



Securing your Gown's full grace

Gossamer gown, sedate suit, and the dress that is domestic—all proclaim the need of the sprightly little Wilsnap.

These minute fasteners give a firmness to the folds of a gown, make a neat and almost invisible closing, and bring that always-desirable ease and convenience to a house-dress.

Edges daintily rounded; a design that accommodates every needle and a security that prompts an all abiding faith—thus do Wilsnaps earn the right to be on every gown and suit and dress in your wardrobe.

You will undoubtedly, madam, find Wilsnaps wherever you shop. Should this by chance be not the case, we will gladly send you the well-known orange card, containing twelve, on receipt of the retail price, 10 cents.

THE WILSON FASTENER CO., Makers
117 East St. Clair Avenue, Cleveland, O.

WILSNAP

FASHION'S FASTENER

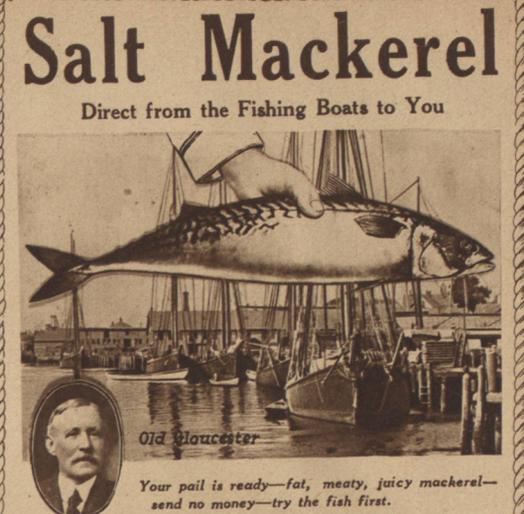
A Source of
Johnston Excellence
Cane Fields of the Gulf
States and West Indies
Supply the Choicest Sugar



For Sale by Leading Dealers
Distributed by
Lindt Chocolate Company
11 W. 17th Street, New York

Salt Mackerel

Direct from the Fishing Boats to You



Old Gloucester

Your pail is ready—fat, meaty, juicy mackerel—send no money—try the fish first.

Frank E. Davis
PRESIDENT

It's thirty-three years, come next September, since I began supplying the choicest of Gloucester's famous mackerel direct to the homes of families throughout the country.

Our Own Home Kind

People here in Gloucester, the leading fish port of America, laughed at me when I began to sell mackerel by mail. They didn't realize how hard it is for the people to get good fish. But I did. So I decided to make it easy for everybody, everywhere, to have full-flavored, wholesome fish, the kind we pick for our own eating here at Gloucester.

65,000 families are buying from us today.

Fishmen for Generations

You see, I know fish. My folks, 'way back, have always been fishermen. They helped found Gloucester in 1624. My boyhood days were spent aboard fishing boats. Catching fish, knowing the choicest and picking 'em out, cleaning and curing them the right way, has been my life's job.

Thirty Years' Development

Today our business is housed in a modern, four-story, concrete building, with 20,000 square feet of floor space; fitted with the most improved and sanitary equipment for cleaning and packing fish. Standing at the water's edge, the fishermen's catches are brought right into the building. They go to your table with "the tang of the sea" in them.

Such a Good Breakfast!

A fat, tender, juicy Davis' Mackerel broiled to a sizzling brown; some butter, a sprinkling of pepper, a touch of lemon. If you wish how good it smells, how tempting it looks, how it tickles the palate, and, oh, how it satisfies—the favorite breakfast dish of thousands.

send back the rest at my expense. If you are pleased with them—and I'm sure you will be—send me \$3.50, and at the same time ask for "Descriptive List of Davis' Fish," sold only direct, never to dealers. Remember: Most flour, potatoes, everything has gone 'way up in price. In comparison, Davis' mackerel is low. An economical food—so good to eat, so nutritious! The "Sea Food Cook Book" that goes with the fish will tell you just how to prepare them.

Mail the coupon now with your business card, letterhead or reference.

Frank E. Davis Co.
306 Central Wharf, Gloucester, Mass.

306 Central Wharf, Gloucester, Mass.

send me all charges prepaid, a full pound of Davis' Mackerel—10 contain 10 fish, each fish sufficient for 2 or 4 people. I agree to remit \$3.50 in ten days or return the fish.

Name.....
Street.....
City.....
State.....

from Brentano's Gifts

Gifts for Soldiers and Sailors

Fountain Pens, Writing Folios, Map Cases, Folding Picture Frames, Metal Mirrors, Army Knives, Memo Books, Diaries, etc., etc.

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Books—Library Sets in Fine Bindings, Old and Rare Volumes. Periodicals—Yearly Subscriptions with Engraved Gift Certificate. Stationery Novelties—Desk Sets, Book Ends, Engagement Books, etc.

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Booksellers to the World
5th Ave & 27th St., New York

Chauffeurs' Outfits

Special

AT
\$48.50

Overcoat, Suit
and Cap to Match

Smart, neat, perfect fitting, and durable; the best value in Motor Clothes for Chauffeurs that can be bought. A Double-Breasted Overcoat. A smart Norfolk Jacket, with Trousers or Breeches and a Cap.

All made of the same fine quality gray worsted whipcord—complete at \$48.50, or

Overcoat...\$28.00
Suit.....\$18.50
Cap.....\$2.00

Other outfits \$64.50 and \$78.00
Catalogue and Chauffeurs' Apparel Chart Mailed on Request.

Brill Brothers

BROADWAY AT 49th ST.

This Exquisite

Madame Du Barry Solid Ivory Pyralin 11 Piece Toilet Set

is positively the finest quality manufactured in America

Du Barry design; Extra Heavy Stock, grooved Edge.

Consists of Mirror, length 10 1/2 inches, 5/8-inch bevel plate glass; Hair Brush, length 8 1/2 inches, 13 rows of 1 1/4-inch bristles; Lady's Comb, length 8 inches; Hair Jar, diameter 4 1/2 inches; Hair Receiver, diameter 4 1/2 inches; Nail Polisher in tray (detachable chamber), length 8 1/2 inches; Nail File; Cuticle Knife; Button Hook, length of handle, 3 1/2 inches; 2 Cream Jars, glass lined, diameter 1 1/2 inches.

NO. 1001—PRICE, complete.....\$19.75
With Elegant Inlaid Hand Engraved Monogram on each of the 11 pieces.....\$23.75
Silk presentation Case, if desired, extra.....3.00
Other complete sets, 3 pieces, \$4.95, \$8.75; 11 pieces, \$10.75.

175 Broadway
Upstairs
Bennett
Mfg. Co.
175 Broadway
Upstairs

Danersk Furniture

The furniture in your apartment can be as individual in appeal and as charming as you desire, without added cost. Decorative furniture, especially, should not be purchased in stock sets.

It should be selected to fill your individual needs and finished to go with your cretonne or color scheme. We are the makers of our furniture. We welcome visitors at our factories, where you can see why it is that we can give such quick service in beautiful schemes and artistry.

City and suburban deliveries need not suffer the delays in shipping that are bound to occur where furniture comes from a distance. We are close by and can deliver without recourse to railroads.

You can complete your home with the greatest interest and charm at modest cost by the Danersk Method. Call to-day at our Exhibition Rooms and let us tell you how.

ERSKINE - DANFORTH Corporation
2 West 47th Street
First floor west of Fifth Ave., the 4th floor.

CHARVET FURS

in

Exclusive and Stunning Models for all occasions are now ready for your selection.

The charm and refinement of Charvet Furs offers true distinction and smartness in dress to the woman who wants trim, graceful line effects, designed individually, plus long life wearing qualities.

As a suggestion we are now offering Crown Russian Sables, Hudson Bay Sables, Silver Fox, Cross Fox, White Fox, Mole and Kolinsky at very attractive prices.

Make your selections now.

CHARVET & CO., Inc.

18 West 57th Street,
New York City.

VIVAUDOU'S

MAVIS

FACE POWDER

The Accepted
French
Face Powder

50¢

Send like to Providence (Dept. T, Tower Bldg., N. Y.) for a generous sample of Mavis Face Powder.

VIVAUDOU, PARIS - NEW YORK.

Jones & Brindisi

DISTINCTIVE TASTE

in interior decoration unerringly selects the exquisite color harmony of

CHINESE RUGS

Our large stock offers a vast selection of sizes and colors. You will find the rug that will lend the perfecting touch to your decorative scheme.

Room Sizes from \$150 up.

Craftsman Building
6 East 39th Street
MAXIMUM VALUE AT
MINIMUM PRICE.

DIAMONDS

\$49. \$79. \$98.

THESE BRILLIANT WHITE SOLITAIRE DIAMOND RINGS, IN THE NEW OCTAGON STYLE SETTING, FINEST OF LACE WORK AND PLATINUM FINISH, MAKING THEM A MOST WONDERFUL OFFERING, IS AN OPPORTUNITY TO BUY GENUINE DIAMONDS AT A TREMENDOUS SAVING. ALL OUR DIAMONDS WERE EMPLOYED PREVIOUS TO THE WAR, WHICH ENABLES US TO OFFER YOU FAR BETTER VALUES THAN THE AVERAGE JEWELER. THESE RINGS ARE FULLY GUARANTEED.

MAIL ORDERS FILLED.

WALTER & CO., MFG. JEWELERS
182 Broadway, N. Y. EST. 1891

Pompeian Beauty Powder

Adds a pearly clearness.
Stays on unusually long.

HOLIDAY GIFTS



The Martha Washington Sewing Table illustrated is solid mahogany. The top is fitted with concealed hinges, has a removable tray in top drawer. There is a limited quantity. None C. O. D. At.....\$12.75

There are other bargains. The following are a few:

Folding sewing stand...\$1.90
Puritan sewing stand...\$5.50
Solid mahogany plant stand...\$8.00
John Alden rocker...\$7.50
Wing chair with loose cretonne cushion seat...\$14.00
Easy chair or rocker in tapestry...\$19.50
Floor lamp with shade...\$8.75

The "D-D" KHAKI WATCH

WALTHAM
KHAKI WATCH
"NO FINE" STRAP
Non-Explosive Unbreakable Glass

Always sold in this bar. Look for "Khaki" Boxes in display at leading Jewelry Shops.

The Ideal Gift for the Soldier

The "D-D" Khaki Watch, known the world over, is the standard for accuracy and durability. Non-Explosive Unbreakable Glass; protects the watch without interfering with view of dial. Radium Dial; the highest quality.

"No Fuse" Straps; slips over hand as a loop and therefore cannot loop.

"Crater" Finish; moisture proof and strong like leather.

Sold by Watch Dealers everywhere. Write for booklet "The Watch is the Trueman."

Strike Again!
If Can't
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Jacques Depollier & Son.
Manufacturers of High Class Specialties for Watchmakers
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LENNON & COMPANY

153-157 West 23d Street
Write for Furniture Booklet.

The Highest Quality Reproduced Pearls with Diamond and Platinum Clasp

\$40

The finest French Pearl Richelle, surpassing all other reproduced pearls, with Pure Platinum Clasp, set with three brilliant white Diamonds. The strand is perfectly graduated, 17 inches in length. (Cut above is about 1-5 size of necklace.)

The Gift De Luxe

Displaying the shimmering beauty and of the same color, hardness and weight of the true Oriental. No finer reproduced pearl may be had at any price.

Mail Orders Solicited.

If not in every way satisfactory your money will be refunded upon request.

JOHN PATTEN & CO.,
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FOR CHRISTMAS!



Vantines INCENSE SET
BY MAIL \$1

The dreamy, soothing fragrance of Vantines' Temple Incense brings to mind the rosy dawns, the brilliant sunlight, the purple dawns of the Orient—the enchantment of strange Far Eastern countries.

Set includes oxidized burner and 4-oz. packet of incense, neatly packed in an artistic Oriental case. For sale in our perfumery department or mailed postpaid upon receipt of \$1. (Please order No. 1002 G.)

A. A. VANTINE & CO., Inc.
Fifth Avenue & 39th Street, New York

DOLL BEDS
Miniature
4 Posters.
Complete, \$6.
Others, \$1.75 up.

DAY BEDS, \$16 to \$60

Box Springs and Mattresses to fit any bed, \$25.00 up.

Box Springs and Hair Mattresses \$34 and up.

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