

The Fine Art of Gift Making

originated in the East, but the West with its keen appreciation of the arts of the East, with its inventive resourcefulness adopted and adapted the choicest productions of eastern lands to its scheme of home adornment. None lent themselves more graciously to that purpose than the arts of ancient China or the faithful copies of that period produced in modern times.

The Edward J. Farmer, Inc. Galleries

Specialize in the arts of China only, ancient and modern, in their original form and in skillful adaptations, modeled to meet the luxurious requirements of our time.

Any of these objects are suitable for gifts and might safely be chosen at random, as no object is displayed unless it has merit—either the merit of good taste, art, beauty, originality or usefulness, or all combined. No object is merely a drone, it can always prove the right to its existence.

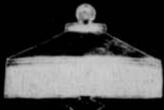
The art of porcelain making was invented by the Chinese. Their finely formed vases covered with warmly hued translucent glazes, are fashioned into lamps surmounted by shades of beautiful Chinese stuffs, harmonious in every detail, and suitable for every need of the home, their colorings and forms compliment any scheme of furnishing.

Precious jade and other treasure stones wrought by the master hands of China into objects for their homes or shrines are presented at the Farmer Galleries in the greatest collection of our time. Many of such objects with the help of skilled artisans, metals and materials have been transformed into exquisite and useful articles: electric push buttons, ink wells, pen holders, lamps, ash receivers, cigar, cigarette boxes and lighters, desk sets, telephone, photograph and memorandum books and many, many other distinctive and original articles of use and decoration.

Gifts selected from the Farmer Galleries always have the distinction of art and originality. Whether the price be small or great, the quality of the object is above reproach.

Edward J. Farmer, Inc.

16 East 56th Street.
New York
Formerly of 5 West 56th Street



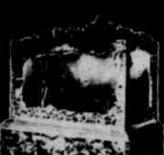
Chinese Porcelain Vase with Lamp Shade. Height 18".



Chinese Porcelain Vase with Lamp Shade. Height 18".

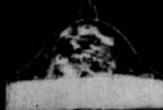


Chinese Porcelain Vase with Lamp Shade. Height 18".



Chinese Porcelain Vase with Lamp Shade. Height 18".

Chinese 18th Century Carvings converted into Goldfish Aquarium. Width 18" - Height 48"



Chinese Porcelain Vase with Lamp Shade. Height 18".



Chinese Porcelain Vase with Lamp Shade. Height 18".



Chinese Porcelain Vase with Lamp Shade. Height 18".



Chinese Porcelain Vase with Lamp Shade. Height 18".

Chinese Pottery Buddha. Old Yellow and Green Tones. Ming Dynasty. 16th Century. Height 24"

Machines and Films Furnished for Evening Entertainments, Etc. Motion Pictures Taken of Social Events and Intimate Home Life



THE NEW PREMIER Pathscope

Will Your Christmas Evening Be Like This?

WILL you invite your favorite film stars—Mary Pickford, Norma Talmadge, Douglas Fairbanks, Wm. S. Hart, Charlie Chaplin, Roscoe Arbuckle and others—to your home Christmas evening? Will you let the darlings, heroes and comedians of filmdom hold every member of your family spellbound for hours, with motion pictures of your own selection, projected by the New Premier Pathscope?

From thousands of reels of the world's best Dramas, Comedies, Animated Cartoons, Scientific, Travel, Educational and War pictures you can make up your own programs to thrill, entertain, amuse or educate every individual.

The New Premier Pathscope is the ideal Christmas gift. It will start a forever interesting, forever new series of enjoyable evenings that will bind your family group together, keep the young people home and afford delightful recreation for years.

Ordinary Films Are Dangerous
The operation of any portable projector using ordinary inflammable films without a fireproof enclosing booth is prohibited by State, Municipal and Insurance restrictions and the violator is liable to severe penalties. The Pathscope uses only "Safety Standard" film.

Make Your Own Motion Pictures
A real record of a Christmas group—how you have wanted it! The same group isn't together every year. Before next Christmas some may marry; some move away; some be "taken away." Still-pictures of posed, family groups never seem real; never like the friends you knew. But with a Pathscope camera, pictures of the baby, of the older children, of father and mother in their characteristic activities, live and move in all of the vividness of real life. What priceless treasures to hand down to your children!

Come and Operate the Pathscope Yourself
No lifeless still-picture, no description, however vivid, can convey any adequate impression of the thrill and indescribable charm of seeing the New Premier in actual operation. Make up a party of children, bring your friends, come to any Pathscope salon and operate the Pathscope yourself. Select your own pictures.

Write for the address of the nearest agency.
The Pathscope Co. of America, Inc.
Willard B. Cook, President.
Suite 1825, Aeolian Hall, New York City
Agencies in Principal Cities.

An Ideal Christmas Gift

from a woman to a woman



The Circler

No. 2500

"It Beautifies as it Encircles"

It does for the upper part of the figure what the corset does below. It smoothes out bumps and bulges and gives a smooth, unbroken line from shoulder to hip.

The Circler No. 2500 in Pink Brocade, \$2.50
Other Circler models, \$1.50 to \$3.00
Good Shops Everywhere

Electric Washers and Vacuum Cleaners

(Mail Orders Filled Anywhere)

Electric Vacuum Cleaners

- | | |
|-----------------|------------|
| AMERICA | LIBERTY |
| APEX | OHIO |
| BIG BEN | REGINA |
| CADLAC | ROYAL |
| EUREKA | SWEETVAC |
| PREMIER | TORRINGTON |
| HOT POINT | THOR |
| IMPERIAL | VICTOR |
| LITTLE BEN | WESTERN |
| AND MANY OTHERS | ELECTRIC |

Only \$3.50

AFTER TRIAL

Then Easy Monthly Payments

Substantial Discount for Cash

Send Coupon today for further information.

We Are Exclusive Distributors for Imperial Cleaners

Vacuum Cleaner Specialty Co.

131 West 42d St.
Between B'way & 6th Ave.
Phone 6280-6281 Bryant.

412 Fulton St., B'In
Same block with Abraham & Straus.
Over Hilton Clothing Co.
Take Elevator.
Phone 1930 Main.

Five Stores

107 W. 42d St.
This Store Open Evenings.

140 West 34th St.
Between B'way & 7th Ave.
Phone 6283-6284 Bryant.

30 Church St.
Hudson Terminal Building
Booth No. 20, Concourse.
Phone 3851 Cortlandt.

Notice: Send coupons to our Mailing Dept., 131 W. 42d St., New York, N. Y.

COUPON NO. H

You may send to me, without obligation on my part, complete price list of Electric Vacuum Cleaners and information on your free trial and easy monthly payments.

NAME _____
ADDRESS _____

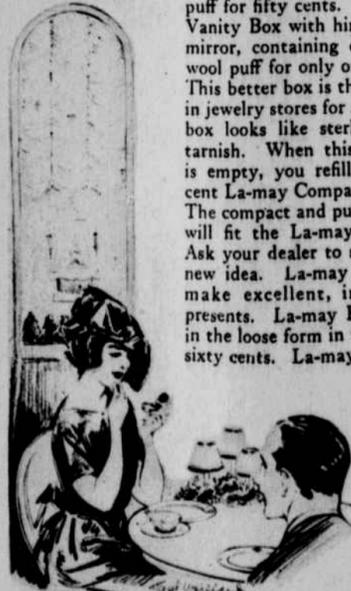
COUPON NO. H 1

You may send to me, without obligation on my part, price list of Electric Washing Machines and information on your easy monthly payments.

NAME _____
ADDRESS _____

The New Way to Use Face Powder.

NOW you can use a compact face powder that cannot break or spill. This new kind of compact was invented by the specialist who perfected the famous La-may Face Powder. The package contains enough La-may Powder compressed to last you for generous use for about two months. The compact cake of powder is covered with porous cloth. The powder is held under the cloth. It cannot spill. You wipe your puff on the cloth and this sifts the powder through just as you need it. There are two qualities of packages. Both are very flat. One box with compact and puff for fifty cents. The other is a Silverene Vanity Box with hinged cover and two-inch mirror, containing compact and flat lamb's wool puff for only one dollar and fifty cents. This better box is the same quality that sells in jewelry stores for about three dollars. This box looks like sterling silver but will not tarnish. When this La-may Compact Box is empty, you refill it by getting the fifty-cent La-may Compact Box from your dealer. The compact and puff from the fifty-cent box will fit the La-may Silverene Vanity Box. Ask your dealer to show you this wonderful new idea. La-may Silverene Vanity Boxes make excellent, inexpensive Christmas presents. La-may Face Powder is also sold in the loose form in two sizes, thirty five and sixty cents. La-may Face Powder is guaranteed absolutely pure. Because it is pure and because it stays on so well it is now used by over a million American women. Herbert Roystone, Inc., 16 East 18th Street, New York, N. Y.



Advertising Rates THE NEW YORK HERALD

CONTRACT RATES		SINGLE INSERTION RATES	
13 times within one year.....	.80	PER AGATE LINE.....	\$1.00
20 times within one year.....	.85	HALF PAGE.....	\$800.00
32 times within one year.....	.90	FULL PAGE.....	\$1,400.00
5,000 lines within one year.....	.95	MINIMUM SPACE 21 LINES	
7,000 lines within one year.....	.95	ALL ADVERTISEMENTS MUST CARRY AN ILLUSTRATION	
10,000 lines within one year.....	.80		