



MAY PETERSON
(© Ira L. Hill.)



CECIL ARDEN
(© M. H. Klein.)

American Sopranos in Coming Metropolitan Operas



HELEN KANDERS
(© M. H. Klein.)



Your Looks Will Reflect Good Judgment

if you choose and rely on D. & R. Perfect Cold Cream to cleanse, improve and beautify your skin. The modern woman's social duties are many and enervating—their effect is seen in tired, drawn looks and lines of care about the face. Banish the tired look—efface the lurking lines with

DAGGETT & RAMSDELL'S PERFECT COLD CREAM
The Kind That Keeps

Give your skin once or twice a day a gentle, cleansing, revitalizing, beautifying rub with this perfect preparation, especially after a long tiresome day or late night hours in the social world. Beware the drooping skin! Beware the tiny lines! Save your skin, your complexion, your good looks by the timely use of D. & R. Perfect Cold Cream.

POUDRE AMOURETTE: A face powder of unusual fineness and purity, perfumed to please the woman of refined taste. Looks natural, stays on. Flesh, white, brunette, etc. Of your dealer or by mail of us.

TRY BOTH FREE
Send postal for free generous trial samples of Perfect Cold Cream and Poudre Amourette.
DAGGETT & RAMSDELL
Department 334
D. & R. Building, New York



The Best Dressed Woman in New York

Not necessarily the most extravagantly gowned, but dressed with the most exquisite taste.

Her under-garments are selected with the same careful discrimination as her gowns, and she wears Kayser Italian Silk Underwear.

You, too, will like Kayser Italian Silk Underwear for its individuality. You will always find something new in Kayser Italian Silk,

something original, something that will express your taste, like the new Kayser Opera Top silk "vest-bodice." (Pat. Jan. 30, 1917.)

Like thousands of other well-dressed women, you will find that Kayser Italian Silk Underwear is an economical investment, for Kayser silk outwears three or four ordinary garments.

Look for The Label

NEXT time you purchase silk underwear ask to see the Kayser Opera Top. This and other genuine Italian Silk Underwear is plainly marked "Kayser Italian Silk." One blue star on the label indicates the lighter weight silk—three stars the heavier weight.

Kayser ITALIAN SILK UNDERWEAR

TRADE MARK REGISTERED

HAMILTON GARMENT CO.
307 FIFTH AVE. NEAR 31st St N.Y.

SPECIAL COAT VALUES
The season's best styles in fur-trimmed and plain models at unusually low prices.

SALE OF SUITS
Comprising a wide variety of Fur-trimmed Models as low as \$18.50; other styles as low as \$12.50. Every model in this excellent assortment now marked at

25% OFF
Former Prices

Special Sale of Silk and Serge Dresses.

Wool Diagonal Cheviot Coat \$11.95

Wool Velour Coat \$18.95

POPULAR SPORT STOCKINGS

Light and medium weight Scotch wool sport stockings in white with attractive designs in latest colorings. Made on hand looms for Peck & Peck. Also in gray, heathers, and colored grounds with contrasting designs. \$5.00 a Pair

Plain ribbed sport stockings in gray and heather mixtures. \$3.50 a Pair

ILLUSTRATED CATALOGUE
Illustrated catalogue of hosiery, sweaters and scarfs will be sent upon request.

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Stocking Shops
586 Fifth Avenue, at 48th St.
501 Fifth Avenue, at 42nd St.
New York City

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SHOE CRAFT
27 W. 38th St. New York

Fitting The Narrow Foot
Widths AAAA, AAA, AA & A. All sizes including 8, 9, 9 1/2

There is an exact model for your particular foot in Shoe-Craft shoes. We make them in units of measurement to conform to the varying proportions of all narrow and wide feet, and have trained "foot fitters" to fit you perfectly from our regular stock.

The young girl too large for children's footwear and too young for adults' footwear will find in Shoe-Craft shoes her ideal in style, fit, and comfort. All sizes marked in plain figures.

MAIL ORDERS FILLED

MEDIA

—a mannish military shoe feminized. One inch heel—welted sole. Black. Brown. Calfskin. \$12.75—Black Kidskin. Dull top. \$11. Write for catalogue A4, measurement chart and booklet "Fitting the Narrow Foot." Charge accounts solicited.

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 other 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 1623. 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.

Fall Mackerel, Fat and Tender

Most of the fish your dealer can buy are Spring fish, thin, dry, and tasteless. What I've selected for you are Fall fish, juicy and fat, with the true salty-sea mackerel flavor. We clean and wash them before weighing. You pay only for net weight. No heads and no tails. Just the white, thick, meaty portions—the parts that make the most delicious meal imaginable. You probably have never tasted salt mackerel as good as mine.

Send No Cash—Try the Mackerel First

I want you to know before you pay that my fish will please you. If there is any possibility of a risk, I want it to be at my expense. Just mail the coupon today, and I'll ship at once a pail of my mackerel containing 10 fish, each fish sufficient for 3 or 4 people, oil charges prepaid, so that your family can have a real Gloucester treat Sunday morning. Then—if my mackerel are not 1 letter than any you have ever tasted, I'm sure you will be 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." Send only direct, never to dealers. Remember: Meat, 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 to 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.
291 Central Wharf, Gloucester, Mass.

Without obligation please send me all charges prepaid, a pail of Davis' Mackerel to contain 10 fish, each fish sufficient for 3 or 4 people. I agree to remit \$3.50 in ten days or return the fish.

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

Dr. Walter Has Something NEW!

The popularity of Dr. Walter's Rubber Reducing Garments has created the demand for one that can be worn with the thinnest of costumes without being seen.

Dainty White Invisible Double Rubber Garments
Made of Dr. Walter's reducing rubber facing the body and a dainty white rubber on the side toward the dress. Lightest on the market and invisible.

Double Rubber White Bust Reducer. Price \$6.00

Double Rubber White Reducing Brastraps. Price \$7

Dr. Walter's Medicated Seamless Rubber Garments Reduce Your Flesh by the Oldest and Most Reliable Method.

Cover Entire Body or Any Part
ABDOMEN AND HIP REDUCER.
(Shown on the left.) This garment is remarkably effective for reducing the hips and abdomen. Stock sizes \$8.50 Made to Measure. 12.00

CORSAJE.
(Shown on the right.) This garment can be worn comfortably under the corset—reduces the waist, bust, hips and thighs. Stock sizes \$15.00 Made to measure 20.00 From Eradicator 2.00 Chin Reducer 2.00 Neck and Chin Reducer 3.00

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Correct Apparel for Women & Misses
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Fur Trimmed Winter Coats
Very Specially Priced

"The Diana"
A sturdy walking boot of masculine line, made of dress rich brown calf with heavy welted sole. \$10 value. \$7

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This Smart Coat, No. 100
is fashioned of Bolivia Cloth, with deep cape collar of French Seal (real dyed Coney). Coat is lined throughout, and may be had in colors of brown, taupe, Pekin, trench.

SPECIAL PRICE \$29.50
Sizes 14-16-18 years. 36 to 44 bust measure.
Mail or phone orders filled promptly. Send for Illustrated Style Book 20. Phone 2400 Greeley.

PLANTING at the foundation of a house with deciduous shrubs is the quickest and least expensive way. In this instance, the white flowering shrubs in the center are Spirea Van Houttei edged with Stephanandra. Next the road at the entrance is a large specimen of Japanese Barberry; at the left of the entrance is a group of Frostrate Yew; bordering the road. All keep their foliage full and soft to the ground. Our large shrubs give results like this immediately. To keep such shrubs from becoming too large, it is best to cut the older branches off at the ground; this results in young, graceful shoots springing up from the base. If trimmed at the top only, they have a hard, unnatural surface and few flowers. Of course evergreens and rhododendrons give a richer effect, especially valuable in all-year-round residences, but they cost more. We put our knowledge and experience at your disposal and plan above all to give you the best results for the money you can afford to spend. The most important point of all is to plan wisely—and that means to plan now, for this is the very best time to start thinking and doing for the results you are dreaming of for next spring and summer. Phone or write us and we'll tell you why. We can really give you more for the same outlay if you consult with us now.

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