ANNUAL OF ADVERTISING ART IN THE UNITED STATES

1921
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OF ADVERTISING ART
IN THE
UNITED STATES
1921
A CATALOGUE FOR THE FIRST ANNUAL EXHIBITION OF
ADVERTISING PAINTINGS AND DRAWINGS
HELD BY THE ART DIRECTORS CLUB
AT THE GALLERIES OF THE NATIONAL ARTS CLUB
NEW YORK, FROM MARCH 2 TO 31

PUBLISHED FOR
THE ART DIRECTORS CLUB BY
PUBLISHERS PRINTING COMPANY
NEW YORK
A. The First Award in Section II for Paintings and Drawings in Color

CARMEN—W. E. Heitland

Loaned by Columbia Graphophone Company

Exhibited by George Batten Co., Inc.
THE EXHIBITION
DURING the last fifteen years there has been developed the highly specialized vocation of advising commerce in the use of art and of interpreting to art the requirements of commerce. Advertising agencies and publishers were among the first to encourage this specialization, but today “art directing” is a professional and well-defined work, often entirely independent of any other.

The Art Directors Club was organized early in 1920 by a group of men ambitious for the progress of art in advertising and industry, who believed they could contribute to the best interests of art and advertising by collective participation in art affairs.

The club recognizes as an art director one who counsels in the buying, selling and creation of art work and whose services have been accepted by any reputable organization.

The officers of the club during its first year were: Richard J. Walsh, President, Thomas Booth, Vice-President, Guy Clark, Second Vice-President, Egbert G. Jacobson, Secretary, William Schaefer, Treasurer.
THE EXHIBITION

In November 1920 the Art Directors Club sent invitations to those who it thought would be interested in submitting proofs, clippings or other reproductions of advertising illustrations worthy of being included in an exhibition of original paintings and drawings used in American advertising.

The first Art Committee of the club, which originated and set in motion plans for the exhibition, consisted of:

RALPH SHULTZ, Chairman
STANFORD BRIGGS
EGBERT G. JACOBSON
EDWARD A. WILSON
J. H. CHAPIN
RAY GREENLEAF
OTTO REBELE
WALTER SMITH

The following regulations governed the exhibition:

Each proof, clipping or other reproduction submitted was to show not merely the illustration but the advertisement in which it appeared.

No illustrations or designs were to be exhibited which had not actually appeared in a magazine or newspaper advertisement, or as a poster, or in an advertising booklet or circular, or other medium.

While the committee would try to limit the exhibition to work which had appeared within the past two years, it would accept illustrations of particular merit even though several years old.

THE PURPOSES OF THE EXHIBITION WERE:

To show forcefully that good art and good advertising are consistent and that successful advertisers are using as high a standard of art as that used in illustration or shown in the average exhibition of studio painting.

To encourage the entrance into the field of advertising illustration of painters who still feel that commercial work is unworthy of their interest.

To encourage and educate students and inexperienced artists.

To give advertisers and advertising executives the opportunity of reviewing from year to year the tendencies of advertising illustration, that they may better utilize the work of artists.

To emphasize the importance of illustration and its intelligent handling in advertising.

The exhibits were divided into three sections as follows:

1. Black and white illustration and design — oil, pen and ink, wash, pencil, photographs, etchings, wood-cuts, etc.

2. Paintings and drawings in color.

3. Posters of all sizes, including car cards.
PATRONS OF THE EXHIBITION

The first annual exhibition was made possible through the financial support of the following, who contributed generously to the fund for awards and other expenses:

AMERICAN LITHOGRAPH CO.
BARROWS & RICHARDSON
BARTON, DURSTINE & OSBORN, INC.
GEORGE BATTEN CO., INC.
BECK ENGRAVING CO.
HARVEY BLODGETT CO.
WILLIAM J. BOARDMAN
STANFORD BRIGGS
STANFORD BRIGGS CO., INC.
ARTHUR WILLIAM BROWN
BUSH-KREBS CO., LOUISVILLE
CALKINS & HOLDEN
CHARLES E. CHAMBERS
J. H. CHAPIN
CLUETT, PEABODY & CO.
CROWELL PUBLISHING CO.
CURTIS PUBLISHING CO.
ALBERT FRANK & CO.
FRANKLIN PRINTING CO.
SAM MOSS
BYRON MUSSER
H. K. McCANN CO.
NEW COLUMBUS LITHO. CO.
NEWELL-EMMETT CO.
WILLIAM OBERHARDT
PATTERSON ANDRESS CO.
L. C. PEDLAR, INC.
PHOTO ENGRAVERS’ BOARD OF TRADE
JOHN O. POWERS CO.
REBELE STUDIOS
DAVID ROBINSON
F. J. ROSS CO.
PAUL J. SACHS
STERLING ENGRAVING CO.
STREET & FINNEY
J. WALTER THOMPSON CO.
WALKER ENGRAVING CO.
N. C. WYETH
COMMITTEE ON FIRST ANNUAL EXHIBITION

Frederic J. Suhr, Chairman
Heyworth Campbell, Secretary
John DeVries, Treasurer

ANNOUNCEMENTS
John DeVries, Chairman
Everett R. Currier
Ray Greenleaf
Richard J. Walsh

FINANCE
John DeVries, Chairman
Stanford Briggs
James Ethridge
Richard J. Walsh

PUBLICITY
Heyworth Campbell, Chairman
F. DeSales Casey
Ray Greenleaf
Walter Smith
Richard J. Walsh

HANGING
Byron J. Musser, Chairman
M. B. Aleshire
Guy Clark
Peter A. Juley
William Oberhardt

MAILING LISTS
Ralph Shultz, Chairman
Heyworth Campbell
Gerald Page-Wood
Walter Whitehead

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J. H. Chapin, Chairman
John Clyde Oswald

AWARDS
J. H. Chapin, Chairman
Franklin Booth
Heyworth Campbell
F. DeSales Casey
Ray Greenleaf
August Hutaf

PROOFS
Robert Parkes, Chairman
Franklin Booth
Samuel Moss
Ralph Shultz
E. A. Wilson

ORIGINALS
F. DeSales Casey, Chairman
Ray Greenleaf
Peter A. Juley
Samuel Moss
William Oberhardt

CATALOGUE
Heyworth Campbell, Chairman
M. B. Aleshire
F. DeSales Casey
Fred Farrar
Otto Rebele
Richard J. Walsh

POSTER
August Hutaf, Chairman
Otto Rebele
E. A. Wilson
REPORT
OF THE JURY OF AWARDS

IN ANNOUNCING its awards, the jury wishes to make the following observations:

1—A number of paintings and drawings have been hung which were received at the Gallery after the Jury had adjourned and were not, of course, considered.

2—The awards have been made only with regard to the merit of the subjects as paintings or drawings and without attempting to judge their value as advertisements. The fact that they have been used for advertising has necessarily been accepted by the Jury as prima facie evidence of their advertising value.

3—The Jury feels that the exhibits should have been sub-divided into a greater number of sections, particularly in the black and white section, where oil, pen and ink, wash, pencil, photographs, etchings and wood-cuts were all to be considered together. There were so few photographs, etchings and decorative designs that the Jury did not attempt to make any awards in these classes of subjects. It awarded one honorable mention in the wood-cut classification. It recommends that in future exhibitions wood-cuts and etchings be considered separately from drawings and paintings.

4—The Jury decided, with reluctance, that it must make its awards without taking into account the reproductive possibilities of the subject. No complete set of proofs or other reproductions of the exhibits was available. It is recognized that the failure to obtain proper reproduction might be chargeable to the engraver, the printer or to the requirement of haste in handling which unfortunately obtains in most advertising production, to the great detriment of quality. It is equally true, however, that many artists do not have sufficient knowledge of, or give sufficient consideration to, processes of reproduction. We strongly recommend that in future exhibitions of this character provision be made for judgment of the exhibits with regard to their possibilities for successful reproduction.

5—The Jury was authorized to award a medal for the best exhibit in each of three divisions and has done so. It was also given discretionary power to award one or more special medals but sees no occasion for doing so. It has, however, because of the great variety of the exhibits, increased the proposed number of honorable mentions.

RICHARD J. WALSH, Chairman
ROBERT HENRI
CHARLES DANA GIBSON
E. H. BLASHFIELD
ARTHUR W. DOW
JOSEPH PENNELL
AWARDS

SECTION I.

BLACK AND WHITE ILLUSTRATION AND DESIGN.

The First Award—Medal—to Frederic R. Gruger for black and white drawing—"Curtain Fire"—used in newspaper advertising by the Curtis Publishing Company. Plate B, page xii.

HONORABLE MENTIONS:

WALLACE MORGAN—for a drawing made for Ovington through Barton, Durstine & Osborn. Plate 117, page 37.


HENRY RALEIGH—for a drawing made for Arbuckle Bros. through the J. Walter Thompson Company. Plate 33, page 10.

SECTION II.

PAINTINGS AND DRAWINGS IN COLOR.

The First Award—Medal—to W. E. Heitland for painting made for the Columbia Graphophone Company through the George Batten Company. Frontispiece.

HONORABLE MENTIONS:
C. C. BEALE—for a drawing, in colors, made for the Chickering Division of the American Piano Company through the Bricka-Ford Company. Plate 178, page 61.

DEAN CORNWELL—for a painting made for Cluett, Peabody & Co. Plate 132, page 44.


SECTION III.

POSTERS OF ALL SIZES INCLUDING CAR CARDS.

The First Award—Medal—to René Clarke for poster drawing made for Crane & Company through Calkins & Holden. Plate 114, page 36.

HONORABLE MENTIONS:
ELIZABETH SHIPPEN GREEN ELLIOTT—for a poster made for the Fleischmann Company through Donovan & Armstrong. Plate 104, page 32.

EDWARD PENFIELD—for a series of four posters made for the Franklin Printing Company. Plate 128, page 42.

ADOLPH TREIDLER—for an automobile catalog design made for the Pierce-Arrow Motor Car Company through the Bartlett-Orr Press. Plates 162-3-4, page 55.
FOREWORD

FROM the beginning, usefulness has been the criterion of vitality in art. The exhibits in our museums of fine art today are for the most part exhibits of ancient and medieval applied and industrial art. The ceramics, sculpture, furniture, armour, tapestry, jewelry, painting and stained glass, whose beauty we admire, were primarily developed by a demand for articles of use. The origin of ceramic art is essentially a response to need, yet its highest development, in Chinese porcelain, exhibits the same regard for utility as the clay bowls of primitive man.

The tombs of Egypt are found rich in magnificent sculpture, not because the Egyptians worshiped beauty but because they believed in immortality and required sarcophagi and tombs for their royal families. Beauty at first was a minor consideration; but ever since beauty became an end in itself, even the most exquisite examples of art have been judged by their functional fitness no less than by the design and craftsmanship displayed.

In this country the only art which can claim the distinction of national expression is one of the most highly useful arts in any civilization — architecture. Not country house nor city residence architecture, for both of these are very strongly reminiscent of European models; but commercial architecture, structures such as railway terminals, hotels, and office buildings. Commerce, facing the prohibitive cost of land and the crowding for space in defined areas, realized the economy of the skyscraper, the triple level terminal and the large hotel, and called for a new architecture. The result was a real contribution to art. It is significant that commerce should have been responsible for this important contribution.

Just as in Greece the wealth and power of the state enabled it to patronize art, just as in Italy and France the riches and power of the church enabled it in turn to command the services of art, so today in the United States, where encouragement from government, religion and private wealth is infrequent, the need and wealth of commerce have empowered it to assume the patronage of art.

This book is a catalog of an exhibition of paintings and drawings not only prescribed by commerce but made for the purpose of stimulating commerce. Commerce has seen the value of making known its wares through advertising and has been quick to perceive the usefulness of art in presenting these wares attractively.

Mr. Ernest Elmo Calkins, writing of the exhibition, said in part: “More artistic ability is now available for the advertiser's use than he is using — than he even realizes. Thousands of pictures were submitted for the purposes of this exhibition. Only three hundred were thought good enough from among them. But good as they are, they are not as good as they could be. They are not the best that can be done. What is needed is a better atmosphere — a better attitude toward good work — a better understanding of the selling power that can be put into pictured advertising — a less stiff and condescending state of mind on the part of the world's greatest artists — a less intolerant and narrow-minded attitude on the part of the world's greatest advertisers.”

As commerce has engaged the best architects to meet the requirements of utility and by that has evolved a national architecture, it will engage the best artists to produce its advertising pictures, and thus a second great national art expression based on usefulness will be developed.

EGBERT G. JACOBSON
B. The First Award in Section I for Black and White Illustration and Design
"Curtain Fire"—Frederic R. Gruger
Exhibited and loaned by the Curtis Publishing Company
1. "RIVALS"—J. Chenoweth
   Loaned by The Royal Tailors
   Exhibited by Berrsch & Cooper

2. French Satin—Carl Erickson
   Loaned and exhibited by Pelgram & Myer
5  **McElwain Shoes**—**Wallace Morgan**  
Loaned by W. H. McElwain Co  
Exhibited by Barton, Durstine & Osborn, Inc.

4  **White Trucks**—**E. G. Teale**  
Loaned and exhibited by the Caxton Company

6  **Alexander Hamilton Institute**  
**Arthur William Brown**  
Loaned by the Alexander Hamilton Institute  
Exhibited by Barton, Durstine & Osborn, Inc.

5  **Packard Pianos**—**Andrew Loomis**  
Loaned by The Packard Company  
Exhibited by Charles Everett Johnson Co.

7  **Burroughs Adding Machines**—**Harry Lees**  
Loaned and exhibited by the Burroughs Adding Machine Co.
The man behind the Plow is the man behind the man behind the Gun.
12 Asbestos—William Oberhardt
Loaned by the Johns-Manville Co.
Exhibited by Newell-Emmett Co., Inc.

13 Paint and Varnish—L. A. Shafer
Loaned by the Paint and Varnish Association
Exhibited by the F. J. Ross Co., Inc.

14 Etched Portrait—Percy Grassby
Loaned and exhibited by the Franklin Printing Co.
15 Vode Kid—R. K. Ryland
Loaned by Standard Kid Manufacturing Co.
Exhibited by the George Batten Company

16 Nujol—Walter Dean Goldbeck
Loaned by the Nujol Laboratories
Exhibited by The H. K. McCann Co.

17 "Moon-glo" Silk—Lejaren à Hiller
Loaned by J. A. Migel
Exhibited by Street & Finney
18 Pierce-Arrow Motor Car
Edward A. Wilson
Loaned by The Pierce-Arrow Motor Car Company
Exhibited by Calkins & Holden, Inc.

19 Eldorado Pencils—Earl Horter
Loaned by the Joseph Dixon Crucible Co.
Exhibited by N. W. Ayer & Son

20 Warrant Pryor
Loaned and exhibited by The Amsden Studios Co.

21 Lux—Lucile Patterson Marsh
Loaned by the Lever Bros. Co.
Exhibited by J. Walter Thompson Co.

22 Alexander Hamilton Institute
Arthur William Brown
Loaned by the Alexander Hamilton Institute
Exhibited by Barton, Durstine & Osborn, Inc.

23 Odorono—F. R. Gruger
Loaned by the Odorono Co.
Exhibited by J. Walter Thompson Co.
24  ALEXANDER HAMILTON INSTITUTE—F. R. Gruger
Loaned by the Alexander Hamilton Institute
Exhibited by Barton, Durstine & Osborn, Inc.

25  ALEXANDER HAMILTON INSTITUTE
Arthur William Brown
Loaned by the Alexander Hamilton Institute
Exhibited by Barton, Durstine & Osborn, Inc.

26  NAPOLEON BONAPARTE
MacClelland Barclay
Loaned and exhibited by Charles Everett Johnson Co.

27  PARAMOUNT PICTURES—Hugh Ferriss
Loaned by the Famous Players-Lasky Corporation
Exhibited by Hanff-Metzger, Inc.
28  Securitils—A. E. Foringer
    Loaned by the National City Co.
    Exhibited by The Blackman Co.

29  Ever-Ready Safety Razor
    J. Henry Bracker
    Loaned by the American Safety Razor Co.
    Exhibited by the Federal Advertising Agency, Inc.

Page Eight
31 CADILLAC MOTOR CAR—Donald Gardner
Loaned by the Cadillac Motor Car Co.
Exhibited by T. F. MacManus, Inc.

32 LINCOLN MOTORS—Earl Horter
Loaned and exhibited by the Lincoln Motor Co.

Page Nine
33 YUBAN COFFEE—Henry Raleigh
Loaned by Arbuckle Bros.
Exhibited by J. Walter Thompson Co.

34 AUTOMATIC SCALES—A. T. Tornrose
Loaned by the Toledo Scales Co.
Exhibited by The Blackman Co.

35 CADILLAC MOTOR CARS—Donald Gardner
Loaned by the Cadillac Motor Car Co.
Exhibited by T. F. MacManus, Inc.
36 Victor Records—Vaux Wilson
Loaned by the Victor Talking Machine Co.
Exhibited by the Franklin Printing Co.

37 Wolfhead Undergarments—The Reeses
Loaned by The Wolf Co.
Exhibited by Barrows & Richardson

38 Face Cream—Maud Tousey Fangel
Loaned by Colgate & Co.
Exhibited by Frank Seaman, Inc.

39 Asbestos Shingles—Stanley F. McNeill
Loaned by the Johns-Manville Co.
Exhibited by Newell-Emmett Co., Inc.
BENJAMIN FRANKLIN
BORN IN BOSTON JANUARY SEVENTEENTH 1706
"A SERVANT, CITIZEN & PATRIOT
SUCH AS NO OTHER COUNTRY EVER HAD
IN THE HISTORY OF MAN.
STATESMAN PHILOSOPHER SCIENTIST PRINTER
The Franklin Printing Company, Philadelphia, printed on the wood type from the press founded 1824.

40 Portrait—W. A. Dwiggins
Loaned and exhibited by the Franklin Printing Co.

41 Atlas Portland Cement
Thomas D. Ben Rimo
Loaned by the Atlas Portland Cement Co.
Exhibited by Frank Seaman, Inc.

42 Cover Design—Joseph Bolegard
Loaned by Marshall Field & Co.
Exhibited by the Wm. H. Rankin Co.

43 Ever-Ready Safety Razor
J. Henry Bracker
Loaned by the American Safety Razor Co.
Exhibited by the Federal Advertising Agency, Inc.
44 Victor Records—Herbert Paus
Loaned by the Victor Talking Machine Co.
Exhibited by the Franklin Printing Co.

45 Victor Records—Herbert Paus
Loaned by the Victor Talking Machine Co.
Exhibited by the Franklin Printing Co.

46 Lowney's Chocolates—Wm. Rienecke
Loaned by the Walter Lowney Co.
Exhibited by The Blackman Co.

47 Women's Hats—Alfred Cheney Johnston
Loaned and exhibited by Dobbs & Co.
48 **Sherwin-Williams Paints and Varnishes**

*The Reeses*

Loaned by The Sherwin-Williams Co.
Exhibited by Calkins & Holden, Inc.

49 **Smoked Ham—John Newton Howitt**

Loaned by Swift & Co., Inc.
Exhibited by J. Walter Thompson Co.
50 Men's Clothing—John E. Sheridan
Loaned and exhibited by Hart Schaffner & Marx

52 Victor Records—Herbert Paut
Loaned by the Victor Talking Machine Co.
Exhibited by the Franklin Printing Co.
53 Liberty Tape—Edmund G. Davenport
Loaned by the Liberty Paper Co.
Exhibited by The H. K. McCann Co.

54 Mallory Hats—Leon M. Gordon
Loaned by E. A. Mallory & Sons, Inc.
Exhibited by George Batten Co., Inc.
55  **TERRA-COTTA—Hugh Ferriss**  
Loaned by the National Terra-Cotta Society  
Exhibited by The Erickson Co.

56  **Pierce-Arrow Motor Cars—Adolph Treidler**  
Loaned by The Pierce-Arrow Motor Car Company  
Exhibited by the Bartlett-Orr Press

57  **Franklin Motor Cars—F. T. Chapman**  
Loaned by the Franklin Automobile Company  
Exhibited by Patterson-Andress Co., Inc.

Page Seventeen
58 Pears Soap—Charles E. Chambers
Loaned by the Walter Janvier Co.
Exhibited by George Batten Co., Inc.

59 Fatima Cigarettes—Wm. Oberhardt
Loaned by the Liggett & Myers Tobacco Co.
Exhibited by Newell-Emmett Co., Inc.

60 Fatima Cigarettes—Audubon Tyler
Loaned by the Liggett & Myers Tobacco Co.
Exhibited by Newell-Emmett Co., Inc.
61  **Woodbury's Facial Soap—Dean Cornwell**  
Loaned by The Andrew Jergens Company  
Exhibited by J. Walter Thompson Co.

62  **Independence Hall—Charles R. Paul**  
Loaned and exhibited by the Franklin Printing Co.
63 Ovington's—Wallace Morgan
Loaned by Ovington Bros. Co.
Exhibited by Barton, Durstine & Osborn, Inc.

64 Swift's Ham and Bacon
John Newton Howitt
Loaned by Swift & Co., Inc.
Exhibited by J. Walter Thompson Co.

Page Twenty
65 Hartmann Trunks—J. Chenoweth
Loaned by the Hartmann Trunk Co.
Exhibited by the Wm. H. Rankin Co.

66 Pierrette Silk—Lejaren à Hiller
Loaned by J. A. Migel
Exhibited by Street & Finney, Inc.

67 Jewelry—Roy Spieter
Loaned by the National Jewelers Board of Trade
Exhibited by the Vanderhoof Advertising Agency

68 Hartmann Trunks—J. Chenoweth
Loaned by the Hartmann Trunk Co.
Exhibited by the Wm. H. Rankin Co.
69 Edison Mazda Lamps—Maxfield Parrish
Loaned by the Edison Lamp Works of General Electric Co.
Exhibited by Barton, Durstine & Osborn, Inc.

70 Duplex Lighting Fixtures
George J. Illian
Loaned by the Duplex Lighting Works of General Electric Co.
Exhibited by Barrows & Richardson

71 Crane's Linen Lawn and Eaton's Highland Linen—MacClelland Barclay
Loaned by the Eaton, Crane & Pike Company
Exhibited by Calkins & Holden, Inc.
72 U. S. Golf Balls—E. R. Burgrafl
Loaned by the U. S. Rubber Co.
Exhibited by The H. K. McCann Co.

73 Wood Engraved Portrait—Percy Grassby
Loaned and exhibited by the Franklin Printing Co.

74 Calendar Illustration—James Preston
Loaned and exhibited by the Beck Engraving Co.
Page Twenty-three
75 Victor Records—Vaux Wilson
Loaned by the Victor Talking Machine Co.
Exhibited by the Franklin Printing Co.

76 Minute Tapioca—Charles Irvine
Loaned by the Minute Tapioca Co.
Exhibited by George Batten Co., Inc.

77 Men's Clothing—S. N. Abbott
Loaned and exhibited by Hart Schaffner & Marx
78 **Aunt Jemima Pancake Flour—N. C. Wyeth**

Loaned by the Aunt Jemima Mills Co.
Exhibited by J. Walter Thompson Co.

79 **Men's Clothing—Edward Penfield**

Loaned and exhibited by Hart Schaffner & Marx

Page Twenty-five
80  Hartford Fire Insurance—René Clarke
    Loaned by The Hartford Fire Insurance Co.
    Exhibited by Calkins & Holden, Inc.

81  U.S. Army Teaches Trades—Adolph Treidler
    Loaned by the U.S. Army
    Exhibited by Calkins & Holden, Inc.

82  Asbestos—F. R. Gruger
    Loaned by the Johns-Manville Co.
    Exhibited by Newell-Emmett Co., Inc.
83  **Kiddie Kars—Sarah Stilwell Weber**  
Loaned by the H. C. White Co.  
Exhibited by Barrows & Richardson

84  **Kiddie Kars—Sarah Stilwell Weber**  
Loaned by the H. C. White Co.  
Exhibited by Barrows & Richardson

85  **Franklin Motor Cars—F. T. Chapman**  
Loaned by the Franklin Automobile Company  
Exhibited by Patterson-Andress Co., Inc.

86  **Franklin Printing Co.—Edward Penfield**  
Loaned and exhibited by the Franklin Printing Co.

87  **Woodbury's Facial Soap—Walter Biggs**  
Loaned by The Andrew Jergens Company  
Exhibited by J. Walter Thompson Co.

88  **Kiddie Kars—Sarah Stilwell Weber**  
Loaned by the H. C. White Co.  
Exhibited by Barrows & Richardson
89 Wolfhead Underwear—The Reeses
  Loaned by The Wolf Co.
  Exhibited by Barrows & Richardson

90 Mural Poster—George J. Illyan
  Loaned and exhibited by M. Rusling Wood

91 Storage Batteries—Gail Porter Hoskins
  Loaned and exhibited by Gould Storage Battery Co.
  Page Twenty-eight

92 —E. G. Teale
  Loaned and exhibited by the Caxton Company
93 Lincoln Memorial Building—Jules Guerin
    Loaned by the George A. Fuller Co.
    Exhibited by the Critchfield Co.

94 Edison Mazda Lamps—Maxfield Parrish
    Loaned by the Edison Lamp Works of General Electric Co.
    Exhibited by Barton, Durstine & Osborn, Inc.
95 Victor Talking Machines—Edward A. Wilson
Loaned by the Victor Talking Machine Co.
Exhibited by the Franklin Printing Co.

96 Steinway Pianos—Charles E. Chambers
Loaned by Steinway & Sons
Exhibited by N. W. Ayer & Son

97 Steinway Pianos—Charles E. Chambers
Loaned by Steinway & Sons
Exhibited by N. W. Ayer & Son
98 Estey Organ—Edward A. Wilson
Loaned by The Estey Organ Company
Exhibited by Calkins & Holden, Inc.

99 Steinway Pianos—Harry Townsend
Loaned by Steinway & Sons
Exhibited by N. W. Ayer & Son

100 Steinway Pianos—Charles E. Chambers
Loaned by Steinway & Sons
Exhibited by N. W. Ayer & Son
Bread is your best food!
Supreme in nutrition, it is lower in cost than the same amount of nourishment in any other form. It is your only economical food today.
Resolve to eat more Bread — and to give more of this health-building, muscle-making food to your children.

It's the food — BREAD
You can't give the youngsters better health-insurance than thick delicious slices of Bread-and-Butter.
Bread is the food that provides sturdy health for all ages.
105 Interchurch World Movement—F. R. Gruger
Loaned by the Interchurch World Movement of North America
Exhibited by Barton, Durstine & Osborn, Inc.

106 Vode Kid—R. K. Ryland
Loaned by the Standard Kid Manufacturing Co.
Exhibited by George Batten Co., Inc.
Page Thirty-four

107 Adding Machines—Harry Lees
Loaned and exhibited by the Burroughs Adding Machine Co.

108 Swift Food Products—Sigmund Schou
Loaned by Swift & Co.
Exhibited by J. Walter Thompson Co.

109 Ascher’s Knit Goods—Lucile Patterson Marsh
Loaned by Simon Ascher & Co., Inc.
Exhibited by Biow Co., Inc.
110 Hares Motors—C. B. Falls
Loaned by Hares Motors, Inc.
Exhibited by Hanff-Mertzger, Inc.

111 —C. Tenggren
Loaned by The Amsden Studios Co.

112 Queen Quality Shoes—Anita Parkhurst
Loaned by Thomas G. Plant Co.
Exhibited by Frank Seaman, Inc.

113 Sunkist Oranges
Charles Everett Johnson
Loaned by the California Fruit Growers Exchange
Exhibited by Lord & Thomas

Page Thirty-five
The First Award in Section III for Posters of all sizes including Car Cards

114 Crane Papers—The First Advertisement—René Clarke
Loaned by Crane & Co.
Exhibited by Calkins & Holden, Inc.

115 Djer-Kiss—Maxfield Parrish
Loaned by the Alfred H. Smith Co.
Exhibited by The Blackman Co.
116 **Heinz Spaghetti**—G. Patrick Nelson
Loaned by The H. J. Heinz Company
Exhibited by Calkins & Holden, Inc.

117 **Ovington's**—Wallace Morgan
Loaned by Ovington Bros. Co.
Exhibited by Barton, Durstine & Osborn, Inc.
118 Spirit of Transportation—Jonas Lie
Loaned and exhibited by The Clark Equipment Co.

119 Fatima Cigarettes—Audubon Tyler
Loaned by the Liggett & Myers Tobacco Co.
Exhibited by Newell-Emmett Co., Inc.

120 Heinz Baked Beans—G. Patrick Nelson
Loaned by The H. J. Heinz Company
Exhibited by Calkins & Holden, Inc.
121  **Eldorado Lead Pencils—Earl Horter**
Loaned by the Joseph Dixon Crucible Co.
Exhibited by N. W. Ayer & Son

122  **Eldorado Lead Pencils—Earl Horter**
Loaned by the Joseph Dixon Crucible Co.
Exhibited by N. W. Ayer & Son

123  **Vode Kid—R. K. Ryland**
Loaned by the Standard Kid Mfg. Co.
Exhibited by George Batten Co., Inc.

*Page Thirty-nine*
125 Old Colony Trust Co.—Henry A. Botkin
Loan by the Old Colony Trust Co.
Exhibited by The H. K. McCann Co.

126 Multigraph—Harry Lees
Loan and exhibited by the Multigraph Co.

127 Libby's Baked Beans—Sigmund Schou
Loan by Libby, McNeill & Libby
Exhibited by J. Walter Thompson Co.
LEGAL HOLIDAY

Christmas Day
Saturday December 25th
No Business Transacted

LEGAL HOLIDAY

Christmas Day
Saturday December 25th
No Business Transacted

LEGAL HOLIDAY

New Year's Day
Saturday January 1st
No Business Transacted

LEGAL HOLIDAY

New Year's Day
Saturday January 1st
No Business Transacted

LEGAL HOLIDAY

Lincoln's Birthday
February 12th
No Business Transacted

LEGAL HOLIDAY

Lincoln's Birthday
February 12th
No Business Transacted

LEGAL HOLIDAY

Washington's Birthday
February 22nd
No Business Transacted

LEGAL HOLIDAY

Washington's Birthday
February 22nd
No Business Transacted

FRANKLIN PRINTING COMPANY—Edward Penfield

Loaned and exhibited by the Franklin Printing Company
129 Edison Mazda Lamps—Norman Rockwell
Loanèd by the Edison Lamp Works of General Electric Co.
Exhibited by Barton, Durstine & Osborn, Inc.

130 Pompeian Cream—W. E. Heiland
Loanèd by the Pompeian Mfg. Co.
Exhibited by George Batten Co., Inc.

131 Franklin Motor Cars—F. T. Chapman
Loanèd by the Franklin Automobile Company
Exhibited by Patterson-Andress Co., Inc.
132 Arrow Collars—J. C. Leyendecker
Loaned and exhibited by Cluett, Peabody & Co., Inc.

133 Djer-Kiss—Edward A. Wilson
Loaned by the Alfred H. Smith Co.
Exhibited by The Blackman Co.

134 Mum—Linn Ball
Loaned by George R. Evans
Exhibited by John O. Powers Company
135 Aunt Jemima's Pancake Flour—N. C. Wyeth
Loaned by the Aunt Jemima Mills Co.
Exhibited by J. Walter Thompson Co.

136 Men's Clothing—S. N. Abbott
Loaned and exhibited by Hart Schaffner & Marx
137 The White Motor Truck—E. G. Teale
Loan and exhibited by the Caxton Company

138 Morris' Ham and Bacon—Maurice Logan
Loan and exhibited by Morris & Company

Page Forty-six
139  **The Spirit of Transportation**—Maxfield Parrish
Loaned and exhibited by The Clark Equipment Co.

---

140  **Chesterfield Cigarettes**—J. C. Leyendecker
Loaned and exhibited by the Liggett & Myers Tobacco Co.
141 LUX—Lucile Patterson Marsh
Loaned by the Lever Bros. Co.
Exhibited by J. Walter Thompson Co.

142 CARGO CARRIERS AT AN ORIENTAL PORT
Ben. L. Kidder
144 CATALOG COVER—Joseph Bolegard
Loaned by Marshall Field & Co.
Exhibited by the Wm. H. Rankin Co.

145 ROYAL BAKING POWDER—Torre Bevans
Loaned by the Royal Baking Powder Co.
Exhibited by the Federal Advertising Agency, Inc.

146 LACE CURTAINS—The Reese
Loaned by the Scranton Lace Co.
Exhibited by Barrows & Richardson

147 MEN'S CLOTHING—Charles H. Forbell
Loaned and exhibited by Rogers Peet Co.
148 Victor Talking Machines

Edward A. Wilson

Loaned by the Victor Talking Machine Co.

Exhibited by the Franklin Printing Company

149 White Motor Truck—E. G. Teale

Loaned and exhibited by the Caxton Company

150 Calendar Illustration—James Preston

Loaned and exhibited by the Beck Engraving Co.

151 Royal Typewriters—Clarence Helck

Loaned by the Royal Typewriter Co.

Exhibited by The H. K. McCann Co.
152 Union Stock Yards
Charcoal Study by Joseph Pennell
Loaned and exhibited by Armour & Co.

153 Union Stock Yards
Charcoal Study by Joseph Pennell
Loaned and exhibited by Armour & Co.

154 Ovington's—Wallace Morgan
Loaned by the Ovington Bros. Co.
Exhibited by Barton, Durstine & Osborn, Inc.
155 Edison Mazda Lamps—Norman Rockwell
loaned by the Edison Lamp Works of General Electric Co.
Exhibited by Barton, Durstine & Osborn, Inc.

156 Heinz Baked Beans—Charles E. Chambers
loaned by The H. J. Heinz Company
Exhibited by Calkins & Holden, Inc.
157 Sherwin-Williams Paints and Varnishes
   The Rees
   Loaned by The Sherwin-Williams Co.
   Exhibited by Calkins & Holden, Inc.

158 Calol Lubricating Oils—John Kelly
   Loaned by the Standard Oil Company of Calif.
   Exhibited by The H. K. McCann Co.

159 McElwain Shoes—Henry Raleigh
   Loaned by W. H. McElwain Co.
   Exhibited by Barton, Durstine & Osborn, Inc.
160 Electric Locomotive—Walter Greene
Loaned and exhibited by the General Electric Co.

161 Chesterfield Cigarettes—J. C. Leyendecker
Loaned and exhibited by the Liggett & Myers Tobacco Co.
165 French Satin—Carl Erickson
   Loaned and exhibited by Peiigrum & Myer

166 Gilbrae Gingham—Margaret Montgomery
   Loaned by Amory, Browne & Co.
   Exhibited by George Batten Co., Inc.

167 Portable Houses—Samuel Otis
   Loaned and exhibited by the R. L. Kenyon Co.
168 Society Brand Clothing—Leon M. Gordon
Loaned by Alfred Decker & Cohn
Exhibited by George Batten Co., Inc.

169 Men's Clothing—Edward Penfield
Loaned and exhibited by Hart Schaffner & Marx

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170 Arrow Collars—Norman Rockwell
Loaned and exhibited by Cluett, Peabody & Co., Inc.

171 Libby's Bacon—Sigmund Schou
Loaned by Libby, McNeill & Libby
Exhibited by J. Walter Thompson Co.

172 Hartmann Trunks—J. Chenoweth
Loaned by the Hartmann Trunk Co.
Exhibited by the Wm. H. Rankin Co.
173 Men's Clothing—Herbert Paus
Loaned and exhibited by Hart Schaffner & Marx

174 Paramount Pictures—Vaux Wilson
Loaned by the Famous Players-Lasky Corp.
Exhibited by Hanff-Metzger, Inc.
175  **Society Brand Clothing—Leon M. Gordon**
Loaned by Alfred Decker & Cohn
Exhibited by George Batten Co., Inc.

176  **Eldorado Pencils—Earl Horter**
Loaned by the Joseph Dixon Crucible Co.
Exhibited by N. W. Ayer & Son

177  **Eldorado Pencils—Earl Horter**
Loaned by the Joseph Dixon Crucible Co.
Exhibited by N. W. Ayer & Son
178 **AMERICAN PIANOS—C. C. Beall**
Loaned by the American Piano Co.
Exhibited by the Bracka-Ford Co.

179 **U.S. NAVY POSTER—James H. Daugherty**
Loaned and exhibited by the U. S. Navy Publicity Bureau

180 **MALLORY HATS—Leon M. Gordon**
Loaned by E. A. Mallory & Sons, Inc.
Exhibited by George Batien Co., Inc.
181 **Eldorado Pencils**—Earl Horter
    Loaned by the Joseph Dixon Crucible Co.
    Exhibited by N. W. Ayer & Son

182 —**Vernon Howe Bailey**
    Loaned and exhibited by the General Electric Co.

183 **Fatima Cigarettes**—William Oberhardt
    Loaned by the Liggett & Myers Tobacco Co.
    Exhibited by Newell-Emmett Co., Inc.

184 **Silk Hosiery**—Mary McKinnon
    Loaned by the McCallum Hosiery Co.
    Exhibited by George Batten Co., Inc.
185 Ovington's—Wallace Morgan
Loaned by Ovington Bros. Co.
Exhibited by Barton, Durstine & Osborn, Inc.

186 Eastman Kodaks—William Smith
Loaned by the Eastman Kodak Co.
Exhibited by Frank Seaman, Inc.

187 U. S. Army Teaches Trades—Norman Rockwell
Loaned by the U. S. Army
Exhibited by Calkins & Holden, Inc.
188 **Lux**—Willy Pogany

Loaned by Lever Bros. Co.
Exhibited by J. Walter Thompson Co.

189 **Nujol**—Walter Dean Goldbeck

Loaned by the Nujol Laboratories
Exhibited by The H. K. McCann Co.

190 **Women’s Hats**—Alfred Cheney Johnston

Loaned and exhibited by Dobbs & Co.
191 Duplex Lighting Fixtures—George J. Illian
Loaned by the Duplex Lighting Works of General Electric Co.
Exhibited by Barrows & Richardson

192 Perfume L'Amusette
Lucile Patterson Marsh
Loaned by Frederick Stearns & Co.
Exhibited by Sheridan, Shawhan & Sheridan, Inc.

193 Bon Ami—Cushman Parker
Loaned by the Bon Ami Company
Exhibited by The Erickson Company
194 Marshall Field & Co.—Joseph Bolegard
Loaned by Marshall Field & Co.
Exhibited by the Wm. H. Rankin Co.

195 Lion Collars—C. C. Beall
Loaned by the United Shirt & Collar Co.
Exhibited by Picard Company, Inc.
196 **Blue Buckle Overalls—William Oberharts**
Loaned and exhibited by the Jobbers Overall Co.

197 **Madam Butterfly—Franklin Booth**
Loaned by the Victor Talking Machine Co.
Exhibited by the Franklin Printing Company

198 **Djer-Kiss—Edward A. Wilson**
Loaned by the Alfred H. Smith Co.
Exhibited by The Blackman Company
199 Heinz Baked Beans—Charles E. Chambers
Loaned by The H. J. Heinz Company
Exhibited by Calkins & Holden, Inc.

200 Heinz Baked Beans—Walter Biggs
Loaned by The H. J. Heinz Company
Exhibited by Calkins & Holden, Inc.
201 Arrow Collars—J. C. Leyendecker
Loaned and exhibited by Cluett, Peabody & Co., Inc.

202 Talc Jonteel—Walter Dean Goldbeck
The United Drug Co.
Loaned and exhibited by Street & Finney, Inc.
203 Perfume L'Amusette—Lucile Patterson Marsh
Loaned by Frederick Stearns & Co.
Exhibited by Sheridan, Shawhan & Sheridan

204 Ascher's Knit Goods—Lucile Patterson Marsh
Loaned by Simon Ascher & Co., Inc.
Exhibited by Biow Co., Inc.
205 **Edison Mazda Lamps—Norman Rockwell**  
Loaned by the Edison Lamp Works of General Electric Co.  
Exhibited by Barton, Durstine & Osborn, Inc.

206 **Union Stock Yards**  
Charcoal Sketch by Joseph Pennell  
Loaned and exhibited by Armour & Co

207 **Linoleum—George W. Blake**  
Loaned by the Armstrong Cork Co.  
Exhibited by George Batten Co., Inc.
208 Woodbury's Facial Soap—John Newton Howitt
Loaned by The Andrew Jergens Company
Exhibited by the J. Walter Thompson Co.

209 Lion Collars—C. C. Beall
Loaned by the United Shirt & Collar Co.
Exhibited by the Picard Company, Inc.
210 House Organ—W. R. DeLappe
Loaned by the Standard Oil Co. of California
Exhibited by The H. K. McCann Co.

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Loaned by the Standard Oil Co. of California
Exhibited by The H. K. McCann Co.

212 Duplex Lighting Fixtures—George J. Illian
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Exhibited by Barrows & Richardson
213 Vode Kid—R. K. Ryland
Loaned by the Standard Kid Manufacturing Co.
Exhibited by George Batten Co., Inc.

214 Great White Fleet—Henry Reuterdahl
Loaned and exhibited by the United Fruit Co.
215 Adler-Rochester Clothes—Walter Dorwin Teague
Loaned by L. Adler, Bros. & Co.
Exhibited by Berrien Co., Inc.

216 Lyon’s Tooth Paste—O. F. Howard
Loaned by J. W. Lyon & Sons
Exhibited by Patterson-Andress Co., Inc.

217 Morris’ Ham—Charles Everett Johnson
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218  
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221 DIAMOND BRAND WALNUTS—Robert Kerfoot
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222 FISK TIRES—Walter Biggs
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225  **WALLACE SILVER—Neysa McMein**
Loaned by R. Wallace & Sons Mfg. Co.
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224  **—Alonzo Kimball**
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226 Men's Clothing—J. C. Leyendecker
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Exhibited by The George L. Dyer Co.

227 Woodbury's Facial Soap—Walter Biggs
Loaned by The Andrew Jergens Company
Exhibited by J. Walter Thompson Co.

228 La Grecque Underwear—W. E. Heitland
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Exhibited by the Redfield Advertising Agency

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Loaned by The Estey Organ Company
Exhibited by Calkins & Holden, Inc.

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233 Men's Clothing—John E. Sheridan
Loaned and exhibited by Hart Schaffner & Marx

234 Community Silverware—Baron de Meyer
Loaned and exhibited by Oneida Community, Ltd.

235 U.S. Victory Loan—E. G. Teale
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Loaned by The Southern Cotton Oil Co.
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240 Billings & Spencer—Franklin Booth
Loaned by The Billings & Spencer Co.
Exhibited by the Harry Porter Co.

241 Billings & Spencer—Franklin Booth
Loaned by The Billings & Spencer Co.
Exhibited by the Harry Porter Co.

242 Alexander Hamilton Institute—Franklin Booth
Loaned by the Alexander Hamilton Institute
Exhibited by Barton, Durstine & Osborn, Inc.
243 **CHANTILLY TOILET GOODS**
*Harry L. Timmins*
Loaned by Chantilly Toilet Goods
Exhibited by the D'Arcy Advertising Agency

244 **BORDER DESIGN—Walter Dorwin Teague**
Loaned by The Billings & Spencer Co.
Exhibited by the Harry Porter Co.

245 **COVER DESIGN—O. W. Jaquish, Jr.**
Loaned and exhibited by the Rochester Bureau of Printing

246 **ARROW COLLARS**
*Walter Dorwin Teague*
Loaned by Cluett, Peabody & Co., Inc.
Exhibited by Smith, Sturgis & Moore, Inc.
247 Lafayette Motor Car
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Loaned by the Lafayette Motors Co.
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248 Adler-Rochester Clothes
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Exhibited by Berrien Co., Inc.

249 Arches Hand Made Paper
Harvey Hopkins Dunn
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250 Leather Belting—Harvey Hopkins Dunn
Loaned and exhibited by Alexander Bros.
251 Adler-Rochester Clothes—Walter Dorwin Teague
Loaned by L. Adler, Bros. & Co.
Exhibited by Berrien Co., Inc.

252 Equitable Trust Company—H. Devitt Welsh
Loaned by The Equitable Trust Company
Exhibited by Albert Frank & Company

253 Victor Records—Franklin Booth
Loaned by the Victor Talking Machine Co.
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254 Bonds—H. Devitt Welsh
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255 Men's Clothing—J. C. Leyendecker
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Exhibited by The George L. Dyer Co.

256 Men's Clothing—J. C. Leyendecker
Loaned by B. Kuppenheimer & Company
Exhibited by The George L. Dyer Co.
257 **FATIMA CIGARETTES—William Oberhardt**
Loaned by the Liggett & Myers Tobacco Co.
Exhibited by Newell-Emmett Co., Inc.

258 **FATIMA CIGARETTES—William Oberhardt**
Loaned by the Liggett & Myers Tobacco Co.
Exhibited by Newell-Emmett Co., Inc.

259 **PHILIP MORRIS CIGARETTES—R. F. Schabelitz**
Loaned by Philip Morris & Co., Ltd.
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260 YUBAN COFFEE—Kerr Eby
Loaned by Arbuckle Bros.
Exhibited by J. Walter Thompson Co.

261 FATIMA CIGARETTES—William Oberhardt
Loaned by the Liggett & Myers Tobacco Co.
Exhibited by Frank Seaman, Inc.

262 WOMAN'S HOME COMPANION
Maud Tousey Fangel
Loaned by The Crowell Publishing Company
Exhibited by Calkins & Holden, Inc.

263 YUBAN COFFEE—Kerr Eby
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264. Pen Drawing—R. F. Heinrich
Exhibited by R. F. Heinrich

265. Hartford Fire Insurance—René Clarke
Loaned by The Hartford Fire Insurance Co.
Exhibited by Calkins & Holden, Inc.
266 The Brunswick Phonograph
Loaned by The Wiley B. Allen Co.
Exhibited by Foster & Kleiser

267 Edison Mazda Lamps—Maxfield Parrish
Loaned by the Edison Lamp Works of General Electric Co.
Exhibited by Barton, Durstine & Osborn, Inc.

268 The National Sextet
Loaned by the F. J. Linz Motor Co.
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269 O'SULLIVAN'S HEELS—F. R. Gruger
Loaned by the Lamont Corliss Co.
Exhibited by J. Walter Thompson Co.

270 WRITING PAPER—John Liello
Loaned by the Eastern Mfg. Co.
Exhibited by The H. K. McCann Co.

271 STORAGE BATTERIES—Thomas D. Ben Rimo
Loaned by the Electric Storage Battery Co.
Exhibited by George Batten Co., Inc.

272 REAL ESTATE—Thomas D. Ben Rimo
Loaned by Louis Schlesinger, Inc.
Exhibited by Albert Frank & Company

273 OPTICAL LENSES—Guido & Lawrence Rosa
Loaned by the Bausch and Lomb Optical Co.
Exhibited by Frank Seaman, Inc.

274 OPTICAL LENSES—Guido & Lawrence Rosa
Loaned by the Bausch and Lomb Optical Co.
Exhibited by Frank Seaman, Inc.
278  THE SPIRIT OF TRANSPORTATION—James Cady Ewell
Loaned by The Clark Equipment Co.
Exhibited by the McKinney Co.

279  FRANKLIN SIGN
Edward Penfield
Loaned and exhibited by the Franklin Printing Company

280  NUJOL—C. B. Falls
Loaned by the Nujol Laboratories
Exhibited by The H. K. McCann Co

281  DOORWAY & INITIAL
Edward Penfield
Loaned and exhibited by the Franklin Printing Company

282  RITZ-CARLTON HOTEL—John J. A. Murphy
Loaned by the Ritz-Carlton Hotel
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283 Pen Drawing—R. F. Heinrich
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284 The Kremlin—Louis H. Reid
Loaned by Otis Elevator Co.
Exhibited by Reid, Fletcher & Hart

285 Fatima Cigarettes—Henry Raleigh
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Exhibited by Newell-Emmett Co., Inc.

286 U. S. Army Teaches Trades—James H. Hammon
Loaned by the U. S. Army
Exhibited by Calkins & Holden, Inc.

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287 FARM & FIRESIDE—Bob Williams
Loaned by the Crowell Publishing Company
Exhibited by J. Walter Thompson Co.

288 FARM & FIRESIDE—Bob Williams
Loaned by the Crowell Publishing Company
Exhibited by J. Walter Thompson Co.

289 SHOP FRONT—Edward Penfield
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290 OPTICAL LENSES—Guido & Lawrence Rosa
Loaned by the Bausch and Lomb Optical Co.
Exhibited by Frank Seaman, Inc.
291 Ritz-Carlton Hotel—John J. A. Murphy
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Exhibited by The Irving Press

292 Ritz-Carlton Hotel—John J. A. Murphy
Loaned by the Ritz-Carlton Hotel
Exhibited by The Irving Press

293 E. & W. Collars—R. F. Schabelitz
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294 E. & W. Collars—R. F. Schabelitz
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295 Women's Hats—Edward Monks
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296 Farm & Fireside—Frank B. Hoffman
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297 Blackstone Cigars—J. B. Hazelton
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Exhibited by George Batten Co., Inc.

298 Franklin Motor Cars—F. T. Chapman
Loaned by the Franklin Automobile Company
Exhibited by Patterson-Andress Co., Inc.

299 Franklin Motor Cars—F. T. Chapman
Loaned by the Franklin Automobile Company
Exhibited by Patterson-Andress Co., Inc.
300 Wells Fargo Express—F. B. Masters
Loaned and exhibited by Wells Fargo & Co.

301 Kelly-Springfield Tires—L. Fellows
Loaned and exhibited by the Kelly-Springfield Tire Co.

302 Electric Storage Batteries
Thomas D. Ben Rino
Loaned by the Electric Storage Battery Co.
Exhibited by George Barrie Co., Inc.

303 Ritz-Carlton Hotel—John J. A. Murphy
Loaned by the Ritz-Carlton Hotel
Exhibited by The Irving Press
304 Book Cover

305 Calendar

306 Seal

*Designs by O. W. Jaquish, Jr.*

*Loaned by O. W. Jaquish, Jr.*
APPENDIX
McElwain tanneries make your McElwain shoes cost less

WHY should you be interested in the fact that the McElwain Company, unlike most shoe manufacturers, owns and operates its own tanneries? Because these tanneries are one added reason why McElwain shoes come to you at a substantial saving in price.

Just as McElwain men in the hide markets of three continents are able to buy the best at the lowest cost, just as a little saving is made in the manufacture of each separate part of the shoe, so the tanneries, also, have their part in giving you—dollar for dollar—the utmost in beauty and in value and wear.

This fact is due in large part to the fact that, by and by, the hide is turned into leather and left in the hands of the tannery man for the process of tanning. A saving is made through the fact that the McElwain Company owns and operates its own tanneries. This not only means a saving in cost, but also a saving in the finish and workmanship.

W. H. McElwain Company
31 Chickering St., Boston, Mass.

McELWAIN SHOES
Three great fears that haunt a fireside

Forward—together!

The National Oil Company

Ever-Ready
ARMY RAZOR

What's the brightest spot in town?

Toldeo Springless Automatic Industrial Scales

TOLEDO SCALES
NO SPRINGS - HONEST WEIGHT

Page One hundred and five
Which of these salesmen will get it?

JOHNS-MANVILLE
Serves in Conservation

Asbestos

JOHNS-MANVILLE
Serves in Conservation

KIDDIE-KAR

KIDDIE-KAR

THE FRANKLIN SEDAN

KIDDIE-KAR

WOLFHEAD

Endeavors

THE LINCOLN MEMORIAL
WASHINGTON, D.C.

A Memorial to the Memory
of Abraham Lincoln, Designed
by Henry Bacon and Built by
the George A. Read Construction Company.
A WORLD REBUILT

By the Golden Rule
not by the Rule of Gold

The INTERCHURCH World Movement
of North America

The restoration of the world's best
idea, the Golden Rule, is the first
step towards world peace. It is the
basis of all true religion and
philosophy. It is the foundation of
good government and sound
morality. It is the key to the
solution of all great problems of
the day. It is the method by
which we can build a better
world and secure a lasting
peace.

The Golden Rule, as taught by
Jesus Christ, is the best and
most effective method for
establishing world order. It is
universal in its application and
universal in its potential. It is
the basis of all true religion and
philosophy. It is the key to the
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solution of all great problems of
the day. It is the method by
which we can build a better
world and secure a lasting
peace.
THE First Advertisement

Americans! Encourage your own Manufactures, and they will improve.

Save your Rags. The old-time mills are in contemplation of a new invention which will permit them to manufacture paper without destroying the rags. The result will be a better paper than ever before, and the return of the old-time mills to the community in a strong position, will benefit the community at large, and the nation. They will not only save rags, but will also make a paper that will meet with due encouragement.

HENRY CRANE

March 4, 1854

Crane's Business Papers

Crane & Co. was one of the first paper manufacturers to introduce advertising. Their first advertisement urged housewives to save their rags. It was published in 1854 and signed by Zenas Crane. At that time all writing paper was made of rags. In the years since, paper makers have come and gone. The Crane Mills have remained. They still adhere to the old-fashioned idea of quality. They still make writing paper of rags. Crane's Bond is made of nothing but selected new white rags.

Crane's Bond is made of nothing but selected new white rags.

Such paper is peculiarly fitted for the purposes of business writing paper.


CRANE'S BUSINESS PAPERS

The first advertisement of Crane & Co. was one urging housewives to save their rags. It was published in 1854 and signed by Zenas Crane. At that time all writing paper was made of rags. In the years since, paper makers have come and gone. The Crane Mills have remained. They still adhere to the old-fashioned idea of quality. They still make writing paper of rags.

Crane's Bond is made of nothing but selected new white rags.

Such paper is peculiarly fitted for the purposes of business writing paper.


Copyright by Crane & Co.

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McElwain men buy McElwain hides in the world's markets

The hide markets of three continents are searched to find the best at the lowest price. So the quality of the McElwain product is controlled from the very start.
To Men who took our advice Last Spring

You remember we advised against buying a cheap hat, and also not to be extravagant and pay too much. What we said then applies with equal force this Fall. Conditions are just as uncertain, there are just as many cheap hats masquerading around, just as many over-priced hats. We suggest that you investigate the Mallory, a sensibly-priced Hat of Known Quality—a hat you can be sure of, in these times of uncertain values, because it is the product of a firm that has been making Fine Hats for a Hundred Years and selling them at reasonable prices.

The Mallory Hat Company
386 Madison Avenue, New York

MALLORY FINE HATS
Page One hundred and seventeen
INDICES
## INDEX OF PRODUCTS

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### BUILDING CONSTRUCTION

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### BUILDING MATERIALS

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### CANDY

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### CIGARETTES

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INTERCHURCH WORLD MOVEMENT OF NORTH AMERICA

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JEWELRY

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LEATHER BELTING

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LIGHTING EQUIPMENT

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LITHOGRAPHY

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MEDICINES

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## MOTION PICTURES

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## MUSICAL INSTRUMENTS

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