

The July Issue

Of this journal will be devoted to **summer reading**. Advertisers desiring extra space should apply not later than June 20th.

The August Issue

Will be a special "Fall Announcement Number" devoted to fancy goods, toys, holiday novelties, gift books, etc. It will be plentifully illustrated, double the ordinary size, and decorated with a special cover lithographed in nine colors. Applications for space must be in by July 20th.

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