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Landay Bros.



Victor Records

Joyous Easter Music for Your Victrola at Landay's

Easter in the home wouldn't be the glad day of our youth without Easter music. And there's no music so fit for the day as the songs of the greatest artists reproduced on Victor records.

There are twenty different Easter selections in the great Victor catalog, and each Landay store has every record in stock.

We suggest particularly two masterly records by Caruso—"Hosanna" and "The Palm." Both of these hymns, sung in French by the greatest tenor of all time, are perhaps unequalled as perfect Easter selections.

Come in this week and hear Caruso's golden voice on the Victrola. We'll gladly play as many other Easter selections as you desire.

If you have not yet a Victrola in your home Landay Service will aid you in determining the model you'll like best and the Victor records you'll most enjoy. Victrola and records will be in your home Easter morning—a wonderful present for the whole family.

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. DET. 34 AVENUE DET. 344, 902

Open Evenings at 23 West 42d Street.



Caruso

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 Stamp, 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

The World's Best Coffee

BECAUSE:

It is the choicest coffee that's grown. It is always of uniform quality. It makes the richest, smoothest and most delicious drink. You'll like it better than what you now use. Why not get some to-day and try it?

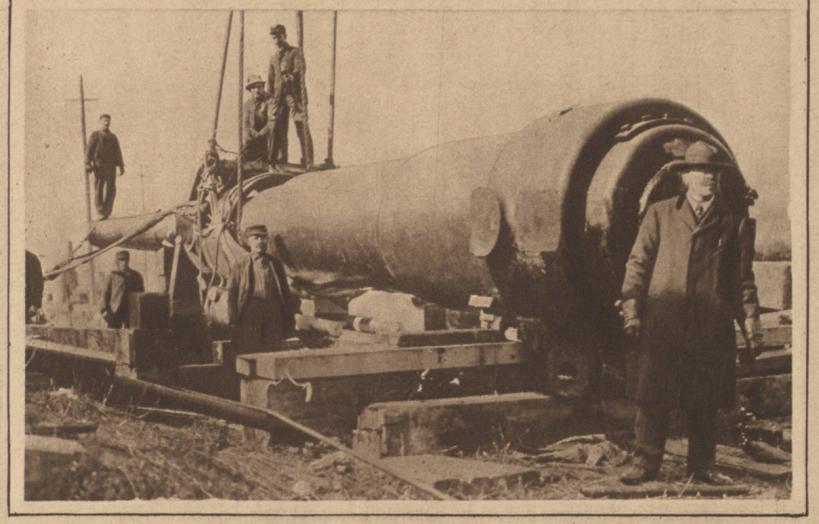
Guaranteed to please you perfectly, or you can take it back and get your money.

Order from your grocer. Insist on "Sunbeam."



Rockaway's "Conscientious Objector" to European Invasion.

PHOTOS © BY PRESS ILLUSTRATING CO.



This delicate looking rifle will be mounted at the new fortress at Rockaway to stand guard over the entrance to New York Harbor. It is of the 16-inch variety, similar to some in use at the Panama Canal, and with the thunderers at Sandy Hook, will offer serious objection to any visitors save the most friendly.



Every time the Rockaway gun is fired, it will cost—but that is a matter of dull statistics. It is enough that it takes this charge of four bundles of powder, the sort that comes in amber-colored lumps like bits of candy. These four bundles each contain about a bushel of the deadly explosive.

Naturally enough, it is against the regulations for the gunners to carry the cartridges for this rifle in their belts. The soldier shown to the left has not even been able to bring out his solitary shell, for it weighs a little over a ton. The effect on a hostile submarine of contact with this persuader is within the scope of any imagination.

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SPORTS CLOTHING

Our Specialty. Designed for beauty of line and real sports service.

The best material, the highest class of hand tailoring and close attention to those details that make our Frentex Sports Clothes just a little different.

Models in every new sports shade. We show here two very special suits at\$27.50

Freneau Sweeney
392 Fifth Avenue
at 36th Street, over Mary Elizabeth's.

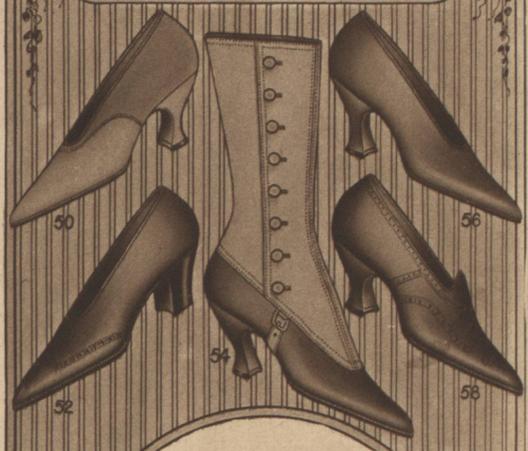
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Franklin Simon & Co.

A Store of Individual Shops
Fifth Avenue, 37th and 38th Sts., New York
PHONE 6900 GREELEY

Advance Summer Models Women's Footwear



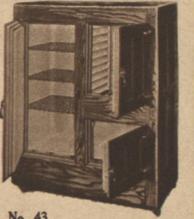
Individual Styles in WOMEN'S PUMPS

With graceful long vamps and high heels, making the foot dainty and shapely in appearance.

- No. 50—Pearl gray kidskin pump with pearl gray suede back, turned sole and Louis XVI heels 8.00
- No. 52—Dark brown Russia leather walking pump, simulated wing tip, welted sole and leather Cuban heel 9.50
- No. 54—Patent or dull leather spat pump, perforations along vamp, welted sole and Louis XVI heels 7.50
- No. 56—Tan Russia leather spat pump with long vamp, turned sole and Louis XVI heels 6.50
- No. 58—Black Russia leather pump, simulated wing tip, turned soles, Louis XVI heels, small pointed tongue 6.00
- Eight-Button Cloth Spat (as illustrated on pump No. 54), in white, ivory, pearl or dark gray, canary or sand color 3.00

Another Bohn Achievement The One-Piece Lining

A single piece of fused porcelain-steel forms the entire lining of the food compartments in the new



BOHN SYPHON REFRIGERATOR

"Seamless," as used before to describe refrigerator linings has meant that joints were welded instead of locked. This new Bohn lining is the first actually made in a single piece. The corners are rounded; there is not a crack or a crevice anywhere. The material—genuine fused porcelain-steel—has no resemblance to the ordinary enamel paint.

The new lining is only one more point of Bohn superiority. Flaxlinum insulation, the Siphon system, the guaranteed 42° temperature, the dryness of the air, the saving of ice—Call and let us tell you about these, or write for handsome catalog.

White Enamel Refrigerator Co., of New York 53 W. 42nd St. Telephone Vanderbilt 1927.

No. 43
Size, 39 x 22 x 50
Ice capacity, 150 lbs.
List Price, \$71.45

Now Specially Priced at

\$56.00

With the greatly increased cost of manufacture, prices have been raised radically by almost all refrigerator makers. In spite of this, we are making, for a short time, special reductions on all models of Bohn Siphon Refrigerators.

Sanitor Refrigerators made in the same factory, side by side with Bohn Siphon Refrigerators, have the same structural excellence except that the Siphon feature is omitted. No make other than the Bohn Siphon can compare with them. Prices as low as \$16.50.



Venida The Only "Sterilized" Human Hair Net

Preferred by prominent women of society and stage for its dainty, lace-like web. Durable, unseen and guaranteed sanitary. Cap or fringe shape; all shades, 2 for 25c. White or gray, 25c each.

Department Stores, Specialty Shops, Lippett's-Baker-Hegeman

THE RIESER CO., Makers, 112A E. 19th St., New York