



Caricature of
James Montgomery Flagg
by himself



WHEN James Montgomery Flagg goes into action, whether the medium be pen and ink, pencil, watercolor or oil, the result is pretty much the same—a thoroughly craftsmanlike, distinctive piece of work that is bound to be seen and enjoyed by thousands of magazine readers the country over. In this watercolor poster, painted to advertise "The Vacation Girl," one of Mr. Flagg's "Girls You Know" series of motion picture comedies, Miss Beatrice Tremaine speculates as to the temperature of Saranac Lake from her perch atop a post on the boathouse dock. J. M. F. considers it one of the best he has ever painted.

IF JAMES MONTGOMERY FLAGG was in business instead of being one of the country's most brilliant illustrators, his concern would no doubt form a company to exploit his by-products. He can, and does, paint portraits, write stories, plays and movies. He's a song writer, a publicity expert, a dramatic critic and a mighty good actor on either the screen or stage. As some one said, "They wouldn't be surprised to pick up the paper any day and read that he was giving a violin recital at Aeolian Hall.

All these activities, however, are not sufficient for this busy soul. During the war he drew more patriotic posters than any other artist. He was made official artist of the State of New York and one of the official artists of the Marines. For years he was president of the Dutch Treat Club, a club composed of artists and writers, and wrote the books of five musical comedies produced by them.

On account of the inability of the artists' material manufacturers to supply his demands Jimmy spends



a good many of his evenings at the theater. Both he and Mrs. Flagg are confirmed first-nighters.

At Biddeford Pool, Me., there's a unique structure of stucco, concrete and Flemish oak with moss-grown shingles on its low, sloping, many-cornered roof. It looks something like a bungalow, more like an Old World country inn and not at all like an artist's studio. It's Mr. Flagg's summer home, Sea House, designed and built by himself. Here he spends two months each summer in rest and recreation.

Up there he reads a great deal, and one of his greatest accomplishments is his ability to read a book in any of a dozen dialects. He's so good at this dialect stuff that perhaps one of these days we'll find him headlined at Keith's as an international impersonator.

Arthur William Brown, one of Jimmy's most intimate artist friends, says that "J. M. F. sooner or later is going to be known as one of the country's best portrait painters. He's that now, only the public aren't wise to it yet."