PERSONALS.

ARTHUR.—Communicate with me; favorably arranged with Mr. B.; frightfully worried. L.

LOST AND FOUND.

BROOCH—Lost, circle brooch, eight pearls, 16 diamonds; $100 reward and positively no questions asked. Mrs. RIDENOUR, Hotel Chelsea, 222 West 23d.

LOST—348 shares of Cities Service preferred.
1 ctf. 83 shares..... 109790
1 ctf. 50 shares..... 109804
1 ctf. 95 shares..... 109805
1 ctf. 100 shares..... H10833
1 ctf. 20 shares (common stock)..... 75939
All in name of W. E. Hutton & Co. Finder kindly notify W. E. HUTTON & CO., 90 Broadway, New York city.

LOST—Sunday night, between 93d and 94th sts., on Broadway, small coin purse, containing diamond ring and lavalliere with two diamonds in the pendant; valuable only because of sentiment attached to same; liberal reward. JOE P. MYERS, Monterey Hotel, 94th st. and Broadway.

LOST—April 19th, part of diamond and pearl pendant, platinum setting, at 146 East 49th st.; valued for sentimental remembrances; liberal reward and no questions asked. Return to M. J. CUFF, 125 East 24th st.

LOST—On way from Broadway and Grand st., Manhattan, to Sutter av. station, Canarsie line, Brooklyn, $1,500 (three bills of $500 each); funds for war sufferers; liberal reward. 631 Essex st., Brooklyn. Tel. Cypress 4958J.

LOST—Bar pin, three inches long, set with three large diamonds and 68 small diamonds, on Wednesday afternoon, April 21, in the Waist Shop at Franklin Simon & Co., 38th st. and 5th av.; liberal reward to finder. Apply CASHIER, Hotel Astor, Broadway and 44th st.

LOST—Diamond and platinum bar pin, lost between Carnegie, dressmaker, and 73d st., Amsterdam av.; $100 reward. Address Miss MORRIS, care Bamberger, Loeb Co., 25 Broad st.

LOST—Bar pin, 1½ inches long, set with fifteen small diamonds, in Women's Gown Shop, Franklin Simon & Co., 38th st. and 5th av., on Tuesday, April 20; liberal reward. MRS. F. GILROY, 1078 Madison av.

LOST—Fur scarf three animal Canadian sable, Saturday night in taxi leaving Moulin Rouge, 10:30. Liberal reward if returned to 810 Riverside Drive, apartment 43 or 45. Audubon 1919.

LOST—HORSE SHOE BROOCH, diamonds set in platinum; lost Wednesday, April 14, between 42 West 44th, 50th sts., via 5th av.; reward. Dr. HILLS, 1144 Riverside.

LOST—Black portfolio, from automobile downtown, containing sample cards and price book. Please return to NEWPORT CHEMICAL WORKS, Inc., 120 Broadway, receive reward. No questions asked.

LOST—Open face platinum dial Tiffany watch and pair of platinum cuff links, with a sapphire and diamond; lost on the 9th av. elevated Monday about 11 A. M. Reward for return to M. A. RAMIREZ, 2 West 88th st.

LOST—Sunday morning, between Broadway and Riverside Drive, on 86th st., a Fitch neckpiece; reward. Return 331 West 86th st., apartment 5.

LOST—On Broadway, 7th av. subway, tan purse, containing about $80. Suitable reward to finder if returned to room 1525, 112 Broadway.

LOST—At 103d st. and Riverside Drive, or 5th av. bus, dark gray leather bag, Long Island Railroad books, money, &c.; reward. Mrs. H. COOPE, 865 West End av.

LOST—Black crochet steel beaded bag at Hotel Astor, or in taxicab to University av.; reward. Mrs. SCHEU, 2287 University av. Fordham 6601.

LOST—At Madison Square Garden or Plaza Hotel on Friday night, April 16, a platinum bar pin set with diamonds and sapphires; reward. Phone Columbus 2887.

LOST—Gent's diamond ring, 17th, between New York, Long Island City and Mount Vernon; finder rewarded. HENRY F. KEIL, 401 East 163d st.

LOST—Diamond bar pin, platinum setting, Fifth av., 26th-34th st. Very liberal reward. Return cashier, Hotel Biltmore.

LOST—German police dog puppy, from 135th st. and Amsterdam av.; being trained for Police Department; liberal reward. FITZPATRICK, 525 West 134th. Morningside 313.

LOST—In taxicab, black leather case with handle, Columbia Trust Company check book inside. Return to JUNIOR LEAGUE, 9 East 45th st. Liberal reward.

LOST—Envelope, containing merchandise, between Globel's and Schraft's. BURGHEIMER, 210 West 100th st.

LOST—Link bracelet, six square red stones; reward; Sunday, between Monquin's and 240 Riverside Drive, apartment 903. River. 7096.

LOST—April 17, Jackson av., Long Island City, five stone princess diamond ring; $50 reward. FOSTER, phone 5480 John.

LOST—Silver fox neck piece, yellow flower on head, or left in taxi. Liberal reward if returned to apartment 33, 104 West 40th st.

REWARD for return of black ostrich feather fan, with onyx chain attached, left in Lenox Hill taxicab about 11:30 Tuesday night. Mrs. JAMES BARR, 11 East 68th.

$50.00 REWARD.
Lost, Tuesday noon, from Ford taxi to Cafe Lafayette, two skin brown sable neckpiece. Phone Columbus 1379.

$100 reward will be gratefully paid to the finder of a sapphire and diamond ring left in the ladies' dressing room of the Great Northern Hotel, Tuesday evening, at 6:30; no questions will be asked and every courtesy shown finder. Address ZINK, 200 5th av.

$125 REWARD
For return of sapphire and diamond platinum diamond cuff links; lost April 19, between West 88th and 60th sts. I. H. & B. H. WEINBERG, 665 5th av.

$150 REWARD
return small platinum and diamond faced wrist watch with gold back, lost April 16 between West 109th and 145th sts. BLACK, STARR & FROST, 5th av. and 48th st.

$200 REWARD
for return of platinum ring containing one large and 20 small diamonds, lost April 16 vicinity of Metropolitan Opera House. I. H. & B. H. WEINBERG, 665 5th av.

$500 reward, no questions asked, for return of suit case and contents left Dodge taxicab, taken at Biltmore stand Monday evening, 7:30, en route to Wolcott Hotel. Return to Wolcott Hotel, 4 West 31st st.

$2,500 REWARD
will be paid for return of jewelry taken from room 456 of Walcott Hotel, between 4 and 5 P. M. April 19. I represent the insurance company. Will pay all advances and interest and charges if pawned. Communicate with E. B. HOPWOOD, 55 John st., New York city. Telephone Beekman 8087.

BUSINESS SPECIALS.

CASH Paid Immediately for Pawn Tickets, Diamonds, Precious Stones and Jewelry. Confidential. FORGOTSTON'S, 503 5 Ave.

CASH for diamonds, pearls, silverware, old gold. Mrs. T. LYNCH'S SON, 227 W. 42d st.

SON IS BORN TO RICHARD RINGLING

Owner of "Greatest Show" Now of Three Generations.

The Ringling family, owners of "the greatest show on earth," are now in the third generation, so far as their circus connection and celebrity in connection with the circus are concerned. A son was born yesterday to Mr. and Mrs. Richard Ringling in the Women's Hospital.

Richard Ringling is the son of Alfred T. Ringling, who died last winter after a sudden illness, and is the nephew of John and Charles Ringling. With his uncles Richard Ringling owns Ringling Brothers and Barnum & Bailey's combined circuses, Richard's father having left him a one-third interest.

The rise of the family in the circus field in a comparatively brief period is one of the romances of American business enterprise, for it is only a few years ago that the seven Ringling brothers in Baraboo, Wis., conceived the ambition to control the circus business in America. They accomplished the ambition, but death took four of the brothers.

ADVERTISEMENT.

A Well Made Clear Worsted Suit, $56.

This fine well made clear worsted suit is an opportunity. The design, a full hair line stripe with a delicate bloom of olive. Tailored well for hardy use—presenting you everywhere well dressed. Good clothes are not high if you look about. C. N. VINCENT, 524-526 6th Ave., near 31st St.

PORTER'S TRIAL ENDS ABRUPTLY; TO JURY TO-DAY

Wife Clinches Alibi and Prosecution Rests Without Cross-Examination.

WALDO IS A WITNESS

Arguments to Begin This Morning—Case of Inspector Henry Next on List.

An alibi, perfect from the standpoint of the defence, was established yesterday for Col. Augustus Drum Porter by the testimony of his wife; of his friend, Bernard Lowenthal, and of David Coyne, superintendent of the apartment house where the Porters live. Each recital precisely agreed with the others and with that of Col. Porter himself.

When Mrs. Porter left the stand the defence, represented by Martin W. Littleton, rested. Rather unexpectedly, without offering any rebuttal, Assistant District Attorney Smith rested for the State.

Each lawyer expects to devote an hour to summing up this morning. Judge Malone will then deliver his charge, and the case should be in the hands of the jury this afternoon.

The trial of Inspector Dominick Henry, who also is charged with neglect of duty, will begin in the same courtroom of General Sessions as soon as the Porter trial is finished.

The appearance of Mrs. Porter gave the trial of her husband its most dramatic moments. Upon what she would say depended the clinching of the alibi. Coyne, the superintendent, had sworn that he saw Col. Porter in the apartment house, and in and about the Porter apartment up to about 10 o'clock on the night of November 12 last. This was not conclusive, for the story of the policemen who accuse the former Third Deputy Commissioner was that they surprised him and a woman in a West Ninety-sixth street flat at about 11 o'clock.

When Coyne was excused the question still remained: Were there other witnesses who had knowledge that Col. Porter did not leave his home after 10 o'clock?

Mrs. Porter Is Positive.

This question was answered for the defence first by Bernard Lowenthal and then by Mrs. Porter. Lowenthal testified that he called on Col. Porter at 10 o'clock and was with him until a little after midnight. Admittedly Col. Porter was in a back room during Lowenthal's visit and Mrs. Porter in her own bedroom. Had she any personal proof that her husband did not go out? Her responses to Mr. Littleton's final inquiries met this point.

"Do you remember when Mr. Lowenthal left?"

"Yes; about 12 o'clock."

"Did you see Col. Porter at all while Mr. Lowenthal was in the apartment?"

"I did. He came into my room several times to see if he could help me."

"After Mr. Lowenthal left did you see Mr. Porter?"

"Yes, he came into my room."

"You retired shortly after 12 o'clock?"

"We did."

"During the whole of the evening of November 12, from the time you returned from dinner up to 12 o'clock, was Col. Porter constantly in that apartment?"

"Yes, he was."

"Never out of it?"

"No, he never was."

The prosecutor did not cross-examine Mrs. Porter. The other alibi witnesses fared not so easily. Mr. Smith drove a lot of questions at them aimed to indicate that although their recollection of everything that took place on November 11 and 12 was wonderfully acute the dates and events of other occasions in which they and Col. Porter figured had slipped their memory.

No Testimony of Importance.

Otherwise the day was devoted by the defence to the production of character witnesses for Col. Porter and by the District Attorney to an effort to prove that Porter had ordered the suspension of several policemen who had made complaints against women and had himself caused the discharge in a station house of two girls who were charged with soliciting.

Col. Porter readily gave explanations, saying that in the case of the girls they had been wrongfully arrested. No witness on either side made any damaging admission of importance in the course of the trial or was attacked with any great degree of success.

David Coyne, superintendent of the apartment house at 57 West Forty-eighth street, was the first alibi witness. He remembered that November 11 was the day of Mrs. Porter's return from a summer out of town because it was the anniversary of Armistice Day and some of his helpers were off. On the following evening Col. Porter telephoned to him between 8:20 and 8:45, saying that Mrs. Porter's two trunks had not been delivered. Coyne said he gave up his intention of going to a movie theatre and hunted up the trunks, finding them on the eleventh floor and taking them to the ninth floor, on which lived the Porters. Col. Porter helped carry them to his wife's room and Coyne departed between 9:30 and 9:45 o'clock.

Lowenthal Tells of Visit.

On cross-examination Coyne was not clear as to when Mrs. Porter returned to the apartment for a short time in the course of the summer. He said she always sent him a note in advance of her coming, but did not recollect just when the summer note was received.

Bernard Lowenthal, the next witness, said he lived at 27 West Ninetieth street, was a salesman not at present employed, and had known Col. Porter five or six years. He said he tried to make an appointment with Col. Porter on November 11, but that Col. Porter told him his wife had come home and that he must help her unpack, but would see Lowenthal around 10 o'clock in the Porter apartment. He called about 10, he said, and waited in the back room while Porter and the superintendent were lugging trunks.

"Did you see Mrs. Porter?" Attorney Littleton asked.

"She just poked her head out of a door and apologized for being in negligee," Lowenthal answered.

"You stayed until what time?"

"A little later than 12, not much."

"You then went right home?"

"I did."

Cross examined by Prosecutor Smith, the witness said he had visited Col. Porter a good many times on other days than November 12, but could not remember the dates.

"Why are you not as specific regarding other visits as you are about November 12?" the prosecutor asked. Lowenthal, who had explained that the call of November 12 had to do with a business matter, answered:

"I had a very particular reason for remembering this visit."

Then came Mrs. Porter to the stand. She is a native of New York and was Miss Ella De Ruyter before her marriage fourteen years ago. She said she had been going to Morristown, N. J., in the summer for twenty years, as she did last summer, and that Col. Porter left the city on Saturday and spent Sunday with her. She also spent some time last year in Greenwich, Conn., and Atlantic City, returning to their city home for two weeks in August. She clearly recalled that she came back for the winter on November 11, because she had hesitated in view of the fact that it might be a holiday and the stores closed. She told of dining with her husband at the Cafe Bon Heur on that evening, and of his later helping Coyne with the trunks and of Lowenthal's appearance.

Character Witnesses Heard.

"Mr. Lowenthal came in on the evening of November 12 about 10 o'clock," she testified. "He went into the back room with Col. Porter. I said 'How do you do?' and withdrew. Col. Porter left Mr. Lowenthal in the back room while he went to carry the trunks, then he went back and joined Mr. Lowenthal."

Answering another question the witness said she was awake when Lowenthal left and the time was about 12 o'clock. She was putting away some things from the trunks, and Col. Porter, after bidding Lowenthal good night, came in to help her. The questions and answers already quoted then followed, and Mrs. Porter left the stand.

The cross-examination of Col. Porter took place yesterday morning and was interrupted by the appearance of his character witnesses. They were Herman A. Metz, ex-Controller of the city and ex-Representative; Rhinelander Waldo, ex-Police Commissioner; Frederick Kernochan, chief justice of Special Sessions; Magistrate Joseph Corrigan, and Sol Bloom, real estate dealer, of 1451 Broadway. All pronounced Col. Porter's reputation for veracity and honorable dealing to be of the highest.

Col. Porter said he was 55 years old and was born in Sulzberg, Pa. The Prosecutor found out by hammering interrogation that while Col. Porter was with a moving picture firm at 220 West Fifty-second street, from April 1914, to July, 1915, his salary was $40 a week and the rent of his apartment $2,400 a year. Later he was president of a corporation which operated a restaurant at 145 West Forty-fifth street, but it did not pay and was closed in May, 1918.

In addition tto his former duties in the Police Department he was secretary of the Police Club, at 145 Riverside Drive. He said that in May or June, 1919, Commissioner Enright relieved him of supervision over matters relating to gambling. Smith then questioned him about May Owens and Grace Buckley, who in 1918 were dancing instructors at the Grand Central Palace.

"Didn't you visit them in their apartment on May 12, 1919," Smith queried.

"I have no recollection of visiting them."

"How long have you known May Owens?"

"I should say four or five years."

"You saw her quite often, didn't you?"

"No."

The prosecutor got in evidence a letter from P. W. Maroney to Col. Porter and the latter's reply both dated in July last. Maroney had criticised Assistant District Attorney Markewich for taking up the case of two girls arrested by Patrolman John J. Gunson. The girls were exonerated by Judge Rosalsky, and Col. Porter was one of those who tried Gunson at headquarters and exonerated him. In reply Col. Porter said Markewich was a notoriety seeker and had no right to hold public office.

N. Y. FAMILIES CUT FOOD EXPENDITURES

One of 23 Cities Showing Decrease Last Month.

New York is one of the twenty-three principal American cities showing a decrease in the average family expenditure for food for the month ending March 15, according to statistics published yesterday by the Department of Labor. Twenty-seven cities show an increase. For the year period ending in March the average increase for fifty cities was 14 per cent., and compared with 1913 food has gone up 106 per cent.

New York's decrease for the month of March was 2 per cent. Norfolk, Savannah and Washington showed a decrease of 3 per cent.; Newark and Richmond, 2 per cent.; Baltimore, Bridgeport, Buffalo, Jacksonville, Manchester, Mobile, Philadelphia, Providence, Rochester, Scranton and Seattle, 1 per cent., and Birmingham, Boston, New Orleans, Portland, Me., and San Francisco, one-half of one per cent.

Chicago, Denver and Kansas City showed the greatest increase for the month—3 per cent.—and Chicago also shows the greatest increase for the year—20 per cent. The other cities where food expenditures for March increased include Cincinnati, Cleveland, Omaha, Portland, Ore., Salt Lake City and Springfield, Ill., 2 per cent.; Atlanta, Charleston, Columbus, Dallas, Detroit, Houston, Peoria and St. Louis, 1 per cent. and Fall River, Indianapolis, Little Rock, Los Angeles, Memphis, Milwaukee, Minneapolis, St. Paul and Pittsburg, one-half of one per cent.

TWO TYPHUS CASES REACH THIS PORT

Polish-American Soldiers Are Sent to Swinburne Island.

Two of the 1,536 Polish-American soldiers who arrived yesterday at Quarantine by the transport Pocahontas from Danzig and Antwerp held up their compatriots by developing typhus on the trip. The Health Officer of the Port found the patients isolated when he boarded the ship and ordered her detained, as well as all passengers, including 150 civilians, among whom were four wives of army officers and four former army nurses.

The patients were sent to Swinburne Island for treatment. The other voyagers were taken to Hoffman Island for observation. They will be released at the end of two weeks if no other cases of the disease develop.

Friends and relatives of the soldiers, the second contingent of the Polish-American Legion to arrive here within a week, had prepared to greet them at Hoboken, and a tug with a score of Knights of Columbus secretaries was forced to give up her trip and reserve a small cargo of cigarettes and candies for other Polish-American veterans due soon on another transport.

Dr. Royal S. Copeland, Health Commissioner, said that the appearance of typhus, transmitted by cooties on shipboard at Quarantine, should not cause the slightest alarm, among the folks of this district. The cases were doubtless sporadic, like four others that were discovered in this city last summer. Nobody should be disturbed, as the methods of eradicating the disease were infallible.

Veterans of 69th Dine To-night.

The departure of the old Sixty-ninth Regiment for the war will be commemorated with a dinner by the veteran corps of the regiment at the Hotel Astor this evening, beginning at 7 o'clock. The speakers announced are the Rev. Francis P. Duffy, Justice Daniel F. Cohalan, Martin Conboy, Justice Joseph F. Mulqueen and Wilton Lackaye.

TWO DRY AGENTS GO ON WET SPREE

Stage Rough House in Reisenweber's, Police Say, and Land in Cells.

CAUGHT IN TAXI CHASE

Pistols and a Brown Bottle Evidence Against Pair in Court To-day.

James Muck of 37 Catharine street, an internal revenue agent, and Michael Grisi of 177 Cherry street, a prohibition enforcement agent, were arrested and locked up in the West Forty-seventh street station last night about 6 o'clock after they had invaded the cafeteria of Reisenweber's restaurant at Eighth avenue and Fifty-eighth street, flourished revolvers and, the police charge, tried to whip all the waiters and customers in the place. They were charged by Patrolman Patrick Leddy with "using obscene and abusive language" and with being "drunk and disorderly." When they were searched at the police station the police found that each of them had a revolver, and that Muck had in his pocket a brown bottle filled with whiskey.

The police say that Muck and Grisi, under the influence of the brown bottle, went into the cafeteria and became involved in an argument with John Walsh, manager of the place. Angelo Jatron of 343 West Fifty-sixth street, a waiter, said he saw Muck reach toward his hip pocket and that he saw the flash of a revolver. He grabbed Muck by the arms, and Thomas King, another waiter, also grabbed the revenue agent. While they were struggling, King said, Grisi drew a revolver from his pocket and cried:

"Take your hands off that man! He is a Federal agent and can do anything he wants to!"

Grisi is alleged to have threatened the waiters and the crowd which quickly gathered, and while he and Muck flourished their revolvers some of the customers ran outside and shouted for police. This drew an enormous crowd from the throng of homeward bound persons about Columbus Circle, and there were several hundred persons crowded around the doors of the restaurant when Muck and Grisi, still flourishing their guns, left the place. King, the waiter, meanwhile had slipped out by another door and hurried over to Columbus Circle, where he informed Patrolman Leddy that two Government agents were trying to kill everybody in Reisenweber's.

Leddy abandoned traffic in the circle and ran over to the restaurant, just in time to see a taxicab go careening down the street amid the shouts of the crowd, with Grisi and Muck hanging out of the windows. Leddy commandeered another taxicab and gave chase, and the crowd of excited citizens pounded along on foot, so that traffic in Eighth avenue had to come to a standstill. Leddy finally caught up with the fleeing taxicab at Eighth avenue and Forty-sixth street and ordered the chauffeur to halt. He ordered Muck and Grisi to go back to the restaurant. They laughed at him, the policeman said, and flashed their Government badges.

"Don't interfere with us in the performance of our duty," Leddy said Muck replied haughtily.

"You've got to come back where you raised this rough house," said Leddy.

"We refuse to go!" declared Muck and Grisi, according to the policeman.

"I'm going to take you back," said Leddy. "Now what do you think of that?"

The prohibition and revenue agents didn't think much of it, but there was nothing they could do. Their chauffeur turned his cab and drove back, surrounded by a curious crowd which had no idea what was happening, but which was determined to miss nothing. Leddy half dragged and half carried his prisoners into the restaurant where Charles H. Alexander, chief manager of Reisenweber's, insisted that they be locked up. Patrolman Robert Enright came along about that time and he and Leddy took the Government agents to the police station.

The police say that when they got there Muck was so drunk he was unable to give his pedigree, and was locked up for an hour while he sobered up. Finally they were searched and the whiskey bottle and the revolvers found, as well as credentials proving they were revenue and prohibition enforcement agents.

After two or three hours in the cells Muck and Grisi were released in $500 bail each furnished by a friend, and they will appear in the West Side Court this morning.

GIRL ON SHIP SENDS SEMAPHORIC GOODBY

Wigwags Her Arms to Ex-Navy Man as Megantic Sails.

The White Star liner Megantic, recently in from Liverpool by way of Australia and the Panama Canal, sailed yesterday on the last leg of her world girdling voyage with 575 cabin and 600 third class passengers, 300 of whom have been aboard since her departure from New Zealand. Some of the voyagers are Lord and Lady Alaister, Mrs. Percy Bennett, wife of the British Minister to Panama; Mr and Mrs. Charles C. Goodrich, Mrs. Dorothy C. Taylor, Mrs. John Sanborn and Miss Sanborn and Prof. James Dyer, head of the Royal Liedertafel Society of Melbourne.

Miss Marian K. Hoffman, who with her mother is on her way to pass the summer in the former home of Mrs. Hoffman, at Forest Farm, Windsor Forest, attracted interest by exchanging semaphoric remarks with her arms from the rail as the ship drew out. She signalled to an old friend, Lawrence Lombard, formerly in the navy, who was serving on a destroyer when the war ended.

The Grace liner Santa Ana got away from her Brooklyn pier for Valparaiso with noted travellers for the west coast. On board were Joseph Mosko, engineer of the Braden Copper Company; Norval Richardson, Louis Ramirez of the Chilean Embassy in Brazil, Major James P. Bradner, William G. Holloway, manager of the Grace line at Lima, and Maurice Wergifosse, Belgian banker.

COURT HALTS SALE OF NORDICA'S GEMS

Assignment to Her Husband Restrains Executor.

A temporary order restraining the Fidelity Trust Company of Newark and the executors of the estate of Lillian Nordica Young, the prima donna, from disposing of her jewelry, was issued yesterday by Chancellor Backes in Newark on the application of George W. Young & Co., Inc. The jewelry, which now reposes in a vault of the Fidelity Trust Company, was inventoried five years ago at $206,632 and is said to be worth almost twice that sum now.

The application for the order stated that George W. Young & Co., Inc., hold an assignment from George W. Young, the singer's husband, of his claim to the jewelry.

Credit where credit is due

We believe in advertising.

We believe in it so thoroughly that we are willing (unsolicitedly) to buy this space to pay tribute to it.

Not merely a tribute to Advertising as an art, or as a profession, but to Advertising as a Power in business, and as a great factor and a positive necessity in the highest type of conduct and of development of the great enterprises that have made American business institutions and American commerce the wonder and the envy of the entire world.

We would not, under any circumstances, be understood as advocating advertising as a substitute for weakness in either merchandise, or methods of merchandising, but rather as an accessory of almost incalculable value in the exploiting and selling of any worthy product.

Advertising is a force only when there is a force back of it.

The right kind of advertising reduces the cost of selling and therefore does not necessitate inflation of the price of the merchandise advertised.

Advertising an unworthy product is no more nor less than hastening the inevitable disaster that must follow questionable methods, either in the making or exploiting of merchandise of doubtful character.

Advertising often follows and should follow as a sequence to success.

It's merely dodging facts for any manufacturer or large distributor of any important and nationally advertised commodity to treat the advertising end of the business slightingly or as merely incidental to the business at large.

Unless the advertising end of a business is fully recognized as a substantial factor—a part and parcel of the business—there is going to be a leak in efficiency.

The advertising department of a business is deserving of, and needs, the most whole-hearted sort of understanding and co-operation of the entire force making up the personnel of its organization.

From our advertising department we expect only that the advertisements measure up to the standard of the merchandise, and furthermore we expect the advertising management to make sure that the merchandise is fully worthy of what is to be said about it in the printed word.

There is good reason for us to feel as we do toward advertising for we are free to confess that we attribute a large measure of our success—a very large measure in fact—to advertising.

In the first place, we exert every effort to produce merchandise that will pass any test—the test of the fashion creator for style assurance, the test of artistic merit, and the test of quality-service to the ultimate consumer.

As soon as we are absolutely sure on all these points we know it's time to advertise, and our sole object in advertising is to let the world know what we have created for the enjoyment and satisfaction of the people in beauty in apparel.

It is naturally to be expected that people will travel the road that leads them most quickly and safely to destination; hence the guideboard: Advertising.

Hiding your light under a bushel is stupidity if you have anything worth lighting; if you haven't the less said the better.

We feel that the manifest confidence in our product, now so well established, was largely achieved through advertising.

Of course the merchandise is mainly responsible, but advertising told the world about that merchandise.

After all is said and done, advertising can be as big a force as the merchandise that is back of it.

Advertising, like everything else, must have backing, and when properly backed it becomes one of the greatest forces in present day industrial life.

Mallinson's Silks de Luxe had to be what they are before they could justify the advertising which was conceived solely for the purpose of letting the world know about these silks that were a noteworthy step ahead of the general run of fabrics made from the silk cocoon; silks that have everywhere been acclaimed as the highest achievement in American Silk making; silks, in fact, that vie with silks of any country in the world.

What woman does not today know of *Pussy Willow, Khaki-Kool, Indestructible Voile, Kumsi-Kumsa, Dew-Kist, Roshanara Crepe, Chinchilla Satin, Madame Butterfly Marquisette, Will O' The Wisp, Thisldu, Klimax Satin, Fisher Maid, and Dovedown.*

And how many would have known had it not been for advertising?

H R Mallinson Pres.

H. R. MALLINSON & COMPANY, Inc.

"The New Silks First"

Madison Avenue—31st Street New York