

**INTEREST IS SHOWN
IN ART EXHIBITION**

**Attendance and Sales at Display
of American Paintings and
Sculpture Large**

Judging from attendance and catalog sales, interest in the exhibition of American paintings and sculpture not at the Art Institute, is greater than for any previous year. The exhibition is sparkling in its appeal to the visitor, for it contains good examples of the principal art movements of the day. There are many canvases of the so-called "modern" school; there are others of the semi-modern, and there are many of the older kind, usually classed as "academic." Because so many are figure studies, or portraits, the feeling that the galleries are alive with interesting people impresses itself upon the visitor.

So many interesting characters are seen looking out from the canvases that one interested in human nature will find there a real mine of wealth which they may explore at leisure. The labor-knotted, heavily muscled hands and the grim, hard, defiant face of the "Old Farm Hand" by James Chapin, vies in interest with the lovely features and exquisite personality of the young woman shown in the painting called "The Rose,"

Leslie Thompson. The modern, highly colored "Still Life," which is a painting of such refinement of color that it seems to recall the odor of some subtle perfume. And so on throughout the whole exhibition, there is one contrast after another, making a showing of especially brilliant canvases. In addition the exhibition of sculpture is said to surpass in interest and novelty that of any exhibition of recent years.

**RESULTS OF TEST ON
FRESHMEN STUDENTS**

That 90 out of over 100 freshmen students who grade 60 per cent or better in the Thurstone intelligence test will turn out to be good students has been indicated in three years of experience in the University of Chicago. Only 6 per cent of the students who were marked below 20 per cent on the test have proved capable of making a success in college. The test, devised by Dr. Lewis Thurstone, psychologist at the university, is designed to measure the student's "capacity for abstraction," it is a test for brightness.

Some girls want to know how they can keep from blushing, but there are more who have provided themselves with a permanent blush.

**UTILITY AND BEAUTY
GOING HAND IN HAND**

MERCHANDISE WRAPPERS

**Packages Containing Goods Now
Gaily Decorated as Added
Attraction; Helps In
Sale, Belief**

"And there those white-robed sisters ever stand, Utility and beauty, hand in hand." Years ago it was easy to use one soap in a plain wrapper for almost every purpose. In the cosmetics line, a jar of cold cream and a box of talc met all of the requirements. The grocer's daughter sold sugar from a barrel and cakes and crackers from the same sort of container, and she surreptitiously let the skippers escape from the box of cheese before the customer spied them. The bacon hung on a string from a rafter or from the side of a wall.

Close Co-Partnership
But utility and beauty have formed a close co-partnership in our modern life, and these hand-maidens of a new day are revolutionizing the theater, the home, the school, and they are creeping into the strongholds of industry and commerce.

Note the difference! Soap for the kitchen now comes wrapped in attractive colorful packages; there are boxes of soap chips, tablets of special preparation for laundry use, and soap powders for scouring. Toilet soaps may be had in cakes of all sizes and scents. There are soaps for oily skins and soaps for dry skins. There are soaps for shampoo, soaps for healing and soaps for reducing. There are as many kinds as there are people, yet they all share one common characteristic, individual wrapping.

Package Goods Rule
Package goods are the rule rather than the exception. Different grades and kinds of sugar come in handy pound and five pound packages. Breakfast food in family size packages, or individual portions are kept by all dealers. The cracker barrel has been replaced by multi-colored small packages which tempt the purchaser at every turn. Some bakers pack their cakes in cardboard boxes, others in paper tubs and yet others in tin cans of various sizes. One enterprising cake baker increased his sales about 1500 per cent by wrapping his delicious sugar cookies in clear cellophane. This protected the product but allows the customer to see for himself just how good the cakes were. Another baker put his animal crackers in cartons which were miniature circus wagons, and thus made every child his friend.

The vogue for wrapping has grown to such an extent that most of our bread comes wrapped in waxed paper to keep it fresh and sweet.

In Meat Markets
Individual packaging has found its way into butcher shops. Bacon can now be purchased in pound and half-pound packages or in glass jars. Cellophane made a hit with the customers of one company as the bacon, either lean or fat, wrapped in this material, could be easily selected to suit the demands of the housewife's family. Before this was used, much time and patience was wasted in opening packages to get just what was wanted.

The desire for usefulness and beauty in wrapping has found wider expression in the toilet goods field. Here color has entered just as it does everywhere today. It has taken such a hold on America that at a meeting of the International Association of Master Painters and Decorators, the members were assured that, in the near future, we would see pink and orange banks, city halls, office buildings and houses. The modern trend is for more and brighter decoration. The bright colors displayed on the counters of the beauty sections prove this. Each manufacturer wraps each of his several lines of merchandise in a distinctive wrapper.

**BUSINESS MEN'S ART
CLUB NEW IN CHICAGO**

The Business Men's Art club, which so far as known, is the first organization of its kind to be formed anywhere, is active and very much alive. In a recent communication, H. B. Colby, the president, said, "The season which now opens for us should be a prosperous one of the club. Our first duty, as I see it, is to bring in more men for membership, who are interested in art. Now is the time for new men to join, for they will have the full benefit of the various winter activities we have planned." Thus is presented a chance for any business man interested in art to join this fine organization.

Many of its members have become so proficient in painting that their work is accepted by juries to be hung in the most important local exhibitions in Chicago, that of the annual exhibition by artists of Chicago and vicinity, which is held each year in the Art Institute. This successful organization now has several imitators, for word reaches the parent club that similar bodies are being formed in Boston, Buffalo, Detroit and Des Moines. The secretary of the local club is J. E. Euston, 19 West Monroe street.

About 3,750,000 telephone calls are made each twenty-four hours in the state of Ohio.

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**Railroad
Taxes**

THE operating expenses and interest on the indebtedness of the railways are now much larger than they were before the World War. But the greatest increase of all has taken place in their taxes. In the fifteen years from 1911 to 1926 the total earnings of the railways in western territory increased 105%, their operating expenses 120%, and their taxes 286%. Their taxes in 1911 were \$40,000,000, while in 1926 they were \$154,000,000, or almost four times as great.

The investment in western railways increased during these fifteen years from less than seven billion dollars to more than ten billion dollars, or 45%. This increase in investment was necessary to enable them to render the greatly enlarged and improved service that the public has required.

In the last fifteen years the taxes of western railways increased relatively more than two and one-half times as much as their total earnings; more than two and a quarter times as much as their operating expenses; six and a quarter times as much as the investment of their properties.

The stockholders are the owners of the railways. For some years the taxes of the railway companies of the country have been larger than the dividends paid to their owners.

Every tax payer is feeling the burden of increased taxes, which, of course, means increased cost of government. A return to more economical standards would help to bring down the cost of living for everybody. If the present rate of increase continues long it is bound to have a depressing effect on industry.

The railways will gladly co-operate with other tax payers with a view of rendering any friendly assistance possible to those in authority, looking to a reduction of the tax burden.

Frederic W. Sargent
President



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**Black men...brown men
...yellow men**

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