Every Letter in U.S. To Carry Appeal For Liberty Loan

All Postoffices, Mail Wagons and Carriers To Be Used for Advertising

Big Campaign Planned

Largest Electrical Sign Ever Built To Be Swung Over Broadway

Washington, May 7.—The full possibilities of the United States mails as a medium of governmental publicity are to be developed at once to bring home to every person in the country the need of subscribing to the Liberty Loan.

Every letter soon is to bear a special cancellation stamp of striking design to notify its recipient that the nation is calling for contributions. Every letter box is to be placarded, every postoffice is to display posters, every one of the 60,000 vehicles operated is to proclaim the Liberty Loan in big type, every letter carrier is to have a card to stick in his cap and is to be an active bureau of information.

Decided at Conference

This part of the nation-wide advertising campaign was decided upon to-day at a conference between Robert W. Woolley, publicity director for the issue, and James Blakeslee, Fourth Assistant Postmaster General. Other features probably will be added later. In the meantime other methods of bringing to every citizen of the country a realization of the nation's needs and his opportunity to help are under consideration.

Among these are the uses to which electrical advertising signs can be placed. The largest electrical sign ever built will be placed at Broadway and Forty-second Street, New York, reputed to be the busiest spot in America, to flash in red, white and blue every night an appeal for subscriptions to the loan. This sign will be built and maintained free of cost to the government by O. J. Gude, of New York. Other signs may be similarly operated in other large cities.

In addition, Secretary McAdoo has under consideration a speech-making tour in the interest of the big issue. Mr. McAdoo has received numerous invitations recently to speak in the Middle West, and while he has reached no decision regarding them, it is believed he will make a short tour if he can spare the time.

Responses to the offer of the big issue have been extremely gratifying thus far, Mr. McAdoo said to-night. To-day's tabulation of replies received from banks and bankers showed no diminution in the rate at which subscriptions are pouring in. Thirty-five of the chief cities of the country offered to-day to take $104,846,000 worth of the bonds in addition to previous offers, bringing their total up to $326,-976,000 for the three days in which subscriptions have been received.

In many instances, however, the offers were in the nature of estimates as to what could be taken rather than outright offerings to subscribe. In making the totals of the responses thus far received these estimates have been included with outright offers of subscriptions. Mr. McAdoo explained to-night, however, that there is a marked distinction between the two.

In distributing the bonds Mr. McAdoo will have the assistance of Lewis B. Franklin, of New York, president of the Investment Bankers' Association of America. Mr. McAdoo asked Mr. Franklin last week to suggest a man to aid in this work, and to-day received a reply in which Mr. Franklin offered his own services, which were accepted.

U. S. to Loan Britain $100,000,000 in May

Washington, May 7.—The government has decided to lend Great Britain $100,000,000 to meet her needs in this country during May. A second instalment of $25,000,000 was transferred to the British Embassy to-day, making, with the $25,000,000 loaned her on Saturday, a total of one-half of the May loan.

The decision agrees with estimates that this government would be called upon to finance the Allies up to at least $400,000,000 a month.

Sums already pledged for the next month or so are at the rate of $300,-000,000 a month, and cover only the needs of Great Britain, France and Italy. Additional loans to Russia, Belgium and possibly to Serbia will swell the total, it is believed, to at least $400,000,000 and bring the total advanced to the Allies prior to July 1, when the first proceeds of the Liberty loan will be available, up to approximately $1,000,000,000.

Leading Bankers Organize Board To Help in Pushing Liberty Loan

Heads of New York Institutions Form Committee at McAdoo's Request—Will Meet Every Day to Supervise Placing of Bonds

A committee of leading American bankers has been formed and its services have been placed at the disposal of the government to assist in the distribution of the $2,000,000,000 Liberty Loan. All day long subscriptions to the bonds continued to pour into the banks and brokerage houses and the Federal Reserve Bank of New York. Many New York subscriptions were sent direct to Washington.

The committee was organized in accordance with the request of Secretary of the Treasury McAdoo that each of the twelve Federal Reserve banks organize a central committee to place the loan. Benjamin Strong, jr., governor of the New York Reserve Bank, appointed the following bankers to represent this district:

Benjamin Strong, J. S. Alexander, George F. Baker, A. B. Forbes, G. W. McGarrah, J. P. Morgan, Seward Prosser, Charles H. Sabin, Jacob H. Schiff, F. A. Vanderlip, A. H. Wiggin and William Woodward.

The alternates are Pierre Jay, E. H. Ardrey, F. L. Hine, E. B. Sweezy, John McHugh, H. P. Davison, A. H. Marckwald, N. D. Jay, M. L. Schiff, C. D. Rich, E. R. Tinker and E. H. Perry.

Strong Heads Committee

The committee met yesterday at the Federal Reserve Bank and organized by electing Governor Strong chairman and James F. Curtis secretary. The banking members comprise mainly the presidents of the leading Wall Street banks and trust companies, while the alternates are the junior officers of those institutions.

A. N. Anderson, head of the bond department of J. P. Morgan & Co., was elected executive manager of the committee. Mr. Anderson will devote all his time to the services of the committee and will correlate the work of that body and that of various subcommittees.

Four sub-committees, each with a member of the general committee as chairman, have been decided on. The first of these, a committee on distribution, will be made up of F. Q. Brown, of Redmond & Co.; James Brown, of Brown Brothers & Co.; Clarence Dillon, of William A. Read & Co.; Pliny Fisk, of Harvey Fisk & Sons; N. D. Jay, of the Guaranty Trust Company; G. H. Kinnicutt, of Kissel, Kinnicutt & Co.; C. E. Mitchell, president of the National City Company; C. S. Sargent, jr., of Kidder, Peabody & Co.; A. J. Sheldon, of Lee, Higginson & Co.; Frederick H. Strauss, of J. & W. Seligman & Co., and F. M. Weld, of White, Weld & Co.

Allan B. Forbes, of Harris, Forbes & Co., will act as chairman of this committee, and alternates will be appointed for each member.

Will Direct All Activities

All activities in connection with the distribution of the loan in this district will be under the general direction of the committee on distribution.

"It is expected," said a statement issued by the New York Reserve Bank, "that there will be united under this committee every form of distributing talent in the district. There probably will be sub-committees on New York City and out-of-town places, a subcommittee to enlist the services of organized bodies of women, a sub-committee on small bonds, possibly a subcommittee of employers to interest to the fullest extent all employes, and to facilitate their subscription by arranging partial payments."

A sub-committee on budget was appointed, consisting of Chairman Strong, George F. Baker and Gates W. McGarrah. A committee on bond department, under the chairmanship of William Woodward, president of the Hanover National Bank, will have charge of all the technical work of handling the issue in this district.

A sub-committee on publicity, with Frank A. Vanderlip as chairman, will be formed. The general committee will meet daily.

Among the larger subscriptions to the war bonds announced yesterday were $10,000,000 by the Farmers Loan and Trust Company, $5,000,000 by the Mutual Life Insurance Company, $5,-000,000 by the New York Life Insurance Company, $1,000,000 by the Cuban-American Sugar Company, $2,000,-000 by the Ohio Oil Company, $2,500,-000 by the Stock Exchange firm of Hornblower & Weeks, $1,000,000 by the Emigrant Industrial Savings Bank, $600,000 by Carl H. Pforzheimer & Co., who also took $400,000 of the Treasury certificates of indebtedness; $500,000 by C. I. Hudson & Co.

Many large banks and banking houses have not yet sent in their subscriptions, preferring to hold back until they have a more complete list of applications from their customers. Among these are the National City Bank and the National City Company. It was estimated that these two institutions already had filed with them applications for fully $20,000,000 of the war bonds.

Subscriptions to the loan from Brooklyn banks to date are estimated at $14,200,000, with fifteen institutions yet to be heard from.

Ruth McEnery Stuart, Southern Writer, Dead

Famous as Author of Short Stories in Negro Dialect

Mrs. Ruth McEnery Stuart, of 220 Central Park South, the well known writer of Southern stories, died Sunday, following a long illness. Mrs. Stuart was born February 20, 1860, in Avoyelles Parish, La., and received her education in public and private schools of New Orleans.

At the age of nineteen she was married to Alfred O. Stuart, a cotton planter, who died in 1883. Her first printed story, "Uncle Mingo's Speculations," appeared in "The Princeton Review" five years later.

Mrs. Stuart moved to New York in 1891 and lived here until her last illness. She had the faculty of combining humor and pathos in her stories; and, although she spent the latter part of her life in the North, she still wrote of the negroes and the people of the South. Her last book, published in 1915, was "The Cocoon."

Among the best known of her books are "A Golden Wedding, and Other Tales," "Carlotta's Intended," "In Simpkinsville," "Sonny," "Holly and Pizen," "Napoleon," "George Washington Jones," "The Gentleman of the Plush Rocker," "Aunt Amity's Silver Wedding" and "The Haunted Photograph."

Year's War to Cost U. S. Ten Billion, Bankers Are Told

Head of Federal Reserve Board Says He Knows It Can Be Raised

Problem One of Credit

"Save a Cent a Meal," Slogan Urged at Convention of American Association

[From a Staff Correspondent of The Tribune]

Briarcliff Manor, N. Y., May 7.—Ten billion dollars will be the amount this nation will have to raise if the war continues for one more year. This was the prediction made here to-night by William P. G. Harding, governor of the Federal Reserve Board, at a banquet at Briarcliff Lodge which brought the first day's session of the convention of the American Bankers' Association to a close.

"This war will be fought by the American banker," said Mr. Harding. "The banks will make the Liberty Loan a most tremendous success. If the war should continue one more year the bankers of the country will have to raise $10,000,000,000. We don't know how they will do it, but we know that they can do it.

"The banks should not subscribe for large amounts of the loan themselves, but should get their clients to do it. The problem to-day is one of credit, not of cash."

Practically every dollar of the nation's financial resources is represented by the bankers who are gathered here. From the moment that the executive council of the bankers' organization opened its convention until the close of the banquet little else was discussed save ways and means of mobilizing the nation's resources for war.

Financing of War Considered

Ways of financing the war directly, of conserving the nation's food products, of stopping the leaks caused by individual and corporate waste, all were considered by the various committees and will be the subject of recommendations to the entire body to-morrow or Wednesday, the closing day of the convention.

One of the immediate steps will be the beginning of a nation-wide advertising campaign to eliminate household and table waste, if recommendations made to the Agricultural Commission are carried out.

"Save a cent a meal," is a slogan suggested by Joseph Hirsch, of Corpus Christi, Tex., and applauded by members of the agricultural body.

"Two years of good crops would fill out the ribs of a hungry Europe," he said. "While those crops are being raised, let us cut down just a little on each meal. If every one of the nation's 102,000,000 inhabitants will save a penny's worth of food from each meal we will bring about beneficial results the extent of which can hardly be calculated.

The state bank section of the convention adopted resolutions favoring placing such banks under the provisions of the Federal Reserve system in the event that amendments to the Federal Reserve law now pending before Congress are adopted. Unstinted support to the Liberty Loan was pledged in the adoption of resolutions by the trust company section of the association.

Urged to Awaken Public

Pomeroy Burton, manager of "The London Daily Mail," called upon the bankers to use all of their influence to awaken the American public to a realization of the seriousness of the present crisis, when, in an address at the banquet of the executive committee, he pictured the disasters that would follow the possible wiping out of the British fleet.

In a dramatic appeal to America "to save the heroic manhood of Europe from wholesale slaughter," Major Charles W. Gordon, "Ralph Connor" of literary fame, to-night told the association that a force of men should be rushed to the French front immediately.

William G. Edens, of the Central Trust Company of Illinois, urged that resolutions be drafted to-morrow recognizing the patriotic speeches to-night and calling upon the bankers throughout the country to do everything in their power toward translating their spirit into action.

2,080 Recruits Chosen For Plattsburg Camp; Notices Are Sent Out

Plattsburg's full quota of prospective Reserve Corps officers for the first conscription army was completed in New York City yesterday by Captain Philip Mathews, U. S. A. Immediately he began the work of selecting 400 highly qualified men for the camp at Madison Barracks, New York, which is still short that number of its 2,500 allotment.

Orders for all those men selected by Lieutenant Colonel P. A. Wolf to attend the Plattsburg camp were sent out from Plattsburg last night by postcard.

Athletes at Yale To Be Officers in U.S. Marine Corps

Will Be Sent to League Island Yard or New Camp for Training

Ten Yale students, including leaders in athletics and other university activities, have been designated by President Hadley to come up for examinations for commissions in the Marine Corps, Captain Frank E. Evans, in charge of recruiting for that branch of the service, announced yesterday.

Five of the Yale men were chosen from the college and five from the Sheffield Scientific School. Those who will be examined on May 21 for temporary commissions are Harry W. Le Gore, captain of the baseball team and famous football man; John W. Overton, captain of the track team; Louis A. Ferguson, captain of the swimming team; Edward J. Winters, manager of the baseball team; Stanley W. Burke, president of the Yale Dramatic Association; Samuel W. Meek, managing editor of "The Yale Daily News"; Holcomb York, chairman of "The Yale Record," and William O. Rogers, of the Interfraternity Council. Walter B. Day and Frederick C. Day, Sheffield, '16, will be examined for permanent commissions.

All of the men have had previous military training as members of the Yale Battery or the Students' Training Corps. After being admitted to the service they will be sent to the League Island Navy Yard or a new camp to be established near Washington for intensive training.

The Marine Corps sent away twenty men to training stations yesterday.

The navy yesterday recruited eighty men, bringing its total number of enlistments since April 1 up to within 150 of the 2,000 asked by the Navy Department from the metropolitan district by May 5.

Manhattan and Brooklyn yesterday gave 155 men to the army, making the day's record one of the largest in the last two weeks.

Business Troubles

Bankruptcy Petitions

MATILDA BLOCK, of 291 West 139th st., has filed a petition in bankruptcy, with liabilities of $195,925 and no assets. All the liabilities are either on bond and mortgage or as endorser on notes of the Rainbow Realty Co. The mortgages were on property at 413 and 417 East 50th st., 328-334 East 107th st., 245 East 148th st., 261 West 129th st. and 228 East 65d st.

GUS T. SMITH, bartender, formerly a saloon keeper of 269 East 94th st., has filed a petition in bankruptcy, with liabilities of $78,105 and no assets. Among the creditors are Harriet Coogan, $10,000 on a lease; Beadleston & Woers, $10,000, and the Colonial Rest., $3,500.

A. M. BOLLERMANN, INC.—A petition in bankruptcy has been filed against A. M. Bollermann, Inc., manufacturer of pianos at 265 East 132th st., by these creditors: Antonia A. Suing, $1,140; Harriet R. I. Bollermann, $1,500, and McNeir & Madsoff, $90. Judge Hand appointed Julius Henry Cohen receiver. Liabilities are $15,000 and assets $5,000 to $10,000.

FERGUSON NOVELTY CO., INC.—A petition in bankruptcy has been filed against the Ferguson Novelty Co., Inc., manufacturer of mechanical toys and novelties at 224 Fifth ave., by these creditors: K. L. Abbott, $40; M. A. Doody, $12, and H. Sanders, $500. Judge Hand appointed Elmond M. Rabenold receiver. Liabilities are stated to be $15,000 and assets $5,000.

MILTON E. STERN of 356 St. Nicholas Terrace, has filed a petition in bankruptcy, with liabilities of $2,800 and no assets.

SOLOMON KAMSLER, manufacturer of women's hats at 28 West 30th st., has made an assignment to Maxwell Werner. A petition in bankruptcy was also filed against him as Saul Kamsler by these creditors: Julius Bloomfield, $750; Max Feist, $172, and Weiss & Sachs, $125.

Receiver Appointed

HOTEL HERMITAGE COMPANY.—Judge Mayer has appointed Charles E. Nazro, Frederick A. Fisher and Isaac Heineman receivers for the Hotel Hermitage Company, bond $5,000, to serve without compensation, and to carry on the business for thirty days. They were appointed at a meeting of creditors, a committee to carry on the business. It was stated that there are mortgages on the property. First for $375,000, second for $170,000, third for $30,000, which also covers the furnishings of the hotel, which cost $25,000. The unsecured liabilities are $76,000.

Schedules

COLES PICTURE MACHINE CORPORATION, of 242 West 41st st., has filed schedules showing liabilities $37,492 and assets $18,030, consisting of stock, $8,192; machinery, $9,024; office furniture, $346; unpaid draft, $226, and cash, $2.

FOX MILLINERY SUPPLY COMPANY, of 677 Broadway, has filed schedules showing liabilities $29,449 and assets $19,193, consisting of stock, $4,000; fixtures, $745, and accounts, $14,448.

JOSEPH MEYER COMPANY, INC., importer of laces and blouses, at 333 Fifth ave., shows liabilities $2,771 and assets $13,003, consisting of money loaned to the company by Joseph Meyers, $6,000; unliquidated claim, $5,000, and cash, $5.