

One Stamp With Each 10 Cents You Spend.

Although our Merchandise Discount Stamps possess far greater value than ordinary trading stamps, one will be given free with each 10 cents you spend, and you will secure them in the same manner as you have been in the habit of receiving trading stamps.



Where to Get B. & M. Blue Trading Stamps Redeemed.

Collectors of B. & M. Blue Trading Stamps may have them redeemed at 156 W. 23d Street, the premium room of the Benedict & Macfarlane Company.

SENSATIONAL INNOVATION!!!

The 14th Street Store Adopts Its Own System of Giving Merchandise Discount Stamps Which Are the Same as Cash in the Purchase of Goods. One Free with Each 10 Cents You Spend. Collect 500 and You Have Saved \$1.50. Collect 1,000 and You Have Saved \$3.00

It's the most generous permanent plan ever conceived of awarding those who concentrate their trading at Sixth Avenue's Busy Corner. The public helps us by keeping all of our shopping facilities active. We help the public by bestowing, without one cent of expense, these profit-sharing stamps.

Value of Our Stamps and Other Stamps

The simplest calculation will convince the most skeptical person in New York that the actual value of our Merchandise Discount Stamps is many times greater than that of ordinary trading stamps.

25 Stamps Free in Each Book Started All This Week

That as many as possible may be persuaded to immediately begin saving our Merchandise Discount Stamps we shall give 25 stamps free in each new book, and customers may begin as many books as they desire.



B. & M. Blue Trading Stamps for Those Who Want to Complete Books

No more B. & M. Blue Trading Stamp books will be given out by The 14th Street Store, but we shall issue stamps up to and including April 15th to those who desire to complete books.

Customers of the 14th Street Store have a Distinct Advantage

Customers of The 14th Street Store will welcome our Merchandise Discount Stamps because they not only have access to the most trustworthy merchandise the world affords, but they make their selections from stocks that include all that is newest, best and most desirable.

Why The 14th Street Store Adopted Its Own System of Merchandise Discount Stamps.

It has been strongly evidenced that customers of The 14th Street Store prefer stamps, which, when saved, are the same as cash in the purchase of goods. Consequently the management began the perfection of a system which would furnish, on a positive and permanent basis, the desired kind of stamp.

When you have collected 1,000 (the number contained in ordinary full trading stamp books) you have saved \$3.00. You turn these stamps in to The 14th Street Store and receive a Merchandise Discount Stamp certificate for the face value of your stamps (\$1.50 for every 500), and with this certificate you purchase goods the same as if you paid so much cash.

RIDING CLUB'S AULD LANG SYNE

LAST MID-LENTEN ENTERTAINMENT IN THE PRESENT QUARTERS

Many Boys and Girls in the Saddle, as Well as Their Gentlemen—Fine Jumping Exhibition by Cross-Country Clubmen—New House and Stables to Be Built.

Entertainments at the Riding Club, the city's most exclusive equestrian club, are always held on the strict quiet, in the manner of first night at clubs not so exclusive. Friday night's show was the annual Lenten ride, and all the more quiet on that account.

The plans on which the buildings are to be remodelled are on hand. The clubhouse, at East Fifty-eighth street, is to be changed to the exterior from the reproduction of a Norman chateau to a more impressive structure, with turrets and Gothic cornices, but in harmony with the original Norman style, while the stables, on East Fifty-ninth street, are to be entirely rebuilt.

Club dinners, class rides and billiard tournaments have been among the winter's gayeties, as well as the ring riding. In the afternoons the ring has been especially crowded, a host of bankers and professional men hurrying to the tank each afternoon to banish the day's worries by a canter and to meet there the younger set and the women who ride as a hobby for the night's dances or receptions.

The stable will be enlarged by a hundred stalls, making the total 400, with provisions for fifty more whenever needed and entirely isolated veterinary and hospital stalls. The ring used for the show was 104x107 feet, with 11,238 square feet of tank.

The dressing rooms and lockers for men will be on the street level, for youths and boys in the basement and for women and girls on the floor above the riding ring. There will be private dressing rooms, showers, lavatories and basins for each department, besides a hot room and plunge for the men. There are 400 lockers now and the change will bring the number to 500.

men, and the general rooms. We have always and will always work on these lines to make the place an ideal family club and the ideal private riding school.

In May, as soon as the outdoor riding is done with and the members take their horses off to the country, the tanking ring will be ripped out and the old club buildings scuttled to make way for the changes.

There were eight acts on the evening's card, the show beginning with exhibitions of riding, the sport of the old-time Southern riding tournaments, but somewhat new in the city. Those who charged the swinging rings at first were seven young ladies.

Over twenty acts on the show. The clubhouse, at East Fifty-eighth street, is to be changed to the exterior from the reproduction of a Norman chateau to a more impressive structure, with turrets and Gothic cornices, but in harmony with the original Norman style, while the stables, on East Fifty-ninth street, are to be entirely rebuilt.

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IN THE BASEBALL WORLD.

NEW YORK AMERICANS WIN IN A CLOSE GAME.

Chester's Spit Ball Too Much for the Atlanta—Powell Finishes the Game in Effective Fashion—New York Nationals Defeat Louisville—Other Games.

ATLANTA, April 1.—The New York Americans trimmed Atlanta today, 6 to 3, errors on both sides being prominent in the run getting. The New Yorks easily outshined the home team, but did not score as often as they would have done had the singles been less scattered.

The New Yorks found Chester here on their arrival today and Griffith put his crack batsman on the slab this afternoon. He and his spit ball were entirely too good for Atlanta. Chester had a new fangled whiplash spit ball, he says, in which the ball was held together by the three rings. He did not discover this until late in the game.

ATLANTA. The New York Nationals won in a close game today, 4 to 3. The game was a close one, with the home team leading in the ninth inning. The New Yorks won on a home run by Powell in the bottom of the ninth.

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Table with 2 columns: Team, Score. Includes New York University, Fordham, St. Francis, etc.

Table with 2 columns: Team, Score. Includes Columbia, Rutgers, Princeton, etc.

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Table with 2 columns: Team, Score. Includes Cornell, Yale, etc.

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Advertisement for 'GAMMEYER' shoes. Features a large image of a shoe and text: 'STAMPED ON A SHOE MEANS STANDARD OF MERIT. Snappy, Clean Cut, Up-to-Date New Spring Shoe Styles. The PUMP Is the Latest Thing in Women's Footwear. Our "Venus" Pump is a glove-fitting low shoe of extraordinary beauty and merit in every detail. An exclusive creation which will be the shoe of all shoes for this season. Those who still cling to the Tie form of low shoes will find our New Christy Tie the correct fashionable shape for this year. Prices range from \$3 to \$6. ALFRED J. GAMMEYER, 6th Ave., Corner 20th St.

COLUMBIA CREW IN SMASH-UP

'Varsity Shell Sinks Under Harlem Bridge in Course of Race.

The Columbia 'varsity' crew had an exciting four mile race on the Harlem River yesterday afternoon in the course of which the boat was smashed to pieces and the crew scattered.

At the mile mark, with all straightened out for business, Post's boat led by three parts of a length. The shell in which Capt. O'Loughlin sat, was nearly two lengths behind the leaders. From this point on Post's crew, despite another crab caught by Whitwell, gained steadily. The lead was increased gradually to two and then to four lengths with which advantage this boat crossed the four-mile mark. The winners spurred only occasionally and their stroke was rarely higher than twenty-nine to the minute.

Haverford Beats Harvard in Association Football.

CAMBRIDGE, April 1.—Haverford won the association football game from Harvard on Sunday afternoon by the score of 1 to 0.

The visitors scored the winning goal just a few minutes before time was called in the second half, after the teams had been assessing up and down the field all afternoon. Harvard had the better team of the two colleges, but the condition of the men was not so good. A very strong wind made long accurate passes impossible, though both teams attempted this style of play rather than short low passing. The Harvard men were easily the star of the game. Morris scored the goal for Haverford.

Baseball Notes.

Clark Griffith, manager of the New York Americans, has sent a challenge to John McGraw, manager of the New York Nationals, to play a game at Ridgewood on Sunday, April 8.

The first of a series of interfraternity baseball games was played yesterday morning on South Street at Columbia. The Delta Kappa Epsilon team beat the Alpha Delta Phi team, 2 to 1. This was the first time that such a contest, common enough at other colleges, has been held at the local institution. The Delta Theta Xi line has challenged the winners.

Pool.

Edward Hannin was the winner of last night's game in the interborough championship tournament at the Broadway Billiard Academy. He defeated his opponent, W. Downey, by 2 points.

Trubensbach Makes Record in Columbia Tank.

In the final races for Columbia swimmers yesterday in the gymnasium tank, C. D. Trubensbach, '06 scumee, swam 100 feet in 17-2/5 seconds, making a new record for the tank. O. K. Kream, '06 scumee, won the 200 foot race from scratch in 44-1/5 seconds.