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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.

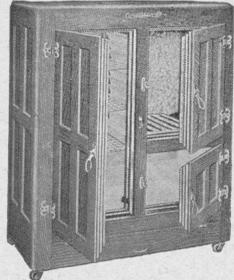
When you buy your new shoes, buy them O'Sullivanized. Up-to-date shoe dealers now sell latest style shoes with O'Sullivan's Heels already attached.

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.



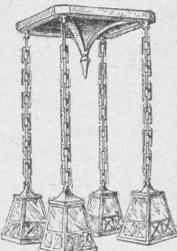
If You Order at Once— You Can Secure One of the World-Famous BOHN Refrigerators at 35% to 50% REDUCTION



During the Season-End Clearance Sale, now in progress, we are offering every model at a radically reduced price. Bohn Sanitor Refrigerators range from \$25.00 (list \$50.00) to \$55.00 (list \$110.00); ice capacity, 75 to 325 lbs. Bohn Syphon Refrigerators range from \$34.80 (list \$69.60) to \$188.50 (list \$377.00); ice capacity, 100 to 475 lbs. Bohn refrigerators are recognized the world over as the standard of scientific refrigerator construction. The Bohn Refrigerating System is used in the refrigerator and dining cars of practically every railroad in the land. A chance to secure one of these superb refrigerators at such discounts as we are now offering is a rare opportunity, and one of which you should take advantage!

White Enamel Refrigerator Co. of N. Y. 53 West 42d St. (Phone Bryant 7517.)

Take Advantage of Dale Prices



One-third below retail in price, DALE FIXTURES will fully meet your demand for originality and highest quality. Our comprehensive displays await your personal inspection—and our lighting engineers will assist you in your selection free of charge.

Complete line of Portable Desk, Table and Floor Lamps. Write for New Catalogue No. 20, or, better still, call at our showrooms, 109 West 13th St., New York, 1 Door West of 6th Ave. Dale Lighting Fixture Co.

L. M. HIRSCH Sample Shoe Co.



Dull Calf Lace, Welted Sole, Low Cuban Heel \$5.00 Send for Booklet with illustrations of new Fall and Winter models. 404-406 Sixth Av., N. Y. Bet. 24th & 25th Sts.

PARKER'S METHOD OF HAIR TREATMENT

and HERBEX HAIR TONICS maintain HEALTHY HAIR and Correct Unnatural Hair and Scalp Conditions.

They assist Nature in restoring normal, healthy conditions by stimulating and revitalizing the hair growing processes. "Forty years' test has demonstrated their efficacy; many thousand patrons testify to their beneficial value. Healthy hair needs attention. Incipient baldness and a p. disorders grow worse by neglect.

JANE GOWL says: Dear Mr. Parker: Let me thank you for the most beneficial treatment my hair has ever had. All good wishes to you.

Send description of your hair and scalp condition, general physical health, and age, and I will suggest proper treatment and tonics. Booklet "Healthy Hair," free on request. FRANK PARKER Hair and Scalp SPECIALIST 51 WEST 37TH ST., N. Y.

Our Annual Sale of VACUUM CLEANERS at BIG REDUCTIONS is still on THIS IS THE GREATEST SALE EVER KNOWN IN THE HISTORY OF THE VACUUM CLEANER BUSINESS

Largest assortment in the world to select from. The sensational reductions apply to seventy-five different kinds of brand new hand power and electric vacuum cleaners, latest models. Every known make of cleaner is on our price lists. NOTHING RESERVED.

Table with columns for HAND POWER CLEANERS, NOTICE, and ELECTRIC POWER CLEANERS. Lists various models like Duntley, Bissell, and Gem Long Tube with their regular and sale prices.

Here are the two biggest "hits" of the year:

Two featured vacuum cleaners: "Twin" Hand Power Cleaner (Sale Price \$6.90, Regular Price \$10.00) and "Imperial" Model C Electric Cleaner (Sale Price \$24.75, Regular Price \$32.50). Includes descriptions and a free trial offer.

In connection with above sale of new Cleaners we are having a sale on agents' samples, shop-worn, and used Cleaners. Magic Electric was \$38, now \$13. Monarch Electric was \$75, now \$29. Santa Electric was \$125, now \$55. And many others, all fully guaranteed.

Send coupon to-day for free copy of "How to Select a Vacuum Cleaner." You also can have the benefit of our many years' experience handling all kinds of Vacuum Cleaners. Ask all the questions you wish.

Muenzen Specialty Co.

131 W. 42d St., One Flight Up. Downtown Branch, Booth 53, Between Broadway and Sixth Ave., Hudson Terminal Concourse, 30 Church St. Take Subway to Times Square. Mail this Coupon NOW lest you forget.

FREE COUPON NO. 13. Muenzen Specialty Co., New York. Without obligation to me send me a pamphlet entitled "How to Select a Vacuum Cleaner" and complete price list of sale prices on Vacuum Cleaners to be operated by _____ Power. Name _____ Address _____

NOTICE: "Arrow" indicates space to be filled by the words "Hand" or "Electric," as the case may be.

Red Cross School Shoes Sullivanized for Boys and Girls. Includes Sullivanized logo.

Blackheads are a confession. of the use of the wrong method of cleansing for that type of skin that is subject to this disfiguring trouble. The following Woodbury treatment will keep such a skin free from blackheads. Apply hot cloths to the face until the skin is reddened. Then with a rough washcloth work up a heavy lather of Woodbury's Facial Soap and rub it into the pores thoroughly—always with an upward and outward motion. Rinse with clear hot water, then with cold—the colder the better. If possible, rub your face for a few minutes with a lump of ice. Dry the skin carefully. Do not expect to get the desired result by using this treatment for a time and then neglecting it. But make it a daily habit and it will give you the clear, attractive skin that the steady use of Woodbury's always brings.

PARKER'S METHOD OF HAIR TREATMENT and HERBEX HAIR TONICS maintain HEALTHY HAIR and Correct Unnatural Hair and Scalp Conditions. They assist Nature in restoring normal, healthy conditions by stimulating and revitalizing the hair growing processes.

SHOE CRAFT 27 W. 38 St. New York. Fitting The Narrow Foot, Widths AAA, AA & A In Sizes 7 1/2, 8, 8 1/2 and 9. The "ShoeCraft" Shop specializes in fitting smart footwear to the narrow foot. Widths AAA, AA and A may be had from stock in all sizes, including 7 1/2, 8, 8 1/2 and 9. Send for our interesting Booklet, "Fitting the Narrow Foot."

MODERATE PRICE is one assurance of a KELLNER furniture purchase. But what is really important is the splendid quality that moderate price buys here. Twenty-five years of furniture buying and selling has shown us how best to serve YOU. Queen Anne American Burl Walnut Dining Room Suite—10 pieces... \$412.50. The 25 rooms completely furnished will prove interesting and instructive. KELLNER BROS. S. E. Cor. 15th St. & 6th Ave. SINCE 1891

For Arms, Face and Neck—Talc 10c "The Talc of a hundred uses" Cerylopsis Wistar's Baby Talc. HUMAN DYNAMOS are photographed by: PIRIE MACDONALD Photographer-of-Men. 576 FIFTH AV. COR. 47th ST. YUBAN The Private Coffee of the Greatest Coffee Merchants

ORIENTAL RUGS An unusual collection of sterling motifs, Persian, India, Asia Minor and CHINESE WEAVES in choice designs and colors at very moderate prices. INDO PERSE RUG Fine Old Fereghan Design and Colors. Size, 8 ft. 11 in. x 12 ft. 2 in. PRICE \$315 JONES & BRINDISI Craftsman Building, 6 East 39th Street.

It imparts a transparent radiance—AZUREA The FACE POWDER de Luxe. Created by The World Renowned House of L. T. PIVER, PARIS, France AT ALL BEST DEALERS. The "Surprise Box" containing charming miniature package of "AZUREA" Face Powder, Sachet and Perfumes. CHAS. BAEZ, Sole Agent for U. S. & Can. Dept. W, 24 E. 22d St., New York City. Cammeyer—NEW YORK 381 Fifth Avenue Exclusive Footwear For Men, Women & Children Catalogue on request.

Wives! Mothers! Which Do You Choose for Your Family? Will you allow "Acid-Mouth" to continue its work of destruction on the teeth of your loved ones? Or, will you check its ravages by adopting Pebeco Tooth Paste as the dentifrice for your family? If you will adopt Pebeco in your household and insist upon its use regularly twice a day, you will soon notice a difference in the teeth of every member of your family—and your dentist. OUR SIGN IS OUR BOND—Lehn & Fink