



**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



**Johnston**  
MILWAUKEE  
HEAVY WEIGHTED CHOCOLATES

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: 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 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 dozen 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.

**Gifts for Everybody**

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.

**BRENTANO'S**  
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; Puff Jar, diameter 4 1/4 inches; Hair Receiver, diameter 4 1/4 inches; Nail Polisher in tray (detachable chamule), length 5 1/2 inches; Nail File; Cuticle Knife; Button Hook, length of handles, 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 4th 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¢

VIVAUDOU, PARIS - NEW YORK.

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## 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 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 IMPORTED 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

**LENNON & COMPANY**  
153-157 West 23d Street  
Write for Furniture Booklet.

## The "D-D" KHAKI WATCH

WALTHAM  
KHAKI WATCH  
NON-EXPLOSIVE UNBREAKABLE GLASS

Always sold in this bar. Look for "Khaki" Bares 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. "Cratered" Finished Olive Drab Webbing; moisture proof and strong like leather. Sold by Watch Dealers everywhere. Write for booklet "The Watch is the Trueman's."

Strike Again!  
If You're a Soldier!

**Jacques Depolier & Son.**  
Manufacturers of High Class Specialties for Watchmen  
15 Maiden Lane, New York City

## FOR CHRISTMAS!



**Vantines** INCENSE SET  
BY MAIL \$1

THE dreamy, soothing fragrance of Vantine's 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, \$5.00 up.

Box Springs and Mattresses \$34 and up.

**GEO. M. MILLER** 7 West 45th Street  
Hyatt 914 NEW YORK