$199,735.45

That is the amount of cash advertising carried by the superb Christmas editions of The Butterick Trio. Just a trifle short of **two hundred thousand dollars**—a new record for a single month. And convincing testimony of the advertisers' confidence in the Butterick Trio clientele.

You will do well in preparing for Christmas to scan these magazines most carefully. For the advertising pages and the literary pages are full of helpful suggestions for the Christmas shopper.

Below is a list of the national advertisers who took full pages (at $4,000, $5,000 and $6,000 a page) to tell the Butterick Trio readers about their merchandise. Most of them are all-the-year-'round advertisers.

Below also is an imposing list of those advertisers using less than full page space.

Circulation one million five hundred thousand a month, and growing

Business is very good, thank you.

Ask Your Local Merchant to Show You

Bradley

Full Fashioned V-Neck Muffler

(Patented 1908-1909-1910)

—examine and compare it with *any* other shown and you will be instantly convinced of Bradley superiority. The only 50c muffler made of imported Egyptian silk—knit extra heavy—in all colors and collar sizes, for men, women and children—nothing equals it as a chest protector at anything near the price—50c and $1.00.

Pace-Makers

Williams' Shaving Stick
Talc Powder (Violet and Carnation)
Jersey Cream Toilet Soap
Dentalactic Tooth Powder

Holiday Packages

Williams' Trios and Quartet

ONE GIFT Good All the Year

A GENUINE

INDIAN BLANKET

for

Auto Robes, Draperies, Bath Robes, Couch Covers, Steamer Rugs, Athletic Blankets and scores of other uses.

THE BEST DEALERS sell $7.00 each. If he hasn't the genuine Capps' Blanket, write to us, sending his name and the regular retail price. State your color preference. We send subject to your examination and approval.

J. CAPPS & SONS, Ltd., Jacksonville Ill.

Waterman's Ideal Fountain Pen

For Christmas

Pompeian gives natural color

Serpentine Crêpe

is an all-the-year-round crinkly cotton dress fabric, in twenty-five desirable plain shades and very many beautiful Persian, Japanese, floral and fancy designs. Sold by all first-class dry-goods stores. Ask for it by the name, "Serpentine Crêpe," and refuse imitations. If not found, write us for FREE Colortype sample book.

PACIFIC MILLS BOSTON, MASS.

The name BLANKE on *Coffee* means *Quality*

See our page advertisement in December issue of The Delineator, The Designer and New Idea Woman's Magazine.

If your dealer does not supply you BLANKE'S, send us $3.00 and we will send one $1.00 can of 2 lbs. 6 oz. Faust Blend, one $1.00 can of 2 lbs. Grant Cabin Coffee and one Blanke Sanitary Porcelain Drip Coffee Pot (A FINE CHRISTMAS GIFT), paying carrying charges west to Denver, and convince you.

BLANKE TEA & COFFEE CO., St. Louis, Mo.

For Christmas

As a gift Community Silver is unequalled. Its beauty of design rivals the best Sterling. Its unusually heavy plate of pure silver guarantees the longest wear.

For sale at your dealer at about the price of ordinary plated ware.

ONEIDA COMMUNITY, LTD., Oneida, N.Y.

Better and More Palatable Than Sugar

Towle's Log Cabin

The Pioneer Maple Syrup of

FULL MEASURE
FULL QUALITY
FULL FLAVOR

All grocers have Towle's Log Cabin

SNIDER'S Tomato CATSUP

Makes the best foods better

SNIDER Process Pork and Beans are delicate, delicious and wholesome.

All Snider Products comply with all Pure Food Laws of the World. *At Your Grocer*

Swift's Pride Cleanser

A wonderful cleaning powder for Scouring, Scrubbing and Polishing. Good for the hands.

At all dealers

10c for large, sifting top can

THE

Christian Herald

An illustrated national news weekly going into more than 300,000 real homes. Vital, bright, refined, interesting, above all wholesome—clean.

Subscription Price $1.50 Per Annum

THE CHRISTIAN HERALD
623 Bible House - New York

Every live grocer handles these goods

GOLD DUST Washing Powder
FAIRY SOAP (for toilet and bath)
SUNNY MONDAY Laundry Soap

Well known—well liked—well advertised—they're easy to sell; they're sure to repeat. Push them.

Made by
The N. K. Fairbank Company, Chicago

White House Shoes For MEN For WOMEN

Buster Brown Shoes For BOYS For GIRLS

Made right. Priced right. Fit right. Wear well. Look well. Always comfortable. There's double wear in every pair.

See our full-page advertisement in December issue of The Delineator, The Designer and New Idea Woman's Magazine, and send 10 cents for one

Maxine Elliott Poster Calendar

In 16 colors—30 x 18 inches.
Handsomest Art Calendar of the New Year.

THE BROWN SHOE CO., St. Louis, Mo.

Phoenix Mufflers

"Worn by the well dressed."
Sold by all good dealers.
Packed in dainty individual boxes.
Price 50c

PROCLAMATION!

Know all men by these presents, That

Cream of Wheat

will come nearer selling itself than any other cereal on the market; also that its keeping qualities are fully guaranteed and you run no risk in stocking it on that account.

Pour It

From the Bottle
As You'd Squeeze it
From the GRAPE

Welch's

Grape Juice

The *Original* Guaranteed Hose

Don't buy an imitation. "Holeproof" is the only genuine—the kind with 15 years experience back of every pair.

Ask your dealer for

FAMOUS Holeproof Hosiery FOR MEN WOMEN AND CHILDREN

Black Cat Hosiery

for Men, Women and Children

25c to 50c a pair

¶ Put up in handsome Christmas boxes. Every Pair guaranteed absolutely satisfactory or your money back.

At your dealer's—or write for particulars.

Chicago-Kenosha Hosiery Co., Kenosha, Wis.

Mrs. Rorer's own famous blend of Coffee now on sale at your grocer's, in triple-sealed non-aroma-leak packages. Ask for

Mrs. Rorer's Coffee

Only 28 Cents a Pound

Krell Auto-Grand

"The Player That is Different"

Silver Gifts

If you are going to give silver as gifts, be sure of the best by seeing that the trade mark

1847 ROGERS BROS.

is on spoons, forks, knives, etc. For over 60 years this famous brand has been the leader in silver plate. "Silver Plate that Wears" Best tea sets, dishes, waiters, etc., are stamped

MERIDEN BRITA CO
SOLD BY LEADING DEALERS

THE ONE BEST GIFT

Everwear HOSIERY

For Men, Women and Children

14 popular shadings; Silk Lisle and Egyptian Cotton.

HANDSOME INDIVIDUAL BOXES FOR CHRISTMAS GIVING

Six pair to the Box—Guaranteed to wear six months.

EVERWEAR HOSIERY CO., Milwaukee, Wis.

G. F. Blanke & Co., St. Louis, Mo.
Bradley Knitting Company, Delaware, Wis.
A. Capps & Sons, Jacksonville, Ill.
Chicago-Kenosha Hosiery Co., Kenosha, Wis.
Christian Herald, New York City.
Climax Coffee & Baking Powder Co., Indianapolis, Ind.
Cream of Wheat Company, Minneapolis, Minn.
Everwear Hosiery, Milwaukee, Wis.
H. E. Fairbank Co., Chicago, Ill.
Holeproof Hosiery Co., Milwaukee, Wis.
Krell Auto-Grand Piano, Connersville, Ind.
Meriden Britannia Co., Meriden, Conn.
Oneida Community Ltd., Oneida, N. Y.
Pacific Mills, Boston, Mass.
Phoenix Knitting Works, Milwaukee, Wis.
Proctor & Gamble, Cincinnati, O.
Swift & Company, U. S. A.
The Brown Shoe Co., St. Louis, Mo.
The Pompeian Mfg. Co., Cleveland, O.
The F. A. Snider Preserve Co., Cincinnati, O.
The Towle Maple Products Co., St. Paul, Minn.
The Welch Grape Juice Company, Westfield, N. Y.
The J. S. Williams Co., Glastonbury, Conn.
L. E. Waterman Company, New York.
H. J. Heinz Company, Pittsburg, Pa.
G. F. Johnson Shoe Co., Milwaukee, Wis.
Royal Baking Powder Company, New York.
Russell-Miller Milling Co., Minneapolis, Minn.
R. Wallace & Sons Mfg. Co., Wallingford, Conn.
American Telephone & Telegraph Co., Boston, Mass.
Daniel Low & Co., Salem, Mass.
Prof. Chas. Munter, New York.
Tyrin Mfg. Co., 22 Maiden Lane, New York City.
Baird-North Co., Providence, R. I.
Bedford Mills, 8-14 West 33rd St., N. Y. C.
Borden's Condensed Milk, New York.
Cheney Brothers Silk Mfrs., South Manchester, Conn.
Bussana Cocroft, 346 Michigan Ave., Chicago.
Cudahy Packing Co., Omaha, Nebraska.
Curtiss Brothers Co., Rochester, N. Y.
Durham-Duplex Razor Co., New York City.
Eastman Kodak Co., Rochester, N. Y.
A. S. Hinds, 49 West St., Portland, Me.
A. J. Krank Mfg. Co., St. Paul, Minn.
Marietta Stanley Company, Grand Rapids, Mich.
National Biscuit Company, New York City.
Nunn, Bush & Co., New York City.
R. H. Peterson & Co., 243 Kinzie Street, Chicago.
Postum Cereal Co., Ltd., Battle Creek, Mich.
James Pyle & Sons, New York.
Ralli's Textile Mfg. Co., 96 Spring St., New York.

Wm. Campbell Co., Detroit, Mich.
Parisian Company, Chicago, Ill.
Van Zile Company, West Hoboken, N. J.
Colonial Hair Co., Adams Street, Chicago, Ill.
Victor M. Grab & Co., Ashland Block, Chicago, Ill.
Miss Rae Yaffa, Central Union Blk., Chicago.
Fay Stocking Co., Elyria, Ohio.
Anna Ayers Feathers, Chicago, Ill.
Anna Ayers Hair Goods, Chicago, Ill.
Prof. Burns, 15 West 38th Street, N. Y. C.
Cape Farms Ostrich Plume Co., New York City.
Cherub Portable High Chair Co., Chicago, Ill.
Collette Mfg. Co., Amsterdam, N. Y.
Glasgold Bros. Mfg. Co., State St., Muncie, Ind.
Dr. J. Parker Frey Co., 12 East 23rd St., N. Y. C.
Phila. Bird Food Co., Philadelphia, Pa.
Stillman Cream Co., Aurora, Ill.
The Fry Art Co., 41 West 25th St., N. Y. C.
C. S. School of Music, 225 Fifth Ave., N. Y. C.
Wm. E. Wright & Son's Co., 350 Broadway, N. Y.
Bautlan Bros. Co., Rochester, N. Y.
J. H. Parker Co., 25 James Street, Malden, Mass.
Kaunograph Co., 114 W. 32nd Street, N. Y.
The Ward Peace Co., Decatur, Ind.
Geo. W. Hoffman, 24 Washington St., Indianapolis.
Eckman Fence Machine Co., Rokomo, Ind.
J. W. Miller Co., Freeport, Ill.
Northwestern School of Taxidermy, Omaha, Neb.
F. Ad. Richter & Co., 315 Pearl Street, N. Y.
Worth Feather Co., 1910-1920 Broadway, New York.
G. A. Lewis, 157 Adelaide St., Detroit, Mich.
Estabrook Press, 186 E. Fremont Street, Boston.
Hollaner Manufacturing Co., Mount Joy, Pa.
Valentine's System Co., Inc., Chicago, Ill.
American School of Home Economics, Chicago, Ill.
Home Needlework Co., Chicago, Ill.

Bayer & Williams Co., Buffalo, N. Y.
Gerhard Mennen Co., Newark, N. J.
Macbeth Evans Glass Co., Pittsburgh, Pa.
Mrs. B. Ingemunson, 1819 Diversey Blvd., Chicago, Ill.
The Coca-Cola Co., Atlanta, Ga.
Richardson Shoe Co., Menominee, Mich.
Harbour's Linen Thread, Franklin St., New York City.
Wellington Sears & Co., Boston and New York.
Fred Harrington, Marshfield Ave., Chicago, Ill.
Gilbert Mfg. Co., 60 White St., N. Y. C.
The Chautauqua School of Nursing, Jamestown, N. Y.
Post Bros., Philadelphia, Pa.
Bon Levy Co., 135 Kingston St., Boston, Mass.
The Practical Correspondence School of Cooking, Paul Bleiger, 820 14th St., San Francisco, Cal.
Three in One Oil Co., 10 Broadway, New York City.
Philadelphia and Boston Face Brick Co., Boston, Mass.
River Lake Co., 41 Chauncy St., Boston, Mass.
Curtis & Cameron, Boston, Mass.
Packham's, 676 Washington Ave., St. Louis, Mo.
Consumer Aprop Co., Brooklyn, N. Y.
Hall-Borchert Dress Form Co., New York City.
Hoosier Stove Co., 904 State Street, Marion, Ind.
Sanitol Chemical Laboratory Co., St. Louis, Mo.
Taylor Importing Co., Buffalo, N. Y.
The Imperial Range Co., Cleveland, Ohio.
The Stork Co., Boston, Mass.
West Electric Hair Curler Co., Philadelphia, Pa.
Conroy Bros., 1841 Wolcott Ave., Chicago, Ill.
The Palisade Mfg. Co., West Hoboken, N. J.
F. B. Clark & Co., Inc., Hoosenia, Pa.
New York Mackintosh Co., New York City.

Walpole Rubber Co., 125 Summer Street, Boston, Mass.
Thayer & Chandler, Chicago, Ill.
Buster Brown Hosiery Mills, Chattanooga, Tenn.
Gender, Paschke & Frey Co., Milwaukee, Wis.
Greenwald Bros., Inc., 865 Arch St., Philadelphia.
McCallum Hosiery Co., Northampton, Mass.
Novelty Knitting Co., Albany, N. Y.
Jewett H. Remick & Co., Detroit, Mich.
A. G. Schwarz, 9th Ave. and 31st St., N. Y.
The Brainerd & Armstrong Co., New London, Conn.
E. Burnham, 70-72 State Street, Chicago, Ill.
The Cornish Co., Washington, N. J.
Richardson Silk Co., 272 Adams St., Chicago, Ill.
Bissell Carpet Sweeper Co., Grand Rapids, Mich.
Schlosstein & Co., 173 William St., New York.
Wm. Frym Co., Lake and 806 Church Street, New York.
James C. Crapo, 1564 Fulton St., New York City.
Plinch Card Company, 120 Burdick St., Kalamazoo, Mich.
Ernst Gabler & Bro., 712 Walnut Ave., New York.
Lever Bros. Co., Cambridge, Mass.
Loeffs Bros. & Co., 92-98 State St., Chicago.
A. W. Schram & Sons Co., Oshkosh, Wis.
The Beaver Co., 203 Beaver Road, Buffalo, N. Y.
The Klegers Silicon Co., 20 Cliff Street, N. Y.
The H. W. Gossard Co., Steinway Hall, Chicago.
R. Armstrong Manufacturing Co., Cincinnati, Ohio.
The Tanke Company, 117 Main Street, Buffalo, N. Y.
The Corset Co., 1608 Congress St., Chicago, Ill.
S. L. Allen & Co., Philadelphia, Pa.
Burton Brothers & Co., New York.
Chalmon Knitting Co., Amsterdam, N. Y.
James S. Coward, 264-274 Greenwich St., New York.
The Johnson-Richardson Co., Ltd., Burlington, Vt.
Clarence Whitman & Co., 39 Leonard St., New York.

William Skinner & Sons, New York City.
The Bon Ami Co., 17 Battery Place, N. Y. C.
The Free Sewing Machine Co., Chicago, Ill.
The Genesee Pure Food Co., Le Roy, N. Y.
The Gorham Co., 5th Ave. and 36th St., New York.
The Paris Fashion Company, Chicago, Ill.
The Regina Co., 41 Union Square, New York.
The United Shoe Machinery Co., Boston, Mass.
Vantine's, 12 East 18th Street, New York.
Walker & Pratt Mfg. Co., Boston.
E. Albrecht & Son, St. Paul, Minn.
The National Cleaner & Dyeing Co., New York.
E. S. Wells, Chemist, Jersey City, N. J.
Avalon Knitwear Company, Utica, N. Y.
Franklin Taylor Co., Janesville, Wis.
Georges Pyre Fisheries Co., Gloucester, Mass.
The Standard Sewing Machine Co., Cleveland, Ohio.
Bauer & Black, Chicago and New York.
Franco-American Food Co., Jersey City, N. J.
C. Klingsford & Son, Orweon, N. J.
Chas. H. Knox & Co., Johnstown, N. Y.
Rubens & Marble, 84 Market Street, Chicago.
The Cream Products Refining Co., New York City.
Utica Knitting Co., Utica, N. Y.
Wells & Richardson Co., Burlington, Vt.
National Vapour Products Co., Mishawaka, Ind.
Automatic Vacuum Cleaner Co., Bloomington, Ill.
Kellas Hose & Co., Broadway & Prince St., N. Y.
Bennett's Magazine Agency, Chicago, Ill.
Dawson Ostrich Farm, South Pasadena, Cal.
Chesebrough Mfg. Co., 94 State St., New York.
Colgate & Co., 58 John Street, New York.
Cortelle David & Co., 9 North Moore St., N. Y.
Correspondence Institute of America, Scranton, Pa.
Detroit-Delaware Mfg. Co., Hammond Bldg., Detroit.
J. M. Hanson's Magazine Agency, Lexington, Ky.
Hawaiian Pineapple Products Co., Ltd., San Francisco.
Ipswich Mills, Ipswich, Massachusetts.
Kalamazoo Stove Company, Kalamazoo, Mich.
Kuhnan, Bosch & Weingart, New York.
Morse Bros., Canton, Mass.
Philliptone, 197-199 E. Adams St., Chicago.
Superior Hardware Manufacturing Co., Detroit, Mich.
The Enterprise Mfg. Co. of Pa., Philadelphia, Pa.
The Hoosier Mfg. Co., New Castle, Ind.
The Francis E. Lester Co., Mexico, Penn.
The Packard Co., Fort Wayne, Ind.
Voss & Sons Piano Co., Boston, Mass.
John Wanamaker, New York City.
Kranich & Bach, 235-245 East 23rd St., N. Y.
London Feather Co., Newark, N. J.