

THE SECOND
ANNUAL OF
ILLUSTRATIONS
FOR
ADVERTISEMENTS
IN THE
UNITED STATES



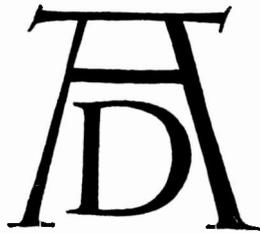
THE SECOND
ANNUAL OF
ILLUSTRATIONS
FOR
ADVERTISEMENTS
IN THE
UNITED STATES

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NEW YORK

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New York

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OF
THE ART DIRECTORS CLUB
1922



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THE EXHIBITION

The Second Annual Exhibition of Illustrations
for Advertisements in the United States held
by the Art Directors Club at the Art Center
65 East 56th Street, New York
During October, 1922



THE ART CENTER, NEW YORK
HOME OF THE ART DIRECTORS CLUB

REPORT OF THE EXHIBITION COMMITTEE

AT THE CLOSE of the first exhibition of advertising art, in the spring of 1921, many observers said: "It will not be possible to present another year a show of so high a standard." That first one was enriched with illustrations which had been used during the most prosperous and prolific period in the history of advertising. But even while it was in progress, there had set in a business depression which was greatly restricting the use of advertising, and which might have been expected to be reflected in the quality of illustrations.

We opened this second exhibition, however, confident that those who viewed it would endorse our belief that the standard of the paintings and drawings which had been hung was quite as high as that of the previous year. Furthermore, the number of originals in the second show was exactly the same. This was due in part, perhaps, to the greater experience and diligence of the committee in searching out the best work, and to the greater willingness of the owners of originals to lend them. There is also a more significant cause. In spite of the shrinkage in volume of advertising and the rigid economy during 1921 and 1922, we believe that the general quality of commercial illustration has steadily improved. The determination to make every advertisement have the greatest possible effect

has led, in the case of the most intelligent users of advertising, to the employment of the best artists and the command of their best work. The Art Directors Club hopes that it is justified in feeling that the educational purpose of the first exhibition has to this extent been already justified.

A departure this year was the showing, with each original, of the complete proof of the advertisement in which it was reproduced. This is valuable for several reasons:

First, it shows clearly how the illustration was made a part of a complete advertisement, and this gives a basis for judging its worthiness, not as an art expression, but as a commercial tool.

Second, it shows how successfully the illustration lent itself to reproduction by the engraver and printer. This is in accordance with the recommendation made last year by the Jury of Awards, which said in its report: "Many artists do not have sufficient knowledge of, or give sufficient consideration to, processes of reproduction. We strongly recommend that in future exhibitions of this character provision be made for judgment of the exhibits with regard to their possibilities for successful reproduction."

Third, it shows in practical aspect the part played by the art director in collaboration with the artist.



ART DIRECTORS CLUB MEDAL OF AWARD, DESIGNED BY PAUL MANSHIP

REPORT OF THE JURY OF AWARDS

THE JURY, acting on recommendations handed down by last year's Jury, took the following considerations into account in making its awards:

1. The problem involved
2. Craftsmanship displayed
3. Reproducing qualities
4. Artistic presentation

In doing this, the Jury found it necessary to group the subjects according to the medium used.

Color subjects were divided between poster work and illustrations. In the poster class a medal and several honorable mentions were allowed.

Illustrations were subdivided into figure and still life; a medal was allowed in each class, with honorable mentions at the discretion of the Jury.

In black-and-white illustrations for half-tone reproduction, one medal and several honorable mentions. In black-and-white line drawings distinctions were made between illustration and straight decoration, and a medal with honorable mentions given in each class.

In photography, color and black-and-white were grouped as one, with a medal in this division and honorable mentions.

THE JURY OF AWARDS WAS COMPOSED OF

FREDERIC J. SUHR, *Chairman*

CHARLES DANA GIBSON CASS GILBERT EDWARD PENFIELD
JULES GUERIN WILLIAM J. BOARDMAN

AWARDS MADE IN THE ART DIRECTORS CLUB SECOND EXHIBITION

SECTION ONE

PAINTINGS AND DRAWINGS IN COLOR

FIGURES

First Award—Medal—To E. L. BLUMENSCHNEIN for a painting made for Steinway & Sons through N. W. Ayer & Son. Page 18.

Honorable Mention—HESTER MILLER for a painting made for the Richardson Silk Company through the Federal Advertising Agency. Page 19.

Honorable Mention—LINN BALL for a painting made for Genesee Pure Food Company through Dauchy Advertising Company. Page 22.

Second Honorable Mention—RENE CLARKE for a drawing made for Crane & Company through Calkins & Holden, Inc. Page 20.

STILL LIFE

First Award—Medal—To HENRY HOWARD MAUST for a painting made for Swift & Company through J. Walter Thompson Company. Page 21.

Second Honorable Mention—CHARLES IRVINE for a painting made for Procter & Gamble Company through The Blackman Company. Page 23.

SECTION TWO

POSTERS OF ALL SIZES, INCLUDING CAR CARDS

First Award—Medal—To J. C. LEYENDECKER for Liggett & Myers Tobacco Company through Newell-Emmett Company. Pages 24-25.

Honorable Mention—C. B. FALLS for Liggett & Myers Tobacco Company

through Newell-Emmett Company. Page 26.

Second Honorable Mention—STANLEY McNEILL for Anaconda Copper Mining Company through George Batten Company. Page 27.

SECTION THREE

BLACK AND WHITE ILLUSTRATION AND DESIGN

First Award—Medal—HERBERT MEYER for Union Carbide Company through William H. Rankin Company. Page 28.

Honorable Mention—WILLIAM OBERHARDT for Liggett & Myers Tobacco

Company through Newell-Emmett Company. Page 29.

Second Honorable Mention—F. R. GRUGER for Arbuckle Brothers through J. Walter Thompson Company. Page 30.

SECTION FOUR

MAGAZINE AND NEWSPAPER PEN AND INK

First Award—Medal—SIDNEY E. FLETCHER for S. W. Straus & Company through Albert Frank & Company. Page 31.

Honorable Mention—F. B. HOFFMAN for

C. B. & Q. Railroad through J. Walter Thompson Company. Page 32.

Second Honorable Mention—JOHN LIELLO for Richard E. Thibaut, Inc., through Joséph Richards Company. Page 33.

SECTION FIVE

DECORATIVE DESIGN

First Award—Medal—To WALTER D. TEAGUE for Phoenix Knitting Works through Gardner-Glen Buck Company. Page 34.

Honorable Mention—GUIDO and LAWRENCE ROSA for Scranton Lace Company through Barrows & Richardson. Page 35.

SECTION SIX

PHOTOGRAPHIC

First Award—Medal—H. W. SCANDLIN for New York Shipbuilding Corporation. Page 36.

Honorable Mention—WINEMILLER &

MILLER for Save the Surface Campaign through F. J. Ross Company. Page 37.

Second Honorable Mention—ALFRED C. JOHNSTON for Dobbs & Co. Page 38.

ART DIRECTORS' SECOND ANNUAL EXHIBITION

Article reprinted by permission of Printer's Ink Monthly

BY EARNEST ELMO CALKINS

THE EXHIBITION of the Art Directors Club, which opened recently at the Art Center, is the second one this organization has held. It reiterates in both range and quality the story told by last year's show. One would never realize without seeing it the large amount of unusually good work now being put into advertising illustration. More than that, this showing is a distinct advance over last year's. In one year the art work employed in advertising has improved noticeably. Not only is there more good stuff, but the good stuff is better. This is no mere advertising man's opinion, naturally jealous for the credit of his craft. It is an echo from the real, honest-to-God art critics, who look at this work not as advertising, but as art, and find it better, more significant, than some of the art-for-art's sake exhibitions.

I happened to write for this magazine the comment on the exhibition last year. More than that, many years ago I arranged the first exhibition of advertising art ever held in any land. Our trouble in those far-off days was to find enough passably good stuff to cover one wall. It was a noteworthy thing, a daring experiment in those days for an advertiser to permit really good work in his advertising. People still spoke with bated breath of that far-seeing

clothing manufacturer who paid as much as two hundred dollars for a picture. Now every agency worthy of the name has an art director, whose sole duty is to see to it that each advertising plan has the advantage of the very best pictures or designs that can be made. How well these men do their work, how clever, skilful, creative they are, this whole exhibition is a witness.

While the same number of pieces is shown as last year, the general quality is better, and much good work was left out for lack of room. In other words, more good art work was used during the past year in the adornment, illumination or expression of advertising for newspapers, magazines, posters, window displays, cutouts and printed matter, of a kind worthy of being shown on its merits, than these several rooms would accommodate. Such is the appreciation by advertisers today, or at least by their faithful agents, of the power of the picture to tell a story, or create an atmosphere, or illustrate an idea.

The thoroughness with which this work is now organized commands our respect. First, there are the art directors themselves. The Art Directors Club includes the men who do this work for both magazines and advertising agencies. The two fields of work are

drawing together, and a fine thing it is that they should. They have much in common, for the same public that reads the stories and articles is expected to read and be influenced by the advertisements. So art work that is proper for the one is right for the other. Then there is the Guild of Free Lance Artists, an organization of 301 leading men of the country. Much of the work on these walls is by these men. Another invaluable ally has been the art agency. Some of the best work in the exhibition has been planned and executed by such agencies.

And then there are the engravers and printers, who have come under the influence of this new dispensation and who deserve credit for the way they cooperate. It is really astounding what a lot of ability is now at the service of the advertiser. Straight thinking, careful work, wonderful adaptation of the picture to its purpose, however subtle or intangible that purpose might be, shown in this exhibition, are not always found in the more self-conscious shows of the societies and academies. Art work must be judged and measured by what it tries to do. There is a difference between an easel picture, intended only to please, and a painting intended to be multiplied by the multicolor press into millions of copies and distributed to create a new state of mind in a nation. But the art is just as great, and the artist who succeeds is in either case equally worthy of credit.

Such are the thoughts that assail one as he looks at this exhibition. A great variety of work is shown, all mediums

and processes, and on that account it does not have the prim orderliness of an exhibition of oil paintings or water colors. Also, the praiseworthy showing of the reproduction beside the original detracts a bit from the neat and orderly arrangement. But the hanging committee has handled the problem well. The result is the one aimed at: to show what power and energy there are in these two fields of art, advertising and illustration, which, as our present-day civilization is constituted, are easily the two most powerful and far-reaching art influences in the world. If that seems too strong a statement, just consider. A million people see this work where one sees a painting in a gallery or museum. Is it not fortunate, then, that good advertising demands—and is getting—the very best art that our young men can produce?

In a show so large, and in space so limited, it is impossible, without seeming invidious, to pick and mention where so many deserve credit. The judges have chosen the best in each line, and their selections are reproduced and accompany this article. Nevertheless, without reflecting on them and their choices, it is permitted to wonder how in the world they made them, from among so much work that is so good. The big paintings easily dominate the scene and come in perhaps for more than their share of attention; but there is many a small bit of work in black and white that is charming and appealing, clever handling of line, design, skilful spotting of black and white, on which the artist worked with the same intel-

ligent purpose as if his work were the end, instead of a means to an end. The growing use of such sophisticated and intellectual techniques as line drawings, wood engravings, flat colors, all reveal the education of the advertiser, the improving taste of the public, and the readiness of the art director to follow up his advantage. You realize that some of these things are the very best possible working out of the problems. Everything that pictures can do is done. The selection of the artist, the size, shape, process, medium, placing, type arrangement, are all thought out to give the desired effect.

But the exhibition means more than this. It is an expression of the art directors' pride in their work, and it promises well for the character of the work that they should feel this pride. The work shown is really their work,

though not a single exhibit bears the name of an art director. The work itself is that of the artists they selected, and it is shown because the artists have realized the vision of the directors and justified their selection. It is the directors' show, not the artists', but none the less the artists may take a deserved pride in it.

Here is practically a new art, a new metier, that scarcely existed twenty years ago, that has reached such a state of efficiency of organization that it is able to hold an exhibition of its work that merits and gets the serious attention of art critics, who judge it on its merits without condescension, and which has an interest for the mere spectator outside of the advertising world at least as great as that of most other exhibitions. It is to be hoped that advertisers will take time to see it.

ILLUSTRATIONS

ERRATA

Captions on page 61 should be as follows :

TOP ILLUSTRATION

SAVAGE RIFLES—*Charles Livingston Bull*

Loaned by Savage Arms Corporation

Exhibited by J. Walter Thompson Company

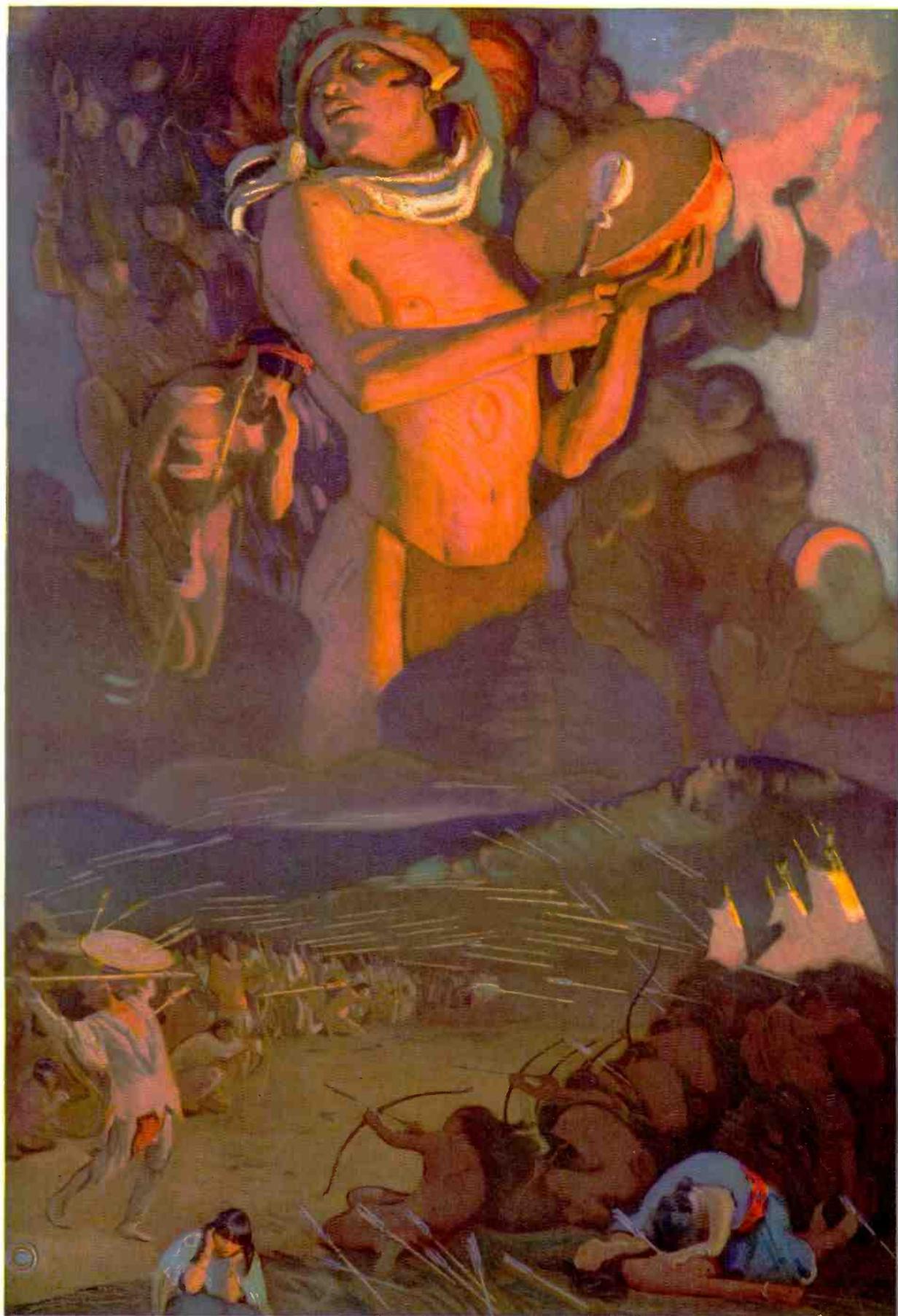
BOTTOM ILLUSTRATION

“SATISFIED—Just to Keep the Wolf from the Door”

Charles Livingston Bull

Loaned by Alexander Hamilton Institute

Exhibited by Barton, Durstine & Osborn, Inc.



Medal

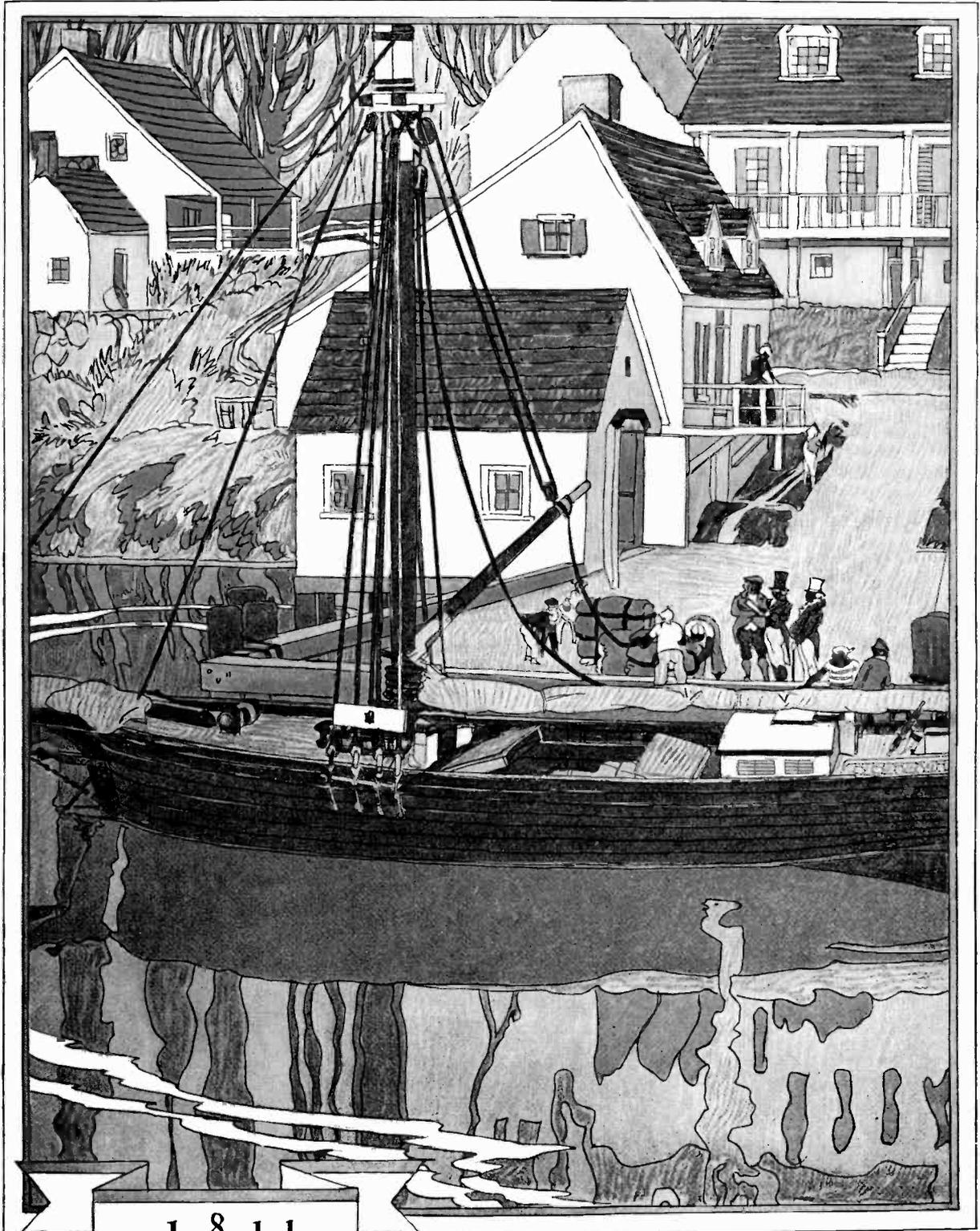
THE INDIAN SUITE—*E. L. Blumenschein*

Loaned and exhibited by Steinway & Sons

Prepared by N. W. Ayer & Son



Honorable Mention
EMBROIDERY AND CROCHET SILKS
Hester Miller
Loaned by Richardson Silk Co.
Exhibited by Federal Advertising Agency



1 8 1 1

Second Honorable Mention
CRANE'S BUSINESS PAPERS—*Rene Clarke*
Loaned by Crane & Co.
Exhibited by Calkins & Holden, Inc.

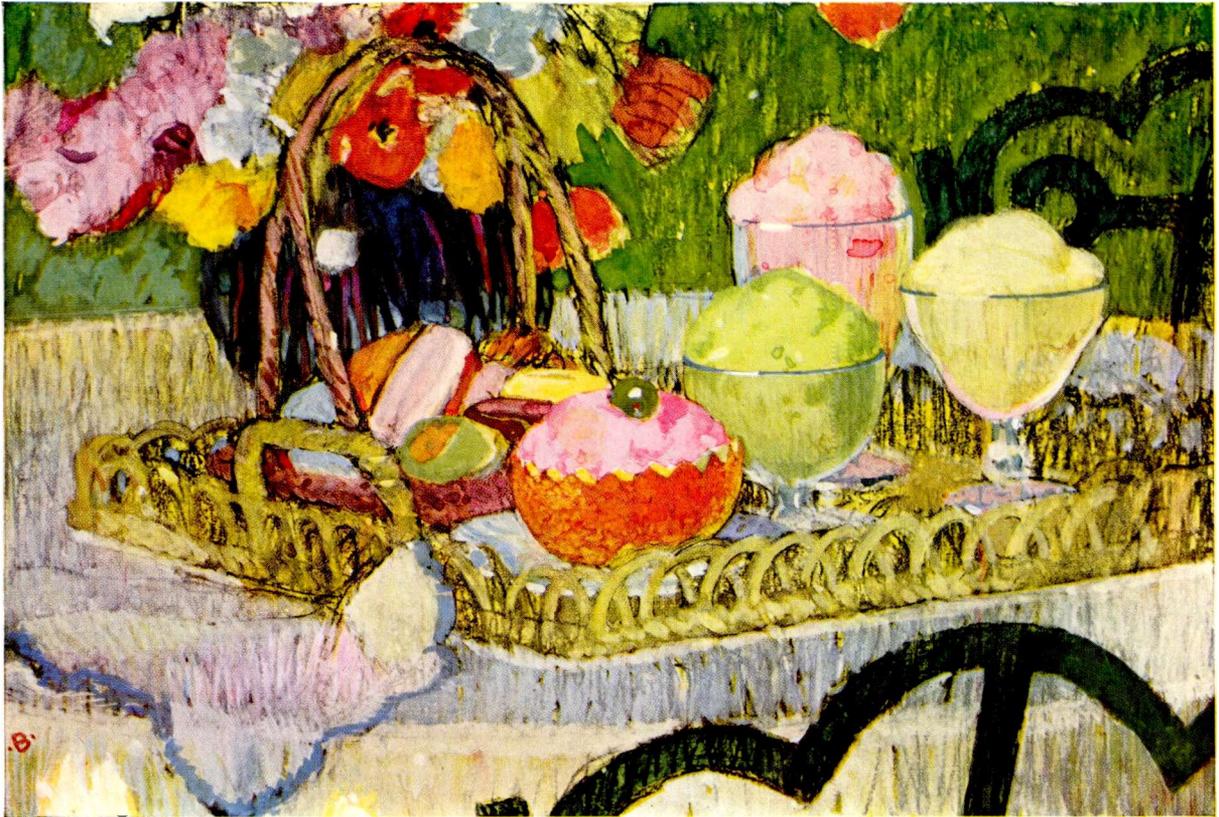


Medal

HAM—*Henry Howard Maust*

Loaned by Swift & Company

Exhibited by J. Walter Thompson Co.



Honorable Mention
JELL-O ICE CREAM POWDER—*Linn Ball*
Loaned by Genesee Pure Food Co.
Exhibited by Dauchy Advertising Co.



Second Honorable Mention

CRISCO—*Charles Irvine*

Loaned by Procter & Gamble Co.

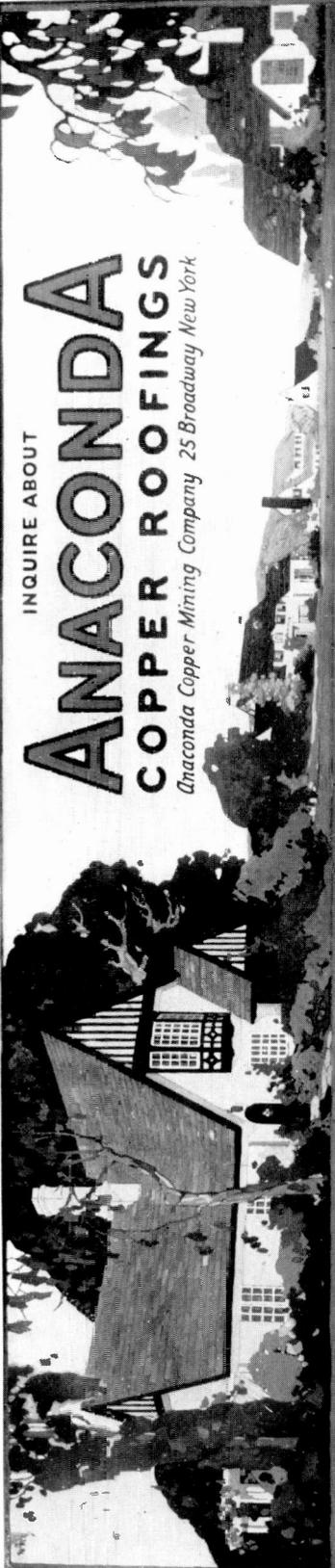
Exhibited by The Blackman Co.



CHESTERFIELD CIGARETTES
Loaned by Liggett & McCarty
Exhibited by the



1
s—*J. C. Leyendecker*
yers Tobacco Co.
l-Emmett Co.



INQUIRE ABOUT
ANACONDA
COPPER ROOFINGS
Anaconda Copper Mining Company 25 Broadway New York

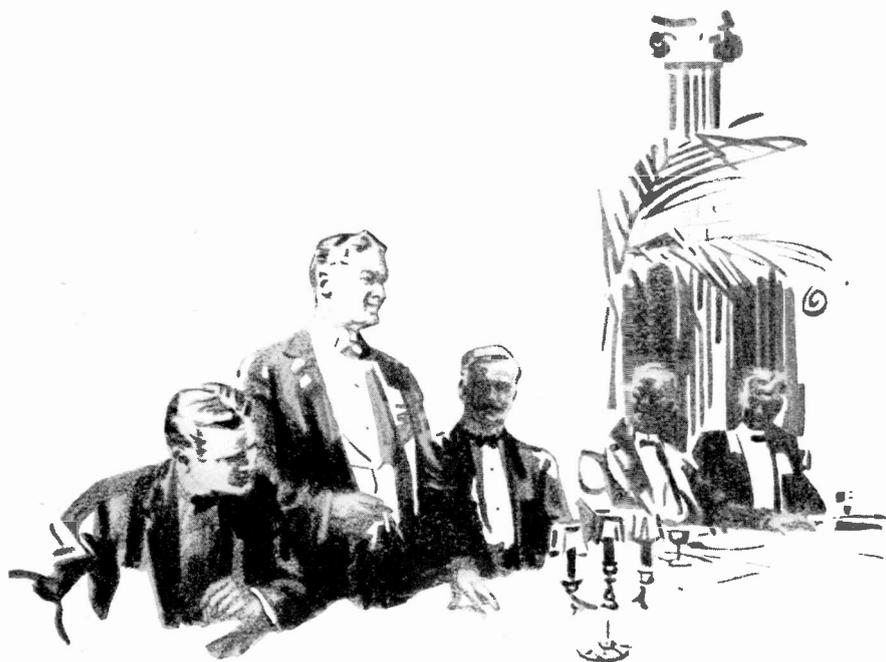
Second Honorable Mention
ANACONDA COPPER SHINGLES
Stanley McNeill
Loaned by Anaconda Copper Mining Company
Exhibited by George Batten Company



Medal

MAGAZINE ADVERTISEMENT—*Herbert Meyer*

Loaned by Union Carbide Co.
Exhibited by Wm. H. Rankin Co.



Honorable Mention

FATIMA CIGARETTES

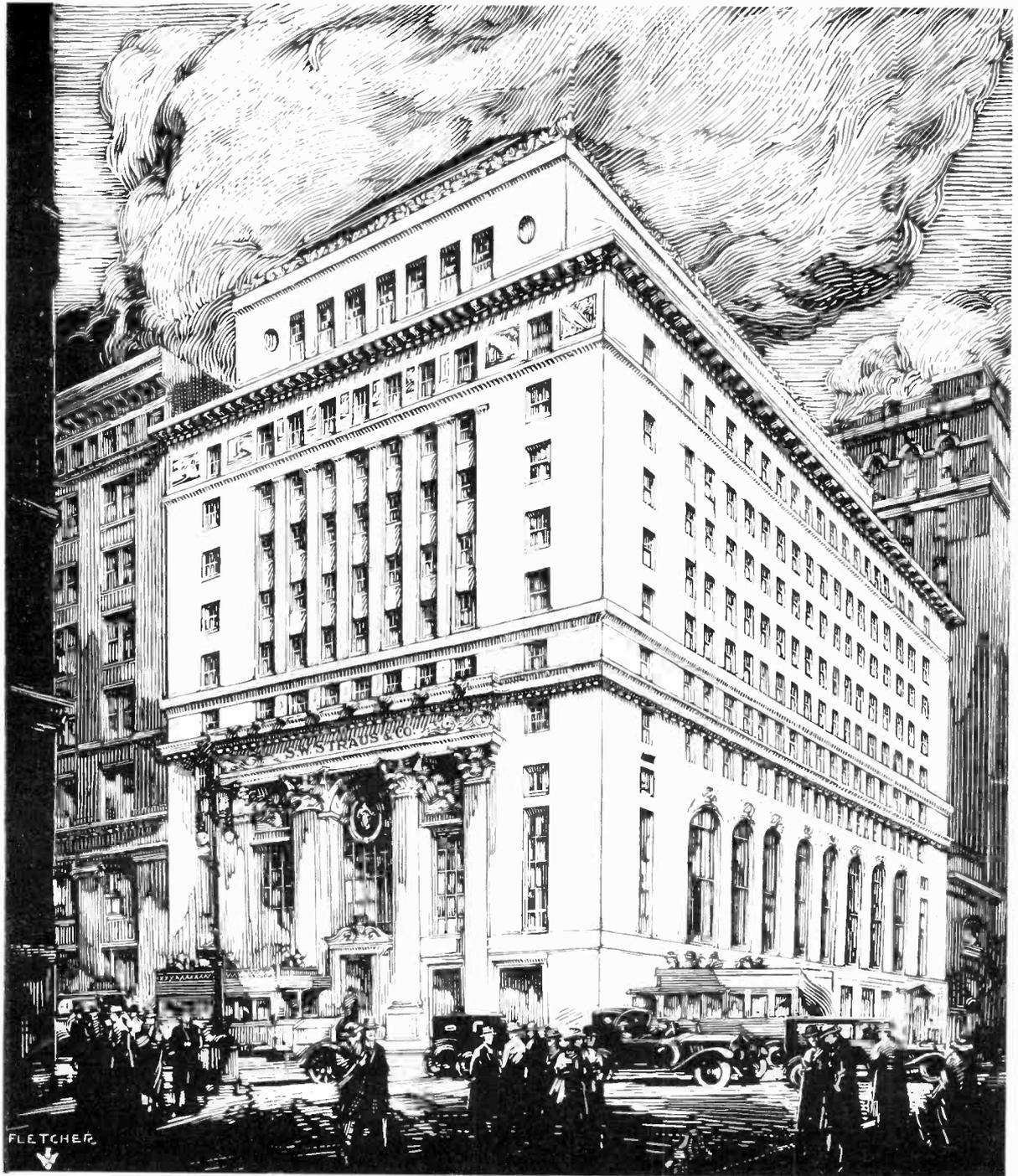
Wm. Oberhardt

Loaned by Liggett & Myers Tobacco Co.

Exhibited by Newell-Emmett Co.



Second Honorable Mention
YUBAN COFFEE—*F. R. Gruger*
Loaned by Arbuckle Bros.
Exhibited by J. Walter Thompson Co.

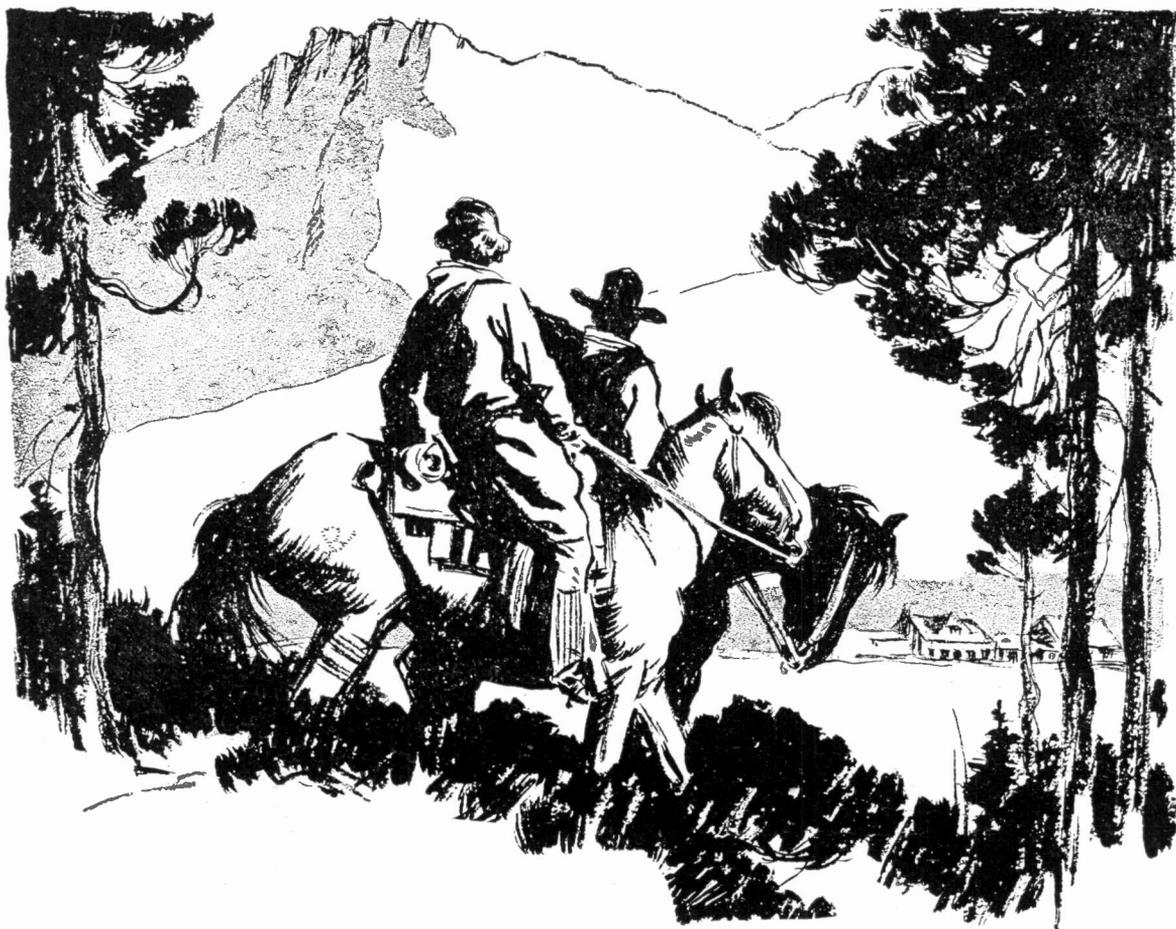


Medal

S. W. STRAUS BUILDING—*Sidney E. Fletcher*

Loaned by S. W. Straus & Co.

Exhibited by Albert Frank & Co.



Honorable Mention

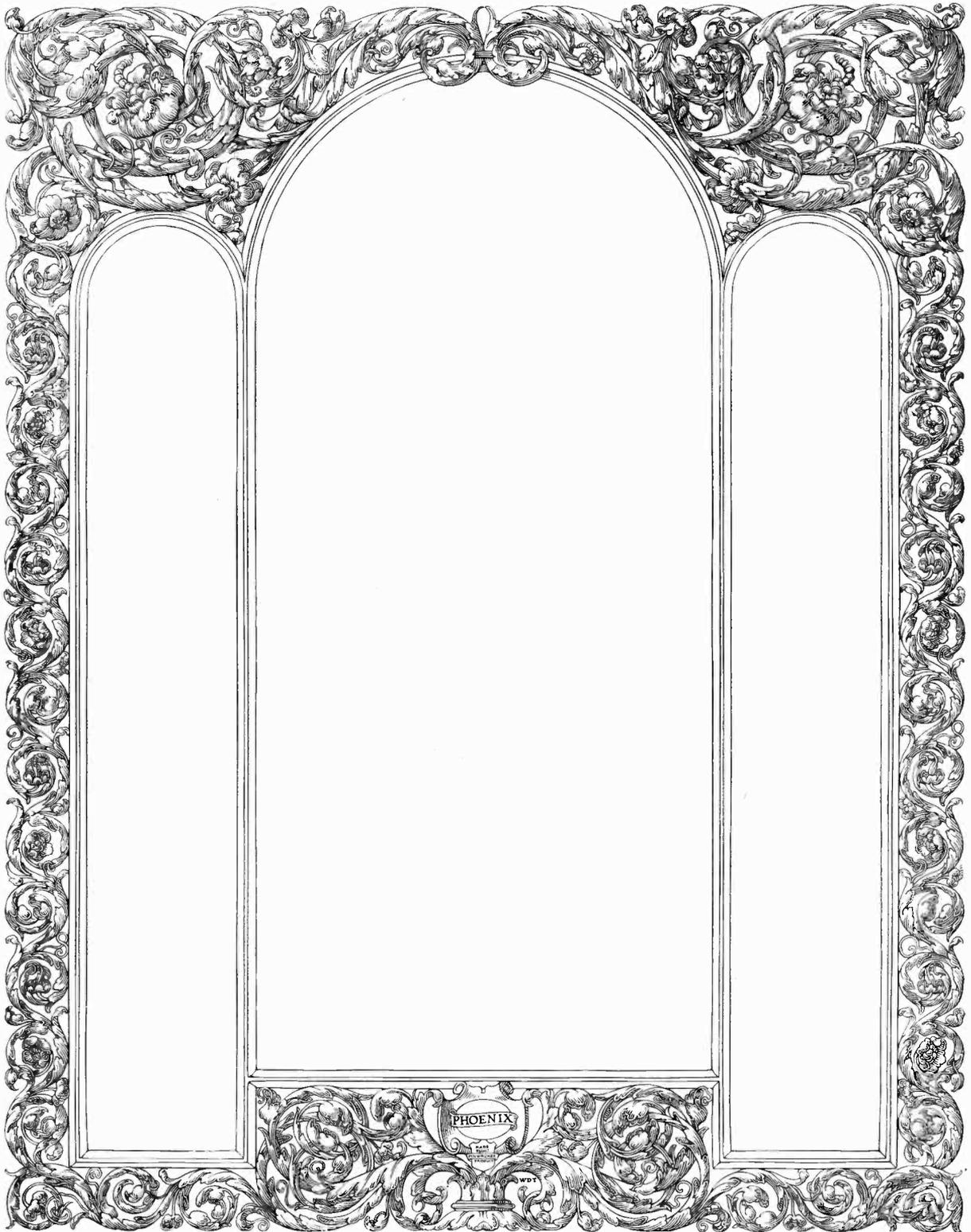
C. B. & Q. RAILROAD—*F. B. Hoffman*

Loaned by C. B. & Q. Railroad

Exhibited by J. Walter Thompson Co.



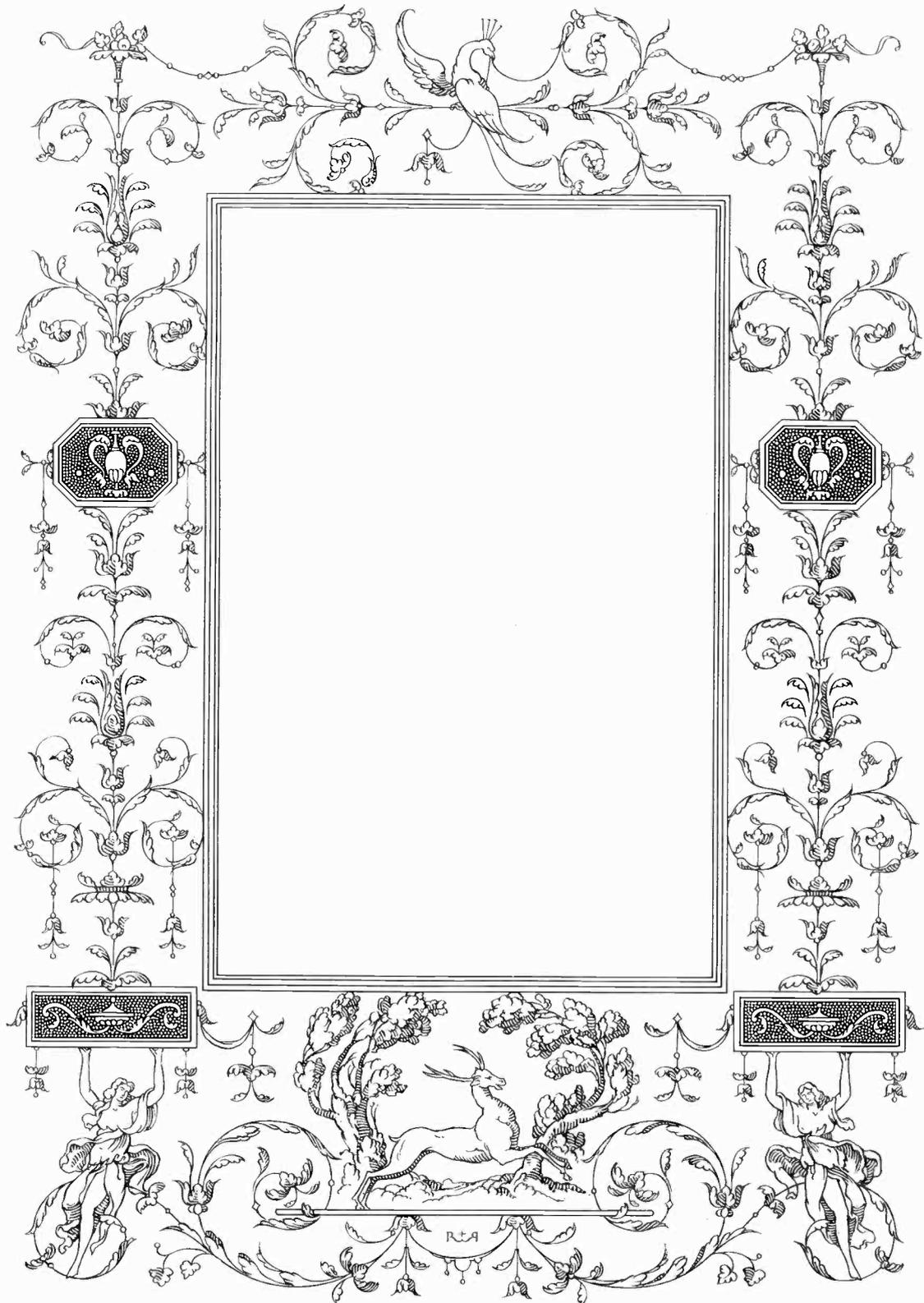
Second Honorable Mention
WALL PAPERS
John Liello
Loaned by Richard F. Thibaut, Inc.
Exhibited by Joseph Richards Co., Inc.



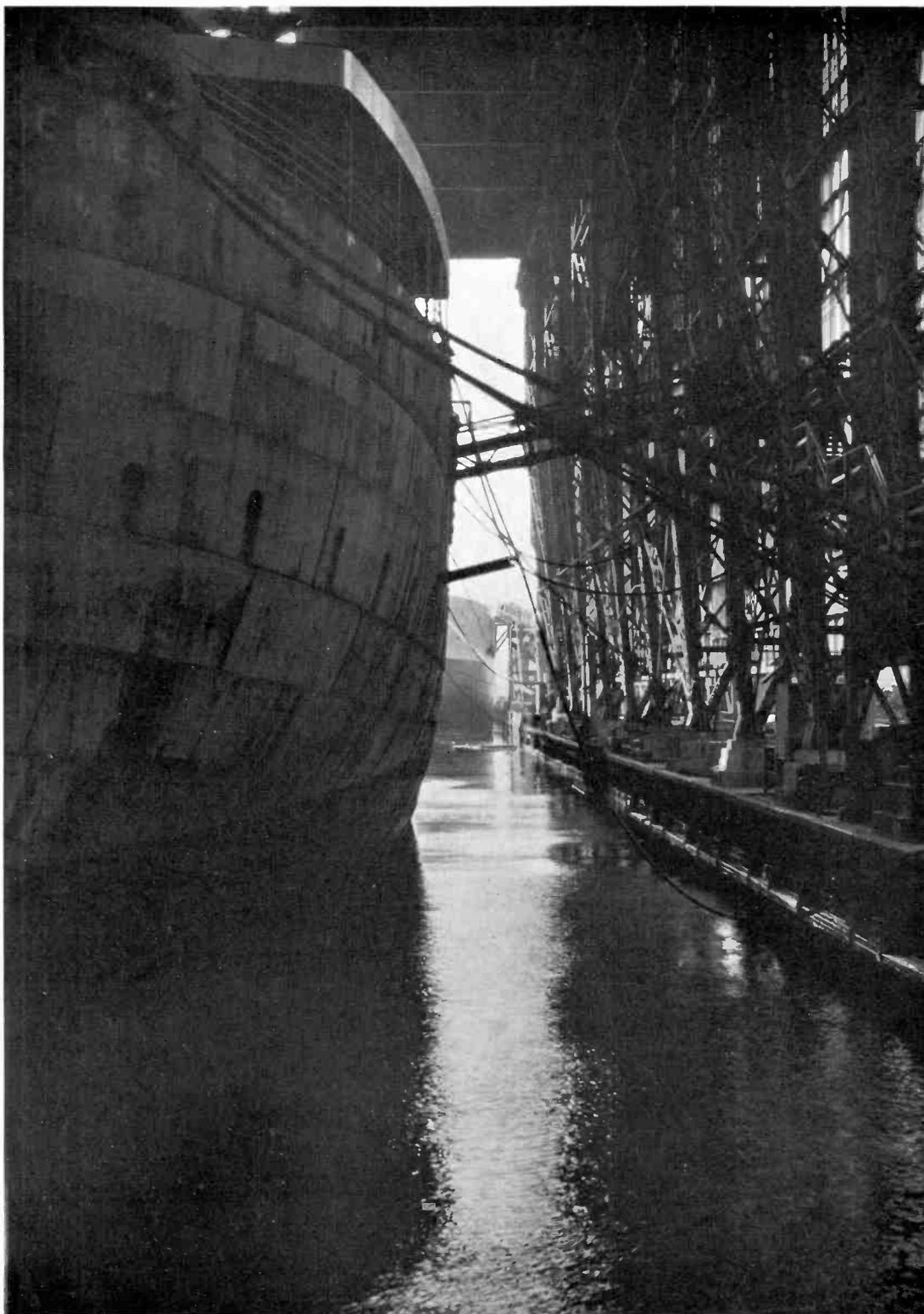
Medal

BORDER DESIGN—*Walter D. Teague*
Loaned by Phoenix Knitting Works
Exhibited by Gardner-Glen Buck Co.

ADVERTISEMENTS IN THE UNITED STATES



Honorable Mention
BORDER DESIGN—*Guido & Lawrence Rost*
Loaned by Scranton Lace Co.
Exhibited by Barrows & Richardson



Medal

BOOKLET OF N. Y. SHIPBUILDING CORP.

H. W. Scandlin

Loaned and exhibited by H. W. Scandlin



Honorable Mention
"SAVE THE SURFACE AND YOU SAVE ALL"—*Winemiller & Miller*
Loaned by "Save the Surface Campaign"
Exhibited by F. J. Ross Co.



Second Honorable Mention
WOMEN'S SPORTING APPAREL—*Alfred Cheney Johnston*
Loaned and exhibited by Dobbs & Co.



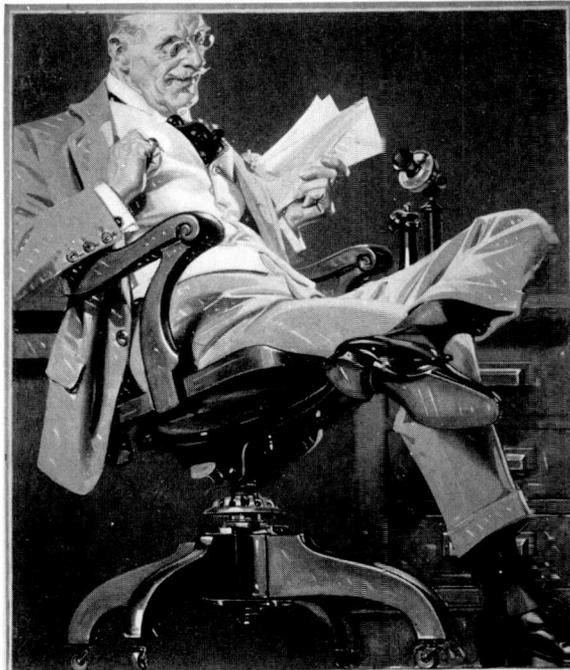
INTERWOVEN SOCKS—*Norman Rockwell*
Loaned by Interwoven Stocking Co.
Exhibited by The Frickson Company

INTERWOVEN SOCKS

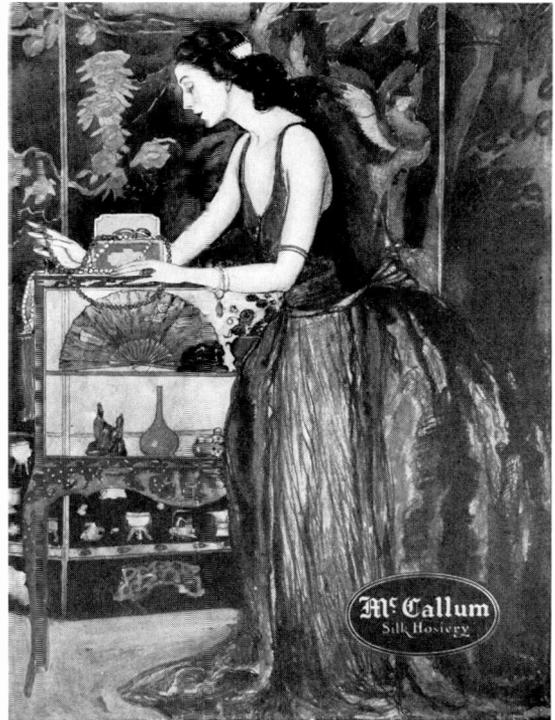
J. C. Leyendecker

Loaned by
Interwoven Stocking Co.

Exhibited by
The Erickson Company



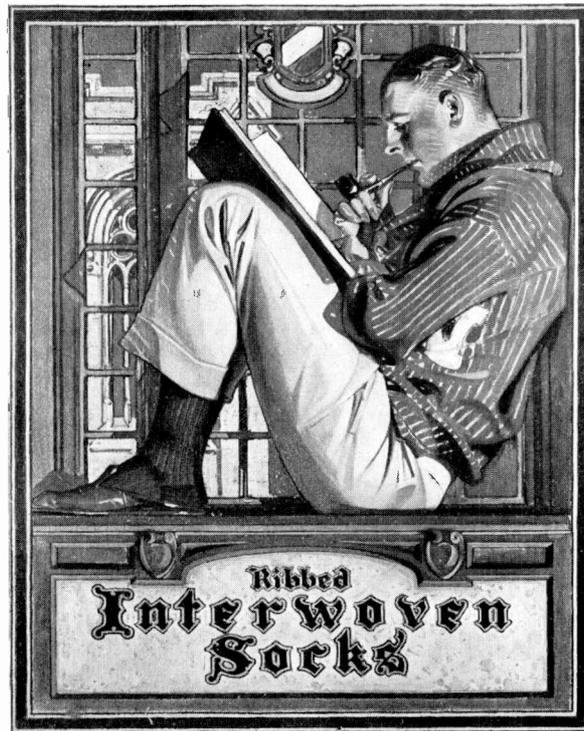
Inter woven Socks



MCCALLUM SILK HOSIERY—*Mary MacKinnon*

Loaned by McCallum Hosiery Co.

Exhibited by George Batten Company



INTERWOVEN SOCKS—*J. C. Leyendecker*
Loaned by Interwoven Stocking Co.
Exhibited by The Frickson Company



TYPE A HEAT MACHINE—*Herbert Paus*
Loaned by American Radiator Co.
Exhibited by Barton, Durstine & Osborn, Inc.



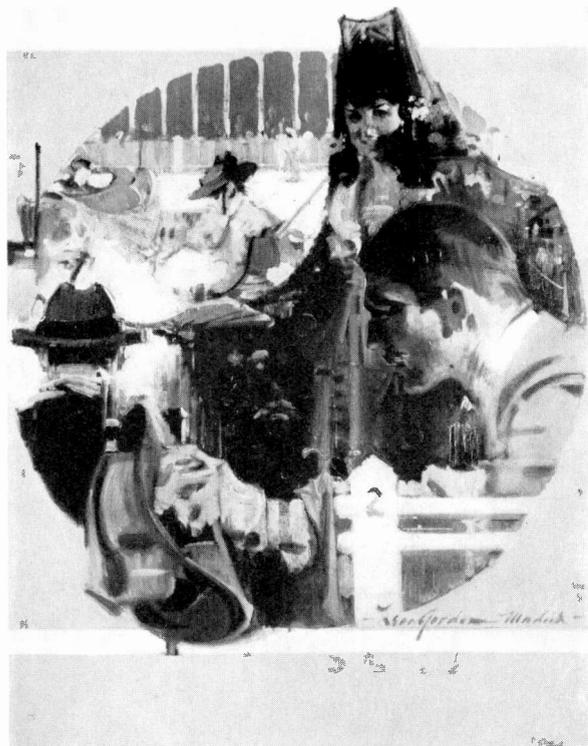
LE PAGE'S GLUE—*Lucille P. Marsh*
Loaned by Russia Cement Co.
Exhibited by Hoyt's Service, Inc.



TYPE A HEAT MACHINE—*Herbert Paus*
Loaned by American Radiator Co.
Exhibited by Barton, Durstine & Osborn, Inc.



HATS—*Leon Gordon*
Loaned and exhibited by Mallory Hat Co.

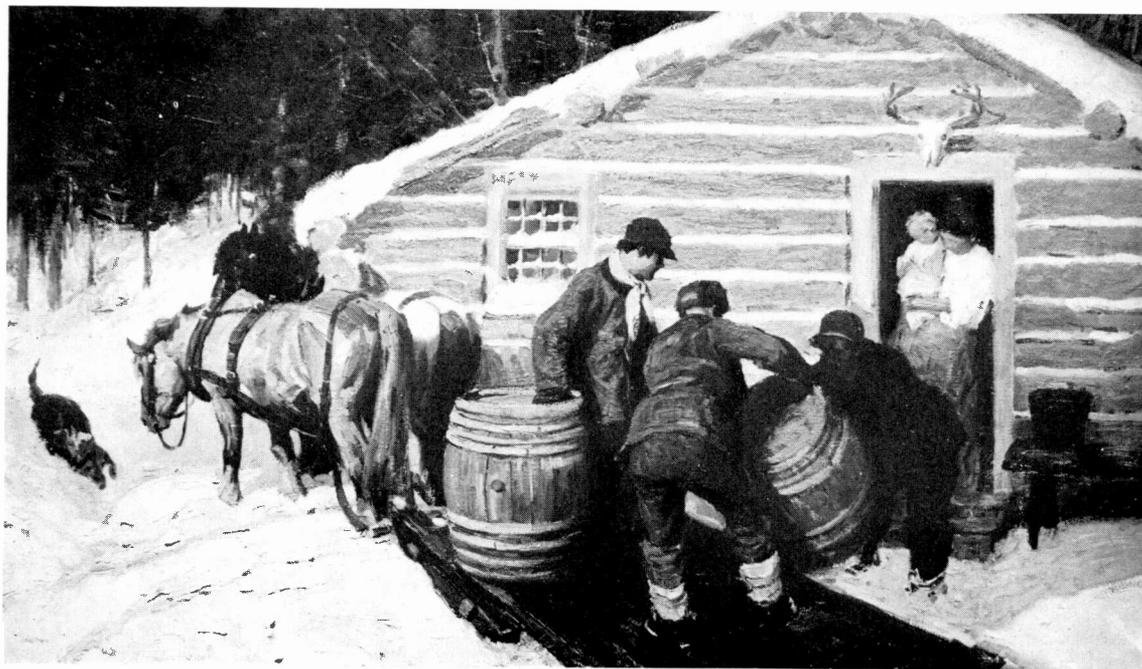


HATS—*Leon Gordon*
Loaned and exhibited by Mallory Hat Co.

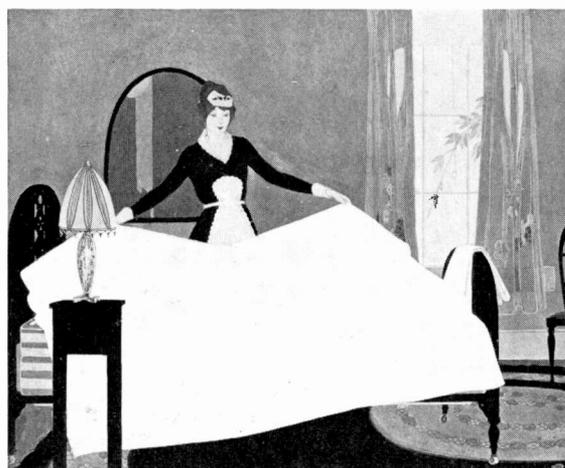
Ide
DRESS SHIRTS

Distinguished for their elegance
perfect fitting qualities
and long service

DRESS SHIRTS—*Leon Gordon*
Loaned by Geo. P. Ide & Co.
Exhibited by Niagara Litho. Co.



LOG CABIN SYRUP—*F. B. Hoffman*
Loaned by Log Cabin Products Co.
Exhibited by J. Walter Thompson Co.



WAMSUTTA PERCALE—*M. Sammie Jack*
Loaned by Wamsutta Mills
Exhibited by Barrows & Richardson



LOG CABIN SYRUP—*F. B. Hoffman*
Loaned by Log Cabin Products Co.
Exhibited by J. Walter Thompson Co.



PACKER'S TAR SOAP—*Arthur I. Keller*
Loaned by The Packer Manufacturing Co.
Exhibited by The Blackman Company

THE SECOND ANNUAL OF ILLUSTRATIONS FOR



PEARS' SOAP—*C. Bosseron Chambers*
Loaned by Lever Bros. Co.
Exhibited by H. K. McCann Company



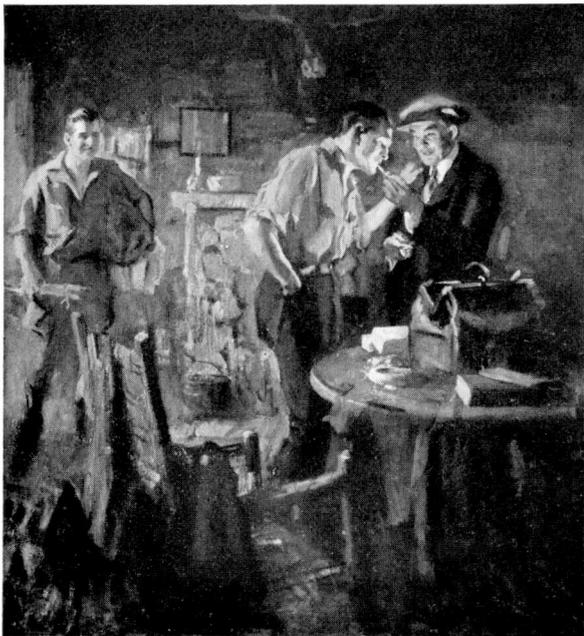
CALENDAR—*C. Bosseron Chambers*
Loaned by Churchill & Alden Co.
Exhibited by The W. F. Powers Co.



CALENDAR—*C. Bosseron Chambers*
Loaned and exhibited by Gerlach-Barklow Co.



LUX—*Mary MacKinnon*
Loaned by Lever Bros. Co.
Exhibited by J. Walter Thompson Co.



FATIMA CIGARETTES—*Walter Biggs*
Loaned by Liggett & Myers Tobacco Co.
Exhibited by Newell-Emmett Co.



FATIMA CIGARETTES—*Pruett Carter*
Loaned by Liggett & Myers Tobacco Co.
Exhibited by Newell-Emmett Co.

THE SECOND ANNUAL OF ILLUSTRATIONS FOR



BEECH-NUT PEANUT BUTTER—*Cushman Parker*
Loaned by Beechnut Packing Co.
Exhibited by H. K. McCann Company



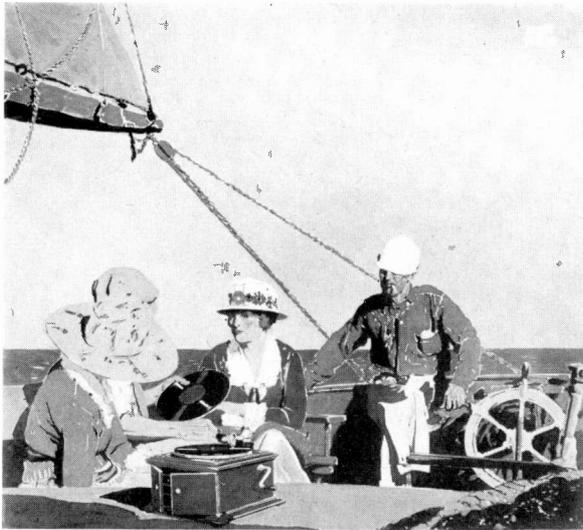
GIFT RECORD ENVELOPES—*Bryn Strandenaes*
Loaned by Columbia Graphophone Co.
Exhibited by The W. F. Powers Co.



VICTROLA—*Adolph Treidler*
Loaned by Victor Talking Machine Co.
Exhibited by Franklin Printing Co.



TOMATO KETCHUP—*Donald Gardner*
Loaned by H. J. Heinz Company
Exhibited by Calkins & Holden, Inc.



VICTROLA—*Adolph Treidler*
Loaned by Victor Talking Machine Co.
Exhibited by Franklin Printing Co.



BRENLIN SHADES—*William P. Welsh*
Loaned by Chas. W. Breneman Co.
Exhibited by J. Walter Thompson Co.

THE SECOND ANNUAL OF ILLUSTRATIONS FOR



GORDON HOSIERY—*Clement Donshea*
Loaned by Brown Durrell Company
Exhibited by Evans & Barnhill, Inc.



FINE STATIONERY—*May Wilson Preston*
Loaned by Eaton, Crane & Pike Co.
Exhibited by Calkins & Holden, Inc.



BEETHOVEN AND NATURE—*N. C. Wyeth*

Loaned and exhibited by Steinway & Sons

Prepared by N. W. Ayer & Son



FANTASTIC SYMPHONY BY BERLIOZ

Harvey Dunn

Loaned and exhibited by Steinway & Sons

Prepared by N. W. Ayer & Son



SCHUBERT COMPOSING THE EARL-KING

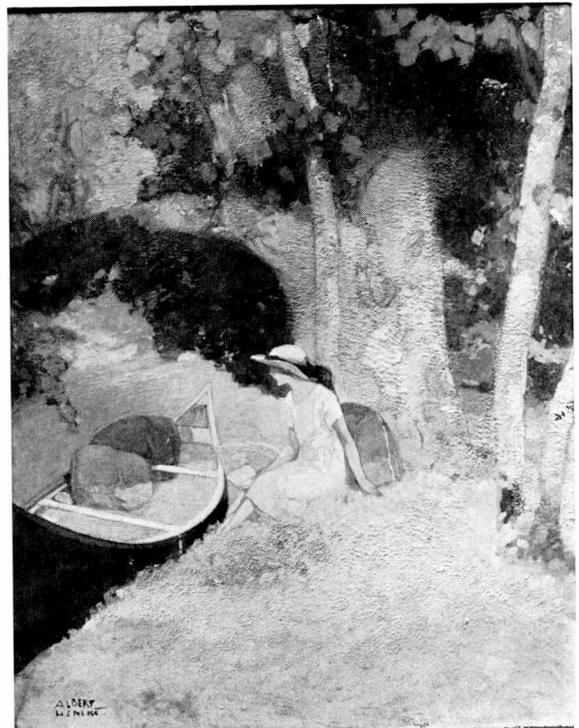
Harvey Dunn

Loaned and exhibited by Steinway & Sons

Prepared by N. W. Ayer & Son



ANNOUNCEMENT—*George Illian*
Loaned by Wamsutta Mills
Exhibited by Barrows & Richardson



COVER FOR WOMAN'S HOME COMPANION
Albert Hencke
Loaned and exhibited by Crowell Publishing Company



WOODBURY'S FACIAL SOAP—*Harry Morse Meyers*
Loaned by Andrew Jergens Co.
Exhibited by J. Walter Thompson Co.



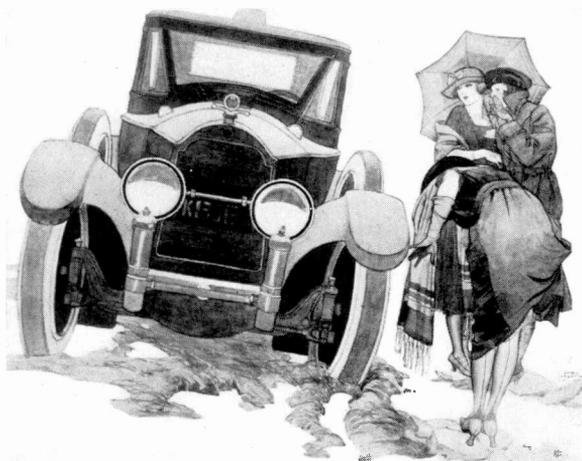
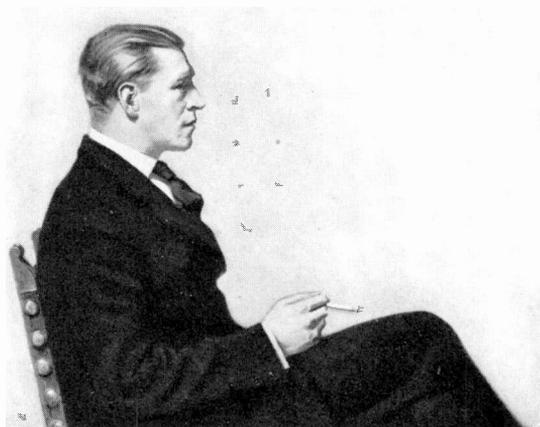
BEECH-NUT MACARONI—*Cushman Parker*
Loaned by Beechnut Packing Co.
Exhibited by H. K. McCann Company

THE SECOND ANNUAL OF ILLUSTRATIONS FOR

FATIMA CIGARETTES
Sidney Dickenson

Loaned by
Liggett & Myers Tobacco Co.

Exhibited by
Newell-Emmett Co.



ONYX HOSIERY—*John La Gatta*

Loaned by "Onyx" Hosiery, Inc.

Exhibited by John La Gatta



TRU-PE-DIC SHOES—*John La Gatta*

Loaned by Churchill & Alden Co.

Exhibited by Hoyt's Service, Inc.

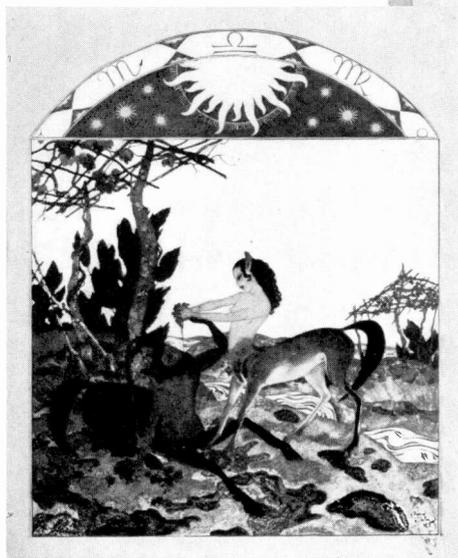
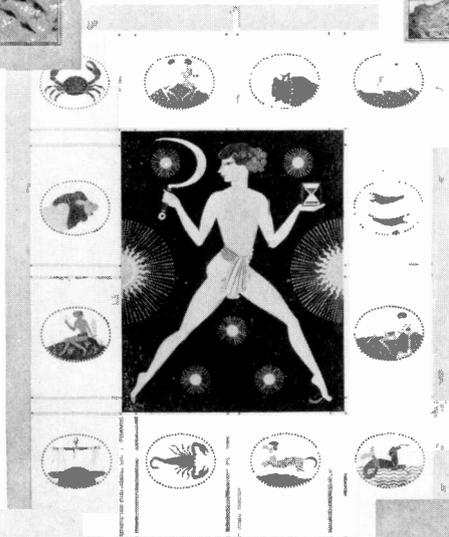
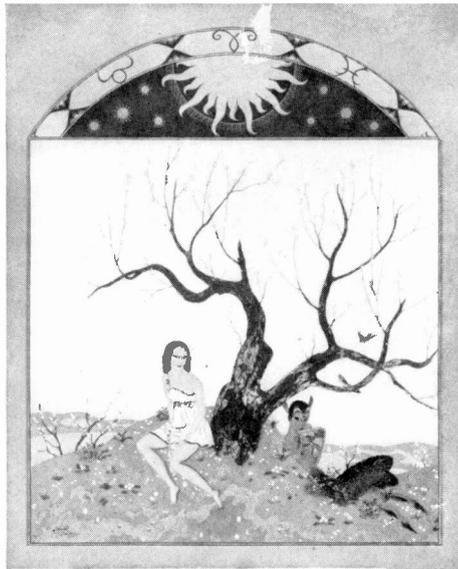


PAPER
IS PART OF THE
PICTURE

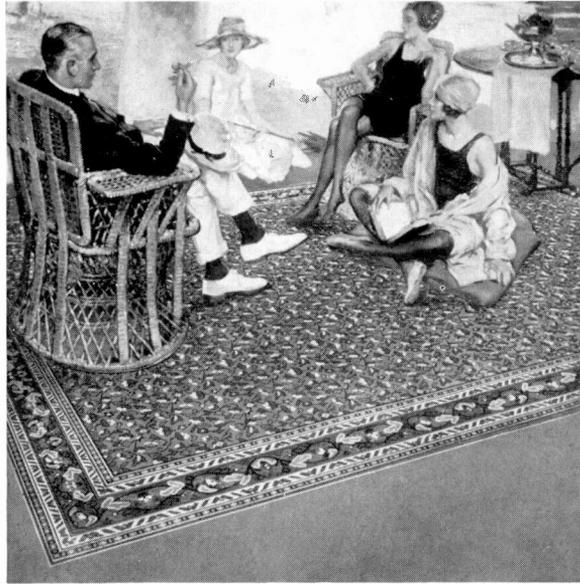
STRATHMORE PAPERS—*Adolph Treidler*

Loaned by Strathmore Paper Co.

Exhibited by Federal Advertising Agency



CALENDAR—*Edmund Dulac*
Loaned by Berwind White Coal Mining Co.
Exhibited by Beck Engraving Co.



GOLD SEAL CONGOLEUM RUGS—*Harry Morse Meyers*
Loaned by Congoleum Company
Exhibited by The Erickson Company



CHINA—*Wallace Morgan*
Loaned by Ovington Bros. Co.
Exhibited by Barton, Durstine & Osborn, Inc.



GOLD SEAL CONGOLEUM RUGS—*Orson Lowell*
Loaned by Congoleum Company
Exhibited by The Erickson Company



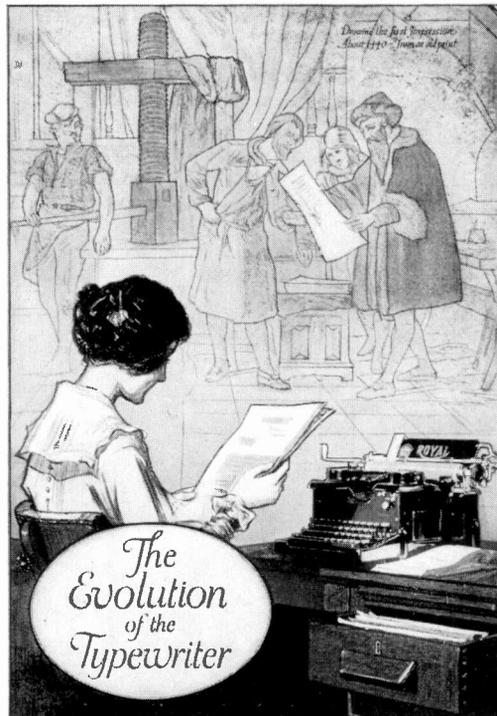
STEVENS RIFLES—*Worth Brehm*
Loaned by Savage Arms Corporation
Exhibited by J. Walter Thompson Co.



WOOL SOAP—*F. B. Hoffman*
Loaned by Swift & Company
Exhibited by J. Walter Thompson Co.



STEVENS RIFLES—*Worth Brehm*
Loaned by Savage Arms Corporation
Exhibited by J. Walter Thompson Co.



ROYAL TYPEWRITER—*E. Davenport*
Loaned by Royal Typewriter Co., Inc.
Exhibited by H. K. McCann Company

ADVERTISEMENTS IN THE UNITED STATES



GIFT RECORD ENVELOPES—*Bryn Strandenaes*
 Loaned by Columbia Graphophone Co.
 Exhibited by The W. F. Powers Co.



HOFFMAN HEATING EQUIPMENT—*Donald Gardner*

Loaned by Hoffman Specialty Co.

Exhibited by Hoyt's Service, Inc.



FINE STATIONERY—*May Wilson Preston*

Loaned by Eaton, Crane & Pike Co.

Exhibited by Calkins & Holden, Inc.



KEDS—*Charles Livingston Bull*

Loaned by U. S. Rubber Co.

Exhibited by J. Walter Thompson Co.



GIFT CHINA—*Wallace Morgan*

Loaned by Ovington Bros. Co.

Exhibited by Barton, Durstine & Osborn, Inc.



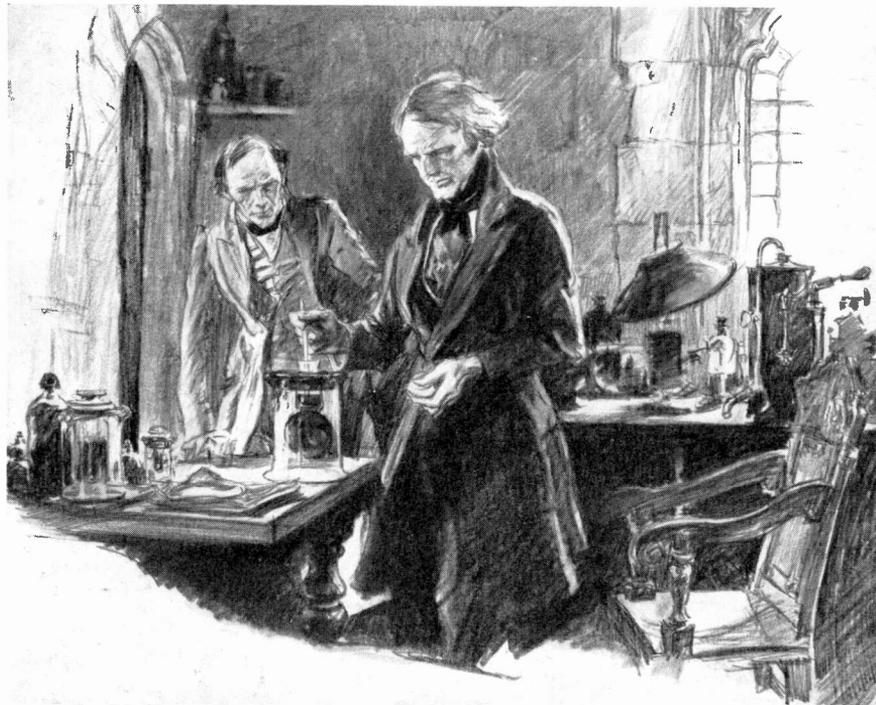
KEDS—*Charles Livingston Bull*

Loaned by U. S. Rubber Co.

Exhibited by J. Walter Thompson Co.



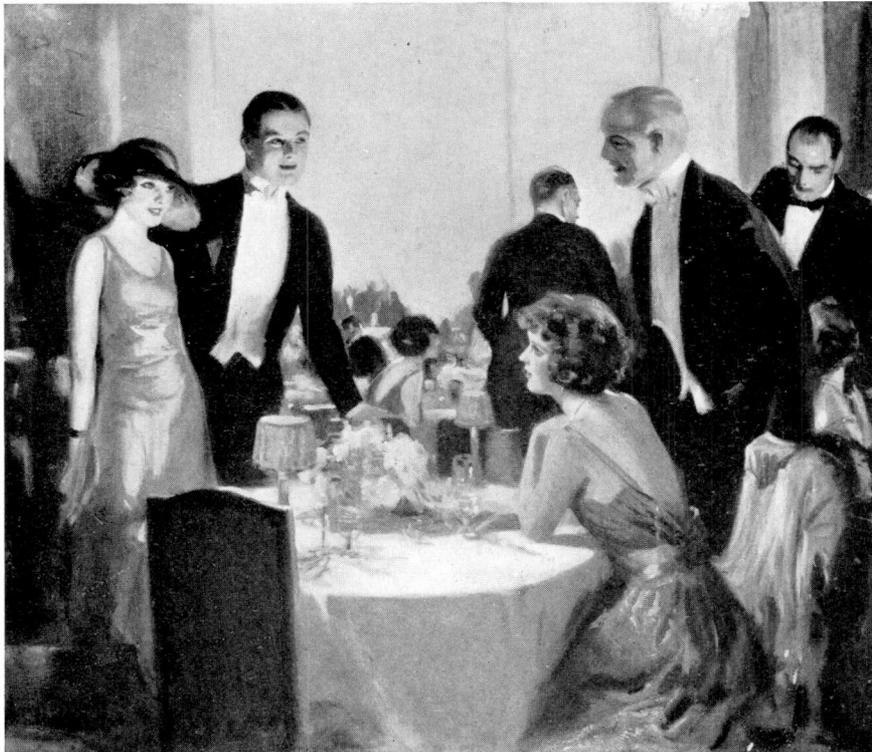
KITCHEN CABINET—*Harry L. Timmins*
Loaned by G. I. Sellers & Sons Company
Exhibited by Henri, Hurst & McDonald



STANLEY VACUUM BOTTLE—*F. R. Gruger*
Loaned by Stanley Vacuum Bottle Co.
Exhibited by J. Walter Thompson Co.



ROYAL TYPEWRITER—*C. C. Beall*
Loaned by Royal Typewriter Co., Inc.
Exhibited by H. K. McCann Company



SILKS—*Hayden-Hayden*
Loaned by Cheney Bros.
Exhibited by Frank Seaman, Inc.



DJER KISS
Willy Pogany
Loaned by
A. H. Smith Co.
Exhibited by
The Blackman Company



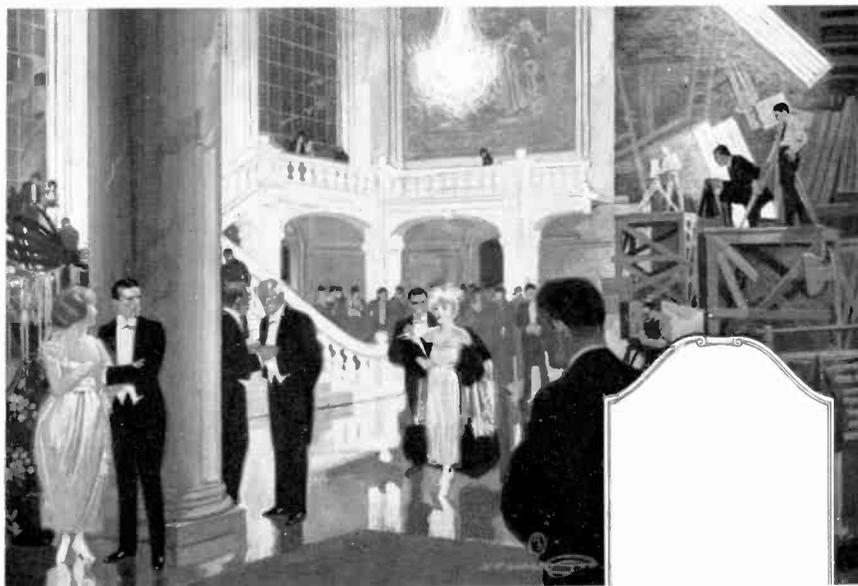
TWIN COMPACT—*C. H. Taffs*
Loaned by Richard Hudnut
Exhibited by James Advertising Agency, Inc.



WILLIAMS' SHAVING CREAM
Wm. Oberhardt
Loaned by J. B. Williams Co.
Exhibited by Wm. Oberhardt



MAZDA LAMPS—*Norman Rockwell*
Loaned by Edison Lamp Works of General Electric Co.
Exhibited by Barton, Durstine & Osborn, Inc.



PARAMOUNT PICTURES—*Norman T. Mingo*
Loaned by Famous Players-Lasky Corp.
Exhibited by Hanff-Metzger, Inc.



MEN'S CLOTHING—*S. N. Abbott*
Loaned by Hart, Schaffner & Marx
Exhibited by Beck Engraving Co.



THE CHEMICAL ENGINEER—*F. Vaux Wilson*
Loaned by E. I. Du Pont de Nemours Co.
Exhibited by Frank Seaman, Inc.



FAB—*The Reeses*
Loaned by Colgate & Co.
Exhibited by Niagara Litho. Co.

THE SECOND ANNUAL OF ILLUSTRATIONS FOR



WOODBURY'S FACIAL SOAP—*Dean Cornwell*
Loaned by Andrew Jergens Co.
Exhibited by J. Walter Thompson Co.



SCRANTON LACE CURTAINS
Neysa McMein
Loaned by Scranton Lace Co.
Exhibited by Barrows & Richardson



“ALADDIN HAD HIS LAMP, YOU HAVE YOUR TELEPHONE”
Ernest Hamlin Baker
Loaned by New York Telephone Co.
Exhibited by Ernest Hamlin Baker

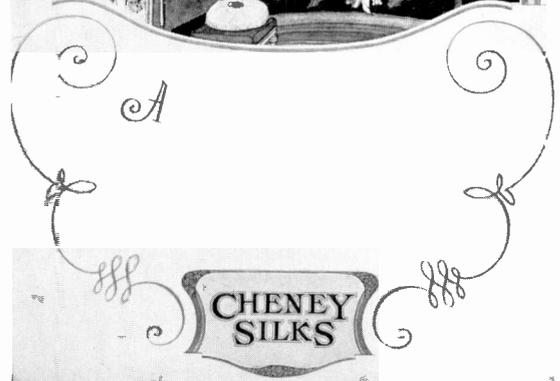
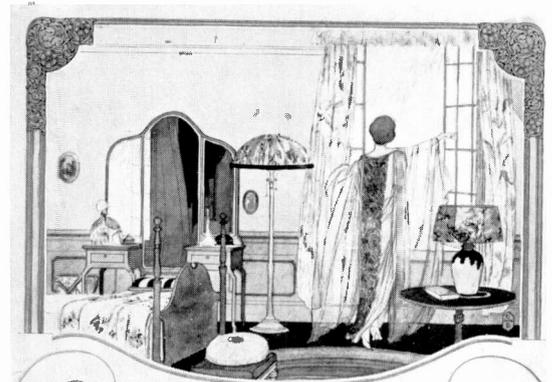


GOLFLEX GARMENTS
John La Gatta
Loaned by
Wilkin & Adler, Inc.
Exhibited by
Federal Advertising Agency

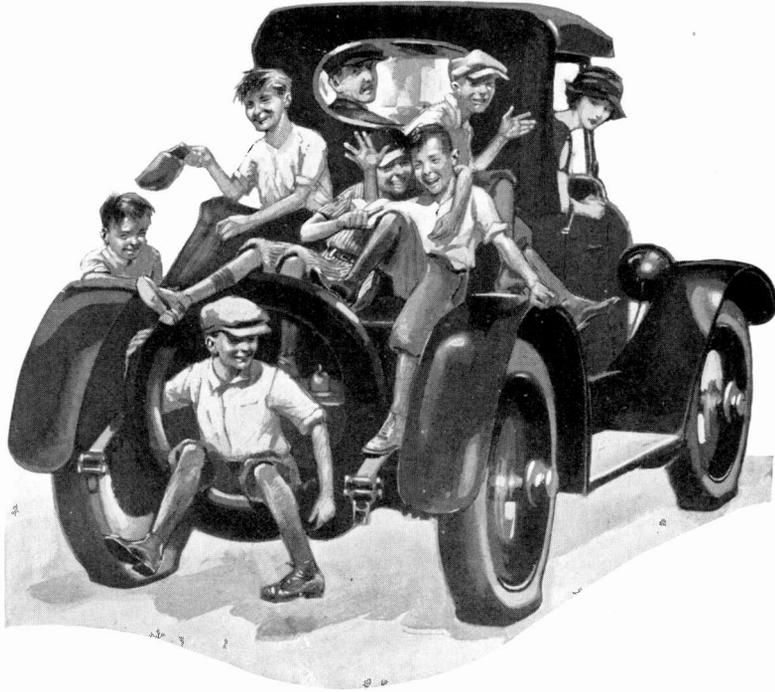


It need no longer be
unpleasant to remove hair

ODORONO DEPILATORY—*Edward Ureich*
Loaned by The Odorono Company
Exhibited by J. Walter Thompson Co.



SILKS—*Cavanagh and Bensinger*
Loaned by Cheney Brothers
Exhibited by Frank Seaman, Inc.



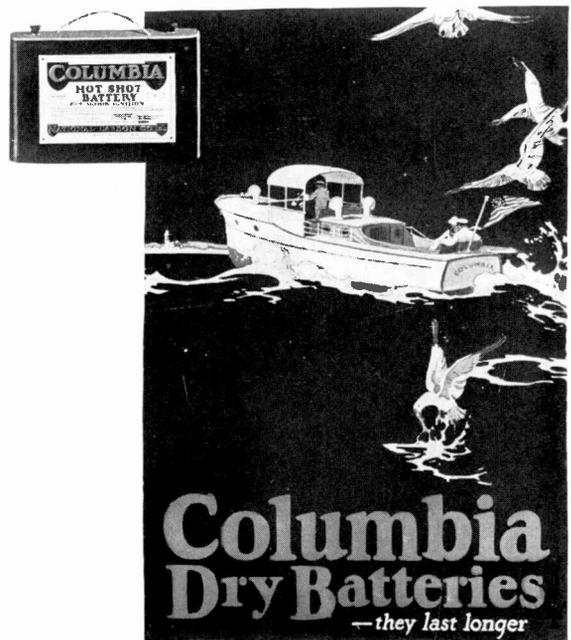
TIRE-PRESSURE-GAUGE—*August Bleser*

Loaned by A. Schrader's Son, Inc.
Exhibited by George Batten Company



MAZDA LAMPS—*Worth Brehm*

Loaned by Edison Lamp Works of General Electric Co.
Exhibited by Barton, Durstine & Osborn, Inc.



COLUMBIA DRY BATTERIES—*Edward A. Wilson*

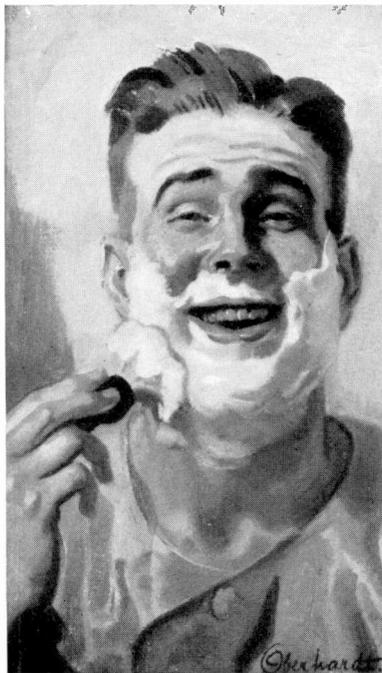
Loaned by National Carbon Co., Inc.
Exhibited by Wm. H. Rankin Co.



FAB—*The Reeses*

Loaned by Colgate & Co.

Exhibited by Niagara Litho. Co.



SHAVING CREAM—*Wm. Oberhardt*

Loaned by Colgate & Co.

Exhibited by Wm. Oberhardt



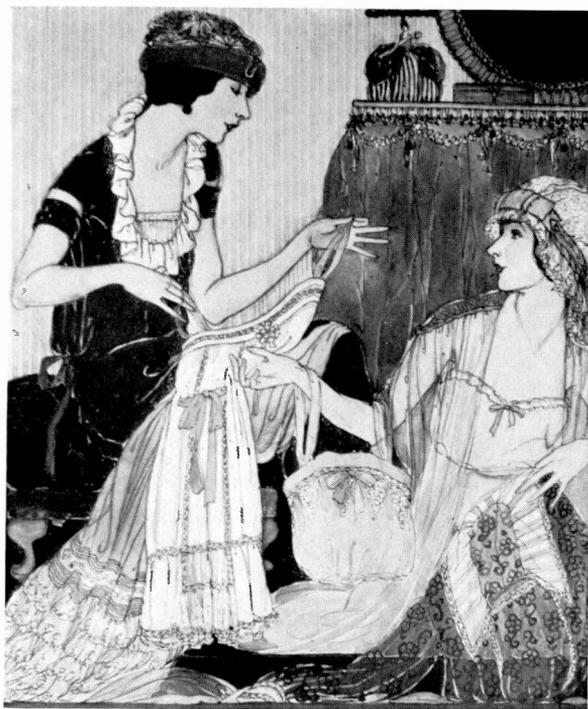
MAZDA LAMPS—*Worth Brehm*

Loaned by Edison Lamp Works of General Electric Co.

Exhibited by Barton, Durstine & Osborn, Inc.



SECURITIES—*T. K. Hanna*
Loaned by The National City Company
Exhibited by The Blackman Company



LUX—*Mary MacKinnon*
Loaned by Lever Bros. Co.
Exhibited by J. Walter Thompson Co.



THE FLEISHER YARNS—*Helen Dryden*
Loaned by S. B. & B. W. Fleisher, Inc.
Exhibited by Street & Finney, Inc.



RIBBON DENTAL CREAM—*Maginel Wright Enright*
Loaned by Colgate & Co.
Exhibited by Frank Seaman, Inc.

THE · STORY · OF · TOBACCO



ROBERT BURNS CIGARS—*K. M. Ballantyne*
Loaned by General Cigar Co.
Exhibited by Frank Seaman, Inc.



SILK STOCKINGS—*C. C. Beall*
Loaned by Van Raalte Co.
Exhibited by Poster Advertising Co.

ADVERTISEMENTS IN THE UNITED STATES

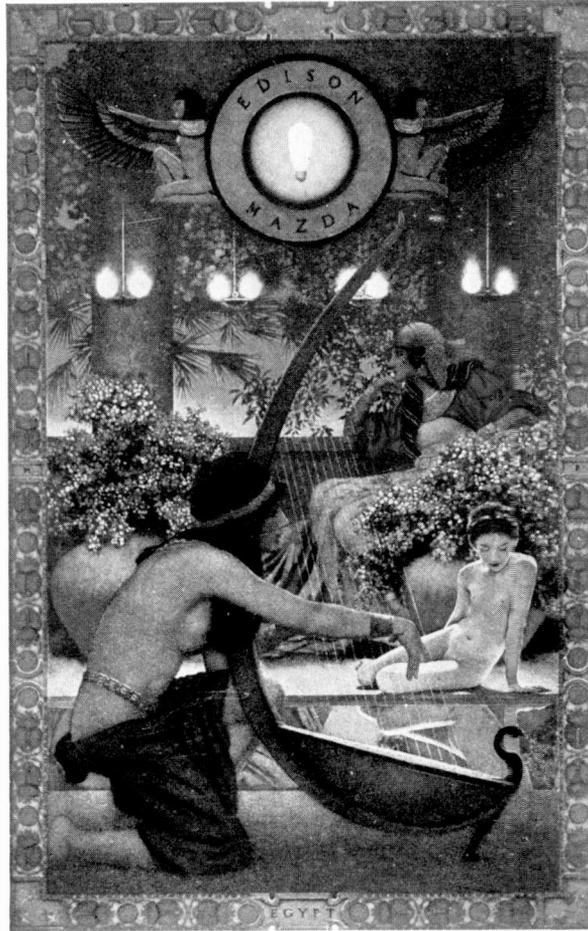


SECURITIES—*Leslie Benson*
Loaned by The National City Co.
Exhibited by The Blackman Company



GOODRICH SILVERTOWN CORDS—*M. C. Perley*
Loaned by The B. F. Goodrich Rubber Co.
Exhibited by Wm. H. Rankin Co.

THE SECOND ANNUAL OF ILLUSTRATIONS FOR



EDISON MAZDA
Maxfield Parrish
 Loaned by Edison Lamp Works
 Exhibited by
 Forbes Lithograph Co.



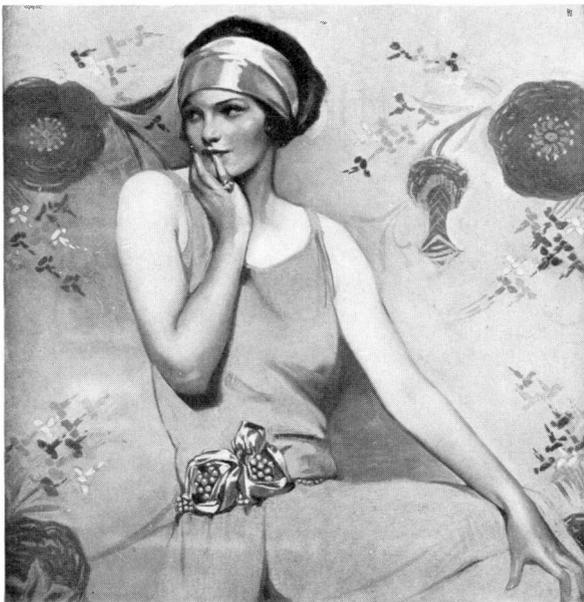
PERFECTION OIL HEATER—*E. R. Burggraf*
 Loaned by Cleveland Metal Products Co.
 Exhibited by H. K. McCann Company



STRATHMORE PAPERS—*Ralph Barton*
 Loaned by Strathmore Paper Co.
 Exhibited by Federal Advertising Agency



BON AMI—*Cushman Parker*
Loaned by The Bon Ami Company
Exhibited by
The Erickson Company



COVER FOR WOMAN'S HOME COMPANION
Neysa McMein
Loaned and exhibited by The Crowell Publishing Co.



WOODBURY'S FACIAL SOAP—*Walter Biggs*
Loaned by Andrew Jergens Co.
Exhibited by J. Walter Thompson Co.

THE SECOND ANNUAL OF ILLUSTRATIONS FOR



WOODBURY'S FACIAL SOAP

Dean Cornwell

Loaned by Andrew Jergens Co.
Exhibited by J. Walter Thompson Co.



EMBROIDERY AND CROCHET SILKS—*Hester Miller*

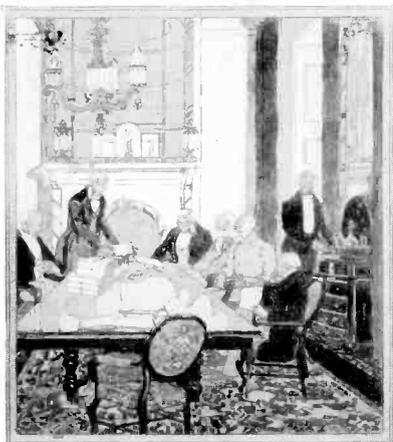
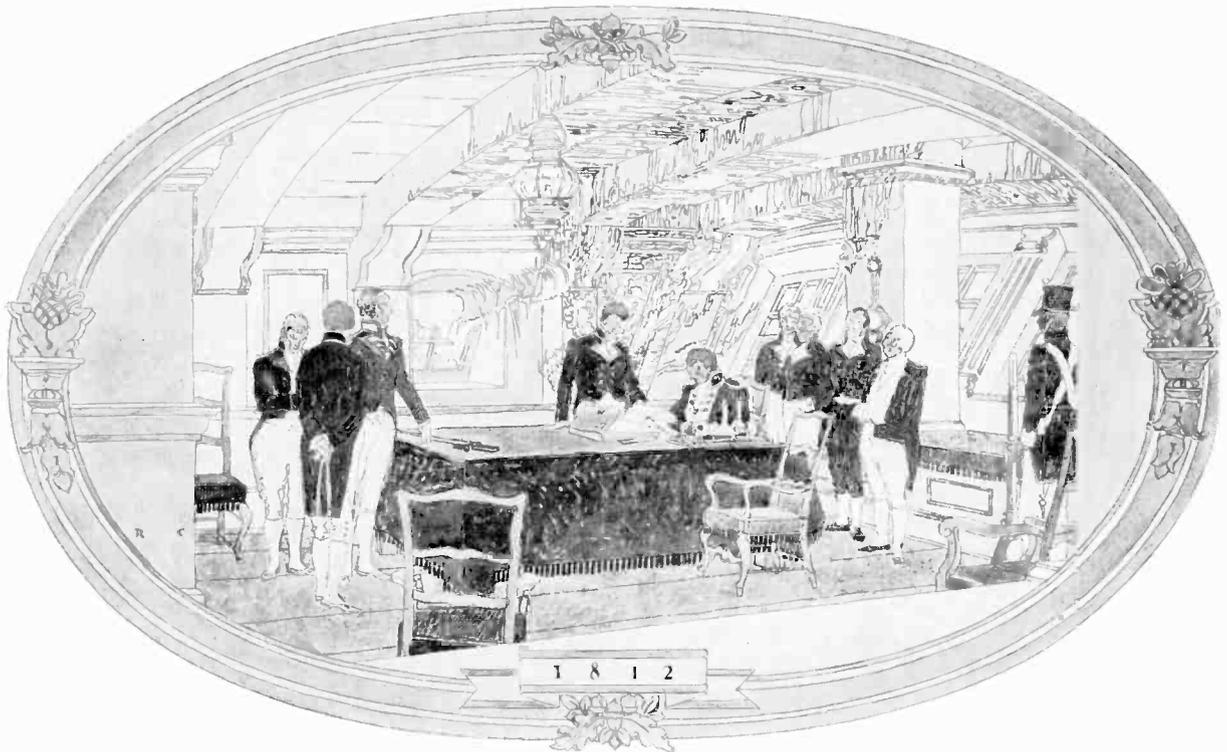
Loaned by Richardson Silk Co.
Exhibited by Federal Advertising Agency
(See page 19)



SLOAN'S LINIMENT—*Ernest R. Burggraf*

Loaned by Wm. K. Warner Co.
Exhibited by James Advertising Agency, Inc.

ADVERTISEMENTS IN THE UNITED STATES



CRANE'S BUSINESS PAPERS—*Rene Clarke*

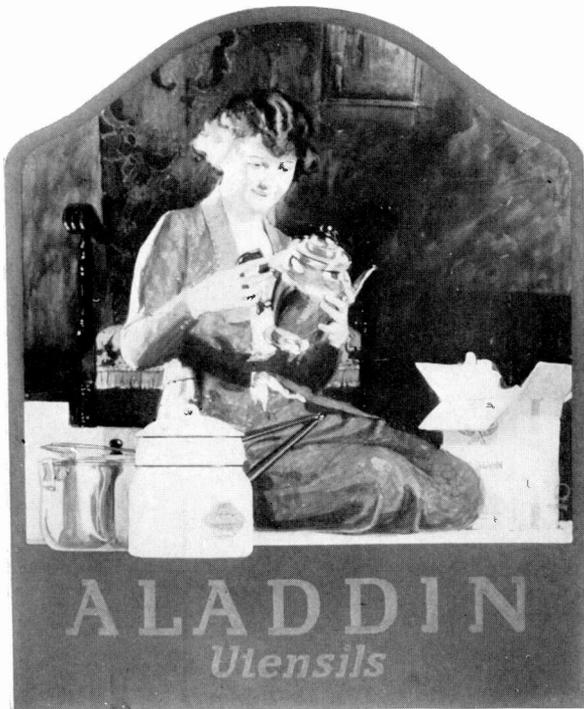
Loaned by Crane & Co.

Exhibited by Calkins & Holden, Inc.

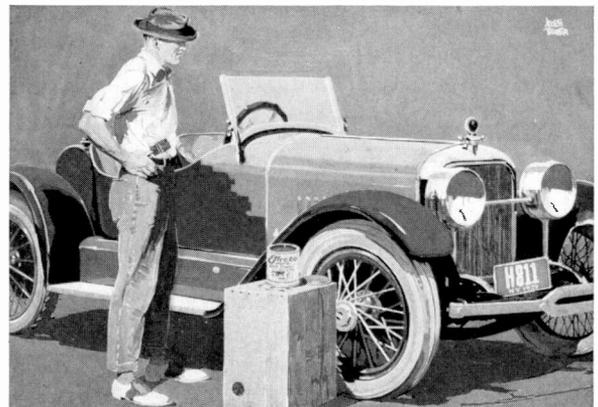
(See page 20)



FATIMA CIGARETTES—*William Oberhardt*
Loaned by Liggett & Myers Tobacco Co.
Exhibited by Newell-Emmett Co.



ALADDIN UTENSILS—*Fred Mizen*
Loaned by Cleveland Metal Products Co.
Exhibited by H. K. McCann Company



VARNISH PRODUCTS—*Adolph Treidler*
Loaned by Pratt & Lambert, Inc.
Exhibited by Albert P. Hill Co.

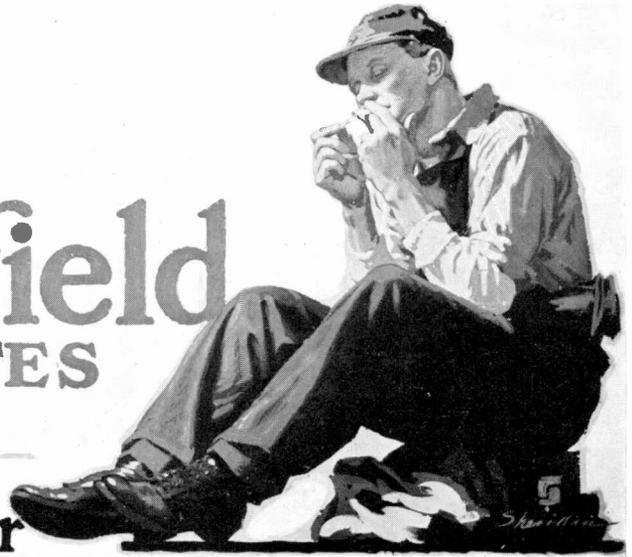


FATIMA CIGARETTES—*William Oberhardt*
Loaned by Liggett & Myers Tobacco Co.
Exhibited by Newell-Emmett Co.

Chesterfield CIGARETTES

They Satisfy.

The Hearty Eater



CHESTERFIELD CIGARETTES—*Jack Sheridan*
Loaned and exhibited by Liggett & Myers Tobacco Co.

American



BOSCH

BOSCH MAGNETOS—*Jack Sheridan*
Loaned by American Bosch Magneto Corp.
Exhibited by Sheridan, Shawhan & Sheridan

Chesterfield

CIGARETTES

— They Satisfy

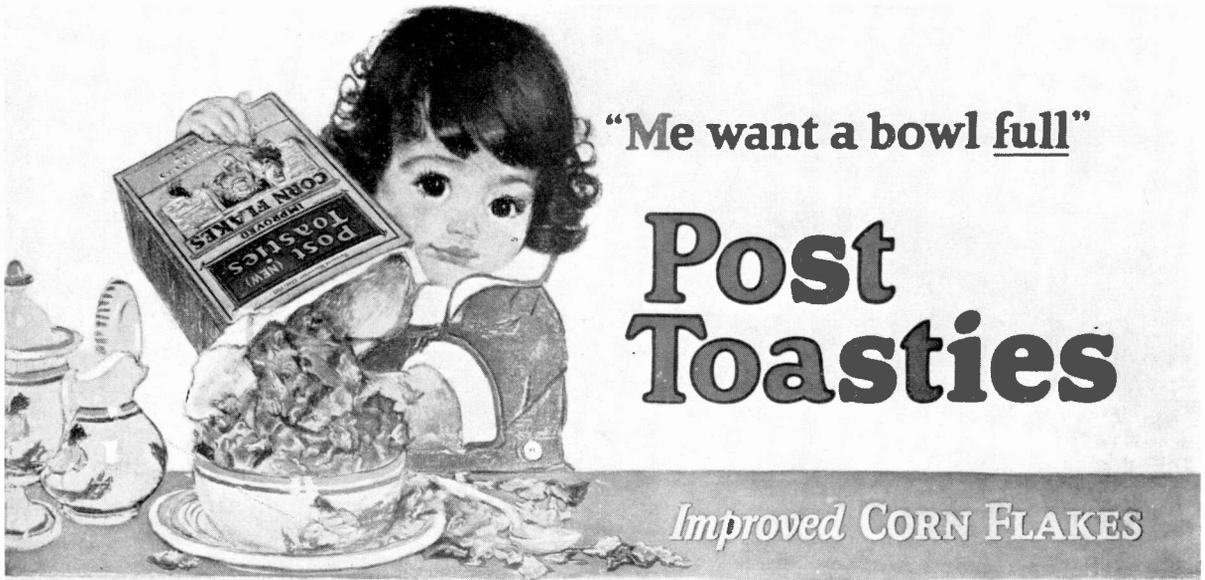
The Man of Peace



CHESTERFIELD CIGARETTES—*Jack Sheridan*
Loaned and exhibited by Liggett & Myers Tobacco Co.



POSTER—*F. G. Cooper*
Loaned by New York Edison Co.

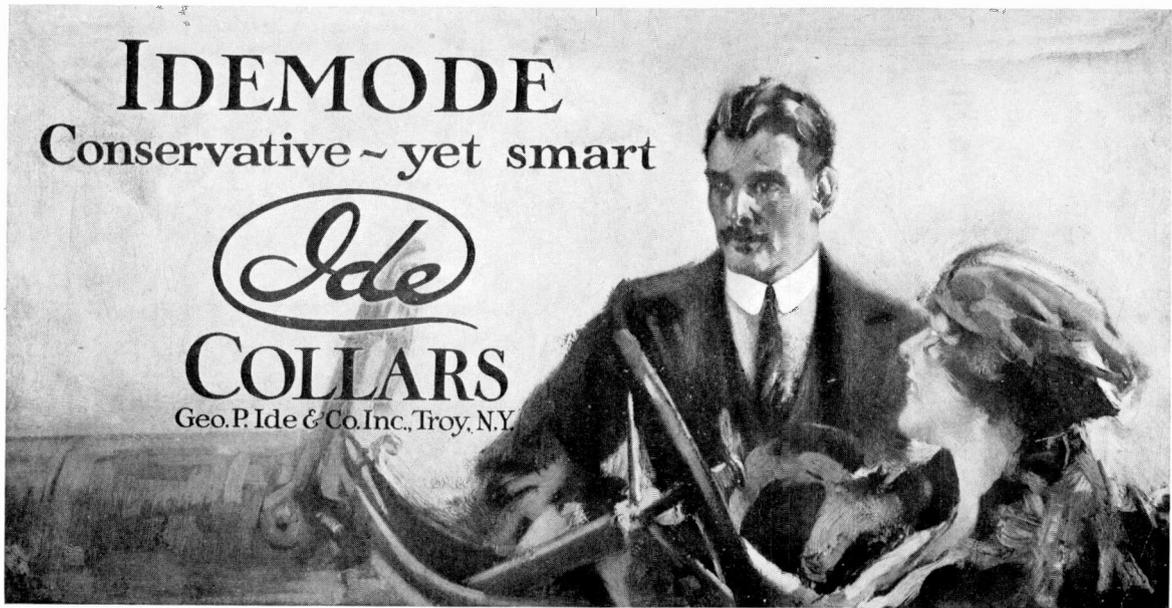


POST TOASTIES—*Maud Tousey Fangel*

Loaned by Postum Cereal Co., Inc.
Exhibited by Hulscher-Rothenburg, Inc.



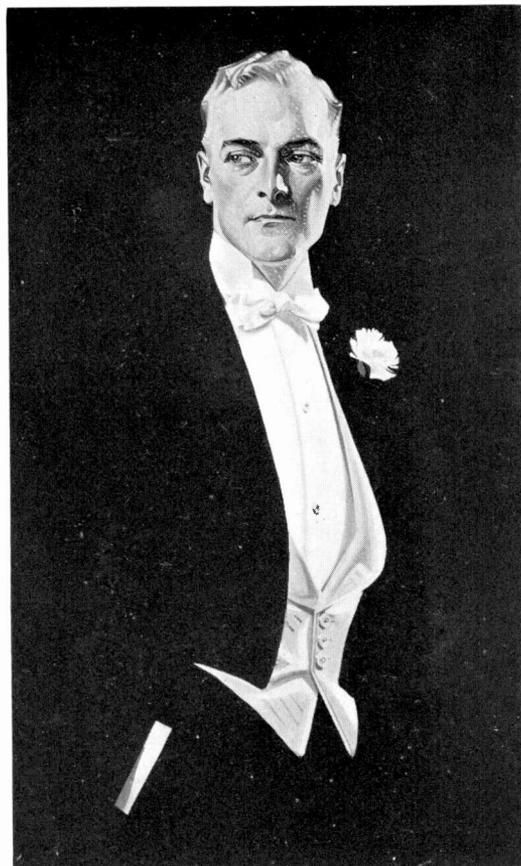
PORTRAIT—*Wm. Oberhardt*
Loaned by Thos. A. Edison Co., Inc.
Exhibited by Hanff-Metzger, Inc.



IDE COLLARS—*Walter Biggs*
Loaned by Geo. P. Ide & Co., Inc.
Exhibited by Niagara Litho. Co.



ASPIRIN—*George Brehm*
Loaned by
Bauer Chemical Co.
Exhibited by
James Advertising Agency, Inc.



ARROW COLLARS—*J. C. Leyendecker*
Loaned by Cluett Peabody & Co.
Exhibited by The W. F. Powers Co.

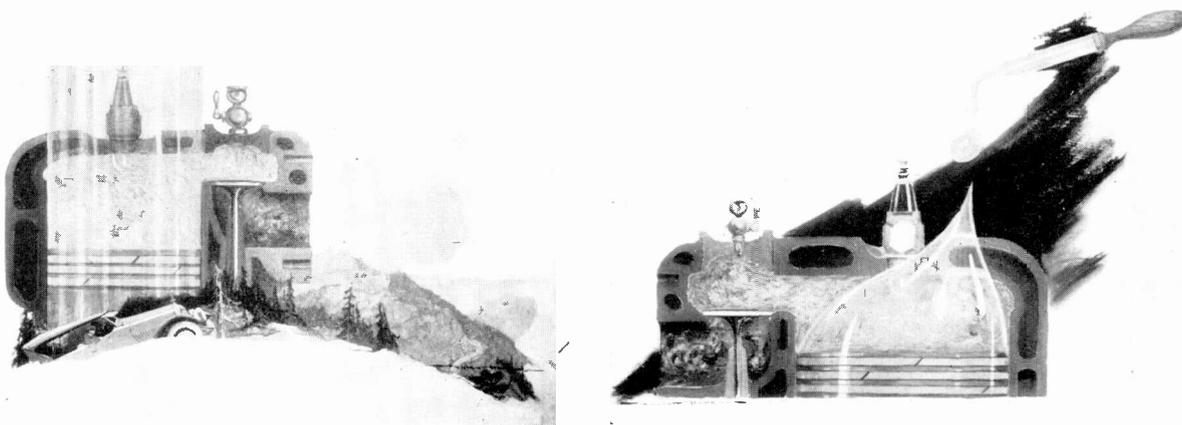


NECCO WAFERS—*John Held*
Loaned by New England Confectionery Co.
Exhibited by Mears Advertising, Inc.



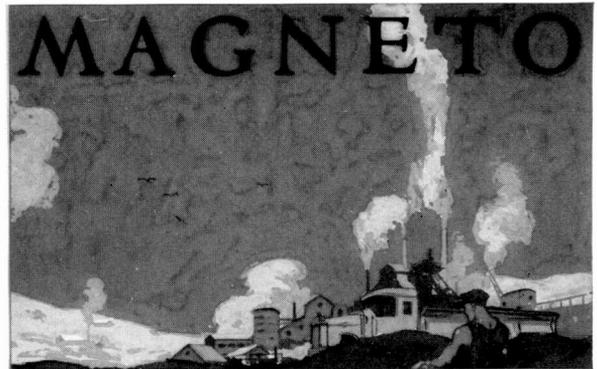
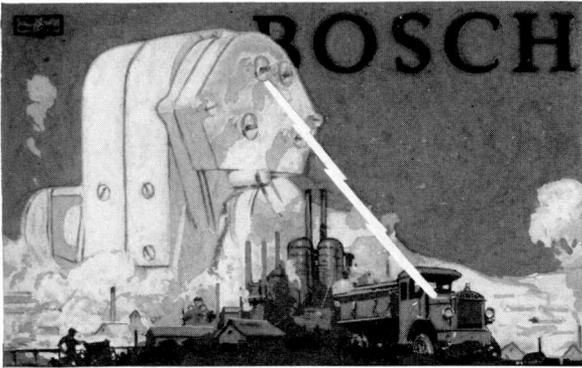
BETHLEHEM
MOTOR TRUCKS
Jack Sheridan

Loaned by
Bethlehem Motors Corp.
Exhibited by Sheridan,
Shawhan & Sheridan

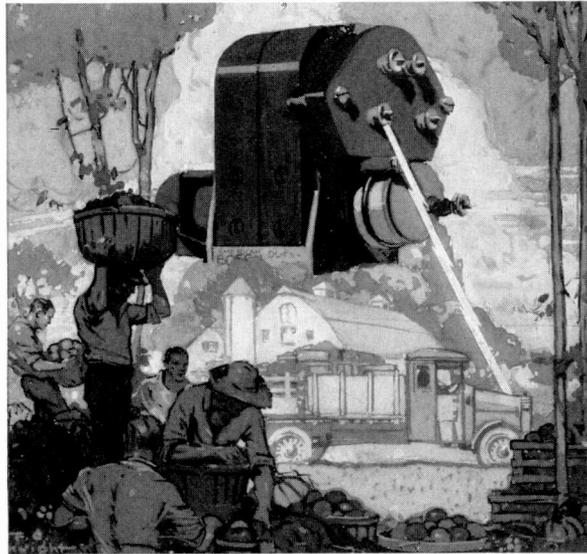


MOTOR OILS—*Gayle P. Hoskins*
Loaned by Tide Water Oil Co.
Exhibited by Joseph Richards Company

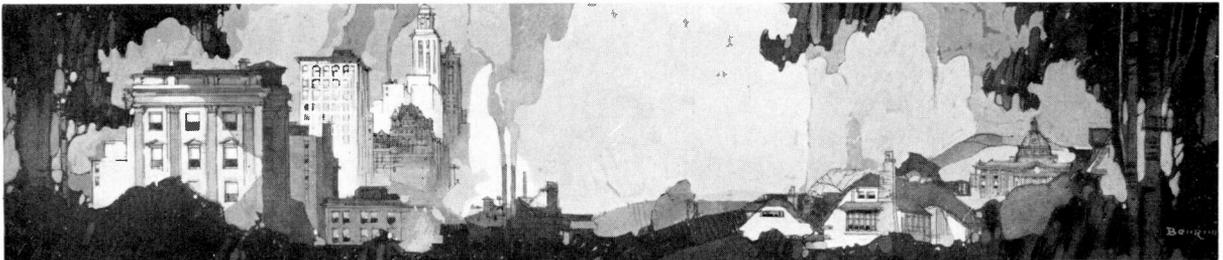
THE SECOND ANNUAL OF ILLUSTRATIONS FOR



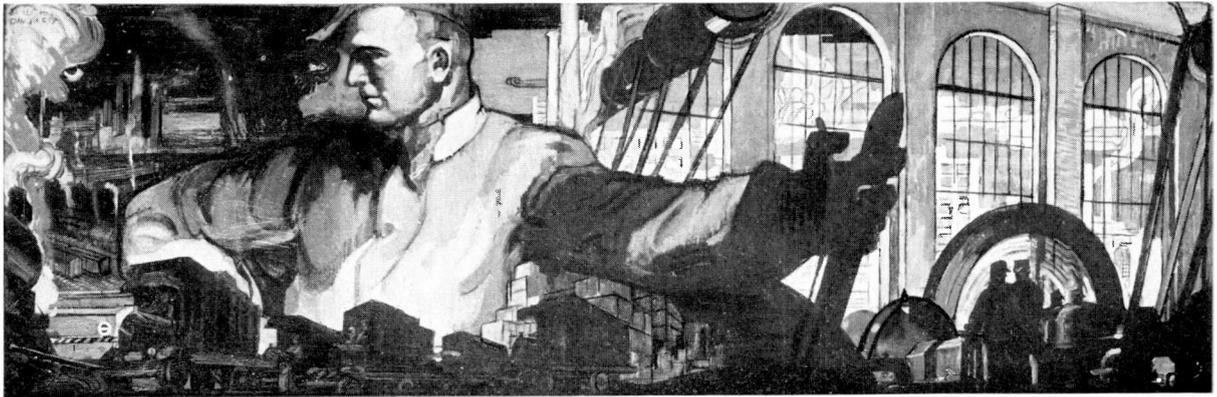
BOSCH MAGNETOS—*Fred Knight*
Loaned by American Bosch Magneto Corp.
Exhibited by Sheridan, Shawhan & Sheridan



BOSCH MAGNETOS—*Fred Knight*
Loaned by American Bosch Magneto Corp.
Exhibited by Sheridan, Shawhan & Sheridan



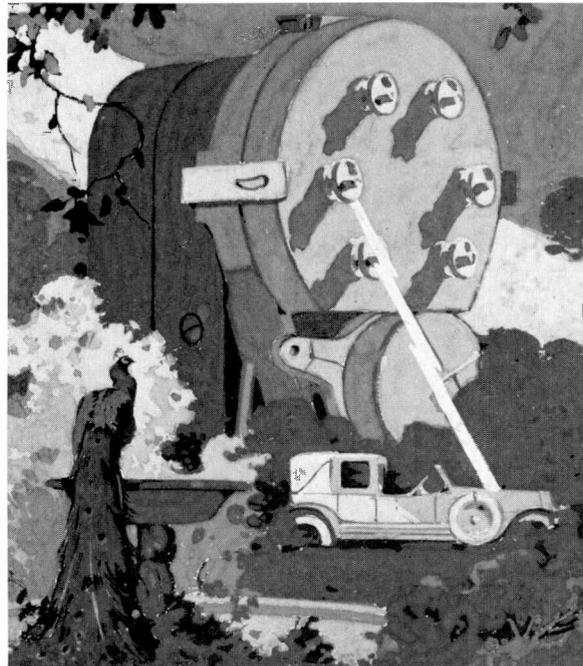
GOOD HARDWARE—*Thos. Benrimo*
Loaned by P. & F. Corbin
Exhibited by F. J. Ross Co.



GARGOYLE LUBRICATING OILS—*James H. Daugherty*

Loaned by Vacuum Oil Co.

Exhibited by The Blackman Company

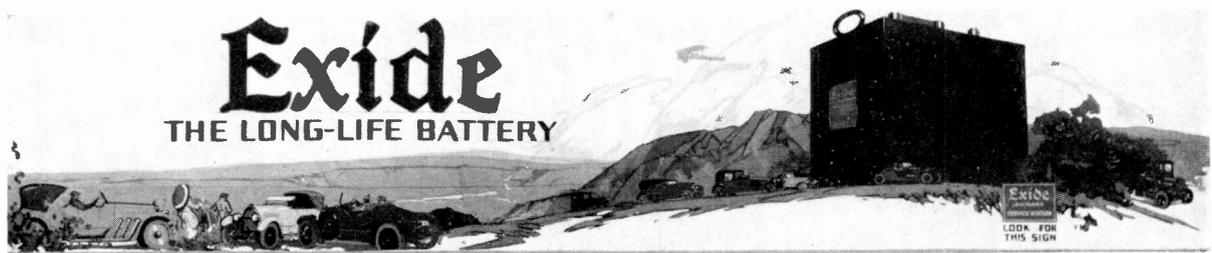


BOSCH MAGNETOS

Fred Knight

Loaned by
American Bosch Magneto Corp.

Exhibited by
Sheridan, Shawhan & Sheridan

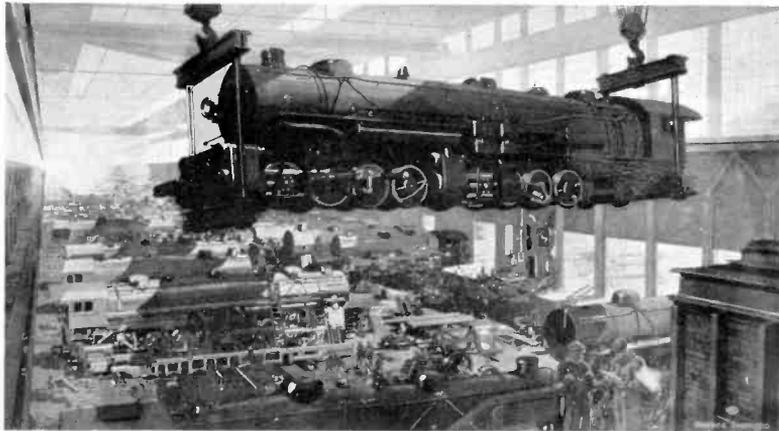


EXIDE BATTERIES—*Stanley McNeill*

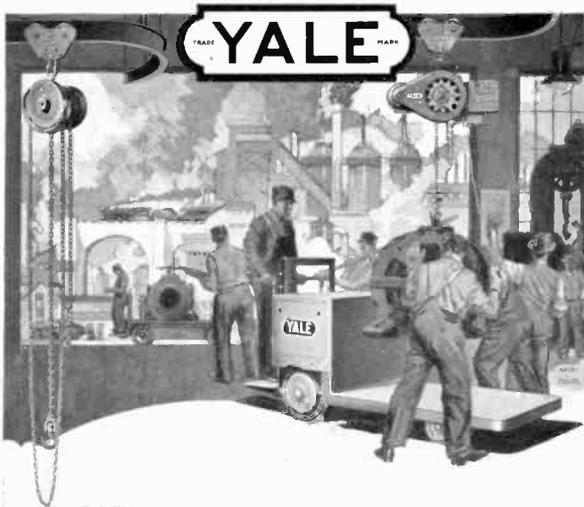
Loaned by Electric Storage Battery Co.

Exhibited by George Batten Company

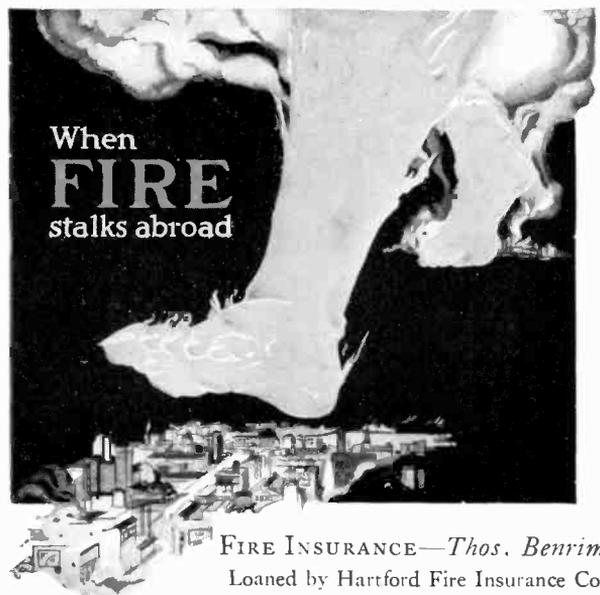
THE SECOND ANNUAL OF ILLUSTRATIONS FOR



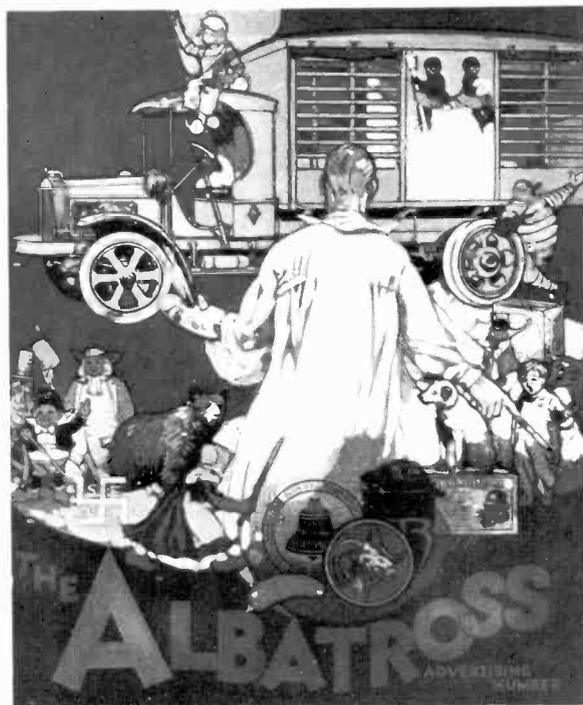
FOUNDRIES—*C. George Shepherd*
 Loaned by American Steel Foundries
 Exhibited by R. R. Donnelly & Sons



YALE PRODUCTS—*Harry Miller*
 Loaned by Yale & Towne Mfg. Co.
 Exhibited by Hanff-Metzger, Inc.



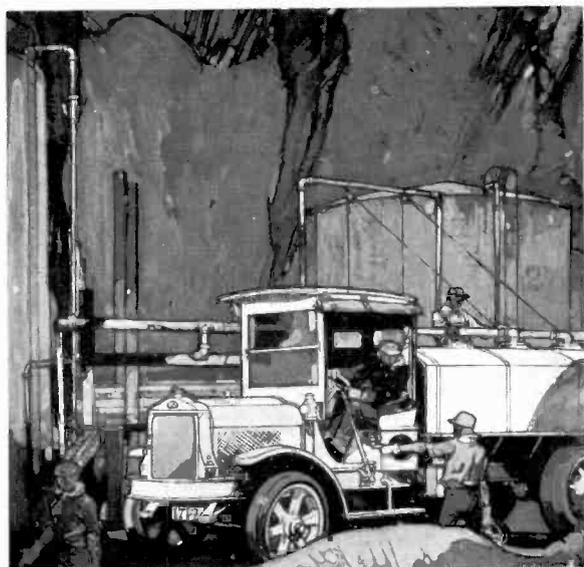
FIRE INSURANCE—*Thos. Benrimo*
 Loaned by Hartford Fire Insurance Co.
 Exhibited by Frank Seaman, Inc.



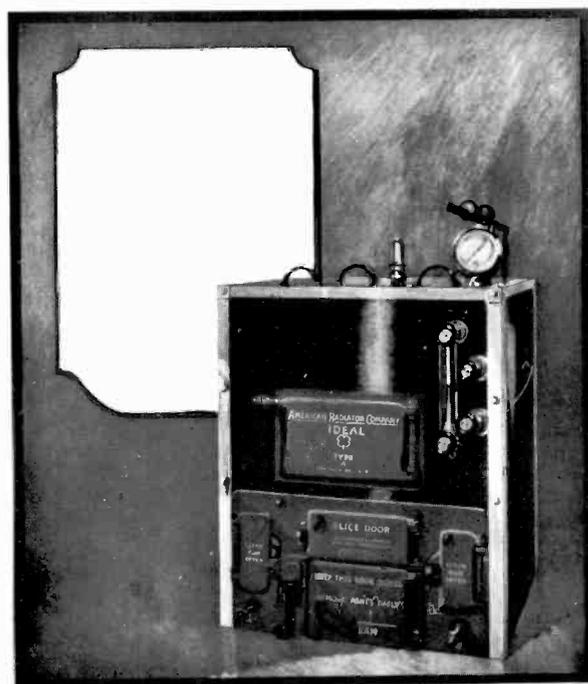
WHITE TRUCKS—*Ivor Johns*
 Loaned by The White Co.
 Exhibited by The Caxton Co.



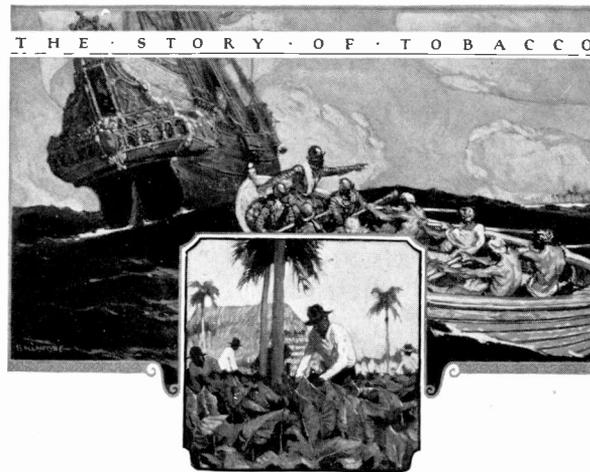
FORHAN TOOTH PASTE—*E. R. Burggraf*
 Loaned by Bauer Chemical Co., Inc.
 Exhibited by James Advertising Agency, Inc.



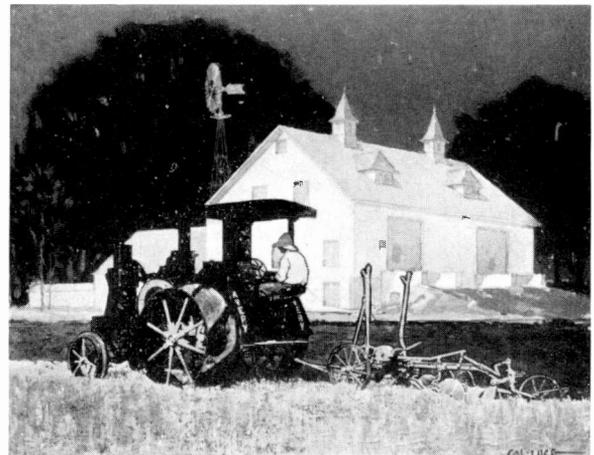
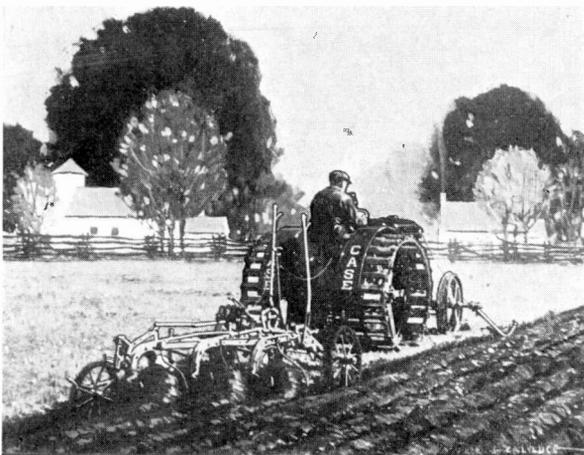
WHITE TRUCKS—*Ivor Johns*
 Loaned by The White Co.
 Exhibited by The Caxton Co.



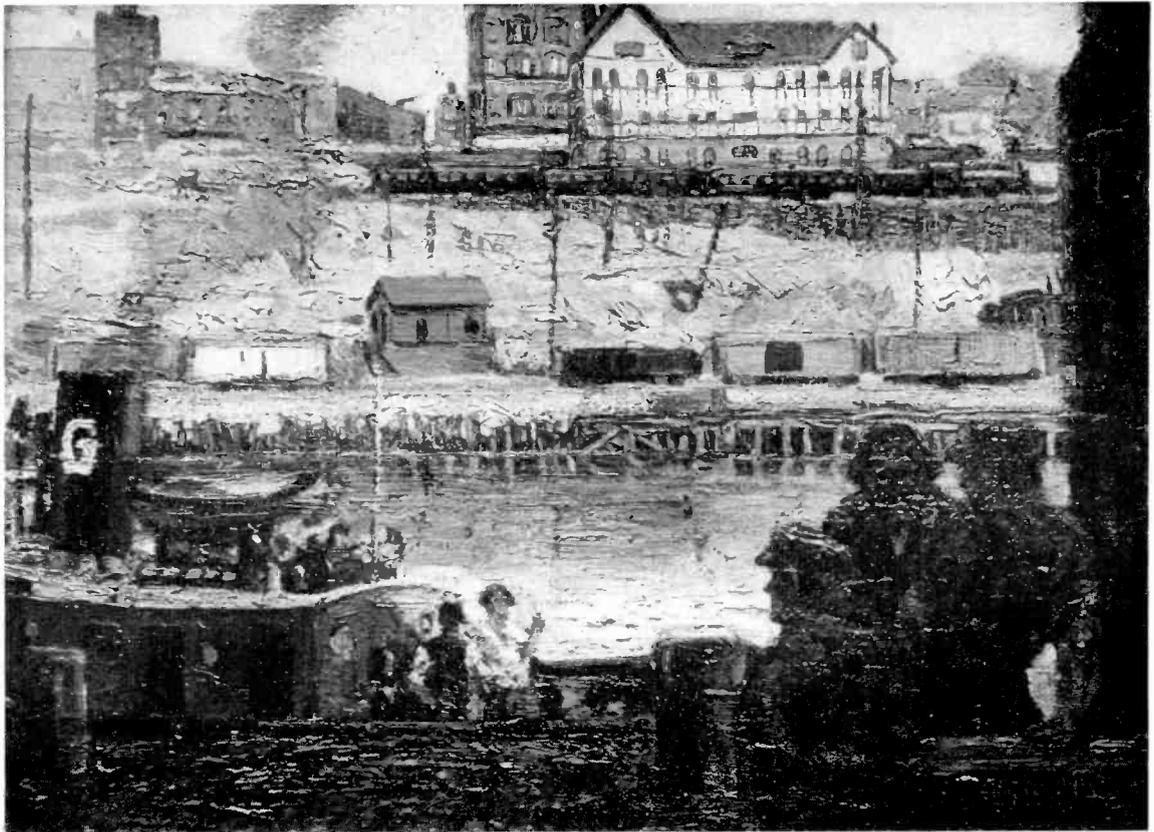
TYPE A HEAT MACHINE—*Edw. Wilson*
 Loaned by American Radiator Co.
 Exhibited by Barton, Durstine & Osborn, Inc.



ROBERT BURNS CIGARS—*K. M. Ballantyne*
Loaned by General Cigar Co.
Exhibited by Frank Seaman, Inc.



TRACTION PLOWS—*Cal Luce*
Loaned by J. I. Case Threshing Machine Co.
Exhibited by H. K. McCann Company



FOLDER DESIGN—*Clyde Prettyman*
Loaned and exhibited by Eclipse Electro & Engraving Co.



TRACTION PLOWS—*Cal Luce*
Loaned by J. I. Case Threshing Machine Co.
Exhibited by H. K. McCann Company



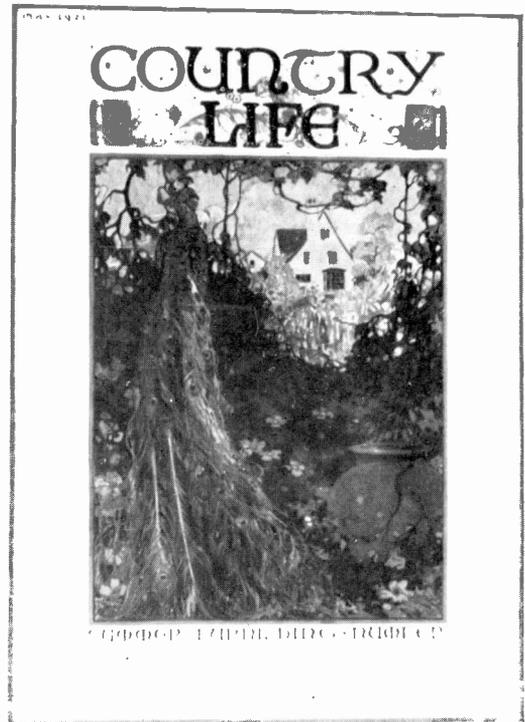
STRATHMORE PAPERS—*Adolph Treidler*
Loaned by Strathmore Paper Co.
Exhibited by Federal Advertising Agency



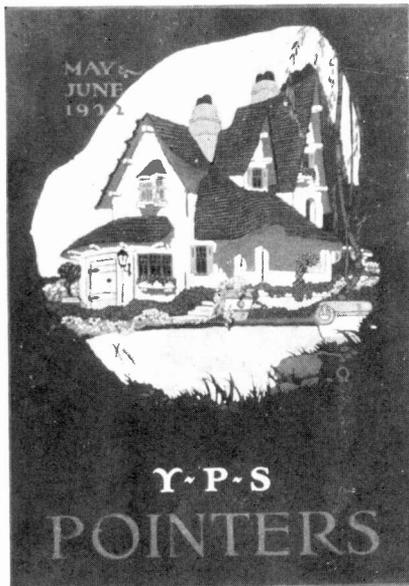
MEDUSA

STAINLESS
WHITE CEMENT

MEDUSA CEMENT—*Fred Crouse*
Loaned by Sandusky Portland Cement Co.
Exhibited by H. K. McCann Company



COVER DESIGN—*Fred Knight*
Loaned and exhibited by Fred Knight



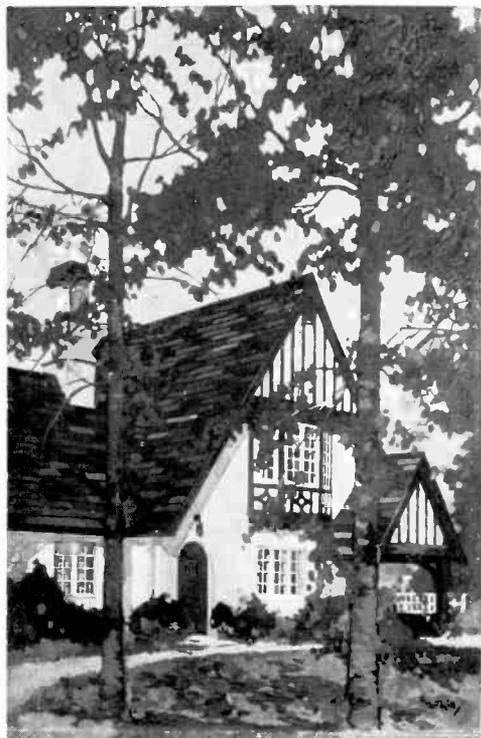
HOUSE ORGAN—*Fred Crouse*
Loaned by Youngstown Pressed Steel Co.
Exhibited by H. K. McCann Company



BRENLIN SHADES—*Henry Maust*
Loaned by Chas. W. Breneman Co.
Exhibited by J. Walter Thompson Co.



IVORY SOAP—*Douglas Duer*
Loaned by Procter & Gamble Co.
Exhibited by The Blackman Company



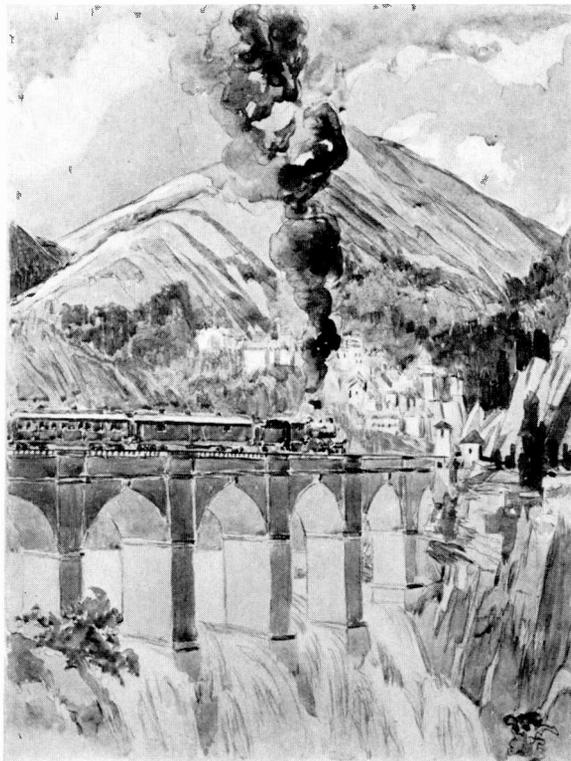
ANACONDA COPPER SHINGLES—*Stanley McNeill*

Loaned by Anaconda Copper Mining Co.

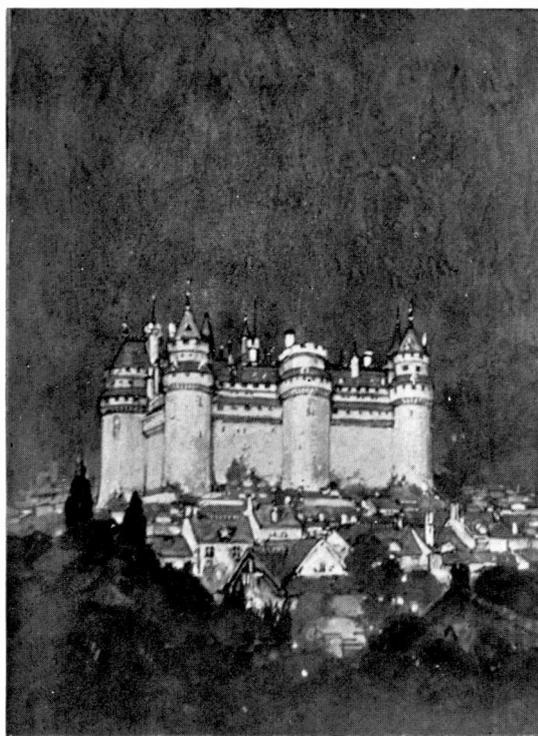
Exhibited by George Batten Company



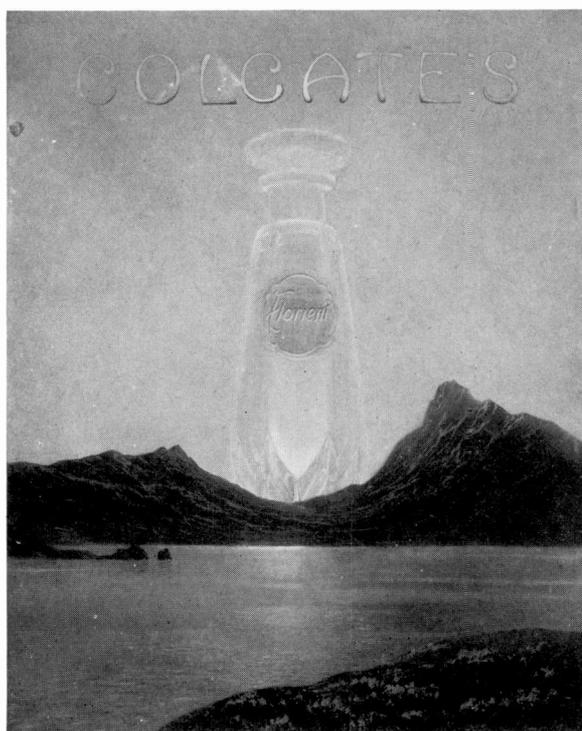
ANACONDA COPPER SHINGLES—*Stanley McNeill*
Loaned by Anaconda Copper Mining Co.
Exhibited by George Batten Company



COVER DESIGN—*Rene Clarke*
Loaned and exhibited by Rusling Wood



GATES TOURS—*Frank Hazell*
Loaned by Gates Tours, Inc.
Exhibited by J. Walter Thompson Co.



FLORIENT PERFUME—*Avinoff*
Loaned by Colgate & Co.
Exhibited by Frank Seaman, Inc.



UNDERWOOD TYPEWRITER—*William L. Dodge*
Loaned by Underwood Typewriter Co., Inc.
Exhibited by Harry C. Michaels Co.



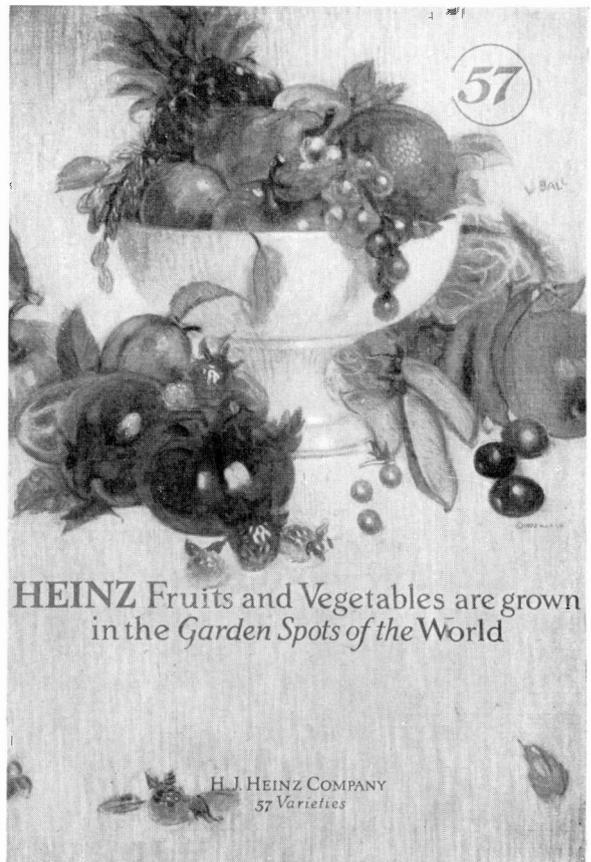
JELL-O—*Linn Ball*
Loaned by Genesee Pure Food Co.
Exhibited by Dauchy Advertising Co.
(See page 22)



YUBAN COFFEE—*Linn Ball*
Loaned by Arbuckle Bros.
Exhibited by J. Walter Thompson Co.



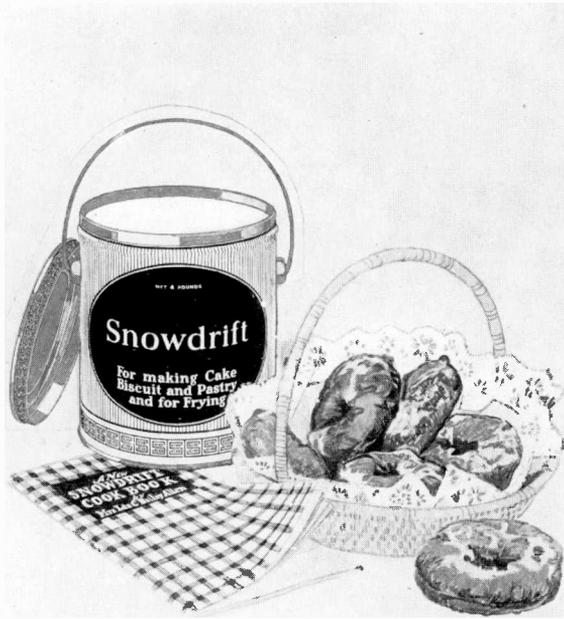
SNOWDRIFT—*Rene Clarke*
Loaned by Southern Cotton Oil Co.
Exhibited by Calkins & Holden, Inc.



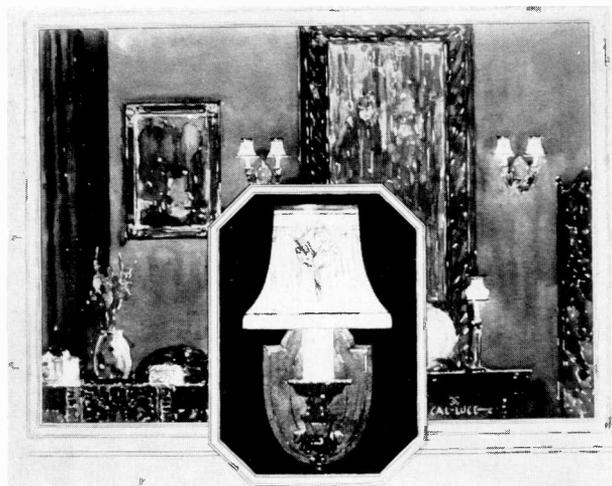
HEINZ 57 VARIETIES—*Linn Ball*
Loaned by H. J. Heinz Company
Exhibited by Calkins & Holden, Inc.



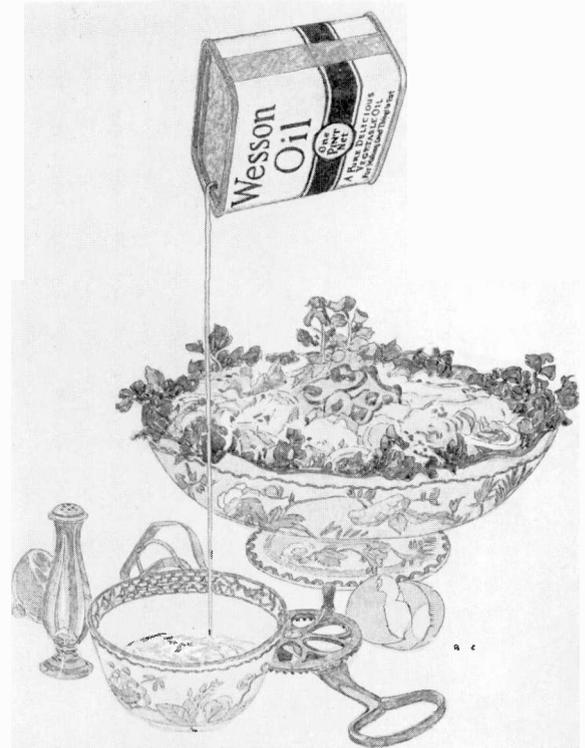
COMMUNITY PLATE—*Baron A. E. De Meyer*
Loaned by Oneida Community, Ltd.
Exhibited by The Patterson-Andress Co., Inc.



SNOWDRIFT—*Rene Clarke*
Loaned by Southern Cotton Oil Co.
Exhibited by Calkins & Holden, Inc.



LAMPS—*Cal Luce*
Loaned by Macbeth Evans Glass Co.
Exhibited by Richardson Briggs Co.



WESSON OIL—*Rene Clarke*
Loaned by Southern Cotton Oil Co.
Exhibited by Calkins & Holden, Inc.

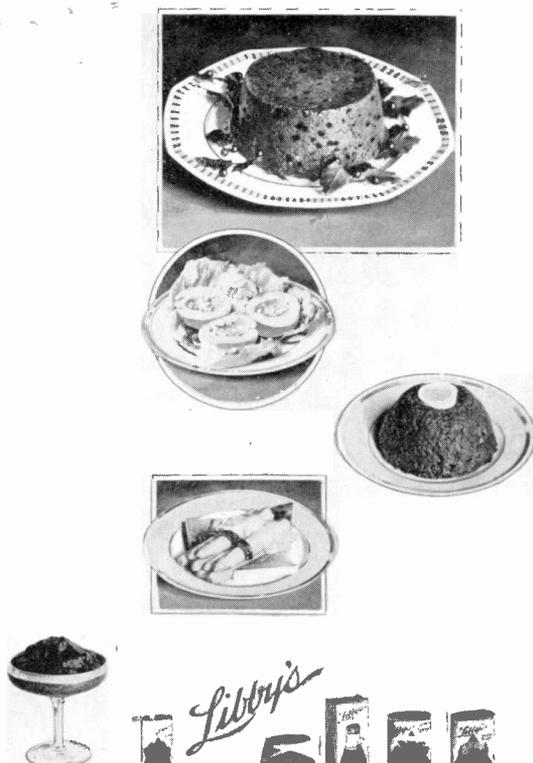


HAM AND EGGS—*Carl L. Neher*
Loaned by Swift & Company
Exhibited by J. Walter Thompson Co.

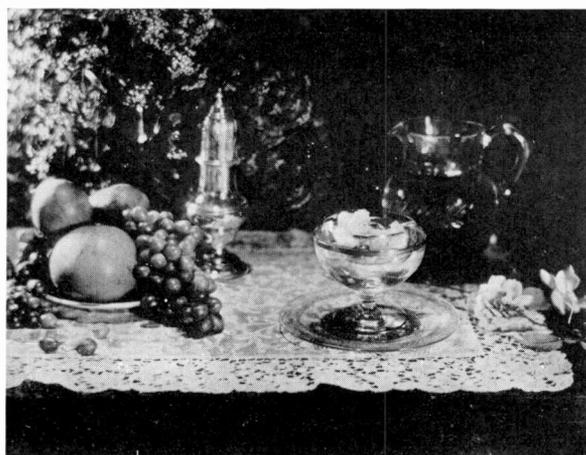
THE SECOND ANNUAL OF ILLUSTRATIONS FOR



LIBBY'S—*Ball, Kruizenga & Co.*
 Loaned by Libby, McNeill & Libby
 Exhibited by J. Walter Thompson Co.



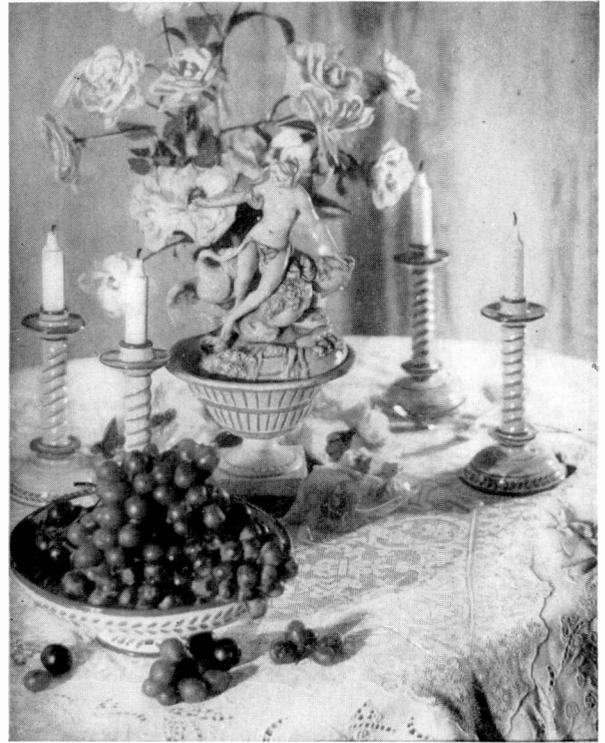
LIBBY'S—*Barnes-Crosby*
 Loaned by Libby, McNeill & Libby
 Exhibited by J. Walter Thompson Co.



COMMUNITY PLATE—*Baron A. E. De Meyer*
 Loaned by Oneida Community, Ltd.
 Exhibited by The Patterson-Andress Co., Inc.



FOLDER DESIGN—*C. W. Heck*
Loaned and exhibited by Edgar C. Ruwe Company, Inc.



COMMUNITY PLATE—*Baron A. E. De Meyer*
Loaned by Oneida Community, Ltd.
Exhibited by The Patterson-Andress Co., Inc.



SHOES—*Winemiller & Miller*
Colored by *Wm. J. Smith*
Loaned by A. E. Nettleton Company
Exhibited by Frank Seaman, Inc.



SHOES—*Winemiller & Miller*
Colored by *Wm. J. Smith*
Loaned by *A. F. Nettleton Company*
Exhibited by *Frank Seaman, Inc.*



ROYAL TYPEWRITER—*Lejaren à Hiller*
Loaned by *Royal Typewriter Co.*
Exhibited by *H. K. McCann Company*



“SAVIN’ THE SURFACE”—*Winemiller & Miller*
Loaned by *Save The Surface Campaign*
Exhibited by *F. J. Ross Co.*



“ABOUT YOUR
TELEPHONE”
Winemiller & Miller
Loaned by
The Western Electric Co.
Exhibited by
Newell-Emmett Co.



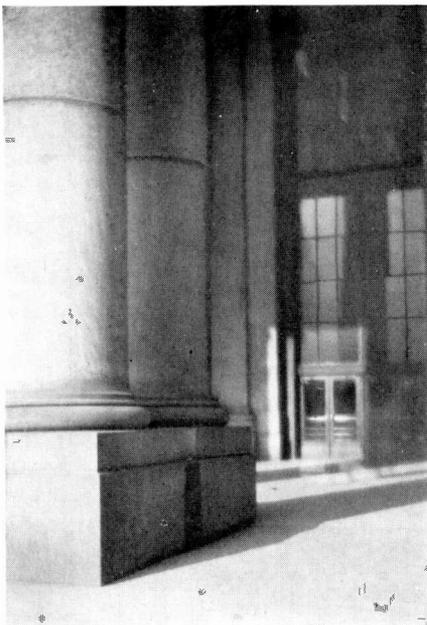
KODAK—*Winemiller & Miller*
Colored by *Wm. J. Smith*
Loaned by Eastman Kodak Co.
Exhibited by Frank Seaman, Inc.



GOOD HARDWARE—*Winemiller & Miller*
Loaned by P. & F. Corbin
Exhibited by F. J. Ross Co.



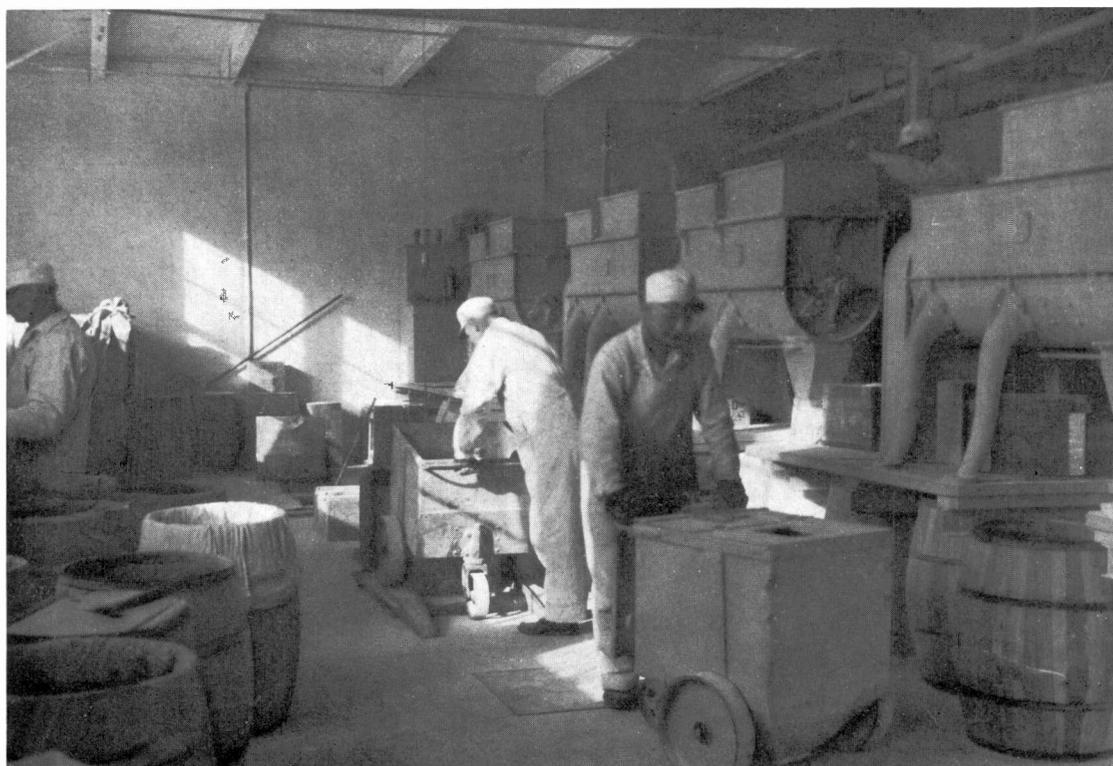
KODAK—*Wm. Shewell Ellis*
Loaned by Eastman Kodak Co.
Exhibited by Frank Seaman, Inc.



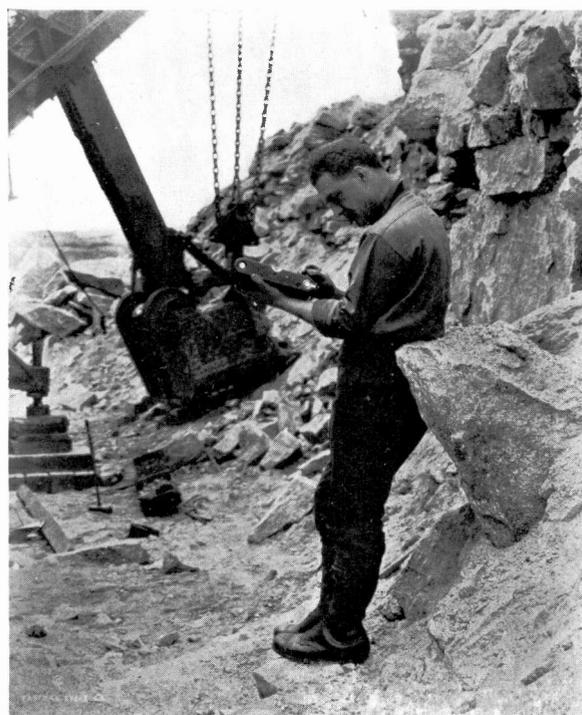
GOOD HARDWARE—*Clara E. Sipprell*
Loaned by P. & F. Corbin
Exhibited by F. J. Ross Co.



“MAJESTIC” LOUNGE—*H. W. Scandlin*
Loaned by White Star Line
Exhibited by H. W. Scandlin



JELL-O—*H. W. Scandlin*
Loaned by Genesee Pure Food Co.
Exhibited by H. W. Scandlin

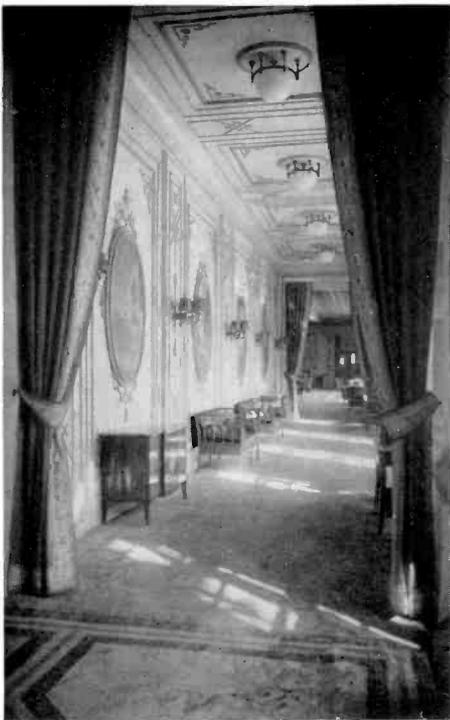


KODAK
Wm. Shewell Ellis
Loaned and exhibited by
Wm. Shewell Ellis



GOOD HARDWARE—*Wm. Shewell Ellis*

Loaned by P. & F. Corbin
Exhibited by F. J. Ross Co.



CORRIDOR OF "HOMERIC"—*H. W. Scandlin*

Loaned by White Star Line
Exhibited by H. W. Scandlin



MUSIC ROOM ON "HOMERIC"—*H. W. Scandlin*

Loaned by White Star Line
Exhibited by H. W. Scandlin



FATIMA CIGARETTES—*Lejaren à Hiller*
Loaned by Liggett & Myers Tobacco Co.
Exhibited by Newell-Emmett Co.



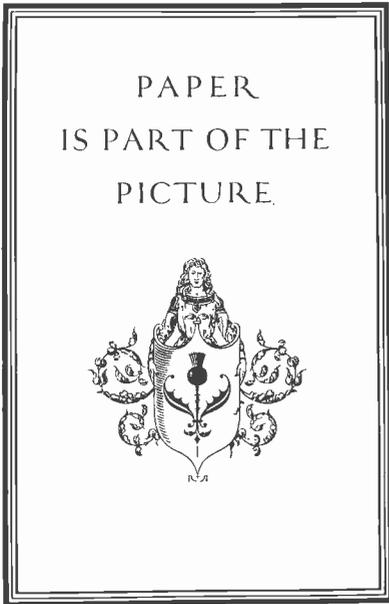
WEBER PIANO—*H. W. Scandlin*
Loaned by The Aeolian Co.
Exhibited by H. W. Scandlin



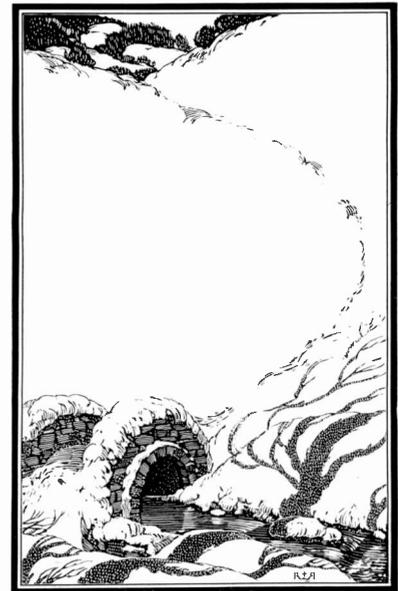
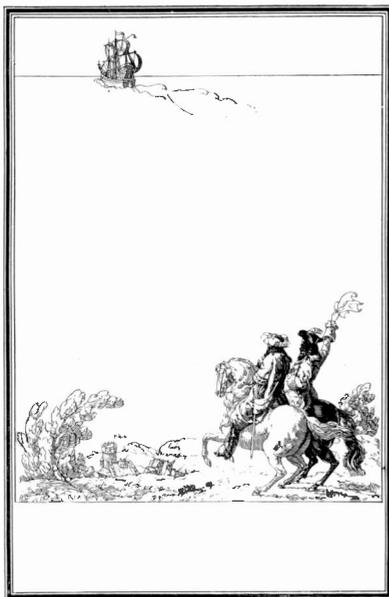
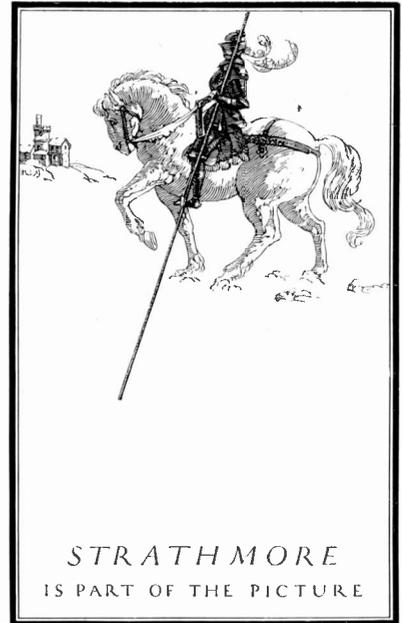
WILSNAP—*Grancel Fitz*
Loaned by The Wilson Fastener Co.
Exhibited by The Blackman Company



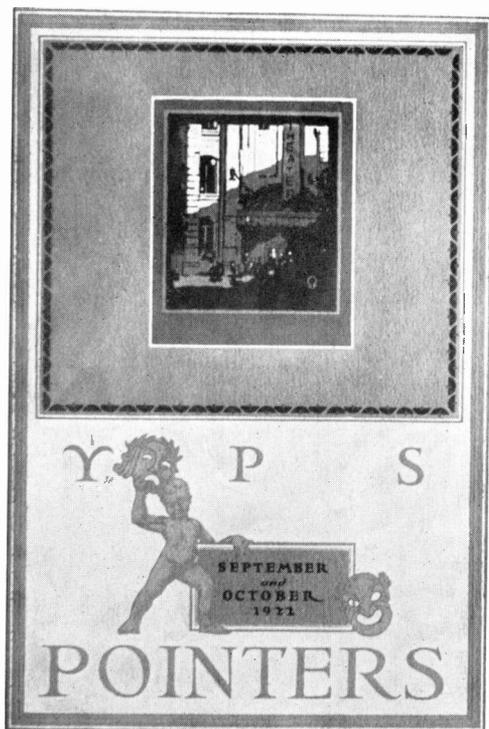
WOMEN'S SPORTING APPAREL—*Alfred Cheney Johnston*
Loaned and exhibited by Dobbs & Co.



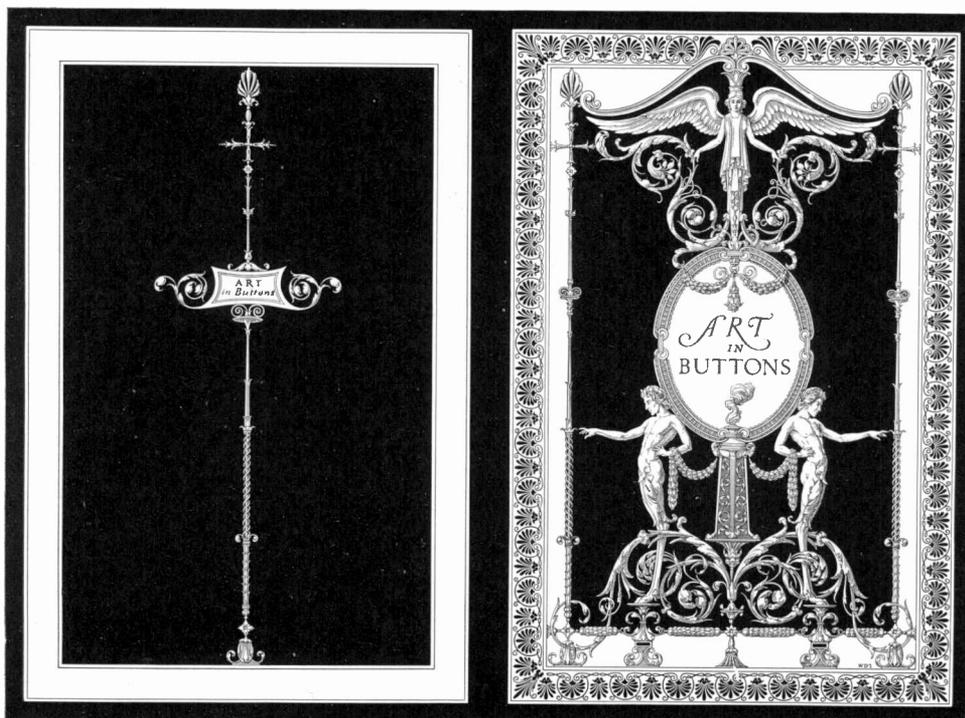
PAPER
IS PART OF
THE PICTURE



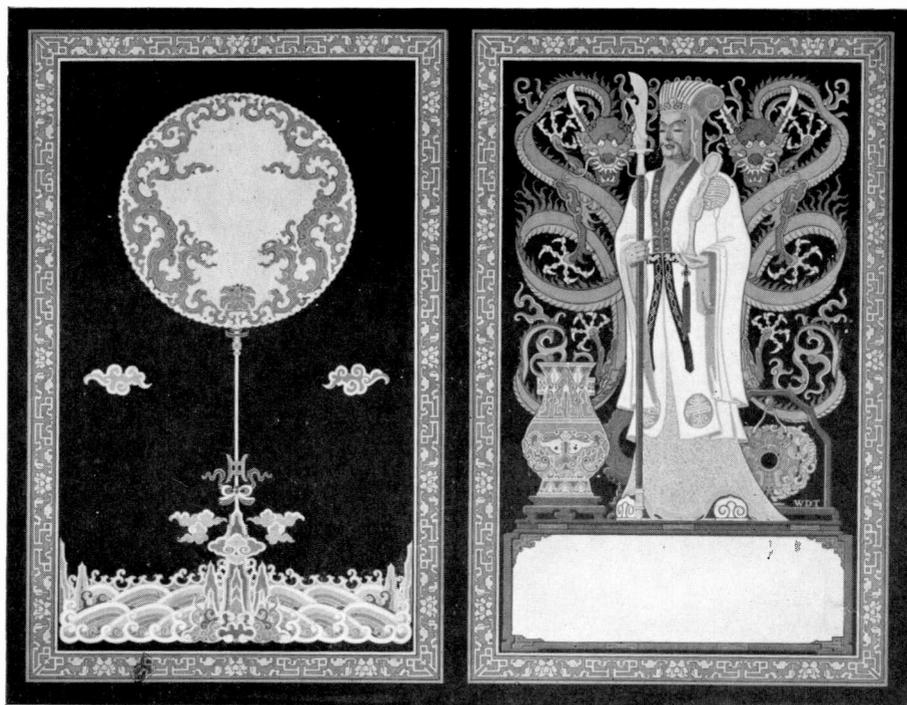
STRATHMORE PAPERS—*Guido & Lawrence Rosa*
Loaned by Strathmore Paper Co.
Exhibited by Federal Advertising Agency



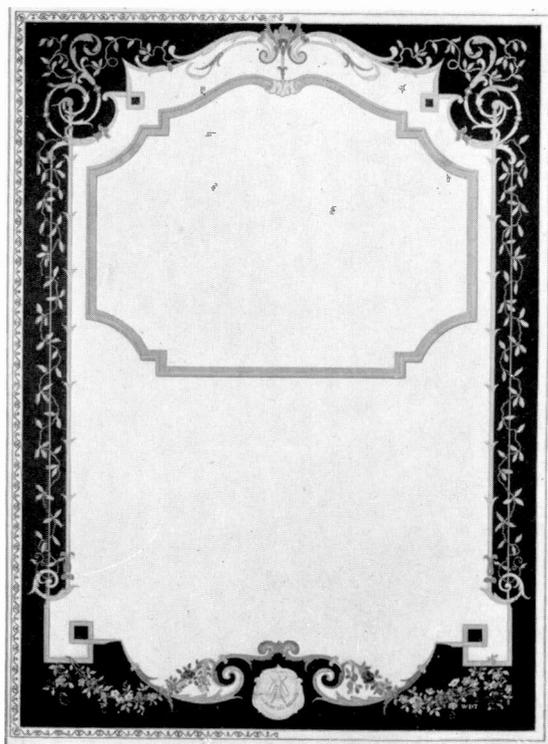
HOUSE ORGAN—*Fred Crouse*
Loaned by Youngstown Pressed Steel Co.
Exhibited by H. K. McCann Company



COVER DESIGN—*Walter D. Teague*
Loaned and exhibited by Art-in-Buttons, Inc.



COVER DESIGN—*Walter D. Teague*
Loaned and exhibited by Elmer Adler



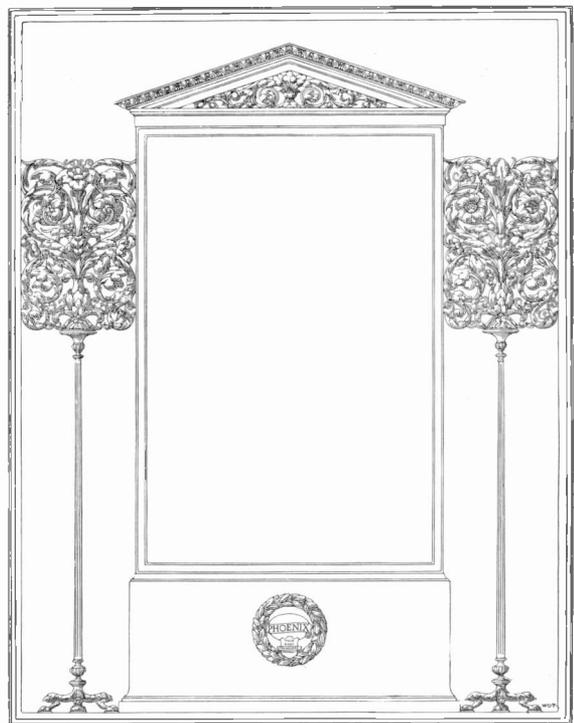
PERFUMES—*Walter D. Teague*
Loaned by Frank M. Prindle & Co.
Exhibited by Joseph Richards Co., Inc.



COVER DESIGN—*Herman Roeg*
Loaned by Canadian Pacific Railway
Exhibited by Albert Frank & Co.



BROCHURE INSERT—*Clarence P. Hornung*
Loaned by American Piano Co.
Exhibited by Clarence P. Hornung



PAGE DECORATION—*Walter D. Teague*
Loaned by Phoenix Knitting Works
Exhibited by Gardner-Glen Buck Co.



TRADE MARK—*Timothy Cole*
Loaned by Hartford Fire Insurance Co.
Exhibited by Frank Seaman, Inc.



BUXTON KEYTAINER—*C. A. Voight*
Loaned by Buxton, Inc.
Exhibited by Hoyt's Service, Inc.



KOLYNOS DENTAL CREAM—*Ernest R. Burggraf*
Loaned by Gardiner & Wells Co.
Exhibited by Stanford Briggs, Inc.



BUXTON KEYTAINER—*C. A. Voight*
Loaned by Buxton, Inc.
Exhibited by Hoyt's Service, Inc.



ASBESTOS—*O. E. Cesare*
Loaned by Johns-Manville, Inc.
Exhibited by Newell-Emmett Co.



BUXTON KEYTAINER—*C. A. Voigt*
Loaned by Buxton, Inc.
Exhibited by Hoyt's Service, Inc.



MAYFLOWER SYRUP—*C. B. Falls*

Loaned by Welch Bros. Maple Co.

Exhibited by Hoyt's Service, Inc.



NEWSPAPER ADVERTISEMENT—*W. W. Hood*

Loaned by Canadian Pacific Railway

Exhibited by Albert Frank & Co.



COLLIER'S—*Frank B. Hoffman*
Loaned by Crowell Publishing Co.
Exhibited by J. Walter Thompson Co.



ADLON CIGAR—*I. B. Hazleton*
Loaned by Consolidated Cigar Corp.
Exhibited by F. J. Ross Co.



MAYFLOWER SYRUP—*C. B. Falls*
Loaned by Welch Bros. Maple Co.
Exhibited by Hoyt's Service, Inc.



NOVA SCOTIA—*Sidney E. Fletcher*
Loaned by Dominion Atlantic Railway
Exhibited by Albert Frank & Co.



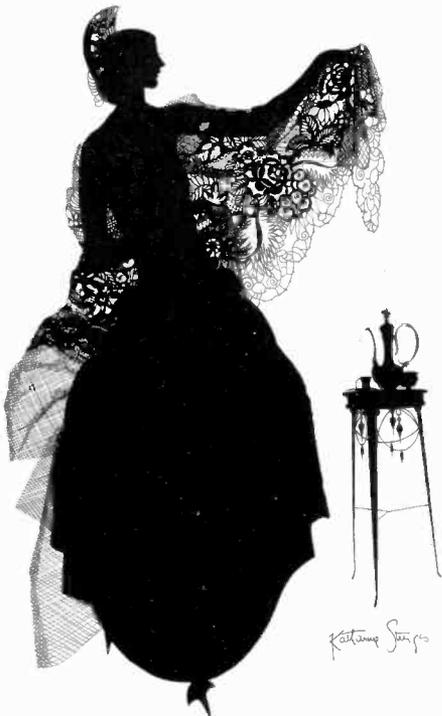
RINSO—*John Rae*
Loaned by Lever Bros. Co.
Exhibited by J. Walter Thompson Co.



MAGAZINE ADVERTISEMENT—*Ernest R. Burggraf*
Loaned and exhibited by Hearst's International



LOOSE LEAF AND BOUND BOOKS—*Ernest R. Burggraf*
Loaned by National Blank Book Co.
Exhibited by George Batten Company

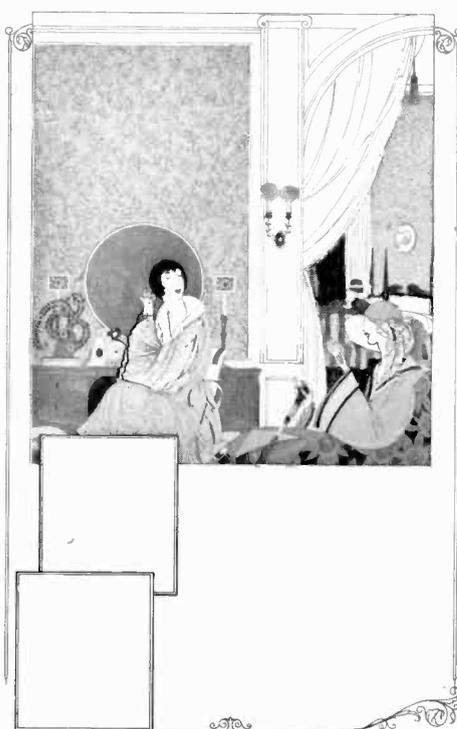
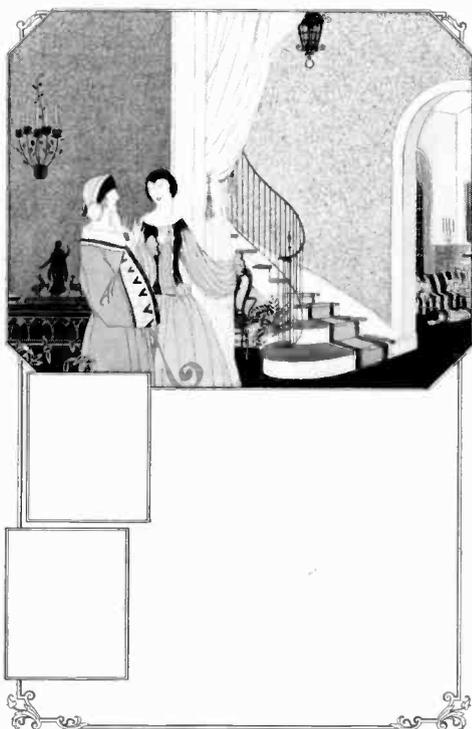


COMMUNITY PLATE—*Katharine Sturgis*
Loaned by Oneida Community, Ltd.
Exhibited by The Patterson-Andress Co.



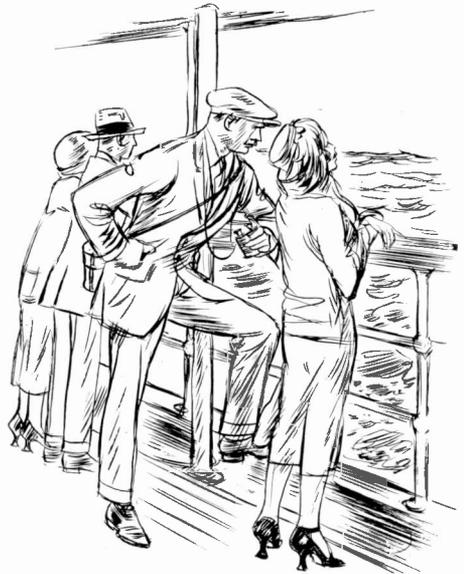
PERFUMES—*Louis Reid*
Loaned by Colgate & Co.
Exhibited by Frank Seaman, Inc.

ADVERTISEMENTS IN THE UNITED STATES

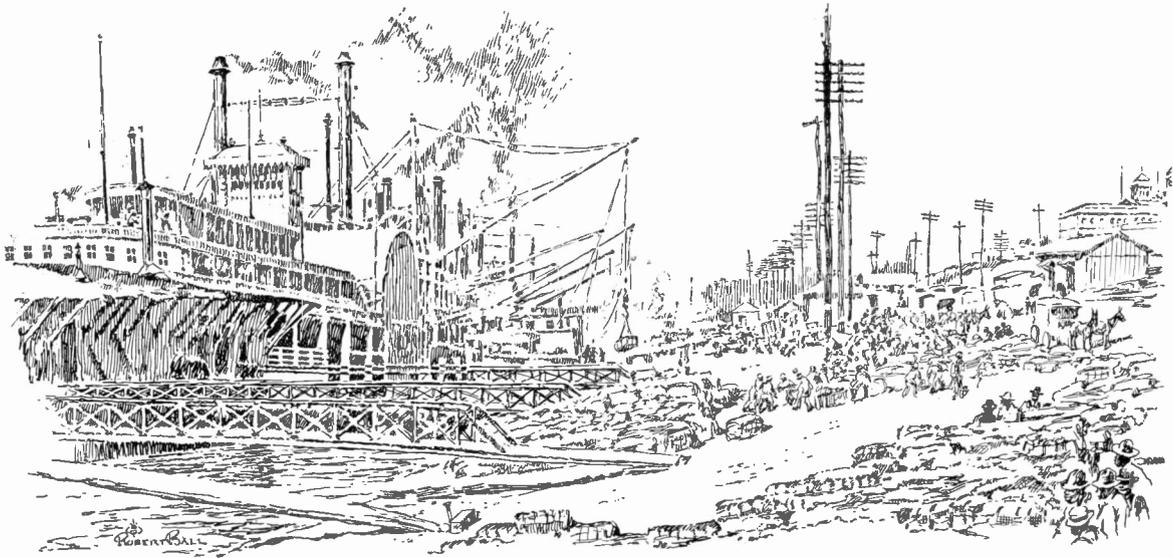


WALL PAPERS—*J. Liello*
Loaned by Richard E. Thibaut, Inc.
Exhibited by Joseph Richards Co., Inc.

THE SECOND ANNUAL OF ILLUSTRATIONS FOR



NEWSPAPER DRAWINGS—*Wallace Morgan*
Loaned and exhibited by Saks & Company



MEMPHIS—*Robert Ball*

Loaned by Union & Planters Bank, Memphis, Tenn.

Exhibited by E. B. Wilson, Inc.

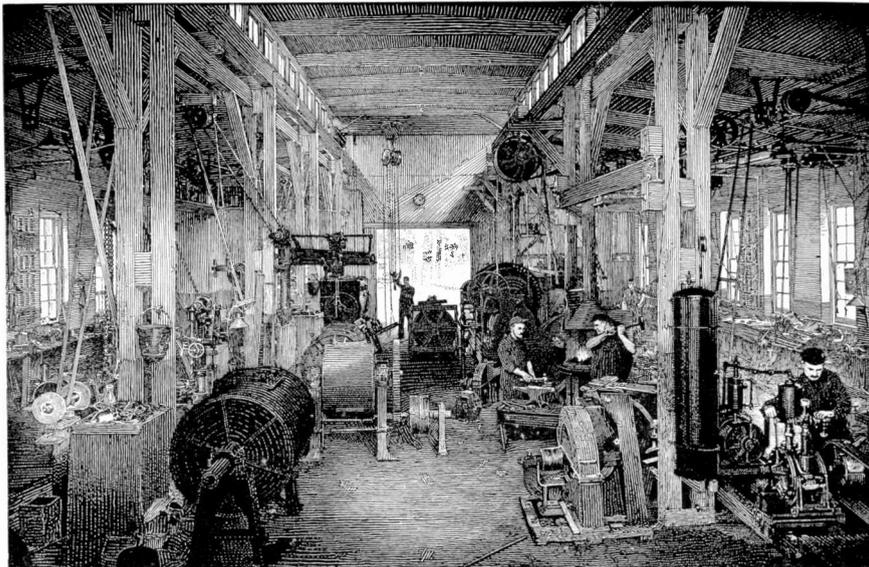


TALCUM POWDER

George Illian

Loaned by Colgate & Co.

Exhibited by Frank Seaman, Inc.



FACTORY OF PAUL O. ABBÉ—*Ernest Hamlin Baker*

Loaned by Paul O. Abbé

Exhibited by Ernest Hamlin Baker



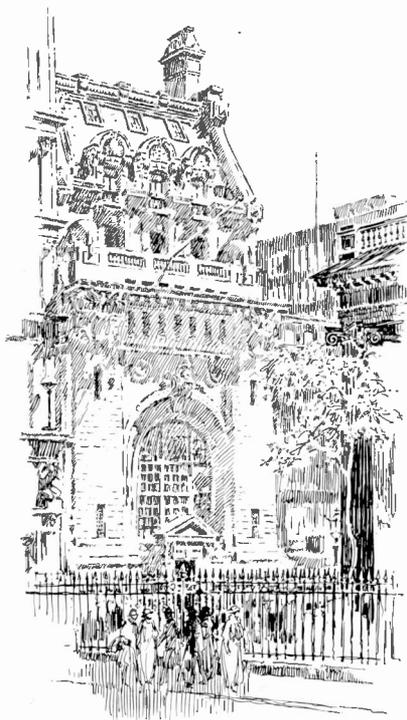
ASBESTOS—*Arthur Gilbey*
Loaned by Johns-Manville, Inc.
Exhibited by Newell-Emmett Co.



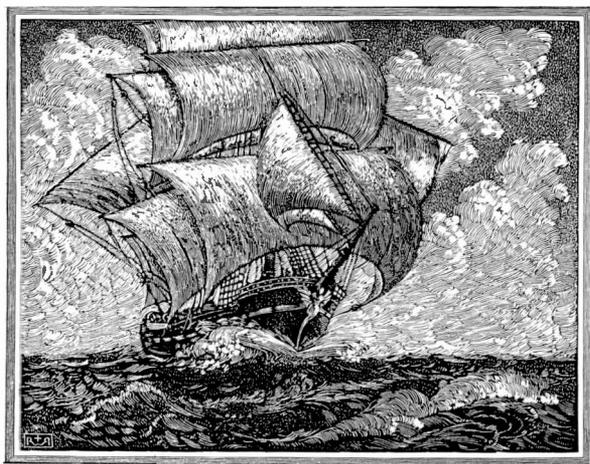
TRUST SERVICE—*Guido & Lawrence Rosa*
Loaned by Columbia Trust Co.
Exhibited by The Blackman Company



UNDERWOOD TYPEWRITER—*Guido & Lawrence Rosa*
Loaned by Underwood Typewriter Co., Inc.
Exhibited by Harry C. Michaels Company



NEWSPAPER ADVERTISEMENT—*Robert Ball*
Loaned by The National Park Bank, New York
Exhibited by E. B. Wilson, Inc.



UNDERWOOD TYPEWRITER—*Guido & Lawrence Rosa*
Loaned by Underwood Typewriter Co., Inc.
Exhibited by Harry C. Michaels Company



TRUST SERVICE—*Guido & Lawrence Rosa*
Loaned by Columbia Trust Co.
Exhibited by The Blackman Company



ESTEY ORGAN—*Franklin Booth*

Loaned by Estey Organ Co.

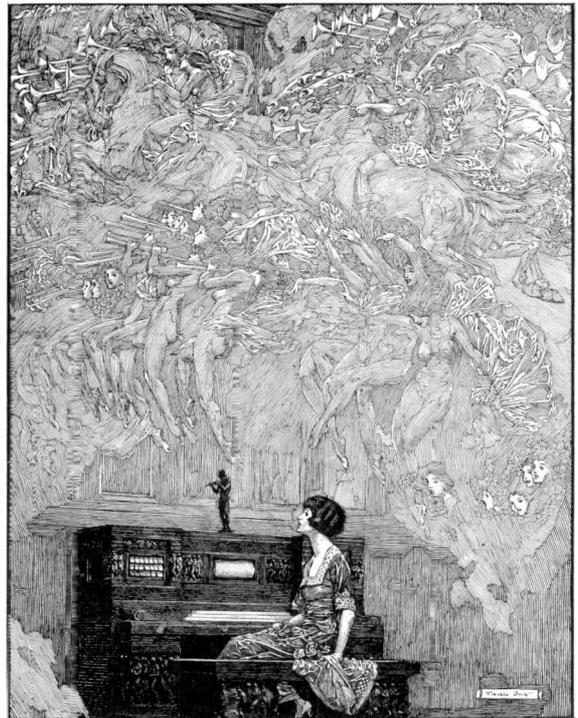
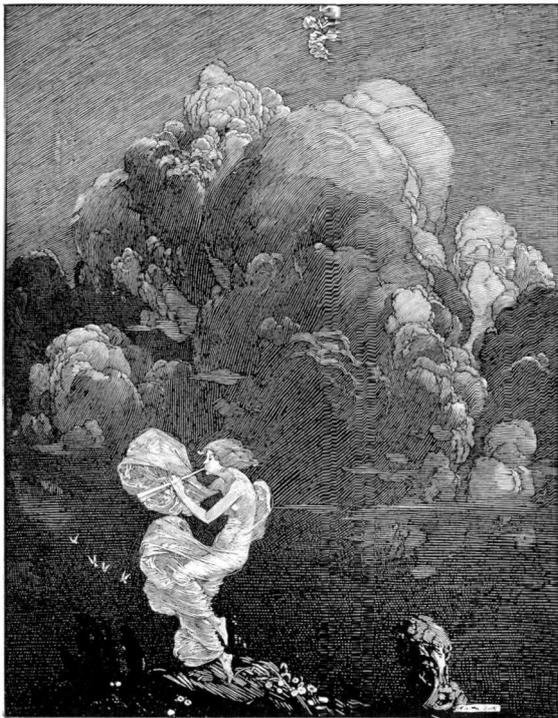
Exhibited by Calkins & Holden, Inc.



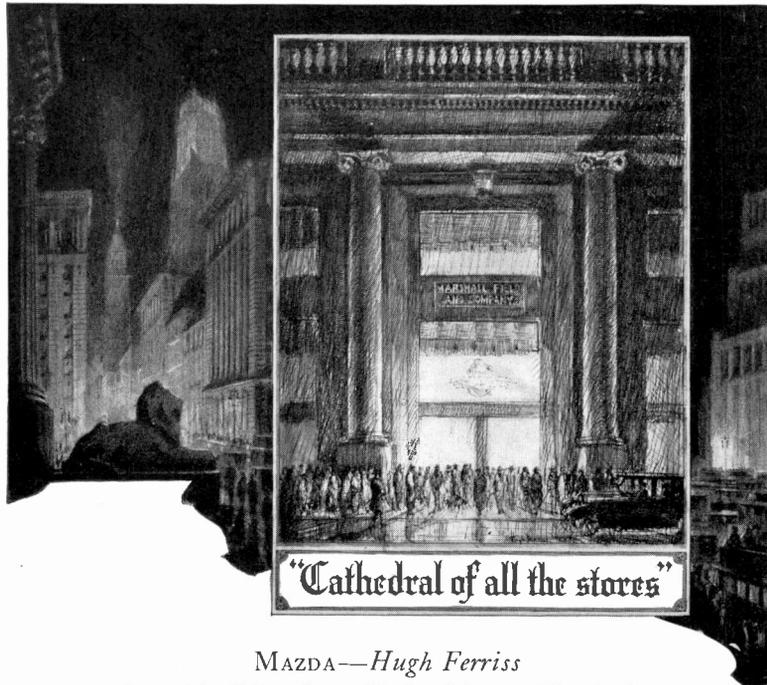
UNDERWOOD TYPEWRITER—*Franklin Booth*

Loaned by Underwood Typewriter Co., Inc.

Exhibited by Harry C. Michaels Company



ESTEY ORGAN—*Franklin Booth*
Loaned by Estey Organ Co.
Exhibited by Calkins & Holden, Inc.

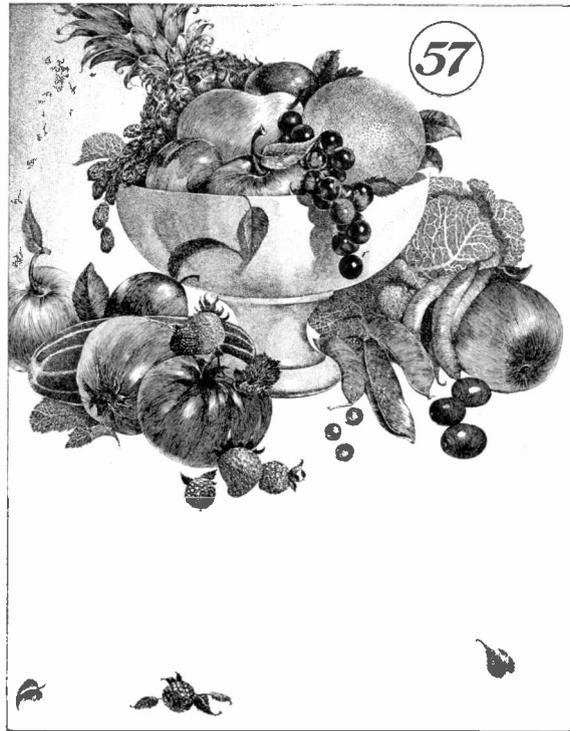


"Cathedral of all the stores"

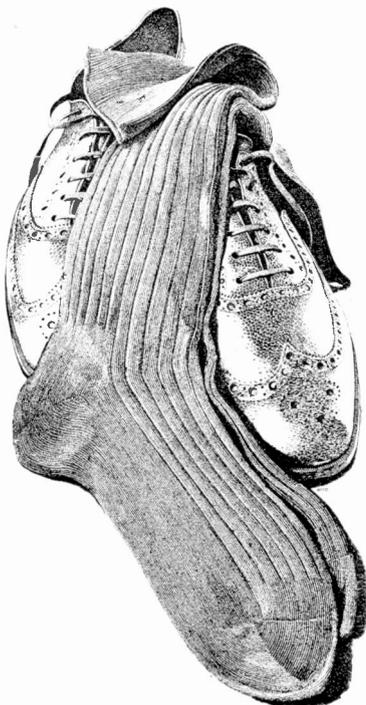
MAZDA—*Hugh Ferriss*
Loaned by Edison Lamp Works of General Electric Co.
Exhibited by Barton, Durstine & Osborn, Inc.



COMMUNITY PLATE—*Guido & Lawrence Rosa*
Loaned by Oneida Community, Ltd.
Exhibited by The Patterson-Andress Co., Inc.



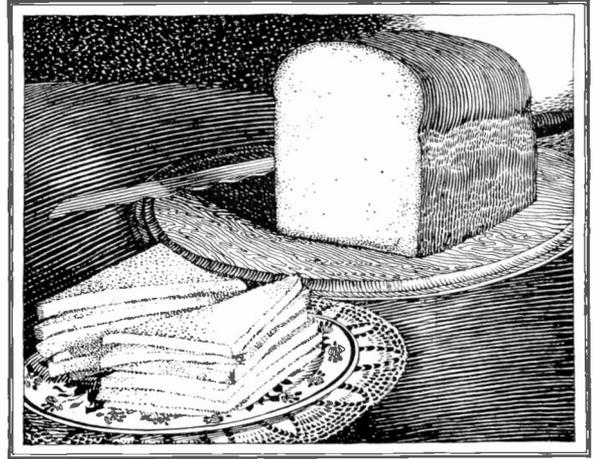
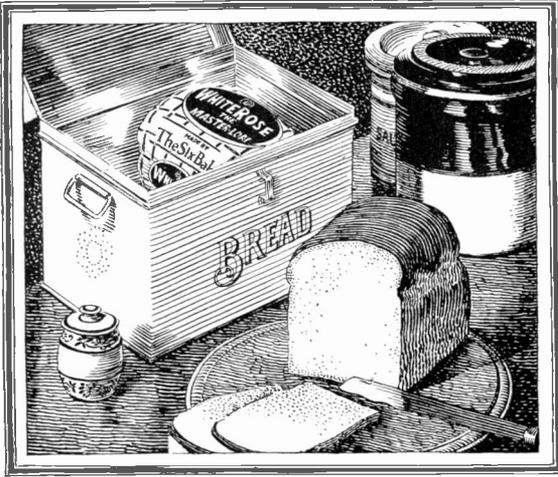
HEINZ 57 VARIETIES—*Rutherford Boyd*
Loaned by H. J. Heinz Company
Exhibited by Calkins & Holden, Inc.



NOTASEME HOSIERY—*Rutherford Boyd*
Loaned by Notaseme Hosiery Company
Exhibited by Street & Finney, Inc.



VELVET TOBACCO—*Sidney E. Fletcher*
Loaned by Liggett & Myers Tobacco Co.
Exhibited by The Richard A. Foley Advertising Agency, Inc.



WHITE ROSE BREAD—*Rutherford Boyd*
Loaned by Massachusetts Baking Co.
Exhibited by J. Walter Thompson Co.

ADVERTISEMENTS



RICHARDSON'S EMBROIDERY AND CROCHET SILKS



Embroidery of Un-fading Freshness

Richardson's Embroidery and Crochet Silks are made of the finest quality silk threads. They are available in a wide variety of colors and designs. Each embroidery requires an equal amount of time and attention.

For further information, write to Richardson's Embroidery and Crochet Silks, 101 W. Adams St., Chicago, Ill.

Richardson's Book of Embroidery, Crochet and Crochets, 101 W. Adams St., Chicago, Ill.

When Two Leading American Dentists Developed a Dentifrice for the Ladies of the Court How They Showed the World the Prime Essential of Tooth Lustre

ONE was an American from Maine, who was dentist to a European Court for more than a generation—a scientific, orderly, but disinterested.

The other was a leading dental scientist and a specialist of international reputation. It was the scientist who discovered and perfected the dentifrice.

Members of an illustrious Coterie The two men were members of that illustrious Coterie of American dentists of whom it is said that "no matter what reference came from the mouths of the King and Emperor who ruled Europe, these Americans kept their mouths to order."

From this experience, and a few years of intensive work, they finally evolved the formula of Kalynox Dental Cream.

The formula has been repeatedly published in leading dental and medical journals. It is the first time in the history of dentistry.

The Kalynox Company New Haven Conn. U.S.A.

We have on file in our New Haven Laboratory several applications from over 4,000 American Dentists and 74,000 American Physicians for Kalynox to distribute among their patients.



FRAGRANT! But Cashmere Bouquet Soap has something more which is particularly its own—a perfume that naturally suggests the richness of a flower-scented post.

Cashmere Bouquet

The final touch of beauty—BRENLIN

How you can enhance the appearance of your home with this rich long wearing window shade material

LIKE the last deft touch of color in a painting, a window shade can produce the effect required in an interior, or, conversely, shield and darken a room, if more fittingly the charm of an otherwise beautiful room.

A window shade in an area of solid color large enough to master gravity, is also aptly for light that floods the room. Materials may be arranged with it—used to steady!

Brenlin, in a wide range of color tones from warm to cool, neutral, or, also aptly for light that floods the room. Materials may be arranged with it—used to steady!

For perfect color harmony with both the outside and inside of your home, get Brenlin Duplex with a different texture on each side. Look for the name Brenlin perforated on the edge.

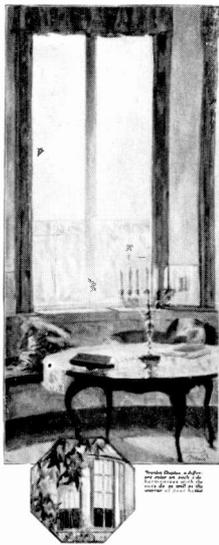
"How to shade and decorate your windows correctly"—Free

Send for this readable and instructive booklet. Actual samples of Brenlin in several colors come with it.

For window shades of the highest quality, Callahan or Empire shades will give you the best value in shades that do not fade.

The Callahan Window Shade Company, Inc. 115 HARTFORD ST. CHICAGO, ILL.

Hand Made Brenlin the long wearing window shade material



October 1922 How Homekeeping



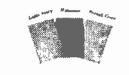
The importance of correct window shading in the home beautiful

How you can attain perfect light and color harmony with Brenlin

THE charm of a beautiful room is largely in the handling of its windows. Because the shades and hangings—what have it wrought!

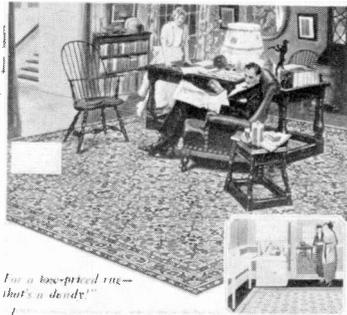
Your windows are never so well as in the hands of Brenlin. It is made by hand—fashioned and cast by expert hands in the finest of window shades.

In a wide range of color tones, from warm to cool, neutral, or, also aptly for light that floods the room. Materials may be arranged with it—used to steady!



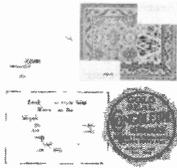
Hand Made Brenlin the long wearing window shade material





"For a low-priced rug— that's a dandy!"

Gold Seal
CONGOLEUM
ART-RUGS



There is a true Aristocracy in all the works of man, some being flimsy and poor and others good and satisfying.

The Royal Typewriter is so called because it is Royal Royal by the best right and size—class of Quality.

The true meaning of Aristocracy is the rule of the best. And in the only true Aristocracy—the Aristocracy of Achievement—the best is the Royal.

ROYAL TYPEWRITER COMPANY, INC.
200 116 Broadway, New York
Manufactured in England

"Compare the Work"

ROYAL
TYPEWRITERS



Indoors and Out
these Rugs are a Joy

Gold Seal
CONGOLEUM
ART-RUGS



The flavor of Vermont
maple at its best

For the sake of Vermont maple growers, syrup more equitably in flavor than that from any other part of the country is Nature's secret. But what over the reason—the fact of its perfection remains and it is that which makes Mayflower Syrup so different from other maple syrups.

Mayflower Syrup is made right where the "best of all" maple can be obtained for its right where even when the trees are in Vermont, and blended at

Just enough refined granulated sugar is added to make Mayflower Syrup a trade more syrupy and "richer looking" at the same time to make some-thing at your grocer's.

rich taste of the maple. Vermonters are too proud of the flavor of Vermont maple to cheat!

You can buy Mayflower Syrup either open or bottled in glass and quart sizes. The half-gallon, gallon and five gallon quantities are put up only in hermetically sealed cans. The gallon contains a full dozen quarts, and a quart, one and three-eighths of a quart. To be sure of getting full measure, buy

You can keep this syrup indefinitely, but you'll want to use it and get more instead of "keeping" it. Be sure to order some-thing at your grocer's.



WELCH BROS. MAPLE CO. founded 1799
Burlington, Vermont



Mayflower Syrup
Packed in Vermont by Vermonters



Just naturally rich
with Vermont maple flavor

Nature alone can produce the exquisite maple flavor you find in Mayflower Syrup—and only in the hills of Vermont. Mayflower Syrup couldn't be so good as it is, if it weren't made in Vermont.

The maple for Mayflower Syrup is obtained fresh from the maple stumps. These are right there in the maple regions where we see them in maple syrup making, hand and pick!

Refined granulated sugar is added to make Mayflower a little more syrupy. Great care is taken, though, to add only a certain quantity so that none of the rich maple flavor is lost.

You can buy Mayflower Syrup either in cans or bottles in quart and gallon sizes. The

larger sizes are half-gallon, gallon or five gallon sizes. You may never have compared the difference between a pound can of syrup and a quart, but you get a good deal more in the latter.

To make certain pounds of Mayflower Syrup to fit a gallon, and to give them as a pound and three-quarters. This and the fact that it is always full measure makes it very valuable for price. To be sure of getting full measure, buy Mayflower.

You are so careful to make your pancakes and waffles delicious, why should you use just an ordinary syrup on them—especially when Mayflower Syrup will give them the real Vermont Maple Flavor! Get some at your grocer's today!

WELCH BROS. MAPLE CO. founded 1799
Burlington, Vermont

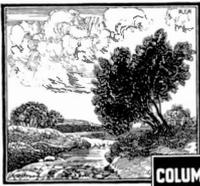


WELCH BROS. MAPLE CO. founded 1799
Burlington, Vermont



Mayflower Syrup
Packed in Vermont by Vermonters

110



"For men may come and men may go—But I go on forever."

—and the work of your Trust Company goes on forever.

COLUMBIA TRUST COMPANY

NO MATTER WHEN the time may come, the Columbia Trust Company, as Executor of your estate, will be here to act for you—to distribute the fruits of your business life—your money as you wish, to whom you wish, and in the amounts you wish, exactly as you write it in your Will.

Member of Federal Reserve System

Page 126



"He tells me Confidentially . . ."

THE THOUSANDS who have invested money on the strength of uncertain rumors and misinformation, testify to the danger of well meant but unsound advice.

Investment information and advice, based upon careful study and long experience, can be had for the asking at any National City Company office. If there is no office in your city, your correspondence will have our best thought and attention.

Our monthly list is made up of Bonds that we have ourselves purchased and believe to be prime investments. A copy on request—sent to you monthly if you wish.

The National City Company
National City Bank Building, New York

Offices in more than 15 leading cities throughout the World



Page 75

441



THE GOOD FATE OF YOUR FORTUNE

THE FORTUNE you build, whether large or small, should stand as long as you wish it, as a tangible memorial of your good business judgment.

You can help it to so stand by following that accepted course—have your Will drawn under competent legal advice and place the administration of your property in the hands of an institution which does not die.

The individuals in the Columbia Trust Company may withdraw one by one, but as each goes one for his life is not measured by the span of any one man's life.

COLUMBIA TRUST COMPANY

Member of Federal Reserve System

Page 127



THE WISEST THING a girl can do is to get a thorough knowledge of all the situations that occur in the world of trading, buying, selling, a buying agent, a wide experience, qualities that to become an expert. Large sums are invested in shares which upon the accuracy of her opinion.

Your Search for well-secured Bonds

WHAT a timber cruiser is to a lumber company, The National City Company's representatives are to the investor.

Their knowledge and experience qualify them not only to pass upon bonds as an investment but to advise in particular as to the bonds suited to a definite investment requirement.

Every bond listed on our Current Purchase Sheet has passed careful investigation and is considered worthy of our recommendation. Current Purchase sheet mailed on request.

The National City Company
National City Bank Building, New York

Offices in more than 15 leading cities throughout the World



Page 72



A fascinating, fashionable bedroom with that feminine, elegant feeling—our dress with archaic, a single of rounded curves with strong lines of definition—your bed with a low, lovely effect suggested by Cheney Printed Silks.

These silks—Perfection, Shells, Evening, Sweetheart, Cosmos, and Lotus—Present—come, share wonderful designs in a world of results from many fields, their exquisite fabrics in the work of master weavers.

The Cheney Printed Silks are here that you would expect to see, and they may be obtained in the dress-makers and department departments of many stores.

By your own design, Cheney Silks in our complete book may be in the hands of master weavers.

CHENEY BROTHERS
241 Broadway, New York



Page 69

A Loveliness that is American



ARE you buying foreign labels and paying very high prices for perfumes because you consider them superior to American ones? They probably do not know that Colgate Perfume was first place in the famous International Perfume Test. If you will make the Test, you may find Flowers is a true expression of American loveliness.

from blossoming valleys all over the world for the blending of their perfume.

They probably do not know that a Colgate Perfume was first place in the famous International Perfume Test. If you will make the Test, you may find Flowers is a true expression of American loveliness.

COLGATE'S
Finest Perfume
Flowers of the Orient



Page 122



It takes a million years to make a piece of coal — only a minute to waste it

There is a large amount of coal and more than 100 million tons of it are being used every year in the United States. It takes a million years to make a piece of coal — only a minute to waste it. The coal is used for fuel in homes, factories, and power plants. It is also used for the production of coke and gas. The coal is mined from the earth and then transported to the places where it is needed. It is a valuable resource and it is important to use it wisely.



blast on this construction

JOHNS-MANVILLE
Asbestos



Day
Nightmare—the disease that makes or breaks Salesmen

A LONDON salesman who practices his trade in a manner that occasionally results in the death of different members of the human race... He is so much to blame for the sad death of the poor man as to be held responsible for the tragedy. The man who is so much to blame for the sad death of the poor man is the salesman who is so much to blame for the sad death of the poor man.

JOHNS-MANVILLE
Serves in Conservation



She: "Well! What have you lost now?"
He: "My driver's license."

And this comradely fellow of mine... He is so much to blame for the sad death of the poor man as to be held responsible for the tragedy. The man who is so much to blame for the sad death of the poor man is the salesman who is so much to blame for the sad death of the poor man.



BUXTON KEYTAINER
The original patented Key-Case

THE SATURDAY EVENING POST, SEPTEMBER 30, 1921
AMERICAN MAGAZINE, OCTOBER, 1921



He: "Right key at last!"
She: "Don't tell me you've found it!"

And she says more: "How very clever of you to find it after only five minutes!"... He is so much to blame for the sad death of the poor man as to be held responsible for the tragedy. The man who is so much to blame for the sad death of the poor man is the salesman who is so much to blame for the sad death of the poor man.



BUXTON KEYTAINER
The original patented Key-Case

THE SATURDAY EVENING POST, SEPTEMBER 30, 1921
AMERICAN MAGAZINE, OCTOBER, 1921



She: "Well! What does wear out my bag lining?"
He: "KEYS!"

And He again with masculine superiority: "Did it ever occur to you that it might be that bag of keys you carry?"... He is so much to blame for the sad death of the poor man as to be held responsible for the tragedy. The man who is so much to blame for the sad death of the poor man is the salesman who is so much to blame for the sad death of the poor man.



BUXTON KEYTAINER
The original patented Key-Case

THE SATURDAY EVENING POST, JUNE 10, 1921



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Page 63



A luxury that was new even to Chicago

Before Yehon was introduced only a few people had tasted a really high grade coffee.

There were but one or two such coffee in the height and most of them were very expensive and little known. Many men and women who were accustomed to very heavy or other inferior coffee, have said the ordinary run of coffee.

When it was introduced to the market, it was at the price that might be expected in the case of a new product, but at the same price at which other coffee were selling.

It is only natural why John Arbuckle, the world's greatest coffee merchant, at his annual sale of coffee—the very people who are the best and most.

Page 30

What Columbias do

- furnish ignition lighting current for motor boats
- ring bells
- protect bank vaults
- call the police
- ring fire alarms
- buzz buzzers
- fire alarms
- run toys
- call Pullman car porters
- ring burglar alarms
- operate telegraphs and telephones
- light signs and outbuildings
- furnish ignition current for gas engines tractors and for quick starting of Ford cars

Columbia Dry Batteries by their kind of service are sold everywhere where cars are used.

Columbia Dry Batteries
—they last longer

Pleasure and safety are doubly assured with the powerful and sustained ignition current of the Columbia "Hot Shot" Dry Battery on board. The "Hot Shot" is universally used for motor boat ignition and lighting because it gives more power, lasts longer, and is obtained everywhere at low cost.

Page 70

Tis testing time! Put them through their paces now. You'll find them good travelers and dependable companions throughout the summer stress. More feet to the mile are dressed in Phoenix hosiery than in any other. It leads the world in sales because it is Phoenix-woven of the stoutest silk—insurance of long mileage at small cost, to men, women and children everywhere. Friendly hosiery! Test it now for wear. Test it now for enduring elegance.

**PHOENIX
HOSIERY**

Page 34



The trademark of the Hartford Fire Insurance Co.

ALL YOUR LIFE you have bought things by the trademark "H" above, food, machines, clothing; for a trademark guarantees good faith, fair value, satisfactory service. Has it occurred to you that so intangible a thing as fire insurance can be bought in exactly the same way?

The trademark of the Hartford Fire Insurance Company is stamped on every policy. For more than a century it has signified financial stability and business integrity. In all that time the company whose mark it is has never failed to fulfill a promise. By that mark you can identify only sound indemnity against loss by fire.

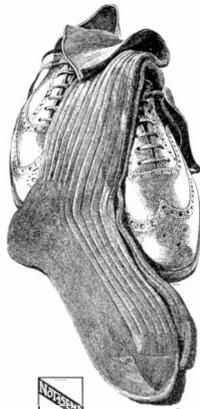
Hartford Fire Insurance Company
Hartford, Conn., U. S. A.

The Hartford Fire Insurance Co. and The Hartford Accident and Indemnity Co. write practically every form of insurance except life.

Literary Digest—Jan. 7, 1922

4381

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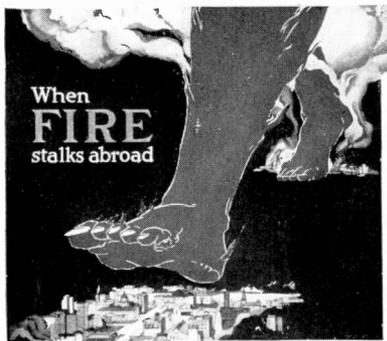


SMART, Nourse style No. 807 combines beauty and warmth. Made in ideal color combination. Price 75c.

**NOURSE
HOSIERY**

Only Price in Volume of 1 Dozen

Page 131



INDUSTRY and Progress are crushed by Fire's relentless feet. Its pathway is marked by smoldering ruins, halted production, and lost revenues. Fire dangers always threaten but may be largely eliminated when proper precautions are taken.

The Hartford Fire Insurance Company offers to make good the loss of property or of its use when caused by fire. Business quickly resumes its regular course when protected by a "Hartford" policy.

In addition the "Hartford" gives the service of trained fire prevention engineers to policy-holders who are willing to co-operate in eliminating fire dangers.

There is a "Hartford" agent near you. Ask him for information or write directly to the Company.



Hartford Fire Insurance Co.
Hartford Conn.

The Hartford Fire Insurance Co. and The Hartford Accident and Indemnity Co. write practically every form of insurance except life.

Page 90

That makes sense that when the demand for White Owl is placed the better things in life within the reach of every one is responsible to a great extent, for the best of good sense that is a characteristic of the American people. It is a spirit that asks only that it be allowed to produce in quantity in order that it may produce economically.

The new spirit has been brought to bear upon the production of White Owl Cigars. The makers of White Owl had plans for the production of this cigar in such immense quantities that they could afford to accept the smallest possible margin of profit on the individual cigar. Further considerations were given to recognize the same value that White Owl offered. The result is that today White Owl is the most widely sold cigar in America.

General Cigar Co.
New York City

3 for 25¢ *Wherever you go have a White Owl*

Literary Digest—Jan. 7, 1922

OWL CIGAR—W. Seaton
Loaned by General Cigar Co.
Exhibited by Frank Seaman, Inc.

Brelin
The final touch of beauty

As shown in Good Housekeeping & Saturday Evening Post

Page 94



Do your kitchen work the Sellers way

YOU have seen some women who always look bright and cheerful in their kitchens—who sing while they work.

You have seen others with the look of slaves—DRIVEN by their work—unhappy, tired, bored.

Which are you today? Which will you be tomorrow and the days that follow? The choice is in your hands.

If you want to be driven by your work, just continue to use the old time, laborious methods.

But if you want to be happy in your kitchen, if you want to end the day serene and untired, do your kitchen work, the "restful" way—leave a beautiful beller at your right hand.

The Happy, Modern Way

Think of work and energy. Bellers will save you. Think of the hours you can have for other things. Even things in the cellar. Cabinet is scientifically arranged. Due to special features, all your work is simplified and quickened.

You have, for example, the original Extending Table Drawer Section, the new Automatic Lowering Flour Bin, the Automatic Base Shelf Extender, the beautiful, white

Porcelain Work Table, the Immobile Dust-Proof Race Top underneath the Porcelain Work Table; the Silverware Drawer, Anti-Proof Casters; Sanitary Glass Drawer Pulls, Oil, Hand Rubbed Finish, Patented Sag-less Drawers, Diveretal Joint Construction, Sanitary Leg Base, Roll Curram, Roller Bearings on Work Table, and many others.

Then there is an abundance of shelf space for dishes, food stuffs, utensils, linen, dish towels, condiments and so forth—all at your finger's ends—all helping to make your work less tiring.

It Is Easy to Own One

Why spend long hours in your kitchen when you can have this labor-saving equipment? The Sellers with all its up-to-date conveniences costs no more than any good cabinet. Most dealers will accept a small payment down and arrange the balance to suit your income. If you do not know the dealer who features the bellers in your town or city, write us for his name. We will include, FREE, a copy of our beautiful Blue Book which pictures and describes the cabinets and their features.



Modern kitchen plans sent free upon request

G. I. SELLERS & SONS COMPANY, ELWOOD, INDIANA

Canadian Branch: Selwyn Archibald, Calgary, Brantford, Canada

When you build, tell your architect to plan your kitchen to include a Seller. It requires no more floor space than a built-in cabinet, sets a standard of convenience that a built-in cabinet lacks, and its cost is only about one-half as much.



The Seller's Automatic Lowering Flour Bin. Comes down with the work table. Fits with new "bells" being sold and dangerous climbing.

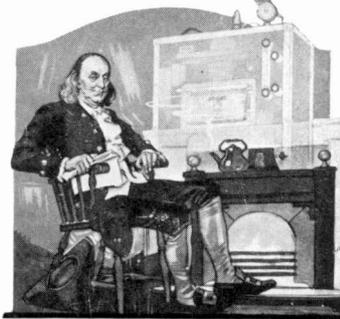


Patented Base Shelf Extender. Bells have shelf and corners attached with a screw.

SELLERS

THE BEST SERVANT IN YOUR HOUSE

Another two-page two-color advertisement which will appear in The Saturday Evening Post November 6th



THRIFT!

What did BENJAMIN FRANKLIN speak of thrift, set the heating industry one step forward by the invention of the Franklin stove.

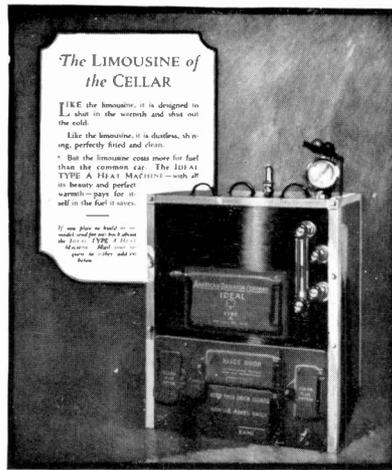
The American Radiator Company has carried on the work he so well began. Out of its Institute of Thermal Research it has come a long procession of

better heaters, culminating in the latest TYPE A HEAT MACHINE, the most perfect heating equipment yet developed.

In 1906, in a contribution to thrift, it gave for itself in the field of service and most name to every address, to be a built-in heat and heat—dubbing it the TYPE A HEAT MACHINE.

AMERICAN RADIIATOR COMPANY

104 West 42d Street, New York. Dept. Q-100. 816 So. Michigan Avenue, Chicago.



The LIMOUSINE of the CELLAR

LIKE the limousine, it is designed to be shut in the warmth and shut out the cold.

Like the limousine, it is dustless, shining, perfectly fitted and clean.

But the limousine costs more for fuel than the common car. THE IDEAL TYPE A HEAT MACHINE—with all its beauty and perfect warmth—pays for itself in the fuel it saves.

If you plan to build a new house, or remodel an old one, the IDEAL TYPE A HEAT MACHINE is the best thing you can put in your cellar or basement.

AMERICAN RADIIATOR COMPANY

104 West 42nd Street, New York. Dept. Q-100. 816 So. Michigan Avenue, Chicago.



CHEER!

THE COLONIAL fireplace and the Colonial costume have both disappeared. But good cheer is as great as in Colonial days, and comfort a thousand times greater.

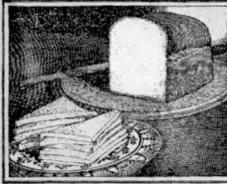
In the finest American homes today the most common have both disappeared. But good cheer is as great as in Colonial days, and comfort a thousand times greater.

In the finest American homes today the most common have both disappeared. But good cheer is as great as in Colonial days, and comfort a thousand times greater.

THE TYPE A HEAT MACHINE does it all! It warms, it entertains, it is fireless, fuel-free, it fills the whole house with its genial warmth, and pays for itself in the fuel it saves.

Your name sent to either address below will bring a truly illustrated book describing the IDEAL TYPE A HEAT MACHINE.

AMERICAN RADIIATOR COMPANY
104 West 42d Street, New York. Dept. Q-100. 816 So. Mich. Ave., Chicago.



The firm texture and "wheaty" taste that even husbands like

ORDINARY housewives have found that the bread that makes the big hit with the man of the house is always bread of a firm texture and a very rich wheaty taste—that is to say, bread that is *real* food.

This demands what bakers call a "rich" formula—rich in the sense of the following: flour, plenty of good fat, sugar and salt, and rich whole milk for moistening instead of water.

The reason that this generally takes on so much popularity is White Rose Bread, the Master Loaf of the Six Bakers, is that it is made from a particularly rich recipe and has, therefore, the full, wheaty flavor to an unusual degree.

Six bakers in six neighboring cities combined their knowledge and skill to give this bread its particular quality. This is why they called it their Master Loaf. Ask your grocer for it today—in its new wrapper with the checked tea-towel pattern.

WHITE ROSE
The Master Loaf of the Six Bakers

Copyright, Minneapolis Baking Co., 1921



In the bread-box three days — still fresh as when you bought it

ORDINARY speaking, it is the bread that is made on the "roll" that keeps best and longest. The bread that dries out in a day or two is usually a loaf of poor quality, made of cheap materials. Bread made of the most full-flavored, most nutritious flour, of plenty of fat, sugar and salt, and with rich fresh milk ought to keep perfectly for a whole week.

One of the reasons that bakers prefer White Rose Bread, the Master Loaf of the Six Bakers, is because they have found that it can be in the bread box for three days and still be perfectly fresh. And even after six days, if it has been kept properly, it is still soft and palatable.

The formula for White Rose Bread was worked out by six bakers in six neighboring cities who combined their knowledge and experience in order to give you a perfect loaf. This is why they call it their Master Loaf. Look for it at your grocer—in the new wrapper with the tea-towel pattern.

The Master Loaf of the Six Bakers
WHITE ROSE

Copyright, Minneapolis Baking Co., 1921

Cuts without crumbling — thin, firm slices



BREAD that is made of the best materials, that is kneaded right, that is baked in the right way, should cut in slices as thin as paper, and hold together in perfect shape, even after several days.

Bread that crumbles, or that packs together in waxy rolls, when you attempt to cut it, is lacking in the quality of its ingredients, in the price or in the way it was baked.

You will notice in cutting White Rose Bread, the Master Loaf of the Six Bakers, that even when fresh from the oven it does not crumble. This is because it is made of just the materials that should be used, and because it is baked and baked under the scientifically controlled conditions which only in an open oven could be had.

To give you this perfect bread, when you attempt to cut it, in being quite overdone their skill, knowledge and experience. This is why it is called the Master Loaf of the Six Bakers.

Ask for it at your grocer's or even when fresh from the oven.

The Master Loaf of the Six Bakers
WHITE ROSE

Copyright, Minneapolis Baking Co., 1921

Page 132

BOSCH



Make the Equipment Sell the Car

AMERICA'S SUPER-CAR. CONVENTION STREETS.

Page 89



L'Esprit Joyeux de Noel

Djer-Kiss HOLIDAY SETS

Page 64



Open air life

CANADIAN PACIFIC RAILWAY

Page 118

A thimbleful of VEEDOL does it!

The toughest motor lubrication job must be performed by the least amount of oil



VEEDOL Motor Oils and Greases

Resist deadly heat and friction

Page 87

VEEDOL'S fighting film

Masters deadly heat and friction in your motor



VEEDOL Motor Oils and Greases

Resist deadly heat and friction

Page 87

Armour's

STAR

THE HAM WHAT AM!

It is very much worth your while to say "ARMOUR'S STAR" in buying ham!

It is because you get the choice of the whole Armour's ham, which is made of the finest quality of ham, and by its weight you get the most of the ham, getting the most for all the money you pay. It is because you get the choice of the whole Armour's ham, which is made of the finest quality of ham, and by its weight you get the most of the ham, getting the most for all the money you pay. It is because you get the choice of the whole Armour's ham, which is made of the finest quality of ham, and by its weight you get the most of the ham, getting the most for all the money you pay.

ARMOUR'S STAR is a registered trademark of the Armour & Co. and is used by permission of the Armour & Co. and is used by permission of the Armour & Co. and is used by permission of the Armour & Co.

ARMOUR'S STAR is a registered trademark of the Armour & Co. and is used by permission of the Armour & Co. and is used by permission of the Armour & Co.

ARMOUR'S STAR HAM—*Frank Dillon*
Loaned and exhibited by Armour & Co.

Armour's

SIMON PURE LEAF LARD

Serve Home-made Doughnuts Oftener!

It is because you get the choice of the whole Armour's ham, which is made of the finest quality of ham, and by its weight you get the most of the ham, getting the most for all the money you pay. It is because you get the choice of the whole Armour's ham, which is made of the finest quality of ham, and by its weight you get the most of the ham, getting the most for all the money you pay. It is because you get the choice of the whole Armour's ham, which is made of the finest quality of ham, and by its weight you get the most of the ham, getting the most for all the money you pay.

ARMOUR'S STAR is a registered trademark of the Armour & Co. and is used by permission of the Armour & Co. and is used by permission of the Armour & Co.

ARMOUR'S LEAF LARD—*Frank Dillon*
Loaned and exhibited by Armour & Co.

THIBAUT

Great Style WALL PAPERS

Walls that Reflect Personality

CHARACTER upon the paper reflects the personality of the person who lives in the room. It is the same with wallpaper. The same character is reflected in the wall paper. The same character is reflected in the wall paper. The same character is reflected in the wall paper.

RICHARD S. THIBAUT, Inc.
100 N. W. Street, New York, N. Y.

Page 123

THIBAUT

Great Style WALL PAPERS

Smart Walls at Small Cost

CHARACTER upon the paper reflects the personality of the person who lives in the room. It is the same with wallpaper. The same character is reflected in the wall paper. The same character is reflected in the wall paper. The same character is reflected in the wall paper.

RICHARD S. THIBAUT, Inc.
100 N. W. Street, New York, N. Y.

Page 123

AT THE MAYTABLE

WILLIAM ANDERSON held full view when Smith and Johnson and Steele and Page sat at the table whereon Maggie Phillips served the steaming coffee dishes. Hearst's International fits in part in the social economy of these days as brilliantly as did the Coffee House in the reign of good Queen Anne.

Gentlemen in no paper month by month are the students and writers, dramatists and explorers, story-tellers and statesmen, actors whose work stands first in molding the world's newest thought and providing its entertainment.

Hearst's

INTERNATIONAL

Page 121



GIVE WINGS TO WORDS!

Let thought be unfettered as the wind. Let expression be clear as sunlight. Wherever you are, the Underwood Portable can be there to record and communicate your message.

The Underwood is a portable typewriter in a portable case. It is the most portable typewriter in the world. It is the most portable typewriter in the world. It is the most portable typewriter in the world.



UNDERWOOD PORTABLE

Page 97



The man in the engine room —an appreciation

AS WE GO through the plants of the country, we come in contact with thousands of engineers—the human "prime movers" of American industry.

Far removed from the pleasant executive offices and the neat surroundings of the white-collared office force, we find him in remote sunless places, often under ground.

His work is not spectacular but his responsibilities are great.

If his steam cylinders develop sounds which his trained ears detect as fore-runners of trouble—or, if an

assistant reports that an over heated bearing has slowed down an important machine, he is the one who must know what to do and how to do it.

He is quick to appreciate that the profits of the business depend upon operating costs—that low operating costs are possible only when each engine and machine in his care is running at its best.

We often see him pat the frame-work of a pet engine and say with a smile of pride, "She is running sweet, now."

He is the man who welcomes a Lubrication Audit—for he realizes



THE Lubrication Audit EXPLAINED STEP BY STEP

(In Continued Detail)

INSPECTION: A thoroughly experienced Vacuum Oil Company representative in co-operation with your plant engineer or superintendent makes a careful survey and record of your mechanical equipment and operating conditions.

RECOMMENDATIONS: We later specify in a written report, the correct oil and correct application of it, and the efficient and economical operation of each engine and machine. This report is based on—

- (1) The inspection of the machines in your plant.
- (2) Your operating conditions.
- (3) Our 65 years of lubricating experience with all types of mechanical equipment under all kinds of operating conditions throughout the world.
- (4) Our outstanding experience in manufacturing oils for every lubricating need.

CHECKING: If following our recommendations in this study, you install our oils, particular calls will be made to check up the maintenance of the above results.

For the signed and stamped address see nearest branch office.

District Branches:

New York	Chicago
San Francisco	Los Angeles
Philadelphia	St. Louis
Pittsburgh	Indianapolis
Baltimore	San Antonio
Albany	Dallas

more completely than any man in the plant the practical relation between Correct Lubrication and operating economy.

If you are interested in reducing operating costs in your plant, we suggest that you bring the advantages of a Lubrication Audit to the attention of the proper official in your company.

A request to our nearest branch office will bring you full details about a Lubrication Audit without any obligation on your part.



Lubricating Oils

A grade for each type of service

VACUUM OIL COMPANY

VACUUM OIL COMPANY

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BOSCH

MAGNETO

Feature that Really Closes Sales

1933 THE BUSH-BUMBLE ENGINE SYSTEM

He Satisfied Security Booth

AMERICA'S SUPREME IGNITION SYSTEM

ROTOGRAPHY SECTION

THIBAUT

Correct Style WALL PAPERS

Where Good Taste Abides

Qualities of Color, Design, and Style

All through the evening—that tormenting thought hovered in the back of her mind

These famous treatments for improving your skin

Do you have that skin trouble? Do you have that skin trouble? Do you have that skin trouble?

RICHARD HUDNUT *Twin Compact*



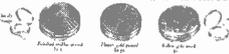
"She seems to have everything
Give her the one gift you know is different

Of course you'll find it in every store in the United States. It's the only compact that's different from everything you ever saw before.

There's no other compact in the world that has so many special features. It's the only compact that's so different from everything you ever saw before.

The only compact that's so different from everything you ever saw before.

It's the only compact that's so different from everything you ever saw before.



Aladdin Had His Lamp—
You Have Your Telephone!

Aladdin and his wonderful lamp were the prototypes of you and your telephone.

You remember the story. Aladdin had but to rub his lamp, and lo! a genie set him down instantly wherever he wished to be.

The modern genie of the telephone, at command, carries your voice practically anywhere in the United States.

He never sleeps; he never tires. He is always at your elbow, ready and eager to help you conserve your time, make more money, and live a fuller life.

He is to you most useful servant.

Twin Compact
Newest in a famous perfumers' list of rare specialties

The Richard Hudnut Twin Compact is the only compact in the world that's so different from everything you ever saw before.

Special Features
The Richard Hudnut Twin Compact is the only compact in the world that's so different from everything you ever saw before.

Richard Hudnut, Inc.
New York, N.Y.

TWIN COMPACT—C. H. Taffs
Loaned by Richard Hudnut
Exhibited by
James Advertising Agency, Inc.

The Scranton Super-Filet—A new curtain

It's a new, exciting curtain—super-soft, well made, and so beautiful that it's the new Super-Filet. You may have seen it in the window of a department store. It's the new Super-Filet. You may have seen it in the window of a department store.

SCRANTON
LACE COMPANY
SCRANTON, PENNSYLVANIA



Will she be admired
for her beautiful hair?

Special Sample Offer
The new Packer's Tarso-Dap
Packer's Tarso-Dap is the only hair cream that's so different from everything you ever saw before.

PACKER'S TARSO-DAP

WE take great pleasure in sending you under appropriate cover with this advertisement, a copy of the latest issue of the Scranton Lace Company's new catalog. You will find the beautiful, hand-made lace curtains, draperies, and valances, which are made in the finest of materials, and which are available in a wide variety of designs.

SCRANTON LACE COMPANY
SCRANTON, PENNSYLVANIA



Fab will not shrink wools. *Babies' Things*

Page 71



Strangers' eyes, keen and critical—
can you meet them proudly—confidently—
without fear?

Small, dense text block, likely a testimonial or advertisement for a product.

Page 78



The Women You Admire the Most

GOLFLEX

Page 69

THE SATURDAY EVENING POST

Let Yale Methods cut your avoidable waste

Manufacturing executives are looking for a means of increasing production and reducing the amount of waste in their plants. Yale's solution is the Yale method of material handling. This method is based on the principle of the Yale forklift. It is a simple, efficient, and economical way of moving materials in a factory. It is the only method that has been proven to reduce waste and increase production. It is the only method that has been proven to be safe and reliable. It is the only method that has been proven to be the most economical way of moving materials in a factory.

YALE
YALE
YALE
YALE

YALE MADE IS YALE MARKED

Page 90

Take a Kodak with you

It's all so easy the Kodak way, and the pictures, precious as the time, will be precious to you later. You can spend your vacation and have it, too—in pictures.

Eastman Kodak Company, Rochester, N.Y., The Kodak City

Page 105

Dependable Delivery

Neither snow nor rain nor heat nor gloom of night stops these couriers from the swift completion of their appointed rounds.

Chassis Prices
1 1/2 Ton - \$1795
2 Ton - \$2265
3 1/2 Ton - \$3465

BETHEHEM
INTERNAL GEAR DRIVE
MOTOR TRUCKS
DEPENDABLE DELIVERY

BETHEHEM MOTOR COMPANY ALLENTOWN, PA.

Page 87

Nothing quite effaces that momentary disappointment

Small, dense text block, likely a testimonial or advertisement for a product.

Page 77

They tried for nearly half a century—

STANLEY VACUUM BOTTLE

keeps liquids sparkling hot or ice cold

Page 62

The First Securities of a Great Railroad

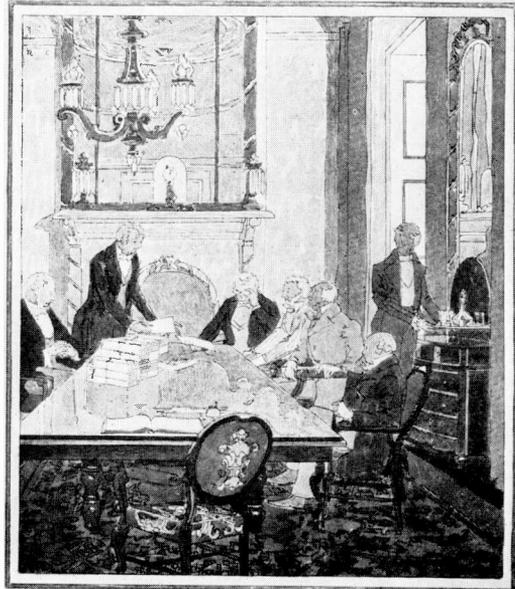
THERE is in the office of Crane & Company a very interesting relic. It is a sheet of stock certificates issued for the New York and Erie Railroad in the early forties. The New York and Erie Railroad afterward became the better known Erie Railroad.

It is impossible to determine whether these certificates are the first issue or not, but the probability is that they are. They are engraved upon Bank-note paper, and are the size and shape of bank checks which they very much resemble.

Beginning with the financing of this early railroad, no other paper has been used so largely for stocks and bonds, not only of railroads, but of other industrial corporations, as Crane's Bond or Bank-note paper.

It is interesting to note that while Bond paper is now generally used for securities, these New York and Erie stock certificates were on Bank-note paper, and that all of the bonds of the United States government are on Bank-note paper and not on Bond paper.

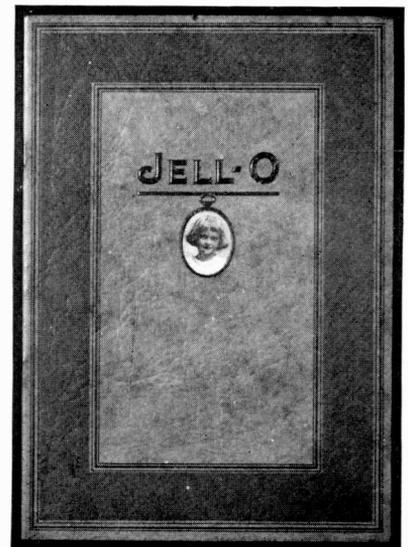
Crane's
BUSINESS PAPERS
CRANE & CO., DALTON, MASS.



Page 79



AMPICO—C. C. Beall
Loaned by American Piano Co.
Exhibited by Bricka-Ford Co.





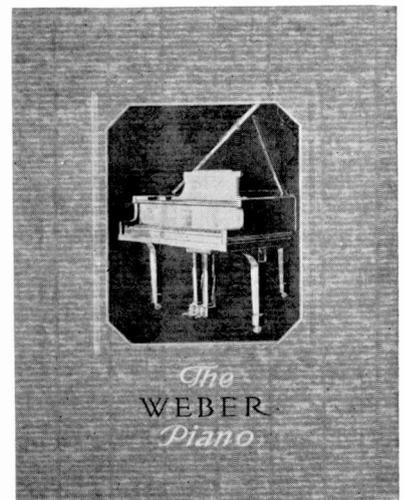
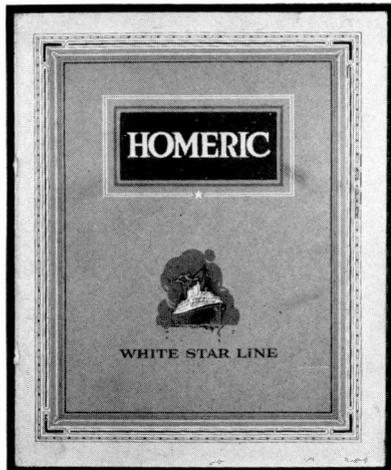
IN all the world there is no other musical instrument that can give so much real pleasure to so many people, for so little money, as the Victrola. Any one of the small portable Victrolas will transform, at a moment's notice, the camp in the wilderness into an opera-house; the canoe or yacht into a floating palace of song; the porch of the summer cottage or club into a private ballroom; and,

best of all, it will help you to live and to forget the heat and cares of the day in the sweltering city. You take no risk with a Victrola, it will give you the same Caruso, Galli-Curci, Heifetz, the sell-some orchestras and bands that you heard last winter on the concert and operatic stages. Away or at home, this vast treasure of music is yours. Let us help you choose an inexpensive summer outfit.

Page 49



Page 48





Page 52



Page 71



Page 56



Under-inflation is the same as extra weight

Not enough air in your tires is responsible for a heavier car

A car that is not fully inflated, the weight of the car is increased by the extra weight of the air in the tires.

If you drive with one gallon of air in the car, it will weigh one pound more than it should.

The extra air in the tires will make the car heavier and will make it harder to start.

Under-inflation is the same as extra weight. It will make your car heavier and will make it harder to start.

Under-inflation is the same as extra weight. It will make your car heavier and will make it harder to start.

Under-inflation is the same as extra weight. It will make your car heavier and will make it harder to start.

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Under-inflation is the same as extra weight. It will make your car heavier and will make it harder to start.

SCHRADER
TIRE-PRESSURE-GAUGE

Page 70



TIRES OF DISTINCTION

With Silvertown cords in your car you can park in any place with the confidence assurance that wherever you go you will find you with good tires and good mileage. They are the finest example of the combination of remarkable construction of beauty and durability. Through breaks in appearance, with their curves and glowing black, tread—they are within them the rugged strength that comes from the long life and long service.

THE B. F. GOODRICH RUBBER COMPANY
of the Year

GOODRICH
SILVERTOWN
CORDS

Page 75

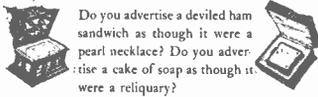
I AM sometimes perfectly exasperated by the things people keep on advertising and the good money spent on "ticket and barred window" illustrations.

Mural Advertising was conceived not to sell lithography successfully—that's the ticket, the merest piece of paper or cardboard—but to create with lithography something that would sell sandwiches and soap and motor cars. That's the end of my journey.

Do you advertise your product? Or what your product will do?

Do you advertise it as if it were worth something intrinsically?

Or do you advertise the joy or comfort, the pleasure or convenience, the relief or economy, the use of it will bring?



Do you advertise a deviled ham sandwich as though it were a pearl necklace? Do you advertise a cake of soap as though it were a reliquary?

Or do you advertise as the French railroads do?

If you owned a railroad in France and had tickets to sell, would you advertise tickets?

Or Chateaux, the beauty of the Loire, Romance, History, Art, the Renaissance itself?

Is your advertising selling the journey and the end of the journey?

Or do you still sell the ticket and use a barred window for an illustration?

Where does the ticket you sell take one to?

Does your advertising make this unmistakable and inviting?



K u s l i n g W o o d

THE CHEMICAL ENGINEER

THIS is today's Progressive Engineer. He is the one who has brought to mankind a plethora of new conveniences that a century ago were unknown.

It is he who has laid his hand on the materials that have made the world's industries and the world's commerce what it is today.

It is he who is working with the designer of the automobile to produce the most advanced and efficient of the products of the modern world.

The world's debt to the Chemical Engineer is incalculable.

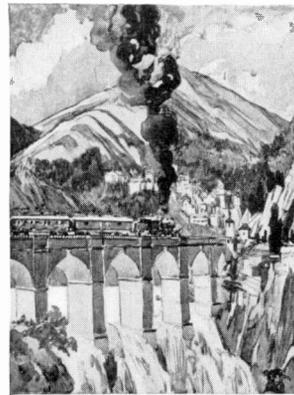
THEY WOULD BE A CLOSER UNDERSTANDING OF THE RELATIONSHIP OF CHEMISTRY TO CIVILIZATION

E. I. DU PONT DE NEMOURS & COMPANY, Inc. Wilmington, Del.

The World's Largest Chemical Industry

Ad No 1

Page 67



THE TICKET OR THE JOURNEY'S END

Page 96

Vacation West costs are down!

A Purple Land where romance lingers! Vacation in the charmed land of the West this summer. There have been sharply reduced government rates removed. See your local ticket agent for details.

You will enjoy the Burlington's inviting hospitality in thoughtful attention to your comfort and convenience.

The map shows the favored western regions that are conveniently reached by dependable Burlington service. On one way returns another—on through trains, or one railroad to the other.

Burlington Route

Page 32

Bon Ami

for mirrors, etc.

The Best Way to Clean a Mirror

Principal uses of Bon Ami: for cleaning and polishing. Automobiles, Windows, Brass, Copper, Marble, Wood, Tin, White Enamel, The Bath, Lard, and Copper.

Page 77

Junking the guns you ordered muzzled

When Secretary Hughes, speaking for you, closed the junking of the world's battleships, was it all null? Has anything actually been done?

This time, was the voice of Zeus but the hands the hands of Jacob?

Eight months have passed since that memorable day Edward A. Mandagap has been looking at the junk shops and fence corners for the remains of scrapped battleships. He has searched the records to find out how America, England and Japan are keeping fish with you on the 1913 treaty.

What he discovered will surprise you, and give you quite a thrill or hope that you and your children are going to wank out the way to null all war.

Again Collier's readers in more than a million homes may see themselves effectively sleeping the dream of normalcy. For it was they who "nailed," as Collier said, "by a common sense of right and a common sense of wrong," the White House and State Department with demands for drastic action on the limitations of armaments.

Read "Incredibly Discharged," by Edward A. Mandagap.

In this week's **Collier's** the NATIONAL WEEKLY the copy 5¢

on all news stands TODAY

The Collier Publishing Co., 310 Fourth Ave., New York

Page 119



The first night away from home

A big strange room—a big strange bed—a big strange house full of big strange sounds—
And such a little sister of a girl!

But the good father must guard while you sleep, little girl! And it was only in the darkness, search out your hand! A touch and the big room is smiling with friendly light.

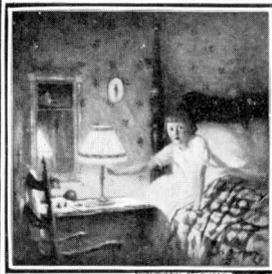
And there are rooms in your home that still need the friendly cheer of Edison Mazda Lamps! Nothing will add so much to the beauty of your home as the glow of the Edison Mazda Lamp. Add it to the beauty of your home! Add it to the beauty of your life!

Now the first night away from home, the little sister who searches out her hand in the darkness, find the big room is smiling with friendly light.

EDISON MAZDA LAMPS

EDISON LAMP WORKS OF GENERAL ELECTRIC COMPANY

Page 70



The first night away from home

A big strange room—a big strange bed—a big strange house full of big strange sounds—
And such a little sister of a girl!

But the good father must guard while you sleep, little girl! And it was only in the darkness, search out your hand! A touch and the big room is smiling with friendly light.

And there are rooms in your home that still need the friendly cheer of Edison Mazda Lamps! Nothing will add so much to the beauty of your home as the glow of the Edison Mazda Lamp. Add it to the beauty of your home! Add it to the beauty of your life!

Now the first night away from home, the little sister who searches out her hand in the darkness, find the big room is smiling with friendly light.

EDISON MAZDA LAMPS

EDISON LAMP WORKS OF GENERAL ELECTRIC COMPANY

Page 71

Beech-Nut Macaroni and Spaghetti



Mother's Little Sampler

Be sure you don't miss this wonderful sampler of Beech-Nut Macaroni and Spaghetti. It's a little of everything that makes Beech-Nut Macaroni and Spaghetti so popular. It's a little of everything that makes Beech-Nut Macaroni and Spaghetti so popular. It's a little of everything that makes Beech-Nut Macaroni and Spaghetti so popular.

EDISON LAMP WORKS OF GENERAL ELECTRIC COMPANY

Page 53



Beech-Nut Peanut Butter

It's the richest, most delicious peanut butter in the world. It's the richest, most delicious peanut butter in the world. It's the richest, most delicious peanut butter in the world.

EDISON LAMP WORKS OF GENERAL ELECTRIC COMPANY

Page 48



The Children's Hour

They are the gold of Memory's store—
The house—those hours "between the dawn and the twilight."
Aunt under the spell of the evening lamp, the Children's Hour blossoms a Magic Hour, when Age forgets its years and wanders with Youth into the Land of Make-Believe.

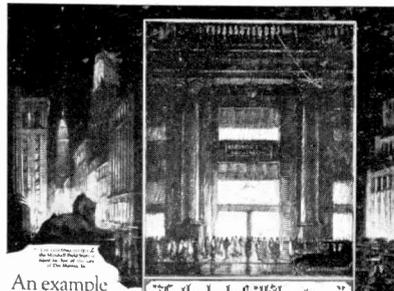
And soon those hours pass, by the cheerful light is always there to touch with magic those other hours between the Dawn and the Twilight of Life.

That magic touch is from those who add the light of the Edison Mazda Lamp to their home. It is from those who add the light of the Edison Mazda Lamp to their home. It is from those who add the light of the Edison Mazda Lamp to their home.

EDISON MAZDA LAMPS

EDISON LAMP WORKS OF GENERAL ELECTRIC COMPANY

Page 65



An example of good light

"Cathedral of all the stores"

The lighting of the Cathedral of All the Stores is an example of good light. It is an example of good light. It is an example of good light.

EDISON MAZDA LAMPS

EDISON LAMP WORKS OF GENERAL ELECTRIC COMPANY

Page 130



For Christmas hospitality—Premium Ham

Christmas—and on the table, dressed out for joyous feasting, a Premium Ham, golden-crowned with brown sugar, steaming fragrant, its fat well dripping from the baking. What a dinner for a holiday!

The recipe below tells you just how to make it. It's a special way that keeps in throughout the baking all the flavor laden juices that make Premium Ham so highly prized.

Swift's Premium Ham and Bacon



This unusually delicate flavor, this juicy tender morsel, you get only in ham with the Premium Brand, hams that have been carefully chosen, given a sweet mild cure and made still more palatable by hanging in the smoke from slow-burning hardwood fires.

Buy a whole Premium Ham this year. Let it help you express the generous hospitality of Christmas time.

Swift & Company
U. S. A.



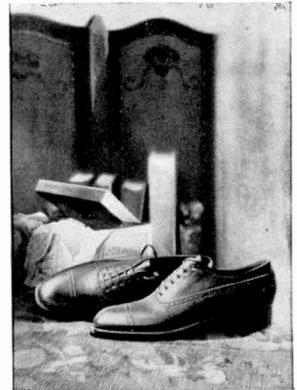
Controlled Heat
—at a touch of your finger

Force of the sun, constant of being able to regulate shoes and to control the heat in each room.

In the morning, Betty's hair "touch the handle of the radiator with a touch of your finger." "Controlled Heat" is the name of the new Hoffman Vapor Heat. "Controlled Heat" is the name of the new Hoffman Vapor Heat. "Controlled Heat" is the name of the new Hoffman Vapor Heat.

HOFFMAN VAPOR HEAT
~for Vapor heat control

Standard Evening Post June 10, 1922



Their unusual length of life is attributable only to extraordinary quality of material and care in making them.

Nettleton
Gentlemen's Fine Shoes, Exclusively

A. E. NETTLETON COMPANY, SYRACUSE, N. Y.



They are unmistakably the shoes of a gentleman, both in smart appearance and in the rugged serviceability which every sensible man demands. Their amazing capacity for wear makes them ultimately the least costly you can buy.

Nettleton
Gentlemen's Fine Shoes, Exclusively

A. E. NETTLETON COMPANY, SYRACUSE, N. Y.



The Easter breakfast—Premium Ham and eggs

Brookfield eggs served with a tender slice of Premium Ham—fried without parboiling, so that not a bit of its wonderful flavor is lost! Of all the delicacies that make Easter breakfast especially delightful in all parts of the world, nothing is more appetizing, more satisfying than this distinctive, American dish.

Each slice of Premium Ham is a masterpiece of delicate flavor. Fine meat from tender young pigs—cured in a special sweet mild cure and given a delightful tang by hanging over the smoke of hardwood fires—such is Premium Ham.

Swift's Premium Hams and Bacon



Swift & Company
U. S. A.

China Services for Autumn Entertaining

With the beginning of another season in season, with the round of luncheons, teas and dinners in a holiday that business should turn a critical eye over their china equipment.

To aid them in replenishing their cabinets we are making this September a month of china, and our third floor you will find every kind of china service priced according to the four prices for which Ovington's have been known for three generations.

Choose sets, tea sets, coffee sets, breakfast sets, salad sets—china for every and any occasion at hand at New York's greatest china shop, ready for the festive Autumn brings.

OVINGTON'S
"The Gift Shop of Fifth Avenue"
FIFTH AVENUE AT 39TH STREET

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