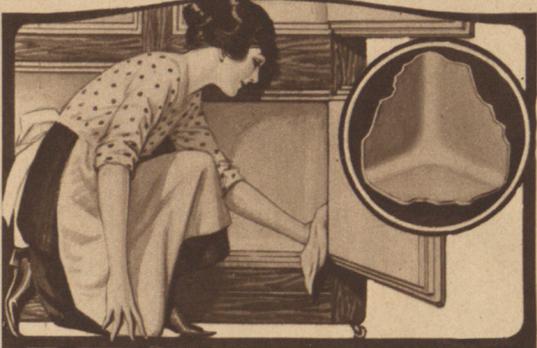


Household Appliances advertised below have been  
 Tested and Approved by  
 The Tribune Institute



**The Round-Cornered Lining of Fused Porcelain-Steel**

Make sure of the lining before you decide upon your Refrigerator! You should not confuse the various enamel paints, so-called "porcelain-enamels," etc., with the material used in lining the

**BOHN SYPHON REFRIGERATOR**

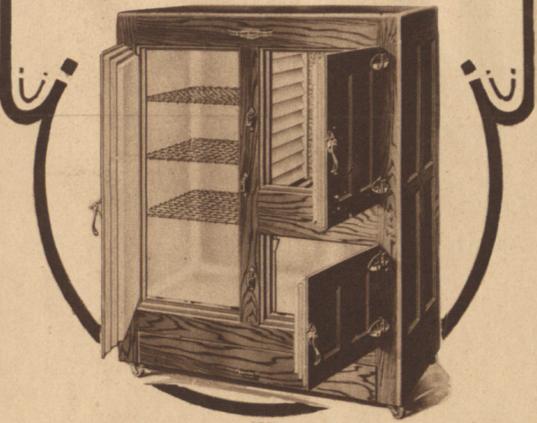
Five coats of Genuine Porcelain, fused into sheet-steel at intense heat, one after another, produce a snow-white surface that will not crack, chip or peel. This is absolutely guaranteed. The corners are rounded so that there is no crevice or cranny which cannot be reached and cleaned with the greatest ease.

In all but the largest models, this Bohn lining is a single piece, without joints of any kind. Where one-piece construction is not practicable, two pieces are welded together, not along an edge but half-way up the walls, where the surface is flat. Thus there is no possibility that food-particles may lodge in the joint.

You should see this remarkable lining, and the other Bohn features—Siphon System of circulation; ten-layer, heat-resisting walls (with Flaxinum), front drain, etc. Bohn Siphon and other Bohn Refrigerators are shown here in complete variety, at prices from \$19.00 up.

**Bohn Refrigerator Shop: 53 W. 42nd St., New York**  
 (Opposite Bryant Park) Telephone, Vanderbilt 1927

**Newark Store: 913 Broad Street**  
 (Opposite City Hall) Telephone, Market 133



Here's Something to Open Your Eyes!  
**THE NEW SCIENTIFIC WIZARD**  
 ALARM CLOCK  
 The ONLY clock in the world that rings on the "dot" for ANY MINUTE of ANY HOUR.  
 Sent prepaid, with money-back guarantee, to any U. S. P. O. address on receipt of price, \$4.00; with illuminated hands and dial clearly discernible in the dark, \$5.00. Phone Broad 2315.  
**YANKEE WIZARD CLOCK CO.,**  
 18 Broadway, N. Y. City.  
 Free 26-page booklet mailed on request.

**Keep Foods Wholesome With Government Standard Refrigeration**  
 Our Navy stores food on long voyages in McKee Refrigerators—they fulfill every specification. They will save your ice, your food, your health.  
 See the McKee—the leading dealers feature them. Write for McKee Cold Desert Book (Illustrated).  
**McKee Refrigerator Co.,**  
 113 Lorimer Street, B'klyn.

**The Tribune Institute**  
 Three pages every Sunday: "In the World of Women," "Housekeeping as a Profession," "At Your Service."  
 Leave a standing order with your newsdealer.

**McKee REFRIGERATORS**

**Money Back Guarantee**

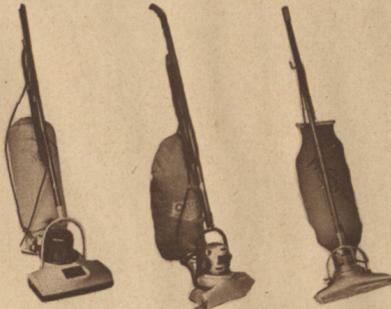
You can purchase merchandise advertised in THE TRIBUNE with absolute safety—for if dissatisfaction results in any case THE TRIBUNE guarantees to pay your money back upon request. No red tape, no quibbling. We make good promptly if the advertiser does not.



Address All Complaints to  
**Bureau of Investigations**  
 NEW YORK CITY

**Big Reductions on VACUUM CLEANERS**

Specials For This Week Only (Mail Orders Filled at These Prices)



**Hoover Special** Regular Price \$57.50 This Week \$49.75  
**Ohio 4** Regular Price \$40.00 This Week \$33.75  
**Frantz-Premier** Regular Price \$39.75 This Week \$33.75  
 Over 300,000 in use. We consider this cleaner to be better for general home use than the others illustrated. We pay express charges anywhere.

Others at Similar Reductions. Send for Complete Price List. The house cleaning agency is worse this year than ever because of the servant problem.

We are the largest dealers in vacuum cleaners in the world—sell about 65 different kinds. The above prices are for absolutely new cleaners, latest models—for this week only.

All Vacuum Cleaners are good—Some are better than others. We publish a "rating" sheet which gives every make of Vacuum Cleaner a "rating" of one, two or three stars, according to our judgment of their merits. It contains information you should have if you wish to get the best value for your money.

A copy will be sent absolutely free on receipt of coupon below. Any further advice is also free. We sell all cleaners rated "three star" on easy payments. A postage stamp or a visit to our salesrooms may save you a lot of trouble and expense later.

We are Agents for Imperial Electric Vacuum Cleaners, also the full line of Western Electric Cleaners; prices \$45 to \$800.00.

**MUENZEN SPECIALTY COMPANY'S Vacuum Cleaner Exposition**

Phones 6310-6311-6312 Bryant (Fill Out Coupon NOW Last You Forget)

**COUPON**  
 Muenzen Specialty Co., Dept. 9, 131 W. 42nd St., N. Y. C.  
 Send me complete price list and "rating" sheet, which you say contain information of great value.  
 Name .....

**FINE FURNITURE AT ECONOMICAL PRICES For June Brides**  
 Here is one example of an extensive stock of Bed Room Furniture  
**8 Piece "Adam" Bed Room Suite \$325**  
 Dresser, Chiffonier, Toilet Table, Twin Beds, Bench, Side Chair and Rocker. Can be had in either Ivory Enamel, Walnut or Antique Brown Mahogany. Material, workmanship and finish the very finest; dust-proof construction throughout. Cottage Suites as low as \$70; others, more pretentious, up to \$1250.  
**SHEPPARD KNAPP SON CO.**  
 CARPETS INC. RUGS RETAIL WHOLESALE  
 39-41 WEST 23 D. ST.

**Character Furniture and Rugs For Country Cottage or City Home at Lennon's low prices.**  
**WILLOW TABLE,** as illustrated.  
 24 inch. \$4.44  
 27 inch. \$5.10  
 30 inch. \$6.00  
 36 inch. \$10.15  
 48 inch. \$13.75  
 Straining extra, \$1.00.  
 Worthy of Early Attention is a 4-piece Ivory Suite at \$97.00  
 And a 9-piece William & Mary American Walnut Suite at \$153.00  
 Klearlax Linen Rugs in various sizes.  
**LENNON & COMPANY**  
 153-157 West 23d Street  
 Write for 12th year Summer Booklet.

**BUY DIAMONDS FROM BENNETT**  
 And have no cause for regrets. Our modest old establishment (occupying the entire 2nd floor at No. 175 Broadway), our low overhead expenses, and elimination of middle-men's profits, enable us to sell Diamonds, Watches and Jewelry at prices unusually attractive.  
 To prove this to you will you not, during this Spring and coming season, patronize us?  
 C Grade.....\$69 C Grade.....\$164  
 B Grade.....\$80 B Grade.....\$184  
 Perfect.....\$94 Perfect.....\$208  
 Differences in price depending on quality of stone. Other special bargains at \$75 to \$350. Fine jewelry, watches and silver novelties at suitably attractive prices. Investigate. Satisfaction guaranteed or money refunded. All diamonds returnable for cash less 10% within one year. A trial order will convince you.  
**BENNETT MFG. CO.**  
 175 Broadway, N. Y. (upstairs)

Individuality is the keynote of **DANERSK** Decorative Furniture  
 It has infinite charm—finished and decorated to order, no extra charge.  
 Call at Exhibition Now **ERSKINE-DANFORTH**  
 Corporation 2 West 47th Street

**ILLY OF FRANCE CORSET**  
 The Lily of France is a beautiful corset worn by beautiful women to make them more beautiful.  
 \$4 to \$35 at Quality Stores

**How I Improved My Memory In One Evening**

The Amazing Experience of Victor Jones

"Of course I place you! Mr. Addison Sims of Seattle.

"If I remember correctly—and I do remember correctly—Mr. Burroughs, the lumberman, introduced me to you at the luncheon of the Seattle Rotary Club three years ago in May. This is a pleasure indeed! I haven't laid eyes on you since that day. How is the grain business? And how did that amalgamation work out?"

The assurance of this speaker—in the crowded corridor of the Hotel McAlpin—compelled me to turn and look at him, though I must say it is not my usual habit to "listen in" even in a hotel lobby.

"He is David M. Roth, the most famous memory expert in the United States," said my friend Kennedy, answering my question before I could get it out. "He will show you a lot more wonderful things than that, before the evening is over."

And he did. As we went into the banquet room the toastmaster was introducing a long line of the guests to Mr. Roth. I got in line and when it came to my turn, Mr. Roth asked, "What are your initials, Mr. Jones, and your business connection and telephone number?" Why he asked this, I learned later, when he picked out from the crowd the 60 men he had met two hours before and called each by name without a mistake. What is more, he named each man's business and telephone number, for good measure.

I won't tell you all the other amazing things this man did except to tell how he called back, without a minute's hesitation, long lists of numbers, bank clearings, prices, lot numbers, parcel post rates and anything else the guests gave him in rapid order.

When I met Mr. Roth again—which you may be sure I did the first chance I got—he rather bowled me over by saying, in his quiet, modest way:

"There is nothing miraculous about my remembering anything I want to remember, whether it be names, faces, figures, facts or something I have read in a magazine.

"You can do this just as easily as I do. Anyone with an average mind can learn quickly to do exactly the same things which seem so miraculous when I do them.

"My own memory," continued Mr. Roth, "was originally very faulty. Yes it was—a really poor memory. On meeting a man I would lose his name in thirty seconds, while now there are probably 10,000 men and women in the United States, many of whom I

have met but once, whose names I can call instantly on meeting them."

"That is all right for you, Mr. Roth," I interrupted, "you have given years to it. But how about me?"  
 "Mr. Jones," he replied, "I can teach you the secret of a good memory in one evening. This is not a guess, because I have done it with thousands of pupils. In the first of seven simple lessons which I have prepared for home study, I show you the basic principle of my whole system and you will find it—not hard work as you might fear—but just like playing a fascinating game. I will prove it to you."

He didn't have to prove it. His Course did; I got it the very next day from his publishers, the Independent Corporation.

When I tackled the first lesson, I suppose I was the most surprised man in forty-eight states to find that I had learned—in about one hour—how to remember a list of one hundred words so that I could call them off forward and back without a single mistake.

That first lesson stuck. And so did the other six.

Read this letter from C. Louis Allen, who at 32 years is president of a million dollar corporation, the Pyrene Manufacturing Company of New York, makers of the famous fire extinguisher:

"Now that the Roth Memory Course is finished I want to tell you how much I have enjoyed the study of this most fascinating subject. Usually these courses involve a great deal of drudgery, but this has been nothing but pure pleasure all the way through. I have derived much benefit from taking the course of instruction and feel that I shall continue to strengthen my memory. This is the best part of it. I shall be glad of an opportunity to recommend your work to my friends."

Mr. Allen didn't put it a bit too strong.

The Roth Course is priceless! I can absolutely count on my memory now. I can call the name of most any man I have met before—and I am getting better all the time. I can remember any figures I wish to remember. Telephone numbers come to mind instantly, once I have filed them by Mr. Roth's easy method. Street addresses are just as easy.

The old fear of forgetting (you know what that is) has vanished. I used to be "scared stiff" on my feet—because I wasn't sure. I couldn't remember what I wanted to say.

Now I am sure of myself and confident and "easy as an old shoe" when I get on my feet at the club, or at a banquet, or in a business meeting, or in any social gathering.

Perhaps the most enjoyable part of it all is that I have become a good conversationalist—and I used to be as silent as a sphinx when I got into a crowd of people who knew things.

Now I can call up like a flash of lightning most any fact I want right at the instant I need it most. I used to think a "hair trigger" memory belonged only to the prodigy and genius. Now I see that every man of us has that kind of a memory if he only knows how to make it work right. I tell you it is a wonderful thing.

after groping around in the dark for so many years, to be able to switch the big searchlight on your mind and see instantly everything you want to remember.

This Roth Course will do wonders in your office.  
 Since we took it up you never hear anyone in our office say "I guess" or "I think it was about so much" or "I forget that right now" or "I can't remember" or "I must look up his name." Now they are right there with the answer—like a shot.

Have you ever heard of "Multi-graph" Smith? Real name H. Q. Smith, Division Manager of the Multi-graph Sales Company, Ltd., in Montreal. Here is just a bit from a letter of his that I saw last week:

"Here is the whole thing in a nutshell: Mr. Roth has a most remarkable Memory Course. It is simple and easy as falling off a log. Yet with one hour a day of practice, anyone—I don't care who he is—can improve his Memory 100% in a week and 1,000% in six months."

My advice to you is don't wait another minute. Send to Independent Corporation for Mr. Roth's amazing course and see what a wonderful memory you have got. Your dividends in increased earning power will be enormous.

VICTOR JONES

**Send No Money**

So confident is the Independent Corporation, the publishers of the Roth Memory Course, that they are willing to send the course on free examination.

Don't send any money. Merely mail the coupon or write a letter and the complete course will be sent, all charges prepaid, at once. If you are not entirely satisfied send it back any time within five days after you receive it and you will owe nothing.

On the other hand, if you are as pleased as are the thousands of other men and women who have used the course send only \$5 in full payment. You take no risk and you have everything to gain, so mail the coupon now before this remarkable offer is withdrawn.

**FREE EXAMINATION BLANK**

**Independent Corporation**

Division of Business Education, Dept. 76, 119 West 40th St., New York.

Publishers of The Independent (and Harper's Weekly)

Please send me the Roth Memory Course of seven lessons. I will either return the course to you within five days after its receipt or send you \$5.

Name .....

Address .....

N. Y. Trib.—6—2—18

Accessories to a modish and becoming coiffure—  
**PIERRE TRANSFORMATIONS**  
 are light, comfortable, and allow perfect ventilation. Of quality unrivaled in this country. Pierre Transformations and Chignons (back pieces) are easy to adjust and cannot be distinguished from your own hair. Pierre is the only hair specialist in America who devotes himself and his establishment exclusively to the making of hair goods. Satisfaction guaranteed.  
**Pierre** 5 East 53d Street

Ask for a **UNICUM** Hair Net  
 They are the finest made. Carefully matched for color. 2 for 25c and up. Gray & White 25c and up. At all good stores. Theo. H. Gary Co., 69 Irving Place, N. Y. City.

**Singer SOFT-LITE Glasses**  
 Perfect Eye comfort at moderate prices. Soft-Lite Glasses protect your eyes from injurious rays. They are best for your eyes. Investigate.  
**m. Singer**  
 Optometrists & Opticians, Madison Ave., cor. 100 St., 206 Broadway, 981 Prospect Av., Bronx, 604 W. 181st St.

**KNABE**  
**AMPICO** Reproducing Piano  
 A BEAUTIFUL instrument which voices the art of the great pianists—which makes the art of the greatest living masters of the pianoforte the heritage of all classes and all ages. An invention which must profoundly influence the whole future of music and musical appreciation.  
 To purchase or even to consider a "player" instrument before hearing the Ampico Reproducing Piano is to ignore the greatest advance ever made in the development of the pianoforte. Uprights \$1,250 and \$1,350—Grands \$2,150  
 Convenient Terms Arranged. Pianos Taken in Exchange. Daily Demonstrations in the Ampico Studio.  
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