

It's a GOOD FRIEND
who sees a man through
a Scrape . . .



187,776 jars in 1925
619,512 jars in 1926
Going even better now

INGRAM'S SHAVING CREAM is such a friend to nearly a million men. It gets you out of a close shave with a whole skin.

No lotions needed . . . INGRAM'S is lather and lotion in one.

For most men, shaving is an ordeal. For many faces . . . it's a raw deal. With INGRAM'S it's ideal.

INGRAM'S SHAVING CREAM cools and soothes the tiny razor scratches you don't see but *do* feel.

Nearly a million men had cool INGRAM shaves in 1926. You, too, deserve cool shaves. So here's our offer:

Write us for your 7 FREE cool shaves. Lather one side of your face with your *usual* shaving preparation; the other side with the *unusual* . . . INGRAM'S. Instantly . . . before the razor touches your skin, you *feel* the difference.

Write us today for your 7 FREE cool shaves. Your skin will thank you.

Or to save yourself time—ask your nearest druggist for 120 of these cool INGRAM shaves.

The jar only costs fifty cents.

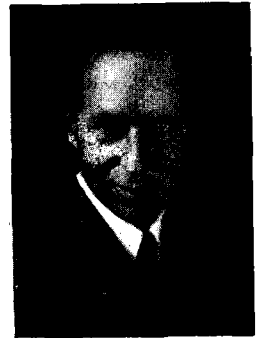
Ingram's Shaving Cream
COOLS and SOOTHES as you shave

Frederick F. Ingram Co.—Established 1885—
129 Tenth St., Detroit, Mich.—Windsor, Ont., Can.
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Editorial NOTES

Few magazine articles on art ever printed in America have aroused so much controversy as "Have Painters Minds?," by Mr. Thomas Craven,

published in THE AMERICAN MERCURY for March 1927. It continued to be the central topic of discussion among artists for a long time after its appearance, and for weeks scores of letters of comment kept coming into this office, mainly from painters eager



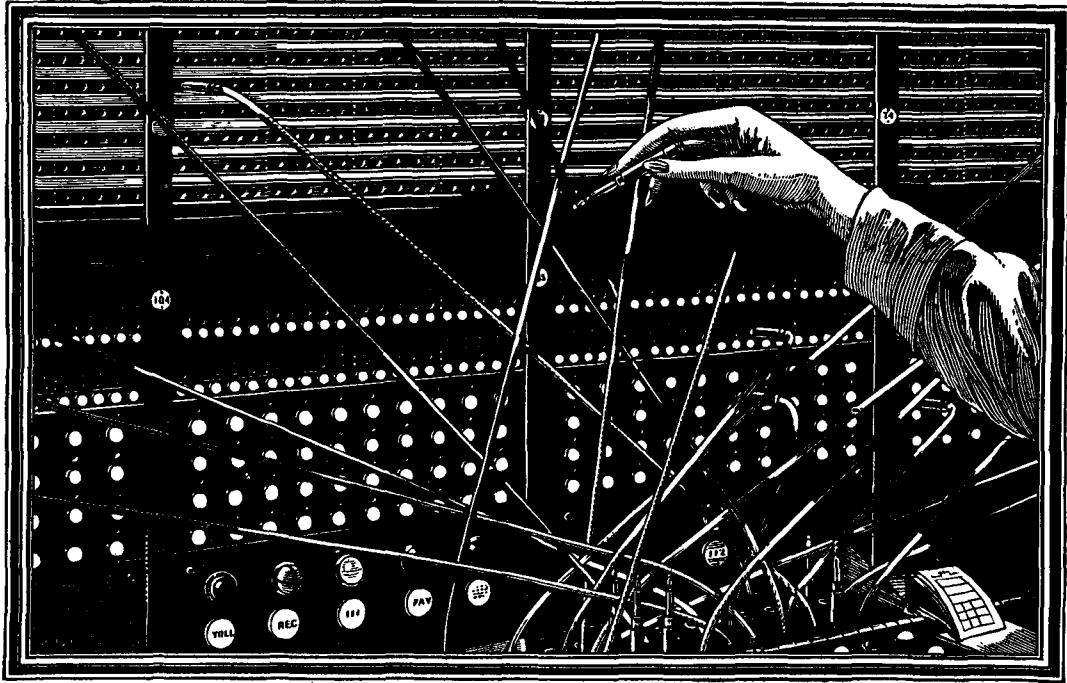
Nasib Studio

Thomas Craven

to prove that they did have minds. A little more than a year previous, in December, 1925, to be exact, Mr. Craven had also given the art world something to think about with his first contribution, "Men of Art: American Style." His third article, "The Criticism of Painting in America," appeared in August of this year, and his fourth, "The Decline of Illustration," is in the present number.

Mr. Craven was born in Kansas in 1889, and received all of his formal education there. He has since lived in various parts of this country—Alabama, Missouri, New Mexico, California, Porto Rico and New York. He arrived in New York in 1912, determined to become a poet, and at once sold two poems to the *American Magazine*. But for the next eight years he was unable to place a single manuscript, verse or prose. In this period he twice left New York for

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The Switchboard

*An Advertisement of
the American Telephone and Telegraph Company*



A WEB of cords plugged into numbered holes. A hand ready to answer signals which flash from tiny lamps. A mind alert for prompt and accurate performance of a vital service. A devotion to duty inspired by a sense of the public's reliance on that service.

Every section of a telephone switchboard typifies the co-ordination of human effort and mechanism which makes possible America's

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In plant and personnel, the Bell System is in effect a vast switchboard serving a nation that has been transformed into a neighborhood through telephone growth and development.