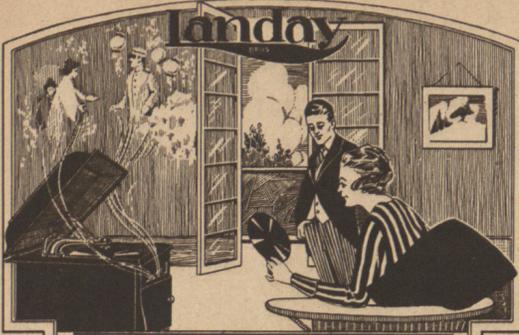


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**VICTOR RECORDS**

*"I Enjoy My Visits to Landay's"*

Not without good reasons do more people come to Landay's for their Victor records than to any other Victor distributor in the country.

Several general reasons are that we have four (4) exceptionally located stores carrying complete stocks of Victor records—every record listed in the great Victor catalog—with finely equipped sound proof demonstrating rooms.

But we like to think of more personal reasons, such as a customer spoke of recently. Said he: "It's a distinct pleasure to come to a Landay store. I'm always sure of a pleasant greeting by a courteous salesman who readily understands my wants and brings in promptly the kind of record I desire."

"I find, too, that a Landay salesman is well informed on the technique of music and has a rather wide acquaintance with prominent artists. In fact I learn so many things of interest at Landay's that I make it a policy to visit one of your stores at least twice a month."

**Special Victrola Terms!**

**\$5** will place the \$100 Victrola with \$5 in records (total \$105) in your home. Balance in small weekly or monthly payments. Other Victrolas \$15 to \$400 on easy terms.

*"New York's Leading Victrola Stores"*

**Landay BROS. INC.**

4 Stores  
563 5th Ave. 427 5th Ave. 23 W 42nd St. 27 W 34th St.  
COR. 46 ST. BET. 38 & 39 STS. BET. 5 & 6 AVES. BET. 5 & 6 AVES.

*Landay Temple of Victrola Music*  
23 West 42d Street. Open Evenings



Get ready—set—fire. This is the command which the first firing line of the Gun Club at Pinehurst, N. C., hears every day, and Miss Carolyn Cushman of Monson, Mass., Miss M. E. Finch of Rochester, N. Y., Miss Theresa D. Browning of New York City, Miss Thelma Moertz of Rochester, N. Y., Mrs. Edward Kingsley of Worcester, Mass., and Miss Naomi Everhardt of Oshkosh, Wis., answer it.  
*Underwood & Underwood.*

**When woman's place is in the field.**



They're off. We only see the start of this drag hunt at Pinehurst, but we will give you odds that the women riders are among the first at the kill.  
*Underwood & Underwood.*

When father is about to retire from the field—of politics—Miss Agnes O'Gorman is about to enter the field—of tennis—and is competing in the championship games on the courts at the Seventh Regiment Armory.  
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**Franklin Simon & Co.**

Fifth Avenue, 37th and 38th Sts., New York  
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*Exclusive models of taffeta silk, voile or net*

No. 134—Girls' White Net Dress, the lace frilled collar forms a quaint fichu, trimmed with flower clusters and ribbon rosettes; sleeves frilled with lace and tucked, skirt has alternating tucks and lace frills, satin ribbon sash with bow at back. 10 to 16 years. **12.75**

No. 136—Girls' Taffeta Silk Dress, new Russian blouse model, in navy, Copen or rose with white satin collar. V-neck embroidered in self color and gold, while a band of the embroidery outlines the corded waist and trims the sleeves; skirt attached to waist lining. 12 to 16 years. **16.75**

**Spring and Summer Style Book, "CORRECT DRESS"**

Illustrating Everything in Ready-to-Wear Apparel for Women, Misses, Girls, Boys, Children and Infants.  
Mailed out-of-town upon application to Dept. "C."

**W**HILE but one suite appears in this space, we have a number of attractive new designs on our floors.

And you are assured of the newest and best, at modest cost at Kellner's.

Hepplwhite Bedroom Suite in Antique Mahogany, 4 pieces... **\$275**  
*Inlaid with Burl Walnut and trimmings in dull Silver Finish.*

The 25 rooms completely furnished will prove interesting and instructive

**KELLNER BROS.**  
S. E. COR. 15<sup>TH</sup> ST. & 6<sup>TH</sup> AVE.  
SINCE 1891



Woman's place is at her husband's side, the antis tell us. This means in the field when husband is a New York Giant. That's why Mrs. Lobert, Mrs. Burns, Mrs. Sam Cramen, Mrs. Sallee, Mrs. Gibson and her son are at the camp at Marlin.  
*International Film Service.*

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Dresses, Suits, Coats, Blouses, Skirts, Negligees, Underwear, Corsets

A full assortment of up-to-the-minute exclusive styles for every need or occasion as you would expect to find elsewhere for the normal figure. Differ in no outward way from prevailing modes; expand automatically; conceal condition. Fit when figure is again normal.

CI10154—DRESSY COAT of all-silk taffeta. Fullness held in place at waist by adjustable sash girde. Fashionable plaid silk trimming is inset on collar and buttons. Light weight. Conceals condition and is ideal for maternity wear.

Price \$17.85.



Write to Dept. E2 for Mater Modes, showing all the latest styles and needs of the baby.

Lane Bryant  
21-23 West 38th St., NEW YORK.

**A Garden Full of Gladioli for \$1.00**

The Gladiolus is one of the most satisfactory flowers grown because it blooms continuously when it is cut and put in water, just as well as when in the ground.

There is no reason why every family cannot enjoy this grand flower—it is as easy to grow as the potato.

You can have them in bloom from July to frost if you plant a few bulbs each month from April to July.

For only ONE DOLLAR we will send 75 Bulbs of our Grand Prize Mixture, which covers every conceivable shade in the Gladiolus kingdom.

Last year we sold thousands of these bulbs and have received numerous testimonials as to their merits.

ORDER YOUR BULBS NOW so as to have them to plant when you begin making your garden.

Simple cultural directions in package. Mail this advertisement with Check, Money Order, Dollar Bill or Stamps, or present at our store, and secure this splendid collection of Gladiolus Bulbs for ONLY \$1.00, sent prepaid anywhere in the U. S., with our 1917 Spring Catalogue.

**Stump & Walter Co.**  
30-32 Barclay Street (T) NEW YORK

**FURNITURE**  
Complete Suites—Period Reproductions—Odd Pieces.  
**QUEEN ANNE DINING ROOM SUITE**

10 Pieces, American Walnut, 60" Buffet, 54" pedestal extension Table, China Closet, Serving Table, 5 Side Chairs and 1 Arm Chair covered in Spanish Leather.

**\$235**

Those contemplating furnishing new homes during May and June can make their purchases now at a considerably increased cost, for delivery whenever wanted.

Low operating expense and wholesale connections make prices lower here than elsewhere. A comparison will convince you.

**SHEPPARD KNAPP SON CO.**  
CARPETS INC. RUGS WHOLESALE  
RETAIL  
39-41 WEST 23D ST.

**Wissner**  
*A Piano of the Highest Artistic Class*

**ARTIST UPRIGHT GRAND MODEL**

Height, 4 feet 4 1/2 inches  
Width, 2 feet 2 1/2 inches  
Length, 5 feet 2 1/2 inches

THIS Piano is a distinctive Wissner creation. Its development and subsequent artistic record are along a line of demarcation unapproached by any other piano on the market. The tonal results of these instruments almost equal those of the horizontal grand, and, combined with the reasonableness of price, have made them the favorite pianos of many noted musicians.

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