

The Ad-visor

Conducted by Samuel Hopkins Adams.

This department is devoted to separating the sheep of advertising from the goats...

I am in danger of "falling" for this by sending the money. Would you?

Advertising has been defined as "the art of buying and selling through the medium of print."

Report cases of Typhoid and Whooping Cough. Booklets telling about Typhoid, Whooping Cough, Diphtheria, Measles, Care of the Baby, by mail, 5 cents each, FREE, at the HEALTH BUREAU.

In vacation time the warnings laid special emphasis on typhoid, a disease from which Rochester is normally pretty free.

The analysis of the Connecticut Experiment Station shows that Danderine is "a dilute alcohol-glycerine solution containing small amounts of boric acid, salicylic acid, resorcin, capsicum and possibly cantharidin."

I have carefully read your discussion with W. H. S. of beer advertising, and have followed the meanderings of logic with a sense of exaltation.

I think I can appreciate the force of your contention that the beer advertiser had told nothing but the truth—but how about the advertiser who has "genuine silk shirts" for sale, shirts that are genuine silk, but are damaged, say in an inconspicuous place?

Perfectly sound reasoning, Mr. Taylor. If a brewer undertakes to sell damaged beer through The Tribune he will be compelled to advertise it as damaged beer or not at all.

Inclosed please find clipping taken from "The New York Sunday Journal." I should like your advice on this medicine before I send for same.

Don't send for it. That is the best advice I can give about Blanche Arral's anti-fat "tea."

It seems that the art of exaggeration in presenting wares for sale is no new thing. It certainly was known in Shakespeare's day.

Probably Bill the Immortal, when he indulged in that grouchy general, had just wandered out into "the Cheapside" and been hornsogged by some Finkelstein of the day.

Anent the approval you gave Stoltz Bros. for their public warning against patent medicines, have you considered the fact that whereas patent medicines are sold by druggists at about cost, there is a profit of from 100 to 1,000 per cent in filling prescriptions?

I have. The profit is a proper one. It represents not so much the percentage on the sale as the professional skill of the trained pharmacist in paying for the prescription the public is giving the pharmacist a return upon his investment of a large amount of time and money in learning a highly skilled profession.

A signboard adjacent to the Riverside viaduct reads as follows: London Life Cigarettes 10 cents here 10 pence there

This fascinatingly mysterious sign suggests a number of questions, which I now lay before you, viz: 1. What part of the world does "there" refer to?

Altogether, the signboard painted (as though written) across the top of the signboard is correct. It says: "Most Extraordinary."

To the picturesque and unusual in advertising, this column is always open. Certainly Mr. Mackall's exhibit is a curious one. Imitation may be the sincerest form of flattery, but if this is an imitation of the Pall-Mall cigarette style (it is the Pall-Mall, not the Philip Morris which uses the "shilling-in-London-quarter-here" catchline), the latter will hardly find cause for pride therein.

JUSTICE CAUGHT IN APPLES' TOILS

Fruit, Troublesome Since Eve's Day, May Cost Him Job of Peace.

LINDEN FOLK, AWED, SEEK TO OUST SOLON

To Plan Removal of Judge, 86, Who Arrested Woman for Carrying Pomes Sunday.

A mass meeting will be held Saturday evening in front of Kramer's drug store in Linden, N. J., to pass resolutions demanding of Mayor Hardenburg that Justice Henry Bundy, the eighty-six-year-old Solon who dispenses Linden's particular brand of Jersey justice, be dismissed.

According to the legend which spread through the courtroom, "old encountered the aged judge on the street. 'You're just the man I want to see, judge,' he said, 'I want a license to peddle in Linden.'"

Karl Schaeffer, the court interpreter, of Union County, pleaded with Justice Bundy in Gold's behalf.

"You've a very poor memory, judge," he observed. "Don't say that to me. 'I will say it to you.' 'I'll place you under arrest.' 'All right, go ahead.' 'I'll take it to court.' 'You're not to be a judge. You're too old. It's a shame. The people here are foolish to stand for a man like you.'"

The old man drew himself up with all the dignity he could muster, but the fire in his faded blue eyes was not enough to stop the laughter which ran through the room.

"Hey, there," yelled the judge, "leave them alone. They ain't to give away no license to no one."

Issues of Case Clouded.

"What right did you have to arrest him, anyway," he demanded. "You paid to sit in here and judge cases, not to go out looking for trouble."

"The law doesn't." "Don't you tell me about the law. 'I'm not afraid of you, Henry. I'll tell you anything I feel like.' 'You talk like a baby.' 'I may be a heap younger than you, Judge, but I'm no baby. I think.' 'You ain't allowed to think.' 'The rest was lost in laughter.'"

Efforts to arrive at the facts in the Hoodack case developed extraordinary differences of opinion as to the Polish woman's title to the apples. Such deep legal questions are involved as the right of Mrs. Van de Venter to give away apples from trees owned by her landlord, and the right of Mrs. Hoodack to take apples on Sunday morning.

Justice Bundy put it: "Even if Mrs. Van de Venter did give her the apples, she was breaking a city ordinance in picking and carrying them away on Sunday."

Last Judge Quit at Ninety-one.

This interpretation of the Jersey blue laws has struck terror to the hearts of Linden commuters.

"Who will be safe on the streets," said one man to-day, "if this old fellow can hold up anyone for carrying a bundle on Sunday? If we're once arrested in Linden, there's no escape from paying a fine, for the old judge needs the money."

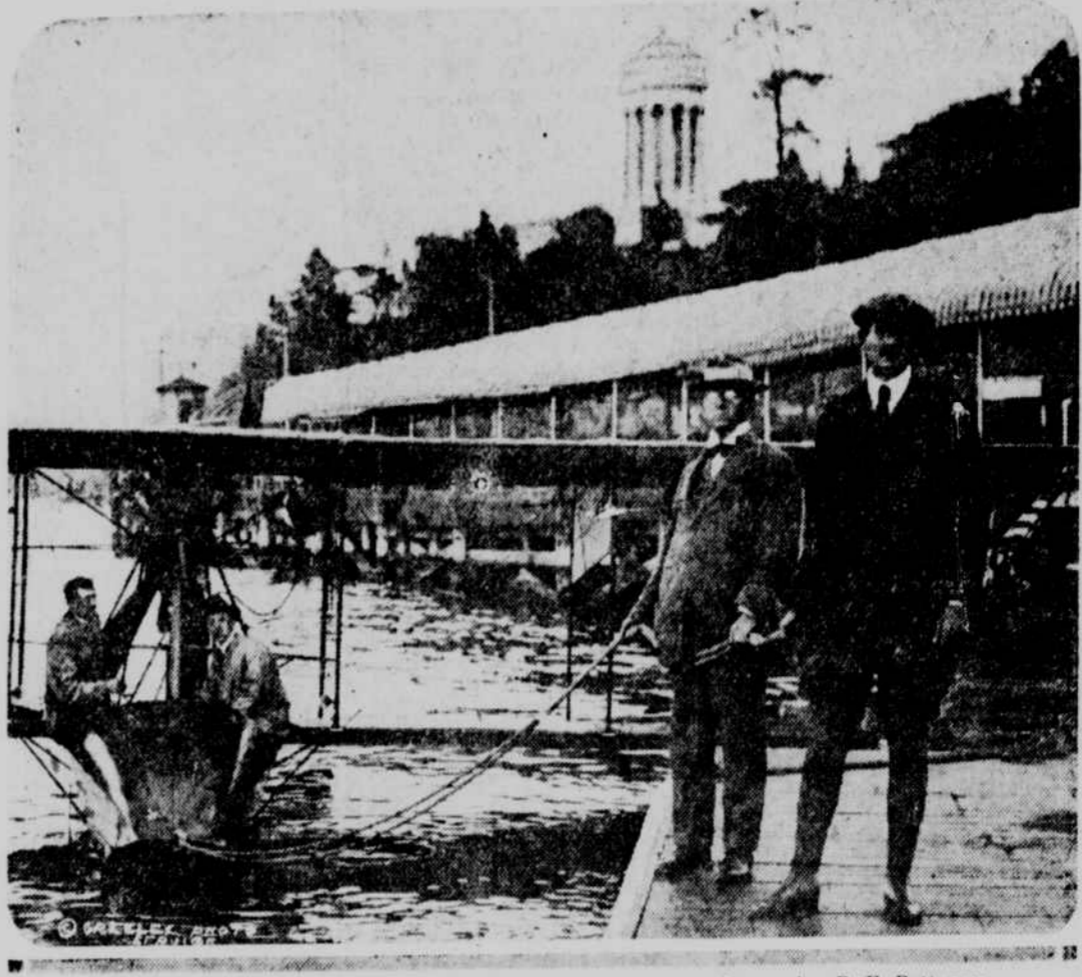
The salary paid to Linden's chief magistrate is \$100 a year.

William McDonough, owner of the controversial apple orchard, and a member of the borough council, said last night that efforts would be made to find a more efficient man to replace the old judge as soon as possible.

A part of the voters of Linden think the justice has the fine points of the law on his side in the Hoodack case, and that the agitation against him is not on purely impersonal grounds.

"Let us alone," he'll be all right if you give us time," said Mr. McDonough. "Linden never even had a policeman until two years ago. We were

FLYING BOAT LANDING IN HUDSON AFTER FAST TRIP FROM ATLANTIC CITY.



D. K. Jaquith and G. L. Larrabee in craft being towed to anchorage by R. F. Patterson.

AIR BOAT, UP 5,000 FEET, CUT CAPERS

The trip was made in a 90-100-horsepower Curtiss, and most of the journey was covered at a sixty-five-mile clip.

Jaquith's Craft Ducked and Danced in Trip from Atlantic City.

D. K. Jaquith, the aviator, of duck hunting fame, with George L. Larrabee, a former Philadelphia business man, who is now one of his pupils, stepped into a Curtiss flying boat in front of his hangars at Atlantic City yesterday, and after two hours in the air landed at the Columbia Yacht Club pier, at the foot of Eighty-sixth Street.

The pair, flying more than 5,000 feet high as they passed over Brooklyn and Governor's Island, headed straight up the river and drifted down to the boat landing as carelessly and easily as a leaf of a tree on the drive. They left Atlantic City at 12:30. In spite of the choppy wind, which made their craft dance and duck, they made Seaside Park in just an hour, landing on the beach, where they were pulled up and took on gasoline.

At 3 o'clock they left for New York to avoid the cross winds that had made navigation hazardous near earth. Jaquith ascended to 4,000 feet. Both he and Larrabee wore heavy sweaters under their "Teddy bear" aviation suits, but the cold was so intense that for a time it looked as if they would have to descend to thaw out their stiffened hands. Following the Jersey coast, they bent their course for Sandy Hook, swinging east over Brooklyn and then back to the river.

The referee commented on testimony offered by a chauffeur, a Japanese cook and an English maid employed by Mrs. Van Deussen at her home, in Balmville, where she lived with her two children, pointing out that Mrs. Van Deussen did not take the stand to deny their assertions.

Mr. Sc.burgh, while admitting his association with Mrs. Van Deussen, stoutly proclaimed at all the hearings that he had not been guilty of any impropriety.

REFUSES DIVORCE PLEA OF MRS. VAN DEUSEN

Charges Against Husband Sustained by Referee.

The suit for absolute divorce brought by Harriet Louise Van Deussen, well known in Newburgh, against her husband, Robert T. Van Deussen, whom Mrs. Van Deussen charged with taking a 20,000-mile trip with Viola Ganson, a stenographer, of Kinderhook, N. Y., was denied yesterday by Referee Charles Morschauer, of Poughkeepsie.

The referee, however, sustains the charges against her husband, and also finds Mrs. Van Deussen guilty of indiscretions in which her "affinity," Robert S. Scarborough, advertising manager of the New York Telephone Company, was said to be involved.

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WON'T LET MISS FLYNN TALK

A meeting to protest against the recent expulsion of Elizabeth Flynn and Carlo Tresca, I. W. W. agitators, by Paterson police will be held in Paterson Thursday night.

At 67, She Will Wed Fourth Time.

After having been twice married, Mrs. Sibilla Raber, sixty-seven, of 250 Caldwell Avenue, Elmhurst, is going to try it again. She has secured from the deputy city clerk in Queens a license to wed Gottfried Strickler, a widower, sixty-six years old, of 1675 Metropolitan Avenue, Middle Village.

When she secured the license Mrs. Raber declared that all three marriages were happy until the death of her husband.

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WOMAN SLAYER MAY WED TO-DAY

Rosa Bellina Ready to Marry Man She Said Spurned Her.

LICENSE GOT SOON AFTER HER ACQUITTAL

Brooklyn Women Protest Against Freeing Artist's Assault.

Rosa Bellina, freed by a jury on Wednesday after admitting she had killed James Montiglia, an artist, will be married to Antonio Bellina, her common-law husband, to-day or to-morrow.

Bellina took out a license yesterday, but was too shy to tell reporters when the ceremony is to take place.

The finding of the jury brought down a flood of denunciations yesterday from well known Brooklyn women, many of whom called the action a travesty on justice and intimated that the jurors had used their hearts instead of their heads.

"There is no excuse for crime," said Miss Amy Wren, a lawyer, of 215 Montague Street, Brooklyn, "and criminals should be punished without distinction of sex. Not only in this instance, but in the Thaw and Cleary cases, the jury has shown itself too sympathetic."

Miss Sarah Stephenson, another woman lawyer, of 18 Court Street, Brooklyn, does not believe women will be properly dealt with in court until they are eligible to jury duty.

"Mrs. Bellina, however, admitted her guilt," she said, "and I do not think she should be acquitted just because she is a woman."

Mrs. Harriet Constock, author, belletrist and dramatist, is pointed out, regardless of sex, but does not favor capital punishment and thinks no

man should be sentenced unless she has a share in making the law.

"I never could see a just law because I am opposed to the death penalty. I also hold that a woman, once treated leniently by the law, over whom she has no control."

Men place women on a pedestal, according to Mrs. Rich Holliman, of 950 President Street, Brooklyn.

"Mrs. Bellina was acquitted," she said, "not because she was innocent, but because she was a woman. I feel sorry for her, but I think she was quite responsible when she committed the crime, and she should be held responsible."

MILITIA READY FOR REVIEW Governor, with Motorcycle Guard, to See Manoeuvres To-Morrow.

Final arrangements for the review of the New York National Guard, Van Cortlandt Park to-morrow, was completed last night by Major General O'Ryan and his staff.

Man will reach the city to-night and will be escorted to-morrow morning from the St. Regis Hotel to the reviewing stand at the park.

In the Governor's guard of honor will be 100 members of the new motorcycle corps, under Captain Lorillard Stearns.

Major General O'Ryan suggested that those who wish to see the entire programme take their luncheon with them. The exercises will take all day, he said, and there will be provision for only 3,000 persons in the stands.

Field orders covering the operations of the militia during the manoeuvres will be issued this morning. Exhibition exercises will be given simultaneously in six quadrangles before the reviewing stand, beginning at 10 o'clock.

Battery drills, combat and bayonet exercises and the erection of wireless stations and field hospitals will be shown on one side, while flag drills, rough riding, motorcycle demonstrations and machine gun drills are being staged in the adjoining quadrangles.

The exercises will include the laying out and recovery of signal wires, the building of a pontoon bridge, the construction and demolition of a trestle bridge and the placing and explosion of land mines.

The commands will meet at noon, and a sham battle will be held in the afternoon.

THEATRICAL ADVERTISEMENTS: EMPIRE, MR. CYRIL MAUDE GRUMPY, LYCEE, MARIE TEMPEST, HARRIS, Rolling Stones, HUDSON UNDER FIRE, COHAN'S ELTINGE, MRS. WHITNEY'S FASHION SHOW, REPUBLIC COMMON CLAY, MAY IRWIN, WINTER GARDEN, LAST 2 PASSING SHOW OF 1915, SUNDAY NIGHT CONCERT, OUR CHILDREN, CASINO, THE BLUE PARADISE, CASTLES, THE AIR, ICE, SHUBERT, WILLIAM HODGE IN THE ROAD TO HAPPINESS, GERMAN BATTLEFIELDS, ASTOR, HIT-THE-TRAIL, HOLLIDAY, CANDLEY, THE HOUSE OF GLASS, LONGACRE, THE GIRL WHO SMILES, CORT, THE PRINCESS PAT, LEXINGTON, STANDARD, YORK, Loew's American Roof, THE BATTLE CRY OF PEACE, PALACE, COLONIAL, COLUMBIA, THE GIRL WHO SMILES.

THEATRICAL ADVERTISEMENTS: NEW AMSTERDAM, MOLOCH, NEW ZIEGFELD, "YOUNG AMERICA", CANDLEY, "THE HOUSE OF GLASS", ORCHESTRA SEATS, \$2.00, \$1.50, FIRST BALC., \$1.50, \$1.75c, 50c, THE BIRTH OF A NATION, BELASCO, THE BOOMERANG, FULTON, SOME BABY, GLOBE, MONTGOMERY & STONE.

THEATRICAL ADVERTISEMENTS: HUSBAND AND WIFE, STOLEN ORDERS, MANHATTAN OPERA HOUSE.

THEATRICAL ADVERTISEMENTS: DONT MISS THE EXPOSITION CHEMICAL INDUSTRIES, GRAND CENTRAL PALACE.

THEATRICAL ADVERTISEMENTS: THE ONLY CENTRAL CITY STRIP, NED WAYBURN'S, "TOWN TOPICS", CANDLEY, "THE HOUSE OF GLASS", A POSITIVE SENSATION, ORCHESTRA SEATS, \$2.00, \$1.50, FIRST BALC., \$1.50, \$1.75c, 50c, Strand.

HOTEL ENDICOTT

Columbus Ave. & 81st St., New York City.

A "Home Hotel" of superior appointment. The spacious dining rooms and 400 sleeping rooms have been reopened after an expenditure of an enormous sum in remodeling, redecorating and refurbishing.

Cuisine and service of the highest standard. Average charge per entree thirty-five cents. Restaurant prices fifty per cent less than elsewhere.

RATES Room with use of Bath, \$1.00 Room with Private Bath, 1.50 Parlor, Bedroom and Bath, 2.50

HOTEL NETHERLAND

4th Ave. & 39th Street.

First Triangle Night Wins New York

This morning New York is in possession of a new standard of Play Presentation.

DOUGLAS FAIRBANKS, RAYMOND HITCHCOCK, DUSTIN FARNUM

have made good in their new theatric environment. "The Lamb," "My Valet" and "The Iron Strain" have all proved worthy vehicles for these well-known players.

The Triangle Plan of presenting dramatic stars of the first magnitude in plays of the highest quality has proved a huge success.

If you were not at the Knickerbocker Theatre last night, you surely will be to-night—to-morrow—or next week.

It was said that New York would not pay as high as Two Dollars for this form of entertainment. That question has now been definitely settled.

New York will render value for value received. It will pay Two Dollars for an entertainment of the Two Dollar Calibre.

If you tried to get into the Knickerbocker Theatre last night—and failed—you probably realized that somebody else's Two or Three Dollars preceded yours through the Box Office window.

The present bill—Fairbanks—Hitchcock—Farnum—will continue all next week, afternoon and evening, until Saturday night.

Then will come a new series.

TRIANGLE FILM CORPORATION