Steamer Kyle Continues Search For Sealer With 170 Men on Board

HARRISBURG TELEGRAPH

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FORM A LEAGUE AS A PROTEST AGAINST RAMPANT BOSSISM

Dauphin County Democratic League Makes Night Plunge Into Politics Here

RED HOT RESOLUTIONS TOO

Endorse Ryan Within a Few Doors of the Democratic State Windmill Plant

The Dauphin County Democratic League burst into the political arena last night as the latest protest against bossism in the Democracy of Pennsylvania and created consternation in the ranks of the McCormick followers by a ringing endorsement of his rival for the Democratic nomination for governor, Michael J. Ryan. The organization is said to be the prelude to the opening of headquarters for Ryan in this city and the forerunner of a movement to have the Philadelphian come to make a speech in the home city of his rival.

The meeting was held in the Bolton House and the machine Democrats did not become aware of it until it was in full swing and it was too late to "plant" someone in the sessions. McCormick men to-day displayed considerable irritation in talking about the league, taking it as an effort to belittle the former mayor of Harrisburg in his native city, but the more even tempered among them jeered at the organization, saying that if the men active in promoting it were not more successful in getting results with funds and organization at their command than they were on a certain delegate election day not so many years ago, the league would not amount to much.

Means Business, They Say

Men identified with the league announced last night and to-day that many names were being enrolled as members and that the great interest being shown in the new organization was what was making the McCormick men bite themselves. One man said, "I think the formation of this organization with the active Democrats in it, pretty effectually disproves the claim of the noisy machinists that Ryan has no footing here. Unless I miss my guess the young man will have a tussle in his home city." Another said: "This organization is to be a protest against Democratic bossism at its fountain head. It means business."

The meeting was held in the historic old Democratic hotel, the Bolton, and Alderman George D. Herbert, of the Eleventh ward, who is a Democrat who would get pen paralysis if he tried to vote for a Republican, presided. Then, very much to the subsequent pain of the machine men the following temporary officers were elected: President, A. W. Hartman; secretary, George M. Deiker; treasurer, ex-City Chairman Christian Nauss.

Democratic Regulars

Among the names of those forming the membership are B. F. Meyers, ex-Mayor John A. Fritchey, Dr. C. Albert Fritchey, national delegate to the Baltimore convention; Milton H. Plank, candidate for Congress; Milton G. Robinson, of the railroad trainmen's legislative committee; William K. Meyers, former division chairman, and former County Commissioner William W. Wallower, and a lot of others.

The following resolution indorsing Michael J. Ryan for governor was adopted unanimously:

"The signs are auspicious for Democratic victory in Pennsylvania. Irreconcilable differences among the Republicans make the future of that party hopeless. The failure of the Roosevelt party to meet the requirements of the times offers no remedy from that source. These are the greater reasons why Democrats should select their best man to lead to the victory that is plainly in view.

"We recognize in Michael J. Ryan an ideal leader in this emergency. Capable, conscientious, courageous, he

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9 SENATORS OPPOSE CLOSED DOOR POLICY ON DOMESTIC AFFAIRS

Nothing Can Be Accomplished if They Keep Their Promise to Discuss Matters

DANIELS SOUGHT WITHDRAWAL

New Jersey Man Asked Wilson to Drop His Name, But Was Met With Refusal

By Associated Press

Washington, D. C., April 4.—Interest in legislation on the Senate side of the Capitol lagged to-day while senators discussed the attitude of nine of their number who are in open revolt against meetings behind closed doors except for consideration of foreign relations. The revolt, led by Senator LaFollette, came last night during a heated executive session in which the Senate by a vote of 36 to 27 confirmed the nomination of Winthrop M. Daniels as a member of the Interstate Commerce Commission.

With Senators LaFollette, Cummins, Kenyon, Norris, Bristow, Clapp, Jones, Gronna and Poindexter promising to talk publicly and freely about all domestic matters considered in executive session in future, it was conceded that virtually nothing could be accomplished by closing the Senate's doors to the public and the press. There was much speculation as to whether the senators would hold to their position, and whether an effort to materially alter the rules would result. It was understood that no one contemplated an attempt to have the senators disciplined for violating the rules of secrecy.

Daniels Closes Contest

The confirmation of Mr. Daniels closed a contest that had occupied the Senate for four days and which was marked by one of the bitterest debates ever heard in the upper house of Congress. Opponents of confirmation objected to Mr. Daniels' views on the valuation of public utility property as demonstrated in the decision of the New Jersey Public Utility Commission of which he was chairman, in the Passaic gas rate case. They claimed that the gas company's property was over-valued and that a man whose ideas led him to join in such a decision should not be placed upon the Interstate Commerce Commission particularly at this time when the commission is beginning a valuation of the country's railroads.

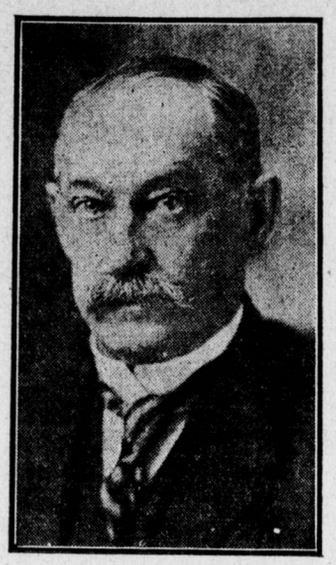
Confirmation of Daniels, after the notable three days' Senate fight, was followed to-day by the revelation that Mr. Daniels asked President Wilson to withdraw his name and thus stop the contest, which he believed to be embarrassing the President, and that Mr. Wilson refused.

BATHS FOR LEGISLATORS WILL NOT BE ABANDONED

Washington, D. C., April 4.—Members of the House continued to-day to enjoy free baths at the Capitol without any fear, if they ever had any, that this privilege would be cut off. Any doubt that may have existed regarding the matter was removed by the action of the House yesterday.

NEW ADVERTISING FEATURE

The Telegraph desires to call the attention of Harrisburg merchants to an advertising feature that will shortly appear in the columns of this paper. It consists of a number of well-worded, ten-line local notices, scattered promiscuously throughout the paper, and will run daily for a period of three months with regular changes of copy. The advertisements will be written for the advertiser by an experienced advertising writer. The idea has met with popularity in many cities where it has been employed and every effort will be made to make the feature a success in Harrisburg. The work will be in charge of our representative, Mrs. Dunham, who will call and explain more fully the details of the feature, and who is authorized to sign contracts for this special advertising service.



MAURICE C. EBY
Former Mayor Who Died Today

M. C. EBY, FORMER MAYOR, IS DEAD AT COTTAGE RIDGE HOME

Known Throughout State For His Work as S. P. C. A. Agent Here

Maurice C. Eby, former Mayor of Harrisburg, died at his home, Third and Maclay streets, Cottage Ridge, shortly before 7 o'clock this morning. Death was due to a complication of diseases. He was 69 years old.

Mr. Eby had been an invalid for four years. His condition became critical two weeks ago and he was unconscious the past four days. The survivors are a sister, Miss Fannie M. Eby, a nephew, William Eby, Jr., and a niece, Miss Elizabeth Gross Eby.

The funeral arrangements have not been completed, but burial will probably be made Tuesday afternoon. It is also likely that the Rev. Ellis N. Kremer, D. D., pastor of the Reformed Salem church, will be one of the officiating ministers. Mr. Eby became a

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STEAMER CONTINUES SEARCH FOR MISSING SEALER AND CREW

No News Has Been Received Concerning Fate of 170 Men on Board

ICE DELAYING BELLAVENTURE

Thirty Survivors of New Foundland and 77 Bodies Enroute to St. John's, N. F.

By Associated Press

St. Johns, N. F., April 4. — The steamer Bellaventure, bringing thirty survivors and most of the bodies of the seventy-seven members of the crew of the sealing steamer New Foundland, who lost their lives in Tuesday's storm was thirty miles east of this port at daylight to-day. Heavy ice was so impending her progress that it was thought probable that she would not come into the harbor until late in the day.

The steamer Kyle, fitted out by the government, sailed early to-day to search for the missing sealer, Southern Cross, which with 170 men on board, was last sighted Tuesday morning off the southern coast just to the westward of Cape Pine. The Kyle is equipped with wireless apparatus.

Ex-Speaker Bows For Moving Picture Men

Special to The Telegraph

New York, April 4. — Ex-Speaker Joe Cannon was caught by the "movies" yesterday on the roof of the Waldorf-Astoria. "Uncle Joe" succumbed to the blandishments of the representatives of a motion picture weekly, but balked at going through the ordeal in the street.

"Want any action?" inquired "Uncle Joe," and in response to a police, "Yes, thank you," took off his hat, swung his arms, bowed to an imaginary crowd, and mumbled a few words of appreciation.

"Where's your cigar?" some one asked. "Have you quit smoking?"

"Not at all," replied Uncle Joe, fishing a handful of green coupons from his pocket. "I'm saving up for an automobile."

He sailed for Bermuda to-day "to see if it is as near like heaven as Mark Twain said it was."

HARRISBURG CHORAL SOCIETY READY FOR BIG EASTER FESTIVAL

Distinguished New York Singers Will Feature Production of "Elijah"

J. FRED WOLLE LEADER

One of America's Foremost Directors Admirably Fills Place of Dr. Gilchrist

Distinguished New York singers will feature the Easter music festival of the Harrisburg Choral Society in the Majestic Theater April 14, when Mendelssohn's oratorio, "Elijah" will be produced. Those who will appear in this event include Miss Marie Stoddart, soprano; Miss Brenda Macrae, contralto; Roy Williams Steele, tenor; and James Stanley, baritone.

The Russian symphony orchestra which will play for the production of "Elijah" in the evening, in the afternoon of the same day will appear in a symphony concert. The afternoon program will be further augmented by the appearance of Bernard Altschuler, violincellist.

In thus arranging for a supptuous musical offering the choral society is celebrating the nineteenth year of its existence. The society was organized in January, 1895, and has continued as Harrisburg's leading musical organization since that time. For many years the late Rev. Dr. George S. Chambers, pastor of Pine Street Presbyterian Church, was its able and energetic president. To him in large measure the people of Harrisburg owe the existence of the Choral Society. He organized it, laid out the scope of its work and, with the aid of many who are still helping to carry on its work, secured the man who for eighteen years was its able conductor, Dr. W. W. Gilchrist, of Philadelphia. Until he left the city, David E. Crozier, now of Germantown, was the accompanist.

Wolle Gilchrist's Successor

Dr. Gilchrist was annually elected the society's conductor, until this year, when on account of a nervous breakdown he had to give up the work. In looking about for a conductor who could size up to Dr. Gilchrist's ability and hold the organization together, the society decided upon and elected as its conductor Dr. J. Fred Wolle, of Bethlehem. Dr. Wolle is known over all America as a most competent musician and conductor, but he has probably gained his greatest renown as conductor of the famous Bach Festival Choir of Bethlehem to hear which people travel from all over the United States and even from abroad. Dr. Wolle is a man of most pleasing and attractive personality and his enthusiasm and energy are contagious.

Tickets can be had from any member of the society, at the Sigler's music store, 30 North Second street, and the Central book store, 329 Market street.

Villa in Hot Pursuit of Fleeing Federals, Is on His Way to San Pedro

Reported to Have Caught Up With Enemy and Fought Engagement

HUERTA WON'T ADMIT TORREON HAS FALLEN

Escape of Torreon Force Is Problematical; Rifles and Machine Guns Arrive

By Associated Press

Juarez, Mex., April 4.—General Villa left Torreon yesterday afternoon to take charge of his troops at San Perro where they are reported to have fought an engagement with the federals who evacuated Torreon Thursday. This information was given out officially last night and it was added that the rebels were attempting an enveloping movement. It was said that the battle was continuing.

Mexico City, April 4.—The federal government still obstinately denied to-day the capture of Torreon by the rebels. It was assumed in many quarters, however, that General Huerta and his ministers were not in ignorance of the fate of that city.

It was suggested that the withholding of the news from the public was based on psychological rather than on military grounds. It was pointed out by serious-minded people here that the temperament of the Mexican populace was such that news of a disaster like the fall of Torreon might easily start an avalanche of public opinion against the administration which would thus find itself seriously embarrassed at a most critical moment of its career.

The taking of Torreon gives the Constitutionalists control of practically half the republic with the exception

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Singer Can't Smuggle Her Dog Into England

Miss Emily Wehlin, star of the Gaiety Company, which played a season in the United States, has been separated from her Darling by the cruel customs officers in Great Britain. Darling weighs only three pounds, and Miss Wehlin thought when she got off the steamer which took her home from the United States she could easily hold him in her muff.

But the customs officials had some way of learning about that, for they found the dog, and confiscated him.

"I cawn't give him up," she cried to the officials who demanded Darling.

Nevertheless, she did give him up. The English reporter who witnessed the scene said it was "most distressing," and Miss Mehlin was almost prostrated by the loss of Darling.

Woman Loses Life When Auto Swerves Off Bridge

By Associated Press

New York, April 4.—One woman was killed, another slightly hurt and two men seriously injured when their automobile swerved off a temporary bridge over the Long Island Railroad at Winfield, L. I., to-day and crashed to the tracks thirty feet below. The dead woman was Miss Betty Mack, of New York.

THE WEATHER

For Harrisburg and vicinity: Fair to-night, with freezing temperature; Sunday fair, continued cold.
For Eastern Pennsylvania: Fair to-night, with heavy frost or freezing temperature; Sunday fair; light westerly breezes becoming variable.

River

The Juniata, North and West branches will continue to fall until rain occurs. The main river will remain stationary to-night and begin to fall Sunday.

General Conditions

Rain has fallen in the Pacific States and in the Southwest, being heavy in Southern Texas. Light rains and snows have occurred locally along the northern border of the country and in Pennsylvania.
The temperature has fallen 2 to 16 degrees in the Southwest and it is somewhat colder over nearly all the country east of the Mississippi river.

Temperature: 8 a. m., 30; 2 p. m., 40.
Sun: Rises, 5:46 a. m.; sets, 6:32 p. m.
Moon: Full moon, April 10, 8:28 a. m.
River Stage: 10.9 feet above low water mark.

Yesterday's Weather

Highest temperature, 55.
Lowest temperature, 36.
Mean temperature, 46.
Normal temperature, 45.

MARRIAGE LICENSES

Harold Leon Metka, Enhaut, and Fannie E. Samsel, Steelton.
Roscoe C. Burd and Anna B. Hartzell, city.
Earle A. Boll and Rebeccah B. Heller, Quakertown.
John Nabius, city, and Catherine Cook, Steelton.
Donata Caldera and Phillipa Giansorta, city.
Jacob Ulrich and Mary Kunke, city.

SCHOOL DIRECTORS CARRY OUT PROGRAM

Raise Tax Rate, Provide New Books and Authorize Other Increases as Planned

Harrisburg's school tax rate for 1914 was raised from 8 to 8½ mills, the budget providing for an expenditure of $474,467.15 was passed, and contracts for the new Allison Hill grade school and for the janitors and school supplies were awarded last evening by the School Board.

Among the important items provided for were appropriations of $5,800 to the teachers' retirement fund, $261,995.50 for salaries of instructors—including five extra high and six grade teachers and three additional district supervisors; an increase of $2,000 in the Public Library appropriation, and ample provision of $5,200 for the establishment of domestic science in the Central High School.

An additional few thousands was incorporated in the budget for the purchase of new readers, physiologies and some other books in the grades. The American Book Company got the contract for a five-year term.

For an hour the school directors battled over the budget, the increase of the tax rate, the additional supervisors, and the award of the contracts for books and supplies. The motion to add another music teacher to the teaching staff was referred to a committee.

The word fights ended, however, in victory for Directors Boyer, Boll, Fohl, Saul, Kennedy and Bretz, while Directors Yates, Houtz and Werner held together and voted against the in-

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"Old School" Actress Dies of Appendicitis

By Associated Press

New York, April 4.—Mrs. Ruth Adelaide Cherie Greenfield, one of "the old school" actresses, died in a hospital here yesterday of appendicitis.

Mrs. Greenfield made her debut in this city in 1876 as Camille. During her career she supported many noted actors of the "old school" and at one time made a tour of the United States in "Only a Farmer's Daughter."

New York City Will Spend $10,000 For Florida Palms

By Associated Press

New York, April 4.—About $10,000 will be spent in New York for palms used in churches to-morrow, Palm Sunday. The overwhelming number of palms are bought by Catholics, the dealers making provision for 750,000 persons in New York alone. In Protestant churches the use of palms is growing slowly, however. The palms come from Florida and churches pay $4 per 100 heads.

BURROUGHS 77 YEARS OLD

By Associated Press

New Rochelle, N. Y., April 4.—John Burroughs, naturalist and author, celebrated his seventy-seventh birthday yesterday. He was the guest of Dr. Clara Barras.

TEMPERANCE FOLK CLOSE CONVENTION

Mammoth Meeting and Street Parade Bring Sessions to an End

With parade and a mammoth mass meeting in the Chestnut street auditorium last night the first convention of no-license campaigns came to a close. Visiting delegates joined with Sunday School children of Harrisburg in the parade, in which many of the participants bore transparencies with temperance war cries. The Commonwealth band headed the procession and as the marchers swung onward they lifted their voices together in singing "Onward Christian Soldiers."

At the auditorium 2,000 persons listended to arraignment of the liquor traffic. Prof. Charles Scanlon presented a cleverly constructed allegory on political economy in connection with the liquor traffic and emphasized the growing sentiment against booze. Bishop Darlington took up the political aspects of the question, urging men to go to the polls and there work against liquor candidates. The Christian Endeavor chorus of Harrisburg under the direction of Prof. C. A. Ellenberger sang, and Prof. J. G. Dailey, Philadelphia, composer f the piece, led the audience in singing, "A Saloonless Nation in 1920."

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Liquor Dealers Oppose Venango Judge's Ruling

Special to The Telegraph

Franklin, Pa., April 4.—The liquor dealers of Venango county, where Judge George S. Criswell refused all licenses, decided at a four-hour conference yesterday to take the matter to the Superior Court on a writ of certiorari. If they fail, there they will make an effort to get the matter before the Supreme Court. The basis of the appeal has not been made public.

With the summer vacations of the judges approaching, it is hardly likely that an adjudication of the matter could be made before the next Fall and in the meantime, the county would remain "dry."

"Red" Hill Swallows Carbolic Acid, Say Police

Following his drinking carbolic acid, but not in sufficient quantity to kill, William, alias "Red" Hill is in the Harrisburg hospital this afternoon. "Red" denies drinking the stuff, but physicians say that he undoubtedly did swallow a quantity of it, as his mouth and lips are badly burned.

"Red" entered a cigar store in Market street and poured some of the poison down his throat, and then fell to the floor.

TOUR WILL BEGIN JULY 1

By Associated Press

Chicago, Ill., April 4.—The Chicago-Boston nonmotor-stop run for the Glidden trophy will start July 1, it was announced today by the Chicago Automobile Club.

Boyer Names Committees on Special Business

Special committees to arrange for the commencement exercises of the two high schools and the teachers' training schools, to investigate the feasibility of employing an additional music teacher and the three representatives from whom another trustee may be selected to serve on the Harrisburg Public Library board were announced today by President Harry A. Boyer, of the School Board.

The committee on commencement consists of Directors George W. Kennedy, Millard F. Saul, George A. Werner, William Boll and the Rev. Dr. William N. Yates. Directors Harry M. Bretz, Houtz and President Boyer will serve as a committee to inquire into the advisability of obtaining an assistant instructor in music. The three directors from whom the Public Library trustees may select such representatives as they may wish are the Rev. Dr. Yates and Directors Houtz and Bretz.

No decision as to whom the new supervisors will be has been announced and it is just possible that the precedent of choosing principals by seniority in service will not be followed. The elections will be held May 1.

NONMAGNETIC VESSEL WILL SAIL FOR COAST OF NORWAY

Special to The Telegraph

New York, April 4.—The Carnegie, the nonmagnetic vessel that completed last autumn a four-year tour of the earth in the interest of the Carnegie Institute in Washington, will sail in June for the coast of Norway and will spend the summer on the north Atlantic ocean.

WOMEN WILL VOTE FOR FIRST TIME IN MUNICIPAL ELECTION

Special to The Telegraph

Chicago, Ill., April 4.—Women will vote for the first time in a Chicago municipal election on April 7, when thirty-five aldermen are to be elected and a referendum vote cast on a number of bond issues. The campaign which closed to-day has been carried on largely on the nonpartisan principle.

MAY ACT ON BILL TUESDAY

By Associated Press

Washington, D. C., April 4.—The Bartlett-Bacon anti-injunction bill probably will be called up for consideration in the House next Tuesday, it became known to-day, as the result of pressure brought to bear upon the judiciary committee by representatives of railway employes' organizations and the American Federation of Labor.

THEORIES NOT STRENGTHENED

Washington, D. C., April 4.—Theories regarding the antiquity of man in Peru have not been strengthened by the expedition of Dr. Ales Hrdlicka, of the National Museum, to that country. The expedition covered several hundred miles of the Peruvian coast, including hitherto unexplored regions in the Western Cordilleras.

Curfew Measure Sure of Passage Monday, Says Mrs. Martin

City Council at its meeting Monday afternoon will consider the curfew ordinance suggested by the Civic Club, according to Mrs. A. L. Martin, chairman of the special committee to-day.

The measure according to Mrs. Martin, will be introduced by request. The advocates of the ordinance, Mrs. Martin says, have the assurance of every City Commissioner's support to secure its passage.

Council will meet at 4 o'clock instead of 1 o'clock, the usual meeting hour. Whether or not there will be a meeting Tuesday afternoon too hasn't been decided. Appointments of the new police captain, the patrolmen, food inspectors, assistant city assessor and license tax officer are due to go in Monday. It is doubtful if the City Planning Commision personnel, however, will be submitted Monday.

Mexican Situation Is Discussed by Delegates

Philadelphia, April 4.—The discussion of the Mexican situation, its problems and obligations, which was taken up at last night's session of the annual meeting of the American Academy of Political and Social Science, was continued to-day. In a paper prepared by Austen G. Fox, delegate of the American Bar Association, the writer declared it would be easy enough to go into Mexico, but it may at least be impossible to get out except accompanied by the confession that the so-called Mexican problem remains unchanged.

New York Society Will Entertain Royal Visitor

By Associated Press

New York, April 4.—Although no definite plans have been announced for the social entertainment of the Queen of Bulgaria, who is expected to arrive here the latter part of May, it is understood that society will open its doors to the royal visitor and entertain for her on a large and regal scale.

The queen hopes to be treated here as any private visitor. Her addresses are all to be delivered before specially invited audiences and will be in the nature of semipublic receptions.

FATHER OF CITY PLUMBING INSPECTOR DIES TO-DAY

Pierce J. Bradley, Sr., father of Pierce J. Bradley, Jr., city plumbing inspector, died this morning at his home, 423 Boas street. He was 84 years of age and is survived by his wife, three sons and three daughters.

Funeral services will be held Tuesday morning at 9 o'clock from the St. Patrick's Cathedral. The Rt. Rev. M. M. Hassett, rector of the Cathedral, will officiate. Burial will be made in the Catholic Cemetery.

Late News Bulletins

MULTI-MILLIONAIRE DIES

Pasadena, Cal., April 4.—One official message to-day from Consular Agent Carothers at Torreon, reported, the rebel loss in killed and wounded about that city was 1,200. No estimate was made of federal losses. The message, it was said at the State Department was the only official word received from Torreon since Carothers yesterday confirmed the capture of the city by Villa.

$325,000 FIRE IN BIRMINGHAM

Birmingham, Ala., April 4.—Two fires early to-day destroyed four business buildings in the heart of this city and a portion of a manufacing plan in East Birmingham, causing losses estimated at $325,000.

PITTSBURGH CLUB FAVORED

Hot Springs, Ark., April 4.—Holding that contracts between baseball players and club owners may lack mutuality, but it was not a question to be raised by a third party, Chancellor J. P. Henderson to-day made permanent the injunction preventng Federal League agents from interfering with players of the Pittsburgh National League Club.

NO ACCOUNTS OF FALL PUBLISHED

Mexico City, April 4.—With the exception of the Imparcial, every nwspaper in the federal capital to-day published accounts highly favorable to the government side of the operations in the neighborhood of Torreon. Not one newspaper announced the fall of that city.

Wilkes-Barre, Pa., April 4.—The police are dragging the Susquehanna river for the body of Russell Uhl, president of the Pennsylvania Tobacco Company of this city and one of the best known business men in this section of the State. The man has been missing since last night.

Greenwich, Conn., April 4.—Mrs. Helen Anthony, who drowned her two children in a bath tub in her home, March 19, was committed to an insane asylum, to-day, for three years.

Berlin, April 4.—The "Norddeutsche Allgemeine Zeitung" to-day officially denies that any letters sent by the Emperor William to the Landgravine of Hesse contained any phrase of an anti-Catholic nature. It had been reported that the emperor had expressed strong anti-Catholic views to the Landgravine, who was a princess of Prussia, when she was converted to the Catholic faith in 1901.

Williamsport, Pa., April 4.—The Williamsport High School building was destroyed by fire to-day at a loss of $80,000. The building was erected in 1887, and was to have been vacated this summer, for a new $225,000 building, now in the course of construction.

An Experiment For Dealers

Nothing like proving things for yourself, Mr. Dealer.

Suppose you determine for yourself whether it really pays to push goods that are advertised in your home newspapers

Take an equal number of advertised goods and of goods which are not advertised — and display them on the counters.

Do nothing to push one against the other, but keep careful note of the sales and the inquiries.

See if you do not find that the largest percentage of calls is for the articles with which the newspaper readers of your town are familiar.

Once you have proved this to your own satisfaction, no one will have to urge you to co-operate with the manufacturers who are helping you to make customers for your store.

The Bureau of Advertising, American Newspaper Publishers Association, World Building, New York, will be glad to hear from maufacturers and distributers interested in newspaper advertising.

Booklet on request.