

# Third Annual of Advertising Art



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*From Advertisements shown at  
the Exhibition of the  
ART DIRECTORS CLUB  
Art Center, New York  
April 5 to 30  
1924*



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## FOREWORD FOR THE THIRD ANNUAL

By STANLEY RESOR

*President of the American Association of Advertising Agencies*

TEACHERS are agreed, are they not, that best results are secured in their craft if at the outset they make clear to their students what it is all about. These exhibitions of the art directors certainly help to remind every one concerned what advertising illustrations are meant to do.

Just what work *are* advertising illustrations designed to do?

At Westminster Abbey, in his sermon of welcome to the delegates to the Advertising Convention, the Bishop of Durham made the statement that art in advertising today, was to the masses, what the mural decorations and stained glass windows of the cathedrals were to the people of mediaeval times. This was a sermon of welcome. Perhaps the Bishop overstated a little, but in another sense did he not also understate?

In this intensely (so-called) practical and commercial age of ours, art in advertising, entirely in addition to its main purpose of helping to sell commodities, serves indirectly a very real educational purpose.

Sense of line, sense of color, sense of proportion—the representative advertising illustrations of today develop an appreciation of all of these. This appreciation is reflected in an improvement in design of the commodities themselves. In this way advertising illustrations help materially to bring art into industry, and through it into the greatest possible number of homes. The market for articles in good taste is expanded and as a consequence the design of the articles to fill this market is improved.

This indirect achievement of advertising frequently wins the interest of artists whom art, merely as a means to sell merchandise, might not reach. In the spring exhibit at the Royal Academy, next to the portrait of the king, hangs a still life. At the same time, in the offices of an advertising agency in London, a painting by the same artist is being reproduced to illustrate an advertisement in a coming issue of one of the British magazines.

When we keep in mind the underlying purpose of advertising—the interpreting of the advantages of an article or service to the public or that



part of it which it is desired to reach—we realize how difficult an undertaking good advertising illustration is. Is not the illustration, then, art *plus*?

In his review of the Exhibition last year, Mr. Calkins said that the number of illustrations submitted had so increased that there was not sufficient space to exhibit all that were good. This is even more true this year.

The Exhibitions help immensely to bring together and review the work of the year. The Annuals should constitute a most interesting record of the progress of art, of the individual artist, of advertising and of public taste.

# THE ART DIRECTORS CLUB, INC.

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*Plan and Scope:* BYRON J. MUSSER

*Entertainment:* RICHARD C. POND

*House:* SAM MOSS

*Art Center Bulletin:* ROBERT DUMM



## OFFICERS 1923

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*House:* JACK SHAW

*Membership:* HENRY B. QUINAN

*Ethics:* RALPH SHULTZ

*Program:* LOUIS FANCHER

*Educational:* RAY GREENLEAF

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RICHARD BACH

BURTON EMMETT  
GERALD PAGE-WOOD

NOTE: *Typographic layout of the Third Annual planned and supervised by David Silve, New York*

## THE THIRD EXHIBITION

By GORDON C. AYMAR

*Chairman of the Exhibition Committee, Art Directors Club*

WITH this Third Annual of Advertising Art there is presented a fair proportion of the creditable work of 1923. The response to the announcement of the exhibition from which these pictures are reproduced was most gratifying and assured a comprehensiveness which will undoubtedly increase each year.

There is a very perceptible improvement not only in the quality of the pictures but in the larger number of good ones available. New artists are continually entering the field, and the older ones are increasing in practical experience. With this experience has come an awakening on the part of many of them to the underlying business problems of their work, and this is adding immeasurably to the effectiveness of the advertising.

If our claim to supremacy in this form of Industrial Art rested solely on the first section of this book, it would be amply supported. In these paintings there is exhibited a skill and ability which, taken as a whole, can be found in the work of no other country. In posters we are still behind Germany in design, and behind England in beauty, since the latter country has employed the talent of her greatest artists in this field. In painting in full color, as used in magazines, we stand pre-eminent.

The pen and ink section of the Exhibition is particularly interesting in its variety. The styles range from the sketchy treatment of Wallace Morgan to the infinite detail of Rutherford Boyd. There is a noticeable improvement in the use of scratchboard work. Instead of being an imitation of poor woodcutting, it has now realized its own possibilities and is taking advantage of them. No line work reproduces better than a scratchboard study intelligently done.

The decorative designs are very uniform in their excellence. The very fact that a treatment of this sort is desired, offers an opportunity not always afforded in the other kinds of work. Where an artist is allowed to decorate a page harmoniously, using type as an integral part of his scheme, he is naturally apt to be more successful than in solving the problems of illus-

trating and merchandising in the non-decorative advertisements. It is rather surprising that there has been so little originality shown in the invention of decorative material and its treatment. American designers have in the main been content to re-combine historic forms, in cases where fresh ones would have been more appropriate and expressive.

That there is a healthy tendency in photography, is indicated by the number of unretouched photographs. Good composition and the proper selection of material, photographed in a direct and honest way, are very evident. The place of the photograph in advertising is unquestioned. It can accomplish things which no drawing or painting can possibly do. On the other hand, forced beyond the limits of its own inherent characteristics, it becomes false and loses that sense of reality which is its chief asset.

As each exhibition is presented year after year, the practical problems of the work are being brought home to artists and art directors. One of these is the importance of the final result. As a writer, commenting on the exhibition, says, "Unlike the academician, the advertising artist finds his finished picture merely a point of departure. In a sense he is not painting on canvas at all, but on paper, for it is the reproduction and what the reproduction does by which his work must be judged. Therefore his picture cannot be considered as an entirety but as a part of the greater whole."

There is still a tendency to lay too great a burden upon the engraver, both in the way of colors which are not reproducible in three and four color process work and in a broken color technique, which is especially difficult for the engraver to handle. This situation, however, is gradually improving as the painters who have entered this field are beginning to realize the limitations as well as the possibilities of their craft.

The prominence given proofs this year helps to emphasize the fact that the real exhibition for artists and art directors is the daily one in magazines and newspapers and on billboards.

The opportunities which American Industry will afford Art in the form of advertising in the future are unlimited. The constant demand for the best work obtainable, and the adequate rewards offered are fast creating a situation which has had no parallel in the history of artistic development. By collecting in its present form the outstanding drawings and paintings of the past year, this book is contributing in no small way to the record of what promises to be one of the most important of the Industrial Arts.

# THIRD EXHIBITION AWARDS



ART DIRECTORS CLUB MEDAL OF AWARD, DESIGNED BY PAUL MANSHIP



## SECTION ONE

### PAINTINGS AND DRAWINGS IN COLOR

#### (a) FIGURES

*First Award, Medal*—JAMES PRESTON for painting made for H. J. Heinz Company through Calkins & Holden. Page 2.

*First Honorable Mention*—

ARTHUR RACKHAM for painting made for Colgate & Co. through Frank Seaman, Inc. Page 3.

*Second Honorable Mention*—

EDWARD PENFIELD for painting made for H. J. Heinz Co. through Calkins & Holden. Page 4.

#### (b) STILL LIFE

*First Award, Medal*—RENE CLARKE for painting made for Southern Cotton Oil Trading Co. through Calkins & Holden. Page 26.

*First Honorable Mention*—

HENRY MAUST for painting made for Swift & Co. through J. Walter Thompson Company. Page 27.

*Second Honorable Mention*—

C. E. JOHNSON for painting made for Campbell Soups through F. Wallis Armstrong. Page 28.

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PAINTINGS AND DRAWINGS IN COLOR—(continued)

(c) MISCELLANEOUS

*First Award, Medal*—FRANK SWIFT CHASE for painting made for Davey Tree Expert Co. through J. Walter Thompson Co. Page 32.

*First Honorable Mention*—

LURELLE GUILD for painting made for Elms & Sellon, Inc., through J. Walter Thompson Co. Page 33.

*Second Honorable Mention*—

H. L. TIMMINS for painting made for Arkansas Soft Pine Bureau through Robert H. Brooks. Page 34.

SECTION TWO

POSTERS OF ALL SIZES, INCLUDING CAR CARDS

*First Award, Medal*—J. C. LEYENDECKER for Cluett, Peabody & Co. through W. F. Powers Company. Page 43.

*First Honorable Mention*—

F. G. COOPER for New York Edison Co. through New York Edison Co. Page 45.

*Second Honorable Mention*—

MAXFIELD PARRISH for General Electric through Barton, Durstine & Osborn, Inc. Page 46.

SECTION THREE

BLACK AND WHITE ILLUSTRATIONS AND DESIGN

*First Award, Medal*—FRANK B. HOFFMAN for Chicago, Burlington & Quincy Railroad through J. Walter Thompson Co. Page 52.

*First Honorable Mention*—

WILLIAM OBERHARDT for Liggett & Myers through Newell-Emmett Company. Page 53.

*Second Honorable Mention*—

F. R. GRUGER for The American Tobacco Co. through Erwin, Wasey & Co. Page 54.

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## SECTION FOUR

### MAGAZINE AND NEWSPAPER PEN AND INK

*First Award, Medal*—WALLACE MORGAN for  
Penn Tobacco Company through Chas. W.  
Hoyt, Inc. Page 82.

*First Honorable Mention*—

RUTHERFORD BOYD for Gorham  
Co. through Frank Presbrey  
Company. Page 83.

*Second Honorable Mention*—

C. B. FALLS for Hampton Shops  
through George Batten Com-  
pany, Inc. Page 84.

## SECTION FIVE

### DECORATIVE DESIGNS

*First Award, Medal*—WALTER D. TEAGUE for  
Strathmore Paper Company through Federal  
Advertising Agency. Page 107.

*First Honorable Mention*—

GUSTAV B. JENSEN for Japan  
Paper Co. through Japan Paper  
Co. Page 108.

*Second Honorable Mention*—

SAMUEL JOSEPHS for Canadian  
Pacific Railway through Albert  
Frank & Co. Page 109.

## SECTION SIX

### PHOTOGRAPHS

*First Award, Medal*—LEWIS W. HINE for Penn-  
sylvania Railroad through Ivy Lee. Page 117.

*First Honorable Mention*—

H. W. SCANDLIN for Hampton  
Shops through George Batten  
Company, Inc. Page 118.

*Second Honorable Mention*—

GRANCEL FITZ for The Rosen-  
bach Galleries through The  
Rosenbach Galleries. Page 119.



## NOTE

*It was the aim in making up the Annual to follow as nearly as possible the order of divisions indicated below*

1. *Paintings and Drawings in Color*
  - (a) *Figures*
  - (b) *Still Life*
  - (c) *Miscellaneous*
2. *Posters and Car Cards*
3. *Black and White Illustrations*
4. *Pen and Ink*
5. *Decorative Designs*
6. *Photographs*
7. *Reproductions of the Complete Advertisements showing how the above material was employed*

ILLUSTRATIONS



JAMES PRESTON—57 VARIETIES  
*Loaned by H. J. Heinz Company*  
*Exhibited by Calkins & Holden*

Medal

{ 2 }



ARTHUR RACKHAM—CASHMERE BOUQUET SOAP

*Loaned by Colgate & Co.*

*Exhibited by Frank Seaman, Inc.*

First Honorable Mention



EDWARD PENFIELD—OLIVES  
*Loaned by H. J. Heinz Company*  
*Exhibited by Calkins & Holden*  
Second Honorable Mention





R. K. RYLAND—RICHMOND STRAIGHT CUT CIGARETTES  
*Loaned by Liggett & Myers Tobacco Co.*  
*Exhibited by Newell-Emmett Company*



OSKAR GROSS—BAND INSTRUMENTS  
*Loaned by C. G. Conn, Ltd.*  
*Exhibited by Lamport-MacDonald Co.*



HAYDEN HAYDEN—SALAD DRESSING  
 Loaned by Francis H. Leggett & Company  
 Exhibited by Barton, Durstine & Osborn, Inc.



MARJORIE H. LAPP—CONTAINERS  
 Loaned by Alderman-Fairchild Company  
 Exhibited by H. C. Goodwin, Inc.



DE FEO, THE WELANETZ COMPANY—WELTE-MIGNON  
 Loaned by Auto-Pneumatic Action Co.  
 Exhibited by Frank Seaman, Inc.



DE FEO, THE WELANETZ COMPANY—WELTE-MIGNON  
 Loaned by Auto-Pneumatic Action Co.  
 Exhibited by Frank Seaman, Inc.



NEYSA McMEIN—WAMSUTTA PERCALE SHEETS & PILLOW CASES  
*Loaned by Wamsutta Mills*  
*Exhibited by Barrows & Richardson*



WALTER BIGGS—IVORY SOAP  
*Loaned by Procter & Gamble Co.*  
*Exhibited by The Blackman Company*



MAUD TOUSEY FANGEL—DENTAL CREAM  
*Loaned by the Kolynos Company*  
*Exhibited by The W. F. Powers Company*



MARY MacKINNON—McCALLUM SILK HOSE  
*Loaned by McCallum Hosiery Company*  
*Exhibited by George Batten Company*





Little Jack Horner sat in a corner  
 What can the reason be?  
 Indeed it's quite plain  
 He is hiding from Jane.  
 For a big dish of JELL-O has he

LINN BALL—JELL-O  
 Loaned by The Jell-O Company  
 Exhibited by The Dauchy Company



JELL-O

*America's most famous dessert.*

THE GENESSEE CURE FOOD COMPANY — LEADY, NEW YORK — BRIDLEBURG, ONTARIO, CANADA

JOHN NEWTON HOWITT—JELL-O  
 Loaned by The Jell-O Company  
 Exhibited by The Dauchy Company



R. F. SCHABELITZ—WOODBURY'S FACIAL SOAP  
 Loaned by The Andrew Jergens Co.  
 Exhibited by J. Walter Thompson Company



MAUD TOUSEY FANGEL—CONDENSED MILK  
 Loaned by The Borden Company  
 Exhibited by H. K. McCann Company



"THE EYE IS FORERUNNER  
OF THE PALATE"

JELL-O

*America's most famous dessert*

GUY ROWE—JELL-O

*Loaned by The Jell-O Company  
Exhibited by The Dauchy Company*



*"Look Jane, Jerry brought it!"*

JELL-O

*America's most famous dessert*

LINN BALL—JELL-O

*Loaned by The Jell-O Company  
Exhibited by The Dauchy Company*



W. G. RATTERMAN—P AND G WHITE NAPHA SOAP

*Loaned by Procter & Gamble Company  
Exhibited by The Blackman Company*



WILMOT EMERTON HEITLAND—PATTERN

*Loaned and Exhibited by Woman's Home Companion*



ANGUS MacDONALL—JELL-O  
 Loaned by The Jell-O Company  
 Exhibited by The Dauchy Company



J. C. LEYENDECKER—INTERWOVEN TOE AND HEEL SOCKS  
 Loaned by Interwoven Stocking Company  
 Exhibited by James B. Kirk, Vice-Pres. United Advertising Agency

# DOBBS HATS



J. CLINTON SHEPHERD—HATS  
 Loaned by Dobbs & Co.  
 Exhibited by The Roger Williams Company



ANDREW LOOMIS—PLUMBING FIXTURES  
 Loaned by Standard Sanitary Mfg. Co.  
 Exhibited by Porter, Eastman & Bryne



CUSHMAN PARKER—BON AMI  
*Loaned by The Bon Ami Company*  
*Exhibited by Erickson Company*



WORTH BREHM—BLACK JACK CHEWING GUM  
*Loaned by American Chicle Co.*  
*Exhibited by Newell Emmet Company*



CUSHMAN PARKER—BON AMI  
*Loaned by The Bon Ami Company*  
*Exhibited by Erickson Company*



CUSHMAN PARKER—BEECH-NUT FOOD PRODUCTS  
*Loaned by Beech-Nut Packing Co.*  
*Exhibited by H. K. McCann Company*



WALTER BIGGS—IVORY SOAP  
 Loaned by Procter & Gamble Co.  
 Exhibited by The Blackman Company



FRANK B. HOFFMAN—CREAM OF WHEAT  
 Loaned by Cream of Wheat Company  
 Exhibited by J. Walter Thompson Company



ROY SPRETER—BEAVER PRODUCTS  
 Loaned by The Beaver Products Company  
 Exhibited by Henri, Hurst & McDonald



H. L. TIMMINS—KITCHEN CABINETS  
 Loaned by G. I. Sellers & Sons Company  
 Exhibited by Henri, Hurst & McDonald



FRANK B. HOFFMAN—OLEOMARGARINE  
 Loaned by Swift & Company  
 Exhibited by J. Walter Thompson Company



FRANK B. HOFFMAN—BROOKFIELD BRAND PORK SAUSAGE  
 Loaned by Swift & Company  
 Exhibited by J. Walter Thompson Company





OSKAR GROSS, PALENSKE-YOUNG, INC.—BAND INSTRUMENTS  
 Loaned by C. G. Conn, Ltd.  
 Exhibited by Lamport-MacDonald Co.



NORMAN ROCKWELL—PORTABLE TYPEWRITER  
 Loaned by Underwood Typewriter Company  
 Exhibited by Harry C. Michaels Company



DONALD GARDNER—VALSPAR ENAMEL  
 Loaned by Valentine & Co.  
 Exhibited by Erickson Company



PHILIP LYFORD—MAZDA LAMPS  
 Loaned by National Lamp Works of G. E. Co.  
 Exhibited by Fuller & Smith



FRED K. MIZEN—WILLYS-KNIGHT SEDAN DeLUXE  
 Loaned by Willys-Overland, Inc.  
 Exhibited by The Mizzen Company



JOHN LaGATTA—KLEINERT'S RUBBER GOODS  
 Loaned by The I. B. Kleinert Rubber Co.  
 Exhibited by Federal Advertising Agency



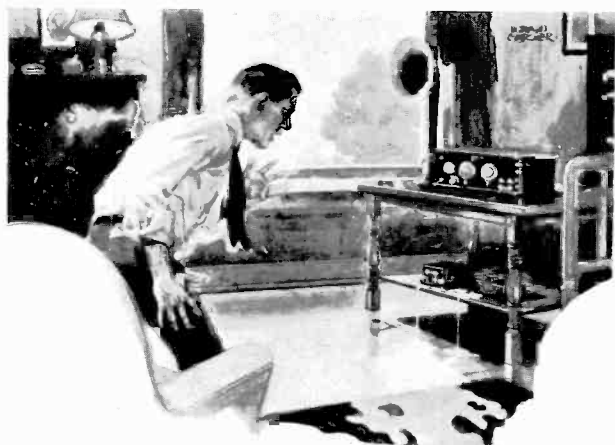
FRANK B. HOFFMAN—CREAM OF WHEAT  
*Loaned by Cream of Wheat Company*  
*Exhibited by J. Walter Thompson Company*



W. G. RATTERMAN—P AND G WHITE NAPHTHA SOAP  
*Loaned by Procter & Gamble Company*  
*Exhibited by The Blackman Company*



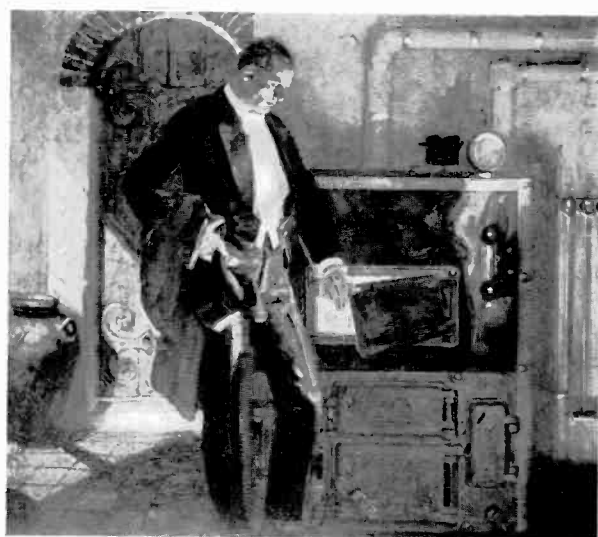
EDWARD L. CHASE, STANFORD BRIGGS, INC.—RADIO BATTERIES  
*Loaned by National Carbon Co.*  
*Exhibited by N. W. Ayer & Son*



DONALD GARDNER—VALSPAR VARNISH STAIN  
*Loaned by Valentine & Co.*  
*Exhibited by Erickson Company*



LUCILLE PATTERSON MARSH—SQUIBB PRODUCTS  
*Loaned by E. R. Squibb & Sons*  
*Exhibited by N. W. Ayer & Son*



DEAN CORNWELL—HEAT MACHINES, RADIATORS  
*Loaned by American Radiator Company*  
*Exhibited by Barton, Durstine & Osborn, Inc.*



C. C. CHAMBERS—STEINWAY PIANOS

*Loaned by Steinway & Sons—Exhibited by N. W. Ayer & Son*



HARRY STONER—COVER FOR BOOKLET

*Loaned by Dry Goods Economist  
Exhibited by Harry Stoner*



NORMAN ROCKWELL—VALSPAR VARNISH

*Loaned by Valentine & Company  
Exhibited by Erickson Company*



WALTER BIGGS—BATTERIES

*Loaned by National Carbon Company  
Exhibited by N. W. Ayer & Son*



HARRY MORSE MEYERS—WAMSUTTA PERCALE SHEETS

*Loaned by Wamsutta Mills  
Exhibited by Barrows & Richardson*





HELEN DRYDEN—WATERSIDE CORDUROY  
*Loaned by Howlett and Hockmeyer*  
*Exhibited by J. Walter Thompson Company*



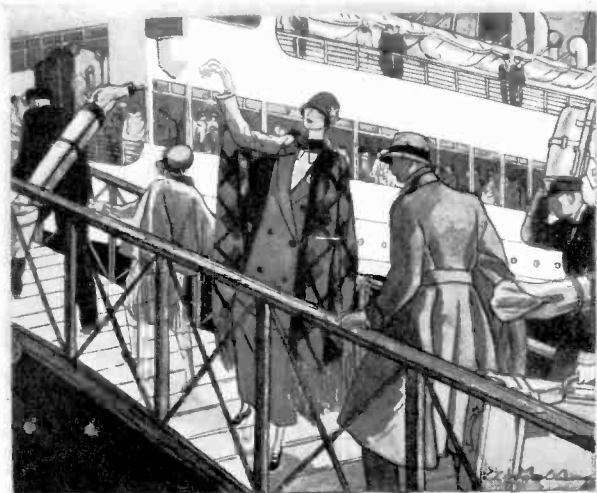
HELEN DRYDEN—STRATHMORE PAPERS  
*Loaned by Strathmore Paper Company*  
*Exhibited by Federal Advertising Agency*



KATHERINE STURGES—McCALLUM SILK HOSIERY  
*Loaned by McCallum Hosiery Company*  
*Exhibited by George Batten Company*



KATHERINE STURGES—McCALLUM SILK HOSIERY  
*Loaned by McCallum Hosiery Company*  
*Exhibited by George Batten Company*



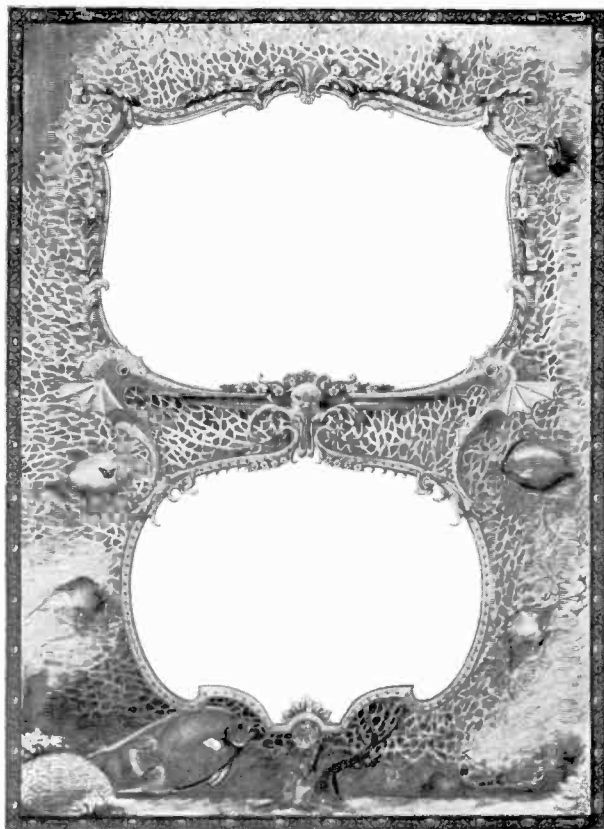
LESLIE L. SAALBERG—TRAVEL  
*Loaned by United American Lines*  
*Exhibited by Albert Frank & Company*



HARRY MORSE MEYERS—WOOLTEx COATS, SUITS, ETC.  
*Loaned by The Wooltex Co.*  
*Exhibited by The Hill-Winsten Company*



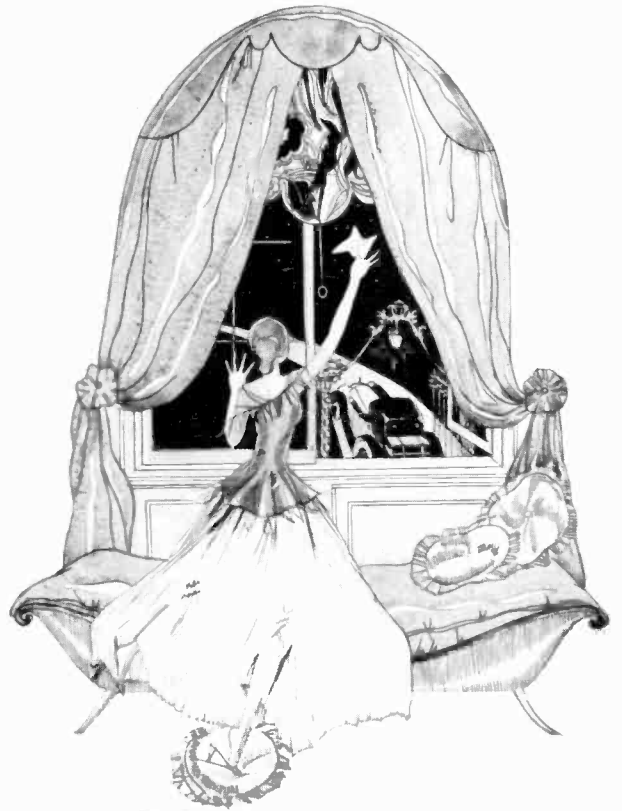
KATHERINE STURGES—McCALLUM SILK HOSIERY  
*Loaned by McCallum Hosiery Company*  
*Exhibited by George Batten Company*



EDWARD H. FREEDMAN, BOW AND ARROW, INC.  
 MARINE DECORATION  
*Loaned by The Bermuda Trade Development Board*  
*Exhibited by Wales Advertising Company*



KATHERINE STURGES—MÉRODE UNDERWEAR  
 Loaned by Winship, Boit & Co.  
 Exhibited by Barton, Durstine & Osborn, Inc.



WINIFRED MURPHY—NOVELITE BEDSPREADS  
 Loaned by Margrace Mills  
 Exhibited by The Hill-Winsten Co.



C. H. TAPFS—FELS-NAPTHA SOAP  
 Loaned by Fels & Co.  
 Exhibited by F. Wallis Armstrong Co.



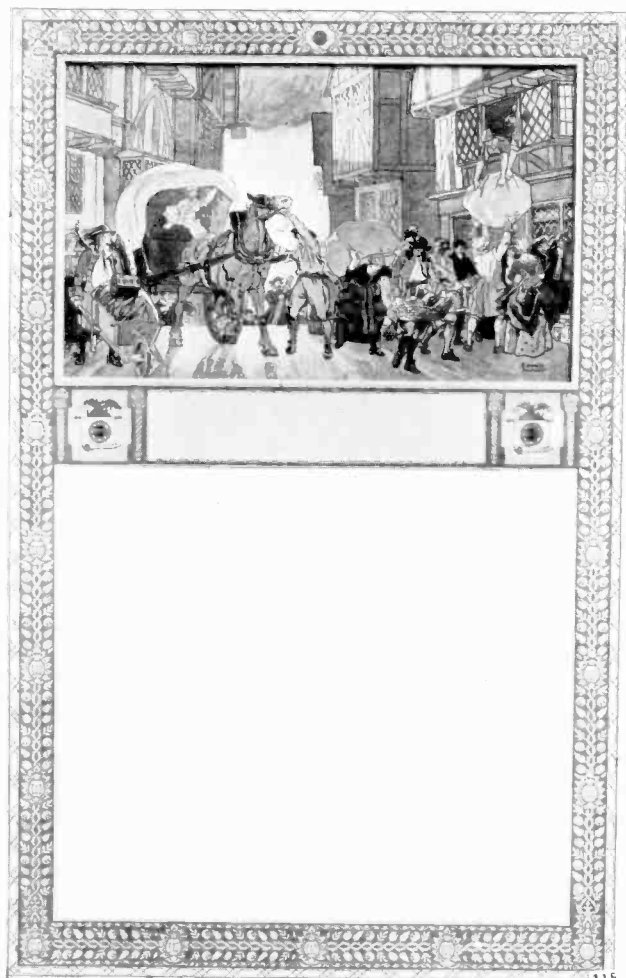
WALTER BIGGS—WOODBURY'S FACIAL SOAP  
 Loaned by The Andrew Jergens Co.  
 Exhibited by J. Walter Thompson Co.



ANDREW LOOMIS—FELS-NAPTHA SOAP  
 Loaned by Fels & Co.  
 Exhibited by F. Wallis Armstrong Co.



ANDREW LOOMIS—FELS-NAPTHA SOAP  
 Loaned by Fels & Co.  
 Exhibited by F. Wallis Armstrong Co.



EDWARD PENFIELD AND WALTER D. TEAGUE—CALENDAR  
 Loaned by The Home Insurance Company  
 Exhibited by Brown & Bigelow



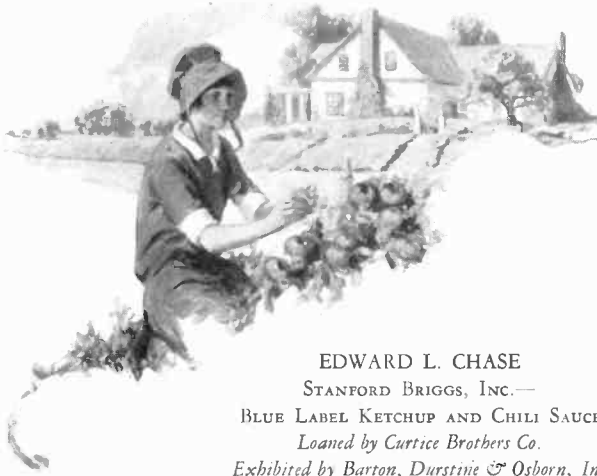
BENEDICT BENTLEY—MÉRODE UNDERWEAR  
 Loaned by Winslip, Boit & Co.  
 Exhibited by Barron, Durstine & Osborn, Inc.



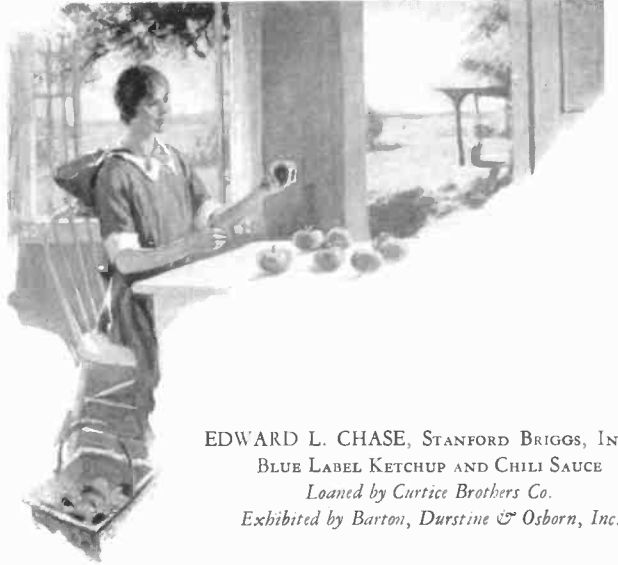
ANDREW LOOMIS—SUNKIST ORANGES  
 Loaned by California Fruit Growers Exchange  
 Exhibited by Lord & Thomas



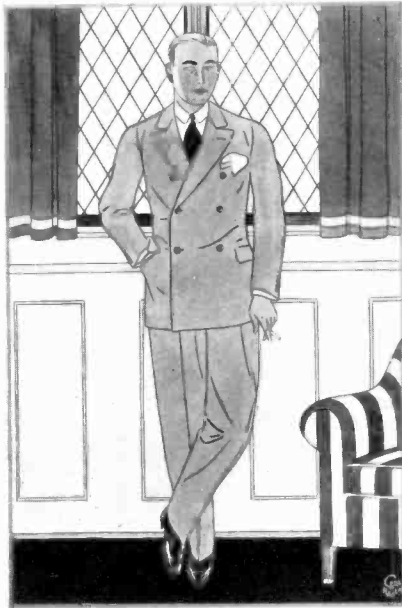
ANDREW LOOMIS—CATALOGUE COVER  
 Loaned by Sears, Roebuck & Co.  
 Exhibited by Andrew Loomis



EDWARD L. CHASE  
 STANFORD BRIGGS, INC.—  
 BLUE LABEL KETCHUP AND CHILI SAUCE  
 Loaned by Curtice Brothers Co.  
 Exhibited by Barton, Durstine & Osborn, Inc.



EDWARD L. CHASE, STANFORD BRIGGS, INC.—  
 BLUE LABEL KETCHUP AND CHILI SAUCE  
 Loaned by Curtice Brothers Co.  
 Exhibited by Barton, Durstine & Osborn, Inc.



CARL HASLAM—SOCIETY BRAND CLOTHES  
 Loaned by Alfred Decker & Cohn  
 Exhibited by John H. Dunham Company



WALTER BIGGS—HEAT MACHINES, RADIATORS  
 Loaned by American Radiator Company  
 Exhibited by Barton, Durstine & Osborn, Inc.



LUCILLE PATTERSON MARSH—RADIATORS, BOILERS, ETC.  
 Loaned by American Radiator Company  
 Exhibited by Barton, Durstine & Osborn, Inc.





WALTER S. SEATON—VIRTUOLO  
*Loaned by Hallet & Davis*  
*Exhibited by Lord & Thomas*



JOHN NEWTON HOWITT—JELL-O  
*Loaned by The Jell-O Company*  
*Exhibited by The Dauchy Company*



FRANK B. HOFFMAN—CREAM OF WHEAT  
*Loaned by Cream of Wheat Company*  
*Exhibited by J. Walter Thompson Company*



JAMES PRESTON—ADVERTISING  
*Loaned and exhibited by N. W. Ayer & Son*



ANDREW LOOMIS—FELS-NAPTHA SOAP  
*Loaned by Fels & Co.*  
*Exhibited by F. Wallis Armstrong Co.*



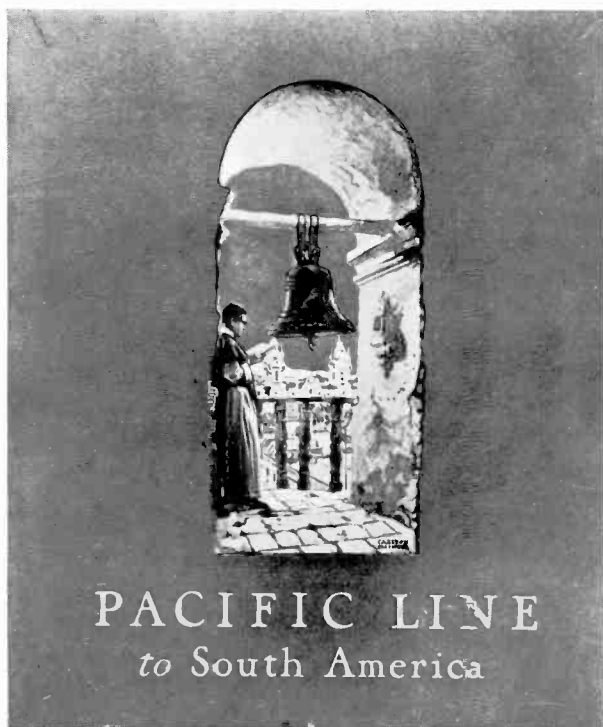
F. L. NICOLET, STANFORD BRIGGS, INC.—WATERSIDE CORDUROY  
*Loaned by Howlett and Hockmeyer*  
*Exhibited by J. Walter Thompson Company*



HELEN DRYDEN—HATS AND SPORTS APPAREL  
*Loaned by Knox Hat Company*  
*Exhibited by Barton, Durstine & Osborn, Inc.*



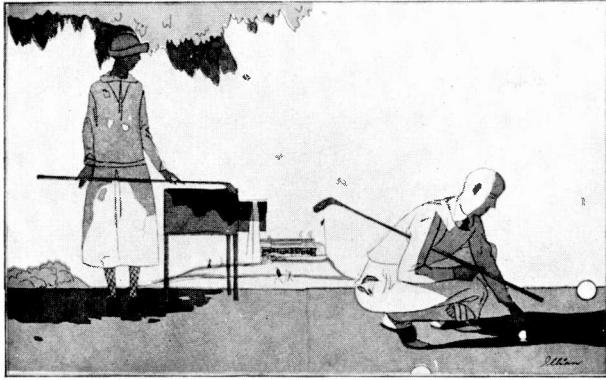
HELEN DRYDEN—HATS AND SPORTS APPAREL  
*Loaned by Knox Hat Company*  
*Exhibited by Barton, Durstine & Osborn, Inc.*



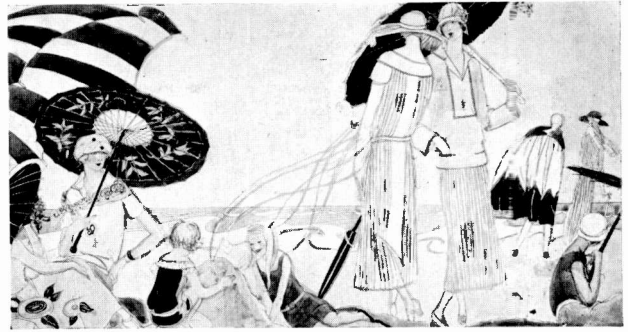
CARLTON D. ELLINGER—BOOKLET COVER  
*Loaned by Pacific Line*  
*Exhibited by Redfield, Kendrick, Odell Co., Inc.*



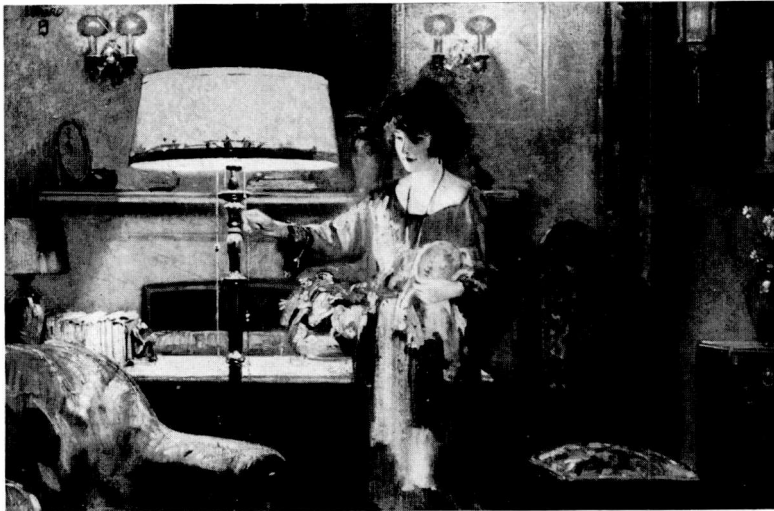
DE FEO, THE WELANETZ COMPANY—CHENEY SILKS  
*Loaned by Cheney Brothers*  
*Exhibited by Frank Seaman, Inc.*



GEORGE ILLIAN—STRATHMORE PAPERS  
*Loaned by Strathmore Paper Company*  
*Exhibited by Federal Advertising Agency*



MARY MacKINNON—Lux  
*Loaned by Lever Bros. Co.*  
*Exhibited by J. Walter Thompson Company*

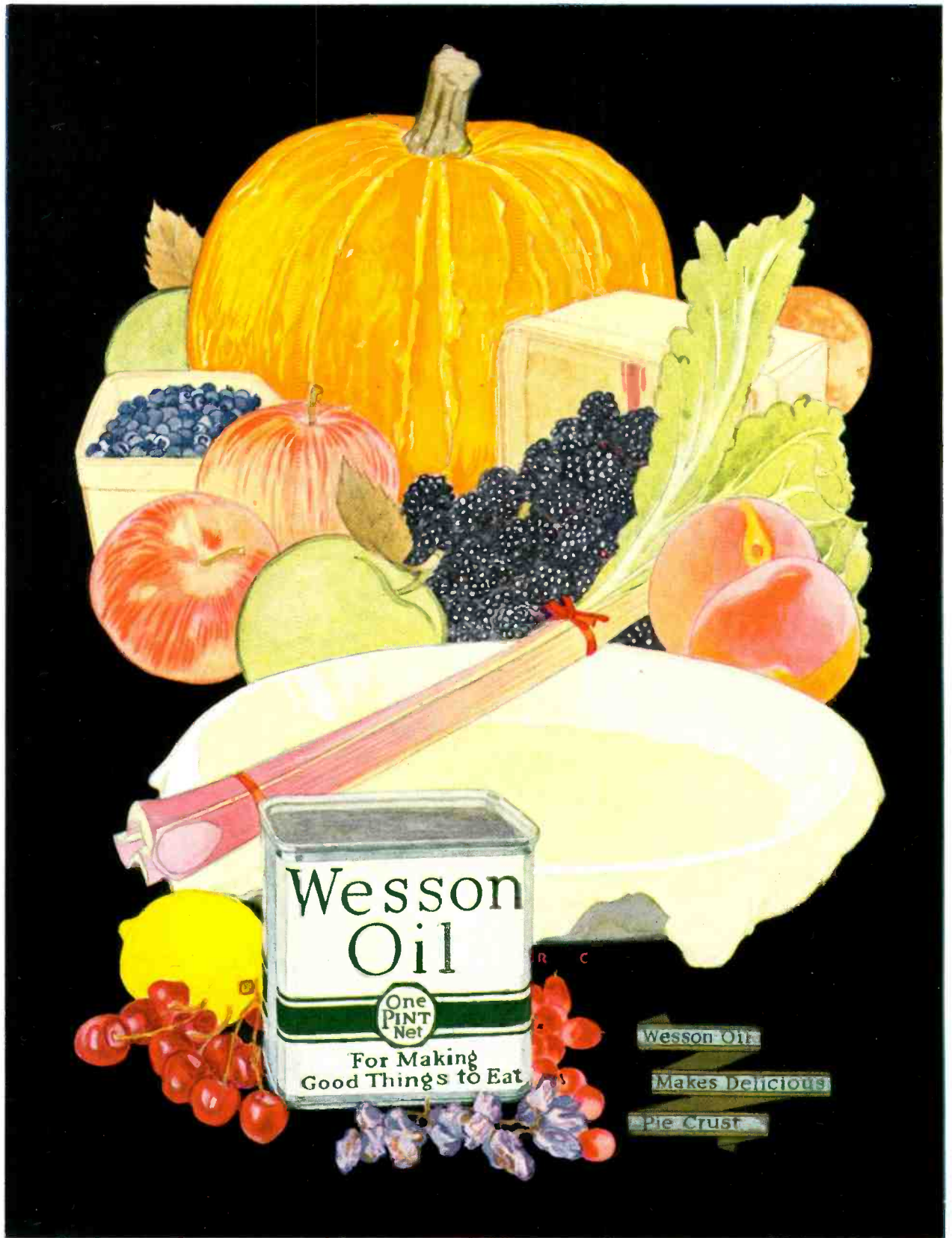


PHILIP LYFORD—MAZDA LAMPS  
*Loaned by National Lamp Works of G. E. Co.*  
*Exhibited by Fuller & Smith*



FRED MIZEN—MOTORS  
*Loaned by Westinghouse Electric & Mfg. Co.*  
*Exhibited by Fuller & Smith*





RENE CLARKE—WESSON OIL.  
Loaned by Southern Cotton Oil Tr. Co.  
Exhibited by Calkins & Holden

Medal



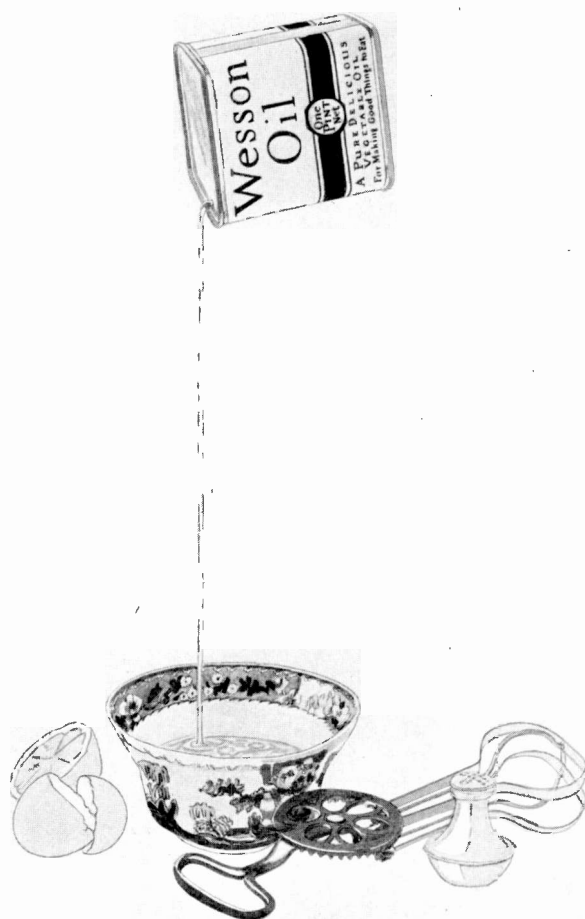
HENRY MAUST—SWIFT'S HAMS AND BACON  
*Loaned by Swift & Company*  
*Exhibited by J. Walter Thompson Company*  
First Honorable Mention



CHARLES E. JOHNSON—CAMPBELL'S SOUPS  
*Loaned by Campbell Soup Company*  
*Exhibited by F. Wallis Armstrong Co.*  
Second Honorable Mention



RENE CLARKE—WESSON OIL  
 Loaned by Southern Cotton Oil Tr. Co.  
 Exhibited by Calkins & Holden



RENE CLARKE—WESSON OIL  
 Loaned by Southern Cotton Oil Tr. Co.  
 Exhibited by Calkins & Holden



HENRY MAUST—LIBBY'S PRODUCTS  
 Loaned by Libby, McNeill & Libby  
 Exhibited by J. Walter Thompson Company

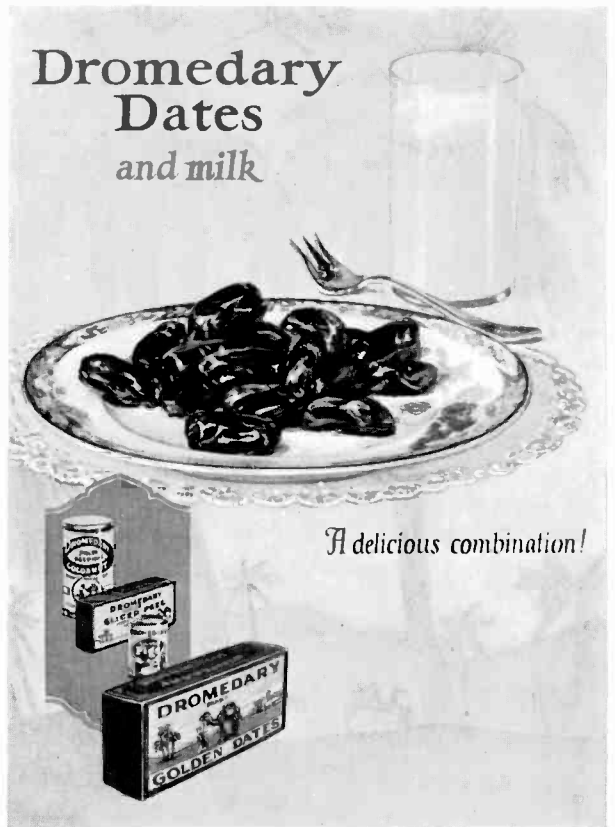


RENE CLARKE—SNOWDRIFT  
 Loaned by Southern Cotton Oil Tr. Co.  
 Exhibited by Calkins & Holden



**CALUMET**  
BAKING POWDER

NORMAN HALL—WHEAT CAKES  
Loaned by Calumet Baking Powder Company  
Exhibited by Sehl Advertising Agency



LINN BALL—DROMEDARY DATES  
Loaned by The Hill Brothers Company  
Exhibited by Barton, Durstine & Osborn, Inc.

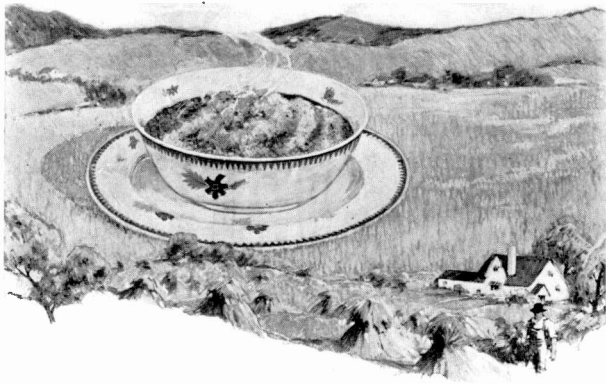


HENRY MAUST—SWIFT'S HAMS AND BACON  
Loaned by Swift & Company  
Exhibited by J. Walter Thompson Company



HENRY MAUST—LIBBY'S PRODUCTS  
Loaned by Libby, McNeill & Libby  
Exhibited by J. Walter Thompson Company





ALTON C. PAINTER, STANFORD BRIGGS, NC.—WHEATENA  
*Loaned by The Wheatena Company*  
*Exhibited by F. Wallis Armstrong Co.*



CHARLES E. JOHNSON—CAMPBELL'S BEANS  
*Loaned by Joseph Campbell Company*  
*Exhibited by F. Wallis Armstrong Co.*



CHAS. E. RUTTAN—DIAMOND WALNUTS  
*Loaned by California Walnut Growers' Association*  
*Exhibited by Lord & Thomas*



FRANK SWIFT CHASE—DAVEY TREE SURGERY  
*Loaned by Davey Tree Expert Co.*  
*Exhibited by J. Walter Thompson Company*  
Medal



LURELLE GUILD—STANDISH FABRICS

*Loaned by Elms & Sellon, Inc.*

*Exhibited by J. Walter Thompson Company*

First Honorable Mention



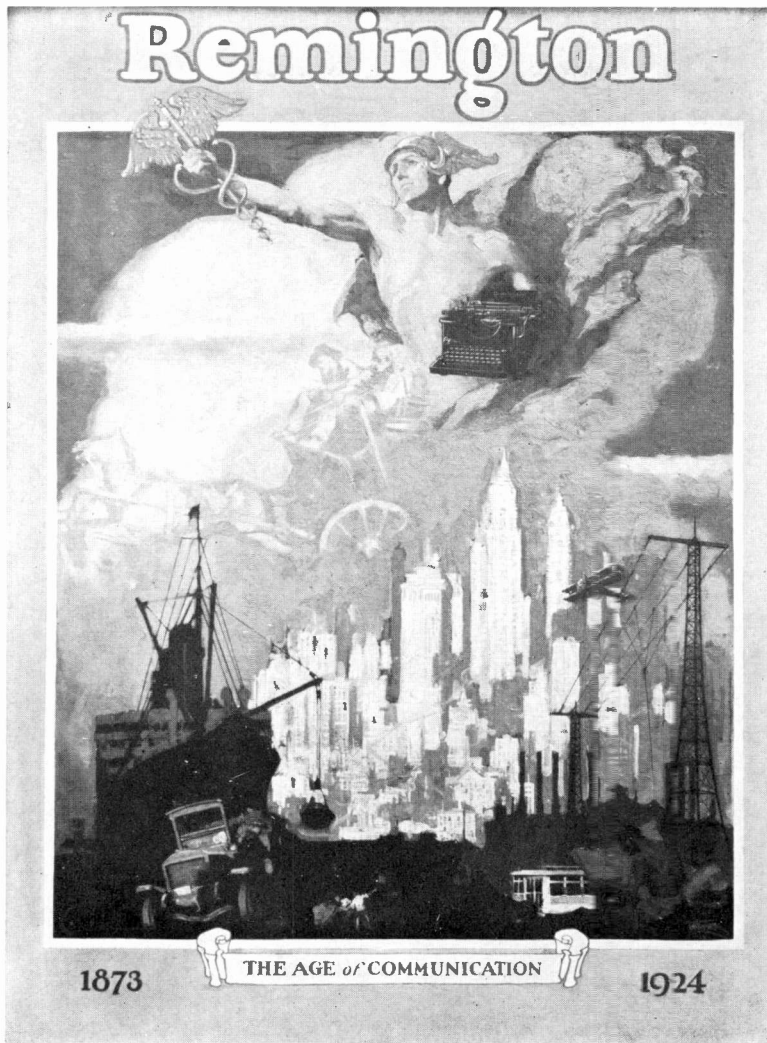


H. L. TIMMINS—ARKANSAS SOFT PINE

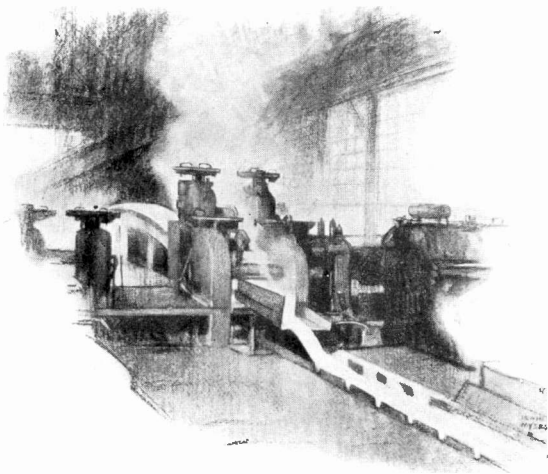
*Loaned by Arkansas Soft Pine Bureau*

*Exhibited by Robert H. Brooks*

Second Honorable Mention



SAUL TEPPER—TYPEWRITERS  
 Loaned by Remington Typewriter Company  
 Exhibited by The W. F. Powers Company



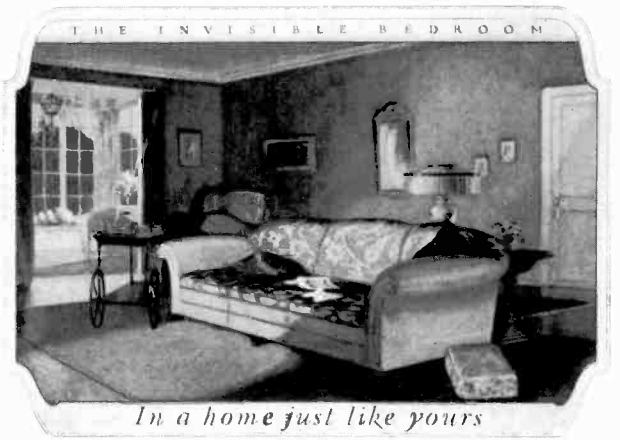
IRWIN MYERS—AGATHON ALLOY STEELS  
 Loaned by The Central Steel Company  
 Exhibited by Thos. F. Logan, Inc.



FRANK B. HOFFMAN—SWIFT'S BROOKFIELD BUTTER AND EGGS  
 Loaned by Swift & Company  
 Exhibited by J. Walter Thompson Company

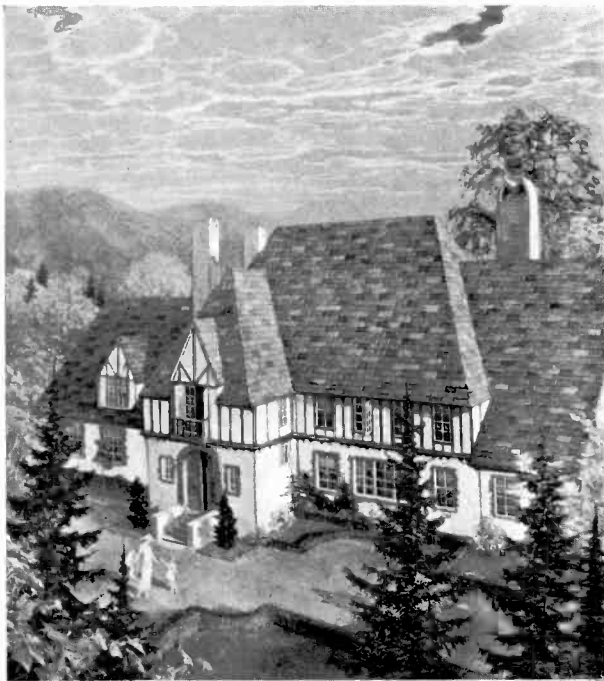


JOSEPH CHENOWETH—BATHROOM EQUIPMENTS  
*Loaned by Crane Co.*  
*Exhibited by Charles Daniel Frey*

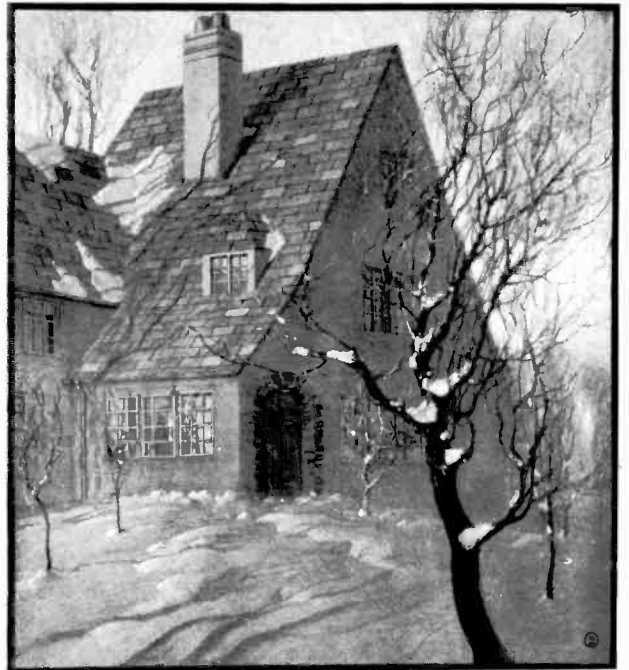


*In a home just like yours*

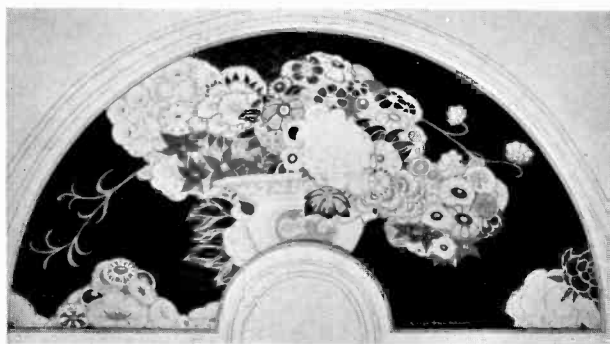
PAUL PROEHL—DAVENPORT BED  
*Loaned by Kroehler Manufacturing Co.*  
*Exhibited by Henri, Hurst & McDonald*



A. AVINOFF—ASBESTOS SHINGLES  
*Loaned by Johns-Manville, Inc.*  
*Exhibited by Newell-Emmett Company*



A. AVINOFF—ASBESTOS SHINGLES  
*Loaned by Johns-Manville, Inc.*  
*Exhibited by Newell-Emmett Company*



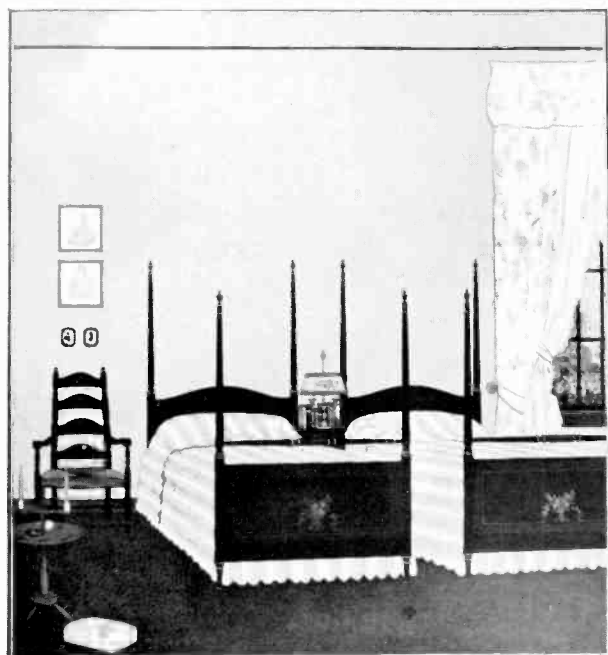
GEORGE SHERINGHAM—PERFUMES  
*Loaned by Colgate & Co.*  
*Exhibited by Frank Seaman, Inc.*



PAUL PROEHL—DAVENPORT BED  
*Loaned by Kroehler Manufacturing Co.*  
*Exhibited by Hevvi, Hurst & McDonald*



EDWARD L. CHASE, STANFORD BRIGGS, INC.  
 BEECH-NUT FOOD PRODUCTS  
*Loaned by Beech-Nut Packing Co.*  
*Exhibited by H. K. McCann Company*



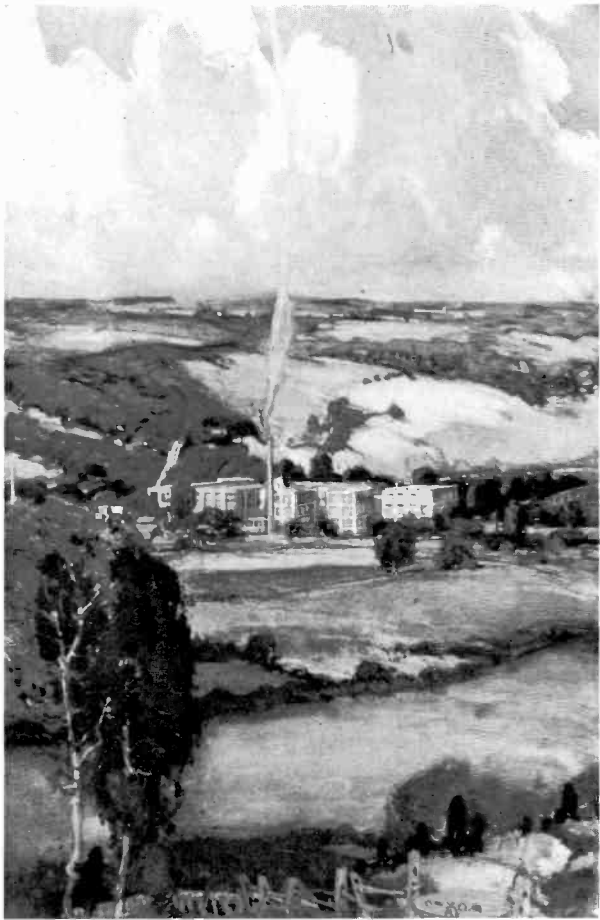
FLOYD DAVIS—SIMMONS BEDS  
*Loaned by The Simmons Company*  
*Exhibited by Charles Daniel Frey*



JOSEPH CHENOWETH—BEDROOM FURNITURE  
*Loaned by The Simmons Company*  
*Exhibited by Charles Daniel Frey*



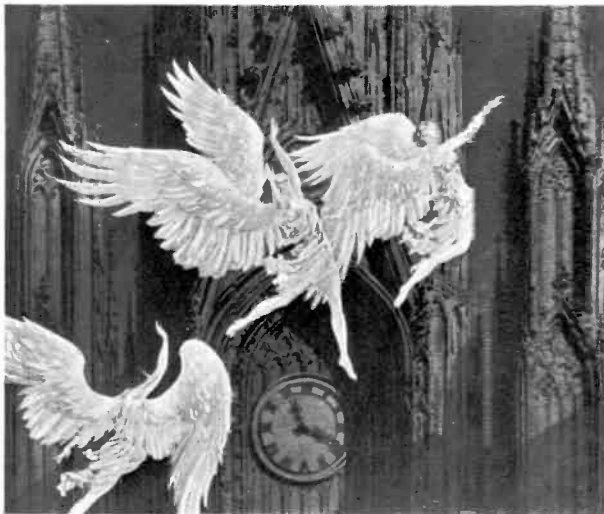
GEORGE SHERINGHAM—PERFUMES  
*Loaned by Colgate & Co.*  
*Exhibited by Frank Seaman, Inc.*



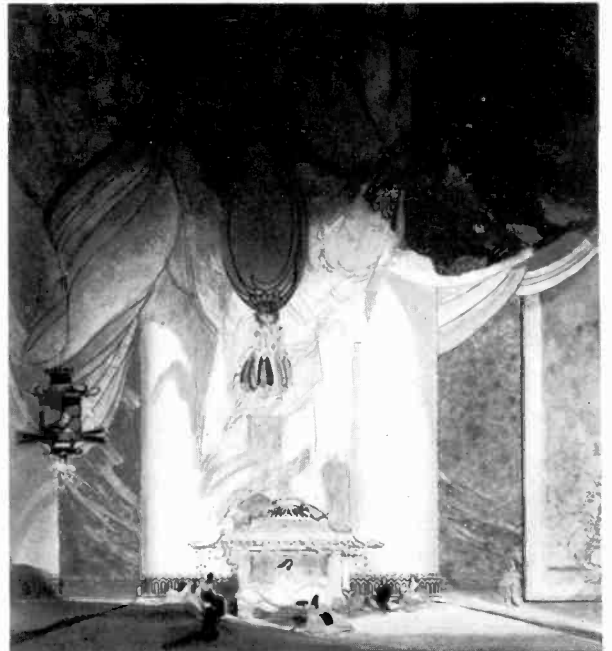
WARRANT PRYOR, STANFORD BRIGGS, INC.—  
BEECH-NUT PRODUCTS  
*Loaned by Beech-Nut Packing Co.*  
*Exhibited by H. K. McCann Company*



FREDERICK J. GARNER—SECTIONAL BOOKCASES  
*Loaned by The Globe-Wernicke Co.*  
*Exhibited by The Modern Hawker Advertisers, Inc.*



A. AVINOFF—PORTABLE TYPEWRITER  
*Loaned by Underwood Typewriter Company*  
*Exhibited by Harry C. Michaels Company*



DE FEO, THE WELANETZ COMPANY—CHENEY SILKS  
*Loaned by Cheney Brothers*  
*Exhibited by Frank Seaman, Inc.*





FREDERICK J. GARNER—WALLPAPERS  
*Loaned by Henry Bosch Company*  
*Exhibited by Frederick J. Garner*



INGWALD MYRE—BATHROOM FIXTURES  
*Loaned by Fairfacts Company*  
*Exhibited by Chas. W. Hoyt Co.*

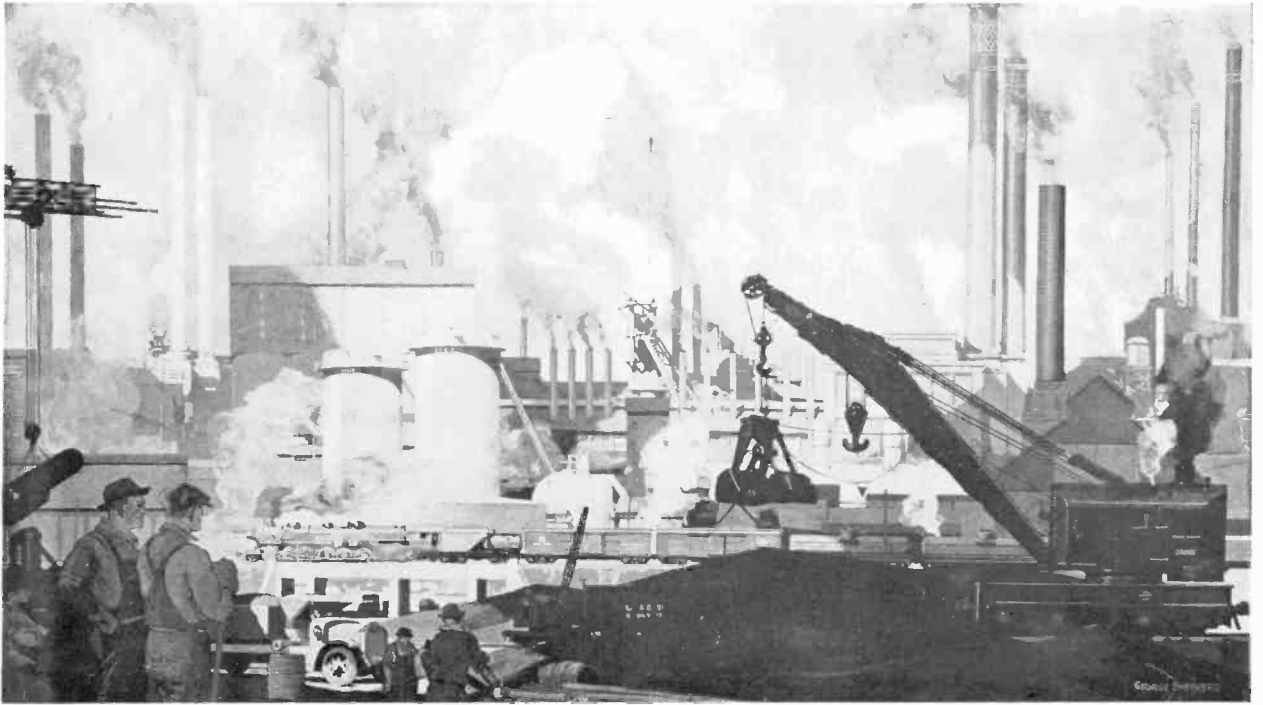


JOHN O. TODAHL—STANDARD MARINE MOTOR  
*Loaned by Standard Motor Construction Co.*  
*Exhibited by John O. Todahl*



H. GEORGE BRANDT—JORDAN  
*Loaned by Jordan Motor Car Company*  
*Exhibited by Sweeney & James Co.*





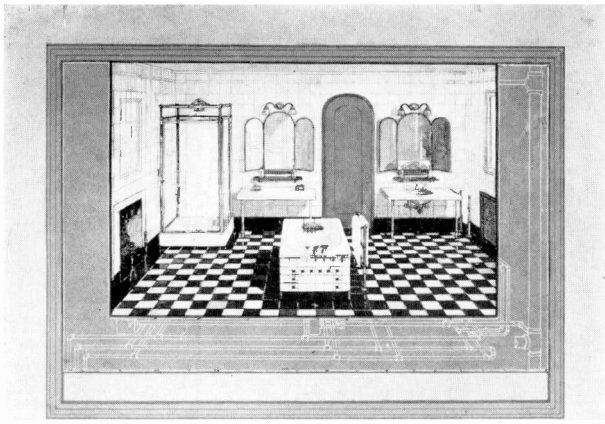
GEORGE SHEPHERD—FOUNDRY  
*Loaned by American Steel Foundries*  
*Exhibited by R. R. Donnelley & Sons Company*



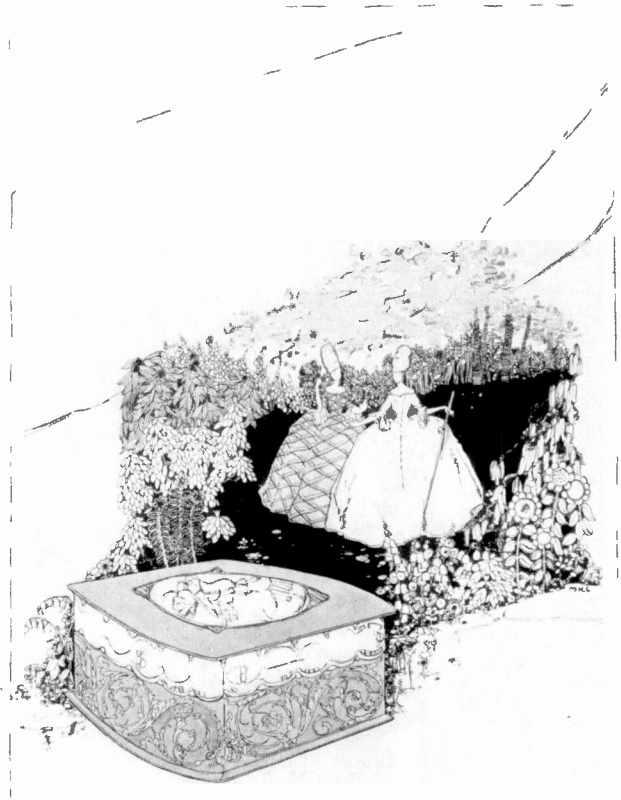
GEORGE H. WALDMAN—COMMUNITY PLATE  
*Loaned by Oneida Community*  
*Exhibited by Patterson-Andrew Company*



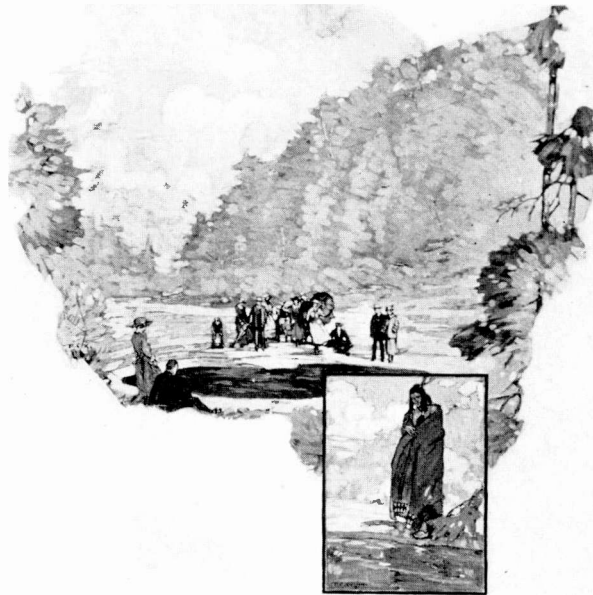
VANCE GOSS—TRAVEL  
*Loaned by Royal Mail Steam Packet Company*  
*Exhibited by Albert Frank & Company*



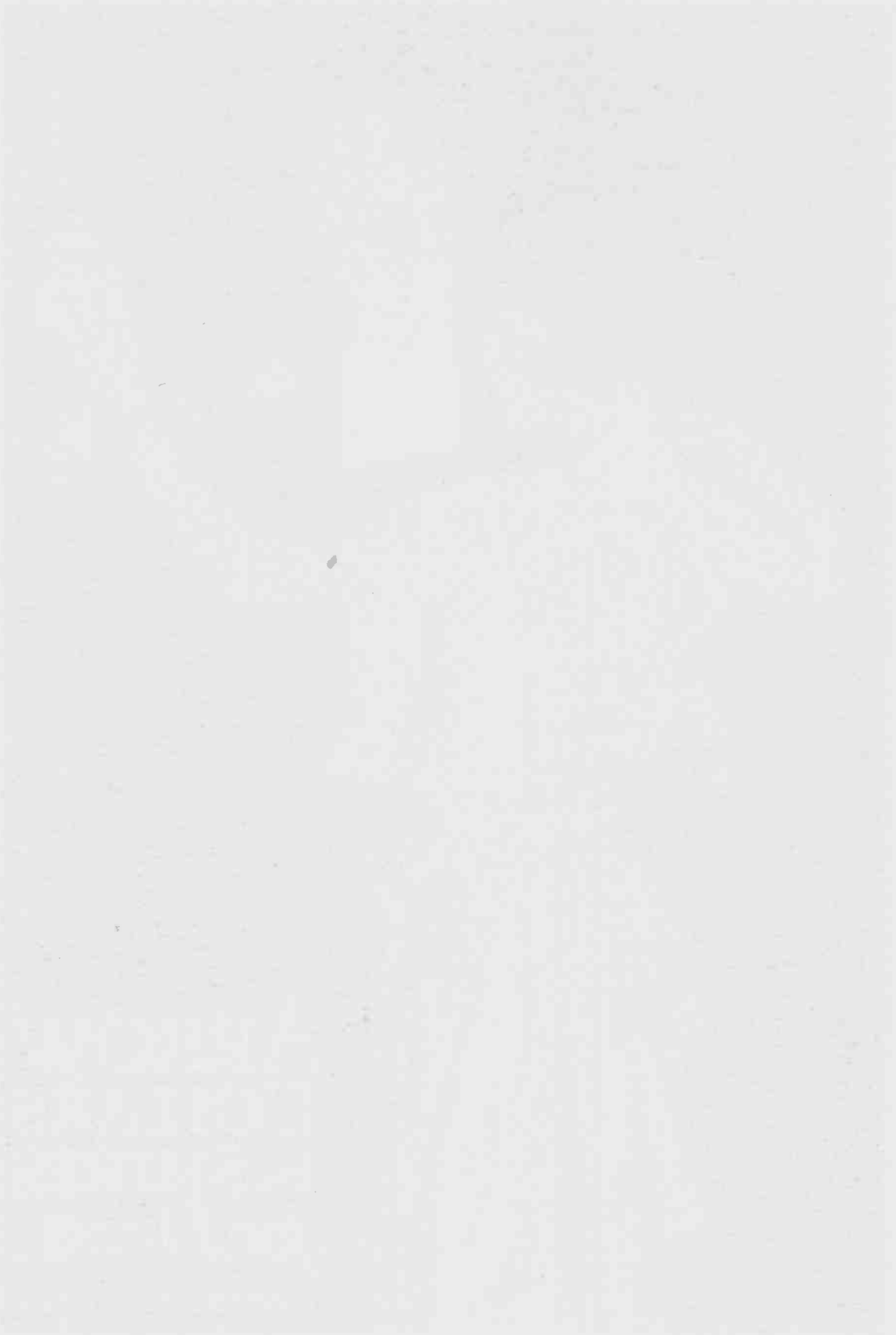
FRANK RAYMOND—BATHROOM EQUIPMENTS  
*Loaned by Crane Co.*  
*Exhibited by Charles Daniel Frey*



MARJORIE H. LAPP—CONTAINERS  
*Loaned by Alderman-Fairchilds Company*  
*Exhibited by H. C. Goodwin, Inc.*



FRED C. KNIGHT, STANFORD BRIGGS, INC.  
 BEECH-NUT FOOD PRODUCTS  
*Loaned by Beech-Nut Packing Co.*  
*Exhibited by H. K. McCann Company*



there is more  
leisure  
for the housekeeper



in  
electrical  
housekeeping

F. G. COOPER—ELECTRICAL HOUSEKEEPING  
*Loaned and Exhibited by The New York Edison Co.*

First Honorable Mention



MAXFIELD PARRISH—MAZDA LAMPS  
*Loaned by Edison Lamp Works of General Electric Company  
Exhibited by Barton, Durstine & Osborn, Inc.*

Second Honorable Mention

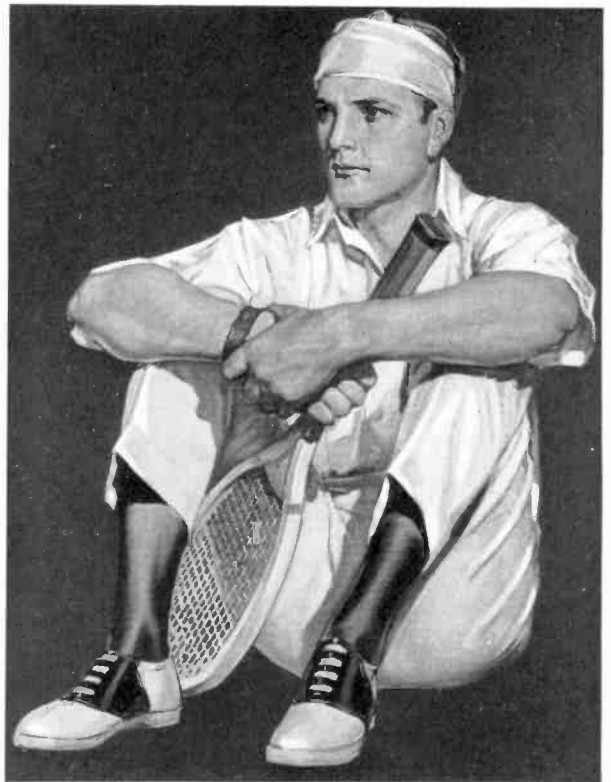


MAXFIELD PARRISH—JELL-O  
*Loaned by The Jell-O Company*  
*Exhibited by The Dauchy Company*

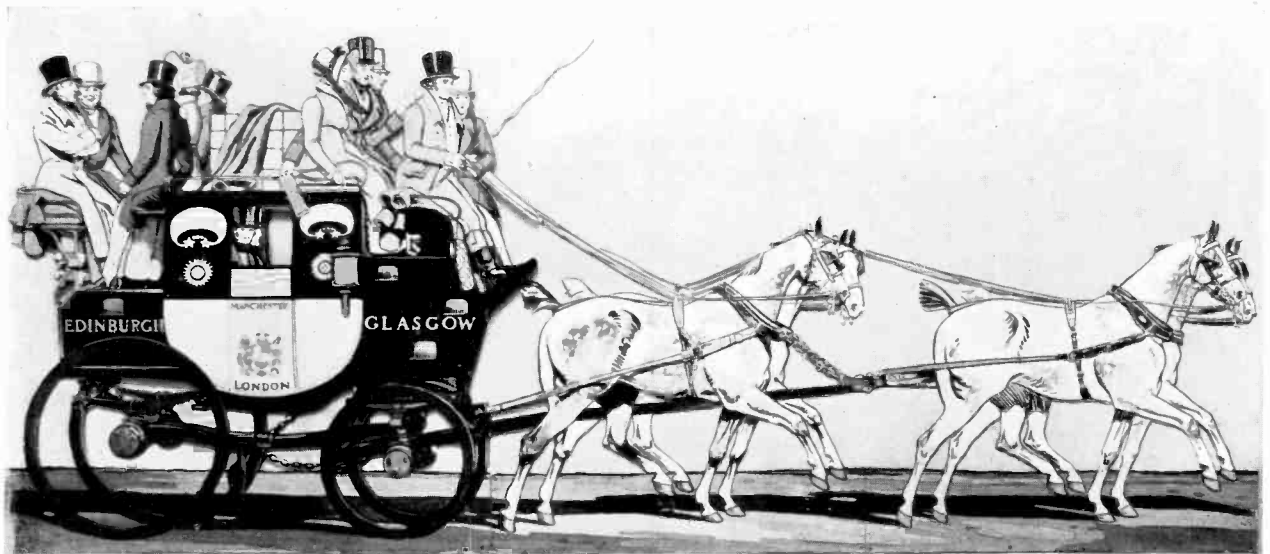




ROBERT C. KAUFFMANN—STETSON HATS  
*Loaned by Jno. B. Stetson Co.*  
*Exhibited by Robert C. Kauffmann*



WILL GREFE—INTERWOVEN TOE AND HEEL SOCKS  
*Loaned by Interwoven Stocking Company*  
*Exhibited by James B. Kirk, Vice-Pres. United Advertising Agency*

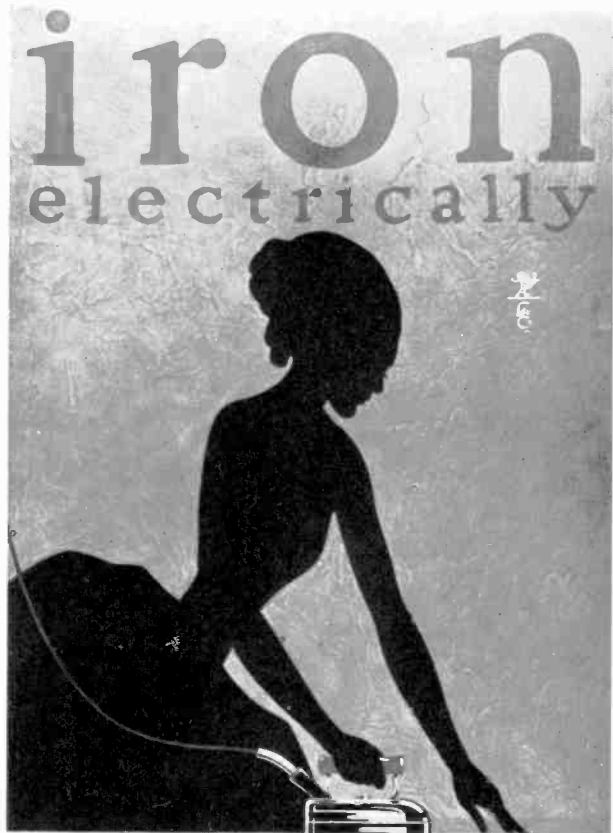


## ARROW COLLARS AND SHIRTS

EDWARD PENFIELD—ARROW COLLARS AND SHIRTS  
*Loaned by Cluett, Peabody & Co.*  
*Exhibited by Edward Penfield*



C. E. MILLARD—"ENEMIES OF WOMEN"  
*Loaned by Cosmopolitan Productions*  
*Exhibited by C. E. Millard*



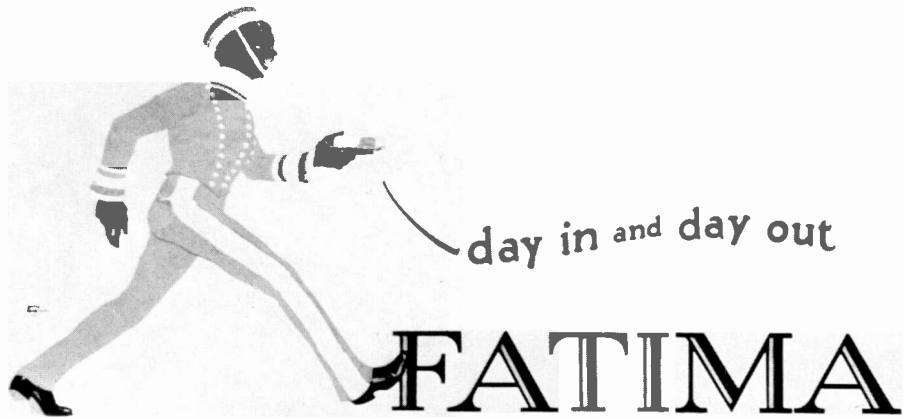
it's so much better

F. G. COOPER—ELECTRIC IRON  
*Loaned and Exhibited by The New York Edison Co.*



In Old Virginia  
 1620·He paid his bride's passage  
 from England with VIRGINIA tobacco

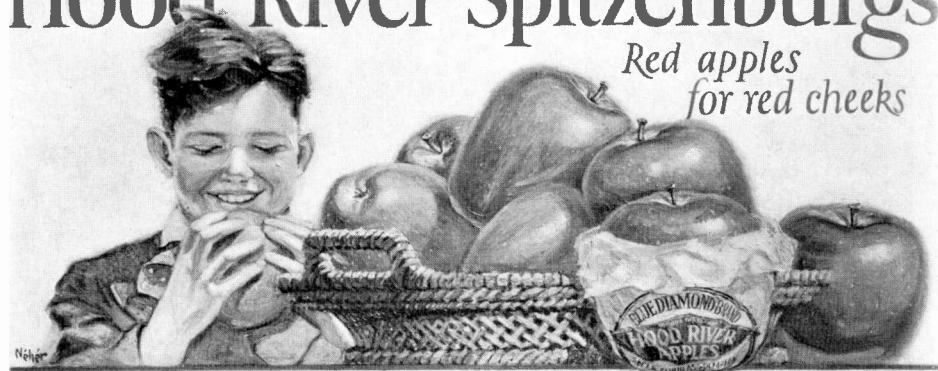
DONALD GARDNER—PIEDMONT CIGARETTES  
*Loaned by Liggett & Myers Tobacco Company*  
*Exhibited by Newell-Emmett Company*



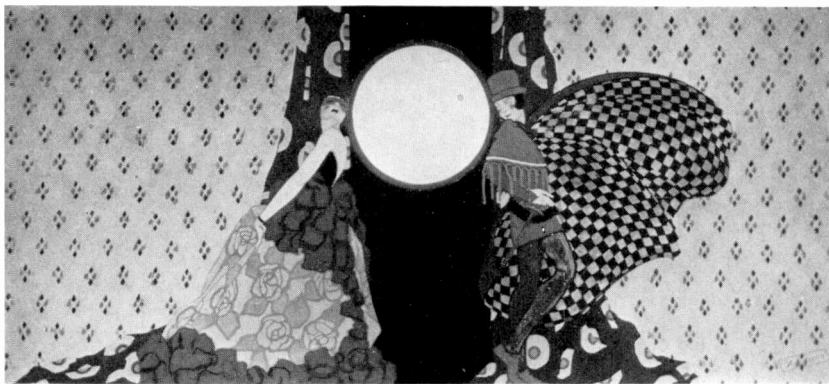
LOUIS FANCHER—FATIMA CIGARETTES  
 Loaned by Liggett & Myers Tobacco Co.  
 Exhibited by Newell-Emmett Company

# Hood River Spitzenburgs

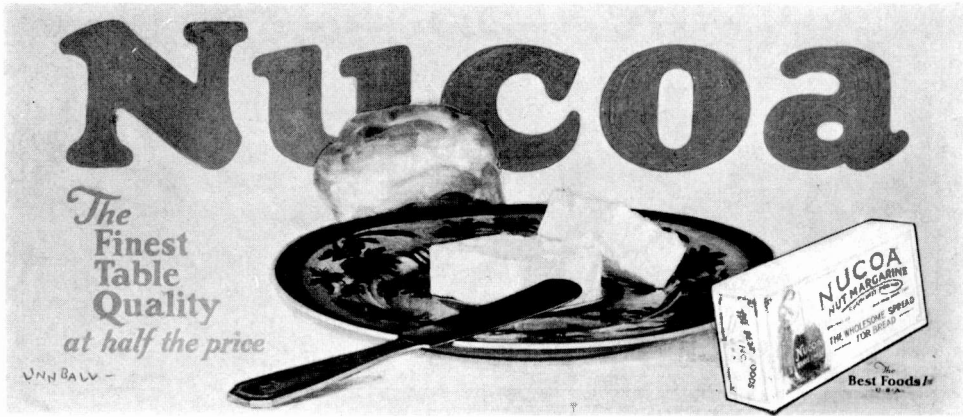
*Red apples  
 for red cheeks*



C. L. NEHER—HOOD RIVER APPLES  
 Loaned by Apple Growers Association  
 Exhibited by Botsford-Constantine Co.



C. E. MILLARD—POSTER  
 Loaned by Famous Players-Lasky Corp.  
 Exhibited by C. E. Millard



LINN BALL—NUCOA  
*Loaned by The Best Foods, Inc.*  
*Exhibited by Poster Advertising Co.*

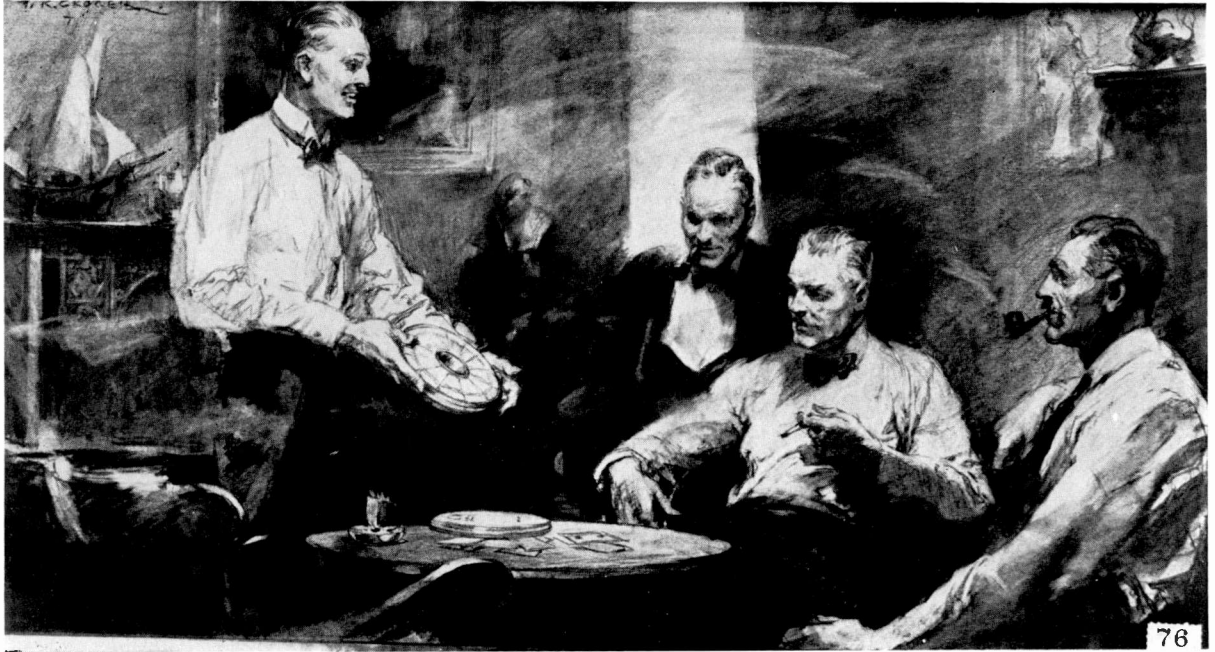


FRANK B. HOFFMAN—WESTERN TRANSPORTATION  
*Loaned by Chicago, Burlington & Quincy R. R.*  
*Exhibited by J. Walter Thompson Company*  
Medal



WILLIAM OBERHARDT—FATIMA CIGARETTES  
*Loaned by Liggett & Myers Tobacco Company*  
*Exhibited by Newell-Emmett Company*  
First Honorable Mention





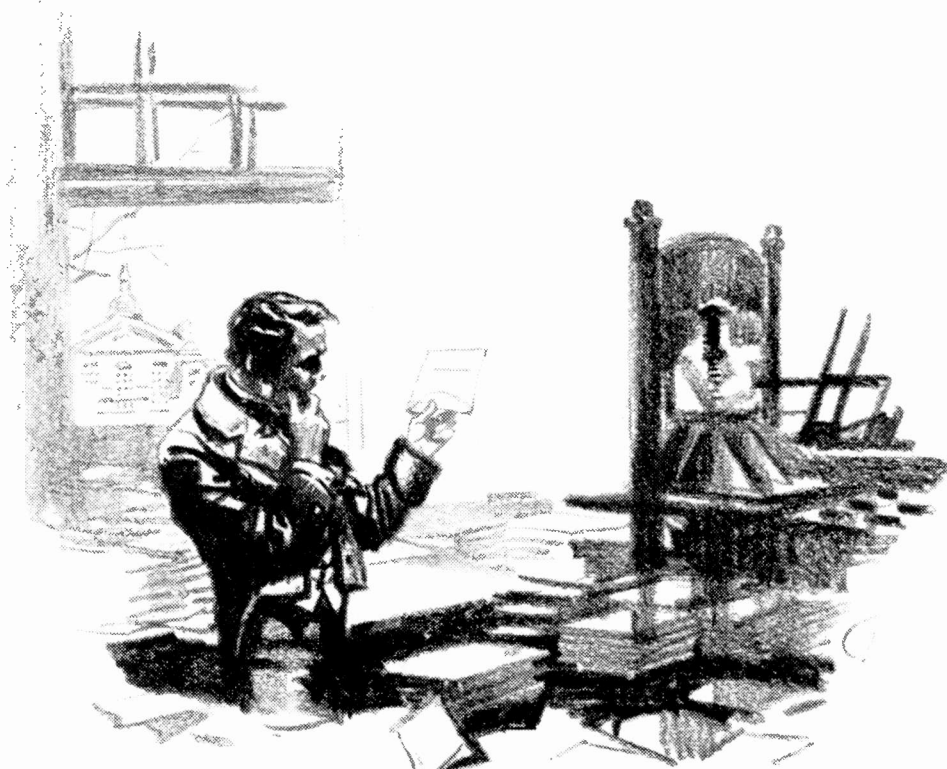
F. R. GRUGER—SMOKING TOBACCOS  
*Loaned by American Tobacco Co.*  
*Exhibited by Erwin, Wasey & Company*  
Second Honorable Mention



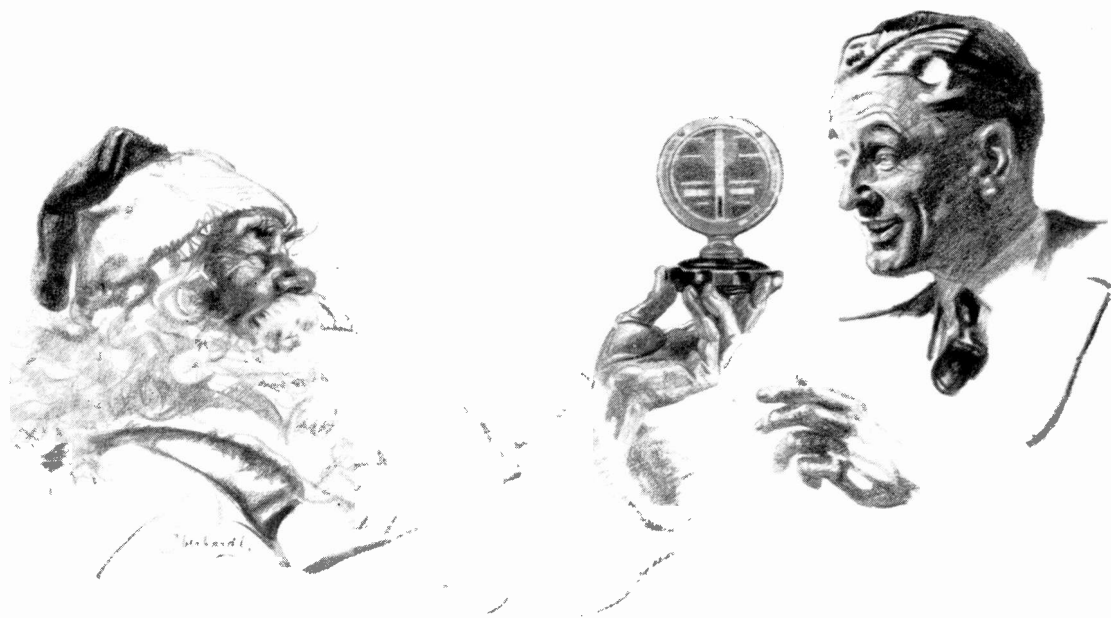
WILLIAM OBERHARDT—VELVET TOBACCO  
*Loaned by Liggett & Myers Tobacco Co.*  
*Exhibited by Richard A. Foley Advertising Agency*



WILLIAM OBERHARDT—HATS  
*Loaned by Dobbs & Co.*  
*Exhibited by The Roger Williams Company*



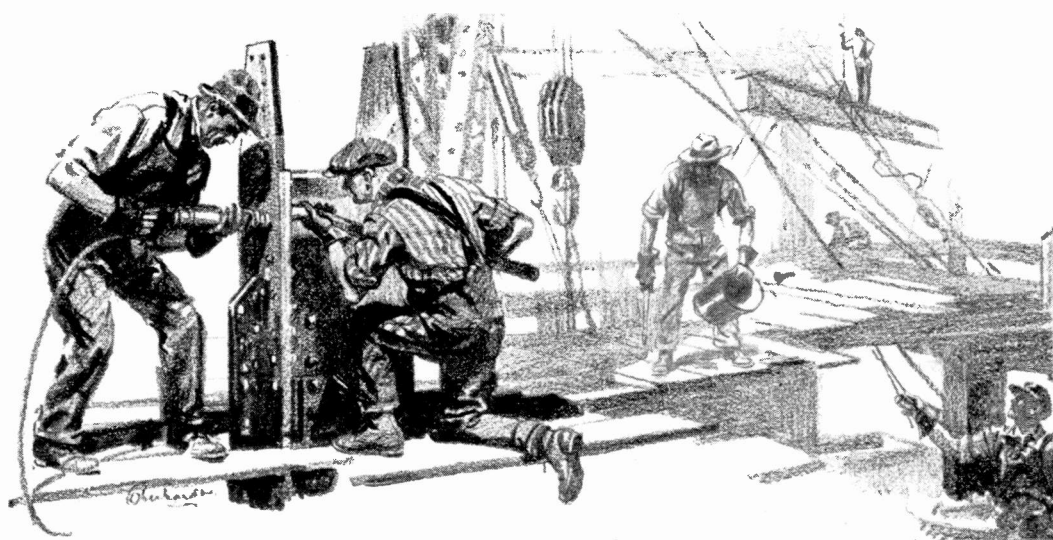
WILLIAM OBERHARDT—SHIPPING CASES  
*Loaned by Robert Gair Company*  
*Exhibited by J. Walter Thompson Company*



WILLIAM OBERHARDT—MOTO-METER  
*Loaned by Boyce Motometer Co.*  
*Exhibited by Barrows & Richardson*



WILLIAM OBERHARDT—WHITE ROSE BREAD  
*Loaned by Massachusetts Baking Company*  
*Exhibited by J. Walter Thompson Company*



WILLIAM OBERHARDT—TIRE VALVES AND GAUGES  
*Loaned by A. Schrader's Son, Inc.*  
*Exhibited by George Batten Company*



F. R. GRUGER—ELECTRICAL APPLIANCES—LIGHT  
*Loaned by General Electric Company*  
*Exhibited by Barton, Durstine & Osborn, Inc.*



J. PFEIFFEN—LEHIGH CEMENT  
*Loaned by Lehigh Portland Cement Company*  
*Exhibited by Patterson-Andress Company*



J. PFEIFFEN—LEHIGH CEMENT  
*Loaned by Lehigh Portland Cement Company*  
*Exhibited by Patterson-Andress Company*



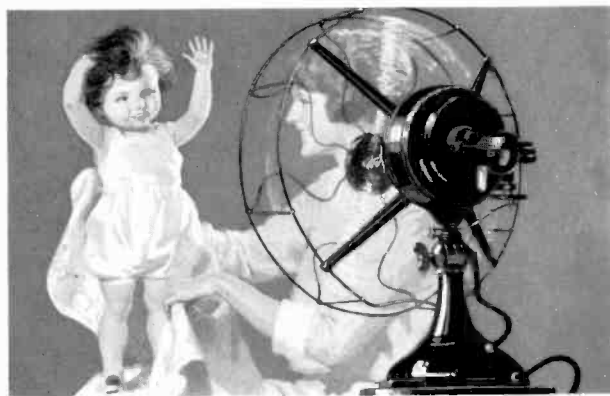
ANDREW LOOMIS—MAPLEINE  
 Loaned by Crescent Mfg. Co.  
 Exhibited by Botsford-Constantine Co.



HERBERT M. STOOPS—CONSOLIDATION COAL  
 Loaned by The Consolidation Coal Company  
 Exhibited by Thomas F. Logan, Inc.



C. H. TAFFS—NUJOL  
 Loaned by Standard Oil Co. of New Jersey  
 Exhibited by H. K. McCann Co.



FRED MIZEN—FANS & MOTORS  
 Loaned by Robbins & Myers  
 Exhibited by Erwin, Wasey & Co.

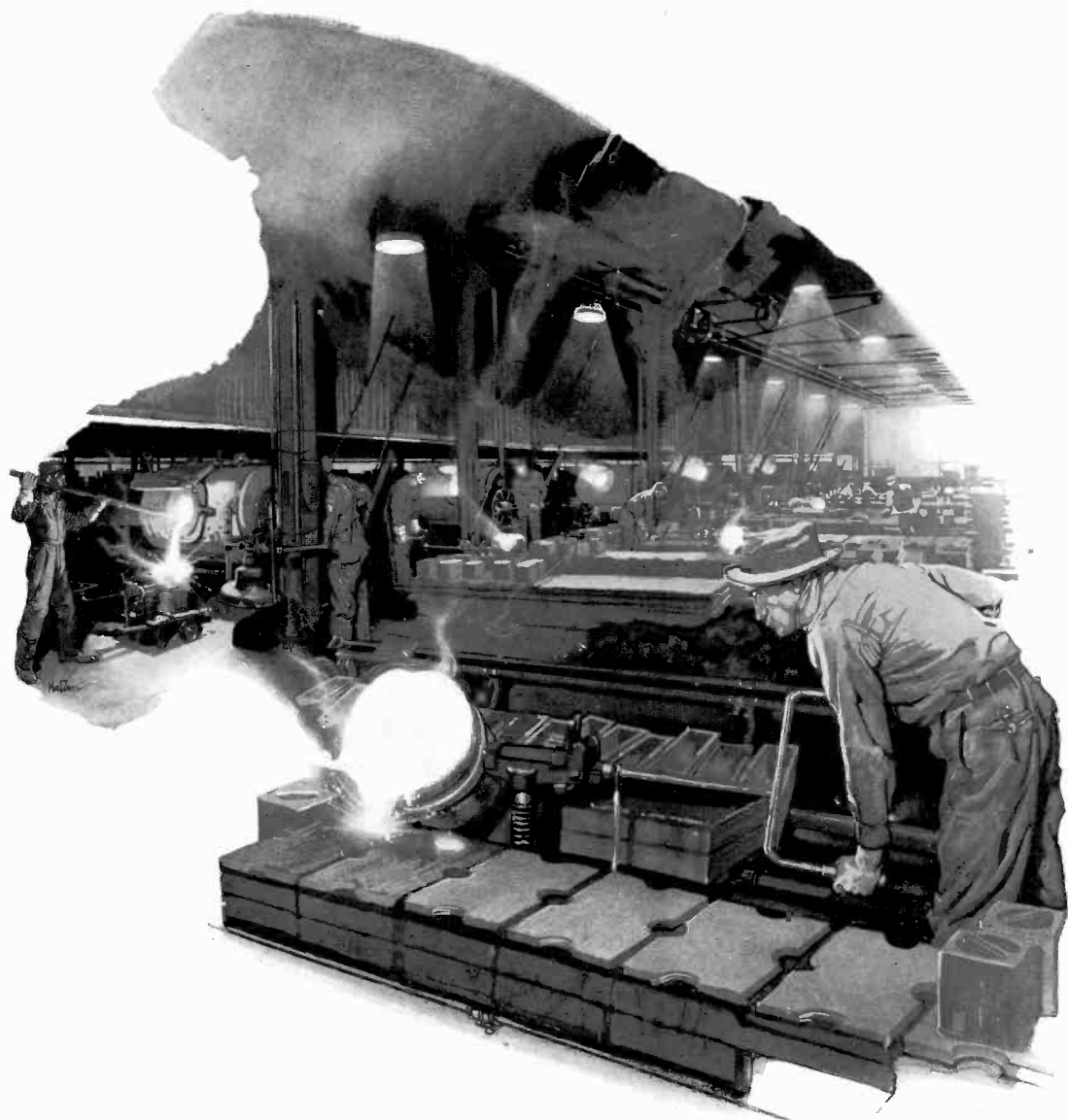


FRANK B. HOFFMAN—WESTERN TRANSPORTATION  
 Loaned by Chicago, Burlington & Quincy R. R.  
 Exhibited by J. Walter Thompson Company





HERBERT PAUS—AUTOMOBILES  
*Loaned by General Motors*  
*Exhibited by Barton, Durstine & Osborn, Inc.*



FRED B. MADAN—BUSHING BEARINGS  
*Loaned by Bunting Brass & Bronze Co.*  
*Exhibited by Myers-Benson-Golden, Inc.*



FRANK B. HOFFMAN—WESTERN TRANSPORTATION  
*Loaned by Chicago, Burlington & Quincy R. R.*  
*Exhibited by J. Walter Thompson Company*



ROY SPRETER—FENESTRA  
*Loaned by Detroit Steel Products Company*  
*Exhibited by Fuller & Smith*



McCLELLAND BARCLAY—AUTOMOBILE BODIES  
*Loaned by Fisher Body Corporation*  
*Exhibited by MacManus, Incorporated*



McCLELLAND BARCLAY—AUTOMOBILE BODIES  
*Loaned by Fisher Body Corporation*  
*Exhibited by MacManus, Incorporated*



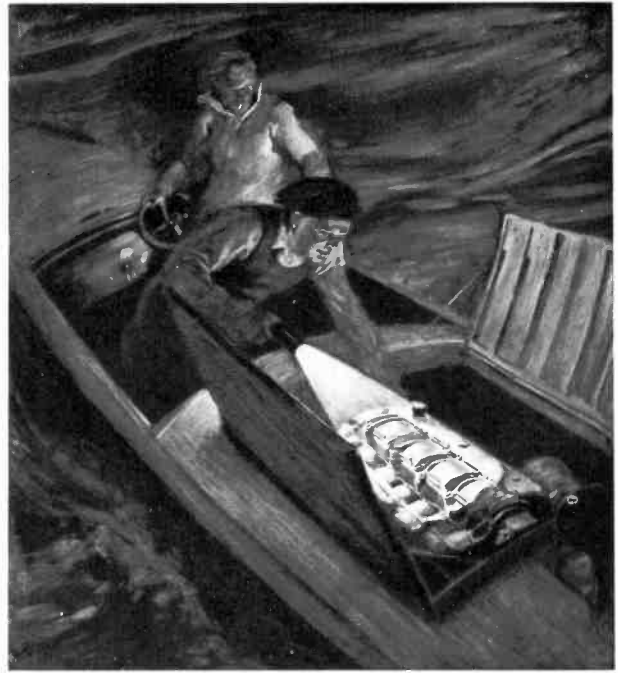
McCLELLAND BARCLAY—AUTOMOBILE BODIES  
*Loaned by Fisher Body Corporation*  
*Exhibited by MacManus, Incorporated*



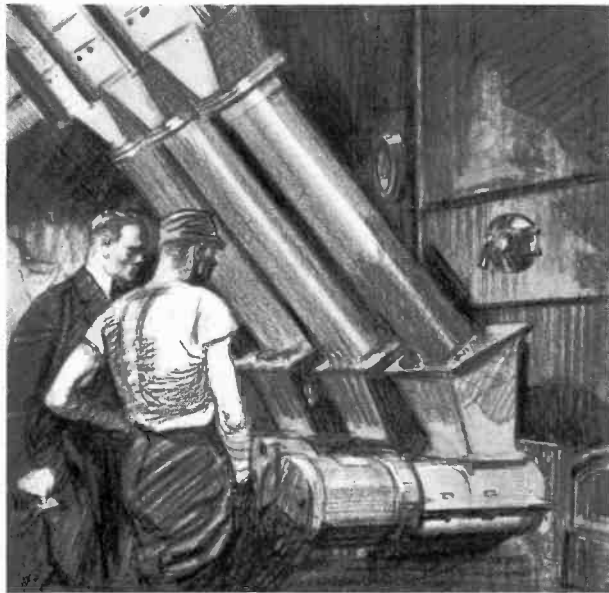
McCLELLAND BARCLAY—AUTOMOBILE BODIES  
*Loaned by Fisher Body Corporation*  
*Exhibited by MacManus, Incorporated*



RENE CLARKE—FIRE INSURANCE  
*Loaned by Hartford Fire Insurance Co.*  
*Exhibited by Calkins & Holden*



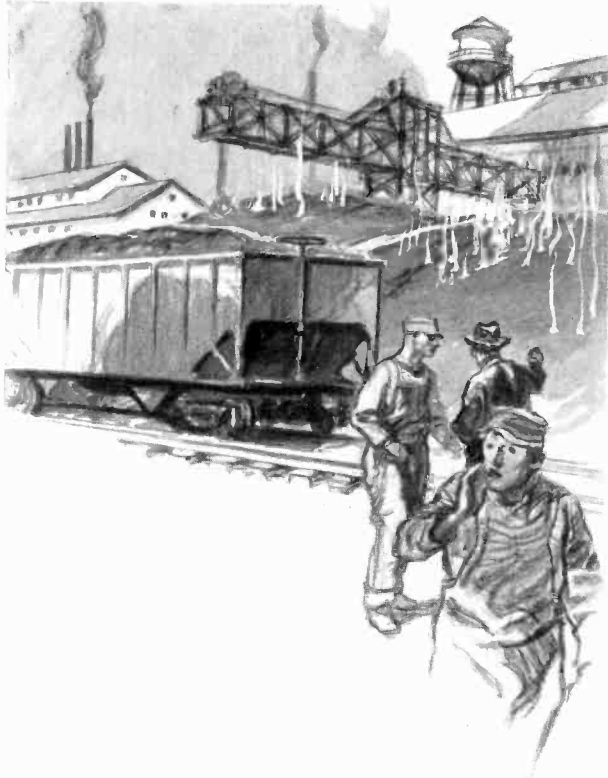
ROBERT RIGGS—EVEREADY FLASHLIGHTS  
*Loaned by National Carbon Company, Inc.*  
*Exhibited by N. W. Ayer & Son*



HERBERT M. STOOPS—CONSOLIDATION COAL  
*Loaned by The Consolidation Coal Company*  
*Exhibited by Thomas F. Logan, Inc.*



NEAL O'KEEFE, HARRY MARX—TYPEWRITERS  
*Loaned by Royal Typewriter Co.*  
*Exhibited by H. K. McCann Company*



HERBERT M. STOOPS—CONSOLIDATION COAL  
*Loaned by The Consolidation Coal Company*  
*Exhibited by Thomas F. Logan, Inc.*



ANDREW LOOMIS—WOOLENS  
*Loaned by Oregon City Woolen Mills*  
*Exhibited by Botsford-Constantine Co.*



CLEMENT DONSHEA—RAILROADS  
*Loaned by Southern Pacific Lines*  
*Exhibited by Wendell P. Colton Company*



ROY SPRETER—ADVERTISING  
*Loaned and Exhibited by N. W. Ayer & Son*



HARRY LEES—ALCOR PAPERS  
 Loaned by The Alling & Cory Company  
 Exhibited by George Batten Company

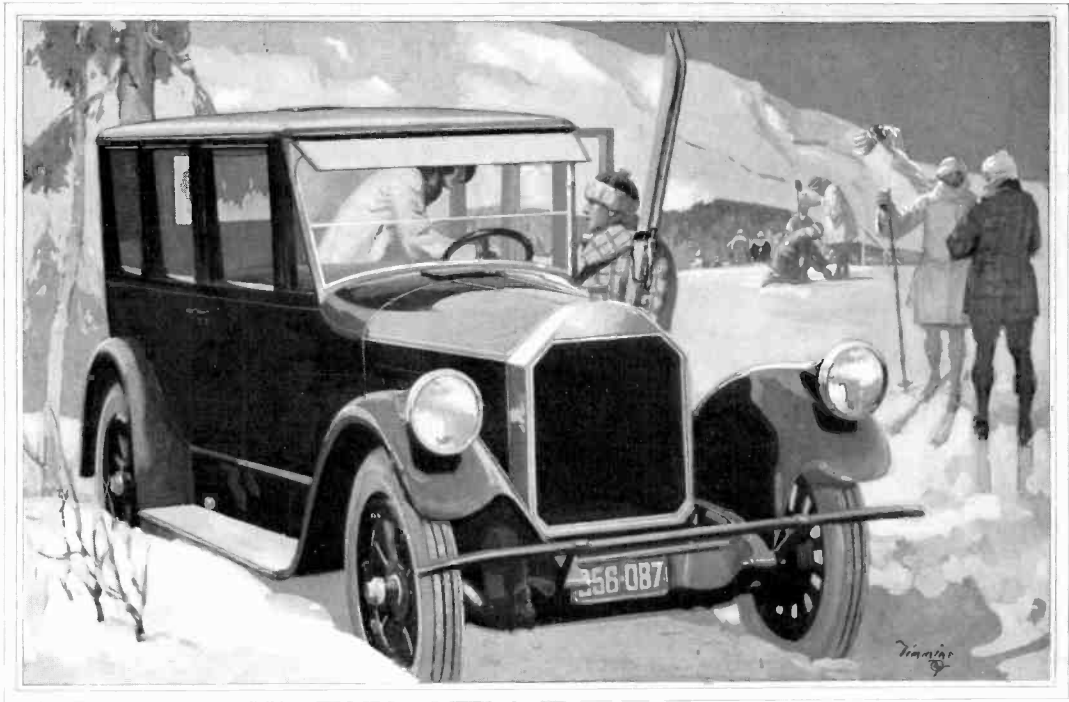


PRUETT CARTER—TAR SOAP AND SHAMPOO  
 Loaned by The Packer Manufacturing Co.  
 Exhibited by The Blackman Company



W. RIENECKE—LUXOR PATTERN SILVER  
 Loaned by Alvin Silver Company  
 Exhibited by George Batten Company





H. L. TIMMINS—PIERCE ARROW  
 Loaned by The Pierce-Arrow Motor Car Co.  
 Exhibited by Henri, Hurst & McDonald



PRUETT CARTER—TAR SOAP AND SHAMPOO  
 Loaned by The Packer Manufacturing Co.  
 Exhibited by The Blackman Company



HILDA GROSSMAN—KAYSER ITALIAN SILK UNDERWEAR  
 Loaned by Julius Kayser & Co.  
 Exhibited by George Batten Company



EDWARD L. CHASE, STANFORD BRIGGS, INC.—AUTOMOBILES  
*Loaned by General Motors*  
*Exhibited by Barton, Durstine & Osborn, Inc.*



H. L. TIMMINS—JEWETT SIX  
*Loaned by Jewett Six*  
*Exhibited by Hoops Advertising Co.*



NORMAN T. MINGO—AUTOMOBILE  
*Loaned by Nordyke & Marmon Co.—Exhibited by The Burleigh Withers Co.*



LUCILLE PATTERSON MARSH—ELECTRICAL DEVICES  
*Loaned by General Electric Company  
 Exhibited by Barton, Durstine & Osborn, Inc.*



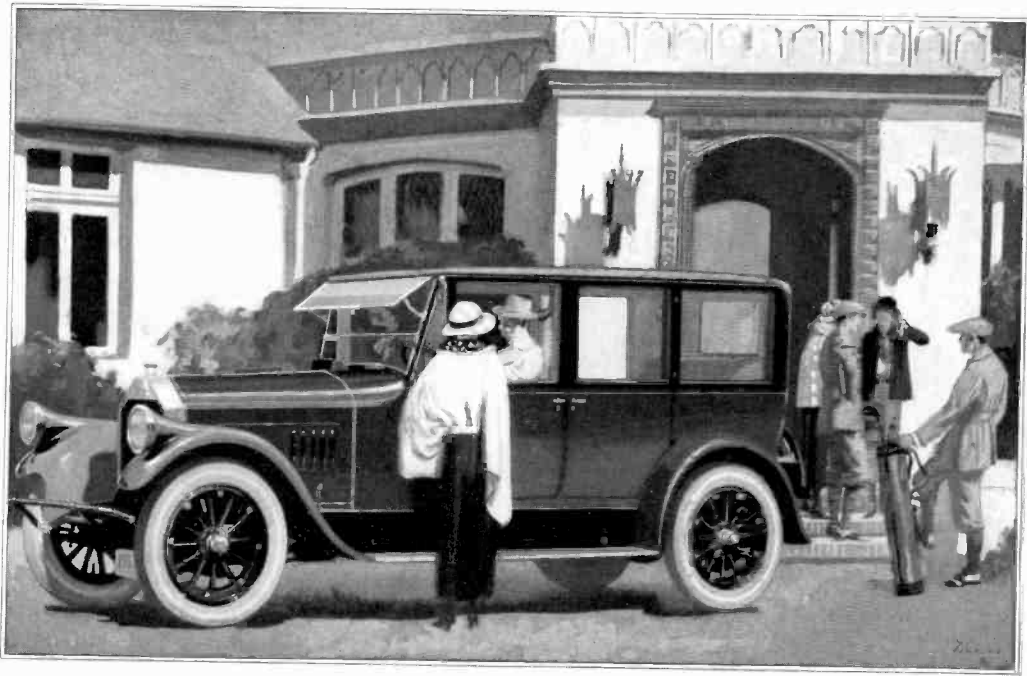
RUDOLPH TANDLER, HARRY MARK—NUJOL  
*Loaned by Standard Oil Co. of N. J.  
 Exhibited by H. K. McCann Company*



ANDREW LOOMIS—CADILLAC  
*Loaned by Cadillac Motor Car Company  
 Exhibited by Campbell-Ewald Company*



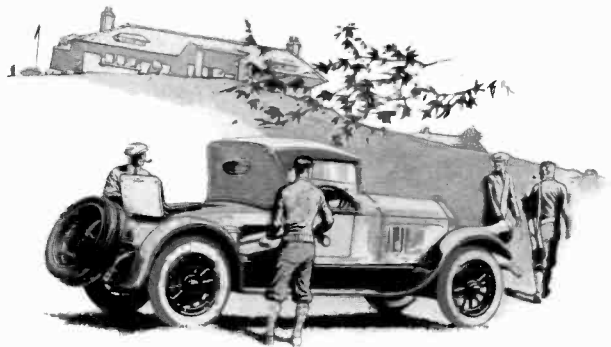
FELIX SCHMIDT, GRAUMAN STUDIOS—SUNOCO  
*Loaned by Sun Oil Company  
 Exhibited by Williams & Cunningham*



H. L. TIMMINS—PIERCE ARROW  
*Loaned by The Pierce-Arrow Motor Car Co.—Exhibited by Henri, Hurst & McDonald*



DONALD GARDNER—ELECTRICAL APPLIANCES  
*Loaned by General Electric Company  
 Exhibited by Barton, Durstine & Osborn, Inc.*



MCCLELLAND BARCLAY—PIERCE ARROW  
*Loaned by The Pierce-Arrow Motor Car Co.  
 Exhibited by Henri, Hurst & McDonald*



FRANK B. HOFFMAN—WESTERN TRANSPORTATION  
*Loaned by Chicago, Burlington & Quincy R. R.  
 Exhibited by J. Walter Thompson Company*



ANDREW LOOMIS—AUTOMOBILES

*Loaned by Paige-Detroit Motor Car Company—Exhibited by Hoops Advertising Company*



HERBERT F. ROESE—RADIO HEADSETS

*Loaned by C. Brandes, Inc.  
Exhibited by Thomas F. Logan, Inc.*



FREDERICK STANLEY—ELECTRICAL APPLIANCES

*Loaned by General Electric Company  
Exhibited by Barton, Durstine & Osborn, Inc.*



C. J. MCCARTHY—PED-E-MODE SHOES FOR WOMEN

*Loaned by Julius Grossman, Inc.  
Exhibited by The Hill-Winsten Company*



MISS HORTE—BARBARA LEE FROCKS

*Loaned by Retail Research Association  
Exhibited by The Hill-Winsten Company*





GEORGE BREHM—HATS  
 Loaned by F. Berg & Company  
 Exhibited by Joseph Richards Company



C. H. TAPPS—PRO-PHY-LAC-TIC HAIR BRUSH  
 Loaned by Florence Manufacturing Company  
 Exhibited by George Batten Company



JOHN LA GATTA—FRENCH LINE  
 Loaned by French Line  
 Exhibited by Frank Seaman, Inc.



ADOLPH TREIDLER—BOILERS  
 Loaned by American Radiator Company  
 Exhibited by Barton, Durstine & Osborn, Inc.





MISS HORTE—EVERFAST  
 Loaned by N. Erlanger, Blumgart & Co.  
 Exhibited by N. W. Ayer & Son



MISS THELMA F. MORTIMER—WOOLTEx COATS  
 Loaned by The Wooltex Company  
 Exhibited by The Hill-Winsten Company



L. L. SAALBERG—READ'S FABRICS  
 Loaned by Wm. F. Read & Sons Co.  
 Exhibited by F. Wallis Armstrong Co.



MISS HORTE—EVERFAST  
 Loaned by N. Erlanger, Blumgart & Co.  
 Exhibited by N. W. Ayer & Son



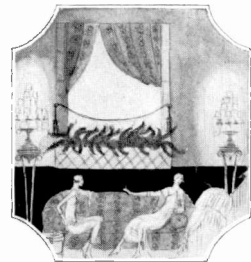
L. L. SAALBERG—READ'S FABRICS  
 Loaned by Wm. F. Read & Sons Co.  
 Exhibited by F. Wallis Armstrong Co.



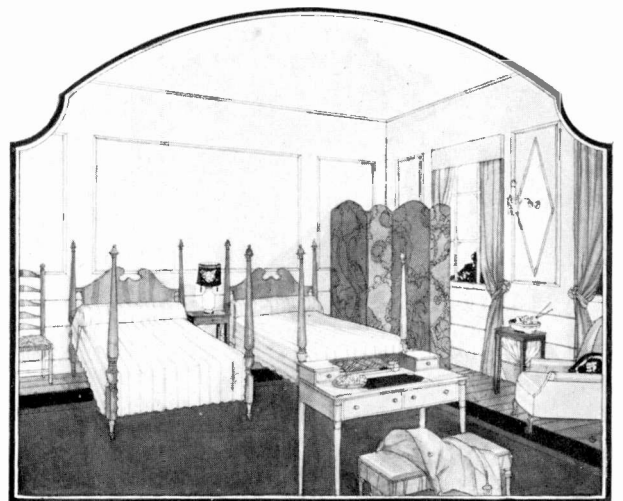
L. L. SAALBERG—READ'S FABRICS  
 Loaned by Wm. F. Read & Sons Co.  
 Exhibited by F. Wallis Armstrong Co.



MARY MacKINNON—McCALLUM SILK HOSIERY  
 Loaned by McCallum Hosiery Company  
 Exhibited by George Batten Company



LESLIE SAALBERG—ANDERSON GINGHAMS  
 Loaned by Elms and Sellon  
 Exhibited by J. Walter Thompson Company



LURELLE VAN ARSDALE GUILD—"BEDROOM INTERIORS"  
 Loaned by Margrace Mills, Inc.  
 Exhibited by The Hill-Winsten Company



KATHERINE S. DODGE—WILSNAP FASTENER  
*Loaned by The Wilson Fastener Co.*  
*Exhibited by The Blackman Company*



KATHERINE STURGES—PERFUMES  
*Loaned by Colgate & Co.*  
*Exhibited by Frank Seaman, Inc.*



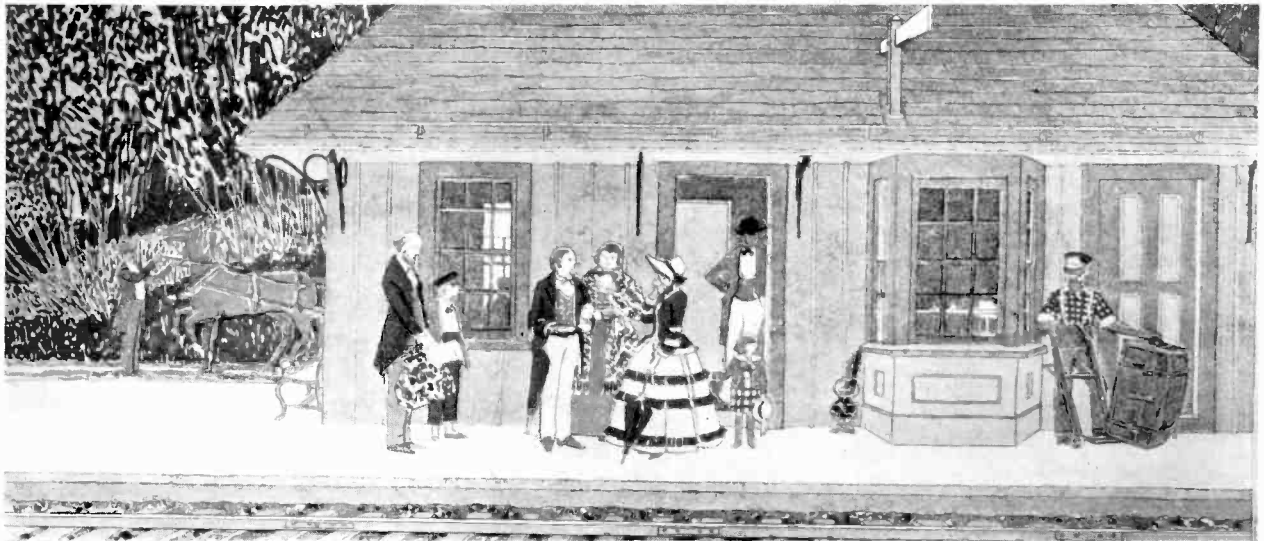
JOHN LAGATTA—DJER-KISS  
 Loaned by Alfred H. Smith Company  
 Exhibited by The Blackman Company



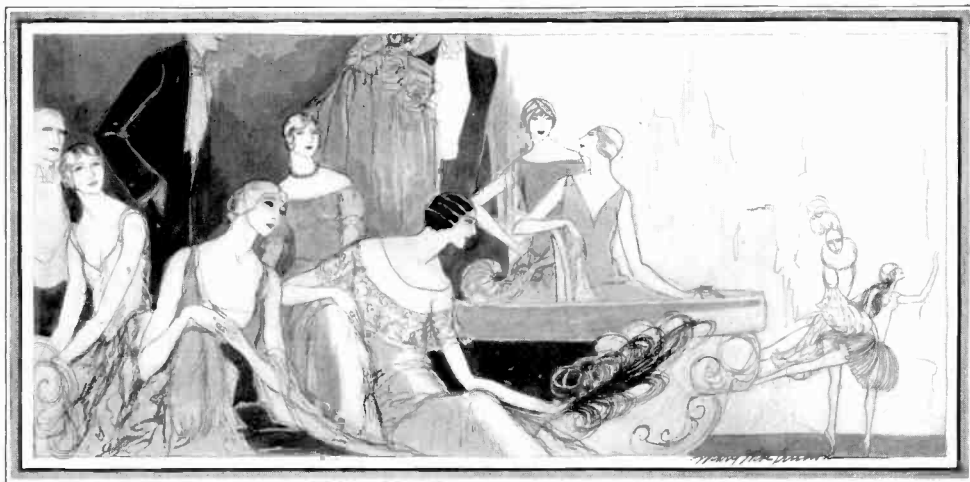
JOHN HELD, JR.—GIFTS  
 Loaned by Ovington's  
 Exhibited by Barton, Durstine & Osborn, Inc.



HELEN DRYDEN—STRATHMORE PAPERS  
 Loaned by Strathmore Paper Company  
 Exhibited by Federal Advertising Agency



RENE CLARKE—CRANE'S BUSINESS PAPERS  
*Loaned by Crane & Co.*  
*Exhibited by Calkins & Holden*



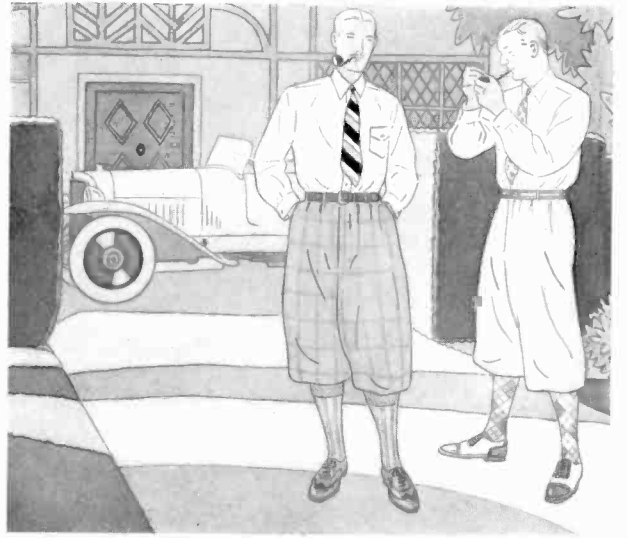
MARY MACKINNON—McCALLUM SILK HOSIERY  
*Loaned by McCallum Hosiery Company*  
*Exhibited by George Batten Company*



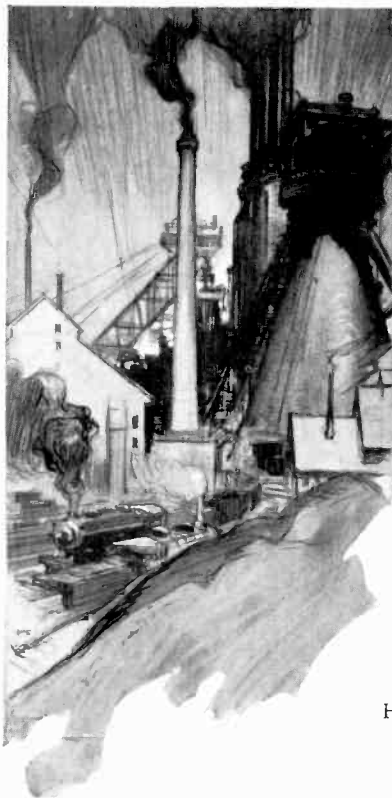




GEORGE FORD MORRIS—INTERWOVEN WOOL SOCKS  
*Loaned by Interwoven Stocking Company*  
*Exhibited by James B. Kirk, Vice-Pres. United Advertising Agency*



L. HURD—ARROW SHIRTS  
*Loaned by Cluett, Peabody & Co.*  
*Exhibited by Calkins & Holden*

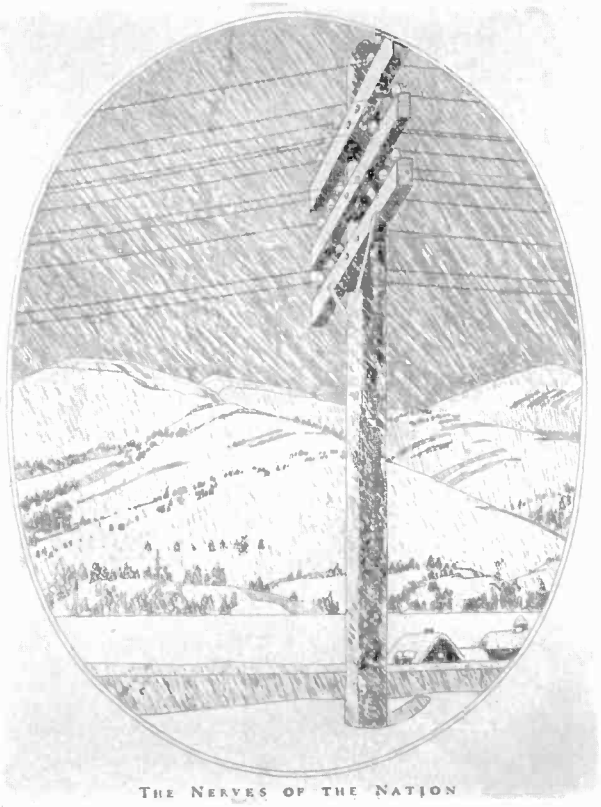


HERBERT M. STOOPS—CONSOLIDATION COAL  
*Loaned by The Consolidation Coal Company*  
*Exhibited by Thomas F. Logan, Inc.*





RENE CLARKE—CRANE'S BUSINESS PAPERS  
*Loaned by Crane & Co.*  
*Exhibited by Calkins & Holden*



RENE CLARKE—CRANE'S BUSINESS PAPERS  
*Loaned by Crane & Co.*  
*Exhibited by Calkins & Holden*



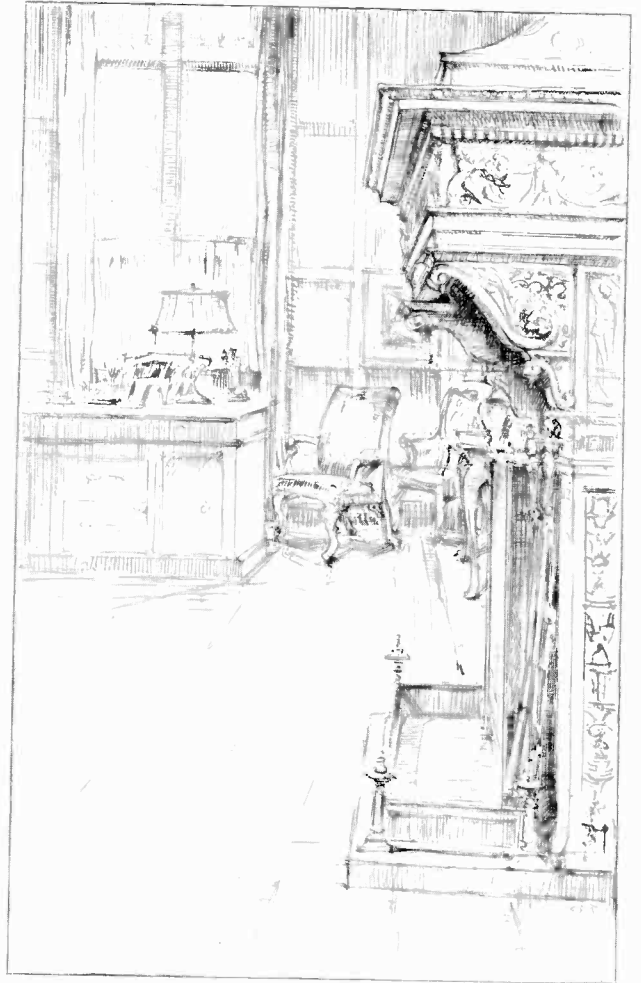
J. R. FULTON—AUTOMOBILE FRAMES  
*Loaned by A. O. Smith Corporation*  
*Exhibited by George J. Kirgasser & Co.*



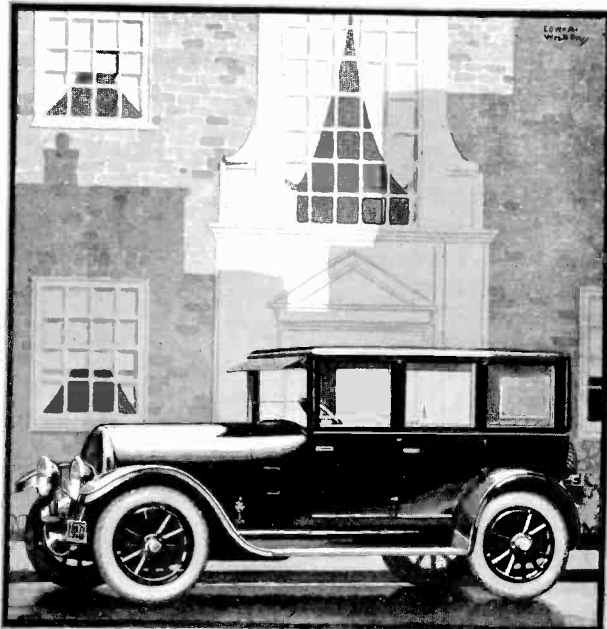
GEORGE ILLIAN—FRENCH INGRES PAPER  
*Loaned and Exhibited by Japan Paper Company*



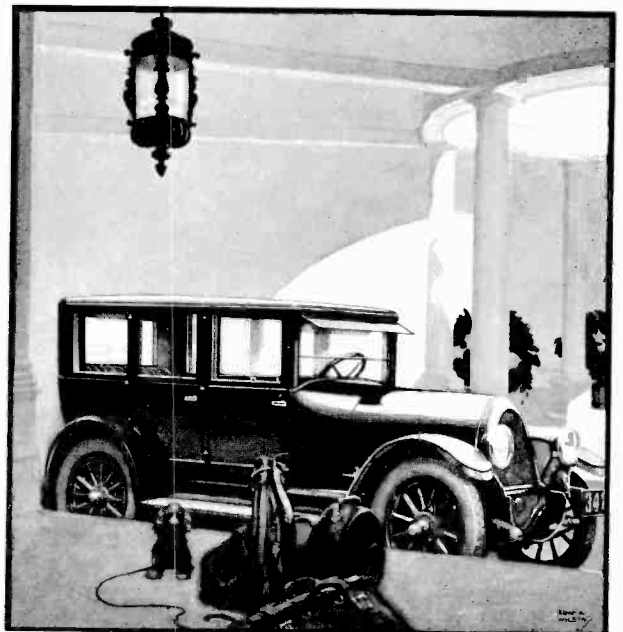
ERNEST ROTH—STRATHMORE PAPERS  
 Loaned by Strathmore Paper Company  
 Exhibited by Federal Advertising Agency



ERNEST ROTH—STRATHMORE PAPERS  
 Loaned by Strathmore Paper Company  
 Exhibited by Federal Advertising Agency



EDWARD A. WILSON—AUTOMOBILES  
 Loaned by Franklin Automobile Company  
 Exhibited by Patterson-Andress Company



EDWARD A. WILSON—AUTOMOBILES  
 Loaned by Franklin Automobile Company  
 Exhibited by Patterson-Andress Company



HUGH FERRIS—REAL ESTATE  
*Loaned by Cross & Brown Co.*  
*Exhibited by John H. Smith Press, Inc.*



CHARLES D. MITCHELL—CHOCOLATES  
*Loaned by Stephen F. Whitman & Son, Inc.*  
*Exhibited by F. Wallis Armstrong Co.*



JAMES A. WADDELL—MILCOR METALLIC BUILDING PRODUCTS  
*Loaned by Milwaukee Corrugating Company*  
*Exhibited by George J. Kirgasser & Co.*



W MORGAN

WALLACE MORGAN—O. K. CIGARETTES

*Loaned by Penn Tobacco Co.*

*Exhibited by Chas. W. Hoyt, Inc.*

Medal

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# GORHAM



GORHAM CENTERPIECE AND PLATEAU—FRENCH EIGHTEENTH CENTURY—LOUISXVI STYLE

RUTHERFORD BOYD—SILVERWARE LOUIS XVI STYLE

*Loaned by Gorham*

*Exhibited by Frank Presbrey Company*

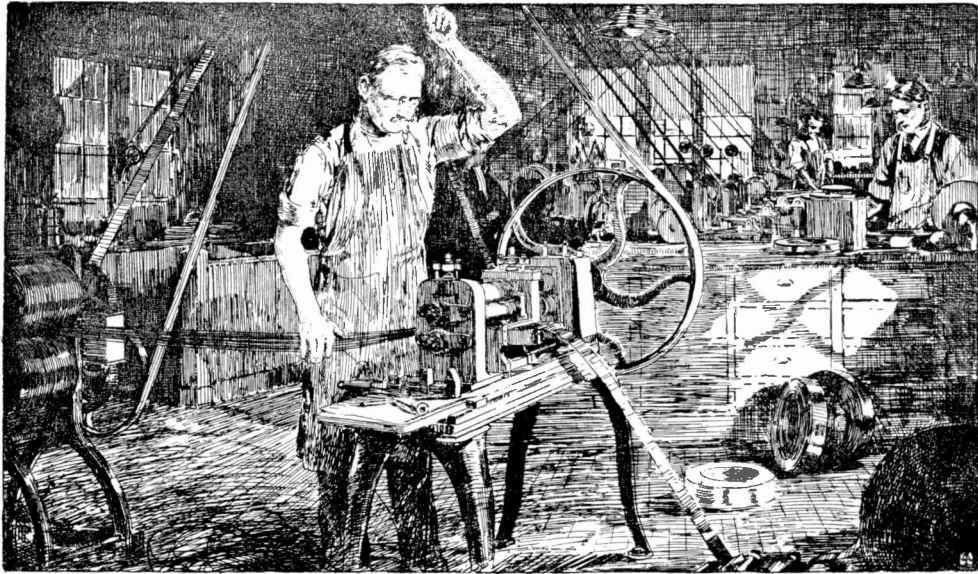
First Honorable Mention





# Hampton Shops

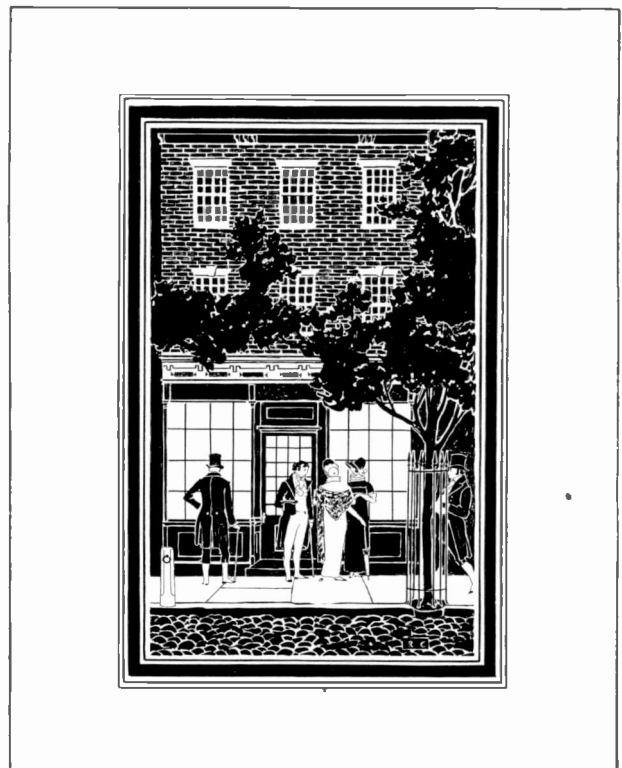
C. B. FALLS—PERIOD FURNITURE  
*Loaned by Hampton Shops*  
*Exhibited by George Batten Company*  
Second Honorable Mention



F. W. RAYMOND—WATCHES  
 Loaned by Waltham Watch Company  
 Exhibited by Greenleaf Company



RENE CLARKE—CHRISTMAS FOLDER  
 Loaned by Black, Starr & Frost  
 Exhibited by Calkins & Holden



RENE CLARKE—DESIGN FOR FOLDER  
 Loaned by Black, Starr & Frost  
 Exhibited by Calkins & Holden



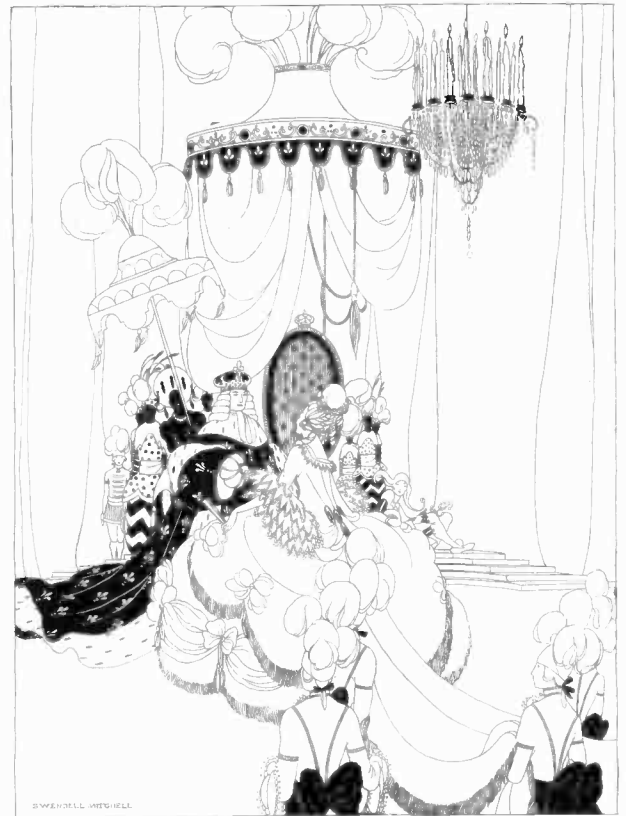
R. F. SCHABELITZ—KAYSER DUETTE GLOVES  
*Loaned by Julius Kayser & Company*  
*Exhibited by George Batten Company*



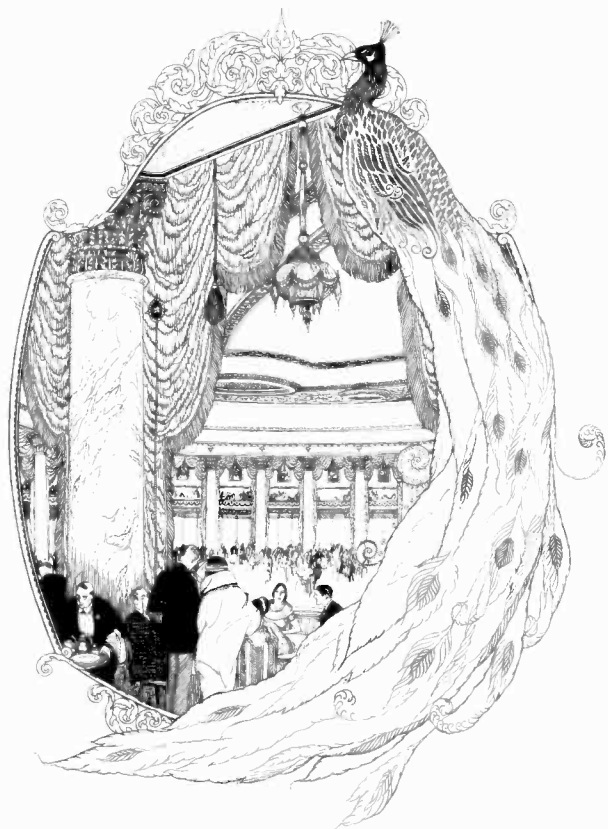
R. F. SCHABELITZ—KAYSER CHAMOISETTE GLOVES  
*Loaned by Julius Kayser & Co.*  
*Exhibited by George Batten Company*



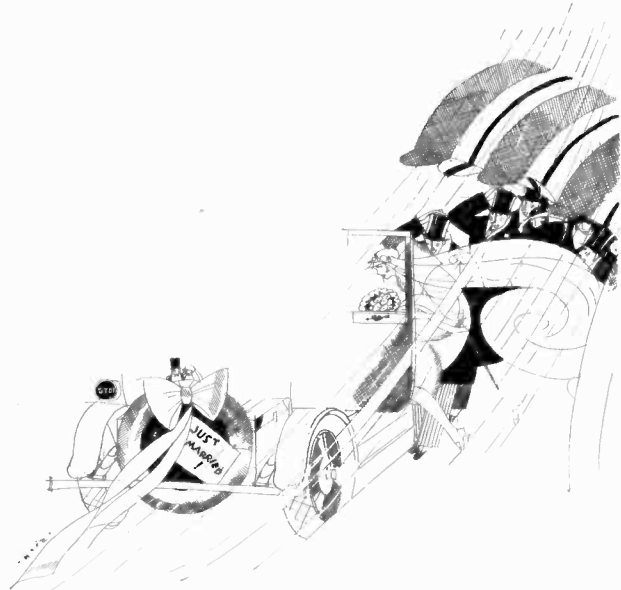
S. WENDELL MITCHELL—"THE BOOK OF DU BARRY"  
*Loaned and Exhibited by Richard Hudnut*



S. WENDELL MITCHELL—"THE BOOK OF DU BARRY"  
*Loaned and Exhibited by Richard Hudnut*



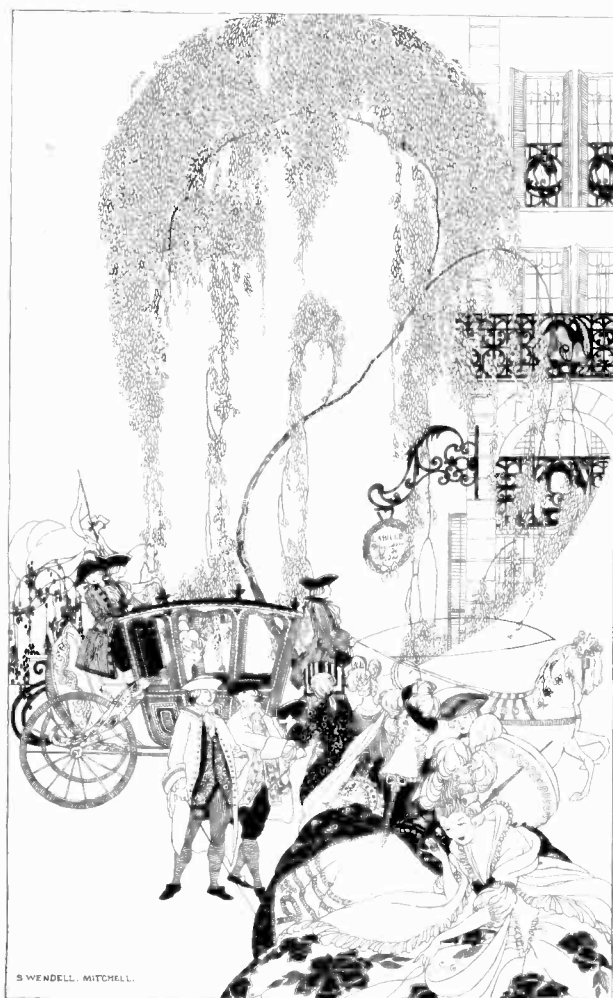
FLOYD H. DAVIS—BALL-ROOM  
 Loaned by Woodland Theatre Company  
 Exhibited by Albert Frank & Company



GEORGE CLISBEE—GIFTS  
 Loaned by Ovington's  
 Exhibited by Barton, Durstine & Osborn, Inc.



S. WENDELL MITCHELL—"THE BOOK OF DU BARRY"  
 Loaned and Exhibited by Richard Hudnut



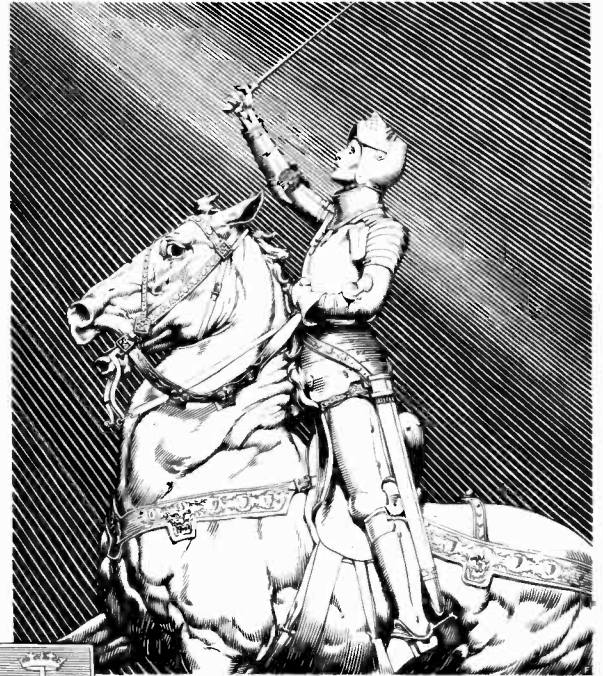
S. WENDELL MITCHELL—"THE BOOK OF DU BARRY"  
 Loaned and Exhibited by Richard Hudnut



GERTRUDE ALICE KAY—CRISCO  
*Loaned by Procter & Gamble Co.*  
*Exhibited by The Blackman Company*



W. P. SCHOONMAKER—COVER DESIGN  
*Loaned by Poor Richard Club*  
*Exhibited by W. P. Schoonmaker*



SYDNEY FLETCHER—BONDS  
*Loaned by S. W. Straus & Co.*  
*Exhibited by Albert Frank & Company*





O. F. HOWARD—GIFTS  
 Loaned by Ovington's  
 Exhibited by Barton, Durstine & Osborn, Inc.



WALLACE MORGAN—O. K. CIGARETTES  
 Loaned by Penn Tobacco Co.  
 Exhibited by Chas. W. Hoyt, Inc.

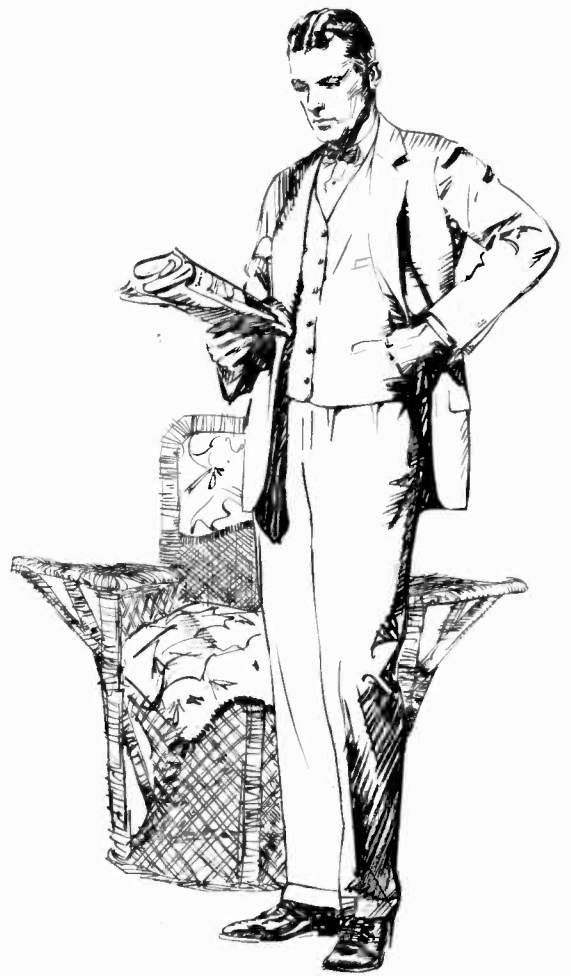


WALLACE MORGAN—O. K. CIGARETTES  
 Loaned by Penn Tobacco Co.  
 Exhibited by Chas. W. Hoyt, Inc.





ROY SPRETER—ADLER COLLEGIAN CLOTHES  
 Loaned by David Adler & Sons Company  
 Exhibited by Henri, Hurst & McDonald



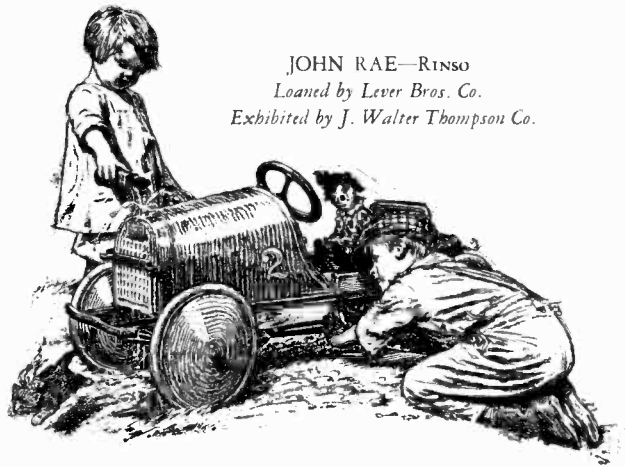
ROY SPRETER—ADLER COLLEGIAN CLOTHES  
 Loaned by David Adler & Sons Company  
 Exhibited by Henri, Hurst & McDonald



ROY SPRETER—HILLS BROS. COFFEE  
 Loaned by Hills Bros.  
 Exhibited by N. W. Ayer & Son



ROY SPRETER—ADLER COLLEGIAN CLOTHES  
*Loaned by David Adler & Sons Company*  
*Exhibited by Henri, Hurst & McDonald*



JOHN RAE—RINSO  
*Loaned by Lever Bros. Co.*  
*Exhibited by J. Walter Thompson Co.*



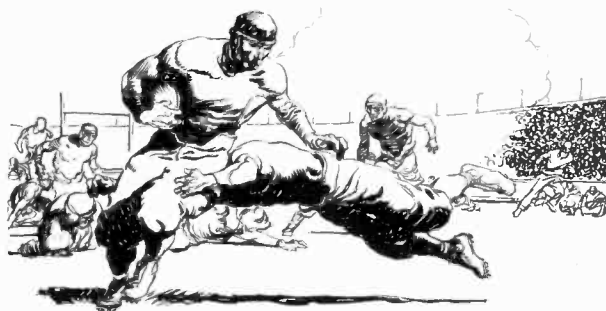
RENE CLARKE—SNOWDRIFT  
*Loaned by Southern Cotton Oil Tr. Co.*  
*Exhibited by Calkins & Holden*



FRED KNIGHT, STANFORD BRIGGS, INC.  
 —THE COUNTRY GENTLEMAN  
*Loaned by The Country Gentleman*  
*Exhibited by F. Wallis Armstrong Company*



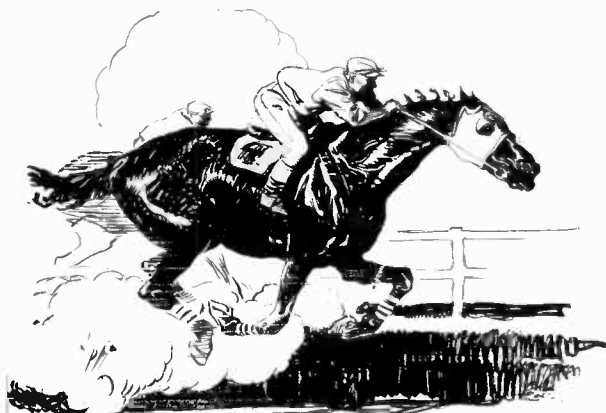
HERBERT M. STOOPS—SOCONY GASOLINE & MOTOR OIL  
*Loaned by Standard Oil Co. of New York*  
*Exhibited by H. K. McCann Company*



HERBERT M. STOOPS—SOCONY GASOLINE & MOTOR OIL  
*Loaned by Standard Oil Co. of New York*  
*Exhibited by H. K. McCann Company*



HERBERT M. STOOPS—SOCONY GASOLINE & MOTOR OIL  
*Loaned by Standard Oil Co. of New York*  
*Exhibited by H. K. McCann Company*



HERBERT M. STOOPS—SOCONY GASOLINE & MOTOR OIL  
*Loaned by Standard Oil Co. of New York*  
*Exhibited by H. K. McCann Company*



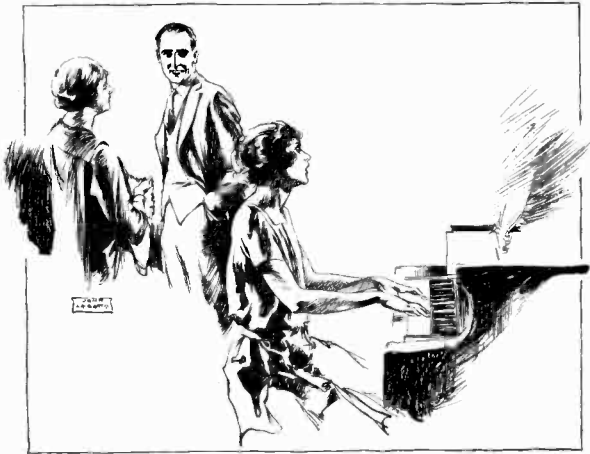
REA IRWIN—GIFTS  
*Loaned by Ovington's*  
*Exhibited by Barton, Durstine & Osborn, Inc.*



FRANK GODWIN—INVESTMENT SECURITIES  
*Loaned by Equitable Trust Company*  
*Exhibited by Barton, Durstine & Osborn, Inc.*



RUSSELL PATTERSON—CAFETERIA  
 Loaned by Ontra Cafeteria  
 Exhibited by Albert Frank & Co.



JOHN LAGATTA—POMPEIAN BLOOM  
 Loaned by Pompeian Laboratories  
 Exhibited by George Batten Company



LEONA CARTER—CAMMEYER SHOES  
 Loaned by Cammeyer  
 Exhibited by Harry C. Michaels Company



MARSHALL FRANTZ AND WILLIAM KEMP STARRETT—  
 IDEAL BOILERS  
 Loaned by American Radiator Company  
 Exhibited by Barton, Durstine & Osborn, Inc.



REGINALD BIRCH—"TO MEN WHO DREAM DREAMS FOR  
 THEIR CHILDREN"  
 Loaned by The Seaboard National Bank  
 Exhibited by The Blackman Company



R. F. SCHABELITZ—FRAGRANT FLORAL TALC  
 Loaned by J. B. Williams Co.  
 Exhibited by Joseph Richards Co.



REGINALD BIRCH—"TO MEN WHO DREAM DREAMS FOR  
 THEIR CHILDREN"  
 Loaned by The Seaboard National Bank  
 Exhibited by The Blackman Company



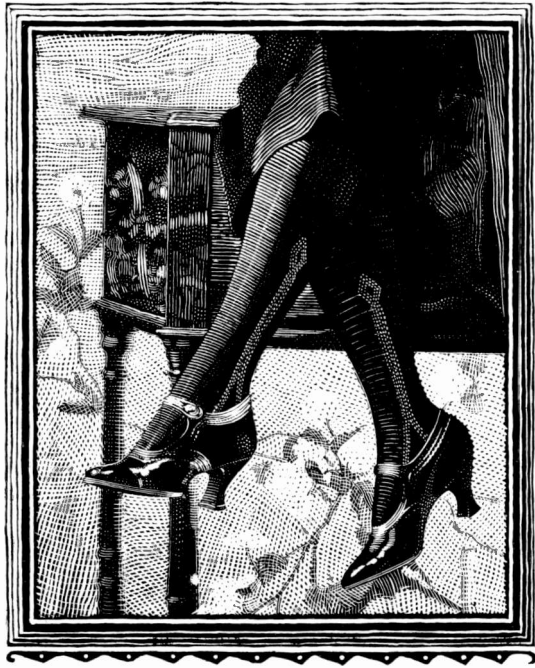
EDWIN E. TEVIS—EMPIRE BOLTS  
 Loaned by Russell, Burdall & Ward  
 Exhibited by Myers-Beeson-Golden, Inc.



JOHN LIELLO—DUBILIER DUCON  
 Loaned by Dubilier Condenser and Radio Corp.  
 Exhibited by Thomas F. Logan, Inc.



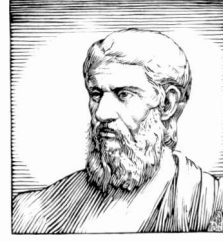
GEORGE CLISBEE—THEATRE TICKETS  
 Loaned by McBride's  
 Exhibited by Barton, Durstine & Osborn, Inc.



FREDERICK J. GARNER—  
COMMERCIAL ART IN WOODCUT STYLE  
*Loaned and Exhibited by Frederick J. Garner*



EDWARD A. WILSON—CHATEAU FRONTENAC  
*Loaned by Canadian Pacific R. R.  
Exhibited by Federal Advertising Agency*



JOSEPH E. SANDFORD—"THE INTERRUPTING IDEA"  
*Loaned and Exhibited by Federal Advertising Agency*



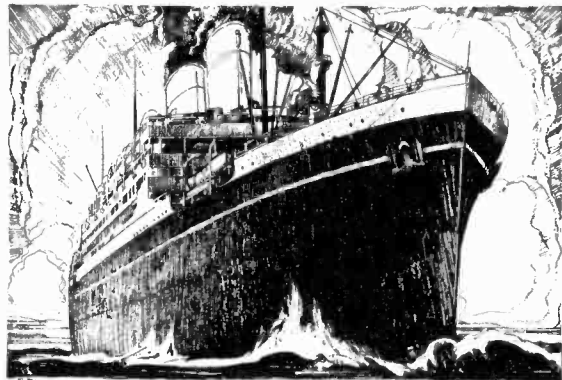
*Colgate's Compact Powder*

ELIZABETH LANSDELL—COMPACT POWDER  
*Loaned by Colgate & Co.  
Exhibited by Frank Seaman, Inc.*





HERBERT M. STOOPS—N. Y. CENTRAL SERVICE  
*Loaned by New York Central*  
*Exhibited by Thomas F. Logan, Inc.*



THOMAS D. BENRIMO—TRAVEL  
*Loaned by Canadian Pacific Railway*  
*Exhibited by Albert Frank & Company*



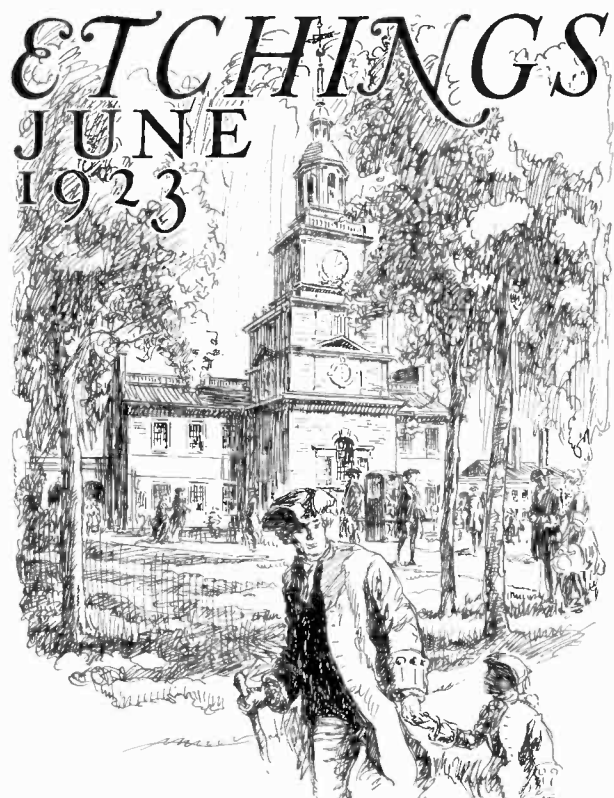
FELIX SCHMIDT—MOTOR TRUCKS  
*Loaned by The Pierce-Arrow Motor Car Co.*  
*Exhibited by Henri, Hurst & McDonald*



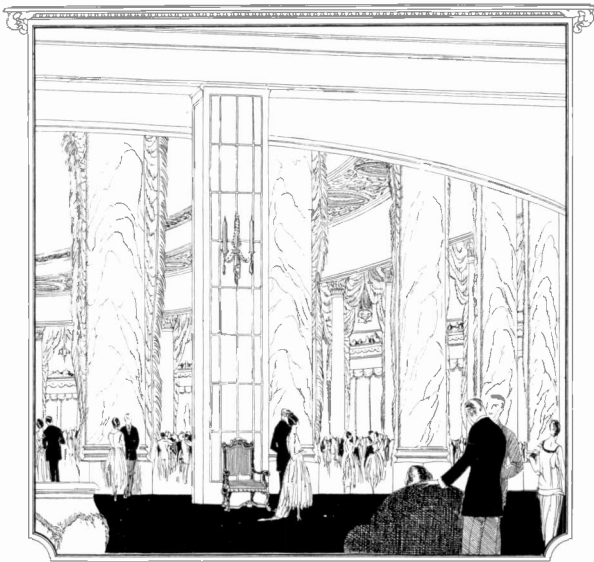
F. G. COOPER—RICORO CIGARS  
*Loaned by United Cigar Stores Co.*  
*Exhibited by Federal Advertising Agency*



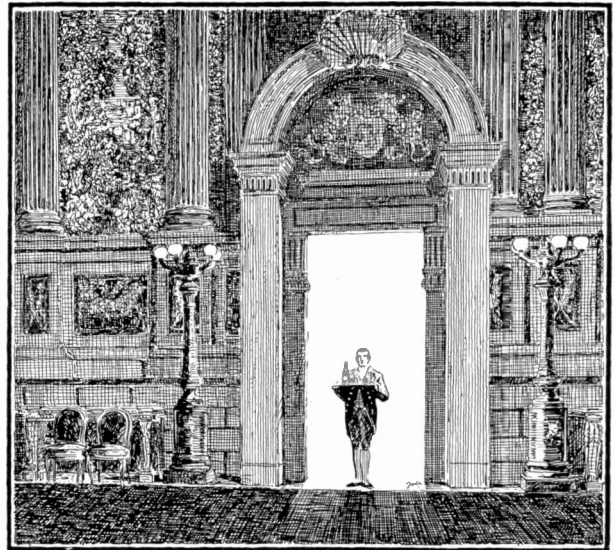
FABRIANO  
 18 by 26  
 GUIDO & LAWRENCE ROSA—"FABRIANO" PAPER  
*Loaned and Exhibited by Japan Paper Company*



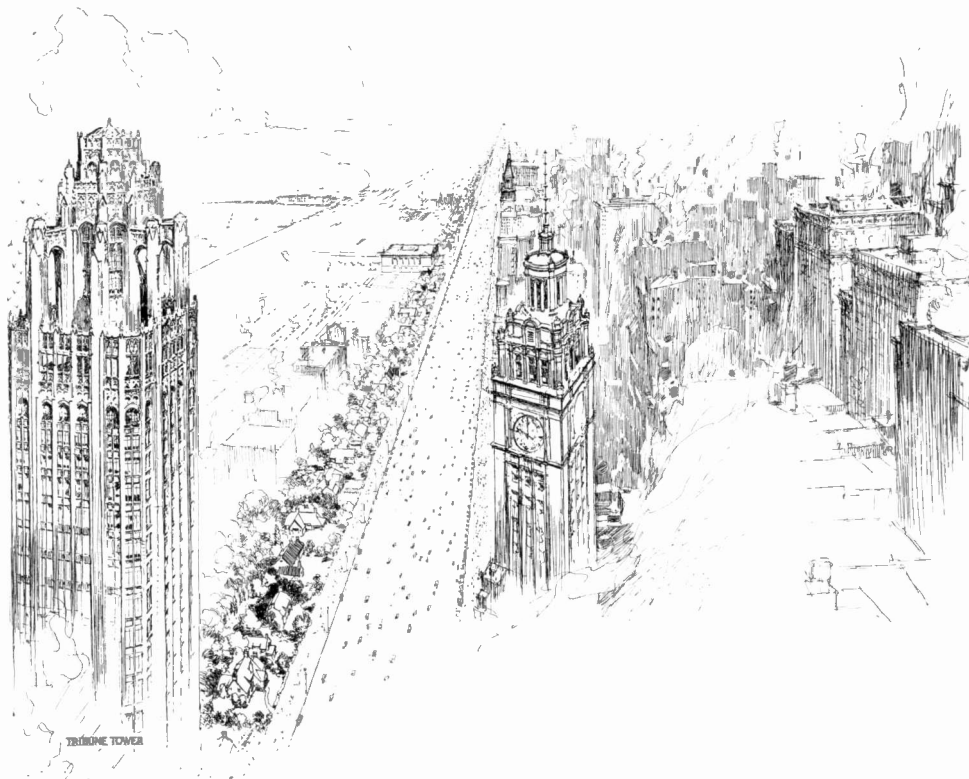
WILLIAM YEAGER, ASS'D ARTISTS, PHILA.—HOUSE ORGAN  
*Loaned by Gatchel & Manning*  
*Exhibited by Fox & Mackenzie*



FLOYD H. DAVIS—BALL-ROOM  
 Loaned by Woodland Theatre Company  
 Exhibited by Albert Frank & Company



C. B. FALLS—CANADA DRY  
 Loaned by Canada Dry Ginger Ale Co.  
 Exhibited by N. W. Ayer & Son



H. L. GRANT—MCCALL'S MAGAZINE  
 Loaned by The McCall Company  
 Exhibited by George Batten Company



*Seventh and Locust Streets, Philadelphia -  
1876. Original.*

HERBERT PULLINGER—CHRISTMAS GREETINGS  
Loaned and Exhibited by F. Wallis Armstrong Company



F. J. MAYFIELD—MONROE BUILDING  
Loaned and Exhibited by The Mizzen Company



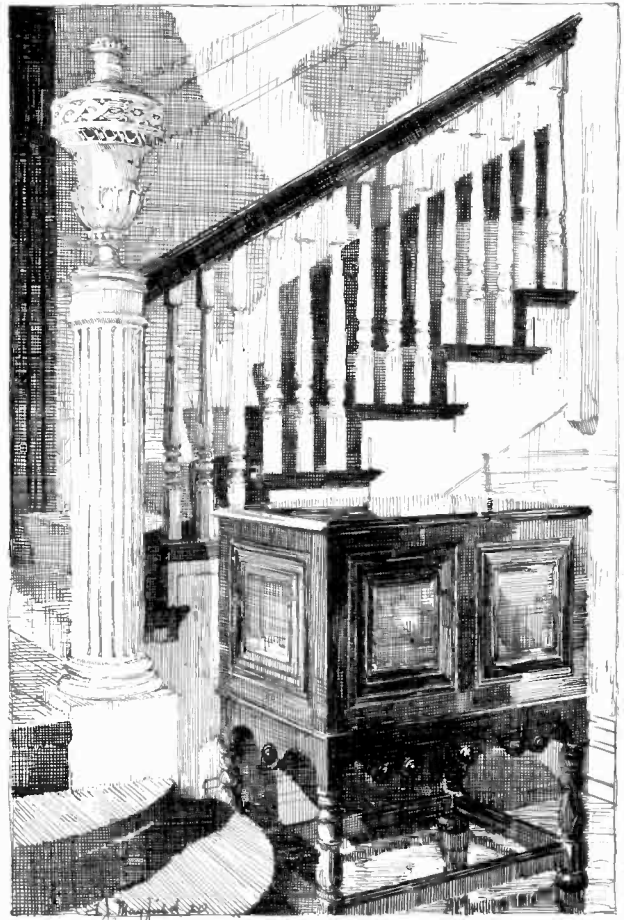
JOHN RAE—PORTABLE TYPEWRITER  
Loaned by Underwood Typewriter Company  
Exhibited by Harry C. Michaels Company



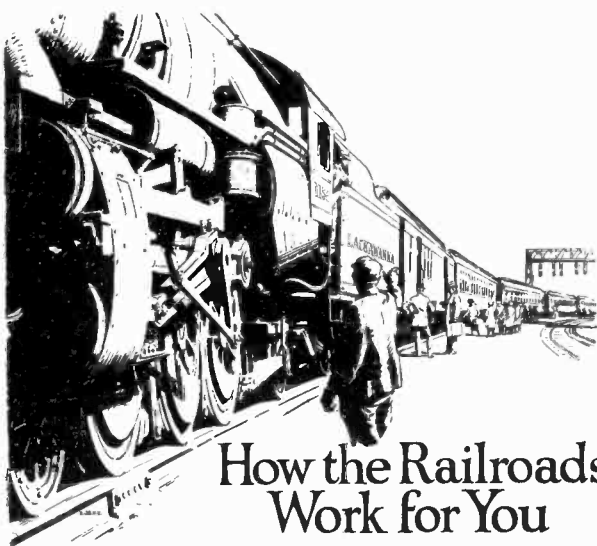
E. V. JOHNSON, STANFORD BRIGGS, INC.—BOND PAPER  
Loaned and Exhibited by Eastern Manufacturing Co.



F. J. MAYFIELD—INTERIOR  
*Loaned by Almco*  
*Exhibited by The Mizen Company*



F. J. MAYFIELD—INTERIOR  
*Loaned by Brunswick-Balke-Collender Co.*  
*Exhibited by The Mizen Company*



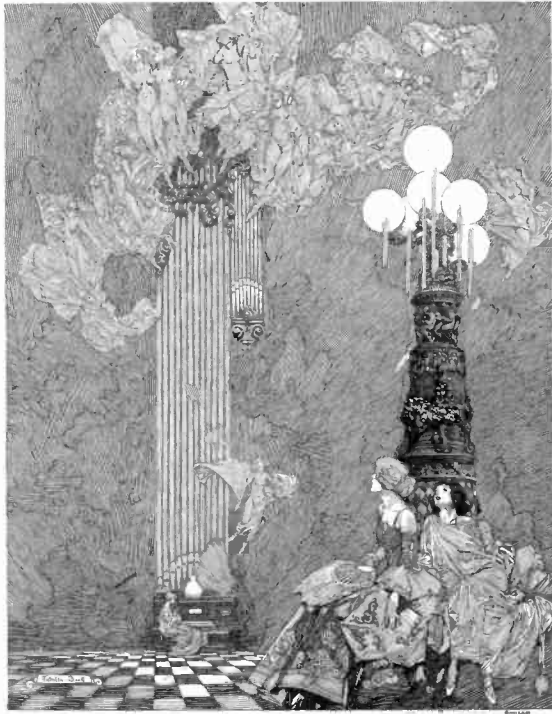
## How the Railroads Work for You

I. B. HAZELTON—RAILROADS  
*Loaned by Delaware, Lackawanna & Western R. R.*  
*Exhibited by Wendell P. Colton Company*



WALTER MONTGOMERY WESTERVELT—HATS AND COATS  
*Loaned by Dobbs & Co.*  
*Exhibited by T. L. McCready*





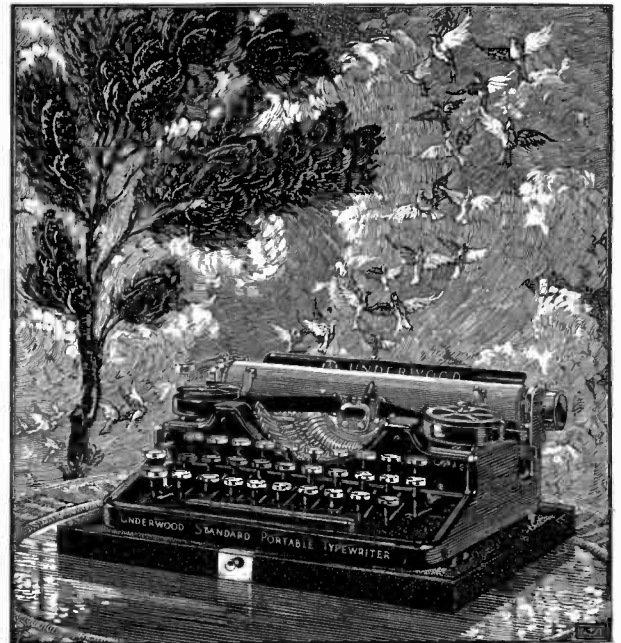
FRANKLIN BOOTH—ESTEY ORGAN  
*Loaned by The Estey Organ Company*  
*Exhibited by Calkins & Holden*



FRANKLIN BOOTH—PORTABLE TYPEWRITER  
*Loaned by Underwood Typewriter Company*  
*Exhibited by Harry C. Michaels Company*



GEORGE WILLARD BONTE—MOTION PICTURES  
*Loaned and Exhibited by Warner Bros., Inc.*



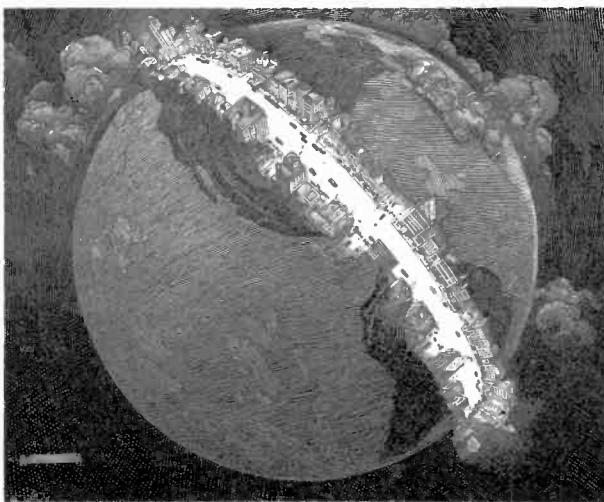
GUIDO & LAWRENCE ROSA—PORTABLE TYPEWRITER  
*Loaned by Underwood Typewriter Company*  
*Exhibited by Harry C. Michaels Company*



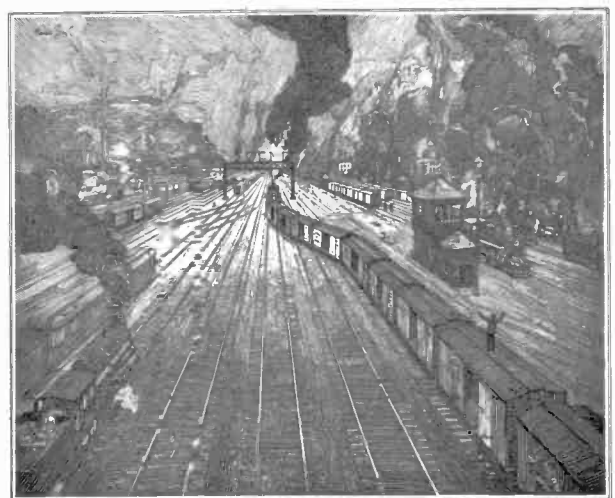
FRANKLIN BOOTH—ESTEY ORGAN  
*Loaned by The Estey Organ Company*  
*Exhibited by Calkins & Holden*



FRANKLIN BOOTH—ESTEY ORGAN  
*Loaned by The Estey Organ Company*  
*Exhibited by Calkins & Holden*

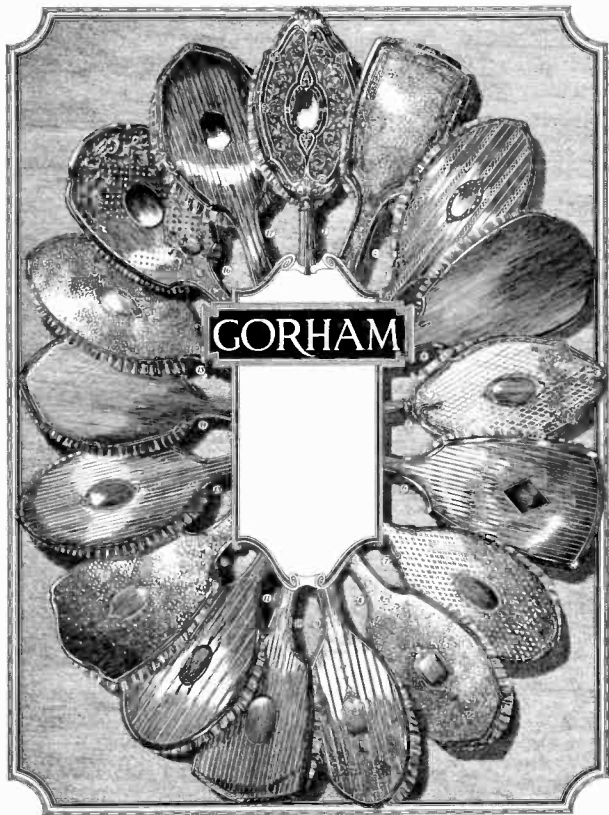


FRANKLIN BOOTH—ELECTRICAL APPLIANCES  
*Loaned by General Electric Co.*  
*Exhibited by Barton, Durstine & Osborn, Inc.*

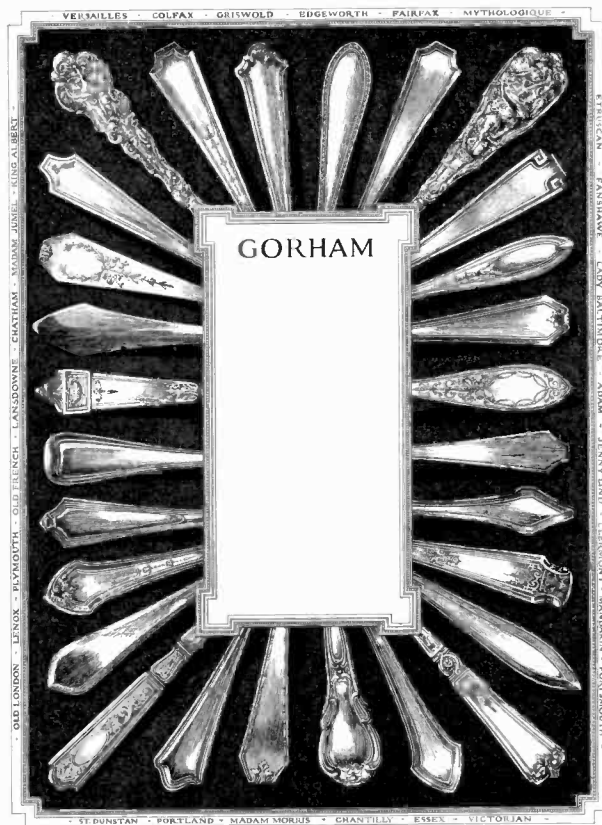


FRANKLIN BOOTH—ADVERTISING  
*Loaned and Exhibited by N. W. Ayer & Son*





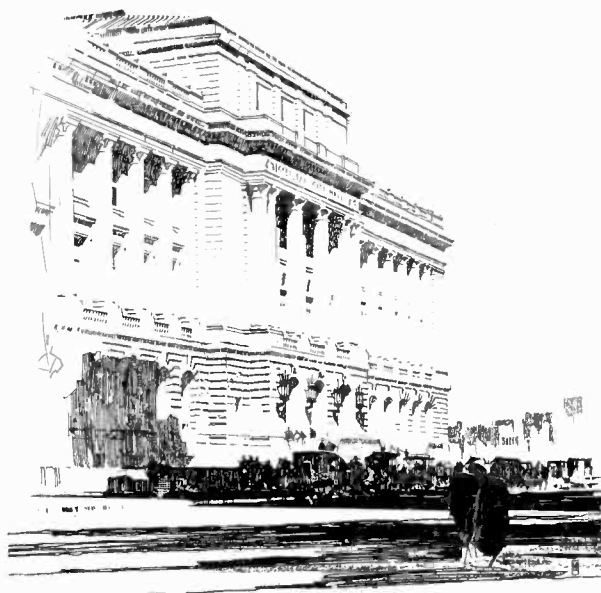
RUTHERFORD BOYD—SILVER  
*Loaned by Gorham*  
*Exhibited by Frank Presbrey Company*



RUTHERFORD BOYD—SILVER  
*Loaned by Gorham*  
*Exhibited by Frank Presbrey Company*



HARVEY HOPKINS DUNN—ARKANSAS SOFT PINE  
*Loaned by Arkansas Soft Pine Bureau*  
*Exhibited by Robert H. Brooks*



LOUIS ROSENBERG—ASBESTOS ROOFING  
*Loaned by Johns-Manville*  
*Exhibited by Newell-Emmett Company*



RUTHERFORD BOYD—SILVERWARE  
*Loaned by Gorham*  
*Exhibited by Frank Presbrey Company*



RUTHERFORD BOYD—SILVERWARE  
*Loaned by Gorham*  
*Exhibited by Frank Presbrey Company*



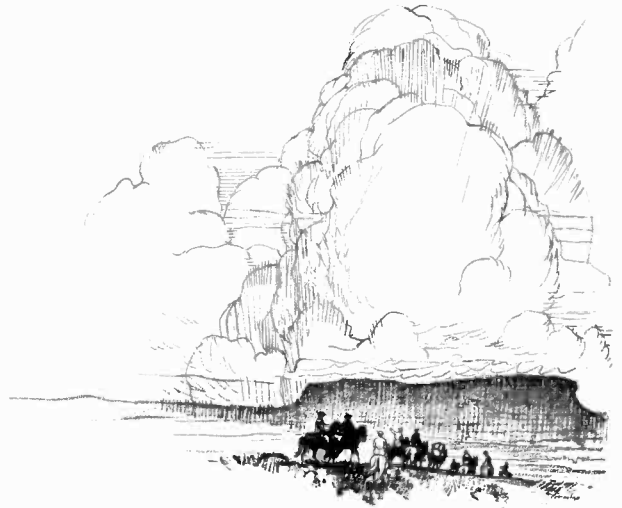
SYDNEY FLETCHER—BONDS  
*Loaned by S. W. Straus & Co.*  
*Exhibited by Albert Frank & Company*



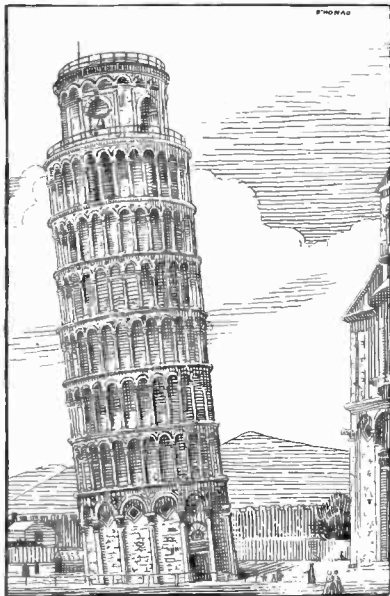
SYDNEY FLETCHER—BONDS  
*Loaned by S. W. Straus & Co.*  
*Exhibited by Albert Frank & Company*



JOHN WOLCOTT ADAMS—WHITE ROSE BREAD  
*Loaned by Massachusetts Baking Company*  
*Exhibited by J. Walter Thompson Company*



H. L. TIMMINS—HILLS BROS. COFFEE  
*Loaned by Hills Bros.*  
*Exhibited by N. W. Ayer & Son*



WILLIAM D'HONAU—GENERAL ELECTRIC PRODUCTS  
*Loaned by General Electric Company*  
*Exhibited by Thomas F. Logan, Inc.*

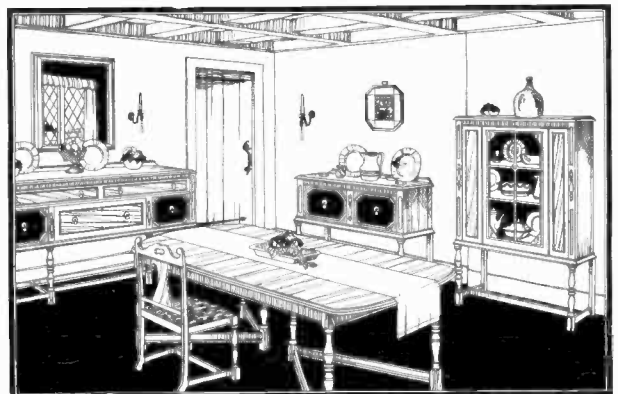
Hampton  
Shops

When East meet West rejoicing

CHARLES B. FALLS—PERIOD FURNITURE  
*Loaned by Hampton Shops*  
*Exhibited by George Batten Company*



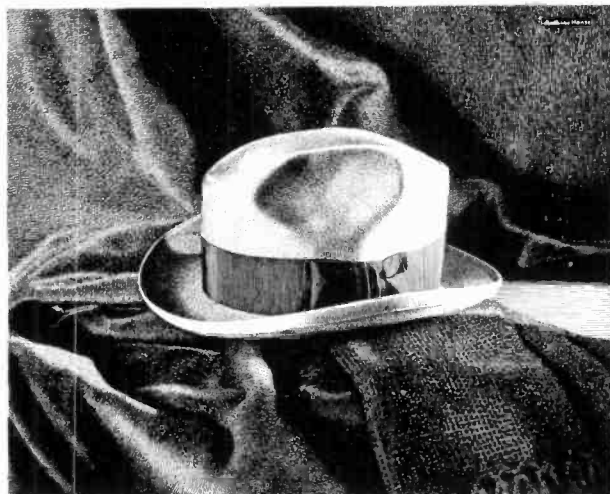
W. F. BUEHR—PHONOGRAPH RECORDS  
*Loaned by General Phonograph Corp.*  
*Exhibited by Barton, Durstine & Osborn, Inc.*



H. C. RICHARDSON—FURNITURE  
*Loaned by Flint & Horner Co.*  
*Exhibited by Barton, Durstine & Osborn, Inc.*



MCCLELLAND BARCLAY—MOTOR TRUCK  
 Loaned by The Pierce-Arrow Motor Car Co.  
 Exhibited by Henri, Hurst & McDonald



ANTHONY HANSEN—HATS  
 Loaned by Knox Hat Company  
 Exhibited by Barton, Durstine & Osborn, Inc



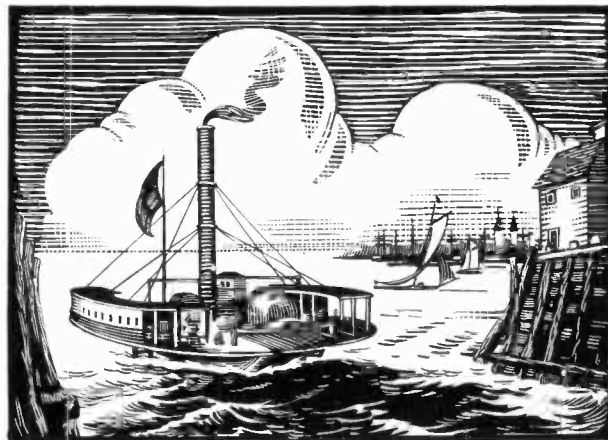
MILLARD MCGEE, ASS'D ARTISTS, PHILA.—"YOUR HOME TOWN"  
 Loaned by Atlas Portland Cement Company  
 Exhibited by Fox & Mackenzie



MILLARD MCGEE, ASS'D ARTISTS, PHILA.—"YOUR HOME TOWN"  
 Loaned by Atlas Portland Cement Company  
 Exhibited by Fox & Mackenzie



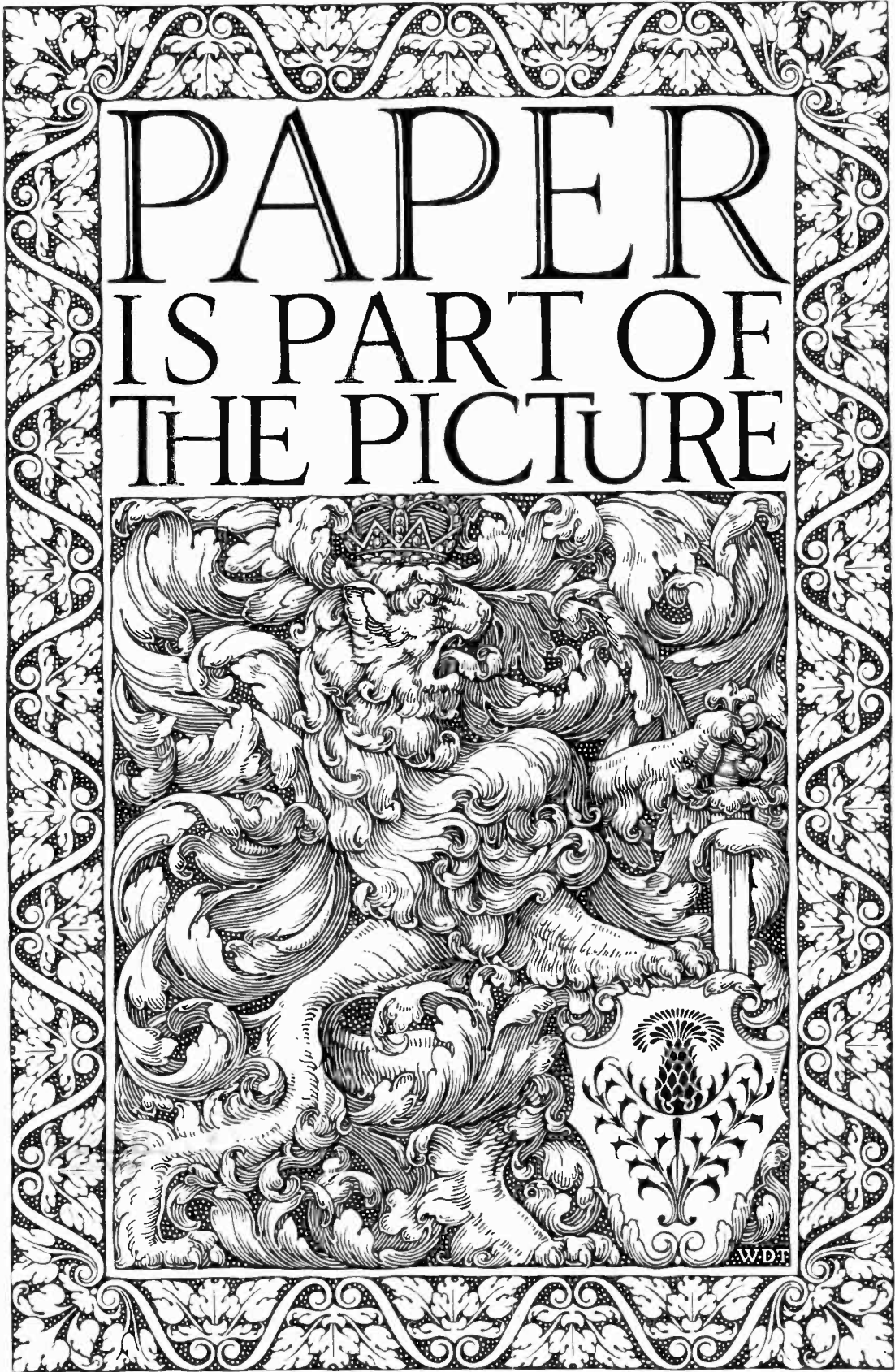
WINSOR McCAY—BOOKLET, "BROOKLYN THEN AND NOW"  
 Loaned and Exhibited by Abraham & Straus





F. G. COOPER—RICORO CIGARS  
*Loaned by United Cigar Stores Co.*  
*Exhibited by Federal Advertising Agency*





WALTER D. TEAGUE—STRATHMORE PAPERS

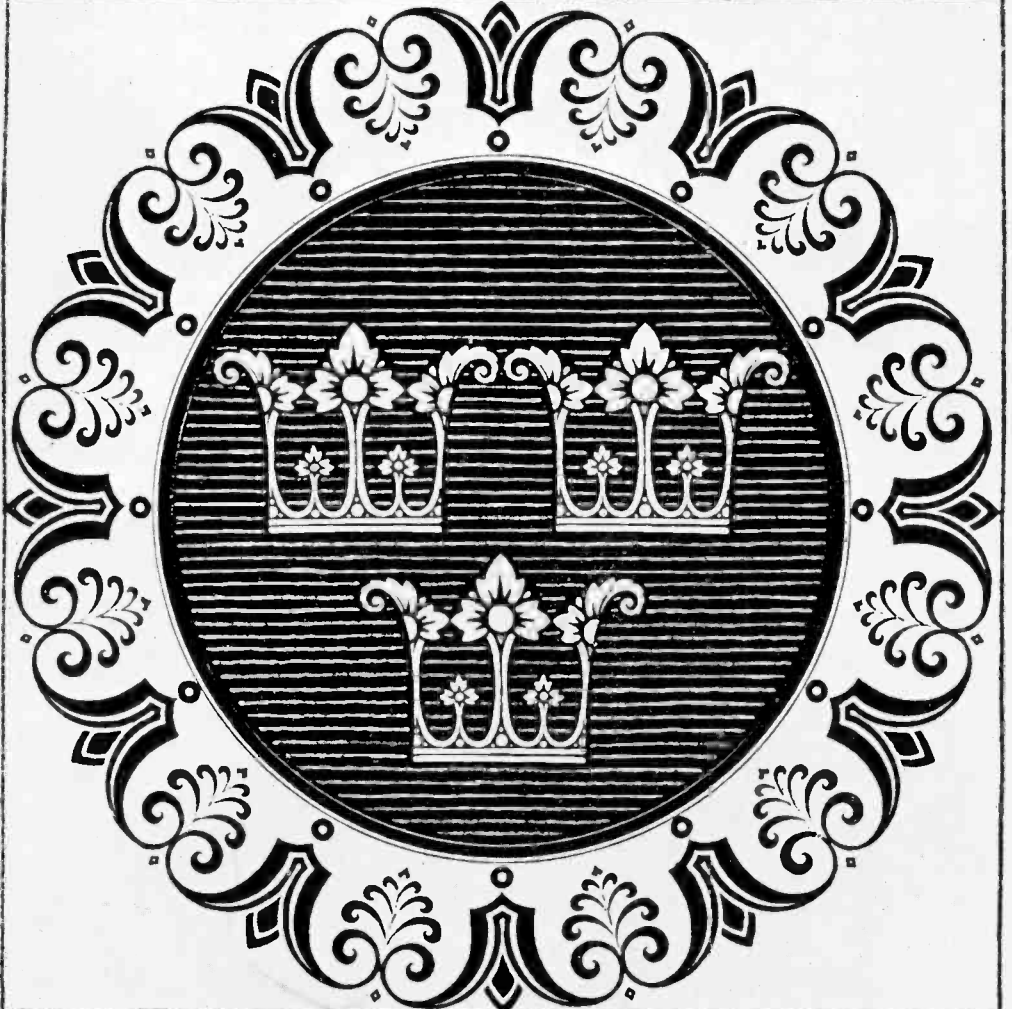
*Loaned by Strathmore Paper Company*

*Exhibited by Federal Advertising Agency*

Medal



# RONNEBY

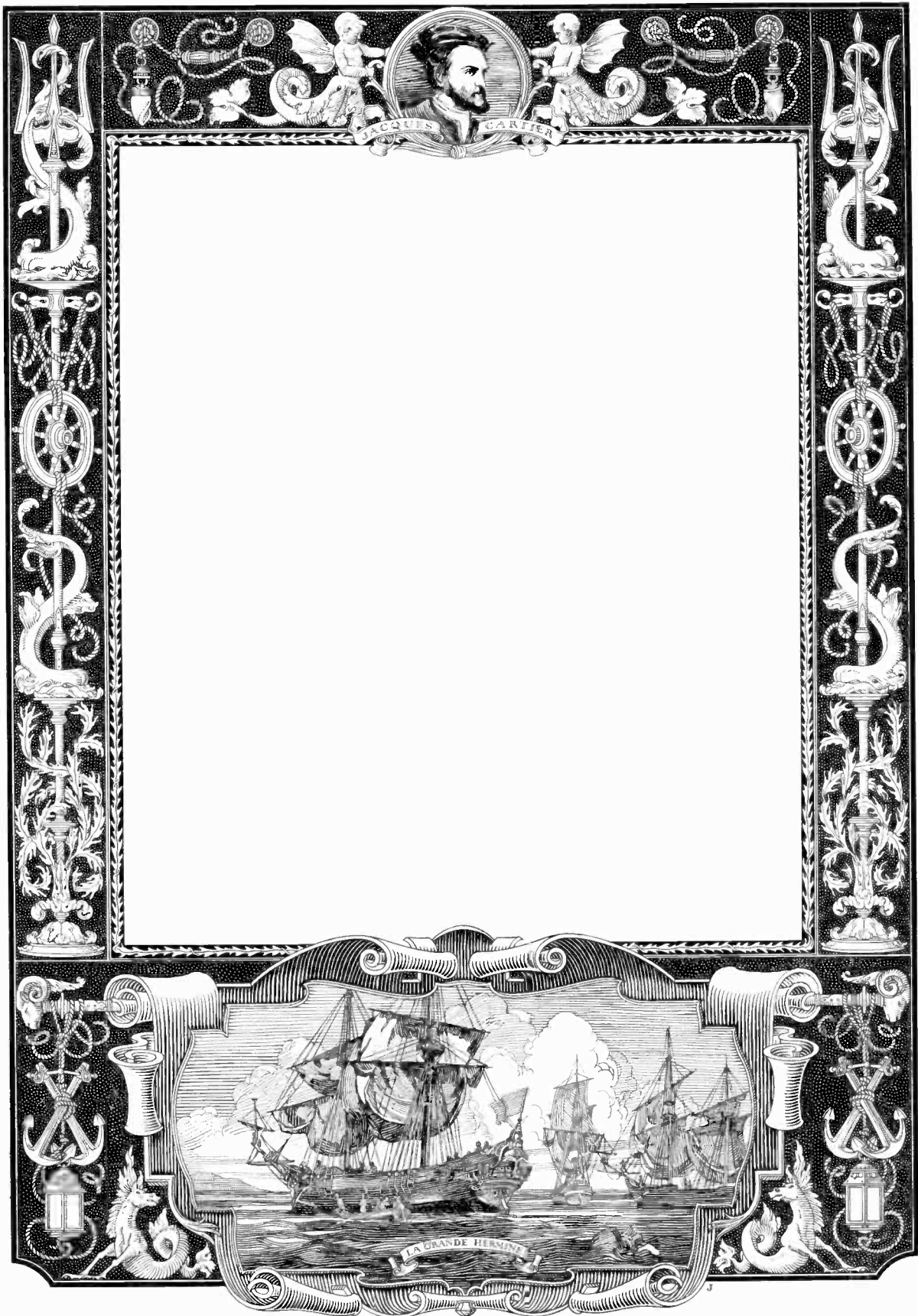


A HAND MADE PAPER FROM SWEDEN  
CREAM LAID PAPER • CARRIED IN STOCK  
IN SIZE ABOUT 24 X 36 INCHES • BULKS  
ABOUT 3 INCHES TO THE REAM • FOUR  
DECKLE EDGES • CODEWORD • DIRON  
**JAPAN PAPER COMPANY**  
*Philadelphia • NEW YORK • Boston*



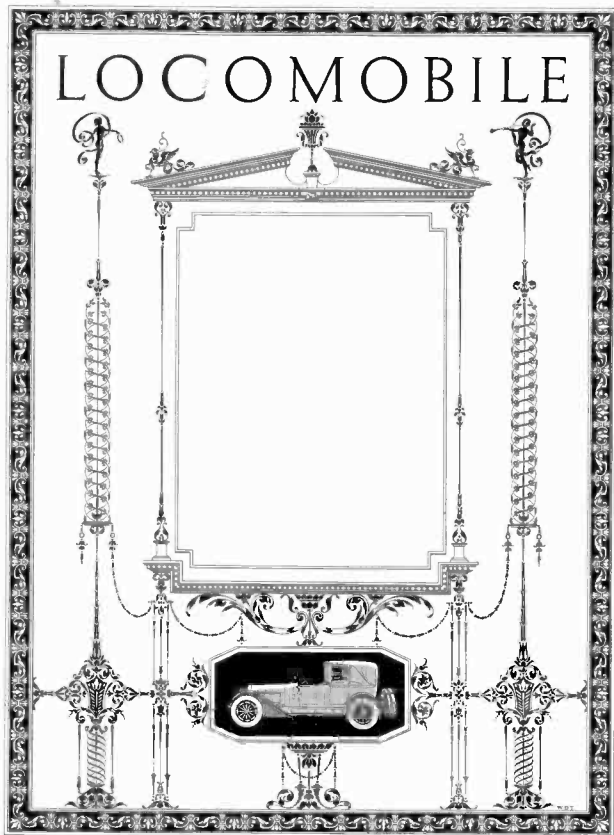
GUSTAV B. JENSEN—RONNEBY PAPER  
*Loaned and Exhibited by Japan Paper Company*

First Honorable Mention

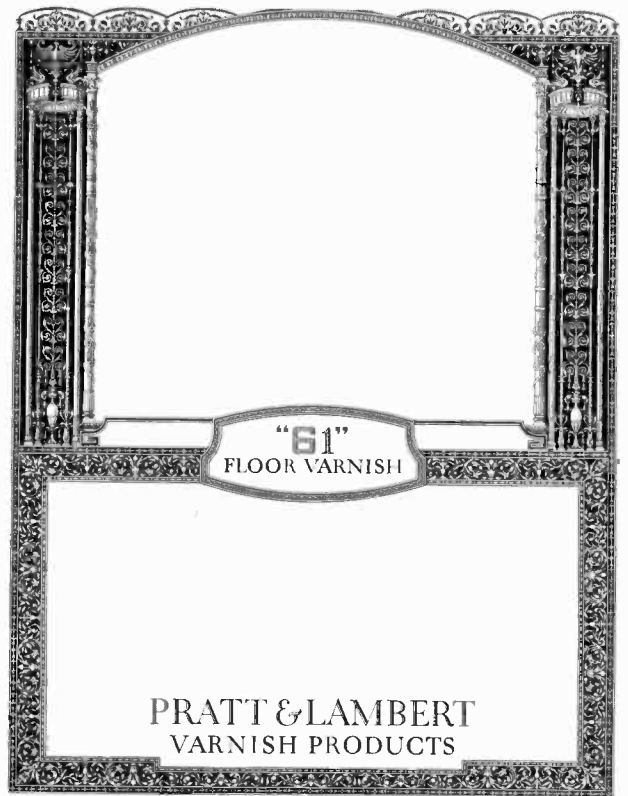


SAMUEL JOSEPHS—TRAVEL  
*Loaned by Canadian Pacific Railway  
Exhibited by Albert Frank & Company*

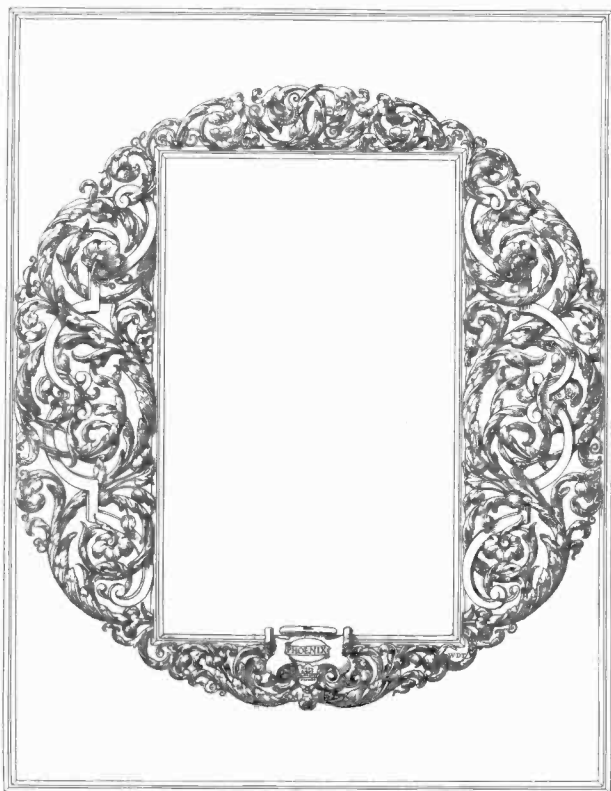
Second Honorable Mention



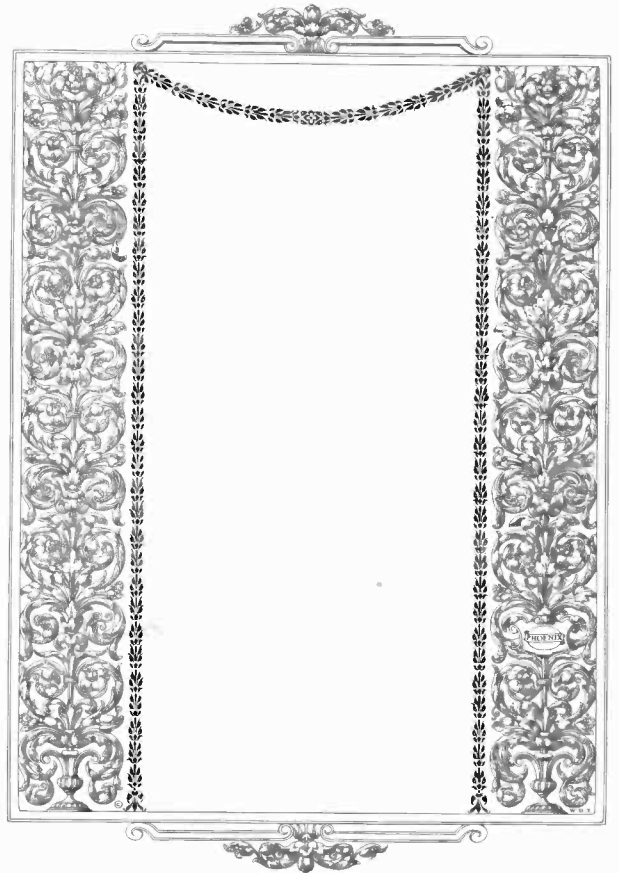
WALTER D. TEAGUE—LOCOMOBILE  
*Loaned by Durant Motors*  
*Exhibited by Carrier & Harford, Ltd.*



WALTER D. TEAGUE—"61" FLOOR VARNISH  
*Loaned by Pratt & Lambert, Inc.*  
*Exhibited by A. P. Hill Co.*



WALTER D. TEAGUE—DECORATIVE DESIGN  
*Loaned by Phoenix Knitting Works—Exhibited by Glen Buck Co.*

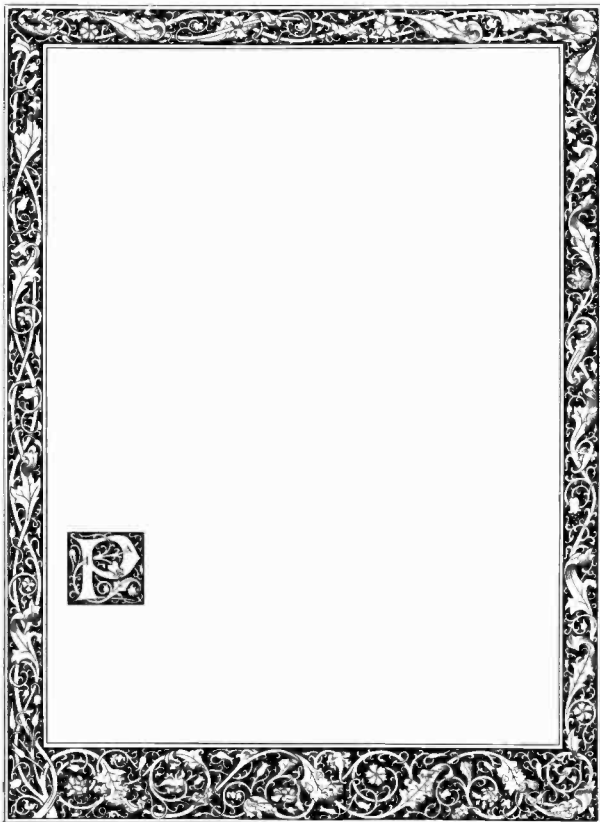




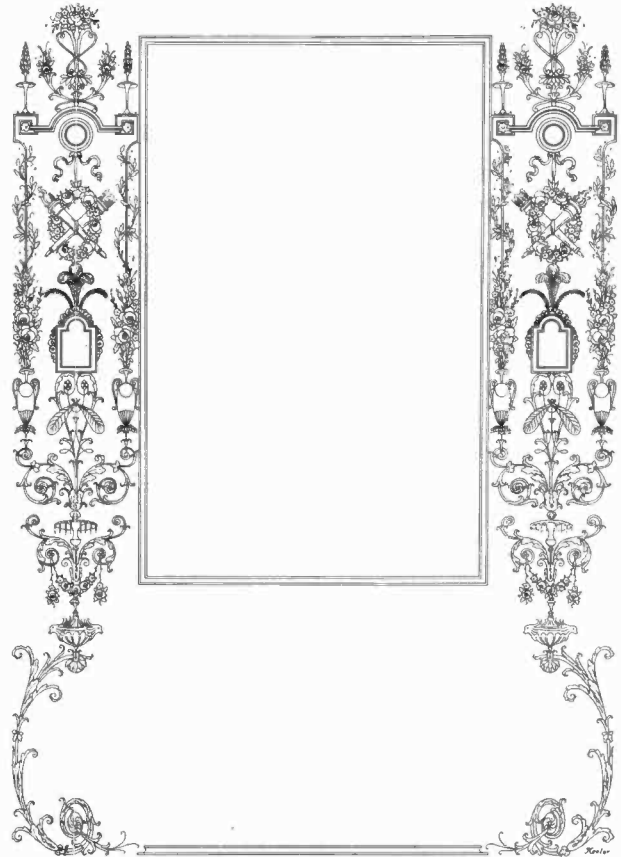
CLARENCE HORNUNG—SCHUMACHER FABRICS  
 Loaned by F. Schumacher & Co.  
 Exhibited by J. Walter Thompson Company



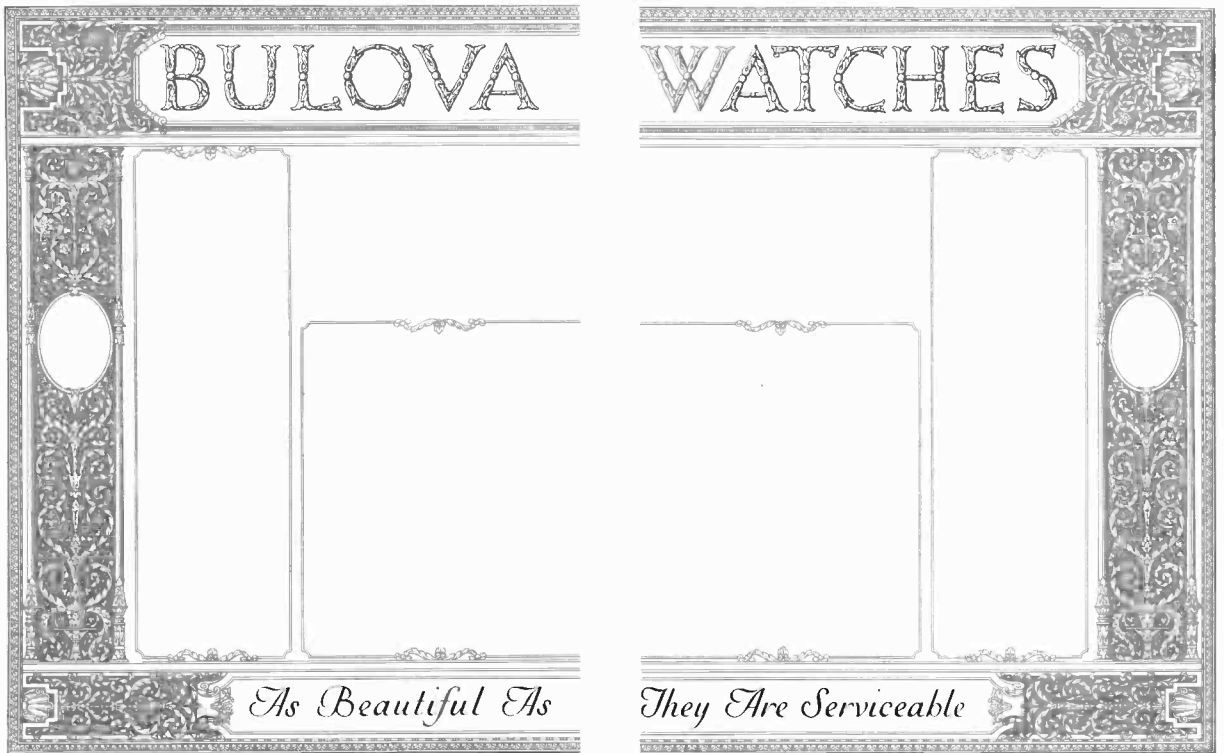
BENEDICT BENTLEY, ASSOCIATED ARTISTS, PHILA.—  
 NEW YEAR'S GREETING  
 Loaned by William F. Fell Co.  
 Exhibited by Fox & Mackenzie



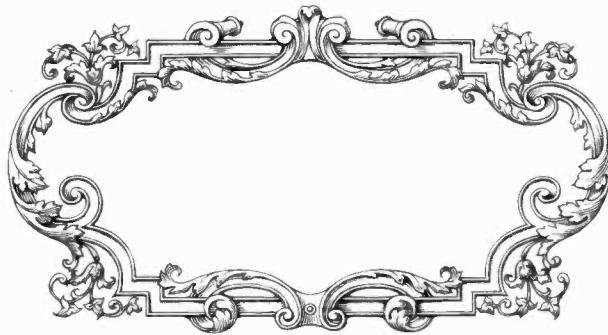
O. W. JAQUISH—SCHUMACHER FABRICS  
 Loaned by F. Schumacher & Co.  
 Exhibited by J. Walter Thompson Company



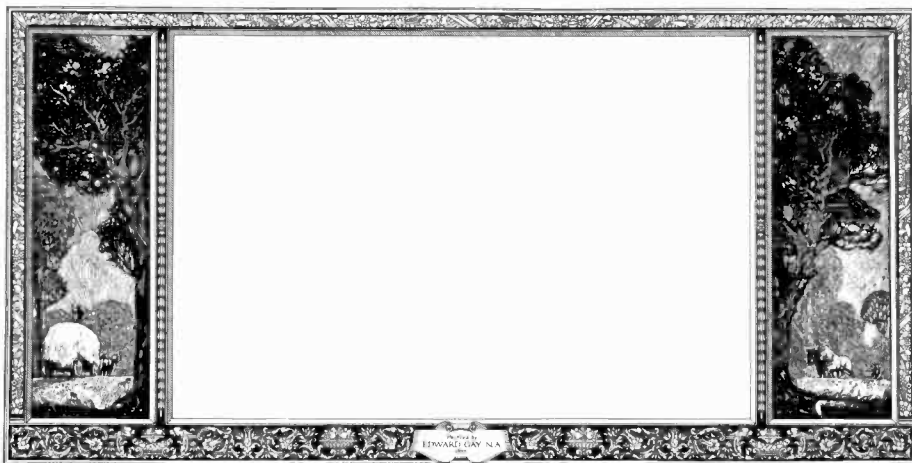
BURTON KEELER—DAMASK LOUIS XVI  
 Loaned by Cheney Bros.  
 Exhibited by Frank Seaman, Inc.



HANS FOY—BULOVA WATCHES  
 Loaned by Bulova Watch Company  
 Exhibited by The Biow Company, Inc.

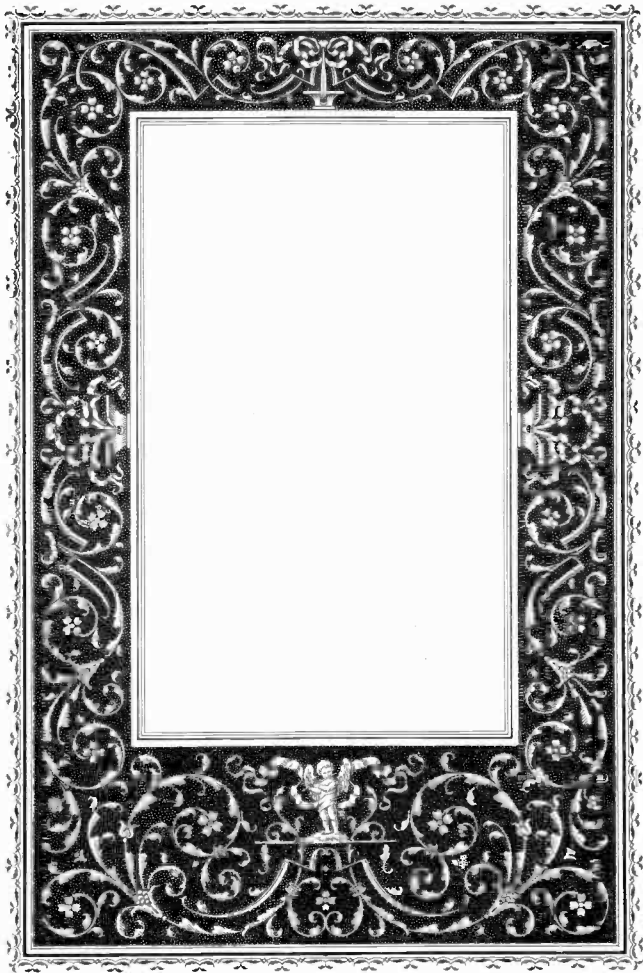


CAVANAGH & BENSINGER—SCHUMACHER FABRICS  
 Loaned by F. Schumacher & Co.  
 Exhibited by J. Walter Thompson Company

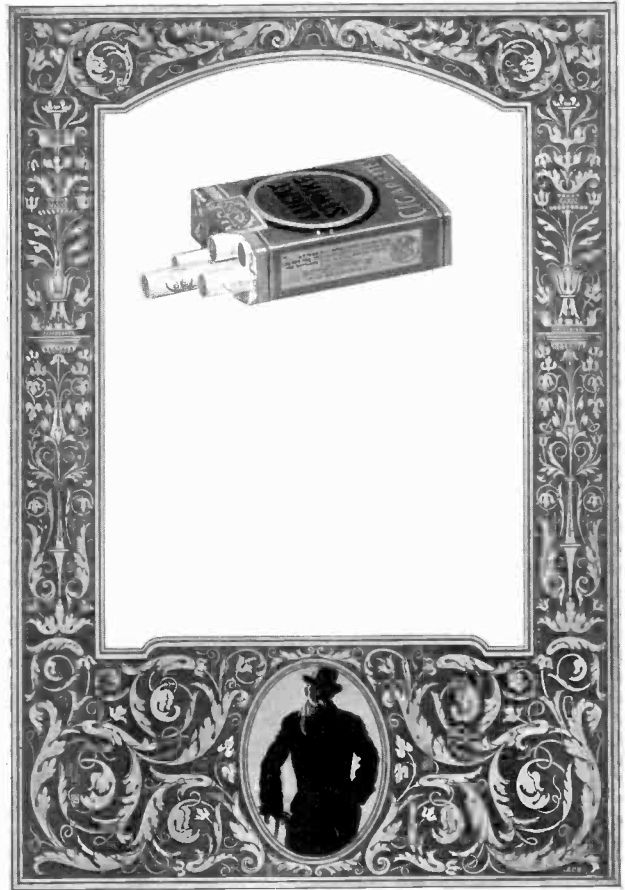


JOSEPH COSENZA AND EDWARD V. JOHNSON, STANFORD BRIGGS, INC.—BEECH-NUT FOOD PRODUCTS  
 Loaned by Beech-Nut Packing Co.—Exhibited by H. K. McCann Company

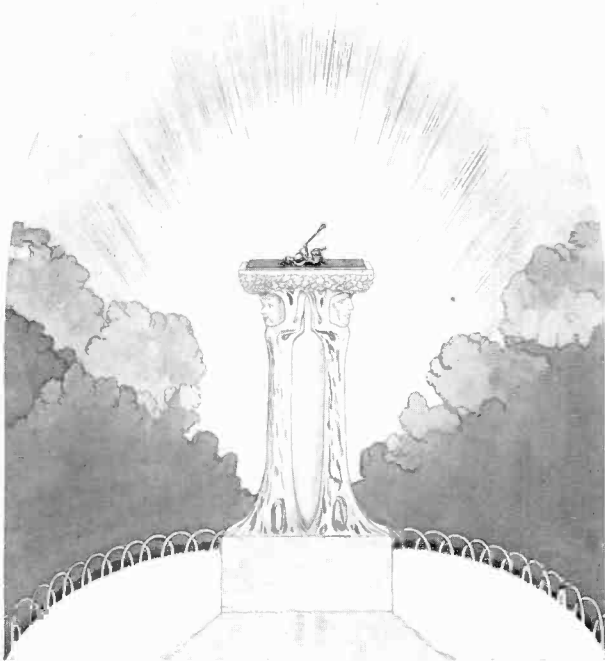




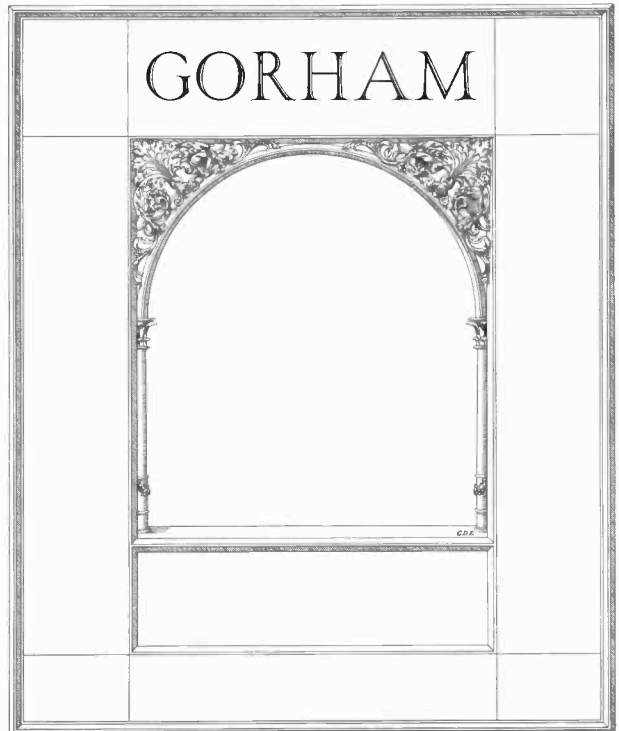
JOSEPH COSENZA, STANFORD BRIGGS, INC.—PIANOS  
*Loaned by American Piano Company*  
*Exhibited by Currier & Harford, Ltd.*



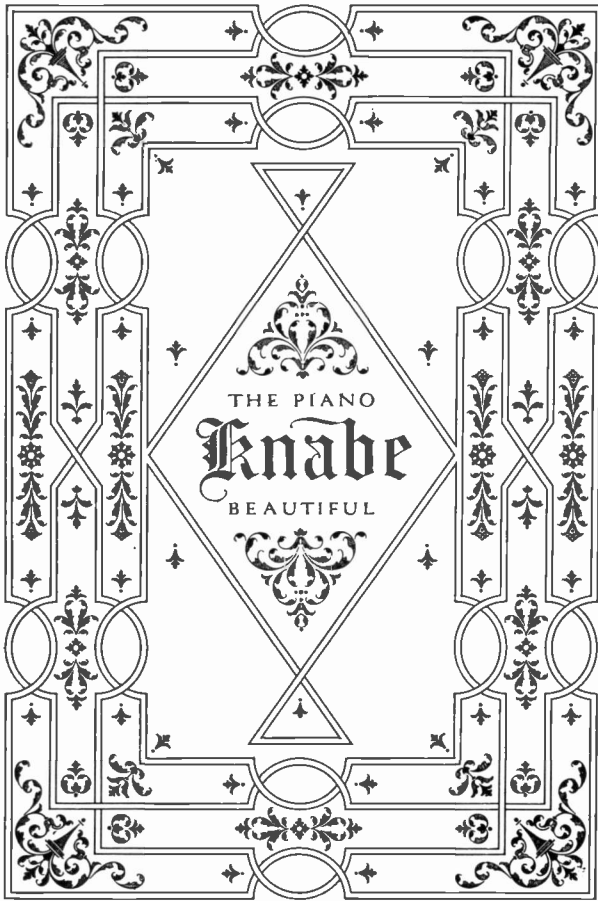
A. C. EDENBOROUGH—LUCKY STRIKE  
*Loaned by American Tobacco Company*  
*Exhibited by Lord & Thomas*



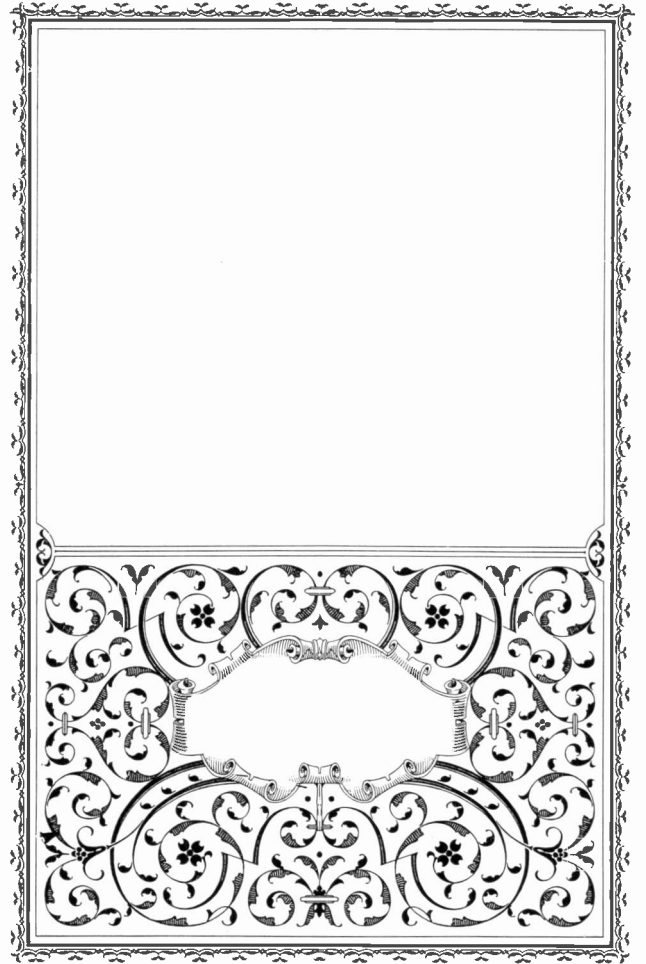
CARLTON D. ELLINGER—MAGAZINE ADVERTISEMENT  
*Loaned by The Gorham Galleries—Exhibited by Frank Presbrey Company*



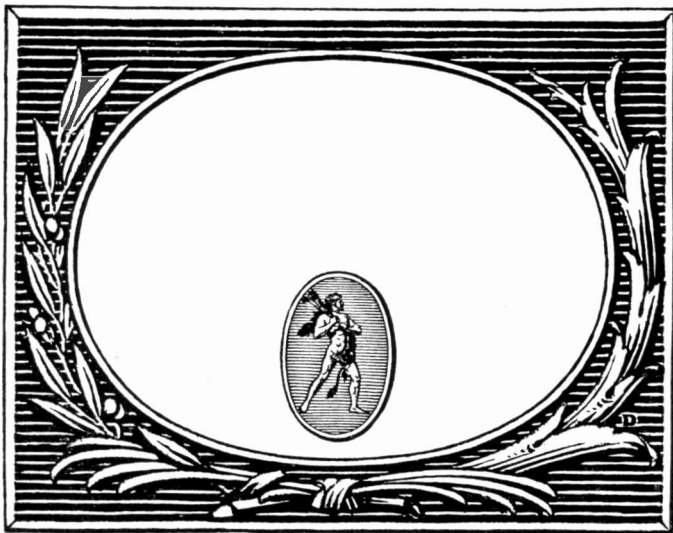




JOSEPH COSENZA, STANFORD BRIGGS, INC.—PIANOS  
 Loaned by American Piano Company  
 Exhibited by Currier & Harford, Ltd.



JOSEPH COSENZA, STANFORD BRIGGS, INC.—PIANOS  
 Loaned by American Piano Company  
 Exhibited by Currier & Harford, Ltd.

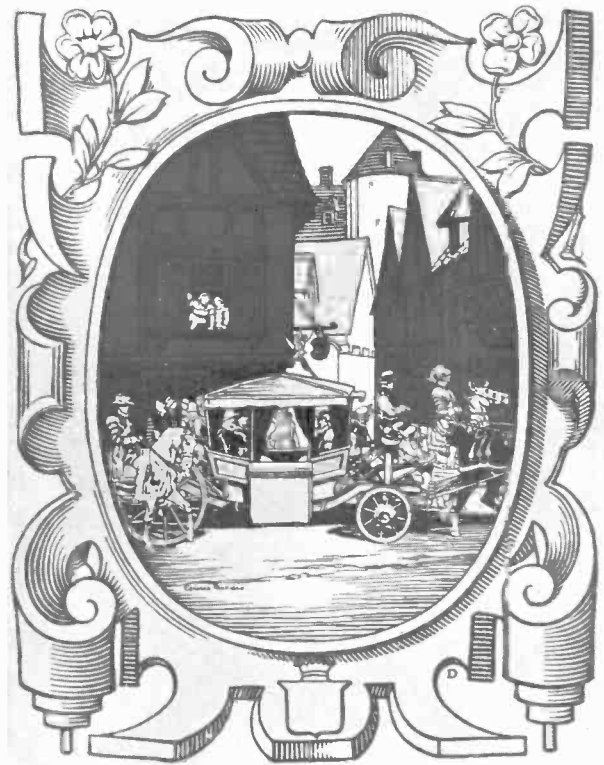


HARVEY HOPKINS DUNN—DECORATION DESIGN  
 Loaned by Hercules Powder Company  
 Exhibited by Harvey Hopkins Dunn



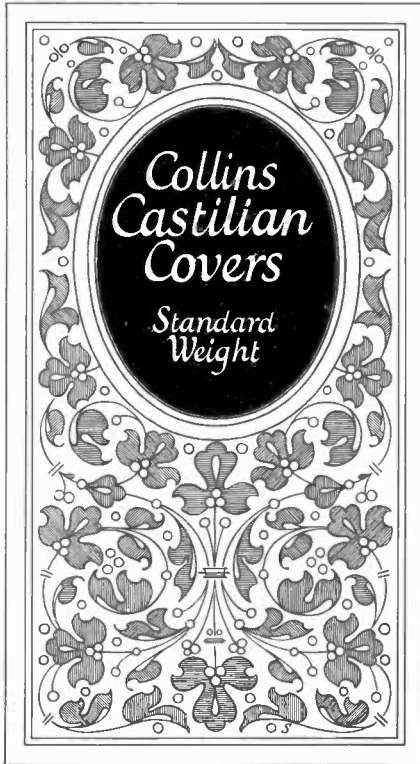


CLARENCE P. HORNING—LINOTYPE "CASLON OLD FACE"  
 Loaned by Mergenthaler Linotype Company  
 Exhibited by Bartlett-Orr Press



COACH WORK - OLD AND NEW

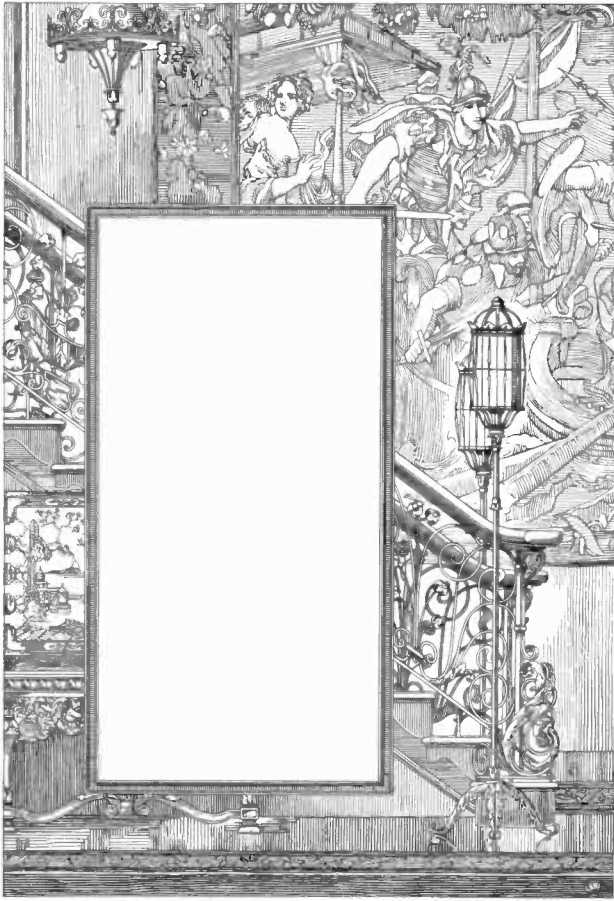
EDWARD PENFIELD AND HARVEY HOPKINS DUNN—  
 COVER DESIGN  
 Loaned by Cadillac Motor Car Co.  
 Exhibited by Evans-Winter-Hebb



W. P. SCHOONMAKER—CASTILIAN COVERS  
 Loaned by A. M. Collins Mfg. Co.  
 Exhibited by Hubert S. Foster



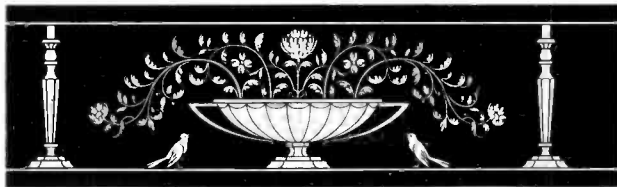
CLARENCE P. HORNING—PERSONAL ANNOUNCEMENT  
 Loaned and Exhibited by Clarence P. Horning



SAMUEL JOSEPHS—DECORATIVE BORDER  
*Loaned by Tiffany Studios*  
*Exhibited by Harry C. Michaels Company*



CLARENCE P. HORNING—PERSONAL GREETINGS  
*Loaned and Exhibited by Clarence P. Horning*



SOLID SILVER  
 IN THE MODERN  
 AMERICAN HOME

GUIDO & LAWRENCE ROSA—INTERNATIONAL SILVER  
*Loaned by International Silver Company*  
*Exhibited by Federal Advertising Agency*



ESTEEM  
 ADMIRATION  
 LOVE

What is  
 more delicately  
 fitted to convey  
 sentiment to  
 lovely woman  
 than the perfum  
 es of Fioret?  
 The gift  
 "qui dit tout!"

LA MUSE  
 TRÉVISE  
 JOUÏE

Les Parfums des Jardins de  
 6 Rue Urvy Neuilly Paris  
 PERFUMES  
 Exhibited at  
 677 Fifth Avenue New York  
 POWDERS  
 distinguished shops

GUSTAV B. JENSEN—FIORET PERFUME  
*Loaned by Fioret, Inc.*  
*Exhibited by Harry C. Michaels Company*



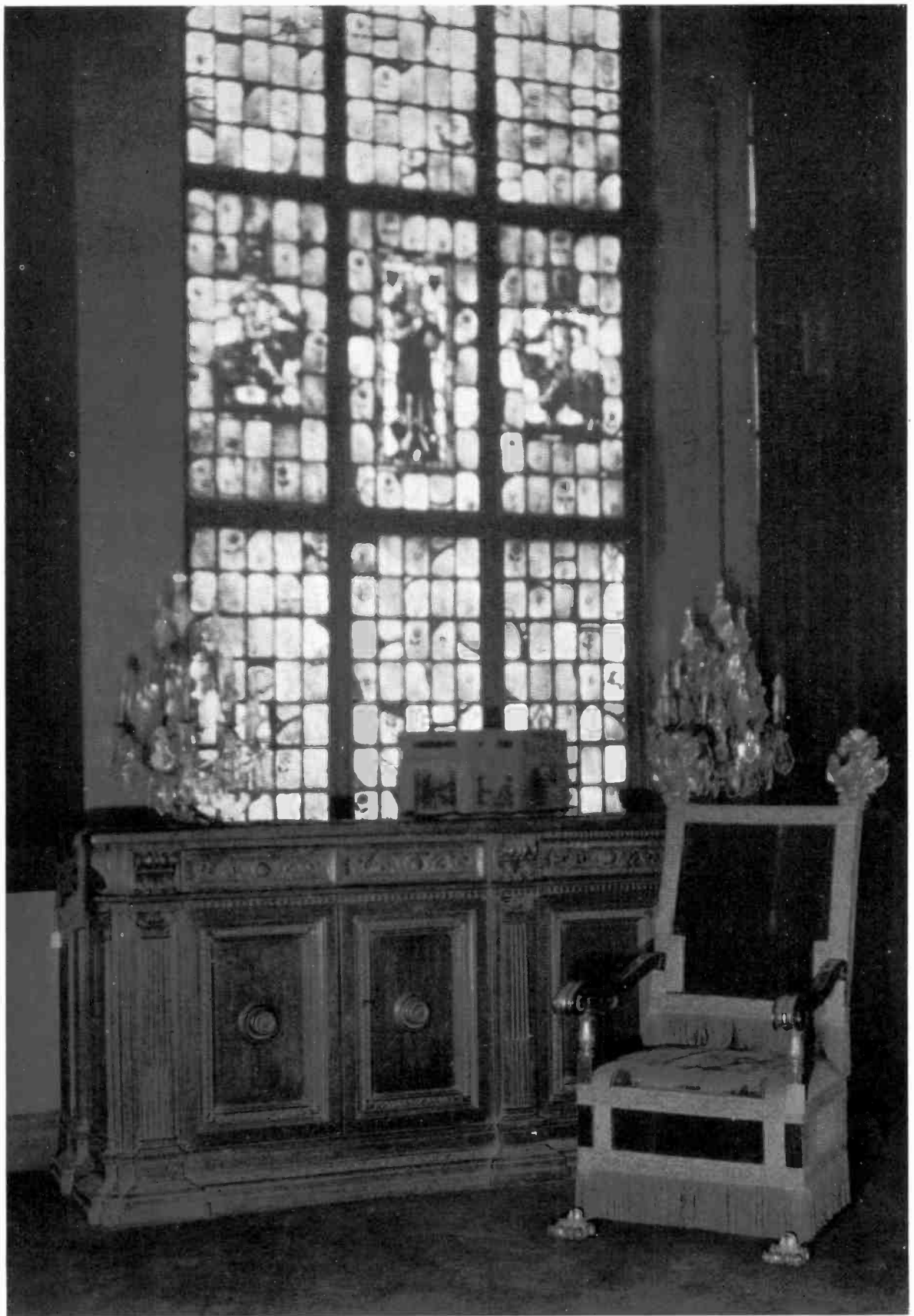
LEWIS W. HINE—RAILROAD SERVICE

*Loaned by Pennsylvania Railroad*

*Exhibited by Ivy Lee*

Medal

{ 117 }



H. W. SCANDLIN—PERIOD FURNITURE

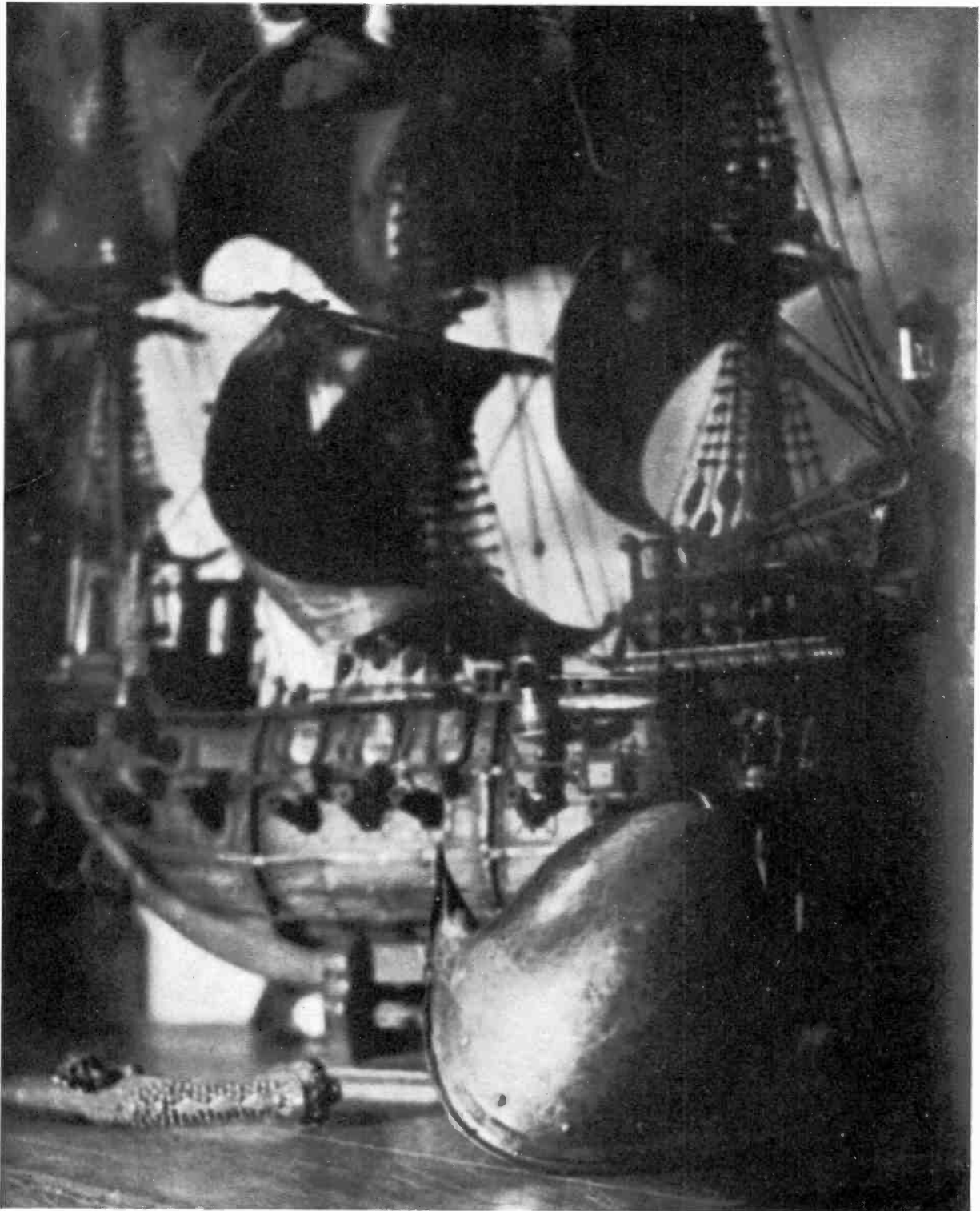
*Loaned by Hampton Shops*

*Exhibited by George Batten Company*

First Honorable Mention

{ 118 }





GRANCEL FITZ—SHIP MODELS  
*Loaned by The Rosenbach Galleries*  
*Exhibited by Grancel Fitz*  
Second Honorable Mention





ALFRED CHENEY JOHNSTON—VAN RAALTE SILKS  
*Loaned by Van Raalte Company*  
*Exhibited by Federal Advertising Agency*



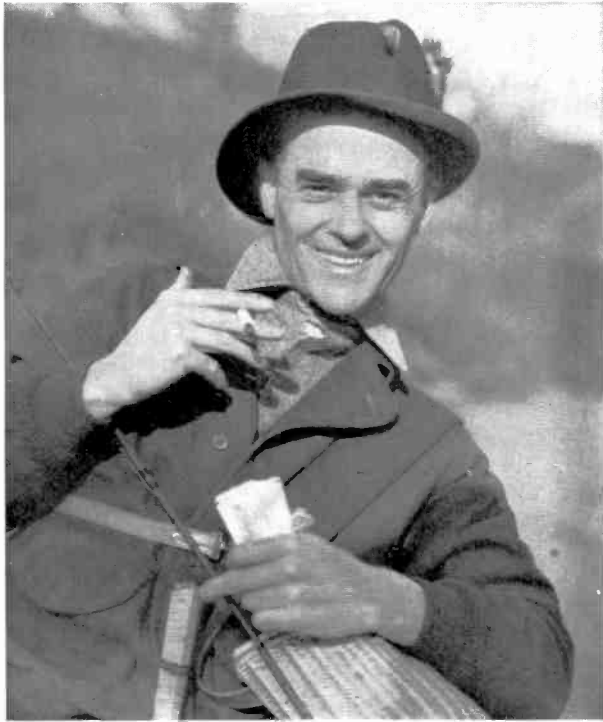
ALFRED CHENEY JOHNSTON—GREETING CARDS  
*Loaned by The Greeting Card Association*  
*Exhibited by George Batten Company*



ALFRED CHENEY JOHNSTON—HATS AND COATS  
*Loaned by Dobbs & Co.*  
*Exhibited by T. L. McCready*



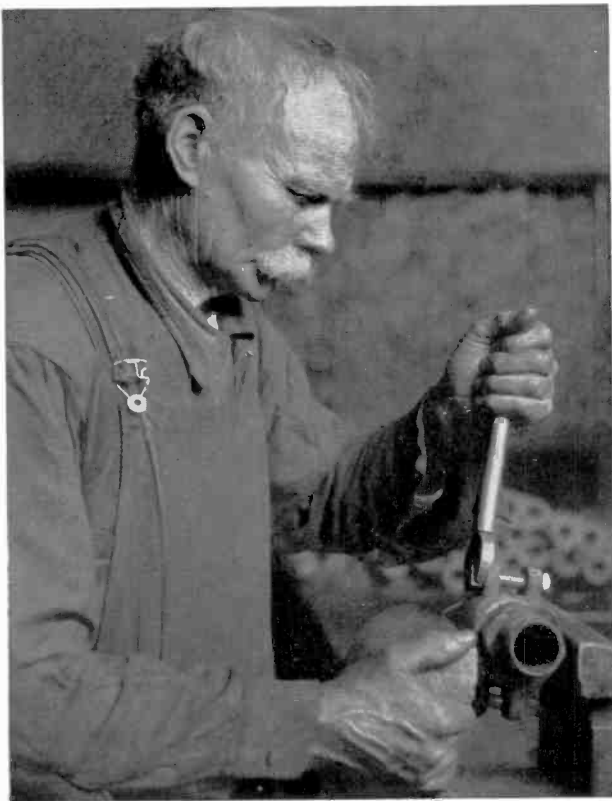
WM. SHEWELL ELLIS—HARDWARE  
*Loaned by P. & F. Corbin*  
*Exhibited by F. J. Ross Company*



ARMSTRONG ROBERTS—CHESTERFIELD CIGARETTES  
*Loaned by Liggett & Myers Tobacco Company*  
*Exhibited by Newell-Emmett Company*



LEWIS W. HINE—TURBINE BLADING  
*Loaned by American Brass Company*  
*Exhibited by Ivy Lee*



LEWIS W. HINE—RAILROAD SERVICE  
*Loaned by Pennsylvania Railroad*  
*Exhibited by Ivy Lee*



LEWIS W. HINE—RAILROAD SERVICE  
*Loaned by Pennsylvania Railroad*  
*Exhibited by Ivy Lee*



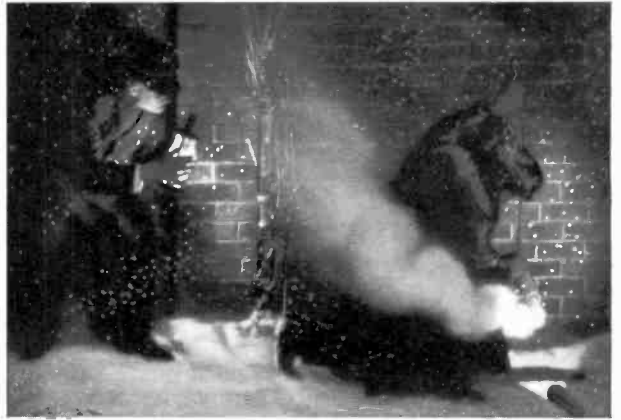
LEWIS W. HINE—PRINTING  
 Loaned by *The Aldus Printers, Inc.*  
 Exhibited by *Lewis W. Hine*



LEWIS W. HINE—LUBRICATING OILS  
 Loaned by *Vacuum Oil Company*  
 Exhibited by *The Blackman Company*



WINEMILLER & MILLER—UNGUENTINE  
 Loaned by *The Norwich Pharmacal Company*  
 Exhibited by *F. J. Ross Company*



LEJAREN A HILLER—HOT WATER INSTALLATION  
 Loaned by *Grinnel Company*  
 Exhibited by *Erickson Company*



H. W. SCANDLIN—BIEN JOLIE CORSETTE  
 Loaned by *Benjamin & Johns*  
 Exhibited by *Fonda-Haupt Co.*



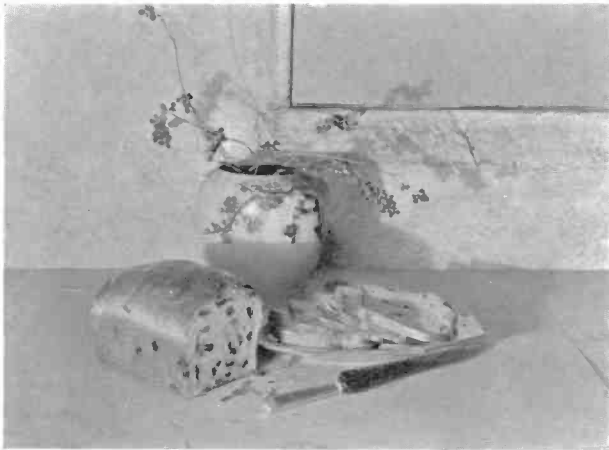
H. W. SCANDLIN—COMPACT  
 Loaned by *Colgate & Co.*  
 Exhibited by *Thresher Service*



MATTIE EDWARDS HEWITT—SILVERWARE  
*Loaned by International Silver Co.*  
*Exhibited by Federal Advertising Agency*



H. W. SCANDLIN—PENIKES SILKS  
*Loaned by Carl Schoen Co.*  
*Exhibited by Fonda-Haupt Co.*



EUGENE HUTCHINSON—SUNMAID RAISINS  
*Loaned by The Sunmaid Raisin Growers' Ass'n*  
*Exhibited by J. Walter Thompson Company*



IRA HILL—CUTEX  
*Loaned by Northam Warren*  
*Exhibited by J. Walter Thompson Company*



ARTHUR HENDERSON—PERFUMES  
*Loaned by Houbigant*  
*Exhibited by N. W. Ayer & Son*



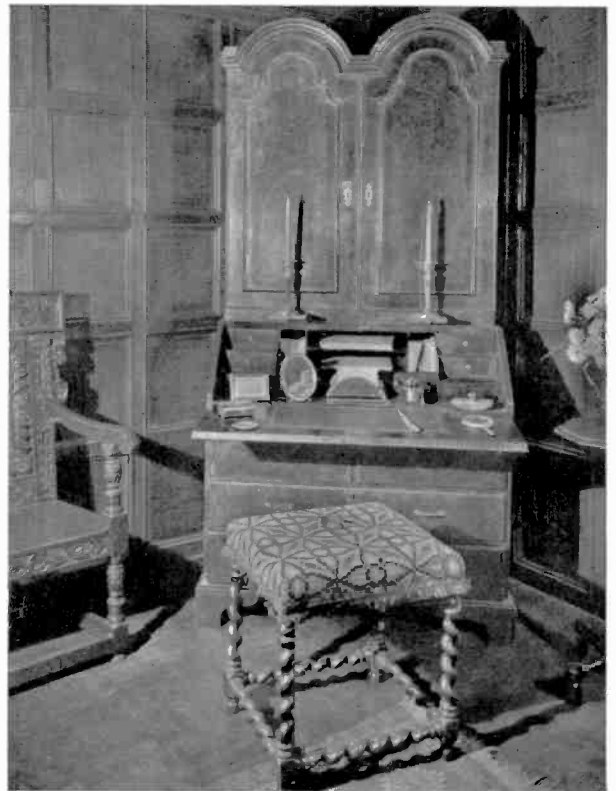
EUGENE HUTCHINSON—SUNMAID RAISINS  
*Loaned by Sunmaid Raisin Growers' Ass'n*  
*Exhibited by J. Walter Thompson Company*



GRANCEL FITZ—ADVERTISING  
*Loaned by Dill & Collins*  
*Exhibited by Franklin Printing Company*

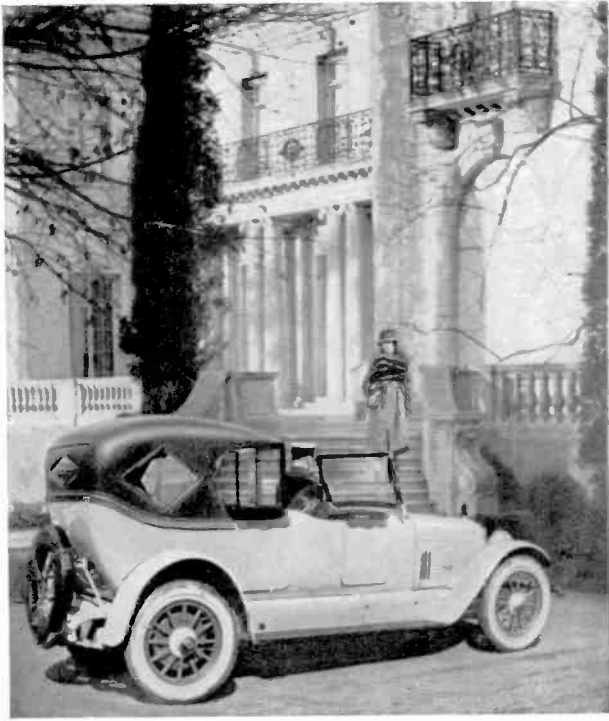


PAUL OUTERBRIDGE, JR.—PYREX GLASSWARE  
*Loaned by Corning Glass Works*  
*Exhibited by Federal Advertising Agency*



MATTIE EDWARDS HEWITT—SILVER  
*Loaned by International Silver Co.*  
*Exhibited by Federal Advertising Agency*

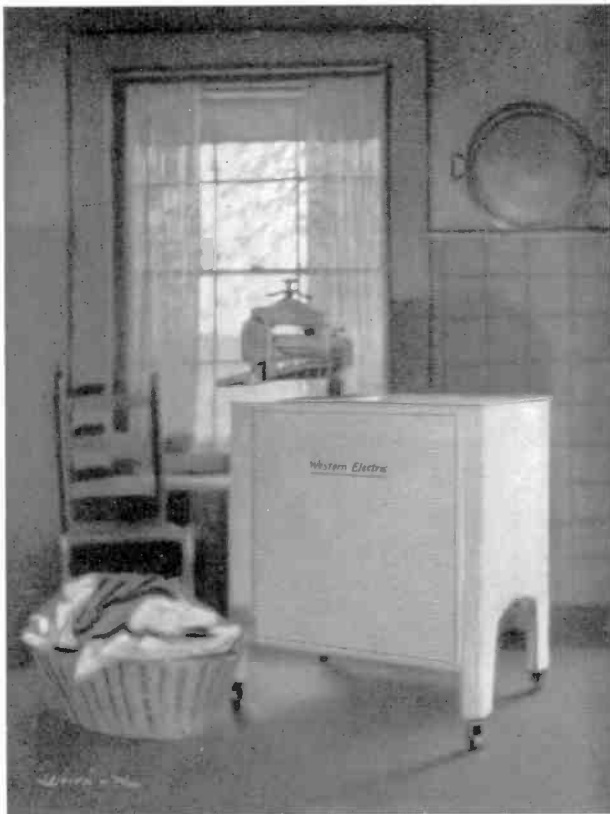




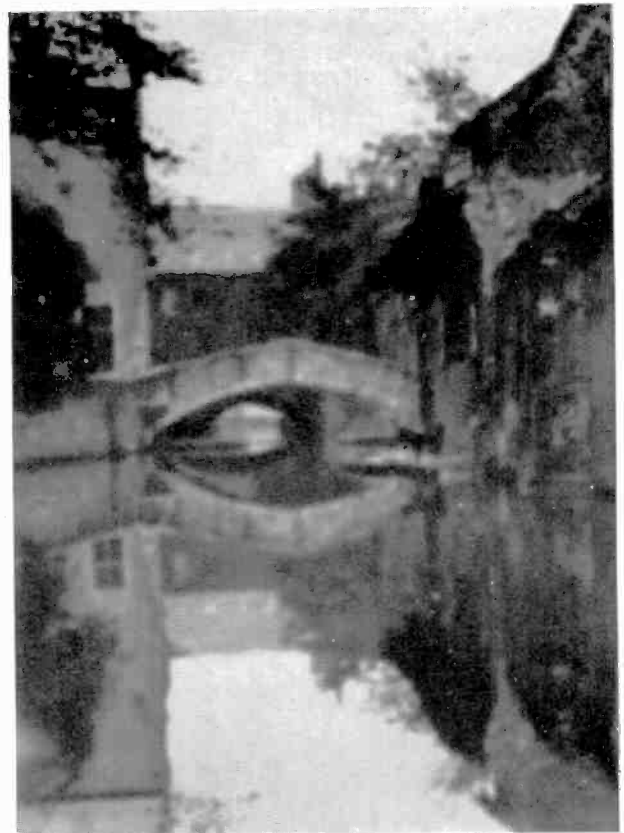
GRANCEL FITZ—ZAPON LEATHER CLOTH  
*Loaned by Zapon Leather Company*  
*Exhibited by Eugene McGuckin Company*



FAIRCHILD AERIAL CORP.—SAVE THE SURFACE CAMPAIGN  
*Loaned by Save the Surface Campaign*  
*Exhibited by F. J. Ross Company*

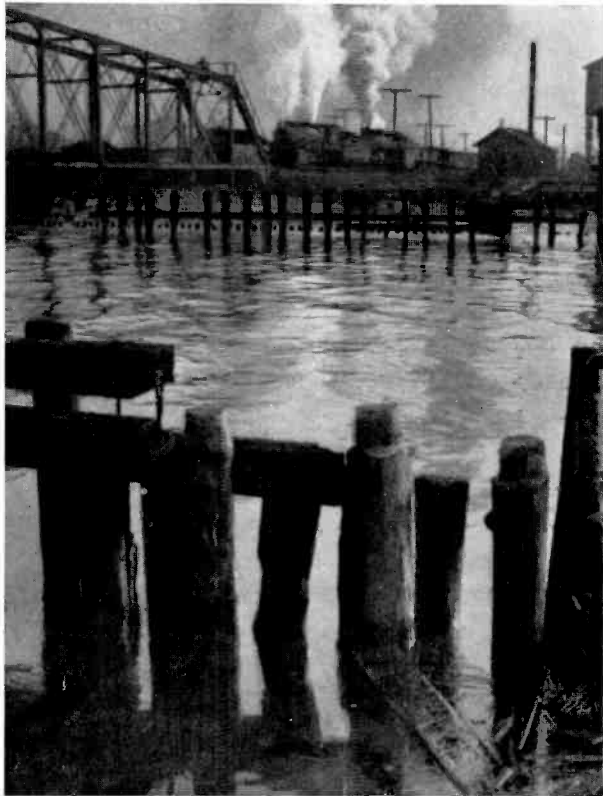


LEJAREN A HILLER—CLOTHES WASHER  
*Loaned by Western Electric Company*  
*Exhibited by Newell-Emmett Company*



H. W. SCANDLIN—STEAMSHIP "HOMERIC"  
*Loaned by International Mercantile Marine Co.*  
*Exhibited by H. W. Scandlin*





GRANCEL FITZ—"PROCESS PLATE" PAPER  
*Loaned by Dill & Collins Company*  
*Exhibited by Franklin Printing Company*



A. H. ENROTH—KAUFMAN HATS  
*Loaned by Kaufman Hat Company*  
*Exhibited by Federal Advertising Agency*



A. R. STEINER—FIORET PERFUME  
*Loaned by Fioret, Inc.*  
*Exhibited by Harry C. Michaels Company*



EUGENE HUTCHINSON—CARNATION MILK  
*Loaned by Carnation Milk Products Company*  
*Exhibited by Erwin, Wasey & Company*



FASHION CAMERA—SILVERWARE  
*Loaned by R. H. Macy*  
*Exhibited by Fashion Camera*



H. L. TERRY—ALUMINUM  
*Loaned by Aluminum Goods Mfg. Co.*  
*Exhibited by Erwin, Wasey & Company*



H. W. SCANDLIN—PERIOD FURNITURE  
*Loaned by Hampton Shops*  
*Exhibited by George Batten Company*



MATTIE EDWARDS HEWITT—SILVERWARE  
*Loaned by International Silver Co.*  
*Exhibited by Federal Advertising Agency*

The following pages show reproductions of the complete advertisements

THE STUDIO ADVERTISING  
Having received from  
the leading firm  
**CLARENCE PEARSON HORNING**  
of New York, N. Y., a  
complete set of  
plans for a new  
building, the  
architectural  
firm of  
New York, N. Y.

1

"By  
own wish  
wish I thee  
in every place!"

CLARENCE PEARSON HORNING

MCHXXIV

2

SPECIFY  
JOHNS-MANVILLE  
ASBESTOS ROOFING

Asbestos

3

CRANE

THE CRANE COMPANY

4

NICHOLAS PYN  
87 Years

EMPIRE  
BOLTS

RUSSELL BURDSALL & WARD  
BOLT & NUT COMPANY  
OF NEW YORK

EMPIRE BOLTS

5

CRANE

THE CRANE COMPANY

6

THE SATURDAY EVENING POST

The smoke screens of industry play havoc with  
Build to endure  
with *Certain-teed*

**Certain-teed Products**  
THE BEST IN ROOF-WALL-FLOOR AND SURFACE PROTECTION

7

JOHNS-MANVILLE  
ASBESTOS SHINGLES

8

THE SATURDAY EVENING POST

The storm is coming, but  
your roof protects you

Build to endure  
with *Certain-teed*

**Certain-teed Products**  
THE BEST IN ROOF-WALL-FLOOR AND SURFACE PROTECTION

9



*A bowlful of good health  
for the kiddies' luncheon  
or supper*

21 kinds 12 cents a can

**Campbell's SOUPS**  
LOOK FOR THE RED-AND-WHITE LABEL

10

exact degree of roasting is judged. That is why a north light — artist's light — is used in the Beech-Nut Peanut Butter roasting room. Another thing: no broken kernels get into Beech-Nut Peanut Butter. They would roast too quickly and spoil the flavor of the whole!

So it is all the way through the Beech-Nut plant. Pioneers of flavor, these Beech-Nut folks were in the 1890's, and today they adhere stoutly to the same ideals and principles which came down to them from the early Men of the Valley.

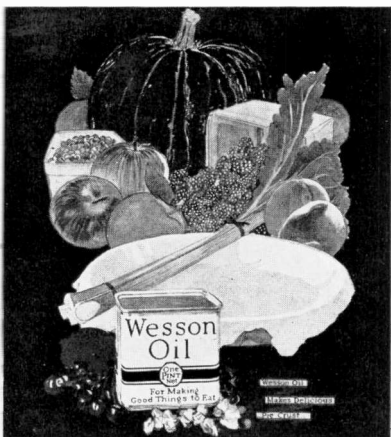
So that now, wherever Beech-Nut foods and confections are sold or eaten, it is justly said, "You can't mistake the flavor."

BEECH-NUT PACKING CO.  
Canajoharie, N. Y.



**BEECH-NUT BRAND**  
PURE FOOD PRODUCTS

13



**Wesson Oil**  
For Making Good Things to Eat

Mr. Beech-Nut  
is a real  
thing to eat  
the way it is  
made.

15

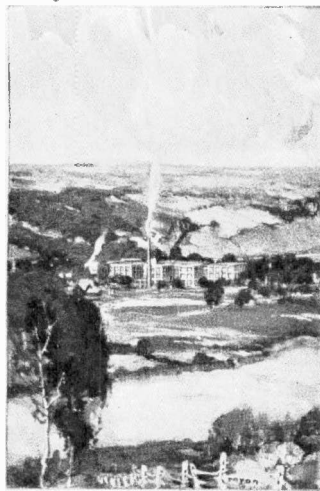


The Mayonnaise with the Salad

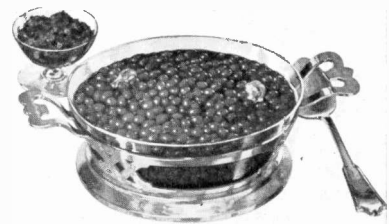
**Carnation Milk**  
From Concentrated Milk



11



In the Historic  
Mohawk Valley



Who's hungry?

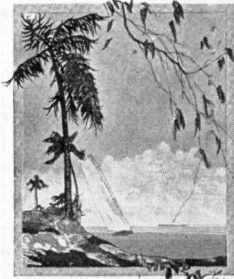
Help yourself generously. Here is a dish to give your appetite a new experience in delightful satisfaction. Rich, succulent beans—the pride of the farmer. Tender tomato sauce from the heart of Italy's best season fruit. Wonderful cooking words of the finest Campbell's chef—"Beans" for millions of American homes. Campbell's Beans are unexcelled and dependably reliable to wholesome. Food for health and strength.

12 cents a can

**Campbell's BEANS**  
LOOK FOR THE RED AND WHITE LABEL

12

WINTER CRUISES



BEIJING  
January 19th  
Only 40 days from N. Y. to Peking  
via the Great Wall of China  
and the Great Canal. The most  
direct and shortest route to  
Peking. Ship's schedule  
W. & A. G. P. Co. Ltd. Ltd.  
Delivered to  
"The Comfort Route"

WEST INDIES  
January 20th  
The fastest route to the  
Caribbean Sea, the  
West Indies and  
the Gulf of Mexico. Ship's  
schedule  
W. & A. G. P. Co. Ltd. Ltd.  
Delivered to

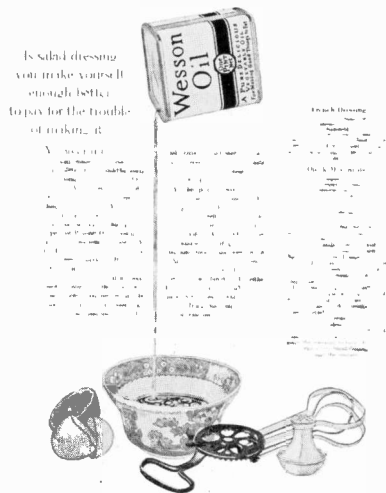
**ROYAL MAIL**

20 Broadway, New York, 107 Jay Street, Boston  
117 W. Washington Street, Chicago

14

Is salad dressing  
you make yourself  
stronger better  
to pay for the trouble  
of making it?

**Wesson Oil**

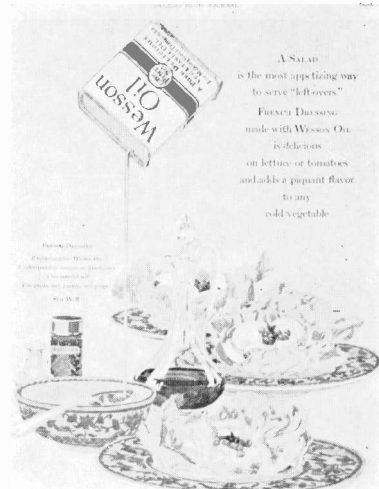


Wesson Dressing  
The Best Dressing  
The Best Dressing

16

A Salad  
is the most appetizing way  
to serve "left-overs"

Fresher Dressing  
made with Wesson Oil  
is delicious  
on lettuce or tomatoes  
and adds a pungent flavor  
to any  
cold vegetable



17



Little's  
Pork and Beans  
with Tomatoes  
Catchup  
Dill Pickles

To be used as a main course for breakfast, lunch or dinner. It is a most nourishing and palatable food. It is made by the original recipe of the inventor.



Little's  
Corned Beef  
with Potatoes  
Pickles



HERE IT IS -  
Whole-wheat, nut-brown and sweet!



Wheatena is made from the best of whole wheat flour, malted and cooked in the most scientific manner. It is a most nourishing and palatable food. It is made by the original recipe of the inventor.

Wheatena is a most nourishing and palatable food. It is made by the original recipe of the inventor.

THE WHEATENA COMPANY, WHEATON, ILLINOIS, U.S.A.

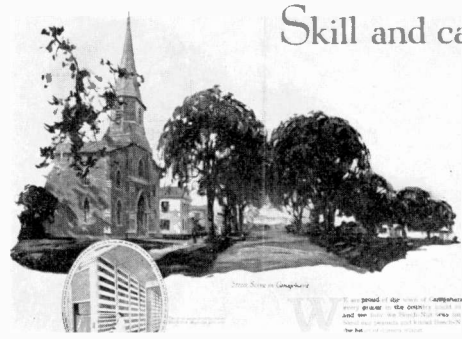
FIRST THING IN THE MORNING SINCE 1879



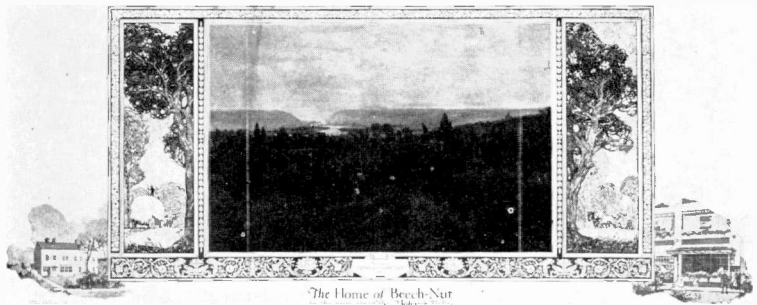
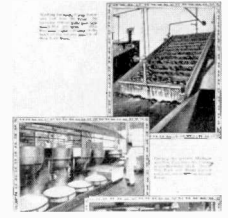
Olives from Spain

These Olives, in warm Spain, where labor is not so scarce as in other countries, are grown under the most favorable conditions. The same ripens as other olive varieties. And it is the result of the skill and care of the grower. All these world-wide agencies are the product of the same Home pure and wholesome and good. It is for them to supply a world-wide demand for them.

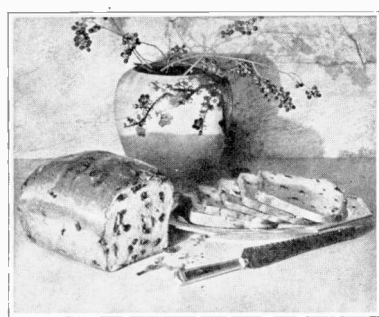
H. J. HUNT COMPANY  
57 Varieties



Skill and care and "pride in work" produce fine flavor



The Home of Beech-Nut



On Wednesdays

Raisin Bread Special on Wednesdays



Always a favorite flavor with big and little folks

This rich, nutty flavor of pure maple syrup, made to better advantage than anywhere else, is added for deliciousness of flavor and soft, golden color - and is most economical for use with coffee. French toast and other dishes for which a rich, delicious syrup is desired.

Maple does make all cakes, especially those, cakes, breads, waffles, etc., very delicious, and especially when flavored with Maple. Surely the sure drink for something delicious.

This is the recipe for Maple Syrup - choose a fine, pure maple syrup. Put the syrup in a pan. This is to be kept in a water-bath of three inches deep, and a low fire kept under it. Boil the syrup until it is thick and golden. It is then ready for use. It is a most delicious and economical flavor for all your home cooking. It is a most delicious and economical flavor for all your home cooking.

MAPLEINE  
—A flavoring



For active outdoor life



Whitman's  
Chocolates



**M**any named and delicious desserts may be prepared by simply alternating layers of Jell-O and whipped cream.

*Write for our new JELL-O Book*

**JELL-O**  
The most famous dessert

Sales 2 1/2 times as much as any other brand

27

**CALUMET**  
Griddle Cakes with Sausage

A real breakfast—Fat in your favor—Calumet. That's your best bet.

**CALUMET**  
BAKING POWDER

THE WORLD'S GREATEST BAKING POWDER

28

*Sarah Said*

**Snowdrift**

*Sarah Said:*  
"I'm so glad to be back in school. The snowdrifts are so beautiful, and the children are so happy to see me. I'm so glad to be back in school. The snowdrifts are so beautiful, and the children are so happy to see me."

29

**Bon Ami**  
for linoleum, Congoleum, etc.

**Three Things! Three Steps!**

THREE things in many ways are a girl's best friend. Three steps—sprinkle Bon Ami on the floor, scrub it lightly with the mop or duster, and wipe it off with the mop or duster.

1 pint of Bon Ami cleans 100 sq. ft. of floor.

30

**CANADA DRY**

THE BOTTLE

31

**Bon Ami**  
for bathtubs, etc.

*Look how easy it is!*

One of the most popular of all household cleansers.

32

**Raisin Bread** *Special* on Wednesdays

For your "Raisin" Bread

33

**H. J. HEINZ COMPANY**

FIFTY YEARS AGO

34

**Premier Salad Dressing**

*Mistress of the greatest of all feminine arts*

35

## Your "English" Walnuts do not come from England

When you want "English" Walnuts, you must go to the East. Ask for Diamond Walnuts. They will give you the California walnut that is the finest of all the English Walnuts that the world has.

All the other "English" Walnuts that you see in the market are made in the United States from China, Chile, Italy, and France.

**Our Only Crop**

But we produce in California something that is "English" Walnuts. There are no other walnuts in the world that are so good as the California walnut. It is the only walnut that is so good as the California walnut. It is the only walnut that is so good as the California walnut.

The result is that in this country the few English Walnuts that are sold are made in the United States from China, Chile, Italy, and France.

There is a walnut in the world that is so good as the California walnut. It is the only walnut that is so good as the California walnut.



**DIAMOND California Walnuts**  
 THE CALIFORNIA WALNUT COMPANY  
 OAKLAND, CALIF.

36

Massachusetts loves good bread

**WHITE ROSE**  
*The Master Loaf of the Six Bakers*  
 BEEHIVE BAKERY, BOSTON, MASS.

37

## Dromedary Dates and milk

A delicious combination!

The Dromedary Dates and milk combination is a delicious and healthy treat for all ages. It is a perfect snack for children and a great way to get your daily dose of calcium and potassium.

**THE L.S. BAKING COMPANY**

38

How nature warns against risk to hair loveliness

**PACKER'S**  
 Shampoo with Packer's

39

SUNDAY morning breakfast is a good time to try Snowdrift in your favorite recipe for hot biscuit or waffles. Snowdrift may not make you a better cook but the family are likely to think so. And on Sunday morning there is time to make as many biscuit or waffles as they will want.

**Snowdrift**  
 made by the Wesson Oil people from an oil as good as a fine salad oil

for making  
**Cake Biscuit and Pastry**  
 and for Frying

40

To reveal hair loveliness give nature this safe help

FLUFFY, wavy hair with the look of a downy cloud is the most desirable hair for a woman. It is the hair that is most admired and most desired. It is the hair that is most loved and most cherished.

There is a safe and sure way to get this hair. It is the way that is most natural and most healthy. It is the way that is most safe and most sure.

**PACKER'S**  
 Shampoo with Packer's

41

## The Fifth Avenue of Uptown Chicago

UPPER MERIDIAN is the finest and most beautiful residential district in Chicago. It is the district that is most admired and most desired. It is the district that is most loved and most cherished.

It is the district that is most safe and most sure. It is the district that is most natural and most healthy. It is the district that is most admired and most desired.

**ONTRA CAFETERIA**  
 1004 Wilson Avenue

42

A whole vine-load to fill one bottle!

**BLUE LABEL**  
 KETCHUP and CHILI SAUCE

43

## What a great doctor says about children's need for fats

For the best of health, children need a diet that is rich in fats. Fats are essential for the growth and development of a child. They are the building blocks of a healthy body.

There are many ways to get these fats. One of the best ways is to use a good vegetable shortening. It is a natural and healthy source of fats that is easy to use and easy to digest.

**DISCO**  
 Digestible Vegetable Shortening

44

Today you get the cream of their combined skill and experience

It has been several years since the six bakers first met to combine their skill and experience and compare their methods and recipes and results.

All of them felt from the start that each baker in years and years their experiences with varying good bread.

And this is the result in their Master-Loaf White Rose.

Not only enough, the six bakers are proud of each a loaf that they had given to the world and they are proud of its production—that the Master-Loaf is a bread that is more than the sum of its parts.

And since every loaf is so that the Master-Loaf is a bread that is more than the sum of its parts.



It is just the combination and personal care and attention that makes it so good. The Master-Loaf is a bread that is more than the sum of its parts.

You will find the Master-Loaf of the Six Bakers, White Rose, at every store in the United States.

The ingredients in the Master-Loaf are so good you need not search for a good loaf elsewhere. It is a bread that is more than the sum of its parts.

Their every single experience that goes into the Master-Loaf is the result of years of work.

**THE MASTER-LOAF of the Six Bakers**  
WHITE ROSE



**Corners of Paradise in France**

REACHES where the socially elite are in brilliant with the golden sands. Beautiful places in view of the eternal snows, lands of the Mediterranean, spiritual with the presence of the favored few.

Such are the pleasure-lands of France—corners of paradise where gather the choicest and the noblest from over all the world.

These ships go direct to the central port at Havre, the port of Paris, only three hours' steaming by special train. On board you will enjoy service of a character peculiarly French.

French Line



**This new hair brush brings beauty to your hair**

The glow of hair is the crown of beauty. That its perfume hangs in the air is the perfume of life. The young ladies of the Propylactic Penetrator Hair Brush penetrate through all the hair. That stays up long. No one to make your hair brittle with chlorine. Be the beauty of the Propylactic Penetrator Hair Brush. It is made of the finest hair, the perfect hair of the brush, a hair that is as strong as steel, and it is as soft as silk.



**Propylactic Penetrator Hair Brush**



**45**

**46**

**47**

**Clean—deep down through every thread!**

That's the beauty of Fels-Naptha. It's the beauty of a soap that cleanses the most delicate of fabrics. It's the beauty of a soap that cleanses the most delicate of fabrics. It's the beauty of a soap that cleanses the most delicate of fabrics.

**FELS-NAPHTHA**  
THE CLEANER BAR WITH THE CLEAN SAVORY ODOR

**Wash at intervals daily with FELS-NAPHTHA—a simple, sanitary safeguard**

Wash at intervals daily with Fels-Naptha. It's a simple, sanitary safeguard. It's a simple, sanitary safeguard. It's a simple, sanitary safeguard.

**FELS-NAPHTHA**  
THE CLEANER BAR WITH THE CLEAN SAVORY ODOR

**What is FELS-NAPHTHA Cleanliness? More than the cleanliness you can see!**

What is Fels-Naptha Cleanliness? More than the cleanliness you can see! It's the cleanliness you can't see. It's the cleanliness you can't see. It's the cleanliness you can't see.

**FELS-NAPHTHA**  
THE CLEANER BAR WITH THE CLEAN SAVORY ODOR

**Back EAST they tell of scenic grandeur and "wonderful Western coffee!"**

Back East they tell of scenic grandeur and "wonderful Western coffee!" It's the coffee that's made in the West. It's the coffee that's made in the West. It's the coffee that's made in the West.

**HILLS BROS COFFEE**

**What have clean clothes to do with health?**

What have clean clothes to do with health? It's the health that comes from clean clothes. It's the health that comes from clean clothes. It's the health that comes from clean clothes.

**FELS-NAPHTHA**  
THE CLEANER BAR WITH THE CLEAN SAVORY ODOR

**She arrives when least expected!—Will there be snow-white linens for her welcome?**

She arrives when least expected!—Will there be snow-white linens for her welcome? It's the linens that are made with Fels-Naptha. It's the linens that are made with Fels-Naptha. It's the linens that are made with Fels-Naptha.

**FELS-NAPHTHA**  
THE CLEANER BAR WITH THE CLEAN SAVORY ODOR



More important than soap and water

It is happy because he is healthy and healthy depends on internal cleanliness. A clean skin helps to protect the body from germs from without. But internal cleanliness prevents the creation of dangerous poisons within the body.

Internal cleanliness means freedom from clogged intestines, regularity through elimination of food waste from the body. A clogged internal system is a sure forerunner of disease. Here you can see minor ailments as headaches, indigestion, nervousness, such as "burns" and "stomach" which take hold of your health and ruin it. Poison does not come from outside, it comes from within. You begin to feel it when you are unable to keep your bowels regular. Health is not lost in this manner. It is only gradually that it begins to show itself. The primary cause of all these ailments is the greater diseases of the liver and gallbladder.



**Nujol**  
For Internal Cleanliness

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54



Coats with that air of "Going-Somewhere"

Only wool could not stand in with you. These specially processed wools from the British Isles are the only ones that can stand in with you. They are the only ones that can stand in with you. They are the only ones that can stand in with you.

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THE WOOLTEX COMPANY, LTD., ENGLAND

55

The LUXOR Pattern



FROM THE LAND OF THE NILE

The distinguished character of the Luxor vase is the result of the special treatment given to the silver in the Luxor process. When you see it in the Luxor vase you will know that it is the most perfect of its kind. It is the most perfect of its kind. It is the most perfect of its kind.

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AWWIN Long-Life Silver Plate

56



There's Poetry and Romance In the New Silks for Fall

There's poetry and romance in the new silks for fall. They are the most beautiful and most romantic of all. They are the most beautiful and most romantic of all. They are the most beautiful and most romantic of all.

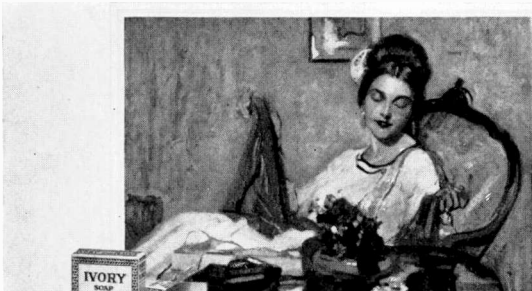
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PENIKEE'S SILKS

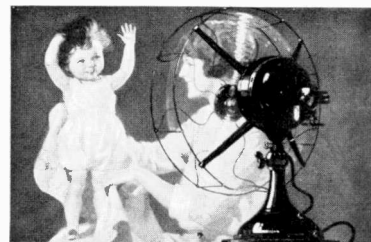
57



IVORY Cake or Flakes 99% Pure

The test - To be safe for silks, a soap should be safe for your face. Ivory IS.

58



Robbins & Myers Fans and Motors



Robbins & Myers Fans and Motors

Robbins & Myers Fans and Motors

Robbins & Myers Fans and Motors

Robbins & Myers Fans and Motors

Robbins & Myers Fans and Motors

Robbins & Myers Fans and Motors

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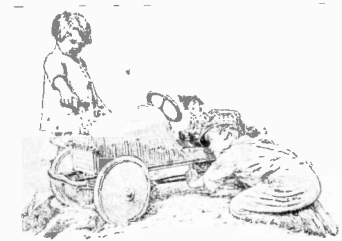
Robbins & Myers Fans and Motors

Robbins & Myers Fans and Motors

Robbins & Myers Fans and Motors

Robbins & Myers Fans and Motors

Robbins & Myers Fans and Motors



He grinds the dirt right in

With gay indifference to soap problems, he makes a thorough job of getting his playclothes clean.



With Rinsol - the new kind of soap suds, takes the place of rubin

With Rinsol - the new kind of soap suds, takes the place of rubin

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With Rinsol - the new kind of soap suds, takes the place of rubin



Painful Burns and Cuts Unguentine stops the hurting - starts the healing

Unguentine stops the hurting - starts the healing. It is the most effective and most reliable of all. It is the most effective and most reliable of all. It is the most effective and most reliable of all.



Unguentine stops the hurting - starts the healing

Unguentine stops the hurting - starts the healing

Unguentine stops the hurting - starts the healing

Unguentine stops the hurting - starts the healing

Unguentine stops the hurting - starts the healing

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**"What wonderful coffee you have out here!"**  
EASTERN visitors exclaim

With the wonderful combination of a rich, smooth, and delicious coffee, the Hills Bros Coffee is the only one that has been awarded the highest honor—the Gold Medal—by the World's Fair at St. Louis, 1904, and the World's Fair at San Francisco, 1906. It is the only coffee that has been awarded the highest honor—the Gold Medal—by the World's Fair at St. Louis, 1904, and the World's Fair at San Francisco, 1906. It is the only coffee that has been awarded the highest honor—the Gold Medal—by the World's Fair at St. Louis, 1904, and the World's Fair at San Francisco, 1906.



**HILLS BROS COFFEE**



63

**A perfume**  
CREATED FOR  
THOSE EXQUISITE  
WOMEN TO WHOM  
SUPREME LUXURIES  
ARE NECESSITIES

Les Parfums des jardins  
de  
**FIORET**  
INC.  
4, Rue Ydry 677, Fifth  
Avenue  
PARIS NEW YORK



Perfume Dealers  
EXHIBITED AT DISTINGUISHED SHOPS

64



**Valspar Enamel—**  
for long life and lasting beauty!

VALSPAR ENAMEL is the most durable and beautiful of all enamel finishes. It is made of pure zinc and iron, and is completely non-toxic. It is the only enamel that can be applied to any surface, and it will last for years without fading or peeling. It is the only enamel that can be applied to any surface, and it will last for years without fading or peeling.



**VALENTINE'S VALSPAR ENAMEL**

65



**"We're Building Brighter Basements"**

Feenestra Basement Windows are the only windows that let in light and make the basement a brighter, more comfortable place. They are made of clear glass and are completely non-toxic. They are the only windows that let in light and make the basement a brighter, more comfortable place.



**Feenestra**  
BASEMENT WINDOWS

66



**Radio fan**  
broadcasts a Valspar message—

VALSPAR VARNISH-STAIN is the most durable and beautiful of all enamel finishes. It is made of pure zinc and iron, and is completely non-toxic. It is the only enamel that can be applied to any surface, and it will last for years without fading or peeling.



**VALENTINE'S VALSPAR VARNISH-STAIN**

67

**GORHAM**



GORHAM SILVERWARE is the most durable and beautiful of all silverware. It is made of pure silver and is completely non-toxic. It is the only silverware that can be used for any occasion, and it will last for years without fading or peeling.

68

**GORHAM**



GORHAM SILVERWARE is the most durable and beautiful of all silverware. It is made of pure silver and is completely non-toxic. It is the only silverware that can be used for any occasion, and it will last for years without fading or peeling.

69

**GORHAM**

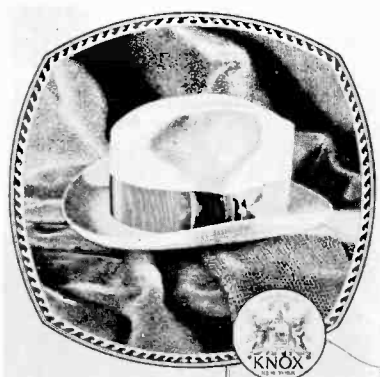
STERLING SILVER



GORHAM SILVERWARE is the most durable and beautiful of all silverware. It is made of pure silver and is completely non-toxic. It is the only silverware that can be used for any occasion, and it will last for years without fading or peeling.

70





# KNOX HATS

FOR MEN AND WOMEN

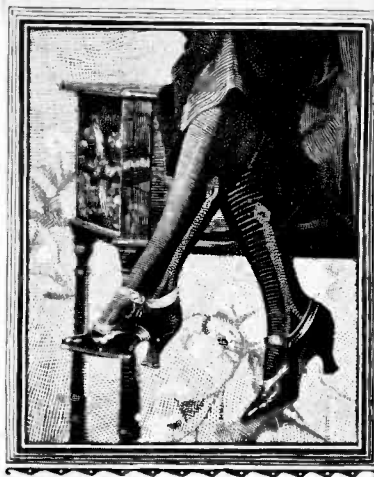
KNOW HAT COMPANY  
100 East Avenue, New York  
100 Broadway, Boston, Chicago  
100 East Avenue, San Francisco  
Wholesale in all principal cities

THIS HAT is the famous Knox "Fifth Avenue" the most representative hat in America. Its unusual character is due to the fact of scientific construction and more than three hundred uses.

Knives designed for few in number, but the right selection, when applied to all Knox Hats, insure satisfactory style and unapproachable quality.

The secret lies that a Knox Hat made will give you the most profitable investment in style, character and service. These desirable reasons.

72



*This style*

of handling situations would come is a pleasing surprise from the mass of half-tone illustrations that flood our periodicals. It is because we find them so few a better method of doing things takes their place in the ordinary household.

Mechanical products offer a free solution to this type of trouble.

Write for literature to the following:

Frederick J. Clamer  
1304 AUDITORIUM TOWER

Telephone Harrison 8713

THIS IS NUMBER SEVEN—WATCH FOR NUMBER EIGHT!

GORHAM

MASTER Silverware is not Gorham Silverware. It is the "standard" of silverware, as they are made to the highest standards of the highest quality and finish, but at the highest price in the double standard established by Gorham.

Gorham Silverware is the only Silverware that is made in the United States and is available from all authorized Dealers.

THEY ARE THE ONLY SILVERWARE THAT IS MADE IN THE UNITED STATES

Manufactured in the U.S.A.

73



## Orange Blossoms Bring Mirro Showers

There is nothing more refreshing than a shower of water on a hot day. The Mirro Shower is the only shower that is made in the United States and is available from all authorized Dealers.

MIRRO  
The Finest Aluminum

74

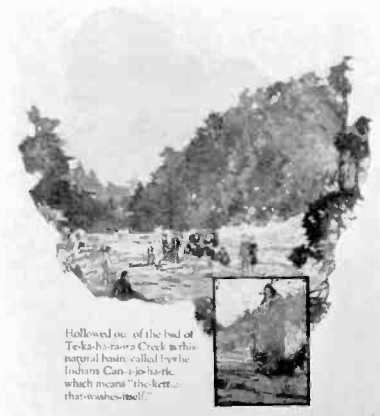


## Like a New Kitchen!

There is nothing more refreshing than a shower of water on a hot day. The Mirro Shower is the only shower that is made in the United States and is available from all authorized Dealers.

NATIONAL MAZDA LAMPS

75



Hollowed out of the bed of Tekeba-niwa Creek in this natural basin, called by the Indians Cava-sipah-ka, which means "the kettle that washes itself."

76

GORHAM

77

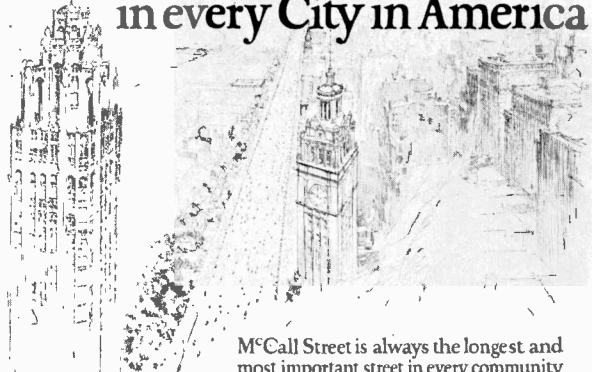
61 FLOOR VARNISH

A portrait of the rational floor varnish! The beauty in its full transparent film is not quickly dimmed as it is wear-resistant and also water-resistant. "61" Floor Varnish, clear or colored, lasts even longer on furniture than it does on floors.

PRATT & LAMBERT VARNISH PRODUCTS

78

# There is a McCall Street in every City in America



**McCall Street is always the longest and most important street in every community**



**M**C CALL STREET is a name that is known in every city in America. It is a name that is always associated with the longest and most important street in every community. It is a name that is always associated with the longest and most important street in every community. It is a name that is always associated with the longest and most important street in every community.

# McCALL'S MAGAZINE

The Curtis Publishing Company, Independence Square, Philadelphia, Pa.



## Hitching his wagon to his market

When "old settlers" hauled a load of grain to the elevator, drove over-right legs to the siding, or with the dairy, there he left the produce of his toil, completely gone from sight and mind when he headed his team for home.

That's as near as the past generation of farmers got to their market. They were producers, not businessmen. How their products went into the mysterious process of distribution was something beyond their ken. Production was their forte; their constant study. Their farm papers educated them faithfully and thoroughly in advanced breeding practices and improvements, economical crop and stock feeding.

That was the way of those old farmers of unobtainable prices to grower and consumer as well. The farmer strove to produce his crop, regardless of conditions, flooding the market at the peak of production, consequently cutting the ground under his feet.

Recent years of the dissemination and availability of his products, however, has done much to improve his ability to do so. The country gentleman, with his scientific (subconscious) plan of action, is better equipped to meet the market and sell his produce at a profit. The farmer's view of his market has been broadened from the message of advertisement from his brother producer of the scene.



**THE COUNTRY GENTLEMAN**  
It was by the very possession of farmers which, under modern conditions, is becoming a privilege. There are the farmers who are making money today.

# The COUNTRY GENTLEMAN

The Curtis Publishing Company, Independence Square, Philadelphia, Pa.  
The Country Gentleman  
The Saturday Evening Post  
The Ladies' Home Journal



**AT LAST—a fabric glove with a guarantee that the finger ends will outwear the glove. Kayser Duette Gloves!**

Two gloves woven as one glove—a soft, warm glove that slips on easily, slips off easily. Smart in winter-time; washable at any time; wearable for the longest time.

# Kayser DUETTE GLOVES

IF IT ISN'T KAYSER — IT ISN'T DUETTE  
330 14th & 3rd Sts. New York

*All the year round the best values are to be had from a furniture specialist*

## Flint's Fine Furniture

### Six Dining Groups of really remarkable value

— at prices which represent an average reduction of 1/3

**T**HIS is the season of furniture sales. And loud headlines add nothing to the value of the furniture. Your greatest safeguard is to come to a dependable specialist, where you may be certain of the quality and of the value. Because we know furniture and furniture value we are never undersold, and the six groups described below are gems of making and outstanding examples of the value we are able to give.

Six sets at prices from \$294 to \$2,495

The group illustrated consists of ten pieces in fine walnut. It has an attractive semi-gloss cabinet, 66 sideboard, and costs \$1,760. With a 72 sideboard the same group costs \$1,980.

A Queen Anne set of massive beauty comes in ten pieces of genuine mahogany, beautifully carved. The group has an 84 sideboard and costs \$2,495.

A ten-piece group of Hopedale has a genuine mahogany cabinet. The sideboard is 66" long and the china cabinet has a semi-glass panel. The price is \$284.

Two new groups with splendid effect on a solid walnut set. The chair backs are of interesting design, tapestry seats, 66 buffet. The price for ten pieces is only \$276.

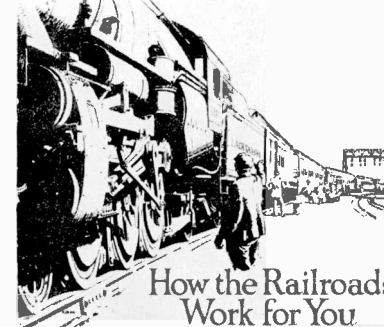
Another set in walnut of Tudor design. It has a carved china cabinet, 66 sideboard and chairs with tapestry seats. Its price is \$298.

A set in either walnut or mahogany is called Karle's Annex combination. It has chairs with tapestry seats and a semi-gloss china cabinet. The price for ten pieces is \$170.

**Excellent Bedroom Groups from \$170**

Three-piece bedroom groups in either walnut or mahogany may be found at Flint & Horner's for as little as \$170. They are particularly suited to smaller apartments. Four-piece sets are to be bought for as modest a sum as \$225.

**FLINT & HORNER CO., Inc.**  
20-26 WEST 30TH STREET  
at 1st Avenue from 30th Street



## How the Railroads Work for You

**A**t the present time, the railroads of the United States are paying out more in taxes than they are in dividends. The \$301,003,222 they contributed to the public treasury in 1922 is eleven per cent greater than the \$271,576,000 they turned over to their security holders in interest and dividends. In the last ten years, railroad tax payments have increased one hundred and thirty-five per cent and dividends have decreased sixteen per cent. In 1922 \$1,282 was paid out in taxes for each mile of line as against \$1,156 for dividends.

The great bulk of present-day railroad effort results in direct contributions to the general welfare rather than in corporation profits. It is estimated that by the end of 1923, the Roads will have spent over the year a total of \$3,103,244,000 for new facilities, and for fuel, materials and supplies used in current operation. Such huge expenditures with the two and one-half to three billion dollars paid out in wages, are a tremendous stimulus to the nation's industries and a vital factor in the lives of thousands of our people.

The average present net earnings of the capital invested in railroad properties is under five per cent and is a distinctly minor factor in the cost of operation. The railroads are really working harder for you, the general public, than they are for themselves.

**Save PRICED Snow**

"Now you can see How easily 'The Rail's' offers Privileges. When they are right The Passenger's Rights For any other kind of transportation"

LACKAWANNA THROUGH WESTERN EXPRESS THROUGH THE NORTH AND SOUTH. LACKAWANNA THROUGH THE NORTH AND SOUTH. LACKAWANNA THROUGH THE NORTH AND SOUTH. LACKAWANNA THROUGH THE NORTH AND SOUTH.

For more details, contact the LACKAWANNA RAILROAD at 200 South 3rd Street, Philadelphia, Pa. Telephone BRADLEY 2002



**LACKAWANNA**  
RAILROAD

# LACKAWANNA

PHILADELPHIA COLLEGE APPLIED SCIENCE CENTER, NEW YORK

**SILVERWARE**



**EXPERT** craftsmen have taken the choosing to care of silver and silverware in this silverware perfection in one cutting silver store. Their superior beauty in costume, it will meet from your own to perfection in the price. Liberty and necessary every day use, the most well known in the choice between the most and the best, with every delicate finish of light and shade, and the silver's finest and most of hand made of them. There is a clear blue observation, an air of beauty and a great care that is a feature of a beautiful table in house. The set, required table speaks its most charming welcome with a silver event.

**R. H. Macy & Co.**  
RETAIL STORE, 120 N. W. YORK

84

**COMMUNITY PLATE**



**ANSON'S**  
*Birds Paradise*  
A set of silverware for 12 persons.  
Price \$10.00  
Made in U.S.A.

— ONEIDA COMMUNITY-MADE —

85



**BEDROOM INTERIORS**

86



**LEHIGH CEMENT**  
USE BROWN BRAND

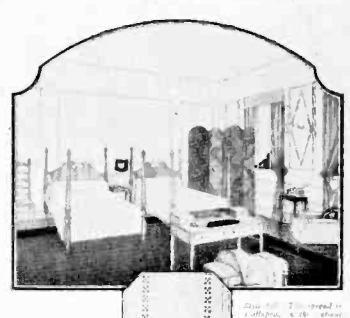
**SERVICE** that secures satisfaction in every relationship between user, dealer and manufacturer of cement is the foundation of our superior product. It has made Lehigh outstanding in the production of its product.

No job is too large, none too small, to obtain the benefits of this price and service. When you are considering concrete construction, seek the dealer displaying the blue and white Lehigh sign, and get all the advantages that go with Lehigh Cement.

**LEHIGH PORTLAND CEMENT COMPANY**  
ALBANY, N. Y. ALBANY, N. Y. ALBANY, N. Y.  
PHILADELPHIA, PA. PHILADELPHIA, PA. PHILADELPHIA, PA.  
PITTSBURGH, PA. PITTSBURGH, PA. PITTSBURGH, PA.

**LEHIGH... THE NATIONAL CEMENT**

87



**Caravelle** beds of a delicate wood turning are dressed in Novelty spreads in stripe design. They square are grouped by lines with other squares and these form bars of rose color on the white spread woven in fanciful piquet patterns.

The grey of the walls toward a mirror is repeated in the greenish mauve rug with darker border and in the painted desk. The stool matches the natural wood of the bed, as do the sewing rack and bedside stand. The curtains carry the tone in the spreads and this tone appears again in the bag of the sewing table and the covering of the easy chair.

The screen is of scenic paper and the lamp of Chinese crinkle.

88



**SIMMONS**  
Beds, Mattresses, Springs, Built for Sleep  
and BEDROOM FURNITURE.

89




**KROEHLER**  
*Davenport Bed*

90



**SIMMONS**  
Beds, Mattresses, Springs  
BUILT FOR SLEEP

91



**KROEHLER**  
*Davenport Bed*

92



The tradition of an Ovington gift is upheld by fall brides

BACK in the time when a wedding ring was a plain gold band and a platinum ring set with diamonds, then—even then—it was a tradition of some standing that the brides' most charming gifts were sent from Ovington's.


Most brides feel that a wedding without an Ovington gift is as incomplete as a bridal costume without the something old and something new, something borrowed, something blue. And the Ovington gift that completes the wedding need not be expensive.

For every wedding there is a gift somewhere on Ovington's seven floors, as distinctive in charm as it is reasonable in cost—the very gift some guests will be glad to find, the very gift some bride will be proud to own, the gift that will speak your thoughtfulness for years.

**OVINGTON'S**  
The Gift Shop of Fifth Avenue  
Fifth Avenue at 39th Street

93

THE BEST KITCHENS IN YOUR HOUSE



**SELLERS**  
KITCHEN CABINETS

The best kitchen page in the November Ladies' Home Journal can't make the Sellers' a better part of the most modern kitchen plan.

94

Good Buildings Deserve Good Hardware



It is not tasks we seek the door. You've always been glad to put good hardware in your home.

Good hardware has been made in America since the first tools were made. It is made by men who know their work, and who are proud of it. They make it with care and skill, and they make it to last.

Today, more and more people are turning to good hardware for their needs. They know that good hardware is the best investment they can make in their homes.

**CORBIN**

95



What! Company in the cellar!

YES! THERE are three kinds. Not one of them is the one you have in your cellar. The first TYPE A Heavy Machine has a motor of 1/2 horsepower. The second TYPE B has a motor of 1/3 horsepower. The third TYPE C has a motor of 1/4 horsepower. They are all made of the best materials and are built to last.

Why not the Mr. Lyon add another device to the cellar—the heating part of your home? The TYPE A will do it and will pay for itself in the first few months.

**AMERICAN RADIATOR COMPANY**  
Ideal Boilers and American Radiators for every heating need

96



What does she use for her hair? The thing she uses is Colgate's Perfumes. They are the best in the world. They are made by the same people who make the best toothpaste. They are made in America and are built to last.

**COLGATE'S**  
Perfumes

97



A last look at a well-dressed friend

THE American Radiator Company has a new device for heating your home. It is the TYPE A Heavy Machine. It is made of the best materials and is built to last. It will heat your home and will pay for itself in the first few months.

**AMERICAN RADIATOR COMPANY**  
Ideal Boilers and American Radiators for every heating need

98

THE EXTRAordinary POST



Suppose your coal for the next twenty years were delivered this afternoon!

How can you do it? The answer is simple. You can do it with the IDEAL BOILER and AMERICAN RADIATORS. They will heat your home and will pay for themselves in the first few months.

**IDEAL BOILERS and AMERICAN RADIATORS**  
save coal

**AMERICAN RADIATOR COMPANY**  
Ideal Boilers and American Radiators for every heating need

99



Just a minute, Father!

DON'T shovel so much hard-earned money into your furnace this fall! By doing a little planning today, you can put into the bank some of the money that would otherwise go into the fire.

Your old-fashioned furnace or boiler is a waste. An IDEAL Boiler will give you better warmth with less coal. That means that in just a few winters the cost of your boiler comes back to you. And every winter after that it pays a great big dividend.

Telephone our office for the name of a Heating Contractor who will tell you how little IDEAL Boilers cost, and how they pay for themselves in the fuel they save.

**AMERICAN RADIATOR COMPANY**  
Ideal Boilers and American Radiators for every heating need  
A BUFFALO INDUSTRY

220 Delaware Ave. Phone Tupper 9000 Buffalo, N.Y.

Buffalo Newspapers

100



The dust goes out and the children come in

It is not tasks we seek the door. You've always been glad to put good hardware in your home. Good hardware has been made in America since the first tools were made. It is made by men who know their work, and who are proud of it. They make it with care and skill, and they make it to last.

**AMERICAN RADIATOR COMPANY**  
Ideal Boilers and American Radiators for every heating need

101

The future of a single one  
is found in the box of your best plan

**WILSNAP**  
Fabulous Pastries

102

**GOLD, FRANKINCENSE & MYRRH**

**A**nd they brought with them gifts.  
The vital point in the story of that first Christmas Day is that the Wise Men, the only men in the world who understood its significance, realized that they and all humanity could share in the new gifts only as they themselves gave freely. And the gold, frankincense and myrrh were symbols of that giving.

ANOTHER Christmas and another year have come to us. But the gifts we share at this season will be a real contribution to the general good will only as they truly reflect what we give in our daily life, and our daily work.

WM. F. FELL CO. PRINTERS  
1315-29 CHERRY ST. PHILADELPHIA

103

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WM. F. FELL CO. PRINTERS  
1315-29 CHERRY ST. PHILADELPHIA

104



**CHENEY SILKS**

105



**THE AIR IS FULL OF THINGS YOU SHOULDN'T MISS**

**Pompeian**

106

**"Mother, introduce me to her—"**

**"Eternity Beauty—The Pompeian"**

**Pompeian**  
The most beautiful skin cream

107

**Colgate's Compact Powder**

This rich ivory-like case contains many refills and is worthy of the engraved metal designed for its top by a well known New York jeweler. Wrapped with the box are these specially designed monogram suggestions.

COLGATE & CO. NEW YORK

**Colgate's Compact Powder**

108

**Colgate's Compact Powder**

It is a double satisfaction to use this slender ivory-like compact. The powder is delightful and the case compact, unobtrusive. For sale at your favorite toilet goods counter in white flesh or rachel. Refills at small additional cost.

COLGATE & CO. NEW YORK



To know and enjoy the full luxury of bathing



Not until you have used these delightful requisites will you know and enjoy the full luxury of the bath. Houbigant's Bath Salts for the tub. For friction after the bath, Houbigant's Fave de Cologne. Before dressing, Houbigant's Dusting Powder. All come in patented size packages, and in the popular colors.

**HOUBIGANT**

The above advertisement appears in leading magazines during April and May

109



# Interwoven

## TOE & HEEL

# WOOL SOCKS

## You can't beat Interwoven Wool Socks

They have a world-wide reputation because they look, fit and wear right.

Soft, comfortable, light-weight wools that don't "cramp," "draw," or "itch" your feet and that fit without a "big" or wrinkle.

Brilliant fast-dye color mixtures—cannot "crack" or fade.

The same wonderful wear-resisting Interwoven toe and heel that have made the Interwoven silks and hosiery world-famous.

Ribbed Heathers—plain or cloaked  
Ribbed Wool and Silk Mixtures  
75c \$1.00 \$1.25 \$1.50

BE SURE YOU GET THE GENUINE INTERWOVEN SOCKS

THE GENUINE INTERWOVEN SOCKS

THE GENUINE INTERWOVEN SOCKS

110

**THIS SPRING - IN QUEBEC**

Greater **CHATEAU FRONTENAC**

111

**From one who understands**

**Jacobs Oregon City Woolens**

PURE VIRGIN WOOL - WOVEN WHERE THE WOOL IS GROWN

112

**A Mother's Responsibility**

**SQUIBB**

113

**Don't let careless laundering shrink or fade them - Washed this way your sport clothes keep their texture and their color**

**LUX**

114

**You too can have**

**A skin you love to touch**

**WOODBURY'S FACIAL SOAP**

115

**Our last piece as good as the first—when baked and served in**

**PYREX**

116



**KNOX**

Small text describing the product, including a list of agents and distributors.

123



**Halfstones on Process Plate**

124

**When Mind works with Motor**



**Westinghouse**

125

© 1919 P. O. 1089—(1) 24-23—Radio Dept.



**He took the world to her**

Twenty-five years ago a boy left a little country town to find his fortune. He found it.

Two years ago, when radio was still a novelty, he took a receiving set back to the old home and set it up in his mother's room. That evening the world spoke to her.

She could not follow her boy away from home. But the best that the world has to give—in music, in lectures, in sermons—he took back to her.



The world's most popular radio receiving and transmitting sets are made in our plant at Schenectady, N. Y., a product of the Research Laboratories of the General Electric Company. The Laboratories are constantly working to improve the service of radio.

**GENERAL ELECTRIC**

126



**Have you a Bolshevik like this in your Plant?**

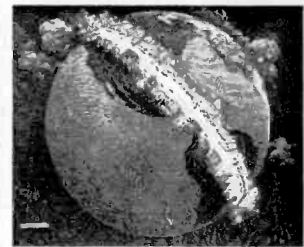
Small text describing industrial safety or efficiency, mentioning 'Bolshevik' as a metaphor for inefficiency.

**GRINNELL COMPANY**

16 S. Industrial Pkwy., Ste. 100, W. 40

127

© 1919 Final Proof P. O. 3-247 1-10-24



**Broadway around the world**

The biggest machines built by the General Electric Company are steam turbine generators of 80,000 horse power, used in great power houses.



Compare these big machines with the tiny lamp used by our general manager for lighting of an office building. The light of G. E. power is everywhere. These turbines are built in Schenectady, N. Y., and are the most powerful ever built. They are the heart of the world's great power houses.

One of these giants could generate enough current to run all the street cars in twelve cities as large as Wilmington or Spokane. Ten could light a street as bright as Broadway running around the world.

**GENERAL ELECTRIC**

128

**THE NEW YORK CENTRAL**

In 1851 to go by rail from Albany to Buffalo required thirteen separate railroad tickets. It was not until 1869 that the line from New York to Buffalo was controlled by a single company.

In New York City the railway station that ultimately became the Grand Central Terminal was located in 1870 at St. John's Park near City Hall.

It was pushed slowly uptown as the city prescribed new limits for locomotives, stopping next in the neighborhood of the Tomb

prison, then at Fourteenth Street, and later on the site of Madison Square Garden.

In 1875 the first Grand Central Terminal with its huge shevtron train shed was built at Forty-Second Street.

For some time after that people could take their train at Twenty-Sixth Street. The coaches were hauled up to Forty-Second Street by horses through the Fourth Avenue tunnel.

Today the New York Central System comprises 12,000 miles of railroads in eleven States and in two provinces of Canada. It employs 162,000 men and women. Its securities, owned by 120,000 investors, total more than a billion dollars.

Of course new financing was required with each change brought about by the growth of the New York Central, and Esue succeeded issue. Some of the earliest issues probably used Crane's paper, but anyway after 1872 the paper on which were engraved all the securities of this great railroad was Crane's Bond.

100% interest on the stock. Paid in full of \$100,000,000. Paper money of \$100,000,000. Government bond of \$10,000,000.

**Crane's**  
BUSINESS PAPERS  
CRANE & CO. — DALTON, MASSACHUSETTS

129







**Ride 'em Cowboy!**

By the Veteran Motorist

There's nothing more fun than riding a bucking horse. It's a sport that's growing in popularity every year. It's a sport that's open to all. It's a sport that's exciting and thrilling. It's a sport that's fun for everyone. It's a sport that's worth watching. It's a sport that's worth participating in. It's a sport that's worth enjoying. It's a sport that's worth living. It's a sport that's worth loving. It's a sport that's worth everything.

STANDARD OIL CO. OF NEW YORK  
16 Broadway

**SOCONY GASOLINE & MOTOR OIL**

138



**Crash'em boy!**

By the Veteran Motorist

There's nothing more exciting than watching a football game. It's a sport that's growing in popularity every year. It's a sport that's open to all. It's a sport that's exciting and thrilling. It's a sport that's fun for everyone. It's a sport that's worth watching. It's a sport that's worth participating in. It's a sport that's worth enjoying. It's a sport that's worth living. It's a sport that's worth loving. It's a sport that's worth everything.

STANDARD OIL CO. OF NEW YORK  
16 Broadway

**SOCONY GASOLINE & MOTOR OIL**

139



**Watch his stride!**

By the Veteran Motorist

There's nothing more graceful than watching a runner. It's a sport that's growing in popularity every year. It's a sport that's open to all. It's a sport that's graceful and beautiful. It's a sport that's fun for everyone. It's a sport that's worth watching. It's a sport that's worth participating in. It's a sport that's worth enjoying. It's a sport that's worth living. It's a sport that's worth loving. It's a sport that's worth everything.

STANDARD OIL CO. OF NEW YORK  
16 Broadway

**SOCONY GASOLINE & MOTOR OIL**

140



**Come on, you—**

By the Veteran Motorist

There's nothing more exciting than watching a horse race. It's a sport that's growing in popularity every year. It's a sport that's open to all. It's a sport that's exciting and thrilling. It's a sport that's fun for everyone. It's a sport that's worth watching. It's a sport that's worth participating in. It's a sport that's worth enjoying. It's a sport that's worth living. It's a sport that's worth loving. It's a sport that's worth everything.

STANDARD OIL CO. OF NEW YORK  
16 Broadway

**SOCONY GASOLINE & MOTOR OIL**


141



**SINCE THE FIFTH PRESIDENT**

THE ALLING & CORY COMPANY  
PAPER, ENVELOPES  
ROCHESTER, BUFFALO, PITTSBURGH, NEW YORK

142



**TIFFANY STUDIOS**

offer their exceptional facilities for the design and execution of complete and individual reproductions of your portraits, groupings, and country scenes.

TIFFANY STUDIOS  
391 MADISON AVENUE AT 47th STREET

143



**A decaying tree cannot save itself**

DAVEY TREE SURGEONS

Without accurately selected lubrication, your machinery cannot fully perform the useful work for which it was accurately built and carefully installed.

144



**"It's deadly accurate"**

CAN YOU SAY AS MUCH OF YOUR LUBRICATION?

VACUUM OIL COMPANY

145



**Lubricating Oils**

A grade for each type of service

VACUUM OIL COMPANY

125



THE SATURDAY EVENING POST




### How the Pilgrim Fathers got their meat

First and foremost, the Pilgrim Fathers had to get their meat. In the winter of 1620, the Pilgrim Fathers were stranded on the barren, rocky shore of what is now Plymouth, Massachusetts. They had no food, and their only hope was to hunt for food in the surrounding woods. The Pilgrim Fathers were helped by the Native Americans, who showed them how to hunt and trap animals. The Pilgrim Fathers were able to survive the winter because of the help of the Native Americans.

Swift & Company, U.S.A.

146

THE SATURDAY EVENING POST



### Soldiers Who Starved Amidst Plenty

The Pilgrim Fathers were not the only ones who suffered from lack of food. In the winter of 1620, the soldiers who were with the Pilgrim Fathers also suffered from lack of food. The soldiers were not helped by the Native Americans, and they starved to death. The Pilgrim Fathers were able to survive because they were helped by the Native Americans, but the soldiers were not.

Swift & Company, U.S.A.

147

THE SATURDAY EVENING POST




### The Quaker housewife's meat delivery in 1650

The Quaker housewife's meat delivery in 1650 was a significant event. The Quaker housewife was able to get her meat delivered to her door, which was a great convenience. The Quaker housewife was able to get her meat delivered to her door because of the help of the Swift & Company.

Swift & Company, U.S.A.

148



### Distinction for the simple dinner

A simple dish, yet one having the appearance of a feast. Swift's Premium Hams and Bacon are the perfect choice for a simple dinner. They are delicious and easy to prepare. Swift's Premium Hams and Bacon are available at Swift & Company, U.S.A.

Swift's Premium Hams and Bacon

Swift & Company, U.S.A.

149

### For Healthy Babies


—what an authority advocates

WE are glad to announce that the healthiest babies are those who are fed with Swift's Premium Hams and Bacon. Swift's Premium Hams and Bacon are the perfect choice for healthy babies. They are delicious and easy to prepare. Swift's Premium Hams and Bacon are available at Swift & Company, U.S.A.

Swift's Premium Hams and Bacon

Swift & Company, U.S.A.

150



### When, expectant, they gather at the table

Expectant mothers should be sure to get their meat from Swift's Premium Hams and Bacon. Swift's Premium Hams and Bacon are the perfect choice for expectant mothers. They are delicious and easy to prepare. Swift's Premium Hams and Bacon are available at Swift & Company, U.S.A.

Swift's Premium Hams and Bacon

Swift & Company, U.S.A.

151



### Serious business, now, for little brains

and a good education for every child every mother understands one important fact

The best way to get your child's education is to get them the best of everything. Cream of Wheat is the perfect choice for a child's education. It is delicious and easy to prepare. Cream of Wheat is available at Swift & Company, U.S.A.

Cream of Wheat

Swift & Company, U.S.A.

152



### THE "LISTLESS AGE"

—often due to a lack which may be easily supplied

The best way to get your child's education is to get them the best of everything. Cream of Wheat is the perfect choice for a child's education. It is delicious and easy to prepare. Cream of Wheat is available at Swift & Company, U.S.A.

Cream of Wheat

Swift & Company, U.S.A.

153



### Authorities call it the "neglected age"

—the years from 3 to 6

because their childhood needs are not always fully understood

The best way to get your child's education is to get them the best of everything. Cream of Wheat is the perfect choice for a child's education. It is delicious and easy to prepare. Cream of Wheat is available at Swift & Company, U.S.A.

Cream of Wheat

Swift & Company, U.S.A.

154

MILCOR metallic construction makes it possible to exclude today in any building, faults which formerly could not be avoided in the most elaborate homes. The expanded metal mesh of these most modern building products dissipates the stresses and checks the cause cracking in walls of ordinary construction and provides a rigid metal foundation that keeps them true and beautiful throughout the entire life of the building. While the cost of metal for this permanent, *lifetime* construction is slightly more than that of old-fashioned wood, its economy effects such savings in labor that in many instances these better homes are actually built for less.

Ask your architect to specify MILCOR products for your new home. It will be safer, more beautiful, easier to keep clean and sanitary—a truly *moderna* home. An interesting brochure, "Metallic Construction for the Modern Home," will be sent without charge on request.

MILCOR  
METALLIC BUILDING PRODUCTS

155

Save the surface and you save all — Best of Kind

It's OUR America — let's keep it up!

THE CENTRAL STEEL COMPANY, Massillon, Ohio

156

Hot Rolled Strip Steel

THE CENTRAL STEEL COMPANY, Massillon, Ohio

AGATHON ALLOY STEELS

157

Air rivets steel to steel

SCHRADER

THE VALVES  
TIRE VALVES ACCESSORIES  
TIRE PUMP OR SET

158

LEHIGH PORTLAND CEMENT COMPANY

LEHIGH — THE NATIONAL CEMENT

159

BUNTING BUSHING BEARINGS

158 DIFFERENT SIZES

ALWAYS IN STOCK

160

Arkansas Soft Pine

ARKANSAS SOFT PINE BUREAU

161

Fairfacts Mixtures

COMPLETE SATISFACTION  
in bathroom luxury  
and elegance is only  
achieved by Fairfacts  
Bathroom Fixtures  
built in your walls.

162

THE HOME YOU LONGED FOR

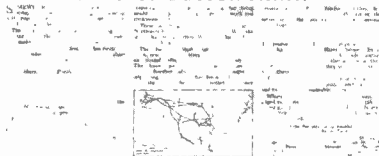
ARKANSAS SOFT PINE

ARKANSAS SOFT PINE BUREAU

163



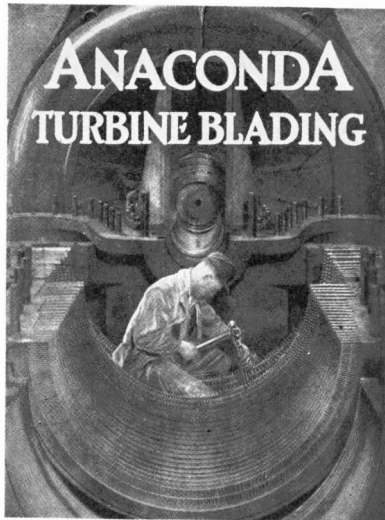
LAND OF BETTER FARMS



The PACIFIC NORTHWEST

Chicago, Burlington & Quincy R.R.  
The Great Northern R.R.  
The Northern Pacific R.R.

164



165



THE THINGS MEN LIVE FOR



CHICAGO, BURLINGTON & QUINCY R.R.  
NORTHERN PACIFIC R.R.  
GREAT NORTHERN R.R.

166

**Where winter is life**

Winter is when Old Quebec lives. It is a glorious season—of downy-deep snow and crystal ice—of blissing sun and bracing winds. It is a gala season—of amuse-the-dance and frolics—and shelling sports and colorful dress. . . Now, America's sports set is also discovering Quebec's winter, and the winter club favorites, Chateau Frontenac. A smart New World sports scene awaits against the Old World background. . . Every day is a program of adventure. Snow-shoe trips out to hospitable log cabins. Swiss bob-sledding parties. Dog-sled runs. Ski practice. Typical Quebec competitions. . . Every night is a slip into romance. . . Telemarking down DuRoi's Terrace slide. Skating under the stars. Strolling through quiet Normandy rows. . . Every indoor moment is a joy. Your rooms are cuffed with between the radiator and the defying snow. Your bath is luxurious. Your restaurant is French-chef'd. You dance in a grand ballroom, lounge in hospital bathings. In St. Moritz, no such clubs. In America, no such St. Moritz. . . Come one time till March 15. To be sure of a room in the new Grand Tower, reserve at once. New York, 44th and Madison. Chicago, 148 So. Clark St. Or, write Chateau Frontenac, Quebec, Canada.

**Greater CHATEAU FRONTENAC**  
THE CANADIAN PACIFIC HOTEL ATOP OLD QUEBEC

167

**New Orleans**  
City of Romance

NEW ORLEANS—rich in history, live—lived with the colors of romance. Two centuries have not effaced her Old World atmosphere. In the ancient *Louisiana* or French Quarter, the landmarks and customs of a bygone era still survive. There, there will be on your Sunset Way to California. Wander through the picturesque streets with their square-law gardens and fretted balconies—visit St. Louis Cathedral and the old French Market—view the battleground of Chalmette where Jackson fought and won behind cotton bales. Everywhere in New Orleans on the busy streets and along beautiful parkways—sights and scenes to hold the tourist.

For information and literature, address  
**SOUTHERN PACIFIC LINES**  
New York, 100 New York  
Chicago, 100 Dearborn  
San Francisco, 100 Montgomery  
Houston, 100 Main  
Dallas, 100 Commerce  
Portland, 100 Broadway  
Seattle, 100 4th  
Tacoma, 100 1st  
Vancouver, 100 1st  
Portland, 100 1st  
Astoria, 100 1st  
Eugene, 100 1st  
Medford, 100 1st  
Astoria, 100 1st  
Eugene, 100 1st  
Medford, 100 1st

Take the **Sunset Route** to California  
Every mile a scene worth while

168

**SCENIC BERMUDA**

BERMUDA—rich in history, live—lived with the colors of romance. Two centuries have not effaced her Old World atmosphere. In the ancient *Louisiana* or French Quarter, the landmarks and customs of a bygone era still survive. There, there will be on your Sunset Way to California. Wander through the picturesque streets with their square-law gardens and fretted balconies—visit St. Louis Cathedral and the old French Market—view the battleground of Chalmette where Jackson fought and won behind cotton bales. Everywhere in New Orleans on the busy streets and along beautiful parkways—sights and scenes to hold the tourist.

169

Since 1874—  
—makers and distributors  
of electrical equipment

**Western Electric**  
The main market backed by 34 years electrical experience

170

**Announcing**

A new Clothes Washer backed by the oldest electrical manufacturer

**Western Electric**  
The main market backed by 34 years electrical experience

{ 148 }

**THE PEARL**  
"IN THE COLE OF ONE PEARL  
ALL THE SHADES AND THE LIGHTS OF THE YEAR"

The pearl, that happiest of nature's woman knows it, and in her heart every accident, it easily the supreme jewel of the world. It was this that led us many years ago to make the pearl the object of our in strange, compelling appeal, but every their's saluted.

**BLACK, STARR & FROST**  
JEWELERS  
FIFTH AVENUE CORNER, FORTY EIGHTH STREET  
NEW YORK

171





**Pennsylvania Railroad System**  
The Route of the Broadway Limited



**Dining Car MENU**



THE MAN IN THE SHIRT

It is the men of the Pennsylvania Railroad, who by their ability, loyalty, business and faithful work make the service what it is.

This railroad is an enterprise so broad in its scope as to require and utilize practically every form of honorable and useful work.

The men and women who constitute the force of officers and employes range in their services from the simplest kinds of unskilled manual labor to the most intricate branches of executive work, the scientific callings and the learned professions.

Approximately 11,000 of them have a record of twenty years or more of continuous service on the railroad.

These men are banded together in forty-four associations of Pennsylvania System Veterans.


180




RED STAR LINER

181

**Pennsylvania System**  
The Route of the Broadway Limited



**Dining Car MENU**



THE ENGINEER

LOWLY YEARS OF PUBLIC SERVICE

Lowly years have been in the career of the Pennsylvania System men; years so many are known as "retreats".

There are 40,000 "retreats" on the System—up out of every five employes.

Their length of service average 13 years. In the aggregate they represent 1,400,000 years of public service to passengers and shippers using the railroad.

Everywhere before the public, Pennsylvania employes have embodied the real business of the Pennsylvania System. They have helped to build up the Pennsylvania standard of public service, and take particular pride in maintaining it.

The men at the top of the train are veterans.

182



**FAITH**

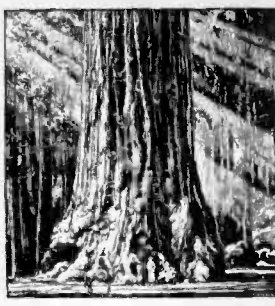
The following is reproduced from a letter received by us on the 10th of October, 1923. The writer of the letter is a customer of S.W. Straus & Co.

MY DEAR SIR: I have been a customer of your firm for many years and I have always found your goods to be of the highest quality and your service to be of the highest order. I have never had any occasion to complain and I have never had any occasion to return any goods. I have always found your goods to be of the highest quality and your service to be of the highest order. I have never had any occasion to complain and I have never had any occasion to return any goods.

**S.W. STRAUS & CO.**

41 YEARS WITHOUT LOSS TO ANY INVESTOR

183



**STRENGTH**

The great strength of California trees is due to the fact that they are rooted in a firm soil. The roots of the tree spread out and down into the earth, and the trunk of the tree grows straight up. The tree is able to stand firm against the wind and the rain, and the sun and the snow. The tree is able to stand firm against the wind and the rain, and the sun and the snow.

**S.W. STRAUS & CO.**

41 YEARS WITHOUT LOSS TO ANY INVESTOR

184

**Pennsylvania Railroad System**  
The Route of the Broadway Limited



**Dining Car MENU**



THE FREIGHT HANDLER

**RECORD FREIGHT MOVEMENT FOR THIS SEASON**

In the first six weeks of the present year the Pennsylvania Railroad System handled enough loaded freight cars to make a solid train more than eight thousand miles long. All records for the total volume of freight handled in the corresponding period of any previous year were broken.

The loaded freight cars moved on the first six weeks of 1923 totaled 184,826 as against 200,657 cars in the same period in 1922 and 211,108 cars in 1921.


This record-breaking movement refers to the terminal and areas of shipment, which are unprecedented for this season, as well as the effort of the railroad management and employes to meet the maximum amount of freight possible with the facilities available.

185



**WILLIAM CASLON**

186



**CASLON**

*The Significance of His Types and Their Value in Modern Printing*


**T**HE fact that William Caslon revived English type-founding might be only historically important, were it not for a greater fact that remains permanently vital. Caslon gave the English type-letter a life that has in it the quality of perennial freshness. He endowed it with lasting character and interest. He entered the art when letter-cutting had become chiefly imitative of its better past and when, like all uninspired copying, it was producing forms stupidly monotonous. He brought to it the soul of an artist and the knowledge and skill of a greatly talented engraver. It is small wonder that his first full font of roman and italic created enthusiasm in all the book world. No man, even though he be a layman knowing nothing of type, can look at a Caslon page without feeling the stir of power, of sinewy strokes, of a fine freedom. To the expert, the Caslon letters are splendid because, with all their freedom, they are true letters in principle, whose interesting variations, large and small, do not anywhere depart

**SMITH FRAMES**



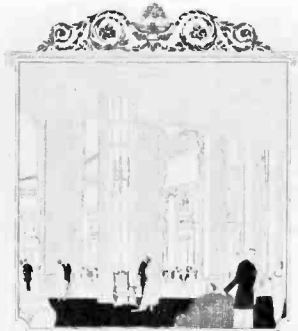
*The true criterion of all motor car value is endurance. But in the truck, where life is actually measured in ton miles, the importance of the frame is brought home with startling frankness. The majority of the world's trucks are built on Smith Frames.*

A GLENNER CORPORATION



187





## Grand Opening Tonight

Music by **PAUL WHITEMAN** (Guest) and his original New York orchestra

Admission prices at all times, as follows:

On Tuesdays, Wednesdays, Thursdays and Fridays, also Sunday afternoons—(including trunk entertainers) \$4.00 Ladies, free—Saturdays, Sundays and holidays—General admission \$1.00 Ladies, 75c

Dancing Always Informal

# TRIANON BALLROOM

188

188



## So practical—so convenient

The Ducon is the standard socket-plug.

It takes the place of the cumbersome, unsightly antenna.

Simply screw the Ducon in any lamp-socket and connect it with the radio set. Not only are the broadcasting stations heard clearly, but tuning is sharper.

Ducon Condenser and Radio Corporation 45-57 West Fourth Street New York



191



## Roses and Romance

In June the whole world is a bride. Even the gardens wear a silver veil of dew over them in the early morning. And it is a time-honored custom to plan weddings in this rose-crowned month.

Do you know some sweet girl who is to be married this June—or some dear woman who married in some earlier June?

Have you thought to send Greeting Cards to let them know you are glad they are happy? It is such a little thing to do! Yet an appropriate Greeting Card with its few words of remembrance may strengthen the bond of a friendship through the years to come.

Mark this June by learning how easy it is, with Fleming Cards, to carry a message of love and friendliness.

There is a Greeting Card for every occasion. You will find the best selections carried by established dealers everywhere.

## Scatter Sunshine with Greeting Cards

189



## Opening of the TRIANON December 6th

What do you give a musical artist in appreciation? Nothing so fitting as a public tribute. It is a pleasure to give a public tribute to a musical artist. It is a pleasure to give a public tribute to a musical artist. It is a pleasure to give a public tribute to a musical artist.

# TRIANON BALLROOM

190

**BACK HOME FROM SCHOOL THE HOLIDAYS**

THE NEW PLAY! The pasteurized bright spots on Christmas vacation were our trip to the theatre, with the only excuse for leaving the "make-believe" and its insouciant, sun-brown life as it is beyond audience walls.

But never before has the theatre presented such an array of animated literature and art as this season.

Your members of the next generation should have their share of it, particularly since it need be no trouble to see. Instead of leaving home and leaving seats for the holidays, at M. McBride's, it's "Sit for awhile—enjoy a happy hour."

**McBRIDE'S THEATRE TRUST OFFICES, INC.**

137 BROADWAY National City Building (Between 14th and 15th Sts.)

Phone: Lark 2-2000

Phone: Lark 2-2000

ENTRANCE: NEVER A PENNY WASTE

192

**FRANKLIN NEW BODY STYLES NOW ON DISPLAY**

193

THE day of the big, bulky engine motor car has gone. The hour of the light weight, economical, fine quality enclosed car is here. While some may satisfy themselves with enclosed cars of cheaper quality, those admirable people who can never be satisfied with the commonplace will prefer the Jordan.

**JORDAN**

194

**1863—THE EMANCIPATION PROCLAMATION**

PRESIDENT LINCOLN wrote the Emancipation Proclamation quite a while before it was proclaimed. He read it to his cabinet, and it was decided to wait until a Union victory had produced a more favorable state of public opinion. When it was finally adopted it took its place along with other great historical papers which have influenced human destiny.

The Crane Mills were then sixty years old. For sixty years they had been making paper which was being used each succeeding year for more and more important purposes because of its quality and durability. The Emancipation Proclamation was probably not written on Crane's, but it would be fine if it had been. For then the original instrument would be sure to endure as long as the influence of the act itself remained effectual.

**Crane's**

CRANE'S CO., DALTON, MASSACHUSETTS

195

## Making the nation a neighborhood

GENERAL MOTOR CAR COMPANY

1917. **CADILLAC CHEVROLET OLDSMOBILE GMC TRUCKS**

## CHEVROLET MOTORS

1917. **CHEVROLET**

## FISHER BODIES

196 197

### IN ALL THE WORLD NO CAR LIKE THIS

"Don't worry, Daddy, I can get the Jewett in here nicely"

## JEWETT SIX

PAIGE BUILT

## LOCOMOBILE

IN THE REORGANIZED WORKS OF THE LOCOMOBILE COMPANY OF AMERICA, INC. UNDER NEW AND ABLE GUIDANCE AND INSPIRATION, THERE IS BEING PRODUCED A FINER LOCOMOBILE—A MOTOR CAR MORE THAN EVER WORTHY OF THE LOCOMOBILE'S PRIOR POSITION AS THE MOST EXCLUSIVE CAR IN AMERICA.

## LOCOMOBILE

THE BEST BUILT IN AMERICA

"I have had 10 Marmons — they have given me hundreds of thousands of miles of real enjoyment"

## MARMON

198 199 200

## CADILLAC

### By Appointment to Her Ladyship

## WILLYS-KNIGHT

Sedan - 875 DeLuxe

### Paige Behavior Comes from Fine Workmanship

## PAIGE

201 202 203 { 152 }

THE SATURDAY EVENING POST

It takes no single feature of motoring, contributes no single bit of ownership to the enduring gasoline will-beers replaced by the model Body by Fisher.

FISHER

# FISHER BODIES

204

# FISHER BODIES

It takes no single feature of motoring, contributes no single bit of ownership to the enduring gasoline will-beers replaced by the model Body by Fisher.

FISHER

205

# FISHER BODIES

It takes no single feature of motoring, contributes no single bit of ownership to the enduring gasoline will-beers replaced by the model Body by Fisher.

FISHER

206

THE SATURDAY EVENING POST

# Pierce Arrow

## MOTOR TRUCKS

The crashing impact of a piston hammer... the brutal mauling of the crank shaft... the long pull up a 2% grade... the soft run to the dumping ground... the racking, rattling rock over the bulging, burr-riddled side of pressure loads... a quick discharge of the handles and a spout returns to the jet... it's over after hours, day after day, month after month. Pierce-Arrow Dual Valve Trucks meet and conquer these tasks. Let us tell you what Pierce-Arrow Trucks are doing in your industry. No matter what materials you have to haul, no matter what traffic, road or load conditions you must overcome, we can give you exact information creating your particular problem.

THE PIERCE-ARROW AUTOMOBILE CAR COMPANY  
Rochester, New York

207

THE SATURDAY EVENING POST

# PIERCE

It comes to you if you're a trucker and you want an extra mile out of your truck. You want a truck that will give you the most mileage and the best body frame.

# ARROW

208

THE SATURDAY EVENING POST

These 100,000-mile trucks haul 18,000 gallons of Detroit's milk supply every day

# Pierce Arrow

Dual Valve  
HEAVY DUTY MOTOR TRUCKS

209

THE SATURDAY EVENING POST

# PIERCE

# ARROW

210

THE SATURDAY EVENING POST

Four Door Sedan \$2850

Beautiful Body Design—Powerful New Six Cylinder Motor

# FRANKLIN

211

THE SATURDAY EVENING POST

# PIERCE

# ARROW

212



## Clang! Clang! Did you ever play fireman?

What a wonderful play which awakens the imagination of a child's mind! It is a play which is so simple in its nature, but so full of interest and excitement. It is a play which is so simple in its nature, but so full of interest and excitement.

Does your child like to play fireman? Do you realize that in every 100 houses there are 25 of these toys? It is not a toy, but a play which is so simple in its nature, but so full of interest and excitement.

It is a play which is so simple in its nature, but so full of interest and excitement. It is a play which is so simple in its nature, but so full of interest and excitement.

TRIUMPH DEPARTMENT  
The Seaboard National Bank

Memphis Branch 119 BIRLINGTON	MADEIRA Branch BROAD AND BEAVER STREETS	London Branch 20 RAYNOR STREET
----------------------------------	--	-----------------------------------

213

### EUROPE'S MUSIC at its best

Not only are the great European composers and musicians in Europe...  
That, too, are the great European composers and musicians in Europe...

A few records from the great Odéon library

# Odéon Records

Made by the Makers of the Famous Okeh Records

214

## To men who dream dreams for their Children:

Perhaps in the midst of a busy day your mind finds rest in a picture of a child who makes some progress in his school...  
And these developments, noted under the Odéon label, are the same records...

TRIUMPH DEPARTMENT  
The Seaboard National Bank

215

This PORTABLE TYPEWRITER is made by the longest manufacturer of writing machines in the world. In every detail of its appearance and construction it is an UNDERWOOD.

### UNDERWOOD PORTABLE

216

## A Gypsy Strain from Romany Hills

when Phantom Fingers play

# Welte-Dignon

Welte-Dignon is a musical instrument that is used for playing music...

217

and David Benn comes to life on the Underwood Portable!

### UNDERWOOD PORTABLE

218

GIVE WINGS TO WORDS!

With the flight of the birds with winged words, wherever you are, are the Underwood Portable free your thoughts and quicken your expression—adding to the sum of your daily achievement.

### UNDERWOOD PORTABLE

219

Words of Affection—Give them Wings!

Let each word you write, be as quick as a bird's wing, and let each sentence you write, be as clear as a bird's flight...

### UNDERWOOD PORTABLE

220

BUSINESS NEEDS WINGED WORDS

Business men who use the Underwood Portable, do so for the same reason as do the writers of fiction...

### UNDERWOOD PORTABLE

221



# Hampton Shops

The room a man chums with

There are rooms of subtle sweetness and strength with which a man feels instinctively at home—rooms that reflect his character—that are sympathetic to his foibles—whose secrets of coloring actually soothe. In planning such rooms the Hampton Shops take a not unparadisiacal pain. Whether they are to be part of a splendid home, a certain business apartment, or the office of some powerful executive, the judgment is considered authoritative. We shall recommend, in Hampton, as things at no cost, least a small detail of furniture. Hampton Shops Furniture is the right sort of furniture for a man's rooms. It is completed by master designers—built by master craftsmen. It speaks discretion, taste and character. It speaks these things for evidence in the man's room—and yet no more than it does at living or dining or bedroom, to in the full interiors of the loveliest homes.

18 East 50th Street ••• New York  
2.2.2

SATURDAY GRADING. NEW YORK EVENING POST. SEPTEMBER 1, 1923



# Hampton Shops

What new furniture are you going to add?

18 East 50th Street ••• New York  
2.2.3

# Hampton Shops



When East meets West rejoicing

VISIT the Hampton Shops and you will see the perfect meeting-place of East and West. Of Oriental and European artistry there in some sombre colors you will catch the rich glow of Oriental velvet and gold lacquer encasing a tall mahogany cabinet of English lines. In another spot you will notice how the Chinese influence modifies the clean perfection of Chippendale. Here a lovely Japanese case has been transformed into a treasure of Occidental luxury. There a beautiful Persian rug contrasts with a Georgian love seat. Of such harmony of opposites there is a multitude at the Hampton Shops—and a multitude too, of charming interiors that reflect truly what the Hampton Shops could do for your home. Our designers could at once catch the salient points of your set or home or apartment and by subtle contrasts and masterly harmonies of drapery, upholstery, and furniture develop it into a home uniting with graceful beauty.

18 East 50th Street ••• New York  
2.2.4



## STEINWAY

THE INSTRUMENTS OF THE IMMORTALS

There is no other instrument in the world that has been so long and so widely used as the Steinway piano. It is the instrument of the immortal. It is the instrument of the immortal. It is the instrument of the immortal.

Prices: \$875 and up—plus freight

STEINWAY & SONS, Steinway Hall, 109 East 42nd Street, New York City

2.2.5

# Brandes



SUPERIOR 36<sup>TH</sup> NAVY TYPE \$8.95

Matched Tone Radio Headsets

2.2.8

## THE PIANO BEAUTIFUL

THEIR EXAMPLES OF KNABE PIANOS IN PERIOD CASES

WM KNABE & CO  
BALTIMORE NEW YORK

2.2.6

## VIRTUOLO



No dull evenings now

It is the most beautiful and the most perfect of instruments. It is the instrument of the immortal. It is the instrument of the immortal. It is the instrument of the immortal.

Hallet & Davis

110 West 42nd Street, New York

2.2.7



A Garden Quintet of long ago—when Phantom Fingers play

"That the heart be wiser, and the hand and tongue."



MEMORIAL, glowing with the velvet enchantment of bygone years, comes no more through the supreme art of the Welte-Mignon—their only creation in producing instruments.

With the Welte-Mignon, the world of the past is brought to life again in the home of the future. It is the only instrument of the past that can be played in the home of the future.

2.2.9



# Hampton Shops

Why not have the house complete?

18 East 50th Street, New York

2.3.0





## The Quality Consideration in Buying Coal

A list of Consolidation Coal customers would show many of the names that make America's industry great.

These companies buy their fuel on a basis of power content revealed in scientific tests, not price per ton. They buy Consolidation Coal because it is clean coal from which all possible waste has been eliminated, thus saving the freight rate and purchase price on impurities present in inferior coal.

Throughout the 38 years of its operations, The Consolidation Coal Company has shipped only clean, bituminous coal to its customers.

**THE CONSOLIDATION COAL COMPANY**  
INCORPORATED  
INCORPORATED  
Munson Building - New York City

ALBANY, N. Y.	ALTOONA, PA.	ALTOONA, PA.	ALTOONA, PA.
ALTOONA, PA.	ALTOONA, PA.	ALTOONA, PA.	ALTOONA, PA.
ALTOONA, PA.	ALTOONA, PA.	ALTOONA, PA.	ALTOONA, PA.
ALTOONA, PA.	ALTOONA, PA.	ALTOONA, PA.	ALTOONA, PA.
ALTOONA, PA.	ALTOONA, PA.	ALTOONA, PA.	ALTOONA, PA.

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## SIN NIC— The Chinese Santa Claus

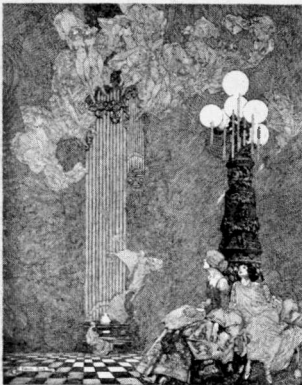


'Where is the gift?' asks Gentsie, that blundering head of an organ builder, that brings a head-sour cease from care that kudos to a daffy son and his esteemed father on the Seven Terraced Bridge of delight!

Even within the realms of your isomental wisdom answers Sin Nic, the Chinese Santa Claus, there are no answers but one. Play need to possess the Sacred Claw of a Nine-Tailed Dragon, there is no greater omen for happiness and no better fit in all the kingdom than a set of Mas-Jong.

**OVINGTON'S**  
The Gift Shop of Park Avenue  
415 Park Avenue at 58th Street

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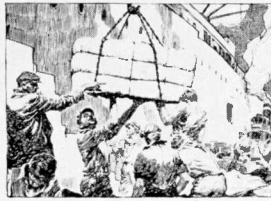


THE ESTEY RESIDENCE PIPE ORGAN

Every Residence Organ, built by the oldest and best known firm of organ builders, are designed specifically for the homes in which they are to be installed. Their arrangement, volume, and their tonal qualities are chosen exactly appropriate to the requirements they are intended to supply. And they may be played by the human organ, or you may merely sit and listen while the human organ gives the interpretation of a master to art music you may select.

The Estey Organ Company, Brattleboro, Vermont

236



## Financing the cotton exports

PRIOR to the organization of the Federal Reserve System in October, 1914, our financial institutions was so inactive that it frequently forced call money to exorbitant rates to have the cotton crop ready for the foreign market, and the exporter needed the aid of his banker.

The advent of the Federal Reserve System marked a new era in the financial aspect of the cotton business, giving the needed elasticity to our credit system, and enabling the banker to stand solidly behind the cotton exporter, who thus became less dependent upon the dictates of foreign buyers.

Cotton again is flowing to its pre-war markets where conditions have mightily changed, and more than ever the cotton exporter needs the service of a dependable bank.

We believe it well for the exporter to seek the knowledge of a bank thoroughly conversant both with cotton and with foreign trade conditions.

It has been The Equitable's privilege for many years to be one of the foremost banks engaged in financing cotton exports. Write for particulars regarding our specialized service.

## THE EQUITABLE TRUST COMPANY OF NEW YORK

LETTON OFFICE: 115 WALL STREET  
 COLONIAL OFFICE: 115 WALL STREET  
 BOSTON OFFICE: 115 WALL STREET  
 PHOENIX OFFICE: 115 WALL STREET  
 SAN FRANCISCO OFFICE: 115 WALL STREET

Total resources over \$300,000,000

232



## With all the new style touches

Our Adler Collegian Clothes for Fall display all the new style touches—the broader shoulder, looser lines and wider spacing between buttons.

In all the popular weaves and in the most desirable shades. Many have the famous McBedwin Finish, which gives the coat a neater, trimmer fit and holds it in shape through the whole life of the suit.

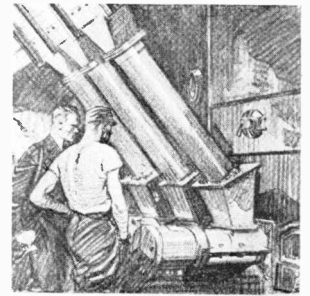
New Fall suits and overcoats at only

\$300 \$300 \$300

**Curran & Griffin**

237

{ 156 }



## Two hundred million dollars loss

This is the normal annual loss from inefficient use of bituminous coal. But, in a period of limited supply such as now exists, fuel efficiency assumes an even more important aspect than this enormous figure indicates.

To aid our customers in taking more power from each ton of Consolidation Coal, we maintain a corps of fuel engineers whose services are at your command to test chemical or heat content and to detect power leakage in your boiler room.

At the same time our organization is concentrated on clean coal, so that precious transportation facilities shall not be used to haul non-combustible waste substance present in inferior fuel.

**THE CONSOLIDATION COAL COMPANY**  
INCORPORATED  
Munson Building - New York City

ALBANY, N. Y.	ALTOONA, PA.	ALTOONA, PA.	ALTOONA, PA.
ALTOONA, PA.	ALTOONA, PA.	ALTOONA, PA.	ALTOONA, PA.
ALTOONA, PA.	ALTOONA, PA.	ALTOONA, PA.	ALTOONA, PA.
ALTOONA, PA.	ALTOONA, PA.	ALTOONA, PA.	ALTOONA, PA.
ALTOONA, PA.	ALTOONA, PA.	ALTOONA, PA.	ALTOONA, PA.

233

## Gifts for the Bride who is married in the sleet!

AND when did we either ever dream a lot of them could be so nice. Many have thought that nothing but snow and ice came down from the heavens!

And the gifts we need are real—the best, with the quality that the snow can't melt and the quality that the snow can't melt and the quality that the snow can't melt.

For the new or bridegroom, under the auspices of our Ovington's have counted on being a collection of gifts in their new home.



**OVINGTON'S**  
The Gift Shop of Park Avenue

235



## Stirring the Fires of Youthful Ambition

FOUNDER, back in 1862, has now moved the home of the Conn Organ and Piano Co. to the new building at 125 West 42nd Street, New York City.

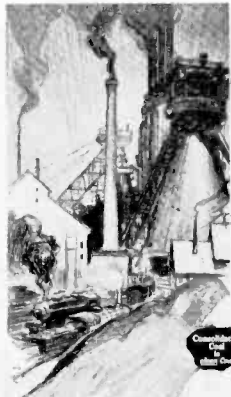
Conn Organ and Piano Co. has a long and successful history of manufacturing and selling organs and pianos.

Conn Organ and Piano Co. has a long and successful history of manufacturing and selling organs and pianos.

Conn Organ and Piano Co. has a long and successful history of manufacturing and selling organs and pianos.

Conn Organ and Piano Co. has a long and successful history of manufacturing and selling organs and pianos.

238



Consolidation  
Coal  
Best Coal

## To Reduce Waste In Industry

Use clean coal. Burning of dirty coal means higher manufacturing costs and higher living costs. Transportation of dirty coal means an unnecessary drain on the railroads.

### THE CONSOLIDATION COAL COMPANY

INCORPORATED  
Munson Building - New York City

CHICAGO BUREAU, DETROIT BRANCH, UNION TRUST BLDG., WASHINGTON D.C.  
107 MARKET STREET, PORTLAND, ME. FINNEY BLDG., CHICAGO, ILLINOIS  
CONSTITUTIONAL BLDG., BALTIMORE, MD. UNION TRUST BLDG., CINCINNATI, OHIO  
1000 BROADWAY, NEW YORK, N.Y. UNION TRUST BLDG., CLEVELAND, OHIO  
1000 BROADWAY, NEW YORK, N.Y. UNION TRUST BLDG., PHILADELPHIA, PA.  
1000 BROADWAY, NEW YORK, N.Y. UNION TRUST BLDG., PITTSBURGH, PA.

239

THE SATURDAY EVENING POST

### ADLER COLLEGIAN CLOTHES

THEY KEEP YOU LOOKING YOUR BEST

It takes wayward bits together

The looser, more comfortable cut; the wider spacing of the buttons; the wider trousers; the other bits. Full style developments are certainly well displayed in this Adler Collegian model. Here is a suit that any man can wear with the assurance that the cut of his clothes is precisely in accordance with the accepted ideas of Bond Street and Fifth Avenue.

242

137



## The Right Coal in the Right Place

This Company recommends the use of Consolidation Coal wherever its suitability has been demonstrated both by scientific analysis and actual tests. We seek to put the right bituminous coal in the right place.

Consolidation Coal is used in large volume for steamship bunkers for which its suitability has been frequently demonstrated. One recent test was applied to an entire trans-Atlantic crossing and was described by the ship's engineers as follows:

"The coal supplied by you last voyage, on the above named steamer, has proved to be a very high class coal."

"The calorific value of the coal is high, its gases are quickly and easily liberated, and the percentage of ash is small. About 95%."

"Most, the ashes are easily removed, and are not detrimental to either firebricks or furnace bridges."

"It is a coal that needs a good supply of air, light firing, and you have a perfect combustion, eliminating smoke if air supply is properly regulated. Taking it all around it is a good economical coal, and is to be highly recommended."

Another test of Consolidation Bunker Coal, by a British steamer, resulted in the following statement:

"I consider the American coal shipped at Baltimore the best coal I have ever burned."

It is on such records of competition as these that the favorable reputation of Consolidation Bunker Coal rests.

### THE CONSOLIDATION COAL COMPANY

INCORPORATED  
Munson Building - New York City

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1000 BROADWAY, NEW YORK, N.Y. UNION TRUST BLDG., PITTSBURGH, PA.

240



## Spontaneous Combustion

Few things cause greater dismay to a plant manager than to see smoke rising from his coal pile.

This means a spontaneous combustion in a stillhouse and costly.

Of 2000 large coal consumers who were queried by the Government, 200 reported instances of spontaneous combustion; thus indicating how important a problem it presents to the industries of the country.

The low sulphur content and cleanliness of Consolidation Coal tend to prevent spontaneous combustion.

Industrial executives who have had in charge all losses due to spontaneous combustion are invited to communicate with us for information as to the resistance of Consolidation Coal to this destroying force as well as specializing accessories which are made possible through the use of our fuel.



### THE CONSOLIDATION COAL COMPANY

INCORPORATED  
Munson Building - New York City

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1000 BROADWAY, NEW YORK, N.Y. UNION TRUST BLDG., PITTSBURGH, PA.

241

### ADLER COLLEGIAN CLOTHES

THEY KEEP YOU LOOKING YOUR BEST

Don't depend on the dummies in the windows

This distinctive model for Fall is as British as a foggy London night. The long, rolling lapels and the curve of the jacket are characteristic of the latest importations from the Bond Street tailors. Quite a lot of ice cream in the generous trousers with two stars on each side of the front. English from a cut collar to trouser cuff.

243

### The New DOBBS HATS are here

EXCLUSIVELY

244

ROYAL TYPEWRITER CO., Inc.  
200 West Broadway, New York, N.Y.

## ROYAL

TYPEWRITERS  
"Empire the World"

ROYAL has its elements of beauty in its design, in its speed and accuracy. But in the office of the present and tomorrow, the Royal Typewriter is not only an ornamental masterpiece, it is a machine that saves time and space, and is a machine that is a pleasure to use. It is a machine that is a pleasure to use. It is a machine that is a pleasure to use.

245

IT PAYS TO INSIST ON ARROWS

### GORDON an ARROWSHIRT

Made of permanently white Oxford cut to allow for shrinkage with a collar attached made by the Arrow Collar Makers

GORDON, TAYLOR & Co., Inc., Boston

246

**DOBBS COATS**

The assortment of coats for fall and winter wear produced by Dobbs & Co, New York's leading Hatters, includes full-skirted models from the best London makers and from their own shops. The limited number made in each pattern of wools affords the exclusiveness expected of Dobbs products. The prices are extremely moderate

**DOBBS & CO**  
620 & 244 Fifth Avenue New York

247

**All One Price**  
**\$2.75**

If you like the picture of the new Kaufman feature hat, you will like the hat itself even better. While the picture will give you a fair idea of the smart lines, you can never get a true conception of the excellent quality until you meet the hat face to face. And until you see all our new styles you'll not realize how many other attractive shapes and shades we are showing.

Let us prove to you that our hats have all the quality that can be put into a hat at any price. No amount of money will buy better - only more wear, or more becoming looks. That's why we are the largest hat retailers in the twenty-five principal cities of America.

**Kaufman**  
World's Largest Retailer of Hats

248

**DOBBS - 620 and 244 Fifth Avenue**

*"All the women of Dobbs wear hats made by a successful pattern maker..."*

*"Dobbs' hats are made with the best materials..."*

*"Dobbs is the only manufacturer of hats that is a successful pattern maker..."*

*Business Representatives: J. Dobbs, 110 Broadway, New York, N.Y.*

249

*They Retain the Style Lines Longer*

**Bero**  
THE U.S. HAT CO.  
**Sta Shape**  
HATS FOR YOUNG MEN

250

One half of your lifetime, and more, is spent in hosiery. Your constant and intimate traveling companion. It is an important part of your personal protection and embellishment. The world buys more Phoenix hosiery than any other kind, because it has downright elegance and a renowned wearability that makes it a substantial economy. For men, women and children, it is the standard hosiery throughout the world.

**PHOENIX**  
HOSIERY

251

Neither romance nor history tells us who made the first pair of stockings. But certain it is that human progress is indicated by the remarkable refinements that have been made in hosiery. Never before this very day have men, women and children been able to own such beautiful and substantial foot-coverings at so low a cost. Phoenix leadership in this advancement has made it the standard hosiery of the world. But neither romance nor history can record the downright satisfaction that has come from the long miles of strenuous and refined travel which this splendid product economically supplies.

**PHOENIX**  
HOSIERY

252

**Sears, Roebuck and Co. Chicago**

253

**Cashmere Bouquet Soap**

*Colgate & Co. New York.*

254

*The American Weekly*

**The Personal Daintiness every woman desires - may now be secured in this convenient form**

Send for a free container of this fragrant Toilet - notice the difference it makes

**FREE!**

**Williams' Fragrant Toilet**

255

**KNOX**

When the autumn is crisp and the winter is keen, it is time to turn to the warm and cozy comfort of a KNOX scarf. The scarf is made of the finest wool and is woven in a pattern that is both beautiful and practical. It is the perfect accessory for the season.

**KNOX HAT CORPORATION**

256

FACTS ABOUT A FAMOUS FAMILY

**Night and Day in Dayton**

Buick, Cadillac, Chevrolet, Oldsmobile, Delmonobile, and GMC Trucks—all are tested on the road in the places where they are built.

But in Dayton, Ohio, General Motors could not get together through its Research Laboratories. Day and night the engineers drive over all sorts of roads and through all sorts of weather—three shifts of eight hours each, a hundred and blank miles to each shift.

That the General Motors car which you buy has proved itself capable of more hard wear in a week than you will ever give it in a season.

**GENERAL MOTORS**

BUICK CADILLAC CHEVROLET OLDSMOBILE DELMONOBILO GMC TRUCKS

257

**HANGNAILS and COARSE RAGGED CUTICLE make you ashamed of your hands**

The night when you are alone, you will find your hands looking unattractive. This is due to hangnails and coarse ragged cuticle. The solution is to use a product that will remove these imperfections and leave your hands soft and smooth.

**WATERBURY'S**

259

Ginghams as charming as youth itself

Not a season of the year is so full of gladness and cheer as the season of David and John Anderson Scotch Ginghams. Always charming, these Scotch ginghams are so attractively appealing that they are the favorite of the nation's people. Since the Scotch ginghams were first introduced in 1840, they have been a favorite of the nation's people. Their soft texture and smart colors have a distinctive and charming appeal in every fabric.

**DAVID & JOHN ANDERSON SCOTCH GINGHAMS**

258

**JANE EXPLAINS IT TO JANE**

When you are looking for a pair of shoes, you should look for a pair that is both stylish and comfortable. The shoes should be made of the finest materials and should have a design that is both attractive and practical.

**Pedemole**  
Shoes for Women

**JULIE KASHMAN INC.**

260

**The Woman You would Like to Be**

When you are looking for a pair of shoes, you should look for a pair that is both stylish and comfortable. The shoes should be made of the finest materials and should have a design that is both attractive and practical.

**STANDISH FABRICS**

261

**WATERSIDE CORDUROY**

When you are looking for a pair of shoes, you should look for a pair that is both stylish and comfortable. The shoes should be made of the finest materials and should have a design that is both attractive and practical.

**WATERSIDE CORDUROY**

262

**BEAUTIFUL and PRACTICAL a rare combination**

When you are looking for a pair of shoes, you should look for a pair that is both stylish and comfortable. The shoes should be made of the finest materials and should have a design that is both attractive and practical.

**WATERSIDE CORDUROY**

263

**A room made delightful by the effective use of a Standish Fabric**

When you are looking for a pair of shoes, you should look for a pair that is both stylish and comfortable. The shoes should be made of the finest materials and should have a design that is both attractive and practical.

**STANDISH FABRICS**

264

YOU SHALL DINE AT THE RITZ

McCallum  
SILK HOSE

265

How to tell  
a fine worsted

YOUR EYE FIRST, it will light to the gleam of a mark finely executed. Then your touch, be it ever so momentary, it will sense the almost silent luxury of the origin Australian wool. And there is a small test which fashionable women always find infallible look for the Reids' trademark stamped inside the finished garment or on the back of the goods brought by the yard.

READ'S  
FABRICS  
PHILADELPHIA

266

LET US LOOK ON AT THE PALAIS ROYAL

McCallum  
SILK HOSE

267

YOU JUST KNOW SHE WEARS THEM

McCallum  
SILK HOSE

268

YOU JUST KNOW SHE WEARS THEM

McCallum  
SILK HOSE

269

Hand-tailored *Méride* knit underwear

McCallum  
SILK HOSE

270

YOU JUST KNOW SHE WEARS THEM

McCallum  
SILK HOSE

271

For you & Madame,  
a new way of  
charm & distinction

Dyer-Kiss

McCallum  
SILK HOSE

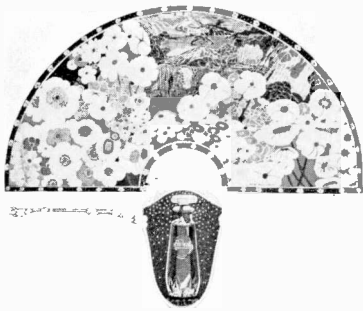
272

YOU JUST KNOW SHE WEARS THEM

McCallum  
SILK HOSE

273





When you have a perfume bottle, you should have a stopper that is as beautiful as the perfume itself. Colgate's Perfumes are made of the finest materials and are of the highest quality. They are of the latest design and are of the most artistic character.

**COLGATE'S**  
Perfumes

274



Capture the charm  
of exclusive style

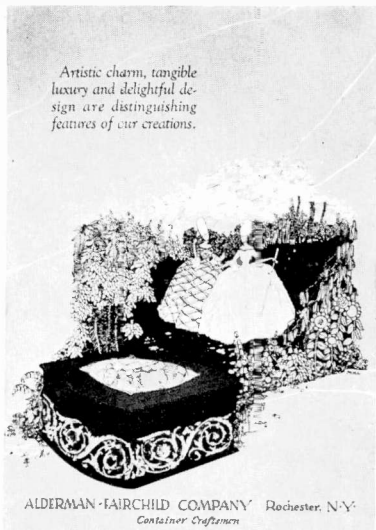
THE DRESS made of Reads' Fabrics bears the unmistakable stamp of authority. Look for the trade-mark inside the garment or on the back of the material when buying by the yard. In style, in color, in texture, in durability, Reads' Fabrics are the standard—setting the latest vogue in fine dress goods. You will find them in the smart shops and better department stores everywhere.

**READS**  
FABRICS

Everything Tailor-made in the World



275



Artistic charm, tangible luxury and delightful design are distinguishing features of our creations.

ALDERMAN-FAIRCHILD COMPANY Rochester, N.Y.  
Container Craftsmen

276



What happens to your sheets and pillow-cases after four years laundering?

The answer is, they are worn, faded, and soiled. They are no longer fit for use. They are no longer white. They are no longer soft. They are no longer comfortable. They are no longer beautiful. They are no longer worth the money you have spent on them. They are no longer worth the trouble you have had in washing them. They are no longer worth the space they take up in your closet. They are no longer worth the trouble you have had in putting them away. They are no longer worth the trouble you have had in taking them out. They are no longer worth the trouble you have had in putting them on. They are no longer worth the trouble you have had in taking them off. They are no longer worth the trouble you have had in putting them in the wash. They are no longer worth the trouble you have had in putting them in the dryer. They are no longer worth the trouble you have had in putting them in the closet. They are no longer worth the trouble you have had in putting them in the wash. They are no longer worth the trouble you have had in putting them in the dryer. They are no longer worth the trouble you have had in putting them in the closet.

**WAMSUTTA**  
Percale Sheets and Pillow Cases  
The finest of cottons

277



**CAMMEYER**

Brands De Luxe  
677-7116 Avenue  
Between 30th and 34th Streets  
New York City

Our elegant shoes visit all the larger cities. We shall be pleased to send you of latest and most illustrated brochure.

EXCLUSIVE FOOTWEAR FOR WOMEN

278



Weighted Silk is like a plated spoon. Its looks do not last. Sterling Silver and Kayser Italian Silk Underwear are as good within as without. Millions of women in dozens of countries use them. By doubling wear they halve the cost. All Kayser products are pure dyed. No weighting; therefore, long wear.

**Kayser** Italian SILK UNDERWEAR

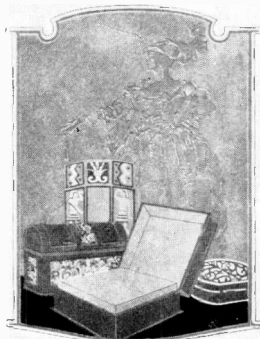
279



Every gown in her trousseau is protected by the suitable Kleiner's Dress Shields

**Kleiner's**

280

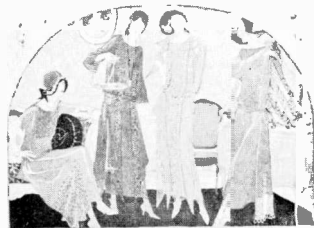


Delightful in their design, flawless in their artistry, and created with re-verse possibilities always in view, Alkermis are held containers invariably impress the fragrance of the perfume or powder within upon the mind of the beholder. Our Designing Department is experienced in the creation of containers to increase sales for powder and perfume manufacturers. To cooperate with you will be an esteemed privilege.

ALDERMAN-FAIRCHILD COMPANY

Container Craftsmen Rochester, N.Y.

281



Bardonia, N.Y.

282

Beautiful hands assume new graces, fingers seem to taper more delicately and the tout ensemble gains an inevitable smartness when one wears

*Silk Gloves by*  
**VAN RAALE**

283



At the 1877 Exposition Universelle, the most beautiful and valuable of the world's art treasures were exhibited. Among these were the finest of the East, the most beautiful of the West, and the most valuable of the South. The most beautiful of the world's art treasures were exhibited. Among these were the finest of the East, the most beautiful of the West, and the most valuable of the South.

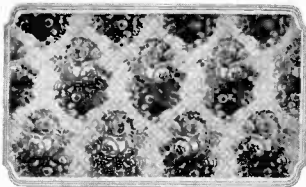
**CHENEY SILKS**

286



There is no more beautiful fabric than this. It is the most beautiful of the world's art treasures. It is the most beautiful of the world's art treasures. It is the most beautiful of the world's art treasures.

**F. SCHUMACHER & CO.**



F. SCHUMACHER & CO.

288

"You win the —"

Blank to be filled by the Prize Committee

LOOK at the man in the picture. He is James B. Colgan, whose specialty is useful prizes. He has shown that usefulness is a desirable quality in spite of the antique tradition of silver cups and pewter mugs.

As Louis Pasteur was to the germ, so James B. Colgan is to the useful golf prize. No case exists which he cannot diagnose. Many a committee chairman, be he ever so deft with the masher mallet, is stopped dead by the prospect of securing the season's tournament awards, but not if he gets the professional assistance of Mr. Colgan.

He's no prima donna but —

Like Jerzak backed with geraniums, he stands smiling and surrounded with good golf prizes, the kind that any man and his wife would be proud to own.

And even if you can't come yourself, Mr. Colgan can still help you in two ways, first, by sending a booklet containing 100 golf suggestions, and second, by giving his personal attention to your committee.

**OVINGTON'S**  
"The Gift Shop of Fifth Avenue"  
FIFTH AVENUE AT 39TH STREET

284

Now she knows!

BY LOOKING FOR and finding the trademark of Reads' Fabrics inside the garment, this woman has assured herself of the high quality of the goods. Smartly dressed women depend upon this trademark, stamped on the back of the goods, as the guide to the newest wools in fine dress fabrics. You will find Reads' Fabrics in the better shops and department stores—in the finished garment or by the yard.

Luxury Philadelphia  
New York  
212 Fifth Avenue  
Paris  
112 Rue Edouard

**READS' FABRICS**  
Everything Indispensable in Fine Woolls

W. H. REA & SONS CO.  
**READS' FABRICS**  
PHILADELPHIA

289

**WAMSUTTA**  
Woolen Shirts & Pillow Cases

The game new gold label of Wamsutta means a guarantee of quality in every thread and every seam. It means that you are getting the best and the most durable goods in the market. It means that you are getting the best and the most durable goods in the market.

**F. SCHUMACHER & CO.**

285

A DESIGN BY WILLIAM MORRIS, PRINTED ON LINEN

THESE are the most beautiful of the world's art treasures. They are the most beautiful of the world's art treasures. They are the most beautiful of the world's art treasures.

**F. SCHUMACHER & CO.**

287

Old Early Louis XV  
Design of Jean-Baptiste

The most beautiful of the world's art treasures. They are the most beautiful of the world's art treasures. They are the most beautiful of the world's art treasures.

**F. SCHUMACHER & CO.**

290

**Cleanliness demands more than Bathing—**

**Nujol**  
The Insulated Emulsifier

10c

291

**45 minutes' toasting develops its aristocratic flavor—the enormous production makes possible its democratic price.**

**LUCKY STRIKE**  
"IT'S TOASTED"

292

**Get this, men—**  
A complete assortment of the world's finest smoking tobaccos—sent to any smoker anywhere—on 10 days approval!

293

**OK Cigarettes**

294

**OK Cigarettes**

295

**OK Cigarettes**

296

**Arrived from Porto Rico!**  
**The New Vintage Ricoro**

**Ricoro**

**UNITED CIGAR STORES**

297

**"What a difference just a few cents make!"**

**FATIMA**  
—a mild cigarette—

298

**Velvet**

299

Preferred by Gentlemen of Three Generations

**RICHMOND STRAIGHT CUT CIGARETTES**

300

Porto Rico

Ricoro Cigars come FRESH to our stores in weekly shipments

The New Vintage Ricoro Cigar—Imported, yes—but Duty Free!

Only a rare combination of circumstances can bring about a superior tobacco crop. That is in a lifetime, perhaps, the soil, the climate and heavy frosty better conditions in produce such mild and fragrant leaf as that in the new vintage Ricoro.

It is fortunate for all lovers of the improved cigar that the Ricoro plantations in Porto Rico have produced such a crop. More fortunate still is the fact that "Vintage Ricoro" is a United States possession, and Ricoro can be imported by us Duty Free.

A genuine, hand-made imported cigar selling at a domestic price, was unheard of before our vintage Ricoro. And now, because there has been no artificiality in Ricoro prices, even for these rare vintage cigars, Ricoro is a great value than most.

"Vintage Ricoro—the new vintage Ricoro in any United States store today!"

**Ricoro**

Ricoro comes in 10 regular sizes, 2 for 10, or 10 for 100.

Wholesale prices: 100 for \$1.00, 10 for \$0.10, 1 for \$0.01.

United States Cigarette Manufacturers Association, Inc.

**UNITED CIGAR STORES**

Cigars always FRESH—full natural aroma

AA No. 12

301

**Chesterfield**  
CIGARETTES

"That's no fish story! It's the best cigarette I ever tasted."

Taste is a matter of tobacco quality

We speak in our tobacco quality. Chesterfield is the name of the best quality tobacco. It is the name of the best cigarette. It is the name of the best tobacco.

Exported by Chesterfield Cigarette Co.

302

Furnished by The Curtis Publishing Company for serving SATURDAY EVENING POST Centennial Advertising pages

**Picture Your Boy**

Picture a boy band playing a variety of instruments. A band leader, a trumpet player, a trombone player, a saxophone player, a clarinet player, a drummer, and a bassist.

**In a Band Like This**

CONN BAND INSTRUMENTS

CULTIVATE YOUR MUSICAL BUMP

303

Coney Island was a great holiday's ride out from the little town that Abraham Abraham opened in 1865. Above is a scene at the Toll Gate on the Coney Island Pleasure Road 50 years ago. The six-haired gentlemen with their crumpled companions in the smart breeches had to pay for the privilege of traversing the dusty road through Brooklyn.

1865

304

IVORY SOAP FLAKES

The test—To be safe for silks, a soap should be safe for your face. Ivory IS.

IVORY  
Cake or Flakes  
99 3/100 % Pure

305

{ 164 }

No Brooklyn Bridge also had the same over East River back in 1865 when Abraham Abraham opened his first store on Fulton Street. The plans of steel that now reach over from New York into the city's center, Borough came later—when Abraham Abraham had already moved into his present location and gave Brooklyn its largest retail store.


1865

306

841

The Interrupting Idea


Worn-Out Words



"There are the prayers of the world. What are the meanings of labor? It means that you are the possession of some."

The Interrupting Idea


The Wisdom of Many



"There are the prayers of the world. What are the meanings of labor? It means that you are the possession of some."

The Interrupting Idea

The Wisest of Administrators



"There are the prayers of the world. What are the meanings of labor? It means that you are the possession of some."

The Interrupting Idea

"Follow the Ball"



"There are the prayers of the world. What are the meanings of labor? It means that you are the possession of some."

The Interrupting Idea

"And Things Are Not What They Are"



"There are the prayers of the world. What are the meanings of labor? It means that you are the possession of some."

307



A STRIPED DAMASK—LO JIS XVI

The graceful influence of Miss Amédée is everywhere apparent in the decorative work of the Louis XVI period which gave inspiration for this striped damask . . . .

Coming to France the wife of the young Dauphin, Marie Antoinette shortly visited the Paris Tailors in protest against the artificiality of the court. Here she established a useful garment which accounts for the name of striped damask—the use of vertical stripes, squares and wavy designs.

all in conjunction with musical instruments such as pipes, flutes, drums and fering for the social dance.

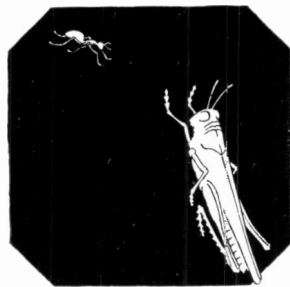
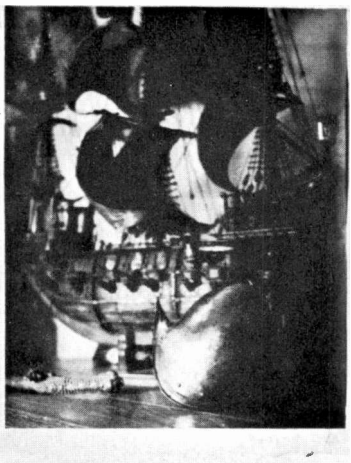
She brought to French art a delicate and distinctive design which, considered in relation to style, holds a place of high individual charm.

The damask hereafter presented is adapted by Cheney Brothers from a favored pattern of the period, and may be obtained in several different color harmonies.

CHENEY BROTHERS  
44 Avenue of the Arts, New York

**CHENEY SILKS**

308

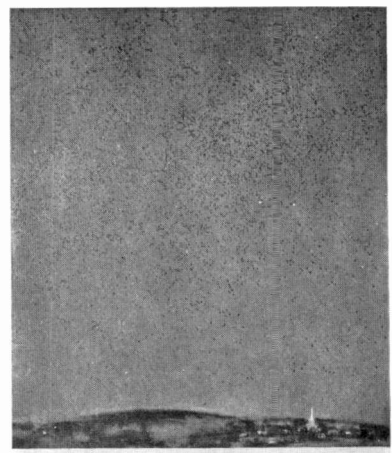


**CONCRETE FABLES**

310

**SPID MODELS**  
The Rosenbach Galleries

309



How many stars do you suppose there are? Nearly two billion. Over 8 billion CHESTERFIELD cigarettes were smoked last year. It must be because

311

{ 165 }





"FOLLOW THE GLEAM"

THINK of the reindeer bone, scratched by primitive man, the faint pictures etched on the rock walls of hidden grottoes, the broken fragments that recall Chaldea's distant fate, the avenues of mighty monuments that mark dead Egypt's grave, "the glory that was Greece, and the grandeur that was Rome."

And then recall the imperishable Masters—romanticists, modernists, futurists; all seeking a true expression and an ideal that does not die.

So may the pages of this book record the forward progress of artistic expression in our own lifetimes.

Barton, Durstine & Osborn, Inc.  
ADVERTISING

383 MADISON AVENUE, NEW YORK

230 BOYLSTON STREET      220 DELAWARE AVENUE  
BOSTON, MASS.                      BUFFALO, N. Y.

Member American Association of Advertising Agencies  
Member National Outdoor Advertising Bureau      Member Audit Bureau of Circulations

THE man who leaves his son a factory producing unknown goods leaves him merely a chance to fight for business.

The man who leaves his son a factory producing goods that have a place in the public opinion of the nation leaves that son an inheritance which only his own folly can destroy.

This shows what it is that advertising expenditure really buys. Unknown merit is merely unknown merit. Merit recognized by public opinion is riches.



George Batten Company, Inc.  
*Advertising*

383 Madison Avenue  
New York

10 State Street  
Boston

McCormick Building  
Chicago

THE  
B I O W  
C O M P A N Y

INCORPORATED



*Advertising*  
*Merchandising*



NINE EAST FORTIETH STREET  
NEW YORK



THE demand in the field of advertising art in the past few years has been for better and better art. The advertiser has insisted upon the use of the best artistic talent to convey his message to the public.

Intelligent visualization, good illustration, good typography—each has become a vital necessity to effective selling copy.

Our organization was planned to meet this increasing demand for better art and a more expert handling of advertising art problems. We employ a remarkably versatile group of intelligent artists and their efforts are directed by creative art directors who have had valuable agency experience.

STANFORD BRIGGS INC.

*Advertising Art*

392 FIFTH AVENUE, NEW YORK





J. M. BUNDSCHO, INC.

*A D V E R T I S I N G T Y P O G R A P H E R S*

In advertising as in Nature it is the beautiful which lures the eye and which the memory hoards away. Many exquisite examples of advertising typography are to be found among the works of Bundscho.

*Here Type*  
*Can SERVE You*



58 EAST WASHINGTON STREET *and* 10 EAST PEARSON STREET, CHICAGO, ILLINOIS

Calkins & Holden  
INC.  
247 Park Ave·N·Y

ADVERTISING

THE  
ERICKSON COMPANY  
ADVERTISING

381 FOURTH AVENUE, NEW YORK



*If you want to know about our work,  
watch the advertising of the following:*

BON AMI

CONGOLEUM RUGS                      VALSPAR VARNISH  
GRINNELL SPRINKLERS                WELLSWORTH PRODUCTS  
MC CUTCHEON LINENS                TAVANNES WATCHES

PETER SCHUYLER CIGARS

CONVERSE RUBBER SHOES

ANSCO CAMERAS AND FILM

COLUMBIA WINDOW SHADES

TARVIA

DUZ

WALLACE SILVER                      HAVOLINE OIL  
THE DICTAPHONE                      BARRETT ROOFINGS

COOPER HEWITT WORK-LIGHT

L & G AGATE WARE

NEW-SKIN

*What we've done for others we can do for you*

THE  
ETHRIDGE  
COMPANY



25 EAST 26 ST.  
NEW YORK

*Twenty-two years as an Advertising  
Art Service is an achievement.*

*To this background of experience we  
have continually added new talent,  
keeping pace with the modern trend as  
it affects layout and technique.*

*Our artists work in all mediums under  
a staff of trained creative men, insuring  
the most vital element in any cam-  
paign—the sales idea.*

## *The Supreme Attention Device*

**W**HAT is it? Simply—beauty. Yes—beauty. Beauty arrests. Beauty surprises. Beauty fascinates.

But beauty doesn't stop even here. It arouses the imagination. It inspires enthusiasm.

Advertisements that achieve beauty achieve the highest effectiveness.

Federal is glad to endorse the work of the Art Directors' Club—as being an important step in the direction of better advertising.

The following Federal clients are represented in this volume:

CHATEAU FRONTENAC · INTERNATIONAL SILVER CO.  
KAUFMAN HAT COMPANY · KLEINERT'S · PYREX  
STRATHMORE PAPER CO. · UNITED CIGAR STORES CO.  
VAN RAALTE COMPANY

*Consult "INDEX OF ADVERTISERS"  
for pages on which exhibits are shown.*

**Federal Advertising Agency, Inc.**

**SIX EAST THIRTY-NINTH STREET, NEW YORK**



# ART

---

THE advertisement of today has personality, vivid dramatic quality and an intimate relation to art. The wedding of industry and art—so profitable to both—requires a ministry of exceptional sympathy and understanding. We pride ourselves upon our ability to bring industry and the artist into a relationship of which both may be proud.



Albert Frank & Company

ESTABLISHED 1872

14 Stone Street, New York

NEW YORK

CHICAGO

BOSTON

LONDON

**B**ECAUSE Black and White as a medium in art has gained our sincere admiration for its charm, no less than our respect for its difficulties, we have joined forces in the production of work in this medium to suit the purposes of advertising art.

For the past three years we have worked as one man, the common interest being the ultimate creation. It is our desire to contain in our work that whole amount of craft skill and draughtsmanship which we possess and to which we are constantly adding as experiment broadens our vision.



*Goesle-Roese Studio*

17 WEST 42ND STREET, NEW YORK

Lejaren à Hiller and  
Associates

Illustrators in Black &  
White and Direct Color  
Photography



461 EIGHTH AVENUE, NEW YORK  
*Telephone Chickering 6373*

W · H · HOEDT  
STUDIOS



310 CHESTNUT STREET  
PHILADELPHIA

AN organization comprising a staff of artists which for fifteen years has specialized in the creation and production of the highest type of Art and Photography for Advertising, Industrial and Scientific Purposes. Let us tell you about our Industrial Pictorial Surveys.

# JAPAN PAPER COMPANY

IMPORTERS OF HIGH GRADE PAPERS

*from China, Japan, Korea, Italy,  
England, Belgium, Holland,  
France, Sweden, Spain  
&  
Switzerland*



109 EAST 31ST STREET, NEW YORK  
BOSTON  
PHILADELPHIA



ESTABLISHED  
1901

The number and variety of papers  
carried in stock provide for every re-  
quirement of the publisher, printer  
and direct-by-mail advertiser

# KOLESCH & CO.

ARTISTS' MATERIALS



**S**INCE 1885, our starting point, there has been but one KOLESCH policy—  
*the best in quality and service.*

We have a keen appreciation of the liberal and continued patronage which this policy has brought us from discriminating users of artists' materials and supplies everywhere, including many of those who turn these pages. We value this opportunity for public acknowledgment.

For the future, as in the past, we pledge our earnest cooperation in trying to meet all requirements. INQUIRIES ARE INVITED.

---

138 FULTON STREET, NEW YORK



# HARRY MARX

*ADVERTISING  
ILLUSTRATIONS*



333-341 FOURTH AVENUE, NEW YORK  
*Telephone Madison Square 9997-2064*

*"Not how much, but how well"*



# Newell-Emmett Company

INCORPORATED

*ADVERTISING  
MERCHANDISING COUNSEL*

120 WEST 32ND STREET  
NEW YORK

*AN advertising agency  
founded on the idea of ren-  
dering superlative service to  
a small number of advertisers*

## *CLIENTS*

LIGGETT & MYERS TOBACCO CO.  
JOHNS-MANVILLE INCORPORATED  
WESTERN ELECTRIC CO.  
AMERICAN CHICLE COMPANY  
THE T. A. SNIDER PRESERVE CO.

## How shall an advertisement be judged?



MERIT of illustration alone or merit of copy alone is not enough. It is the effect of the advertisement *as a whole* that makes it succeed or fail.

And to achieve success this effect must be gained through close cooperation between the men who plan and the men who illustrate; both must focus their efforts on a single selling thought.

It has been the privilege of the J. Walter Thompson Company to be associated with many of the leading artists whose work is shown in these pages, in developing advertisements that combine pictorial excellence with selling appeal.

J. Walter Thompson Company



A GROUP of men with the taste and knowledge to design type layout in advertisements of all kinds.

Good compositors—enough of them to set all the advertisements you need in less time than you would expect.

Type, machines, equipment, messenger service—everything that helps to promote the speed you demand in the time we need to produce good composition.



THE TYPOGRAPHIC SERVICE COMPANY

209 WEST THIRTY-EIGHTH STREET

*New York*

The unusual attention attracted by the advertisements of Interwoven Socks, a number of which are exhibited in this Annual, shows the value of maintaining a high quality of art work in advertising. Interwoven illustrations are painted by such noted artists as J. C. Leyendecker, Norman Rockwell, Will Grefe, Lester Ralph and others. The result is an impressiveness of presentation which has helped to make Interwoven the largest selling make of men's hosiery in the world. Interwoven is a client of the United Advertising Agency, United Building, Three Thirty-nine Fifth Avenue at Thirty-third Street, New York City

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