

## $5=5 \mathrm{~F}=\mathrm{y}$ <br> "What'll We Name It?"



\section*{Mawsonatidelany

## 1245 Chesthuet Street

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Final
Clearance of FURS Half Price \&LessThan Hal!!!

FUR COATS



## BONWIT TELLER \& CO.



An Exceptional Sale of

## WOMEN'S FROCKS

Worth 65.00 to 95.00

### 35.00 © 49.50

[^0]

# BostonSymphony Orchestra 

at the Academy of Music on March 14

## Mme. Homer

at the Academy of Music on March 16

## Hear these famous Victor artists!

Extraordinary interest attaches to these recitals because of the double opportunity they afford the music-loving public. It is a privilege in itself to hear these recitals, and added importance is given to the events in that they enable you to compare the exquisite interpretations of the orchestra and the soloists with their Victor Records.

Attend these concerts and note the qualities that distinguish their renditions. Then go to any Victor dealer's and hear the Victor Records by the same artists. Note how faithfully their interpretations are portrayed on the Victrola.

It is because of this absolute fidelity that they make Victor Records; that the greatest artists of all the world are Victor artists.

Victrolas in great variety of styles from $\$ 25$ to $\$ 1500$. New Victor Records demonstrated at all dealers on the 1st of each month.

## Victrola



## Victor Talking Machine Co. <br> Camden, New Jersey

Some years ago an advertising man stopped cars" and instead offered to the public a selectio of "used cars." The phrase was new, simple and obviously better. In this instance, every one in the trade

grabbed the expression and robbed its progenitor grabisd the expression.
of his little distinction. The best toothbrush on the market has
name that is the hardest for the public to or to pronounce.
And yet the late Senator Tillman used quote, "you might as well kill a dog as give him a
bad name." bad name.
If you ar If you are contemplating advertising now or
in the future, experience counsels that you secure The advice of a competent advertising agent
before you name your package even beto before you name your package; even before you put your goods in a package or before you com
mit yourself to any method of presentation that

Butterick-Publisher

## The Delineator

The Designer
(ze.oo a Year)


[^0]:    An unusually smart collection of Women's Frocks featuring the popular Chemise model. Developed in metallic thread embroidered silk, silk brocade, striped serges, pin-check serges, soft velours, fine worsted Jersey, and a few novelty fabrics.

    WOMEN'S GOWN SECTION-SECOND FLOOR

