

Ad-Visor. Conducted by Samuel Hopkins Adams. This department has entered the second stage of service to Tribune readers.

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The advertiser is frequently so liberal as to arouse just a slight suspicion as to his real value. To illustrate: It is conceded that reputable (?) merchants primarily desire to maintain or make regular customers.

As an overwhelming percentage of the purchasing public were not reasonable and fair-minded, the unconditional money-back policy might not work as well as it does.

Inclosed you will find ad. of The Continental Jewelry Company for sale of their last Sunday's Herald, which, with the exception of the date mentioned therein, the Herald has been publishing since 1913 to my knowledge.

If the Herald owes any obligation to its readers in the matter of protecting them from its predatory advertisers it has never admitted the fact.

It seems that The Ad-Visor has a national reputation. A letter to my wife from a lady living in Kentucky says: "I was presented with a pair of stockings, which are quite the prettiest thing of the kind I ever saw."

We are very glad to say that your complainant, Mr. Hilliard H. Matthews, we now believe is entirely happy following the call on him by Mr. George D. Briggs, the assistant manager of our 34th Street Store.

IT'S RATHER A DIFFICULT MATTER TO SATISFY CUSTOMERS WHO DON'T LET THEIR DISSATISFACTION.

A conservative statement of a fundamental and most important fact. Of the complaints which reach The Tribune Bureau of Investigations more than 60 per cent come from people who haven't even given the store a chance to make good.

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THE CAPITALS IN THE LETTER ARE NOT BY THE ROGERS PEET CO. THEY ARE MY OWN. And I'm about to repeat them:

BAZAAR HAS BIGGEST CROWD. Thronged Fill Streets About Garden Seeking Admission. Last night saw the largest crowd at the German bazaar in Madison Square Garden since its opening.

BRIDEGROOM'S DEATH LAID TO BROKEN HEART. Son and Daughter Contested Old Oysterman's Right to Wed. Captain Jacob I. Housman's sickroom honeymoon with his trained nurse bride ended yesterday by death.

INVISIBLE PERISCOPE WANTED, SAYS EDISON. Inventor, Off for South, Urges Youths to Get Busy. Thomas A. Edison, leaving yesterday for Florida for a four-week vacation,

HER PA WINS COUNT'S SUIT. Kilduchevy Won't Get \$16,000 for Alleged Troughing at Door. Count Paul de Kilduchevy, of Russia, a civil engineer, will not receive any financial help from the alleged assassin of James J. Bennett.

WOMAN AND CHILD CLEARED. Accused of Stealing in Movie House, They Are Discharged in Court. Mrs. Frances Smith, twenty-seven, of 218 East 125th Street, who was charged with the theft of a film from a movie house, was cleared today.

SAYS SON VOLUNTARILY RETURNED TO ISLAND. Mrs. Johnson Thinks He Lives in Rat-Infested Dungeon. "I want him to do what is right," announced Mrs. A. Johnson, mother of Lewis Johnson, who, on Monday, made his escape from the City Reformatory on Hart's Island.

PHILHARMONIC ALL WAGNER PADEREWSKI. Dinner a la carte in the main dining room. Two Orchestras—Two Dancing Floors. A Stunning Cabaret Entertainment on each floor.

HER OWN CLIENT, FOR ONCE ONLY. Swindle Evidence at Trial Costs Mrs. Francolini and Sister Liberty. Mrs. Matilda Francolini and her sister, Rosa Halley, known as the "Realty Queens," went to jail last night for the first time since their arrest eighteen months ago on indictments charging them with stealing the savings of servant girls by means of a real estate swindle.

REALTY QUEENS REIGN IN CELL. Swindle Evidence at Trial Costs Mrs. Francolini and Sister Liberty. Mrs. Matilda Francolini and her sister, Rosa Halley, known as the "Realty Queens," went to jail last night for the first time since their arrest eighteen months ago on indictments charging them with stealing the savings of servant girls by means of a real estate swindle.

MORTGAGE SALES SNARE WOMAN. Went to California "for Health" After Companies Failed—Victim, 71, Lost Heavily. Mrs. Matilda Francolini and her sister, Rosa Halley, known as the "Realty Queens," went to jail last night for the first time since their arrest eighteen months ago on indictments charging them with stealing the savings of servant girls by means of a real estate swindle.

BUTLER, DISCHARGED BY HER, WINS \$500. Mrs. Mayo Smith Objects to Jews, Heckles Slander Witness and Loses Case. The next time Mrs. Mabel Mayo-Smith is a litigant in court she will be represented by counsel.

SMITH COLLEGE GIRL PAYS FINE FOR THEFTS. Miss Vose's Mind Deranged by Study, Friends Say. Northampton, Mass., March 21. Miss Irene Vose, of Westbury, N. Y., the Smith College girl who pleaded guilty to the larceny of jewelry and other articles, valued at \$300, from her fellow students, paid a fine of \$250 in court today.

CHURCHILL'S. More than a Restaurant—A Broadway Institution. Broadway & 49th Street. MI-CAREME VENETIAN MASQUE BALL. HOTEL BREVOORT, Fifth Avenue. CAFE LAFAYETTE, University Place.

YVETTE GUILBERT. EDWIN GRASSE, VIOLINIST. MILHOLLAND. SHUBERT TO-NIGHT. THE GREAT PURSUIT. PLAYHOUSE WEST. GRACE GEORGE. MARY PICKFORD HERSELF. POTASH & PERLMUTTER IN SOCIETY. THE BLUE PARADE. KATINKA.

TRIAL OF T. M. OSBORNE POSTPONED TO APRIL 3. Court Refuses to Quash Indictment Against Toblinsky. The date for the trial at White Plains of Thomas Mott Osborne, former Warden of Sing Sing Prison, under an indictment charging him with neglect of duty and immorality, which was set for March 30, was changed yesterday to April 3, as it was found that there would be no Supreme Court justice presiding at White Plains on that day.

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SPRING, IN BOOTS, WADES INTO CITY. She Nurses Influenza in Private—Even Sparrows Were Disappointed. In the raw air Washington Square the chill black and white of the winter months was being replaced by the soft, warm sun of the spring.

UNION SQUARE LIKE CHOCOLATE SUNDAY. Garibaldi Shivers with Collar Full of Snow, White Flower Boys Croak "Arbutus!" Spring, with that nameless pathos in the air which, it is alleged, dwells with all things fair; Spring, with her reputed golden sun and supposed silver rain, is with us, according to the Weather Bureau and Hood's Sarasparilla Almanac.

TWO DETECTIVES COMMENDED. Enright and Foley Win Award by Mayor in White Slave Cases. Detective Sergeants William J. Enright and David J. Foley have been publicly honored by Commissioner Woods, who conferred the award of commendation for the work they did in the "white slave" cases.

CONFECTION MESS FOR WIN. Service that cannot be bettered anywhere. Strong assertion, is it not? Let us prove it. Spring Clothes and Haberdashery of best qualities—moderately priced.

George G. Benjamin. Fifth Ave. Building—Broadway Cor. 24th St. NEW YORK'S LEADING THEATRES AND SUCCESSORS.

EMPIRE MATINEE TO-DAY at 2:20. ELSIE FERGUSON MARGARET SCHILLER LYCEUM. THE HEART OF WETONA. CRITERION VIOLA A. GROSMAN ALLEN C. GOSMAN THOMAS A. WISE as FALSTAFF THE MERRY WIVES OF WINDSOR FULTON MELODY OF YOUTH MITZI in 'POM-POM' ASTOR COHAN REVUE 1916 LONGACRE CANDLE THE HOUSE OF GLASS GLOBE GABY DESLYS

NEW AMSTERDAM Tree in Henry VIII AFTER THE PLAY VISIT ZIEGFELD MIDNIGHT FROLIC EVA TANGUAY LIBERTY MRS. FISKE BELASCO THE BOOMERANG GAJETTY MRS. FISKE HUDSON THE CINDERELLA MAN HARRIS ELTING FAIR AND WARMER PARK MARVELOUS MACISTE REPUBLIC COMMON CLAY

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