

ADVERTISING

Cocoa and Chocolate are delicious and nourishing beverages.

"Sweeten it with Domino"

Sold in 5, 10, 25 and 50 lb. cettos bags and in 2 and 5 lb. cartons

Granulated, Tablet, Powdered, Confectioners, Brown

7,200 Orphans Have Their Day at Circus

One of Them, Jennie Cohen, Lies to Vie with Aerialists

Seventy-two hundred broad grins spreading over solemn little faces—14,400 grimy hands pounding out their delight at the capers of the clowns—seven wailing orphans torn from their hiding places behind the scenes to join their comrades in the dull and virtuous pathway back to the asylum—this was orphans' day at Barnum & Bailey's circus yesterday at Madison Square Garden.

The whole circus turned out to make a holiday for the orphans. The clown with red feet and the clown that wears a pillow in his stomach vied with the elephants and the trained bears in the orphans' affections.

Lady Little, the dainty middle-aged and smiling to the little pig-tailed boys in blue gingham who occupied the boxes, and when the grand opening parade was over she sent out a big bundle of signed photographs of herself—the only time in history in which a circus artist has been known to give away anything she could sell for 10 cents.

Eight-year-old Jennie Cohen provided the only real thrill. It was just as the aerialists, after flying midair exploits, were coming down, a believed to be the only time in history in which a circus artist has been known to give away anything she could sell for 10 cents.

Shrieks from her little arms brought two stage hands to the rescue, and the child aerialist's debut ended.

The Mission of the Immaculate Virgin sent the largest number of children—six hundred in all—with a band of their own, the Hebrew Orphan Asylum sent four hundred, and the Roman Catholic Orphan Asylum three hundred and fifty. There were seventy-two in all.

Blast in New Subway Drops Street 25 Feet

Derrick Tumbles Into Hole; Shoring Shattered; Traffic To Be Tied Up

A blast in the new subway at Fifty-eighth Street and Seventh Avenue last evening shattered the shoring at this side of the tunnel and brought a two-ton derrick and twenty-five square feet of the street into the excavation twenty-five feet.

No one was injured, for before the blast was set off all workmen had been ordered out of the tube and traffic in the street above had been stopped.

For a time, however, it was believed that men were buried in the ruins, and calls were turned in for ambulances and police reserves.

Engineers of the Litchfield Construction Company, which has the contract for the section of the subway from Fifty-sixth Street to Fifty-ninth and west to Eighth Avenue, said last night that they believed that the shoring had been undermined before the explosion occurred.

Traffic between Fifty-eighth Street and the park will be suspended for several days. Seventh Avenue cars will run along Fifty-seventh Street. The street has sagged for fifty feet on each side of the hole, but it is said that there is little danger of further collapse.

Sharp Pledges Due Aid to Weak States

Tells Delegation Small Nations Will Be Considered in Making Peace

Paris, April 24.—William Graves Ship, American Ambassador, received today a delegation of Slavs, including President Trumbitch of the Dalmatian Diet, M. Hinkovitch, a member of the Croatian Parliament, and M. Gregorin, a member of the Austrian Parliament. They expressed thanks for the attitude of the United States toward small nations.

In replying to the delegation, Ambassador Sharp said the policy of the United States was for justice to small nations and against the despotism. They might have confidence, he assured them, that President Wilson, who was fully informed as to the complicated questions that would arise after the war, would throw his influence against any injustice to a nation, no matter how small, knowing that such wrongs to small states must result in an overthrow of the peace settlement.

When You Shift Your Gears You will do it more easily and quietly if the gear cases contain

DIXON'S

GRAPHITE

Automobile LUBRICANTS

Dixon's are the cheapest in the long run. They cost more, but you only need to fill the case once a year—very little trouble.

Ask your dealer for the Dixon Lubricating Chart

JOSEPH DIXON CRUCIBLE CO.

Jewett City, N. J. Established 1827

Clean Advertising Campaign Winning Many Publishers

Association Committee Reports Recruits to Movement

Closer Watch Urged

Elimination of Questionable Business Is Found Profitable

Newspapers publishers are gradually joining the clean advertising movement, according to the fourth annual report made yesterday to the American Newspaper Publishers' Association by its committee in charge of the Bureau of Advertising. The report said:

"The question of 'undesirable advertising' is still broadly discussed, and during the year a number of publishers joined the 'clean up' movement.

"Your committee recognizes a divergence of opinion as to what constitutes undesirable advertising, but it is none the less constrained again to draw the serious attention of publishers to the necessity for closer censorship of their columns. Newspapers that have eliminated certain forms of copy to which objection has been raised report their ability to make up for the temporary loss of business by attracting other advertising that is undeniably good.

Argument for Competitors

"It is a significant fact that competitors of the newspapers repeatedly draw the attention of advertisers to the so-called 'objectionable' advertising in our columns.

"One illustration will suffice: An advertiser of a food product receives periodical communications from bill posting interests, enclosing a copy of his newspaper advertisement printed alongside another advertisement classed by some newspapers as undesirable, with the comment, 'If you used bill posting you would escape company like this.'

"Summing up its recommendations, your committee can do no better than to call your attention to the following, which the bureau keeps standing and at the foot of all its bulletins:

"Every time a newspaper prints a 'free reader' or a piece of free publicity, cuts its advertising rate, or grants a secret concession to an agent or advertiser, misrepresents its circulation, maligns a competitor, or publishes an advertisement containing a false statement, it does a direct injury to the entire newspaper business."

Found Tribune Plan Good

The Lexington (Ky.) "Daily Leader," after a test of eighteen months, has found to be an overwhelming success its adoption of the New York Tribune's policy of clean advertising. After having thrown out all questionable advertising the paper has increased its profits, extended its circulation and obtained a wider and better class of readers.

Harry Giovannoli, the editor and manager, who is here attending the annual meeting of The Associated Press, said yesterday that he believed the clean-newspaper policy was bound to spread throughout the country.

"A year and a half ago we decided to emulate the New York Tribune," he said. "We agreed to make a thorough job of it. We threw out advertising relating to beer, whiskey, fake medicines, get-rich-quick schemes and all other 'shady' propositions.

"Aside from its being good morals, we concluded it would be good business. It was unheard of to throw out the section of advertisement in Kentucky. Some newspapers thought we were committing hara-kiri. But we stuck to our plan.

Space Gained in Value

"The result justified our hope. The reading public approved of it. The absence of whiskey advertisements was refreshing. The other advertisements became more convincing. There grew up a spirit of confidence between readers and merchants. The merchants themselves became more conscientious in describing what they had to sell. Our circulation increased. We appealed to a better class of readers. Our advertising space became more valuable.

"Next year we will increase the rate. Foreign advertisers are casting a rate unknown before. In the last eighteen months we have refused more than \$4,000 worth of advertising. In spite of this we showed a net gain in profits.

"One tried, the clean-advertising policy will never be abandoned. It is good business. The wide-awake papers will come to it sooner or later, and the sooner the better."

Engravers Defy Injunction

Quit Powers Plant Despite Order Against Striking

A score of employees walked out of the plant of the Powers Photo Engraving Company, in the Tribune Building, last night in the face of a temporary injunction issued earlier in the day by Supreme Court Justice Erlanger restraining them from striking.

The powers company, in applying for the injunction through its attorneys, Powers & Kaplan, asserted that the strike was the result of an agreement between Photo Engravers' Union No. 1, of New York, and the Photo Engravers' Board of Trade designed to force the Powers company into membership in the Board of Trade.

Such membership, A. J. Powers, head of the company, said involved entering into a price-fixing arrangement which would double the price of photo engraving, and constituted, in his opinion, a violation of the state and Federal anti-trust laws. Affidavits were filed quoting union officials as threatening to "pull the men out of your shop" unless the company joined the Board of Trade.

The injunction is returnable on Monday.

Tammany Offer Use Of Wigwag to U. S.

Halls in Assembly Districts Also Are Available

The sachems of Tammany Hall yesterday offered the Fourteenth Street wigwag to the government for war service. The sachems made no specific suggestions as to what use the government might make of the old building, but it was pointed out that the council room was large enough for drilling purposes.

At the same time the organization's headquarters in the various Assembly districts throughout the city were placed at the disposal of the government.

Must Wait 18 Months for U. S. Rifle Gauges

Enfield to Take Place of More Powerful Springfield

At least eighteen months will be required, according to "The Iron Trade Review," before the government can procure enough gauges in accordance with United States specifications to meet requirements for the proposed army of 1,200,000 men for the first year and 2,000,000 the second. The government will be compelled temporarily to submit plans for the production of its regular Springfield rifle and to substitute the much less powerful English Enfield rifle. Gauges for the production of the latter exist in ample number to take care of the needs of this government, or can be produced quickly.

It is understood to be the plan of the general munitions board to modify the specifications of the Enfield rifle by rechambering it so that it can take regular Springfield ammunition. The Springfield rifle has a range of 2,800 yards, against 1,600 for the Enfield gun.

"No Separate Peace," Lvoff's Word to U. S.

Count Tolstoy, Addressing Legislature, Reads Russian Premier's Message

Albany, April 24.—Count Ilya Tolstoy told the Legislature to-day that the new Republic of Russia never would consent to a separate peace with Germany.

The count came to Albany to discuss conscription and other matters with Governor Whitman, and addressed the Legislature before dining at the Executive Mansion. He is about to return to Russia to offer his services to the new government.

In giving the assurances of Russia's loyalty to the cause of the Allies' Count Tolstoy read this cable message, received yesterday from Prince Lvoff:

"American public opinion may be assured of the impossibility of a separate peace with Germany. Beyond dispute all classes here are united in this opinion."

"I left Russia," said Count Tolstoy to the Legislature, "in slavery under the worst despotism on earth. Now I am to return to a free country. No victory on any front equals this revolution. Before everything else, we must finish this terrible war, and the aid your country can give the Allies in money, food, munitions and moral influence is incalculable. We need machinery particularly, and we do not want the machinery of Germany, as American machinery is cheaper and better."

"I am sure with the entry of America we are nearing the end of the war. We are, I believe, hearing the end of absolutism on earth as a result of the war. We need your aid in Russia during the war and we will need it as much after. My hope is that there will be a United States of the World."

Russian Pacifist Fails

Socialists Reject Lenin's Proposal to Overthrow Government

The Jewish "Forward" received yesterday the following special cable message from its Petrograd correspondent:

"Representatives of the various Socialist groups of Petrograd, Moscow and other cities met in conference this week. The conference was called for the purpose of reconciling the opposing factions. The speech of Lenin, the ultra-pacifist, however, only deepened the existing differences.

"Lenin demanded the overthrow of the Provisional Government and the setting up in its place of the Council of Workers' and Soldiers' Deputies. The country should be governed, he said, by a labor dictatorship in conjunction with a democratic army.

"The majority, however, opposed these demands, voicing its support of the present government. The Social Democratic press is very much wrought up by the extremist press 'Pravda,' edited by Lenin, for agitating against the new government.

"The differences of opinion among the Socialists are full of danger, as they tend to increase the forces of reaction. In spite of this, the new Russia is steadily progressing toward safety and organization."

Chinese Governors In War Debate To-day

Much Uncertainty as to Decision of Conference at Peking

(From The Tribune Bureau)

Washington, April 24.—The meeting of the provincial and military governors of China to consider the question of China entering the war will be held in Peking to-morrow. Officials well informed on Chinese news said to-day there was no certainty as to what the action of the governors would be.

It is asserted here that Chinese officialdom is about equally divided. Before the success of the Russian revolution was announced there was a feeling of uncertainty reported from Peking that China would enter the war.

Next in importance to the main question, it is that decided affirmatively, is the problem of determining whether China ought to join the Entente Alliance or take action similar to, and with, the United States. It is believed the more influential Chinese federal officials favor the latter course, but the inclinations of the provincial and military governors are not known. Their voice is likely to be decisive, although the split in the ranks of the pro-Entente advocates may swing China to the side of America. The pro-Entente party is divided into two classes, one pro-Japanese and the other opposed to permitting Tokio to dictate China's war policy. There is also a peace element, which is not considerable and which has gained courage and adherents through the overthrow of the Russian dynasty, which, to many Chinese minds, seemed to mean a weakening of the Entente.

Police and Firemen Barred from Enlisting

Mayor Mitchell Received Word Yesterday from the Army and Navy Departments that instructions had been sent to the recruiting officers in this city not to accept police and firemen for enlistment without the consent of the heads of those departments.

Receiver's Sale

Re: FRANCES CLYNE, INC., Bankrupt.

The undersigned, receiver in bankruptcy pursuant to order of the United States District Court for the Southern District of New York, will offer all of the stock in trade of the above-named bankrupt estate, consisting of gowns, millinery, hats, etc., at greatly reduced prices, many of the articles to be sold being reduced to below cost.

This sale will begin on MONDAY, APRIL 23rd, 1917, and continue until the merchandise is disposed of, in the discretion of the receiver.

This is a great opportunity for the public to buy valuable merchandise at unusually low prices.

The undersigned reserves the right to withdraw any and all property from sale in his discretion.

WILLIAMS, FOLSON & STROUSE,
Council to Receiver,
51-27 10th St., N. Y. City.

Spirit of Lincoln Led Nation Into War, Choate Declares

Appeals to All Americans to Stand with the President

Asserts Germany Must Learn Lesson

Pledges Loyalty

Members of The Associated Press at the Waldorf-Astoria pledged their support to efforts to bring the conscription to a successful termination, as directed by the Congressional war resolution. The following resolution was adopted by The Associated Press:

"That as loyal citizens of the United States we hereby pledge our loyal support of the effort of the executives of the government to carry out effectively the mandate of the nation as expressed around the resolution adopted by the Congress on April 6, 1917."

Tribute to Baldour

The speaker paid a handsome tribute to Mr. Baldour, the leading British Cabinet minister, whom he knew both as leader of the House of Commons and as Prime Minister. "The most competent, the most wise, the most sagacious, the most friendly of all Englishmen," he called him.

Not only free governments of the Allied nations and the neutral nations, but of Germany itself.

Stirred by Tricolor

The same performance was repeated for the British flag, which was raised on a smaller flagstaff across the room, while the chorus sang "God Save the King." And finally, opposite the Union Jack, the French tricolor was flung aloft to the strains of the "Marseillaise." It was the sight of the French flag that stirred every heart to its depths and provoked cheering that eclipsed the two previous demonstrations, great as these had been.

President Sends Greeting

Mr. Noyes proposed a toast to the President, which was drunk standing and followed with great applause. He introduced then Mr. Choate, who, when he had just been called to the telephone to receive this message from Washington:

Films Fail Her in Flight

Sadie Finds She Can't Escape Room as Heroines Do

In the films of the hope of sheets and towels whereby the heroine of "The Predicaments of Penelope" escape from the home of the international spy never breaks at the crucial moment. Sadie Halpern, of 238 Snedeker Avenue, Brownsville, learned last night that life is filled with mishaps that the photoplay never pictures.

Defence Council Hints at Move to Speed Up Labor

Says in Statement Efficiency Is Only Object To Be Attained

Washington, April 24.—In a statement to-day amplifying its recent appeal to employers and workers not to change labor standards at this time, the Council of National Defence declares it recognizes that adjustments may become necessary, and suggests that the council itself may find it advisable to propose modifications.

"It is not the purpose of the council, however," it is stated, "to undertake to determine the wage rate that will be sufficient to maintain the existing standards of living. That should be referred to the mediation agencies of the government, or to such other constituted agencies as may exist, to the end that such questions may be adjusted in an orderly and equitable manner, to avoid the stoppage of industries which are so vital to the interests of the nation at this critical time."

False 'War Risks' Charged

Indicted Broker Said to Have Raised Premium

Enterprising insurance brokers in New York have been rousing a golden harvest in the last few weeks by adding false "war risk" charges to the premiums they collect. Assistant District Attorney Mancuso declared yesterday. The first open move by the District Attorney's office to break up the practice came yesterday afternoon when the indictment of Frank Levy, an insurance broker, of 95 William Street, was obtained. He is charged with sperry Gyroscope Company in the complaint. Levy, it is alleged, asserted a premium of \$110.20 to \$125.00, asserting the "war risk" had compelled his company to make its rate higher. Mr. Mancuso estimates that hundreds of other concerns and individuals have been defrauded in the same way.

Very Exceptional Property

We have a centrally located property which was sold some years ago for \$265,000. \$125,000 is the price today and part exchange would be considered. Rents \$19,850. Pays owner 11%. Mortgage \$75,000—5 years—5% just placed with Savings Bank. The plot of 11,051 square feet right at a downtown subway station is worth the price asked for the entire property. The 6-story and basement building containing about 70,000 square feet fully rented. Could not be built for \$125,000. One of the most conservative firms in the city appraised the property a year ago at \$151,500.

Wm. A. White & Sons

46 Cedar Street
Telephone 5784 John

Monroe Clothes

TRADE MARK

REGISTERED

The Union League Club
5th Ave. at 39th St.

Monroe Clothes at \$15 and the Rules of Modern Business

The Union League was organized by a group of citizens banded together in support of the Union. The Monroe Clothes organization was formed by men who believe in conducting business along modern lines.

The Constitution of Good Business is always the same; but the by-laws need frequent amendments.

Monroe Clothes have cancelled the expensive manufacturer-to-retailer clause. There's no middleman's profit in the price of Monroe Clothes; that's one reason why the price is \$15.

The high-rent item isn't in the modern Monroe Clothes code. Convenient, low-rent, upstairs shops means more savings that go into the quality of the garments themselves.

The costly "Charge Account" and "Special Sale" clauses aren't in the Monroe Clothes charter. You get the benefit.

The Monroe Clothes Shops have grown in number to fourteen, because more and more men are seeing the sound sense of saving money and being well dressed at the same time.

Come up to-day and look over the large Spring stocks of Monroe Clothes. Our guarantee of satisfaction or money back goes with every suit and top coat we sell.

Suits—Topcoats—Evening Clothes—\$15

Monroe Clothes

America's Largest Upstairs Clothiers

SATISFACTION GUARANTEED OR MONEY REFUNDED

MANHATTAN

42d Street, Cor. Bway
Nassau St., " Frankfort
Courtland St., " Bway
Fulton St., " Bway
23rd Street, " Bway
34th Street, " Bway
59th " & Colbus Circle
125th " " 7th Ave.

BRONX

Bergen Ave., 149th St.

BROOKLYN

Court & Montague Sts.
Fulton & Hoyt Sts.

NEWARK

151 Market Street
JERSEY CITY
Newark Ave., at Bay St.

PATERSON

220 Main St.

Monroe shops are upstairs

TRIBUNE SERVICE

OPEN EVENINGS UNTIL 9 P. M.—SATURDAYS UNTIL 10 P. M. NO ALTERATION CHARGES.