

BRIDGEPORT EVENING FARMER

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MONDAY, JAN. 12, 1914.

R. U. JOHNSON, FAMOUS EDITOR, IS 61 TODAY.

Robert Underwood Johnson, who recently resigned as editor of the Century Magazine after forty years on the staff of that periodical, was born in Washington sixty-one years ago today.

Mr. Johnson was one of the early advocates of international copyright, and for his services he received decorations from France and Italy.

GIPIES CELEBRATE NEW YEAR

Gypsies, who type a calendar unlike that of any other people, will celebrate New Year this week.

Although the gypsies have wandered around the world, telling fortunes and trading horses and engaging in other precarious forms of making a living, it is in the land of the Czar that they are most numerous.

One of the most notable and romantic of gypsy New Year marriages was that which united a gypsy girl named Olga with Vassili Vereshchagin, the immortal Russian painter of war pictures.

In the Russian capital the beauty of the gypsy girl attracted wide attention, and a young army officer named Chertkoff fell violently in love with her.

A reformer whose scope is the civilized world is Dr. Wilbur Flisk Crafts, superintendent of the International Reform Bureau.

head of the reform bureau he has traveled all over America, Europe, Asia and Australia. On his recent tour of Europe, Dr. Crafts found that the old countries are making great progress in temperance.

A MODERN FABLE

THE OWNER of a chain of stores discovered that those whom he had entrusted with the management of them were wasting his goods, and depriving him of his legitimate profits upon his investment.

This is a modern fable, but it represents a present truth. The stockholders of the New Haven company, having seen their dividends taken from them by the methods employed by those who managed their property, now rely upon government activity to save what is left.

But prudent stockholders would find some means to get them new managers. The directors who presided over the various blunders and worse than blunders which have marked New Haven management are still on the job.

What are New Haven stockholders going to do about it? What is the public going to do about it?

WHY THE OBJECT

ONE COMMON form of attack upon the Ford benevolence—which The Farmer prefers to regard as an act of equity—is the assertion that the \$10,000,000 which Mr. Ford plans to divide among his employes, ought to be given to the public in the form of a reduced price on his goods.

These gentlemen offer elaborate arguments, based on most plausible ethical considerations in support of their views. But they do not perceive how many things they attack.

If it would be better for Mr. Ford to reduce the price of his goods, rather than increase the pay of his workers, then it would certainly be better for Mr. Rockefeller to reduce the price of his oil, than to make his gifts to education.

The opponents of Mr. Ford's plans for the most part seem to be those who would resent any plan to better the well-being of the producing classes of society.

What they object to in Mr. Ford's case is that workers may be stimulated to ask for more wages. They fear that because he pays more to his workers, others may have to pay more to their workers.

MR. WILSON'S CONCENTRATED STYLE

PRESIDENT WILSON spent much time at Pass Christian writing his trust message. But that does not mean a voluminous state paper. With most of the presidents, the more time spent, the longer the message spun out.

Our presidents have always had facility in the use of language. Some of them have been clever phrase makers, and have coined expressions that stick in political life.

The annual message to Congress used to be a compendium and reference book, rather than an address. After long booming statistics and comprehensive detail, the vital discussion of tariff, trusts, or currency would be reached.

A newspaper editor expects to handle a large question in 4,200 words, (the average newspaper column). The public is trained to this concise, terse, direct, logical style.

Mr. Wilson has set a new fashion in state papers. Any public man or public speaker should reflect on the advantages of this terse, journalistic style.

MIDWINTER ADVERTISING

TO THE MAN who follows the advertising and real estate trade game for a period of years, the buying public resolves itself largely into two classes.

That may take time, but it's scientific buying. The canny housewife knows that in the month of January, the merchant is up against the proposition of reducing stocks.

The majority of the merchants cut prices regularly during the latter half of the winter, to meet these conditions. The scientific house buyer makes the bulk of the winter purchases during this period.

This trade is mostly reached through advertising. Every advertisement at this time of the year is closely scanned, not merely with the casual hope of some unexpected bargain that may fit in some time, but in pursuance with a settled policy of buying in the lowest market.

As it takes too much time to run around the stores and see what the merchants are doing, the public watches the newspapers, and visits the places that have made known their bargains.

During November, 1913, there were 10,856,000 pounds of beef imported into the United States. Three persons were asphyxiated by illuminating gas in their home at Long Branch, N. J.

PLOUGH MONDAY, ANCIENT HOLIDAY, REVIVED TODAY

Plough Monday, the ancient English festival, comes today, and in some remote sections of Scotland and the north of England, the old practice of dragging a plough from house to house, soliciting alms to buy drink, will be revived by the agricultural laborers.

Plough Monday comes on the first Monday following Epiphany or Twelfth Day, and it received the appellation from its having been fixed upon as the day upon which English and Scottish farmers indulged in a final Christmas "drunk."

TITLES FOR WOMEN

The first Englishwoman to be made a baroness of the United Kingdom in her own right was the widow of Sir Ralph Abercromby, the distinguished English general.

Jack London, considered by many the most forceful and virile of American novelists, was born in San Francisco thirty-eight years ago today.

GOLD BADGE GIVEN

JACOB HORKHEIMER BY THE PACIFICS Jacob Horkheimer, assistant chief of the Bridgeport fire department and president of the Pacific Engine Co. No. 1, Volunteer Firemen's association was presented a gold badge by the members of the Pacifics at the annual dinner of the company yesterday in Germania hall.

FRIEND OF AMHERST MAKES \$100,000 GIFT

Amherst, Mass., Jan. 12—A loyal friend of Amherst college who prefers that his name be not announced, has given \$100,000 to establish the George Daniel Olds professorship in economics and social institutions, the name being conferred in honor of the present dean of the college.

TORRINGTON BOYS BADLY INJURED IN COASTING CRASH

Torrington, Conn., Jan. 12—Walter Benedict, 9, and Chester Bellamy, 12, were seriously injured last night when they were struck by an automobile while coasting on North Elm street.

WARM ARCTICS 98c to \$2.85

FELT BOOTS \$2.25 to \$3.50

SWEATERS and JERSEYS 98c to \$6.50

RUBBERS For Men, Women, Boys and Children

THE ALLING RUBBER CO. 1126 MAIN STREET Syndicate Stores

IN FINANCIAL CIRCLES

New York, January 12—The United States Steel Corporation reports unfilled orders on hand as of December 31 at 4,382,108 tons, a decrease of 114,239 tons, as compared with 4,396,347 tons on November 30.

The decision of the Massachusetts Supreme Court against New Haven's proposed convertible bond issue brings to an end all existing financing agreements between J. E. Morgan & Co. and the New Haven Railroad.

Subscription warrants for the New Haven debentures were issued in October to stockholders of record September 1st, and they have been heavy trading in the rights since.

Disolution of the Southern Railway voting trust may be carried out very simply, the requirement being that the voting trustees, J. E. Morgan, Charles Lanier, and George F. Baker, notify the holders of the certificates that the trust has been dissolved.

While the net after taxes of the Chicago & Eastern Illinois has decreased \$88,018 during the five months period that the road has been in the hands of the receiver, this falling off is in no way due to shrinkage in business.

Directors of the Mexican Northern Power Co. have notified the holders of the company's \$10,000,000 first mortgage 5 per cent bonds that January 1 interest has been deferred.

The Bank of England has reduced its discount rate from 4 per cent to 3 1/2 per cent, a step in the direction of world-wide monetary ease.

GLOVES AND MITTENS 10c to \$5.00

WARM ARCTICS 98c to \$2.85

FELT BOOTS \$2.25 to \$3.50

SWEATERS and JERSEYS 98c to \$6.50

RUBBERS For Men, Women, Boys and Children

THE ALLING RUBBER CO. 1126 MAIN STREET Syndicate Stores

The D. M. Read Co. Established 1857

Continuation of January Sale Furniture, Rugs, Carpets, Curtains and all Basement Furnishing Goods.

Discounts of 10 and 20 per cent prevail. Dining Room Suites, Special.

Solid Mahogany Suite, Adam style, 10 pieces, Buffet, Dining Table, China Cabinet, Serving Table and six Chairs. Regular price \$511.00, \$325.00.

This magnificent suite is shown in the dining room of the exhibition rooms on the fourth floor. Colonial Mahogany Suite, all massive and dignified pieces, regular price \$410.75, \$300.00 sale price.

Mahogany Suite, Chippendale reproduction, 10 pcs., regular price \$441.25, \$250.00 sale price.

Golden Quartered Oak Suites Buffet, value \$29.00 for \$19.50. China Cabinet \$22.50 for \$15.25. Serving Table \$9.00 for \$7.75. Fourth floor.

Oriental Rugs in the Sale

Kurdistans, Kameracks, and Beloochistans in desirable sizes, of such colors as will combine with other rugs and furnishings.

Tans, browns, rose and old gold, and several of the deep rich Indian blue with tan. A very interesting group. Value \$40.00 for \$36.00. Value \$37.50 for \$33.75. Value \$32.50 for \$29.25. Value \$30.00 for \$27.00. Value \$20.00 for \$18.00. Value \$18.00 for \$16.20. First floor.

Electroliers, complete with Art Glass Shades, Su-su-Dake Lamps with silk-lined Shades.

Value \$5.00 for \$4.00. Value \$18.00 for \$14.40. Value \$10.00 for \$8.00. Value \$20.00 for \$16.00. Value \$12.00 for \$9.60. Value \$30.00 for \$27.00.

Gas Portables with Shades, complete. Value \$4.00 for \$3.20. Value \$10.00 for \$8.00. Value \$6.00 for \$4.80. Value \$12.00 for \$9.60.

Electric Domes. Value \$10.00 for \$8.00. Value \$20.00 for \$16.00. Value \$12.00 for \$9.60. Value \$25.00 for \$20.00. Value \$15.00 for \$12.00. Value \$26.00 for \$22.80. In 1st Basement.

Upholstery Fabrics and Draperies

Cretannes, Value \$.09 for \$.05. Value .15 for \$.10. Value .17 for \$.12 1/2. Value .25 for \$.17. Value .35 for \$.25.

Silkolines, Value .12 1/2 for \$.09. Crepe Cloths, Value .22 for \$.16.

Easy Chairs, Davenport and Rockers

Green Leather Club Chair value \$22.00 at \$15.00. Mahogany Library Chairs, value \$17.50 at \$12.50. Denim covered, value \$16.00 at \$12.00.

Library Chairs, value \$39.50 at \$25.00. Mohair covered, value \$44.75 at \$30.00.

Library Chairs with Karpen construction, value \$28.75 at \$20.00.

Mahogany Armchair, leather seat, value \$23.25 at \$15.00. Leather seat and back, value \$28.50 at \$20.00.

Library Suite, 2 pcs., value \$40.50 at \$25.00. Kidney Davenport, tapestry cover, value \$160.00 at \$125.00.

Mahogany Davenport, green velour, value \$125.00 at \$95.00. Brown velour, value \$98.50 at \$75.00.

The D. M. Read Company.

RADFORD B. SMITH

Fairfield Avenue VARIETY STORE Broad Street THE STORE THAT PAYS THE CAR FARE

COUPON GOOD TUESDAY, JAN. 13 MEN'S AND BOYS' ICE SKATES Worth 75c, with Coupon 25c This is a special lot of good quality Ice Skates, but only for small boys and large men—sizes 8, 11 1/2, 12. Big stock of Union Hardware Ice and Roller Skates at lowest prices in the city.

Want Ads. Cent a Word.