



FIRE WITHIN FIRE

The BLACK OPAL... it seems an exquisite blending of all the rarest jewels... the glowing swirls of pearls, the lighted points of sapphires, the green depths of emeralds, the opal's wondrous crested flame. And each has captured that elusive beauty equaled only in swift clouds at evening... in fire, from distant horizons near the sea... in the dimmed wings of great Brazilian butterflies. • It is a point of pride with Marcus & Company that this house should have exhibited the first collection of these incomparable stones that the world has ever seen... a collection which, in the judgment of jewel connoisseurs, stands second to none, even today. • It was possible that the black opal should have immediately found favor at the hand of fashion, and occasioned an altogether new and notable mode in jewelry. For where could a stone so charming find a better counterpart than in the beauty of those women who were always to be the cynosure of eyes in the great world of manners? • Black opals, mounted or unmounted, from \$6750 to \$25,000.

MARCUS & COMPANY • JEWELERS

37th FLOOR MARCUS B. CHERRY BUILDING

1110 AVENUE AT FORTY-SEVEN STREET, NEW YORK - LONDON - PARIS - FOUR DECADES - BOSTON

THE
EYES
have it!

They must have it. They must be sparkling and alluring; the skin around them firm, unlined and youthful. Kathleen Mary Quinlan has specialized for years in the care of the eyes. Her creams, astringents, eye packs and eye drops will keep your eyes young. Her eye make-up will, in subtlest tones, give them just the accent that means chic. In our toilet goods department.

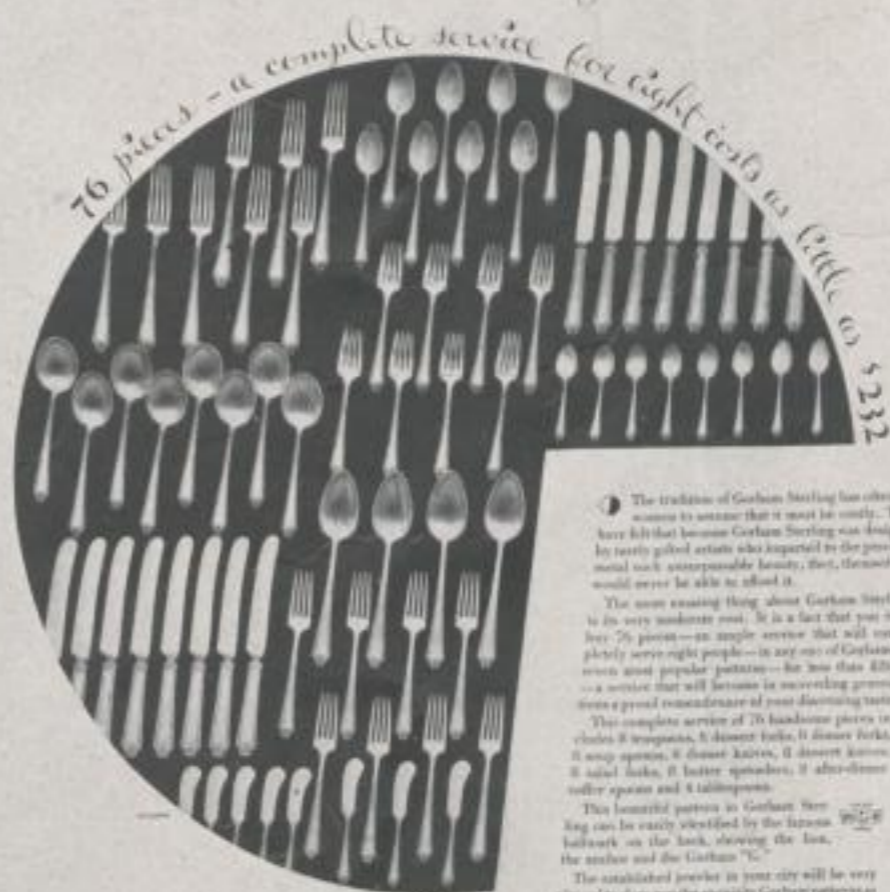
Künstl. Leiter: Charles Coiner
Agentur: N.W. Ayer & Son, Inc.
Inserent: Marcus & Co.

Künstl. Leiter: Elwood Whitney
Agentur: J. Walter Thompson Company
Inserent: Kathleen Mary Quinlan

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Agentur: J. Walter Thompson Company
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the silver you would rather have can be yours
Gorham sterling is *not* expensive



The tradition of Gorham sterling has often led us to believe that it must be costly. Then here is that because Gorham Sterling was designed by master craftsmen who inspired by the precision metal work of the past, they themselves, would never be able to afford it.

The most amazing thing about Gorham sterling is its very moderate cost. It is a fact that you too have 76 pieces—a complete service that will completely serve eight people—in any one of Gorham's seven most popular patterns—for less than \$200—a service that will become an increasing possession a good remembrance of your discerning taste.

The complete service of 76 handsome pieces includes 8 teaspoons, 8 dessert forks, 8 dinner forks, 8 soup spoons, 8 dinner knives, 8 dessert knives, 8 salad forks, 8 butter spoons, 8 silver-plated coffee spoons and 4 tablespoons.

This beautiful pattern in Gorham New England can be easily identified by the letters "G.S." stamped on the back, showing the line, the anchor and the Gorham "G".

The established jeweler in your city will be very pleased to show you the exquisite Gorham patterns and to help you select the pieces of matching silverware.

The Gorham Company, Providence, R.I., Dept. 10—Please send me your new illustrated book, "The Art of Table Setting" by Miss M. G. Goss, published on the auspices of the American Silver Institute, for which I enclose \$1.00.

Name _____
Address _____

Gorham