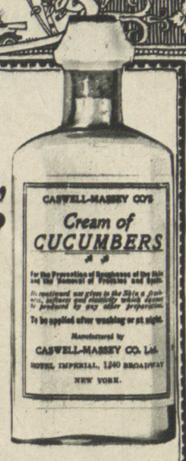
"Cool as a Cucumber"



THE burn of Sun and powdered dust, from Indian Summer motoring—or the tingling roughness of blustering winter, make the soothing action of Cream of Cucumbers especially grateful.

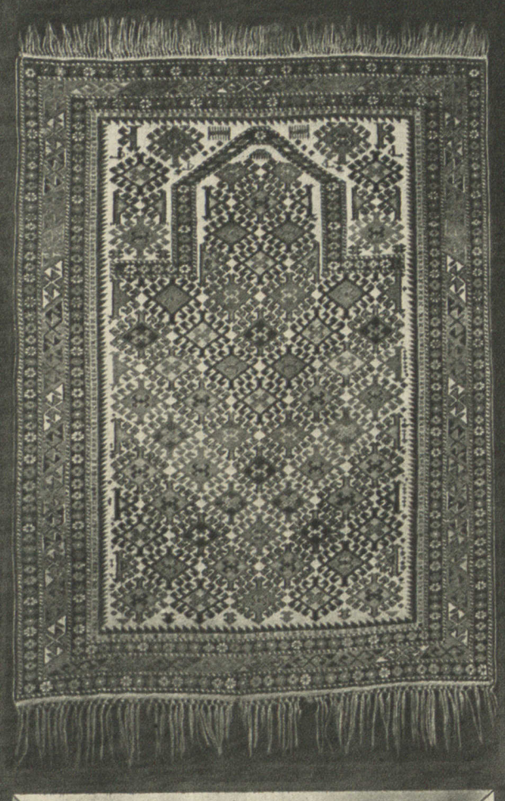
A delightful blending of concentrated cream from the cucumber, with essential oils, has produced a lotion incomparably cool and invigorating—a revelation to you.

Cream of Cucumbers has a pleasant faculty of vanishing rapidly into the skin as it begins its healing mission, leaving the pores unclogged and the face satin-smooth.

Your first bottle can be the 25 cent size, if you choose—later you will find the 50 cent bottle nice for convenience, or the $1.00 size best for economy.

AT YOUR DRUGGIST'S, AND ALL DEPARTMENT STORES.

CASWELL-MASSEY CO., LTD.
NEW YORK Established 1780



·ORIENTAL RUGS·
·ANTIQUE & MODERN·
VAST ASSORTMENT OF SELECTED PIECES · UNUSUAL SIZES and COLORINGS · RARE ANTIQUES···

JOSEPH WILD & CO.
EST. 1852
FIFTH AVENUE (West Side at 35th St.) ENTIRE 2nd FLOOR

Are your children pounding away their health on hard playgrounds and city streets?

WITHIN the experience of us all, the sidewalk has changed from a soft to a hard one. Where the children of twenty-five years ago played on soft turf, *your* children are now pounding away their health in hard paved yards and city streets.

Already a beginning has been made in the routine examination of the school children of New York City. Of 2,059 boys at one well known high school, 667, or 32 per cent., had weak feet, and 260, or 12 per cent., actually had broken arches. In 1914, another high school showed 30 per cent. of the boys to have the worst form of flat foot, as against 18.8 per cent. in 1908. Among the elementary schools the percentages were even higher.

How the foot breaks down

In a soft walk, the foot shapes the ground; on hard walks, the pavement shapes the foot.

The continual pounding with the whole weight of the body on hard, unyielding concrete, weakens and depresses the natural arches or springs of the foot—elasticity of step is lost, and the foot becomes deformed.

The far reaching effects

The constant strain on the arches, particularly in the case of children, produces tenderness and pains throughout the foot, and muscles of the leg. As the child grows older, there is a tendency to round shoulders, pallor and loss of appetite. Children who have weak feet do not appear to be as active as their fellows, they do not want to play or walk, and often complain of being very tired.

Protect your children's health

Don't let your children pound away their health on concrete playgrounds and city streets. Save their systems from the jolts and jars that tend to break down health. Put heels of new, live rubber on their shoes—they act as easy, springy cushions between the heels and hard concrete pavements. Many private schools now compel their children to wear rubber heels, because they save young nerves and prevent the usual clatter of children's feet.

When you buy your new shoes, buy them O'Sullivanized. Up-to-date shoe dealers now sell latest style shoes with O'Sullivan's Heels already attached.

Insist on O'Sullivanized shoes; the new live rubber heels give the greatest wear with the greatest resiliency.

In black, white or tan; for men, women and children; 50c attached.

Copyright, 1916, O'S. R. Co.

M O'Sullivanized M — Red Cross School Shoes *O'Sullivanized* for Boys and Girls — M O'Sullivanized M

KNABE

MIGNONETTE GRAND
Length 5 feet 2 inches
Price $700 in Mahogany

"A piano with astonishing fullness of tone and ravishing sweetness."
LESCHETIZKY

WAREROOMS
5TH AVE AT 39TH ST

A Garden Full of Darwin Tulips for $1.00

In anticipation of placing before our customers a collection of Darwin Tulips we had a sufficient quantity grown so that we can offer

75 Giant Darwin Tulip Bulbs, Finest Mixed, for $1.00.

Selected from fifteen named varieties.

Few Spring flowering plants rival the Darwin Tulip for brilliance of bloom. With flowers as large as the Oriental Poppy, ranging in color from white through the lighter shades of pink to rich scarlet, from pale lavender to rich tones of violet, purple, and maroon, borne on strong stems often exceeding three feet, they are a wonderful addition to the Flower Garden.

Plant any time before frost and they will bloom during May.

Mail this advertisement with check, money order, dollar bill, or stamps, or present at our store, and secure this exceptional collection, sent prepaid to any point in U. S. east of Mississippi. **For points west and Canada, include additional 25c.**

Our 1916 Fall Bulb Catalog sent on request.

Stumpp & Walter Co. 30-32 Barclay St., New York City

Flowers in windows, bright and gay,
Chase the gloomy days away.

PREPARE!

Plant in bowls and pots, in water or in fibre.

Paperwhite Narcissus, the sweet white for

Thanksgiving!

Golden Sun Narcissus, the sweet yellow for

Christmas!

Roman Narcissus, sweet, white double gardenia-like, with yellow for **New Year!**

New stock from France is excellent! Of the Herrmann Standard

"None Better."

Mammoth Bulbs of any of the three varieties, separate or mixed 6 for 30c., 12 for 50c., postpaid; one quart of fibre free.

We believe in our fibre, to produce healthy large flowering plants.

Cash with Order.

HERRMANN'S, 140 E. 34th St., N. Y.
Near Lexington Ave.

Money Back Guarantee

The New York Tribune
Institute the Truth
News Editorials
Advertisements

YOU can purchase merchandise advertised in THE TRIBUNE with absolute safety—for if dissatisfaction results in any case THE TRIBUNE guarantees to pay your money back upon request. No red tape, no quibbling. We make good promptly if the advertiser does not.

Address All Complaints to
Bureau of Investigations
The Tribune
New York City

STROBEL FURNITURE

Quality and Lower Prices—
here are what you want!

You understand that expensive business locations mean higher overhead expenses and higher prices—that is why we are able to offer you the very finest **dining room and bed room suites** at prices decidedly lower than others.

We are out of the high rent district: you can save money and secure the highest quality furniture by coming here. Before you buy, visit us. You will be delighted with our splendid stocks and the saving you make will be appreciable.

Early American Suite No. 209

Take 3rd Avenue "L" or Subway to Canal St. Fifteen minutes from 42nd Street.

Philip Strobel & Sons, Inc.,
Established 1852
53-55 Elizabeth Street
New York
Phones: Franklin 734-735

Classic Furniture of Superior Quality.

MAGNIFICENT DIAMOND CLUSTER RING

White Gold Ring with Solid Platinum Top, set with Seven Pure White Genuine Diamonds. *A Wonderfully Brilliant Ring at a Bargain Price* $45

PLATINUM TOP GUARD RING.

Set with Four Pure White Diamonds and Three Genuine Sapphires. *Our Regular Value* $35.. $20

The same mounting may be had set with Seven Pure White Diamonds.... $35

MAIL ORDERS FILLED.
SAFE DELIVERY GUARANTEED.
ARNOLD & CO. Est. 1890.
448 Fifth Ave., Near 39th St.
DIAMONDS—WATCHES—JEWELRY

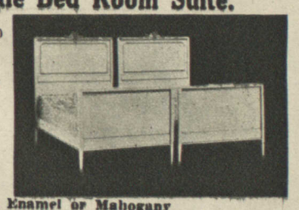
ESTABLISHED 1857

FURNITURE

Low operating expense and wholesale connections make prices lower here than elsewhere. A comparison will convince you.

Chippendale Bed Room Suite.

(Twin Beds Illustrated)
8 Pieces
Dresser
Chiffonier
Toilet Table
Twin Beds
Electric Stand
Side Chair
Toilet Table Chair



Special $225.

Either Enamel or Mahogany

This suite was made by one of America's foremost furniture manufacturers. The materials, style and workmanship are all one could wish for.

We have complete suites that range from $75 to $700.

SHEPPARD KNAPP SON CO.
CARPETS INC. RUGS
RETAIL WHOLESALE
39-41 WEST 23D ST.

MONDAY AND TUESDAY

"Singer Shelltex"
Eyeglass or Spectacle Frame. Handsome—Durable—Economical. No Screws—No Lens Breakage.
Sale Price $2.50 Our Regular Price, $4.00
CLIP THIS "AD" AS A REMINDER.

M. Singer
Optometrists & Opticians
Madison Av., Cor. 100th St. 114 Fulton St.
981 Prospect Av., Bronx. 604 W. 181st St.

RETAILERS 30¢ PUALITY
COFFEE
DIRECT FROM WHOLESALER

5 POUNDS $1 BEAN OR GROUND

DELIVERED FREE within 300 miles of N. Y. Cash with order.

Use a half pound of this coffee, and if you are not pleased in every way we will refund your full purchase price.

MAIL ORDERS FILLED
Price List on Request.

WERNER & BRANDON
221 COURT ST.
BROOKLYN N.Y.

for YOUR SKIN

SELMA'S RUSSIAN SKIN BEAUTIFIER

Differs from the usual creams in composition. Contains pure imported oils. Used sixteen years with greatest success by ladies of refinement here and abroad. One jar proves its worth. Jars 75c., $1.00, $1.50. Tube 50c. Also Face Lotion and Face Powder.

At first class Toilet Goods Counters. Also Perfumes, Rouge, Talcum, Bath Salts, Scalp Tonic, Hair Grower, Fine Shampoo. Made and Guaranteed by Selma J. Rothenlund, of Russia, 45 West 34th Street, New York. Phone Greeley 100. Scalp Treatment, Facial Massage, Shampooing. Superior work and satisfaction assured.

PARFUM BRISE D'OR
The Exquisite New French Perfume
Liberal Trial size sent for 25c.
Send 10 cents for ten of our wonderful scented cards
FERRIERE'S PERFUME SHOP
1586 Broadway, New York, opp. Strand Theatre.

WEST SIDE STORAGE WAREHOUSE

Expert Storage Moving Packing and Shipping

310 W. 143d St. 'Phone 3575 Audubon.

HUMAN DYNAMOS
are photographed by
PIRIE MacDONALD
Photographer-of-Men.
576 FIFTH AV COR. 47TH ST.

J&B

ORIENTAL RUGS
An unusual collection of sterling merit. Persian, India, Asia Minor &
CHINESE WEAVES
in choice designs and colors at very moderate prices.

CHINESE RUG
Rich Sapphire Blue Ground with Symbolic Chinese Designs. Size 8 ft. 11 in. x 11 ft. 10 in. PRICE..... $325

JONES & BRINDISI
Craftsman Building
6 East 39th Street

Complimentary Certificate
Quality Supremacy

By Making Better Photographs Than Our Competitors at a Better Price, We Have Become New York's Most Successful Photographers.

Champlain Leadership is Universal. From Ocean to Ocean Our Work is the Standard of the Discriminating Photographer.

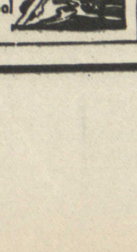
USE BEFORE NOVEMBER 10TH.

Every Tribune Reader is entitled to twelve of our exclusively finished Sepia Artist Proofs, size 5x9 inches, upon presentation of this certificate and a payment of five dollars ($5.00) at the studio at the time of sitting. The regular price of these photographs is ten dollars per dozen.

Champlain Studios NEW YORK

306 Fifth Avenue, New York.
BOSTON STUDIOS { 161 TREMONT STREET / 164 " "

SWIMMING
SCIENTIFICALLY TAUGHT



Large heated pool. Individual instruction to ladies and gentlemen. Est. 1899. Write for Booklet D or phone Columbus 2421.

Dalton Swimming School
308 West 59th Street.

VENIDA
The Only Sterilized Hair Net
Cap or fringe shape; all shades. 2 for 25c. White or gray, 25c each
The RIESER CO.
112-114 E. 19th St., N. Y.
2 for 25¢

BERTHE MAY'S
Maternity
CORSET

Accepted and advertised since 1908 in the Journal of the American Medical Association.

Only corset of this kind made for its own purpose. Worn at any time. Dress as usual. Normal appearance preserved. Call at my parlors or write for BOOKLET No. 23. Sent free under plain envelope. Mail orders filled with complete satisfaction.

Ordinary corsets on same lines for Stout Women and Invalids.

BERTHE MAY 10 E. 48th St., New York.
(Opp. the Ritz-Carlton.) (Beware of Imitations.)

ALCO-GRAVURE, INC., N. Y.