FROM twenty nations and a thousand towns the envoys of Ovington's have gathered the newest and best of gifts. And like a modern mercury, we bound across the vast spaces of the earth to present them to you.

You will find lamps and trays, china and crystal, silver and plate—things of great beauty and usefulness at the sensible prices which are an Ovington characteristic.

"The Gift Shop of Fifth Avenue, Inc."  Ovington's  Fifth Avenue at 39th Street

THIS FANTASTIC OVINGTON ADVERTISEMENT IS BOTH DISTINCTIVE AND ATTRACTIVE
tremendously turistic school, te superstruc-decoration are to
mind in referred ers, new at a be.

A pause . . .

a glimpse . . .
a gasp of sheer delight

and your guest pays tribute to your good taste. Walls, rugs, furniture, drapes—all in perfect taste . all summed up and emphasized by the soft subtlety of a bedspread rare in color and authentic in design—a Stevens Spread.

On display in those stores that feature fashion.

Stevens Spreads

A BORDER NEED NOT EXTEND COMPLETELY AROUND AN ADVERTISEMENT IN ORDER TO BE EFFECTIVE

Stevens Spreads

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A BORDER NEED NOT EXTEND COMPLETELY AROUND AN ADVERTISEMENT IN ORDER TO BE EFFECTIVE
TO MEET THIS ERA
OF GREATER PRODUCTION

The *Easy-Writing* Royal is designed to meet the requirements of modern business—to speed production, to stand the pace of rapid-fire correspondence. A product of constant research and experiment, it embodies *exclusive* principles of ease and accuracy of operation... vital improvements in typewriter design. Built of finest materials to conform to exact standards, Royal's superiority is instantly apparent. In your own office, put this modern business machine to any test. Let your operators prove the true value of the *Easy-Writing* Royal... its greater speed and accuracy achieved with less fatigue.

Price $10.25 anywhere in United States
ROYAL TYPEWRITER CO., INC.
NEW YORK CITY
Branches and Agencies the World Over

Futuristic Photographic Backgrounds Set the Royal Typewriter Displays Apart from Others

and news-eristically they have
ments made from them, sometimes up to twenty-four inches high. Mounted on stiff board, these
These Pictures Tell Philco's Story of Unbalanced Radio in a Graphic Manner

When a famous entertainer croons Southern songs into the microphone, the tone quality of his voice as reproduced in the home depends on the balance of the electrical units in the receiving set. Unbalanced units rob the singer's voice of its personality, cause blur and tone distortion. Because of super-exact balancing of all units, Philco Balanced-Unit Radio gives you tone of revolutionary trueness, clearness, fullness.

"...AND THEN HE GOT A PHILCO"

...along his critical mechanical limitations of even the most wonderful lens. Perhaps it is in the copy-sense approach that our national productions excel and...
I-TYE, AND SPIRITS OF RICE

Ancient China, which gave to the world the mariner’s compass, the first printing from type, gunpowder, and the great Confucius, also appears to have been familiar with the process of distillation from a time antedating written history.

Certain it is that one I-Tye, a claimant to close kinship with that great navigator of Ararat, Noah, did make wine from the national food of China—rice—and doubtless obtained alcohol from it by distillation. The Chinese still, shown above, is probably of the same type as that used during the time of I-Tye.

Great progress has been made in developing the present enormous stills from this early type. In much of this latter-day progress the Kentucky Alcohol Corporation has played an important part. Every modern facility for the production of all grades and formulae of industrial alcohol is available in its economically located plants.

KENTUCKY ALCOHOL CORPORATION
30 BROAD STREET • NEW YORK CITY

Address Sales Representatives Below for Your Industrial Alcohol Needs:

ALBANY, N.Y. North Hudson Ethanol Co.
BALTIMORE, MD. Weis, Malloy
BOSTON, MASS. E. H. West Co.
CHICAGO, ILL. DeWitt & Daugherty
CINCINNATI, OHIO C. M. Dunham Co., Pickering Bldg.
CLEVELAND, OHIO F. H. Samuel Co.
COLUMBUS, OHIO Grainger Co., Inc.
DALLAS, TEXAS COLUMBUS Sales Organization
DETROIT, Mich.沪ucks & Getts
INDIANAPOLIS, IND. Indiana Sugar Refiners Co.
KANSAS CITY, Mo. John T. Evans & Son Co.
LOUISVILLE, Ky. George W. B. Co.
MEMPHIS, Tenn. L. B. Owen
MINNEAPOLIS, Minn. Western Oil and Fuel Co.
OMAHA, Neb. Edwards, Sweeting Co.
PHILADELPHIA, Pa. Spiral Sales Corp.
PITTSBURGH, Pa. Blockman & Truax Co.
ST. LOUIS, Mo. DeWitt & Daugherty, 71 Bank St.
TOLEDO, Ohio General Sales Corp.

CONSIDERABLE RESEARCH WAS NECESSARY TO SECURE THE HISTORICAL INFORMATION CONTAINED IN THESE ADVERTISEMENTS

The truth of advertising the Kentucky Alcohol consists of results so far garnered by the campaign, the advertisements present a copy story of special interest. They tell the history of alcohol from the earliest times to
Some like it *sliced*...Some like it *crushed* . . . . and many prefer the *tidbit* form

**But** most women keep all three on hand—and use the style best suited for their purposes.

Tender, golden Slices, daily changing into more or less called Tidbits, or Salad Bits—just eweryone. Crushed, each has its purpose and its place in your pantry—each is all ready to use.

Think what that means. No need to chop or slice for fruit cups and salads. Chop those Slices—no need to bother at all. Just pour out the kind of pineapple you wish—and there you are.

[Hawaiian Pineapple Company]

*By Clever Posing and Expert Photography Pineapples Are Made Things of Beauty*

improved mitted, that while they were certainly unique as illustrations, ultra-
ANNOUNCING
another 1928 STEEL by
FIRTH-STERLING
CROMOVAN
TRIPLE DIE STEEL

An improved high-carbon-high-chromium alloy in which we have overcome the common fault of this type—resistance to machining in the annealed state—without sacrificing any of the ultimate hardness after final heat treatment.

In CROMOVAN TRIPLE DIE STEEL we offer two useful features to an outstanding degree:

1. Machinability in the annealed condition. The ANNEALED CROMOVAN TRIPLE DIE STEEL has a maximum hardness of 210 Brinell, 35 Scleroscope (Shore Model C), 97 Rockwell B or 23 Rockwell C.

2. Productivity due to extreme hardness. The HARDENED CROMOVAN TRIPLE DIE STEEL has extraordinary hardness whether quenched in air, oil or water.

The combination of these two useful characteristics in the one steel enables users of CROMOVAN TRIPLE DIE STEEL to save in two ways. First, in the manufacture of the die itself and, later, in the greatly increased production of which this steel is capable.

FIRTH-STERLING STEEL COMPANY

WORKS: McKeesport, PA.
GLOBE WIRE DIVISION
SHARPSBURG, PA.
NEW YORK DETROIT
BOSTON CLEVELAND
PHILADELPHIA CHICAGO
HARTFORD LOS ANGELES

HERE A MODERN ATMOSPHERIC TECHNIQUE IS FITTINGLY EMPLOYED IN INTRODUCING AN IMPROVED PRODUCT
"It brings the world's greatest pianists into my home... That's why I bought it." The Welte-Mignon Licensee Reproducing Piano permits not the slightest variation from the artistry of the great musician. Its playing is the artist's playing; you have but to close your eyes to feel the presence of the master at the keys. It is modern magic. Welte-Mignon Licensee Reproducing Pianos are offered by 115 leading piano manufacturers. Piano merchants everywhere are anxious to demonstrate to you. Send for our Book of Famous Artists. The Auto Pneumatic Action Company, W. C. Heaton, President, 653 West 51st Street, New York, N. Y.

Welte-Mignon
LICENSEE
REPRODUCING PIANO
THE MASTERS FINGERS ON YOUR PIANO

THE PRODUCT IS FEATURED—BUT IN A STRIKING AND ORIGINAL MANNER

including nearer the door check itself by the simple expedient of shortening the distance between camera and object...
A WONDER AGE OF SPEED

Life—faster, fuller, broader—than ever before. A Wonders, indeed, has the scientist wrought. He goes off into the universe and returns to tell us that the light of the seven bright stars of Pleiades began traveling in 1629 to reach us in A.D. 1929—and light travels 186,284 miles a second. He places himself within a tiny globule of copper—1/100,000th of an inch in diameter, and counts its electrons—20 billion of them! Nothing is too huge for him, nothing too infinitesimal. In radio he has taken both extremes—the miles-long radio waves that carry music and sound, and the tiny radio tube with its tinier filament casting off ultramicroscopic electrons at inconceivable speed. With them, he has been able to give us entertainment and knowledge at the turn of a switch. The fruit of all his labors in the field of radio he offers to us now and calls it SPEED—the all descriptive term for the greater, fuller, faster age in which we live—A.D. 1929.

Speed Radio Tubes are life blood to radio. They improve reproduction, increase volume, eliminate buzz and noise, quicken response and add hours of trouble-free service. (Put Speed in your old set—demand Speed with the new.

Speed is the radio tube of A.D. 1929

CABLE RADIO TUBE CORPORATION
86-90 Ave, Ninth St, Brooklyn, N.Y.

MAKERS OF RADIO TUBES SINCE 1924

Many Magazine Advertisements Are a Ceaseless Lure to the Eye and the Imagination
Among the Best People

You will find John Wards worn where men are yachtsmen and shoes are smart. Men who can handle sheet and tiller appreciate their lines and leather. Whether abaft the binnacle or behind a desk, men who must dress well wear John Ward styles.

John Ward
MEN'S SHOES
555 5th Avenue - north of 45th Street

This Poster Black Example Won an Award at the Art Directors Club Exhibition.
The color you want ~
UNIQUE TEXTURE in
Forestblend Face Brick

The lights and shadows of all
nature's delicate tints have been
reborn in Forestblends. Nature
deposited these colors in the Sugar-
creek clays. Fire has brought
them forth in all their wondrous
beauty. A patented process of
manufacture gives the random
texture of Forestblend. There is
no other face brick with exactly the
same texture as Forestblend. Cer-
tainly none can equal the flare and
subtlety, the depth and tone of its
remarkable color range. The use
of Forestblends enables the archi-
tect and builder to secure a par-
ticularly practical and beautiful
color scheme for any style of
architecture.

We would be pleased to send to
interested contractors and archi-
tects our Bulletin 1000 or 1001
showing actual color reproductions
of Finzer Face Brick. The archi-
tect, contractor or dealer can vary
the color combinations to suit the
customer, by simply changing the
percentages of the mixture. This
is a Finzer service offered without
extra charge. Samples gladly fur-
nished upon request.

THE FINZER BROS. CLAY CO.
Members, American Face Brick Association
SUGARCREEK OHIO

Forestblend
FINZER FACE BRICK
Trade Mark, Registered

The Text of This Advertisement Is Not
Difficult to Read Even Though Placed at an
Unusual Angle in the Layout
The next time
You need gas
Go to the nearest
Fry Visible Pump
Here you get
Not only a full measure
of good gasoline but
Jimmy the Courtesy Man
Will cheerfully give you
that attentive service
that will bring you back again
You will find Jimmy
at all Fry-equipped stations
in the world.
Buy from Jimmy
He operates a dependable Fry
He smiles while he serves
Buy from a Fry
Millions do!

F. Humphrey Co., Ltd., 401 Room Bank Bldg., Toronto, Ont.

Always Accurate
Always Accurate
Always Accurate
Always Accurate

HEADLINES OF THIS TYPE ARE BECOMING INCREASINGLY POPULAR

Here are some simple yet interesting facts which I have discovered relative to advertising headlines, although they have not been placed in the order of their importance: