

APR 5 1911

MS



PRICE, 10 CENTS
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EASTER
NUMBER

MS



A FRIEND OF THE FAMILY.

C. COLES PHILLIPS



Belle Mead Sweets

CHOCOLATES AND BON BONS

BELLE MEAD, which, in France, means "beautiful meadow," and brings to the French mind the picture of fresh out-of-doors, pure, invigorating air, and the simple beauty of the country, has become a synonym in America for freshness, purity, and simplicity of another kind.

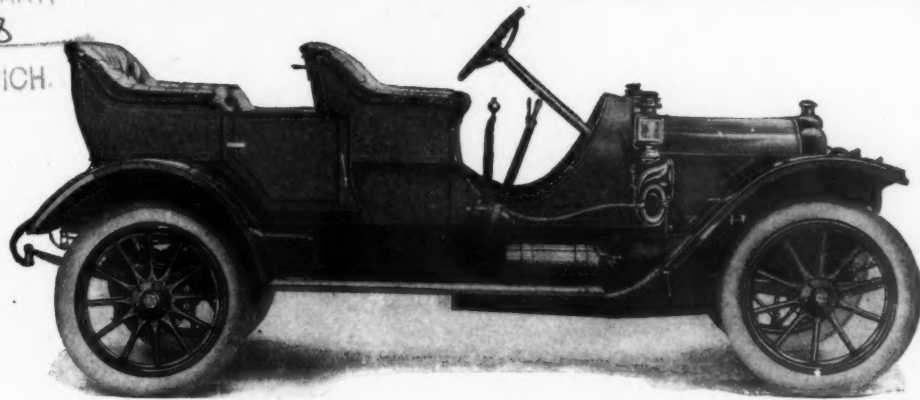
Belle Mead Sweets are absolutely pure. They are as dainty and delicious as they are thoroughly wholesome. Enclosed in a box of rich simplicity, as a gift they bear their own evidence of good taste and thoughtful consideration.

*Sold only in
sealed packages
by the better
class of druggists*

Belle Mead Sweets
Trenton, N. J.



PUBLIC LIBRARY,
No. 050258
DETROIT, MICH.



White Efficiency

Efficiency in all forms of mechanics is always based upon maximum performance at minimum cost. This efficiency is nearly always associated with simplicity of design—the straight line route—the elimination of inessentials. It has been said of the White gasoline engine that no part could be eliminated and the engine run—it is the whole

science of gasoline-engine building reduced to its simplest terms. The cylinders are of moderate size, but of the long-stroke type which develops tremendous power while using a comparatively small charge. In other words, we have a powerful, efficient engine—the maximum of performance at a minimum cost.

The White Well Built

Above we have told of the design of the White engine—of its splendid simplicity and mechanical perfection of principles, but all this would mean little if not properly carried out in the factory—if the making were not right—if the best of materials which modern science has evolved were not used. But they are used—the latest steel alloys which secure the requisite strength—tenacity—toughness or rigidity, as required. Nothing has been overlooked or omitted in the construction of the

White cars. They are built to endure—built for continuous service. It is a fact voiced by countless owners of the White cars that they are better after a year or two of using—that they improve with age.

Every White car has a compression release—a feature which eliminates all danger and makes cranking easy. In fact, White cars have every desirable feature you would want or expect in any car.

Let us send you catalogues, list of owners
in your locality, and their testimonials.

The White  Company

852 EAST 79th STREET, CLEVELAND



O'Sullivan's Heels of New Live Rubber

These are the heels worn by "live wires"—by hustlers who know that increased efficiency comes from the saving of wear and tear, the lessening of jolts and jars, the conservation of Nature's own forces.

Graceful Women

Women should realize that a graceful manner of walking has a charm that nothing else can replace.

O'Sullivan's Heels of Live Rubber are made to fit women's shoes. They do not show or change the appearance of the shoe, in any way—but they change a jarring, heavy-heeled walk into a movement of ease and grace.

The Sign of a Live Wire

For people who do things, who stand or walk a great deal, O'Sullivan's Heels of New Live Rubber lessen the daily grind.

They absorb the shock of the never-ending pound—pound—pound—of walking on hard pavements.

Perhaps you have never tried them. If you haven't, go right away to the nearest shoemaker, and have a pair attached to your shoes. They are invisible, and cost only 50 cents attached.

Then get out and walk. See the difference it makes—how light you are on your feet—and how much further you can go without becoming tired.

More Economical Than Leather

O'Sullivan's Heels of New Live Rubber save their cost in the increased wear of your shoes. New rubber lasts longer than hard leather. Remember to ask by name for O'Sullivan's.

ENGLISH TOURS By AUTOMOBILE

PRIVATE CARS. GO WHERE YOU PLEASE.
Illustrated Booklet Free By Post.
MOTOR TOURING COMPANY,
43 Pembroke Place, - Liverpool, England.
Cables—"Travelling."

The stegomyia fasciata love to romp and play

About a little baby's crib and fill his precious veins

With horrid yellow-fever germs and other aches and pains.

Mamma, have you found time to read it? No? Well, try

To read the latest pamphlet out—"The Battle with the Fly."

I have one in my nursery with colored plates, that shows

The way he carries germs about upon his legs and nose.

The names of them are legion and are ominous to view,

You'd think to carry one of them would break his leg in two;

But he just dips his feet in them, no matter where they are,

And gathers up a million germs and bears them near and far.

Mamma, have you screened the steak, the porridge and oatmeal?

I heard a buzzing sound just then, and for the common weal

Of all of us we must not let a fly go forth to roam

With germs of ours—for every one should keep his germs at home.

If you will help me catch the fly we'll lay him down and see

With my small microscope upstairs what colonies there be

Upon the soles of his small feet, and we will sterilize

His feet and legs so he will not do harm to other flies.

Mamma, these are trying times, and I trust you will give

More time to health and hygiene so that all of us may live

Immune from predatory germs, which lurk in every nook;

(Concluded on page 654)

ALLEN'S FOOT-EASE

Shake Into Your Shoes



Allen's Foot-Ease, the antiseptic powder for the feet. It relieves painful, swollen, smarting, tender, nervous feet, and instantly takes the sting out of corns and bunions. It's the greatest comfort discovery of the age. Allen's Foot-Ease makes tight or new shoes feel easy. It is a certain remedy for ingrowing nails, sweating, callous, and tired, aching feet. We have over 30,000 testimonials. **TRY IT TO-DAY.** Sold everywhere, 25c. Do not accept any substitute.

FREE TRIAL PACKAGE sent by mail.

MOTHER GRAY'S SWEET POWDERS, the best medicine for Feverish, Sickly Children. Sold by Druggists everywhere.

"In a pinch, use Allen's Foot-Ease." **ALLEN S. OLMSTED, LeRoy, N. Y.**

The Germ Destroyer

Mamma, have you boiled the milk and sterilized my plate?

I think there was a germ or two in the last food I ate.

I saw a micrococcus' track upon the pork and beans,

And there were staph'lococci playing leapfrog in the greens.

We ought to have more screens put on—I read just yesterday



ARNICA TOOTH SOAP

It forms a cleansing, healing, acid-neutralizing foam, making the teeth beautifully white and the mouth and gums healthy. Unique in form and action. A cake in a metal box—no breaks or spills. At any druggists, 25 cents—or sent upon receipt of price.

C. H. Strong & Co., Chicago, U. S. A.

The LUXURIOUS BROC ELECTRIC

AS an all-year car for town or suburban use the Luxurious Broc coupe stands supreme. In pleasant weather it may be open all around—more open than any other electric coupe. And to make it secure against sudden storms is but the work of a moment.

Those are details that help to make the Luxurious Broc an ideal car for a man or woman. Coupled with them is unusual economy in maintenance.

Three to seven dollars a month will furnish all current necessary to drive a four-passenger Broc every day in the month—as far and as fast as the average person desires.

This question of economy is so important that every prospective purchaser ought to investigate it.

Write today for the Luxurious Broc catalog, showing the six 1911 models—for two, three and four passengers; shaft or enclosed chain drive; Exide or Edison batteries.

The BROC ELECTRIC VEHICLE COMPANY

1665 East Fortieth Street Cleveland



The ANGELUS

and the standard pianos in which it is incorporated.

THE highest and most impartial musical authorities have long recognized that the ANGELUS is the piano-player which permits of the highest personal musical expression and interpretation on the piano, equalling the most masterly hand playing.

Let us consider the three pianos which are deemed worthy to be combined with the ANGELUS.

The KNABE PIANO

Essentially an artistic instrument and sought by those who demand the finest piano obtainable—by the highly trained musician, the virtuoso. Its magnificent tonal capacity, its highly perfected action and its exquisite design have made it universally known as "the world's best piano."

The EMERSON PIANO

Known far and wide as the "sweet-toned Emerson" because of its peculiarly appealing tonal qualities. Nearly a hundred thousand Emersons have been sold and there is no piano which can supplant it in the hearts of those who own and know it.

The ANGELUS PIANO

An instrument of splendid action and tone, especially built to receive the ANGELUS and to meet the more general demand in a player-piano. It offers by far the best value of any instrument in the market at its price.

There is a harmony of craftsmanship in the combining of these three pianos with the ANGELUS, which is of priceless value to the purchaser. Our ability and care to build the only perfect piano-player has been matched by the most able and unsparing effort on the part of the makers of these pianos to perfectly adapt them to receive the ANGELUS.

In all three instruments, the ANGELUS is the same. The wonderful *Phrasing Lever*, the most important aid to musical expression ever conceived, the *Melody Buttons*, the new *Graduating Melodant*, the *Sustaining Pedal Device*, the *Diaphragm Pneumatics* and the *Artstyle Music Rolls*, all indispensable features, are exclusive to the ANGELUS.

The full story of the ANGELUS artistic superiority can be learned only by years of association with it, and its best telling must be in realization by owners themselves after they actually possess and enjoy the ANGELUS.

Our Agent in your city will gladly demonstrate to you the unlimited musical possibilities of the ANGELUS and quote you liberal terms of payment with or without the exchange of your present piano.

In Canada, the *Gourlay-Angelus and Angelus Piano*

THE WILCOX & WHITE COMPANY

MERIDEN, CONN.

Business Established 1877

Regent House, Regent St., London

CALOX

OXYGEN
TOOTH POWDER

Depends for its virtues not upon strong oils, carbolic or other irritating disinfectants, but upon the presence of Oxygen (peroxide)—Nature's purifier.

Ask your Dentist—he knows

Of All Druggists, 25 Cents.

Sample and Booklet free on request.

McKESSON & ROBBINS - NEW YORK

Ask for the Calox Tooth Brush, 35c.

The Germ Destroyer

(Concluded from page 652)

And you should learn the names of them and how they act and look.

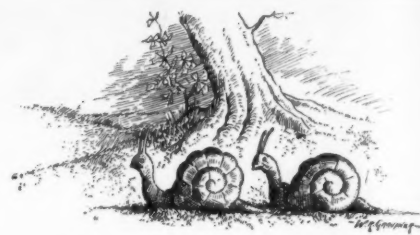
I think, if you'll permit me, now I'll vaporize the tea

And put a sterile compress on the prunes and celery,

Till quite immune from typhoid germs and kindred kinds we feel

The blessedness of sitting at a quite aseptic meal!

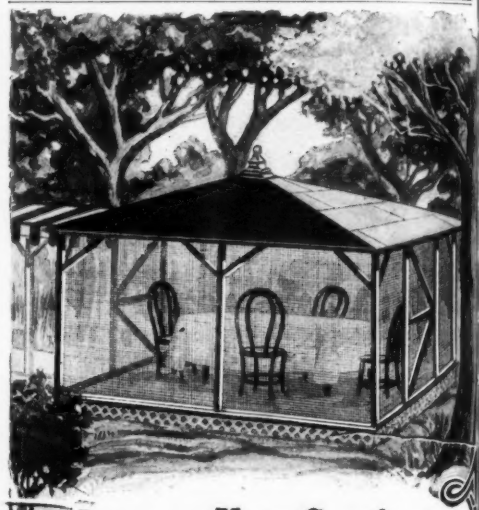
—J. W. Foley, in *Saturday Evening Post*



"DID YOU EVER TRACE OUR ANCESTORS?"

"WHERE TO?"

"PHILADELPHIA."



Increase Your Comfort This Summer

Look closely at this illustration. It shows a simply constructed outdoor dining room, the four walls made entirely of Pompeian Bronze Screen Cloth.

Any carpenter can build one within serving distance of your kitchen. You can even make it yourself during spare moments.

Dining rooms like the one illustrated doubled the pleasures of outdoor life last summer for hundreds of families.

Many were built near seaside cottages. Some were erected on city lawns. Farmers found them a cool summer luxury.

But you can not make one of ordinary wire cloth. It will not last. It will soon rust and crack, admitting germ-laden mosquitoes and flies. Its usefulness will end with the first season. Hence you must use

POMPEIAN BRONZE SCREEN CLOTH

LASTS AS LONG AS YOUR HOUSE

Salt air will not affect this screen cloth. It is proof against the weather even when left out of doors all the year round. Being 99 per cent pure copper it can not rust or crack, for copper is indestructible. You never have to paint it.

Your outdoor dining and sleeping rooms, porches and balconies should be covered with this enduring screen cloth. Specify Pompeian Bronze or Golden Bronze for your doors and windows, too.

It costs a trifle more at first but it is economy to use it. If your hardware dealer isn't supplied write us and we'll send you the name of the nearest one who is. Also booklet illustrating covered balconies, etc., will be sent you. Remember this wire cloth is marked with a removable red string in the selvage. Look for it.

Clinton Wire Cloth Co.

Established 1856

49 Sterling Street, Clinton, Mass.



Why the HUDSON "20" is the Most Widely Copied Car in America

More than 1,000 models of American automobiles are offered for 1911.

In most respects the change from those of last year has been in body designs only.

The most noticeable advance has been in the addition to the line of many models of moderate priced roadsters.

Last season the HUDSON "20" was distinct and alone in that field. It was the one really handsome, sufficiently large, not-to-be-insignificant roadster of moderate price that had been built.

The instant popularity of the HUDSON "20" Roadster naturally resulted in other makers duplicating, so far as possible, its beautiful lines, powerful and quiet motor, and other advanced features. It is practically impossible to protect any automobile design by patent.

For months manufacturers measured its every detail and, beginning last fall, you could easily find its prototype in the offerings of other manufacturers. It has been impossible, however, to duplicate the car and duplicate its price. Those cars which are practically precise copies sell from \$300 to \$500 more than the HUDSON "20."

But there are cars, some of which have the same type of motor or the sliding gear transmission or the same convenient, comfortable body designs, but lack in other details, which sell at about the same price as the HUDSON "20."

One reason why it is impossible to exactly duplicate the HUDSON "20" in design and price is the limited number of cars other makers can sell. No other maker has our advantage of volume, for the "20" is America's largest selling car of its type and class.

The reason for this great popularity is first due to its handsome appearance—its long, graceful lines—the beautiful sweep of the fenders—the high quality of finish in paint and upholstery—the unusual roominess and comfortable riding qualities.

The motor develops more than 26 horse-power, unusually high in a car of its weight.

Yet the HUDSON "20" Roadster for this year is in many ways a greater car, as compared with others, than was that excellent model of last year. Refinements have been added which give to it as distinct and advanced a place in the field as it had when it was first introduced.

More steel drop forgings are used than in any other car of its type at its price. All that you have heard good about the HUDSON "20" from the 5,400 enthusiasts applies to the original model. The additional value for this year is much greater.

It is used under all road conditions—under every service demand—in the hands of contractors, doctors, salesmen and where business requirements call for never-failing dependability.

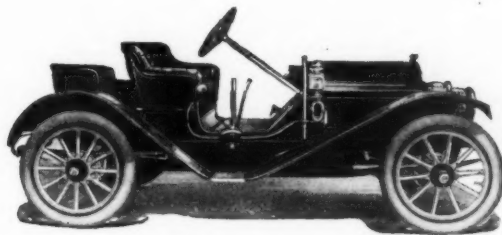
All that has been said by those who own the car is a great compliment, but the sincerest endorsement is the fact that it is "The most widely copied car in America."

The Fore-door car is \$1,200 complete. This includes dual ignition system, Bosch high-tension magneto, mohair top, glass wind-shield, three oil lamps, two gas headlights, Prest-o-Lite gas tank, tools, repair outfit, etc.

As a two, three or four-passenger roadster, it is recommended for whatever use is required of a light car. Send for literature.

See the Triangle on the Radiator

The colors of all HUDSON Cars are the smartest of the year—blue bodies and gray wheels.



"20" Roadster, \$1,000

For \$150 extra a Bosch high-tension magneto, giving a dual ignition system, top, glass wind shield, special storm and winter curtains and Prest-o-Lite tank in place of the gas generator, are furnished.

(53)

HUDSON MOTOR CAR COMPANY

6011 Jefferson Ave.

DETROIT, MICH.

· LIFE ·

Locomobile



THE '48' SIX CYLINDER

Four Door Bodies and Demountable Rims on all 1911 Models
High Tension Ignition ~ Shaft Drive ~ Four Speeds
The '30' Four Cylinders \$3500 - The '48' Six Cylinders \$4800
Prices include Tops and Demountable Rims. Complete Information on request



The Locomobile Company of America
Boston, New York, Philadelphia, BRIDGEPORT, CONN. Chicago, Washington, San Francisco



Plans To Return

Alyn MacIntyre overheard this conversation, which he says is the funniest that man ever spoke:

"Where you been, Murray?"
"To a health resort. Finest place I ever struck. It was simply great."

"Then why did you come away?"
"Oh, I got sick and had to come home."

"Are you going back?"
"You bet. Just as soon as I get well enough."—Chicago News.

ABBOTT'S BITTERS

Makes the best cocktail. A pleasing aromatic with all Wine, spirit and soda beverages. Appetising, healthful, to use with Grape Fruit, Oranges, Wine Jelly. At Wine Merchants or Druggists. Sample by mail, 25c in stamps. C. W. ABBOTT & CO., Baltimore, Md.



PUT THIS ON MY CAR WHILE I WAIT

HERE'S ANOTHER MOTORIST
who has found out that

JERICHO

Is the Perfect Motor Car Signal
that "Warns Without Offence"

Note the eagerness with which he approaches the repair man.

Note the look of satisfaction on his face.

They all look that way, once they become acquainted with the merits of this most efficient of Motor Car Signals.

Best of all—that expression lingers—because the merits of JERICHO are lasting.

The price: \$7 to \$10, according to size required.
The place: Of any accessory dealer or direct.

THE RANDALL-FAICHNEY COMPANY
BOSTON, U. S. A.

Send for illustrated booklet in Accessories you need for your car.



"DRAT IT! WISH I'D NEVER SEEN THIS BOOK OF ETIQUETTE. NOW I'LL ALWAYS BE UNCOMFORTABLE WEARING MY SWALLOW-TAIL IN THE DAYTIME."



Lubricate—Burn cleanly
Leave no carbon deposit

ALL GARAGES—ALL DEALERS

Write for Booklet

"The Common Sense of Automobile Lubrication"

INDIAN REFINING COMPANY
INCORPORATED

First National Bank Building, Cincinnati, Ohio
123 William Street, New York City
W. P. Fuller & Co., San Francisco, Cal., Agents

A Part of the City of Washington For Sale

To Settle Some Estates

If you have \$500, \$1000 or more, you can invest here, with the certainty that you cannot lose, and with the opportunity for remarkable gains. Prompt investors will reap the greatest harvest.

Massachusetts Avenue Heights

(WASHINGTON, D. C.)

144 acres divided into rectangular lots (50 feet wide by various depths), and villa sites (1/4 to 9 acres each), now offered for sale at 50c to \$1.50 per square foot. This property has an elevation of 348 feet above the center of Washington, overlooking the entire city, and it is worth at least \$7,000,000 to-day. A woodland, undulating tract with beautiful drives, trees and home-sites; flanked by great National Parks; situated about two miles from the White House; surrounded by the mansions and estates of famous men; abutting the U. S. Naval Observatory and Park and the National Episcopal Cathedral; pierced by Massachusetts Avenue, along which two miles of millionaires' residences (hundred million value now) run, including celebrated Dupont Circle and Sheridan Circle, less than one-half mile away. Congress has recently passed a law permitting this

unique property to be developed on its natural, topographical lines, instead of the usual rectangular system that prevails elsewhere in Washington.

For the purpose of settling the estates interested, the American Security and Trust Company and Amos H. Plumb, the Trustees, immediately awarded contracts for the expenditure of three-quarters of a million dollars for macadam roads, bridle paths, granolithic sidewalks, sewers, water and all other modern utilities and placed the property in the hands of Thos. J. Fisher & Company (Inc.) with instructions to market it at prices which would effect an early sale. **This affords one of the most extraordinary opportunities for real estate investment ever offered in America.** The homes of millionaires are built along Massachusetts Avenue right up to this property, which is one of the most beautiful residential sections of the Capital. Values cannot help but rise from the moment it is offered for sale.

Send for the "Story of the Heights," a Beautifully Illustrated Book Fully Describing the Property—Its Investment and Home Building Possibilities

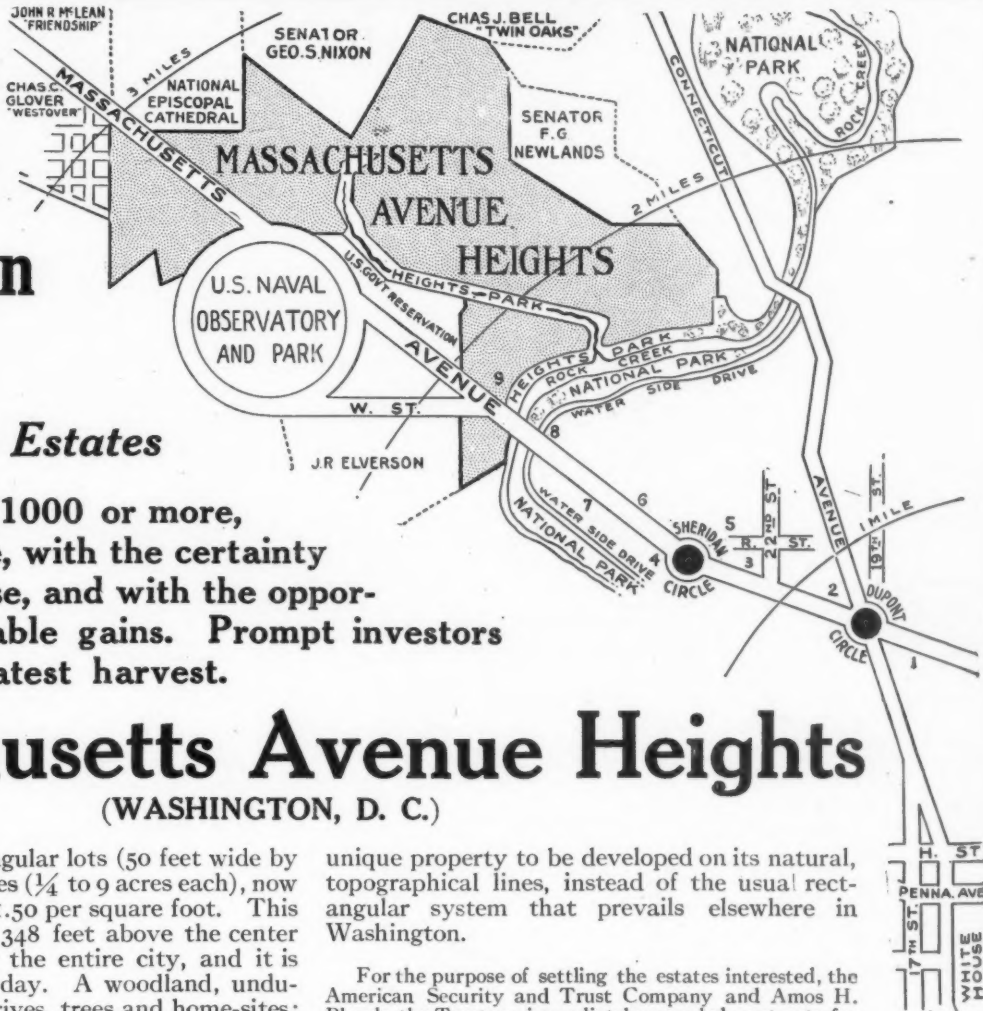
TERMS OF PURCHASE *The terms on which Massachusetts Avenue Heights will be sold are more favorable than have ever before been offered for this class of property. A payment of only 1-4 cash will be required, balance payable at the convenience of the purchaser. Deferred payments to bear but five per cent interest. Maps, illustrations and full details will be forwarded immediately on request. Correspondence with brokers solicited.*

ASK YOUR BANKER

Address all correspondence to

THOS. J. FISHER & CO., Inc., Sales Agents
Dept. L, WASHINGTON, D. C.

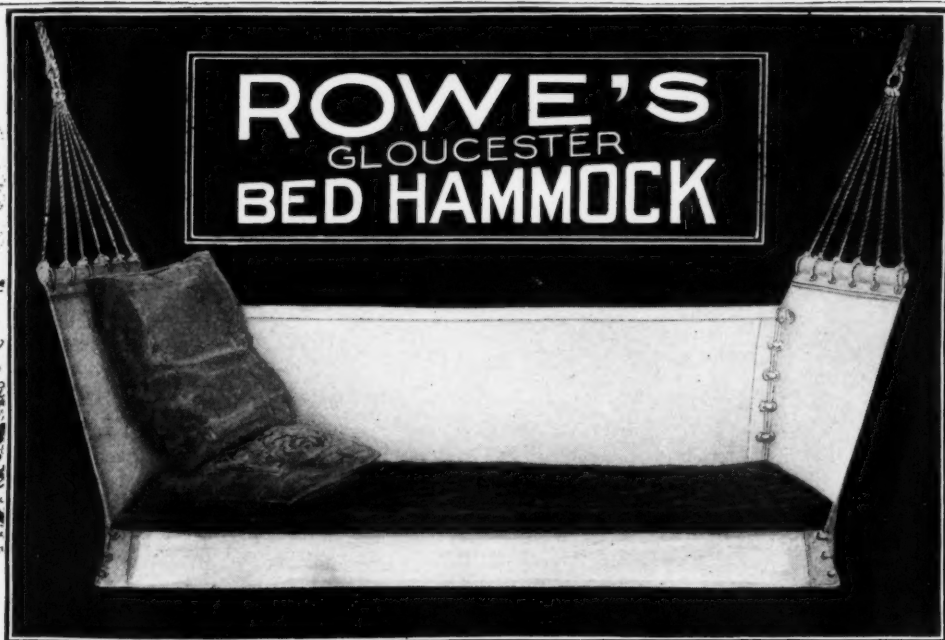
AMERICAN SECURITY & TRUST CO. and AMOS H. PLUMB
Trustees for Massachusetts Avenue Heights, Washington, D. C.



List of Values
Leading up to Massachusetts
Avenue Heights and into it.
(See Map)

1—	Lot sold in 1881 for \$ 2.25 per square foot	
	value 1911 10.00 " " "	
2—	" " 1881 3.00 " " "	
	" " 1911 15.00 " " "	
3—	Lot sold 15 years ago 2.25 " " "	
	\$10.00 per square foot recently refused.	
4—	Sold in 1900 for \$1.00 per square foot	
	1909 " 5.50 " " "	
5—	" " 1900 " 1.50 " " "	
	" " 1910 " 5.00 " " "	
6—	" " 1900 " 2.25 " " "	
	" " 1910 " 6.15 " " "	
7—	" " 1905 " 1.15 " " "	
	" " 1910 " 3.00 " " "	
8—	" " 1906 " .75 " " "	
	" " 1910 " 2.50 " " "	
	\$3.50 per square foot recently refused.	
9—	Massachusetts Avenue Heights	
	Lots now 50c to \$1.50 per square foot.	
	One year from today \$—?	

ROWE'S
GLOUCESTER
BED HAMMOCK



FOR VERANDAS, PORCHES, LAWNS AND OUTDOOR SLEEPING—MADE BY SAILMAKERS—HOLDS SIX PERSONS—LASTS TEN YEARS

If your neighbor has had a Rowe Gloucester Hammock, and you have had another kind, you know their comparative worth. He will not need another hammock for ten years, while yours must soon be replaced.

The Rowe was the Original Gloucester Bed Hammock—built after the model which we made for years for the U. S. Navy. After we introduced this style of hammock, other manufacturers began to make hammocks which looked like ours. Purchasers paid for the manufacturers' lack of experience. How could they know that 21-ounce (to the sq. yd.) duck was necessary, and that 12-ounce or 8-ounce duck couldn't stand the strain? How could they know that heavy thread was vital to durability? How could they know the score of devices and secrets for bracing and strengthening which forty-five years of sailmaking had taught us?

Write for descriptive booklet and prices of different styles and sizes. Small silk name-label on every Rowe Hammock

E. L. ROWE & SON, Inc., Sailmakers, Ship Chandlers, 302 Wharf St., GLOUCESTER, MASS.

There is no useless show in our hammock—every cent goes for lasting service and comfort. A cheaper hammock absolutely must be lacking at some point which time and usage will quickly reveal. Our hammocks are the highest in price, but far and away the cheapest by the year. If you want a durable hammock, your only protection is to get the genuine Rowe.

We guarantee our Khaki absolutely permanent and not to soil the most delicate gown.

Don't buy a hammock without first writing us. A very few high-grade stores are licensed to sell the Rowe Gloucester Bed Hammock. If not convenient to deal with them, you should order direct from us. We prepay delivery charges, and ship carefully packed, ready for hanging.

5 Points Worth Remembering

1. That only the finest Charente wine enters MARTELL'S distilleries.
2. That it is there distilled with utmost care by MARTELL & CO. themselves. This ensures its extraordinary quality.
3. That there are tens of thousands of punch-
eons developing and maturing in MARTELL'S stores.
4. That consequently MARTELL & CO. never have to bottle a Brandy until it is perfectly fit and ready for the mark it is to carry.
5. That to call a Brandy better than MARTELL'S is an empty boast—to beat MARTELL'S for Quality a frank impossibility.

Remember these 5 points and always ask for



MARTELL'S Blue and Silver Label **BRANDY**

Sole Agents, G. S. Nicholas & Co., New York



UP-TO-DATE JOURNALISM
THE SOCIETY REPORTER COVERS A WEDDING

Globe Signs

One reason young people think they have so many friends is that they never need them.

A woman who cries a great deal is usually a great kisser.

If you don't like this world, complain to the girl who is at home from school for the holiday vacation; she is running it at present.

When you get through with your work, for Heaven's sake go off and rest; don't bother the man who is still busy.

A man or woman who reads poetry will finally attempt to write it.

Almost every public speaker mentions his dear wife, and the fact that he has been abroad.

Every man throws a rock now and then that he would like to have back in his hand.

Every great man must realize that he is not as great as the newspapers say he is.

Redfern
Whalebone
Corsets



THE resilient pliancy of Redfern Whalebones models the form beautifully into fashion's requirements and enables it to comfortably and gracefully take any desired posture.

The chief charm of a figure modeled in a REDFERN is the absence of the hard corset line—there is no sense of a corseted form, but a feeling of figure buoyancy and youthfulness, regardless of the age of the wearer.

The firm, soft, silky fabrics, with the exquisite laces or embroideries applied by the artist's hand, create a model that adequately serves as a foundation for the most delicate evening gown, as well as the severely tailored dress.

The woman with rather an ultra taste, as well as the conservative in dress, can be fitted to a REDFERN MODEL, as they vary in quality, with, however, always the same excellent boning and finish, the difference being only in the fabric or trimming grade, at prices from

\$3.50 to \$15.00 per pair

ALL REDFERN MODELS are equipped with the SECURITY Rubber Button Hose Supporters—the best hose supporter there is.

Sold by High-Class Dealers Everywhere.

The Warner Brothers Company
New York Chicago San Francisco

SPECIAL SALE OF
Women's and Misses' Waists

NEW PARIS MODEL



- No. 95. **Racquet Waist**, Norfolk plaited model of fine white Irish linen with sailor collar and turned back cuffs of striped chambray, in blue, red, lavender or black and white coloring. Pearl buttons, black taffeta silk tie, patent leather belt. Value \$9.75 **6.75**
- No. 95a. **Same Model**, of white linen, with collar and cuffs of plain red, blue or solid white. **6.75**
- No. 95b. **Same Model**, of natural tan or white linen, with white pique collar and cuffs. **6.75**
- No. 97. **Hand-made and Hand-Embroidered Waist**, of sheer white French batiste, with yoke effect of real Irish lace, daintily hand-embroidered in coral, Copenhagen blue, lavender or white, and trimmed with hand-made Cluny beading. Value \$11.50 **7.50**

Sizes 32 to 44 Bust.

Franklin Simon & Co.

Fifth Avenue, 37th and 38th Sts., New York

The children who attend a certain church in Atchison say that the preacher prays so long that they can count two street cars go by.

In a lodge, when a man looks particularly meek, subdued and crushed, he is sure to have some awe-inspiring title like Most Worthy Grand Past Master of the World.

After a man gets along in years the pockets in which he formerly carried

love letters are filled with spectacle cases.

You don't need a very complete list of funny stories to amuse a girl who is gifted with pretty teeth.

—American Magazine.

FOR MEN OF BRAINS
Cortez CIGARS
—MADE AT KEY WEST—

· LIFE ·

Abbott-Detroit



Enjoy This Summer — In An Abbott-Detroit

Crank your Abbott-Detroit—throw in the clutch—and spend your Easter in Atlantic City, your summer holidays in the Adirondacks, “the 4th” in Pike County. Take in the Canadian National Fair at Toronto, or 1200-miles of boulevard highway on what was formerly the Santa Fe trail through Missouri, Kansas, Colorado and New Mexico. The Abbott-Detroit is the car with a pedigree and just chock-full of real reserve power that speeds you along on the level and pulls you up on the hills.

The Abbott-Detroit looks and behaves like a \$4,000 car—it will do anything a \$4,000 car will do and do it well; and yet the Abbott-Detroit will cost you but \$1,500. The men who build this car are the pick of the trade, they are the men who have grown *with* the industry—not after it. The enviable position occupied by the Abbott-Detroit to-day is attributable to but one thing—the thorough and complete satisfaction of our customers, which, incidentally, is our best advertisement and business asset.

The Abbott-Detroit is standard construction embodying many \$4,000 features. Stand-

ardization means absolute interchangeability of parts, and every individual part of the Abbott-Detroit is exactly like every other part of its kind without even one-thousandth of an inch variation where that degree of accuracy is essential. The advantages of standardization are without number; the disadvantages of its absence are beyond estimate.

The new Abbott-Detroit catalog is a revelation to the mechanic informed on correct automobile construction, and, to the layman who has yet to ride in his first car, it is a handy non-technical booklet of reference. The Abbott-Detroit catalog is free.

Five-Passenger Touring Car, \$1,500; Roadster, \$1,500; Fore-Door Demi-Tonneau (Tonneau Detachable), \$1,575; Coupe, \$2,350. All Standard Equipment, F.O.B. Detroit.

ABBOTT MOTOR COMPANY, 120 Waterloo Street, Detroit, Michigan



Springing pure from the heart of New Hampshire's granite hills, Londonderry Lithia Water is carried under perfect seal to thousands of homes in city and town. It should be in your home as a table water of especial pleasantness and as an efficient guardian of health.

Londonderry

is a natural water with its solvent minerals so blended as to be peculiarly healthful. It is highly recommended by physicians as the most valuable of alkaline waters.

The sparkling (effervescent) in the usual three sizes for table use. The still (plain) in half-gallon bottles.

An attractive brochure on Londonderry will be mailed free on request.

**LONDONDERRY LITHIA
SPRING WATER CO.,**

Nashua, N. H.



Brooks Brothers, CLOTHING, Gentlemen's Furnishing Goods.

Dress or Sporting Garments for Spring
Riding Suits and Odd Breeches
Norfolk Suits and Odd Knickerbockers
English Hats, Shoes, Haberdashery and
Leather Goods
Homespun Coats, Mackintoshes, Polo Ulsters,
Blazers
Liveries for House, Stable or Garage.

Send for Illustrated Catalogue.

BROADWAY, Cor. TWENTY-SECOND ST., NEW YORK

Boston Garter

Velvet Grip
is highest grade—not only fits the leg, but will wear well in every part—the clasp stays securely in place until released. See that **BOSTON GARTER** is stamped on the clasp.

CORD

NEEDRAW

Made in three types, to suit any season or taste.

Boston Garters
Sold in Shops the World Over and Worn by Well Dressed Men.

PAD

Sample Pair, Cotton, 25c., Silk, 50c.
Mailed on receipt of Price.
GEORGE FROST CO., MAKERS
Boston, U.S.A.

The Preponderance of Evidence

"Sorry," said the constable, "but I'll have to arrest ye—you been drivin' along at the rate of fifty miles an hour."
"You are wrong, my friend," said the driver. "I say I wasn't and here's a ten dollar bill that says I wasn't."
"All right," returned the constable, pocketing the money. "With eleven to one against me I ain't goin' to subject the county to th' expense of a trial."
Harper's Weekly.

There's Age in every drop



the developed richness and mellow, old flavor that real aging brings out

OLD OVERHOLT RYE

Made with patient care and trouble—guarded most zealously at every step until it reaches your glass

Distilled and Bottled in bond by
A. OVERHOLT & CO. Pittsburgh, Pa.



Which Do You Smoke?

I doubled my business in 1910. As I write this, 1911 is doubling 1910. Been doing this for quite a while now.

I've seen the rise and fall of a dozen brands while Makaroff has been growing up—and I expect to see dozens more rise and fall while Makaroff keeps right on growing by holding old friends and making new ones all the time.

What's the answer? Listen—the usual way of putting a

new cigaret on the market is to put the same old cigaret into a new box, and *whoop 'er up!* A big selling organization and big advertising are brought to bear and

big sales are the result. The first few years of the usual "new" cigaret are its best years. Sales are big and profits are big only while the advertising is big. When the novelty of the new label wears off and the public is ready for a change, *the process is repeated*—and the patient public goes on *smoking advertising*—not cigarets.

For fifteen years the public has been *stampeded* from one cigaret to another in just this way, and about the only change it ever gets is from a red box to a blue one and back again—with perhaps an occasional dash of brown. In short, the average cigaret is not a *smoking* proposition, but a *selling* proposition.

The Makaroff business is different. I started the manufacture of

MAKAROFF RUSSIAN CIGARETS

because that was the only way I could be sure of *getting the kind* of cigarets I wanted. It has grown because there are a lot of other folks who *want that kind* of a cigaret. And the number grows just as fast as people find out *what kind* of a cigaret Makaroff is.

Just let this fact sink into your consciousness and stay there—*this business is and always will be operated to make a certain kind of cigarets*—not merely to do a certain amount of business. I always have believed that if we produced the quality, the public would produce the sales. And that faith has been justified. Makaroffs are really different from other cigarets—and the difference is all in your favor.

You will find that you can smoke as many Makaroffs as you want without any of the nervousness, depression or "craving" that follows the use of ordinary cigarets.

Makaroffs are absolutely pure, clean, sweet, mild tobacco, *untouched by anything whatever* to give them artificial flavor, sweetness, or to make them burn.

Pure tobacco won't hurt you. You may not be used to it, and you may not like the first Makaroff, but you'll like the second one better, and you'll stick to Makaroffs forever if you once give them a fair chance. We have built this business on quality in the goods and intelligence in the smoker—a combination that simply can't lose.

Makaroff No. 15 is 15 Cents—No. 25 is a Quarter

Ask
Your
Dealer

Makaroff - Boston

Ask
Your
Dealer

Mail address, 95 Milk Street—Boston, Mass.

Willing to Tell It.

The check which the comely young German woman handed in at the window of a Walnut street savings fund bank the other day was made payable to Gretchen H. Schmidt, and she had indorsed it simply Gretchen Schmidt. The man at the receiving teller's window called her back to rectify the mistake just as she was turning away.

"You don't deposit this quite this way," he explained. "See, you have forgotten the H."

The young woman looked at her check and then blushed a rosy red.

"Ach, so I haf," she murmured, and wrote hurriedly.

"Age 23."—*Philadelphia Times.*

RAD-BRIDGE

Registered at Pat. Office LONDON, WASHINGTON, OTTAWA

CLUB LINEN AND VELOUR PLAYING CARDS
Henstitch and "rug" backs patented. Four colors each; red, blue, brown, green, 25c per pack. Gold edge, 35c. Dealers everywhere or sent postpaid on receipt of price. Send for Catalog of Bridge Accessories.
Dept. L., RADCLIFFE & CO., 144 Pearl St., New York

"Onyx"

TRADE



Hosiery

MARK

Silk

"ONYX" stamped on a hose means —
 "THAT HIGHEST EXPECTATIONS MEET FULFILLMENT."
 Do you ask for "ONYX" SILK HOSIERY?
 Do so if you wish to secure SILK HOSIERY that will meet
 your expectations.

For Purity of Silk—Perfection in Finish—Wide Selections in
 Weights or Colors, the "ONYX" Brand stands unrivalled.

Fine examples of "ONYX" Silk Values are described below:

No. 251

Women's "ONYX" Pure
 Thread Silk; Gauze Weight,
 in Black and Twenty-five
 Colors, with Lisle "GAR-
 TER TOP," Lisle Sole and
 High Spliced Heel. A Lus-
 trous Weave, Full Width
 and Length and an excep-
 tional quality.

\$1.00 per pair

No. 498

This special "ONYX" Pro-
 duction represents more
 Good Value and Greater
 Comfort than any other
 number. In Black and All
 Colors, of Extra Length,
 with a "WYDE TOP" and
 Silk Lisle "GARTER
 TOP" and Sole; twenty-
 nine inches long. These
 improvements prevent gar-
 ters from cutting and toes
 from going through.

\$1.50 per pair

No. 106

Women's "ONYX" Pure
 Thread Silk—The Ex-
 traordinary Value—
 best made in America
 —every possible shade of
 color—Black, White, Tan,
 Gold, Copenhagen Blue,
 Wistaria, Amethyst, Taupe,
 Bronze, American Beauty,
 Ponce, all colors to match
 shoe or gown. Every pair
 guaranteed.

\$2.25 per pair

If your dealer cannot supply you, we will direct you to the nearest dealer or send, postpaid, any
 number desired Write to Dept. 19.

Lord & Taylor

Wholesale Distributors

NEW YORK

FOR SPRING and EARLY SUMMER

Alice Maynard

New York

Offers a select
 variety of the
 most attractive

GOWNS
 BLOUSES

SWEATERS
 WRAPS and HATS

Women of particular
 and exclusive tastes
 will be specially in-
 terested in the dainty
 Marquisesettes, embro-
 idered in blue, coral,
 heliotrope and black.

381 FIFTH AVENUE
 510 FIFTH AVENUE



White Frost Refrigerators

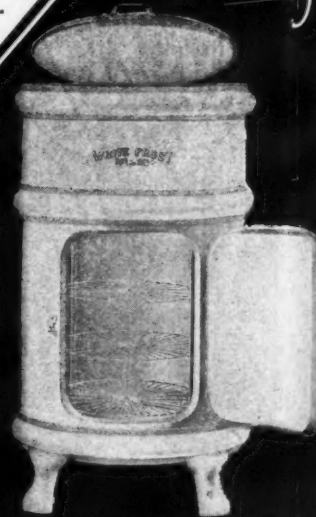
The delight of the housewife, because so per-
 fectly sanitary, convenient, economical.

Made entirely of metal. Enameled spotless white
 inside and outside. Revolving removable
 shelves. Entire inside can be taken out,
 cleansed and replaced in two minutes. Round
 in shape, there are no nasty corners, or
 cracks, for dirt and germs to lodge. Re-
 frigeration scientifically perfect, giving
 a cool, dry temperature with little ice.
 Handsomest and best Refrigerator
 in the world. Six years' success.

If dealer does not handle we will sell
 at trade discount, freight prepaid.
 Write for book and prices.

METAL STAMPING CO.
 561 N. Mechanic St.
 Jackson, Mich.

Send for
 free booklet
 to-day



Keeps
 food
 pure
 and
 sweet



Dear Bob, please buy
 me a "White Frost."



THE VALKYRIA

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by William
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 Medical K
 All in
 Write to
 Puritan

"It goes so smooth I've a mind to shave this off, b'gosh!"



DURHAM-DUPLEX RAZOR

For Safe Shaving
NO HOING NO SCRAPING
Needs No Adjusting
At all the better dealers—\$5.00
DURHAM DUPLEX RAZOR CO.
New York London

When He Discovers the Cause

A man never begins to blame a woman for his downfall until somebody has found him out.
—Chicago Record-Herald.

A Monument Fund

The meanest man in town having died and been duly buried, a bunch of his late acquaintances and neighbors were discussing the kind of party he was.
"We ought to raise a fund to build him a monument," one man suggested.
"Rats!" chorused the crowd in protest. "Who'd give anything to build him a monument?"
"Everybody would," insisted the first speaker. "We'd raise it by unpopular subscription."—Lippincott's.

A Happy Marriage

Depends largely on a knowledge of the whole truth about self and sex and their relation to life and health. This knowledge does not come intelligently of itself, nor correctly from ordinary every-day sources.

SEXOLOGY

(Illustrated)
by William H. Walling, A.M., M.D., imparts in a clear, wholesome way in one volume:
Knowledge a Young Man Should Have.
Knowledge a Young Husband Should Have.
Knowledge a Father Should Have.
Knowledge a Father Should Impart to His Son.
Medical Knowledge a Husband Should Have.
Knowledge a Young Woman Should Have.
Knowledge a Young Wife Should Have.
Knowledge a Mother Should Have.
Knowledge a Mother Should Impart to Her Daughter.
Medical Knowledge a Wife Should Have.
All in one volume. Illustrated. \$2, postpaid.
Write for "Other People's Opinions" and Table of Contents.
Puritan Pub. Co., 776 Perry Bldg., Phila., Pa.

Mallory Hats
"Cravenetted"

STIFF SOFT AND STRAW HATS.

All That You Like in a Hat \$3, \$3.50 and \$4



Every genuine Mallory Hat

bears this Mallory trade mark

Look for the Mallory Glass Sign in Your Dealer's Window

WHEN a man wears a Mallory Hat, he has a distinct advantage over men who don't. While his hat is every bit as stylish as any other made, it has the added and exclusive feature of being entirely weatherproof. The lines of the Mallory are harmonious; the shades are distinctive, but refined; the fur felt is of the very best quality and the workmanship unsurpassed. Besides, the Mallory outlives any other hat, because of the Cravenetting process which keeps it new.

Send for Free Booklet

E. A. Mallory & Sons, Inc.

Office: 13 Astor Place, cor. Broadway, New York
Factory: Danbury, Connecticut

Our new store in New York is at 1133 Broadway, corner 26th Street
Boston Store: 412 Washington St.

"STORM COMING!"
"WE DON'T CARE—OUR HATS ARE BOTH MALLORY CRAVENETTES!"



My! And This Comes from Boston, Too!

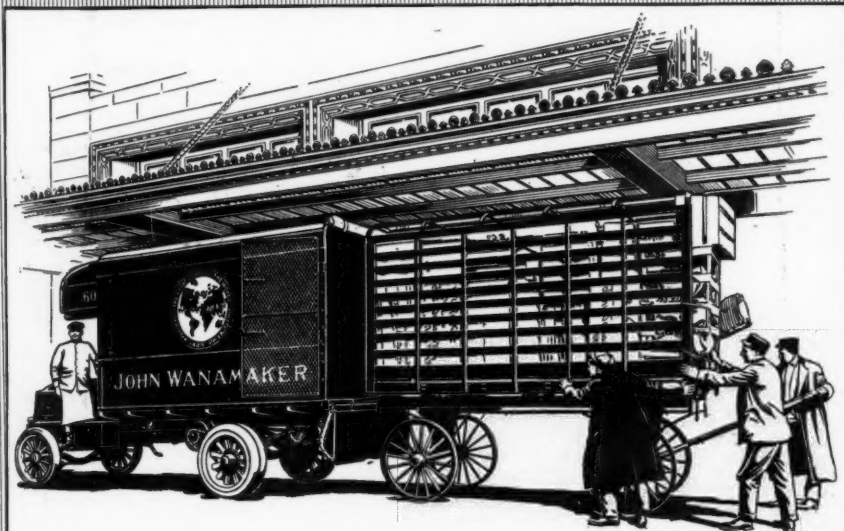
Mrs. Hen, having performed her oviparous function, took a constitutional around the yard. Returning to her nest she found it empty and clucked angrily.
"What's the trouble, ma'am?" asked the rooster.
"It's mighty funny," she grumbled, "that I can never find things where I lay them."—Boston Transcript.

FROM LONDON to the CONTINENT

Smoothest Sea Trip.
New Palace Steamers, Largest and Fastest crossing the Channel, via **QULENBORO-FLUSHING ROUTE**
The Quickest and Most Convenient Route from England to Northern and Central Europe. Write for Booklets and Itineraries Showing Every Detail of Delightful Tours, including **SIDE TRIPS THROUGH HOLLAND**
The Picturesque Wonderland of Europe
at very small expense—3 days—5 days—7 days, from London, Paris, Berlin—start any time, from anywhere.
C. BAKKER, General American Agent, Netherland State Railways—Flushing Royal Mail Route, Dept. D, 355 Broadway, New York

Packard

MOTOR TRUCKS



72 Miles a Day for 15 Months

JOHN WANAMAKER has had seven *Packard three-ton trucks* in active service in New York for *fifteen* months and another for *eleven* months

Total mileage	217,714
Average daily mileage of each truck, including lay-ups, reserve service, etc. (26 days a month)	72
Average monthly mileage of each truck	1,877
Average yearly mileage of each truck	22,524

For months at a time several of these trucks averaged one hundred and ten miles a day

Packard trucks are used in 103 lines of trade
Three tons—Twelve miles an hour
Write for catalog and facts about truck service

Packard Motor Car Company, Detroit

Ask the man who owns one

LIFE



This Number

AN unusual variety of material will be found in our table of contents this week. Easter has, in a superficial sense, come to be the symbol of an awakening of society—a period when practically everyone being back from Palm Beach, we may all resume our normal functions of wearing what clothes we possess and spending as much money

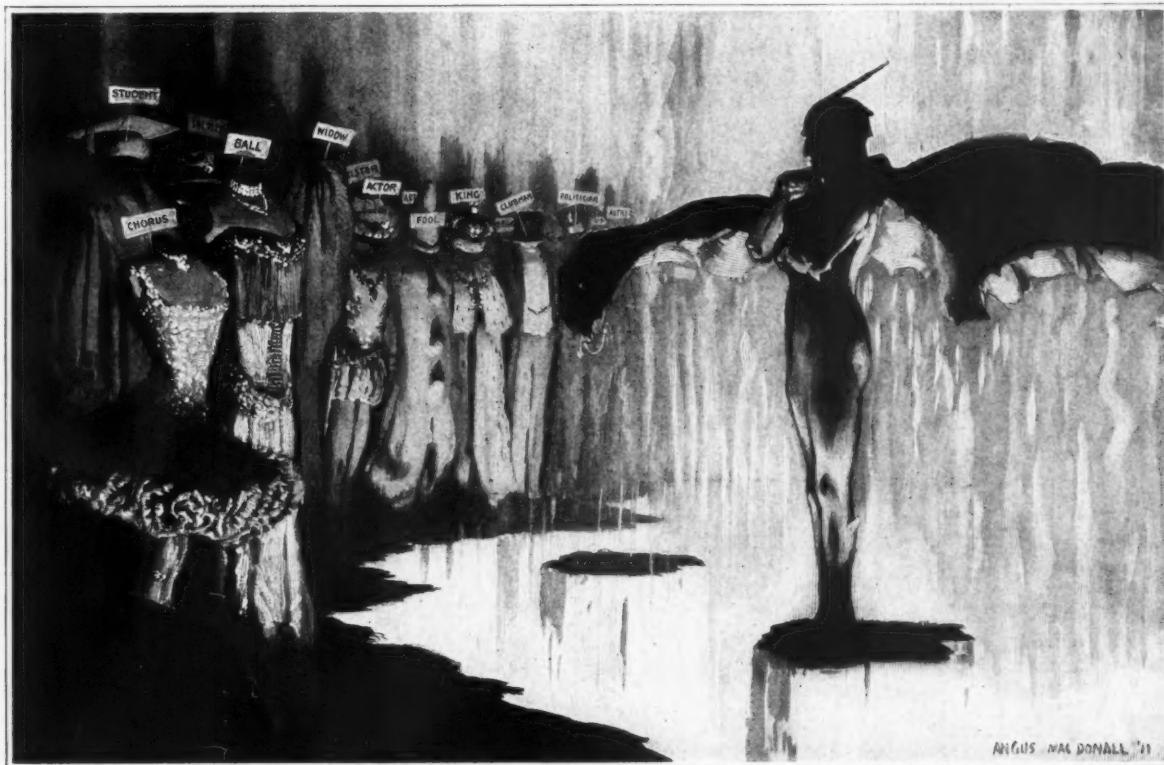
as we can lay our hands upon, to say nothing of overdrawing our accounts.

Easter is the time of year when buds are getting ready to burst and the pussy willows put on their spring hats; when opera singers retire to their money vaults and the European hotel keeper lies in wait for the great American traveler. It is also the season for pneumonia, bronchitis and tonsillitis.

We take pleasure in announcing that

having long had the exclusive information about the spring styles, in this number will be found all the latest modes.

In the meantime, we desire to call attention to the interesting fact that lilies will be found in this number, as usual. The annals of American literature may be searched in vain to discover a periodical that has ever issued an Easter Number without any lilies in it.



DISGUISES

Satan (after Lent): "WHICH FIRST?"



"While there is Life there's Hope."

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17 West Thirty-first Street, New York



IT is admitted at last and certified by the resignation of the Mexican cabinet, that the existing rebellion is a serious matter, based on broad and deep dissatisfaction with the existing government and political methods, and with enormous land grabbings by which private land pirates with political influence have acquired immense estates, and little men have lost title to the acres they cultivated. Everybody knows that Mexico under Diaz has been a despotism under democratic forms. Most people have considered that the very serious drawbacks of that system were, on the whole, more than offset by the benefits, especially in industrial development, which have resulted from the comparative security of orderly government. If the time has really come when an effectual demand can be made for real elections, in which voters can make real choices, and for laws that shall protect the poor, instead of turning them over to be stripped by the strong, it means a notable advance in Mexico and marks the success, rather than the failure, of the long Diaz administration.

Countries—all countries—are governed by the strong, who use whatever forms are necessary. The people who really govern are those who can get things done to suit them. Recent national government in this country has been by Aldrich and Cannon and their associates, and men whom they represented, or who represented them, tempered by Roosevelt, the Republican insurgents and a Democratic minority. The men who got what they wanted were Aldrich and Cannon's people—"the interests," the high protectionists and all the Mark Hanna band of nurses of our business prosperity and

owners of most of it. There are worse people to hold power than these. They are able, at least, and the crumbs that fall from their tables afford considerable nourishment to those who get them. We think we have seen power shift lately from these patriots to somebody else, but we don't know yet who has got it now, nor, indeed, how much of a shift there has really been. But, as is usual, the shift is being peacefully conducted, at the polls and in back rooms and elsewhere, and according to the forms of our government.

But in Mexico this shifting of power is much more difficult and its processes much more perplexing, because the machinery for it is primitive and rusty, and because it has not happened for twenty-five years or more, since Diaz became President. Our public knows remarkably little about what is going on down there. We observe in a general way that now that the end of the Diaz régime is approaching, the "outs" seem to have grown strong enough to make the "ins" loosen up a little and share with them the government of the country. But by what mechanism things are to be bettered and how the leaders of the opposition can be induced to confide in anybody connected with the Diaz government long enough to take their boots off is not clear as yet. The effective governmental agencies in Mexico this last quarter century have been not votes, nor paper documents of any kind, nor suffrages, but ball cartridges and machetes.

So we read the news from Mexico, and wonder how much of it is true, and wonder how they are going to work it out, and are sure that they must, and will, work it out somehow, because there is too much capital invested down there to lose and too many trained minds and responsible heads and too much civilization to lose it.

Meanwhile every one continues calm about those American troops that are down on the border and hopes that their health and spirits will continue good. And whether they are to do police work, or give first aid, or stick up red flannel flags along the Rio Grande and beg folks not to pass until the explosion goes off, they seem to be well placed where they are, and here's luck to them!



IT may turn out that one of Booker Washington's most useful services to his race was to get his head broken in New York by a truculent white man, who mistook him apparently for some one he was not. The incident illustrated the comparative insecurity of negroes in a white man's city. Any person in New York is liable to attack by an irresponsible assailant, but the attack that Ulrich made on Dr. Washington seemed to have behind it the lawless white man's sense of authority to correct offhand the negro whose presence or deportment offended him. All black men will not look alike to Ulrich hereafter, and possibly he, and others of his sort, will be wariest of personal regulation of the colored brother.

Dr. Washington's reputation is a valuable national asset. It would be a great misfortune to have it damaged in any way, and it is a corresponding satisfaction to see no prospect of its being harmed by his late experience.



THE Archbishop of Canterbury, Lord Balfour of Burleigh, and the Headmaster of Eton are among the signers of a protest issued in London and declaring that "certain novels issued by publishers of repute are not only unfit for perusal by a modest girl or a right-minded lad, but are likely to do harm to the moral character of all readers."

The worst of it is that some of these seriously objectionable books are written by some of the cleverest writers in England, who seem not only to have retained no prejudices in favor of morality, but to have lost all sense of the inexpediency of making public disclosure of their emancipation. What a man will do is one thing—and not very surprising, whatever it is. What he will make public admission in print of doing, or of approving, is another. But some contemporary British writers seem to have ceased to make this distinction.



Easter

EASTER in this country is a great chance very imperfectly improved. Any way you look at it, it has in it remarkable elements of joy. If you are Christian and reasonably Orthodox, it stands for the triumph of the spirit over perishable mortality. If you are pagan it stands for what is very nearly related to that—for Spring and the new life in the earth, for life itself and its continuation and reproduction. It stands for hope, as

Christmas stands for love, for joy, for beauty, for a fresh start for all hands and new endeavors after the beautiful and the good.

But we don't make much of it. There are difficulties about providing for it, it skips about so in the calendar, ranging back and forth, and bobbing up nearly a month earlier some years than others. That is troublesome. Schools and colleges find it so hard to adjust their Spring vacations to Easter that most of them have given up trying. The Spring is a gamble at best and it would be impossible to set a date in which Spring would be sure to keep an engagement even on a single parallel of American latitude, let alone on about forty of them. But the whimsies of Easter make it a double gamble to contract for the attendance of Spring on Easter Day. Perhaps if Easter was nailed to a definite day—say the first or second Sunday in April—we could do better with it.

But as it is, no considerable preparation can be made to receive what ought to be the great Spring festival. It just happens along and takes pot luck with us. If the weather is good and fairly vernal, we welcome it with a millinery show, and if it strikes a blizzard, we turn our collars up and think how profitable Easter might be if it could only add to its theoretical charm a little punctual sense of meteorological responsibility.

No doubt they do better in countries that have an established religion, in which Easter counts; also in countries that have an established Spring with definite bounds. Our American Spring is not so much a season as an episode that pops out when you're not looking, sputters like a fuse, and—bang!—it's Summer.



J. PAUL BURNHAM.

"FOR HE WAS A JOLLY GOOD FELLOW."



SEE THE HAPPY EXPRESSIONS UPON THE FACES OF THE EASTER PARADERS!

Please Pass the Government

NOW that Mr. Frederick Townsend Martin has written his excellent analysis of "The Passing of the Idle Rich," let someone follow it up and top it off by writing a series on "The Passing of the Idle Government," or, if that be too big a step, let us say, "The Passing of the Idle Senate."

The idle Government is at least one degree worse than the idle rich. While the rich live on the poor, the Government lives on both the poor and the rich. It toils not, neither does it spin, yet Solomon, etc. See Baedeker's Guide to Washington. See also appropriation bills.

The Government will neither execute the laws we have nor pass others which

are worth executing. The poor lays its burden on the rich, the rich adds its burden to that of the poor and lays the whole thing on the Government and the Government either lays it in the archives or kills it in committee.

And it came to pass in the twentieth century that the people were sore distressed. They went to the Government and asked for relief and it gave them an appropriation. *Ellis O. Jones.*

What! What!

We read in the paper that "a remarkable life-size statue of Bacchus has been presented to the University of Pennsylvania by Mrs. Joseph Drexel of Philadelphia."

WILL the Women's Christian Temperance Union please take notice! Is an effigy of this heathen person, deceased long ago and deservedly as a consequence of his habits, a suitable embellishment for a college of young men?

Well, we guess not!

Where are those Pennsylvanians who were lately agitating themselves about suitable apparel for Barnard's Adam and Eve at Harrisburg? Here is a statutory scandal of real consequence for them to wrestle with.

The Human Cook Book



THE ACTOR

To one slice of ham add assortment of roles,
Steep the head in mash notes till it swells.
Garnish with onions, tomatoes and beets,
Or with eggs—from afar—in the shells.



THE POLICEMAN

To a quart of boiling temper add a pint of Irish stew,
Together with cracked nuts, long beats and slugs;
Serve hot with mangled citizens who ask the time of day—
The receipt is much the same for making thugs.



The Vaccinator: NOW, MY DEAR, YOU MAY FLIRT AS MUCH AS YOU LIKE

Don't Blame the Employee



HERE is a kind of mental attitude that all employees in any establishment or corporation get directly from the head. Anyone, for example, who has had the experience of making a complaint in any department store will discover almost invariably that the same manner with which he was treated by the employee in the first instance is nothing but a reflex of the manner of the head of the department; and if one persists and reaches up to the supreme head, he will find that the supreme head has created throughout his establishment the particular atmosphere that is apparent in any one of its employees.

This is seen particularly in establishments—such as hotels and restaurants—

which depend upon appearances. The taste and skill (or lack of it) of the head of the establishment will be communicated to every detail. Merely by taking a meal at some hotels one can tell whether a woman is at the head or not.

This principle being admitted, two things are apparent: First, that it is useless to make any complaint. If you don't like the way you are treated, calm yourself and go elsewhere.

Second: We should be careful not to censure employees when the real culprit is at the head. There has recently been a marked improvement in the manners of the street car conductors in New York. Why? Because the Public Service Commission reached over to the men in control of the street car systems and told them that courtesy must prevail.

Mr. McAdoo has done more for New York than any other man in the way of

courtesy. He started out, when he opened the Hudson Tunnels, with the idea that the public must be pleased, and he communicated this idea to the employees of his road. The result is apparent to every one who travels in the Hudson Tubes.

And Mr. McAdoo's example has made its impression upon the heads of other transportation systems, who are gradually learning that a uniform system of courtesy to the public is a genuine asset, merely as a business proposition.

Mr. Mellen, the president of the N. Y., N. H. & H. R. R., is the only one who doesn't see this yet. He still continues to encourage his employees to insult people who travel over his road. But we are in good hopes that he will come around in time. *T. L. M.*

THE apparel oft proclaims the suffragette.



"In the adversity of our best friends we often find something which does not displease us"

Life's Fashion Reform League

In Spite of Every Criticism, the Great Work Still Goes On

NO great reform movement was ever undertaken that did not have to fight its way through criticism. We are no exception. We have received the following communication:

DEAR SIRS:

I have watched your movement with considerable interest, and can only say that your fashions, as I see them, are too tame. Why, they don't begin to be so radical as the things I see daily on Fifth Avenue. Unless you can do better than this, you might as well go out of business.

ADELE W—.

Our friend has a total misconception of the object of the League. She seems to think that our idea is to advance on the present styles. Not at all. Our main object is to tone everything down. We are for quietness and refinement

and true modesty, provided it doesn't go too far.

For example, our barefoot movement, which has now grown to such proportions, is along the line of simplicity. Think of what it means for any young girl, instead of having to walk down Fifth Avenue in a snowstorm in velvet slippers and silk stockings, to do the same thing barefooted? It makes for health for one thing, and it is much more natural.

No! We intend to tame down the styles that have been worn for some time. Our artists are now working on new designs which will have a quieting effect.

One of our Easter costumes, for example, will cost only twelve hundred dollars, not including the hat, which is five hundred extra. It will be made of purple lilies, manufactured from chilled steel, and hung with festoons of *moyen âge* rosettes in shrimp pink, with a bifurcated skirt and feet *au naturel*. The hat is composed of a large group of Angora cats, arranged like a happy family, with three pergolas on the side, festooned with trailing arbutus.

This will herald the advent of spring.

In the meantime, Life Park (formerly Central) presents an animated appearance. Our new model green, where all new costumes are displayed before being placed on the market, is crowded from morning until night with some of the latest designs submitted. No longer being subservient to Paris, we are enabled to offer some of the most original designs.

Next week there will be a grand gathering of brides from all parts of the country. Hitherto the bride's costume has been of regulation pattern. We contemplate some changes which will be more in line with true American ideals.

For about thirteen thousand dollars we can furnish any bride with a simple trousseau which will last for some six months or so. If you wish to save money you can make this in your own home and save three or four hundred dollars.

Economy is our watchword. We realize that American men do not wish to burden themselves with the expense of a wardrobe running into the millions, as heretofore.

Any lady who wishes to join the League will be instructed how to make

her own clothes, with the assistance of our League dressmakers, who are always on call.

The expense of having one of our dressmakers in your own home is inconsiderable, and we feel sure that American husbands will welcome this innovation.

For twenty-five dollars a day we will furnish a large, handsome woman with a superb education, who will not only make home pleasant but will make your wife's wardrobe at one-half the usual price.

Each lady dressmaker we send out is accompanied by three trained assistants, who cut and baste.

These ladies require very little personal attention. Aside from having their meals served in their rooms and



FIG 1, THE "NOURMAHAL"
MODIFIED HAREM BREECHES (MADE SLIGHTLY BOUFFANT), WITH GARNITURE OF CLOISSONNÉ POUF-POUF PERLES ON THE BRETelles.



FIG 2
ONE OF OUR NEW BRIDAL CREATIONS, SHOWING HOW VEIL IS TO BE WORN THIS YEAR—A GAUCHE, AND LEAVING THE KNEES IN ALL THEIR BEAUTY. (See text.)

the use of your automobile three hours a day, they ask for nothing else except an occasional bright smile. The head dressmaker takes complete charge of everything. All that husbands will be asked to do is to make a preliminary deposit of five thousand dollars as a guarantee of good faith.

The object of the League must never be forgotten. It is to place American styles in American hands and to give our American women a chance to present an appearance before the men that will be philosophically interpretative of the highest art designs.

Our spring baby clothes are out. For Easter we recommend a simple point lace dress for babies of six months, with a train not more than thirty yards long, which can be wound up on a reel when not in use. In babies' underwear we offer a large variety. We can positively guarantee to furnish a baby's wardrobe lasting fully six weeks for only twenty-five hundred dollars.

Our Mothers' Congress will be held shortly. All are invited to attend. One of the features the first day will be a demonstration of how to dress a baby completely in only three hours and a half.

We have received the following:

DEAR SIR:

If you are really a Reform League as you announce, can you tell me why you do not invent some method to prevent cooks from wearing the same styles as their mistresses? This morning my cook came out in a duplicate of my last costume, and with bare feet. I don't dare say anything to her for fear she will leave—and she is the best one we have had for three weeks.

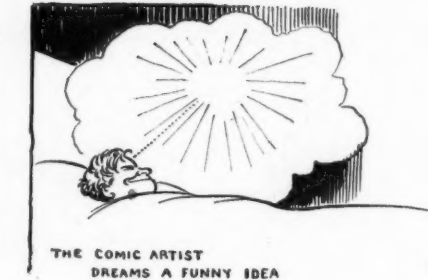
Mrs. G—H—

We confess this is a problem. We intend as soon as possible to take up this matter with Congress and get a law passed making it impossible for anyone who has not been naturalized to wear our designs. For the present we can only counsel patience. Our motto is "America for the Americans."

LIFE'S REFORM LEAGUE.

Old Men for Counsel

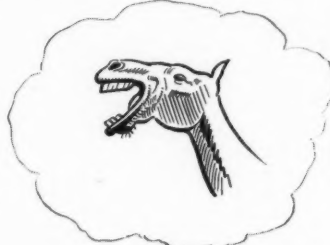
MORE of us who are ambitious to be truly serviceable ought to take care of our health and our bodies betimes, so that when our minds have matured and we have come by long experience, study, observation and practice in living, to something like wisdom, we may retain the physical and mental energy to make it useful. Just now we have some very valuable old men who have passed out of the ordinary passions and ambitions of life, into a serene atmosphere of fatherliness towards all the people. Their care is all for posterity, and some of them bring great



THE COMIC ARTIST
DREAMS A FUNNY IDEA



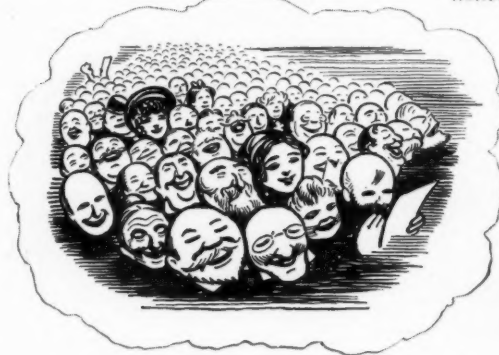
IN HIS DREAM HE TELLS IT TO HIS WIFE



A HORSE LAUGHS SO HARD AT IT
HE BREAKS A BLOOD VESSEL



AN EDITOR ROLLS ALL OVER HIMSELF
WITH MIRTH—AND GIVES HIM FIVE
HUNDRED DOLLARS FOR IT



SIX HUNDRED AND THIRTY FOUR THOUSAND READERS
LAUGH THEMSELVES SICK



BUT—WHEN HE WAKES
UP, HE CAN'T REMEMBER IT

SO OFTEN!

reputation to back their preachments of encouragement and good-will and their exhortations to comity and equity. John Bigelow is the dean of them, flashing out from time to time in the newspapers with an effective letter on some issue of politics, religion or government. Mr. Bigelow at ninety-three has no coeval as lively as himself or as effective in public utterances, but Wayne MacVeagh, Henry Lee Higginson, and President Eliot, all about seventy-seven, come to mind as notable and recent preachers hereabouts of sound doctrine to their fellows. Mr. MacVeagh, writing fervently in behalf of the poor, lately and piously urged the Government to relieve them of certain burdens. Major

Higginson (in the *Atlantic*) in a fine strain of philosophic reasoning, lately invited his fellow rich men to freer and more copious experiment with the joy of spending their money in the service of society. President Eliot, since he quit office, has been about as busy as before, and in services more diffused than ever. He talked to the Harvard students the other day (for the first time in two years) and expounded to them that in no form of government were there such inequalities of power as in a democracy, and that no people ever exhibited such inequalities of power as the people of the United States. The reason is, he said, that the essence of democracy is freedom of the

development of the individual. "Despotism produces equality of conditions, free institutions produce inequality—as this country has already demonstrated."

This is useful information for persons whose idea of democracy is of a condition where everybody is about like every one else, and no one much better or much better off. That condition, Dr. Eliot says, belongs rather to despotism, with denial of opportunity and suppression of individual enterprise.

Furthermore, Dr. Eliot said that the mixture of races is not going on in this country anything like as fast as various generalizers imagine. There are people of all races here, but only those that are near akin blend at all readily. The progress in this country towards an amalgamated people of common qualities seems to Dr. Eliot to be incredibly slow. He calls this reluctance of races to blend in this country "the greatest phenomenon in our history." He is pleased with it, because he does not believe that the blending of races is advantageous.

Heartless

"MY dear," says the husband, interrupting the wife in the midst of her remarks about his latest peccadillo, "may I ask one favor of you?"

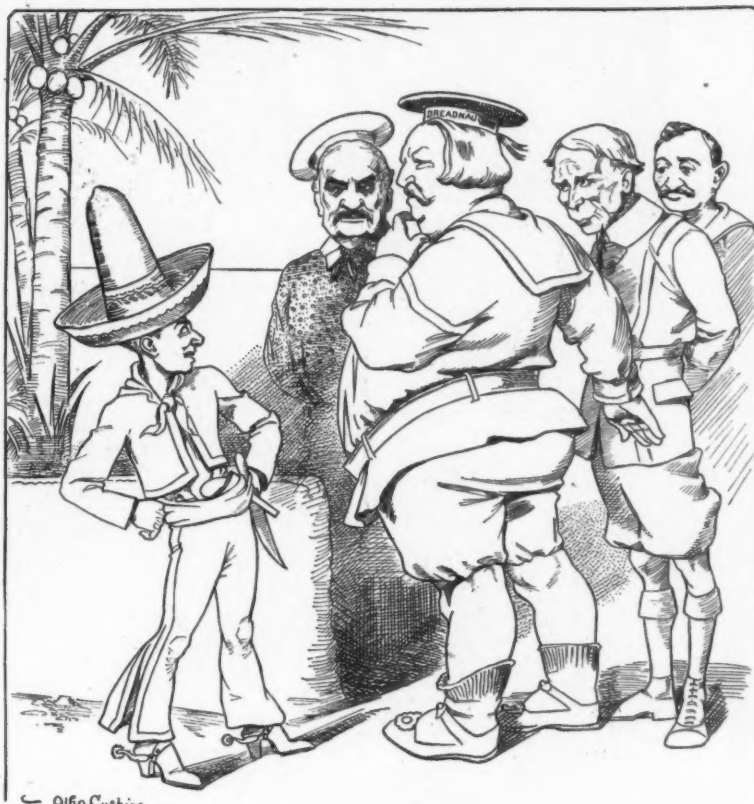
"What is it?"

"You are now in the scolding stage. Can't you shorten it and get right into the tearful stage? I'd be glad to go through the usual program this morning, but I've got to catch an earlier train than usual, and unless you can favor me I shall have to leave before you have wept and we have made up."



"HELLO, DOC! WHERE HAVE YOU BEEN FOR THE LAST THREE YEARS; TO THE NORTH POLE?"

"NO. IN COLD STORAGE."



— Oiro Cushing —

PIERPONT }
JOHNNY D. } "AW, G'WAN, SWOT IM, WILLIE. YOU'RE BIGGER'N HE IS."
"GUGGIE" }

The Tired Americans

IT is proverbial that the American business man is tired. It is for him that the drama is made frothy. It is for him that all the Broadway stars shine, for him that the lights glimmer. But it is not he alone who is tired.

The American clerk is tired adding up figures and selling goods in which he has no interest.

The American society woman is tired playing the butterfly, playing bridge and engaging in other activities which have become deadly monotonous.

The American laboring man is tired spending all his waking hours in getting a poor living and in trying to make his wages reach as high as the cost of necessities.

The American middle-class wife is tired trying to make a show on an income that is by no means showy.

The American college professor is tired teaching a system of economics

which has no vital connection with the real facts of life.

The American magnate is tired trying to make people believe he is a superman.

The American voter is tired supporting political parties which make no effort to support him.

The American editor is tired beating about the bush and not touching the heart of questions. *E. O. J.*

Faith

DON'T let yourself get furiously mad at anybody or about anything, but do not undervalue the capacity to do it. Authority leans on that capacity. Somewhere back of the word of command there must be fire.

What makes the auto's wheels go round?

Little sparks of energy, exploding gas under restraint.

So temper, powerfully controlled, drives life.



OF COURSE THE WOMEN SMOKE NOW, BUT ONLY CIGARETTES AND AS AMATEURS. LATER, WITH MORE EXPERIENCE, THEY WILL DO BETTER

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TIMES AND CUSTOMS MAY CHANGE, BUT GIRLS WILL BE GIRLS

The Mormons



HERE is a magazine movement on hand to muck-rake the Mormons, to the end that they may be disciplined off the face of the earth.

The Mormons are apparently doing from a religious standpoint what other men do on the quiet. At the same time it must be admitted that making a religion of getting married is probably carrying the thing too far.

It is far better to keep your religion separate from your marrying capacity. You can then get married as often as you please, and aside from the slight difficulty of having to pay alimony, you stand in no danger of losing your soul. Even matters of alimony can usually be adjusted to a minimum.

In these days, bigamy is not only unnecessary, but stupid. To start out deliberately to marry as many women as you can, without going through the slight formality of getting rid of the last one, is an asinine performance.

The Mormon has troubles of his own. Why disturb him in the enjoyment of them?

He never knows where he is going to lay his head. Just as he gets a cosy corner fixed up in one room, with his desk pad and all his papers arranged to suit him, he hears that number three in the next block is beginning to show signs of homesickness and he has to leave his temporary home and go and comfort her loneliness.

If he has a literary temperament, he has to live in a dress-suit case and a traveling inkstand. And his movements being so uncertain, nobody will lend him books.

The life of the Mormon is by no means easy. Where one man may have to listen to the harrowing tale of the desertion of the last cook, he may, in the course of a week, have

to listen to a dozen. Then again, a Mormon never knows where his dress suit is. Every time he is invited out to dinner, or to a ball, he has to run over the list and try and remember where he left it last.

And after the dinner is over, think of the trouble the Mormon has in going home! Under these harrowing circumstances it is often hard enough to find one home, but how is any man going to remember a dozen or more?

The Mormon is constantly going through all of the discomforts of travel, without any of the broadening influences. No wonder, under these trying circumstances, the Mormon needs all the religion he can lay his hands upon.

An Open Countenance

"ANYWAY, he has an honest face."

"Honest? You surprise me."

"Yes, it's the only honest thing about him. It shows how dishonest he really is."



HER MAIDEN VOTE

"DID YOU CAST YOUR VOTE, AUNTY?"

"OH, YES! ISN'T IT GRAND? A REAL NICE GENTLEMAN WITH A BEAUTIFUL MOUSTACHE AND YELLOW SPATS MARKED MY BALLOT FOR ME. I KNOW I SHOULD HAVE MARKED IT MYSELF, BUT IT SEEMED TO PLEASE HIM GREATLY."

Out of Place

"DID you find any fault?" asked the author of the *Render*.

"Only one," replied the friend, who had been examining the work. "In the last part of your tale you say: 'The man whistled, and the dog ran to him eagerly, wagging her tail. Then the man stooped, picked up the animal, put her on the operating table and strapped her down securely. The dog looked at the man beseechingly—the man commenced to work.'"

"But what is there wrong with that?"

"The word 'Man,'" replied the friend.



"OH, DEAR! THERE'S ANOTHER HOLE IN MY STOCKING. I'LL BE GLAD WHEN I CAN WEAR LONG DRESSES LIKE YOU, AUNTIE."

Dr. Aked Resigns

DR. AKED has resigned the pastorate of Mr. Rockefeller's Fifth Avenue Baptist Church because his trustees cannot see their way to build him a big church where he could preach to two thousand people. Maybe he is going to San Francisco, where Abe Ruef has finally been jailed and has left a large fragment of the population more or less corrupted on their spiritual side and very ripe for repentance and meet works under the direction of an energetic pastor.

Fifth Avenue is no longer an inviting street to put a big church on. We sympathize with the reluctance of Dr. Aked's late trustees to build him such an edifice as he wanted there. Such churches are better suited to smaller cities where land is cheaper, and the population is not so widely scattered. New York is a city of hotels, theatres, restaurants and flats. It is somewhat short of homes and homeliness. It likes churches that provide that quality; churches that are permanent and reposeful and that give to the people who go to them a sense of not being either in a flat, a theatre or a street-car.

Dr. Aked is not in sympathy with this New York need for tranquillity. The paper says he is the son of an auctioneer and it is natural that he should aspire to shake things up. His vocation is to minister to the people of a city of homes and give them a change on Sundays.

FROST: The sane Fourth caused him to fail in business.
SNOW: Undertaker, doctor, or fireworks manufacturer?

Song and Surgery

A SINGER and surgeon, I say,
 Betray a not distant relation,
 For one yearns for grand opera,
 And one for a grand operation.



Absent-Minded Guest: "GREAT HEAVENS, I'VE LEFT MY COIFFURE AT HOME."



RECIPROCITY

(Air: Edinboro Town)

H. R. H. the New Governor-General (to Columbia):
 "I'll Do My Best for Canada, But This I Canna' Do.
 I Winna', Winna', Munna', Connaught Cannot Buckle To."

Easter Gods and Goddesses

THE frock coat of this season might have been worn on Olympus. Possibly it was. When Baudelaire penned his delightful defense of the garment's art value he little fancied what it would become with the years.

There is a dignity about its flowing line, a certain swirl of shadow that when caught in an Avenue breeze suggests the carved drapery of a winged Victrix. It is true the modern sculptors do not catch this divine ripple. Our statued heroes in their stone skirts lack any suggestion of action. They rather hint ossification or locomotor ataxia.

This is not the fault of the garb, but rather because some art convention forbids that a great man be portrayed delicately pawing the earth as the steed in bronze is shown. The portrayal of movement always gives the impression of life.

The illustrated tailoring advertisements show us how thoroughly beautiful the clothes of the Twentieth Century are. Take, for instance, the silk hat of the day. It has all the dignity and symbolism of a kingly crown when correctly worn by the right man. Even the halo of a saint would appear rowdyish if al-

lowed to grow soggy and droop over one eye.

There is art and music in every era and the clothes that men wear to-day are no more caricatures than were the togas of the Caesars. True, there should be a chamber of horrors for stiff-bosomed shirts, shoe blackening, suspenders and unattached cuffs. But they are incidental as our hobbles and our hundred buttons. Persons of taste avoid such things.

The charm of clothes for women and for men consists largely in their adjustment and relation to the time they belong in. We associate certain draperies with biblical illustrations and stained glass effects, but we know by the foreign collections that everything is in the artist's vision. The Spanish Madonnas are all Carmens in hoods. There is a new French one in the Luxembourg—a Boucher—so amiable that one can see the twinkle in her eye.

When our modern painters and sculptors learn to idealize types and garments, we will begin to understand how wonderfully beautiful we actually are. To wear a scarf floating from the shoulder, in the manner of Diana, may have suited the climate and the hunting fashions of her time, but for charm it does not approach a Mandarin tea coat or a frilly lace slipover.

Surely our fashions have grown steadily better since the days when men wore bow knots at their knees and women sported neck ruffs. Our clothes have meaning and use. They belong to us. And there is more real beauty and art in one moment of the here and the now than in all the exquisite corpses that were ever tombed.

The old masters give tone to a wall because they are respected traditions, but the Gibsons and MacVickers are more inspiring and reflect life—the life that they belong to. Art is in life—not in death.

We get the best of the copies—the Rembrandts and Titians and others—but there are plenty of freaks mercifully dimmed by time still hanging on the walls of the museums and cathedrals of the Cook's tour districts. Let us drop this delusion that everything fine and splendid died with the Hellenic Johnnies and the big marble ladies of the Louvre.

We gods and goddesses of the spring of 1911 teem with romance, color, form, strength, grace and clothes that fit us. We are all right. Possibly a few centuries may give us a becoming haze, but our outlines are chaste and we do not wear things merely because they float nicely.

That men and women allow them-

selves to grow fat and unpleasant is not the fault of the fashions. The Greeks loved beauty too loyally to hand down any grotesques of their race, but they had their sins. No doubt they had their heavyweights as well.

Apollo, with a large waist line and a triple chin, would be as impossible as a corner grocer. It is simply a matter of training. Not one of our champion boxing clubmen but could don the classic togs and make good.

We do not dwell in groves or tread the gods' rialto. The sandal may be hygienic from a chiro-podean point of view, but there is a nice reserve about a pump and a silk stocking that can be pitted confidently against all the historic feet that might be lined up apart from the noble legs they originally upheld. The white canvas shoe with its rubber sole is the very epitome of art. Mercury might have worn it to advantage.

Sculptors give their carved men and women beautiful toes, but the toe in the abstract is lacking in distinction. Sentiment is all that makes even a baby's foot beautiful. Du Maurier raved over Trilby's foot because he saw it with the clair-audient eye of the impressionist. Our fashions leave something to be imagined. They are subtle.



"CONSIDER THE LILIES."

The dress of man, not so much as that of women—for the reason that man, as yet, is not forced to subtlety. If the Suffrage age dawns he may have to take to baby ribbon and open work effects in his shirts.

Our magnificent Easter gods and our snaky satin goddesses are fit enough to put on coins. The feminine slitheriness of the up-to-date means elimination. Elimination means simplicity. The new



Robt L. Dickey. 10

THE SPRINGTIME OF LIFE

art is getting into our gowns. Urnless and unpedestaled, we are still sublime.

Our chariots have rubber tires and no speed limit. We send wireless kisses to our friends at sea and skim the milky way in winged rocking chairs. We are the gods! Make way! The old Olympian bunch will serve to decorate our lawns and sunken gardens. After all, their great specialty was posing. Possibly they did nothing quite so well. They will never tell us. They have the gift of silence. *Kate Masterson.*

Crowding to a Coronation

ACCORDING to current estimates, 100,000 Americans are going to London to see the coronation of King George, and will spend \$25,000,000 on the show.

Very likely! But the money estimate is low. It allows them only \$250 apiece for coronation expenses. The hundred

thousand would be going to Europe anyway. This coronation catches them because it comes along at a convenient time and is an improving historical pageant put on the street at great expense and well worth looking at.

How many of us there seem to be, nowadays, who have money to throw around, and who take a lively interest in any big entertainment that our friends and cousins in London offer! Suppose it hadn't happened as it did in 1776 and the ensuing years, would more or less of us be going to that show? Or would it, in that case, have been found more suitable and convenient to have this interesting pageant in New York?

RANDALL: Has a reputation for bravery, has he?

ROGERS: Yes, with everyone who has seen his wife.



Jones: I DON'T MIND SO MUCH NOT BEING ABLE TO SEE THE MINISTER, BUT IT IS SIMPLY OUTRAGEOUS TO BE TICKLED INTO CONVULSIONS OF LAUGHTER

The Remarkable Loeb

IT is astonishing, in this age of striving after almost any sort of sensation, that no panegyrist has arisen to do full justice to the wonderful performances of Inspector Loeb.

When this gentleman took charge of our Custom House things were moving along in much the same manner that they had been moving for centuries of time. Without any particular spirit or enthusiasm, with no heart—so to speak—in their work, custom house officials went on day after day clubbing incoming passengers indiscriminately, and, as a matter of routine, without any sense of distinction or originality, monotonously doing their duty, so that every passenger who entered the port knew beforehand just about how much trouble he would have and adjusted himself to the ancient system, just as we submit to anything else that has become a settled fact.

And then came Loeb and things happened.

The past doings of the Russian secret service, united with the exploits of Sherlock Holmes and Pinkertons, are as nothing compared with what our Custom

House has recently been doing.

The secret European ramifications of art dealers have suddenly been disclosed in all their completeness, in a flash of light. Wealthy ladies returning from Paris have had their thoughts laid bare, and the precise location of priceless gems has been instantly revealed by the magic touch of one of Loeb's official mind readers. Disclosure after disclosure has been barely recorded in the daily papers day after day, without the slightest attempt at ornamentation or the employment of the usual devices which give our modern "news" so much of its tone.

The facts have been briefly recorded, but Loeb, the hero, ever remains in the background. His genius is unrecognized. No Hall of Fame waits him with open arms. Why is this?

The answer, of course, is obvious. There are certain kinds of employment in which genius is ever unrecognized. Although Mr. Loeb may perform miracles of espionage and may, as a public servant, mark out an entirely new standard of ability, his occupation is in disfavor with the majority of mankind.

The Recall for Judges

WE do not think well of the application of the principle of recall to judges. The provision in the Arizona constitution to that end is ill-advised and is a good thing to get rid of. But practically it is not unlikely that it would work fairly well by not working at all. Mr. Wickersham said at Cleveland the other day:

Who of us will be secure in all that we hold dear if our judges can only retain their places by consulting the passing fever of the crowd instead of the laws of the land?

There is nothing in the provision for recall to compel judges to bend to "the passing fever of the crowd." An upright judge would still be upright, recall or no recall. A weak judge would be weak, recall or no recall.

In the long run, public opinion shapes the decisions of the judges and makes the laws. Even Mr. Wickersham would probably concede that. As things are, the inclination to satisfy the powerful has probably quite as much effect to twist the judicial mind as the fear of recall would ever have.

The recall for judges seems inexpedient, but it is not so black a beast as some minds see it.

People I Would Rather Not Know

MY reasons for not wishing to know Dr. Frederick Cook are severely practical, and based upon the utmost expediency.

At a respectable distance—and not knowing him—I have a great respect for him and a kind of faith in him that pleases me immensely, because it, in some indefinable manner, increases my own self-respect. Perhaps I might put it in another way, by saying that in spite of the commonplace opinion that Dr. Cook is an impostor—which doesn't interest me—I am broad enough to be able to sympathize with him and to admire in him what I regard as being a great achievement. In other words, measured as a whole, the sum total of what he actually did outweighs in my mind the unimportant fact that he probably didn't reach the pole. I have deceived myself and other people so many times in trivial ways, that it impresses me immensely to see the thing done on such a big, dramatic scale.

Now if I knew Dr. Cook, I could learn nothing more from him than I already know, and I should probably have to modify the opinion that I already have of him, which now affords me so much intellectual pleasure. Therefore, how foolish it would be to know him!

I HAVE been urged by some of my Republican friends to cultivate a desire to know Whitelaw Reid. After trying conscientiously to do so, I find that I cannot, without considerable loss of time and strength; I shall therefore yield gracefully to my original impulse and shall continue to desire not to know him. Besides, upon reflection, I am convinced that I am right. I have no particular objection to Mr. Reid because he is a Republican, because he has long held office under Republican administrations, or because he at one time was editor of the *Tribune*. I have occasionally known Republicans who were worth while "knowing, and I have known persons who held office under a Republican administration with whom it was reasonably safe to associate, and I believe it is possible to extract some good out of any *Tribune* editor with the proper scientific instruments. But when you combine all of these things, the result is an impossible affair; and that is why I do not desire to know Mr. Reid.

A. Bloodgood Damper.

Literary Note

RHETA CHILDE DORR has written a book entitled "What Eight Million Women Want."

If she were to describe individually the forty million Spring hats, sixteen million Spring dresses, eight million automobiles, and so on, she would have to write a library that would exhaust Mr. Carnegie's funds to house, and bankrupt the whole continent to maintain on the plan demanded by the canny Scot.

PROFESSOR CHARLES W. ELIOT'S contention that every family should consist of six children seems to need some sort of explanation other than the one which accompanied it.

Six is not enough for a baseball nine, whereas it is two more than is necessary to play bridge. It is true that the others may cut in; but this is not regarded by experts as being the most satisfactory of games, especially in a family.

A Rare Exhibition

IT occurred at the rooms of the S. P. C. A. They brushed the cobwebs from the president's chair and they called a meeting.

The ostensible purpose of the meeting was to discuss the desirability of a salaried president, one who would give a reasonable portion of his time to the duties of the office. Col. Alfred Wagstaff, now president, devotes an hour or two a day to the Society—if he happens to feel like it.

The meeting was packed long before the appointed hour with (for the most part) socially eminent women decked in unlawful feathers. A few brief resolutions, containing no word of offense, were vociferously voted down as fast as moved—although wholly non-contentious. Every mention of the colonel's name was applauded; every speaker for the resolutions hissed. Repeated motions to adjourn, and thus stifle discussion, filled the air. These resolutions, obviously for the advancement of a good cause, were met by flashing eyes from angry dames and by lady-like snorts of defiance. Even the Hon. Joseph H. Choate, possibly carried away by a desire to please these ladies, delivered an impassioned—if somewhat illogical—speech, in which he mentioned the "obviously malignant purpose" of those members who had presumed to propose "a salaried president—able and willing to devote his entire time to the conduct and enlargement of the Society's work."

LIFE may be wrong in regarding the proposal as wise. LIFE is not wrong, however, in believing that no serious proposal, wise or unwise, ought to be defeated, or in the long run can be defeated, by such means.



THAT POINT OF VIEW

"NOW, BOYS—NOT A WORD ABOUT MY MATRIMONIAL AFFAIRS— THAT DOESN'T CONCERN THE PUBLIC IN THE LEAST."



SPRING IS COMING

BULLS AND BEARS

SHORTLY after the opening on Monday, Mr. Thomas F. Ryan took a trip on the subway. As he alighted at Bowling Green, he gave a statement to the press to the effect that he was highly pleased to see the subway so crowded and that he could readily understand why subways were so profitable. This was immediately reflected in the market by fluctuations.

Owing to the rain on Monday, Mr. John D. Rockefeller stayed home all day and counted his money. He was pleased to find he had more than he thought, in-

cluding a Columbian half dollar which he prizes highly on account of its monetary value. Although Wall Street had discounted Mr. Rockefeller, the market on Tuesday was sympathetic.

On Wednesday Mr. James A. Farrell, president of the Steel Trust, returned from a short trip to Washington, where he went in the interest of a larger appropriation for battleships. He is determined not to be outdone by Carnegie in preserving peace. Upon receipt of this news the market became feverish.

Mr. J. P. Morgan's influence was

plainly evident in the market on Thursday, when it became known that he was dividing his time between saving banks and saving art works. Several of the more active stocks made substantial gains. What the ultimate effect of Morgan's attempt to corner the old masters will be is still a mooted point, but the insiders agree that it will, on the whole, be beneficial.

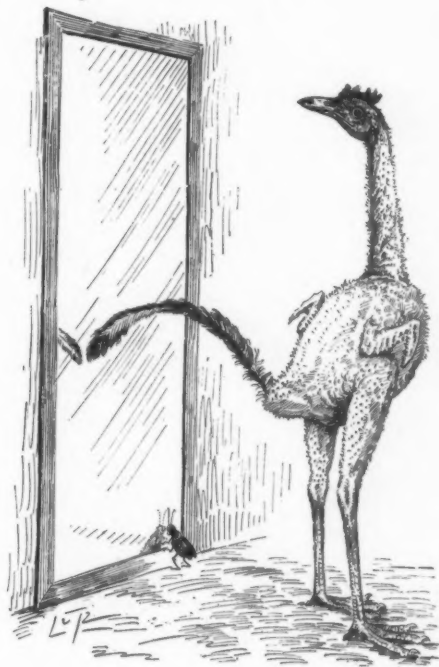
The effort of Yale University to corner the Government was a disturbing factor in the street on Friday, when it became known that President Taft had appointed eighteen or twenty more Yale professors to public office. The market is hopeful, however. As only a few of the Yale faculty are left unprovided for, it will soon be over and then Wall Street can liquidate.

Yale Preferred continued to go up on Saturday until the bank statement came out and put a stop to the whole business.

FIRST PROFESSIONAL HUMORIST: Why so sad, old man.

SECOND PROFESSIONAL HUMORIST: I am the only one who takes myself seriously.

"That's nothing. I am the only one who takes myself humorously."



ALL IS VANITY

"THAT'S CERTAINLY A FINE FEATHER."



Boston Gets Busy With the Naughty Drama



BOSTON has always had the courage of its convictions. There the voice of protest has never been afraid to make itself heard. In other American cities the abstract idea may be often lost sight of. In other places Americanism may be weakened by practicality or overcome by ideas and modes of thought of foreign origin, but in Boston the American notion that popular sentiment should prevail against private interest has been potent ever since the days of the Tea Party and the fight for the Abolition of Slavery. With all her intellectual fads, Boston is apt to think in an American way on fundamental questions and when she has once made up her mind she is pretty sure to turn her opinion into effective action.

All America has been aware that in the past few years, dating virtually from the time when the Theatrical Trust gained control of the theatrical business, there has been a rapid letting down of the bars so far as concerned the character of the entertainment which might be offered on our stages. New York has been the worst offender, and the fact that vicious shows were permitted to be produced and continued here has been used by local authorities as an excuse for inactivity. The smaller communities never stopped to think that this is a big, easy-going metropolis, that here official non-interference is a commodity, that it was The Trust's producing headquarters, and that the Trust always carefully protected itself with a political pull. The very fact that certain shows which had been denounced by the critics whose journals permitted them to tell the truth and yet were not interfered with by the authorities, was used on the road as insidious advertisement.

IN sporadic cases shows that were permitted in New York have been interfered with by the local authorities, but most frequently the objection has been the result of personal or sectarian prejudice and has had no value as a general deterrent.

It remained for Boston to come to the rescue by suppressing the play called "The Easiest Way." The action has been criticized on the ground that this performance had artistic merits which atoned in a measure for its frank treatment of phases of life which are usually kept under cover. It just happened to be "The Easiest Way," but perhaps it is quite as well that the example chosen should be one which was presented only at the first-class theatres and made its appeal to the more intelligent as well as to the light-minded elements of the community.

Last season the better element in Boston tried to make its voice heard against one of the low "Girl" shows, but owing to the peculiarities of the Massachusetts law, the managerial political pull was able to thwart the effort. This time

Mayor Fitzgerald and Police Commissioner O'Meara were induced to pull together. When "The Easiest Way" was first produced in New York, LIFE said that its very excellencies tended to increase its malign influence. For this particular reason Boston's action is calculated to put a damper on the fast-growing tendency to justify nastiness by art.

As a contrast in civic virtue, all Bostonians who missed the opportunity to enjoy "The Easiest Way" and its exposition of real life in New York's upper slums, are informed that it was promptly transferred to one of the Trust theatres in New York, where it will probably thrive on its Boston advertisement.

THE Garden Theatre is so unfortunate in its location, off the main transit lines, that in it even strong attractions take chances of failure. Mildred Holland's enterprise of bringing herself and a repertory of nineteen plays from a long career on the road might win a New York hearing in another theatre. She is an actress of very considerable ability, and judging from the manner of presentation of Mr. Theodore Kramer's Russian melodrama, "The Triumph of an Empress," her plays should please the public to which she caters.

"HELD BY THE ENEMY" was an interesting play twenty-five years ago, when plays based on the Civil War were not so frequent as they have since become. In

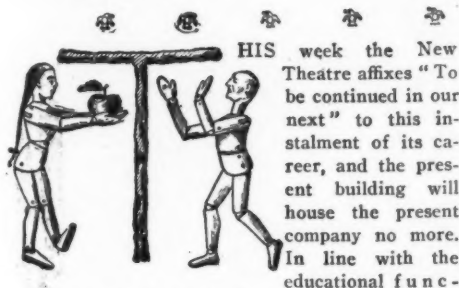


WHY NOT HAVE THOSE LARGE ORCHESTRA INSTRUMENTS MADE OF GLASS?

the face of many later uses of similar material, it is still an interesting play. The public has grown a little more subtle in its tastes where drama is concerned, so some of the old play's incidents and business seem a bit crude and childishly simple. Love-making which involves nothing more complicated or guilty than marriage seems rather archaic and old-fashioned on a stage which is largely given over to the problem and the triangle. In combination with the horrors of war and Mr. Gillette's impossible artist, it has still some power to amuse those who have not become *blusé*.

brought its development through the morality plays. One of these, "Nice Wanton," was given as an example of its kind, following "Noah's Flood," chosen as a specimen of the earlier miracle play. Neither of them has been seen here before, and, according to the lecturer, "Nice Wanton" has not been played for more than three centuries.

To both these quaint examples the New Theatre was able to give delightful settings and adequate presentation. The Windsor background from "The Merry Wives" was appropriately used for the environment, and children and adults from the company were utilized as village spectators. Space forbids a description of the presentations, but in connection with the lecture they gave a large audience a clear knowledge of the intermediate steps between the ecclesiastical and the profane drama.



HIS week the New Theatre affixes "To be continued in our next" to this installment of its career, and the present building will house the present company no more. In line with the educational func-

tion of an institution such as it was hoped this would be, is the series of afternoon lectures by Professor Brander Matthews, in which the rise and decline of the English drama from the earliest times to the present is illustrated by examples put into acting by the company.

Professor Matthews, in the first of the series, briefly but clearly described the churchly origin of our drama and

BARNUM and Bailey's Circus has been divested of its "leaps to death" and similar hair-raisers, which is a mark of increased circus intelligence in this day of automobiles, when every American citizen is supplying his own leaps for life. After a day of ordinary street travel, it is really reposeful for the average New York person to go to the circus and see nothing more exciting than charming ladies doing nothing more hazardous than hurling themselves and

one another through mid-air. As a relief to the sensations of the yellow journals it is soothing to behold one extremely large but handsome and symmetrical lady toss her good-sized husband about as though she was amusing herself with a tennis ball. Every Suffragette should see her. *Metcalf.*



Astor—Low politics made dramatic in Mr. Sheldon's "The Boss."

Belasco—"The Concert." Comedy of the musician-worshipping woman. Laughable and well acted.

Bijou—Melodramatic exposition of the sacredness of the Roman Catholic confessional under the title of "The Confession."

Broadway—"The Hen-Pecks." Mr. Lew Fields and big company in elaborate and diverting musical show.

Casino—"The Balkan Princess." Hungarian comic opera.

Cohan's—"Get Rich Quick Wallingford." The crooked promoter having fun with a rural community.

Comedy—"I'll Be Hanged If I Do." Absurd comedy exploiting Mr. William Collier's ability to create laughter.

Criterion—"Thais." Spectacular but not convincing staging of the Anatole France story in dramatic form.

Daly's—"Baby Mine." Troubles of the newly married turned into laughable farce.

Empire—Mr. Gillette in his own conception of *Sherlock Holmes*.

Gaiety—"Excuse Me." Mr. Rupert Hughes's fun with a carload of transcontinental travelers.

Garden—Mildred Holland in repertory of plays at popular prices. See above.

Garrick—Banished from Boston, "The Easiest Way" returns to New York, with its vicious depiction of life in the Tenderloin.

Globe—Nora Bayes and Mr. Jack Norworth in "Little Miss Fix-It." Notice later.

Herald Square—"Everywoman." Very interesting and elaborately staged morality play of New York in our own time.

Hippodrome—Ballet, circus and war play.

Hudson—"Nobody's Widow." Blanche Bates in amusing light comedy.

Hackett—"Over Night." Risky and not over-brilliant farce.

Knickerbocker—"Chantecler." Maude Adams as the main feature of the much advertised French poetic and allegorical drama.

Lyceum—Mrs. Fiske in "Mrs. Bumpstead-Leigh." Notice later.

Lyric—"The Deep Purple." Well acted and absorbing expose of one of New York's forms of crookedness.

Madison Square Garden—Barnum and Bailey's Circus. See above.

Majestic—Aborn Opera Company in spectacular presentation of Balfe's "The Bohemian Girl" in English. Old-fashioned, but not badly done.

Maxine Elliott's—"The Gamblers." Finances of the day in interesting drama.

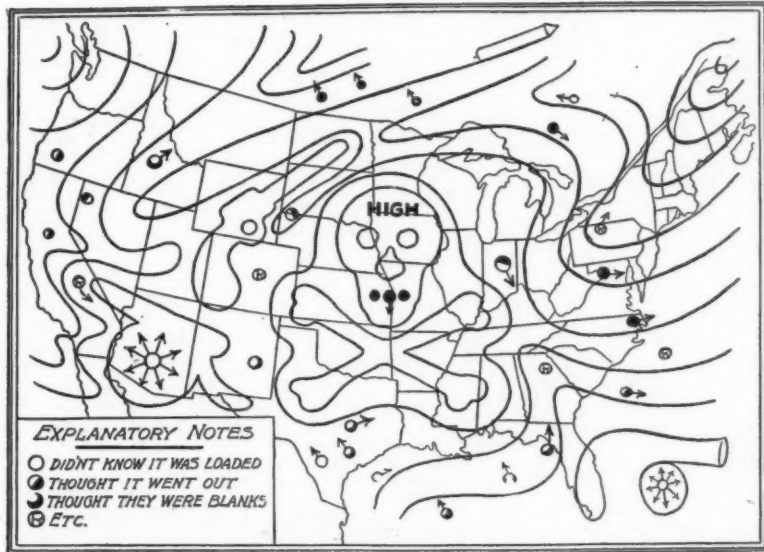
Nasimova—"As a Man Thinks," by Mr. Augustus Thomas. Ingeniously constructed play, with the Jewish race question as part of its theme.

New—"The Piper" and "The Blue Bird." Last week of the New Theatre.

Republic—Last week of "Rebecca of Sunnybrook Farm." Pleasant and wholesome play based on the well-known stories.

Wallack's—"Pomander Walk." Quaint and well acted romantic comedy of life in England a century ago.

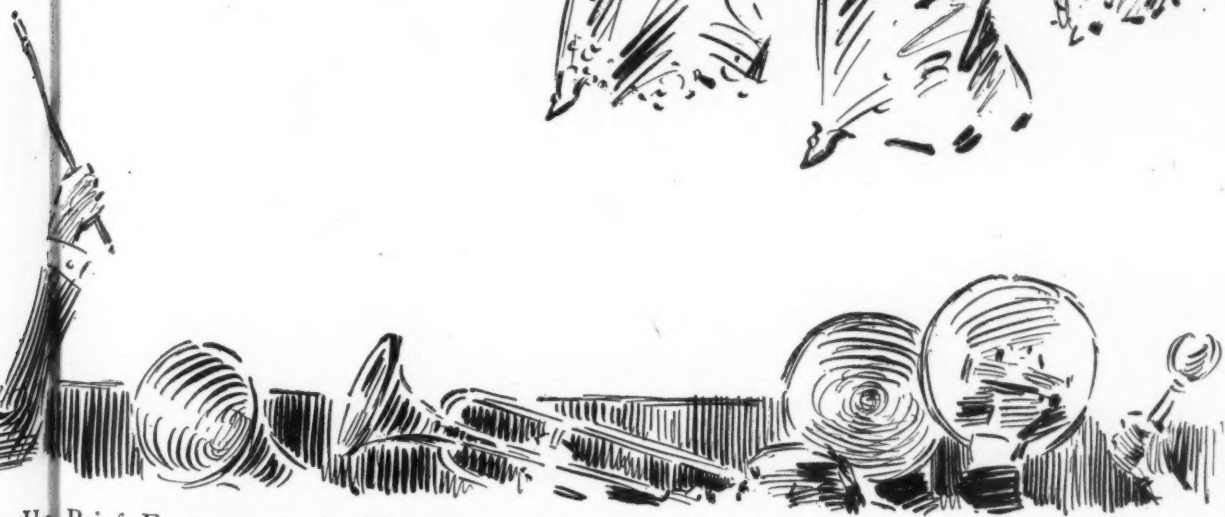
Winter Garden—Big vaudeville and musical show.



MAP SHOWING CONDITIONS THROUGHOUT THE UNITED STATES JULY 4, 1911



Mrs. Gotrox and Chorus in Her Brief E



Her Brief Engagement in Town



— For all the tricks of ART
Can't make an Insurrecto
Resemble Bonaparte.

To the Muse—

SING a song of battle,
Modern—in the news—
Sing of Insurrectos,
Be a sport, old Muse!

Sing of lonely outposts,
Pickets full of rye,
Hymn, O Muse, the slaughter,
Aw, go on—just try!

Sing of gleaming camp fires,
Warships in the sky,
Sons of bandeleros—
What! You pass 'em by?

—AND HER ANSWER

No use! It's vain to argue—
For all the tricks of ART
Can't make an Insurrecto
Resemble Bonaparte.

Charles Phelps Cushing.

In Washington

"I UNDERSTAND," says the first statesman, "that they are going to build a wing to the cowshed at the White House."

"Are they going to put another cow in there?" asks the second statesman.

"No. They're going to put Lorimer's goat in it when they get the goat."

BOOKS

"DENRY THE AUDACIOUS" (Dutton, \$1.35 net), Arnold Bennett's new novel, is an episodic story in which the career of an amusing "character" in the Five Towns is outlined in a linked chain of entertaining anecdotes. It is written with the flowing pen and with the humorous appreciation of the surface fun and the sub-surface incongruities of life that we are coming to recognize as representing the vacational relaxations of Arnold Bennett, the novelist. For just as there are several men in most of us, so there are several writers in Mr. Bennett. And he appears to give the author of "Clayhanger" a vacation by letting the author of "Denry the Audacious" write a book, just as an ordinary man gives himself a holiday by letting the boy in him go fishing. This habit of Mr. Bennett's has given rise to some amusing mix-ups. The contradictory things that have been said of him, and the disappointments and bewilderments that have been experienced by unsuspecting readers who have crossed his lines of demarcation without knowing their existence, remind one of the Japanese legend of the blind men who met an elephant and, having each examined such parts of the beast as they could lay hands on, afterward came to blows over their conflicting reports as to its appearance. "Denry the Audacious" is great fun. But it is just as well to keep in mind when approaching it that it is the tail of the elephant, not the trunk.

IF the output of the publishing houses and the contents of the newspapers are reliable weather signs of public opinion, it would seem that two spreading storm centers of propagandism are sweeping across the meteorological field of Christendom. On the one hand is the protest against a resource-exhausting militarism and the agitation for universal peace. On the other hand is the protest against a devirilizing commercialism and the agitation for the revival of the martial spirit. Every conceivable argument, addressed to every existent hope, fear, prejudice and emotion, has been advanced by one or other of the self-elected speakers in this debate, in which optimists and pessimists, progressives and reactionaries, altruists and

sentimentalists, have all taken part. And the one aspect of the matter that they have all agreed to ignore is the possibility that, instead of shaping a world movement, they were being shaped by one; and that in that case an ounce of understanding would outweigh a pound of oratory. Mr. Norman Angell, the keen-minded author of "The Great Illusion" (Putnam), has, metaphorically speaking, risen to a point of order; and after pointing out in a trenchant summing up of the attitudes and arguments of the speakers who have preceded him the fact that they have not been addressing themselves to the real point at issue, he has outlined an inquiry into the nature and history of the forces that have shaped and are shaping our social development that throws more light upon the meaning and the probable outcome of the so-called "war upon war" than all that has been written and published upon both sides put together. Mr. Angell believes that the whole rapidly accelerating trend of human affairs is rendering war economically impracticable and temperamentally obnoxious. He has very definite and entirely un sentimental reasons for this belief and the ability to express them. But the incontrovertible service that Mr. Angell has rendered us in "The Great Illusion" is to have introduced intellectual order into an emotional chaos.

ANY one who is looking for a chance to forget the workaday world for an hour can get it by letting Eleanor Hallowell Abbott introduce him to "Molly Make-Believe" (Century). The story itself is one of those little fictional absurdities that get themselves momentarily believed by the vividness of the imaginative impulse that conceived them—a romantic clay pigeon that carries conviction by its acquired momentum. But its heroine comes pretty close to flesh and blood. The story is that of a temporarily bed-ridden bachelor whose Boston fiancée has gone to Florida and is doling out frigid post cards by way of companionship, and who, in rheumatic desperation, answers the advertisement of a correspondence bureau and subscribes for a daily love letter. Molly is the correspondence bureau. And the delicious way in which she im-





ANGUS MACDONALL (M. V.)

THE NEW WORLD AND THE OLD

pregnates the supposedly bureaucratic correspondence with her elfish and yet genuinely alluring personality is what gives the book its individuality. The whole affair is told with so much verve, is so freshly phrased and so manifestly bubbling with the same instinctive self-

expression that is characteristic of *Molly* herself, that one is tempted to put the cart before the horse and give *Molly* the credit for having inspired the author instead of praising the author for having created *Molly*.

J. B. Kerfoot.

the comparative dynamic efficiencies of four contrasted temperaments.

The Japanese Letters of Lafcadio Hearn, edited by Elizabeth Bisland. Spontaneous outpourings of the faith and fancy of a trained literary mind.

Jean Christophe, by Romain Rolland. The translation of two-fifths of the original French work. The deeply interesting beginning of what is said to be a remarkable whole.

Justice, by John Galsworthy. An excellent example of the reuniting of a play life, literature and the drama.

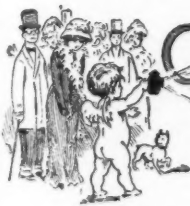
Marie-Claire, by Marguerite Audoux. A modern classic. An autobiographical sketch by a Parisian seamstress.

Molly Make-Believe, by Eleanor Hallowell Abbott. See above.

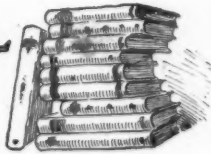
The New Machiavelli, by H. G. Wells. The personal and political reminiscences of a discredited English statesman and the quintessence of Mr. Wells's social philosophy.

One Way Out, by "William Carleton." The personal statement of a New England clerk's escape from economic dependence.

The Winning Fight, by Herbert Kaufman. Short papers containing straight talk on contemporary conditions, personal efficiency and practical ideals.



CONFIDENTIAL
BOOK GUIDE



The Adventures of James Capen Adams, Mountaineer and Grizzly Bear Hunter of California, by Theodore H. Hittell. A new edition of a curious and interesting record of frontier life, long out of print.

Appreciations and Criticisms of the Works of Charles Dickens, by G. C. Chesterton. A collection of papers written as prefaces to

the novels. Violently epigrammatic, but intermittently illuminating.

Denry the Audacious, by Arnold Bennett. See above.

The Great Illusion, by Norman Angell. See above.

Howard's End, by Edward M. Forster. A delightfully handled story, dealing with



EASTER

IN DAYS TO COME

Good Old Croesus

"I HAVE my faults," Croesus said to the interviewer. "I'm a mighty rich man, and I'm getting richer, but for all that I've got one or two things in my favor."

"Yes, sir," says the interviewer. "And they are?"

"They are the fact that I have never handed out any platitudinous philosophy to the young; that I have never said it was a blessing to be born poor; that I have never said money cannot buy happiness and that I have never made anybody raise five times as much as I was willing to give toward anything."

Americans at the Gate

"NEXT," called Saint Peter.

A tall, comely woman arose from the bench and came forward graciously. She was dressed rather for style than for comfort. Her clothes rustled vulgarly and her hair was manifestly different from what God intended it to be.

"Name, please."

"I am the American Wife."

"Are you sure?"

"Here is my marriage certificate."

"I mean are you sure you have been a wife?"

"As to that, I—"

"What do you understand the qualifications of a wife to be?"

"To take charge of the household and—"

"And do as little as possible in it, eh?"

"But you could not expect me to do the heavy work, could you?"

"You expected other women to do the heavy work."

"Servants. They are a different class."

"And you were peevish when they didn't do it just so?"

"But—"

"And you were always complaining that things weren't going right."

"Let me—"

"And when your husband came home at night he had to hear all your little ailments, physical, mental, domestic and social."

"But, don't you—"

"Your idea all the time being to divorce yourself—"

"Not divorce—"

"From real usefulness of all kinds in order that you might engage in the most trifling occupations."

"Don't you think a woman should have some pleasure in life?"

"Sitting around the bridge table or at the matinee and eating rich food until

you got fat and then haunting beauty doctors until you got thin. Wasn't that your highest ideal of pleasure?"

"I went to clubs and to church."

"To show your clothes."

"I had children."

"But you found it a terrible nuisance to take care of them."

"I could afford to hire nurses and governesses."

"But you couldn't afford to give them any of your own very valuable time."

"But my husband didn't want me to work myself to death."

"No, of course not. It is no better to work yourself to death than to loaf yourself to death. But, after all, your husband has nothing to do with it. We'll deal with him separately. You had your own life to live. His being foolish doesn't excuse you."

The American Wife burst into tears as she saw her chance of heaven fading away.

"Here, none of that," commanded Saint Peter. "Tears have no effect on us." Then he turned to his clerk. "Clerk, give this lady a gingham apron and set her to work peeling potatoes and other odd jobs. Let me see her again in about six months."

Ellis O. Jones.

The Decline of Politics

A Hopeful View

IN time, politics became a lost art. For this we have to blame, or thank, the development of airships.

With the institution of aerial travel the back platform speech became an impossibility.

Thus campaigns lost their charm, politicians became extinct and the peepul began thinking for themselves.



"I FIND IT DIFFICULT, MR. CHAMELEON, TO CATCH YOUR CHANGING COLOR."

Chameleon. OH, PAINT ME ANY COLOR YOU LIKE; I'LL CHANGE MY COMPLEXION TO SUIT THE PORTRAIT.

MERIDEN Sterling Silver

IN VARIETY and beauty of the finely-wrought patterns, graceful lines, and general attractiveness and quality, Meriden Sterling Silver cannot be surpassed.

We illustrate four of our sixteen leading styles, all of which are procurable in four weights, to suit varying tastes and requirements. In any of these patterns we offer complete assortment in spoons, forks, knives and various serving pieces, purchasable singly or in handsome chests, fitted with any combination of pieces.

Sterling Silver Tea and Dinner Services have supplanted fine china on well-appointed tables, and the vogue is to have all pieces to match in pattern that of spoons, forks, etc.

Complete Tea and Dinner Services can be had in Meriden Sterling to match our flatware patterns, ranging in price from \$150.00 for tea service to \$6500.00 for dinner service of 149 pieces.

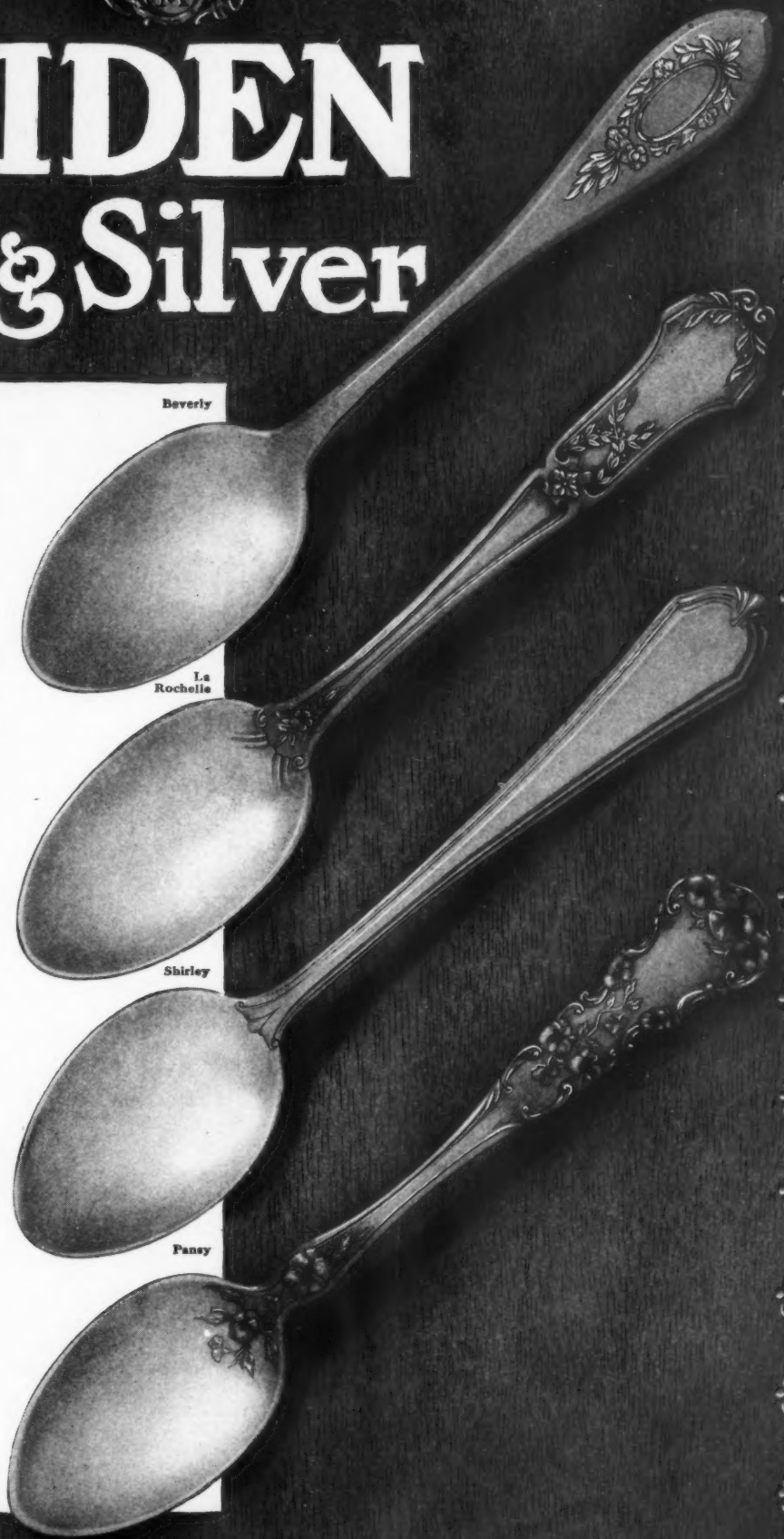
Our unequalled resources for the production of the highest type of sterling ware enable us to offer these sets in a completeness that is unique.

A set of illustrations showing complete line of flatware patterns, with price lists will be mailed on request.

The Meriden Company

(International Silver Co., Successor)

49-51 West Thirty-fourth Street
and 68-70 West Thirty-fifth Street
NEW YORK CITY



Beverly

La Rochelle

Shirley

Pansy

Life's Family Album

A. D. Blashfield

BROOKLYN lay glimmering in the dawn of a beautiful day (we refuse to give away the month), as a weary traveler (ourself) might have been seen alighting from the Brooklyn Bridge and, ignoring the Brooklyn Rapid Transit Public-Be-Damned System, rapidly making his way toward the Mecca of all Cupids—to wit, namely, the home of Mr. A. D. Blashfield.

As we approached this happy domicile we were amazed—in spite of all warnings—at the number and extent of the cupids that we saw. Mr. Blashfield has erected a delightful little cupid house in the branches of one of the live-oak trees in his backyard, and here, on every day of the year, cupids can be seen congregating.

They are quite tame.

"I have trained them to do about as I ask them," explained Mr. Blashfield, holding a couple of them in his hand. "You see," and he smiled benignly, "only a small part of my collection ever make their appearance in LIFE."

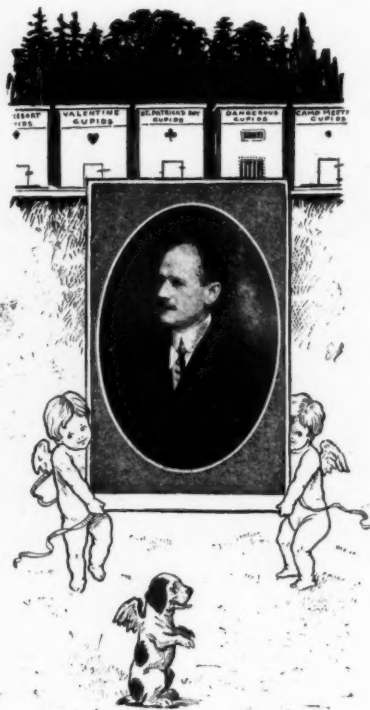
"These are specially trained for this particular field, we presume?" we asked.

"In a way, yes. I keep all my Valentine Cupids in a separate place. My St. Patrick's Day Cupids are also segregated."

"I suppose you are constantly raising new varieties?"

"Dear me, yes. It is one of the most amusing occupations in the world."

No one has ever succeeded in drawing



so many wonderful cupids unto himself as Mr. Blashfield. I asked him the secret of it, but he was too modest to divulge it. Perhaps, like most great men, he was unable to define the secret of his gifts. When we pressed him for

facts, he was brief and unsatisfactory.

"You were born?"

"On the northwest corner of Lexington Avenue and Thirty-sixth Street, New York. At an early age I began to draw—on a milk bottle."

"And then?"

"My life was a blank until I began drawing for LIFE."

"But you must have had some preparation?"

"Dear me, yes. I studied at the Art Students' League."

And that was all. Not another word would he say about himself. We were about to give up in despair, and indeed were leaving (it was then nearly noon, and we had only about six hours before dark in which to escape in safety to New York), when, on the way out, a particularly nice cupid took us aside.

"I understand that you are writing up Mr. Blashfield for LIFE?" he said.

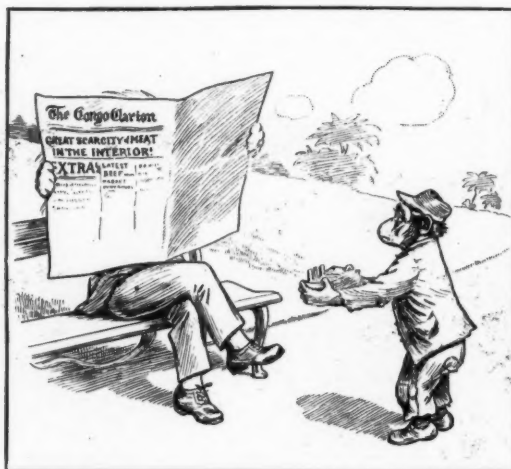
"Yes. Our readers—"

"Precisely. Well, then, just say that we are *not* the only things that he does. It would scarcely be fair to pin him down to *us*."

"To be sure."

"For years, you know, he has been embellishing the only humorous paper in the world (ahem!) with a series of delicate fancies which for refinement and humor and decorative distinction have no equal in the wide world. Just say that from me, will you?"

We promised we would, and we have gladly kept our word.



"PEPSIN CHEWING GUM, MISTER?"



"NO, THANK YOU."

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or "
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\$10

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com
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50c, 75

An Old Joke with A New Moral



(NOTE: This joke in various forms has been sent to the makers of Pompeian Massage Cream by several hundred people. Hence the following must be pretty true to life.)

He: Please hand me my Pompeian, dearest.

She: Your Pompeian! Why, this is a *family jar*.

He: If you don't buy your own Pompeian pretty quick there WILL be a FAMILY JAR in this house!

Moral. It is a wise family where both husband and wife not only appreciate the merits and benefits of Pompeian Massage Cream, but also realize that Pompeian Massage Cream differs entirely from "cold" or "disappearing creams" in purpose, use and results. Since nearly every family uses some face cream, you should know the difference between Pompeian and "cold" creams in order to get the best results.

Pompeian is a cleansing massage cream. It rubs into the pores and then rolls out, bringing the infecting dirt particles with it. Cold creams merely stay in. It is this rubbing in and rubbing out process that makes for a "clean-cut" man or a "deliciously clean" woman. "Don't envy a good complexion; use Pompeian and have one."

\$100.00 Prize Contest

Below are the winners of the Valentine Contest. Read the prize sentences which the judges (not the Pompeian Mfg. Co.) selected. We thank the several thousand unsuccessful contestants, and though we regret that all could not win, still we know that all "good Americans" are "good losers" in a fair contest.

\$50.00 Prize—Miss H. Gaylord, 204 West 94th Street, New York, N. Y. "Use Pompeian and go through life undated."

Note—Haven't you often heard this? "She says she is thirty, but she is forty if she's a day." Thus are women dated—unless they keep young-looking. Moral: Use Pompeian

\$25.00 Prize—G. F. Smith, Hotel Lenox, Boston, Mass. "Women using Pompeian never worry how they look. They know."

\$15.00 Prize—E. C. Gibson, 2624 Cottage Grove Avenue, Chicago, Ill. "Do I? Thanks. I used Pompeian after shaving this morning."

\$10.00 Prize—C. E. Martin, P. O. Box 75, Vallejo, California. "Clear skin and youthful glow; use Pompeian, both you'll know."

POMPEIAN Massage Cream

Will Your Face Cream Bring These Results?

3. Will it remove the dried skin tissues, which cause so many of the dull, sallow, lifeless complexions? *Pompeian will.*

1. Will your face cream get into the pores and, after a few moments of massaging, roll out, laden with dust and other infecting matter, which causes so many complexion ills? *Pompeian will.*

4. Will your face cream work without clogging the pores or leaving any greasy, sticky or shiny after-effect? *Pompeian will.*

2. Will your face cream bring a natural, healthy glow to the face? *Pompeian will*—it is so scientifically made that a slight invigorating friction induces the rosy circulation through your cheeks.

5. Briefly, will your face cream transform an unattractive skin into one that indicates the "clean-cut" man or the "deliciously clean" woman? *Pompeian surely will.*

"Don't envy a good complexion—use Pompeian and have one."

Use "cold," "grease," or "disappearing creams" for cold cream uses. But when you want an invigorating, completely cleansing massage cream—get Pompeian. It has no substitutes "just as good."

Trial Jar and Art Picture, both sent for 10c. (stamps or coin), for postage and packing.



All dealers 50c, 75c and \$1

For years you have heard of Pompeian's merits and benefits. To get you to act now, we will send a "Pompeian Beauty" Art Picture, in exquisite colors, with each trial jar. This is a rare offer. This "Pompeian Beauty" is very expensive and immensely popular. Clip coupon now.



Cut along this line, fill in and mail today.

The Pompeian Mfg. Co., 25 Prospect St., Cleveland, O.

Gentlemen:—Enclosed find 10c. (stamps or coin, for postage and packing), for which please send me a trial jar of Pompeian and a "Pompeian Beauty" Art Picture.

Name

Address

City..... State.....



Nothing Slow

"That was an intentional misunderstanding," said Senator Bankhead in a recent political argument. "It was as intentional as the young Canadian's. The young Canadian, you know, who came to Washington last month to spend the holidays with a pretty cousin and her family. As he was motoring with his pretty cousin one afternoon she said to him: 'Do you have reindeer in Canada?' 'No, darling,' he answered quickly, 'at this season it always snows.'"—*Buffalo Commercial.*

Modern Building

INVESTOR: Do you think that new house will hold together in a hard wind?

CONTRACTOR: Yes, I think it will after it's painted.—*Chicago Daily Socialist.*



THE LONG AND THE SHORT OF IT

The New Arrival

The Greens had a new piano, and Eleanor was telling Mildred and the girl across the street about it.

"What's the name of your piano?" Mildred inquired of the girl across the street.

"Steinmake," was the answer.

"The name of ours is Pickering," said Mildred.

"Well, ours just came last night," piped Eleanor, "and we haven't named it yet."—*Woman's Home Companion.*

THE late-Senator Elkins used to tell a story of Bige Brown.

Bige, he explained, lived in Elkins. Meeting him one day in the main street the Senator said: "Bige, do you know of anybody that's got a horse for sale?"

Bige, chewing gum, gave the Senator a patronizing smile.

"Well, Senator," he said, "I guess Bill Hurst has. I sold him one yesterday."—*Washington Star.*

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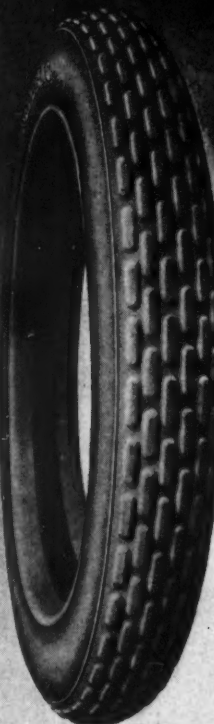
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REPUBLIC
"THE TIRE PERFECT"

STAGGARD
TREAD



SMOOTH RIDING
PERFECT TRACTION
NON-SKIDDING

IMITATED BUT NEVER EQUALED

OUR BOOK "THE TIRE PERFECT"

tells why Republic Staggard Tread Tires cannot skid—are safest—give longer and better service and are more economical than any others. Write for it

REPUBLIC
STAGGARD TREAD
PAT. SEPT. 15-22-1908

THE REPUBLIC RUBBER CO.
YOUNGSTOWN, OHIO
BRANCHES AND AGENCIES IN THE PRINCIPAL CITIES

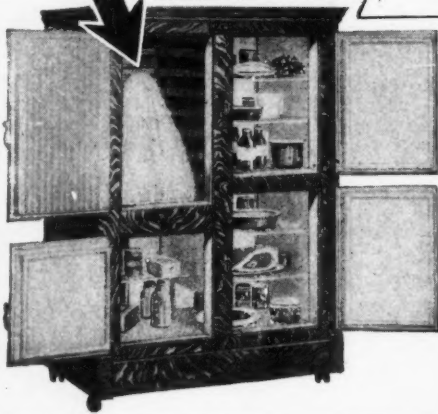


"A RECORD FLIGHT
FROM THE ALPS TO AMERICA"

The Ice Shows How the Cold Air Circulates

Moist Cold and *Dry Cold* are, from the standpoint of perfect refrigeration, almost as widely dissimilar as are zero and summer-heat; because moisture is a deteriorant and a medium of interchange for the flavors or aromas of everything it envelops.

Dry Cold is nature's most perfect preservative. It keeps perishable things pure, sweet and wholesome for an indefinite time, maintains their natural condition and confines within them every particle of their natural flavor.



McCray Refrigerators

exclude the heat, confine the cold and keep it dry, clear and free from moisture.

The outside heat-excluding case is separated from the inside cold-confining case by a wall that is not affected by either heat or cold—one reason why McCray Refrigerators are used in the better class of residences, clubs, hotels, and by the United States Government.

Write for the particular book in which you are interested: No. A. H. Built-to-order for Residences, No. 57 Regular Models for Residences, No. 48 for Hotels, Clubs and Institutions, No. 72 for Florists, No. 67 for Grocers, No. 59 for Meat Markets,

McCray Refrigerator Company

286 Lake Street Kendallville, Ind.
Display Rooms and Agencies in all Principal Cities



YOU CAN SEE THEY'RE FINNISH

The Question

DREMER: Did you ever think what you would do if you had Rockefeller's income?

MUGLEY: Yes; and I've often wondered what he'd do if he had mine.—*Catholic Standard and Times.*



THE YACHT CLUB FRENCH SARDINE GREET'S YOU

Perfect Fish in Finest Olive Oil

RENE BEZIERS & CO., Packers

MEYER & LANGE, New York, Sole Agents.

OUR FOOLISH CONTEMPORARIES



Poor Maud

Maud Muller on a winter's day
Left home to attend the matinée.
The latest harem skirt she wore,
And people "rubbered" by the score.
The Judge whom she was soon to wed
Caught sight of her and shook his head.
"If I am any judge," said he,
"Maud Muller's not the wife for me."
He wrote her, breaking off the match—
He whom she thought so good a catch.
And now she sighs in lonely pain,
"I'll never wear that skirt again."

MORAL

Girls who have beaux, such garments doff,

Or see the harem scare 'em off.

—G. H. W. in Boston Transcript.

A Cook in Need

HUSBAND: Did the cook you hired show up?

WIFE: No. Wasn't it fortunate? Another one rang our bell by mistake looking for Mrs. Gillet next door, and I've kept her instead.—*Harper's Bazar.*

Caroni Bitters—Best Tonic and Appetizer. No home complete without it. Sample on receipt of 25 cents.
Oct. C. Blache & Co., 78 Broad St., N. Y., Gen'l Distrs.

No Frenzied Financier

"Do you assimilate your food, aunty?"

"No, I doesn't, sah. I buys it open an' honest, sah."—*Baltimore American.*

A Stretch of Imagination

THE MOTHER: Whatever is the matter with baby?

NURSE: Dunno, ma'am. I was only tryin' to make 'im smile with the glove stretchers.—*Sketch.*

MELLOW AS MOONLIGHT

A CASCADE HIGHBALL



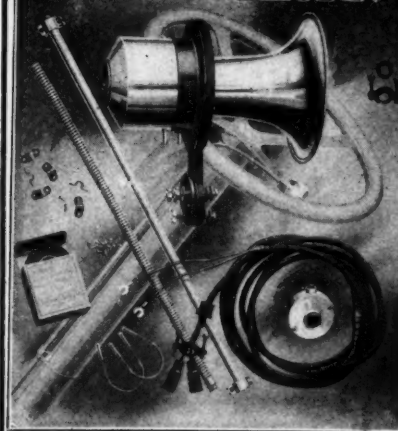
The rich, smooth mellowness of a Cascade Highball is but another most convincing proof of the superiority of Cascade Whisky.

Original bottling has old gold label.

GEO. A. DICKEL & CO.

Distillers
Nashville, Tenn. 204

THE TUTO HORN



Two Auto Horns In One

Two Positive Signals—Low or Loud—With One Push-Button

Adds beauty to the car—always effective—never offensive—instant in operation—works all the time—operated wholly with the thumb of the free hand—changes from low to high pitch with the same operation—starts and stops instantly. Shipped complete with all parts, screws, clamps, tape, etc., ready to install.

SO SIMPLE IN EVERY WAY YOU CAN INSTALL IT YOURSELF

Write to-day for Our Introductory Offer

The Dean Electric Company 805 TAYLOR ST. ELYRIA, OHIO



"When you build right, IT IS right,
and works right." Babcock

TO BUY A BABCOCK ELECTRIC is to secure
the highest type of small car which the motor world
affords. It is a strong favorite with people of discriminating
taste who place a proper value on beauty of line and elegance
of appointment. 1911 Catalogue for the asking.

Babcock Electric Carriage Company
Buffalo, New York

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lamps,

OR ST.
OHIO

It Touches DOWN
On the Keys

MELVILLE CLARK'S

APOLLO

The Player Piano

The first airplane made by Orville and Wilbur Wright flew. They worked it out from scientific principles which they knew were right. They knew before they attempted a flight that success was assured. When it was not a mechanical experiment with results in doubt—it was the fruit of long years of the hardest kind of scientific investigation and calculation.

When Melville Clark made the first Apollo he knew it would be a complete musician, able to meet the requirements of the most exacting compositions. Before he began his work the theory of touch had been developed by the followers of Plaidy and Thalberg to the point where authorities agreed that correct touch was as necessary as the piano itself to good music—that, in fact, the wondrous depths of music regarded today as common were undiscovered and unsuspected until the present theory of touch was developed.

Knowing these things as the Wrights knew the theory of gravitation, Melville Clark proceeded to build a player that would conform to the theory of touch. The proven and accepted theory of touch is based upon the principle that a piano must be played with a downward stroke on the keys. And Melville Clark was granted a basic patent by the United States government permitting his company alone, and denying to all others the right to make an inside player that touches down on the keys.

Upon this foundation Mr. Clark made a musician as nearly like a human being as the limitations of science permit.

He made the first player that played eighty-eight notes and for eight years the Apollo was the only player that played the full range of the keyboard.

The Apollo was the first player to be used on a grand piano—its possibilities were unlimited from the very start. And today we are the largest manufacturers of piano players in the world where the players, the pianos and the music are all made under one roof.

We have been manufacturing eighty-eight note players and eighty-eight note music more than twice as long as any other manufacturer of players.

Our supremacy is not the result of accident but the natural result of producing the best instrument. Send your name and address and receive a catalog showing nine 1911 styles of the Apollo. Learn the powers and attributes of this marvel of music.

Melville Clark Pianos without the player \$500 to \$1,000

Melville Clark Piano Company
442 Steinway Building, Chicago

New York Show Rooms, 305 Fifth Avenue



Another Chance.

Percy Parkington rose and brushed the dust from his knees. Then drawing himself up to his full height, he gazed resentfully upon the form of Miss Muriel Muggins, who nonchalantly fanned herself the while.

"Very well, Miss Muggins," came in bitter tones from Percy. "Oh, very well! You have spurned me, it is true! Indeed you have spurned me twice! But though despair eats my heart I shall not die! I mean to go into the busy world.

I will fight! I will win! My name shall become known, and my riches shall become envied—"

"Pardon me for interrupting you, Mr. Parkington," interjected Miss Muggins, "but when you shall have accomplished all that you may try me again."
—Housekeeper.

FIRST CENTIPEDE: Is he henpecked?
SECOND CENTIPEDE: Mercy, yes! his wife makes him wipe all his feet.
—Harper's Bazar.

50 ENGRAVED CARDS OF YOUR NAME \$1.25
COPPER PLATE, IN CORRECT SCRIPT
THE QUALITY MUST PLEASE YOU OR YOUR MONEY REFUNDED
SAMPLE CARDS OR WEDDING INVITATIONS UPON REQUEST
SOCIAL STATIONERS **HOSKINS** PHILA.
938 Chestnut St.



THE HEIGHT OF OPTIMISM
"WELL, I HAVEN'T STRUCK ANYTHING YET!"

HIGHEST QUALITY

FINEST FLAVOR

RICH AND OLD

MILD AND MELLOW

Makes a good dinner better



At All Best Clubs and Hotels

CORDIAL FRONSAC

Made and bottled in France
COWIE & CO., Ltd. New York
Sole Agents for the U. S.

We called 500,000 The lets us it—ad without Bec trebled these p cost on

Twelve fire was a problem. All we had been bicycle tire There was a Quick I manufacture type which a one-piece tion of the the stand makes No they clung tion. The rim cutting wholly def

That wa set out to find the lin Another t puncture. The terr in fabrics, in formulat And all ha and experi

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THE Branches

The Tale of Goodyear Tires

We have invented a tire which can't rim cut—called Goodyear No-Rim-Cut tire. Over 500,000 have been sold to date.

The method of fitting on any standard rim lets us make this tire 10% oversize. And we do it—adding 25% to the average tire mileage without extra cost.

Because of these features, our tire sales trebled last year—jumped to \$8,500,000. Yet these patented tires, during most of the year, cost one-fifth more than other standard tires.

Pioneering

Twelve years ago the automobile tire was a new and most difficult problem.

All we had to guide us was what had been learned in the making of bicycle tires.

There was no such thing known as a Quick Detachable Rim. So tire manufacturers adopted a clincher type which could be stretched over a one-piece rim. Until the invention of the Quick Detachable Rim—the standard rim of to-day which makes No-Rim-Cut tires possible—they clung to that ancient construction. The result was a tire which rim cutting ruined if run partly or wholly deflated.

That was one of the problems we set out to solve. Another was to find the limit in wear-resisting treads. Another to minimize the danger of puncture.

The terrific strain offered problems in fabrics, in weaving and wrapping, in formulas and vulcanizing methods. And all had to be solved by research and experiment.

Expert Help

The construction of our tires has been the result of a combination of men experienced in the rubber business in a practical way for years. They have had the help of a laboratory, of experimental and testing departments, all in the hands of expert chemists and engineers from the best technical schools in the country. These men have devoted all their time to the solving of tire problems.

Testing Tires

To prove out their ideas—to compare one with another—we devised a tire-testing machine.

This machine tests four tires at a time. It tests them by wearing them out—by pounding and straining—by simulating all road conditions. And meters record the mileage.

Forty different formulas for wear resisting treads have been put to the test here. About 200 fabrics have been compared one with another. Every method of weaving, of wrapping, of vulcanizing has been put to the test of use.

The answer told which was best. On this same machine all rival tires are tested side-by-side with our own.

We have created and tested, compared and discarded, scores upon scores of ideas. By this ceaseless delving and sifting, continued for years, we have gradually found what was best.

The Result

After twelve years the result is a nearly perfect tire. Last year, under a liberal warrant, our cost of replacement was but $\frac{1}{3}$ of one per cent.

It is not unusual for the Goodyear tire to run from 6,000 to 10,000 miles without puncturing. It is not unusual to run a whole season without appreciable wear.

All this was done to lay the foundation for the tire sensation which we control—the Goodyear No-Rim-Cut tire.

Compare the No-Rim-Cut tire with the ordinary. We make both.

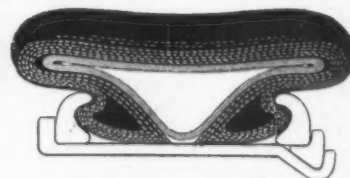
This year—at an equal price—64 leading motor car makers have contracted for Goodyear No-Rim-Cut tires. The demand is greater, by six to one, than for our clincher tires.

This avalanche of favor, due to the saving of millions, seems like a sudden sensation. But back of it all there are twelve years of tire making—of invention, experiment and ceaseless tests.

To make you a better judge of your tire needs, please let us tell you about them.



The No-Rim-Cut Tire



Ordinary Clincher Tire

The pictures show them on the same rim—the standard rim for quick-detachable tires. Also for demountable rims.

With the No-Rim-Cut tire the removable rim flanges are set to curve outward. With the ordinary tire they are set to curve inward—to grasp hold of the hooks in the tire.

In the new way the rounded flange makes rim-cutting impossible. In the old way the thin edge of the flange digs into the tire. The result is to quickly wreck a tire run flat.

The secret is this: There are 126 braided piano wires vulcanized into the base of No-Rim-Cut tires. That makes the tire base unstretchable. Nothing can force the tire off the rim until you unlock and remove the rim flange.

These braided wires contract under air pressure. When the tire is inflated it is held to the rim by a pressure of 134 pounds to the inch.

That is why the hooked base is unnecessary. Not even tire bolts are needed.

This feature we control. The best way to make a safe hookless tire is with flat braided wires, which cause the tire to contract under air pressure. Single wires or twisted wires won't do.

10% Oversize

The No-Rim-Cut tire, because of the extra flare, can be made 10 per cent. oversize. And we do it. That means 10 per cent. more air—10 per cent. greater carrying capacity—to take care of the extras which overload nine other cars in ten.

In cars fully equipped exact size tires are generally loaded beyond the intended limit. That is the cause of most blowouts. Our oversize, with the average car, adds 25 per cent. to the tire mileage. These two features together—the No-Rim-Cut and oversize—usually cut tire bills in two.

Yet Goodyear No-Rim-Cut tires now cost no more than tires that rim cut—tires not oversize—of any standard make.

Our new Tire Book is filled with money-saving facts which motorists should know. It is the result of 12 years spent in tire making. Ask us to mail it to you.



THE GOODYEAR TIRE & RUBBER COMPANY, Wayne Street, AKRON, OHIO

Canadian Factory, BOWMANVILLE, ONT.

Main Canadian Office, TORONTO, ONT.

Branches and Agencies in All the Principal Cities

(295)

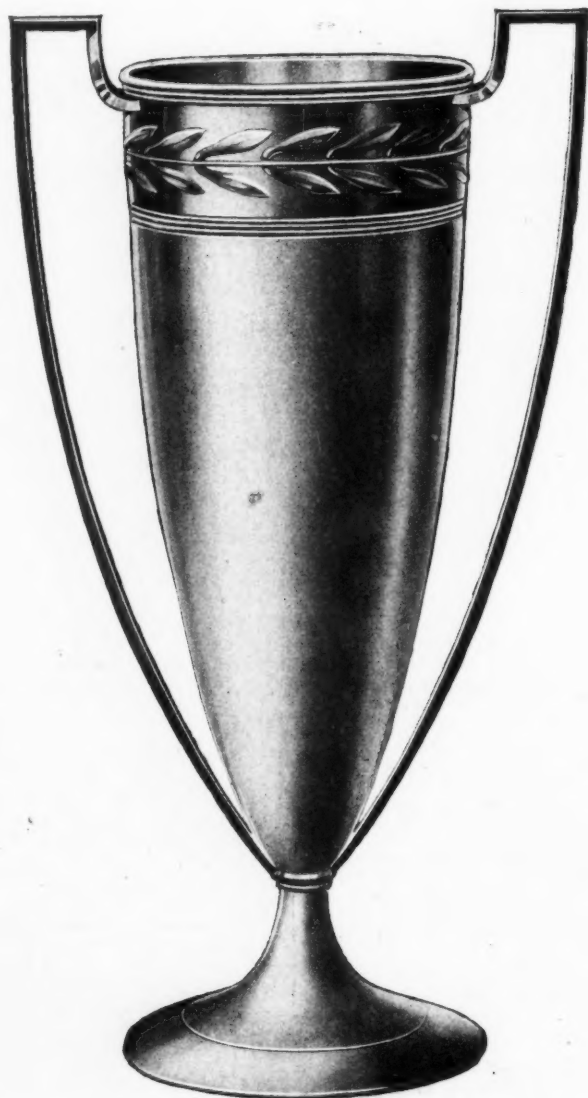
We Make All Sorts of Rubber Tires

The Winners!

in LIFE'S GREAT
AUTO RACE

Winner of the Solid Gold Cup, Columbia Motor Car Co.

Winner of the Booby Prize, - King Motor Car Co.



This solid gold cup was presented to the winner of LIFE'S Great Auto Race. It is made of twenty carat gold and stands 8 inches in height.



DIANA—This statue, by the celebrated French artist, A. Gaudex, was presented to the winner of the Booby Prize, in LIFE'S Great Auto Race. It is of bronze, 44 inches high, 18 inches wide and 12 inches at base.

IN September, 1910, the world was startled by the announcement that the greatest race in the history of Automobiling would begin on October 1.

This race was thrown open, with rare generosity, to all of the Automobile Advertisers in LIFE, the winner to receive a solid gold cup, a picture of which is presented on this page.

The Automobile having the greatest number of advertising lines in LIFE between October 1, 1910, and April 1, 1911, was to be declared the winner.

When the race was about half over, and the most intense excitement prevailed all over the country—several contestants having dropped out from pure exhaustion—it became apparent that in addition to the winner something would have to be done for the courageous auto that would be eligible for the Booby Prize.

At the finish the Columbia Motor Car Company was tied for first place with the Baker Electric Company and the King Motor Car Company was tied for the Booby Prize with the Kelsey Motorette.

Owing to the fact that two leaders, as well as the two tail-enders, were tied, it became necessary to decide the matter by lot, in accordance with our announcement in LIFE'S issue of February 9:

"In case two or more cars are tied at the finish, the award will be made by drawing lots, under charge of judges selected by the contestants."

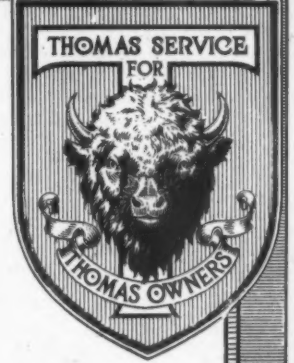
This was accordingly done on the afternoon of March 21st (on which day all the forms for the advertising up to April 1st were closed) and the prizes awarded to the cars named above.

Nothing remains but to congratulate the winners and sympathize with the losers.

Bravo! Vive la Gasoline! Prosit! and Hip, Hip, Hooray!

SIX

SIX



THE STORY OF
**The New E. R. Thomas
 Motor Car Company**

TO effect a thorough reorganization of the E. R. Thomas Company, a complete executive organization has been transplanted from the Packard Motor Car Company of Detroit to the Thomas Plant at Buffalo.

Fifteen men who have worked together in one plant, with one common aim and who have aided in the upbuilding of the greatest motor car organization in the world, now control the destinies of the reorganized E. R. Thomas Motor Car Company.

E. P. CHALFANT, the President, heads the marketing and publicity departments; F. R. HUMPAGE, Vice-president and General Manager, is responsible for the manufacturing and purchasing; W. L. GLEASON, as Factory Manager, is in charge of production; J. J. RAMSEY is Treasurer, and attends to financial affairs.

These men have given up important positions to devote their entire energies to the development of the Thomas Company and the refinement of the Thomas Car.

With its ample financial resources this organization assures to the automobile buyer a car as thoroughly good as knowledge and skill can make it, and with every car sold the Thomas Company pledges a thorough and complete technical service to the owner throughout the entire life of his car.

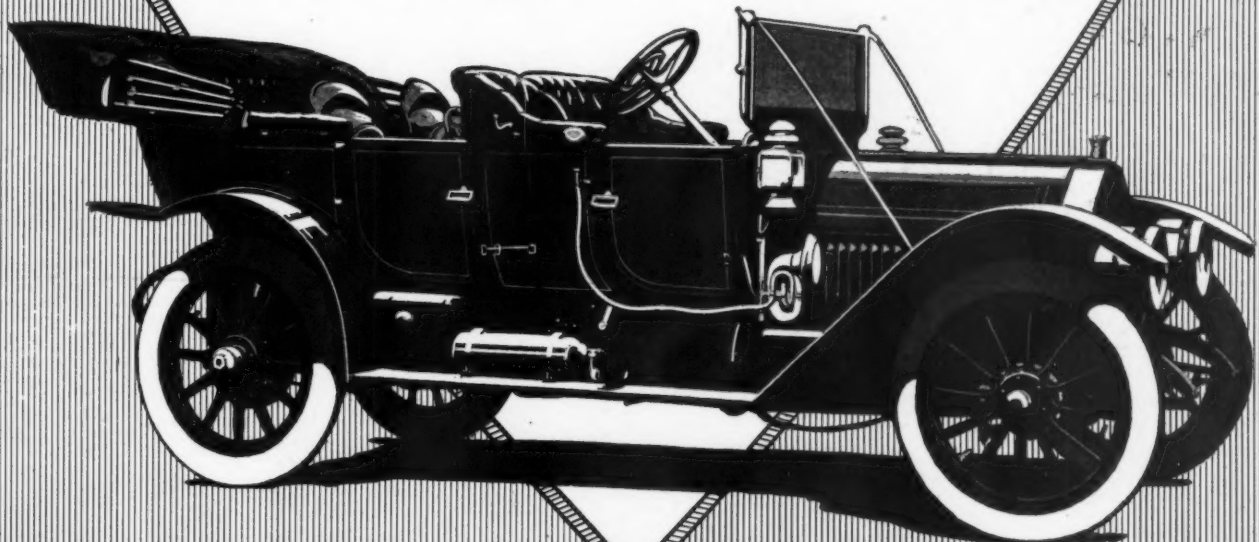
The unceasing effort of the Thomas organization will be to produce a high powered car of the highest class and to develop and refine each model along the most advanced lines of sound engineering practice.

As an example of what we mean we ask your critical inspection at our nearest dealer's of the

THOMAS MODEL M SIX CYLINDER CAR
 COMPLETELY EQUIPPED, \$4000

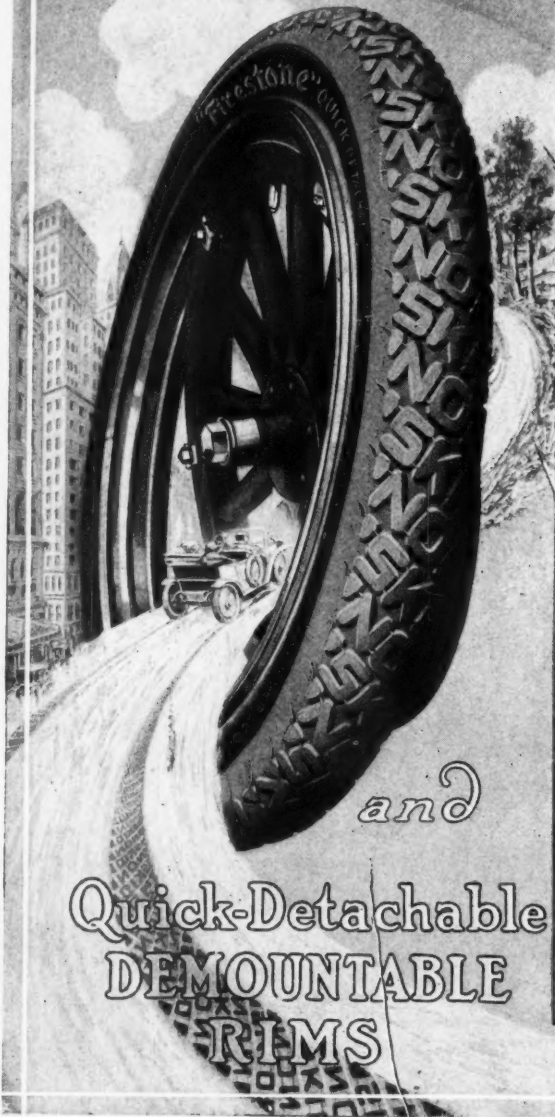
We shall be glad to put you in touch with this dealer.

The E. R. Thomas Motor Car Co. - - Buffalo



"Firestone"

NON-SKID TIRES



and
Quick-Detachable
DEMOUNTABLE
RIMS

We Make Only Tires and Rims

Specializing in these products to the exclusion of all others, and adhering to the Firestone policy of making *only the best*

Explains Why

—this company is steadily out-distancing all competitors in the rapidity of its growth,

—the Firestone demand comes from the *individual car owner*, the man who measures tire value by actual tire service given—instead of from the *price-and-quantity* tire buyer,

—Firestone tires and rims give you the best service of all—the highest example of specialized tire and rim manufacture.

Smooth treads for regular service; Non-Skids to ensure safety on slippery streets.

Firestone Quick-detachable Demountable Rims to carry your spare tires inflated, ready for instant change in case of tire trouble.

The Firestone Tire & Rubber Company

"America's largest exclusive tire and rim makers."
Akron, O., and all principal cities.



15-inch
Plate

Gravie
Chrysanthemum
Pattern

The Crowning Touch
to the table of careful appointment is

Hawkes Glass

Cut and Engraved

Purity in color, artistic design, and workmanship of rare skill combine to make this ware first among fine glass. For spring weddings a piece of Hawkes is in the surest taste.

At the best dealers. No piece without this trademark engraved on it is genuine. If your dealer does not sell Hawkes Cut Glass, write us for address of one who does.

T. G. HAWKES & CO., Corning, N. Y.



cruelty during the public exhibition of an act—it all occurs at the original training quarters and during the rehearsals.

For instance, there is nothing to prevent the owners of an animal act from renting a barn out in a remote part of a rural district and out of range of the humane societies.

It is entirely possible to train dogs, ponies, monkeys and other smaller and comparatively tame animals by kindness, but they are unreliable—they will not go through their acts with any degree of certainty.

The public is carefully prevented from any view into the secrets of these acts, for the truth would at once depreciate their value before the public; thus the doors of all vaudeville houses are carefully guarded against humane intrusion.

(Concluded on page 701)

Trained Animals

There is an evil going on in this country that should come to the knowledge of every humanely disposed theatre and amusement patron, so that each can contribute his share toward suppressing it.

All professional trained animal acts are based on cruelty.

It isn't the purpose here to harrow the reader's feelings by going into any

details, but it is sufficient to say that they are based on the most horrible and ingenious kinds of cruelty.

You naturally ask why this has not been the subject for action on the part of the many humane societies that have for years existed over the country.

It has been a matter of knowledge to them and they do not favor trained animal acts, but the difficulty has been the matter of legal evidence.

There is never any evidence of

The M. S. Borden Corpulency Reducer for Men and Women

"FATOFF"

Reduces the Waist Line Or any OTHER Corpulent Part in an Incredibly Short Time. A Treatment—NOT a Medicine.

The discoverer of FATOFF considers herself one of Uncle Sam's "assets" as a producer of something worth while—FATOFF, a product of real commercial value, at home and for export—and it's honest.

YOU need it NOW if you're corpulent—take a FATOFF treatment to-morrow to more than make up the extra business to-morrow to more than make up the COST, you'll be the first one to fail!

Don't have cold feet—rub them with FATOFF and get new life into 'em!

Expert treatment at your home by appointment. Literature mailed free in plain sealed wrapper.

FATOFF FOR DOUBLE CHIN (a chin reducing wonder). Special size, \$1.50. Full size, \$2.50. Obtainable at Riker's, Hegemans and leading druggists throughout the country, or from

Dept. "L," M. S. BORDEN CO., 69 Warren St., N. Y. (For years at 52 East 34th St.)

EASTER AT HATCH'S IS EASTER INDEED!
The little Hatch Chicks represent many dainties, all obtainable fresh daily. Send check for
ITALIAN CHOCOLATE EGGS
15c. to \$5.00 each.
SALTO - NUTS
\$1.25 pound, mixed.
Unique booklet, "Hatch an Appetite" describes all confections. Write for it
Broadway at 30th St., New York



Trained Animals

(Concluded from page 700)

Dog, monkey and pony acts are very popular on vaudeville bills, they are comparatively cheap and are put on principally by reason of their attractive powers to children.

Any complaint to humane authorities by other performers on the same vaudeville bill would mean instant black-listing by the monopoly that now books all vaudeville acts.

All small animals used in vaudeville performances are subjected to cruelties in their imprisonment between their times of performances. They are kept in small cages in the basements of theatres and not taken out save for feeding.

Very recently it has been necessary to keep a constant guard over them by reason of the fact that numbers of them have been poisoned and it has been strongly suspected that the doses have been administered by humanely disposed persons, women and others on the weekly vaudeville bill, who know the inhumanity of the masters of these animals.

Common Sense.



Estb. Since
1780

The Standard Whisky

One hundred and thirty-one years "The Standard by which All Other Whisky is Judged"—the whisky our forefathers knew and relished. The recognized medicinal whisky. The whisky for all who appreciate more than ordinary excellence in liquor.

James E. Pepper Whisky

"Born With the Republic"

If your dealer can not supply you we will send direct, charges prepaid, anywhere East of the Rocky Mountains, at following price:

4 quarts \$5—Bottled in Bond—12 quarts \$15
Money back if not satisfied.

The James E. Pepper Distilling Company
Dept. 110, Lexington, Ky.

The Supremacy of
**Diamond
TIRES**

IS NOT AND NEVER COULD BE FOUNDED
ON IMAGINARY BENEFITS



Diamond Quick Detachable Clincher Tire and Rim.



Diamond Regular Clincher Tire and Rim.



Diamond Fisk "Bolted-on" Tire and Rim.



Diamond Straight Side or Hookless Tire and Rim. Also called Mechanical Type and Dunlop Type.

Twelve years of Quality and Results have Written the Record. It is an open book to any investigator
The users of

- DIAMOND CLINCHER TIRES
- DIAMOND MECHANICAL TIRES
- DIAMOND FISK TIRES
- DIAMOND STRAIGHT SIDED TIRES

have always received Tangible benefits,—Diamond quality and Diamond mileage.

You may select the type of tire, the kind of fastening and the rim.

There is nothing exclusive, no matter who makes the tire, about these details. We will furnish whatever you prefer.

The exclusive feature which we alone can furnish is

DIAMOND QUALITY

THAT COUNTS. It gives you the lowest per year and per mile tire cost.

Because we put Quality and Quantity of Rubber, Cotton, Workmanship, Experience and Skill into Diamond Tires to an extent unequaled by any other maker in the world.

Twelve years of such work have maintained (as they also explain,) Diamond Supremacy and it could be accomplished or accounted for in no other way.

When you buy Diamond tires you get more for your money—more rubber, better rubber, much thicker treads, tires that last longer, puncture rarely, stone-bruise less easily—things that COUNT!—Not mere talking points which cost the manufacturer nothing and cleverly distract your attention from the real issue.

New tires, new rims, new fastenings, new talking points, often cleverly presented, often to the uninformed most plausible,—come and go, but Diamond Quality and Diamond Supremacy, hand in hand, have remained constant and will continue so if we are right in fixing our attention on the essential principles—

**EXCELLENCE IN MATERIALS AND DESIGN,
ABUNDANCE OF MATERIAL—NO SKIMPING,
NO MISREPRESENTATION, DIRECT OR INDIRECT,
and THE SAME KIND OF APPLES ALL THROUGH THE BARREL**

It goes without saying that it costs us more to make Diamond tires as they are made than if they were thinner, lighter and weaker.

We have to ask more for them from the automobile manufacturer. That is why some builders refuse to furnish Diamond tires when you specify them.

You know that manufacturers of high priced cars without exception will furnish Diamond.

DOES THAT SUGGEST NOTHING TO YOU?

In New York, Chicago, Boston and all the leading automobile shows Diamond Tires equipped more cars than any other tire, the total figures showing 775 cars on Diamond Tires and 491 cars on the next competing make. Twenty-two other tires divided the remainder.

Some printed matter that gives valuable information about average tire upkeep expense, etc., on request. Ask for Booklet "N".

THE DIAMOND RUBBER CO., AKRON, OHIO

Stores and Service Stations in 49 Principal Cities, Covering Every Section



The Home of the "A" and the Eagle

Here visitors are cordially welcomed and are shown the result of over fifty years unswerving loyalty to the highest ideals of Quality and Purity. Here they learn the reasons why

"The Old Reliable"

Budweiser

King of All Bottled Beers

stands alone at the top of the world's best brews. Its mild and exquisite flavor remains always the same—hence its Popularity Everywhere.

Bottled only at the
Anheuser-Busch Brewery
St. Louis, Mo.

Write for Our Free Book on Home Refrigeration

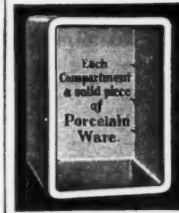
This book tells how to select the Home Refrigerator, how to know the poor from the good, how to keep down ice bills, how to keep a refrigerator sanitary and sweet—lots of things you should know before buying any Refrigerator.

It also tells all about the "Monroe" with food compartments made in one piece of solid, unbreakable White Porcelain Ware, over an inch thick, with every corner rounded—no cracks or crevices anywhere, and as easy to keep clean as a china bowl.



Always sold DIRECT and at Factory Prices. Cash or Monthly Payments.

The "Monroe"



Each Compartment a solid piece of Porcelain Ware.

The leading hospitals use the "Monroe" exclusively, and it is found in a large majority of the best homes.

The "Monroe" is never sold in stores, but direct from the factory in you on our liberal trial offer, Freight Prepaid.

Easy Payments. We are making a radical departure this year from our rule of all cash with order, and sell the "Monroe" on our liberal credit terms, to all desiring to buy that way.

Just say "Send Monroe Book" on a postal card and it will go to you by next mail.

Monroe Refrigerator Co., Station 10, Lockland, Ohio



A Protestant Writes

EDITOR OF LIFE:

DEAR SIR—Mr. George B. Mitchell's letter in one of your recent issues evinces that ever-present spirit of courtesy in argument, and clarity of logic which characterizes the efforts, past and present, of our Catholic brethren to uplift and enlighten the poor benighted Protestant.

Granting that Columbus did discover America, Pizarro conquer Peru, Cortez enchain Mexico, etc., which was their primal motive—that gentle grace and tolerance of the Christ the Catholic purports to follow, or that ravenous lust for gold and power that has ever been the chief attribute of

(Continued on page 703)



RO—ME—O— WHILE JULI—ETTE!

WHETHER in the zest of contest, as in the instance of this club—"Old Town 'War' Canoe," or in the quiet of an afternoon's paddle in some shady stream or picturesque lake, there's wholesome, healthful, inexpensive fun in canoeing—once tried you never lose your enthusiasm. Start right, buy an "OLD TOWN CANOE."

If there isn't a canoe club in your town, organize one (we'll help with information if requested) and join the throng in this increasingly popular pastime—as old as the Indians. Free illustrated booklet with canoeing scenes—shows "Old Town Canoes" for every purpose—every one guaranteed. Send for it today.

OLD TOWN CANOE CO.
1534 Middle St., Old Town, Me.
2000 Canoes to choose from.
Agents everywhere.

CRICHTON BROS.

Silversmiths of London

Old English Silver At London Prices

The choice of pieces is the largest ever offered in the United States and is constantly being replenished by the London House.

636 Fifth Avenue Corner 51st St. NEW YORK
LONDON: 22 OLD BOND STREET

From Our Readers

(Continued from page 702)

the Catholic sovereigns and primates, past and present?

From any such exploitation of our America by religious or political domination, I cry with Brother Stone-street, "Good Lord, deliver us."

Yours very truly,
JOHN C. WILSON.

WEBSTER GROVES, MISSOURI.
March 15, 1911.

A Word to Priscilla

DEAR LIFE:

Once in a great while you meet with a woman who is fifty years old or over. Not very often, I admit, but such beings do exist. These rare creatures may have no children, or their children may be grown up and married, and another visit from the stork would be as unexpected as a gleam of common sense in your Priscilla. Now after putting in eight

Waterman's (Ideal) Fountain Pen

In the Open

The fountain pen you have used for years is also made in a style termed Waterman's Ideal Safety Pen. "Safety" principally because it is entirely safe for women to carry in hand-bag or trunk, in any position, as no ink can escape.

The Safety is well termed the "Out-Door-Pen" for, since it may be carried upside down or any way, it provides the pen which the women folk and children can carry around and use for their vacation writing.

The safety feature will be especially appreciated by men, when the belt becomes the only substitute for the convenient pen pocket of the vest and this ready Safety takes its place in the trousers' pocket.

Golfers, autoists, boat people and all present-day lovers of out-of-door life will find this Safety Pen the greatest boon to their convenience that has ever been produced for writing.

Waterman's Ideal Safety Pen has all the superior qualities and writing advantages of the universal Waterman's Ideal, in addition to being so made that the cap screws over the ink barrel and corks it. Handsomely finished and strongly made. 14 kt. gold pen (all degrees). Will last for years.

Ask Your Dealer. Avoid Substitutes.

L. E. Waterman Co., 173 Broadway, N. Y.

8 School St., Boston. New No. 115 So. Clark St., Chicago
17 Stockton St., San Francisco. Kingsway, London
6 Rue de Hanovre, Paris
L. E. Waterman Company, Limited, Montreal

SOLARCLIPSE

The Double-Efficiency Motor Lamp



Solarclipse is the lamp with two fields of light—long and short rays for country and city.

The long beams penetrate far into the distance.

The short rays are widespread, allowing the driver to practically see around corners.

You may use both at once, or the short rays alone, the change being made from the driver's seat.

Such lamps are necessities on long

tours and convenient in passing through cities and towns where search-light beams are prohibited.

We make Solar Lamps for all known motor needs, including electric headlights, limousine lamps and side and tail lights; combination gas and electric headlights, combination oil and electric side and tail lights, combination oil and gas motor truck lamps.

Write for the book that tells all about them. (124)

hours a day in the wife-and-mother or sister or sweetheart business, how are they to employ their leisure? Some of these poor ladies have brains (inherited, of course, entirely from their male parents), and it seems to them that affairs in general are of more interest than bridge.

Lassoing a child of twenty-five or thirty years, forcing him into a cradle and rocking him to sleep in order that

The Solarclipse

Kenosha, Wis.

BADGER BRASS MFG. CO.

New York City

(Continued on page 704)

Hawes, von Gal HATS

Smartest of all hats, they set the mode. And the fact that *von Gal hats* are fully guaranteed means they have the QUALITY you desire—as well as style. Every dealer is authorized to guarantee *your satisfaction*, or your money refunded.

Prices \$3, \$4 and \$5. At your dealer's—or if he cannot supply you, write for Spring and Summer Style Book "T," and we will fill your order direct from factory if you indicate style wanted and give hat size, your height, weight and waist measure. Add 25c to cover expressage.

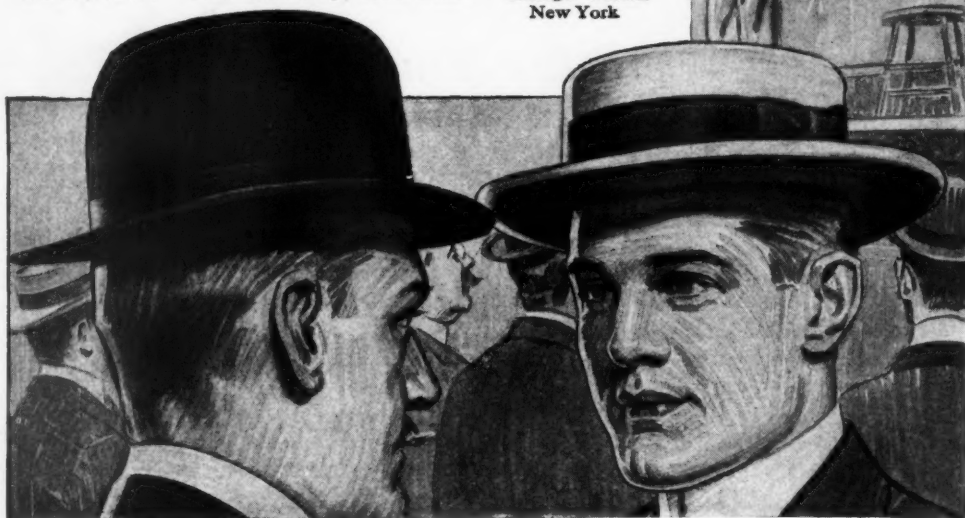
We are Makers of the *Famous* Celebrated \$3 Hat

FACTORIES:
Danbury, Conn.
Niagara Falls,
Ontario, Canada

Hawes, von Gal

INCORPORATED
1178 Broadway, New York

WHOLESALE
OFFICES:
Chicago—Boston
New York



W.P. WILLIS & CO.
NEW YORK
IMPORTERS



THIS MARK is stamped only on Foreign Fabrics



HOSE who recognize that Distinction depends upon Quality will find complete satisfaction in clothes made from imported cloths bearing the WILLIS Mark.

To be had only of Custom Tailors—
Never in Ready Made Clothing.

Opposite me as I write hangs a large picture inscribed "Elizabeth Fry Visiting the Prisoners at Newgate, 1816." Elizabeth looks to be sixty years old. She was a beautiful woman, not interested in dress or millinery or cards or (when they were out of season) cradles, but apparently greatly concerned over such public questions as the condition of jails and jailbirds. She was large-minded, broad-hearted, radiating womanliness. The prisoners are looking at her with tender and reverent affection. She has wakened hope in their wretched hearts.

Fie on thee, Elizabeth! Why shouldst thou expose thy delicate
(Continued on page 705)

From Our Readers

(Continued from page 703)

the hand that rocks the cradle may rule the world, does not appear to them (with all due deference to your superior judgment) quite practicable. Besides, they don't want to rule the world, but only to indulge an intelligent interest in its affairs and influence them in some slight degree.

BRIGHTEN UP

Your Stationery in the OFFICE, BANK, SCHOOL or HOME by using WASHBURN'S PATENT PAPER FASTENERS

75,000,000

SOLD the past YEAR should convince YOU of their SUPERIORITY.

Trade O.K. Mark

Easily put on or taken off with the thumb and finger. Can be used repeatedly and "they always work." Made of brass in 3 sizes. Put up in brass boxes of 100 fasteners each.

HANDSOME COMPACT STRONG No Slipping, NEVER

All stationers. Send 10c for sample box of 50, assorted. Illustrated booklet free. Liberal discount to the trade.

The O. K. Mfg. Co., Syracuse, N. Y., U. S. A. NO 113



Great Western Champagne

Half the Cost of Imported

Absence of duty reduces its cost 50%.

Of the six American Champagnes exhibited, Great Western was the only one awarded the gold medal at Paris Exposition, 1900.

Your grocer or dealer can supply you

—Sold everywhere—

PLEASANT VALLEY WINE CO.
RHEIMS, N. Y.

Oldest and Largest Champagne House in America



Tecla's Artificial Gems

TECLA RUBIES

are made from small particles and cleavings of real ruby coalesced into large precious stones, and are therefore equally as genuine as the earth-born stones.

Professor Tecla has not succeeded in producing diamonds, therefore only genuine diamonds are used in setting his productions.

Awarded the Gold Medal at the Brussels Exposition, 1910

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NEW YORK	PARIS
398 Fifth Avenue	10 Rue de la Paix
LONDON	NICE
7 Old Bond Street	16 Avenue Masséna
No other Branches or Agents	

From Our Readers

(Continued from page 704)

womanhood to toughs and thugs? Go home and lasso thy grown-up offspring. That is a noble and glorious work for middle-aged women. Say not in excuse that Quaker women have always had equal rights with their men in church affairs, and thou

(Continued on page 706)



The Lake and Village (Dorf) of St. Moritz.

ST. MORITZ

SWITZERLAND—6000 feet above Sea

The Gem of the Engadine.
The Most Fascinating Resort in Europe.
World-Renowned Mineral Springs and Baths.
Great Variety of Delightful Excursions.
Golf and Tennis Tournaments.

Illustrated Booklet from Swiss Federal Railway Co., 241 Fifth Ave., New York



ADLER-ROCHESTER

You, Too, Should Write For This Book

It Tells What is Correct in Clothes—in Color, in Pattern and in Cut

Being well dressed is not entirely a matter of wearing good clothes. Nor does it mean an elaborate, expensive wardrobe. The secret lies in good *clothes-judgment*—in knowing how to get becomingness in style and material without getting "sameness."

Now, this is but a *part* of the knowledge contained in The Book of Men's Fashions—all of which is yours to command by means of a mere post-card, or a two-cent postage stamp.

ADLER-ROCHESTER-CLOTHES

This season's fashionable colors will be light and dark greys, tans, and plain and fancy blues—in *Adler-Rochester shades*. And only the finest materials are modeled into Adler-Rochester clothes.

The famous Adler-Rochester plant (suggested in illustration above) is the most wonderful tailoring institution in the world. Here, as opposed to "sweatshop" tradition, sunlight, cleanliness and comfort pervade. Consequently, with ideal working conditions and the most skillful workers in the industry, the finest product must result.

A few pen strokes will bring you The Book of Men's Fashions. A few minutes' reading will prove to you the extravagance of wearing other than Adler-Rochester clothes.

You will find this famous make where the best clothes in your town are sold. The address accompanies the book—and it's a good one to remember. But you won't remember it, and you'll continue getting the ordinary in clothes, unless you write us this day. Ask for Edition J.

L. Adler, Bros. & Co., Rochester, N. Y.



"ROPED."



No. 4711. Eau de Cologne

Is the Perfume to use at the Opera or Theatre

It is delightfully refreshing and will please the most fastidious. One delicious whiff and the close and stifling atmosphere is forgotten. Insist upon the "No. 4711" (Blue and Gold Label).

Sold Everywhere
 Ferd. Mühlens, No. 4711 Glockengasse, Cologne o/R, Ger.
 U. S. Branch—Mühlens & Kropff, New York
 House Founded in 1792



"WHO'S THAT, BILL?"
 "OH, PROBABLY SOME INCUBATORITE."

THE MOST TALKED OF FIRM IN LONDON

Ernest.

COATS & SKIRTS.
 RECEPTION AND EVENING DRESSES.
 MILLINERY.

185 to 189 Regent Street, London, England.

From Our Readers

(Continued from page 705)

findest other public affairs of equal interest. That is mere hysteria and insanity. I know it because I read LIFE. Shame, shame, Elizabeth! Back to the lasso!

Yours patiently,
 ETHELWYN WETHERALL,
 CHANTLER, ONTARIO, CANADA.

(Continued on page 707)

For a *big* business, *wise economy* in the purchase of **business stationery** means *insisting* that it be produced on

(Trade Mark Registered)

CONSTRUCTION

Best at

the Price



In White and Six Colors

Envelopes to Match

BOND

Not only has this paper the *strength* and *character* that will make your letters *seem more important* at their destination. It is also the *only* paper whose *method of distribution* effects the economies that are so important to those who do things in a big way. Specify Construction Bond if you want

Impressive Stationery at a Usable Price

You can get it of the most *responsible* and progressive printers and lithographers throughout the United States. It is sold *direct* to them, and *only* in quantities of 500 lbs. or more, while other fine papers are sold through local jobbers, a ream or two at a time, to any printer who will buy them. The saving is obvious.

If you want the names of those in your locality who can do high class work on Construction Bond, and some handsome specimen letterheads, just ask us of your *business stationery*.

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 a million
 Makes
 every crev
 polish for
 marble, po
 Ask you
 the "Wrig
 Send 6 cent
 J. A. WRIG



St. Leon
Designer
of Gowns

for well-dressed women. Have you a copy of her beautiful Catalog of silk, voile and tub dresses? If not, send for it today.

The dainty little model pictured herewith is in fine French Voile, the new stripe effect in blue and white, black and white, tan and white, and brown and white, and is beautifully trimmed in Heavy Satin Messaline to match the corresponding dark shade of the gown. Made from 32 to 44 bust, skirt length 42 inches, with three inch basted hem.

Design is most effective and becoming, and materials used are decidedly stylish. Price **\$9.75**

We pay all mail or express charges and will refund money if not satisfactory.

Send Today for Beautiful Catalog
MAIL ORDERS ONLY
ST. LEON BROADWAY
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(Lincoln Trust Bldg.) New York City



FROM NO. 4A FOLDING KODAK NEGATIVE.

Take a
KODAK
with you.

EASTMAN KODAK COMPANY,

ROCHESTER, N. Y., *The Kodak City.*

Catalogue free at the dealers or by mail.

From Our Readers

(Continued from page 706)

A Fatal Cure

THE EDITOR OF LIFE:

DEAR SIR.—Aside from any consideration of the question of cruelty, vivisection is condemned and must cease ere long. The advocates of the practice base their claims for its continuance on the value of the serums discovered. For example, "antitoxin" for the prevention and cure of diphtheria. By em-



When Looking at —
a beautiful piece of silverware think of

WRIGHT'S SILVER CREAM

The most popular silver polish known. Better than powders because it doesn't hurt the silver and can't hurt the hands. Has been on the market thirty-eight years. Over a million women use it.

Makes silverware glisten like new—reaches every crevice—cleans thoroughly. A perfect polish for silverware, metalware, cut glass, marble, porcelain and enamel.

Ask your dealer, but insist on getting the genuine "Wright's Silver Cream."

Send 6 cents (in stamps) for a large sample jar.
J. A. WRIGHT & CO., 180 Court St., Keene, N. H.



ploying the serum treatment in innumerable cases of "diphtheria" which never went through the form of materializing, they figure out a very favorable percentage death rate. But, the fact remains—and we have the statistics to prove this absolutely—that there have been many more deaths from "diphtheria" since antitoxin became the stock treatment. The records for England and Wales at the Registrar General's office (England) prove, beyond question, that the mor-

tality from diphtheria per million population, year in and year out, has been fully 35 per cent. greater since the "discovery" of antitoxin in 1893 than prior thereto. Figuring the population of England and Wales at 35,000,000, this means the sacrifice of fully half a million lives during the seventeen years up till 1910 in those States alone. Hence, it is not merely a question of the vivisection of kittens, puppies and monkeys, but of the partial vivisection

(Concluded on page 708)



PALMER MOTORS AND LAUNCHES
 2 AND 4 CYCLE
 Catalogue M Free of Motors.
 Catalogue B Free of Boats.
 ENGINES FROM 2 TO 40 H.P. PALMER BROS.
 IN STOCK COS. CORP. CONN.

<p>STRENGTH Carlos, Lee Co., Fla., Nov. 23, 1910. Wyckoff Lumber & Mfg. Co., Ithaca, N. Y. Gentlemen: The Cornell Portable House you sent me some time ago I consider to be a decidedly strong and well-braced structure, and it withstood almost the full force of the recent hurricane in this part of Florida and sustained practically no damage, whereas apparently stronger houses around it were demolished. It is a very good house and a handy one. Yours truly, LAPARITA HEALTH RESORT.</p>	<p>SATISFACTION Mamaroneck, N. Y. Wyckoff Lumber & Mfg. Co., Ithaca, N. Y. Gentlemen: The little bungalow you made on your special design for me is exactly what I wanted. I congratulate myself in having put the work in your hands. Very truly yours, HENRY B. EDDY.</p>	<p>ECONOMY STAMFORD NATIONAL BANK Stamford, Conn., Nov. 10, 1910. Wyckoff Lumber & Mfg. Co., Ithaca, N. Y. Gentlemen: The No. 2 Garage which I bought from you I found to be very satisfactory in all respects, and I think I saved about 25% of what it would cost me to have had a similar garage built here. Yours truly, W. L. BALDWIN, Cashier.</p>
<p>WYCKOFF LUMBER & MFG. CO., 425 Green St., Ithaca, N. Y.</p>		

From Our Readers
 (Concluded from page 707)

of millions of innocent human beings, a percentage of whom are fatally affected by the filthy serum injections.
 CHARLES E. PAGE, M.D.

Postal
 EDITOR LIFE:
 In your issue of March 9, commenting on the proposal to put up the postal rate on magazines you say: "It used to be the department stores that had destroyed the booksellers, but we suppose it is true that the rise of the cheap magazine has hurt the book business, and that the publishers' privilege of sending magazines through the mail at one cent a pound, while books cost eight cents a pound, has had much to do with the building up of the magazine business, etc. . . . But why not recast all the postal rates and adjust them to business as it exists now, and try to give a fair show to books." This would be fine, indeed, if it could be accomplished, but I don't suppose the express companies would allow it. They make a fine profit out of carrying books.
 H. S. LANEY.
 CALIENTE, NEVADA.
 March 8, 1911.

TOMMY, aged six, was asked by a visitor how he stood in school.
 "In the corner," replied truthfully Tommy.—*Harper's*.

Lookout, Pussy!
 Or the kidnapers will get you.

Harvard Medical School has a standing committee of faculty members, known officially as the "animal committee," whose duty it is to see that the cages and kennels are plentifully supplied with the dumb brutes required in the experiment, dissecting and research work. Cats, dogs, monkeys, rats, mice, guinea pigs and rabbits are among the menagerie kept on hand.

Dr. Harold C. Ernest is chairman of the committee, and Drs. Theobald Smith and W. C. Cannon are members.

"It is a pity that all this agitation should be placed before the public," said Dr. Cannon last night.—*N. Y. World*.

It is natural that Dr. Cannon should feel that way. Kidnapping pet dogs and cats is not a business with which the average citizen likes to be identified.

"Niagara Hair"
 Silk Gloves, famous for their beauty and wear, are guaranteed on every tip. They cost no more than any other good silk glove.

NIAGARA Silk Underwear is a dainty necessity for the woman who knows. NIAGARA Glove-silk Hosiery and Scarfs, made in a variety of colors, are well worth looking at.

Ask your retailer to show you the NIAGARA products—if he cannot, write us. We will tell you where you can see them.

NIAGARA SILK MILLS Dept. A North Tonawanda, N. Y.
 New York San Francisco Chicago

IN THE VARIED AND MULTIFORM USES FOR FAMILY NEEDS THE PUREST STIMULANT IS DEMANDED. IN THE LARDER AND BUFFET, FOR EMERGENCIES OF HEALTH, FOR CHEER AND COMFORT, FOR THE AGED AND FEEBLE, AND IN THE USUAL CONVENTIONAL FORMS OF HOSPITALITY

HUNTER WHISKEY

TAKES PRECEDENCE ON MEDAL MERIT REGISTERED AND RATED AS "AN ABSOLUTELY PURE RYE WHISKEY"

Sold at all first-class cafes and by jobbers.
 WM. LANAHAN & SON, Baltimore, Md.

By a Unanimous Vote

The rejected suitor arose and looked for his hat.

"If you will not marry me," he said, "let us, at least, be friends."

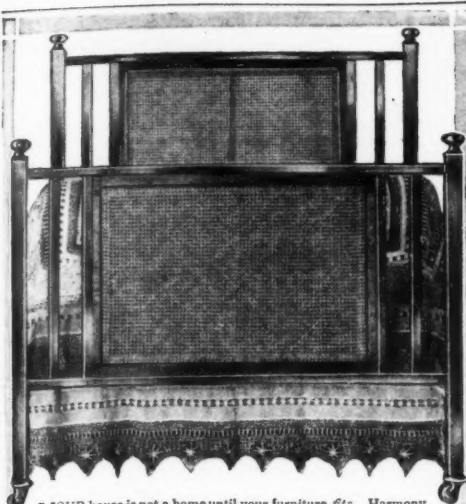
The fair girl shook her head.

"No," she coldly replied, "I am opposed to both annexation and reciprocity."

Whereupon he went away much humbled.—*Cleveland Plain Dealer*.

HAIR LIKE THIS
FREE Let me send you a remarkable treatment for Baldness, Dandruff, Gray Hair, etc., at my own expense. It will surprise and delight you. Write to-day to

WM. CHAS. KEENE, President
 LORRIMER INSTITUTE
 Dept. 3002 Baltimore, Md.



YOUR house is not a home until your furniture fits. Harmony gives beauty, dignity, restfulness—all that a home should mean. Whatever quarrels or crowds mars the effect. The perfect bed for one chamber may spoil another one.

This problem of beauty plus service is solved by Kimball & Chappell solid brass beds. Charming designs match the furniture of any good period or style. Sizes to fit cottage, bungalow, apartment or stately house. All honest solid brass under twelve coats of imported lacquer hand applied and baked on. Our Spring Style Books and tubing samples for the asking. Write for them today.

KIMBALL & CHAPPELL CO.
2841 Loomis Street - Chicago, Illinois.

"Rings Like a Bell"

Disgraceful Statues

Disgrace is a ticklesome word. There is a savor in it that appeases the palates of politicians. Likewise, to some there is much naughtiness in the nude. When the words disgraceful and nudity are coupled and combined the effect is irresistible. The Barnard statues, now being erected at the capitol in Harrisburg, Pa., are described by old ladies of three sexes as being in a state of disgraceful nudity. Hence the mob of lawmakers who forego the pleasures of grafting to loiter on the front plaza, where workmen are engaged in putting the statues in place.

A session of the Senate and the House of Representatives could be held on the front plaza of the capitol at any time during any day. On the steps one could organize a group to steal a railroad, or arrange a phantom caucus on a hospital graft measure, or increase the number of Cossacks in the State constabulary.

Eve gets a good deal of attention from these gentlemen. She doesn't blush. She's made of marble. Her good points

Only 1% of the cotton grown in America is good enough for

Cotton fabric is the very backbone of an automobile Tire. Rubber receives the outside wear and gives necessary elasticity, but it is the Fabric that resists pressure, strains and shocks. To get fabric of the necessary strength and uniformity for

GOODRICH TIRES

we pay more for it than we would have to pay for many grades of silk.

Less than one per cent of the entire American cotton crop possesses the length and strength of staple that permits its use as a source of supply for our tire fabric. Furthermore, every inch of the finished fabric is closely inspected to eliminate the slightest possibility of weakness.

It is this eternal vigilance at the factory end that has justified the users' faith in Goodrich Tires and made them the Standard Automobile Tires of America.



The B.F. Goodrich Company, Akron, O.
Largest in the World

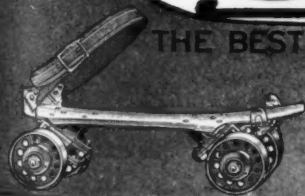
Branches in the principal cities.

Wholesale tire depots everywhere.



WINSLOW'S Skates

THE BEST ICE AND ROLLER SKATES



THE SAMUEL WINSLOW SKATE MFG. CO., WORCESTER, MASS., U. S. A.

Stocks carried at Worcester, and at NEW YORK, 94 Chambers St.; LONDON, 8 Long Lane, E. C.; PARIS, 64 Avenue de la Grande Armée; BERLIN; SYDNEY and BRISBANE, Australia; DUNEDIN, AUCKLAND and WELLINGTON, New Zealand.

are gone over with diligence and dallyance many times every day. The art sense takes odd twists. A certain Senator, a huge, tawny beast with winey eyes and loose, crimson mouth, is an authority on dimples. There is a dimple on Eve's north lip which the gentleman from the upper house examines assiduously every half hour. "Best I ever saw," he repeats slowly; "never saw one quite like it."

In the House of Representatives there is a hairy, rodent-eyed man, who for a

(Concluded on page 711)



The New "NASSAU" a
Soft ARROW COLLAR

for motoring, golf, outing, traveling and warm days in the city. The smartest soft collars offered. Made in white, tan and blue. 15c. each—2 for 25c., including the link buttons.

In Canada, 20 cents each—3 for 50 cents

Send for "Proper Dress," a booklet on fashions by an authority
CLUETT, PEABODY & CO. 453 River Street, TROY, N. Y.

Absolutely The Latest
typewriter improvement is the new
Key-Set Tabulator of the Model 11
Visible

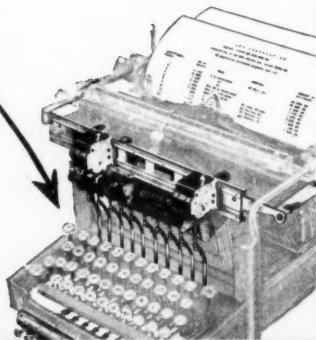
Remington

It sets the tabulator stops *instantly* for any kind of billing, form or tabular work. This is absolutely the latest and greatest of all recent labor-saving improvements in the billing typewriter.

Here is the key, which sets every tabulator stop.

Absolutely satisfactory service is guaranteed to every purchaser of the Remington.

Remington
Typewriter Company
(Incorporated)
New York and Everywhere



"Let Me See That Letter." There's something about the feel and the looks of a letter written on Old Hampshire Bond that compels attention to its contents. You are positive your communication will reach its desired termination, and with such a favorable reception your further verbal task is made easier.

Old Hampshire Bond

is the very embodiment of all the good traits you attempt to give your correspondence—dignity, attractiveness, neatness, appeal.

Let us send you the Old Hampshire Bond Book of Specimens. It contains suggestions for letterheads and other business forms, printed, lithographed and engraved on the white and fourteen colors of Old Hampshire Bond.

Write for it on your present letterhead. Address

Hampshire Paper Co.
South Hadley Falls, Mass.

The only paper makers in the world making bond paper exclusively. Makers of old Hampshire Bond, "The Stationery of a Gentleman," and also Old Hampshire Bond Typewriter Paper and Manuscript Covers.



Maillard's

EASTER DISPLAY

New and exclusive importations of Parisian Easter Bonbonnières in beautiful and original designs—the selection of our buyers abroad.

- Handpainted Satin Eggs.
- Dresden China Eggs.
- Silk and Satin Boxes, painted and embroidered.
- Baskets trimmed with seasonable flowers.
- Novelties in Porcelain, Saxe, Sevre, Daum, etc.
- Plain and Satin Lined Baskets in attractive tints.

FOR THE CHILDREN
Dainty favors in Rabbits, Chickens, Egg Cups, etc.

MAILLARD'S FAMOUS EASTER CAKES, CHOCOLATES, BONBONS.

The Unique Luncheon Restaurant is a popular resort for ladies.
Afternoon Tea three to six.

Fifth Avenue at 35th Street New York



Tuthill
etched on
each piece

Tuthill Cut Glass

ARTISTIC combinations of
A intaglio and facet cuttings.
The most beautifully finished glass.

Write for the Connoisseur Book.

TUTHILL CUT GLASS CO., Middletown, N. Y.

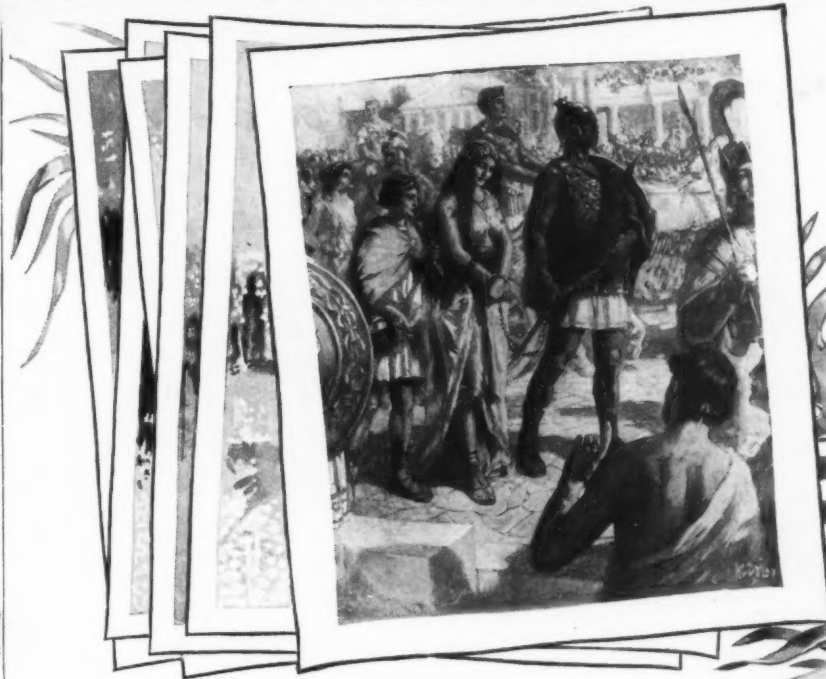
Disgraceful Statues

(Concluded from page 709)

while was curious of religion, but now has grown amorous of politics. He still retains a strong liking for the book of Genesis. So he, too, visits Eve. He is growing visibly fonder of her, but there is no danger. Eve weighs several tons.

There is an ex-chiroprapist, who, having treated a trust magnate who realized with Shakespeare that "Hell hath no fury like an aching corn," was ordained with the sacred power to legislate. He expects to get on the good roads committee, having studied an allied subject. His interest in Eve is rather lower than that of the others. He studies her feet, and goes into raptures over them. He stands in the attitude of one enchanted, looking wistfully at Eve's undulating bosom. "Beautiful feet," he says, "beautiful feet. The most perfect feet I ever beheld."

Yesterday the usual group of manipulators of the Pennsylvania private wealth were discussing our marble mother and her naked family, when Comrade



Zenobia, Queen of Palmyra, A. A. B. I. A., was captured in 273 A. D. by the Roman Emperor Aurelian, who besieged Palmyra and utterly destroyed it. The picture shows her being marched in chains in the triumphal procession of Aurelian into Rome.

THE beautifying properties of palm and olive oils, acknowledged by Zenobia and other famous queens of olden times as the secret of *their* beauty, may be had in improved form by you. Just ask a druggist for **Palmolive Soap**.

Palmolive means *perfection in complexion*. It soothes and softens irritated skin. Lathers quickly—in hard water, too.

Palmolive Cream—delightful also, adds the final touch to a "Palmolive Toilet." No woman knows until she's tried these dainty articles just what complexion possibilities she has. Get both today.

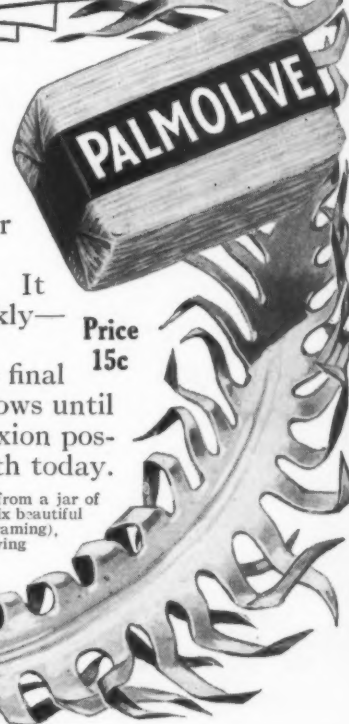
Price
50c



Send us twelve 2-cent stamps and the band from a jar of Palmolive Cream and we'll send you a set of six beautiful artist's proofs, size 11 1/2 x 14 1/2 (ready for framing), made from original paintings in oil, portraying several historically famous Oriental queens.

B. J. Johnson Soap Co.
284 Fowler Street Milwaukee Wis.
(159)

Price
15c



FOR MORE THAN 300 YEARS

The Carthusian Monks have Made

Liqueur Pères Chartreux

—GREEN AND YELLOW—

The World's Most Famous CORDIAL

At first-class Wine Merchants, Grocers, Hotels, Cafés,
Bütjer & Co., 45 Broadway, New York, N. Y.
Sole Agents for United States.



Maurer hove in sight. The fellows thought they saw an opportunity to exercise their blunt, blundering wits. When Maurer came near one of them asked: "What do you think, Mr. Maurer, of the proposal to drape these disgraceful statues?"

"I am strong for it," answered the man from Reading. "Let's go into the rotunda and commence with the statue of Matthew Stanley Quay."—Edmond McKenna, in *New York Call*.

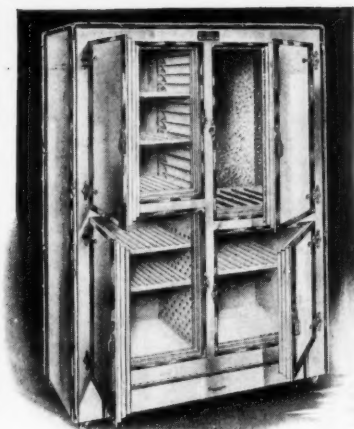
Houbigant-Paris

In Every Store

Perfumes and
Soaps of Highest
Quality Only.

This is the refrigerator used on dining, buffet and refrigerator cars of all our great railroads.

Bohn Syphon Refrigerators are used by great shippers and provision handlers for two reasons: their perfect preservation of all food, and tremendous economy of ice and care. The Bohn Syphon System, illustrated here, enables you to keep milk, meat, butter, vegetables and fruit in the same provision chamber without the slightest contamination.



Delivered On 10 Days' Trial

Bohn Syphon Refrigerators are built in all required styles and sizes for homes, apartments, hotels, clubs and restaurants. Where we have no regular dealers we ship on approval, for Ten Days' Trial. Freight paid both ways if not as represented.

We also manufacture the popular Minnesota Refrigerator. Write for both Minnesota and Bohn Syphon Catalogs and Terms.

Prices Range from \$19.00 upward

White Enamel Refrigerator Company

Main Office and Works, St. Paul, Minn.

New York Office and Salesroom, 59 West Forty-Second Street
Chicago Office and Salesroom, Steger Bldg., Jackson Blvd. and Wabash Ave.

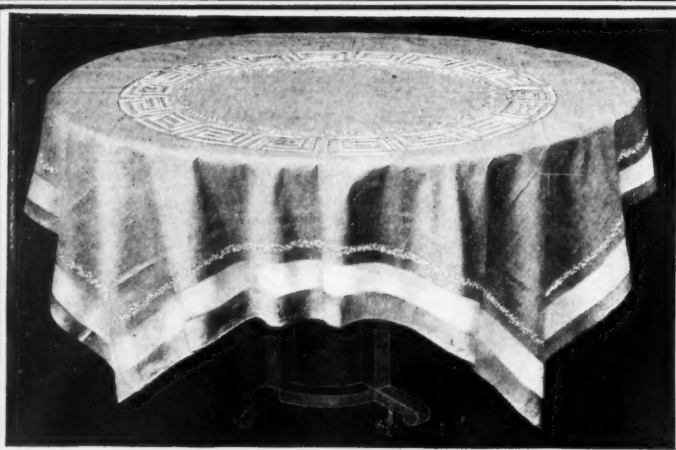
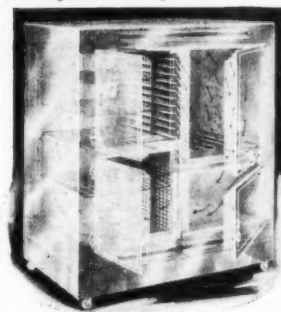
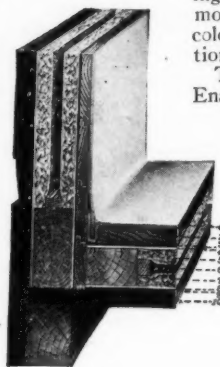
BOHN SYPHON REFRIGERATOR

For Cleanliness—Health and Economy

THE perfect air circulation established by the Bohn Syphon System guarantees positive dryness, the passing off through the drain pipe of all odors and an average low temperature that makes your ice last longer—your food keep better—than in any other refrigerator. Drain and trap are perfect, easily removed—quickly cleaned.

The Insulation is shown in the cross-section view. Note the ten different linings and interlinings to keep the heat and moisture out and the interior absolutely cold and dry. This exceptional construction minimizes your ice bills.

The lining of Genuine White Porcelain Enamel—not paint—has neither seam nor corner for dirt to lodge in. It is non-porous, strictly sanitary and does not discolor, crack or peel off like so-called enamel which is merely enamel paint.



New Table Linens

We are continually adding to our Table Linen assortment the choicest designs from the best European manufacturers.

The design which we illustrate, and for which we quote prices below, is one of the newest in

"Greek Key and Band" (illustrated above)

Napkins, 22 inches.....doz., \$6.25
Napkins, 27 inches....." 9.00

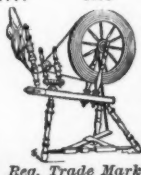
our collection, which comprises over 400 different designs.

The qualities range from the most moderate priced up to the finest goods made and in all sizes, including those for very wide and long Banquet Tables.

Cloths, 2x2 yards.....each, \$5.50
Cloths, 2½x2½ yards..... 7.00
Cloths, 2½x2½ yards....each, \$8.50

The above is one of six of our latest designs in Table Linens. It will give us pleasure to mail on request illustrations of the entire number.

James McCutcheon & Co.,
5th Ave. & 34th St., New York



PLUPY

THE REAL BOY

BY

JUDGE HENRY A. SHUTE

Author of "The Real Diary of a Real Boy."



"In they went, all over."

¶ If you haven't read Plupy by this time, take home a copy to-night and have the laugh of your life.

12mo, 368 pages, 53 full page silhouettes, \$1.50

FOR SALE EVERYWHERE

RICHARD G. BADGER, Publisher, BOSTON

Ex



No. 51

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as the Sterling

G. F. H. HARTFORD

Exclusive Footwear
—To Your Order—



Made in any design to match your gown, cloak or hat. Write for illustrated catalog "L" and measurement blank. *Fit guaranteed.*

E. HAYES

Ladies' Custom Shoes

9-11 West 29th St.

New York

Bel. Fifth Ave. and Broadway

No. 51 "WELLSLEY"
Edward Hayes patent

Village Blacksmith

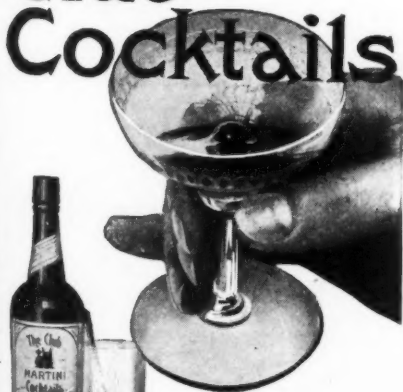
Under a costly canopy
The village blacksmith sits;
Before him is a touring car
Broken to little bits—
And the owner, and the chauffeur, too,
Have almost lost their wits.

The village blacksmith smiles with glee
As he lights his fat cigar—
He tells his helpers what to do
To straighten up the car—
And the owner, and the chauffeur, too,
Stand humbly where they are.

The village blacksmith puffs his weed
And smiles a smile of cheer
The while his helpers pump the tires
And monkey with the gear—
And the owner, and the chauffeur, too,
Stand reverently near.

Behind the village blacksmith is
The portal of his shop;
The shop is very large in size,
With a tiled roof on top—

**Club
Cocktails**



The Club brand represents the same high standard in Cocktails as the Hall mark in England and the Sterling in America do in silver.

ACCEPT NO SUBSTITUTES.
Martini (gin base) and Manhattan (whiskey base) are the most popular.
At all good dealers.

G. F. HEUBLEIN & BRO., Sole Props.
HARTFORD NEW YORK LONDON



DOWNTOWN — where *minutes* mean *dollars*—the Detroit Electric Roadster gets a man to his appointments *on the dot.*

You need no chauffeur. It's always ready. Turn a key—and start. Its special control means that you safely *make the narrow gaps* in traffic. It has *lines*—style—ample power—and silent drive.

For business man, professional man—*every* man who goes about.

Our new Detroit Electric Catalog illustrates all styles—including Broughams, Victorias and Roadsters. Mailed on request.

Anderson Electric Car Co.
Dept. 4 Detroit, Mich.

Branches: New York, Chicago,
Kansas City, Buffalo, Cleveland.

Selling Representatives in all leading cities.



And the owner, and the chauffeur, too,
At it were glad to stop.

The children, going home from school,
Look in at the open door;
They like to see him make his bills
And hear the owners roar—
And the chauffeurs weep as they declare
They ne'er paid that before.

He goes each morning to the bank,
And salts away his cash;
A high silk hat and long frock coat
Help him to cut a dash—

But the owner, and the chauffeur, too,
Their teeth all vainly gnash.

The chestnut tree long since has died,
The smith does not repine;
His humble shop has grown into
A building big and fine—
And it bears "Garage" above the door
On a large electric sign.

—Chicago Evening Post.

Legrand-Paris Best Perfumery and
Soaps at Moderate
Prices.
For Sale All Dealers.



Do You Burgle?

Correct Methods of Burgling, including all the latest styles, will be presented in the next or

Burglar's Number

of LIFE. At high noon, next Tuesday, regardless of wind or weather, you have but to step up to your favorite newsdealer, and without mentioning any names, you have but to ask for

“That Number”

He will understand. Any one, in these days, who asks any newsdealer anywhere for “that number” always receives as his reward the latest number of LIFE.

More About LIFE'S Time Table

This is a tale of woe. When we started out, several weeks ago, to let our readers know the exact hour in which they could buy LIFE in every city in the United States, we were not quite sure about it ourselves.

Our object in announcing LIFE'S time table was to find this out.

We are gradually learning.

We knew when the shipments were made from New York, but as to the exact time when they arrived at their various destinations was a question.

Things began to happen right off. In the first place, many of our friends didn't like it because we failed to mention their particular town, ignoring the fact that it was impossible to put in one page all the principal cities in the land. In the second place, our friends who were delivering the paper throughout the country thought they would play a joke on us, so they began making their deliveries earlier.

The result was amusing.

We began, for example, with the announcement that you could buy LIFE in San Francisco on Friday morning. Then we learned that you could really buy it there on Thursday. Then the news came that it was on sale there on Wednesday. And now, will you believe it? you can actually buy it there on Tuesday. The printer got interested and got some faster presses. He wanted to prove apparently that we didn't know much—a thing which we ourselves have suspected for some time.

The question now is, Who has accomplished this remarkable shortening in time? We are too modest to think that, in the beginning, by calling attention to the matter, we were the humble instruments. We are willing to give the credit of this great achievement to almost anyone.

Meanwhile, LIFE is now on sale over large portions of the country from two to three days earlier than when we first began our mendacious time table.

COMING

- April 20, Dog Number
- “ 27, Breadwinner's
- May 4, Commuter's
- “ 11, Joy Rider's
- “ 18, Celestial



Subscription \$5.00

Canadian \$5.52

Foreign \$6.04

Binner FAMOUS CORSETS
 Custom made, Individually, under MMR. BINNER'S Personal supervision.
 18 East 45th Street, New York

It Didn't Look That Way

"Is the gov'nor in?" asked the visitor.

The office boy, with his chair tilted back and his legs stretched out upon the desk, made no reply.

"I asked if the gov'nor was in," said the visitor.

The office boy threw him a disdainful glance, blew a cloud of cigarette smoke down his nostrils, and resumed his reading.

"Didn't you hear me?" snapped the visitor.

"O' course I 'ear you," answered the office boy, scornfully.

"Then why the dickens don't you tell me if the gov'nor's in?"

"Now, I ask yer," retorted the office boy, as he recrossed his legs upon the desk and prepared to resume his reading, "does it look like it?"—*Answers.*

A Glimpse of Heaven

PATERFAMILIAS: Well, Mr. Smith, I'm pleased to see you at our humble board for the first time. Now is there any particular cut you fancy?

PROSPECTIVE SON-IN-LAW: Oh—no—thank you. I think—

YOUNGEST DAUGHTER OF THE HOUSE: Dad, aren't you going to ask Cissie? You know what a shindy she kicks up if she doesn't get first pick.—*London Opinion.*



"The Fringed Curtains of Thine Eye Advance"
 —*The Tempest.*

EYES THAT DAZZLE

with superb beauty are invariably accompanied by long, thick, sweeping lashes and perfect brows. My **LASHGROW TREATMENT** positively grows full, luxuriant lashes and shapely brows, making the plainest eyes lovely and enhancing the entire appearance of the face. Its use is simple and absolutely harmless. *Write for literature.*

Hulda Thomas' FACIAL TREATMENT

draws the blood to the most sallow, wrinkled face in 20 minutes, nourishes the skin, makes muscles firm, removes discolorations, restoring the healthy complexion of girlhood.

Test Sample 25c. Larger Size (3 applications) 50c.

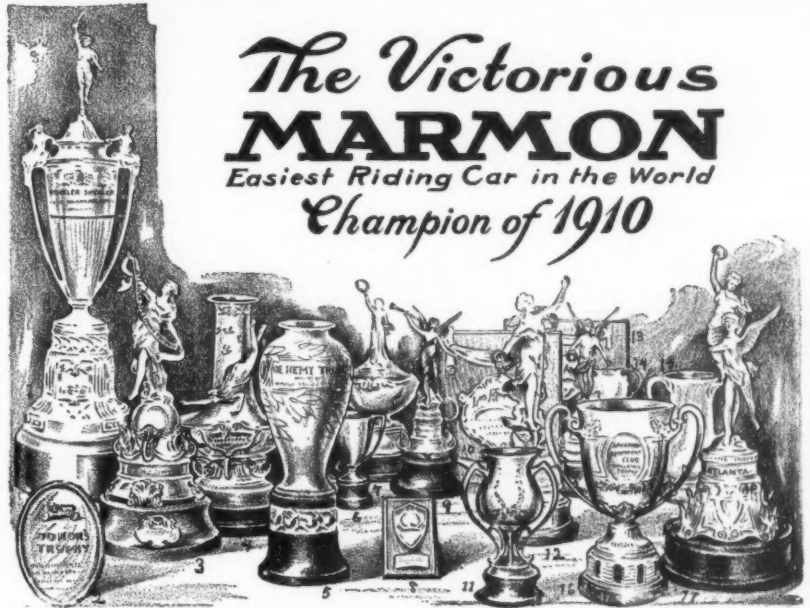
Hulda Thomas' Pre-digested Combination SKIN FOOD AND TISSUE BUILDER

Unlike so-called "skin foods" it is "pre-digested" or prepared for local conditions. Makes face and neck plump, fills out wrinkles and hollows and develops the bust.

Send 4c. in cover postage of free sample and proof.

HULDA THOMAS

Dept. 4-B 522 West 37th St., New York



The Victorious MARMON
 Easiest Riding Car in the World
 Champion of 1910

- 1—Wheeler-Schebler Trophy, 200 miles, 166½ min.
- 2—Vanderbilt, Donor's Trophy, 278.08 miles, 256 1-3 min.
- 3—Atlanta Speedway Trophy, 200 miles, 182½ min.
- 4—Cobe Trophy, 200 miles, 163½ min.
- 5 and 8—Remy Trophy and Brassard, 50 miles, 42½ min.
- 7—Atlanta A. A. Trophy, 120 miles, 107 min.
- 9—Los Angeles Motordrome, 100 miles, 76 1-8 min.
- 10—Los Angeles Motordrome, 2 hours, 148 miles.
- 11—French L ck Reliability Run.
- 12—Vanderbilt-Wheatley Hills, 1909, 189.6 miles, 190 min.
- 13—Los Angeles Motordrome, 100 miles, 85 1-3 min.
- 14—Los Angeles, Ascot Track, 100 miles, 103 min.
- 15—Kane County, Elgin, 169 miles, 184 2-3 min.
- 16—Savannah Challenge, 276.8 miles, 263 2-3 min.
- 17—City of Atlanta, 200 miles, 171 1-5 min.
- 18—Los Angeles Motordrome, 50 miles, 39 min., 54 seconds. Ten of these long races without stop, including No. 16.

Because It's The Best Car

We have engaged extensively in stock car racing, partly to demonstrate the stability of the car and partly to discover what weaknesses might develop under this most searching of all tests, and to correct them.

The Marmon has won more long and important races than any other car, simply because it has been better able to stand the pace for long distances.

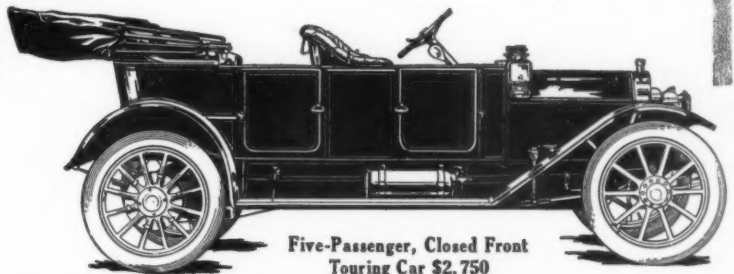
It has won its victories in the hottest kind of competition with the highest-priced cars. It has won because it proved to be more reliable, more durable, more consistent than its competitors, with ample power for its weight and a reserve of speed that is double the ordinary requirement. In a word, it won because it was the better car.

While you do not buy a car for racing purposes, it is a great satisfaction to know you possess a car which has so gloriously proved its capabilities.

Nordyke & Marmon Co.

Indianapolis - - - Indiana.

Established 1851. Sixty Years of Successful Manufacturing.



Five-Passenger, Closed Front Touring Car \$2,750

Good Character

They were trying an Irishman, charged with a petty offense, in an Oklahoma town, when the judge asked: "Have you any one in court who will vouch for your good character?"

"Yis, your honor," quickly responded the Celt, "there's the sheriff there."

Whereupon the sheriff evinced signs of great amazement.

"Why, your honor," declared he, "I don't even know the man."

"Observe, your honor," said the Irishman, triumphantly, "observe that I've lived in the country for over twelve years an' the sheriff doesn't know me yit! Ain't that a character for ye?"
 —*Housekeeper.*

SPACE, darkness, terror—three great sources of piety.

Caron-Paris Artistic Perfumer
 His Latest Novelty, "MIMOSA" Extract.
 Sold by the Best Stores.

Welch's

The National Drink
Grape Juice

IF You Say "Grape Juice"
You May Get Any Grape
Juice.

SAY "WELCH'S," BECAUSE
YOU WANT "WELCH'S."

WELCH'S is the pioneer grape
juice. We have been making
it, advertising it, and selling it for
forty years. Forty years is a long time for a
business to last. And when that business
increases year by year there is a cause.

Imitation is the sincerest flattery to
us—but it isn't to you.

You know what you want, and you
know why you want it.

YOU want WELCH'S because our policy of
paying a *bonus* over the regular daily
market price, brings to us in October, (the
month of the grape harvest) the very choicest
of all the Concord grapes in this best belt.

OUR process of washing and rinsing the
grapes in clear water, of stemming them
and then pressing, sterilizing, and hermetically
sealing the juice, and nothing but the
juice, gives you a drink that is *always* fresh,
clean, pure and *satisfying*.

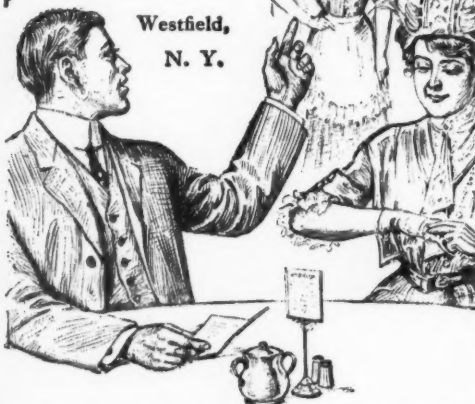
Your druggist or grocer will be glad to
supply you with WELCH'S if you ask for it.
If he hasn't it, he will get it quickly, or
we will send a trial dozen pints, express
prepaid east of Omaha, \$3.00.

Trial 4-oz. bottle, by mail, 10c.

LADIES:—Write today for our new, free
booklet of grape juice recipes—delicious
desserts and drinks for dinners, teas,
luncheons, receptions, parties, or
just for company.

The Welch
Grape Juice Co.,

Westfield,
N. Y.



Books Received

Ostru, the History of a Soul, by Justin
Sterns. (The Theosophical Publ. Co. \$1.00.)

A Fair House, by Hugh De Sélin-
court. (John Lane Company. \$1.50.)

The Queen of Orplede, by Charles
Wharton Stork. (J. B. Lippincott Co.,
Phila., Pa.)

The Silences of the Moon, by Henry
Law Webb. (John Lane Company.
\$1.50.)

The Young Pitcher, by Zane Grey.
(Harper & Bros. \$1.25.)

The Venture, by R. Norman Grise-
wood. (R. F. Fenno & Co. \$1.00.)

Everyday Desserts, by Olive Green.
(G. P. Putnam's Sons.)

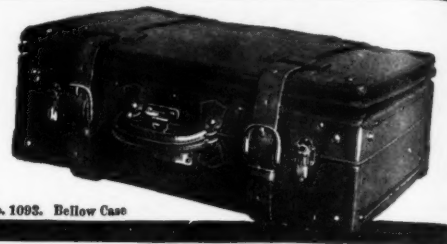
The Antigone of Sophocles, by Joseph
Edward Harry. (Robert Clarke Co.,
Cincinnati, Ohio. \$1.00.)

A Roman Wit, by Paul Nixon.
(Houghton, Mifflin Co., Boston, Mass.
\$1.00 net.)

Life

Invites you to an
Exhibition and Sale
of Original Draw-
ings, April third to
April twelfth, in-
clusive open daily,
Sunday excepted,
until 10 P. M.), at
The Galleries of
The Detroit Pub-
lishing Company,
Fifteen West
Thirty-eighth Street,
New York.

The prices of all drawings
will be marked in plain
figures.



No. 1093. Bellow Case

THE MARK of the
most in Trunk and
Luggage value is the
Indestructo *name*.

It's your protection.

One trunk plainly branded with
the *name* of the product.

Indestructo Leather Goods are the *only*
kind with a name stamped right into the
merchandise. That certifies genuine
leather quality—the grade must be just as
represented. We guarantee *that* in writ-
ing. No one need now buy *anonymous*
leather goods.

INDESTRUCTO

Guaranteed Luggage

The Indestructo Trunk is now canvas covered; has
doubly reinforced corners, Government Bronze finish
trimmings. Pure red cedar lined—fragrant—moth
repelling. Five years' guarantee covers every part
that possibly can break—not just the hardware.

Same price—North—East—South—West.

And Indestructo Leather Goods are guaranteed for
five years. Registered against loss—protected
against theft. Have *can't break* bottoms. Snappy
style, rich leathers. We will fill your order direct,
if you can't locate our dealer.

Write for the Indestructo Trunk and
Bag Book, and your dealer's name

National Veneer Products Company
Station D 24 Mishawaka, Indiana



No. 4016. Steamer Trunk

The Dweller on the Threshold, by
Robert Hichens. (Century Co. \$1.10
net.)

An Old Maid's Vengeance, by Frances
Powell. (Chas. Scribner's Sons. \$1.25
net.)

A Tenderfoot with Peary, by George
Borup. (F. A. Stokes Company. \$2.10
net.)

The Passionate Elopement, by Comp-
ton Mackenzie. (John Lane Co. \$1.50.)
"Mc-Smith," by Caroline Lockhart.
(J. B. Lippincott Co., Phila., Pa. \$1.20
net.)

The Gold Bag, by Carolyn Wells. (J.
B. Lippincott Co., Phila., Pa. \$1.20 net.)

Hotel LaSalle

Chicago's Finest Hotel

THE Managing Director of one of New York's most famous hotels on a recent visit to Chicago, said:

"Hotel LaSalle is the equal of anything we have in New York. I did not realize that Chicago had such a magnificent hostelry, and the prices that prevail in this house are so much lower than in New York that I am amazed."

Hotel LaSalle gives more for the price you pay than any other hotel in Chicago.

RATES:

ONE PERSON:

Room with detached bath - \$2 to \$3 per day
Room with private bath - \$3 to \$5 per day

TWO PERSONS:

Room with detached bath - \$3 to \$5 per day
Room with private bath - \$5 to \$8 per day
Connecting rooms and suites as desired.

All rooms at \$5 or more are the same price for one or two persons

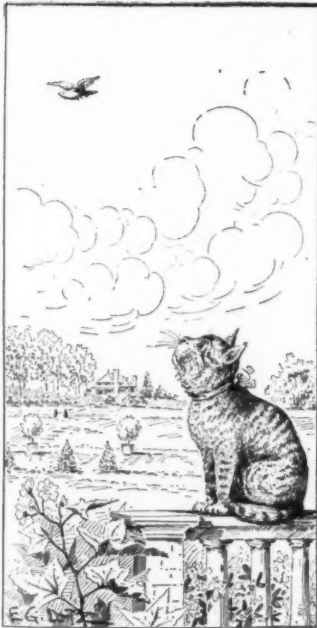
You enjoy the world's best when you stop at

Hotel LaSalle

GEO. H. GAZLEY
Manager
LaSalle at Madison St.
CHICAGO



GOLD SEAL
America's Favorite
Champagne
An Easter Dinner Treat
You cannot afford to miss.
Special Dry-Brut.
Equals best French wines—costs but **Half**.
WHY?
"ALL WINE—NO DUTY"
Order a case—sold everywhere.
URBANA WINE CO.
Urbana, N.Y.
Sole Maker



"I'LL BE GLAD WHEN THEY MAKE AERO-PLANES FOR CATS."

THERMOS THE BOTTLE WITH A THOUSAND USES

It is a combination pocket stove and ice box, that enables you to serve any kind of home prepared liquid refreshment or soups piping hot in cold weather, or ice cold in hot weather.

Wherever you go—whatever you do, always ready for immediate use, just as you want it and when you want it. Use the Thermos Lunch Kit for your daily lunch at the office, store or factory. Use it when you are traveling, motoring, fishing, shooting or picknicking. Use it as an aid in the care of the invalid in time of sickness. Use it to keep the water hot for baby's food, always ready for mixing with the ice cold milk drawn from a companion Thermos Bottle. Use it for ice cold water in the guest chambers at your summer home during the hot summer months, and don't forget the Thermos Lunch Kit for the children for their noonday lunch at school. Pays for itself in two weeks' time!

Pint bottles, \$2 up; Quart bottles, \$3 up. Complete lunch sets, \$3 up. Do not be deceived into buying an inefficient imitation. Look for the name Thermos plainly stamped on the bottom. At all first-class stores. FREE: 34 page booklet on request.

AMERICAN THERMOS BOTTLE COMPANY, Thermos Building, New York



Dangerous

"Won't you try a piece of my wife's angel cake?"

"Will it make an angel of me?"

"That will depend on the kind of a life you have led!"—*Houston Post*.

HOST: Have a cigarette, old man?

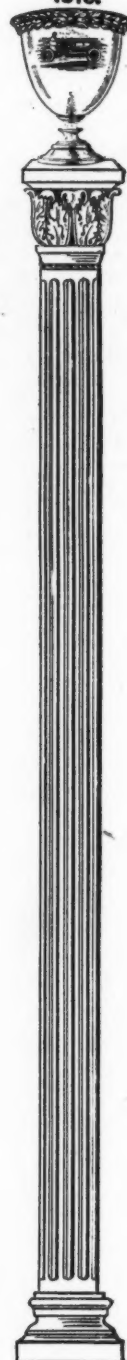
GUEST: No, thanks—I've chucked smoking—too effeminate, don't you know.—*Punch*.



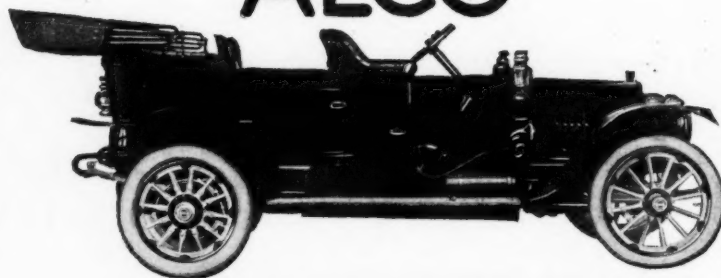
VANDERBILT
CUP
1909



VANDERBILT
CUP
1910.



ALCO



4 CYLINDER 40 H.P., 7 PASSENGER, \$4500.
6 CYLINDER 60 H.P., 7 PASSENGER, \$6000.

An ALCO touring car from stock won the Vanderbilt cup in 1909 and again in 1910, the same identical car won both races. No other stock car has ever won the Vanderbilt cup. No other car has won it twice.

It won because it was an ALCO, because the American Locomotive Company built it, because the builders know the breaking strain of every part, piece and bolt in the structure, because the builders know materials from generations of experience, because they know how to manufacture and they understand designing.

It is impossible to subject a car to a greater test than that of rounding curves in a race. The car that withstood two such gruelling tests must be considered successful and must give the purchaser a feeling of security and satisfaction.

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American Locomotive Company

1886 Broadway, NEW YORK.
2501 Michigan Ave., CHICAGO.

(LICENSED UNDER SELDEN PATENT)



· LIFE ·

UNCLE SAM



SETTLES THE SPEEDOMETER QUESTION

There are two kinds of speed indicators—the JONES kind, which is mechanically accurate, and the magnetic kind, which is subject to variations as high as 28 degrees between extreme heat and cold.

Read what the U. S. Bureau of Standards says about the JONES :

Read what the U. S. Bureau of Standards says about the magnetic type :

Department of Commerce and Labor
BUREAU OF STANDARDS
Washington

February 7, 1911

Jones Speedometer Co.,
New Rochelle, N. Y.

Gentlemen:

The following are the results of the tests on your speedometers Nos. 197868 and 197680. These figures are the mean of three runs at 70° F. and are given to the nearest half mile.

SPEEDOMETER		TRUE SPEED
197868 m. p. h.	197680 m. p. h.	m. p. h.
10	10	10
15	15	16
20	20	20
25	25	25
30	30	30
35	35	35
40	40	40
45	45	45
50	50	50
55	55	55
60	60	60

We wish to thank you for your courtesy in furnishing us with these instruments. We are returning same by prepaid express.

Respectfully,

[Signed] S. W. STRATTON,

D. E. D.

Director.

Extract from Army and Navy Journal:

"Magnetic Speedometers used by automobiles to register speed, are SO INACCURATE AS TO MAKE THEM PRACTICALLY USELESS, as is demonstrated by an investigation just completed by the Bureau of Standards. The Bureau of Standards, after a thorough investigation, reports that the magnetic instruments show a variation during hot and cold weather of twenty-eight per cent."

Extract from Report of Columbia University:

"Magnetic type instrument. The variation in the reading per degree change of temperature is 27%. When used in a car the variation in the temperature of the speedometer between summer and winter is likely to be as much as 62° F., which would mean a DISCREPANCY OF TEN MILES PER HOUR BETWEEN SUMMER AND WINTER readings when actually going 60 miles per hour; a discrepancy of 5 miles per hour when actually going 30 miles per hour."

Extract from Report of Armour Institute of Technology:

"The tabulated results show that an uncompensated MAGNETIC SPEEDOMETER VARIES UNIFORMLY WITH THE TEMPERATURE. This variation computed on the basis of a change of 100° F., amounts to more than 22%. Such an instrument, if calibrated at 75° F., would read about 5.5% lower at 100° F., which would be about 2¼ miles slow at a speed of 50 miles per hour. At 0 F. the speedometer would read 16.5% high, or 8¼ miles fast at 50 miles per hour. At 25 miles per hour the error would be half as large."

WHICH DO YOU WANT THE JONES OR THE OTHER KIND?

The Report of the U. S. Bureau of Standards verifies the tests made by the leading Universities and eminent engineering authorities. They ALL acknowledge the superiority of the JONES.

JONES SPEEDOMETER Dept., United Manufacturers, 250 West 54th Street, N. Y.

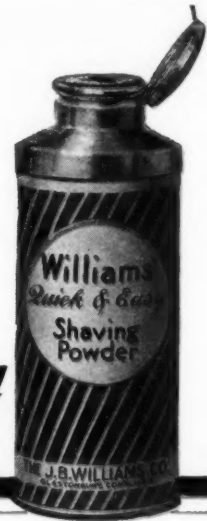




Shaving Stick

Note the convenient sanitary hinged-cover boxes

Quick & Easy
SHAVING POWDER



Williams'

WITH most soaps, by the time you have shaved one side of your face, the lather on the other side is dry and flaky and your face smarts and itches.

The lather of Williams' Shaving Soap retains its moisture, and one application is usually sufficient. The lather is thick and creamy, and its effect is soothing, refreshing and antiseptic.

Williams' Jersey Cream Toilet Soap

SPECIAL OFFER

A miniature sample package of either Williams' Shaving Stick, Shaving Powder, Jersey Cream Toilet Soap, Williams' Talc Powder or Dentalactic Tooth Powder, mailed for 4 cents in stamps.

All five articles in neat combination package for 16 cents in stamps.

After using Williams' Jersey Cream Soap a few times you can't fail to observe how much softer, smoother, and in how much better condition your hands and face are, in fact, this is apparent the very first time you use it. The soft, creamy lather is so soothing and refreshing.



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