The Ad-Visor

Sunday, October 15, 1916.

This department has engaged in separating the sheep of advertising, and of the service which backs up advertising, from the goats—and hanging a bell on the goats. It invites letters describing experiences—pleasant or unpleasant—with advertisers, whether they be manufacturers, wholesale houses, retail stores or public service corporations. It will print those letters which seem to show most typically how an advertiser's deeds square with the words of his advertising. Only signed letters, giving the writer's address, will be read. But the name will be printed or withheld, as preferred. Address: The Ad-Visor, The Tribune, New York.

THREE more experiences with automobile supplies of doubtful origin, bought with the eternally springing hope of getting something for nothing:

Your communication from Mr. Broadhurst, regarding his experience with Akron tires, gives me an incentive to relate my own troubles.

Intending to sell my car on my return from a trip to the White Mountains last month, I felt that I needed a couple of tires to use while up there, and instructed my chauffeur to purchase inexpensive ones, as I would not run the car over 1,500 miles before I turned it in. He came back with two Akron tires, purchased from the Akron Tire Company, Inc., 211 Halsey Street, Newark, N. J., which he said were guaranteed 3,500 miles, and would be replaced at half price, in case of blow-out. On the second day of my trip they both went flat at about 325 miles. An examination showed them to have at least a half dozen stone cuts completely through the fabric, and on the front wheels at that. I expressed the tires to them and asked for new ones. They replied that they had not blown out, and therefore they were not obligated under their guarantee, but did admit that the tubes were old stock, and gave me two new ones.

I could get no further satisfaction, so had the tires returned, paying express charges both ways, thinking I might get a few miles out of them by putting in rellners. I did—about twenty-five more, and then one blew out "for keeps." Needless to say, I did not bother with them, not wanting any more of their junk tires at half price, so threw them both out, as the second one was ready to "blow" any minute. For $48 I got 350 miles each on tires guaranteed 3,500 miles.

How can such people hang out a shingle?

H. A. WHITLOCK.

And see what happened to an Easterner in the West:

On June 1 last my friend, George H. Williams, and myself left Los Angeles, Cal., for New York in his automobile (Oakland 1913). Accompanying us were our wives. The day before leaving he bought from the Tire Reconstruction Company, Olive and Pico Streets, Los Angeles, two tires, which the parties highly recommended, and which they positively guaranteed for 3,500 miles. The first one blew out and blew all to pieces) when within three miles of San Bernardino, Cal. (about fifty miles from Los Angeles), and the other one followed suit a few miles further on. The matter was laid before them by a friend of mine in Los Angeles, but they absolutely refused to recognize their guarantee or to give any satisfaction whatever. I intend bringing suit for the amount paid for the tires and damages, but in the meantime hope this will be the means of preventing some other unlucky "sucker" from being "gouged" by these unreliable and thoroughly unscrupulous gougers.

CHARLES BRUCE YOUNG.

And this is what a self-starter started:

Allow me to call your attention to the following dishonest dealer. J. B. Cohen & Co., of 266 West Fifty-eighth Street, dealers in automobile supplies. They sold me a Ford hand starter for $3.50, with the strict understanding that if it was useless or would not give satisfaction my money would be refunded upon demand. When I went there yesterday, telling them that the starter was useless, they answered me, "We don't take back junk."

J. LOBATTE.

When the Cohen concern received an opportunity to explain, this illuminating response was forthcoming:

Replying to yours of the 14th inst., advise that the self-starter was brand new, in a sealed package, when sold, and not second-hand, as per your letter, and, further, self-starters are not sold with a guarantee when they are sold under the price. We wish to inform you that this starter costs $10, and we sold same for $3.50. At this price the man was taking his own chances.

J. B. COHEN.
J. B. COHEN & CO.

Passing over the interesting point involved in selling a starter costing $10 for $3.50, let us consider Mr. Cohen's own phrase, "The man was taking his own chances." He certainly was. So are all who buy motor accessories other than those backed by a substantial manufacturer and sold by a reliable dealer. There is no short cut to getting value. You can't get something for nothing.

HERE is my idea of a REAL guarantee, and as your idea of what is right and what is wrong so coincides with mine, I know that you will think this the broadest guarantee you have yet published.

GUARANTEE

that knows no limitation—that has no restriction—and that allows the user to be the sole judge.

If at any time, anywhere, under any conditions, the Golden Giant goes wrong, send it back to us, and we will make good without question.

Certainly as broad as it could be made.

I CALLED at Tower Brothers' stationery store, at 23 West Twenty-third Street, to purchase some supplies, among them two mailing tubes which were urgently needed at my place of business.

After waiting some time without attracting the attention of a clerk I finally, by stepping in front of one who was sauntering about and making known my desires, had an opportunity to select the goods I wanted—by sample. I paid for my purchases, explained that they were needed and asked him to mark them for the early afternoon delivery. This he promised to do. They did not come that day, nor the next until late, and that only after two telephone calls. As my office is only seven blocks from their store, this delay seemed unnecessary.

On unwrapping the parcel I found both of the mailing tubes very dusty and dirty, and one badly dented and a size too small. This one I returned by the delivery boy, with an explanatory note on the delivery sheet asking them to correct the substitution.

The days went by and I heard nothing from them, so called last Wednesday to have the matter adjusted. There were more clerks than customers in the store at the time, but it was difficult to persuade one to listen to my tale of woe. At last I successfully corralled one, and showing him the duplicate sales check asked him to give me the tube I wanted so I might take it to my office. In a far from polite tone he asked, "Who sold you that bill?" I answered that I was unaware of the person's name but the initial was on the check. "Well," he replied, "you will have to see him," and off he stalked. Then I appealed to the cashier, who was energetically embroidering a centrepiece or some such article. She was frankly bored, but had the intelligence to look at the initial on the sales check and to call the person by name. He appeared, the same grand air of gloomy hauteur which I noticed on my first visit surrounding him. I explained; he seized the check, gloomed over it for a minute and vanished without a word.

When I had arrived at the conclusion that he had decided to take the balance of the day off, he reappeared with a perfectly good tube in his hand, walked to the counter, wrapped it, thrust it at me without a word of apology for their carelessness or regret for the delay and inconvenience caused me, to say nothing of the time wasted. This is not the only stationery store in New York in which laxity of method and manner obtain, but this is the most aggravated case I have experienced.

A. F. M.

"Aggravated case" is the word, but The Ad-Visor has received similar complaints reflecting on Tower's business methods. A little light on their general attitude toward the public may be thrown by this communication:

I would like to have your opinion on the following sign which is posted in the Tower Manufacturing and Novelty Company, which reads as follows:

To our customers: Having once ordered or bought goods, and the order having been filled correctly and delivered with reasonable promptness, our customer is both legally and morally bound to pay for the goods he has ordered, and in justice to ourselves we must in the future refuse to accept goods of any description returned, unless our permission has been given in advance, except only in such cases where we have made error in filling your order. Yours very truly,

TOWER MANUFACTURING AND NOVELTY CO.

This sign is on the second floor in the city department. Although it seems very courteous, I do not think that it would meet up with your motto of "Money Refunded If Not Satisfied."

S. S.

Hardly. It would seem that this firm were diverging from the plumb line of straightforward business—a sort of leaning Tower, as it were, the uprightness of which seems to be tottering.

HAVING read with interest the several letters in your column complaining of the treatment received from the Adams Express Company relative to settlement of claims, I wish to contribute the following in the interest of fair play:

Three or four years ago (before the influence of your column began to be felt, I believe) I received a package from Waterbury, Conn., via the Adams Express. I did not give particular attention to the charges which I paid on the same, and was agreeably surprised a couple of weeks later to receive a notice from them stating that I had been overcharged and inclosing an express money order to the amount of the overcharge—5 cents.

I wish to state that this refund was entirely voluntary and was made without complaint or solicitation of any kind on my part.

B. H. W.

All credit to the Adams Express Company for this performance. But it's a pity that the honesty and promptness of the bookkeeping department might not have spread over into the adjustment department. Why not make that bookkeeper head of the adjustment bureau?

NO ONE ever rode in the subway without reading of Phœbe Snow and how clean she kept on the Lackawanna Railroad. Last Saturday I took the 10:15 a. m. train from New York to Lake Hopatcong, and I never got so dirty on any train before, in spite of the road of anthracite. My whole dress and neck were black with soot. I call this false advertising. I was dressed in a lovely silk dress, expecting to have the kind of a ride described in the advertisement, and I was very angry to find what kind of a ride it was.

MARJORIE HERTS.

This seems to show that Phœbe Snow is not the girl we used to know. A truthful miss of yore, but this is once when Phœbe went amiss. To do what's right and make good's quite up to the Road of Anthracite.

(The next Ad-Visor will appear on Tuesday, October 17.)

EXPERT FINDS PLAGUE GERM IS SWALLOWED

Dr. Burrows, of Johns Hopkins, Makes Discovery In Autopsy

[By Telegraph to The Tribune.]

Baltimore, Oct. 14.—Dr. Horace T. Burrows, who has been in charge of the infantile paralysis investigation at Johns Hopkins Hospital, said to-day that the large intestine has been found to be the seat of the disease.

The discovery marks the greatest advance in the fight against the scourge since the isolation of the germ two years ago by Dr. Simon Flexner, of the Rockefeller Institute.

The one conclusion is that the germ is taken into the system in something that is swallowed. Dr. Burrows said that the discovery was made through the autopsical examinations. Fifty-one autopsies of paralysis victims have been made by Dr. Burrows and Dr. J. P. Hempel, of the Health Department, since the beginning of the outbreak in this city. "In 100 per cent," as Dr. Burrows put it, "the largest lesion was found in the large intestine."

AUTO HITS CLERK AND SPEEDS AWAY

Witnesses of Bronx Mishap Gave Number to Police

After knocking down Alexander Henderson, thirty years old, a clerk of 2322 Ryder Avenue, The Bronx, at 125th Street and Eighth Avenue, last night, witnesses told the police of the West 123d Street police station that the chauffeur of an automobile hack increased his speed and fled.

Patrolman Brown, of Traffic Division E, in another automobile gave chase, but lost track of the fugitive. Henderson was taken to Harlem Hospital. Two witnesses gave the police what they declared was the license number of the machine.

RED CROSS OPENS TEACHING CENTRE

Will Instruct Women in Care of Sick and Hygiene

The New York County Chapter of the American Red Cross has opened a teaching centre at 3 East Fifty-sixth Street, where classes of women will be instructed in methods of reducing the death rate. The most recent estimate of the Census Bureau indicates that in the United States nearly 300,000 babies under one year old die annually from causes for the most part preventable. It is also estimated that every year 160,000 persons in this country die from tuberculosis and 25,000 from typhoid fever, both of which could be lessened by improvement in living conditions.

The Red Cross, therefore, as a part of its nation-wide campaign for better health, has undertaken through agencies like the new teaching centre to carry into the homes a better knowledge of the principles of health. It offers four courses to women and girls over sixteen, as follows: Course 1, "The Home Care of the Sick," fifteen lessons, $10; course 2, "First Aid to the Injured," ten lessons, $8; course 3, "Home Dietetics," fifteen lessons, $10; course 4, "Surgical Dressings," eight lessons, $6.

First Course the Best

The first is considered the most important of these courses and is strongly recommended by the teaching staff to all women taking up any of the courses. The "first aid" course will under no consideration be given before or without it. The "handling and preparation of simple foods" and the "making of surgical dressings" will, however, be given as independent courses.

A registration fee of $2 will be asked of all who enroll in a course, to be included in the tuition, which must be paid by the day of the first lesson. This registration fee is not returnable. Applicants may communicate directly with the supervising teacher, at 3 East Fifty-sixth Street. If a number of friends (preferably ten or fifteen) or the members of a club wish to take a course together arrangements can be made at a personal conference between the supervising teacher and a regularly delegated spokesman.

Give Practical Work

The course in the "Home Care of the Sick" consists of fifteen lessons of about an hour and a half each. One-half of the lesson period is ordinarily devoted to theoretical instruction and the other half to practical work and demonstrations. Here is an outline of the programme:

Lesson I—Bacteria and Their Relation to Health and Disease.
Lesson II—Causes and Transmission of Disease.
Lesson III—Food, Water, Ice.
Lesson IV—Air, Ventilation, Heating, Lighting, Soil, Sewage, Garbage.
Lesson V—The House.
Lesson VI—Care of the House—The Laundry.
Lesson VII—Personal Hygiene—Public Agencies Concerning Health and Welfare.
Lesson VIII—Hygiene of Infancy and Childhood.
Lesson IX—Beds, Mattresses, Pillows, Bedding.
Lesson X—Bedmaking.
Lesson XI—General Consideration of the Care of the Sick in Their Homes.
Lesson XII—General Care of Patient.
Lesson XIII—The Use of Simple Sick-room Appliances, Local Applications and Enemata.
Lesson XIV—Symptoms of Disease.
Lesson XV—Household Medicine Closet (dangers in the indiscriminate use of patent medicines, stimulants, etc.).

The $10 charged for this course covers the expense of examination and the cost of the American Red Cross textbook on "Elementary Hygiene and Home Care of the Sick," which is used.

HUSBAND IN SING SING, SHE LOSES $5,000 BAIL

Court Refuses to Return Cash to Wiretapper's Wife

Although Frank Tappan Thompson, gambler and wiretapper, is serving a term in Sing Sing, his wife, Mrs. Kathryn Bradley Thompson, must lose the $5,000 cash bail which she gave for his appearance in the Magistrate's Court before his conviction. Thompson did not appear on the day set for examination and Magistrate Herbert declared the bail forfeited.

Mrs. Thompson appealed to the Appellate Division, saying her husband was ill on the examination date, and also that Jose Bastillos, the wealthy Bolivian whom he had fleeced in a crooked gambling game, was not in New York at the time to appear as a complaining witness.

The Appellate Division yesterday decided against Mrs. Thompson.

MARQUIS SEEKS CONTROL OF WIFE

Says Mrs. Cattapani's Kin Refuse to Let Him See Her in Asylum

Major Carlo Cattapani, Marquis di Cordova, of Italy, artist and soldier, has applied to the Supreme Court for guardianship of his wife, Mrs. Henrietta Gardner Cattapani, who is an inmate of the Sanford Hall Sanatorium, at Flushing, L. I. He alleges that Mary K. Stebbins, a cousin of the incompetent and committee of her person, has refused to let him see Mrs. Cattapani.

The major says that his wife was committed in 1915, while he was in Italy, and without his knowledge, her property being placed in charge of a committee composed of a trust company and Charles F. Hibben, of Boston, a cousin of Mrs. Cattapani.

The Italian nobleman says that he came from abroad to see his wife and was referred to Miss Stebbins, who refused to permit him to visit Mrs. Cattapani. Then Cattapani brought a habeas corpus proceeding in Brooklyn. Three alienists testified that his wife was insane, but Dr. William B. Pritchard said that Mrs. Cattapani would not prove a menace out of the sanatorium.

Could Take Her to Italy

Through his counsel, Cattapani told Justice Pendleton that he had the assurance of the Italian Foreign Office that he could have its aid if he cared to avail himself of a decision of the United States Supreme Court, which held in a similar case that the wife was a subject of her husband's country. Under this Cattapani could take his wife to Italy. He had not tried to use this decision.

Mrs. Cattapani was fifty-three years old when committed in May, 1915. She had lived with her husband only a few months. She owned real estate valued at $20,000 and had personal property amounting to $61,726. Her income was $15,234 a year, which included her interest in two trust funds left by relatives. It is the contention of her relatives that her husband showed no interest in her condition until his allowance was cut off. The couple first met while doing social work in this city.

Major Cattapani or Marquis di Cordova has had various experiences in this city and Canada. In the latter country in 1909 he pleaded insanity when charged with a grave offence, saying he was under the influence of an East Indian prince. He was deported. He was indicted in this city in 1905 on a similar charge, but was not arrested until last April, when he came here and announced his interest in the work of the Boy Scouts, of whom he said he had organized a corps in Italy. He said he was being persecuted by his wife's relatives. The persons who made the charges repudiated their stories and the indictment was dismissed.

Says Plotters Captured Him.

But the most exciting incident in his career here occurred in 1902, when he was found bound and lying across a rail at the water's edge at the Columbia University boathouse, 115th Street and the North River. He was taken to the J. Hood Wright Hospital, where he wrote, "I am unable to speak. My name is Carlo Cattapani, Marquis di Cordova. I have been kept a prisoner since Saturday night. I have been dosed with Spanish poison. They wanted me to sign a paper and to make me appear a suicide."

His enemies, he said, who had hounded him all over the world, had shot at him in Monte Carlo, stabbed him in London, bound him in a gas-filled room, and had twice kidnapped him because they did not want him to get certain papers to prove his title. When Cattapani was sufficiently calm, the police took him before a magistrate, who permitted him to go his way. The next heard about the titled painter was when he was engaged in painting the walls of a church at Newburyport, Mass.

Major Cattapani, formerly an officer in the Montenegrin army, was decorated by King Nicholas for valor in one of the Balkan wars and also for his Red Cross work. Mrs. Cattapani is the only American woman decorated by King Nicholas, she having given liberally of her fortune to the Red Cross work.

FINGER TIPS CUT TO HIDE HIS PAST

Bertillon Measurements Show Prisoner as Fourth Offender

When Edward Robinson was arraigned before County Judge May in Brooklyn last Thursday he offered to plead guilty if the state would agree to change the burglary charge against him to one of attempted burglary. On the strength of his assertion he never had been in trouble before, Robinson was sent back to the Raymond Street jail, there to remain until his past had been investigated.

No Edward Robinson who possibly could have been the same one was found in the police records, so Morris Eckler, the finger print expert at Brooklyn Police Headquarters, was called on to complete the verification.

Eckler found Robinson at some previous time had so mutilated his finger tips that no satisfactory prints could be taken, so the expert went away instead with a complete set of Bertillon measurements. They proved to correspond exactly with those of Max Golem, who had served two terms in Sing Sing, one in Elmira Reformatory, one in the Pennsylvania state penitentiary and a five-year "bit" in the New Jersey state prison at Trenton.

So Robinson, or Golem, will not get off as easily as he had hoped. Not only will the charge of burglary be pressed, but District Attorney Lewis is drawing up a new indictment embodying the charge he is a fourth offender. As such he is liable to a life sentence.

Robinson was arrested on October 3 after Mrs. Catherine Muller, returning from a shopping trip, had captured him in her home, at 22 Bushwick Avenue, Brooklyn.

Blackmail Captive Here

Edward Donohue, called "Doc," an alleged accomplice in the blackmailing of Mrs. Regina Klipper, was brought to New York yesterday and committed to the Tombs. Harry J. Russell was taken to Philadelphia to await trial on a charge of kidnapping Mrs. Klipper when she was about to testify against members of the gang. Buda Godman, Helen Evers, Homer T. French and James Christian, who were also arrested in Chicago on similar charges, will be arraigned here on November 7.

BAND OF BOY THIEVES JUST STOLE FOR FUN

Flatbush Lads Tell Court Why They Robbed Grocery Stores

Two boys from Flatbush, bundled up in immaculate mackinaws, sat in the Children's Court, in Brooklyn, yesterday and observed the procedure of the law, as some twenty children were brought before Justice Wilkin.

They, like the little prisoners before the bar, had transgressed, and they knew their turn was coming. Both had been waiting nearly an hour for arraignment on a charge of breaking into grocery and delicatessen stores. George Steckenreiter and Francis Xavier Smith were not exactly comfortable.

George was arrested on Friday night at his home, 257 East Twenty-sixth Street, Brooklyn, and Francis had a similar experience with a detective at about the same hour, at 1199 Flatbush Avenue. The other members of the band, nine of them, were arraigned on Friday morning. They were paroled in the custody of their parents until October 27.

"We didn't want to rob anybody," said George. "Just wanted to have some fun."

He explained, as he dangled his legs, which did not reach the ground, that "none of the fellers really went out for the sake of getting the stuff they got."

By way of illustration, he declared that when they came out of one place after a break-in, the boys found themselves burdened with an ill-smelling cheese. It might not have been limburger, but "it smelled fierce" when they opened the package outside on the street.

Nobody wanted that cheese. It was too rank to throw away and it might prove useful as a fun maker. Presently, according to George, one of the boys found a resting place for it under the seat of a Ford car. Then the band hung around to observe the owner as he entered his car.

Just about the time George finished his narrative of the light side of housebreaking his name was called and he and Francis went up to Judge Wilkin and pleaded guilty. Like the others, both will have a hearing on October 27.

CHURCH REJECTS NEW DIVORCE BAN

Episcopal Lay Delegates Kill Proposed Canon Against Remarriages

St. Louis, Oct. 14.—The proposed change in the canons of the Protestant Episcopal Church forbidding the remarriage of persons divorced for causes arising after marriage, regardless of the cause, was rejected by the House of Deputies of the General Convention today.

The proposed canon failed of adoption because of non-concurrence of the clerical and lay delegates.

The delegates voted by dioceses. The clerical delegates approved the proposed canon by a vote of 40½ to 24¾. The lay delegates rejected it by a vote of 29 affirmative to 32¾ negative.

The rejection leaves the present Church law unchanged. Under this law an Episcopal clergyman can perform the marriage ceremony for the innocent party to a divorce granted on statutory grounds, provided the evidence in the case first has been submitted to the diocesan Bishop and the latter agrees that the evidence was sufficient for the granting of the divorce.

The fight for the new canon was led in the House of Deputies by the Rev. Leighton Parks, of New York. The opposition was led by Dr. R. H. McKim, of Washington.

LILLIAN WALKER EARNS HER LIVING

And in a Wholly Pleasing Way in a New Motion Picture.

"The Blue Envelope Mystery," a story of love and intrigue, was shown in the projection room at the Vitagraph studios yesterday.

Lillian Walker is admirably suited to play the part of Leslie Brennan. She looks and acts just the way every one who has read the story expects her to do. There is a touch of humor in the play rarely found in the silent drama, and Miss Walker is particularly pleasing in her lighter scenes. Leslie Brennan is the sort of girl who drives all the rest of her sex mad with jealousy because she is more attractive than they ever can hope to be. She never is stolid, nor sentimental, nor weepy, as are so many film belles, and she boards moving trains and rides farm horses with neither saddle nor bridle without disturbing her equanimity.

Leslie is a young person with an uncle who is fearful lest his beautiful niece should be married for her fortune, and so introduces a clause in her father's will which says that she must earn her living for two years before she may receive her fortune. Leslie has come to announce her engagement to Ranny Heath, but when she learns of the terms of her father's will she wisely decides to tell him before the ceremony. This is enough for Ranny, and the engagement ends then and there.

Leslie goes to New York, and after a hard course at a business school obtains employment in the office of Ewan Kennedy, a young inventor of explosives.

This is where the blue envelope comes in, for Ewan sends Leslie to Washington with a white envelope containing a letter to the Secretary of War and a blue envelope with the formula of a new explosive. Leslie is kidnapped, and when the blue envelope is opened it is found to contain only that famous poem "The time has come, the walrus said, to speak of many things," etc. Having no sense of humor, the spy does not see the joke and supposes the words to be a code. While he is trying to decipher this Leslie escapes via a farm horse and an express train, which she boards without taking the trouble to stop it.

After this lots of pleasant things happen and there is a happy ending, though not the conventional one.

DOCTOR IS STABBED STOPPING CRAP GAME

Boy, Fleeing, Slashes Physician's Leg

When Dr. Frederick J. Haendel, of 214 East Fifty-eighth Street, attempted to chase a gang of boys playing craps in front of his office last night one of the lads stopped and slashed the calf of the physician's right leg with a pocket knife. The others had already disappeared and the doctor's assailant ran.

Patrolman Herbeck, of the East Fifty-first Street station, later rounded up a gang of boys, but Dr. Haendel could not identify any of them.

HEARN

Fourteenth Street — West of Fifth Avenue

Best Return for Money Expended Is Found When You Shop Here

UNMATCHED ASSORTMENTS—LOWEST-IN-THE-CITY PRICES

Read and Note How We Will Make Tomorrow and Tuesday Profitable for Customers

Serviceable Suits—Smart Frocks

EXCEPTIONAL VALUES

The American woman is notoriously particular as to her tailored suit. She wants the newest color, the smartest styles, in line and fabric, and the best tailoring. For all these reasons, and then ONE MORE good reason, shoppers come here. The one more reason is our exceptionally low prices.

A Suit in men's wear serge on strictly tailored lines—notch collar—can be worn with separate furs—detached pockets in coat and skirt—smart yoke back—skirt button trimmed—also broadcloth in other models—value $29.98 ..... **24.98**

Women's Suits, check velours and broadcloth with full collars and cuffs or seal in pleated models in becoming lines, some having side satchel pockets, sealine buttons, side belts—also chic English walking suits, cut on trim lines with double side peplums. Our reg. $32.98 ..... **29.98**
Finer suits to **124.98**

Frocks in satins, serges and in combinations of serge and satin—princess effect or belted styles—some have white satin vestees—many trimmed with inch embroidery and braided ornaments with corded or straight belts. Our reg. $19.98. Special **18.75**

The "Verismart" Dress, ten models, each the height of the season, new styles crepe de chines in box pleated, small and normal waist line, with tunics. Some have touches of velvet, many are skillfully embroidered—some have sleeve pockets and collars—old blue, navy, plum, Burgundy, taupe and black—most delightful frocks for our special price **12.85**

Women's and Misses' "Piping Rock" Suits—poplins, whipcords and gabardines—Bedford cloth—Norfolk or belted—also smart semi-fit models—some with seal edging—velvet or convertible collars—our specialized price **17.85**

Women's Extra Size Afternoon Dresses of soft satin and voile with taffeta combinations—pleated belted models on straight lines—lovely crepe de chine collars **24.98**
Other Satin and Serge Dresses—**14.98** to **39.98**

Fashionable Fall SILKS

It is impossible to say too emphatically that buying now is **the only sure way to obtain just what you want.** Scarcity of goods is a condition that every merchant faces at present—Exceptionally clever **buying, always for cash,** is responsible for our unusual assortments and values.

40-inch Crepe de Chines—light and dark colors—special **1.19**

40-inch Georgette Crepes—large assortment of colors **1.29, 1.50**

36-inch Chiffon Taffetas—street and evening shades—hunter green, new blue, African brown, Havana brown, taupe shades and other new Fall shades—**1.25, 1.50, 1.69**

36-inch Satin Bar Plaid Taffetas—chiffon finish—wonderfully artistic color combinations—**1.69, 1.75, 1.95, 2.25**

36-inch Satin Serge Plaid—beautiful Scotch combinations **1.50**

36-inch Striped Taffetas—silk and satin stripes—self-toned and combinations—**1.25, 1.50, 1.69, 1.95, 2.25**

36-inch Dresden Taffetas—dainty floral designs on light grounds—chiffon finish **1.75**

40-inch Radium Silks—soft draping quality—new light and dark colors, also black—value $1.50 ..... **1.29**

40-inch Fleur de Sole—handsome sheer silks—light and dark colors, white, ivory and black—soft draping quality—slightly imperfect—$2.25 quality **1.49**

36-inch Black Silks—Chiffon Taffetas, Peau de Sole, Satin Duchess, Peau de Cygnes, Messalines ....Special **1.25**

36-inch Black Bengalines, Chiffon Taffetas, Satin Duchess, Peau de Sole ..... Special **1.50**

36-inch Corduroys—Fine assortment of street shades for dresses and suits ..... **.69**

32-inch Corduroys—large assortment of light and dark colors—value $1.25 **.98**

Curtains and Draperies in Unprecedented Assortments

Our upholstery department amazes every customer....Our assortments are most satisfactory and prices always please—Here you find varieties of Cretonnes and other draperies that even specialty shops do not offer—so, no matter WHAT scheme you have in mind, it can be worked out here in draperies, hangings, etc., of all sorts—Now, with Thanksgiving atmosphere about, the thoughtful housekeeper wants to make her home as festive as possible—In such times THIS is a mighty good store to remember.

These are indicative of hundreds of others:—

Fine Imported Marie Antoinette Curtains—mounted on best French Net—neat borders
Worth $6.98 ..... **4.98**
Worth $8.98 ..... **6.98**
Worth $12.98 ..... **9.98**

Our Own Importation of Irish Point Curtains—largest stock in Greater New York—many in the favorite cushion patterns.
Today's value $3.98 ..... **2.98**
Today's value $5.98 ..... **4.49**
Today's value $7.98 ..... **5.98**
Today's value $10.98 ..... **7.98**
Today's value $13.98 ..... **9.98**
Today's value $20.00 ..... **14.98**
At each price six to fifteen new styles are shown.

About fifty pairs one-pair lots fine Lacet Curtains—brought out for ideas—strictly perfect—never before shown.
Worth $7.98 and $8.98 .... **5.98**
Worth $10.98 and $14.98 ... **7.98**
One-pair lots only!

We Are Showing Finest Assortment of REVERSIBLE VELOUR PORTIERES

Plain colors—side borders or figured all over in unusual variety—rose and nile, old blue and brown, myrtle and crimson, brown and rose, rose and olive, etc.

Reversible Velour—French edge—
Today's value $18.98 ..... **14.98**
Today's value $22.98 ..... **16.98**
Today's value $27.00 ..... **19.50**

Also

Lot Single Velour Portieres—for couch covers or single doors—while they last—each **3.98**

Unfadable Portieres—shades of peagreen, old blues, rose, crimson and wood tones—value $3.98 pair **2.98**
Value $6.98 pair **4.98**

UNDERWEAR For Men

The most reliable kinds—now is the time to select your Winter underwear from these comprehensive stocks—orders placed many months ago are responsible for this very timely assortment—all the well-known brands and kinds are here. Following are some of the best known:

Great Stocks of

Winter and light-weight cotton Shirts and Drawers—all sizes ..... **.49**

Men's Ribbed Underwear—made on spring needle machines which afford much elasticity—Egyptian color—shirts and drawers—all sizes...each **.89**

Men's Medium-weight Underwear—short or long sleeves—half wool .. **.75**
Three-quarter wool ..... **.95**
All Wool **1.39**
Finer **1.50**

Men's Stuttgarter make Underwear—medium weight—short or long sleeves—each ..... **.95**
Wool Mixtures **1.65**
All wool **1.95**

Standard Health Underwear—non-shrinkable—made especially for best trade—guaranteed—single breast shirts—each **2.19**
Double breast—each **2.39**

Root's Standard Tivoli Underwear—gray, white, camels' hair, wool mixed—Single breast **1.19, 1.49, 1.79, 1.98**
Double breast **1.29, 1.69, 1.98, 2.25**
Shirts—34 to 46
Drawers—30 to 44
Extra sizes to 50 inch, 25 cts extra.

Men's Grey Wool Underwear—soft finish and durable—single breast shirts—drawers to match—all sizes to 50 inch **1.25**

Men's Fleece-lined Underwear—camel's-hair color—single breast shirts, also drawers—each ..... **.49**

Same as above—double breast shirts ..... **.89**

Men's Otis Balbriggan—Winter weight—Egyptian undyed yarn—shirts, also drawers—each ..... **.50**
Finer—two-thread garments ..... **.79**

Men's Union Suits—wool mixtures and all wool—short or long sleeves—shorts and stouts—**.79, .98, 1.19, 1.49**
1.98 to **4.49**

BLANKETS Remarkable Values

The price of wool is steadily increasing. To buy now means Economy.

Jacquard Comfortable Blankets—eiderdown finish—70x84—exceptional assortment of best color combinations **2.49**

Pure Fleece Wool Blankets—white with pink or blue borders—full size (72x84)—worth $12.98 ..... **10.98**

Two-toned Jacquard designs—eiderdown finish—bound and unbound ..... **.49** to **1.49**

All-Wool Baby Blankets—white, pink or blue borders—also solid pink or blue ..... **3.49** to **6.98**

Unlimited Assortment Wool Nap and Cotton Fleece Blankets—White with borders, plaids, tan, gray—for full and single beds ..... **.69** to **2.49**

Pure Kentucky and fine selected Wool Blankets—white, with pink or blue borders—two tone or Victoria plaids, some silk bound—for twin or full size beds—value $7.98 ..... **5.98**

All-Wool Blankets—two tone plaids and block designs, as well as plain white and colors, with contrast borders, also scarlet—silk binding—for large size beds—worth $10.00 ..... **7.98**

TOWELS Make Acceptable Bridal Gifts

Pure Linen Huck Towels—heavy quality—hemstitched—floral or conventional designs—10x23—reg. .44 ..... **.29**

Soft Finish Huck Towels—hemstitched—hems show color—reg. .34 ..... **.29**

Pure Linen Huck Towels—scalloped—fine, close weave—plain or figured centres—reg. .79 ..... **.65**

Fine Turkish Towels—20x40—wide hem—colored Jacquard borders—initial wreath—special ..... **.95**

Bleached Turkish Bath Towels—close, absorbent weave—28x52—reg. .85 .. **.77**

Pure Linen Guest Towels—Huck, damask figured centres—16x22—reg. .65 pair ..... **.59**

Hand Embroidered Linen Huck Towels—hemstitched—24x42—reg. $1.69 ... **1.29**

For Monday and Tuesday.

Sanford & Sons Seamless Axminster Rugs 9x12 ft.—Special **27.98**

Desirable Orientals and small allover effects—colorings to harmonize with almost any decorative scheme—suitable for any room....You cannot make a mistake in selecting rugs like these.

Other Notable Offerings:—

Extra Size Rugs including an extra Special Purchase of Best Quality Seamless Velvet Rugs—Bigelow Hartford Best Axminsters, Alex Smith's Axminsters. Sizes 11.3x12 and 9x15 ft. Either size—Special **37.98**
Worth 42 dollars

Blue or rose ground, with attractive patterns in large and medium designs as well as allover effects—a unique assortment.

Alexander Smith's Wool Axminsters—colorings and designs most suitable for Parlors, Dining and Bed Rooms—11.3x12 ft.—Nap sizes. Special **37.50**

Persian Velvet Rugs—11.3x12 ft.—close back—even surface—an unusual array of best patterns—worth $25.98—Special **24.98**

Bigelow Hartford and Sanford's Best Axminster Rugs—11.3x15 ft.—Special **49.00**

Fine Royal Wilton Rugs wonderful rug for hard wear—beautiful effects—
9x12 ft. **39.50**
8.3 x 10.6 ft. **35.00**
6 x 9 ft. **24.50**
4.6 x 7.6 ft. **14.50**
36 x 63 inches **5.00**
27 x 54 inches **3.50**

MORNING SPECIALS—Monday and Tuesday, Until 1 P. M.

To prevent dealers buying, quantities restricted.

$15.98 Women's & Misses' Coats 12.75
Mixtures in navy, brown and green—many flare models, with or without belts—plush trimmings—all sizes.
COATS—SECOND FLOOR.

$6.98 Women's Serge Dresses.. 4.85
Straight line model, with loose belt or regulation waist—white cloth or satin collar and cuffs—skirts with pockets—sizes 36 to 46.
WOMEN'S DRESSES—SECOND FLOOR

$1.98 Tailored Tub Silk Blouses. 1.60
White or flesh—also black taffeta—neatly made.
BLOUSES—SECOND FLOOR.

$1.00 Extra Size Voile Blouses.. .80
Neat models—tucked or embroidered—also Black Poupinette—tailored style—sizes 46 to 50.
BLOUSES—SECOND FLOOR.

29 ct. Collar and Cuff Sets..... .19
Embroidered on voile or organdie—assorted styles.
NECKWEAR—MAIN FLOOR.

98 ct. Long Crepe Kimonos..... .76
Rose, Copenhagen, lavender and light blue—Peratan trimming—cap to match—sizes 36 to 46.
HOUSE DRESSES—SECOND FLOOR.

49 & 59ct. Women's Fleeced U'w'r .35
Vests—high neck, long or short sleeves or low neck, sleeveless or short sleeves—knee or ankle length drawers—regular and extra sizes.
KNIT UNDERWEAR—MAIN FLOOR.

98 ct. Women's Nightdresses.... .69
Nainsook, cambric or muslin—neatly trimmed with fancy lace or emb'y.
MUSLIN UNDERWEAR—SECOND FLOOR.

98 ct. Men's Grey Underwear..... .82
Wool mixtures—shirts, single or double breast—drawers all sizes.
MEN'S UNDERWEAR—MAIN FLOOR.

49 ct. Silk Mixed Crepe de Chines .32
36-inch—soft, lustrous fabrics—assortment of light and dark colors.
WASH DRESS FABRICS—BASEMENT.

10 ct. Outing Flannel..... 7½
Neat patterns for undergarments for every member of the family.
WASH DRESS FABRICS—BASEMENT

$2.29 Nainsook—12-yard piece.. 1.97
36-inch—for infants' clothes and underwear—used in sewing classes also.
WHITE GOODS—MAIN FLOOR.

98 ct. Black Taffeta—35 inch... .82
Soft chiffon finish—high lustre—serviceable quality.
SILKS—MAIN FLOOR.

29 ct. Sash and Hat Ribbons..... .19
Satins, plain or moire taffetas—white, black and colors—also satin stripes and dresdens.
RIBBONS—MAIN FLOOR.

39 ct. Mercerized Sateens..... .28
36-inch—high lustre—full assortment of light and dark colors.
LININGS—BASEMENT.

89 ct. Wool Taffetas, Poplins and Serges..... .68
40-inch—fine weave—taupe, Copenhagen, cadet, garnet, brown, myrtle, prune, navy and black.
DRESS GOODS—MAIN FLOOR.

$2.79 Heavy Comfortables..... 2.07
Sateen and cambric—plain centres or Persian designs.
COMFORTABLES—BASEMENT.

44 ct. Bleached Damasks..... .31
Good patterns—Fine for every-day use.
LINENS—MAIN FLOOR.

9¾ ct. Dish or Roller Toweling... 7
Colored borders—good weave.
TOWELINGS—MAIN FLOOR.

$22.98 Seamless Axminster Rugs 17.50
9x12 feet—rich Orientals, medallions or small designs on cream, rose or dark grounds.
RUGS—THIRD FLOOR.

$1.98 Crochet Spreads..... 1.24
Full size—soft finish—no dressing—good patter