

CALIFORNIA "HOME" BUILDERS. Making small ones out of big ones is the job assigned to the hoboos picked up by the Los Angeles police on "vag" charges—the unfortunates of our picture being employed on the rock pile adjacent to the construction work under way for a new district jail. The slogan "Own your own home," has been changed to "Build your own home" for these unhappy followers of Greeley's famous advice to young men.



Dr. Royal S. Copeland



"This Bond is an epoch-making guarantee of purity" *Royal S. Copeland*

So says New York City's Health Commissioner

"PURE food means health. The Bond behind Bond Bread is an epoch-making guarantee of purity. It offers a plan which should be adopted by every food manufacturer."

These are the exact words of Dr. Copeland, the head of the world's greatest municipal health department.

We agree with him that food

should be even purer than the law commands. Our Bond, which each loaf bears, is stricter than any governmental standard.

Purity is what this Bond guarantees. But, this purity also makes possible Bond Bread's home-baked flavor. From this flavor Bond Bread got its fame—from its "Bond" of purity Bond Bread got its name.

Bond Bread
Bonded to be as pure as your home made
GENERAL BAKING COMPANY



February Brings the Sale of Ovington's Lamps and Shades

Discounts of 10% to 50% on all Lamps and Shades, Furniture and Mirrors

DURING FEBRUARY, every year, there is a sale of lamps and furniture at Ovington's. The discounts are 10% to 50%.

There are included in this February Sale all the charming lamps and shades which are in Ovington's wide array and all those novel and unusual pieces of furniture which add so to the distinction of a room.

In lamps and shades everything from a tiny boudoir lamp to a state-of-the-art floor standard is available. And

in furniture, the list is so long and varied, with its gateleg tables, occasional chairs, its mirrors and its screens, that one does not know where to begin or where to stop in recounting its opportunities.

But while it may seem incongruous to urge the purchase of these lamps and mirrors and this furniture because of their price, the fact remains that the 10% to 50% discounts of the February Sale do not lessen the quality or reduce the distinction one whit.

OVINGTON'S

"The Gift Shop of Fifth Avenue"

FIFTH AVENUE AT 39TH STREET



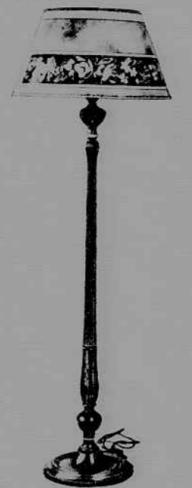
You can hardly imagine any need for a lamp which cannot be filled at Ovington's. And lamps, too, are now priced 10% to 50% less than their former prices of \$10 to \$300.



Many mirrors of many kinds whose normal prices are \$7.50 to \$150 may be had, during February, at discounts of 10% to 50%.



Novel articles of furniture, occasional chairs, telephone tables, serving tables, console sets, hutches and so forth can best be had at Ovington's, and during the month they may be had at 10% to 50% less.



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Manuel's Invisible
TRANSFORMATIONS
with or without
SIGHT PROOF PARTING
are the acme of perfection and the most modern hair pieces ever created. They are made to your individual order. More than 200 different styles to select from. A visit will convince you that Manuel's Transformations are incomparable. Hair Goods of every description on display. Write for Booklet.
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Very tight to the largest Marcel Waves. Fluffy Curls, Finger Curls, Puffs. All over head, \$25.
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THIS IS BARGAIN MONTH AT LENNON'S
The Time to Buy Furniture
Full Suites in Dining Room, Living Room and Bedroom; show average REDUCTIONS of OVER 40%
Windsor Mahogany BOOKCASE, choice construction, made in two heights. **\$47.50**
Chippendale Hand Carved TABLE, 30 in. by 52 in. top of Solid Mahogany **\$73.50**
Listed Below Are a Few of the Many Bargains in Odd Pieces
3-Drawer Queen Anne **\$47.50** Desk, was \$71.00. NOW
Jap. lacquered Writing **\$39.00** Table, was \$67.00. NOW
Mahogany Davenport **\$60.00** Table, was \$98.00. NOW
Jap. lacquered Console **\$29.00** Table, was \$42.50. NOW
Solid Walnut Tea Cart **\$29.00** (drop leaf), \$47.00. NOW
Gate Leg Extension Table **\$39.00** was \$67.00. NOW
LENNON & COMPANY 17-19 West 37th Street Near 34th Avenue Formerly on 23rd St. (Since 1906)

NEW YORK TRIBUNE GRAPHIC ADVERTISING RATES

SINGLE INSERTION RATES		CONTRACT RATES	
Per gate line	60c	13 times within one year	55c
Half Page	\$500	26 times within one year	53c
Page	\$800	52 times within one year	50c
		3,000 lines within one year	55c
		5,000 lines within one year	53c
		10,000 lines within one year	50c