

The Clock That Had No Hands

By Herbert Kaufman.

Newspaper advertising is to business what hands are to a clock. It is a direct and certain means of letting the public know what you are doing. In these days of intense and vigilant commercial contest a dealer who does not advertise is like a clock that has no hands. He has no way of telling folks what he's at. He can no more expect a twentieth century success with nineteenth century methods than he can wear the same sized shoes as a man which fitted him in his boyhood.

His father and mother were content with neighborhood shops and bobtail cars. They were the best to be had in their day. They were accustomed to seek the merchant instead of being sought by him. They dealt "around the corner" in one-story shops which depended upon the immediate friends of the dealer for support. As long as the city was made up of such neighborhood units, each with a full outfit of butchers, bakers, clothiers, jewelers, furniture dealers and shoemakers, it was possible for the proprietors of these little establishments to exist and make a profit.

But as population increased, transit facilities spread, sections became specialized, block after block was entirely devoted to stores, and mile after mile became solely occupied by homes.

The purchaser and the storekeeper grew farther and farther apart. It was necessary for the merchant to find a substitute for his direct personality, which no longer served to draw customers to his door. He had to stretch a bond between the commercial center and the home center. Rapid transit eliminated distance, but advertising was necessary to inform the people where he was located and what he had to sell. It was a natural outgrowth of changed conditions--the beginning of a new era in trade, which no longer relied upon personal acquaintance for success.

The newspaper publisher, hitherto a gossip, a retailer of information, became a first aid to commercial advancement. The shopkeeper, hitherto a petty tradesman, began to grow into the dignity of a merchant.

Something more wonderful than the fabled philosopher's stone came into being, and the beginnings of fortunes which would pass the hundred million mark and place tradesmen's daughters upon oriental thrones grew from this new force. Within fifty years it has become as vital to industry as steam to commerce.

Advertising is not a luxury nor a debatable policy. It has proven its case. Its record is traced in the skyline of the city where a hundred towering buildings stand as a lesson of reproach to the men who had the opportunity but not the foresight, and furnish a constant inspiration to the young merchant at the threshold of his career.

(Copyright, 1908, by Tribune Company, Chicago.)

COKE is Much in Use.
It is an economical and a satisfactory fuel. Always gives excellent results when used in the range for cooking. We'll supply you.
25 Bushels Large Coke, delivered... \$2.50
40 Bushels Large Coke, delivered... \$4.70
60 Bushels Large Coke, delivered... \$6.90
25 Bushels Crashed Coke, delivered... \$3.00
40 Bushels Crashed Coke, delivered... \$5.20
60 Bushels Crashed Coke, delivered... \$7.40
Washington Gas Light Co.,
413 TENTH STREET N.W.
2011-2012

Offices For Rent.
Two fine, well-lighted, connecting offices on third floor at 1245 Pa. ave., one facing the avenue; rent, \$70; electric light and heat included. Apply to Manager, POSTAL TELEGRAPH CABLE COMPANY, 1245 Pa. ave. n.w.

FIRE-PROOF STORAGE.
WE STORE ANYTHING
Separate locked compartments. \$2 per month up.
Estimates furnished.
Merchants' Transfer & Storage Co.,
1230-1232 E. St.
2020-11-30

TRIMMINGS For Peter Thompson Suits.
S. N. Meyer,
1231 Penn. Ave. N.W.
2010-6828

JUMPS FROM STEAMER

C. ADRIAN GRANT COMMITTS SUICIDE NEAR NORFOLK.

Particulars have been received here of the suicide of C. Adrian Grant, a deaf mute, who had many friends in this city, where he had resided at times. It appears that he sprang overboard from the Old Bay Line steamer Florida yesterday while that vessel was between Old Point Comfort and Norfolk. Grant's legal residence was in Charlottesville, Va., but he divided his time between Charlottesville, Washington and Baltimore.

He was a member of one of the oldest families of Virginia and a graduate of the University of Virginia, and was a member of the Metropolitan Club of Washington, the Washington Jockey Club, of the Maryland Club of Baltimore



C. Adrian Grant. (Photo by Clinchett.)

and the Baltimore Athletic Club. He was well known in New York and the country at large. Although nearly fifty years of age he was regarded as an athlete. He left a note in his stateroom, it is said, stating that financial reverses caused him to take his life. His body has not been found.

The only known relatives surviving the deceased are two nieces, Mrs. Etta Lankford, wife of Dr. Burley Lankford of Norfolk, who was formerly Miss Grant of Charlottesville, and Miss Isabel Grant of Charlottesville.

The police of Norfolk, thinking Grant may have reached shore, jumped aboard and instituted search for him. A description has been sent out. Considerable surprise was expressed at the Metropolitan Club here, which has no motive for the act could be ascribed. He was of a genial nature, it was explained, and had many friends here.

SUBMARINE STAGE SETTING.

Work in New Orleans Inquiry Opens Tomorrow.

NEW ORLEANS, April 14.—The plans for the submarine boat investigation here, supplemental to the inquiry by the House of Representatives in Washington, so far as announced, contemplate an examination as to telegrams and other messages thought to have been sent from here or received by J. C. Lake of the Lake Torpedo Boat Company, who was recently in the city.

Partly with this end in view, the New Orleans managers of the Western Union and the Postal Telegraph companies have been sought as witnesses. It is not expected that they will be at liberty to testify about the business of their respective companies, and Representative Broussard, in charge of the investigation, has announced that possibly the witnesses called here, but refusing to testify, will be summoned to Washington. The reason for summoning Postmaster Woodward as a witness has not been given out. Several other witnesses will be summoned. Efforts will be made today to find them and to arrange for their testimony. Taking of testimony will begin tomorrow.

PRINCE VICTOR REAL VEXED.

Cannot Get an Injunction Against a London Paper.

SPECIAL CABLEGRAM TO THE STAR. LONDON, April 14.—Judge Sir Thomas Rolfe Warrington of the chancery division of the high court of justice today refused the application of Prince Victor of Thurn and Taxis for an injunction restraining Josephine Moffitt and the Daily Express from repeating the statements made in an interview the Express had with the woman and published the other day.

SIXTEEN WORKMEN INJURED.

Loaded Coal Car Dashes Down a Steep Grade at Butler.

SPECIAL DISPATCH TO THE STAR. BUTLER, Pa., April 14.—Sixteen workmen were severely, three perhaps fatally, injured in a wreck at Evans City, near here, this morning on the Pittsburg, Harmony, Butler and Newcastle Street railway. Twenty-one men were riding on a loaded coal car drawn by a dinky engine, the coupling of which broke on a steep grade. Such great speed did the runaway coal car gain that the brakes gave way.

At a sharp curve near Evans City ten men were hurled from the car. A short distance farther on, at another sharp curve, the car leaped from the track and crashed into a flour mill. The remaining eleven workmen were hurled in all directions, some being buried under coal. Two of the men were thrown fifty feet onto the porch of Frederick Miller's residence.

All of the injured were loaded on a flatcar and removed to the Butler hospital.

Excited Over Assassination.

VIENNA, April 14.—The whole of Galicia is in a state of feverish excitement over the assassination at Lemberg April 12 of Count Andreas Potocki, the governor of that province, by a Ruthenian student named Meroslaw Skizynski, while the count was giving an audience to a delegation of students. The young Ruthenians in the Austrian parliament declare that such crimes are of national necessity in order to put a stop to Polish oppression. The Ruthenian students of Vienna openly rejoice over the assassination at Lemberg, and last night thousands of them participated in anti-Ruthenian demonstrations. They gathered in mobs and broke the windows of the Ruthenian clubs of the city.

Two storehouses and a mill owned respectively by White & Jeffries and W. W. Carey, at last night, thousands of them destroyed by fire. The buildings were partly insured and the origin of the fire is unknown.

CURES ECZEMA QUICKLY

New Drug, Poslam, Now Obtainable in Small Quantities.

Since its discovery one year ago, the new drug, poslam, has successfully cured thousands of cases of eczema and other distressing skin affections. Heretofore Poslam has been dispensed solely for the benefit of eczema patients in large jars sufficient for a month's treatment. Thousands use it for minor skin troubles, such as pimples, blackheads, herpes, acne, scaly scalp, complexion blemishes, itching feet, piles, etc., which require but a small quantity to cure. To overcome this, and in response to urgent requests, the dispensers of poslam have been obliged to adopt, in addition to the regular 28-ounce jar, a special 50-cent size, which in future may be found on sale at O'Grady's, O'Donnell's, and other leading drug stores in Washington, or may be ordered direct from the Emergency Laboratories, No. 22 West 25th street, New York city. In all eczema cases poslam stops itching with first application, and proceeds to heal immediately, chronic cases being cured in two weeks. In less serious skin troubles, results are seen after an overnight application.

Samples for experimental purposes may still be had, free of charge, by writing to the laboratories for them.

GENERAL NEWS GATHERED ON THE RIVER FRONT

A little garden truck is being received by the dealers in this city from the big farms in southern Virginia in the vicinity of Norfolk, and each morning the Norfolk line steamers bring into port a few packages of lettuce, radishes or strawberries for the tables of Washington householders. The vegetables and fruit command high prices. It is stated that the recent cold snap and frost had but little effect on the growing truck in the vicinity of Norfolk, and that the supply of peas, beans, cabbage, lettuce, asparagus and other spring vegetables will be very heavy, and that within the next three weeks the steamers will be coming into port each morning with hundreds of packages of green stuff aboard. Strawberries from the Norfolk gardens will be on the market in quantities in a very short time, and like the supply of vegetables, it is stated, they will be unusually plentiful. Not only does the Washington market obtain much of its vegetable supplies from Norfolk, but the cities of Philadelphia and Baltimore are also supplied.

The dredge Black Nat, belonging to Drexel & Son, of Philadelphia, arrived several days in dredging about the outlet of the big trunk sewer between this city and Alexandria, completed the work yesterday and is being sent down to work on the big sewer pipes on the bottom of the river thirty feet below the surface. The dredge yesterday afternoon was taken to Alexandria, and today she was sent to Washington Park, old Naylor Hall, where she will be employed in dredging the cut through the flats into the river at Alexandria. The job will also deepen the water about the pier so that the steamers River Queen and Jane Mosely, carrying colored excursionists, can get in and out from the pier at the stages of the tide. The quantity of material to be moved at Washington Park from the Norfolk, but the dredge will be employed there a week or longer.

The Russian bark Asia, which unloaded a cargo of bones from the River Platte at Alexandria about two weeks ago, at the lumber wharf of the Baltimore and Ohio railroad at Locust Point, Baltimore, to load a cargo of express lumber for one of the steamer companies of the Republic of South America. It is stated that it will be several weeks before the vessel will complete her cargo and be ready to sail, as the records of the lumber and the mills are very slow. The Asia will, it is said, return to Alexandria in the fall with another cargo of bones from South America. The Asia has not been to her home port in Russia for more than five years.

Arrived: Schooner Bertie, cordwood from the Coan river for the shell-aloop Dawson, oysters in the dealer; sloop Potomac, flatbed No. Name, clams from her port; schooner Lyons Bramble, pine lumber from the Rappahannock river for the dealers; tug Camilla, with a tow of sand and gravel laden lighters from the schooner Elmer, for the lumber dealer; schooner Lydia Vernon, oysters in the shell from the Potomac; tug Meade, with a tow from a river port.

Called: Schooner Mayflower, light, for the Cape river to load cordwood back to this port; tug Bosale, with a tow for river port; sloop Rattling Joe, light, for the lower Potomac to load back to this city; schooner Sun, light, for a Virginia point to load back to this city; schooner Belmont, for Aquia creek to load cordwood for the dealers at this port.

Memoranda: Schooner Maria O. Teel, to load ice for Alexandria at the Kennebec 10th instant; tug Dauntless is on the way to this city from Baltimore, with coal-laden barges in tow; barge Wisconsin in Nomin creek loading poplar wood for Philadelphia; barge A. H. Souder has sailed for Norfolk for the Rappahannock lumber aboard for the dealers; schooner William H. McGuire is at a river port loading for this city.

Schooner Oil Company tug No. 12, towing tank barges 52 and 77, laden with oil in bulk from Baltimore, arrived at Georgetown yesterday. No. 12 spent a large portion of last week on the railway undergoing an overhauling.

The power schooner Seabird, belonging to Capt. Carter and others of this city, is lying in port here, having her sails overhauled and other repair work done. The Seabird was out in the heavy blow from the east last night and was badly torn by the strength of the gales. She will leave today for the nets down river to bring back a cargo of fresh fish.

Mrs. Elizabeth Singlass, widow of baker Singlass, a farmer, was burned to death at her home at Wheatland, Va. Mrs. Singlass was burning brush, when her clothing caught fire, when three years old and leaves two sons and three daughters.

Hotel St. Regis, New York

America's Finest Hotel

Comfort Without Extravagance

"It is difficult to imagine a more delightful place in which to live than the St. Regis, New York." This was the expression of one who has been a frequent guest at this famous Fifth Avenue hotel during the three years of its existence. It is the universal sentiment of all the thousands who have happily enjoyed its hospitality.

For particular people there is no place like the St. Regis. There is an indefinable something about its service and its refined interiors which imparts comfort and restfulness and makes one feel at home. Its beautiful interiors might be duplicated in other creations for public entertainment, but the peculiar charm of attractive yet unobtrusive administration so characteristic of Hotel St. Regis is one which guests do not soon forget and which is found nowhere else in so high a degree.

When you next visit New York make the St. Regis your home. By so doing you will add greatly to the pleasure of your stay. You will also realize that the stily reports once current about exorbitant charges and multimillionaire exuberances have no foundation. The cost of living at the St. Regis is no greater than at other first-class hotels, and considering its exceptional accommodations and service it is even less. This is shown by the fact that a beautifully furnished room of large size may be had for \$4 a day, or the same, with private bath, for \$5 a day for two people at \$2 per day. Parlor, bedroom and bath for \$12 upward. The restaurant charges are no higher than elsewhere.

ansburgh & Bro.,

420 to 426 7th St. 417 to 425 8th St.

Such Values as These at Our Silk Dept. Should Attract Attention.

300 pieces plain colored rough all-silk effects in the new weaves; we are showing the popular and desirable "Sailin," "Tusoral," Mandarin and Rajah in all the wanted shades—navy, tobacco, brown, copanagen, natural, raspberry, leaf, gray and black. Prices from 75c to \$1.35.

35-inch All-pure Silk Colored Taffeta, \$1.00 \$1.25 Value.

78 Dozen All-linen Huck Towels - - - - - 21c Worth 29c, 33c and 35c.

UNDERMUSLINS REDUCED. Women's Gowns, made of good quality longcloth, muslin, cambric and nainsook; in high, V and round neck; fancy trimmed yokes of fine embroidery, lace, beading and ribbons; all sizes. Special. 98c

EASTER REQUISITES. Laces, Veilings and Ribbons. Point de Paris, with insertion to match; neat patterns, ranging from two to five inches in width. Regular 15c and 25c values. Now, 7c.

From Our Upholstery Department. \$2.25 Summer Portieres, \$1.79.

LACK OF CURRENCY. Efforts Made to Relieve Banks of the Inland Cities. The response of the Secretary of the Treasury to the Senate resolution calling for the correspondents relative to the refusal of the national banks to supply currency to the interior banks last fall was sent to the Senate today.

Case Again Deferred. Controversy Over Bill of Exceptions in Harper Case. The rumor that the differences between counsel for the bill of exceptions in the case of Thomas Harper, recently convicted of violating the pure food and drug law and whose motion for a new trial was denied several days ago by Judge Kimball, had been definitely settled, and that the defendant would be sentenced today, was denied by counsel. The controversy over the bill of exceptions has not been definitely settled, and in all probability will not be before tomorrow. In case these differences are adjusted Mr. Harper will appear in court for sentence tomorrow afternoon.

Philipsborn THE OUTER GARMENT SHOP. 808 TO 814 ELEVENTH STREET. Outergarments for Easter Wear. A series of special sales now in progress will prove of great interest to well dressed women economically inclined. Financial conditions in the wholesale markets have made it possible for us to pick up some great bargains that we are now distributing at savings of one-third and one-fourth from regular prices.

Capt. Badger to Be Reappointed. Capt. C. J. Badger, superintendent of the Naval Academy, will serve another year in that capacity after the close of the present academic term. Capt. Badger had made application for sea service, but defers to the wishes of Secretary McCall, who desires that he continue as superintendent at the academy for another year.