

Huggins, Bunce

*because she knows what's what
— and who's who*

More than ever now, with the world going back to beauty, you know that she who wears fine things is and has been wearing McCallum. She knows that the beauty of McCallum is more than silk-deep. She knows that McCallum is the oldest maker of fine silk history in America, with a reputation too precious to risk. She finds that the stores which sell McCallum are the best stores in the country—added proof of her completely good taste.

you just know



Mc CALLUM



She finds that where ordinary stockings lose their luster—McCallum's better silk gives her permanent beauty. She finds that every McCallum—silk is "sacred" at 1.00 is the most luxurious legging at 1.25 is an intelligent purchase. She discovers what a difference distinctive patterns enhance make! For a hot showstopper, McCallum starts its good stockings with 10 McCallum, 200 Madison Avenue, New York.

she wears them



STOCKINGS

AT THE FINEST STORES

Two Advertisements with strongly romantic atmosphere

success, in fact will make such things possible for the first time. Besides this, in course of time the German newspaper and magazine press will become stabilized, as superfluous publications fall out of the ranks. Although the German press of the future will be quite different from the Italian, much more various and vital, yet it is interesting to note that there has scarcely been any change in the composition of the Italian newspaper and magazine world in the course of the last five or ten years.

Quite another question is the measure of interest which the reader brings to bear upon the advertisement. It does not depend only upon the quality of the advertising in itself, nor upon the mere numerical proportions assumed by the distribution, but upon the effect of the press as a whole. An advertisement is only effective in an organ whose subscribers regard the reading matter with interest and confidence. It is difficult to make prophecies in this respect. It is not easy to win back such confidence, but it is not impossible. The economic future of the press depends upon the ability of the editor, now equipped with a new responsibility, upon the enterprise and business capacity of the publisher and above all upon the measure of freedom enjoyed by both in the exercise of their duties. It will not be difficult to acquire a circle of readers in Germany; for the German is by nature a passionate reader of newspapers. And the advertiser will follow on the reader's heels. If we accept the premiss that the instrument of propaganda really reaches the consumer to whom it is intended to appeal, how are we to ensure that the message contained in the advertisement will really appeal to him? It is clear that all theories are relative, like everything else in life. Therefore it can only be a question of finding a form which will have the greatest possibility of effectiveness, relatively speaking. In speaking of the form, that is, the artistic outward form, we must always start afresh from the very beginning.

What is a work of art? It is the representation of something experienced, so intense that others