

# A CRY THROUGH THE AIR



### Did You Read the First Instalment of

## "MASTERS OF THE SKY"

IN THE

# GLOBE'S RADIO MAGAZINE

### On Saturday

A complete synopsis in to-morrow's issue of The Globe will enable you to take up the thread of this absorbing serial.

Pictures, Stories, Advice to Beginners, Articles for the Advanced Amateur

Programmes and...

### A COMPLETE ACCOUNT OF THE COMING RADIO SHOW

in

## The Globe

### TOMORROW

Order in Advance From Your Dealer

## WILLIAM H. RANKIN GREETED AT DINNER

400 Publishers and Advertising Men Welcome Head of Agency to New York.

### SECRETARY DAVIS SPEAKS

#### Tells Waldorf Gathering Time Has Arrived to 'Break the Buyers' Strike.'

Four hundred publishers and advertising men attended a dinner at the Waldorf last night given as a welcome to William H. Rankin, head of the Rankin Advertising Agency, as a compliment to his establishment of a New York office of his firm. Mr. Rankin has transferred his headquarters from the West to this city.

The part played by advertising in helping business revival throughout the country was emphasized by many of the speakers, several of whom were boyhood friends of the guest and who have since risen to high official places in the United States Government. James J. Davis, Secretary of Labor, who said he knew "Bill" Rankin when he was lighting lamps in the town of New Albany, when the Secretary of Labor himself was working as a boy in the steel mills, called upon the advertisers to "break the buyers' strike" and to teach the new meaning of the word "work."

It is to the advertising men that we must look for the spread of the new vitalizing energy which is all that we need for the return of prosperity," he said. "Already the fruits of your efforts are beginning to show here and there in marked revivals."

#### Secretary Davis Warns.

The Labor Secretary warned employers also against a too drastic shrinkage in wage scales, pointing out that the buying power of the workers is too often overlooked and when wages are shrunk to a low level business is crippled in proportion.

Knocking the railroads, Mr. Davis said, had become one of the chief indoor sports of America, but since he had found that the freight on the half a cantaloupe he consumed in one of the New York hotels yesterday morning was only two and three-quarter cents and he was compelled to pay sixty cents for the portion he concluded that all the ills of the country were not attributable to the transportation companies.

Senator Walter E. Edge of New Jersey criticized present conditions in Congress and, referring to the bonus bill, declared himself in favor of providing ex-soldiers with a permanent job rather than a temporary subsidy.

"The fundamental difficulty in Congress is the unfortunate determination that the Government investigate, regulate and participate in practically every business activity in the country," he said. "I have become more and more convinced that the main reason for the present depression is the fear of Congressional activities."

The bloc formations and the contemplated reservations to the treaties drawn during the limitation conference were also criticized by Senator Edge, who declared that Congress has become too jealous of its own prerogatives," he said, "and our position before the other nations of the world

## HURLS LIGHTNING BOLTS IN INDOOR THUNDERSTORM

### Dr. Steinmetz Splinters Blocks as 1,000,000 Horse Power Bolts Fill Schenectady Laboratory With Flashes and Crashes—Only Clouds of Storm Are Lacking.

SCHENECTADY, March 2 (Associated Press).—Schenectady has a modern Jove who sits on his throne in a laboratory of the General Electric Company and hurls thunderbolts at will. He is Dr. Charles P. Steinmetz, electrical wizard, who announced to-day he had succeeded in producing and controlling an indoor thunderstorm, with all the characteristics of its natural brother except the thunder clouds.

At a demonstration of his "lightning generator" a few days ago, the familiar forked tongues flashed through the laboratory with a deafening crash, splintered a large block of wood, hurling the fragments 25 feet, and ripped a miniature tree from tip to base.

The bolt carried the energy of 1,000,000 horse power—about one five-hundredth of the energy of a natural lightning bolt, Dr. Steinmetz estimates—and lasted for the one hundred thousandth of a second.

Dr. Steinmetz hopes his apparatus will contribute largely to the development of lightning arresters as it provides an opportunity for the study at close range of the phenomenon that Benjamin Franklin began to investigate years ago with his kite, string and key. His experiments have convinced him there is little likelihood of man's realizing his dream of harnessing thunderbolts and making them work. Despite their tremendous energy, he says, their life is so short that, harnessed, they would be worth little.

"In our lightning generator," he said, "we get a discharge of 10,000 amperes at 100,000 volts; that is, a power of over 1,000,000 horse power, lasting for a hundred-thousandth part of a second. This gives us the explosive, tearing and shattering effect of real lightning, so that, for instance, a piece of small tree exposed to the discharge is mechanically torn to pieces. A piece of wire

is becoming more and more difficult simply because of the continuous demands on the part of the legislators to rewrite every document that is presented to that body."

#### For Further Tax Revision.

Commenting on the bonus situation, Senator Edge said: "My personal view is that it is much more important to provide ex-soldiers with a permanent job than with a temporary subsidy. The solution of the bonus problem and business generally demands a still further revision of the tax system—a cutting down of the surtaxes and in their place an imposition of a general sales tax, a tax that all can pay according to their means and expenditures."

Joseph J. Appel of the Wanamaker stores was the toastmaster. Frank A. Munsey was chairman of the publishers' committee and Russell R. Whitman, publisher of the New York Commercial, was chairman of the speakers' committee.

Mr. Rankin spoke of the value of advertising and the recognition it has gained as a power in the improvement and growth in every field of endeavor. Other speakers were Representative James W. Dumble of Indiana and A. W. Erickson of the Erickson Advertising Agency. Among those at the speakers' table were Scott Bone, Governor of Alaska; Courtland Smith, American Press Association; E. W. Preston of the Boston Herald; E. J. Ridgway of The New York Herald; Joseph Mitchell Chappell of Boston; Louis Wiley of the New York Times; L. B. Palmer of the American Newspaper Publishers Association; Gordon Ramsay of Washington and many other prominent newspaper publishers and advertising men.



## FIN-KERRY

IT IS DOUBTFUL IF ANY PARTICULAR STYLE OF LIGHT-WEIGHT OVERCOAT EVER EXERCISED AS PRACTICAL AND PLEASANT A SWAY AS THE LOOSE, JAUNTY FIN-KERRY OF IMPORTED WEATHERPROOF FABRIC.

### FORTY DOLLARS AND MORE

READY-TO-PUT-ON

TAILORED AT FASHION PARK

CUSTOM FINISH WITHOUT THE ANNOYANCE OF A TRY-ON

## FINCHLEY

5 West 46th Street NEW YORK

## MRS. FRADY DIES, SHOT BY HUSBAND

### He Will Recover From Suicide Attempt to Face Murder Charge.

MIAMI, Fla., March 2.—Edgar C. Frady, Chicago automobile man, who shot his wife in their suite in a local hotel last Sunday, was formally charged with murder after her death in a hospital here to-day. Frady, who slashed his own throat, is recovering in the same hospital. Mrs. Frady was a sister of John R. Thompson, Chicago restaurant owner.

Frady, who came here recently to recuperate from a nervous breakdown, attempted suicide after the shooting by slashing his throat. Physicians say he will recover. Sheriff Allen announced to-day that Frady would be taken to the county jail as soon as physicians permitted his removal from the hospital and that a charge of murder would be preferred.

Mrs. Frady lived "twelve hours of hell" before the shooting, according to a statement she gave Monday night to State's Attorney Gramling. She said she arrived at the hotel shortly after midnight Sunday morning and was induced by her husband to go to his room. Almost from the moment she entered, Mr. Gramling said, her statement continued, her husband abused her, charging her with misconduct. He would not permit her to lie down, Mrs. Frady was quoted as having said, but continued his abuse until an hour before the shooting.

The State's Attorney said Mrs. Frady declared that for one hour she fought with Frady to keep him from turning the weapon her, but that she finally became exhausted and could resist no longer.

### COXEY ASKS FOR \$40,000,000.

#### Needed to Operate 112 Idle U. S. Ships With Idle Men.

WASHINGTON, March 2.—Accompanied by men who he said were out of work, "General" Jacob S. Coxey, who years ago led an "army of unemployed" from Ohio on a march to Washington, appeared to-day before the House Merchant Marine Committee, asking authority to take over and operate 112 Government vessels now idle.

Unfolding a plan which calls for the issue of \$40,000,000 in Treasury notes to pay for reconditioning the ships, Mr. Coxey declared he proposed to appeal to the "people" to subscribe \$8,000,000 to be used as a fund to keep the vessels in operation as "tramps" on the high seas.

### TELLS WHAT JAZZ IS.

SYRACUSE, March 2.—"Jazz may be analyzed as a combination of nervousness, lawlessness, primitive and savage animalism and lasciviousness," said Rev. Dr. A. W. Beaven of Rochester in his civic Lenten sermon here to-day.

## GIBBS PLEADS HARD FOR JEWS' BIG FUND

### Sir Philip at Manhattan Rally Pays High Tribute to American Relief.

Sir Philip Gibbs, who returned in December from Russia, where he went to study famine conditions, last night addressed a mass meeting and rally of the workers in the Jewish war relief campaign for \$1,000,000 at the Manhattan Opera House. He paid high tribute to the work of the American Relief Administration and urged the police, race and religion be forgotten in this great crisis on the Volga, where entire villages of men, women and children are starving to death.

"This work is above all political differences," he said. "Whatever you may think of the Soviet Government or of Soviet officials must be forgotten in the face of such suffering. There will be a curse on the white race if they let these people suffer and don't care a damn if they die."

Leaders of the drive to raise New York's quota of \$5,000,000 in the \$14,000,000 fund before March 6 occupied seats on the platform and in the boxes. The orchestra was about half filled. But the meager attendance in no way dampened the ardor of the various division chiefs, many of whom reported that they had exceeded their quota and would double or triple it. The actual funds in hand amounted to about \$2,000,000, but several sources are still to be heard from and the drive will go on after Monday, according to Louis Marshall, who presided.

Before introducing Sir Philip, Mr. Marshall said that this was warfare for humanity and they would mark persons who leave them in the lurch in their campaign. The campaign has netted \$500,000 since Tuesday's meeting.

Sir Philip Gibbs said that he had been sent to Russia by the Imperial Famine Relief Fund to find out the truth about conditions. "Some of the papers published in England said that the people were not starving, while others told of the most frightful numbers of deaths from disease and famine," he averred.

You may be sure that any money sent to Russia to be converted into food does actually reach the people without any loss to them. I saw and studied the method of distribution, and every pound of food sent over does ultimately reach the starving mouth for which it is intended.

"In spite of the American war workers' generosity and the efforts of my own folk and the self-sacrifice and devotion of the Quaker people, all their efforts combined just touch the outer edge of the famine stricken country. The American Relief is feeding 150,000 children one meal a day, and it takes more than 3,000 horses to drag the sleds of food to them. In the Tartar Republic alone there is a child population of 1,700,000, and no food is being sent there by America or Great Britain for the fathers and mothers of starving children."

To Corporations  
Who accumulate and invest pension funds of their employees.

To such, for instance, as one we have in mind in this city, which has more than \$1,000,000 in such a fund. \$100,000 of it was invested in Guaranteed Mortgages and is still intact, and \$900,000 of it was invested in gilt-edged bonds now worth much less.

Why not put the whole pension fund into First Mortgages guaranteed by us, or turn it over to the Title Guarantee & Trust Company as Agent, who will put it into such mortgages and contract that there shall be no depreciation of the fund from any cause whatever?

**Bond & Mortgage Guarantee Co.**  
Capital and Surplus \$12,000,000  
176 Broadway, New York. 175 Remsen St., Brooklyn.

For Spring and Sports  
Golf Suits of fine English and Scotch materials; Country Club Clothes of rarely exclusive fabric and smart style.

All priced at the low charge made possible by the Four Thousand.

Master Tailored Business Suits Eighty Dollars.

**LOUIS BERG**  
Tailor to the Four Thousand  
743 FIFTH AVENUE

A mens shop with Tailored Things for Women

The PELHAM, a hat of characteristic distinction for Spring designed by Dobbs for discriminating men ~ \$7

**DOBBS HATS**  
620 & 244 Fifth Avenue

Robt. Burns  
Invincible  
(foil-wrapped)  
Actual size  
15c straight  
Box of 25—\$3.50

Perfectos—2 for 25c  
Epicures—2 for 25c

THAT pleasing mildness and mellowness of flavor that you've noticed in Robt. Burns is a product of months and even years devoted to aging, curing and blending the full Havana filler.

The distinctive flavor of Robt. Burns is zealously worked for and just as zealously guarded. It is the big factor behind the enormous Robt. Burns demand. It will always be as much a part of the Robt. Burns Cigar as the band by which you identify it.

Have you tried one lately?

General Cigar Co.  
NATIONAL BRANDS  
New York City

**Robt. Burns Cigar**  
is Full Havana Filled.