"Half an Inch from the Telephone for Good Service"

ONE of the big automobile tire companies recently circulated among its employees a pamphlet on the subject of correct telephone usage. It contains this helpful suggestion:

"WHEN YOU TALK OVER THE TELEPHONE YOUR LIPS SHOULD BE about half an inch from the mouthpiece of the instrument.

"IF THEY ARE MORE THAN AN INCH FROM THE MOUTHPIECE you will find it difficult to transmit the consonant sounds clearly, such as B, T, D, F, Z, etc.

"IF YOU HOLD THE TELEPHONE CLOSER THAN A HALF INCH FROM your lips you cannot make your words sound clearly and the nasal sounds, M and N in particular, do not enter the transmitter in the way they should."

When you talk *directly into* the telephone with your lips close to the transmitter, you make telephoning more pleasant and more satisfactory for yourself and for others.

Why not make it a rule always to talk DIRECTLY INTO *the telephone?*

NEW YORK TELEPHONE CO.

THREE CARS CRASH IN HACKENSACK FOG AND INJURE THIRTY

Trolleys Meet Head On and Third Ploughs Into Wreck—Two Motormen May Die.

(Special to The Evening World.)

HACKENSACK, N. J., Feb. 27.—Thirty persons were injured at 7.40 o'clock this morning in the collision of three cars on the Hudson River trolley line about a hundred feet from the Union Street switch. Two of the injured may die.

A Newark car started to take the single track over the trestle that crosses the New Jersey and New York Railroad track, George Foley, the motorman, believing the track to be clear. The dense fog concealed the red light that was burning. The car crashed head on into a Hudson River car coming east from Paterson. Another Paterson car going west left the double track and followed the Newark car a few moments later, the motorman asserting he saw no red light. This car struck the Newark car in the rear while the injured and hysterical passengers in the two cars first wrecked were struggling to get out.

All three cars were badly damaged, the front vestibules being entirely destroyed. One caught fire and the Fire Department was called. Doctors Hallett, Swayze, MacDonald, Conrad and Essertier hurried to the relief of the injured and found twenty-six passengers and four car men in need of their services. Two ambulances took the more seriously injured to the Hackensack Hospital.

The most seriously injured are:

George Foley of Rutherford and John Van Winkle of Midland, motormen, both of whom may die; William Hawkey of Paterson, another motorman; Michael Tracy of No. 500 West One Hundred and Twenty-sixth Street, New York, conductor; Herbert Gilbert of No. 500 West One Hundred and Seventieth Street, New York; James T. Day of Kingsland and Henry Hensch of Carlstadt.

DOZEN PERSONS HURT IN COLLISION OF TWO CARS NEAR PATERSON

Two trolley cars of the Ridgewood line met in a head-on collision near Paterson, N. J., in the fog at 8.45 A. M. to-day, and a dozen passengers were bruised and cut by flying glass.

John Kelly, running from Hawthorne toward Paterson, did not see the red signal set against him at Wagaraw Road and Lafayette Avenue, Hawthorne. He took his car through the turnout and continued along the single track. A thousand feet south he saw a car, run by Richard Woods, coming toward him.

Both motormen put on the air brakes. As the cars met Kelly jumped. He was pinned between his car and a pole, breaking his left collar bone and bruising his shoulder. Woods stuck to his car and was cut by flying glass. The cars, of the heavy, vestibuled suburban type, telescoped with a crash.

Percy Rambo, fifteen, of Park Avenue, Hawthorne, was bruised and his left foot was cut. He was taken to Miriam Harnert Hospital, Paterson. Other high school children on their way from Hawthorne to Paterson, were cut by splinters.

CHAMPION WOMEN BOWLERS ENTER HEADPIN TOURNEY.

As a sort of extra attraction a team of champion women bowlers will compete in The Evening World Free Headpin Tournament now in progress on the White Elephant alleys. Joe Thum has scheduled the Miss Hazel Barky team of Cleveland, O., to compete next Thursday night in the popular tournament. And Uncle Joe says the Western team is composed of feminine sharpshooters who can find the range of the headpin with the precision of the best masculine stars. After competing in The Evening World meet, it is possible the visiting bowlers will be matched with the best combination of fair pin ladies in the East.

IF BACK HURTS TAKE SALTS TO FLUSH KIDNEYS

Says Backache is sure sign you have been eating too much meat.

Uric Acid in meat clogs Kidneys and irritates the bladder.

Most folks forget that the kidneys, like the bowels, get sluggish and clogged and need a flushing occasionally, else we have backache and dull misery in the kidney region, severe headache, rheumatic twinges, torpid liver, acid stomach, sleeplessness and all sorts of bladder disorders.

You simply must keep your kidneys active and clean, and the moment you feel an ache or pain in the kidney region, get about four ounces of Jad Salts from any good drug store here, take a tablespoonful in a glass of water before breakfast for a few days and your kidneys will then act fine. This famous salts is made from the acid of grapes and lemon juice, combined with lithia, and is harmless to flush clogged kidneys and stimulate them to normal activity. It also neutralizes the acids in the urine so it no longer irritates, thus ending bladder disorders.

Jad Salts is harmless; inexpensive; makes a delightful effervescent lithia-water drink which everybody should take now and then to keep their kidneys clean, thus avoiding serious complications.

A well-known local druggist says he sells lots of Jad Salts to folks who believe in overcoming kidney trouble while it is only trouble.—Advt.

ANNIVERSARY FURNITURE SALE

PAY ONE DOLLAR On Delivery AND THE BALANCE **50c** A WEEK FOR THIS **BRASS BED** or any complete Bed Outfit up to $35. Reg. Price, $18. **12.74**

This special Brass Bed is exceptionally well made. It has 2-inch posts, with large caps, 5/8-in. filler rods; best lacquer; bright finish; all sizes.

You may open an account with this bed at the advertised price. *You are not required to buy any other goods,* or you may also buy with this Bed any Spring at our sale prices, and any Mattress at our sale prices, and any other articles you want up to $35, and pay for the entire outfit

50c A WEEK

TURKISH ROCKER Reg. Price $22 **16.74** Cash or Credit

Mahogany finished frame, spring seat, tufted arms and back. Covered in best grade imitation leather.

50c A WEEK

Delivers any article or as many as you want up to $35. Larger and smaller amounts in the same proportion.

To Our Customers

Whether your account is opened or if you have closed it, you may add anything to your account at the sale prices. The bargains in this sale are extraordinary, and we want you to get your share of them.

SOLID OAK BUFFET Reg. Price $27.50 **18.24** Cash or Credit

Fumed finish, highly polished top, large mirror, wood knobs.

Solid Oak CHINA CLOSET Reg. Price $25 **16.89** Cash or Credit

Golden finish, highly polished, curved glass sides.

Fumed Oak CHINA CLOSET Reg. Price $27.50 **18.67** Cash or Credit

Exceptionally well made, solid oak, fumed finish, curved glass sides.

Quatered Oak Sideboard Reg. Price $45 **35.29** Cash or Credit

Golden finish, beautifully carved, large beveled mirror.

SOLID OAK BUFFET Reg. Price $25 **16.87** Cash or Credit.

Golden finish, heavy plate mirror, very massive and well made.

MAPLE DRESSER Reg. Price $25 **19.67** Cash or Credit.

Exceptionally well made; high bevel plate mirror.

ACCOUNTS OPENED FROM $5 to $5,000 IN SMALL WEEKLY OR MONTHLY PAYMENTS.

SMALL ACCOUNTS Especially Invited You can open an account with a single advertised article or as many as you wish to buy without any extra charges.

OPEN AN ACCOUNT With Any Model Victor-Victrola From **$15 to $350**

Every Model Victor Talking Machine and Every Victor Record.

You May Include Your Selection of Records at the Regular Cash Prices and Pay for It in Small Weekly or Monthly Payments.

This $32.75 Victor-Victrola Outfit Consisting of **$15 Victrola No. IV** (Golden Oak Only) **$12.75 Cabinet** In Golden Oak. **$5 Worth of Records** (Your Own Selection) Pay For It $1 on Delivery and the Balance

No Stamps with Victor Goods.

One Dollar Delivers *Any Complete* **Room Outfit** **Pay One Dollar** And We Will Deliver **Any Complete Room Outfit** to your home and you can pay the balance in small weekly or monthly payments.

No Club Fees. No Interest Added. No Extra Charges.

Solid Oak ROCKER, Reg. Price $4. **2.94** Cash or Credit.

Golden finish, polished seat, fine seat, substantially built.

Our Special Outfit 3 Rooms Complete **$89** ALL READY TO START HOUSEKEEPING

Other 2, 3, 4 and 5-Room Outfits up to $2,500.

OPEN SATURDAY EVENINGS UNTIL 10 O'CLOCK AT ALL THREE STORES

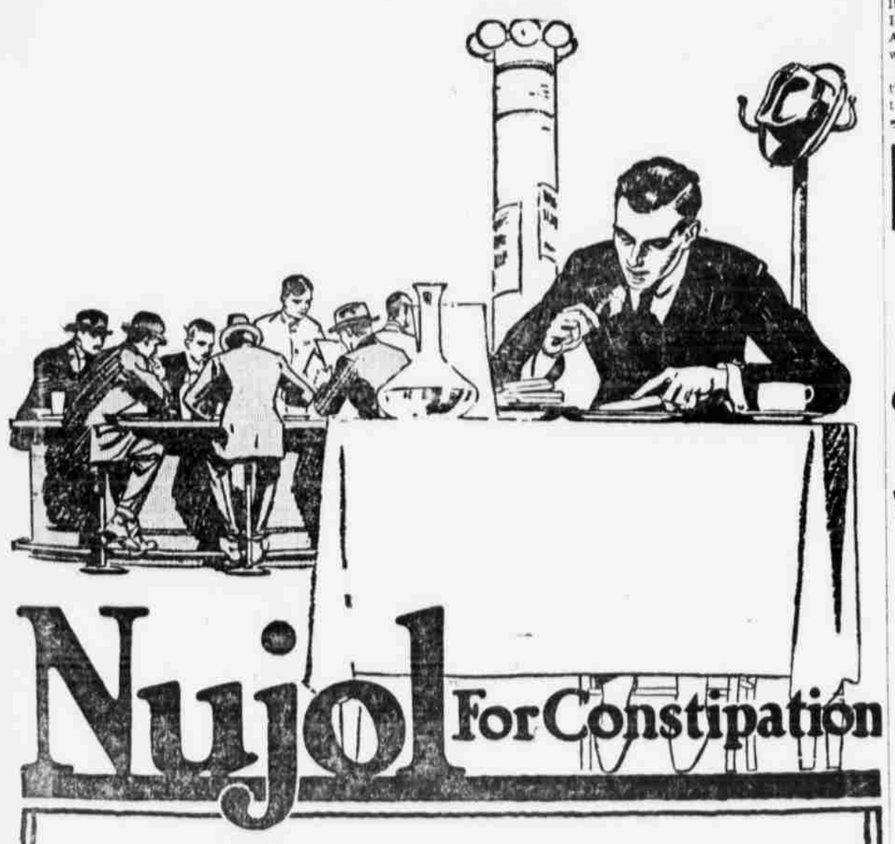
We Give Trading Stamps. Sperry Gold and S&H Green. We redeem Sperry Gold Stamps: $2.50 in merchandise or $2.00 in cash.

144-146 WEST 125 St. Between 7th and Lenox Aves.

Ludwig Baumann & Comp'y America's Greatest Furniture House

35 to 36 St. BLOCK 8TH AVE.

NEWARK STORE, 49-51 MARKET ST.



Nujol For Constipation

QUICK-LUNCHITIS

Have you ever had it? Headaches, indigestion, nerve-fag—all caused by too rapid eating, and too little exercise?

Pills don't cure. Laxatives and cathartics, unnatural irritating stimulants, frequently end by making constipation chronic.

Get a bottle of Nujol at your druggist's. It will effectively relieve constipation by helping nature to act naturally. Nujol is not a laxative or a bowel stimulant. It acts in effect as an internal lubricant, encouraging and facilitating *normal* movements.

Nujol is bottled at the refinery and is sold only in pint bottles bearing the name Nujol and the imprint of the Standard Oil Company (New Jersey). Refuse substitutes—be sure you get the genuine. Write today for booklet, "The Rational Treatment for Constipation."

STANDARD OIL COMPANY (New Jersey)

Bayonne New Jersey

MOTHER! LOOK AT YOUR CHILD'S TONGUE

Give "California Syrup of Figs" if Cross, Feverish, Sick, Bilious, Constipated—They love it

Watch Children Now! Guard Against Colds, Grippe, Sore Throat and Sickness by Keeping Liver and Bowels Free from Poisons

A laxative to-day saves a sick child to-morrow. Children simply will not take the time from play to empty their bowels, which become clogged up with waste, liver gets sluggish, stomach sour.

Look at the tongue, mother! If coated, or your child is listless, cross, feverish, breath bad, restless, doesn't eat heartily, full of cold or has the grippe or a sore throat or any other children's ailment, give a teaspoonful of "California Syrup of Figs," then don't worry, because it is perfectly harmless, and in a few hours all this constipation poison, sour bile and fermenting waste will gently move out of the bowels, and you have a well, playful child again. A thorough "inside cleansing" is oftimes all that is necessary. It should be the first treatment given in any sickness.

Beware of counterfeit fig syrups. Ask your druggist for a 50-cent bottle of "California Syrup of Figs," which has full directions for babies, children of all ages and for grown-ups plainly printed on the bottle. See that it is made by the "California Fig Syrup Company." Don't merely ask for Syrup of Figs, but ask for "California Syrup of Figs." Remember, "California."—Advt.

Mother, Why Don't You Take Nuxated Iron

And Be Strong and Well and Have Nice Rosy Cheeks Instead of Being Nervous and Irritable All the Time and Looking So Haggard and Old?—The Doctor Gave Some to Susie Smith's Mother and She Was Worse Off Than You Are and Now She Looks Just Fine.

NUXATED IRON WILL INCREASE THE STRENGTH AND ENDURANCE OF WEAK, NERVOUS, CAREWORN, HAGGARD LOOKING WOMEN 200 PER CENT. IN TWO WEEKS' TIME IN MANY INSTANCES.

THE CHILD'S APPEAL

"There Can Be No Beautiful, Healthy, Rosy-Cheeked Women Without Iron."

—F. KING, M. D.

"There can be no healthy, beautiful, rosy-cheeked women without iron," says Dr. Ferdinand King, a New York physician and author. "In my recent talks to physicians on the grave and serious consequences of iron deficiency in the blood of American women, I have strongly emphasized the fact that doctors should prescribe more organic iron—nuxated iron—for their nervous, run-down, weak, haggard-looking women patients. Paller means anaemia. The skin of the anaemic woman is pale, the flesh flabby. The muscles lack tone, the brain lags and the memory fails, and often they become weak, nervous, irritable, despondent and melancholy. When the iron goes from the blood of women, the roses go from their cheeks.

"In the most common foods of America, the starches, sugars, table syrups, candies, polished rice, white bread, soda crackers, biscuits, macaroni, spaghetti, tapioca, sago, farina, degerminated cornmeal, no longer is iron to be found. Refining processes have removed the iron of Mother Earth from these impoverished foods, and silly methods of home cookery, by throwing down the waste pipe the water in which our vegetables are cooked, are responsible for another grave iron loss.

"Therefore, if you wish to preserve your youthful vim and vigor to a ripe old age, you must supply the iron deficiency in your food by using some form of organic iron, just as you would use salt when your food has not enough salt.

"As I have said a hundred times over, organic iron is the greatest of all strength builders. If people would only throw away habit-forming drugs and nauseous concoctions and take simple nuxated iron, I am convinced that the lives of thousands of people might be saved who now die every year from pneumonia, grippe, consumption, kidney, liver, heart trouble, etc. The real and true cause which started their disease was nothing more nor less than a weakened condition brought on by lack of iron in the blood.

"On account of the peculiar nature of woman, and the great drain placed upon her at certain periods, she requires iron much more than man to help make up for the loss.

"Iron is absolutely necessary to enable your blood to change food into living tissue. Without it, no matter how much or what you eat, your food merely passes through you without doing you any good. You don't get the strength out of it, and as a consequence you become weak, pale and sickly looking, just like a plant trying to grow in a soil deficient in iron. If you are not strong or well, you owe it to yourself to make the following test: See how long you can work or how far you can walk without becoming tired. Next take two five-grain tablets of ordinary nuxated iron three times per day, after meals, for two weeks. Then test your strength again and see how much you have gained. I have seen dozens of nervous, run-down people, who were ailing all the while, double their strength and endurance, and entirely rid themselves of all symptoms of dyspepsia, liver and other troubles, in from ten to fourteen days' time, simply by taking iron in the proper form. And this, after they had in some cases been doctoring for months without obtaining any benefit. But don't take the old forms of reduced iron, iron acetate, or tincture of iron, simply to save a few cents. The iron demanded by Mother Nature for the red coloring matter in the blood of her children is, alas! not that kind of iron. You must take iron in a form that can be easily absorbed and assimilated to do you any good, otherwise it may prove worse than useless. I have used Nuxated Iron widely in my own practice in most severe aggravated conditions with unfailing results. I have induced many other physicians to give it a trial, all of whom have given me most surprising reports in regard to its great power as a health and strength builder.

"Many an athlete and prize fighter has won the day simply because he knew the secret of great strength and endurance, and filled his blood with iron before he went into the affray; while many another has gone down to ignominious defeat simply for the lack of iron."

Dr. Howard James, late of the United States Public Health Service, said: "I have never before given out any medical information or advice for publication, as I ordinarily do not believe in it. But so many American women suffer from iron deficiency with its attendant ills—physical weakness, nervous irritability, malaise, indigestion, flabby, sagging muscles, etc.—and in consequence of their weakened, run-down condition, they are so liable to contract serious and even fatal diseases, that I deem it my duty to advise all such to take Nuxated Iron. I have taken it myself and given it to my patients with most surprising and satisfactory results. And those who were quickly to increase their strength, power and endurance will find it a most remarkable and wonderfully effective remedy."

You can tell the women with plenty of iron in their blood—beautiful, healthy, rosy-cheeked women, full of Life, Vim and Vitality.

Dr. Ferdinand King, New York physician and author, tells physicians that they should prescribe more organic iron—Nuxated Iron—for their patients—Says anaemia—iron deficiency—is the greatest curse to the health, strength, vitality and beauty of the modern American Woman.—Sounds warning against use of metallic iron which may injure the teeth, corrode the stomach and do far more harm than good, advises use of only nuxated iron.

NOTE—Nuxated Iron, which is prescribed and recommended above by physicians, is not a patent medicine nor secret remedy, but one which is well known to druggists, and which iron, combined with nux vomica, is dispensed by eminent physicians both in Europe and America. Unlike the inorganic iron preparations, it is easily assimilated, does not injure the teeth, make them black, nor upset the stomach. On the contrary, it is so free from all injurious effects that it may be taken by children with perfect safety, and by those of delicate stomachs, as well as by nervous, run-down people, who can't take much strong medicine. We feel so sure that nuxated iron will do all that is claimed for it, that we are willing to refund the purchase price to any man or woman who fails to increase their strength and endurance within two weeks' time, provided they have no serious organic trouble. They also offer to refund your money if it does not at least double your strength and endurance in ten days' time. It is dispensed in this city by all good druggists.—Advt.