

"Tapestry"
Brick

Setting
up made
easy



You can now have a beautiful fireplace in *your* home. Let this book quote you prices from \$15.00 up

SEND us your name on the coupon below—or just use a postal. Let us mail you, free, our beautiful color-illustrated book showing the wonderful effects secured with "Tapestry" Brick and the low cost which puts one of these exquisite fireplaces in your home.

Tapestry Brick

Trade Mark Registered in U. S. Patent Office and Canada

Complete Instructions

for setting up. Our simple instructions and working drawings enable any careful mason to lay up the fireplace. Do not miss seeing the artistic styles we show and the low prices, from \$15.00 up, which we quote. Simply mail postal or use coupon now. The book is free to those genuinely interested.

FISKE & COMPANY, Inc.
1941 Arena Bldg., New York

Fireplaces, for centuries, have been the symbol of friendship, good cheer and sociability. The open hearth is the gathering place where the spirit of good feeling prevails. A fireplace — of "Tapestry" Brick, with its full richness of soft colors, in Red, Buff or Gray, will beautify any room in your home. And now you can secure one.

"Tapestry"
Brick
Fireplaces
\$15. and
up

Write
for this
beautiful
**FREE
BOOK**

Fiske & Co., Inc.
1941 Arena Bldg.
New York City

Please send me, free of cost, your illustrated booklet "Tapestry" Brick Fireplaces.

Name

Street

City..... State

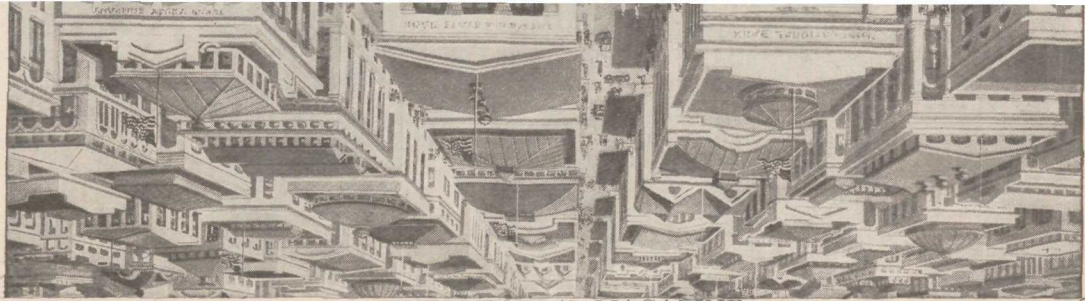
HOW. A THE BOOK IS FREE TO THOSE GENUINELY INTERESTED.

FISKE & COMPANY, Inc.
1940 Arena Bldg., New York

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Kindly mention Everybody's Magazine in writing to advertisers or visiting your dealer.



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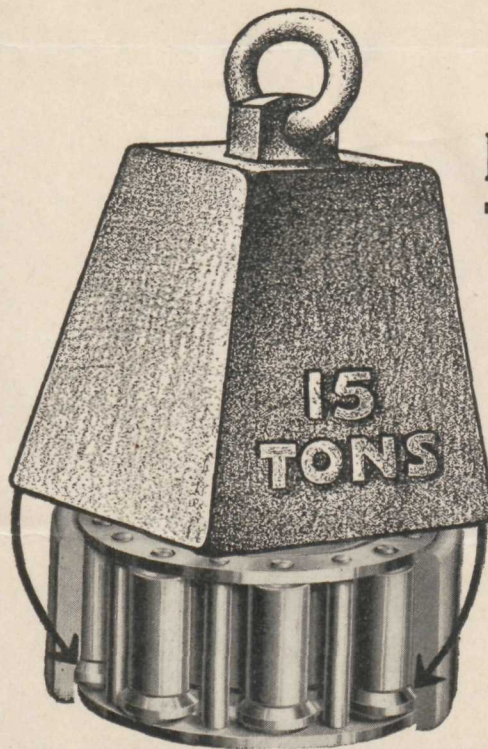
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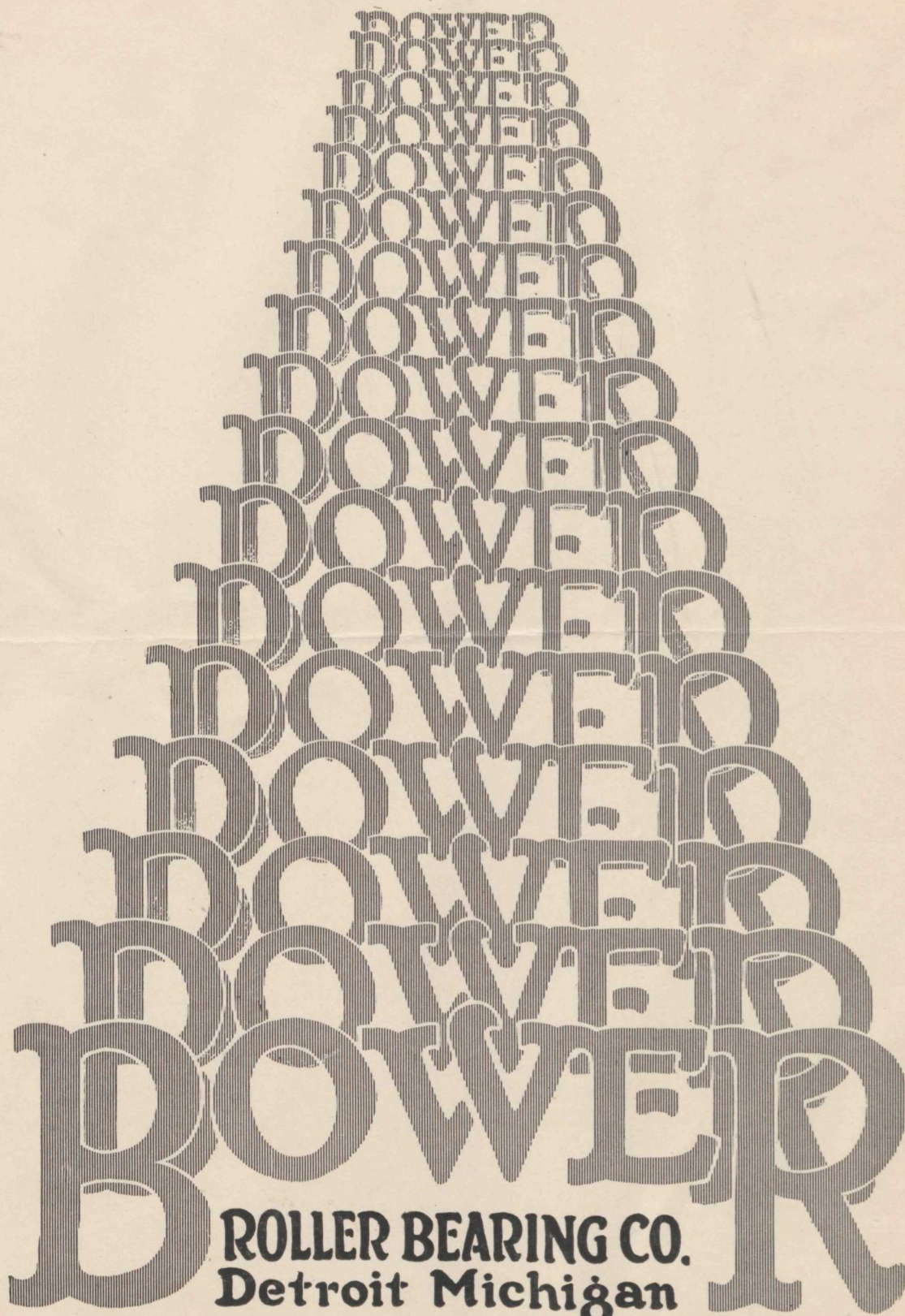


End Thrust

A two-ton truck suddenly turning a corner throws a pressure equal to 15 tons against the front wheel bearings. Bower bearings carry this stress in the most efficient manner possible because the flanged heads of the cylindrical rollers meet this end thrust at right angles.

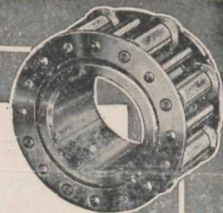
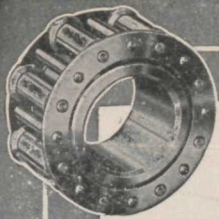
Bower
Roller Bearing Co.
Detroit, Michigan

August 1916

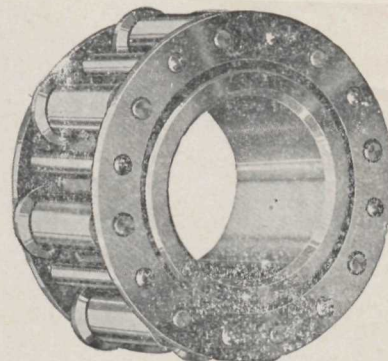
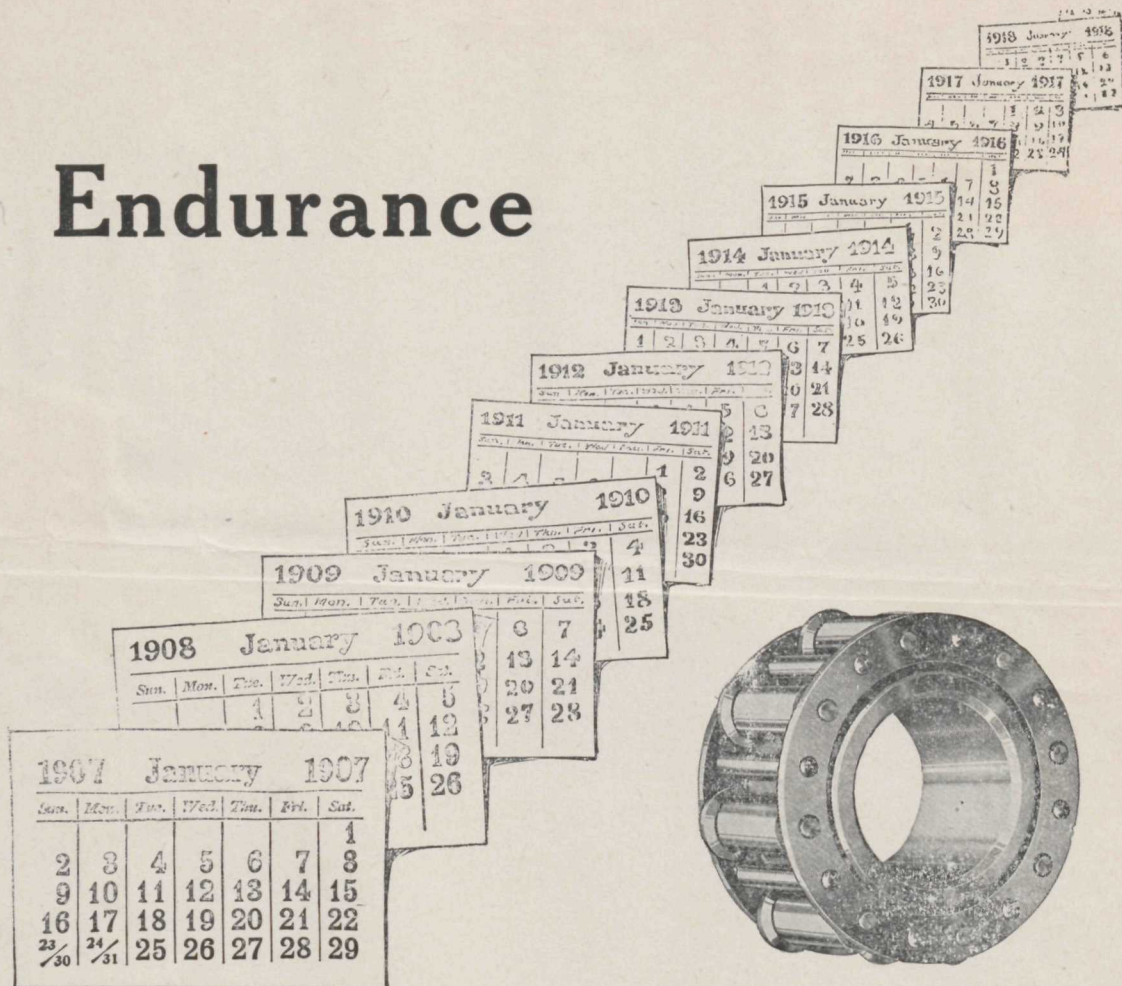


ROLLER BEARING CO.

Detroit Michigan

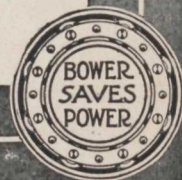


Endurance



The construction of Bower Roller Bearings assures extraordinary endurance. They consist of a cylindrical roller with a flanged head at one end. The flange takes care of the end thrust. The constant radial load is supported along the whole length of the cylindrical roll. Bower rollers and race-ways are always parallel. Therefore, a maximum diameter of roll can be used. The bearing is moreover self-aligning and with proper lubrication will last indefinitely.

B o w e r
Roller Bearing Co.
Detroit, Michigan



Sept. 1916

Yuban Coffee Campaign

Here's a campaign that deserves special mention. I've not investigated the total results nor have I interviewed the person or group of individuals responsible for this recent addition to good advertising campaigns, but I want to say frankly that from an outsiders viewpoint, this was one of the best conducted advertising campaigns we've had since "Big Ben" first rung up, and made people pay \$2.50 instead of 69c for alarm clocks. Advertising Coffee is no easy thing—there are lots of prejudices and local "strongholds" that must be overcome and captured—yet, Yuban Coffee advertising was so forceful—so convincing—and so beautifully illustrated, that one couldn't help but want to try it (even Postum lovers, I daresay called for Yuban).

The street car cards, the posters, the magazine copy, the newspaper stuff—all harmonized and

worked together—and best of all, when I asked for the coffee, my grocer had it—and he said he was receiving quite a lot of calls. He seemed willing and anxious to supply this demand (for this advertising really created a demand). Of course, the house behind the advertising had something to do with its instantaneous success, but I know of one or two agency men (with national reputations in this particular line) who could have bungled such a campaign beautifully—and perhaps have spent three times the sum. There's a good lesson for conservative business men and careful Board of Directors in this Yuban Campaign—it goes to prove that advertising is a mighty safe investment when taken hold of earnestly and honestly. It goes to show too, that it pays to make the right sort of an appeal to the consumer. The reason that most advertising campaigns fail, is simply because they start out with the wrong idea—it's not a case of actually trying

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to create calls for their goods—but to make an impression on the trade. They forget that after all the best and most lasting impression is “moving the goods” and getting real calls. Success to Yuban—and the fellows who put it over.

Subscribe today
Send One Twenty

The best advertised automobile today isn't advertised at all—which goes to prove that most automobile advertising is so much alike that you still remember the auto-advertiser who first used small space “universally”—and who refused to waste money on double spreads to tickle the dealer—but rather gave the dealer local help that tickled him best because it produced results.

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WITHOUT PREJUDICE

A few comments on National Magazine Advertising.

The Housewife—July.

Cream of Wheat—full page, colors— good display of package—reading matter “good for nothing.”

Victrola—full page—a business-building adv.—well displayed—well written—well illustrated—complete.

Campbell's Soups—2 full col.—Individual advertising certain to produce results. Its continued use make Campbell kids national trade producers.

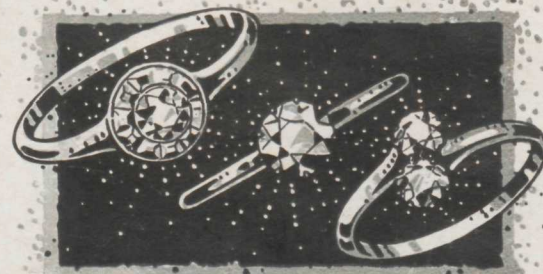
Royal Baking Powder—2 col.—attractive display—interesting illustration—copy could be stronger, more convincing.



Useful and Ornamental
Gifts for Women



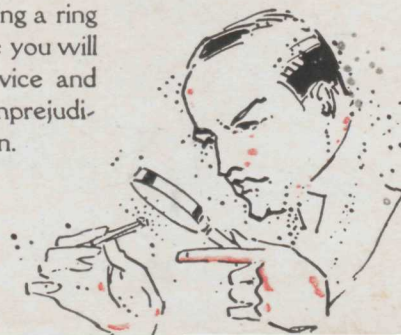
Gifts Men Will Appreciate



Our Precious Stones Selected
by Experts are Absolutely
Guaranteed

A ring is the emblem of friendship and love.
No gift is more appreciated. In our com-
plete collection of beautiful rings set with
precious stones you will find beauty and
sentiment blended together.

In purchasing a ring
in our store you will
receive advice and
expert, unprejudi-
ced opinion.





CHRISTMAS is fast approaching. May we not help you select the gifts which will be most cherished by your friends?

No gift is more appreciated than jewelry—no gift so permanent—so full of sentiment. Jewelry, whether it be watches or chains, locket or rings, offers you a wider range of choice than any other kind of gift.

From the time the Three Wise Men crossed the desert with their gifts of precious stones to lay before the Child in the Manger—no Christmas gift has been so appropriate as Jewelry.

If this little folder gives you but a hint of our exquisite and varied collection of jewelry—it has served its purpose.

Come in and let us help you select your Christmas gifts.

Simmons
Chains are
the product
of the most
skilled crafts-
manship.
For distinc-
tiveness and
value they
stand alone.



*Latest
artistic designs in*
SIMMONS CHAINS
TRADE MARK



Simmons
Chains are
made in a
variety of
artistic de-
signs for
both men
and
women



New and Exclusive
Designs in Jewelry for Women



Special Summer Excursion Rates

Pacific train, and ride off to Muskoka. Here, amidst glorious scenery, you can indulge in every sport—rowing, sailing, swimming—and FISHING. This is the finest fishing region in America—in fact, you can usually believe every fish story from Muskoka, for two-thirds of the fresh water in the world lies at the basin of the St. Lawrence River.

A 12-Hour Ride on the Canadian Pacific

will bring you to any of these beautiful spots—Point au Baril—French River—Georgian Bay—Kawartha Lakes—The Muskokas. Here you will find excellent boarding houses and hotels, or you can camp out among the pines. Or better still, own your own island.

Special Low Rates

Long limit Summer Tour Excursion tickets with liberal stop-over privileges. Write or call for rates and descriptive pamphlet No. 9.

A. E. Edmonds
General Agent



7 Fort St. W.
DETROIT.



When You Visit the Canadian Pacific Rockies

—you will be impressed with its wondrous scenery—unrivalled anywhere else in the world—lovely mountain lakes—verdant slopes—towering precipices—living glaciers! Travelers to the Canadian Pacific Rockies are particularly delighted with Lake Louise, Banff, Fie'd, Glacier, etc., and with the splendid Canadian Pacific hotels along the route.

SPECIAL LOW ROUND TRIP RATES—During the season, the Canadian Pacific Ry. offers special round trip and low excursion rates to the coast. You can take the C. P. R. trains via Chicago, St. Paul, the CANADIAN ROCKIES, Vancouver, Victoria, Seattle, Portland, and thence to California, including the San Diego Exposition by rail or steamer—returning home by any direct line through Los Angeles or Denver and taking in Yellowstone Park and the Grand Canyon. Or if desired, take steamer to Port Arthur, Ont., then rail to Winnipeg and on to the coast. Your trip can also include Alaska.

Let's help make your plans. Write for low rate and illustrated pamphlet No. 8, addressing any ticket agent or A. E. Edmonds, Gen'l Agt., 7 Fort St. West, Detroit.





Consider the cow.

In striking contrast to the ordinary cow of scrub, runt or mongrel breed is the pedigreed, full-blooded thoroughbred whose prize-winning qualities set the standard for all others.

Consider motors.

Motors of many kinds are made by manufacturers of automobiles and trucks. They vary in many vital respects, according to the fancy of the designer or in response to someone's idea of what the public wants.

Consider the Continental Motor.

The slowly perfected product of many years, the result of many minds working toward a common aim, it sums up all the best motor experience of our generation. It has been chosen by more than 150 manufacturers of automobiles and trucks — frank acknowledgment that it equals or exceeds any motor they themselves could build. It is, in short, America's *standard* motor.

CONTINENTAL MOTORS COMPANY

OFFICES:
Detroit, Michigan

FACTORIES:
Detroit, Muskegon

Largest exclusive motor manufacturers in the world.

