Fourth Annual of Advertising Art
FOURTH ANNUAL OF ADVERTISING ART

From advertisements shown at the Exhibition of the Art Directors Club, Art Center, New York, April 27 to May 14

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RICHARD WALSH
The first time on any stage

IN 1908 I was a member of the Publication Committee of the National Arts Club. My modest suggestion that we give an exhibition of advertising art was received with enthusiasm by the committee, of which Frederick S. Lamb was chairman, and I was authorized to go ahead and get it up. A general invitation (the front page of which is shown here) was prepared and sent out to all who ought to be interested, in which advertisers, agents and artists were

"invited to offer for exhibition: magazine advertising designs, newspaper advertising designs, posters, covers of catalogues, booklets, folders or pamphlets, covers of magazines, entire booklets, and any other specimens of art applied to advertising. Designs will be chosen on their artistic merits as effective advertising. No design will be exhibited, however successful it may have been as advertising, unless it seems to the committee to comply with the ordinary rules of art.

"Each exhibit must be a design actually used or intended to be used for advertising purposes in the magazines or in the newspapers, or as posters, magazine or booklet covers. An advertisement or a booklet which is typographically artistic may also be admitted.

"Originals are in every case preferred. Where the original cannot be obtained, a good proof may be sent, but where the original is sent it will be interesting to have it accompanied with a reproduction."

Lots of stuff came in, but not a great deal of the character we wanted to show to prove our thesis that real art was being used in advertising. We had difficulty in covering our walls, and were forced to solicit exhibits personally from those who had not responded to our first call, and who had things we needed, such as the Will Bradley designs for Ault & Wiborg's inks, the original cover design made for the Aeolian Company by Hubert von Herkomer, and the Woman's Home Companion prize winning cover designs.

Rather than trust to memory after so many years, I will quote a few paragraphs from a review I wrote for the International Studio, May, 1908:

"The exhibition held at the National Arts Club, between February 19 and 28, showed a far greater proportion of cover designs of magazines than it did of advertising designs in a stricter sense. This was because the publisher, as he was first to appreciate the work of the
The FIRST ANNUAL EXHIBITION OF ADVERTISING ART
To be held in the Galleries of The NATIONAL ARTS CLUB
14 Gramercy Park, New York
February 19 to March 1, 1908

Wake up, old plug, and be a horse — be a good horse! Eat the H-O Co.'s Horse Feed. It makes life worth living, even for a plough horse.

Newspaper advertisement by Walter Fawcett

Line drawing by Louis Fancher

Cover Design by Walter Fawcett
best designers, so also was first to appreciate the importance of exhibiting it. This made the exhibition too strong in cover designs in proportion to other advertising work, but the other advertising work shown was very creditable.

"It was believed by those interested that getting together the really good things from an art point of view that have been done for the sake of advertising would surprise a good many people who had not realized that there was so much good designing in advertising, because good designing still forms such a small part of the total amount of advertising. The idea was to segregate what was really good, so that it could be seen by itself. Thus at this exhibition it was shown that not only is the standard of art in advertising work high, but also that this work bears the names of many men already famous in other lines of art work.

"Among the designers whose work was represented by originals, and in a great many cases by reproductions from these originals, showing the adaptation of the design to its purpose, were Edward Penfield, Maxfield Parrish, Guernsey Moore, John Sheridan, R. J. Wildhack, Lucius Hitchcock, H. S. Benton, N. C. Wyeth, J. G. Sweeney, Anna Burnham Westermann, F. W. Goudy, the Brothers Leyendecker, Walter Fawcett, Blodon Campbell, Kenyon Cox, Eugene Grasset, Lucian Metivet and many others. Some of these are men to whom advertising designing is incidental, while others have given their chief attention to commercial art.

"The work in color predominated largely over work in black-and-white. This is not so much because more color work is used in advertising than black-and-white, but because the color work naturally shows up better and is more striking. Also, it is true that when an advertiser has an important position in a magazine demanding color work, he goes to a better artist than he does for his ordinary black-and-white work in the inside of the magazine. This is a mistake, of course, but every day conditions are getting better, and when a dry goods store, such as Marshall Field's, employs for newspaper advertising work such artists as Harrison Fisher, O'Neill Wilson, Alphonse Mucha and A. B. Wenzell, there is great promise for the future, not only in newspaper advertising, but in all black-and-white advertising."

For four or five successive years this particular exhibition was held under the auspices of the National Arts Club, each exhibition showing an improvement in range and character of work over the previous one, until finally the committee grew tired of it and it was allowed to lapse, and nothing of the kind was done again until the Art Directors Club took it up in a serious way and began a brilliant series of exhibitions that are now a high spot each season at the Art Center.

Earnest Elmo Calkins.
Art Directors Club Educational Lectures

The inauguration of a series of educational lectures under the auspices of the Art Directors Club of New York during the past year represents the first organized effort to bridge the gap between the academic art school education of today and the more or less exacting requirements of professional activity of commercial art.

The most rewarding effort on the part of the individual art director is the encouragement and inspiration of the art student who submits for his inspection a portfolio of sample drawings, which usually display inadequate preparation on the part of the student to cope with the technical problems of advertising design.

Although it is gratifying to observe many instances of interest in more practical instruction of the art students by the average art school, we are confident that further progress in this direction will inevitably be projected along the lines of these lectures.

To the mutual benefit of the artist and the art director, the student will be instilled with a more sincere enthusiasm for sound craftsmanship. But of still greater import will be the growing encouragement of the opportunity which advertising art affords as a channel for the complete expression of the highest aesthetic inspiration.

Editors and art buyers must necessarily establish and recognize certain standards of achievements, but that there is room and opportunity for the beginner is proven by the very simple fact that our stars today were beginners yesterday.

The gratifying response to this series of educational lectures encourages us in the belief that the professional artist and the art student no longer consider work in the commercial field unworthy of their talents. It also discloses an enormous demand for the kind of practical information which has not been available otherwise than through the hard school of experience.

It is not, however, the purpose of the Art Directors Club to establish a formula for art education in general. The development of aesthetic taste and appreciation, in other words the unfolding of the art instinct, has been safely placed in the hands of recognized leaders of the day, who are unselfishly devoting their major effort in teaching in art schools.

The list of lectures delivered proves also that we have not attempted to establish a hard and fast formula for so called commercial art. We have selected for our speakers artists and experts who, from practice and experience, have developed and are defining guiding principles that we believe and hope will be of inestimable value to the sincere student.
Fourth Exhibition Awards

ART DIRECTORS CLUB MEDAL OF AWARD, DESIGNED BY PAUL MANSHP

SECTION ONE

PAINTINGS AND DRAWINGS IN COLOR

(a) FIGURES

First Award, Medal—WALTER BIGGS for painting made for International Silver Co. through N. W. Ayer & Son. Page 1.

First Honorable Mention—PRUETT CARTER for painting made for Postum Cereal Co. through Young & Rubicam. Page 2.

Second Honorable Mention—JON CARROL for painting made for Andrew Jergens Co. through J. Walter Thompson Co. Page 3.

(b) STILL LIFE

First Award, Medal—RENE CLARKE for painting made for Southern Cotton Oil Co. through Calkins & Holden, Inc. Page 21.

First Honorable Mention—GUY ROWE for painting made for The Jell-O Co., Inc., through The Dauchy Co. Page 22.

PAINTINGS AND DRAWINGS IN COLOR — continued

(c) MISCELLANEOUS—LANDSCAPES, INTERIORS, STREET SCENES, ETC.

First Award, Medal—HADON SUNDBLOM and JOHNSON GRAUMAN STUDIOS for painting made for Lincoln Motor Co. through Critchfield & Co. Page 28.

First Honorable Mention—

Second Honorable Mention—

SECTION TWO
POSTERS AND CAR CARDS

First Award, Medal—
NORMAN ROCKWELL for The Fleischmann Co. through J. Walter Thompson Co. Page 34.

Honorable Mention—
WALTER WHITEHEAD for Liggett & Myers Tobacco Company through Newell-Emmett Co. Page 35.

SECTION THREE
BLACK AND WHITE ILLUSTRATIONS

First Award, Medal—WILLIAM MEADE PRINCE for Dodge Brothers through George Harrison Phelps, Inc. Page 45.

Second Honorable Mention—

SECTION FOUR
PEN AND INK

First Award, Medal—
FRANK HOFFMAN for Erwin, Wasey & Co. Page 63.

Second Honorable Mention—
HERBERT STOOPS for The Jell-O Co., Inc., through The Dauchy Co. Page 65.

First Honorable Mention—
RUSKIN WILLIAMS for Liggett & Myers Tobacco Co. through the Newell-Emmett Co. Page 64.

Third Honorable Mention—
SECTION FIVE
DECORATIVE DESIGNS

First Award, Medal—Reginald Farr, Goesle Roese Studio, for Pinellas Country Club. Page 82.

First Honorable Mention—Robert McQuinn for F. Schumacher & Co. through J. Walter Thompson Co. Page 84.


SECTION SIX
PHOTOGRAPHS

First Award, Medal—H. W. Scandlin for the American Rolling Mill Co. through George Batten Co. Page 93.

First Honorable Mention—Grancel Fitz for Fostoria Glass Co. through N. W. Ayer & Son. Page 94.


SECTION SEVEN
COMPLETE ADVERTISEMENTS

First Award, Medal—Arthur W. Munn, Art Director, Young & Rubicam, for Postum Cereal Co. Page 102.


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
WALTER BIGGS—SILVERPLATE

Leased by International Silver Co.
Exhibited by N. W. Ayer & Son, Inc.

Medal

{ I }
JON CARROL—LOTION
Leased by Andrew Jergens Co.
Exhibited by J. Walter Thompson Co.
Second Honorable Mention
H. R. BALLINGER—Perfume  
Loaned by Colgate & Co.  
Exhibited by Thresher Service, Inc.

Saul Tepper—Ignition  
Loaned by Remy Electric Co.  
Exhibited by Campbell-Ewald Co., Inc.

Hayden Hayden—Salad Dressing  
Loaned by F. H. Leggett & Co.  
Exhibited by Barton, Durstine & Osborn, Inc.

Nikol Schattenstein—Silk  
Loaned by Coricelli Silk Co.  
Exhibited by J. Walter Thompson Co.
NORMAN ROCKWELL—MAZDA LAMPS
Loaned by General Electric Co.
Exhibited by Barton, Durstine & Osborn, Inc.

THE REESES—PAINT
Loaned by Murphy Varnish Co.
Exhibited by Niagara Lithograph Co.

ROLF ARMSTRONG—SILVERWARE
Loaned by Oneida Community, Ltd.
Exhibited by Patterson-Andress Co., Inc.

WALTER BIGGS—PERFUME
Loaned by Colgate & Co.
Exhibited by Thresher Service, Inc.
HADON SUNDBLOM—HOSIERY
Loaned by Real Silk Hosiery Mills
Exhibited by Homer McKee Co., Inc.

ANDREW LOOMIS—PET MILK
Loaned by Pet Milk Company
Exhibited by Gardner Advertising Company

W. A. B. KIRKPATRICK—EYELETS
Loaned by United Fast Color Eyelet Co.
Exhibited by O'Connell-Ingalls Advertising Agency

COLES PHILLIPS—SILVERWARE
Loaned by Oneida Community, Ltd.
Exhibited by Patterson-Andress Co., Inc.
NORMAN T. MINGO—Baby Carriages
Loaned by Lloyd Mfg. Co.
Exhibited by Henri-Hurst & McDonald

EDWARD L. CHASE, STANFORD BRIGGS INC.—Tooth Brushes
Loaned by Prophylactic Brush Co.
Exhibited by George Batten Co., Inc.

COLES PHILLIPS—Silverware
Loaned by Oneida Community, Ltd.
Exhibited by Patterson-Andress Co., Inc.

CUSHMAN PARKER—Cleaning Powder
Loaned by Bon Ami Co.
Exhibited by The Erickson Co.
HOT CROSS BUNS

Made with Fleischmann's Yeast

C. C. BEALL—Food Products
Loaned by The Fleischmann Co.
Exhibited by The Fleischmann Co.

MAXFIELD PARRISH—LAMPS
Loaned by Edison Lamp Works
Exhibited by Forbes Lithograph Mfg. Co.
HARRY MORSE MEYERS—Bran Flakes
Loaned by Postum Cereal Co.
Exhibited by Erwin, Wasey & Co.

NEYSA McMEIN—Cadillac
Loaned by Cadillac Motor Car Co.
Exhibited by Campbell-Ewald Co.

DEAN CORNWELL—Soap
Loaned by Andrew Jergens Co.
Exhibited by J. Walter Thompson Co.

REDA IRVIN—Clothing
Loaned by Rogers Peet
Exhibited by Rogers Peet
RENE CLARKE—BUSINESS PAPERS  
Loaned by Crane & Co.  
Exhibited by Calkins & Holden, Inc.

ARTHUR RACKHAM—SOAP  
Loaned by Colgate & Co.  
Exhibited by Thresher Service, Inc.

J. C. LEYENDECKER—SOCKS  
Loaned by Interwoven Stocking Co.  
Exhibited by United Advertising Agency

LESLIE THRASHER—TIRES  
Loaned by Fisk Tire Co., Inc.  
Exhibited by United States Advertising Corporation
HAYDEN HAYDEN—Salad Dressing
Loaned by F. H. Leggett & Co.
Exhibited by Barton, Durstine & Osborn, Inc.

HELEN DRYDEN—Knox Hats
Loaned by Knox Hat Co.
Exhibited by Barton, Durstine & Osborn, Inc.

NORMAN ROCKWELL—Dental Cream
Loaned by Colgate & Co.
Exhibited by Thresher Service, Inc.

WALTER BIGGS—Soap
Loaned by Procter & Gamble Company
Exhibited by The Blackman Company

GOLDBECK—Cold Cream
Loaned by Daggett & Ramsdell
Exhibited by M. F. Gould Co.
BEN L. KIDDER—STOVES
Loaned by Florence Stove Co.
Exhibited by George Batten Co., Inc.

GEORGE GIGUERE—CHOCOLATES
Loaned by Stephen F. Whitman & Son, Inc.
Exhibited by F. Wallis Armstrong Company

EDWARD A. WILSON—RADITORS
Loaned by American Radiator Co.
Exhibited by
Barton, Durstine & Osborn, Inc.

ANDREW LOOMIS—SOAP
Loaned by Fels & Co.
Exhibited by F. Wallis Armstrong Company
KATHERINE STURGES—HOSIERY  
Loaned by McCallum Hosiery Co.  
Exhibited by George Batten Co., Inc.

J. C. LEYENDECKER—COLLARS  
Loaned by Cluett, Peabody & Co., Inc.  
Exhibited by Calkins & Holden, Inc.

MAUDE TOUSEY FANGEL—PUFFED RICE  
Loaned by The Quaker Oats Company  
Exhibited by Lord & Thomas

RUTH ROLSTON—RUGS  
Loaned by Mohawk Carpet Mills, Inc.  
Exhibited by Frank Presbrey Company
H. SUNDBLOM—AUTOMOBILES
Loaned by Ford Motor Co.
Exhibited by Critchfield & Co.

H. SUNDBLOM—AUTOMOBILES
Loaned by Ford Motor Co.
Exhibited by Critchfield & Co.

MAUDE TOUSEY FANGEL—Lux
Loaned by Lever Brothers
Exhibited by J. Walter Thompson Co.

MAY WILSON PRESTON—WRITING PAPERS
Loaned by Eaton, Crane & Pike Co.
Exhibited by Calkins & Holden, Inc.
HAYDEN HAYDEN—HOSIERY
Loaned by Davenport Hosiery Mills
Exhibited by Chappelow Advertising Agency

JOHN NEWTON HOWITT—LOUD SPEAKER
Loaned by Manhattan Electrical Supply Co.
Exhibited by Joseph Richards Co., Inc.

JOE CHENOWETH—PIANOS
Loaned by Steinway & Sons
Exhibited by N. W. Ayer & Son, Inc.

C. C. CHAMBERS—PIANOS
Loaned by Steinway & Sons
Exhibited by N. W. Ayer & Son, Inc.
C. LEROY BALBRIDGE—RUGS
Loaned by A. & M. Karagheusian
Exhibited by J. Walter Thompson Co.

WAYMAN ADAMS—PIANOS
Loaned by Steinway & Sons
Exhibited by N. W. Ayer & Son, Inc.

JOSEPH B. PLATT—RADIATORS
Loaned by American Radiator Co.
Exhibited by Barton, Durstine & Osborn, Inc.

JAMES M. PRESTON—RADIATORS
Loaned by American Radiator Co.
Exhibited by Barton, Durstine & Osborn, Inc.
FRANK NICOLET, STANFORD BRIGGS INC.—UNDERWEAR  
Loaned by Winship, Bass & Co.  
Exhibited by Barton, Ducret & Osborn, Inc.

SPREYTER—PET MILK  
Loaned by Pet Milk Company  
Exhibited by Gardner Advertising Company

WALTER BIGGS—SILVERWARE  
Loaned by International Silver Co.  
Exhibited by N. W. Ayer & Son, Inc.

WALTER BIGGS—SOAP  
Loaned by Procter & Gamble Company  
Exhibited by The Blackman Company
JOHN LA GATTA—Pyrex Tea Pots
    Loaned by Corning Glass Works
    Exhibited by Federal Advertising Agency

MISS HORTE—Towels
    Loaned by Cannon Mills
    Exhibited by N. W. Ayer & Son, Inc.

WALLACE MORGAN—Toothpaste
    Loaned by Bristol-Myers Co.
    Exhibited by Barton, Durstine & Osborn, Inc.
CHAS. C. CHAMBERS
Soap
Loaned by
The Palmolive Co.
Exhibited by
Lord & Thomas

HENRY RALEIGH
RADIATORS
Loaned by
American Radiator Co.
Exhibited by Barton,
Durston & Osborn, Inc.

HARRIET MESSEROLE—Lux
Loaned by Lever Brothers
Exhibited by J. Walter Thompson Co.

R. H. COLLINS
Typewriters
Loaned by
Remington Typewriter Co.
Exhibited by
The Caphes Co.
RENE CLARKE—Salad Oil

Loaned by Southern Cotton Oil Co.
Exhibited by Calkins & Holden, Inc

Medal
GUY ROWE—JELL-O
Loaned by The Jell-O Company, Inc.
Exhibited by The Dauchy Company
First Honorable Mention

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HENRY HOWARD MAUST—RAISINS

Loaned by Sun-Maid Raisin Growers Assn.
Exhibited by J. Walter Thompson Co.
Second Honorable Mention
GUIDO AND LAWRENCE ROSA—RADIATORS
Loaned by American Radiator Co.
Exhibited by Barton, Durstine & Osborn, Inc.

W. A. B. KIRKPATRICK—EYELETS
Loaned by United Fast Color Eyelet Co.
Exhibited by O’Connell-Ingrahm Advertising Agency

Bake them for Sunday Supper— in 10 minutes

GORDON C. AYMAR—BAKING POWDER
Loaned by Royal Baking Powder Co.
Exhibited by J. Walter Thompson Co.

M. D. CHARLESON—BACON
Loaned by Armour & Co.
Exhibited by Mitchell-Faust Advertising Co.

THE REESES—RINSO
Loaned by Lever Bros.
Exhibited by J. Walter Thompson Co.
HENRY H. MAUST—Baking Powder
Loaned by Royal Baking Powder Co.
Exhibited by J. Walter Thompson Co.

KATHERINE STURGES—Cocoanut
Loaned by The Hills Brothers Company
Exhibited by Burton, Durstine & Osborn, Inc.

MERRITT CUTLER—Spaghetti
Loaned by H. J. Heinz Co.
Exhibited by Calkins & Holden, Inc.

ROBERT G. THEW—White Rose Bread
Loaned by Massachusetts Baking Co.
Exhibited by J. Walter Thompson Co.
HENRY HOWARD MAUST—RAISINS
Loaned by Sun-Maid Raisin Growers Assn.
Exhibited by J. Walter Thompson Co.

MARION POWERS—JELL-O
Loaned by The Jell-O Company, Inc.
Exhibited by The Dauchy Company

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

CARL W. HECK—SANITAS
Loaned by Standard Textile Products Co.
Exhibited by H. E. Lesan Adv. Agency

MARION POWERS—JELL-O
Loaned by The Jell-O Company, Inc.
Exhibited by Forbes Lithograph Mfg. Co.
HENRY HOWARD MAUST—Puffed Wheat
Loaned by The Quaker Oats Co.
Exhibited by Lord & Thomas

RENE CLARKE—Wesson Oil
Loaned by Southern Cotton Oil Co.
Exhibited by Calkins & Holden, Inc.

HENRY HOWARD MAUST—Ham
Loaned by Swift & Co.
Exhibited by J. Walter Thompson Co.
LINCOLN

H. SUNDBLOM and JOHNSON-GRAUMAN STUDIOS
Lincoln Car
Loaned by Lincoln Motor Co.
Exhibited by Critchfield & Co.
Medal

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FROM THE NEW YORK EVENING POST, AUGUST 17, 1824, General La Fayette proceeded in an elegant barouche a four, through Broadway, to the City Hall, accompanied by General Morton. Herode uncovered & received the unceasing shouts of freemen with tears and smiles.

EDWARD A. WILSON—CHEMICAL NATIONAL BANK
Loaned by Chemical National Bank
Exhibited by Dorland Agency, Inc.
First Honorable Mention

C. P. HELCK—PAPER
Loaned by Strathmore Paper Co.
Exhibited by Federal Advertising Agency
Second Honorable Mention
HOLLING CLANCY HOLLING—Around The World Cruise
Loaned by Canadian Pacific Steamship Co.
Exhibited by Charles F. W. Nicholas Co.

C. GEORGE SHEPHERD—Foundries
Loaned by American Steel Foundries
Exhibited by R. R. Donnelley & Sons Co.

H. T. MINGO—Automobiles
Loaned by Willys-Overland, Inc.
Exhibited by United States Advertising Corp.

HOLLING CLANCY HOLLING—Travel
Loaned by Canadian Pacific Steamship Co.
Exhibited by Charles F. W. Nicholas Co.
ARLES B. KAISER—PAINTS AND VARNISHES
Loaned by Sherwin-Williams Co.
Exhibited by Niagara Lithograph Co.

R. F. HEINRICH—COACHES
Loaned by Hudson Motor Car Co.
Exhibited by C. C. Winningham

LURELLE GUILD—FABRICS
Loaned by Elms & Sellon
Exhibited by J. Walter Thompson Co.

F. COLDEN WELD, THE REBEL'S SERVICE—LINOLEUM
Loaned by Armstrong Cork Co.
Exhibited by George Batten Co.

H. SUNDBLOM—AUTOMOBILES
Loaned by Lincoln Motor Co.
Exhibited by Critchfield & Co.
LOUIS C. ROSENBERG—SHINGLES
Loaned by Johns-Manville, Inc.
Exhibited by Newell-Emmett Co., Inc.

WARRANT PRYOR, STANFORD BRIGGS INC.—ROOFING
Loaned by Keystone Roofing Co.
Exhibited by Charles W. Hoyt Co., Inc.

CHARLES KAISER—VARNISH
Loaned by Murphy Varnish Co.
Exhibited by The German Co.

HENRY J. SOULEN—TRANSPORTATION
Loaned by Canadian Pacific Cruises
Exhibited by Federal Advertising Agency
EDWARD WILSON—VARNISH
Loaned by Murphy Varnish Co.
Exhibited by Niagara Lithograph Co.

EDWARD WILSON—PYREX CASSEROLE
Loaned by Corning Glass Works
Exhibited by Federal Advertising Agency

GEORGE O'NEILL, Stanford Briggs Inc.—RADIO BATTERIES
Loaned by National Carbon Co.
Exhibited by N. W. Ayer & Son, Inc.

HENRY J. SOULEN—TRAVEL
Loaned by Canadian Pacific Cruises
Exhibited by Federal Advertising Agency
NORMAN ROCKWELL—*Yeast*

*Loaned by The Fleischmann Co.*

*Exhibited by J. Walter Thompson Co.*

Medal

{34}
Oh Tom, see all the people on 42nd street — and see all the FATIMA smokers.

WALTER WHITEHEAD - Cigarettes
Loaned by Liggett & Myers Tobacco Co.
Exhibited by Newell-Emmett Co., Inc.
Honorable Mention

-till the band goes home.

WALTER WHITEHEAD - Cigarettes
Loaned by Liggett & Myers Tobacco Co.
Exhibited by Newell-Emmett Co., Inc.

{35}
O. R. HANSON—TRANSPORTATION
Loaned by Great Northern Railway
Exhibited by National Printing and Engraving Co.

HERBERT JOHNSTON—RUGS
Loaned by Mohawk Carpet Mills
Exhibited by Frank Prebrey Co.

LEO V. CARROLL—STATIONERY
Loaned by White & Wyckoff Mfg. Co.
Exhibited by The W. F. Powers Company
MAXFIELD PARRISH—Electricity
Loaned by General Electric Co.
Exhibited by Barton, Durstine & Osborn, Inc.

Won't irritate his tender skin
Wash baby clothes with LUX

LUCILLE PATTERSON MARSH—Lux
Loaned by Lever Bros.
Exhibited by J. Walter Thompson Company
Washington Park, Milwaukee
by the
NORTH SHORE LINE

ARThUR A. JOHNsoN—TRANSPORTATION
Loaned by Chicago North Shore Milwaukee
Exhibited by Chicago North Shore Milwaukee

Baker's Bread
for health and energy
FLEISCHMANN'S YEAST
adds nutrition

WORTH BREHM—YEAST
Loaned by The Fleischmann Co.
Exhibited by J. Walter Thompson Co.
GUY ARNOUX—Gifts
Loaned by Ovington's
Exhibited by Barton, Durstine & Osborn, Inc.

HERBERT PAUS—Rubber Heels
Loaned by O'Sullivan Rubber Co.
Exhibited by J. Walter Thompson Co.
FIELD MUSEUM
BY THE ELEVATED LINES

ARTHUR A. JOHNSON
Transportation
Loaned by
Chicago Rapid Transit
Exhibited by
Chicago Rapid Transit

RENE VINCENT—CANDY
Loaned by F. H. Roberts Company
Exhibited by Barton, Daresteine & Osborn, Inc.
C. P. HELCK—PAY CAR SCRAP
Loaned by Liggett & Myers Tobacco Co.
Exhibited by Newell-Emmett Co., Inc.

HERBERT PAUS—MAZDA LAMPS
Loaned by General Electric Co.
Exhibited by Barton, Durstine & Osborn, Inc.
just three cents more in most places
and what a whale of a difference just a few cents make

FAITIMA

ADOLPH TREIDLER—CIGARETTES
Loaned by Liggett & Myers Tobacco Co.
Exhibited by Newell-Emmett Co., Inc.

C. P. HELCK—BUSINESS PAPERS
Loaned by Crane & Co.
Exhibited by Calkins & Holden, Inc.

J. C. LEYENDECKER—COLLARS
Loaned by Cluett, Peabody & Co.
Exhibited by The W. F. Powers Company

{ 43 }
BENITO—Perfumes

Loaned by Fioret, Inc.
Exhibited by N. W. Ayer & Son, Inc.

Medal

{ 44 }
WILLIAM MEADE PRINCE—Motor Cars
Loaned by Dodge Brothers
Exhibited by George Harrison Phelps, Inc.
First Honorable Mention
HADON SUNDBLOM—Motor Cars
Loaner by Nordyke & Marmon Co.
Exhibited by Homer McKee Co., Inc.
Second Honorable Mention

{46}
RUMSEY MICKS—Newspaper Advertisement
Loaned by The Seaboard National Bank
Exhibited by The Blackman Company

RALPH BARTON—House Advertisement
Loaned by N. W. Ayer & Son, Inc.
Exhibited by N. W. Ayer & Son, Inc.

C. C. BEALL—Vice Kid
Loaned by Robert H. Foerdener, Inc.
Exhibited by The Eugene McGuckin Co.
WALLACE MORGAN—IPANA TOOTHPASTE
Loaned by Bristol-Myers Co.
Exhibited by Barton, Durstine & Osborn, Inc.

CAL LUCE—PROTECTOGRAPH
Loaned by The Todd Co.
Exhibited by The Roger Williams Co

McCLELLAND BARCLAY—AUTO BODIES
Loaned by Fisher Body Corporation
Exhibited by MacManus, Inc.
H. L. GROUT—Bread
Loaned by City Baking Co.
Exhibited by J. Walter Thompson Co.

George O'Neill, Stanford Briggs Inc.—Shirts
Loaned by L. Needles-Brooker Co.
Exhibited by Frank Prebey Co.

William Meade Prince—Motor Cars
Loaned by Dodge Brothers
Exhibited by George Harrison Phelps, Inc.

KRAL 09ftE
WILLIAM MEADE PRINCE—Motor Cars
Loaned by Dodge Brothers
Exhibited by George Harrison Phelps, Inc.
HERBERT PAUS—BUILDING PRODUCTS
Loaned by Certain-teed Products Corp.
Exhibited by Gardner Advertising Co.

JOHN LA GATTA—APPAREL
Loaned by R. H. Macy & Co.
Exhibited by John La Gatta

THOS. FOGARTY—HOUSE ADVERTISING
Loaned by N. W. Ayer & Son, Inc.
Exhibited by N. W. Ayer & Son, Inc.

RAE IRVIN—RADIotron
Loaned by Radio Corporation of America
Exhibited by Thomas F. Logan, Inc.

JOHN LA GATTA—AMPICO PIANO
Loaned by The American Piano Co.
Exhibited by George Batten Co., Inc.
HARRY LEES—BUILDING PRODUCTS
Loaned by Certain-teed Products Corp.
Exhibited by Gardner Advertising Co.

PRUETT CARTER—POSTUM
Loaned by Postum Cereal Co.
Exhibited by Young & Rubicam

H. L. TIMMINS—SUCTION SWEEPER
Loaned by The Hoover Co.
Exhibited by Erwin, Wasey & Co.
WALLACE MORGAN—HOUSE ADVERTISEMENT
Loaned by N. W. Ayer & Son, Inc.
Exhibited by N. W. Ayer & Son, Inc.

HUBERT MATHIEU—WINDSOR STOCKINGS
Loaned by Thos. E. Brown & Sons
Exhibited by Winsten & Sullivan, Inc.
WM. OBERHARDT—Banking
Loaned by The Chemical National Bank of New York City
Exhibited by Dorland Agency, Inc.

WM. OBERHARDT—Fire Extinguisher
Loaned by Pyrene Mfg. Co.
Exhibited by Sterling McMillan Nash

WM. OBERHARDT—Tobacco
Loaned by Liggitt & Myers Tobacco Co.
Exhibited by Newell-Emmet Co., Inc.
RUTHERFORD BOYD—DENTAL CREAM
Loaned by E. R. Squibb & Sons
Exhibited by N. W. Ayer & Son, Inc.

EDWARD L. CHASE, STANFORD BRIGGS INC.—EXIDE BATTERIES
Loaned by Electric Storage Battery Co.
Exhibited by George Batten Co., Inc.

ADOLPH TREIDLER—AUTOMOBILES
Loaned by Franklin Automobile Co.
Exhibited by Patterson-Andress Co., Inc.

W. P. WELSH—ELECTRIC HEAT
Exhibited by Fuller & Smith
RUTHERFORD BOYD—DENTAL CREAM
Loaned by E. R. Squibb & Sons
Exhibited by N. W. Ayer & Son, Inc.

FRANK BENZING—CAPITOL BOILERS
Loaned by U. S. Radiator Corporation
Exhibited by MacManus, Inc.

ANDREW LOOMIS—CADILLAC
Loaned by Cadillac Motor Car Co.
Exhibited by Campbell-Ewald Co.
M. D. CHARLESON—Automobiles
Loaned by Ford Motor Co.
Exhibited by Critchfield & Co.

EDWARD EVERET HENRY—Automobiles
Loaned by Franklin Automobile Co.
Exhibited by Patterson-Andress Co.

HERBERT POLLINGER—House Advertisement
Loaned by N. W. Ayer & Son, Inc.
Exhibited by N. W. Ayer & Son, Inc.
HANSON BOOTH—Bond Paper  
Loaned by Hammermill Paper Co.  
Exhibited by George Batten Co., Inc.

Hugh Ferriss—Insulating  
Loaned by Johns-Manville, Inc.  
Exhibited by Newell-Emmett Co., Inc.

From Dutch Etching by VANDROUS—Paper  
Loaned by Japan Paper Co.  
Exhibited by Japan Paper Co.

C. P. Helck—Transportation  
Loaned by Canadian Pacific Cruises  
Exhibited by Federal Advertising Agency

{59}
MERRITT CUTLER—LEADERS AND GUTTERS
Loaned by New Jersey Zinc Co.
Exhibited by Calkins & Holden, Inc.

CHARLES LIVINGSTON BULL—SAVAGE- STEVENS ARMS
Loaned by J. Stevens Arms Co.
Exhibited by J. Walter Thompson Co.

FREDERICK J. GARNER—AUTOMOBILES
Loaned by Franklin Automobile Co
Exhibited by Walter Howard Munroe
ADOLPH TREIDLER—AUTOMOBILES
Loaned by Franklin Automobile Co.
Exhibited by Patterson-Andress Co.

RAY EGERT—DENTAL EQUIPMENT
Loaned by The Ritter Dental Mfg. Co.
Exhibited by The Roger Williams Co.

LEROY CLINKER—PROTECTOGRAPH
Loaned by The Todd Co.
Exhibited by The Roger Williams Co.

RENE CLARKE—JEWELRY
Loaned by Black, Starr & Frost
Exhibited by Calkins & Holden, Inc.
FRANK HOFFMAN—HOUSE ADVERTISING

Loaned by Erwin, Wasey & Co.
Exhibited by Erwin, Wasey & Co.

Medal

{ 63 }
RUSKIN WILLIAMS—CHESTERFIELD CIGARETTES
Loaned by Liggett & Myers Tobacco Co.
Exhibited by Newell-Emmons Co., Inc.
Honorable Mention
HERBERT STOOPS—JELL-O
Loaned by The Jell-O Company, Inc
Exhibited by The Dauchy Company
Second Honorable Mention
BERTRAND ZADIG—Booxs
Loaned by Doran Publishing Co.
Exhibited by Bertrand Zadig
Third Honorable Mention
NEIGHBORHOOD BULLETINS

FLOYD DAVIS—Acme Products
Loaned by Acme White Lead & Color Works
Exhibited by Henri-Hurst & McDonald

WITOLD GORDON—Frocks
Loaned by Dobbs & Co.
Exhibited by T. L. McCready

WALTER FRANK, Stanford Briggs Inc.—Clothers
Loaned by Peckham-Foreman, Inc.
Exhibited by Frank Presbrey Co.
BENITO—Dobbs Shops
Loaned by Dobbs & Co.
Exhibited by T. L. McCready

LOUISE ROBERTS—Handmade Paper
Loaned by Japan Paper Co.
Exhibited by Japan Paper Co.

GEORGE O’NEILL
Stanford Briggs Inc. — Shoes
Loaned by
M. N. Arnold Shoe Co.
Exhibited by
N. W. Ayer & Son, Inc.

GEORGE CLISBEE—Gifts
Loaned by Ovington’s
Exhibited by Barre, Durstine & Osborn, Inc.
W. P. WELSH—Institutional
Exhibited by Fuller & Smith

EDWARD V. JOHNSON, Stanford Briggs Inc.—Bread
Loaned by Wm. Freihofer
Exhibited by J. Walter Thompson Co.

FRANKLIN BOOTH—"The Bright Shawl"
Loaned by Inspiration Pictures
Exhibited by H. E. Lesan Adc. Agency

TO MEN IN INDUSTRY

FRANKLIN BOOTH—Power Plant Material
Loaned by Johns-Manville, Inc.
Exhibited by Newell-Emmett Co., Inc.
BERTRAND ZADIG—Books
Loaned by Herald-Tribune
Exhibited by Bertrand Zadig

MARGARET THAYER—Gifts
Loaned by Ovington's
Exhibited by Barton, Durstine & Osborn, Inc.

ROBERT HAYNE—Cavalier Furniture
Loaned by Tennessee Furniture Corp.
Exhibited by The Procter & Gable Co.

EDWARD MONKS—Shoes
Loaned by Ground Gripper Shoe Co.
Exhibited by Joseph Richards Co., Inc.
REGINALD BIRCH—Bank
Loaned by The Seaboard National Bank
Exhibited by The Blackman Company

REGINALD BIRCH—Bank
Loaned by The Seaboard National Bank
Exhibited by The Blackman Co.

LOUISE ROBERTS—Handmade Paper
Loaned by Japan Paper Co.
Exhibited by Japan Paper Co.

RUSKIN WILLIAMS
Romance Chocolates
Exhibited by J. Walter Thompson Co.
Loaned by Cox Confectionery Co.

E. A. GEORGI—Mural Advertising
Loaned by Rusling Wood
Exhibited by Calkins & Holden, Inc.
JOHN HAMMER—CHATEAU FRONTENAC
Loaned by Canadian Pacific
Exhibited by Federal Advertising Agency

JOHN HAMMER—CHATEAU FRONTENAC
Loaned by Canadian Pacific
Exhibited by Federal Advertising Agency

GLUYAS WILLIAMS—GARDEN HOSE
Loaned by Electric Hose & Rubber Co.
Exhibited by N. W. Ayer & Son, Inc.

RUSKIN WILLIAMS—ROMANCE CHOCOLATES
Loaned by Cox Confectionery Co.
Exhibited by J. Walter Thompson Co.

GUIDO AND LAWRENCE ROSA—PAPER
Loaned by Strathmore Paper Co.
Exhibited by Federal Advertising Agency
JOHN LIELLO—Cold Cream
Loaned by Marie Earle
Exhibited by N. W. Ayer & Son, Inc.

FLOYD DAVIS—Shaving Cream
Loaned by The Barbasol Co.
Exhibited by Erwin, Wasey & Co.

FLOYD DAVIS—Shaving Cream
Loaned by The Barbasol Co.
Exhibited by Erwin, Wasey & Co.

LOUISE ROBERTS—Handmade Paper
Loaned by Japan Paper Co.
Exhibited by Japan Paper Co.
ANNE MERRIMAN PECK—Handmade Paper
Loaned by Japan Paper Co.
Exhibited by Japan Paper Co.

RENE CLARKE—Jewelry
Loaned by Black, Starr & Frost
Exhibited by Calkins & Holden, Inc.

FRANK HOFFMAN—Advertising Service
Loaned by Erwin, Wasey & Co.
Exhibited by Erwin, Wasey & Co.

MRS. M. A. OWEN—Chocolates
Loaned by Walter Lowney Co.
Exhibited by The Blackman Company
REEN CLARKE—INSURANCE
Loaned by Hartford Fire Insurance Co.
Exhibited by Calkins & Holden, Inc.

J. W. DAVIS—Banking
Loaned by The Seaboard National Bank
Exhibited by The Blackman Co.

CHARLES B. FALLS—Keds
Loaned by United States Rubber Co.
Exhibited by J. Walter Thompson Co.

REEN CLARKE—JEWELRY
Loaned by Black, Starr & Frost
Exhibited by Calkins & Holden, Inc.

CHARLES DANA GIBSON—Life Insurance
Loaned by Metropolitan Life Insurance Co.
Exhibited by Hawley Advertising Co., Inc.
ARTHUR LITTLE—PLUMBING AND LIGHTING
Loaned by Kohler Co.
Exhibited by Erwin, Wasey & Co.

MEETING PLACE
of the
FIRST CONTINENTAL
CONGRESS.
Carpenters' Hall
1774

ROBERT FOSTER—CIGARS
Loaned by Congress Cigar Co.
Exhibited by Eugene McGucken Co.

JOHN LIELLO—HOMESTEAD
Loaned by The Homestead
Exhibited by Thomas F. Logan Co., Inc.
WILLIAM NEUENFELDT—REVOLVERS
Loaned by Smith & Wesson
Exhibited by Dorrance, Sullivan & Co.

KATHERINE S. LAMB—REAL ESTATE
Loaned by Guy C. Mariner
Exhibited by T. L. McCready

RUTHERFORD BOYD—BREAD
Loaned by Ward Baking Co.
Exhibited by John O. Powers Co.

GORDON GRANT—MOLASSES
Loaned by Penick & Ford, Ltd.
Exhibited by J. Walter Thompson Co.

RUTHERFORD BOYD—BISCUITS
Loaned by Royal Baking Powder Co.
Exhibited by J. Walter Thompson Co.
RUTHERFORD BOYD—FABRIC
Loaned by F. Schumacher & Co.
Exhibited by J. Walter Thompson Co.

RENE CLARKE—JEWELRY
Loaned by Black, Starr & Frost
Exhibited by Calkins & Holden, Inc.

RENE CLARKE—SHORTENING
Loaned by Southern Cotton Oil Co.
Exhibited by Calkins & Holden, Inc.

VON RUTI—ALUMINUM WARE
Exhibited by Erwin, Wasey & Co.

H. C. McNULTY—COMPACT POWDER
Loaned by Colgate & Co.
Exhibited by Thresher Service, Inc.
A. T. TORNROSE—Banking
Loaned by The Seaboard National Bank
Exhibited by The Blackman Company

GUIDO AND LAWRENCE ROSA—Silks
Loaned by Belding Bros. & Co.
Exhibited by Federal Advertising Agency

HOWARD McCORMICK—Bakelite
Loaned by Bakelite Corporation
Exhibited by Barton, Durstine & Osborn, Inc.

JACK MANLEY ROSE—Bread
Loaned by Wm. Freihofer
Exhibited by J. Walter Thompson Co.

CHARLES B. FALLS—Keds
Loaned by United States Rubber Co.
Exhibited by J. Walter Thompson Co.
REGINALD FARR, GOESLE-ROERE STUDIO—COVER DESIGN

Leaned by Pinellas Country Club
Exhibited by Goesle-Roese Studio

Medal

{82}
The broad waters of the Gulf afford ample scope for the seamanship of the veteran yachtsman while the less venturesome find inviting sport in the various landlocked bays and inlets. Dredging now under way will furnish an ideal basin for the Belleair yacht club which will join with the yacht clubs of St. Petersburg and Tampa in frequent regattas.
STRATHMORE
CHARCOAL
BOOK

FOR THE OCCASIONS OF STRATHMORE TOWN
IT IS 18 1/4 X 21 1/4 INCHES AND BULKS ABOUT
25 1/4 INCHES TO THE REAM OF 500 SHEETS
MOULD MADE PAPER FROM ARCHES FRANCE
IT IS 14 1/4 X 11 1/4 INCHES AND BULKS ABOUT
14 INCHES TO THE REAM OF 500 SHEETS
CODE WORD: DIGYNA. CARRIED IN STOCK IN
NEW YORK, PHILADELPHIA, AND BOSTON BY
THE JAPAN PAPER COMPANY.

BRUCE ROGERS—French Paper
Loaned by Japan Paper Co.
Exhibited by Japan Paper Co.

CARLTON D. ELLINGER, Stanford Briggs Inc.—Insert
Loaned by The American Printer
Exhibited by Carlton D. Ellinger

KEBO ARROW COLLARS
are designed for men who are particular in all matters
pertaining to dress. & who acknowledge the fitness of
no substitute for Arrows the collar of the gentleman
Cluett, Peabody & Co., Inc. Makers, Troy, N.Y.

W. D. TEAGUE—Collars
Loaned by Cluett, Peabody & Co., Inc.
Exhibited by Calkins & Holden, Inc.

GEORGE WILLARD BONTE—Motion Pictures
Loaned by Warner Brothers
Exhibited by George Willard Bonte
CARLTON D. ELLINGER, STANFORD BRIGGS INC.
ANNOUNCEMENT
Loaned by Carlton D. Ellinger
Exhibited by Carlton D. Ellinger

JOSEPH COSENZA, STANFORD BRIGGS INC.—BORDER
Loaned by F. Schumacher & Co.
Exhibited by J. Walter Thompson Co.

CLARENCE HORNUNG—Wilton Rug
Loaned by Bigelow Hartford Carpet Co.
Exhibited by H. E. Lesan Advertising Agency
EDWARD V. JOHNSON, Stanford Briggs Inc.—Fabrics
Loaned by F. Schumacher & Co.
Exhibited by J. Walter Thompson Co.

CLARENCE HORNUNG—Catalog Cover
Loaned by John Wanamaker
Exhibited by John C. Rankin Co.

GUSTAV JENSEN—Label
Loaned by Lee & Kirby
Exhibited by Gustav Jensen

W. FLETCHER WHITE—Gifts
Loaned by Ovington’s
Exhibited by Barton, Durstine & Osborn, Inc.
ROBERT McQUINN—FABRICS
Loaned by F. Schumacher & Co.
Exhibited by J. Walter Thompson Co.

GUIDO & LAWRENCE ROSA—PAPER
Loaned by District of Columbia Pulp & Paper Co.
Exhibited by Wm. Bond Wheelwright

HANS SCHLEGER (ZERO)—REMOVAL
Loaned by Advertising Fortnightly
Exhibited by Advertising Fortnightly

ALBERT BONNIER PUBLISHING HOUSE
IMPORTERS OF SCANDINAVIAN BOOKS-LIBRARY AGENTS
561 THIRD AVENUE · NEW YORK · MURRAY HILL 1640

GUSTAV JENSEN—LETTERHEAD
Loaned by Albert Bonnier Publishing House
Exhibited by Gustav Jensen

HARVEY HOPKINS DUNN—LABEL
Loaned by Bellin's Wunderstoemen Co.
Exhibited by Bellin's Wunderstoemen Co.
CLARENCE HORNUNG—Boats and Yachts
Loaned by Herreshoff Mfg. Co.
Exhibited by Wales Advertising Agency

MISS LENORE HERMAN—Announcement
Loaned by Marie Antoinette Beauty Salon
Exhibited by Abraham & Straus

C. B. FALLS—Furniture
Loaned by Hampton Shops
Exhibited by George Batten Co., Inc.
H. W. SCANDLIN—ARMCO IRON
Loaned by The American Rolling Mill Co.
Exhibited by George Batten Company
Medal

{93}
GRANCEL FITZ—GLASSWARE
Loaned by Fostoria Glass Co.
Exhibited by N. W. Ayer & Son, Inc.
First Honorable Mention

{94}
ALFRED CHENEY JOHNSTON—HATS

Loaned by Dobbs & Co.
Exhibited by T. L. McCready
Second Honorable Mention

{ 95 }
ALFRED CHENEY JOHNSTON—HATS
Loaned by Dobbs & Co.
Exhibited by T. L. McGready

ALFRED CHENEY JOHNSTON—Goldflex Coat
Loaned by Wilkin & Adler, Inc.
Exhibited by Federal Advertising Agency

GRANCEL FITZ—Illustration
Loaned by Grancel Fitz
Exhibited by Grancel Fitz

ALFRED CHENEY JOHNSTON—Goldflex Coats
Loaned by Wilkin & Adler, Inc.
Exhibited by Federal Advertising Agency
ARMSTRONG ROBERTS—BATTERIES
Loaned by National Carbon Co.
Exhibited by N. W. Ayer & Son, Inc.

H. W. SCANDLIN—BELGIUM
Loaned by Red Star Line
Exhibited by H. W. Scandlin

H. W. SCANDLIN—PAPER
Loaned by Henry Lindenmyer
Exhibited by J. M. Low

WM. SHEWELL ELLIS—CURTAINS
Loaned by Scranton Lace Co.
Exhibited by N. W. Ayer & Son, Inc.

ARMSTRONG ROBERTS—BATTERIES
Loaned by National Carbon Co.
Exhibited by N. W. Ayer & Son, Inc.
H. W. SCANDLIN—PIANOS
Loaned by The Aeolian Co.
Exhibited by The Aeolian Co.

F. ALDEN WEEKS—PIANOS
Loaned by Baldwin Piano Co.
Exhibited by Winston & Sullivan, Inc.

WM. SHEWELL ELLIS—SILVER
Loaned by Rogers Brothers
Exhibited by N. W. Ayer & Son, Inc.

ARMSTRONG ROBERTS—BATTERIES
Loaned by National Carbon Co.
Exhibited by N. W. Ayer & Son, Inc.

LEJAREN A. HILLER—MEN’S CLOTHING
Loaned by R. H. Macy & Co.
Exhibited by Burton, Dursine & Osborn, Inc.
GRANCEL FITZ—SILVERWARE
Loaned by International Silver Co.
Exhibited by N. W. Ayer & Son, Inc.

EUGENE HUTCHINSON—RAISINS
Loaned by Sun-Maid Raisin Growers Association
Exhibited by J. Walter Thompson Co.

BARON DE MEYER—SILVERWARE
Loaned by Oneida Community, Ltd.
Exhibited by Patterson-Andress Co., Inc.

EDWARD J. STEICHEN—LOTION
Loaned by Andrew Jergens Co.
Exhibited by J. Walter Thompson Co.

EDWARD J. STEICHEN—LOTION
Loaned by Andrew Jergens Co.
Exhibited by J. Walter Thompson Co.
LEWIS W. HINE—ACETYLENE
Loaned by Prest-o-lite Co.
Exhibited by Barton, Durstine & Osborn, Inc.

LEJAREN A HILLER—TRUNKS
Loaned by Oshkosh Trunk Co.
Exhibited by Barton, Durstine & Osborn, Inc.

WM. SKEWELL ELLIS—LAMPS
Loaned by The Handel Co.
Exhibited by N. W. Ayer & Son, Inc.
H. L. TERRY—Milk
Loaned by Carnation Milk Products Co.
Exhibited by Erwin, Wasey & Co.

LEWIS W. HINE—Lubricating Oil
Loaned by Vacuum Oil Co.
Exhibited by The Blackman Company

LEWIS W. HINE—Electric Light
Loaned by Miniature Incandescent Lamp Corp.
Exhibited by Sacks Co., Inc.
Once in every man's life—

Convenience and economy! Your grocer sells Postum in two forms. Instant Postum, made in the cup by adding boiling water, is the emits, drink...
Black Starr & Frost
Jewelers for 114 years
Fifth Avenue Corner 48th Street New York

One naturally turns with assurance to Black Starr & Frost for that which is new or novel, whether it be a simple item of personal adornment that costs a few dollars or jewelry of exclusive design costing many thousands.

First Honorable Mention for design of complete advertisement
Rene Clarke, Art Director, Calkins & Holden, Inc.
Illustration by Rene Clarke
YOU know with what jealous care America guards the shrines of her national liberty—Mt. Vernon and Independence Hall. Never a preventable menace is permitted to endanger them; no material is ever used for their repair and preservation but maintains, secures, perpetuates.

Convincing evidence, then, of the lasting quality and fireproof nature of Sheetrock is the simple fact that Sheetrock now protects these precious structures.

After a fire in the attic of Independence Hall one day three years ago, the authorities wisely ordered that any reconstruction must provide for fireproofing. So they used 15,000 square feet of Sheetrock, the fireproof wallboard, in making this repair both safe and permanent.

Repairs recently made on Washington's home, Mt. Vernon, likewise included the use of Sheetrock, the wallboard that is proof against fire, is non-warping, tight-jointed and lasting as gypsum rock itself.

No other wallboard you can buy for new construction, alterations or repairs guarantees you Sheetrock protection and Sheetrock economy. Sheetrock is sold by your dealer in lumber or builders' supplies. It is quickly and easily erected by the carpenter. Write for a sample of Sheetrock and a free copy of our illustrated booklet, "Walls of Worth."

Sheetrock is inspected and approved by the Underwriters' Laboratories, Inc.

UNITED STATES GYPSUM COMPANY
General Offices: 205 West Monroe Street, Chicago, Illinois
World's Largest Producers of Gypsum Products
Now you can prevent Dry Mouth that leads to tooth decay

Brer Rabbit Molasses

Traveling at a Spa that you learn the Traditions of Virginia Hot Springs

A linnou ti Vierhno t'to Nt.to ltr

New Standish Cornices that you can use and decorate any room

Barbasol
Are you ashamed of your hands when you dress for the evening?

She misses too much - the woman who is afraid to use her hands

It is easier than most women imagine - to gain the charm of a beautiful skin.
Bobby may be President, some day.

Who knows?

The skipper reefed his sails.

The question everyone is asking is: What is it like to do?

AQUARIUS

What else was this "Poor Richard" to do?

VELVET

MURPHY
The loaf they were proud to offer to the nation. It was a time of which, in which, at which the people were proud. Today, it is a time of which, in which, at which the people are proud. And your community is proud of the Premier Salad Dressing.

Prep by ViCi, Kid

Premier Salad Dressing
Their Amazing New Value

Beyond Doubt the World's Greatest Horse Car Body

HUDSON COACH $1345
ESSEX COACH $895

Largest Selling-Style Closed Car in the World

This flame heats the kettle
not the kitchen

See how the figured flame of the Florence
sends the heat straight where you want it!

FLORENCE Oil Range

KIM cleared his teeth
with a twig

If Your Wisdom Teeth Could Talk
They'd Say, "Use Colgate's"

Prophyactic Toothbrush

JOHNS-MANVILLE SAVES POWER

The Genre Designs
of an Old French
Needlepoint
are reproduced in this
Tapestry Covering

Merchantmen
Octroi of fertile America, owner of six million acres of land, greatest of men that you own and much that you own. He is the American Farmer—husbandman, scientist, merchant, inventor and inventor in one. We know the man, and have no knowledge of his mind, and life into every advertisement we prepare for his reading. If you want to tell him things for his use and enjoyment, address him as we do, in the language that wins his interest, holds his respect, and keeps his friendship.

The Suaboard National Bank

OPEN SEASON for MARBLES

The Seaboard National Bank

STRATHMORE CHARCOAL BOOK

Belding's
To women who buy carefully

Swift's Premium Hams and Bacon

Raisin Bread Special on Wednesdays

VIKO The Popular Aluminum

W. & J. Sloane

SCRANTON

The newest fashion in curtains and spreads

{119}
Have them for Sunday Supper in 10 minutes

They add to old familiar foods a bit of stored up sunshine

Switch to IPANA for 1 Month!

You would never guess they are married

The rich soapy solution of this new soap soaks out all dirt
Distinctive things that individualize your home

When the record hung in the balance

It often occurs in a married that she should be concerned about the mechanics of her marriage, any more than it occurs to her to concern herself with a locomotive when she is riding a train. She requires a degree of machinery she thinks only in terms of her own needs. The household that the Marmot will allow her when she wants to go, when she wants to stay, in refreshing security, and that to be seen as a constant reminder of her pride.
there is nothing that has been said about cigars that you haven't read, but - have you smoked Medalist?

A tobacco refined and made to attract you...A blend of the finest American tobaccos and the choicest Havana leaves. The result is a rare cigar to be savored by the discriminating smoker.

There is just one fine quality in a ten-cent cigar store and that is the quality of MEDALIST.

Some people think the light on the end of a cigar is a substitute for the ash, but the real ash is a sign of a fine smoke. Buy Medalist and see how quickly your cigar will burn out when compared with the others and you'll know why.

The store-bought cigar is a cigar you must expect. The Medalist is a cigar you can expect.

The cigar of your dreams is within your reach. Simply telephone your retailer for a sample and see how well Medalist lives up to its name. Then order and save yourself the worry of buying inferior cigars.

For Delicieux French Dressing

ALL OVER THE WORLD THEY USE IT

The great American potato! For over a century the potato has been a favorite in the American household. It is a rich source of vitamins and minerals. It is a food that is easy to prepare and easy to digest. It is a food that is rich in fiber. It is a food that is good for you. And it is a food that is good for the world. The potato is one of the most important foods in the world. It is a food that is good for the environment. It is a food that is good for the economy. It is a food that is good for the people. It is a food that is good for the planet.

Bon Ami

for washday, etc.

The World's Finest Paint

The Ampico

A New Idea of Music

Valentine's Valspar Enamel

Children's Room!
Baltimore women—the most discriminating buyers in the country—have selected two loaves

There's Baltimore ladies! Of all the Baltimore ladies, these are the most discriminating. For they have selected the Philadelphia Bread—two loaves that are as fine as any two loaves in the world.

Two loaves promising the world when you buy them, and with more substance when you open them. The brave, the true, the rich, the crisp—these are the Bakers of Baltimore. The Bread of Baltimore—Philadelphia Bread—two loaves that are as fine as any two loaves in the world.

Richer Crisp-crusted
Creamy-grained
— New England loved it

The rich, the crisp, the crumbly, the creamy, the New England loved it. The Master Loaf of the Six Bakers—two loaves that are as fine as any two loaves in the world.

When good Philadelphia Bread saved the Revolutionary Army

When good Philadelphia Bread saved the Revolutionary Army. 1776-1783. The brave, the true, the rich, the crisp—these are the Bakers of Baltimore. The Bread of Baltimore—Philadelphia Bread—two loaves that are as fine as any two loaves in the world.

Cemented
Friedner's FINE BREAD

Cemented Friedner's FINE BREAD. 1844. The brave, the true, the rich, the crisp—these are the Bakers of Baltimore. The Bread of Baltimore—Philadelphia Bread—two loaves that are as fine as any two loaves in the world.

Oceans of Power!

Oceans of Power! 1933. The brave, the true, the rich, the crisp—these are the Bakers of Baltimore. The Bread of Baltimore—Philadelphia Bread—two loaves that are as fine as any two loaves in the world.
ROLLS-ROYCE
THE SYMBOL OF WORTH, THE Substance of Good Taste

ROLLS-ROYCE
THE RESERVE OF AN ARISTOCRAT.

The formal grace of perfect composition designates the Rolls-Royce. Yet, admirable as it appears only to those who know the principles that govern its manufacture can appreciate it intelligently. Like a Greek bronze or a Renaissance facade, the Rolls-Royce delights those who know it best.

The DUO-ART
and its Great Value to Music Culture

HAROLD BAUER

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

The AEOLIAN COMPANY

Radiotrons WD-11 and WD-12
Made History!

There's no stopping 'em!

Ivory is.

Chesterfield

KOHLER or KOHLER

There's no stopping 'em!

Chesterfield

KOHLER or KOHLER

There's no stopping 'em!

Chesterfield

KOHLER or KOHLER

There's no stopping 'em!
It is our experience that if you rub minds with an artist you are pretty likely to strike sparks. Sparks are good things to put into every advertisement.

BARTON, DURSTINE & OSBORN, Inc.

New York • Boston • Buffalo
Would you march against Philip?

"You," said Demosthenes to his great rival orator, Aeschines, "make them say, 'How well he speaks.' I make them say, 'Let us march against Philip.'"
THE
BECK ENGRAVING
COMPANY

DESIGNERS
ENGRAVERS
PRINTERS

Three Plants
Located for National Service

NEW YORK
461 EIGHTH AVENUE
PRINTING CRAFTS BUILDING

PHILADELPHIA
SEVENTH AND SANSOM
STREETS

CHICAGO
TWENTY-FIRST STREET AND
CALUMET AVENUE
How can you standardize an individual?

We are not the father of any particular school of copy or art, nor have we discovered any one best method which with slight modifications may be applied to many businesses.

The manufacturer is more often right than wrong when he says, "My business is different."

Often it is exactly that difference which is fairly crying out for expression in print.

Is it so with you?

The Blackman Company
ADVERTISING
120 WEST 42ND STREET • NEW YORK
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.
392 FIFTH AVENUE, NEW YORK
HERE TYPE
CAN SERVE
YOU

J. M. BUNDSCHO, INC.
58 E. WASHINGTON ST., 10 E. PEARSON ST.
CHICAGO
The only way to advertise "Quality"

An open letter to a manufacturer who seeks to place his business on a higher plane

There was once a wise man who told a king that he had discovered a way of making gold out of sand. He explained the process which seemed quite easy, except for one thing. If during the operation the king once thought of the word Abracadabra, the charm was broken and the gold would not come. The king tried and tried to follow the directions, but he could not keep that word Abracadabra out of his mind, and so he never made the gold.

That word “quality” is one of the worst in the language. It means so much that it means nothing. It is so often used wrongly that it cannot be used rightly. The only way to convey the idea of quality in an advertisement is to leave the word out.

In the advertising of a business whose goods really possess quality, which are fine in workmanship and tasteful in design, the workmanship and the good taste must be put into the advertisement. And the word “advertisement” must be stretched to cover every single piece of printed matter that reaches the eye of the public—every label, price ticket, wrapper, package, carton, sign, delivery wagon or display rack. Each must possess and show the good taste, the quality that is in the goods.

It is not an easy thing to do. It is not a one-man job. It needs writers, artists, designers, typographers. It needs vision, imagination, taste, temperament—in short, an organization trained to seize upon the few things—they are always few—that will spell that word “quality” in every form of advertising, without ever breaking the charm by using the word itself.

CALKINS & HOLDEN, INC. 247 PARK AVENUE, NEW YORK CITY
Whether you need a sketch book, an illustration board, a roll of tracing paper, hand-made cards, or paper for a limited edition, you can find it at Canson & Montgolfier, of Vidalon, France.

—And you may be certain that all these are representative of true craftsmanship, so rare in this century.

Canson & Montgolfier
Paper Makers
461 EIGHTH AVENUE · NEW YORK
LONDON · PARIS · BRUSSELS · GENEVA
CRITCHFIELD & COMPANY

Advertising

ESTABLISHED 1892

CHICAGO
NEW YORK
DETROIT
MINNEAPOLIS
THE ERICKSON COMPANY

Advertising

381 FOURTH AVENUE, NEW YORK

If you want to know about our work, 
watch the advertising of the following:

BON AMI
CONGOLEUM RUGS
VALSPAR VARNISH
GRINNELL SPINKLERS
McCUTCHEON LINENS
TAVANNES WATCHES
PETER SCHUYLER CIGARS
ANSCO CAMERAS AND FILM
COLUMBIA WINDOW SHADES
WELLSWORTH OPTICAL PRODUCTS
TARVIA
DUZ
WALLACE SILVER
HAVOLINE OIL
THE DICTAPHONE
BARRETT ROOFINGS
NAIRN INLAID LINOLEUM
COOPER HEWITT WORK-LIGHT
SILVER KING GINGER ALE
BONDED FLOORS
TAO TEA BALLS
NEW-SKIN

WHAT WE'VE DONE FOR OTHERS WE CAN DO FOR YOU
Technique for newspapers that will be brilliant in color, original in conception, and practical for printing, is almost an ideal.

We have developed renderings in black and white, after twenty-five years' experience, that will please even the critical.

Naturally our large staff can produce a variety of treatments, leaving the only thing to be discussed—the cost, and that we can assure in advance will be reasonable.

THE ETHRIDGE COMPANY
TWENTY-FIVE EAST TWENTY-SIXTH STREET
NEW YORK CITY
FLOING-PLUMER-PERLEY Inc.

A comprehensive knowledge and keen appreciation of agency practice—
a well balanced sense of the functions of art in modern merchandising—
an intimate and cordial relation with the production of art—by art services and free lance artists—an intelligent creative service.

58 EAST WASHINGTON STREET, CHICAGO
GENERAL MOTORS BUILDING, DETROIT
150 PARK AVENUE NEW YORK
Charles Daniel Frey
Advertising
INCORPORATED

Serving
CRANE CO.
THE SIMMONS COMPANY
THE CHICAGO TRIBUNE
S. KARPEN & BROS.
THE ATLAS PORTLAND CEMENT COMPANY
UNITED STATES RADIATOR CORPORATION

30 NORTH MICHIGAN AVENUE, CHICAGO, ILLINOIS
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.

8. Garnett Goesle
Herbert F. Reese

GOESLE-ROESE STUDIO
7 WEST 42ND STREET
NEW YORK
We are a group of experienced advertising artists working together in order to ensure that coordination which is, after all, the decisive factor in obtaining the maximum effect from the elements of an advertising page.

K. M. Ballantyne  Ingwald Myre
Louis Capobianco  John Andrew
W. O. Wilson

THE INDEPENDENT STUDIOS
22 WEST 49TH STREET
NEW YORK
JAPAN PAPER COMPANY

Importers of High Grade Papers from Japan, China, Korea, Italy, France, England, Spain, Belgium, Holland, Sweden, Switzerland, Austria, Germany, India and Czecho-Slovakia.

For twenty-four years the Japan Paper Company has imported, carried in stock, and marketed in the United States, the largest variety of handmade papers of quality and distinction to be found in this country.

These papers have been selected for their appropriateness for fine books, including text, binding and illustration; and for advertising matters where it is important to reflect the quality of the merchandise by the appearance of the printed sheets.

There are colored and tinted papers for covers and folders, fancy papers for artcraft work, stationery for commercial and personal use, and fine printing papers.

Recognition of quality suggests expense, but these papers vary from fine machine mades, low in price, to the genuine handmade papers that are only relatively expensive. Every need of the buyer or seller of printing can be met adequately.

The statement of your interests will bring samples and suggestions; or a visit to one of the offices will furnish inspiration.

JAPAN PAPER COMPANY
ESTABLISHED IN 1901

109 EAST 31st STREET, NEW YORK

WITHERSPOON BUILDING
PHILADELPHIA

453 WASHINGTON STREET
BOSTON
KOLESCH & CO.


QUALITY IS THE MEASURE OF SERVICE

For more than forty years the name KOLESCH has been synonymous with all that is best in Artists' Materials.

We have adhered to a uniformly high standard of selected products and shall so continue.

On this basis we solicit the continued patronage which has come to us from discriminating buyers in all parts of the country, and suggest that those who have not already profited by KOLESCH Policy, try it—to our mutual advantage.

138 FULTON STREET  •  NEW YORK

Telephone: 1535 Cortlandt
And when the time, money, and care have been expended on the plan and the design, is it consistent to buy anything less than the best reproduction?

THE EMBLEM OF QUALITY

LATHAM LITHO & PRINTING COMPANY

Home Office & Factory
LONG ISLAND CITY, NEW YORK
New York Office
AROLIAN BUILDING
51 WEST 48ND STREET
Original style, competent advice, dependable service, simplify your binding problems, with gratifying results.

We also specialize in complete production of Baylis Bookcraft Bindings, including the new process of Graining, Embossing and Decorating book covers.

*We solicit an opportunity of cooperating with you*
"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 COMPANY
JOHNS-MANVILLE INCORPORATED
WESTERN ELECTRIC CO.
AMERICAN CHICLE COMPANY
THE T. A. SNIDER PRESERVE CO.
LOOSE-WILES BISCUIT CO.
Within our own organization we have complete facilities for creating and producing direct advertising, and coordinating it with the selling policy of the client.
What makes a good advertisement?

Merit of illustration—merit of copy
—neither in itself is enough.

The effect of the advertisement as a whole makes it succeed or fail.

This effect can only 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 our privilege to work with many of the artists represented in these pages in developing advertisements that combine pictorial excellence with selling appeal.

J. WALTER THOMPSON COMPANY
244 MADISON AVENUE, NEW YORK
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

109 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, Three Thirty-nine Fifth Avenue at Thirty-third Street, New York City
Creating the advertising for the following products:

Postum
Grape-Nuts
Malted Grape-Nuts
Larvex
Pennsylvania Oil
Deodo
Budd-Michelin Wheels
Budd All-Steel Bodies
Black Flag
La France
Spalding
Swimming Suits
Tennis Racquets
Golf Clubs
Golf Shoes and Caps
The *Art Directors Club* will be glad to receive during the year specimens of illustrated advertisements for preliminary selection for the Fifth Exhibition, which will take place in 1926. Only advertisements actually used in 1925 will be considered for the next Exhibition.

These specimens may be in a form of proofs, photographs, or clippings from magazines, newspapers, and booklets. Clippings are preferable. All specimens must be unframed and unmounted. The names of the artist, the advertising agency, the art director, and the advertiser must be written on each specimen. Rejected specimens will not be returned. Notice of selection will be given about six weeks ahead of the Exhibition. This preliminary selection does not constitute the final judgment of the Exhibition Committee. As usual, announcements containing complete information will be sent out before the Exhibition.

The specimens should be addressed to the Art Directors Club, c/o Robert Frank, 15 East 40th Street, New York City.
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