



A FISHLINE WITHOUT A HOOK. How's this for practical charity? Truckman Richard Foley may be found any Friday almost within the shadow of the Woolworth tower, passing out fish and bread to a line of deserving poor folk whose humble homes are in the vicinity of Fulton Market.



YOUR GREATEST OPPORTUNITY TO BUY FURS

during our Annual August Sale, the time when experienced and careful buyers make their selection in furs.

Our entire stock is at your disposal including the advance models for the coming season at exceptionally low prices.

Here you buy direct from the manufacturer, furs of the most reliable character with positive assurance of quality, style accuracy and real price economy.

- Among many most attractive values are
- NATURAL MUSKRAT COATS \$125.00
 - NATURAL RACCOON COATS 225.00
 - HUDSON SEAL COATS 225.00
 - SQUIRREL COATS 300.00
 - MINK COATS 425.00
 - ALASKA SEAL COATS 500.00

A. JAECKEL & CO.
Furriers
Fifth Ave. Between 35th & 36th Sts., New York



Maternity Corsets

Lane Bryant is the largest house in the world selling Maternity Apparel daily to thousands of expectant mothers.

The famous Lane Bryant Corset is the perfected product of 20 years of experience. It is the best corset in the world. Made in our own workrooms, hence these low prices.

3.95 to 14.50

If unable to call, write Dept. A-1 for Free Style Book.

Lane Bryant
26 W. 39th St.—21 W. 38th St.
Just West of 5th Ave.

Franklin Simon & Co.

Fifth Avenue, 37th and 38th Sts., New York



For Misses and Small Women
AUTUMN MODELS FOR WEAR NOW
CRÉPE SATIN FROCKS

Fashion decrees full skirts—circular or straight—but always full

Model 3—CIRCULAR SKIRT AND CIRCULAR SLEEVED FROCK OF CRÉPE SATIN in Paris brown, navy blue or black; cordings of self material run through metal rings form girdle 39.50

Model 5—FROCK OF SATIN CANTON CRÉPE in seal brown, black or navy blue; pointed sleeves and sash drapery are edged with beads; skirt has new loop braid in self color 49.50

MISSSES' DRESS SHOP—Second Floor

Prompt Delivery Free, Anywhere in the United States. Phone 6900 Fitz Roy

LENNON'S
August Furniture Sale

When furnishing your Home, quality should always be your first consideration. Lennon's Furniture is made in factories that are widely known for the quality of their products, and are classed with the best at Grand Rapids and elsewhere. The exceptional bargains offered in this sale comprise all standard makes; not inferior lots, gathered together for a 'Special Sale.'



10 PIECE
American Walnut Dining Room Suite
(as illustrated) 90-in. table, 6 chairs, 2 sideboards, 2 chairs.
REG. \$280.00.
AUGUST SALE PRICE \$197.50

- \$375 Mahogany 4-pc. Bedroom Suite, full chiffonade. **AUGUST SALE PRICE \$265.00**
- \$60 Secretary Desk **AUGUST SALE PRICE \$45.00**
- \$200 Overstuffed Velour Suite. **AUGUST SALE PRICE \$125.00**
- \$39.75 Gate Leg Table. **AUGUST SALE PRICE \$26.50**

For best choice, an early selection is recommended. For your convenience: Goods held free for future delivery. Write for illustrations of 12 Popular-Priced Willow Pieces.
LENNON & COMPANY 17-19 West 37th Street Near 5th Avenue



CARL ZEISS
Prism Binoculars

On your vacation—camping, hiking, yachting, motoring—a Carl Zeiss Prism Binocular will add immensely to your enjoyment. Due to exclusive features, Carl Zeiss Prism Binoculars possess a wider field of view, sharper definition and greater brilliancy than other glasses or non-prismatic binoculars. Many models with magnifications of 3 to 18 diameters. Call for demonstration, or write for catalogue.

AITCHISON & COMPANY, Opticians, 483 Fifth Ave. Opposite the Public Library.



WURLITZER
REPRODUCING PIANOS
Enable you to play at will the actual musical interpretations of Hoffman
Hoffman
120 WEST 42 ST. Between Edway & 48th Ave. NEW YORK, N.Y.

BACHRACH
Photographs of Distinction
507 FIFTH AVE., N.Y.
439 Main Street, E. Orange, N.J.

PERSONALIZED STATIONERY
100 high quality special size bond note sheets and 100 envelopes are neatly imprinted with any three line address you designate. Carefully packed and mailed prepaid to your home for one dollar. Write address plainly Department A
William B. Skidmore
STAMFORD, CONN.
100 Sheets & 100 Envelopes West of Denver and Canada, \$1.25

Luscious Strawberries
Fresh from the Picking

THEY add the crowning glory to the home garden plot—the final satisfaction to the perfect meal. Their culture is a pleasure—their flavor a delight.

Plant Them Now and Pick Your Own from LOVETT'S POT-GROWN STRAWBERRY PLANTS

Each taken from an individual pot and shipped to you ready for setting out in your own garden. Selected from the superior stock of America's foremost berry culturists.

An attractive little book, No. 105, tells about the varieties, preparation of the ground and their culture. Mailed with pleasure on request.

J. T. LOVETT
539 Sycamore Road, Little Silver, N. J.

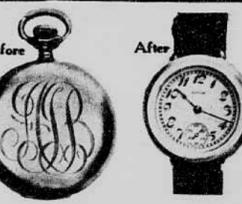


Berry growers for Almost Half a Century



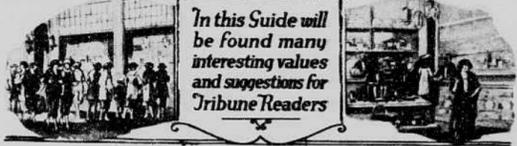
ALLEN'S FOOT-EASE

The Antiseptic, Healing Powder
Shake It Into Your Shoes
Use It In Your Foot-Bath
USE IT IN THE MORNING
And walk all day in comfort. It freshens the feet, takes the friction from the shoe and gives new vigor. When your feet feel tired, sore and swollen from extreme walking or dancing, sprinkle it in the foot-bath at night and soak and rub the feet. Sold by Drug and Department Stores everywhere.
In a Pinch use ALLEN'S FOOT-EASE



BENNETT BROS. can re-fit your old watch into smaller new style 14k. Gold Cases for \$12.00, or into 20-year Gold Filled Cases for \$6.75, with ribbon or leather strap, for men and women; or exchange your old watches for new style square or Rectangular Platinum or Gold Watches. **MAKING YOU FULL ALLOWANCE FOR YOUR OLD WATCH.** Consult us to your advantage. Expert Jewelers and Watchmakers on Premises. Headquarters for Waltham and Elgin Watches.
Bennett 175 Broadway One flight Up. at Cortlandt St.

TRIBUNE SHOPPING GUIDE



In this Guide will be found many interesting values and suggestions for Tribune Readers

Gifts
Kwoong Yuen & Co.
255 Fifth Ave.
(Two doors above 25th St.)
Importers and Retailer of Chinese and Japanese. Porcelain—Ladies' Baskets for sewing, Candy, Embroideries, Dinner Ware, Lamps, and Novelties.

EXCLUSIVE MODELS
Jane Clark's
dainty handmade collars and cuffs give just the needed distinctive touch to simple summer frocks. Priced at \$30-\$35.
JANE CLARK
18 West 47th St. New York City

CAMERAS
WILLOUGHBY
110 W. 32 ST., N.Y.
KODAKS
AND PHOTO SUPPLIES
Note our convenient location for L. I. & Penn. Commuters

MOURNING WEAR
CALDER & CO.
"The Shop of Black"
MILLINERY, GOWNS AND BLOUSES
Also MOURNING ACCESSORIES
2648 BROADWAY, N. Y.
Bet. 100th and 101st Sts. Riverside 2656

CHILDREN'S CORNER
The Dolls & Children's Shop
Individual Frocks and Party Dresses and Play Aprons, Doll's Hospital.
18 W. 47 ST. N.Y.C.

TEA ROOMS
The SCOTCH TEA ROOM
21 EAST 67th STREET
Murray Hill 5564.
Orders Taken and Shipped. Home-Made Biscuits, Jam and Jellies, Scotch Pastry, Mutton Pie, Scotch Soups and Stewards.
Breakfast - Table d'Hôte Lunch
AFTERNOON TEA AND DINNER

GOWNS & MILLINERY
GRACE MANNING
Modiste
Happy to greet all old and new friends
62 West 47th St., Bryant 0548

KNITTING YARNS
Complete assortment in Columbia and Good Shepherd. See the New Sports Sweater Yarns. D. M. C. Cottons, Rammed Art Goods exclusive designs. French Imports, seasonally fine Collection Tapestry and Crewel. Farms, Cambranes, etc. Scotch Knit Golf Knee Socks, Vests and Sweaters.
HENRY HESSE
399 Sixth Ave., 24th-25th Sts., N.Y. City

If you wish the line-of-youth wear a "GIRLISH-FORM" Brassiere

THIS "GIRLISH-FORM" Garter Brassiere is put on the market as the result of an insistent demand. The other new "GIRLISH-FORM" and A. P. Brassieres are made without Garters—\$1 to \$25.

Our old reputation stands back of the Fit, Quality and Workmanship. On sale at the better stores.



Write for Illustrated Folder
G. M. POIX, INC.
100 Seventh Ave.
Brooklyn, N. Y.
Also Manufacturers of the A. P. BRASSIERE DIRECTOIRE

New York Tribune Graphic Advertising Rates

SINGLE INSERTION RATES	
Per square line	50c
Half Page	250c
CONTRACT RATES	
13 times within one year	55c
25 times within one year	50c
52 times within one year	50c
3,000 lines within one year	55c
5,000 lines within one year	53c
10,000 lines within one year	50c
Page	2000c