Conducted by Samuel Hopkins Adams.

This department has entered the second stage of service to Tribune readers. Primarily it was intended merely to separate the sheep of advertising from the goats—and hang a bell on the goats. But now it goes beyond mere identification. It embraces a human nature study of both sheep and goats. You are invited to assist. For every letter printed in this department describing experiences—pleasant or unpleasant—with advertisers of merchandise, excepting only patent medicines, The Tribune will send $2.00, payable in any merchandise of any Tribune advertiser. For the most important letter each month a special prize of $50.00, payable similarly, will be awarded. Name printed or withheld—as you prefer, but must be signed or we will not know where to send the prize order. Address: The Ad-Visor, The Tribune, New York.

"I note in a recent issue of The American an advertisement of a whiskey masquerading as a medicine. I wish all our papers to reject all whiskey advertising of whatever kind and all advertising of any medicinal preparations containing alcohol or opiates in habit-forming quantities." (From an editorial ukase by William R. Hearst.)

Good for Mr. Hearst! He has taken to reading the Hearst newspapers. And in one of them he notes recently an advertisement which, judged from his characterization, must be that of Duffy's Malt Whiskey. Well, "Duffy's" has been advertising in the Hearst publications only about ten years, I suppose, and probably not more than three times a week during that period; so it is hardly surprising that Mr. Hearst (absent-minded beggar that he is!) should have failed to notice it earlier. Possibly the fact that Dr. Oscar M. Leiser, of the New York City Board of Health, in his lectures, has for some time been referring in a critically inquiring spirit to the discrepancy between Mr. Hearst's editorial utterances upon "booze" and the presence of Duffy's Malt Whiskey in the advertising columns, may have stimulated the editorial perceptiveness.

In any case, one exemplar of arrant quackery, at least, is ordered out of the Hearst papers. Is it too much to hope that Mr. Hearst will read deeper into his columns, and will decide eventually to evict the remainder of that tenantry of fraud which made his newspapers a reproach to decent journalism?

I think I can give you an unusual boost for a New York store. Some time ago I purchased a raincoat from James McCreery, Thirty-fourth Street. After wearing the coat for some three months dark spots began to appear all over it. I thought at the time that they were probably grease spots and paid little attention to them. However, at the end of six months the coat had so many of these spots on it that I was ready to discard it. One rainy day I went into McCreery's in the gentlemen's furnishing department to make another purchase and while there I asked the floor walker what caused this trouble with the coat. He informed me it was due to a defect in the material and although I had been wearing the coat for six months, and without my asking him to do so, he took me right over to the stock and replaced it with a brand new coat of equal value.

Needless to say I have been a booster of James McCreery since that time. STEPHEN YATES.

And properly. For several months that coat had been silently misrepresenting the McCreery stock. The "recall" of the defective article was not only an act of justice to the customer; it was also farsighted, self-protective merchandising.

I have read with interest the Ad-Visor since its institution, digested its "knocks" and "boosts," have learned to abhor $4 raincoats, 98-cent pure silk shirts, and am qualified to recognize a Finkelstein from the back. Recently your correspondents seem to have "joined the church," or something, for their letters contain more Balm of Gilead and less of vitriol.

But as usual the Big Fellows are getting all the boosts, all the "Hosannahs" and "Hallelujahs" going to the big department stores and millionaire shoe manufacturers. It has been my luck to discover the ethics of good business in that most unsavory section of Manhattan—Ann and Nassau streets.

Here, in the La Mode Shirt Shop, I purchased a silk muffler, while at the same time Santa Claus was slipping one down my chimney. To-day, in fear and trembling, I dropped in to ask if it was possible to exchange it for something else. Not a "hem" nor a "haw." Simply the remark that they were "pleased to do it." The exchange was made, courteously, not condescendingly, as if it was a pleasure, and the manager "made" a customer.

It is only a little place, no glaring arc lamps and screaming ads, but they sure know how to please. WILLIAM H. BOSCHEN.

Mr. Boschen must have had some sad experiences in "narrowest New York" thus to stigmatize a whole neighborhood. As a matter of fact, there are many reputable stores in the vicinity specified, as well as others far less reputable. The La Mode Shirt Shop belongs, as Mr. Boschen surmises, with the sheep, not the goats. On receipt of his letter, The Tribune Bureau of Investigation "tried out" the store on a test case. It came through the little examination with a percentage of 100 for fair dealing and courtesy. For which it is entitled to the same credit as if it were a gigantic emporium, no more and no less.

The above editorial from The Philadelphia Public Ledger, January 19, shows the awakening of the better class of American newspapers to the fact that there is only one class of advertising that should have space in their papers—"THE HONEST CLASS."

All The Ledger needs to complete its editorial is the "MONEY BACK" policy of The Tribune. "VERITAS."

"No Advertisements for Rotten Apples" is the heading of the editorial on advertising practice and policy inclosed by "Veritas." The Philadelphia Public Ledger can afford to state its principles editorially, for it carries those principles through all its columns, advertising as well as reading matter. It does not help to sell to its readers, through the medium of its paid print, "rotten apples," whether in the form of medical quackery, financial fakes or worthless merchandise. It is clean. It could afford, to-day, to guarantee its advertising to the full money-back limit.

A store like John Wanamaker's, of course, needs no praise; it is above suspicion. Yet I was surprised at the extreme patience and courtesy of a certain salesgirl from whom I was purchasing a broadcloth suit. It was at 5 o'clock on a Saturday; she was tired, and I was both tired and cross. There was a certain kind and color fixed in my mind: I would take no other. I am sure that this clerk brought forth every available suit for me to examine and try on. She spent half an hour on me, that is, until closing time, and her smile and patience never wavered. It happened that we found just what I wanted; I bought the suit, and have enjoyed it ever since. Whenever I wear the suit I think of that particular salesgirl and wish that there were more like her in the city. Besides being a delight to patrons and customers, such a clerk is a delight to her employer, for her qualities mean efficiency and good salesmanship. M. C. L.

This is a continued story. Chapter two is written by a lady in Michigan concerning an experience in a Chicago store.

I am rather difficult to fit, and went in search of wash dresses without much enthusiasm, my usual experience being a heartless dismissal by a hard hearted clerk, or else a mad effort to make me buy something that would prove useless. But I found myself being served by a neatly dressed girl of modest appearance, who entered heart and soul into my difficulties and sold me several dresses. I was so impressed by her painstaking efforts and her tactful suggestions that I gathered courage to approach the gentleman who was in charge of the floor.

"Will you allow me to praise one of your clerks?" I asked.

He smiled, looked interested, and said that he would be very glad to hear anything so unusual as praise. When I pointed out the clerk to him and told him my story, he said: "I wonder whether you can realize what this means to that particular girl!"

Then he called her, and told me, in her presence, that she had been dismissed from service a short time before, and then had been reinstated on the ground that she had, possibly, been falsely accused. "So you see," he said, "she is really here on probation, and you have helped her cause more than you can realize." The girl, who had looked downcast when she was called to our group, looked at me with very happy eyes, and I left the store, half-frightened at the success of my impulsive act. M. C.

How many shoppers who are ever ready with deserved censure of store employes are equally ready with deserved praise? "He gives twice who gives promptly," says the Latin proverb. She speaks a hundredfold whose good word comes at the right time.

On the eve of my vacation last summer, wishing an extra pair of shoes, I accidentally went into a Beck store, on Twenty-third Street, near Fourth Avenue, owing to the fact that the store I wanted to patronize was closed Saturday afternoons, and I purchased a very comfortable pair of shoes. About four or five weeks afterward a very serious defect in the upper of one of the shoes showed, so I sent the pair back to see what could be done. The clerk looked it over, and, without further ado, very pleasantly offered another pair in place, expressing regret that they did not have any of the same style in stock, but would procure it if required.

I think this is worth noting, especially in view of the fact that I failed to see the Beck Shoe Company mentioned in the list you published last Sunday.

I had forgotten the incident when I received the inclosed circular letter the other day, which induces me to bring it to your attention. E. J. B.

The form letter from the shoe concern is a model of "follow up" for the benefit of the customer. Here it is:

In order to improve our store service, we take the liberty of sending you a return card, and would like to have you fill this out and return at your convenience. Our store, located at 50 E. Twenty-third Street, city, reports that they have taken back a pair of worn shoes on account of same not being satisfactory, and would like to have you advise us if this is the case and if the exchange was handled to your entire satisfaction. Very truly yours,

THE BECK SHOE COMPANY.

A case where the store has carefully and skilfully systematized a plan for retaining the confidence and good will of its patrons; sound ethics and sound business combined.

NEW BUILDING LAW PLANNED

Estimate Board and Building Men Urge Bill Consolidating Inspections.

Members of the Board of Estimate, representatives of real estate interests, and other organizations interested in building inspections conferred in the Mayor's office yesterday. They agreed on a building inspection bill to be introduced in the Legislature at this session.

The bill would eliminate the State Labor Department from building inspections within the city and transfer its powers over supervision of construction to the Building Superintendents and enforcing safety requirements to the Fire Department. A board of standards and appeals, to succeed the Board of Examiners, which also exercises the powers now held by the State Industrial Commission, is also provided.

The Tenement House Department is not affected by the bill. Under the plan builders would be required to file plans with only one department, the Buildings Department, and only one department would inspect a building during construction.

AVON BARD GRILLED BY ROUND TABLERS

"Well, Who Wrote Them?" They Ask, After Hearing Shakespeare-Bacon Act.

Secrets of tremendous significance were unveiled last night to the members of the Round Table Reading Club at 239 Lenox Avenue by their president, E. J. Des Moineaux. The last shreds of reputation and respect were torn mercilessly from the sacred memory of William Shakespeare. As if that were not enough for one evening, it was announced that Francis Bacon, usually the dark horse in any Shakesperian controversy, not only wrote the plays attributed to Shakespeare, but that he was the son of Queen Elizabeth.

Mr. Des Moineaux informed his audience that the man whom a credulous world insists on crediting with "Romeo and Juliet," "The Tempest" and three dozen more plays probably could not even write his own name, to say nothing of writing a play, and that poor William Shakespeare was nothing but a petty tradesman of Stratford-on-Avon who spent a year or so in London as a bad actor.

According to the lecturer, Francis Bacon must have been an excessively busy nobleman, for he not only wrote the dramas foolishly attributed to William Shakespeare, but also the plays of Peele, Greene and Christopher Marlowe, in addition to the books that he condescended to write under his own name. Although he did not say so explicitly, the president created the suspicion that Spenser, who has been considered for almost three centuries something of a poet and the author of the "Faerie Queene," was also nothing but a mask for Queen Elizabeth's versatile son, Bacon.

If any one in the audience should be in the least credulous there were lantern slides proving everything that Mr. Des Moineaux said, by means of translations of the cipher code that Bacon used in the thousand plays and poems he must have written in his active life. Queen Elizabeth's secret marriage in the dead of night in the Tower of London was exposed in the same manner.

POLYMURIEL DOOMED, MONTCLAIR HEARS

Teachers College Professor Says All-Day Dress Is Failure.

Montclair, N. J., Feb. 17.—Polymuriels are either ugly or complicated. The dream of ultra-modern modistes, a feminine dress that will suffice for housework in the morning, the bridge table in the afternoon and a dance at night, is doomed to failure.

This is what the Women's Club of Upper Monclair was told this afternoon by Miss Jane Fales, professor of household arts at Teachers College, Columbia University. She spoke on "The Development of Costume."

The art of dressing, Miss Fales said, arose from a woman's ability to dress according to her own individual style. The color, lines and texture of costumes should be selected according to the coloring of hair and eyes, as well as the proportions of figure. To be well dressed a woman must be able to adapt almost any fashion to individual requirement, Miss Fales declared.

Plays and Players of the Film World

The first national exposition of the motion picture industries is to be held at Madison Square Garden May 6 to 16, under the management of J. M. Binder and Harry A. Cochrane. May 15 will be devoted to a ball and carnival, the proceeds of which will help to swell the motion picture trade's contribution to the Actors' Fund.

Captain Harry Lambart who recently resigned from Mirror Films, has begun suit against that corporation for various things, among them back salary he alleges to be due.

L. J. Rubinstein, publicity manager of Thanhauser, threatens to surprise those present on Saturday evening at the motion picture hall in Madison Square Garden. What his surprise will be he does not say, of course, but he intimates that the whole civilized world and New Rochelle will be vastly interested.

Delegations of weeping men and women waited on Mary Fuller yesterday, pleading that she, too, go into the divulging business and tell what her coming announcement will be. But Miss Fuller refused—not for the world would she tell—not until to-morrow will anybody know.

Wallace Reid, the Lasky star, is trying to find a person who dispenses Carnegie medals in Southern California. He feels that he is entitled to one, owing to the part he took in the rescue of Mae Murray from the rocks during the height of a recent storm at Catalina. Reid was the only one able to get a boat from the launch through the surf and bring back the frightened actress.

Anthony Hope's "Rupert of Hentzau" has been filmed by Bluebird, with Jane Gail as Queen Flavia and Henry Ainley as King Rudolf and Rudolf Rassendyl. Many of the scenes were taken in England.

Alice Brady has returned to New York from the mountains of North Carolina, and is now finishing the picture "Then I'll Come Back to You" in the studio of the Frohman company. Next week she will begin acting the star role in Amelie Rives's "The Quick or the Dead" for the William A. Brady Pictures Corporation.

SAYS QUACKS KILL 200,000 EACH YEAR

Dr. Leiser, of Health Department, Blames Ads That Boom Cures.

EDUCATION ONLY CAN STOP EVIL, HE SAYS

Praises Tribune's Fight on Patent Medicines—Federal Act Is Called Good, but Inadequate.

"There is not a patent medicine on the market worth the powder to blow it to kingdom come," was the opening sentence in a lecture on quack nostrums by Dr. O. M. Leiser, of the Health Department's Bureau of Public Health Education. He spoke yesterday afternoon at a meeting of the Women's Municipal League, 42 West Thirty-ninth Street.

"Patent medicines kill 200,000 people a year," continued Dr. Leiser, "simply because it is so easy to get them before the public. The New York Tribune is the only morning paper in New York that does not carry patent medicine advertisements. In one issue of a New York evening paper there were two and a half pages of advertising of worthless or fraudulent medicines.

"We are all indebted to Samuel Hopkins Adams for his work. It is by education, education and more education that we can be rid of patent medicines.

"The Federal pure food and drug act does good, but it is inadequate. It does not prevent fraudulent advertisements, nor the use of poisons. It only requires that they be named on the label. That means nothing to the general public.

"Orangeine, Bromo-Seltzer and others contain acetanilid, which depresses the heart and is habit forming. I have five hundred death certificates which show that death was caused by acute acetanilid poisoning from such headache cures. There is Stearn's Headache Cure, whose advertisements claim it to be 'Speedy, Certain and Safe.' Three lies.

"Then come consumption cures. Here are such fakes as Hill's Consumption Cure, Eckman's Alterative, made by a horse doctor; Duffy's Malt Whiskey, which is rotten whiskey sweetened with cane sugar, and our old friend Piso's Consumption Cure, now calling itself Piso's Cure for Coughs and Colds.

"Warner's Safe Remedy, containing 15½ per cent of alcohol, is supposed to cure Bright's disease, when it is a recognized medical fact that alcohol is the worst thing possible for Bright's disease. Radol, the cancer cure, at $5 a bottle, is nothing more than a weak solution of quinine. The delightful quartet of fakes—Lydia Pinkham, Paine's Celery Compound, Vinol and Hostetter's Bitters—contain from 15 to 60 per cent alcohol.

"And last," said Dr. Leiser, "there is that wonderful nerve tonic, Sanatogen. A representative of the company told me he had heard I was saying some hard things about them. He listened to my lecture, and afterward protested that I had classed them with a bad lot of fakes. 'Can't you say something good about us?' he asked. I said I would. And here it is: Sanatogen is the only one I have mentioned which can't harm your digestion, for it is nothing more nor less than cottage cheese."

KINGS, SEEK PEACE! VERNON HAS SAILED

Not a Tear in Castle's Eye as He Leaves His Beloved Broadway for the Front.

The world's champion catch-as-catch-can one-stepper left the beloved white glare of Broadway yesterday and sailed on the Adriatic for the red glare of Europe's battlefields. Vernon Castle is on his way to joint the British flying corps.

If the amiable dancer was worrying lest a German shell transform the celebrated Castle Walk into a heroic lieutenant's limp, he gave no sign of it as he marshalled his many trunks and greeted his friends. When it was announced that the boat would not sail until 5 o'clock, he entertained with a farewell luncheon.

There is no taint of the press agent's activity in this trip of Vernon's. A genuine aeroplane pilot's license in his pocket attests the proficiency he acquired at the Curtiss Aviation School at Newport News, and he is going straight to the War Office when he arrives.

Mrs. Castle is playing in St. Louis, and found it a bit inconvenient to see her husband off at the pier. He took a run out West, however, at the beginning of the week to say goodby, and in telling about it yesterday added another official denial of all reports of a separation.

The Adriatic was delayed because several automobile trucks were late in arriving. She carried 270 passengers and about 15,000 tons of cargo.

Mrs. Castle, asked by telegraph to comment on her husband's departure, sent this reply to The Tribune last night from St. Louis:

"Am much too unhappy about Vernon going to war to talk about it. I have not considered the anti-aircraft guns, as I felt from the start that nothing could happen to him, and the only worry I have is the pain I feel in being separated from him, which dancing hard cannot possibly wipe out. I am very proud that he seemed cheerful and determined over such an unpleasant task. "IRENE CASTLE."

WIFE SAYS GIRL WON PRINCE

Miskinoff Charges Cruelty—Trial on To-day.

The separation suit of Prince Alexander Miskinoff against Princess Aimee Crocker Miskinoff, who was the widow of Jackson Gouraud, and the counter claim of the princess for a separation, will come to trial to-day in the Supreme Court. All the parties to the suit, including Miss Yvonne Gouraud, foster daughter of the princess, were in court yesterday ready to proceed.

Prince Miskinoff alleges cruel treatment on the part of his wife, who is a member of the wealthy Crocker family of California. Princess Miskinoff makes the same allegation against her Russian husband. He alleges that a girl baby was born of the union, which his wife denies.

The former Mrs. Gouraud mentions the infatuation of her titled husband for a girl of fifteen, which is about the age of Miss Gouraud.

DOC LYMAN'S AID LANDS IN CELL

Surety Co. Withdraws Thonet's Bond—Swindler's Wife Didn't Know His Business.

Louis B. Thonet, who under different names acted as lieutenant to Dr. John Grant Lyman, the swindler now sought by Federal authorities, spent last night in the Tombs. A surety company which went his bond for $10,000 surrendered him yesterday afternoon, and although his bail was reduced to $5,000 he was unable to find another bondsman. Efforts to have him freed will be continued to-day by Charles H. Griffiths, his counsel.

The bankruptcy proceedings before John J. Lyttle, receiver for J. H. Putnam & Co., the firm under which Lyman conducted his fraudulent investment business from which, according to latest estimates, he fled with $700,000 of other people's money, brought Mrs. Lyman, the confidence man's wife, as a witness.

She said she never knew the nature of her husband's business, except that it had to do with investmenst. She lived under many different names, she testified, but accepted his explanation that it was necessary for him to do so. Mrs. Lyman denied she was a niece of Ellen Peck, the aged "Confidence Queen."

"I am paying the expenses for my mother, myself and my baby from the money I got from my jewelry," she replied to a question.

A sable lined overcoat which is said to have cost Lyman $15,000 several years ago was discovered yesterday in the examination of Mrs. Lyman. She admitted bringing from England a trunk of his clothing, and said the coat was in the trunk. She agreed to turn it over to the receiver's agent. Thonet, who was reexamined by Receiver Lyttle, also agreed to turn over Lyman's gold watch and diamond stickpin.

The bankruptcy proceedings were interrupted early in the afternoon when Thonet was summoned before Commissioner Houghton. A representative of a surety company which posted $10,000 upon which he was released, announced that it wished to discontinue the transaction. At 6 o'clock Thonet gave up hope of regaining his freedom, and went to the Tombs.

FIREBUG FOILED AGAIN

On Third Attempt Sets 3 Baby Carriages on Fire in Hall.

With Police and Fire departments keeping a close watch on the building since Sunday, a firebug last night made a third attempt to destroy the apartment house at 649 Lenox Avenue.

Patrolman Collins, in passing, peered into the hallway, following instructions to keep an eye on the building. Smoke was filling the lower hall. Three baby carriages were afire and the carpet burning. The patrolman stamped out the blaze and rolled the carriages to the street.

The first fire, under the dumbwaiter in the cellar, was discovered on Sunday. On Tuesday the dumbwaiter rope was burned away. In both cases the firebug used oil-soaked paper.

RAILROADS FIGHT FOR WATER LINES

Lehigh, Long Island and Vermont Plead Panama Act Exemption.

ASSERT AT HEARING SHIPS HELP SERVICE

Coal Road Obtains Temporary Injunction Against Commerce Commission.

Three railroads were active yesterday in campaigns by which they hope to cut down costly rail freight rates by continuing ownership of steamships under the provisions of the Panama Canal act. The Lehigh Valley Railroad announced a temporary victory over the Interstate Commerce Commission by obtaining a temporary injunction restraining that body from interfering with its ownership of its boats on the Great Lakes.

Two other railroads appeared before Interstate Commerce Commissioner Judson C. Clements and pleaded their cases, while several other applications for the same privilege are pending. The pains all the roads involved have gone to in bringing lawyers and witnesses from remote parts of the country to argue their cases have indicated to members of the commission that the bulk of rail freight profits is made by the use of coöperating water lines.

A hearing will be held on March 17 to determine whether the temporary injunction allowed the Lehigh will be made permanent. The company's officials predict this will be done, and the directors expressed their confidence in the outcome of the case yesterday by authorizing an expenditure of between $20,000 and $25,000 to put the lake fleet of six ships in better condition.

The company presented evidence to prove that the railroad traffic ended at Buffalo, where the ship business began.

Vagaries of the public taste for summer resorts were cited by officers of the Montauk Steamship Company at the hearing before Interstate Commerce Commissioner Clements as one of the reasons why the Long Island Railroad should be permitted to continue control of the water line.

H. L. Desanges, superintendent of the Montauk Line, told of increasing competition by auto trucks, which handle practically all the freight to Sea Cliff; of the rapidly changing popularity of resorts because the public will not go to the same place for many years, and other considerations that make both water and rail freight handling a precarious business.

Officers of the Central Vermont Railroad, which hopes to obtain the right to continue operation of the Vermont Steamship Company, supported their assertion that they can give better service by retaining control of the water line by the testimony of shippers.

"PEANUTS" ROBINSON HELD

Accused of Smuggling Opium from England.

Herbert F. Robinson, known as "Peanuts" Robinson, a notorious mail swindler, was arrested by Federal agents yesterday when a quantity of opium was discovered in his trunk by Custom House inspectors. Robinson arrived from England on Wednesday on the Orduna, after being deported by the authorities under the defence of the realm act.

When arraigned before Commissioner Houghton, Robinson denied all knowledge of having brought any drugs with him. Robinson is reputed to have made about $100,000 by trafficking in drugs while abroad.

HART SCHAFFNER & MARX SUITS AND OVERCOATS GO AT ROCK BOTTOM PRICES

Final Clearance Figures Announced by Wallach Bros. Breaking Every Previous Record for Big Values.

Prices Truly Remarkable in View of Present Scarcity of Dyestuffs and Woolens for Next Winter. Reductions of 10% to 40%.

Here is a news item of the greatest importance to every man who wants to save money on his clothes.

Wallach Bros. are holding a Final Clearance Sale of their fine Winter Suits and Overcoats. Prices have been brought right down to rock bottom on a wonderful assortment of Hart Schaffner & Marx Clothing—now marked at

$15 $19.50 $25

Buy now—for this year and **next.** You'll not find clothes like this at anywhere near these figures THEN.

Also—some of the World's Finest Overcoats (including the famous Brooke English Meltons) at $32.50

Wallach Bros.

Broadway, below Chambers. Broadway, Cor. 29th. Third Ave., Cor. 122d. 246-248 West 125th. Open Evenings

CAVANAGH'S Restaurant
258-260 WEST 23rd ST.
FAMOUS FOR
Sea Food Specialties
Delicious Steaks and Chops
All the Season's Delicacies
Courtesies to Ladies Unattended
Newly Enlarged Banquet Rooms
Music Established 40 Years

Luchow's
14th Street, near Fourth Avenue.

SYMPHONY Society of New York
WALTER DAMROSCH, Conductor.
FIRST GALA CONCERT,
At Carnegie Hall,
Saturday Aft., March 4.
ONLY APPEARANCE WITH ORCHESTRA
PADEREWSKI
First Performance in America
ELGAR'S "POLONIA," dedicated to Mr. Paderewski. Seats, $1 to $2.50. Boxes $15 & $18. Room 1202, Aeolian Bldg., and Box Office, Carnegie Hall.

3rd Subs. Concert, Sat. Evg., February 19.
RUSSIAN Symphony Society
Modest Altschuler, Conductor.
FIRST JOINT APPEARANCE.
LINA CAVALIERI
LUCIEN MURATORE
Seats 50 cts. to $2.50, at Carnegie Hall Box Office.

BURTON HOLMES
Sun. Eve., 8:30, & Mon. Mat. at 3.
BOTH AT THE CANDLER THEATRE, W. 42d ST.
PANAMA-PACIFIC EXPOSITION POP. PRICES 50-75-1.00-1.50

PRINCESS THEATRE. THIS AFTERNOON, AT 3.
REGINALD SWEET
Exposition at the Piano of
CYRIL SCOTT and STRAVINSKY MUSIC.
Tickets at Box Office. Mason & Hamlin Piano.

AEOLIAN HALL. To-mor. (Sat.) Evg., 8:15.
VIOLIN RECITAL
ARKADY BOURSTIN
Tickets 50c. to $2. Mgmt. Haensel & Jones.

Aeolian Hall, Thurs. Aft., Feb. 24, at 3.
OSSIP GABRILOWITSCH

PRINCESS THEATRE, MON. AFT., FEB. 28, AT 3.
SONG RECITAL PAUL REIMERS
Special Student rates this week only.
Tickets at Music League of America, Aeolian Bldg.

NOW OPEN
Medal-Winning Exhibit and Features from the JOY ZONE
San Francisco Exposition
GRAND CENTRAL PALACE
Admission..........50 Cents

3rd Concert To-m'w (Sat.) Evg. at 8:15.
RUSSIAN Symphony Society
Modest Altschuler, Conductor.
FIRST JOINT APPEARANCE.
LINA CAVALIERI
LUCIEN MURATORE
Seats 50 cts. to $2.50, at Carnegie Hall Box Office.

PHILHARMONIC
SOCIETY OF NEW YORK.
JOSEF STRANSKY, CONDUCTOR.
Next Sun. Afternoon, at 3, Carnegie Hall.
Soloist JULIA CULP
BEETHOVEN—WAGNER—LISZT
Tickets 50 cts. to $1.50. Felix F. Leifels, Mgr.

NEWMAN TRAVELTALKS
5 SUNDAY EVES. at 8:30
CARNEGIE HALL, 57th St.
SOUTH AMERICA
BRAZIL........Feb. 27
ARGENTINA......Mar. 5
CHILE...... " 12
PERU...... " 19
BOLIVIA..... " 26
COURSE TICKETS $5, $4, $3, $2.50. NOW

Aeolian Hall, Fri. Aft., Feb. 18, at 3.
SPIERING
VIOLIN RECITAL
Steinway Piano.
Tickets now at Box Office.

Carnegie Hall, Monday Afternoon at 3.
SONG RECITAL
OSCAR SEAGLE
Tickets at Box Office. Steinway Piano.

NEW YORK'S LEADING THEATRES AND SUCCESSES.

EMPIRE B'WAY & 40TH ST. Evgs. at 8:20. Mats. To-m'w, Tues. & Wed. 2:20.
Maude Adams in J. M. Barrie's "THE LITTLE MINISTER."

LYCEUM WEST 45TH ST. Evenings 8:20. Mats. To-m'w, Tues. & Thur. 2:20.
ETHEL BARRYMORE in the New Comedy "OUR MRS. McCHESNEY."

LIBERTY West 42d St. Evenings 8 Sharp. Mats. To-m'w, Tues. & Wed. 2:20.
JULIA SANDERSON DONALD BRIAN JOSEPH CAWTHORN
In the Triumphant Musical Comedy SYBIL

GEO. M. COHAN'S THEATRE, B'way, 43d St.
OTIS SKINNER in Henry Arthur Jones' Comedy "Cock o' the Walk"

FULTON WEST 46 ST. Evenings 8:15. Mats. To-m'w, Tues. & Wed. 2:15.
A REAL OVER-NIGHT HIT!!
THE MELODY OF YOUTH
A New Irish Comedy by Brandon Tynan.
"SUNNY, CHARMING AND ABRIM WITH LAUGHTER.—YOU WILL ENJOY EVERY MOMENT OF IT." Times.

ASTOR B'way, 45th St. Eves. 8:10 SHARP. Mats. To-m'w, Tues. & Wed. 2:10.
THE COHAN REVUE 1916

LONGACRE W. 48 St. Bryant 23. Evs. 8:30. Mats. To-m'w, Tues. & Wed. 2:30.
LEO DITRICHSTEIN in his triumph "THE GREAT LOVER."

BELASCO WEST 44TH ST. Evenings 8:30. Mats. To-m'w, Tues. & Thur. 2:30.
THE BOOMERANG
EXTRA MATINEE NEXT TUESDAY 2:20.

ELTINGE WEST 42D ST. Evenings 8:15. Mats. To-m'w, Tues. & Wed. 2:15.
FAIR AND WARMER

NEW AMSTERDAM W. 42 St. Evs. 8:15.
EXTRA MAT. WASHINGTON'S BIRTHDAY
ELSIE FERGUSON in Hall Caine's Great Success MARGARET SCHILLER

AFTER THE PLAY VISIT ZIEGFELD MIDNIGHT FROLIC

GAIETY B'way, 46 St. Evgs. 8:20.
Extra Mat. Washington's Birthday.
MRS. FISKE
In a Deliciously Humorous Comedy about the Pennsylvania Dutch
Erstwhile Susan

CRITERION B'way, 44th St.
MATINEES NEXT WEEK TUES & WED.
"MISS ALLEN PLAYED WITH PATHOS AND BEAUTY."
VIOLA ALLEN JAMES K. HACKETT
in SHAKESPEARE'S MACBETH

HUDSON WEST 44TH ST.
"Best Romantic Play of Years."—Eve. World.
The Cinderella Man
A New Comedy, by Edward Childs Carpenter.

CANDLER WEST 42D ST.
THE HOUSE OF GLASS
Mary Ryan and the Great All American Cast.

HARRIS WEST 42 ST.
HIT-THE-TRAIL HOLLIDAY
with Fred Niblo as "Billy Holliday."

REPUBLIC WEST 42D ST.
COMMON CLAY

GLOBE B'WAY & 46TH ST.
GABY DESLYS in "STOP! LOOK! LISTEN!"

HIPPODROME
MANAGEMENT.....CHARLES DILLINGHAM
MATINEE DAILY. BEST SEATS $1
Eves. (8:15) & Sat. Mat. 25c to $1.50
HIP HIP HOORAY 1,000 People.
SOUSA & his BAND—ICE BALLET.
Staged by R. H. BURNSIDE.
SKATING CONTESTS After each matinee.
TO-DAY—Fair Skating and Finales.

SUNDAY one time only with SOUSA and his band
Special Personal Appearance
CHARLIE CHAPLIN (HIMSELF)
The Funniest Man in the World
and XENIA MACLEZOVA—LEO ORNSTEIN
Seats now on Sale. Regular Sunday Prices.

COLUMBIA, B'way & 47th. Twice Daily. Pop. Prices. GAY NEW YORKERS

PLAYHOUSE 48th, E. of B'way. Evs. 8:15. Mats. To-m'w & Wed. 2:15.
"Miss George achieved nothing short of a triumph."—Chas. Darnton in Eve. World.
GRACE GEORGE in
THE EARTH At reg. perf's Except Sat. Mat. Feb. 19, Mon. Ev. Feb. 21, Tues. Mat. Feb. 22 & Fri., Feb. 25. When Miss George will present Shaw's MAJOR BARBARA

48TH ST. Thea., Just E. of B'way. Evgs. 8:15. Matinees To-m'w, Feb. 22 & Thurs.
JUST A WOMAN by Eugene Walter.
SUNDAY NIGHT, 8:30. SPECIAL.
GEORGE BEBAN in "PAWN OF FATE."
Seven's greatest drama. 25c to $1.
Direction World Film Corporation.

BOOTH. Evgs. 8:15. Mats. To-m'w, Feb. 22 & Wed.
THE FEAR MARKET by Amelie Rives.

MAXINE ELLIOTT'S 39th, nr. B'way.
ROBERT HILLIARD in "THE PRIDE OF RACE."

SHUBERT. Evs. 8:15. Mats. To-m'w, Feb. 22 & Wed.
ALONE AT LAST Franz Lehar at His Very Best.

39TH ST. Thea.
EMILY STEVENS in "THE UNCHASTENED WOMAN."

PRINCESS 39th, near B'way. Evgs. 8:20. Mats. To-m'w, Feb. 22 & Wed.
A New Musical Comedy That Is Different.
VERY GOOD EDDIE

CASINO. Evs. 8:15. Mats. To-m'w, Feb. 22 & Wed.
THE BLUE PARADISE with CECIL LEAN

44TH ST. THEA. Evgs. 8:20. Mats. To-m'w, Feb. 22 & Wed.
KATINKA

COMEDY. Evs. 8:15.
"Best Comedy in Town."—Ev. World.
HOBSON'S CHOICE

LYRIC 42d, West of Broadway. Evgs. 8:15. Matinees To-m'w, Feb. 22 & Wed.
ABE and MAWRUSS
POTASH & PERLMUTTER IN SOCIETY

Manhattan Op. Ho. Mats. To-m'w, Feb. 22 & Wed. Evgs. 8:15.
IN OLD KENTUCKY

METROPOLITAN OPERA HOUSE
To-night, 8:15. Rheingold.
Sat. Mat. at 2. Boheme.
Sat. at 8 (75c to $3.) Boris Godounow.
Sun. at 8:30. Concert.
Next Mon. at 8:15. Rigoletto.
Tues. (Wash. B'day) Mat. at 1. PARSIFAL
Wed. at 8:15. Butterfly.
Thurs. at 1:30. Goetterdaemmerung.
Thurs. at 8:15. Lucia.
Fri. at 8. Carmen.
HARDMAN PIANO USED.

PARK THEATRE
COLOSSAL FILM SPECTACLE
DEFENSE OR TRIBUTE
CONTINUOUS. 1 TO 11. 15-25-50c.

CORT W. 48 St.
"ANY HOUSE"
with EDWIN ARDEN

STANDARD B'way & 90th St.
FISKE O'HARA in "KILKENNY"
Next Wk. EVA TANGUAY

THEATRE FRANCAIS
YVONNE GARRICK

B. F. KEITH'S PALACE
B'WAY, 47TH ST.
Daily Mat., 25 to $1

GARDEN
LAST TWO WEEKS
THE WEAVERS

BANDBOX
WASHINGTON SQ. PLAYERS

Loew's American Roof

KNICKERBOCKER
"DAPHNE AND THE PIRATE"

Punch & Judy
TREASURE ISLAND

IRVING PL. THEATRE
"EINEN JUX WILL ER SICH MACHEN"

Strand
Next Wk. Blanche Sweet in "Blacklist."