THOMAS J. BARRATT DEAD.

Chairman of the Firm of A. & F. Pears an Advertising Genius.

MARGATE, April 26.—Thomas J. Barratt, Chairman of A. & F. Pears, Ltd., the soap manufacturers, died here today. He was a pioneer in extensive advertising.

Mr. Barratt was 73 years old.

Thomas J. Barratt was a native of London and entered the firm of A. & F. Pears in 1865. He inaugurated the first systematic advertising campaign to sell soap. His ideas were novel and catching, and, among other phrases that he originated was the world-famous question, "Good morning. Have you used Pears' soap?"

Mr. Barratt's genius for advertising was revealed by the way in which he made use of the testimonials received from users of Pears' soap, so that they came vividly and continually before the notice of the public. He established "Pears' Annual," which gave an impetus to the art of book illustration and color printing.

A student and author as well as a business man, Mr. Barratt wrote, among other works, "The Annals of Hampstead," in two volumes, published in 1912. He was a Deputy Lieutenant of the City of London, a Master of the Barber's Company, a Fellow of the Royal Microscopical and Statistical Societies, and a member of the Devonshire, Flyfishers', British Empire, and Royal Automobile Clubs of England and the New York Club in this city.

Obituary Notes.

DOROTHY ROGERS CHISOLM, daughter of Benjamin Ogden Chisolm, Secretary of the Greenwich Savings Bank, died Saturday of brain lesion at the home of her parents, 16 East Fifty-third Street. She was 19 years old.

HELEN ROBERTS, a member of the Metropolitan Opera House ballet, died Saturday of scarlet fever at the Willard Parker Hospital. She was taken ill only a week ago at her home, 222 West Thirty-eighth Street.

DANIEL J. COSS, formerly Secretary of the Larkin Soap Company, died at his home, 73 South Parkway, East Orange, on Saturday night, following a long illness. Owing to failing health he retired from business a year ago. Born in Madison, N. J., sixty-five years ago, Mr. Coss was the descendant of a prominent family of that place. He never married.

TOLLOTSON WHEELER GILSON, a member of the textbook publishing firm of Ginn & Co., died April 23 in his home at Winchester, Mass. He was born at Hartland, Vt., in 1849 and graduated from Dartmouth in 1874. His first fifteen years as a publisher were spent with D. Appleton & Co. and the J. B. Lippincott Company. In 1892 he joined Ginn & Co., and in 1906 went to Boston to take charge of the New England sales department of the firm. For the last two or three years he had been associated with the editorial department of the company. He was recognized as one of the leading educational publishers in this country.

NORA CUNNINGHAM DONNELLY, wife of Alderman Bernard E. Donnelly, of the First District, died Saturday, at her home, 33 Dominick Street, after a short illness. She was 30 years old.

Mrs. ARVINE WALES, widow of Senator Wales of Massillon, Ohio, died in Hamburg, Germany, last Friday, aged 76. She was the mother of Mrs. Robert P. Skinner, wife of the American Consul General at Berlin.

PAUL FREY, son of Willy Frey, a comedian at the Irving Place Theatre, died suddenly of blood poisoning last Friday in San Francisco. He was a member of the German Theatre Company and was 28 years old.

Mrs. MELCHIOR WILLIM, widow of a noted German Socialist, is dead in Breslau, Prussia. She was the daughter of the Duke Eugene of Wurtemberg, and, when she married Melchior Willim in Carlsruhe in 18[illegible] surrendered her title and assumed the name of "Von Kirbach." She was born at Dusseldorf in 1854.

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