From the Indianapolis News.

that Wilson Has Broken Faith

with the People of

the Country.

ment was sectological and not political."

John Lind Says He

Cotton Schedule is

WASHINGTON, Aug. 6.-Attacking the

milis in favor of southern made neces-

Senator Lippitt proposed as a sub-

would leave the average duties of 30.4 per

cent as against the rates in the pending

The National Capital

Wednesday, August 6, 1913.

The Senate.

Lobby investigating committee heard rom James A. Emery National Associa-ion of Manufacturers' side of Mulhall

The House.

relations ocmmittee

bby story.

Lobby

bill, ranging from 71/2 to 30 per cent.

Would Not Have

the coming winter.

session of congress.

Fair

SINGLE COPY TWO CENTS.

SWORN STATEMENT AND BANK BOOKS ARE AT WIDE VARIANCE

Legislative Probe Into Contributions to Sulzer Campaign Fund Brings Out Some Facts.

DISCREPANCY IN CASH ACCOUNT

Five Thousand Dollars More Paid Than Shown by Affidavits.

MORE CONTRIBUTORS ARE NAMED

Witnesses Before Committee Refuse to Answer Questions.

DEALS IN RAILROAD STOCKS

Brokers Who Are Called Are Not Inclined to Testify Relative to Their Deals with New York Governor.

NEW YORK, Aug. 6 .- Contributions to Governor Sulzer's campaign fund under the fire of a legislative investigating committee were at least \$5,000 more than his storn statement reported them to be, according to testimony of bank officials and others today at the resumption of the committee hearings.

Counsel for the committee sought to show that the governor had purchased 200 shares of railroad stock October 22 1912, paying cash for them, and to cstablish connection between this transaction and the contributions he failed to as that at the Tower of Babel. luciude in his sworn statement. Wit nesses met such inquiries with refusals to answer. Senator Frawley, chairman of the committee, was of the opinion that the testimony showed that the governor had bought the stock. Eugene L. Richards, counsel for the committee, thought

The contributions alleged to have been made to the governor's campaign fund, but not mentioned in his statement as brought out today, were as follows:

Some of Contributions. William F. McCombs, chairman of the democratic national committee, \$500, October 9, 1912.

Henry Morgenthau, treasurer of the democratic national committee, \$1,000, October 5, 1912.

John Lynn, New York, \$500, October 33,

Jacob H. Schiff, \$2,500.

Abram I. Elkus, \$500. Some of the checks which were produced were deposited in the Mutual Trust company and some in the Farmers' Loan and Trust company, both of this city The former was that used by L. A. Sarecky, Governor Sulzer's confidential secretary, for campaign contributions. Its books showed total deposits to Sulzer's account of \$12,405 between October 1 and November 12, 1912. All was drawn out except \$190. There were ninety-tour separate checks covering these deposits and

The Governor's List. Governor Sulzer's sworn list contained hour overtime. sixty-eight contributors and totaled \$5,460

Richards asserted. The attempt to connect Governor Sulzer with the purchase of 200 shares of Big Four railroad stock October 22 was made through questioning Arthur A. Fuller of the New York Stock exchange firm of Fuller & Gray, concerning an unnamed account designated as "account No. 100," Fuller refused to answer the question and was directed to remain under subpoens until the courts can decide if he must answer. When leaving the stand

Richards hurled this question at him: "Have you produced all your records of William Sulzer?"

'I have," he replied. Melville E. Fuller, another broker, declined to answer any questions concerning his business relations with the gov ernor. He, too, was directed to "emain under subpoena.

The committee adourned this afternoon to meet tomorrow afternoon.

Price Named as the Minister to Panama

WASHINGTON, Aug. 6.-William J. Price of Danville, Ky., has been selected

Senators Hughes and Martine, Congressmen Tutle and Adelen from Elizabeth, N. J., asked the president to appoint Otis A. Glazebrook of that city to a foreign post, preferably Belgium or Sweden. Colonel Thomas H. Burch of New Jersey is also mentioned for one of the places.

The name of Brand Whitlock of Toledo. O., was being mentioned as a likely appointee to a European post, Major Edward J. Hale of North Carolina, newly appointed minister to Costa

Rica, said goodby to President Wilson and will leave Saturday for his post.

BRANDING STUNT IN ORDER OF MOOSE KILLS CANDIDATE

BIRMINGHAM, Ala., Aug. 6.-The magneto used in the initiation of Christopher Gustin and Donald Kenny into the local lodge of the Loyal Order of Moose in administering the branding stunt, as a result of which the two candidates died, was capable of generating 2,000 voits of electricity, enough to kill a man, according to testimony today at the

Matt Stratford, an electrician, who sold the magneto made the statement. He declared 'that "electrical initiation was crude cruelty."

MILLIONAIRE HALL AND MISS SEUTANS ARE TO WED

LOS ANGELES, Cal., Aug. 6-As United States immigration officials here dence of Marie Rita Seutane, a Parisian Scutans planned to be married before. It is believed he will recover. He gave divulging their whereabouts.

Suffragettes Are Kept Out of the

LONDON, Aug. 6.-The International Arthur of Connaught, as the representative of King George in the Albert hall, this morning in the presence of an audience of 10,000.

Prince Arthur and Sir Edward Grey. HOLDS HIMSELF secretary of state for foreign affairs eat on the platform beside the president Final Judge of of the congress. Sir Thomas Barlow, president of the Royal College of Physicians, physician extraordinary to King George and honorary L.L.D. of Harvard. NARROWEST

The credentials of every person in the audience were rigorously scrutinized before entry could be obtained. This precaution was taken to keep out suffragettes, several of whom attempted to

A large force of police guarded the building, while women carrying bill boards bearing the words. "What do the doctors think of woman torture," paraded out-

Speaking of the great advances made in the science of medicine, Sir Thomas Barlow, in his presidential address, paid a special tribute to the United States for the work done by that government tion of the twenty-fiveyear-old registramalaria and the sleeping sickness.

Headed by an American delegate, Prof. Sidney Thayer of Johns Hopkins university, the delegates of the various governments advanced in turn while an whose cases do not coincide exactly with organist played a few bars of their respective national anthems. The delegates made short replies to and shook hands with Prince Arthur of Connaught and Sir Thomas Barlow. As each foreign representative spoke in his native tongue the variety of languages was as bewildering

The representatives of the United States outnumber those of any other nation except England.

Strike Breakers to Go on the Great Northern Docks

DULUTH, Minn., Aug. 6.-The dock laborers' strike on the Allouz docks at Superior spread to the Duluth, Missabe and Northern docks here today, when the day shift quit. The demands of the men have not yet been presented, presumably they will be the same as those of the Allouz workers. The number out is estimated at from 400 to 800.

F. H. Little, a worker for the Industrial Workers of the World, who has been involved in the Allouz strike has been working to get the Missabe men to go out. Hand bills were a potent factor. The strike opened here in orderly fashion. The ningt shift completed their work, stopping work at the docks.

ginning of the season to work through the season for the scale of wages, speci- that of Father Williams.

The demands of the Allous men, which probably will be adopted by the Duluth said: "The registration law says nothmen, also are for \$2.75 for days, \$3 for the about producing naturalisation night, \$3.50 for Sundays and 35 cents an

Rumored Capture of Guaymas Has No Confirmation

DOUGLAS, Aria., Aug 6 .- It is reported ere that Guaymas has been captured by the constitutionalists. Confirmation is lacking

EL PASO, Aug. 6.-Federal officials in Juarez have heard nothing today regarding the battle fought south of Juarez yeswith reference to account No. 500 and that terday between federal troops guarding a band of rebels under Toribio Ortega. The federals claim that the rebels were

dispersed with heavy loss. Rebels at the El Paso rebel junta declared the rebels. after being first driven off, returned and the battle continued all night without a mandamus him. decisive victory for either side.

Telephone Strike is On Once More

by President Wilson for minister to the Southwestern Telegraph and Tele Frederick Stromberg, who has lived here added that after he had accomplished phone company, which was announced sixteen years; Thomas Morrisey, who has what he expected to in the southern reyesterday as settled, practically was re- lived here twenty years, and Daniel public he would not accept a permanent newed this afternoon.

> called to protest against the terms of set- franchised before Judge English ren- President Huerta of Mexico. tlement on which the girls had no vote, dered his decision. resulted in the announcement that none A motion for a new trial was filed in of the striking operators would return to district court yesterday by the election work until the company had made commissioner for the purpose of having it amends for its treatment of six of the overruled that he may appeal the case to first eight girls who sought re'nstatement | the supreme court. yesterday.

The eight were delegated by the strikers to test the aincerity of the company's promise to take them back with- ter without papers: out discrimination. Two of the girls restrike, they were told that all places tion will be taken of all those who come to the main office and, they said, were told the affidavit as are required by the they were told they must enter the company's training school at \$5 a week,

Shoots Himself the Day of Wedding

PITTSBURGH, Aug. 6.-Frank Weiter, barber, this morning, dressed himself and completed all arrangements for his wedding, scheduled to take place at p sequel to the declared intention of the heart. Discovering he was not dead, he fired another shot at his head, but suf. Williamy case." to proceed against Charles Victor Hall. fered no injury other than a flesh wound. millionaire oil operator of this city, in Then he pulled the trigger of the reconnect on with the alleged illegal resi- volver again, but the bullet went wild. When physicians arranved to remove flower girl, it was announced today by him to a hospital he refused their help Hall's attorney that Hall and Miss and walked unided to the ambulance.

no reason for his act.

MOORHEAD'SPLANSTO Medical Congress EXCLUDEFOREIGNBORN

Medical congress was opened by Prince Election Commissioner Will Disregard Spirit of the Engling Decision o

> ABSOLUTE Fifications of Voters Siaha.

BLE RULINGS Will Apply V y V Sas' Conditions in Strices, to All.

STATES HIS PLAN FOR FUTURE

Foreign-Born Voters Will Have to Come Under the Rule of the Commissioner or Lose Their Franchise.

Election Commissioner Moorhead, casting aside the comprehensive interpretain the Philippines, the Canal zone and tion clause of the election law, made by elsewhere in combating yellow fever. Judge English of the district court in his decision in Father Williams' case has shifted to new ground and by his latest pronounciamento is disfranchising a large number of foreign-born voters that of Rev. Mr. Williams.

To register now as a qualified voter a foreign-born man who does not produce his naturalization papers must have lost them, must have been naturalized outside of Douglas county, and must be able to recall the circumstances of his naturalization to be satisfaction of Mr. Moorhead, or,

Mr. Moorhead will write in the column of the registration blank the question, "Qualified voter or not?" the one word. "No."

Commissioner Assumes Control. That is all there is to it, the election ommissioner asserts and he advanced the same argument, which in legal language is "that he is a judicial officer," pefore Judge English. Here is what the judg sald about it:

"It has been urged on behalf of the respondent that in matters of registra- IN CHICAGO TO PLAN REUNION tion the commissioner acts in a judicial capacity, and that his decision as to the legality of a voter is practically absolute. The legislature could not have intended to place such absolute power in any one man. It might lead to the protection of the illegal voter and the fraudulent disfranchisement of the legal

If a foreign-born man comes to the office of the election commissioner with out his papers, and is unable to say work and the day shift refused to go to that his naturalization papers are lost and that he cannot put his hands on Officials of the company claim the them, he becomes disqualified to vote men signed an agreement made at the be- by Mr. Moorhead's dictum, because his situation does not coinside exactly with

> Language of the Law. The court with respect to this point ing about producing naturalisation

With reference to Mr. Moorhead's changing the law's interpretation after twenty-five years, the judge said: "If the legislature of 1913, when adopting the new election commissioner law, was dissatisfied with a construction sanctioned by long usage and desired to limit the evidence to the naturalization papers appropriate language could have been easily used to express that purpose."

But here is the way the election commissioner is able to disregard the opinion of the court and "get away with it." He obeys the letter of the court order which was drawn to fit Father Williams' case alone, and pays no attention to Judge English's opinion, which, because it was a supply trains en route to Chihuahua and test case, was drawn after several days consideration for the purpose of inter preting the law for all cases.

Prominent attorneys said yesterday the election commissioner probably would t away" with his plan unless some drove the federals into their train, where other foreign-born voter should again

> Six Men Like Williams. Six foreign-born voters, whose cases president Wilson's personal representa-

were just like that of Father Williams, tive enroute to Mexico, said here today registered yesterday afternoon without that he would not under any circumtheir papers. These were: Patrick S. Mc- stances accept the ambassadorship to Guire, who has lived in Nebraska thirty- Mexico. seven years; John Merritt, who has lived Mr. Lind left at 11:30 this morning for ST. LOUIS, Aug. 6.-The strike of girl here forty-two years; August Berggren, Galveston, where he will board the batoperators and maintenance men against who has lived her thirty-five years; tleship New Hampshire tomorrow. He Keogh, 66 years of age, who has been post in that country. He refused to dis-An indignation meeting of the operators, here one year. These men were all discuss any of the recent statements of

Moorhend Outlines Position. Following is Mr. Moorhead's statement as to whom he will allow to regis-

"In accordance with the decision ported that when they went to the South Judge English, concerning the registraexchange, where they worked before the tion of foreign-born citizens. registra- sities were taken and that they must apply at within the limits of the decision. The the main office. Two others went directly same facts will of course be required in to report again today. Two others said statutes—namely the facts concerning the date of naturalization and the court in which naturalized. If the court canthough before the strike they received \$30 not be definitely named, then the name of the county will be accepted, as was done in the case of Father Williams' testimony concerning his naturalization.

"The date of the naturalization and the court are required to be given by the statutes so that an opportunity may be given to check the registration record and ascertain the fact from the court which naturalization is claimed.

If Papers Are Lost. 'Anyone who can make the necessary o'clock. He then went to his room and affiduvit will be allowed to register, fired two shots into his breast, near the provided the naturalization papers have been lost or misiaid, as in the Father Mr. Moorhead also bars any voter

aturalized in Douglas county from reg-

istering without documentary proof on

the ground that it is cary to secure in

that case Father Williams, it was said at the ner's office yesterday afternoon, had not yet appeared to register.

WOULD UNITE TWO PARTIES Soldiers to Quit Michigan Strike McHarg Says Republicans and Bull District Shortly Moosers Must Get Together.

CALUMET, Mich., Aug. 6.-Reduction of the military force in the copper mine Contends Bryan is a Populist and strike district was planned today by General Abbey. Those soldiers whose presence at home is most imperative will be allowed to start back within a day or two and as the ranks of the various units are depleted provisional companies and CHICAGO, Aug. 6.-Ormsby McHarg battalions will be organized.

STEP RIGHT

THIS WAY

MADAM

came here from New York today to dis-The plan was looked on as a sequel to cuss with republican and progressive the action of the Houghton county super. leaders plans for reunion of the two visors in giving Sheriff Crune authority parties at a monster dinner which it is proposed to hold in this city early during The state authorities have stated state "The time is at hand when the repub-This should not prove difficult. Both rebeen placed at his disposal. publicans and progressives have been influenced for a generation by the same

toward Laurium today. "Mother" Jones invited home." he said. political thought. The progressive movewas to make her first speech there and Mr. McHarg accused Secretary Bryan of introducing populism into the government and charged that President Wilson had broken faith with the people in urging consideration of both the tariff Warkers were called back to work by bill and the currency bill at the same several mine managements, most of whom announced that it would be several days "Theodore Roosevelt is called a radical yet before actual mining would be at in politics, but that is a mistake," Mr. tempted again. McHarg added. "He is as conservative as

anyone in national business matters. It is only in personal matters, in things that Policewoman of directly touch society that he is radical. Chicago Sends the Masher on His Way

CHICAGO, Aug. 6.-A nattily dresse That Mexican Job tipping his hat and smiling at passing ciation. women shoppers. Then someone touched NEW ORLEANS, Aug. 6 .- John Lind. him on the shoulder. "Say, you beat it," ordered a voice a his elbow.

"Why, madam," stammered the perplexed youth as he turned and perceived on most subjects of legislation. a stern-faced woman, "may I ask who

department-a policewoman, to be exact," she replied. "You are a 'masher,' I take it, and have no business here. Now you move on as fast as you can." The youth disappeared in the crowd

The copper was Mrs. Alice Clements, one of the ten policewomen sworn in yesterday. It was her first experience on

Attacked by Lippitt Arctic Explorers Supposed to Be Lost cotton schedule of the tariff bill in the senate today, Senator Lippitt of Rhode

CHRISTIANIA, Norway, Aug. 6 .- A Island declared that it discriminated against the luxuries of the New England further mishap in connection with the chroeded-Strans Arctic expedition was reported in a telegram today telling of the sinking of the relief ship Loevenstitute for the cotton schedule the rates skiold. of the Dingley bill less 20 per cent, which

The reilef expedition reached land safely in the ship's small boats. traces of the missing party have been found, Captain Staxrud, the Norwegian leader of a second relief expedition, also reported he had found no trace of Schröeder-Stranz in Northeast land. Lieutenant Schroeder-Stranz, with thre

ompanions, left the other members of his party last year to make a practice trip on siedges across Northeast land and they have not been heard of since Resumed general debato on tariff bill.
Senator Lippitt attacked cotton schedule
and offered a substitute.
Senator Clark, Wyoming, attacked President Wilson's action in sending John
Lind to Mexico as special emissary and
declared something else must be done by
the administration to protect Americans.
Lobby investigating compilities heard The object of the expedition was to try to discover a northeast passage. None of the eleven Germans and five Norwegians composing the party had had any Arctic experience.

FOUR ABERDEEN FIREMEN ARE CHARGED WITH ARSON

Eduardo Hay, constitutionalist, review ABERDEEN, S. D., Aug. 6-Four mem bers of the local fire department were arrested by the state fire marshal last night, charged with arson in the fourth Not in session: meets at noon Friday. Lobby committee excused Martin M. fuihall until Monday and continued earing with Louis Scibold testifying degree. It is alleged the men set fire to from the fire station: Their reason for starting the fire is unknown.

MULHALL AND HIS LETTERS

WERY SORRY, SIR, BUT

WE CANNOT PERMIT

JUNLESS YOU DON

YOUR COAT.

YOU TO LUNCH HERE

Self-Styled Lobbyist Discovers He Has Some More Evidence.

WILL BE ON HAND ON MONDAY

Emery, Before the Senate Committee, Tells the Purpose of the National Council for Defense.

WASHINGTON, Aug. 6.-Examination of Martin M. Mulhail, self-styled lobbyist of the National Association of Manufacturers, was postponed today by the house lobby committee until Monday, at to organize a force of armed deputies. the request of Mulhall, who announced that in the last few days he had dissoldiers will remain only until the local covered in his files in Baltimore some licans and buil moosers must unite in authorities are in a position to control 200 additional letters bearing on national than half of Mexico, common defense against the democratic any future outbreaks. The sheriff began politics, and he believed that if given a "We are unable to get exact and definparty," said McHarg. "We now have his campaign for deputies this morning, rew days he will be able to discover the opportunity to capitalize the mistakes but those conversant with conditions pre- more. He pronounced the letters found "about conditions in Mexico. Evidence of the present administration and the dicted that he would be unable to perChicago dinner has been proposed as a method of preparing for the reunion. Sens to serve and he would find it necessary to committee by Representative Fairchia. Practically all roads in the district lead sixty-first birthday today and have been shot down.

The committee excused him until Monmen, women and children of all walks of day, granted his request to have counsel It is to obtain information. I know there life, came on special trolley cars and during his examination, but withheld trains to hear her. The mass meeting decision on his invitation to the commit- information as confidential. But in my was scheduled to follow a big parade late tee to send a representative to Baltimore today. Additional pump men and shop to assist him in going through his files.

Setbold Resumes Testimony. was examined briefly as to the basis for parts of the Mulhall stories prepared for the New York World. The committee then found itself without witnesses, James Emery having been called before the senate committee. A recess was taken to await the reappearance of

In the Senate. James A. Emery, Washington represen-

tative of the National Association of Manufacturers was examined first by young man stood on State street today Robert McCarter, attorney for the asso-McCarter announced he in-

tended to show that the National Association of Manufacturers had only been opposing the work of the American Federation of Labor, taking the opposite view

can Federation of Labor, too," said Senator Walsh. Benator Reed observed that his idea of the duty of the committee was to estab-

letters.

To Fight Union Labor. Emery testified he had been national ounsel for the manfucturers since 1997 and for the national council for industrial defense since 1908. The council, he explained, was the natural outgrowth of the desire of employers of labor to form some national organization that might be able to do for them what the united labor organizations wished to do for labor

Broadly speaking, he said, the main idea.

was to fight for the open, instead of the

unionized shops for which labor con-

lish the truth of falsity of the Mulhall

tended. Emery testified that in August, 1907, at the suggestion of James W. Vancleave, then president of the Manufacturers' association, representatives of fourteen employing associations, met in New York and laid plans that resulted in the formation of the council for industrial de-

Mulhall swore there were no meetings. that Vancleave and other officials just formed the council, a paper organization and elected themselves officers

Wilson is to Stick for Currency Bill

WASHINGTON, Aug. 6. - President Wilson talked currency to a number of his callers today and made it plain that he intends to stick to his determination to have a bill passed at the extra ses-

Senator James told the president that the democrats would put the bill through, Senator Hughes took a similar view. Senator Owen pointed out that in his poll of the senate only Senators Hitchcock and O'Gorman were flatly opposed to small building. less than twenty feet | legislation at this time. All other democrats, he said, but five were earnestly in favor of the legislation.

ATTACKS WILSON'S ACTION IN SENDING LIND TO MEXICO CITY

THE WEATHER

Clar kof Wyoming Declares Something Else Must Be Done to Protect Americans.

DEMANDS THAT ACTION BE TAKEN

Presents Resolution for Investigation by Senate Committee.

SAYS CONDITIONS GROW WORSE Sheppard Gives Summary of Strength

of Rebel Fores. DECLARES SENATE SHOULD KNOW

Assets Information as to Number of Men and Extent of Territory Controlled by Constitutionalist Leaders Necessary.

WASHINGTON, Aug. 6.-President Wilson's action in sending John Lind to Mexico as a special emissary in the present situation was attacked in the senate today by Senator Clark of Wyoming, who declared something else must be done by the administration to guarantee adequate protection to Americans.

Senator Clark presented a resolution for an investigation by senate foreign relations committee of the condition of American citizens and American property

"This resolution is not introduced in a spirit of hostility to the administration, or of criticism of the foreign relations committee," declared the senator, "but conditions are growing steadily worse in Mexico. Now we learn that Governor Lind has been sent there by President

"That does not satisfy. Mr. Lind does not go as the official representative of the United States. He does not go as an ambassador, cloaked with authority to represent the United States. He cannot be appealed to by American citizens for protection. Some other steps are necessary to give to Americans and American property the protection they need and are demanding."

Information Lacking.

Senator Sheppard presented a summary of the strength of the constitutionalist forces in Mexico. He declared the senate should have knowledge of the number of constitutionalist leaders, the troops they could muster, the extent of the territory, controlled and the extent of their equip-

Senator Sheppard's report showed that the constitutionalist leaders had followers numbering betgeen 60,000 and 80,000 and that they were in possession of more

ite information." said Senator Clark, Mulhall insisted he needed a rest, being dishonored there and even officers "Furthermore, I am celebrating my of the American government are shot

"It is no purpose of this resolution to place the responsibility for these outrages, is a disposition at times to regard such judgment that is not the proper course now, because it is no secret that other nations than ourselves are interested in the situation. Conditions are being talked of, not only in the senate, but elsewhere. The conditions cannot long be borne with by the American republic. Something must be done, or something will be done. I do not intend to ask for a vote on the resolution at this time and unless someone desires to make a statement in regard to it, I shall ask that it go over."

Governor Ralston on First Vacation

INDIANAPOLIS, Ind., Aug. 6 .- Governor Samuel M. Ralston started today on the first vacation he has ever had. The governor is 56 years old. He will spend two weeks in Massachusetts at the summer home of Thomas Taggart, demo-"We are going to investigate the Ameri- cratic national committeeman from Indiame.

The governor has always been busy. An a boy, he says, the school vacation meant more work on the farm for him and as a lawyer, at first he was too busy building up his practice to take a vacation and later was so busy with his practice that he didn't have time for a vacation.

MAJOR HART IN CHARGE OF **BUILDINGS AT WASHINGTON**

WASHINGTON, Aug. 6-Major W. W. Harts, of the corps of engineers, U. S. A., has been selected for superintendent of public buildings and grounds, to suci ceed Colonel Spencer C. Cosby, who is to be military attache at Paris. The piosition heretofore held by Col-

onel Cosby as superintendent of grounds and buildings has carried with it the position of military aide to the presideat, but it is not known whether the practice will be continued.

Out in the Open

If you are up in your advertise-ment reading—if you are a close ob-server of the trend of merchandis-ing methods as set forth daily in the advertisements of this and other good hewspapers—if you have lately experienced unusual satisfaction in your shopping and ouslness dealings you doubtless know the underlying principle of fair play that actuates present-day merchandising.

it is the principle of service. It spells satisfaction for the consumer and success for the merchant.

People who have something to sell now tell you openly all the interesting facts about their products and their wares. The most direct rethod used is newspaper advertising, because hewspapers now advertise every line of human activity. It is to newspapers that you turn for information. And, consequently, advertisers tell their story out in the open where it will be sure of a careful reading by interested people.