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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.



Copyright, 1916, O'Sullivan Rubber Co.

Red Cross School Shoes



O'Sullivanized for Boys and Girls



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.

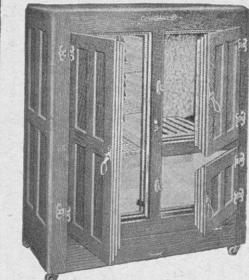
To remove blackheads already formed, substitute a flesh brush for the washcloth in the treatment above. Then protect the fingers with a handkerchief and press out the blackheads. Thereafter, use the above Woodbury treatment in your daily toilet.

Do this today! A 25c cake of Woodbury's Facial Soap is sufficient for a month or six weeks of this treatment. Go to your druggist or toilet counter today and get a cake. Begin at once to get the benefits of this treatment for your skin.

Woodbury's Facial Soap is for sale by every dealer and druggist in greater New York and, in fact, by dealers everywhere throughout the United States and Canada. Made by The Andrew Jergens Co., New York and Cincinnati.



If You Order at Once—BOHN REFRIGERATORS



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 refrigerating 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!

DELIVERY AT YOUR CONVENIENCE. A small deposit with your order will ensure delivery any time that suits your convenience. If you cannot call, write or telephone for our handsome catalog. Remember, we are the manufacturers, not middlemen. White Enamel Refrigerator Co. of N. Y. 53 West 42d St. (Phone Bryant 7817.)

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. Incident hair and scalp disorders grow worse by neglect. JANE OWL 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: HAND POWER CLEANERS, NOTICE, ELECTRIC POWER CLEANERS. Lists models like Duntley Combination Vacuum Cleaner and Bissell Combination Vacuum Cleaner with prices.

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

'Twin' Hand Power Cleaner, Sale Price \$6.90, Regular Price \$10.00. The 'Imperial' Model C Electric Cleaner, Sale Price \$24.75, Regular Price \$32.50. Includes descriptions and a 'FREE TRIAL' offer.

Muenzen Specialty Co. 131 W. 42d St., One Flight Up. Booth 53, Hudson Terminal Concourse, 30 Church St. Includes a 'FREE COUPON NO. 13' for a vacuum cleaner.

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. Includes an illustration of a shoe and a dining room suite advertisement for KELLNER BROS.

Wives! Mothers! Which Do You Choose for Your Family? Wives! Mothers! 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? Includes an illustration of a woman's face.

For Arms, Face and Neck—Clic-Float TALC 10c 'The Talc of a hundred uses'

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 merit, 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.