Third Annual of Advertising Art
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From Advertisements shown at the Exhibition of the ART DIRECTORS CLUB
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Teachers are agreed, are they not, that best results are secured in their craft if at the outset they make clear to their students what it is all about. These exhibitions of the art directors certainly help to remind every one concerned what advertising illustrations are meant to do.

Just what work are advertising illustrations designed to do?

At Westminster Abbey, in his sermon of welcome to the delegates to the Advertising Convention, the Bishop of Durham made the statement that art in advertising today, was to the masses, what the mural decorations and stained glass windows of the cathedrals were to the people of mediaeval times. This was a sermon of welcome. Perhaps the Bishop overstated a little, but in another sense did he not also understate?

In this intensely (so-called) practical and commercial age of ours, art in advertising, entirely in addition to its main purpose of helping to sell commodities, serves indirectly a very real educational purpose.

Sense of line, sense of color, sense of proportion—the representative advertising illustrations of today develop an appreciation of all of these. This appreciation is reflected in an improvement in design of the commodities themselves. In this way advertising illustrations help materially to bring art into industry, and through it into the greatest possible number of homes. The market for articles in good taste is expanded and as a consequence the design of the articles to fill this market is improved.

This indirect achievement of advertising frequently wins the interest of artists whom art, merely as a means to sell merchandise, might not reach. In the spring exhibit at the Royal Academy, next to the portrait of the king, hangs a still life. At the same time, in the offices of an advertising agency in London, a painting by the same artist is being reproduced to illustrate an advertisement in a coming issue of one of the British magazines.

When we keep in mind the underlying purpose of advertising—the interpreting of the advantages of an article or service to the public or that
part of it which it is desired to reach—we realize how difficult an undertaking good advertising illustration is. Is not the illustration, then, art plus?

In his review of the Exhibition last year, Mr. Calkins said that the number of illustrations submitted had so increased that there was not sufficient space to exhibit all that were good. This is even more true this year.

The Exhibitions help immensely to bring together and review the work of the year. The Annuals should constitute a most interesting record of the progress of art, of the individual artist, of advertising and of public taste.
THE ART DIRECTORS CLUB, INC.

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JURY OF AWARDS

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Eugene Speicher  Richard Bach  Gerald Page-Wood

NOTE: Typographic layout of the Third Annual planned and supervised by David Silve, New York
With this Third Annual of Advertising Art there is presented a fair proportion of the creditable work of 1913. The response to the announcement of the exhibition from which these pictures are reproduced was most gratifying and assured a comprehensiveness which will undoubtedly increase each year.

There is a very perceptible improvement not only in the quality of the pictures but in the larger number of good ones available. New artists are continually entering the field, and the older ones are increasing in practical experience. With this experience has come an awakening on the part of many of them to the underlying business problems of their work, and this is adding immeasurably to the effectiveness of the advertising.

If our claim to supremacy in this form of Industrial Art rested solely on the first section of this book, it would be amply supported. In these paintings there is exhibited a skill and ability which, taken as a whole, can be found in the work of no other country. In posters we are still behind Germany in design, and behind England in beauty, since the latter country has employed the talent of her greatest artists in this field. In painting in full color, as used in magazines, we stand pre-eminent.

The pen and ink section of the Exhibition is particularly interesting in its variety. The styles range from the sketchy treatment of Wallace Morgan to the infinite detail of Rutherford Boyd. There is a noticeable improvement in the use of scratchboard work. Instead of being an imitation of poor woodcutting, it has now realized its own possibilities and is taking advantage of them. No line work reproduces better than a scratchboard study intelligently done.

The decorative designs are very uniform in their excellence. The very fact that a treatment of this sort is desired, offers an opportunity not always afforded in the other kinds of work. Where an artist is allowed to decorate a page harmoniously, using type as an integral part of his scheme, he is naturally apt to be more successful than in solving the problems of illus-
trating and merchandising in the non-decorative advertisements. It is rather surprising that there has been so little originality shown in the invention of decorative material and its treatment. American designers have in the main been content to re-combine historic forms, in cases where fresh ones would have been more appropriate and expressive.

That there is a healthy tendency in photography, is indicated by the number of unretouched photographs. Good composition and the proper selection of material, photographed in a direct and honest way, are very evident. The place of the photograph in advertising is unquestioned. It can accomplish things which no drawing or painting can possibly do. On the other hand, forced beyond the limits of its own inherent characteristics, it becomes false and loses that sense of reality which is its chief asset.

As each exhibition is presented year after year, the practical problems of the work are being brought home to artists and art directors. One of these is the importance of the final result. As a writer, commenting on the exhibition, says, "Unlike the academician, the advertising artist finds his finished picture merely a point of departure. In a sense he is not painting on canvas at all, but on paper, for it is the reproduction and what the reproduction does by which his work must be judged. Therefore his picture cannot be considered as an entirety but as a part of the greater whole."

There is still a tendency to lay too great a burden upon the engraver, both in the way of colors which are not reproducible in three and four color process work and in a broken color technique, which is especially difficult for the engraver to handle. This situation, however, is gradually improving as the painters who have entered this field are beginning to realize the limitations as well as the possibilities of their craft.

The prominence given proofs this year helps to emphasize the fact that the real exhibition for artists and art directors is the daily one in magazines and newspapers and on billboards.

The opportunities which American Industry will afford Art in the form of advertising in the future are unlimited. The constant demand for the best work obtainable, and the adequate rewards offered are fast creating a situation which has had no parallel in the history of artistic development. By collecting in its present form the outstanding drawings and paintings of the past year, this book is contributing in no small way to the record of what promises to be one of the most important of the Industrial Arts.
THIRD EXHIBITION AWARDS

ART DIRECTORS CLUB MEDAL OF AWARD, DESIGNED BY PAUL MANSHP

SECTION ONE
PAINTINGS AND DRAWINGS IN COLOR

(a) FIGURES

First Honorable Mention— Arthur Rackham for painting made for Colgate & Co. through Frank Seaman, Inc. Page 3.


(b) STILL LIFE
First Award, Medal—Rene Clarke for painting made for Southern Cotton Oil Trading Co. through Calkins & Holden. Page 16.


PAINTINGS AND DRAWINGS IN COLOR—(continued)

(c) MISCELLANEOUS

First Award, Medal—Frank Swift Chase for painting made for Davey Tree Expert Co. through J. Walter Thompson Co. Page 32.

First Honorable Mention—

Second Honorable Mention—

SECTION TWO

POSTERS OF ALL SIZES, INCLUDING CAR CARDS


First Honorable Mention—

Second Honorable Mention—

SECTION THREE

BLACK AND WHITE ILLUSTRATIONS AND DESIGN

First Award, Medal—Frank B. Hoffman for Chicago, Burlington & Quincy Railroad through J. Walter Thompson Co. Page 52.

First Honorable Mention—

Second Honorable Mention—
SECTION FOUR

MAGAZINE AND NEWSPAPER PEN AND INK

First Award, Medal—Wallace Morgan for Penn Tobacco Company through Chas. W. Hoyt, Inc. Page 82.

First Honorable Mention—
Rutherford Boyd for Gorham Co. through Frank Presbrey Company. Page 83.

Second Honorable Mention—
C. B. Falls for Hampton Shops through George Batten Company, Inc. Page 84.

SECTION FIVE

DECORATIVE DESIGNS


First Honorable Mention—

Second Honorable Mention—

SECTION SIX

PHOTOGRAPHS

First Award, Medal—Lewis W. Hine for Pennsylvania Railroad through Ivy Lee. Page 117.

First Honorable Mention—
H. W. Scandlin for Hampton Shops through George Batten Company, Inc. Page 118.

Second Honorable Mention—
Grancel Fitz for The Rosenbach Galleries through The Rosenbach Galleries. Page 119.
NOTE

It was the aim in making up the Annual to follow as nearly as possible the order of divisions indicated below.

1. Paintings and Drawings in Color
   (a) Figures
   (b) Still Life
   (c) Miscellaneous
2. Posters and Car Cards
3. Black and White Illustrations
4. Pen and Ink
5. Decorative Designs
6. Photographs
7. Reproductions of the Complete Advertisements showing how the above material was employed
ILLUSTRATIONS
JAMES PRESTON—57 VARIETIES
Loaned by H. J. Heinz Company
Exhibited by Calkins & Holden
Medal

{2}
ARTHUR RACKHAM—CASHMERE BOUQUET SOAP

Loaned by Colgate & Co.
Exhibited by Frank Seaman, Inc.
First Honorable Mention
R. K. RYLAND—RICHMOND STRAIGHT CUT CIGARETTES
Loan by Liggett & Myers Tobacco Co.
Exhibited by Newell-Emmett Company

OSKAR GROSS—BAND INSTRUMENTS
Loan by C. G. Conn, Ltd.
Exhibited by Lamport-MacDonald Co.
HAYDEN HAYDEN—Salad Dressing
Loaned by Francis H. Leggett & Company
Exhibited by Barton, Duretine & Osborn, Inc.

MARJORIE H. LAPP—Containers
Loaned by Alderman-Fairchild Company
Exhibited by H. C. Goodman, Inc.

DE FEQ, THE WELANETZ COMPANY—Welte Mignon
Loaned by Auto-Pneumatic Action Co.
Exhibited by Frank Seaman, Inc.

DE FEQ, THE WELANETZ COMPANY—Welte Mignon
Loaned by Auto-Pneumatic Action Co.
Exhibited by Frank Seaman, Inc.
NEYSA McMEIN—WAMSUTTA PERCALE SHEETS & PILLOW CASES
Leased by Wamsutta Mills
Exhibited by Barrows & Richardson

WALTER BIGGS—IVORY SOAP
Leased by Procter & Gamble Co.
Exhibited by The Blackman Company

MAUD TOUSEY FANGEL—DENTAL CREAM
Leased by Kolynos Company
Exhibited by W. F. Powers Company

MARY MACKINNON—McCALLUM SILK HOSIERY
Leased by McCallum Hosiery Company
Exhibited by George Batten Company
Little Jack Horner sat in a corner
What can the reason be?
Indeed it's quite plain
He is hiding from Jane.
For a big dish of JELL-O has he

Linn Ball—JELL-O
Loaned by The Jell-O Company
Exhibited by The Dauchy Company

John Newton Howitt—JELL-O
Loaned by The Jell-O Company
Exhibited by The Dauchy Company

R. F. Schabelitz—Woodbury’s Facial Soap
Loaned by The Andrew Jergens Co.
Exhibited by J. Walter Thompson Company

Maud Tousey Fangel—Condensed Milk
Loaned by The Borden Company
Exhibited by H. K. McCaw Company
THE EYE IS FORERUNNER OF THE PALATE
JELL-O
America's most famous dessert

GUY ROWE—JELL-O
Loaned by The Jell-O Company
Exhibited by The Dauchy Company

LINN BALL—JELL-O
Loaned by The Jell-O Company
Exhibited by The Dauchy Company

W. G. RATTERMAN—P AND G WHITE NAPTHA SOAP
Loaned by Procter & Gamble Company
Exhibited by The Blackman Company

WILMOT EMERTON HEITLAND—PATTERN
Loaned and Exhibited by Woman's Home Companion
ANGUS MacDONALD—Jell-O
Loaned by The Jell-O Company
Exhibited by The Dauchy Company

J. CLINTON SHEPHERD—HATS
Loaned by Dobbs & Co.
Exhibited by The Roger Williams Company

ANDREW LOOMIS—PLUMBING FIXTURES
Exhibited by Porter, Eastman & Bryn

DOBBS HATS

J. C. LEYENDECKER—INTERWOVEN TOE AND HEEL SOCKS
Loaned by Interwoven Stocking Company
Exhibited by James B. Kirk, Vice-Pres. United Advertising Agency
CUSHMAN PARKER—Bon Ami
Loaned by The Bon Ami Company
Exhibited by Erickson Company

WORTH BREHM—Black Jack Chewing Gum
Loaned by American Chicle Co.
Exhibited by Newell Emmons Company

CUSHMAN PARKER—Beech-Nut Food Products
Loaned by Beech-Nut Packing Co.
Exhibited by H. K. McCann Company

CUSHMAN PARKER—Bon Ami
Loaned by The Bon Ami Company
Exhibited by Erickson Company
WALTER BIGGS—Ivory Soap
Loaned by Procter & Gamble Co.
Exhibited by The Blackman Company

FRANK B. HOFFMAN—Cream of Wheat
Loaned by Cream of Wheat Company
Exhibited by J. Walter Thompson Company

ROY SPRETER—Beaver Products
Loaned by The Beaver Products Company
Exhibited by Henri, Hurst & McDonald

H. L. TIMMINS—Kitchen Cabinets
Loaned by G. I. Sellers & Sons Company
Exhibited by Henri, Hurst & McDonald

FRANK B. HOFFMAN—Oleomargarine
Loaned by Swift & Company
Exhibited by J. Walter Thompson Company

FRANK B. HOFFMAN—Brookfield Brand Pork Sausage
Loaned by Swift & Company
Exhibited by J. Walter Thompson Company
OSKAR GROSS, PALSINSE-Young, Inc.—BAND INSTRUMENTS
Loaned by C. G. Conn, Ltd.
Exhibited by Lampert-MacDonald Co.

DONALD GARDNER—VALSPAR ENAMEL
Loaned by Valentine & Co.
Exhibited by Erickson Company

NORMAN ROCKWELL—PORTABLE TYPEWRITER
Loaned by Underwood Typewriter Company
Exhibited by Harry C. Michaels Company

PHILIP LYFORD—MAZDA LAMPS
Exhibited by Fuller & Smith

FRED K. MIZEN—WILLYS-KNIGHT SEDAN DELUXE
Loaned by Willys-Overland, Inc.
Exhibited by The Mizen Company

JOHN L. GATTA—KLEINERT'S RUBBER GOODS
Loaned by The J. B. Kleinert Rubber Co.
Exhibited by Federal Advertising Agency
FRANK B. HOFFMAN—CREEAM OF WHEAT
Loaned by Cream of Wheat Company
Exhibited by J. Walter Thompson Company

EDWARD L. CHASE, STANFORD BRIGGI, INC.—RADIO BATTERIES
Loaned by National Carbon Co.
Exhibited by N. W. Ayer & Son

LUCILLE PATTERSON MARSH—SQUIBB PRODUCTS
Loaned by E. R. Squibb & Sons
Exhibited by N. W. Ayer & Son

W. G. RATTERMAN—P AND G WHITE NAPHTHA SOAP
Loaned by Procter & Gamble Company
Exhibited by The Blackman Company

DONALD GARDNER—VALSPAR VARNISH STAIN
Loaned by Valspar & Co.
Exhibited by Erickson Company

DEAN CORNWELL—HEAT MACHINES, RADIATORS
Loaned by American Radiator Company
Exhibited by Barton, Dorstine & Osborn, Inc.
C. C. CHAMBERS—Steinway Pianos

Loaned by Steinway & Sons—Exhibited by N. W. Ayer & Son

HARRY STONER—Cover for Booklet

Loaned by Dry Goods Economist

Exhibited by Harry Stoner

WALTER BIGGS—Batteries

Loaned by National Carbon Company

Exhibited by N. W. Ayer & Son

NORMAN ROCKWELL—Valspar Varnish

Loaned by Valentine & Company

Exhibited by Erickson Company

HARRY MORSE MEYERS—Wamsutta Percale Sheets

Loaned by Wamsutta Mills

Exhibited by Barrows & Richardson
HELEN DRYDEN—WATERSIDE CORDUROY
Loaned by Howlett and Hockmeyer
Exhibited by J. Walter Thompson Company

HELEN DRYDEN—STRATHMORE PAPERS
Loaned by Strathmore Paper Company
Exhibited by Federal Advertising Agency

KATHERINE STURGES—MCCALLUM SILK HOSIERY
Loaned by McCallum Hosiery Company
Exhibited by George Batten Company

KATHERINE STURGES—MCCALLUM SILK HOSIERY
Loaned by McCallum Hosiery Company
Exhibited by George Batten Company
LESLIE L. SAALBERG—Travel
Loaned by United American Lines
Exhibited by Albert Frank & Company

HARRY MORSE MEYERS—Wooltex Coats, Suits, etc.
Loaned by The Wooltex Co.
Exhibited by The Hill-Winsten Company

KATHERINE STURGES—McCallum Silk Hosiery
Loaned by McCallum Hosiery Company
Exhibited by George Batten Company

EDWARD H. FREEDMAN, Bow and Arrow, Inc.
Marine Decoration
Loaned by The Bermuda Trade Development Board
Exhibited by Wales Advertising Company
EDWARD PENFIELD AND WALTER D. TEAGUE—CALENDAR
Loaned by The Home Insurance Company
Exhibited by Brown & Bigelow

BENEDICT BENTLEY—MERODE UNDERWEAR
Loaned by Wrislep, Beet & Co.
Exhibited by Barton, Duerrstein & Osburn, Inc.

ANDREW LOOMIS—SUNKIST ORANGES
Loaned by California Fruit Growers Exchange
Exhibited by Lord & Thomas

ANDREW LOOMIS—CATALOGUE COVER
Loaned by Sears, Roebuck & Co.
Exhibited by Andrew Loomis
EDWARD L. CHASE
STANFORD BRIGGS, INC.—
Blue Label Ketchup and Chili Sauce
Loaned by Curtice Brothers Co.
Exhibited by Barton, Durstine & Osborn, Inc.

CARL HASLAM—Society Brand Clothes
Loaned by Alfred Decker & Cohn
Exhibited by John H. Dunham Company

WALTER BIGGS—Heat Machines, Radiators
Loaned by American Radiator Company
Exhibited by Barton, Durstine & Osborn, Inc.

EDWARD L. CHASE, STANFORD BRIGGS, INC.—
Blue Label Ketchup and Chili Sauce
Loaned by Curtice Brothers Co.
Exhibited by Barton, Durstine & Osborn, Inc.

LUCILLE PATTERSON MARSH—Radiators, Boilers, etc.
Loaned by American Radiator Company
Exhibited by Barton, Durstine & Osborn, Inc.
WALTER S. SEATON—Virtuoso
Loaned by Hallo & Davis
Exhibited by Lord & Thomas

FRANK B. HOFFMAN—CREAM OF WHEAT
Loaned by Cream of Wheat Company
Exhibited by J. Walter Thompson Company

ANDREW LOOMIS—Fels-Naphtha Soap
Loaned by Fels & Co.
Exhibited by F. Wallis Armstrong Co.

JOHN NEWTON HOWITT—JELL-O
Loaned by The Jell-O Company
Exhibited by The Dadeby Company

JAMES PRESTON—Advertising
Loaned and exhibited by N. W. Ayer & Son

F. L. NICOLET, STANFORD BRIGGS, INC.—Waterside Corduroy
Loaned by Howlett and Heckmayer
Exhibited by J. Walter Thompson Company
HELEN DRYDEN—HATS AND SPORTS APPAREL
Loaned by Knox Hat Company
Exhibited by Barton, Durstine & Osborn, Inc.

HELEN DRYDEN—HATS AND SPORTS APPAREL
Loaned by Knox Hat Company
Exhibited by Barton, Durstine & Osborn, Inc.

PACIFIC LINE
to South America

CARLTON D. ELLINGER—BOOKLET COVER
Loaned by Pacific Line
Exhibited by Redfield, Kendrick, Odell Co., Inc.

DE FEO, THE WELANETZ COMPANY—CHENEY SILKS
Loaned by Cheney Brothers
Exhibited by Frank Stuman, Inc.

{24}
GEORGE ILLIAN—Strathmore Papers
Loaned by Strathmore Paper Company
Exhibited by Federal Advertising Agency

MARY MacKINNON—Lux
Loaned by Lever Bros. Co.
Exhibited by J. Walter Thompson Company

PHILIP LYFORD—Mazda Lamps
Exhibited by Fuller & Smith

FRED MIZEN—Motors
Loaned by Westinghouse Electric & Mfg. Co.
Exhibited by Fuller & Smith
RENE CLARKE—Wesson Oil
Loaned by Southern Cotton Oil Tr. Co.
Exhibited by Calkins & Holden
Medal

{26}
HENRY MAUST—SWIFT'S HAMS AND BACON
Loaned by Swift & Company
Exhibited by J. Walter Thompson Company
First Honorable Mention
CHARLES E. JOHNSON—CAMPBELL'S SOUPS

Loaned by Campbell Soup Company
Exhibited by F. Wallis Armstrong Co.
Second Honorable Mention

{28}
RENE CLARKE—Wesson Oil
Loaned by Southern Cotton Oil Tr. Co.
Exhibited by Calkins & Holden

HENRY MAUST—Libby’s Products
Loaned by Libby, McNeill & Libby
Exhibited by J. Walter Thompson Company

RENE CLARKE—Snowdrift
Loaned by Southern Cotton Oil Tr. Co.
Exhibited by Calkins & Holden
CALUMET

NORMAN HALL—WHEAT CAKES
Loaned by Calumet Baking Powder Company
Exhibited by Sehl Advertising Agency

LINN BALL—DROMEDARY DATES
Loaned by The Hill Brothers Company
Exhibited by Barton, Durstine & Osborn, Inc.

HENRY MAUST—SWIFT'S HAMS AND BACON
Loaned by Swift & Company
Exhibited by J. Walter Thompson Company

HENRY MAUST—LIBBY'S PRODUCTS
Loaned by Libby, McNeil & Libby
Exhibited by J. Walter Thompson Company
ALTON C. PAINTER, STANFORD BRIGGS, NC.—WHEATENA
Loaned by The Wheatena Company
Exhibited by F. W. Wallis Armstrong Co.

CHARLES E. JOHNSON—CAMPBELL'S BEANS
Loaned by Joseph Campbell Company
Exhibited by F. W. Wallis Armstrong Co.

CHAS. E. RUTTAN—DIAMOND WALNUTS
Loaned by California Walnut Growers' Association
Exhibited by Lord & Thomas
FRANK SWIFT CHASE—DAVEY TREE SURGERY

Loaned by Davey Tree Expert Co.

Exhibited by J. Walter Thompson Company

Medal

{32}
LURELLE GUILD—Standing Fabrics
Loaned by Elms & Sillom, Inc.
Exhibited by J. Walter Thompson Company
First Honorable Mention
H. L. TIMMINS—Arkansas Soft Pine
Loaned by Arkansas Soft Pine Bureau
Exhibited by Robert H. Brooks
Second Honorable Mention
SAUL TEPPE—TYPEWRITERS
Loaned by Remington Typewriter Company
Exhibited by The W. F. Powers Company

IRWIN MYERS—AGATHON ALLOY STEELS
Loaned by The Central Steel Company
Exhibited by Thos. F. Logan, Inc.

FRANK B. HOFFMAN—SWIFT’S BROOKFIELD BUTTER AND EGGS
Loaned by Swift & Company
Exhibited by J. Walter Thompson Company
JOSEPH CHENOWETH—BATHROOM EQUIPMENTS
 Loaned by Crane Co.
 Exhibited by Charles Daniel Frey

PAUL PROEHL—DAVENPORT BED
 Loaned by Kroehler Manufacturing Co.
 Exhibited by Henri, Horst & McDonald

A. AVINOFF—ASBESTOS SHINGLES
 Loaned by Johns-Manville, Inc.
 Exhibited by Newell-Emmett Company

GEORGE SHERINGHAM—PERFUMES
 Loaned by Colgate & Co.
 Exhibited by Frank Steaman, Inc.
PAUL PROEHL—DAVENPORT BED
Loaned by Kroehler Manufacturing Co.
Exhibited by Henri, Hurst & McDonald

EDWARD L. CHASE, STANFORD BRIGGS, INC.
BEECH-NUT FOOD PRODUCTS
Loaned by Beech-Nut Packing Co.
Exhibited by H. K. McCann Company

FLOYD DAVIS—SIMMONS BEDS
Loaned by The Simmons Company
Exhibited by Charles Daniel Frey

JOSEPH CHENOWETH—BEDROOM FURNITURE
Loaned by The Simmons Company
Exhibited by Charles Daniel Frey

GEORGE SHERINGHAM—PERFUMES
Loaned by Colgate & Co.
Exhibited by Frank Stuman, Inc.

{ 37 }
WARRANT Pryor, Stanford Briggs, Inc.—Beech-Nut Products
Loaned by Beech-Nut Packing Co.
Exhibited by H. K. McCann Company

FREDERICK J. GARNER—Sectional Bookcases
Loaned by The Globe-Wernicke Co.
Exhibited by The Modern Hawker Advertisers, Inc.

A. AVINOFF—Portable Typewriter
Loaned by Underwood Typewriter Company
Exhibited by Harry C. Michaels Company

DE FEO, THE WELANETZ COMPANY—Cheney Silks
Loaned by Cheney Brothers
Exhibited by Frank Spinna, Inc.
FREDERICK J. GARNER—WALLPAPERS
Loaned by Henry Bosch Company
Exhibited by Frederick J. Garner

INGWALD MYRE—BATHROOM FIXTURES
Loaned by Fairfacts Company
Exhibited by Chas. W. Hoyt Co.

JOHN O. TODAHL—STANDARD MARINE MOTOR
Loaned by Standard Motor Construction Co.
Exhibited by John O. Todahl

H. GEORGE BRANDT—JORDAN
Loaned by Jordan Motor Car Company
Exhibited by Sweeney & James Co.
GEORGE SHEPHERD—FOUNDRY
Loaned by American Steel Foundries
Exhibited by R. R. Donnelley & Sons Company

COMMUNITY PLATE

GEORGE H. WALDMAN—COMMUNITY PLATE
Loaned by Oneida Community
Exhibited by Patterson-Andress Company

VANCE GOSS—TRAVEL
Loaned by Royal Mail Steam Packet Company
Exhibited by Albert Frank & Company
FRANK RAYMOND—Bathroom Equipments
Loaned by Crane Co.
Exhibited by Charles Daniel Frey

MARJORIE H. LAPP—Containers
Loaned by Alderman-Fairchilds Company
Exhibited by H. C. Goodwin, Inc.

FRED C. KNIGHT, Stanford Briggs, Inc.
Beech-Nut Food Products
Loaned by Beech-Nut Packing Co.
Exhibited by H. K. McCaw Company
there is more leisure
for the housekeeper

in electrical housekeeping

F. G. COOPER—Electrical Housekeeping
Loaned and Exhibited by The New York Edison Co.
First Honorable Mention

{45}
MAXFIELD PARRISH—MAZDA LAMPS
Loaned by Edison Lamp Works of General Electric Company
Exhibited by Barton, Durstine & Osborn, Inc
Second Honourable Mention

{46}
THE KING AND QUEEN MIGHT EAT THEREOF
AND NOBLEMEN BESIDES

POLLY PUT THE KETTLE ON
WE'LL ALL MAKE
JELL-O

THE KING AND QUEEN MIGHT EAT THEREOF
AND NOBLEMEN BESIDES

MAXFIELD PARRISH—JELL-O
Loaned by The Jell-O Company
Exhibited by The Dauchy Company
ROBERT C. KAUFFMANN—Stetson Hats
Loaned by Jno. B. Stetson Co.
Exhibited by Robert C. Kauffmann

WILL GREFE—Interwoven Toe and Heel Socks
Loaned by Interwoven Stocking Company
Exhibited by James B. Kirk, Vice-Pres. United Advertising Agency

ARROW COLLARS AND SHIRTS

EDWARD PENFIELD—Arrow Collars and Shirts
Loaned by Cluett, Peabody & Co.
Exhibited by Edward Penfield
C. E. MILLARD—"ENEMIES OF WOMEN"
Loaned by Cosmopolitan Productions
Exhibited by C. E. Millard

F. G. COOPER—Electric Iron
Loaned and Exhibited by The New York Edison Co.

DONALD GARDNER—Piedmont Cigarettes
Loaned by Liggett & Myers Tobacco Company
Exhibited by Newell-Emmett Company

Piedmont
The VIRGINIA Cigarette

In Olde Virginia
1610. He paid his bride's passage from England with VIRGINIA tobacco
LOUIS FANCHER—FATIMA CIGARETTES
Loaned by Liggett & Myers Tobacco Co.
Exhibited by Newell-Emmett Company

C. L. NEHER—HOOD RIVER APPLES
Loaned by Apple Growers Association
Exhibited by Botsford-Constantine Co.

C. E. MILLARD—POSTER
Loaned by Famous Players-Lasky Corp.
Exhibited by C. E. Millard
LINN BALL—Nucoa
Loaned by The Best Foods, Inc.
Exhibited by Poster Advertising Co.
FRANK B. HOFFMAN—WESTERN TRANSPORTATION
Loaned by Chicago, Burlington & Quincy R. R.
Exhibited by J. Walter Thompson Company
Medal

{52}
WILLIAM OBERHARDT—Fatima Cigarettes
Leased by Liggett & Myers Tobacco Company
Exhibited by Newell-Emmett Company
First Honorable Mention
F. R. GUGER—SMOKING TOBACCO
Loaned by American Tobacco Co.
Exhibited by Erwin, Wasey & Company
Second Honorable Mention
WILLIAM OBERHARDT—VELVET TOBACCO
Loaned by Liggett & Myers Tobacco Co.
Exhibited by Richard A. Foley Advertising Agency

WILLIAM OBERHARDT—HATS
Loaned by Dobbs & Co.
Exhibited by The Roger Williams Company
WILLIAM OBERHARDT—SHIPPING CASES
Loaned by Robert Gair Company
Exhibited by J. Walter Thompson Company

WILLIAM OBERHARDT—MOTO-METER
Loaned by Boyce Moteometer Co.
Exhibited by Barrows & Richardson
WILLIAM OBERHARDT—White Rose Bread
Loaned by Massachusetts Baking Company
Exhibited by J. Walter Thompson Company

WILLIAM OBERHARDT—Tire Valves and Gauges
Loaned by A. Schrader’s Son, Inc.
Exhibited by George Batten Company

{57}
F. R. GRUGER—ELECTRICAL APPLIANCES—LIGHT
Loaned by General Electric Company
Exhibited by Barton, Du Ponte & Osborn, Inc.

J. PFEIFFEN—LEHIGH CEMENT
Loaned by Lehigh Portland Cement Company
Exhibited by Patterson & Andress Company

J. PFEIFFEN—LEHIGH CEMENT
Loaned by Lehigh Portland Cement Company
Exhibited by Patterson & Andress Company
ANDREW LOOMIS—Mapleine
Loaned by Crescent Mfg. Co.
Exhibited by Botsford-Constantine Co.

HERBERT M. STOOPS—Consolidation Coal
Loaned by The Consolidation Coal Company
Exhibited by Thomas F. Logan, Inc.

FRED MIZEN—Fans & Motors
Loaned by Robbins & Myers
Exhibited by Erwin, Wasey & Co.

C. H. TAFFS—Nujol
Loaned by Standard Oil Co. of New Jersey
Exhibited by H. K. McCann Co.

FRANK B. HOFFMAN—Western Transportation
Loaned by Chicago, Burlington & Quincy R. R.
Exhibited by J. Walter Thompson Company
FRED B. MADAN—BRUSHING BEARINGS
Loaned by Bunting Brass & Bronze Co.
Exhibited by Myers-Beeson-Godden, Inc.

FRANK B. HOFFMAN—WESTERN TRANSPORTATION
Loaned by Chicago, Burlington & Quincy R. R.
Exhibited by J. Walter Thompson Company

ROY SPRETER—FENESTRA
Loaned by Detroit Steel Products Company
Exhibited by Fuller & Smith
RENE CLARKE—FIRE INSURANCE
Loaned by Hartford Fire Insurance Co.
Exhibited by Calkins & Holden

ROBERT RGGS—EVEREADY FLASHLIGHTS
Loaned by National Carbon Company, Inc.
Exhibited by N. W. Ayer & Son

HERBERT M. STOOPS—CONSOLIDATION COAL
Loaned by The Consolidation Coal Company
Exhibited by Thomas F. Logan, Inc.

NEAL O'KEEFE, HARRY MARX—TYPEWRITERS
Loaned by Royal Typewriter Co.
Exhibited by H. K. McCann Company
HERBERT M. STOOPS—CONSOLIDATION COAL
Loaned by The Consolidation Coal Company
Exhibited by Thomas F. Logan, Inc.

ANDREW LOOMIS—WOOLENS
Loaned by Oregon City Woolen Mills
Exhibited by Botsford-Constantine Co.

CLEMENT DON SHEA—RAILROADS
Loaned by Southern Pacific Lines
Exhibited by Wendell P. Colton Company

ROY SPRETER—ADVERTISING
Loaned and Exhibited by N. W. Ayer & Son
HARRY LEES—Alcor Papers
Loaned by The Alling & Cory Company
Exhibited by George Batten Company

PRUETT CARTER—Tar Soap and Shampoo
Loaned by The Packer Manufacturing Co.
Exhibited by The Blackman Company

W. RIENECKE—Luxor Pattern Silver
Loaned by Alvin Silver Company
Exhibited by George Batten Company
H. L. TIMMINS—Pierce Arrow
Loaned by The Pierce-Arrow Motor Car Co.
Exhibited by Henri, Horst & McDonald

PRUETT CARTER—Tar Soap and Shampoo
Loaned by The Packer Manufacturing Co.
Exhibited by The Blackman Company

HILDA GROSSMAN—Kayser Italian Silk Underwear
Loaned by Julius Kayser & Co.
Exhibited by George Batten Company
EDWARD L. CHASE, STANFORD BRIGGS, INC.—AUTOMOBILES
Loaned by General Motors
Exhibited by Barton, Durstine & Osborn, Inc.

H. L. TIMMINS—JEWETT SIX
Loaned by Jewett Six
Exhibited by Hoops Advertising Co.
NORMAN T. MINGO—AUTOMOBILE
Loaned by Nordyke & Marmon Co.—Exhibited by The Burleigh Withers Co.

LUCILLE PATTERSON MARSH—ELECTRICAL DEVICES
Loaned by General Electric Company
Exhibited by Barton, Durstine & Osborn, Inc.

RUDOLPH TANDLER, HARRY MARX—NUJOL
Loaned by Standard Oil Co. of N. J.
Exhibited by H. K. McCann Company

ANDREW LOOMIS—CADILLAC
Loaned by Cadillac Motor Car Company
Exhibited by Campbell-Ewald Company

FELIX SCHMIDT, GRAUMAN STUDIO—SUNOCO
Loaned by Sun Oil Company
Exhibited by Williams & Cunningham

{68}
H. L. TIMMINS—Pierce Arrow
Loaned by The Pierce-Arrow Motor Car Co.—Exhibited by Henri, Hurst & McDonald

DONALD GARDNER—Electrical Appliances
Loaned by General Electric Company
Exhibited by Barton, Durstine & Osborn, Inc.

McCLELLAND BARCLAY—Pierce Arrow
Loaned by The Pierce-Arrow Motor Car Co.
Exhibited by Henri, Hurst & McDonald

FRANK B. HOFFMAN—Western Transportation
Loaned by Chicago, Burlington & Quincy R. R.
Exhibited by J. Walter Thompson Company

69
ANDREW LOOMIS—AUTOMOBILES
Loaned by Paige-Detroit Motor Car Company—Exhibited by Hoops Advertising Company

HERBERT F. ROESE—RADIO HEADSETS
Loaned by C. Brandes, Inc.
Exhibited by Thomas F. Logan, Inc.

FREDERICK STANLEY—ELECTRICAL APPLIANCES
Loaned by General Electric Company
Exhibited by Barton, Durstine & Osborn, Inc.

C. J. MCCARTHY—PED-E-MODE SHOES FOR WOMEN
Loaned by Julius Grossman, Inc.
Exhibited by The Hill-Winston Company

MISS HORTE—BARBARA LEE FROCKS
Loaned by Retail Research Association
Exhibited by The Hill-Winston Company
GEORGE BREHM—HATS
Loaned by F. Berg & Company
Exhibited by Joseph Richards Company

C. H. TAFFS—PRO-PHY-LAC-TIC HAIR BRUSH
Loaned by Florence Manufacturing Company
Exhibited by George Batten Company

JOHN LAGATTA—FRENCH LINE
Loaned by French Line
Exhibited by Frank Stanson, Inc.

ADOLPH TREIDLER—BOILERS
Loaned by American Radiator Company
Exhibited by Barzen, Durstine & Osborn, Inc.
MISS HIRTE—EVERLAST
Loaned by N. Erlanger, Blumgarten & Co.
Exhibited by N. W. Ayer & Son

MISS THELMA F. MORTIMER—WOOLTEX COATS
Loaned by The Wooltex Company
Exhibited by The Hill-Winston Company

L. L. SAALBERG—READ’S FABRICS
Loaned by Wm. F. Read & Sons Co.
Exhibited by F. Wallis Armstrong Co.
MISS HORTÉ—EVERLAST
Loaned by N. Erlanger, Blumgart & Co.
Exhibited by N. W. Ayer & Son

L. L. SAALBERG—READ'S FABRICS
Loaned by Wm. F. Read & Sons Co.
Exhibited by F. Wallis Armstrong Co.

L. L. SAALBERG—READ'S FABRICS
Loaned by Wm. F. Read & Sons Co.
Exhibited by F. Wallis Armstrong Co.
MARY MacKINNON—McCallum Silk Hosiery
Loaned by McCallum Hosiery Company
Exhibited by George Batten Company

LESLE SAALBERG—Anderson Gingham
Loaned by Elms and Stilson
Exhibited by J. Walter Thompson Company

LURELLE VAN ARSDALE GUILD—"Bedroom Interiors"
Loaned by Margrave Mills, Inc.
Exhibited by The Hill-Winsten Company
KATHERINE S. DODGE—WILSNAP FASTENER
Loaned by The Wilson Fastener Co.
Exhibited by The Blackman Company

KATHERINE STURGES—PERFUMES
Loaned by Colgate & Co.
Exhibited by Frank Stuman, Inc.
RENE CLARKE—Crane’s Business Papers
Loaned by Crane & Co.
Exhibited by Calkins & Holden

MARY MACKINNON—McCallum Silk Hosiery
Loaned by McCallum Hosiery Company
Exhibited by George Batten Company
GEORGE FORD MORRIS—INTERWOVEN WOOL SOCKS
Loaned by Interwoven Stocking Company
Exhibited by James B. Kirk, Vice-Prez. United Advertising Agency

L. HURD—ARROW SHIRTS
Loaned by Cluett, Peabody & Co.
Exhibited by Calkins & Holden

HERBERT M. STOOPS—CONSOLIDATION COAL
Loaned by The Consolidation Coal Company
Exhibited by Thomas F. Logan, Inc.
RENE CLARKE—Crane's Business Papers
Loaned by Crane & Co.
Exhibited by Calkins & Holden

J. R. FULTON—Automobile Frames
Loaned by A. O. Smith Corporation
Exhibited by George J. Kirzasser & Co.

RENE CLARKE—Crane's Business Papers
Loaned by Crane & Co.
Exhibited by Calkins & Holden

GEORGE ILLIAN—French Ingres Paper
Loaned and Exhibited by Japan Paper Company
WALLACE MORGAN—O. K. Cigarettes
Loaned by Penn Tobacco Co.
Exhibited by Chas. W. Hoyt, Inc.
Medal
GORHAM CENTERPIECE AND PLATEAU—FRENCH EIGHTEENTH CENTURY—LOUIS XVI STYLE

RUTHERFORD BOYD—SILVERWARE LOUIS XVI STYLE

Loaned by Gorham
Exhibited by Frank Presbrey Company
First Honorable Mention

{83}
C. B. FALLS—PERIOD FURNITURE

Loaned by Hampton Shops

Exhibited by George Batten Company

Second Honorable Mention

{ 84 }
F. W. RAYMOND—Watches
Loaned by Waltham Watch Company
Exhibited by Greenleaf Company

RENE CLARKE—Christmas Folder
Loaned by Black, Starr & Frost
Exhibited by Calkins & Holden

RENE CLARKE—Design for Folder
Loaned by Black, Starr & Frost
Exhibited by Calkins & Holden
R. F. SCHABELITZ—_Kayser Driette Gloves_
Loaned by Julius Kayser & Company
Exhibited by George Batten Company

R. F. SCHABELITZ—_Kayser Chamoisette Gloves_
Loaned by Julius Kayser & Co.
Exhibited by George Batten Company

S. WENDELL MITCHELL—"_The Book of Du Barry_
Loaned and Exhibited by Richard Hudnut

S. WENDELL MITCHELL—"_The Book of Du Barry_
Loaned and Exhibited by Richard Hudnut

86
O. F. HOWARD—Gifts
Loaned by Ovington's
Exhibited by Barton, Durstine & Osborn, Inc.

WALLACE MORGAN—O. K. Cigarettes
Loaned by Penn Tobacco Co.
Exhibited by Chas. W. Hoyt, Inc.
ROY Spreter—Adler Collegian Clothes
Loaned by David Adler & Sons Company
Exhibited by Henri, Hurst & McDonald

ROY Spreter—Hills Bros. Coffee
Loaned by Hills Bros.
Exhibited by N. W. Ayer & Son
ROY SPRETER—ADLER COLLEGIAN CLOTHES
Loaned by David Adler & Sons Company
Exhibited by Henry, Hurst & McDonald

RENE CLARKE—SNOWDRIFT
Loaned by Southern Cotton Oil Tr. Co.
Exhibited by Calkins & Holden

FRED KNIGHT, STANFORD BRIGGS, INC.
THE COUNTRY GENTLEMAN
Loaned by The Country Gentleman
Exhibited by F. Wallis Armstrong Company
HERBERT M. STOOPS—SOCIETY GASOLINE & MOTOR OIL
Loaned by Standard Oil Co. of New York
Exhibited by H. K. McCann Company

HERBERT M. STOOPS—SOCIETY GASOLINE & MOTOR OIL
Loaned by Standard Oil Co. of New York
Exhibited by H. K. McCann Company

REIA IRWIN—GIFTS
Loaned by Du Pont's
Exhibited by Burton, Durstine & Osborn, Inc.

FRANK GODWIN—INVESTMENT SECURITIES
Loaned by Equitable Trust Company
Exhibited by Burton, Durstine & Osborn, Inc.

92
RUSSELL PATTERSON—Cafeteria
Loaned by Ourra Cafeteria
Exhibited by Albert Frank & Co.

JOHN LAGATTA—Pompeian Bloom
Loaned by Pompeian Laboratories
Exhibited by George Batten Company

LEONA CARTER—Cammeyer Shoes
Loaned by Cammeyer
Exhibited by Harry C. Michaels Company

MARSHALL FRANTZ AND WILLIAM KEMP STARRETT—Ideal Boilers
Loaned by American Radiator Company
Exhibited by Barton, Dorstine & Osborn, Inc.

REGINALD BIRCH—To Men Who Dream Dreams for Their Children
Loaned by The Seaboard National Bank
Exhibited by The Blackman Company
R. F. SCHABELITZ—Fragrant Floral Talc
Loaned by J. B. Williams Co.
Exhibited by Joseph Richards Co.

REGINALD BIRCH—“To Men Who Dream Dreams for Their Children”
Loaned by The Seaboard National Bank
Exhibited by The Blackman Company

EDWIN E. TEVIS—Empire Bolts
Loaned by Russell, Burdsall & Ward
Exhibited by Myers-Berson-Golden, Inc.

JOHN LIELLO—Dubilier Ducon
Loaned by Dubilier Condenser and Radio Corp.
Exhibited by Thomas F. Logan, Inc.

GEORGE CLISBEE—Theatre Tickets
Loaned by McBride’s
Exhibited by Burton, Dorstine & Oshera, Inc.

BACK HOME FROM SCHOOL FOR THE HOLIDAYS

{94}
FREDERICK J. GARNER—COMMERICAL ART IN WOODCUT STYLE
Loaned and Exhibited by Frederick J. Garner

EDWARD A. WILSON—CHATEAU FRONTENAC
Loaned by Canadian Pacific R. R.,
Exhibited by Federal Advertising Agency

JOSEPH E. SANFORD—"THE INTERRUPTING IDEA"
Loaned and Exhibited by Federal Advertising Agency

ELIZABETH LANSDELL—COMPACT POWDER
Loaned by Colgate & Co.,
Exhibited by Frank Seaman, Inc.

{95}
HERBERT M. STOOPS—N. Y. CENTRAL SERVICE
Loaned by New York Central
Exhibited by Thomas F. Logan, Inc.

FELIX SCHMIDT—Motor Trucks
Loaned by The Pierce-Arrow Motor Car Co.
Exhibited by Henri, Hurst & McDonald

GUIDO & LAWRENCE ROSA—"FABRIANO" PAPER
Loaned and Exhibited by Japan Paper Company

THOMAS D. BENRIMO—TRAVEL
Loaned by Canadian Pacific Railway
Exhibited by Albert Frank & Company

F. G. COOPER—RICORD CIGARS
Loaned by United Cigar Stores Co.
Exhibited by Federal Advertising Agency

WILLIAM YEAGER, Ass’D ARTISTS, PHILA.—HOUSE ORGAN
Loaned by Gatchel & Manning
Exhibited by Fox & Mackenzie
FLOYD H. DAVIS—Ball-room
Loaned by Woodland Theatre Company
Exhibited by Albert Frank & Company

C. B. FALLS—Canada Dry
Loaned by Canada Dry Ginger Ale Co.
Exhibited by N. W. Ayer & Sons

H. L. GRANT—McCall’s Magazine
Loaned by The McCall Company
Exhibited by George Batten Company
HERBERT PULLINGER—CHRISTMAS GREETINGS
Loaned and Exhibited by F. Wallis Armstrong Company

F. J. MAYFIELD—MONROE BUILDING
Loaned and Exhibited by The Mieh Company

JOHN RAE—PORTABLE TYPEWRITER
Loaned by Underwood Typewriter Company
Exhibited by Harry C. Michaels Company

E. V. JOHNSON, STANFORD BRIGGS, INC.—BOND PAPER
Loaned and Exhibited by Eastern Manufacturing Co.
How the Railroads Work for You

WALTER MONTGOMERY WESTERVET—Hats and Coats
Loaned by Dobbs & Co.
Exhibited by T. L. McCready

F. J. MAYFIELD—Interior
Loaned by Brunswick-Balke-Collender Co.
Exhibited by The Mizen Company

F. J. MAYFIELD—Interior
Loaned by Almco
Exhibited by The Mizen Company

J. B. HAZELTON—RAILROADS
Loaned by Delaware, Lackawanna & Western R. R.
Exhibited by Wendell P. Colton Company
FRANKLIN BOOTH—Estey Organ
Loaned by The Estey Organ Company
Exhibited by Calkins & Holden

FRANKLIN BOOTH—Portable Typewriter
Loaned by Underwood Typewriter Company
Exhibited by Harry C. Michaels Company

GEORGE WILLARD BONTE—Motion Pictures
Loaned and Exhibited by Warner Bros., Inc.

GUIDO & LAWRENCE ROSA—Portable Typewriter
Loaned by Underwood Typewriter Company
Exhibited by Harry C. Michaels Company
RUTHERFORD BOYD—SILVER
Loaned by Gorham
Exhibited by Frank Presbrey Company

HARVEY HOPKINS DUNN—ARKANSAS SOFT PINE
Loaned by Arkansas Soft Pine Bureau
Exhibited by Robert H. Brooks

LOUIS ROSENBERG—ASBESTOS ROOFING
Loaned by Johns-Manville
Exhibited by Newell-Emmett Company

GORHAM
JOHN WOLCOTT ADAMS—White Rose Bread
Loaned by Massachusetts Baking Company
Exhibited by J. Walter Thompson Company

WILLIAM D'HONAU—General Electric Products
Loaned by General Electric Company
Exhibited by Thomas F. Logan, Inc.

H. L. TIMMINS—Hills Bros. Coffee
Loaned by Hills Bros.
Exhibited by N. W. Ayer & Son

W. F. BUEHR—Phonograph Records
Loaned by General Phonograph Corp.
Exhibited by Barton, Durstine & Osborn, Inc.

H. C. RICHARDSON—Furniture
Loaned by Flint & Horner Co.
Exhibited by Barton, Durstine & Osborn, Inc.
McCLELLAND BARCLAY—Motor Truck
Loaned by The Pierce-Arrow Motor Car Co.
Exhibited by Henri, Horst & McDonald

ANTHONY HANSEN—Hats
Loaned by Knox Hat Company
Exhibited by Barton, Dетесь & Osborn, Inc

MILLARD McGEE, Asst’D Artists, Phila.—"Your Home Town"
Loaned by Atlas Portland Cement Company
Exhibited by Fox & MacKenzie

MILLARD McGEE, Asst’D Artists, Phila.—"Your Home Town"
Loaned by Atlas Portland Cement Company
Exhibited by Fox & MacKenzie

WINSOR McCAY—Booklet, "Brooklyn Then and Now"
Loaned and Exhibited by Abraham & Straus
F. G. COOPER—RICORO CIGARS

Loaned by United Cigar Stores Co.
Exhibited by Federal Advertising Agency
PAPER IS PART OF THE PICTURE
RONNEBY

A HAND MADE PAPER FROM SWEDEN
CREAM LAID PLATE, CARRIED IN STOCK
IN SIZE ABOUT 24 X 36 INCHES, BULKS
ABOUT 31 INCHES TO THE REAM, FOUR
DECKLE EDGES, CODE WORD: DIRON
JAPAN PAPER COMPANY
Philadelphia, New York, Boston

GUSTAV B. JENSEN—RONNEBY PAPER
Loaned and Exhibited by Japan Paper Company
First Honorable Mention

{ 108 }
WALTER D. TEAGUE—LOCOMOBILE
Loaned by Durant Motors
Exhibited by Currier & Harford, Ltd.

WALTER D. TEAGUE—"61" FLOOR VARNISH
Loaned by Pratt & Lambert, Inc.
Exhibited by A. P. Hill Co.

WALTER D. TEAGUE—DECORATIVE DESIGN
Loaned by Phoenix Knitting Works—Exhibited by Glen Buck Co.
CLARENCE HORNUNG—Schumacher Fabrics
Loaned by F. Schumacher & Co.
Exhibited by J. Walter Thompson Company

BENEDICT BENTLEY, Associated Artists, Phila.—
New Year’s Greeting
Loaned by William F. Fell Co.
Exhibited by Fox & Mackenzie

O. W. JAQUISH—Schumacher Fabrics
Loaned by F. Schumacher & Co.
Exhibited by J. Walter Thompson Company

BURTON KEELER—DAMASK. Louis XVI
Loaned by Cheney Bros.
Exhibited by Frank Seaman, Inc.
BULOVA WATCHES

As Beautiful As

HANS FOY—BULOVA WATCHES
Loaned by Bulova Watch Company
Exhibited by The Brown Company, Inc.

CAVANAGH & BEN SINGER—SCHUMACHER FABRICS
Loaned by F. Schumacher & Co.
Exhibited by J. Walter Thompson Company

JOSEPH COSENZA AND EDWARD V. JOHNSON, STANFORD BRIGGS, INC.—BEECH-NUT FOOD PRODUCTS
Loaned by Beech-Nut Packing Co.—Exhibited by H. K. McCann Company
JOSEPH COSENZA, STANFORD BRIGGS, INC.—PIANOS
Loaned by American Piano Company
Exhibited by Currier & Harford, Ltd.

A. C. EDENBOROUGH—LUCKY STRIKE
Loaned by American Tobacco Company
Exhibited by Lord & Thomas

CARLTON D. ELLINGER—MAGAZINE ADVERTISEMENT
Loaned by The Gorham Galleries—Exhibited by Frank Preshby Company

{113}
CLARENCE P. HORNUNG—LINOTYPE “CASLON OLD FACE”
Loaned by Mergenthaler Linotype Company
Exhibited by Bartlett-Orr Press

COACH WORK - OLD AND NEW

EDWARD PENFIELD AND HARVEY HOPKINS DUNN—
COVER DESIGN
Loaned by Cadillac Motor Car Co.
Exhibited by Evans-Winter-Hebb

CLARENCE P. HORNUNG—PERSONAL ANNOUNCEMENT
Loaned and Exhibited by Clarence P. Hornung

W. P. SCHOONMAKER—CASTILLIAN COVERS
Loaned by A. M. Collins Mfg. Co.
Exhibited by Hubert S. Foster

Collins Castillian Covers
Standard Weight
LEWIS W. HINE—RAILROAD SERVICE
Loaned by Pennsylvania Railroad
Exhibited by Ivy Lee
Medal

{ 117 }
H. W. SCANDLIN—PERIOD FURNITURE
Loaned by Hampton Shops
Exhibited by George Batten Company
First Honorable Mention

118
GRANCEL FITZ—SHIP MODELS
Loaned by The Rosenbach Galleries
Exhibited by Grancel Fitz
Second Honorable Mention
ALFRED CHENEY JOHNSTON—Van Raalte Silks
Loaned by Van Raalte Company
Exhibited by Federal Advertising Agency

ALFRED CHENEY JOHNSTON—GUARDIAN CARDS
Loaned by The Greeting Card Association
Exhibited by George Batten Company

ALFRED CHENEY JOHNSTON—HATS AND COATS
Loaned by Dobbs & Co.
Exhibited by T. L. McCready

W.M. SHEWELL ELLIS—HARDWARE
Loaned by P. & F. Corbin
Exhibited by F. J. Ross Company
ARMSTRONG ROBERTS—CHESTERFIELD CIGARETTES
Loaned by Liggett & Myers Tobacco Company
Exhibited by Newell-Emmett Company

LEWIS W. HINE—TURBINE BLADING
Loaned by American Brass Company
Exhibited by Ivy Lee

LEWIS W. HINE—RAILROAD SERVICE
Loaned by Pennsylvania Railroad
Exhibited by Ivy Lee

LEWIS W. HINE—RAILROAD SERVICE
Loaned by Pennsylvania Railroad
Exhibited by Ivy Lee
LEWIS W. HINE—PRINTING
Loaned by The Aldus Printers, Inc.
Exhibited by Lewis W. Hine

WINEMILLER & MILLER—UNGUENTINE
Loaned by The Norwich Pharmacal Company
Exhibited by F. J. Ross Company

LEWIS W. HINE—LUBRICATING OILS
Loaned by Vacuum Oil Company
Exhibited by The Blackman Company

LEJAREN A HILLER—HOT WATER INSTALLATION
Loaned by Grinnell Company
Exhibited by Erickson Company

H. W. SCANDLIN—BEN JOLIE CORSETTE
Loaned by Benjamin & Johns
Exhibited by Fonda-Haupt Co.

H. W. SCANDLIN—COMPACT
Loaned by Calgate & Co.
Exhibited by Thresher Service
MATTIE EDWARDS HEWITT—Silverware
Loaned by International Silver Co.
Exhibited by Federal Advertising Agency

EUGENE HUTCHINSON—Sunmaid Raisins
Loaned by The Sunmaid Raisin Growers' Ass'n
Exhibited by J. Walter Thompson Company

IRA HILL—Cotex
Loaned by Northam Warren
Exhibited by J. Walter Thompson Company

H. W. SCANDLIN—Penkere Silks
Loaned by Carl Schoen Co.
Exhibited by Fonda-Haupt Co.

ARTHUR HENDERSON—Perfumes
Loaned by Houbigant
Exhibited by N. W. Ayer & Son
EUGENE HUTCHINSON—Sunmaid Raisins
Loaned by Sunmaid Raisin Growers' Ass'n
Exhibited by J. Walter Thompson Company

GRANCEL FITZ—Advertising
Loaned by Dell & Collins
Exhibited by Franklin Printing Company

PAUL OUTERBRIDGE, JR.—Pyrex Glassware
Loaned by Corning Glass Works
Exhibited by Federal Advertising Agency

MATTIE EDWARDS HEWITT—Silver
Loaned by International Silver Co.
Exhibited by Federal Advertising Agency
GRANCEL FITZ—ZAPON LEATHER CLOTH
Loaned by Zapon Leather Company
Exhibited by Eugene McGuckin Company

FAIRCHILD AERIAL CORP.—SAVE THE SURFACE CAMPAIGN
Loaned by Save the Surface Campaign
Exhibited by F. J. Ross Company

LEJAREN A HILLER—CLOTHES WASHER
Loaned by Western Electric Company
Exhibited by Newell-Emmett Company

H. W. SCANDLIN—STEAMSHIP "HOMERIC"
Loaned by International Mercantile Marine Co.
Exhibited by H. W. Scandlin
GRANCEL FITZ—"Process Plate" Paper

Loaned by Dill & Callins Company
Exhibited by Franklin Printing Company

A. H. ENROTH—Kaufman Hats

Loaned by Kaufman Hat Company
Exhibited by Federal Advertising Agency

A. R. STEINER—Fioret Perfume

Loaned by Fioret, Inc.
Exhibited by Harry C. Michaels Company

{126}
EUGENE HUTCHINSON—Carnation Milk
Loaned by Carnation Milk Products Company
Exhibited by Erwin, Wasey & Company

FASHION CAMERA—Silverware
Loaned by R. H. Macy
Exhibited by Fashion Camera

H. L. TERRY—Aluminum
Exhibited by Erwin, Wasey & Company

H. W. SCANDLIN—Period Furniture
Loaned by Hampton Shops
Exhibited by George Batten Company

MATTIE EDWARDS HEWITT—Silverware
Loaned by International Silver Co.
Exhibited by Federal Advertising Agency
The following pages show reproductions of the complete advertisements.
exact degree of roasting is judged. That is why a north light—artist's light—is used in the Beech-Nut Peanut Butter roasting room. Another thing: no broken kernels get into Beech-Nut Peanut Butter. They would roast too quickly and spoil the flavor of the whole.

So it is all the way through the Beech-Nut plant. Pioneers of flavor, these Beech-Nut folks were in the 1890's, and today they adhere staunchly to the same ideals and principles which came down to them from the early Men of the Valley.

So that now, wherever Beech-Nut foods and confections are sold or eaten, it is justly said, "You can't mistake the flavor."
Olives
from
Spain

Here it is~
Whole-wheat, nut-brown and sweet!

Skill and care and "pride in work"
produce fine flavor

Raisin Bread Special on Wednesdays
Your "English" Walnuts
do not come from England.

DIAMOND
FIELD WALNUTS

WHITE ROSE
The Master Loaf of the Six Bakers

How nature warns
against risk to hair loveliness

Snowdrift morning breakfast is a good time to try
Snowdrift in your favorite recipe for hot biscuit or
waffles. Snowdrift may not make you a better
cook but the family are likely to think so. And
on Sunday morning there is time to make as many
hot waffles as they will want.

Snowdrift
made by the Women's Club
for making
Cake Biscuit and Pastry
and for Frying

What a great doctor says
about children's need for fats

The Fifth Avenue of Uptown Chicago

ONTRA CAFETERIA

BLUE LABEL
KETCHUP FOR THE SMART
Today you get the cream of their combined skill and experience
More important than soap and water

He grinds the dirt right in

The test—To be safe for silks, a soap should be safe for your face. Ivory IS.
“What wonderful coffee you have out here!”

EASTERN visitors exclaim.

HILLS BROS COFFEE

Valpar Enamel—
for long life and lasting beauty!

VALENTINE'S VALSPAR ENAMEL

“We're Building Brighter Basements”

MAD'S TIME HONORED TRADITION

Fenestra BASEMENT WINDOWS

Radio fame broadcasts a Valpar memory—

VALENTINE’S VALSPAR
VARNISH-STAIN

GORHAM

STERLING SILVER

GORHAM
There is a McCall Street in every City in America

McCall Street is always the longest and most important street in every community.

AT LAST—a fabric glove with a guarantee that the finger ends will outwear the glove, Kayser Duette Gloves! Two gloves woven as one glove—a soft, warm glove that slips on easily, slips off easily. Smart in winter-time; washable at any time; wearable for the longest time.

**Kayser**

**DUETTE GLOVES**

If it isn't Kayser—it isn't Duette

---

**McCALL’S MAGAZINE**

---

**How the Railroads Work for You**

At present time, the railroad industry is in a very prosperous period. It is making record earnings, is enjoying a period of prosperity unexampled in recent years, and is making plans for the future.

Six Dining Groups of really remarkable value—at prices which represent an average reduction of 30 per cent, in the space of twelve months. All made to order, and at prices from $60.00 to $45.00.

**Flint’s Fine Furniture**

**Six Dining Groups from $1.90**

**Excellent Bedroom Groups from $1.90**

**FLINT & HORNOR CO., INC.**

20-26 West Third Street

---

**How the Railroads Work for You**

A report issued by the Railroad Commission of the United States, which contains the results of an investigation of the affairs of the railroads, shows that the railroads are making a record profit. The report shows that the railroads are making a record profit.

The average present net earnings of the capital invested in railroad properties is under five per cent and is a distinctly minor factor in the cost of operation. The railroad industry is really working harder for you, the general public, than they are for themselves.

---

**LACKAWANNA**

---
The tradition of an Ovington gift is upheld by fall brides

The Ovington gift, Min.

... completes the wedding need... even then - it was a tradition...

... brides... most charming gifts... Ovington...

... were sent from England... it was... it is not...

... the gift, somewhere on Ovington's... some... it will be... it will be... it will be...

... incomplete as a bridal costume... some bride... the gift... new... new...

Suppose your coal for the next twenty years were delivered this afternoon!... would otherwise go into the fire... warmer... boiler... An Ideal Boiler will give you better warmth with less coal... heat... and every winter after that... your old-fashioned furnace or boiler is a waste... AMERICAN RADIATOR COMPANY... Buffa... Phone Topper... Buffalo...
The gifts of the Wise Men, the only men in the world who understood the true meaning of that New Year, were the gold, frankincense and myrrh which they brought to the Christ child. And the wise gifts of gold and perfume and spices were given in the spirit of the season when Christmas and another year come to us. But the gifts we have today three years later will be a real contribution to the general good and will do as much good to others who give it to our family and to our daily needs.
You can't beat Interwoven Wool Socks

Interwoven TOE & HEEL WOOL SOCKS

Interwoven TOE & HEEL WOOL SOCKS

A Mother's Responsibility

SQUIBB

Houbigant

Jacobs Oregon City Woolens

This Spring - In Quebec

Chateau Frontenac

Don't let careless laundering shrink or fade them - Wash this way your sport clothes keep their vigor and hair color

Woodbury's Facial Soap

Ask a skin you love to touch...
With millions threatened
is your child safe?
This article begins a nation-wide Health Crusade to
protect Young America against its deadliest foe.

Entries in
the Fire Loss
Ledger
Some of the
average annual
leases—classified

You pay your share
of this loss. It is too
big—help reduce it.
Be careful, and no
present fire. Take
now, try to defend
your insurance
and your agent.

HARTFORD FIRE
INSURANCE CO.

The men who operate
the New York Central

The men who operate
the New York Central

General Electric
Company

I P S E D I X I T
a n d G A L I L E O

JOHNS-MANVILLE
ASBESTOS SHINGLES

The building
The granite is this palace in Old Bradford Bank

PRESIDENT'S OFFICE
Every phrase, whether in print or on the image itself, was previously
extracted for it.
He took the world to her

Twenty-five years ago a boy left a
little country town to find his fortune.
He found it.
Two years ago, when radio was still
a novelty, he took a receiving set back
to the old home and set it up in his
mother's room. That evening the world
spoke to her.

She could not follow her boy away
from home. But the best that the world
has to give—music, in lectures, in
sermons—he took back to her.

GENERAL ELECTRIC

When Mind works with Motor

Westinghouse

Broadway around the world

The biggest machines built by the
General Electric Company are steam
turbine generators of 40,000 horse
power, used in great power houses.
One of these giants could generate
enough current to run all the street
cars in twelve cities as large as Wil-
kesbarre or Spokane. Ten would light
a street as bright as Broadway ran-
ding around the world.

GENERAL ELECTRIC

The New York Central

By 1871 it was not rare for Meta to Buffalo required twenty hours ap-
cena returned natives. It was not until 1871 that the line from New-
York to Buffalo was controlled by a single company.

In New York City the railway station that ultimately became
the Grand Central Terminal was located at 137 St. John's Park
and Gay Hall.

It was pushed downtown to the city prescribed area, then
for locomotives, stopping near to the neighborhood of the Ten
The Tenement House Act of 1896, and later the site of Madison
Square Garden.

In 1871 the first Grand Central Terminal with its large elec-
tricians was built at Park Avenue boots.

For some time after that people would take their train at
Twelve o'clock train. The trains were loaded up at Forty-second
Street and then passed through the Fourth Avenue tunnel.

Topping the New York Central System is the highest
of all in the United States, and in two provinces of Canada. It em-
ployers, thousands and women. Its等工作, owned by 1,000,000
customers and operated by 2,000,000

Crane's

Crane & Co. - Dalton, Massachusetts
How the Pilgrim Fathers got their meat

Distinction for the simple dinner

For Healthy Babies

Serious business now for little brains

The "LISTLESS AGE"—often due to a lack which may be easily supplied

 Authorities call it the "neglected age"—the years from 3 to 6

How the Pilgrim Fathers got their meat

Soldiers Who Starved Amidst Plenty

The Quaker housewife's meat delivery in 1650

For Healthy Babies

Weakened little brains can be made strong again with a daily cup of Cream of Wheat

When expectant, they gather at the table

The "LISTLESS AGE"—often due to a lack which may be easily supplied

When expectant, they gather at the table

Serious business now for little brains
I would not be avoided.

That goatee entangled with the mad knightly knightly streak, that III. more... the... the bank, the... Air rivets steel to steel.

SCHRADER

Hot Rolled Strip Steel

AGATHON ALLOY STEELS

BUNTING BUSHING BEARINGS

ARKANSAS SOFT PINE

The home you longed for

ARKANSAS SOFT PINE
Four years ago, not a single home in the United States received electric light and power from a central light and power company. Today, more than 9,500,000 homes are wired. It is an impressive record for an industry still in its youth—but more than half the homes in America are still waiting to receive the light.

GENERAL ELECTRIC

Your daily bread

In South Chicago is a great elevator with a capacity of 3,000 carloads of wheat a day. General Electric Motors, driving 42 belts lift the wheat and send it tumbling in a golden cascade into bins 90 feet deep. What a contrast to the days when men carried bushel baskets on their shoulders. How impossible it would be to feed great cities without electricity's tireless help.

GENERAL ELECTRIC

Your Daughter

How much of her life must be spent in filling oil lamps, scrubbing clothes and pumping water? None. For this generation has made a great contribution to human progress; it has transferred to electricity the burdensome work that women used to do. Your daughter entered the world at a fortunate time.

GENERAL ELECTRIC
The Emancipation Proclamation was probably not written on Crane's best bond paper. The original instrument would be even more important because of its quality and durability. The Emancipation Proclamation was written on Crane's best bond paper, and if it had been written on Crane's best bond paper, the original instrument would be even more important because of its quality and durability.
The Quality Consideration in Buying Coal

A list of Consolidation Coal customers would show many of the names that make the American industry great. These companies buy coal on a basis of power content revealed at reasonable rates, not per ton. They buy Consolidation Coal because it is clean coal fuel, which all possible waste has been eliminated thus lowering the freight rate and purchase price on replacement purchase of similar coal.

Throughout the 38 years of its operation, the Consolidation Coal Company has shipped only clean, intermixed coal to its customers.

Financing the cotton exports

Prior to the organization of the Equitable Trust Company, it was common practice for cotton exporters and manufacturers to raise funds by taking a lien on shipments of cotton under contract. The Equitable Trust Company, which was incorporated in 1918, has succeeded in the purchase of U.S. cotton since the formation of the company.

The Equitable Trust Company has purchased cotton, both in this country and in foreign countries, on a large scale and has made a substantial profit on the transactions. The company has purchased cotton from various sources and in various quantities, and has sold it at a substantial profit. The company has purchased cotton from various sources and in various quantities, and has sold it at a substantial profit. The company has purchased cotton from various sources and in various quantities, and has sold it at a substantial profit.

With all the new style touches

Our Adler Collegian Clothes for Fall display all the new style touches—the broader shoulders, looser lines and wider spacing between buttons.

In all the popular weaves and in the most desirable shades. Many have the famous McBedwin Finish, which gives the coat a deeper, flatter finish and holds it in shape through the whole life of the suit.

New Fall suits and overcoats at only $00 $00 $00

Curran & Griffin

Two hundred million dollars loss

This is the annual amount lost from inefficient use of steamers alone. This, in a partial list of limited supplies, and inefficient furnaces, can turn more important figures than this enormous figure indicates.

In all our customers in taking every present from each hand of Consolidation Coal, we maintain a great deal of confidence when we show up at our customer's chemical or heat content and its short power boiler in your boiler room.

In the same time our companies in gas, associated with new coal with precious transportation facilities, shall not be used to handle noncombustible waste substances present in similar houses.

Gifts for the Bride who is married in the Near

In a certain day, do not doubt that the bride's bridal gown is a personal gift, not for a moment. A bride's gown is a personal gift, and it is not a matter of the time that she has to wear it. It is the result of her own efforts, and the result of her own work.
To Reduce Waste in Industry

Use clean coal. Burning of dirty coal means higher manufacturing costs and higher living costs. Transportation of dirty coal means an unnecessary drain on the railroads.

The Right Coal in the Right Place

The Consolidation Coal Company

The Right Coal is the Right Place

Spontaneous Combustion

Spontaneous combustion is a form of burning that has made it possible for the industry to reduce costs.
DOBBS COATS
The assortment of coats for fall and winter wear produced by Dobbs & Co, New York's leading Hatters, includes full-skirted models from the best London makers and from their own shops. The limited number made in each pattern of woolens affords the exclusiveness expected of Dobbs products. The prices are extremely moderate.

DOBBS & CO
620 & 244 Fifth Avenue New York

They Retain the Style Lines Longer

Bero
Shape Hair from Within

PHOENIX
HOSIERY

Neither romance nor history tells us who made the first pair of stockings. But certain it is that human progress is indicated by the remarkable refinements that have been made in hosiery. Never before this very day have men, women and children been able to own such beautiful and substantial foot coverings as Phoenix offers. Phoenix leadership in this advancement launched the standard hosiery of the world. But neither romance nor history can record the downright satisfaction that has come from the long miles of strenuous and refined travel which this splendid product economically supplies.

PHOENIX
HOSIERY

The Personal Daintiness every woman desires—may now be secured in this convenient form

Sears Roebuck and Co. Chicago
Night and Day in Dayton

Robert Frost, Alexander, Oakland, Cincinnati, and GMC Trucks... (text continues)

Hangnails and Coarse Ragged Cuticle

The Woman You Would Like To Be... (text continues)

Beautiful and Practical (advertisement for Waterside Corduroy)

A room made delightful by the effective use of a Standish Fabric... (advertisement for Standish Fabrics)
ea utilid hands assume new grisim. fing. mi seem-to taper more delicately and the tout ensemble-an inevitable smartness when one wears.

James B. Colgan is to the useful golf prizes. He has shown that a desirable quality in spars of the Wino. As Louis Pasteur was to the germ. sec., James B. Colgan is to the useful golf prizes.

Mane a committee chairman, he gets a lift of the mashie niblick. IS supped demi be the prospect of seeing the seasons tournament awards, but not be given the professional assistance of Mr. Colgan.

OVINGTON’S
The Gift Shop of Fifth Avenue
Fifth Avenue at 39th Street

Now she knows!

By looking for and finding the trademark of Reads’ Fabrics on the garment, the woman has several brands of the highest quality of the goods. Smartly dressed women depend upon this trademark, stamped on the back of the goods, as the guide to the newest styles in fine dress fabrics. You will find Reads Fabrics in the better shops and department stores. In the finished garment or on the ant.

READS FABRICS

THE GIFT SHOP OF FIFTH AVENUE
FIFTH AVENUE AND 39TH STREET

The Gift Shop of Fifth Avenue

COATINGS FOR YOUR HOME

OVINGTON’S

OE7

T-SCHUMACHER & CO
Cleanliness demands more than Bathing —

Get this, men—
A complete assortment of the world's finest smoking tobaccos—sent to any smoker—by mail—now available.

It's the taste, neighbor, the taste.

Arrived from Porto Rico! The New Vintage Ricoro

What a difference a few weeks makes.

UNITED CIGAR STORES
The New Vintage Ricoro Cigar—Imported, yes—but Duty Free!

That's my fish story.
It's the best cigarette I ever smoked.

The test—To be safe for silks, a soap should be safe for your face.
Ivory is.

CULTIVATE YOUR MUSICAL BUMP.

Picture Your Boy. In a Band Like This.

UNITED CIGAR STORES
Cigars always Freshly Filled natural size.
The Interrupting Idea

Worn-Out Weeks

The Wisdom of Many

The Wistful of Admininistrators

"Follow the Bill"

"And Things Are Not What They Are"

CONCRETE FABLES

SNIP MODELS

310
THINK of the reindeer bone, scratched by primitive man, the faint pictures etched on the rock walls of hidden grottoes, the broken fragments that recall Chaldea’s distant fate, the avenues of mighty monuments that mark dead Egypt’s grave, “the glory that was Greece, and the grandeur that was Rome.”

And then recall the imperishable Masters—romanticists, modernists, futurists; all seeking a true expression and an ideal that does not die.

So may the pages of this book record the forward progress of artistic expression in our own lifetimes.

Barton, Durstine & Osborn, Inc.

ADVERTISING

383 MADISON AVENUE, NEW YORK

230 BOYLSTON STREET  220 DELAWARE AVENUE

BUFFALO, N. Y.

Member American Association of Advertising Agencies
Member National Outdoor Advertising Bureau
Member Audit Bureau of Circulations
The man who leaves his son a factory producing unknown goods leaves him merely a chance to fight for business.

The man who leaves his son a factory producing goods that have a place in the public opinion of the nation leaves that son an inheritance which only his own folly can destroy.

This shows what it is that advertising expenditure really buys. Unknown merit is merely unknown merit.Merit recognized by public opinion is riches.

George Batten Company, Inc.
Advertising

383 Madison Avenue 10 State Street McCormick Building
New York Boston Chicago
The demand in the field of advertising art in the past few years has been for better and better art. The advertiser has insisted upon the use of the best artistic talent to convey his message to the public.

Intelligent visualization, good illustration, good typography—each has become a vital necessity to effective selling copy.

Our organization was planned to meet this increasing demand for better art and a more expert handling of advertising art problems. We employ a remarkably versatile group of intelligent artists and their efforts are directed by creative art directors who have had valuable agency experience.

Stanford Briggs Inc.
Advertising Art
392 Fifth Avenue, New York
In advertising as in Nature it is the beautiful which lures the eye and which the memory hoards away. Many exquisite examples of advertising typography are to be found among the works of Bundscho.

*Here Type Can Serve You*

58 East Washington Street and 10 East Pearson Street, Chicago, Illinois
If you want to know about our work,
watch the Advertising of the following:

BON AMI
CONGOLEUM RUGS  VALSPAR VARNISH
GRINNELL SPRINKLERS  WELLSWORTH PRODUCTS
MCCUTCHEON LINENS  TAVANNES WATCHES
PETER SCHUYLER CIGARS
CONVERSE RUBBER SHOES
ANSCO CAMERAS AND FILM
COLUMBIA WINDOW SHADES
TARVIA
DUZ
WALLACE SILVER  HAVOLINE OIL
THE DICTAPHONE  BARRETT ROOFINGS
COOPER HEWITT WORK-LIGHT
L & G AGATE WARE
NEW-SKIN

What we’ve done for others we can do for you
Twenty-two years as an Advertising Art Service is an achievement.
To this background of experience we have continually added new talent, keeping pace with the modern trend as it affects layout and technique.
Our artists work in all mediums under a staff of trained creative men, insuring the most vital element in any campaign—the sales idea.
The Supreme Attention Device

But beauty doesn’t stop even here. It arouses the imagination. It inspires enthusiasm.
Advertisements that achieve beauty achieve the highest effectiveness.
Federal is glad to endorse the work of the Art Directors’ Club—as being an important step in the direction of better advertising.
The following Federal clients are represented in this volume:

CHATEAU FRONTENAC • INTERNATIONAL SILVER CO.
KAUFMAN HAT COMPANY • KLEINERT’S • PYREX
STRATHMORE PAPER CO. • UNITED CIGAR STORES CO.
VAN RAALTE COMPANY

Consult “INDEX OF ADVERTISERS”
for pages on which exhibits are shown.

Federal Advertising Agency, Inc.
six east thirty-ninth street, new york
ART

The advertisement of today has personality, vivid dramatic quality and an intimate relation to art. The wedding of industry and art—so profitable to both—requires a ministry of exceptional sympathy and understanding. We pride ourselves upon our ability to bring industry and the artist into a relationship of which both may be proud.

Albert Frank & Company
ESTABLISHED 1872
14 Stone Street, New York
NEW YORK CHICAGO BOSTON LONDON
BECAUSE Black and White as a medium in art has gained our sincere admiration for its charm, no less than our respect for its difficulties, we have joined forces in the production of work in this medium to suit the purposes of advertising art.

For the past three years we have worked as one man, the common interest being the ultimate creation. It is our desire to contain in our work that whole amount of craft skill and draughtsmanship which we possess and to which we are constantly adding as experiment broadens our vision.

Goesle-Roese Studio
17 WEST 42ND STREET, NEW YORK
Lejaren à Hiller and Associates
Illustrators in Black & White and Direct Color Photography

461 Eighth Avenue, New York
Telephone Chickering 6373
An organization comprising a staff of artists which for fifteen years has specialized in the creation and production of the highest type of Art and Photography for Advertising, Industrial and Scientific Purposes. Let us tell you about our Industrial Pictorial Surveys.
The number and variety of papers carried in stock provide for every requirement of the publisher, printer and direct-by-mail advertiser.
SINCE 1885, our starting point, there has been but one Kolesch policy—
the best in quality and service.

We have a keen appreciation of the liberal and continued patronage which this policy has brought us from discriminating users of artists’ materials and supplies everywhere, including many of those who turn these pages. We value this opportunity for public acknowledgment.

For the future, as in the past, we pledge our earnest cooperation in trying to meet all requirements. INQUIRIES ARE INVITED.

138 FULTON STREET, NEW YORK
“Not how much, but how well”

Newell-Emmett Company
INCORPORATED
ADVERTISING
MERCHANDISING COUNSEL

120 WEST 32ND STREET
NEW YORK

An advertising agency founded on the idea of rendering superlative service to a small number of advertisers

CLIENTS
LIGGETT & MYERS TOBACCO CO.
JOHNS-MANVILLE INCORPORATED
WESTERN ELECTRIC CO.
AMERICAN CHICLE COMPANY
THE T. A. SNIDER PRESERVE CO.
How shall an advertisement be judged?

Merit of illustration alone or merit of copy alone is not enough. It is the effect of the advertisement as a whole that makes it succeed or fail.

And to achieve success this effect must be gained through close cooperation between the men who plan and the men who illustrate; both must focus their efforts on a single selling thought.

It has been the privilege of the J. Walter Thompson Company to be associated with many of the leading artists whose work is shown in these pages, in developing advertisements that combine pictorial excellence with selling appeal.

J. Walter Thompson Company
A GROUP of men with the taste and knowledge to design type layout in advertisements of all kinds.

Good compositors—enough of them to set all the advertisements you need in less time than you would expect.

Type, machines, equipment, messenger service—everything that helps to promote the speed you demand in the time we need to produce good composition.

THE TYPOGRAPHIC SERVICE COMPANY
209 WEST THIRTY-EIGHTH STREET
New York
The unusual attention attracted by the advertisements of Interwoven Socks, a number of which are exhibited in this Annual, shows the value of maintaining a high quality of art work in advertising. Interwoven illustrations are painted by such noted artists as J. C. Leyendecker, Norman Rockwell, Will Grefe, Lester Ralph and others. The result is an impressiveness of presentation which has helped to make Interwoven the largest selling make of men’s hosiery in the world. Interwoven is a client of the United Advertising Agency, United Building, ThreeThirty-nine Fifth Avenue at Thirty-third Street, New York City
The large figures are the pages on which the artists' work is shown. The small italic figures [in brackets] are the numbers of the complete advertisements shown on pages 128-165.

<table>
<thead>
<tr>
<th>Artist</th>
<th>Pages</th>
<th>Index Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adams, John Wolcott</td>
<td>104</td>
<td>[37]</td>
</tr>
<tr>
<td>Avinoff, A</td>
<td>36, 36, 38</td>
<td>[8, 120, 216]</td>
</tr>
<tr>
<td>Ball, Linn</td>
<td>8, 8, 9, 30, 31</td>
<td>[18]</td>
</tr>
<tr>
<td>Barclay, McClelland</td>
<td>62, 62, 69, 105</td>
<td>[187, 204, 205, 207, 208]</td>
</tr>
<tr>
<td>Benrimo, Thomas D.</td>
<td>96</td>
<td>[172]</td>
</tr>
<tr>
<td>Bentley, Benedict</td>
<td>21, 111</td>
<td>[124]</td>
</tr>
<tr>
<td>Biggs, Walter</td>
<td>7, 12, 15, 20, 22</td>
<td>[31, 46, 105, 107]</td>
</tr>
<tr>
<td>Birch, Reginald</td>
<td>93, 94</td>
<td>[123, 215]</td>
</tr>
<tr>
<td>Bonte, George Willard</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>Booth, Franklin</td>
<td>100, 101, 102, 103</td>
<td>[128, 134, 206, 207]</td>
</tr>
<tr>
<td>Boyd, Rutherford</td>
<td>83, 102, 103, 103</td>
<td>[67, 69, 70, 73, 77]</td>
</tr>
<tr>
<td>Brandt, H. George</td>
<td>39</td>
<td>[190]</td>
</tr>
<tr>
<td>Brehm, George</td>
<td>75</td>
<td>[216]</td>
</tr>
<tr>
<td>Brehm, Worth</td>
<td>11</td>
<td></td>
</tr>
<tr>
<td>Buehr, W. F.</td>
<td>104</td>
<td>[216]</td>
</tr>
<tr>
<td>Carter, Leona</td>
<td>93</td>
<td>[207]</td>
</tr>
<tr>
<td>Carter, Pruettt</td>
<td>65, 66</td>
<td>[39, 41]</td>
</tr>
<tr>
<td>Cavanagh &amp; Bensinger</td>
<td>112</td>
<td>[261]</td>
</tr>
<tr>
<td>Chambers, C. C.</td>
<td>15, 15</td>
<td>[122]</td>
</tr>
<tr>
<td>Chase, Edward</td>
<td>14, 22, 22, 22, 37, 67</td>
<td>[22, 46, 182, 187]</td>
</tr>
<tr>
<td>Chase, Frank Swift</td>
<td>32</td>
<td>[164]</td>
</tr>
<tr>
<td>Chenoweth, Joseph</td>
<td>36, 37</td>
<td>[4, 49]</td>
</tr>
<tr>
<td>Clarke, Rene</td>
<td>26, 29, 63, 77, 79, 85, 91</td>
<td>[37, 16, 17, 40, 170, 172, 175]</td>
</tr>
<tr>
<td>Clisbee, George</td>
<td>87, 94</td>
<td>[192, 197]</td>
</tr>
<tr>
<td>Cooper, F. G.</td>
<td>45, 49, 96, 106</td>
<td>[207, 208]</td>
</tr>
<tr>
<td>Cornwell, Dean</td>
<td>14</td>
<td></td>
</tr>
<tr>
<td>Cosenza, Joseph</td>
<td>112, 113, 114, 114</td>
<td>[23, 77, 226]</td>
</tr>
<tr>
<td>Davis, Floyd</td>
<td>37, 57, 97</td>
<td>[97, 215, 290]</td>
</tr>
<tr>
<td>De Feo</td>
<td>6, 6, 24, 38</td>
<td>[201, 202, 203, 208]</td>
</tr>
<tr>
<td>D'Honau, William</td>
<td>104</td>
<td>[121]</td>
</tr>
<tr>
<td>Dodge, Katherine S.</td>
<td>75</td>
<td>[122]</td>
</tr>
<tr>
<td>Donshea, Clement</td>
<td>64</td>
<td></td>
</tr>
<tr>
<td>Dryden, Hren</td>
<td>18, 18, 24, 24, 24</td>
<td>[128, 126, 169]</td>
</tr>
<tr>
<td>Dunn, Harvey Hopkins</td>
<td>102, 114, 115</td>
<td>[125]</td>
</tr>
<tr>
<td>Edensorough, A. C.</td>
<td>113</td>
<td>[242]</td>
</tr>
<tr>
<td>Ellinger, Carlton D.</td>
<td>24, 113</td>
<td></td>
</tr>
<tr>
<td>Ellis, Wm. Sherwell</td>
<td>120</td>
<td></td>
</tr>
<tr>
<td>Enrooth, A. H.</td>
<td>126</td>
<td>[248]</td>
</tr>
<tr>
<td>Fairchild Aerial Corp.</td>
<td>125</td>
<td></td>
</tr>
<tr>
<td>Falls, C. B.</td>
<td>84, 97, 103</td>
<td>[33, 202, 224]</td>
</tr>
<tr>
<td>Fancher, Louis</td>
<td>50</td>
<td></td>
</tr>
<tr>
<td>Fangel, Maud Tousey</td>
<td>7, 8</td>
<td></td>
</tr>
<tr>
<td>Fashion Camera</td>
<td>127</td>
<td>[46]</td>
</tr>
<tr>
<td>Ferris, Hugh</td>
<td>81</td>
<td></td>
</tr>
<tr>
<td>Name</td>
<td>Pages</td>
<td></td>
</tr>
<tr>
<td>-----------------</td>
<td>----------------------------------------------------------------------</td>
<td></td>
</tr>
<tr>
<td>PAGES FITZ, GRANCEL</td>
<td>119, 124, 125, 126, 126, 126, 126.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>[124, 139]</td>
<td></td>
</tr>
<tr>
<td>FLETCHER, SYDNEY</td>
<td>88, 103, 103, 103, 103, 103, 103, 103.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>[71, 184]</td>
<td></td>
</tr>
<tr>
<td>FRANTZ, MARSHALL</td>
<td>93, 93, 93, 93, 93, 93, 93, 93.</td>
<td></td>
</tr>
<tr>
<td>FREEDMAN, EDWARD H.</td>
<td>19, 19, 19, 19, 19, 19, 19, 19.</td>
<td></td>
</tr>
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<td>GARDNER, DONALD</td>
<td>13, 14, 14, 14, 14, 14, 14, 14.</td>
<td></td>
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<td>GARNER, FREDERICK J.</td>
<td>38, 39, 39, 39, 39, 39, 39, 39.</td>
<td></td>
</tr>
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<td>GODWIN, FRANK</td>
<td>92, 92, 92, 92, 92, 92, 92, 92.</td>
<td></td>
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<td>GOSS, VANCE</td>
<td>40, 40, 40, 40, 40, 40, 40, 40.</td>
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<td>GRANT, H. L.</td>
<td>97, 97, 97, 97, 97, 97, 97, 97.</td>
<td></td>
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<td>GREFFE, WILL</td>
<td>48, 48, 48, 48, 48, 48, 48, 48.</td>
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<td>GRUGER, F. R.</td>
<td>54, 54, 54, 54, 54, 54, 54, 54.</td>
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<td>GUILD, LURELLE</td>
<td>33, 33, 33, 33, 33, 33, 33, 33.</td>
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<td>HALL, NORMAN</td>
<td>30, 30, 30, 30, 30, 30, 30, 30.</td>
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<td>HANSEN, ANTHONY</td>
<td>105, 105, 105, 105, 105, 105, 105, 105.</td>
<td></td>
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<td>HASLAM, CARL</td>
<td>22, 22, 22, 22, 22, 22, 22, 22.</td>
<td></td>
</tr>
<tr>
<td>HAYDEN, HAYDEN</td>
<td>6, 6, 6, 6, 6, 6, 6, 6.</td>
<td></td>
</tr>
<tr>
<td>HEITLAND, WILMOT EMERTON</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>HELCK, CLARENCE P.</td>
<td>42, 42, 42, 42, 42, 42, 42, 42.</td>
<td></td>
</tr>
<tr>
<td>HELD, JOHN, JR.</td>
<td>76, 76, 76, 76, 76, 76, 76, 76.</td>
<td></td>
</tr>
<tr>
<td>HENDERSON, ARTHUR</td>
<td>123, 123, 123, 123, 123, 123, 123, 123.</td>
<td></td>
</tr>
<tr>
<td>HILL, IRA</td>
<td>122, 123, 123, 123, 123, 123, 123, 123.</td>
<td></td>
</tr>
<tr>
<td>HILLER, LEJAREN A.</td>
<td>122, 122, 122, 122, 122, 122, 122, 122.</td>
<td></td>
</tr>
<tr>
<td>HOFFMAN, F. B.</td>
<td>12, 12, 12, 12, 12, 12, 12, 12.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>[1, 2, 88, 88]</td>
<td></td>
</tr>
<tr>
<td>HORTIE, MISS.</td>
<td>70, 70, 70, 70, 70, 70, 70, 70.</td>
<td></td>
</tr>
<tr>
<td>HOWARD, O. F.</td>
<td>89, 89, 89, 89, 89, 89, 89, 89.</td>
<td></td>
</tr>
<tr>
<td>HOWITT, JOHN NEWTON.</td>
<td>8, 8, 8, 8, 8, 8, 8, 8.</td>
<td></td>
</tr>
<tr>
<td>HURD, L.</td>
<td>78, 78, 78, 78, 78, 78, 78, 78.</td>
<td></td>
</tr>
<tr>
<td>IRWIN, REA</td>
<td>92, 92, 92, 92, 92, 92, 92, 92.</td>
<td></td>
</tr>
<tr>
<td>JOHNSON, CHARLES E.</td>
<td>28, 28, 28, 28, 28, 28, 28, 28.</td>
<td></td>
</tr>
<tr>
<td>JOHNSON, E. V.</td>
<td>98, 98, 98, 98, 98, 98, 98, 98.</td>
<td></td>
</tr>
<tr>
<td>JOHNSON, ALFRED CHENEY</td>
<td>120, 120, 120, 120, 120, 120, 120, 120.</td>
<td></td>
</tr>
<tr>
<td>JOSEPHS, SAMUEL</td>
<td>109, 109, 109, 109, 109, 109, 109, 109.</td>
<td></td>
</tr>
<tr>
<td>KAUFFMANN, ROBERT C.</td>
<td>48, 48, 48, 48, 48, 48, 48, 48.</td>
<td></td>
</tr>
<tr>
<td>KEELER, BURTON</td>
<td>111, 111, 111, 111, 111, 111, 111, 111.</td>
<td></td>
</tr>
<tr>
<td>KNIGHT, FRED C.</td>
<td>41, 41, 41, 41, 41, 41, 41, 41.</td>
<td></td>
</tr>
<tr>
<td>LA GATTA, JOHN</td>
<td>76, 76, 76, 76, 76, 76, 76, 76.</td>
<td></td>
</tr>
<tr>
<td>LANDSELL, ELLIS</td>
<td>95, 95, 95, 95, 95, 95, 95, 95.</td>
<td></td>
</tr>
<tr>
<td>LAPP, MARJORIE H.</td>
<td>6, 6, 6, 6, 6, 6, 6, 6.</td>
<td></td>
</tr>
<tr>
<td>LE MAIR, H. WILLIBECK</td>
<td>17, 17, 17, 17, 17, 17, 17, 17.</td>
<td></td>
</tr>
<tr>
<td>LEYENDECKER, J. C.</td>
<td>43, 43, 43, 43, 43, 43, 43, 43.</td>
<td></td>
</tr>
<tr>
<td>LIELO, JOHN</td>
<td>94, 94, 94, 94, 94, 94, 94, 94.</td>
<td></td>
</tr>
<tr>
<td>LOOMIS, A.</td>
<td>68, 68, 68, 68, 68, 68, 68, 68.</td>
<td></td>
</tr>
<tr>
<td>McCARY, C. J.</td>
<td>70, 70, 70, 70, 70, 70, 70, 70.</td>
<td></td>
</tr>
<tr>
<td>McCAY, WINSOR</td>
<td>105, 105, 105, 105, 105, 105, 105, 105.</td>
<td></td>
</tr>
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<td>McCLEARY, MILLARD</td>
<td>7, 7, 7, 7, 7, 7, 7, 7.</td>
<td></td>
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<tr>
<td>MCDONALD, ANGUS</td>
<td>10, 10, 10, 10, 10, 10, 10, 10.</td>
<td></td>
</tr>
<tr>
<td>Name</td>
<td>Pages</td>
<td></td>
</tr>
<tr>
<td>--------------------</td>
<td>-------------</td>
<td></td>
</tr>
<tr>
<td>MacKinnon, Mary</td>
<td>7, 25, 74, 77 [116, 125, 267, 288]</td>
<td></td>
</tr>
<tr>
<td>Madan, Fred B</td>
<td>61 [126]</td>
<td></td>
</tr>
<tr>
<td>Marsh, Lucille</td>
<td>14, 22, 68 [122, 135, 176]</td>
<td></td>
</tr>
<tr>
<td>Maust, Henry</td>
<td>27, 29, 30, 30 [168, 169, 171]</td>
<td></td>
</tr>
<tr>
<td>Mayfield, F. J.</td>
<td>98, 99, 99 [177]</td>
<td></td>
</tr>
<tr>
<td>Meyers, Harry</td>
<td>15, 19 [277]</td>
<td></td>
</tr>
<tr>
<td>Millard, C. E</td>
<td>49, 50 [286]</td>
<td></td>
</tr>
<tr>
<td>Mingo, Norman T.</td>
<td>68 [288]</td>
<td></td>
</tr>
<tr>
<td>Mitchell, Charles D.</td>
<td>81 [26]</td>
<td></td>
</tr>
<tr>
<td>Mitchell, S. Wendell</td>
<td>86, 87 [34, 135]</td>
<td></td>
</tr>
<tr>
<td>Mizen, Fred K.</td>
<td>13, 25, 59 [169, 172, 202]</td>
<td></td>
</tr>
<tr>
<td>Morgan, Wallace</td>
<td>81, 89 [396, 397, 398]</td>
<td></td>
</tr>
<tr>
<td>Morris, George</td>
<td>78 [176]</td>
<td></td>
</tr>
<tr>
<td>Mortimer, Thelma F.</td>
<td>72 [77]</td>
<td></td>
</tr>
<tr>
<td>Murphy, Winifred</td>
<td>20 [86]</td>
<td></td>
</tr>
<tr>
<td>Myers, Irvin</td>
<td>35 [177]</td>
<td></td>
</tr>
<tr>
<td>Myre, Ingwald</td>
<td>39 [182]</td>
<td></td>
</tr>
<tr>
<td>Neher, C. L.</td>
<td>50 [182]</td>
<td></td>
</tr>
<tr>
<td>Nicolet, F. L.</td>
<td>23 [262]</td>
<td></td>
</tr>
<tr>
<td>Oberhardt, William</td>
<td>53, 55, 56, 57, 57 [181, 193, 216, 258, 299]</td>
<td></td>
</tr>
<tr>
<td>O'Keefe, Neal</td>
<td>63 [262]</td>
<td></td>
</tr>
<tr>
<td>Outerbridge, Paul J.</td>
<td>124 [268]</td>
<td></td>
</tr>
<tr>
<td>Painter, Alton C.</td>
<td>31 [26]</td>
<td></td>
</tr>
<tr>
<td>Parker, Cushman</td>
<td>11, 13, 13 [28, 32]</td>
<td></td>
</tr>
<tr>
<td>Parrish, Maxfield</td>
<td>46, 47, 47 [177, 182, 233, 238]</td>
<td></td>
</tr>
<tr>
<td>Patterson, Russell</td>
<td>93 [288]</td>
<td></td>
</tr>
<tr>
<td>Pea, Herbert</td>
<td>60 [288]</td>
<td></td>
</tr>
<tr>
<td>Penfield, Edward</td>
<td>4, 16, 48, 115 [27]</td>
<td></td>
</tr>
<tr>
<td>Pfeiffer, J.</td>
<td>58, 58 [179]</td>
<td></td>
</tr>
<tr>
<td>Preston, James</td>
<td>2, 23 [190]</td>
<td></td>
</tr>
<tr>
<td>Proehl, Paul</td>
<td>36, 37 [24, 26]</td>
<td></td>
</tr>
<tr>
<td>Pryor, Warrant</td>
<td>98 [24]</td>
<td></td>
</tr>
<tr>
<td>Pullinger, Herbert</td>
<td>98 [24]</td>
<td></td>
</tr>
<tr>
<td>Rackham, Arthur</td>
<td>3 [196]</td>
<td></td>
</tr>
<tr>
<td>Rae, John</td>
<td>91, 98 [60, 202]</td>
<td></td>
</tr>
<tr>
<td>Ratterman, W. G.</td>
<td>9, 14 [73, 74]</td>
<td></td>
</tr>
<tr>
<td>Raymond, Frank</td>
<td>41, 85 [6, 16]</td>
<td></td>
</tr>
<tr>
<td>Richardson, H. C.</td>
<td>104 [82]</td>
<td></td>
</tr>
<tr>
<td>Rhiemecke, W.</td>
<td>65 [96]</td>
<td></td>
</tr>
<tr>
<td>Riggs, Robert</td>
<td>63 [96]</td>
<td></td>
</tr>
<tr>
<td>Roberts, Armstrong</td>
<td>131 [122]</td>
<td></td>
</tr>
<tr>
<td>Rockwell, Norman</td>
<td>13, 15 [124]</td>
<td></td>
</tr>
<tr>
<td>Roise, Herbert F.</td>
<td>70 [124]</td>
<td></td>
</tr>
<tr>
<td>Rosa, Guido &amp;</td>
<td>96, 100 [126]</td>
<td></td>
</tr>
<tr>
<td>Rosenberg, Louis</td>
<td>102 [3]</td>
<td></td>
</tr>
<tr>
<td>Roth, Ernest</td>
<td>80, 80 [182]</td>
<td></td>
</tr>
<tr>
<td>Rowe, Guy</td>
<td>9 [182]</td>
<td></td>
</tr>
<tr>
<td>Ruttman, Chas. E.</td>
<td>31 [182]</td>
<td></td>
</tr>
<tr>
<td>Ryland, R. K.</td>
<td>5 [288]</td>
<td></td>
</tr>
<tr>
<td>Saalberg, L. L.</td>
<td>19, 72, 73, 73, 74 [233, 246, 271, 272]</td>
<td></td>
</tr>
<tr>
<td>Sandford, Joseph E.</td>
<td>95 [272]</td>
<td></td>
</tr>
<tr>
<td>Scandlin, H. W.</td>
<td>118, 122, 123, 125, 127 [177, 182, 238, 238]</td>
<td></td>
</tr>
<tr>
<td>Schabelitz, R. F.</td>
<td>8, 86, 86, 94 [211, 212, 216]</td>
<td></td>
</tr>
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<td>Schmidt Felix</td>
<td>68, 96 [268, 269]</td>
<td></td>
</tr>
<tr>
<td>Schoonmaker, W. P.</td>
<td>88, 115 [192]</td>
<td></td>
</tr>
<tr>
<td>Name</td>
<td>Pages</td>
<td></td>
</tr>
<tr>
<td>---------------------</td>
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<td></td>
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<tr>
<td>Seaton, Walter S.</td>
<td>23</td>
<td></td>
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<td>Shepherd, George</td>
<td>40</td>
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</tr>
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<td>Shepherd, J. Clinton</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Sheringham, George</td>
<td>36, 37</td>
<td></td>
</tr>
<tr>
<td>Spreeter, Roy</td>
<td>12, 61, 64, 90, 90, 91</td>
<td></td>
</tr>
<tr>
<td>Stanley, Frederick</td>
<td>70</td>
<td></td>
</tr>
<tr>
<td>Starrett, William Kemp</td>
<td>93</td>
<td></td>
</tr>
<tr>
<td>Steiner, A. R.</td>
<td>126</td>
<td></td>
</tr>
<tr>
<td>Stoner, Harry</td>
<td>15</td>
<td></td>
</tr>
<tr>
<td>Stoops, Herbert M.</td>
<td>59, 63, 64, 78, 92, 96</td>
<td></td>
</tr>
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<td>Sturges, Katherine</td>
<td>18, 19, 20, 75</td>
<td></td>
</tr>
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<td>Taffs, C. H.</td>
<td>20, 59, 71</td>
<td></td>
</tr>
<tr>
<td>Tandler, Rudolph</td>
<td>68</td>
<td></td>
</tr>
<tr>
<td>Teague, Walter D.</td>
<td>21, 107, 110, 110</td>
<td></td>
</tr>
<tr>
<td>Tepper, Saul</td>
<td>35</td>
<td></td>
</tr>
<tr>
<td>Terry, H. L.</td>
<td>127</td>
<td></td>
</tr>
<tr>
<td>Tevis, Edwin E.</td>
<td>94</td>
<td></td>
</tr>
<tr>
<td>Timmins, H. L.</td>
<td>12, 34, 66, 67, 69, 104</td>
<td></td>
</tr>
<tr>
<td>Todahl, John O.</td>
<td>39</td>
<td></td>
</tr>
<tr>
<td>Treidler, Adolph</td>
<td>71</td>
<td></td>
</tr>
<tr>
<td>Waddell, James A.</td>
<td>81</td>
<td></td>
</tr>
<tr>
<td>Waldman, George H.</td>
<td>40</td>
<td></td>
</tr>
<tr>
<td>Westervelt, Walter Montgomery</td>
<td>99</td>
<td></td>
</tr>
<tr>
<td>Whitehead, Walter</td>
<td>165</td>
<td></td>
</tr>
<tr>
<td>Wilson, Edward A.</td>
<td>80, 80, 95</td>
<td></td>
</tr>
<tr>
<td>Winemiller &amp; Miller</td>
<td>122</td>
<td></td>
</tr>
<tr>
<td>Yeager, William</td>
<td>96</td>
<td></td>
</tr>
</tbody>
</table>
The large figures are the pages on which the artists' work is shown. The small italic figures [in brackets] are the numbers of the complete advertisements shown on pages 128-165.

<table>
<thead>
<tr>
<th>Index of Advertisers</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABRAHAM &amp; STRAUS</td>
<td>105</td>
</tr>
<tr>
<td>ADLER, DAVID &amp; SONS COMPANY</td>
<td>90, 91</td>
</tr>
<tr>
<td>ALDERMAN-FAIRCHILD COMPANY</td>
<td>6, 41</td>
</tr>
<tr>
<td>ALDUS Printers, Inc., The</td>
<td>65</td>
</tr>
<tr>
<td>ALLING &amp; CORY COMPANY, The</td>
<td>65</td>
</tr>
<tr>
<td>ALMCO Company</td>
<td>99</td>
</tr>
<tr>
<td>ALUMINUM GOODS MFG. CO</td>
<td>127</td>
</tr>
<tr>
<td>ALVIN SILVER COMPANY</td>
<td>65</td>
</tr>
<tr>
<td>AMERICAN BRASS COMPANY</td>
<td>121</td>
</tr>
<tr>
<td>AMERICAN CHICLE COMPANY</td>
<td>11</td>
</tr>
<tr>
<td>AMERICAN PIANO COMPANY</td>
<td>113, 114, 114</td>
</tr>
<tr>
<td>AMERICAN RADIATOR CO.</td>
<td>14, 22, 71, 93</td>
</tr>
<tr>
<td>AMERICAN STEEL FOUNDRIES</td>
<td>40</td>
</tr>
<tr>
<td>AMERICAN TOBACCO COMPANY</td>
<td>54, 113</td>
</tr>
<tr>
<td>APPLE Growers Association</td>
<td>50</td>
</tr>
<tr>
<td>ARKANSAS Soft Pine Bureau</td>
<td>34, 102</td>
</tr>
<tr>
<td>ARMSTRONG, F. WALLIS, Co.</td>
<td>98</td>
</tr>
<tr>
<td>ATLAS Portland Cement Company</td>
<td>105</td>
</tr>
<tr>
<td>AUTO-PNEUMATIC Action Co.</td>
<td>6, 6</td>
</tr>
<tr>
<td>AYER, N. W. &amp; Son.</td>
<td>23, 64, 101</td>
</tr>
<tr>
<td>BARTLETT-ORR Press</td>
<td>115</td>
</tr>
<tr>
<td>BEAVER Products Company, The</td>
<td>12</td>
</tr>
<tr>
<td>BIRD-NUT Packing Co.</td>
<td>11, 37, 38, 41, 112</td>
</tr>
<tr>
<td>BENJAMIN &amp; Johnes</td>
<td>122</td>
</tr>
<tr>
<td>BERG, F. &amp; Company</td>
<td>71</td>
</tr>
<tr>
<td>BERMUDA Trade Development Board</td>
<td>19</td>
</tr>
<tr>
<td>BEST FOODS, Inc., The</td>
<td>51</td>
</tr>
<tr>
<td>BLACK, STARR &amp; FROST</td>
<td>85</td>
</tr>
<tr>
<td>BON AMI Company, The</td>
<td>11, 11</td>
</tr>
<tr>
<td>BORDEN Company, The</td>
<td>8</td>
</tr>
<tr>
<td>BOSCH Company, HENRY</td>
<td>39</td>
</tr>
<tr>
<td>BOYCE Motometer Company</td>
<td>56</td>
</tr>
<tr>
<td>BRANDS, C., INC.</td>
<td>70</td>
</tr>
<tr>
<td>BROWN &amp; Bigelow</td>
<td>21</td>
</tr>
<tr>
<td>BRUNSWICK-BALKE-COLLENDER Co.</td>
<td>99</td>
</tr>
<tr>
<td>BULOVA Watch Company</td>
<td>112</td>
</tr>
<tr>
<td>BUNTING Brass &amp; Bronze Co.</td>
<td>61</td>
</tr>
<tr>
<td>CADILLAC Motor Car COMPANY</td>
<td>68, 115</td>
</tr>
<tr>
<td>CALIFORNIA Fruit Growers Exchange</td>
<td>21</td>
</tr>
<tr>
<td>CALIFORNIA Walnut Growers Ass'n</td>
<td>31</td>
</tr>
<tr>
<td>CALUMET Baking Powder Company</td>
<td>30</td>
</tr>
<tr>
<td>CAMMeyer</td>
<td>93</td>
</tr>
<tr>
<td>CAMPBELL, JOSEPH, Company</td>
<td>31</td>
</tr>
<tr>
<td>CAMPBELL Soup Company</td>
<td>28</td>
</tr>
<tr>
<td>CANADA Dry Ginger Ale Co.</td>
<td>97</td>
</tr>
<tr>
<td>CANADIAN PACIFIC Railway</td>
<td>42, 95, 96, 109</td>
</tr>
<tr>
<td>CARNATION Milk Products Company</td>
<td>127</td>
</tr>
<tr>
<td>CENTRAL Steel Company, The</td>
<td>35</td>
</tr>
<tr>
<td>CERTAIN-teed Products Corp.</td>
<td>128, 128</td>
</tr>
<tr>
<td>Business Name</td>
<td>Pages</td>
</tr>
<tr>
<td>------------------------------------------------------</td>
<td>-------</td>
</tr>
<tr>
<td>HOME INSURANCE COMPANY, THE</td>
<td></td>
</tr>
<tr>
<td>HORNUNG, CLARENCE P.</td>
<td></td>
</tr>
<tr>
<td>HOURBANT</td>
<td></td>
</tr>
<tr>
<td>HOWLETT &amp; HOCKMEYER</td>
<td></td>
</tr>
<tr>
<td>HUDDLE, RICHARD</td>
<td></td>
</tr>
<tr>
<td>INTERNATIONAL MERCANTILE MARINE</td>
<td></td>
</tr>
<tr>
<td>INTERNATIONAL SILVER</td>
<td></td>
</tr>
<tr>
<td>INTERWOVEN STOCKING CO.</td>
<td></td>
</tr>
<tr>
<td>JAPAN PAPER COMPANY</td>
<td></td>
</tr>
<tr>
<td>JEFF-O COMPANY</td>
<td></td>
</tr>
<tr>
<td>JERGENS, ANDREW, Co., THE</td>
<td></td>
</tr>
<tr>
<td>JEWETT SIX</td>
<td></td>
</tr>
<tr>
<td>JOHNS-MANVILLE, INC</td>
<td></td>
</tr>
<tr>
<td>JORDAN MOTOR CAR COMPANY</td>
<td></td>
</tr>
<tr>
<td>KAUTZMAN HAT COMPANY</td>
<td></td>
</tr>
<tr>
<td>KAYSER, JULIUS &amp; Co.</td>
<td></td>
</tr>
<tr>
<td>KLEINERT, I. B., RUBBER Co., THE</td>
<td></td>
</tr>
<tr>
<td>KNOX HAT COMPANY</td>
<td></td>
</tr>
<tr>
<td>KOLYNS Company</td>
<td></td>
</tr>
<tr>
<td>KROEHLER MANUFACTURING CO.</td>
<td></td>
</tr>
<tr>
<td>LEGGITT, FRANCIS H. &amp; COMPANY</td>
<td></td>
</tr>
<tr>
<td>LEHIGH PORTLAND CEMENT CO.</td>
<td></td>
</tr>
<tr>
<td>LEVER BROS. Co.</td>
<td></td>
</tr>
<tr>
<td>LIBBY, McNILL &amp; LIBBY</td>
<td></td>
</tr>
<tr>
<td>LIGGITT &amp; MYERS.</td>
<td></td>
</tr>
<tr>
<td>McBride's</td>
<td></td>
</tr>
<tr>
<td>McCALL COMPANY, The</td>
<td></td>
</tr>
<tr>
<td>MCCALLUM HOSIERY CO.</td>
<td></td>
</tr>
<tr>
<td>MACY, R. H.</td>
<td></td>
</tr>
<tr>
<td>MARGARET MILLS</td>
<td></td>
</tr>
<tr>
<td>MASSACHUSETTS BAKING COMPANY</td>
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<td>Mergenthaler Linotype Company</td>
<td></td>
</tr>
<tr>
<td>Milwaukee Corrugating Company</td>
<td></td>
</tr>
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<td>Mizen Company</td>
<td></td>
</tr>
<tr>
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<td></td>
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<td>NATIONAL LAMP WORKS OF G. E. CO.</td>
<td></td>
</tr>
<tr>
<td>NEW YORK CENTRAL</td>
<td></td>
</tr>
<tr>
<td>NEW YORK EDISON Co., THE</td>
<td></td>
</tr>
<tr>
<td>NORDYKE &amp; MARMON CO.</td>
<td></td>
</tr>
<tr>
<td>NORWICH PHARMACAL COMPANY, THE</td>
<td></td>
</tr>
<tr>
<td>ONEIDA COMMUNITY</td>
<td></td>
</tr>
<tr>
<td>Ontra Cafeteria</td>
<td></td>
</tr>
<tr>
<td>Oregon City Woolen Mills</td>
<td></td>
</tr>
<tr>
<td>Ovington's</td>
<td></td>
</tr>
<tr>
<td>Pacific Line</td>
<td></td>
</tr>
<tr>
<td>Packard Manufacturing Co., THE</td>
<td></td>
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<td>Paige-Detroit Motor Car Company</td>
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<td>Penn Tobacco Co.</td>
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<td>Pennsylvania Railroad</td>
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<td>Phoenix Knitting Works</td>
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<td>Pierce-Arrow</td>
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<td>Pompian Laboratories</td>
<td></td>
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<tr>
<td>Poor Richard Club</td>
<td></td>
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<td>POWERS COMPANY, W. F., THE</td>
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<tr>
<td>Pratt &amp; Lambert, Inc.</td>
<td></td>
</tr>
<tr>
<td>Procter &amp; Gamble Co.</td>
<td></td>
</tr>
<tr>
<td>Pyrex</td>
<td></td>
</tr>
<tr>
<td>Read &amp; Sons Co., Wm. F.</td>
<td></td>
</tr>
<tr>
<td>Redfield, Kendrick, ODELL, Inc.</td>
<td></td>
</tr>
<tr>
<td>Remington Typewriter Company</td>
<td></td>
</tr>
<tr>
<td>Retail Research Association</td>
<td></td>
</tr>
<tr>
<td>Robbins &amp; Myers</td>
<td></td>
</tr>
</tbody>
</table>

*Pages refer to the page numbers where the business name appears in the text.*
<table>
<thead>
<tr>
<th>Company</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rosenbach Galleries, The</td>
<td>119</td>
</tr>
<tr>
<td>Royal Mail Steam Packet Company</td>
<td>40</td>
</tr>
<tr>
<td>Royal Typewriter Company</td>
<td>63</td>
</tr>
<tr>
<td>Russell, Burdall &amp; Ward</td>
<td>94</td>
</tr>
<tr>
<td>Save the Surface Campaign</td>
<td>125</td>
</tr>
<tr>
<td>Schoen Co., Carl</td>
<td>123</td>
</tr>
<tr>
<td>Schrader’s, A., Son, Inc</td>
<td>57</td>
</tr>
<tr>
<td>Schumacher, F. &amp; Co</td>
<td>112</td>
</tr>
<tr>
<td>Seaboard National Bank, The</td>
<td>95, 94</td>
</tr>
<tr>
<td>Sears, Roebuck &amp; Co</td>
<td>31</td>
</tr>
<tr>
<td>Sellers, G. I. &amp; Sons Company</td>
<td>12</td>
</tr>
<tr>
<td>Simmons Company, The</td>
<td>37</td>
</tr>
<tr>
<td>Smith, Alfred H., Company</td>
<td>76</td>
</tr>
<tr>
<td>Smith, A. O., Corporation</td>
<td>79</td>
</tr>
<tr>
<td>Smith, John H., Press, Inc</td>
<td>81</td>
</tr>
<tr>
<td>Southern Cotton Oil</td>
<td>26, 29, 29, 29, 91</td>
</tr>
<tr>
<td>Southern Pacific Lines</td>
<td>64</td>
</tr>
<tr>
<td>Squibb &amp; Sons, E. R</td>
<td>14</td>
</tr>
<tr>
<td>Standard Motor Construction Co</td>
<td>39</td>
</tr>
<tr>
<td>Standard Oil Co. of New Jersey</td>
<td>59, 68</td>
</tr>
<tr>
<td>Standard Oil Co. of N. Y.</td>
<td>92, 92, 92, 92</td>
</tr>
<tr>
<td>Standard Sanitary Mfg. Co</td>
<td>10</td>
</tr>
<tr>
<td>Steinway &amp; Sons</td>
<td>13</td>
</tr>
<tr>
<td>Stetson Co., Jno. B</td>
<td>48</td>
</tr>
<tr>
<td>Strathmore Paper Co</td>
<td>18, 25, 76, 80, 107</td>
</tr>
<tr>
<td>Straus, S. W. &amp; Co</td>
<td>88, 103, 103</td>
</tr>
<tr>
<td>Sun Oil Company</td>
<td>68</td>
</tr>
<tr>
<td>Sunmaid Raisin Growers</td>
<td>123, 124</td>
</tr>
<tr>
<td>Swift &amp; Company</td>
<td>12, 12, 27, 30, 35</td>
</tr>
<tr>
<td>Tiffany Studios</td>
<td>116</td>
</tr>
<tr>
<td>Underwood Typewriter</td>
<td>13, 38, 98, 100</td>
</tr>
<tr>
<td>United American Lines</td>
<td>19</td>
</tr>
<tr>
<td>United Cigar Stores Co</td>
<td>96, 106</td>
</tr>
<tr>
<td>Vacuum Oil Company</td>
<td>122</td>
</tr>
<tr>
<td>Valentine &amp; Co</td>
<td>13, 14, 15</td>
</tr>
<tr>
<td>Van Ralte Company</td>
<td>120</td>
</tr>
<tr>
<td>Waltham Watch Company</td>
<td>85</td>
</tr>
<tr>
<td>Wamsutta Mills</td>
<td>7, 15</td>
</tr>
<tr>
<td>Warner Bros., Inc</td>
<td>100</td>
</tr>
<tr>
<td>Warren, Northam</td>
<td>123</td>
</tr>
<tr>
<td>Western Electric Company</td>
<td>125</td>
</tr>
<tr>
<td>Westinghouse Electric &amp; Mfg. Co.</td>
<td>113</td>
</tr>
<tr>
<td>Wheatena Company, The</td>
<td>11</td>
</tr>
<tr>
<td>Whitman, Stephen F. &amp; Son, Inc</td>
<td>51</td>
</tr>
<tr>
<td>Williams Co., J. B</td>
<td>94</td>
</tr>
<tr>
<td>Williams, Roger, Company, The</td>
<td>10, 55</td>
</tr>
<tr>
<td>Willys-Overland, Inc</td>
<td>13</td>
</tr>
<tr>
<td>Wilson Fastener Co., The</td>
<td>75</td>
</tr>
<tr>
<td>Winship, Boit &amp; Co</td>
<td>20, 21</td>
</tr>
<tr>
<td>Woman’s Home Companion</td>
<td>9</td>
</tr>
<tr>
<td>Woodland Theatre Company</td>
<td>87, 97</td>
</tr>
<tr>
<td>Wooltex Co., The</td>
<td>19, 72</td>
</tr>
<tr>
<td>Zapon Leather Company</td>
<td>125</td>
</tr>
</tbody>
</table>
INDEX OF COMPLETE ADVERTISEMENTS

The figures before the names of artists are the numbers of the complete advertisements shown on pages 128-165; those after the names are the pages on which the artist's work is shown.

<table>
<thead>
<tr>
<th>NO.</th>
<th>NAME</th>
<th>PAGE NO.</th>
<th>PAGE</th>
<th>NAME</th>
<th>PAGE NO.</th>
<th>PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Clarence P. Hornung</td>
<td>135</td>
<td>47</td>
<td>C. H. Tafts</td>
<td>71</td>
<td>91</td>
</tr>
<tr>
<td>2</td>
<td>Clarence P. Hornung</td>
<td>116</td>
<td>48</td>
<td>Andrew Loomis</td>
<td>10</td>
<td>92</td>
</tr>
<tr>
<td>3</td>
<td>Louis Rosenberg</td>
<td>103</td>
<td>49</td>
<td>Andrew Loomis</td>
<td>20</td>
<td>93</td>
</tr>
<tr>
<td>4</td>
<td>Joseph Chenoweth</td>
<td>36</td>
<td>50</td>
<td>Andrew Loomis</td>
<td>23</td>
<td>94</td>
</tr>
<tr>
<td>5</td>
<td>Edwin E. Tevis</td>
<td>94</td>
<td>51</td>
<td>H. L. Timmins</td>
<td>104</td>
<td>95</td>
</tr>
<tr>
<td>6</td>
<td>Frank Raymond</td>
<td>47</td>
<td>52</td>
<td>C. H. Tafts</td>
<td>20</td>
<td>96</td>
</tr>
<tr>
<td>8</td>
<td>A. Avinoff</td>
<td>36</td>
<td>53</td>
<td>W. G. Ratterman</td>
<td>14</td>
<td>97</td>
</tr>
<tr>
<td>10</td>
<td>Charles E. Johnson</td>
<td>12</td>
<td>54</td>
<td>Rudolph Tandler</td>
<td>68</td>
<td>98</td>
</tr>
<tr>
<td>11</td>
<td>Eugene Hutchinson</td>
<td>137</td>
<td>55</td>
<td>Thelma Mortimer</td>
<td>71</td>
<td>99</td>
</tr>
<tr>
<td>12</td>
<td>Charles E. Johnson</td>
<td>31</td>
<td>56</td>
<td>Wm. Rienecke</td>
<td>65</td>
<td>100</td>
</tr>
<tr>
<td>13</td>
<td>Warrant Pryor</td>
<td>38</td>
<td>57</td>
<td>Andrew Loomis</td>
<td>49</td>
<td>101</td>
</tr>
<tr>
<td>14</td>
<td>Vance Goss</td>
<td>40</td>
<td>58</td>
<td>H. L. Timmins</td>
<td>12</td>
<td>102</td>
</tr>
<tr>
<td>15</td>
<td>Andrew Loomis</td>
<td>13</td>
<td>59</td>
<td>Andrew Loomis</td>
<td>19</td>
<td>103</td>
</tr>
<tr>
<td>16</td>
<td>Andrew Loomis</td>
<td>19</td>
<td>60</td>
<td>Andrew Loomis</td>
<td>91</td>
<td>104</td>
</tr>
<tr>
<td>17</td>
<td>Henry Maust</td>
<td>29</td>
<td>61</td>
<td>Andrew Loomis</td>
<td>61</td>
<td>105</td>
</tr>
<tr>
<td>18</td>
<td>Henry Maust</td>
<td>30</td>
<td>62</td>
<td>Andrew Loomis</td>
<td>11</td>
<td>106</td>
</tr>
<tr>
<td>20</td>
<td>Alton C. Painter</td>
<td>31</td>
<td>63</td>
<td>Andrew Loomis</td>
<td>11</td>
<td>107</td>
</tr>
<tr>
<td>21</td>
<td>Edward Penfield</td>
<td>4</td>
<td>64</td>
<td>Andrew Loomis</td>
<td>9</td>
<td>108</td>
</tr>
<tr>
<td>22</td>
<td>Edward L. Chase</td>
<td>37</td>
<td>65</td>
<td>Andrew Loomis</td>
<td>89</td>
<td>109</td>
</tr>
<tr>
<td>23</td>
<td>Cosenza and Johnson</td>
<td>112</td>
<td>66</td>
<td>Andrew Loomis</td>
<td>89</td>
<td>110</td>
</tr>
<tr>
<td>24</td>
<td>Eugene Hutchinson</td>
<td>123</td>
<td>67</td>
<td>Andrew Loomis</td>
<td>89</td>
<td>111</td>
</tr>
<tr>
<td>25</td>
<td>Andrew Loomis</td>
<td>59</td>
<td>68</td>
<td>Andrew Loomis</td>
<td>103</td>
<td>112</td>
</tr>
<tr>
<td>26</td>
<td>Charles D. Mitchell</td>
<td>81</td>
<td>69</td>
<td>Andrew Loomis</td>
<td>103</td>
<td>113</td>
</tr>
<tr>
<td>27</td>
<td>John Newton Howitt</td>
<td>13</td>
<td>70</td>
<td>Andrew Loomis</td>
<td>83</td>
<td>114</td>
</tr>
<tr>
<td>28</td>
<td>Norman Hall</td>
<td>30</td>
<td>71</td>
<td>Andrew Loomis</td>
<td>105</td>
<td>115</td>
</tr>
<tr>
<td>29</td>
<td>Rene Clarke</td>
<td>19</td>
<td>72</td>
<td>Andrew Loomis</td>
<td>95</td>
<td>116</td>
</tr>
<tr>
<td>30</td>
<td>Cushman Parker</td>
<td>11</td>
<td>73</td>
<td>Andrew Loomis</td>
<td>103</td>
<td>117</td>
</tr>
<tr>
<td>31</td>
<td>C. B. Falls</td>
<td>97</td>
<td>74</td>
<td>Andrew Loomis</td>
<td>127</td>
<td>118</td>
</tr>
<tr>
<td>32</td>
<td>Cushman Parker</td>
<td>11</td>
<td>75</td>
<td>Andrew Loomis</td>
<td>127</td>
<td>119</td>
</tr>
<tr>
<td>33</td>
<td>Eugene Hutchinson</td>
<td>124</td>
<td>76</td>
<td>Andrew Loomis</td>
<td>127</td>
<td>120</td>
</tr>
<tr>
<td>34</td>
<td>James Preston</td>
<td>2</td>
<td>77</td>
<td>Andrew Loomis</td>
<td>127</td>
<td>121</td>
</tr>
<tr>
<td>35</td>
<td>Hayden Hayden</td>
<td>6</td>
<td>78</td>
<td>Andrew Loomis</td>
<td>127</td>
<td>122</td>
</tr>
<tr>
<td>36</td>
<td>Chas. E. Ruttan</td>
<td>31</td>
<td>79</td>
<td>Andrew Loomis</td>
<td>127</td>
<td>123</td>
</tr>
<tr>
<td>37</td>
<td>John Wolcott Adams</td>
<td>104</td>
<td>80</td>
<td>Andrew Loomis</td>
<td>127</td>
<td>124</td>
</tr>
<tr>
<td>38</td>
<td>Linn Ball</td>
<td>30</td>
<td>81</td>
<td>Andrew Loomis</td>
<td>127</td>
<td>125</td>
</tr>
<tr>
<td>39</td>
<td>Pruett Carter</td>
<td>65</td>
<td>82</td>
<td>Andrew Loomis</td>
<td>127</td>
<td>126</td>
</tr>
<tr>
<td>40</td>
<td>Rene Clarke</td>
<td>91</td>
<td>83</td>
<td>Andrew Loomis</td>
<td>127</td>
<td>127</td>
</tr>
<tr>
<td>41</td>
<td>Pruett Carter</td>
<td>66</td>
<td>84</td>
<td>Andrew Loomis</td>
<td>127</td>
<td>128</td>
</tr>
<tr>
<td>42</td>
<td>Russell Patterson</td>
<td>93</td>
<td>85</td>
<td>Andrew Loomis</td>
<td>127</td>
<td>129</td>
</tr>
<tr>
<td>43</td>
<td>Edward L. Chase</td>
<td>102</td>
<td>86</td>
<td>Andrew Loomis</td>
<td>127</td>
<td>130</td>
</tr>
<tr>
<td>44</td>
<td>Gertrude Alice Kay</td>
<td>88</td>
<td>87</td>
<td>Andrew Loomis</td>
<td>127</td>
<td>131</td>
</tr>
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<td>Paul Proehl</td>
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<table>
<thead>
<tr>
<th>Advertising Agencies Represented</th>
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<tr>
<td>F. Wallis Armstrong Company</td>
</tr>
<tr>
<td>N. W. Ayer &amp; Son</td>
</tr>
<tr>
<td>Barton, Durstine &amp; Osborn, Inc.</td>
</tr>
<tr>
<td>George Batten Company</td>
</tr>
<tr>
<td>Barrows &amp; Richardson</td>
</tr>
<tr>
<td>The Biow Company, Inc.</td>
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<tr>
<td>The Blackman Company</td>
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<tr>
<td>Botsford-Constantine Company</td>
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<tr>
<td>Robert H. Brooks</td>
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<tr>
<td>Glen Buck Company</td>
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<tr>
<td>Calkins &amp; Holden, Inc.</td>
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<tr>
<td>Campbell-Ewald Company</td>
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<tr>
<td>Wendell P. Colton Company</td>
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<tr>
<td>The Dauchy Company</td>
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<tr>
<td>John H. Dunham Company</td>
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<td>The Erickson Company</td>
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<td>Erwin, Wasey &amp; Company</td>
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<tr>
<td>Evans-Winter-Hebb</td>
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<tr>
<td>Federal Advertising Agency</td>
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<tr>
<td>Richard A. Foley Agency, Inc.</td>
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<td>Fonda-Haupt Company</td>
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<tr>
<td>Fox &amp; Mackenzie</td>
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<tr>
<td>Albert Frank &amp; Company</td>
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<tr>
<td>Charles Daniel Frey</td>
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<tr>
<td>Henri, Hurst &amp; McDonald</td>
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<tr>
<td>Albert P. Hill Company</td>
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<td>George J. Kirgasser &amp; Company</td>
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<td>Lord &amp; Thomas</td>
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<td>T. L. McCready</td>
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<td>Eugene McGuckin Company</td>
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<tr>
<td>MacManus, Incorporated</td>
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<tr>
<td>Williams &amp; Cunnyngham</td>
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