

ADVERTISEMENT. ADVERTISEMENT. ADVERTISEMENT.



Thursday, October 5, 1916. This department has entered the second stage of service to Tribune readers. Primarily it was intended merely to separate the sheep of advertising from the goats—and hang a bell on the goats. But now it goes beyond mere identification. It embraces a human nature study of both sheep and goats. You are invited to assist. For every letter printed in this department describing experiences—pleasant or unpleasant—with advertisers of merchandise, excepting only patent medicines, The Tribune will send \$2.00, payable in any merchandise of any Tribune advertiser. For the most important letter each month a special prize of \$50.00, payable similarly, will be awarded. Name printed or withheld—as you prefer, but must be signed—we will not know where to send the prize order. Address: The Ad-Visor, The Tribune, New York.

LAMBERT'S has been held up in this column as an example of fair dealing and good merchandising. But it has lately turned out that, although quite evidently the idol's feet are not of clay, at least those feet have slipped. What's happened? Has Lambert's, after all these years of doing a legitimate men's furnishings business (see recent boost you gave them), finally decided that the Guryan and Finkelstein methods are more profitable? Isn't it a shame that a store with such an enviable reputation and excellent guarantee that goes with every sale they make should conduct one of the worst fake sales ever seen in Nassau Street or Broadway? Just imagine! For \$3.50 you can buy a regular \$3.50 shirt, and for one cent extra they give you another \$3.50 shirt!

I walked into the Nassau Street store to look at the 75 cents per garment underwear; they were selling two garments for 76 cents. The first garment the salesman showed me had a label marked 75 cents, but the person who erased the 40 cents or 42 cents marking on this label made a very poor job of it. I called the salesman's attention to this, and he hurriedly put that garment under the counter, saying: "What difference does it make what the labels are? They are worth the money we ask for them." I bought two pairs of drawers, as I also thought they were worth 38 cents apiece.

And again: One-cent sales—bah! Where do stores come in to say that there is such a thing? Oh yes—it's a thing—to fool the public. Recently Lambert's, at Broadway and Dey Street, "had one." And the following was what it was: Before the sale they were selling Paris, Boston and "Lambert's" garters for men at 11 cents a pair. They were supposed to be worth a quarter. When the sale was put on, one sold for 25 cents or two for 26 cents! If a person bought two pairs, the store gained 4 cents over the price of the article before the sale.

How can the public help being fooled? Lambert's did not put standard articles in the sale, such as Arrow shirts or collars, which the public is always sure of in the matter of price. Why don't they do this? Bah! One cent sales—all fakes! What do you say Mr. Ad-Visor? R. SCHWARZ.

And still again: There is a sale of suits now going on at Lambert's Cortlandt Street store of \$18 and \$20 suits at \$9.75. Two weeks ago I fell for it. The suit is good looking enough and is stylishly cut. I express my doubt to the salesman selling me as to the value; he absolutely guaranteed the suit in question to be a regular \$20 garment. Remembering an article in your column recently commending the above firm for fair dealing, etc., I bought. I may be no judge of clothes value, but I do know that I could buy a suit with just as good material and every bit as well tailored for much less than the alleged value of my suit. At the price I did not get stuck, and I should have known that I could not buy a \$20 suit for \$9.75, but what I will sidestep in the future is comparative value, for in my opinion "there ain't no such animal."

In justice to Lambert's, The Bureau of Investigations gave full opportunity for explanation, as a result of which Lambert's did not come out with flying colors. As for the 75 cent underwear, Mr. Lambert admitted that it had undergone many price try-outs, first being reduced to 60 cents, later to 50 cents, and after contemplating a 45 cent price it was finally put out at "75 cents—two for 76 cents." The garters had not, for over a year, been sold at 11 cents, though they were priced 13 cents a pair at semi-annual sales. The question of neckties was not met quite so well, for no real evidence was produced that any had been sold at \$1, while they had once been priced 65 cents. The main defence all through was that the prices asked in the one cent sale represented a full month's worth—which was usually true, but not a real defence.

Quite beside the point of one cent sales is another complaint about Lambert's selling suits at \$9.75 and representing them as regular \$20 garments. They weren't. Lambert's is at an important cross-roads on the highway of business. Which way will it take? But to return to the misuse of the one cent sales idea: Several weeks ago Kronfeld Brothers, a gents' furnishing store at 150 Delancey Street, one of a chain of stores on the East Side, prepared for a large penny sale of their regular stock. This sale was to last positively only three days, and on a large calendar in the window a pointed finger showed the day on which the sale would cease.

The store was closed for one day, which was good advertising, for it kept the public in suspense. And then, on a Friday evening, the place was opened to the public. In the window, offers of the following kind were made: "One silk shirt for \$6 and another for one cent," or "One tie for \$1 and another for one cent." And the people bought! Now, only a few numbers away from this place there is another gents' furnishing store. On good authority it was found that shirts selling here for 67 cents were selling at Kronfeld's for the sum of \$1.35 and another shirt for one cent, which is, in fact, two cents more than Williams' said other store, is charging at the normal price.

Several weeks have passed and the penny sale is still going on. Each day the hand in the window points to a different date on the calendar, which, in my opinion, is very poor policy for any one to follow. Knowing that you are very much interested in such dealings as these, sales by which the public is fooled, and having seen similar notices of this kind brought to the attention of the people, I take the opportunity which your column affords in bringing to the attention of the public this questionable method of deceiving the consumers.

It's sales like these that put one cent sales in bad odor. Notice the contrast: Just a few lines to tell you an experience with "Eiker's" and their "one cent sales." About three weeks ago my wife was passing Eiker's Thirty-fourth Street store, and seeing that a "one cent sale" was in progress she stepped in and made some purchases, among them being two tooth brushes (said to be worth 25 cents apiece) for 25 cents. These brushes have stayed on the handle the words "Eiker's" and "one cent sale" on the brush. The brushes, or a number of them, did fall out of both brushes, and being in the neighborhood of the store, I stepped in to see if the implied guarantee would be made good. At the complaint the clerk said she would have to refer the matter to the manager. Upon the ringing of a bell a gentleman stepped up and after I had explained the situation to him was told that goods were not guaranteed at the one cent sales. Do you therefore not agree with me when I say that this experience is enough to shake one's faith in the genuineness of these sales? "SREKIR."

And the reply of T. E. Hubbard, general manager of the Louis K. Liggett Company: You have every reason to complain of the treatment you received. The person who refused to make the exchange or refund your money most deplorably failed to carry out our policy, not only with reference to one cent sales, but to our business in general. Our policy is to give our customers the utmost satisfaction, and when any article is found unsatisfactory to exchange it or to refund the money as cheerfully as we received the money when the purchase was made. This applies with even greater force to our one cent sales, as there is not naturally a doubt in the minds of so many people as to the quality of goods sold at such sales. The store manager should have jumped at the opportunity of proving to you our good faith. When you were told that goods were not guaranteed at the one cent sale, you were told something that was most positively not so, and which would be, if it were so, utterly discreditable to us.

40 JOIN TO SAVE PLAGUE VICTIMS

After-Care Methods Suggested at Meeting in Committee's Rooms.

MOTOR AMBULANCE TO MOVE PATIENTS

New Cases of Paralysis Show Marked Increase in Day's Report.

The infantile paralysis report of the Board of Health for yesterday showed twenty-three new cases, against twelve on Tuesday, and seven deaths, as compared with eight on Tuesday.

In New York City and throughout the state the efforts of health authorities, physicians and organizations dealing with the epidemic of poliomyelitis have been turned to the problems of after care, in an effort to save the hundreds of convalescent victims from lifelong paralysis.

Forty representatives of hospitals, dispensaries and charitable and nursing institutions were present yesterday afternoon at a meeting of the committee on after care of infantile paralysis cases, at its rooms, 289 Fourth Avenue. Health Commissioner Haven Emerson and Deputy Commissioner of Charities Henry C. Wright were among those who participated in the making of arrangements which, it is hoped, will save many children from becoming cripples.

Will Use Motor Ambulance.

The society plans to put a motor ambulance into commission this week, and it is hoped ultimately many more machines will be used in its work. Miss Fanniebell Curtis is chairman and Mrs. Philip M. Lydig vice-chairman.

The Woman's Municipal League of the City of New York has offered to aid the committee and the Transfer Society by giving publicity to their work. An extensive advertising campaign, telling the public of the two organizations and giving parents information about clinics and treatment, will also be conducted. This will include special articles in the foreign papers, signs in streets, elevated and subway stations and special films in moving picture theatres.

Reports of thirty-three upstate cases of infantile paralysis and one death were received by the State Health Department yesterday. Tuesday's reports recorded twenty-six cases and two deaths. The death reported to-day was in Saugerties. The new cases were reported from the following counties: Ulster, six; Westchester, four; Otsego and Suffolk, three each; Rockland, Orange, Oswego, Onondaga, Tompkins, Dutchess and Wayne, two each, and Jefferson, Delaware and Essex, one each.

State Plans Clinics.

From Albany yesterday came an announcement by Dr. Linsley R. Williams, Deputy State Commissioner of Health, of a comprehensive plan for the after care of paralysis patients, which contemplates a state-wide movement with the cooperation of local authorities.

It is proposed to hold clinics at various places in counties where there have been cases of the disease, and Dr. Williams is confident that many children who now appear to be completely paralyzed can be restored to nearly normal health, if treatment is begun in time.

Dr. Williams announced that of the 3,301 paralysis patients in the state, exclusive of New York City, 2,712 had recovered. The Deputy Commissioner plans to have them all examined by experts from his department within the next three months.

Probably the most striking feature has been the organization of the Sick Children's Transfer Society, composed of nearly one hundred women well known in charitable and club circles throughout the city and state. This organization will transport convalescent children from their homes to clinics and back again, enabling many small sufferers to receive treatment who might otherwise go untreated.

New Jersey had thirty new cases yesterday, according to reports received by its State Department of Health. The new cases reported are: Hackensack, seven; Trenton, four; Newark, three; Hillsdale Township, Montclair, Belmar and Sparta, two each; Collingswood, Belleville, Irvington, Glassboro Township, Deal, Ocean Township, Monmouth County, Elmer and Elizabeth, one each.

Mortality Record Low.

Despite the fact that the paralysis anthrax has caused more than 2,000

INFANTILE PARALYSIS IN ALL BOROUGHS

Table with columns: Borough, Cases, Deaths. Rows: Manhattan, Bronx, Brooklyn, Queens, Richmond, Totals.

Butcher Aviator Sent to Sing Sing

Mother's Plea Fails to Save Rich Son in Bad Meat Bribe Case.

FATHER AND BROTHER UNDER INDICTMENT

Another Brooklyn Meat Dealer Admits Guilt and Is Sentenced.

The pleas of his mother and a score of friends failed to save Arthur Plaut, convicted of bribing a Health Department meat inspector, when he came up before Justice Crosey for sentence yesterday. Plaut was sent to Sing Sing to serve an indeterminate term of not less than two nor more than five years.

PUBLIC WILL REVIEW N. Y. POLICE SOLDIERS

Graduates of Training School Will Parade October 17.

An opportunity to see a large part of New York's police force on dress parade will be afforded on October 17, when 2,600 of the "rookie" graduates of the training school at Fort Wadsworth, armed and in heavy marching order, will sweep down Fifth Avenue past a reviewing stand in front of the Public Library, at Forty-second Street.

WOMAN LYNCHED IN GEORGIA

Negro Mother and Son Accused of Killing White Farmer.

ARMY AND NAVY ORDERS; MOVEMENTS OF WARSHIPS

(From The Tribune Bureau) Washington, Oct. 4. MAJ. RICHARD T. ELLIS, C. A., from Ft. Monmouth, N. Y., for recruiting duty from Oct. 15 to Nov. 1, 1916. MAJ. JAMES A. BURGLES, C. A., from Ft. Monmouth, N. Y., for recruiting duty from Oct. 15 to Nov. 1, 1916. CAPT. JOHN M. CARSON, Jr., Q. M. C., relieving duty from Oct. 15 to Nov. 1, 1916. CAPT. JOHN M. CARSON, Jr., Q. M. C., relieving duty from Oct. 15 to Nov. 1, 1916. CAPT. JOHN M. CARSON, Jr., Q. M. C., relieving duty from Oct. 15 to Nov. 1, 1916.

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Varsity Six Hundred

One good name for many good overcoats. Varsity Six Hundred really means youth, vitality; a big style idea carried out in a wide variety of young men's overcoats

It includes all the latest and best models. You see a loosely draped variation here; others are body tracing, single or double breasted; many with plaits and belts. Insist on our label; a small thing to look for, a big thing to find

Hart Schaffner & Marx Good Clothes Makers

You'll find these Varsity Six Hundred models and all the other good ones from the same makers, ready to wear, here.

Wallach Bros.

Broadway, below Chambers St. Third Ave., Cor. 122d St. Open Broadway, Cor. 29th St. Evenings

A true advertisement of a second-hand automobile

for sale—an auto

IN STORAGE up in West 55th Street is a 1914 7-Passenger MITCHELL Touring Car. It has been driven between 8,000 and 9,000 miles, is completely equipped and cost, with extras, \$2,100. The report of The Tribune's automobile engineer on the right is an accurate statement as to the car's condition. The Tribune guarantees this car to be exactly as represented. Price, \$400. Address, Box XX, N. Y. Tribune.

Engineer's Report Body O. K., front fenders slightly damaged, springs O. K., upholstery fair, windows, door, hood, trunk, cow; differential has slight backlash; transmission O. K., mechanicals good; steering O. K., joint between clutch and transmission loose; brake and clutch operating; electric lighting O. K., electric wiring, while in operating condition, is poor; storage battery in operating condition, is poor; tires in bad shape, 110 to 100 miles probably left on them; engine oil full of carbon, radiator O. K.; top and jiffy curtains O. K. We probably cost \$200 to put car in first-class condition.

A BIG car at a LITTLE price

(The next Ad-Visor will appear on Sunday, October 8)