



Here's the English Hat They're Wearing . . .

Have you noticed the British tendency in the clothes well-dressed men are adopting? The pleated trousers, the high waistcoats, the Spitalfield neckties—and of course, they're wearing the English type of hat, too. Enormously good-looking—particularly as interpreted in the Knapp-Felt styles for Fall. A higher, tapering crown—a narrower brim. In distinguished colorings: Upwards of



SOCIETY BRAND CLOTHES

the Japanese wood-cut in their delicacy of line and color, are comprehensible in every part of the world. German poster artists who have chosen an objectively romantic style for proclaiming wares in their posters, are also understood all the world over, and modern American advertising art arouses far more enthusiasm among us to-day than formerly, when our attention was mainly arrested by the effectiveness with which the appeal to the buyer was made.

In contrast to architecture, which in its newest form is described as "new objectivity" (although this expression is paradoxical, for if anything is objective, why then it is objective, and cannot be either newly or anciently objective) advertising



"FUDGE!" said the
Princess "that's
what's inside"
Oh Henry!

Advertisements

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