EVENING EDITION

The Grand Forks Daily Herald.

NORTH DAKOTA'S GREATEST NEWSPAPER

EVENING EDITION

VOL. 10, NO. 150. GRAND FORKS, N. D., THURSDAY EVENING, JUNE 24, 1915. EIGHT PAGES—PRICE FIVE CENTS.

NATIONS 3,000 MILES APART CAN'T FIGHT IN THESE DAYS, SAYS CLAPP; STAND BY WILSON, SENATOR'S PLEA

IS FOR CUMMINS AS REPUBLICAN PARTY LEADER

Thinks "Powers That Be" Have Picked Weeks, of Massachusetts, to Run

CAN'T BUILD NON-BEATABLE NAVY

Minnesotan, in Interview Here, Declares it No Time for Hysteria—Submarine Bound to Revolutionize Naval Warfare.

WHAT CLAPP SAYS.

The United States cannot build a navy to cope with any exigency that may come out of the European war.

The submarine is destined to greater development and undoubtedly will revolutionize naval warfare.

It is foolish to talk of nations 3,000 miles apart fighting each other, because it cannot be done. All the transports in the world cannot carry a modern army across the ocean.

The people of the United States should support the president in all foreign matters until he gives evidence of having erred.

The president who attempts to dictate the details of legislation is making a mistake.

Bryan's resignation was a big mistake; but he made a bigger mistake over two years ago when he accepted the portfolio of secretary of state.

The powers that be in the republican party have decided upon Senator John Weeks of Massachusetts as their candidate for president.

President Wilson undoubtedly will be the nominee of the democratic party.

The above, briefly stated, are expressions of opinion made by Senator Moses E. Clapp of Minnesota, in Grand Forks this morning. Senator Clapp was here enroute to Milton, N. D., where this afternoon he was the principal speaker at the annual Northmen's picnic.

After a ten-minute conversation with a Herald representative, during which he spoke of international, national and political subjects, he said: "I've covered everything except the phase of the moon, and that is not of interest at present."

Support Wilson.

The question of President Wilson's attitude toward Germany and the allied powers was the first to come, and Senator Clapp quickly replied:

"I think we ought to support the president until it is evident that he has made some mistake. All foreign matters come primarily to the president, and we ought to cordially and earnestly support any president until he errs. We owe President Wilson our support in his foreign negotiations until he does wrong, and at present, there is no evidence of a mistake."

Lansing and Bryan.

"Now, as to Bryan's resignation—"

"I think Bryan's resignation was a big mistake. In the first place, he ought not to have accepted the office; for Bryan is an evangelist and not an executive."

"I presume you know of Lansing's appointment," said The Herald man.

"Yes, I saw that this morning. Lansing is a very able man and has had a great deal of experience."

Beyond that, Senator Clapp made no comment as to Secretary Lansing's ability as a holder of the portfolio of state.

No Time for Hysteria.

Senator Clapp has very strong ideas anent the possibilities of war between the United States and other countries and anent the defenses, particularly naval, of this country.

"I'm not in favor of becoming hysterical over the question of our army and navy. In the first place, we couldn't build a navy to meet any exigency growing out of the European trouble.

"When this war is over, there will be no need of it. The submarine is destined to very marked improvement and development and is liable to change the whole system of naval warfare."

"Did you read Mr. Taft's recent article on American defenses?" Senator Clapp was asked.

"It Can't be Done."

"I did not. These discussions are fruitless. Armies now days are too large; no army of less than a million men amounts to much, and you cannot transport that kind of an army across the ocean. All the transports in the world cannot carry them across. It is foolish to talk about nations 3,000 miles away fighting each other. It can't be done."

"Is it too early, Senator, to venture an opinion about the next presidential campaign?"

"Yes, much too early, for no one knows anything about it."

"Surely, there was talk in Washington about presidential possibilities?"

Is for Cummins.

"Yes, of course. Personally, I should like to see Albert Cummins nominated, but I think the powers that be have decided upon Senator John W. Weeks of Massachusetts.

"Never, in my remembrance, can I recall a year before a presidential election when there was so little talk and so little interest in the election as this year. This is due, probably, to the over-shadowing interest in the European situation."

"Mr. Wilson will be the nominee of the democratic party, will he?"

"There is no question about it."

The talk then drifted to President Wilson's work with congress.

Work is Reactionary.

"I am not in accord with the work

(Continued on Page 8.)

BOOSTER CAMPAIGN IS BEING STAGED BY NEW ROCKFORD CLUB

State Hist. Society

New Rockford, N. D., June 24.—New Rockford is conducting a remarkably enthusiastic campaign for the revival of interest in the promotion of New Rockford and Eddy county's business interests.

The campaign is being staged under the direction of the New Rockford Commercial club, and it has been very successful. Not only are the city folks being aroused, but the movement is being extended to the rural districts as well—the whole purpose being to create a lively interest in making New Rockford and Eddy county better places in which to live—anticipating the improvement of local conditions a step in bringing new imigration.

WILSON REACHES ROSLYN TODAY

Will Hold Conference With Col. House in Regards to European Visit.

New York, June 24.—President Wilson reached New York at 6 o'clock this morning on his way from Washing to Roslyn, Long Island, to spend the day with his friend, Col. E. M. House, and discuss the impression Col. House received from his recent visit to Europe. Col. House expected to tell the president of his interview with the leading government officials of Germany, Great Britain and France regarding possibility of peace questions which has arisen between these governments and the United States.

Conference on Situation.

The visit also affords the president an opportunity to confer with Col. House on the general war situation and the possibility of co-ordinating an American war relief in Europe. By tunnel the president's car passed under Manhattan to Long Island city, where it was held two hours for breakfast. The president arrived at Roslyn at 9 o'clock and was met by Col. House and driven to the House country place.

The president will leave tonight for the summer capital at Cornish, New Hampshire.

The president and Colonel House were left alone and sat for a time in the shade of the broad veranda, screened from the roadway by towering trees and shrubbery, apparently in an earnest conversation.

Presently they arose, and went for a stroll, unattended, over the estate, the walk ending at the vine covered pergola where they entered and sat down.

During the stroll, the president and his host were engrossed in their discussion. The president asked many questions, and listened in silence for periods to Colonel House's replies.

What Colonel House had to tell the president was what he gained from his trip that started January 30, when he sailed from New York, and ended with his return here, June 14, from Liverpool.

Visits Edward Grey.

During his stay abroad, House visited Sir Edward Grey, British minister of foreign affairs, at London, and after a month's stay in London, he departed for Paris, where, it is reported, he delivered a letter from President Wilson to President Poincare of France.

From Paris House went to Berlin, where he called on German Imperial Chancellor von Bethmann-Hollweg. He then returned to Paris and later went to London.

DRAYTON CLUB WILL BE ACTIVE

Drayton, N. D., June 24.—The Drayton Commercial club gives promise of being one of the most active in the state during the coming year, plans with that object in view being made at the annual meeting, and which was attended by practically the full membership.

J. R. Vestre is the new president of the club; W. J. Lean and Joseph Morrison are vice presidents; J. R. Stong is treasurer, and N. R. Tacklind, secretary. The executive committee is made up of W. S. Dryden, D. R. Buchanan, O. C. Olson, D. K. Smith and J. R. Moore.

HENRY SEIGEL IS IN PENITENTIARY

Geneseo, N. Y., June 24.—Henry Siegel, the former department store merchant of New York City, is now in the Monroe County Penitentiary at Rochester, where he has begun to serve his sentence of ten months imprisonment following his conviction of a misdemeanor, the charge growing out of the failure of his enterprises. At the jail doors Siegel broke down and wept.

Siegel appeared in court before Justice W. W. Clark and through his counsel waived any further stay of the execution of his sentence. The proceedings were very brief.

CRACKER MAKERS IN CONVENTION

Chicago, June 24.—Two hundred delegates to a convention of biscuit and cracker manufacturers met here yesterday to "discuss wartime prices for sugar, flour and cream of tartar," which confront the producers. Brooks Morgan, of Atlanta, Ga., president of the Biscuit and Cracker manufacturers association said no raise in prices to the consumer was to be inferred from the meeting, which is the fiftheenth annual gathering. He said as important a matter to be considered was the effect of the new federal trade commission on the complicated discount system which obtained in the cracker and biscuit business. The convention will end its sessions today.

German Writer Attacks Wilson in Newspaper Article After Ban on Publication is Raised by Berlin

Berlin, June 24.—The Tages-Zeitung, the publication of which was suspended Monday by German authorities, reappeared today. The suspension order against this paper was issued, according to general understanding, because of an article on the American note to Germany, unfriendly to the United States.

This, the first issue since suspension, contains another article by Count von Reventlow, whose previous statements on the German-American relations are supposed to have incurred the displeasure of German authorities.

In today's article, the count makes a covert attack on President Wilson in connection with reports that a peace conference is to be held in Switzerland, supposedly at the instigation of Mr. Wilson.

After mentioning these reports, the count says:

"Meanwhile, President Wilson has closed the Panama canal to the shipping trade, in order that the transportation of ammunition and other war materials from the eastern harbors of the United States of Vladivostock, for increasing Russian fighting strength shall not suffer an interruption. And over the Atlantic at the same time are voyaging from the United States, floating arsenals and ammunitions depots, in order that the cries for help of Great Britain and France shall be silenced as soon as possible."

WHAT HAPPENED TO DR. DERNBERG

Ship on Which He Sailed, Detained by British—Others Also Held Up.

New York, June 24.—In absence of dispatches from London concerning the disposition of the Norwegian American liner Bergensfjord, detained by British authorities at Kirkwall, there is much speculation here as to what happened to Dr. Bernhard Dernburg, former colonial secretary of the German empire, who sailed from this city aboard the steamer June 12 under a guarantee of safe conduct, given by representatives in America of the allied powers.

All that is definitely known here is that the Berensfjord's voyage to Bergen, Norway has been interruted, and that she has been taken into Kirkwall and detaind there.

This intelligence reached New York after two days' delay by British censors, the dispatch being filed last Monday and delayed in transmission until yesterday.

The dispatch also stated that the Swedish steamer Varing, from Savannah for Swedish ports was likewise detained by the British authorities.

The steamer Frederick VIII, which reached New York today from The Scandinavian port, was detained a day at Stornoway.

The Dutch liner Nordam, which arrived yesterday was held up three days by Kirkwall authorities.

TWO KILLED IN AUTO ACCIDENT

Machine Hits Peddlers Wagon at Bad Turn in Road—Others are Injured.

Chicago, June 24.—O. W. Franklin, 35 years old, of Burlington, Ia., and Mrs. Eva Laudaul, 25 years old, of Chicago, were killed, and J. Wicher of High Point, Ia., and Miss Mattie Briggs of Chicago were seriously injured when an automobile in which they were returning from Cedar Lake, Ind., struck a peddler's wagon.

The accident occurred at a bad turn at Harbor avenue and Ninety-second street, which has been the scene of many accidents. Fred Flack, the driver of the machine, was arrested.

ELCENTRO FEELS ANOTHER SHOCK

Elcentro, Calif., June 24.—Another slight earthquake shock was felt here at 8:30 a. m. It shook bricks from the Masonic temple and various other buildings were ruined or damaged by the series of shocks Tuesday night.

BAD WEATHER FOR BIG WHEAT CROP

Washington, June 24.—The prospective record-breaking wheat crop had somewhat unfavorable weather during the week just ended, the national weather and crop bulletin announced yesterday.

Continued rainy weather in the central and northern portions of the principal winter wheat belt caused too rank growth and lodging in some districts, and heavy local damage occurred from hail, wind and floods in portions of Kansas, Missouri and Nebraska. Wet weather delayed harvest in some sections, but no serious damage is reported from that cause. In the southern portions cutting has been generally completed under favorable conditions with prospects of excellent yield.

Spring wheat was somewhat retarded by cool weather, but this probably proved beneficial in developing satisfactory rooting. Rainfall in the spring wheat belt was sufficient for present needs and the outlook remains promising in all districts.

In the corn growing states weather was generally unfavorable. Cotton had another very favorable week.

ROAD TO BE SOLD UNDER THE HAMMER

St. Louis, Mo., June 24.—The sale of the Wabash railroad under foreclosure originally set for yesterday was postponed formally by Special Master Chester H. Krump to July 21. No bidders gathered at the Wabash freight station to witness the spectacle of a railroad being sold under the hammer.

It is commonly understood that there will be no competition at the actual sale as the reorganization committee of the roads creditors is expected to be the sole bidder. The sale was deferred to allow this committee to complete its plans.

THE WEATHER.

North Dakota: Partly cloudy tonight and Friday; warmer in east and south portions tonight.

FINANCES OF EQUITY SOCIETY

Letters by Loftus to North Dakota Grain Buyer are in Evidence.

Fargo, N. D., June 24.—What was regarded by the prosecution last evening as a damaging piece of evidence but flouted by the counsel for the defense, was the introduction into the court yesterday afternoon in the hearing on the question of the insolvency of the Equity exchange, a letter from George S. Loftus to H. M. Hendrickson, grainbuyer of the Farmers' Co-operative elevator at Simcoe, N. D., which told of a certified check for $14,827 having been issued by the Equity on the American National bank, St. Paul, to A. E. Severeid, cashier of the Merchants' State bank at Velva, N. D., to "arm him" (Seevereid) if he was called upon to testify at Fargo that full settlement had been made.

Got "Cold Feet."

Hendrickson had a credit of $14,827 with the Equity and when the suit against the exchange was instituted by the state, he is said to have gotten "cold feet" and demanded payment by draft. The drafts amounting to $14,827, as drawn on the Equity by Severeid for Hendrickson, were dishonored according to the testimony of Hendrickson here at the last hearing. Loftus ordered G. A. Thiel, secretary and treasurer to give a check for that amount to be held by the American National bank until after the decision of the case. Upon Loftus' return to St. Paul from attending the hearing in this city, he learned that the certified check had been drawn contrary to his instructions.

Certified Check Matter of Protection.

According to Judge Mann, leading counsel for the defense, the certified check was used only as a matter of protection and this point will be proved by the defense at the hearing which will be resumed at 9 o'clock this morning.

Loftus' Letter to Hendrickson.

The letter written by George S. Loftus to H. M. Hendrickson of Simcoe, and introduced at the hearing yesterday afternoon, follows:

"St. Paul, Minn., Mar. 21, '15.

"Mr. H. M. Hendrickson,

"Simcoe, North Dakota.

"Dear Sir:

"I found upon my return home today that Severied secured a certified check from our bank for the amount of $14,800 and had the same transferred from our account to the Velva bank account with the American National bank. Now, I am advised by Mr. Ichler, our banker, that Severeid did this in order to be able to testify if called upon at Fargo that full settlement had been made.

"Now that the state has rested its case, there is absolutely no chance for Mr. Severeid to be called upon. I would therefore ask that you see him Monday, requesting that he have the bank transfer the item to our account. This action on your part will be appreciated.

"Enclosed you find some clippings from St. Paul newspapers of this date and I suggest that you pass them on to Mr. Walley with my compliments the next time you see him.

"With regards, I am

"Yours very truly,

—"Loftus."

Arming Severeid for Trial.

The second communication from G. A. Field, secretary and treasurer of the Equity Co-operative exchange to H. M. Henrickson, tells the Simcoe elevator man that he expected the trial would continue longer and that Severeid would be better armed with a certified check. This communication as introduced into court yesterday afternoon is as follows:

"St. Paul, Minn., May 21, 1915.

"Mr. H. M. Henrickson,

"Simcoe, N. D.

"Dear friend Henrickson:

"As per Loftus' agreement I went

(Continued on Page 8.)

MOTION OVER RULED BY JUDGE

Change is Wanted in Judges to Try Cases of Colorado Miners.

Walsenburg, Col., June 24.—A motion for a change of judge to serve during the numerous cases pending in Huerfano county, arising out of the recent Colorado coal miners' strike, was overruled yesterday by Judge Granby Hillyer.

Horace N. Hawkins, attorney for the United Mine Workers of America, who made the motion, was granted time to file a bill of exceptions to the ruling before the supreme court.

Hawkins in his motion for change of judge charged that Judge Hillyer was prejudiced against the United Mine Workers and his clients.

Judge Hillyer presided at the trial of John R. Lawson, labor leader recently convicted of murder in the first degree as a result of strike disorders, and that of Louis Zancanelli, also convicted.

RUSSIANS FALLING BACK ON WIDE FRONT FOLLOWING LEMBERG'S FALL; ITALIAN INVASION IS AT STANDSTILL

GEORGE YOUNG ISN'T INTERESTED IN RACE FOR U. S. SENATOR

Valley City, N. D., June 24.—One of the much talked of prospective candidates for the United States senator today eliminated himself from the race, Congressman Young, of this city, declaring he had no interest whatever in the senatorial question.

"I will not be in the race for senator, and I will not, under any circumstances, be in the field as a candidate for governor."

Congressman Young has a soft thing in being elected from the Second congressional district, if the results in that district the last two elections can be considered as governing in future campaigns and he is quite satisfied to leave well enough alone.

RELIEF TRAIN PASSES SAFELY

Sent to Yaqui Valley to Rescue Americans of Construction Party.

Aboard U. S. S. Colorado, enroute to Guayamas, Sonora, Tobari Bay, June 24 (via radio to San Diego, Cal.)—A relief train carrying Villa troops sent to rescue a construction party of two Americans and sixteen Mexicans in the Yaqui valley, got through safely. Indians meanwhile raided a Mexican ranch near Corcerit, on the south side of the Yaqui river. They killed two Mexicans and carried off two Mexican women.

The local press at Guaymas speaks well of the conference held Monday aboard the Colorado between Admiral Thomas B. Howard, commanding the Pacific fleet, and General Leyve, commandant at Guaymas. They express the hope that no landing of American troops will be made, saying Mexican troops are capable of affording the same protection.

Photographs which show mutilated bodies of several Americans reported killed by Yaqui Indians were received from the Yaqui valley, where the Indians have been making raids for several weeks.

MOORHEAD GETS NEXT SANGERFEST

Hatton - Northwood.. and Grand Forks Singers are Highly Praised.

(Herald Special Service.)

Crookston, Minn., June 24.—The annual Sangerfest of the Red River Valley Scandinavian singers association will close this evening with a public concert, after the most successful gathering they have ever had.

The reception held in the Elks hall last evening did not close until after midnight, and was a most enjoyable affair.

There were short talks following the refreshments and all the visitors thoroughly enjoyed the occasion.

Special mention was made during the session of the splendid arrangement that had been made by Secretary Cathart of the Crookston Commercial club and the splendid entertainment that had been afforded, and a complete detail of all arrangements for the entertainment of the singers. The award of the judges as to the best appearing chorus in the great parade held yesterday afternoon, which will not be announced here until the session held this evening, was as follows:

Silver cup, to the Brage chorus of Thief River Falls; special mention is made of the Kegerulf chorus of Hatton and Northwood, the Bjarne chorus of Grand Forks, and the Norrona chorus of Moorhead. The committee also commended every chorus for the excellence of their appearance.

Moorhead was selected as the meeting place next June.

CARRANZA ARMY TO MEXICO CITY

El Paso, June 24.—The Carranza army under General Pablo Gonzales has reached the suburbs of Mexico City, according to a telegram received by the Carranza agency here.

FORTUNE CASE IS AGAIN FOR TRIAL

Bismarck, N. D., June 24.—The well known case of State vs. George Fortune, W. S. Casselman and Charles Mason, charged with grand larceny, will be taken up before Judge Hanley of Mandan this week on a change of venue from Burleigh county. One of the trio was brought before Judge Nuessle for trial last winter but the jury failed to reach an agreement and the change of venue was then taken to Morton county.

The men are charged with taking goods and money from one George Harriet, a peddler, after arresting him for peddling without a license and throwing him in a cell in the city jail.

IN CAUCASUS, TURKS LAY CLAIM TO FRESH VICTORY; RUSSIANS WERE FIGHTING TO THE LAST IN GALICIA

The fall of Lemberg is being followed, according to Berlin advices, by a general Russian retreat over a wide front. In the Lemberg district, the victorious Austro-German armies are said to be driving the Russians eastward, while to the west the armies of Emperor Nicholas are falling back from the country northwest of Przemysl, near the Russian border, as far north as the districts of Kieloe, in Russian Poland, about 100 miles south of Warsaw.

A Berlin dispatch says the Russians near Lemberg kept up their resistance to the last, their line being cut in to the north and finally in the center.

Hostilities are continuing with varying degrees of intensity along the whole Italian front.

An official communication from Rome states the Austrian attacks at several points were repulsed. The report mentions no further advances by the Italians except one small gain, and apparently the invasion of Austria has been checked by reinforcements brought in from the Galician front.

Turkish forces in the Caucasus, which recently have undertaken a new offensive movement, are said to have won a fresh victory. An announcement from Constantinople says the Turks captured positions along the front nearly two miles in the direction of Olti and the Russians are fleeing eastward.

Thomas to Represent Munitions Department

London, June 24.—David Lloyd-George, the minister of munitions, announced yesterday in the house of commons that he had sent David A. Thomas, the managing director of Great Colliery companies in South Wales to represent the munitions department in the United States and Canada, but that he had no idea of superseding the existing agencies. Mr. Thomas would co-operate with the banking house of J. P. Morgan & Co., with a view to expeediting the supplies.

Allies Gain Section of Front at Dardaneiles

Paris, June 24.—An official note made public in Paris gives the details of the land operations on the north side of the Dardanelles between June 1, and June 8, it recites that as result of attack by the French and British, a gain of from 15 to 400 yards along the front of more than a mile was made. British troops took over 500 prisoners.

Germans Prepare to Recapture Warsaw

London, June 24.—A dispatch from Amsterdam says the Germans, following their victory in Galicia, have already made preparations for another attempt to capture Warsaw. Troops are being transferred rapidly.

U. S. MAILS WILL BE SENT DIRECT

When Sent by Way of Belligerent Countries They Have Been Opened.

Washington, June 24.—Because reports that the United States mails destined for Norway, Sweden, Denmark and The Netherlands, in transit through belligerent countries have been opened and censored, Burleson directed all mails for those countries to be sent on vessels sailing direct, not touching at any port of the belligerents.

SEEK CONFERENCE WITH PRESIDENT

Nogales, Sonora, June 24.—Governor Jose Maytornea, the Villa chieftain announced yesterday the Colonel Rodolfo Dr. La Vega, his chief of staff and Albert Morales, his legal adviser had gone to Washington to seek a conference with President Wilson. Maytornea added that General Felipe Angeles, who was reported to have broken with Villa, would go to Washington as Villa's personal representative to participate in the conference, if one is held. He said that De La Vega and Morales would explain conditions in Sonora to the president if their mission is successful.

EVIDENCE FOUND IN MURDER CASE

Joliet, Illa., June 24.—Resumption of the inquest into the murder of Mrs. Allen, wife of the warden of the Joliet penitentiary, disclosed that her purse had been discovered secreted in the linen closet, whereas her habit had been to keep it invariably under her pillow.

This is regarded as important evidence affecting the suspicion against the negro, "Chicken Joe" Campbell, as the probable murderer.

Details of Fight At Stelvio Pass

Geneva, June 24, (via Paris)—Newspapers of the Canton of Grisons, eastern Switzerland, give details obtained from Swiss soldiers and guides respecting the fighting at Stelvio pass and the neighboring heights overlooking the Vallentine valley. This region is known as the rear door to Italy, through which it would be possible to threaten Milan.

The Austrians have fortified Stelvio Pass strongly with mountain artillery and block houses. The Italians hold other passes near by and duels are in progress daily above the clouds which cut off the valleys from view. In consequence both the Austrians and Italians have to depend upon field telephones to obtain the range for their guns.

Hotel is Target.

Italian Howitzers lower down have the exact range of the top of the pass and fire through the clouds. Their principal target is a hotel on the summit, in which the Austrian staff is lodged. Dreispachen Spitze, with an altitude of 9,327 feet, which is an Austrian artillery station, is being bombarded from Scurlazo. In one hour the Italians dropped 85 shells there, working havoc to the summer hotels.

Stelvio Pass is covered with two feet of snow. At night it presents an unusual spectacle, being illuminated by the searchlights of both sides and by flashes of artillery fire piercing the clouds.

Germany Declares No Peace Offers were Made

Berlin, June 24.—The Overseas News Agency today issued the following:

"The official Norddeutsche Allgemeine Zeitung declares that notwithstanding reports to the contrary, during the whole war no hostile government has approached Germany, directly, with peace offers.

"The Imperial government knows nothing of the attempts of any hostile government to make peace."

British Fishing Ships Sunk by one Submarine

London, June 24.—Seven fishing vessels, known as drifters, were sunk by a single German submarine off the coast of Scotland. Most of the crews were saved.

Making Money Go a Long Way

National advertisers are some times persuaded that they can make their "money go farther" if they do not use newspapers.

Frequently they make it go so far THAT IT NEVER COMES BACK.

Newspaper advertising on the other hand brings immediate, definite returns—returns that can be weighed and measured.

The returns directly sell the goods, they enthuse the dealer, they pay the advertiser.

National advertisers need newspapers.

Inquiries directed to the Bureau of Advertising, American Newspaper Publishers Association, World Building, New York, will bring "Reasons Why."