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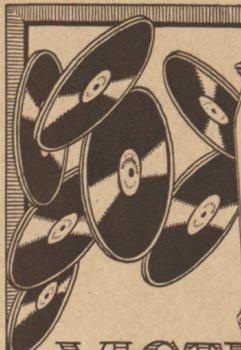
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Landay

BROS.



VICTROLAS

HEMPEL, Gluck, McCormack and other artists are frequent visitors at our stores.

Their personal talks to Landay salespeople have no small influence on the quality of the Record Service Landay's is giving its customers.

Besides being able to discuss intelligently each Victor record, Landay salespeople are thus able to express their views of leading artists regarding their own records and others which they particularly enjoy.

We take this means of expressing the appreciation of the Landay organization for the general personal interest taken by these artists in our record service.

\$5 will put one \$100 Victrola, with \$5 in records (total \$105), in your home.

By the way—have you heard McCormack's exquisite record, "Because"—No. 6443—\$1.00?

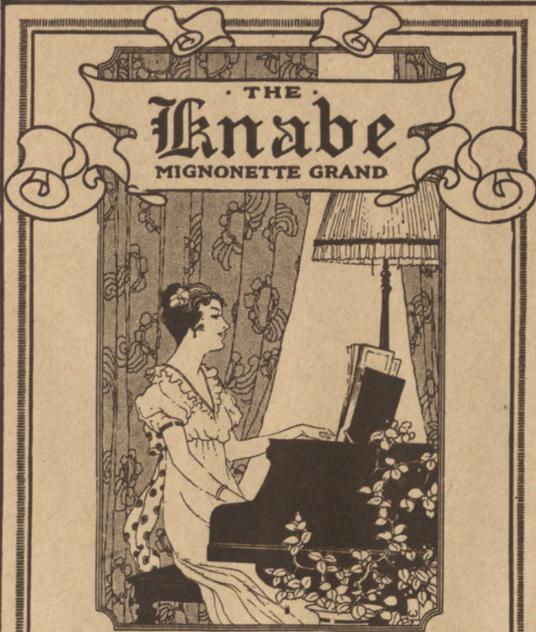
"New York's Leading Victrola Stores"

Landay

BROS.

4 Stores Telephone Vanderbilt 3600
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

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



THE PERFECT GIFT FOR THE JUNE BRIDE

Mignonette Grand - Price \$750
In Mahogany - Length 5ft. 2in.
WAREHOUSES - FIFTH AVENUE AT THIRTY-NINTH ST.

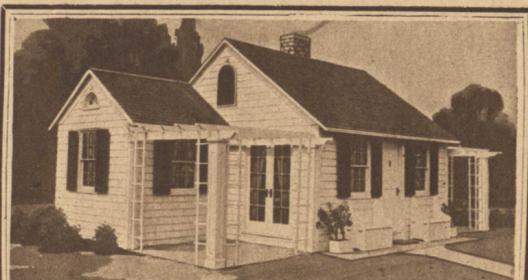


Centemeri Gloves

perfect fitting

Everywoman's matinee idol

400 FIFTH AVENUE
Near 37th Street



More House for Less Money

BY the Bossert modern method of building a great many savings in materials and labor are effected.

The time and money saved go into better plans, better materials, and you get the benefit. Before you build, before you go away this summer, investigate

Bossert Houses

Every house has its own individuality, yet shares in the savings effected by large buying of material and efficiency in manufacture. The economical Bossert method of construction makes it possible for us to deliver a beautiful

Price: Eleven hundred dollars complete, f. o. b. Brooklyn
Two men can erect this house in three days; not even a nail to buy.
Send 12 cents today for complete catalog showing Bossert details of construction. We also manufacture the smaller "portable" or "knock down" houses.
LOUIS BOSSERT & SONS, INC., 1318 Grand Street, Brooklyn, N. Y.

IMPRESSIVE VALUES will be OFFERED THIS WEEK in furniture for the summer home.



Willow tea cart with removable glass tray..... \$12.15
In colors..... \$13.15
Porch chairs & Rockers..... \$1.25
Folding cot bed, strong & comfortable..... 3.25
Bungalow bed, ivory finish. 3.90
Couch Hammock, adjustable head..... 7.50

Willow table for the living room or porch..... \$3.75
In colors..... 4.75
Ivory Chiffonier, Bevel plate mirror..... \$10.75
Ivory Dresser, Bevel plate mirror..... 11.50
Grass Rug, 6x9, Colored Border, 3.50
" " 8x10, " " 5.00
" " 9x12, " " 6.50

Willow and Furniture leaflet Free. Auto Deliveries to the Suburbs
LENNON & COMPANY 153-157 West 23rd Street

THE INSTRUMENT OF QUALITY

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CLEAR AS A BELL

FOR the entertainment of the family and friends, for the amusement and musical education of the children, for dancing, for relaxation when you are worried or tired, there is nothing that for beauty and convenience can equal this superb phonograph.

Highest Marking for Tone Quality at Panama-Pacific Exposition

\$45	\$60	\$75	\$100	\$150
\$175	\$190	\$250	\$350	\$1000

The Highest Class Talking Machine in the World
SONORA PHONOGRAPH CORPORATION
GEORGE E. BRIGHTSON, President
Fifth Avenue at 52d Street. 279-281 Broadway at Rende Street. 50 Broadway (Standard Arcade)
Sonora is licensed and operates under BASIC PATENTS of the phonograph industry.



Each of our soldier and sailor boys needs an accurate, serviceable wrist watch. You may be sure he will thank you if you give him a

MILITARY Luminous Dial WRIST WATCH

Price, \$5.95

It's a GUARANTEED Seven Jeweled Lever movement, in a Solid Nickel case. The special Kitchener Trench Service Wrist Strap assures the safety of the watch in active wear.

Other Wrist Watches in Nickel, Gunmetal, Silver and Gold from \$2 to \$25.

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Branch Store, 4 John St., N. Y. C.

Lane Bryant
21-23 W. 38th St.

SOCIETY need not be entirely abandoned by the mother - to be LANE BRYANT'S adaptations of the season's smartest styles for Maternity wear eliminate the embarrassment of appearing in public, and make it possible to be comfortably and correctly attired for every occasion.

Maternity

Dresses, Suits, Coats, Blouses, Skirts, Negligees, Corsets, Underwear, Brassieres.
Everything for Baby, Too.
Dainty Lingerie and Nursery Furniture in the "Loveliest Baby Shop" in Town
Conducting our own workrooms, we can render not only low prices, but such advantages as duplicating to measure with expert fittings and changing details to meet individual taste.
Write Dept. E3 for complete Book of Fashions and a full assortment of Baby needs.
21-23 W. 38th St.

Solid 14 Kt. Gold Bracelet Watch with Smart Ribbon Band, only \$27.00

THE daintiest, most dependable little bracelet watch you could desire. Beautifully engraved and only slightly larger than a five-cent piece. 15 Jewel Movement. Adjusted. A delightful gift for the June bride—the girl graduate. An ideal birthday gift.

Fully Guaranteed. Money back on request.
Old Style Watches Converted into Bracelet Watches for \$7.00
Silk Straps with Gold Filled Mountings, for use with any Convertible Watch, \$1.50. In Solid 14 Kt. Gold, \$2.00.

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Quality Service Price

Maker to User Means Big Savings

Call at our display room or write for our new catalog.
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1 Door West of 6th Ave.
Dale Lighting Fixture Co.

Coffee

5 lbs - \$1.00

Direct from Wholesaler
Guaranteed to please in every way or your money will be refunded.
FREE (5) pounds DELIVERED within 300 miles or 10 pounds within 500 miles of N. Y. Cash with order.
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221 Court Street, Brooklyn, N.Y.

ARE YOU PREPARED to take an active, joyous and superior part in the dancing at your Summer resort? There the BEST dancers meet. Be at YOUR Best!

All the Very Newest Dances—and All the Favorites.
Booklet, "The Dance," sent on Request.

TERMS MOST REASONABLE

G. Heppburn Wilson, M. B.
American Authority on Modern Dancing.
Thorley Bldg., FIFTH AVENUE, Corner 46th St.
Telephone Bryant 5321.

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Comfort, abdominal support, protection for mother and child. Dress as usual—normal appearance. Call at my Parlors or write for booklet No. 23, free in plain sealed envelope.
Can be worn by Stout Women and Invalids.
Berthe May, 10 E. 46 St., N.Y.

LILY OF FRANCE CORSETS

THE Lily of France is a beautiful corset, worn by beautiful women to make them more beautiful.
\$3.50 to \$35.00
at Quality Stores
Handsome booklet of new Spring Styles sent on request

LILY OF FRANCE CORSET CO.,
19th Street—Sixth Ave., New York

The **HARDMAN FIVE-FOOT GRAND** \$725

The World's Greatest Tenor says, "Its TONE is wonderful!"

HARDMAN, PECK & CO. Founded 1842
433 FIFTH AVE. NEW YORK CITY
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Convenient Terms
Old pianos taken in exchange

ESTABLISHED 1857

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Cretonne Chaise Longue suitable for the boudoir or summer home.
2 PIECES complete..... \$27
Chair only..... \$18
Settee only..... \$9

We are now showing an exceedingly attractive line of willow furniture.

Our assortment of moderately priced period reproductions includes articles for every room in the house. Low operating expense and wholesale connections make prices lower here than elsewhere. A comparison will convince you.

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CARPETS INC. RUGS
RETAIL WHOLESALE
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DELTOX GRASS RUGS

Beautify the Home

The chief beauty of Deltox Grass Rugs is in their softness of fabric, artistic designs, and their cool, restful colors, such as light blue, pale green, gray and tan. Add to the beauty and comfort of your home, and practice true economy by using Deltox Rugs.

Ask Your Dealer to show you Deltox Grass Rugs and to let you see the Delcraft line of double warp rugs.

Deltox Grass Rug Co.
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WILLOW ARM CHAIR. Complete with Cushion, \$10

OTHER WILLOW PIECES, \$2.75 to \$12.50.

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Vantine's Incense Set, \$1

The dreamy, soothing fragrance of Vantine's Temple Incense brings to mind the rays of dawn, the brilliant sunlight, the purple hues of the Orient—the enchantment of strange Far Eastern countries.

On sale in our perfumery department, or send \$1 and we will forward, postpaid, the set illustrated, which includes burner and 4-oz. packet of incense, with complete instructions for burning incense.

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A. A. VANTINE & CO., INC.,
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Singer SOFT-LITE Glasses

Colorless—inconspicuous. Made by our scientific formula to protect your eyes from glaring light. TRY THEM.

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