



BY WARRANT OF EXCELLENCE . . .

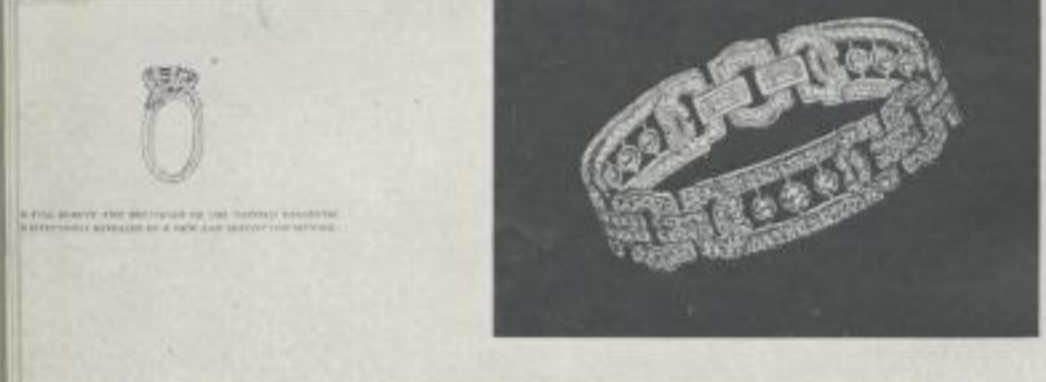
The brilliants of precious jewels against a background of luxurious fabric is again the command of fashion, the privilege of women whose heritage is an appreciation of fine and precious things. By warrant of excellence, requested for more than a century, this house presents its collection, enriched with new and exquisite creations of which these are beautiful examples. Designed and made at a favorable time and at advantageous prices, they are so offered, providing rare opportunities for the selection and acquisition of enduring and retaining values.

**BLACK STARR & FROST
GORHAM**

JEWELERS - SILVERSMITHS - WATCHMAKERS
FIFTH AVENUE AT 40th STREET, NEW YORK
Associated with WASHINGTON GORHAM, Chicago



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THE RITZ TOWER
THE LOMBARDY
THE WARWICK
THE DEVON

Vier Inserate
mit stark dekorativer Romantik

3. APRIL 1922



They've
DRAWN UP THEIR CODE,
these two

It calls for an immediate increase in personal pleasure... a recapturing of life's radiance... a return to happy hospitality... distinctive little changes to old habits and new... the gay, breath-taking acceptance of New York life as it is again being lived! Yet they've learned wisdom, too. They choose their city home cleverly, with one eye on its social significance, and the other on the next schedule. Almost at once, their attention centered on these four superb residential hotels, with their atmosphere of a finely appointed home, their smooth perfection of service, their faultless-just location, and their amazing convenience for parties that may not yet have caught up with the solution!

THE RITZ TOWER
Park Avenue at Fifty-Seventh Street • New York

THE LOMBARDY
One Eleven East Fifty-Sixth Street • New York

THE WARWICK
State Street West Fifty-Fourth Street • New York

THE DEVON
Seventy West Fifty-Fifth Street • New York

ACCOMMODATIONS BY THE DAY, WEEK, MONTH OR YEAR

menschlicher Empfindung. Sie sehen zuviel und sehen dabei nicht mehr das, worauf es wesentlich ankommt. Die Vorstellungswelt manches begabten Texters deckt sich zu wenig mit der Tatsachenwelt des Publikums — so schreibt er am Leser vorbei.

Wie wird die Neugier des Publikums geweckt? Dadurch, daß man vom lauten Schrei plötzlich in leises Flüstern verfällt, also niemals Maß zu halten versteht, ist auf die Dauer nichts zu gewinnen. Ob man laut oder leise spricht: wichtig ist, was man spricht. Es kommt darauf an, dem Leser begreiflich zu machen, daß nicht des Schreibers, sondern des Lesers Sache behandelt wird. Jeder Leser eines Anzeigenteils ist voreingenommen. Aber keinem kann die Behandlung seiner Sache völlig gleichgültig sein.

Es war Mode, die Anzeigen mit einer gefetteten Frage zu beginnen. Dabei wurden die fetten Fragen allmählich so abwegig und sinnlos, daß niemand neugierig auf Antworten war. Besser