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IN CRATER

Daring Camera Man Descends Into Vesuvius

GOES 1,212 FEET TO BOTTOM

There Takes Moving Picture of Active Volcano — Party Carry Equipment and go Down by Ropes Over Steep Precipice

(Canadian Press)

Naples, Dec. 27—Frederick Burlingham, an American, made a descent into the crater of Vesuvius on Tuesday and tells a sensational story. Mr. Burlingham said yesterday that he reached the extreme bottom of the crater, a depth of 1,212 feet, while the volcano was active at that depth. Professor Mercalli, director of the Vesuvius observatory, had thought this impossible. He is amazed at the proofs of his assertion submitted by the American.

Professor Malladra, who made a descent into the crater to a depth of 1,200 feet, said that Burlingham's feat was the most dangerous one ever attempted. He surmised from Burlingham's story, that another part of the floor of the crater has collapsed owing to the increasing activity of the volcano.

Mr. Burlingham said that three Italians—Sonnino, Formassino and Gaudino—aided him. They slept three nights on the top of the mountain, waiting for a propitious moment for the descent. This came on Dec. 21. Ropes were launched over the precipice and the descent begun. On account of the unsteady wind making the descent very difficult, Gaudino, remained on the edge of the second precipice to watch the ropes as the others descended.

Moving Picture Outfit

"As my companions kept talking of danger," says Mr. Burlingham, "I volunteered to carry the cinematograph machine, weighing nearly thirty pounds, I also had to carry the half plate camera. Sonnino carried the tripod, which weighed twenty pounds.

"While descending below the third precipice, almost immediately over the large sulphur fumerole, the wind changed and we were enveloped in dense sulphur fumes. A cloud of dangerous acid fumes came next. We had taken the precaution to tie cloth around our faces. We stood motionless there for twenty minutes, breathing as little as possible, hoping for the fumes to pass.

"As they continued, we decided to descend farther, and eventually reached the floor of the crater by passing over a steep slope between the sulphurous fumerole and the main mouth of the crater, which was opened in July.

"There was no immediate danger there, so we took a motion picture of the new crater and the precipitous surrounding walls. Then I suggested making a descent of 200 feet through the tunnel to the mouth. Sonnino warned me that the lives of all would be in danger but we finally attempted to make the test.

"I continued to carry the machine. We reached the edge of the opening, from which red hot lava was issuing in a great volume. I estimated the temperature 600 degrees centigrade. We got back to the surface without any incident, worth relating."

Mr. Burlingham's feat was performed in behalf of a cinematograph company of London. He has films of his descents of the Matterhorn and Mount Blanc.

HALF MILLION LOSS BY FIRE; HOTEL PATRONS OUSTED BY THE FLAMES

St. Louis, Dec. 27—Fire ruined a five-story building in the heart of the business section today, causing a loss of $250,000. One hundred and fifty patrons of the St. Regis Hotel were routed in their night clothes by flames which leaped across the alley and threatened to attack the hotel. Six firemen were injured, though not fatally.

The Adams' Stamp Company; The Harris Shoe Company; The McKnight Tailoring Company; The Y. W. C. A.; a downtown restaurant were principal losers.

Phelix and Pherdinand

WEATHER BULLETIN

Issued by authority of the Department of Marine and Fisheries, R. F. Stupart, director of meterological service.

Synopsis — The disturbance centred near New York yesterday morning has passed to Newfoundland, and has caused heavy gales with rain and snow all along the seaboard. The pressure is now highest over the Great Lakes and middle states, with the immediate prospect of another disturbance. The weather is cold throughout the dominion, and the temperature was below zero this morning in Northern Ontario and in Saskatchewan.

Much Colder

Maritime — Strong north and northwest winds, mostly fair with snow flurries, becoming colder. Sunday, fair and much colder.

The Victorias defeated the Vancouvers 9 to 4 at hockey in Victoria last night. The three teams are now tie, two wins and two losses each.

WORLD'S SMALLEST MAN DEAD; WAS A CANDY DEALER

London, Dec. 27—John William White, a confectioner, probably the smallest man in the world, died in South End yesterday, aged fifty-three years.

He was only twenty-five inches in height, but his two sisters were of normal size.

PAYS BACK ILL GOTTEN MONEY

Former Bank President Gets on Feet Again

WAS AN ABSCONDER

Took Half Million and Spent Four Years in Penitentiary — Now Out and Making Money To Restore It

Canadian Press

Chicago, Dec. 27 — Paul Stensland, former president of the Milwaukee Avenue State Bank, who absconded with $500,000 of its funds in 1906, is devoting his life to repaying losses of depositors. This announcement was made last night by James Keeley, who traced the banker to Morocco, where he was captured.

Stensland charged Henry W. Herring, cashier of the bank, with being responsible for the balance of the shortage of $2,000,000. Stensland served four years in the penitentiary. Herring also served a term in prison.

Keeley said that Stensland had got on his feet again and made some money, and has placed more than half in his hands to repay. He hopes to add to it till all is paid. It is said the sum he has handed over is more than $100,000.

MURDER IN THE AVENUE DE L'OPERA

Young Man Shot and Apaches Are Under Arrest

New York, Dec. 27—A Paris cable to the New York Tribune says:

The Avenue de l'Opera was the scene of another murder yesterday, the second within a few months. The author of the crime declares it was an accident.

A well dressed man, aged about thirty, was shot dead at the corner of the avenue and the Rue Louis Legrand. Three apaches fled, and two of them succeeded in escaping. Cyclist police chased the third man, who flourished a revolver at them and fired once, grazing a policeman and striking a cigarette case in the pocket of another of the pursuers. A policeman then felled the fugitive with a bullet from his revolver.

The prisoner, who proves to be only eighteen years old, says he quarrelled with his companions on the sidewalk, that shots were exchanged and that one of the bullets accidentally killed a man who intervened.

The dead man, who was unidentified, was shot thee times in the head. Four other arrests were subsequently made. Two of the prisoners were recognized by witnesses of the murder.

G. A. BIDDESCOMBE HEAD OF COURT LOG CABIN

At a regular meeting of Court Log Cabin, No. 1761, I. O. F., on Friday evening in Foresters' Hall, Coburg street, the following officers were elected for the ensuing term:—

G. A. Biddescombe, C. R.
H. H. Bell, V. C. R.
J. E. Arthurs, R. S.
E. W. Paul, F. S.
W. H. McBride, treasurer.
A. H. Makepeace, orator.
F. R. Snodgrass, S. W.
C. W. Stewart, J. W.
D. H. Melvin, S. B.
O. J. Dick, J. B.
Fred W. Jenkins, C. D. H. C. R.
Dr. G. G. Corbet, court physician.
W. H. McBride, J. P. C. R.
O. J. Dick and C. W. Stewart, finance committee.
D. H. Melvin and C. W. Stewart, trustees.

A committee was appointed to arrange for the installation in January when high court officers and royal foresters will conduct the ceremony to which the companion courts will be invited. A programme will be arranged for the occasion. The reports of the officers for the last term will also be received. These will show the court to be in a flourishing condition, and with the excellent staff of officers elected a year of progress is looked for.

MILK TO BOSTON

A quantity of milk is being shipped to Boston by the Farmer's Dairy and Produce Company, and finds ready market there. The milk is said by the shippers to be a surplus supply from the farmers in Kings county, and that previously the farmers had no means of disposing of this milk until they found the market in Boston. It was said that the local supply would not be affected in any way. The price obtained in Boston is about the same as here, and, as there is no duty charged on milk going into the United States, the additional freight is the only extra expense.

Boston Train Drives Freight Cars Across Mill Street and The Traffic is Blockaded

Runs Into Open Switch and Collides With String of Freights—No One Hurt But Considerable Damage Done---Street Car Service Disorganized

An open switch was responsible for a bad smash-up this morning in the C. P. R. yard upon the arrival of the Boston train, running forty-five minutes late in charge of Conductor Johnson with Driver Johnson in the engine. The train was coming into the depot on the main line when suddenly there was a sharp swerve to one side, followed by a severe crash for the engine had gone into an open switch and smashed into a string of five or six loaded freight cars standing near the new C. P. R. sheds.

The emergency brakes were at once applied and the cars were brought to a sudden stop. Some passengers were thrown from their seats and others who were standing preparatory to leaving were hurled to one side. A yardman on the freight was knocked off on his back. The string of freight cars went skidding towards Mill street, ripping the iron fencing about the yard before them and not coming to a halt until within a few feet of the premises of Jeremiah Harrison & Co. on the opposite side of the street.

Had there been a street car passing at the time, or even a sleigh or two, there would probably have been fatilities added to this account for the heavy freight cars rumbled over the tracks and across the roadway leaving but the narrow stretch of sidewalk and a few inches more between them and the Harrison property. The accident happened about 12.30 o'clock, quite a busy hour in Mill street when traffic is usually heavy. Today, however, it was fortunately slow just at this time.

One of the freight cars was loaded with casks of molasses and this poured freely into the roadway running down the tracks like water over the frozen snow. Youngsters from the neighborhood were soon taking advantage of the fact by pressing large tin buckets into service and gathering the golden fluid.

The box cars were quite badly jammed together and it will require some effort to replace them on the rails. A crew was speedily put to work and cleared away the debris from about the pilot of the Boston's engine, afterwards devoting their efforts to the string of box cars. The passenger cars attached to the Boston were brought to the depot about half an hour after the accident but most of the passengers had already left them. One young lady was apparently so much excited by the fright she and the other's aboard had received in the jolt, that although she was going but three or four houses from the station she took a cab, forgetting momentarily that it would take her but three minutes to walk the required distance.

The street car service was more or less demoralized as a result of the smash-up. It will be necessary for a time to transfer at Mill street in going north or south until the box cars are off the tracks. The loss of the service was keenly felt about one o'clock when large numbers of those engaged in the business and industrial houses about the city were going to or returning from lunch. At one time, a little after the collision there was a long string of street cars on either side of the wreckage but after a time connection was re-established by more circuitous routes than are provided in the daily schedule.

DECLINES TO ANSWER; IS SENT TO JAIL

Youth Would Not Testify in Liquor Case in Local Police Court

Thomas Spellman, aged nineteen, was arrested a few days ago on charge of being drunk and an effort was made by the police to find out where he bought the liquor. He told Chief Clark of some time ago going into the liquor store of Cornelius McHugh in Brussels street and purchasing liquor.

Mr. McHugn was summoned to court this morning to answer to the charge of selling liquor to a minor on October 1 which was the date given by Spellman. Spellman was called as a witness but refused to give evidence and was sent to jail for not answering the questions put to him.

Spellman told the court that he lived in St. Patrick street and knew the defendant's place of business in Brussels street. He was asked to try to recall what took place on October 1. Police Clerk Henderson asked him if he did not remember that day, reminding him that it was the day on which his brother had been hurt while working in Haley's factory. He said that he remembered the day. He was then told to remember the oath he had taken and the following question was put to him:—"Were you in the defendant's premises on that day?" No answer came from the prisoner. The question was repeated but again there was no answer. The magistrate then asked him if he intended to answer the questions put to him and said that if he refused to do so he would be sent to jail for seven days.

"Which will you do," asked the magistrate."

"I will go to jail," replied the witness. He was accordingly sent to jail for seven days unless he should be ready before that to answer the questions put to him by the court.

Mr. McHugh was told he would be sent for when the prisoner was ready to give evidence.

SUIT FOR $1,400 OVER KING STREET BUILDING

Grows Out of C. P. R. Purchase of Foster Corner—A. J. Sollows Claims Commission

A. J. Sollows is suing the Canadian Pacific Railway Company and the Dominion Express Company for $1,400, this amount being claimed by him as commission on the purchase of the Foster building on the corner of King and Germain streets.

During the protracted period over which the negotiations for the purchase and sale of the building extended Mr. Sollows took a hand in the matter in an effort to reach an adjustment between the owners and purchasers. His suit is now based on a contention that he acted as agent for the railway and express companies in the matter, but the general superintendent of the C. P. R. said this morning that they were defending the case on the grounds that they did not know Mr. Sollows in the transaction, and that he was not their agent.

FORMER HEAD OF PHOENIX COMPANY IS DEAD

Hartford, Conn., Dec. 27—Dewitt C. Skilton, who retired last June as president of the Phoenix Fire Insurance Company, died last night after a long illness. He was one of the oldest and best known fire insurance underwriters in the country.

TO BE MARRIED NEXT WEEK

Friends of Arthur J. Dearness, who has been in the city spending Christmas at his old home here, are congratulating him upon a popular nuptial event to take place on next Tuesday in which he will be a principal. The wedding will take place in Richibucto, and the happy young lady is Miss Edith A. James of that place. Following the ceremony the bride and groom will come to the city passing through on Tuesday evening on a honeymoon trip which will include Montreal, Toronto, Chicago and other cities on their way to Winnipeg.

They will reside in the western metropolis where Mr. Dearness has made his home for the last few years. He is a member of the traveling staff of Gaults, Limited, a large wholesale dry goods house, covering the northern country for them. Just prior to his recent departure for the east to become a Benedict the members of the firm and his associates on the staff presented to him a beautiful silver service and a valuable cabinet of silver with a gold plate on which were inscribed a few eulogistic lines. His friends here and in other parts of the province as well as those of Miss James, will wish them all happiness.

THIRTY-SIX BIRTHS.

Thirty-six births were recorded this week, twenty of the children being boys and sixteen girls. Eleven marriages were registered during the same period.

TWO WEDDINGS IN THE CAPITAL TODAY

Harry G. Hoben and Miss Babbitt; Newman Griffiths and Miss McGibbon

(Special to Times)

Fredericton, N. B., Dec. 27—Harry G. Hoben, accountant for R. Chestnut & Sons, and Miss Annie Louise, daughter of the late Mr. and Mrs. T. D. Babbitt, were married this afternoon at the bride's home, in Waterloo row, by Rev. F. S. Porter of Germain street Baptist church, St. John. The bride was given in marriage by her brother-in-law, W. K. C. Parlee, of Moncton, and was attended by her sister, Miss Bessie Babbitt as maid of honor. The bride wore white charmeuse satin and rose point lace and ermine trimmings and a juliet cap and carried orchids and lillies of the valley. The maid of honor's costume was of pale chiffon and olive satin and she carried American beauty roses. The bridal presents included a silver service from the family, a diamond ring from the bridegroom and a bracelet from the bride's sister. Mr. and Mrs. Hoben will leave this evening on a trip to New York and Washington.

Newman Griffiths and Miss Bessie D. McGibbon, both of Woodstock, will be married at the residence of the bride's uncle, C. K. Howard, here this afternoon by Rev. Dr. Smith. They will leave for St. John by the evening train.

Wilfred L., son of City Marshall Roberts, arrived last night from Apohaqui where he spent Christmas. He was thought to have been lost.

CANADIAN ARCHAEOLOGICAL STUDENTS HAVE CHANCE FOR CARRYING ON WORK IN ROME

(Special to Times)

London, Dec. 27—The British Archaeological School in Rome, now in its thirteenth season, is making good progress. Mrs. S. Arthur Strong, assistant director, who has been touring the United States and Canada is said to have received an expression of opinion from the Duke of Connaught that Canadian students may avail themselves of the opportunities offered by the school. Students are now engaged in researches of the Roman roads, measurements of ancient houses and the topography of Augustan Rome.

MOORS FLEE ON ARRIVAL OF BRITISH AND SPANISH SHIPS

Gibraltar, Dec. 27—The Moors who were firing on the British steamer Ludgate, which is ashore on the Morroco coast, fled yesterday when British and Spanish warships went to the scene. The salvage of the cargo of the steamer is proceeding.

WM. H. EARLE DEAD

The death of William H. Earle, aged eighty-four years, occurred yesterday at the home of his son, 161 Mecklenburg street, after a brief illness. He is survived by three sons, Sterling of this city; Ira and Ambrose, of Belleisle, and one daughter, Mrs. James Stephenson, of Boston. The funeral service will be held on Sunday evening at nine o'clock at his son's residence, and the burial will take place at Elmhurst, King's county, on Monday.

MATTER OF SHORTER SEASON FOR HUNTING

Some Points in Talk at Guides' Dinner in Fredericton — Grant For Exhibit

(Special to Times)

Fredericton, N. B., Dec. 27—At the annual dinner of the New Brunswick Guides Association last night, Colonel Loggie, deputy minister of lands and mines, said that game animals in this province were being killed at the rate of 10,000 a year and the time had arrived when the government should consider the advisability of having the season open on October 1 instead of September 15.

Colonel McLeod and John A. Young, M. P. P., expressed themselves as opposed to the change.

School Inspector Hanson deplored the destruction of partridges and said that if not given better protection they would soon become extinct.

A telegram was read from Premier Flemming announcing that the government would make a grant $1,000 to enable the guides to make an exhibit at the New York Sportsmen's Show.

CATCHES CABLE AS HE FALLS INTO ELEVATOR WELL; SLIDES TO THE BOTTOM IN SAFETY

Toronto, Dec. 27—William Pest, King street west, night watchman of the building at 62 Front street, had a miraculous escape from death yesterday. He was making his rounds when he stepped into the open elevator shaft, but he caught the cable as he fell and slid to the bottom of the shaft in safety.

WILL DOUBLE THE PAY OF THE FRENCH SOLDIERS

Instead of One Cent a Day It Is Proposed to Pay Them Two

Paris, Dec. 27—A motion to increase the pay of the French soldier from one cent a day to two cents was made in the course of the debate on the part of proposed increase of pay of officers.

Finance Minister Caillaux objected, saying that the one cent increase would make little difference to the soldier and would cost the country $2,600,000 a year. The motion was adopted.

ITALY MAY NOT TAKE PART IN EPOSITION

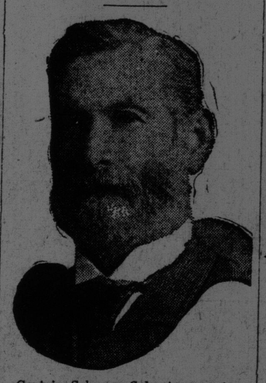
Milan, Dec. 27—Though the Italian parliament voted $80,000 towards Italy's official participation in the Panama Exhibition, it is extremely uncertain whether such a participation will take place. In the face of Germany's refusal to participate for the present, at any rate, everything is suspended.

REPORT OF PLOT TO KILL BULGARIAN KING

London, Dec. 27—The Belgrade correspondent of the Daily Telegraph telegraphs that it is reported in Sofia that the Bulgarian cabinet has advised King Ferdinand to quit the capital, as his life is in danger, the police having discovered a plot to assassinate him.

The opposition press of Sofia ridicules the report.

A LAKE VETERAN



Captain Solomon Sylvester, a veteran vesselman of the Great Lakes who died recently in Toronto He had been sailing since he was thirteen years old, and was a member of the Naval Brigade during the Fenian raid.

LITTLE WATER IN THE HOSPITALS

None At All In Some Montreal Institutions

A SERIOUS SITUATION

Fires Out in One Hospital—People Laying in Stocks of Ale, Beer and Wine — Extra Police to Give Early Warning of Fires

(Canadian Press)

Montreal, Dec. 27—The crisis caused by the block of the intake pipe at the source of Montreal's water supply, has grown most acute and threatening. It engrosses public attention and is the one topic of conversation.

"Not a drop of water," was the cry of alarm set up last night by officials of three of the larger hospitals of the city, while other hospitals announced that water was only trickling from the taps.

In the Hospittals

"We have not a drop of water, and our fires have died out," declared the manager of the Western Hospital, which seems to be in the worst situation of all public institutions. "The place is getting colder and colder all the time, It would be very serious if the temperature dropped to fifteen or twenty below zero, and the pipes burst."

"We are melting snow," that's all we can do." was the announcement made by the Notre Dame Hospital, where also there was not a drop of water from the taps to drink late last night. What they were going to cook with in the early morning was still a problem for the authorities.

Similarly alarming conditions were reported at the Hotel Dieu, while the Royal Victoria was depending upon supplies drawn from their special well.

Water was considered so precious in the fire department last night, that Chief Tremblay issued instructions to his men that fire apparatus returning from fires were not to be washed at all. Several fires broke out last night but in an effort to save the water in case of a big outbreak, the fire fighters handled all the blazes with babcocks. In the case of one fire, twelve babcocks were used before the blaze was extinguished.

Extra policemen were also sent out to patrol the down town streets late last night, to keep a sharp watch out for smoke to provide against fires in any of the larger establishments getting a big start on the brigade.

Porters carrying palls of precious water from the lower floors to the upper stories were common sights in most of the big hotels last night. The majority of guests naturally insisted on water to drink and fluid with which to wash and so extra labor had to be called into action for the night.

Sale of Beer Increases

Groceries and bars reported unprecedented sales of beer, ale and light wines, since Friday morning, customers laying in stocks of liquid refreshments in case they are absolutely deprived of water. One grocer in a central locality sold out the residue of his Christmas stock of soda water, beer and lager, in two hours on Friday afternoon, and a fresh supply, secured after a long delay from a brewery, all went to supply orders ranging from half a dozen to two dozen pints.

The principal bakeries throughout the city are not in any danger of closing down as they are drawing supplies of water from districts served by the Montreal Water and Power Company, St. Henry, St. Cunigonde and St. Paul and one or two wards in the eastern section of the city not affected by the water situation, as these quarters are supplied by the Montreal Water and Power Corporation.

In place of the 42,000,000 gallons of water used each day in the portions of Montreal affected by the break in the sole conduit which carries water from the river to the low level pumping station, the city is now receiving at the outside, 14,000,000 gallons supplied through temporary connections with mains of the Montreal Water and Power Company.

Downtown Montreal and a narrow stretch south of Mount Royal Avenue, receives this water.

Britain and Japan.

Tokio, Dec. 27—In a speech from the throne at the opening of the Diet yesterday, the emperor said the Japanese alliance with Great Britain is continually growing in strength.

MUTINY!

Fighting on British Steamer in The Atlantic

A CALL SENT FOR HELP

Wireless Sets United States Cutter Speeding to the Baron Dalmeny, From Philadelphia Bound For England—Several of Crew Are Wounded

(Canadian Press.)

Philadelphia, Dec. 27—Evidence of mutiny and a battle among the crew, which resulted in the wounding of five men, forced Captain J. F. Gordon, of the British steamer Baron Dalmeny to turn back to Delaware Breakwater yesterday and appeal for assistance to the United States marine hospital at Lewis. A wireless was despatched to the United States revenue cutter Onondaga in the Norfolk Navy Yard and the cutter is speeding to the scene of trouble.

The Baron Delmeny was bound for Avonmouth, Eng., with 200,000 bushels of grain and sailed from Philadelphia on Thursday. With two men in irons and fearing a further outbreak from the crew, who were in a sullen mood, Captain Gordon dropped anchor five miles off Lews and sent flash light signals for aid.

Though a terrific sea was running, Dr. William T. Orr, who is attached to the marine hospital, made the passage to the Baron Dalmeny in a small launch. When he went aboard the British vessel he found five seriously wounded. One had a gun-shot wound in his right thigh, and the others had ugly knife wounds and were weak from loss of blood. The physician treated the wounded and went ashore..

Captain Gordon notified D. W. Burbage, of Lews, agent for the Galley Davis Company, ship brokers of Philadelphia, that the crew had smuggled knives aboard and that he was afraid to continue the voyage to England until the ringleaders had been removed.

EDMOND HARRIS IS DEAD IN CALGARY

Young Moncton Man Succumbs to Pneumonia in West

(Special to Times)

Moncton, N. B., Dec. 27 — Edmond Harris, formerly of Moncton, who had been ill for four weeks in Calgary, died last night. The news was received by relatives here with great surprise. He had been suffering from pneumonia and the doctors held out hopes that he would survive.

Mr. Harris was thirty-two years of age, unmarried. He was a son of the late George M. Harris. His mother was Miss Emma Hunter, of St. John. He was a brother of Mrs. Thomson, of Moncton, and a nephew of Mrs. G. J. Estabrooks of St. John. Mr. Harris left Moncton about five years ago. Prior to that he had been employed in the office of F. W. Sumner. He lived in California, and about two years ago went to Calgary. Harry Crandall, cousin, was with him during his illness. The body will be brought home for interment.

MORGAN OF "MEN OF THE TIMES" DIED TODAY

Brockville, Ont., Dec. 27—Dr. Henry J. Morgan, one of the greatest authorities on Canadian biography, and the publisher of "Morgan's Men of the Times" died at his home here this morning of heart trouble. He was born in Quebec City in 1842.

SIR JAMES HOPES TO BE HOME FOR NEW YEAR'S

Toronto, Dec. 27—Word from Sir James Whitney in New York is that he felt better yesterday than for a long time, and that he hoped to be home for New Year's.

Make Your Windows Say "Here It Is"

National advertisers are becoming intensive advertisers.

They find it pays them to use the newspapers for their campaigns. It creates almost instant demand for their products.

Smart dealers are quick to reap the harvest, for, while it is the manufacturers' pleasure to introduce the goods, it is their privilege to sell the goods.

Mr. Dealer, when the national manufacturer begins his campaign, it is time for you to make your windows say "Here it is."

Show the goods the papers are telling about. The advertising has aroused people's interest. They want to see the goods. They want to know where they can get them.

Never were dollars heading your way with greater determination. Help the manufacturer who is working to help you and serve the public at the same time.

Ever hear of the co-operative way to secure greater sales? Write the Bureau of Advertising, American Newspaper Publishers Association, World Building, New York.