

run out directly by the bankers, but evidence was placed in the hands of the publishers' ass'n to show which ones are guilty. The auto and oil companies trying to pull stock-jobbing campaigns with the aid of the press were listed. This list will be sent to all members of the American Newspaper Publishers ass'n if the bankers win their fight.

Papers which in the future carry the "quack" financial ads may lose the advertising of reputable banking firms if the recommendations of the publicity committee of the bankers are acted upon.

Not all auto and oil ads in Chicago papers are fakes. But the difficulty lies in subtracting the clean business proposition from attempts to fleece those who place their faith in trust press advertising and believe all they read in the newspapers.

The scheme to grab off the coin is very much like the old oil well game. Fake companies are said to have stolen more money on John D. Rockefeller's story of success in the oil field than John D. himself ever made. They simply placed the alluring story of his cleanup in oil to newspaper readers and gathered in thousands of dollars of the credible who expected to get about 50 per cent annually from their money.

The auto game, a new one, is this: Big ads telling about the cleanup made by Ford, Dodge Bros., Chevrolet, Chalmers, the Lozier boys and hundreds of other auto-makers are the pulling features of the trust press fakers. They offer big chances for investors who want to get in at the bottom. Often they tell the reader how much he would be worth today if he had bought \$100 worth of Ford stock ten years ago.

But with the aid of certain papers, the old sharps are still supposed to be using the oil stock game to grab cash of the careless.

The bankers are not the only ones aore at newspapers which print fake ads. There are a number of

clean, legitimate firms, some of them advertisers, which really intend to put an auto on the market and which would rather pay advertising rates than let a banking clique finance them at usurious rates. They want new money in small lots in their firms; if they are successful, the stock buyer will profit. The Ford Co. was an example of this sort. Years ago, when the name was unknown, the Ford Co. used the newspapers to get cash; they have paid it back.

But the square auto stockjobbers that use Chicago's trust press, according to the bankers in convention, are in a minority.

THREE DEAD IN CHRISTIAN BROTHERS' COLLEGE FIRE

St. Louis, Oct. 5.—Brother Carmack, 92, and Brother Clement, 78, and an aged attendant are missing and believed dead in the fire that destroyed the Christian Brothers' college here today.

The fire, which started at 7:30, spread rapidly and in less than an hour had almost completely destroyed the institution which was one of the oldest Catholic schools in the United States.

Brothers Carmack and Clement, among the oldest brothers in the order, were on the retired list and lived what is known as the infirmary on the fifth floor. The infirmary was cut off almost immediately follow the outbreak of the fire.

The destruction of the college probably means the abandonment of the institution of the order in St. Louis. During the past ten years the number of schools taught by Christian Brothers in St. Louis has dwindled from twenty to two.

FALL CAUSES DEATH

Mary Winter, 5319 S. May, slipped on the sidewalk as she was about to enter Carson, Pirie, Scott & Co.'s store, Sept. 14. She died at Washington Park hospital Monday as a result of the fall.