,643,809,000; from customs, \$180,000,000; from miscellaneous sources, including \$40,000,000 earnings of increased first-class postage, \$270,000,000; and from sale of public lands, \$1,800,000. Estimates of internal revenue receipts last fall were about \$3,400,000,000.

The report will be examined carefully by members of Congress in connection with the pending question of whether new revenue legislation shall be taken up at this session, as urged by Secretary McAdoo. The report today did not segregate receipts from income and excess profits taxes, however.

Early in the year Secretary McAdoo had estimated income taxes at \$1,011,000,000 and excess profits taxes at \$1,236,000,000.

Germans Combat Idea of Equality in World League

Professors Conducting Campaign Against International Idealism "Peril"

LONDON, May 15.—An apparent campaign against what are regarded as the perils to Germany of international idealism is being conducted in certain German quarters. The influential monthly "Sueddeutsche Monatsheft" devotes nearly the whole of its current issue to warnings against "German dreamers."

The principal articles are contributed by university professors. "The Times" gives a number of illuminating extracts from one of these articles by Professor Spahn, of Strasbourg University, in which he says that if Germany is to be a league of nations she must lead it.

"The need of the present hour," Professor Spahn adds, "is not yet universal peace and of law and freedom of peoples, but clearing about the vital conditions of the German people as a state and about the full development of our own state of existence. The European peoples is to become a reality it cannot be based upon the equality of all."

Peace is made for equality just as little as individuals. Leaders must be based upon the leadership of the most efficient people. Only a race so full of idealism as the Germans is capable of lighting the horizon of humanity with an idea so great and eternal.

Austria Wants Peace That Will Win America's Aid

AMSTERDAM, May 15.—In an article in "Die Zukunft," entitled "Gordian Austria's deepest desire, the need for peace in connection with the fact that the monarchy has an outlook and interests entirely different from Germany's," a complicated national problem is solved.

"For a country so deeply in debt as Austria-Hungary, which will have to pay Germany alone more than 700,000,000 crowns annual interest, any loan could only be raised in the United States. The latter country, however, can on no battlefield be compelled to entertain such a deal, and should the United States refuse the money then the transformation of Austria's war industries to peace conditions would be an impossible task and the country would sink itself on the brink of an abyss."

"Is it not natural that Austria-Hungary should seek a peace which would leave the possibility of her uniting with America? Austria-Hungary more than any other needs America's friendship."

German Professor Denies He Made Offer of Peace

AMSTERDAM, May 15.—Professor Quide, of Munich, in a statement to Berlin newspapers, supplements the denial recently made by the semi-official "North German Gazette" that he had been originally commissioned in Germany to make the peace offers which "The London Daily Mail" recently reported him to have extended to Professor Herron, an American living in Geneva, for transmission to President Wilson.

Professor Quide, in this statement denies that he made any peace proposals to Professor Herron for transmission either to President Wilson or any one else.

Professor Ernst Haackel, of the University of Jena, warns Germans against Utopian imaginations in regard to peace. He refers to the Reichstag's peace resolution of last year as infamous.

Dr. Wilhelm Wundt, professor of philosophy at the University of Leipzig, says there can no longer be any question of a "renunciation peace."

Professor Johannes Reinke, of Kiel University, declares the history of the world shows that power has been won; power able to impress the enemy by force of arms. He cites the Brest-Litovsk peace as the latest example of this, adding: "The proper maxim for us is to exact from the situation as much material advantage as the military position permits."

Commenting on these views, "The Times" says they show how very far Germany is from the contemplation of any settlement compatible with the first elementary principles of the Allies and the United States and hence that "the trial of strength thus forced upon us will have to be fought out by sea and land."

Paris Editor Will Be Shot As a Traitor

The occasion will be a dinner given by Samuel S. Koenig, chairman of the New York County Committee, to the women Assembly district leaders of the county. Governor Whitman will be one of the guests and will make an address.

appeared a number of articles in the paper attacking the French high command, and when these articles were cut out by the censor, the edition of the paper as it appeared in France was above reproach, but copies containing the objectionable article were sent out by "underground" methods and distributed among the soldiers at the front.

Malvo Centre of Storm Soon after it was found that the "Bonnet Rouge" was subsidized by the Ministry of the Interior, over which M. Malvo presided. M. Malvo held office on July 7, when in the Chamber of Deputies, Maurice Barres asked: "What action does the Minister of the Interior intend to take against those scoundrels of the 'Bonnet Rouge'?" Malvo flinched, but did not reply. In the storm that followed, M. Ribot, then Premier, informed the House that a check for \$30,000 had been seized on the person of M. Duval, manager of the "Bonnet Rouge," when he was trying to cross the Swiss frontier. A few days later the newspaper was suppressed and M. Duval was arrested.

Money from Mannheim Banker The next week M. Clemenceau made a terrific attack on the whole government, especially on the Ministry of the Interior, declaring that there had been complicity with traitors in the Ministry. That speech swept M. Clemenceau back into power.

It developed that the money Duval had paid to him by Herr Marx, a banker of Mannheim, to finance the "defeatist" propaganda in France, in which M. Caillaux had been a prime mover. M. Duval had received passports from Switzerland under Leymarie, M. Malvo's chief of staff in the Ministry of the Interior.

The directors and managers of the "Bonnet Rouge" were shadowed by the military police for some time, and then

Almercyda was arrested. He died in prison under circumstances pointing to suicide.

The trial of the seven men implicated in the case was begun on April 23. During the taking of testimony the story of the payments of money to Duval by Banker Marx, the printing of identical articles in the "Bonnet Rouge" and the "Gazette of Ardennes," a newspaper printed in the Franco-Belgian zone by the Germans in occupied districts in northern France, and the connection of M. Caillaux with the accused men, became known.

Cohen's Widow Gives New Clew in Murder Case

Evidence tending to show that Harry Cohen, alias "Harry the Yot," was not killed for "squawking" was put before District Attorney Swann yesterday by Cohen's widow. Through her counsel, Clark L. Jordan, she confessed that Cohen owed money to one of his gambling associates, who was also in love with her.

Police Inspector Gray early advanced the theory of the gambling debt to explain the crime. District Attorney Swann and Assistant District Attorney James E. Smith insisted that Cohen was shot because he was about to "squaw" to the prosecutor against certain gamblers.

Joe Rich, alias "Hock" under arrest in Cleveland, Ohio, on a blowing charge, is now suspected in connection with the crime. Evidence against him will probably be presented to the grand jury today. Meanwhile "Big Moritz" Teterlin, doorman at the Hotel Marlborough, gambling establishment, is in the Tombs under indictment for the shooting. Louis Fridger, counsel for Rothenberg, declared yesterday that the man in Cleveland knows something about the crime and that Rothenberg is innocent.

Presbyterians Plan To Unite Churches

COLUMBUS, Ohio, May 15.—Election of a new Moderator at the opening here tomorrow of a ten days' session of the General Assembly of the Presbyterian Church North, has assumed the nature of a three-cornered contest, since Dr. J. H. Vance, of Detroit, announced his candidacy.

Practically all of the candidates for the place to-day opened headquarters. Dr. J. Frank Smith, of Dallas, Tex., and Dr. W. C. Covert, of Chicago, were the most prominently mentioned for the place until Dr. Vance entered.

An organic union of all evangelical churches of the country under the name, "The Church of America," promises to be one of the most important overtures presented to the assembly.

The Church and the war and proposals for the uniting of various factions of the Presbyterian Church also will be discussed at the assembly.

No obstacle is apparently in sight to prevent the General Assembly from voting in favor of a reunion of the northern and southern branches of the Church.

Hulbert to Auction Pier Lease To-day

Dock Commissioner Murray Hulbert announced yesterday that he would sell to-day at public auction the lease for five years of Pier 63, North River, over which there has been so much controversy. The sale will take place at the Commissioner's office, Pier A, the Battery. Lively bidding is expected by representatives of the several companies which have made offers for the pier lease since the Sinking Fund Commission approved a conference by the Hudson Dock and Terminal Corporation on April 11, at an annual rental of \$25,000, and later rescinded its action.

Concrete Ship Success

SAN FRANCISCO, May 15.—The 7,000-ton concrete steamer Faith, the first of its kind and tonnage constructed in this country, underwent a successful trial trip to-day at sea off San Francisco. A wireless message sent from the steamer by W. Leslie Comyn, president of the San Francisco Shipbuilding Company, said:

"The Faith is proving herself to equal, if not the superior, of any steel ship of similar size and equal power." The Faith will begin at once loading a cargo of salt or Non-Pacific coast port and will return with coal.

Women at Republican Club For First Time To-night

The last stronghold to yield to the advance of the new women voters is the Republican Club, at 54 West Fortieth Street. To-night for the first time in history, women will sit at dinner in the club with the men Republican leaders.

The occasion will be a dinner given by Samuel S. Koenig, chairman of the New York County Committee, to the women Assembly district leaders of the county. Governor Whitman will be one of the guests and will make an address.

Bills Would Block German Efforts to Control U. S. Ships

Measures Forbid Any Foreign Holdings in American Merchant Marine

(Special Dispatch to The Tribune) WASHINGTON, May 15.—Two bills aimed to block attempts by Germany to gain control of the American merchant marine were reported favorably to the House today by the Merchant Marine and Fisheries Committee. Chairman Alexander asked a preferred place for them on the calendar as war legislation. The bills give the President absolute power to prescribe ocean charter and freight rates and warpage charges.

The committee report disclosed how Germany has added "economic penetration" to submarine warfare in its fight against American shipping.

Mr. Alexander said that Germany, through its agents, has attempted to gain financial control of both American shipbuilding and ship operating. The bills, with many drastic provisions, forbid foreign financial interests in the national mercantile marine.

The Germans have operated, he charged, sometimes through brokers who pretended to represent American. Allied or neutral interests; sometimes through dummy corporations, and sometimes through the placing of mortgages.

Their plan was to get a substantial interest in every important shipping concern in the country. The proposed bills provide that every American-built ship must fly the American flag. They can be sold only if the Shipping Board gives its consent.

Every concern which operates an American ship, furthermore, must have no taint of enemy financial interest. The practice of mortgaging the ships to foreigners is especially forbidden. There are criminal penalties as well as fines and forfeiture provisions in the bills.

Through a peculiar twist in a former law a "vessel" was defined as a hull which had been launched. Thus the provision of the law of 1915 which prevented selling a "vessel" was ineffective as to hulls which were under construction. Mr. Alexander said that some suspicious sales of hulls before they became vessels had been made. The defining provision of the former law is repealed.

The bills also protect American docks, yards and other port facilities from passing to foreign control. By their terms the President can requisition vessels as small as twenty tons.

Jewish Charities Affiliate

The Home of the Daughters of Jacob, 302 East Broadway, one of the few large Jewish charitable institutions to remain outside the Federation of Jewish Philanthropic Societies, has at last decided to become affiliated with that body. It was announced yesterday.

The decision to take this action was reached at a recent conference by twelve directors of the Home and the Federation at the Hotel McAlpin. The decision will be endorsed by the membership of the Home. A new building for the Home will be erected. More than \$200,000 has been raised for it.

The Weather Report

WASHINGTON, May 15.—Low pressure prevails over the western part of the country, with the greatest depression over the Dakotas, Western Nebraska and Eastern Colorado. There was, however, no resulting precipitation except in the northern upper lake region. North Dakota, Western Montana and Northwestern Wyoming were under light showers, and the weather was fair elsewhere, except in the lower Atlantic and north Pacific states, where there were rains.

The generally warmer over the interior districts east of the Rocky Mountains, with quite high temperatures for the season in the southern upper lake region, the great central valleys and the plains states west of the Rocky Mountains. Temperatures are fairly normal, with the exception of showers about Friday in the upper lake region.

Fair weather will prevail Thursday and Friday in the Washington forecast district, with temperatures above the seasonal average in the interior, and also on Friday along the Atlantic coast.

Forecasts for Special Localities.—District of Columbia—Fair and slightly warmer today; Friday, fair and warmer; Saturday, fair and warmer; Sunday, fair and warmer. Eastern New York—Fair today; warmer in north-west; Friday, fair and warmer. Southern New York—Fair today and Friday; warmer Friday in the interior. New Jersey and Eastern Pennsylvania—Fair today; Friday, fair and warmer.

Local Official Record.—The following official record from the Weather Bureau shows temperatures during the last twenty-four hours, in comparison with the corresponding date of last year:

Table with columns for 1918, 1917, 1916, 1915, 1914, 1913, 1912, 1911, 1910, 1909, 1908, 1907, 1906, 1905, 1904, 1903, 1902, 1901, 1900. Rows for Max, Min, and Average.

Highest temperature yesterday, 75 degrees (at 3:30 p. m.); lowest, 58 (at 7:15 a. m.); average, 66 (average same date last year, 54; average same date for last thirty-two years, 55).

Humidity.—55 p. m., 38; 10 p. m., 40. Barometer Readings.—5 a. m., 30.38; 1 p. m., 30.41; 8 p. m., 30.36.

Local Forecast.—Fair to-day and to-morrow; warmer to-morrow; moderate southeast and south winds.

The Ad-Visor logo with a goat illustration.

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 sign that was displayed in the window of the Bryant Men's Shop at 63 West Forty-second Street, New York City. It is interesting to the public because it cost the proprietor of the shop, Abraham Mintz, \$100 in good money. It is interesting to Mr. Mintz himself because through it he got an important lesson in clean advertising—a lesson for which he paid dearly and which should, therefore, remain vividly in his mind for a long time to come. All that was "pure silk" about the shirts advertised by this sign were the bosoms and the outer facings of the coats. The remainder—that is, their "bodies to match"—was a match in design only. In fabric these bodies were cheap, coarsely woven cotton.

Mr. Mintz paid the \$100 in good money referred to on May 13, in the Court of Special Sessions, where Judge Daniel F. Murphy, presiding on the bench with Judges Moses Herman and James J. McEnery, Mr. Mintz, with his partner, Mr. Louis Gutterman, and his clerk, Mr. Frank Segal, were convicted of fraudulent advertising in violation of Section 421 of the Penal Code. Sentence was suspended upon the clerk, Mr. Segal, and the partner, Mr. Gutterman, and it therefore devolved upon Mr. Abraham Mintz alone either to serve thirty days in the workhouse or to pay a fine of \$100. Mr. Mintz preferred spending good money to going to jail.

While the case was pending The Tribune representative shook hands in the court room with Mr. Mintz, Mr. Gutterman and their attorney, Mr. Mintz was determined to win the case; he had never had a conviction against him and he wasn't going to have. He would spend "good money," investigator, "you'll get a lot of good out of this just the same. You're going to be a better and a more successful business man after this. Mr. Mintz. But Mr. Mintz couldn't see it; he repeated that he intended to "spend good money" to win the case. Nevertheless he lost it; and thereby spent not only the good money necessary to the defense of the case, but in addition was compelled to spend \$100 for a fine.

THE TRIBUNE BUYS TWO SHIRTS

On two occasions Tribune investigators entered the Bryant Men's Shop at 63 West Forty-second Street and asked to see the silk shirts advertised by the sign in the window. The clerk each time showed the shoppers several shirts artfully folded, just as they were in the window, in such a way that only the silk bosom and the silk outer facing of the coats were visible. Each time the salesman was asked if this was a pure silk shirt. He said that it was, and purchases were made accordingly. It was estimated later that about one-quarter of a yard of silk was used in the bosom and cuff facing of these shirts. Ordinarily shirts require three and a half yards of material in the making; and from this the percentage of truth in the Bryant Men's Shop sign may be easily computed.

When the case reached the Court of Special Sessions the defense protested that "bodies to match" meant that the bodies were also silk and that the sign in question referred to some soiled, imperfect and faded shirts in stock of which they wished to dispose. The court responded that if this sign referred to damaged, soiled or imperfect silk shirts, why did it not read? And if, on the other hand, the sign referred to shirts with cotton bodies and silk fronts, why did the sign not read "cotton bodies to match"?

To those who can see below the surface of things the scene in the court Mintz and his private attorney, whom he was paying "good money" to protect the reputation of the Bryant Men's Shop. On the other side was the prosecution, consisting of Mr. A. Ungar, representative—with no "good money" spent in defense of the public interests. A mighty victory was won for clean advertising; and it was truth—the counsel that no money can hire and no opponent can vanquish—who spoke so eloquently, though silently, in behalf of the prosecution and who moved the judges to their wise decision.

The District Attorney is to be congratulated. The precedent established will shine forth, for many years to come, as a beacon light to the public which thinks it has a right to believe the advertising that it reads.

THE OLD ADVERTISING LAW AND THE NEW

The defence fell back—as it always falls back—upon the old form of the advertising law—the "caveat emptor"—and said that since The Tribune investigators had not been personally cheated, since the purchases had been made with a full knowledge of the character of the goods, might the case not be dismissed? Then the defence learned—as it must always learn until the clean advertising law is more frequently quoted in our courts—that the law now says to the advertiser "Thou shalt not lie," as well as "Thou shalt not cheat." Mr. Mintz's good money availed him little after all. He is poorer by \$100, but richer by a better knowledge of the law.

THE "PAST" OF MESSRS. MINTZ AND GUTTERMAN

Going back for a moment into ancient history, we can find traces of Mr. Mintz and Mr. Gutterman in an old story. On January 22, 1915, the methods of Philip Liberman were set forth in detail in an article in The Tribune. Mr. Philip Liberman conducted various shops under various names, such as "The Berry Syndicate," "Phillips," "Newell," "M. Forsythe" and "Maison Phillippe." The distinguishing features of his shops were:

Jumbled shop windows full of what appeared to be standard goods at cut prices. Placards announcing that the place was "selling out" or "must move at once." Goods "valued" at prices double or triple the quoted selling price. The eternal announcement of "bargains" which, if real, would have but out of business every competitor in sight.

Mr. Liberman was remarkable chiefly for the window bait he used. A passerby might see a nationally advertised garment in the window with a ticket bearing a price far below the regular price thereof. He would go in with the intention of buying that garment, but he seldom, if ever, succeeded. He was always told that the window dresser wouldn't allow the window to be disturbed, and if he bought anything at all, it was some unnamed substitute which the clerk offered as "just as good" or better.

Mr. Liberman had in his employ a Mr. Abraham Mintz and a Mr. Louis Gutterman; and these same gentlemen are now the proprietors of the shops known as "Brooks and Company" at 25 West Forty-second Street and of the Bryant Men's Shop at 63 West Forty-second Street. When you remember that poor Mr. Mintz sat at the feet of Philip Liberman to learn merchandising and advertising you will not blame him so harshly. When you remember in what school Mr. Mintz learned his A B C's of advertising you will not wonder that his training finally landed him in court and cost him what he so feelingly describes as "good money." It cost Mr. Mintz exactly \$100 to unlearn what he had been taught.

THE SIGN AS IT NOW READS

At the time the sign in the Bryant Men's Shop was first called to our attention—that is, about July, 1917—several similar signs sprang up in the windows of competitive haberdashers in the neighborhood offering "silk shirts with bodies to match." These imitators are not as severely to be blamed. They thought perhaps that they were merely protecting themselves against unfair competition by their imitation. When the sign used in the Bryant Men's Shop window was declared fraudulent advertising, we so informed the proprietors of the three other shops using similar signs, and two of them repented promptly that the signs had been changed and that they would never again be used. How far the little candle of an exemplary conviction sheds its beneficent ray! And even the Bryant Men's Shop itself lost no time in changing the sign which they had tried to prove was honest. It thereafter read—and still reads:

SPECIAL NOVELTY SILK FRONT SHIRTS \$1.39 3 for \$4.00

It is amazing to see the lengths to which an illegitimate advertiser will go to deceive the public. If he were to spend the same amount of ingenuity and brains and time upon honest advertising he would more than double his trade. Facts and figures on file in the Tribune Bureau of Investigation can prove this.

When Mr. Mintz first marched confidently into court, leaning upon assurance upon the thought of his "good money," he had no doubt of victory. He felt that he would soon be able to write underneath his misleading sign: "In hoc signo vinces." But now the tables are turned; and those who believe in clean advertising and honest merchandising can appeal to the precedent established by the case of the People vs. Abraham M. Louis Gutterman and Frank Segal and say: "In this sign we conquer."

(The next Ad-Visor will appear Thursday, May 23.)

W.L. DOUGLAS advertisement featuring an illustration of a man in a suit and a woman in a dress, with text describing the quality and price of their shoes.

At the age of 15, W.L. Douglas could make a Brogan shoe complete. He was ambitious, however, to learn the trade of bootmaking and two years later went to South Braintree, Mass., to work with that famous old time bootmaker, Mr. Ansel Thayer, under whom he thoroughly mastered the trade of making Men's Fine Calf Boots. The first year he was paid \$1.50 a week and his board. The second year he received \$3.00 weekly.

93 Nassau Street, 755 Broadway, cor. 8th St., 847 Broadway, near 14th St., 1352 Broadway, cor. 36th St., 1495 Broadway (Times Sq.), 1534 Third Avenue, 1532 Third Avenue, 2202 Third Av., cor. 120th St.

ANCISTRODON CONTORTRIX advertisement with a decorative border and a central illustration of a creature.

Coiled in the Flag HEARS-S-S-T

Article IV Sowing Distrust of the Allies

Read it in the May 19th SUNDAY TRIBUNE

ANCISTRODON CONTORTRIX

appeared a number of articles in the paper attacking the French high command, and when these articles were cut out by the censor, the edition of the paper as it appeared in France was above reproach, but copies containing the objectionable article were sent out by "underground" methods and distributed among the soldiers at the front.

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AMERICAN MILITARY AND NAVAL FORCES

CRÉDIT LYONNAIS Head Office: LYONS Central Office: PARIS, 19, Boulevard des Italiens BANKING BUSINESS OF EVERY DESCRIPTION WITH ENGLISH SPEAKING STAFF EVERY FACILITY FOR FOREIGNERS

phone that HELP WANTED AD today for next SUNDAY'S TRIBUNE to Beekman 3000