

CUBAN ADVERTISING MAN AN ENTHUSIAST

Senor Pedro Gutierrez, of Havana, finds Philadelphia a "Grand Big City"



PEDRO GUTIERREZ
Havana man, who is Cuba's delegate to the advertising convention.

One of the conspicuous delegates attending the sessions of the Associated Advertising Clubs of the World in this city is Senor Pedro Gutierrez, of Havana, Cuba. He is here as a representative of the Advertising Club of Cuba, an organization of which he was a founder.

Senor Gutierrez is brimful of enthusiasm for everything that favors of advertising. He declares he eats it, talks it and dreams of it. He said it is the most vital thing in the world today. Senor Gutierrez arrived in this city on Saturday and is quartered at the New Bingham Hotel.

"I am amazed to find Philadelphia such a great and grand big city," was the way he expressed himself when asked what he thought of the city yesterday. "I never expected to find so tremendous a number of people here. It is truly wonderful. I shall take in everything before going home, but there is so much to see here that I am convinced I shall have to get about very quick."

Asked as to the development of advertising in Cuba, Senor Gutierrez, who is known as the father of photo-engraving in Havana, said that the newspapers in Cuba are now considered to be the leading factors in advertising.

Senor Gutierrez is scheduled to address one of the sessions of the convention on "Photo Engraving in Cuba as an Advertising Factor."

"Advertising in Cuba owes its rapid development largely to American methods," said Senor Gutierrez. "My plant is equipped entirely with apparatus purchased in Philadelphia. Photo-engraving in Cuba was in its infancy when I established a plant in Havana nine years ago. Since that time its rapid development has caused me to install the highest type of machinery. In fact that I might give my customer the finest work. Skilled workmen were scarce in Cuba, and I have taught my three sons the business from top to bottom. I intend to purchase some new machinery while here for my plant."

The Advertising Club of Cuba (or, as it is known in Cuba, Club de Propaganda Comercial de Cuba) has a membership of 34 of the highest class advertising men of the Republic. Other representatives of the club are expected here during convention week.

WOMAN FOUND DEAD IN HOTEL WITH GAS TUBE IN HER MOUTH

Note Addressed to Man Found in Her Room

The body of Mrs. C. C. Lathrop, 32 years old, of Williamstown, N. J., was discovered about 6 o'clock last night in a room in a hotel at Walnut street near 11th, under circumstances the police believe point to suicide.

The woman, who was well dressed and apparently prosperous, went to the hotel at 8 o'clock in the afternoon, registered and was assigned a room. An hour later a maid went to the room to discover, upon opening the door, that it was filled with gas. The body of the woman was found sitting in a chair, holding in her mouth the end of a new rubber tube, the other end of which was fastened to a gas jet.

Policemen John and Edward Lawler, of the 18th and Locust streets station, summoned an ambulance from the Jefferson Hospital. Dr. J. Bertolette, in charge of the ambulance, said the woman was dead. There was found in the room a note addressed to C. C. Lathrop, of Williamstown, said to be a prosperous glassworker of that city. The note was written in ink and, as there was neither pen nor ink in the room, it is believed the woman wrote it before going to the hotel. The body was sent to the Morgue.

Dies After Daughter Weds
SHENANDOAH, Pa., June 27.—Simon Foggy, 60 years old, a prominent business man, after seeing his daughter off on her wedding trip last night, went home and fell dead from heart disease.

Three Die in Panama Election Riots
PANAMA, June 27.—Three persons are dead as a result of rioting which accompanied presidential elections Sunday. Quiet has been restored.

ALLIES PUSH ATTACKS ALONG THREE FRONTS

Continued from Page One

vaded, but thus far there has been no indication that the Austrians were preparing for a stand in the southeast.

BRITISH SMASH GERMANS' TRENCHES AT 10 POINTS; PUSH DRIVE ON 65-MILE FRONT

LONDON, June 27.—British heavy artillery is smashing the German intrenchments at "numerous points" on a front of 65 miles and British infantry has penetrated the German lines at ten different places, inflicting heavy casualties and suffering only slight losses.

This news was given in a War Office statement last night, following two days of reports of unusual activity on the British front in France. A previous official report from Berlin has said: "Fighting activity in the west on the fronts occupied by the British and the north wing of the French army is important and has been for two days."

In the fighting the "Anzacs"—the Australian and New Zealand troops, many of whom are veterans of Gallipoli—have had opportunity to this section is now directed upon Kolomea, the key to the defense of Lemberg on the south. The occupation of Kimpoling and Kutj has opened the way to Kolomea, and already a result of this last recorded victory of the Russians is becoming evident in the forward movement of General Letchitzky on the road from Sniatyn to Kolomea to a point 10 miles from the latter town.

RUSSIANS 10 MILES FROM KOLOMEA; PFLANZER'S ARMY COMPLETELY CUT OFF BY SLAVS

PETROGRAD, June 27.—With the elimination of General Pflanzler's army in Bukovina the attention of General Brusiloff's forces in this section is now directed upon Kolomea, the key to the defense of Lemberg on the south. The occupation of Kimpoling and Kutj has opened the way to Kolomea, and already a result of this last recorded victory of the Russians is becoming evident in the forward movement of General Letchitzky on the road from Sniatyn to Kolomea to a point 10 miles from the latter town.

It is evident from the report of prisoners and booty taken that the Austrians defended Kimpoling with considerable forces. They were attacked by Russian troops which had covered the 30 miles from Gurahumora in two days and were rushed into the fight with scarcely an hour's rest. According to Russian military authorities, their assault added the last touch needed to complete the demoralization of General Pflanzler's forces, which now are entirely cut off from communication with General Count von Bothmer's army group on the Strypa River to the north.

General von Bothmer's position is regarded as precarious as a result of this operation. His right flank has been completely uncovered and military critics believe he will without doubt be forced to fall back along his whole line before Tarnopol.

MEN, ARMS AND MUNITIONS CAPTURED BY THE ITALIANS IN POWERFUL TRENTO DRIVE

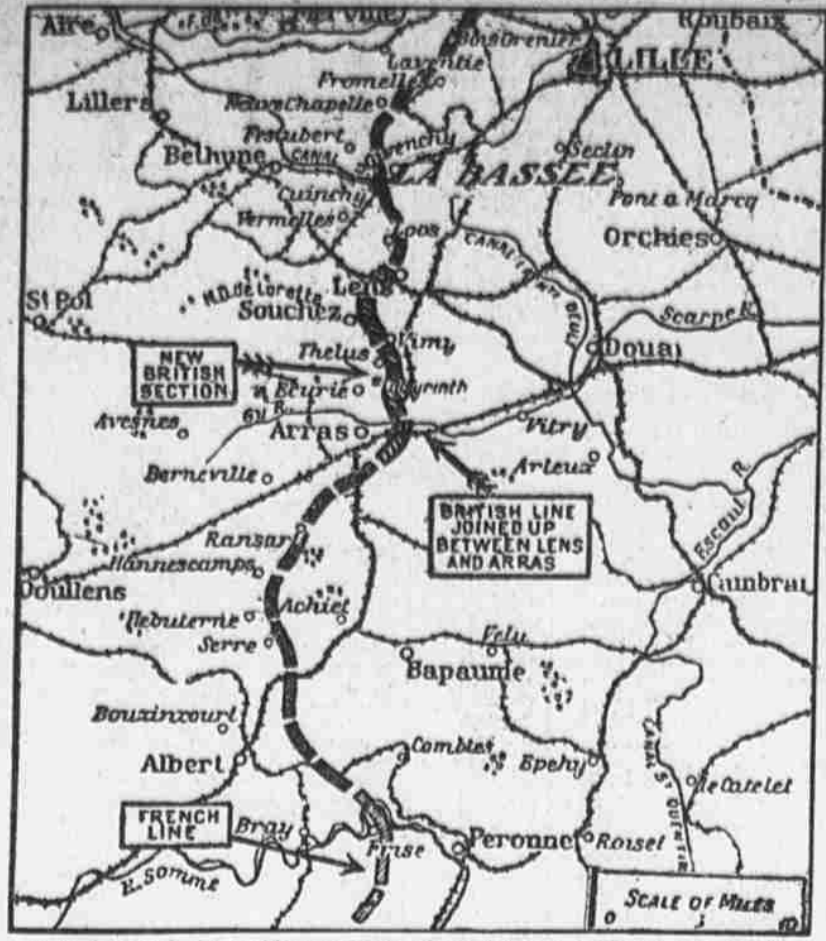
ROME, June 27.—Reports from the front state that the Italians are advancing all along the Trentino sector, reconquering positions which the Austrians had occupied and capturing men, arms, ammunitions, provisions and all kinds of supplies, which the Austrians were obliged to abandon in precipitate retreat. All Italy is rejoicing over the withdrawal of the Austrians six weeks after their offensive movement on the Trentino front began.

A general retreat of the Austrians in the Trentino district, over a sector of about 20 miles in extent, is announced in an official statement issued by the Italian War Office last night. The Italians are pressing the pursuit vigorously.

FRENCH HALT Foe WEST OF MEUSE; MAKE SLIGHT GAIN ON EAST BANK

PARIS, June 27.—The repulse of a night attack made by the Germans with grenades west of the Meuse River, and a slight advance east of the river, on the Verdun front, were reported in the official communique issued by the French War Office today. To the west of the Meuse the Germans renewed their battering-ram assaults against Hill 104, trying to drive the French from their trenches with grenades. The attack failed, however, and the Germans were driven back to their own lines. To the east of the Meuse the French are pressing

WHERE BRITISH ARE ATTACKING



it is believed the sudden opening of an intense artillery fire on the Germans from La Bassée to the River Somme heralds an infantry assault by the British, who have recently made readjustments along their line, which extends from Dixmude, on the north, to Frise, on the south.

strongly against Thiaumont works, which was taken by the Germans last week, but the attacks are still in progress.

At the northern end of the line, from a point south of Artois to Flanders, the British and French guns are pounding the German positions. At some points the bombardment has been incessant for 72 hours. German trenches have crumbled before the salvoes and at a dozen points the Anglo-French forces were able to advance past the first German line with slight losses.

GLI ITALIANI AVANZANO VITTORIOSI IN VALLARSA E SUI MONTI DI ARSIERO

Cadaveri, Armi, Munizioni ed Altro Materiale da Guerra Trovati nelle Trincee Nemiche

TRASPORTI AFFONDATI

ROMA, 27 Giugno.

Il generale Cadorna continua vigorosamente la sua offensiva sulla fronte comune tra l'Adige ed il Brenta e gli austriaci sono costretti a ripiegare su tutta la linea. Il successo del generale Cadorna è riconosciuto anche da Vienna, che annuncia la sera che "allo scopo di salvaguardare tutta intera la nostra libertà di azione, noi abbiamo accorciato la nostra fronte in alcuni punti del settore Adige-Brenta."

Gli italiani hanno preso agli austriaci grandi quantità di armi e di munizioni che essi avevano abbandonato nelle loro trincee nella precipitata ritirata di fronte agli attacchi degli italiani, ed hanno fatto anche prigionieri. Ora gli italiani hanno ricuperato Asiago, che era stata da loro abbandonata ma non era stata occupata dagli austriaci perché sotto il fuoco dei cannoni italiani, e sono anche alle porte di Arstero. Naturalmente in tutta Italia questa fortunata offensiva italiana è stata salutata con gioia e con dimostrazioni. I critici militari italiani riconoscono francamente che si deve alla vigorosa offensiva dei russi del generale Brusiloff se l'offensiva austriaca contro l'Italia fu completamente arrestata, avendo i russi obbligato gli austriaci a spostare truppe dalla fronte del Trentino a quella della Gallizia.

TRASPORTI AFFONDATI

Il Ministero della Marina ha annunciato che torpediere italiane sono penetrate di sorpresa nel porto di Durazzo, sulla costa albanese, e vi hanno affondato due trasporti austriaci carichi materiale da guerra, di armi e di munizioni.

Ecco il testo del comunicato del Ministero della Marina:

"Navi da guerra italiane entrarono nella rada di Durazzo nella notte del 25 corrente e vi affondarono due piroscafi, uno di 5000 e l'altro di 3000 tonnellate di spostamento, carichi di armi e di munizioni. Le navi da guerra tornarono quindi alla loro base senza danni, nonostante che fossero state assog-

gettate ad un violento fuoco da parte dell'artiglieria nemica."

In questi circoli militari si ritiene che la ritirata degli austriaci annunciata nel bollettino del generale Cadorna significa che importanti movimenti di truppe sono in corso. Gli austriaci sono stati costretti a ritirarsi dall'avanzata dell'ala destra italiana nella Val Sugana e dalla pressione che gli italiani avevano cominciato ad esercitare al centro, sull'altopiano del Sette Comuni. Si sa che gli austriaci hanno anche molti prigionieri sono stati presi dalle truppe di Cadorna.

GUERRA ALLA GERMANIA.

Domani sarà riaperto il Parlamento. Il presidente del Consiglio, on. Boselli, farà le sue dichiarazioni circa la politica del nuovo gabinetto e domanderà quindi l'approvazione del bilancio provvisorio fino alla fine dell'anno. L'approvazione del bilancio implicherà, dichiara Ton. Boselli, il voto di fiducia nel nuovo gabinetto di coalizione che comprende tutti i gruppi della Camera ad eccezione dei socialisti ufficiali. Però è facile dire che la politica eseguita con furiosa energia e che già molti prigionieri sono stati presi dalle truppe di Cadorna.

Domani sarà riaperto il Parlamento. Il presidente del Consiglio, on. Boselli, farà le sue dichiarazioni circa la politica del nuovo gabinetto e domanderà quindi l'approvazione del bilancio provvisorio fino alla fine dell'anno. L'approvazione del bilancio implicherà, dichiara Ton. Boselli, il voto di fiducia nel nuovo gabinetto di coalizione che comprende tutti i gruppi della Camera ad eccezione dei socialisti ufficiali. Però è facile dire che la politica eseguita con furiosa energia e che già molti prigionieri sono stati presi dalle truppe di Cadorna.

Domani sarà riaperto il Parlamento. Il presidente del Consiglio, on. Boselli, farà le sue dichiarazioni circa la politica del nuovo gabinetto e domanderà quindi l'approvazione del bilancio provvisorio fino alla fine dell'anno. L'approvazione del bilancio implicherà, dichiara Ton. Boselli, il voto di fiducia nel nuovo gabinetto di coalizione che comprende tutti i gruppi della Camera ad eccezione dei socialisti ufficiali. Però è facile dire che la politica eseguita con furiosa energia e che già molti prigionieri sono stati presi dalle truppe di Cadorna.

Domani sarà riaperto il Parlamento. Il presidente del Consiglio, on. Boselli, farà le sue dichiarazioni circa la politica del nuovo gabinetto e domanderà quindi l'approvazione del bilancio provvisorio fino alla fine dell'anno. L'approvazione del bilancio implicherà, dichiara Ton. Boselli, il voto di fiducia nel nuovo gabinetto di coalizione che comprende tutti i gruppi della Camera ad eccezione dei socialisti ufficiali. Però è facile dire che la politica eseguita con furiosa energia e che già molti prigionieri sono stati presi dalle truppe di Cadorna.

Domani sarà riaperto il Parlamento. Il presidente del Consiglio, on. Boselli, farà le sue dichiarazioni circa la politica del nuovo gabinetto e domanderà quindi l'approvazione del bilancio provvisorio fino alla fine dell'anno. L'approvazione del bilancio implicherà, dichiara Ton. Boselli, il voto di fiducia nel nuovo gabinetto di coalizione che comprende tutti i gruppi della Camera ad eccezione dei socialisti ufficiali. Però è facile dire che la politica eseguita con furiosa energia e che già molti prigionieri sono stati presi dalle truppe di Cadorna.

primi mesi della guerra, i trasporti marittimi tedeschi sono stati affondati dalle navi italiane.

Il semplice annuncio di questo fatto da parte del governo italiano dovrebbe essere sufficiente per provocare una dichiarazione di guerra da parte della Germania, ma questa non verrà. Il governo italiano dichiarerà l'esistenza dello stato di guerra, ma non si sono raccolte numerose prove che i tedeschi ed austriaci che sono stati lasciati a guardia degli archivi delle Ambasciate di Germania e d'Austria hanno fatto sistematicamente lo spionaggio a danno dell'Italia, e questa sarebbe un'altra buona ragione per la loro espulsione e anche per preparare la dichiarazione dello stato di guerra.

BUY PART OF SITE FOR CHURCH

\$35,000 Paid for Property for St. Mary's Diocesan Church

Announcement was made today that the Susan R. Barton property, at the southwest corner of Broad and South streets, has been bought by the Episcopal Diocese of Pennsylvania as a part of a site for St. Mary's Diocesan Church. The price paid was \$35,000.

The new church will be established from a fund of \$100,000 left by Mrs. Henry W. Watson, wife of Congressman Watson, of Langhorne, Bucks County, who was killed in an automobile accident in New York.

CONVENTION SPECIAL

A Hand-Tied Dress Tie for Formal Convention Occasions

Appreciated by the man who hates the bother of hasn't acquired the knack of making a dress bow.

Not a hint of the ready-made about its appearance. Slips on in a second—stays put until you're ready to take it off.

GEORGE W. JACOBY
Men's Wear
626 Chestnut Street
Phone—Walnut 1965.

PINKERTON
HARDWOOD FLOORS

The increasing demand for the utmost in sanitation and beauty is synonymous with the increased use of hardwood floors. Obviously it is only because of the provable advantages afforded by hardwood that this is the case.

PINKERTON
3034 West York St. Both Phones



The Miracle Farm Paper

The biggest advertising phenomenon agoing is in Philadelphia. Think:—

The Farm Journal is crowded with advertising each month, yet it never had solicitors. Farm Journal space sells on sheer merit—strictly on the cold-blooded basis of results produced.

It is the biggest national farm paper—over a million circulation.

It is the real farm-family magazine—more women's stuff than any other farm paper.

It sells EVERY subscription on approval—money back if wanted, without argument or sour looks.

It guarantees every ad—being the originator (back in 1880) of confidence-creating—the granddaddy of "Truth in Advertising."

Its subscriptions are paid in advance for surprisingly long terms—5 years being common, with 10, 15 and 20-year periods not uncommon.

It attracts subscribers through "its loving friends" and through printer's ink, thus assuring a select, hand-picked circulation.

It covers the country with bigger volume and lower cost per thousand than sectional papers.

No wonder other publishers consider The Farm Journal as the miracle paper. Count the 10,000 Smiths on the subscription list, find how many folks of your name read the paper—then go home and put The Farm Journal on your list—it will stay up near the top.

CONVENTION DELEGATES NOTICE!

The City of St. Louis, as a city, invites you there for the 1917 Convention of the Associated Advertising Clubs of the World. We are ready for you.

At the Advertising Convention

Members of the New York Delegation Are Wearing Suits Made of

Priestley's "CRASHO" COTTON

REG. U. S. PAT. OFF.