

Evening World's New Perfect Figure Contest

To Make Perfectly Proportioned for Their Height Women Who Now Weigh Fifteen or More Pounds Over or Under Their Proper Weight.

AWARDS. \$50 to the contestant whose weight and measurements at the close of the contest are nearest correct for her height. \$25 to the contestant who shall rank second. \$10 to the contestant who shall rank third.

By Pauline Furlong.

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I WANT to say a special word today about the course of lessons by means of which contestants will be enabled to either develop or reduce their figures nearer to the proportions designated as perfect for their height.

It is a proved fact that certain exercises and certain diet rules operate either to increase weight or to decrease it, and also to correspondingly reduce or develop the figure.

But general reduction or development or loss or increase of weight does not operate to give the figure so-called "perfect" measurements at all portions of the body. To accomplish this, carefully studied exercises must be employed to correct faulty measurements at whatever point they may exist.

All this I have taken into careful consideration in preparing the lessons for the Perfect Figure Contest.

There will be two series of illustrated lessons published in The Evening World on alternating days. One series will comprise diet rules and special exercise lessons for contestants who now weigh less than they should at their height. The other series will direct the women whose weight now is in excess of what it should be.

First, diet and exercises designed to reduce or develop generally will be presented. This will be in preparation for the later lessons which will operate to refine the figure to or toward those proportions which are called "perfect."

Each portion of the human figure in these later lessons will be treated separately, the exercises being directed toward reduction or development at certain points. By this means every contestant will be enabled to correct her own specific figure faults and to control the improvement toward perfection of her individual measurements.

HOW THE CONTEST WINNERS WILL BE JUDGED.

Of course, it is understood that no standard of "perfect" measurements can be made to apply to all women. The measurements of Venus de Milo, generally accepted as the "perfect figure," apply only to a woman of the height Venus was supposed to stand, and not to women taller or shorter.

So, to make it perfectly fair to all women in this contest, a separate standard of "perfect" measurements has been worked out for every height of half-inch intervals. All contestants will be classified according to this height scale. The "perfect figure" measurements at various points of a woman five feet ten inches tall will be greater, naturally, than those, proportionately, of a woman only five feet three inches tall.

Therefore, the contest winners will be the women who succeed in achieving the weight and figure measurements nearest perfect according to their height.

Inasmuch as weight varies at different ages, this also will be taken into consideration in the final judging of contestants. A woman of twenty should rightly be heavier than a woman of twenty-five. Allowance will be made for this in every case.

How to Join the Contest

FIRST weigh yourself and make sure that you are at least fifteen pounds heavier or lighter than the "perfect" weight for your height. Consult the chart printed at the top of this column, which gives the "perfect" weight for every height from a foot to five feet ten inches.

Then, if you are eligible to enter the contest, and are not less than twenty-one years of age, write a letter to Miss Furlong, asking for an appointment and stating your age, height and weight. Sign your name in full, and give an address where mail will reach you.

Address your letter, "Miss Pauline Furlong, Perfect Figure Contest, Evening World, No. 63 Park Row, N. Y. City."

Upon receipt of your application Miss Furlong will mail you an appointment card directing you when and where to call on her to be weighed and measured and entered in the contest.

You will be received in a suite of private offices opened by The Evening World for the express purpose of enabling you to call on Miss Furlong without embarrassment and in privacy. You will come in contact with women only, and no names will be published in the paper. Arrangements have been made to grant appointments on preferred days and at preferred hours, so far as possible.

Can You Beat It!

By Maurice Ketten. A series of comic panels featuring a man and a woman. The man says: 'WHO IS MRS PEACH? AND WHY DO YOU WANT ME TO SEE HER?' The woman replies: 'SHE IS A RICH WIDOW I WANT TO MARRY. AND MAY BE YOU CAN HELP ME WIN HER CONSENT.' The man asks: 'MRS PEACH? I CAME ON BEHALF OF MY SON PERCY.' The woman says: 'O, YOU ARE PERCY'S FATHER, PLEASE COME IN.' The man says: 'MY SON IS A FINE BOY AND WOULD MAKE A GOOD HUSBAND...' The woman replies: 'BUT HE IS SO YOUNG!' The man says: 'WHAT BRINGS YOU HERE?' The woman replies: 'I WANT YOUR SERVICES FOR A WEDDING IN MY FAMILY, PARSON.' The man says: 'KID CONGRATULATE YOUR DADDY-I AM GOING TO MARRY THE WIDOW MYSELF - YOU ARE TOO YOUNG!' The woman replies: 'CAN YOU BEAT IT!' The man says: 'SEND A DOLLAR'S WORTH OF FLOWERS TO MRS PEACH - THERE IS GOING TO BE A WEDDING IN THE FAMILY.' The woman replies: 'OH, WHAT A FUNNY PLACE!' SAID DOT.

THE FROZEN PIRATE Lost on an Iceberg, a Poor Seaman Finds Treasure and Adventure Awaiting Him

By W. Clark Russell. The Boca del Dragon fought under the red or black flag. In all that time the black flag, certainly, said he; but if we met with resistance, it was our custom to haul it down and hoist the red flag, to let our opponents know we should give no quarter. 'How is the plunder partitioned?' I asked. 'Everything is put into the common chest, as we call it, and brought to the mast and sold by auction—' 'Strange!' he cried, breaking off and putting his hand to his brow. 'I find my speech difficult. Do you notice I halt, and utter thickly?' 'I replied "No." His voice seemed to me the same as hitherto. 'Yet I feel ill. Holy Mother of God! What is this feeling coming upon me?' 'I expect it will be the blow on the back of your head when you fall just now, that has produced this feeling of giddiness. Let me help you. The sensation will pass, I don't doubt.' 'If he heard he did not heed me, but fell a muttering to himself. And now I did certainly remark a quality in his voice that was new to my ear. It was not, as he had said, a labor or thickness of utterance, but a dryness and parchedness of old age, with many breaks from high to low notes. 'Gracious Mother of all angels!' he exclaimed, crossing himself several times. 'surely I am dying. O Lord, be merciful to me! I shall go to hell. O Jesus, I am past forgiveness! For the boys of Heaven, Mr. Rodney, some brandy! Oh, that some saint would interpose for me! Only a few years longer—grant me a few years longer—' 'Heard for time that I may rest' and he extended one quivering hand for the brandy. 'I was much astonished and puzzled by this illness that had come upon him. For though he talked of darkness and faintness and of dying, he continued to sit up on his bench and to take snuff at the can of brandy. Then an extraordinary fancy occurred to me. Had the whole weight of the unhappy man's years suddenly descended upon him? Or, if not wholly absent, might not these indications in him mark the first stages of a gradually increasing pressure? The heat, the dryness, the drowsiness, and temper of the life I had been instrumental in restoring to him probably illustrated his character as it was slight and forty years since. They had flourished artificially from the moment of his awakening down to the present hour, but now the hand of Time was upon this man, whose age was above a hundred. He might be decaying and wasting, even as he sat there, into such an intellectual condition and physical aspect as he would possess and submit to

JOAN THE WOMAN A Serial Story Founded Upon the Life of One of the Most Inspiring Figures in History, Joan of Arc, BEGINS ON THIS PAGE MONDAY, JAN. 15.

The Evening World's Kiddie Klub Korner

Conducted by Eleanor Schorer



"OH, WHAT A FUNNY PLACE!" SAID DOT.

Dicky and Dot in the Wonder City

By Mary Graham Bonner.

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Within a Fort.

"I THINK we shall have a little trip to-day," said Uncle John. He loved to show the children the interesting things about the city, and they loved everything and enjoyed everything so thoroughly that it was a great pleasure to take them. As for Dicky and Dot, they always enjoyed themselves with Uncle John, for somehow he seemed to know the very things they would have wanted to see if they had known about them beforehand.

"We're going to Governor's Island," said Uncle John. "It is not far from the Battery, where we have seen interesting sights, and from where we have started for fine little riffs." "Oh, what a funny place," said Dot, as she looked at Castle William. "It's round and all stone," exclaimed Dicky, "and there are such queer little windows all about." "All the men are in uniforms," said Dot. "Yes," said Uncle John, "they are soldiers' uniforms. Soon we'll see a parade."

To the delight of the children they saw a fine parade on the parade grounds. The boys on the band played, and they saw the soldiers salute the American flag, or the Colors, as they call it. Uncle John showed the children the officers' homes, the prison stores, the work shops, the mess hall, and it was almost time for going home. The sun looked as if it would go down behind a distant hill, and the children were afraid they were going to miss the show. But still Uncle John kept showing

them different interesting things, until at last a great gun was fired. Dot jumped a little, because, of course, she had not expected it. And Dicky was the least little bit startled. "What was that?" the children both exclaimed at the same time. "That was the sunset gun," said Uncle John, "which is always fired from Castle William." "What is a sunset gun?" asked Dot. "It is a gun that is fired at sunset. Every day as the sun goes down they fire a gun from this fort—for it means the day is over."

"What a lot of honor they pay the sun," said Dot. "Isn't it fun never to know what one is going to find out next?" And both Dicky and Uncle John agreed. The idea for to-day's story was suggested by William Maurer, age fourteen, of No. 178 Marion Street, New York City. We will pay \$1 each for correct ideas for the next issue of the Kiddie Klub Korner. Send your suggestions to the Evening World, No. 63 Park Row, New York City.

Cousin Eleanor's "Klub Column"

MY DEAR COUSIN KIDDIES: Just to remind you to vote for the Kiddie Klub colors to-day. The ballot box will be printed for this week only, and votes received after Wednesday, Jan. 10, will be void. So do "Klub Pin" out the box below, write in it the colors that you wish to see our Klub fly and send it to me with your name and certificate number.

COUSIN ELEANOR.

I WANT THE KLUB COLORS TO BE.....AND.....

Name.....

Certificate Number.....

On the wish for the Kiddie Klub colors, of red and green without any other colors, by Victoria M. Brown, 1007 Third Avenue.

A Dream Which Was a Lesson. Once upon a time there was a little girl who was very fond of her doll. She had a very nice doll, and she loved to play with it. One day she was playing with her doll, and she noticed that the doll was looking very sad. She asked the doll why it was so sad, and the doll told her that it was because it was so old and so worn out. She decided to give the doll a new dress, and she made one for it. She was very happy when she saw the doll in its new dress, and she thought that it was a lesson to her. She realized that she should take care of her things, and that she should not let them get old and worn out.

The Boys' Resolve. "I'm a member of the Kiddie Klub," said the boy who was speaking. "I've got my Klub Pin, and I've got my Klub Colors. I'm going to wear them every day, and I'm going to be a good boy. I'm going to be a member of the Kiddie Klub for ever and ever."

The Adventures of a Doll. Once there was a pretty French doll, who was very fond of her dress. She had a very nice dress, and she loved to wear it. One day she was wearing her dress, and she noticed that it was looking very old and worn out. She decided to give her dress a new look, and she made one for it. She was very happy when she saw her dress in its new look, and she thought that it was a lesson to her. She realized that she should take care of her things, and that she should not let them get old and worn out.

How to Join the Klub. BEGINNING with any number, slip out six of the ten coupons attached in the Klub Korner. These coupons are numbered in rotation, like the coupons in the Klub Korner. The numbers are 100-110-111-112-113-114. Mail them to the Kiddie Klub, Evening World, No. 63 Park Row, New York City. We will send you a Klub Pin and a Klub Card. Your NAME, YOUR AGE, YOUR ADDRESS, and your PHONE NUMBER, if you have one, must be on the coupon. No application will be considered unless the coupon is filled out. Children over sixteen and those who are not members of the Klub must be accompanied by a parent or guardian. Send your coupon to the Kiddie Klub, Evening World, No. 63 Park Row, New York City.

PIN COUPON NUMBER EVENING WORLD "KIDIE KLUB" 109