

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



1 9 2 5

The Annual is published by the Art Directors Club of New York  
Distributed by The Book Service Company, 15 E. 40th Street

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# *The Art Directors Club, Inc.*

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PEIRCE JOHNSON, *First Vice-President*

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WILLIAM OBERHARDT, *Second Vice-President*

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NATHANIEL POUSETTE-DART

GORDON C. AYMAR

JOSEPH H. CHAPIN

HEYWORTH CAMPBELL



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## JURY OF AWARDS

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FREDERIC J. SUHR  
RICHARD WALSH

## *The first time on any stage*

**I**N 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

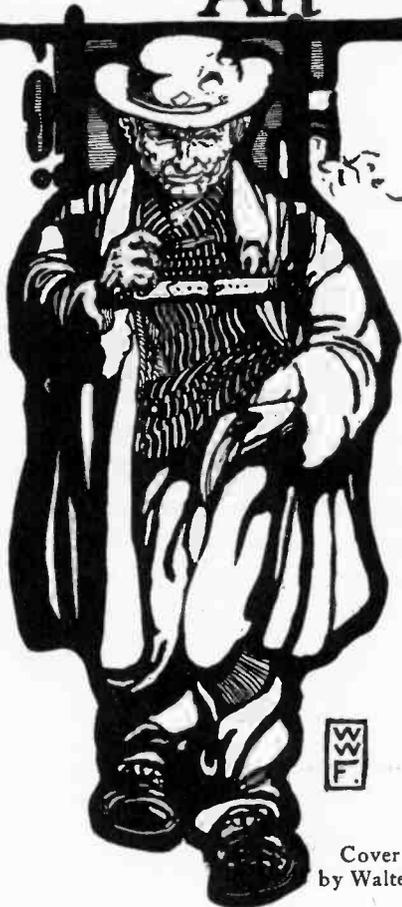
*The* **FIRST ANNUAL  
EXHIBITION OF  
ADVERTISING ART**

To be held in the Galleries of The  
**NATIONAL ARTS CLUB**  
14 Gramercy Park, New York  
February 19 to March 1, 1908



Line drawing by Louis Fancher

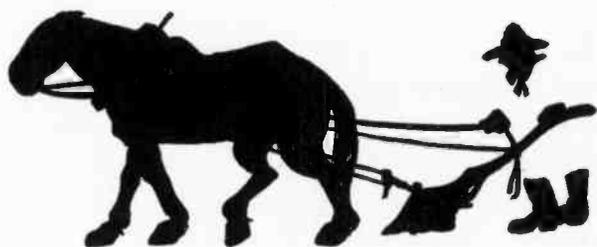
*The* **3<sup>rd</sup> Annual  
Exhibition of  
Advertising  
Art**



W  
F  
W

Cover Design  
by Walter Fawcett

Announcement of First Annual Exhibition



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

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, Blendon 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 æsthetic 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 æsthetic 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 MANSHIP



## 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.

*Second Honorable Mention*—

HENRY HOWARD MAUST for Sun-Maid Raisin Growers Assn. through J. Walter Thompson Co. Page 23.

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*—

EDWARD A. WILSON for painting  
made for Chemical National Bank  
through Dorland Agency, Inc.  
Page 29.

*Second Honorable Mention*—

CLARENCE P. HELCK for painting  
made for Strathmore Paper Co.  
through Federal Advertising  
Agency. Page 29.

SECTION TWO

POSTERS AND CAR CARDS

*First Award, Medal*—

NORMAN ROCKWELL for The Fleisch-  
mann Co. through J. Walter Thomp-  
son 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*—BENITO for Fioret, Inc.,  
through N. W. Ayer & Son, Inc. Page 44.

*First Honorable Mention*—

WILLIAM MEADE PRINCE for Dodge  
Brothers through George Harrison  
Phelps, Inc. Page 45.

*Second Honorable Mention*—

HADON SUNDBLOM for Nordyke &  
Marmon Co. through Homer Mc-  
Kee Co., Inc. Page 46.

SECTION FOUR

PEN AND INK

*First Award, Medal*—

FRANK HOFFMAN for Erwin,  
Wasey & Co. Page 63.

*First Honorable Mention*—

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

*Second Honorable Mention*—

HERBERT STOOPS for The Jell-O Co.,  
Inc., through The Dauchy Co.  
Page 65.

*Third Honorable Mention*—

BERTRAND ZADIG for Doran Pub-  
lishing Co. Page 66.

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## 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.

*Second Honorable Mention*—

GUIDO and LAWRENCE ROSA for Strathmore Paper Co. through Federal Advertising Agency. Page 85.

## 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.

*Second Honorable Mention*—

ALFRED CHENEY JOHNSTON for Dobbs & Co. through T. L. McCready. Page 95.

## SECTION SEVEN

### COMPLETE ADVERTISEMENTS

*First Award, Medal*—ARTHUR W. MUNN, Art Director, Young & Rubicam, for Postum Cereal Co. Page 102.

*First Honorable Mention*—

RENE CLARKE, Art Director, Calkins & Holden, Inc., for Black, Starr & Frost. Page 103.

*Second Honorable Mention*—

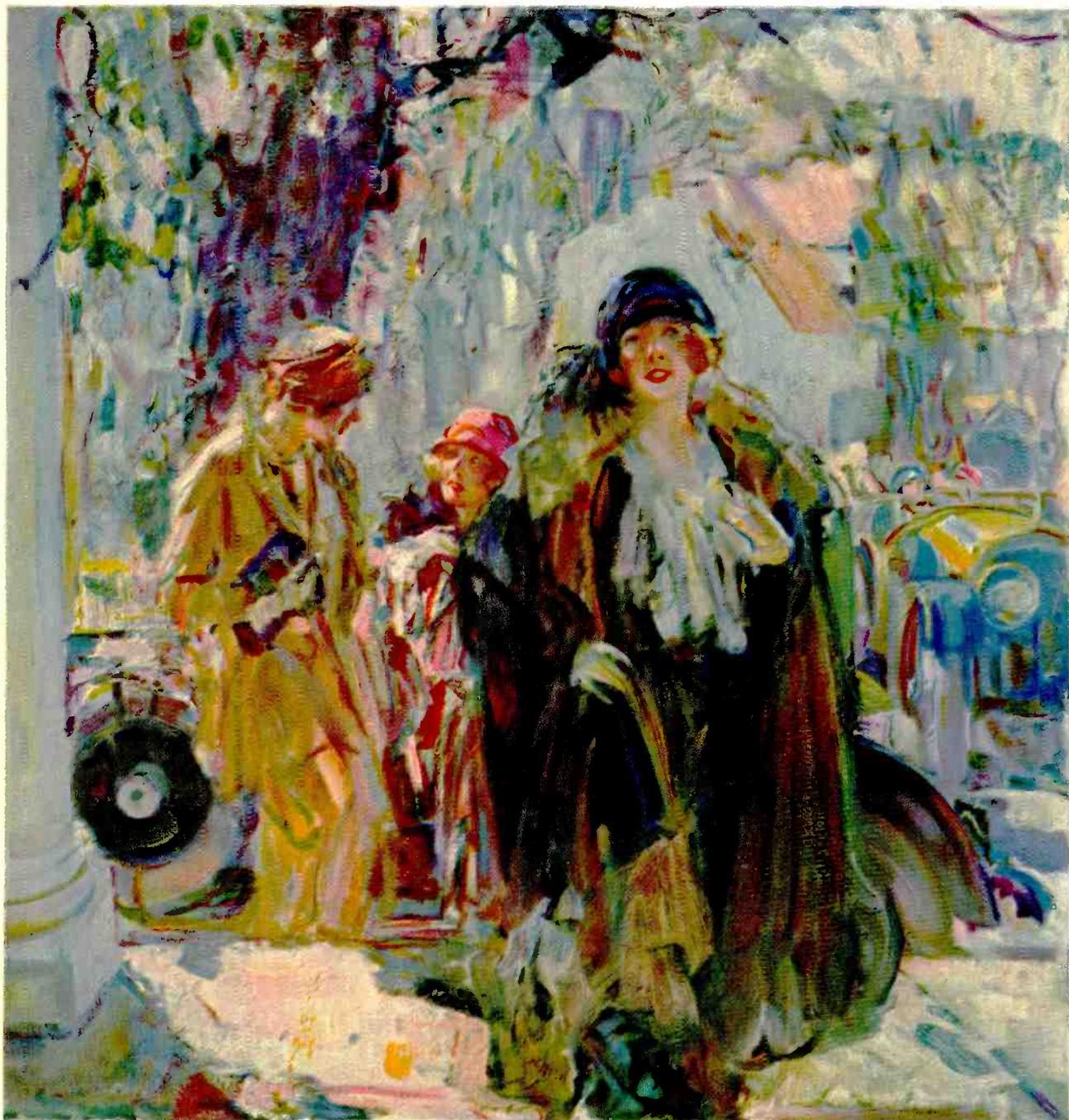
GERALD PAGE-WOOD, Art Director, Erwin, Wasey & Co. for U. S. Gypsum Co. Page 104.

## *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  
*Loaned by International Silver Co.*  
*Exhibited by N. W. Ayer & Son, Inc.*

Medal

{ 1 }



PRUETT CARTER—POSTUM  
*Loaned by Postum Cereal Co.*  
*Exhibited by Young & Rubicam*  
First Honorable Mention



JON CARROL—LOTION  
*Loaned 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 Corticelli 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-Andrews 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 Hamer 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-Andrews 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.*



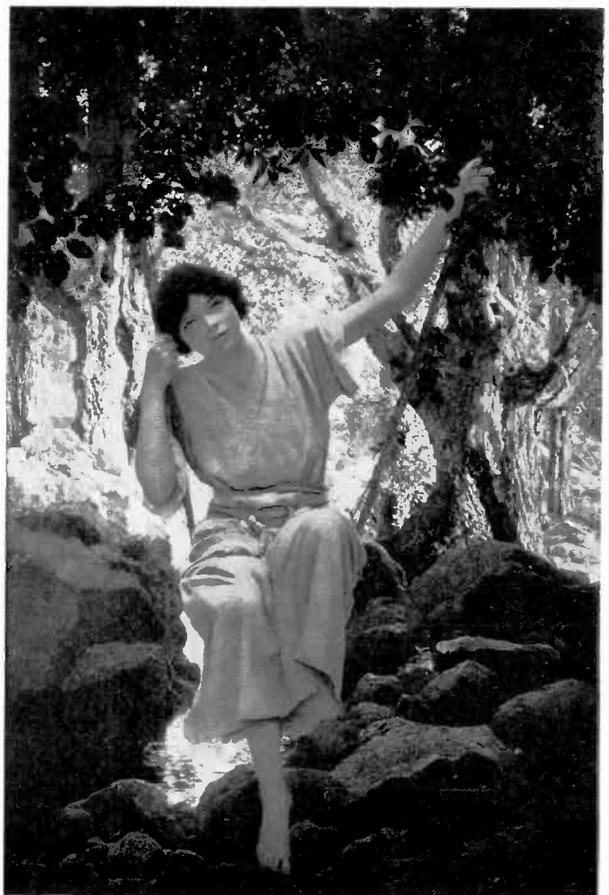
CUSHMAN PARKER—CLEANING POWDER  
*Loaned by Bon Ami Co.*  
*Exhibited by The Erickson Co.*



LUCILLE PATTERSON MARSH—ENAMEL  
*Loaned by Valentine & Co.  
 Exhibited by The Erickson Co.*



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.*



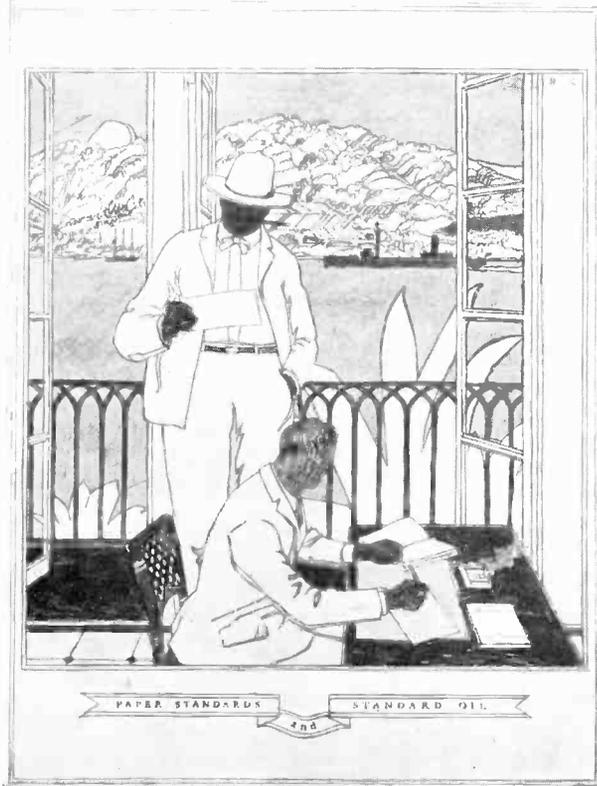
NEYSA McMEIN—CADILLAC  
*Loaned by Cadillac Motor Car Co.*  
*Exhibited by Campbell-Ewald Co.*



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



REA 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.



LESLIE THRASHER—TIRES  
 Loaned by Fisk Tire Co., Inc.  
 Exhibited by United States Advertising Corporation



The wise man knows  
**Interwoven**  
 Goe and Heel  **Socks**

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



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



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



**HIKING** *along the*  
**NORTH · SHORE · LINE**

WILLARD F. ELMS—TRANSIT  
*Loaned by Chicago Rapid Transit, North Shore Line*  
*Exhibited by Chicago Rapid Transit, North Shore Line*



JAY HYDE BARNUM—CLOTHES  
*Loaned by Hart, Schaffner & Marx*  
*Exhibited by Williams & Cunningham*



HAYDEN HAYDEN—SALAD DRESSING  
 Loaned by F. H. Leggett & Co.  
 Exhibited by Barton, Durstine & Osborn, Inc.



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



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.



GOLDBECK—COLD CREAM  
 Loaned by Daggett & Ramsdell  
 Exhibited by M. P. 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—RADIATORS  
 Loaned by American Radiator Co.  
 Exhibited by  
 Barton, Durstine & Osborn, Inc.



ANDREW LOOMIS—SOAP  
 Loaned by Fels & Co.  
 Exhibited by F. Wallis Armstrong Company



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.*



RUTH ROLSTON—RUGS  
*Loaned by Mohawk Carpet Mills, Inc.*  
*Exhibited by Frank Presbrey Company*



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*



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.*



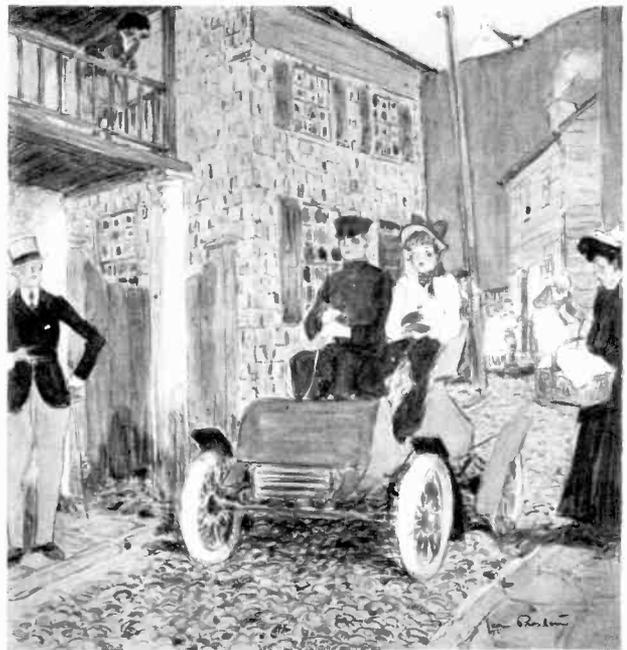
C. LEROY BALBRIDGE—RUGS  
*Loaned by A. & M. Karagheusian*  
*Exhibited by J. Walter Thompson Co.*



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



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



JAMES M. PRESTON—RADIATORS  
*Loaned by American Radiator Co.*  
*Exhibited by Barton, Durstine & Osborn, Inc.*



FRANK NICOLET, STANFORD BRIGGS INC.—UNDERWEAR  
 Loaned by Winslip, Boit & Co.  
 Exhibited by Barton, Durstine & 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.

CHICAGO  
 CIVIC OPERA



by the CHICAGO RAPID TRANSIT

WILLARD F. ELMS—TRANSPORTATION  
 Loaned by Chicago Rapid Transit, North Shore Line  
 Exhibited by Chicago Rapid Transit, North Shore Line



JOHN LA GATTA—DJER KISS  
 Loaned by Alfred H. Smith Co.  
 Exhibited by The Blackman Company



WALLACE MORGAN—TOOTHPASTE  
 Loaned by Bristol-Myers Co.  
 Exhibited by Barton, Durstine & Osborn, Inc.



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



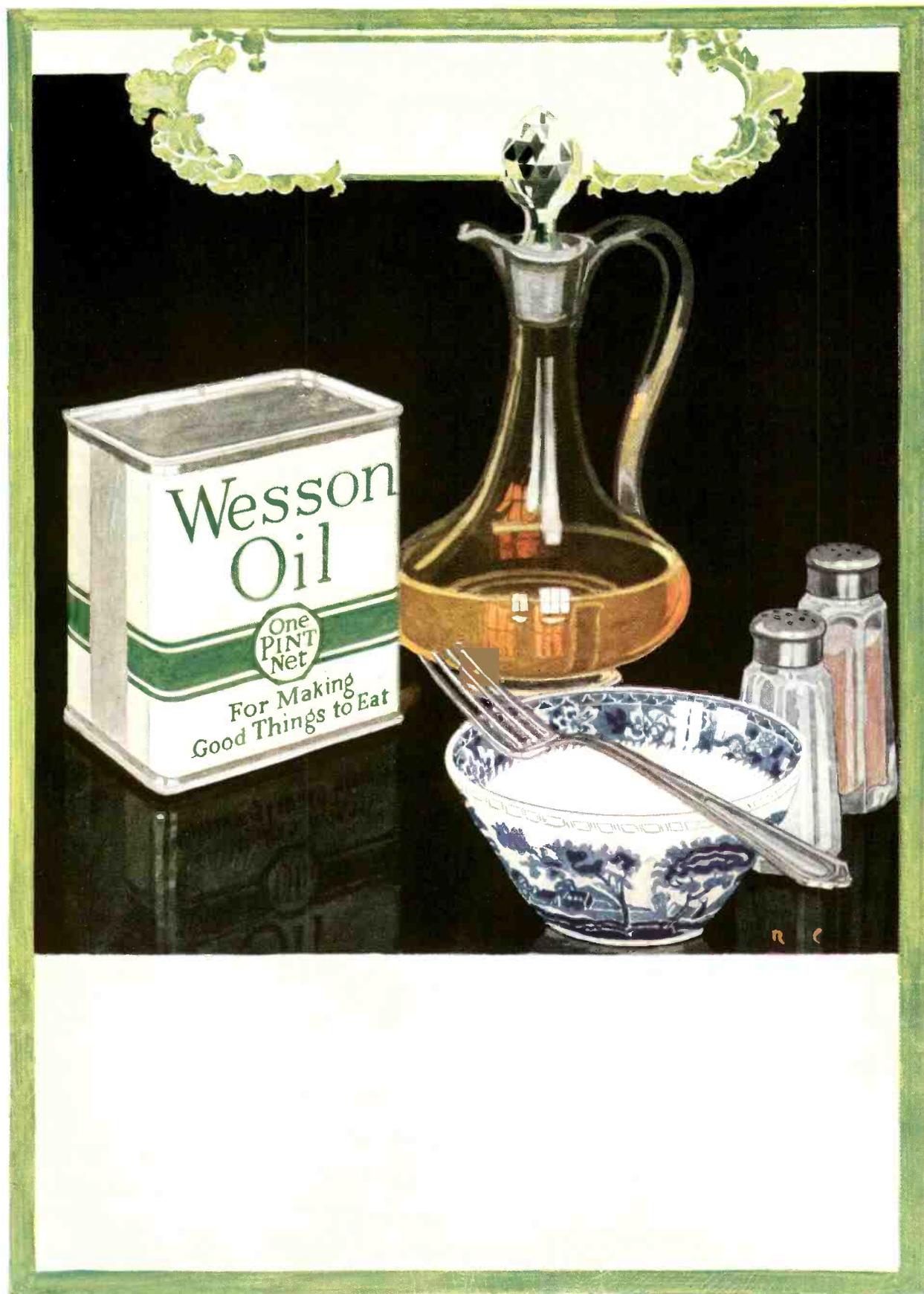
CHAS. C. CHAMBERS  
SOAP  
Loaned by  
*The Palmolive Co.*  
Exhibited by  
*Lord & Thomas*



R. H. COLLINS  
TYPEWRITERS  
Loaned by  
*Remington Typewriter Co.*  
Exhibited by  
*The Caples Co.*



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



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

Medal



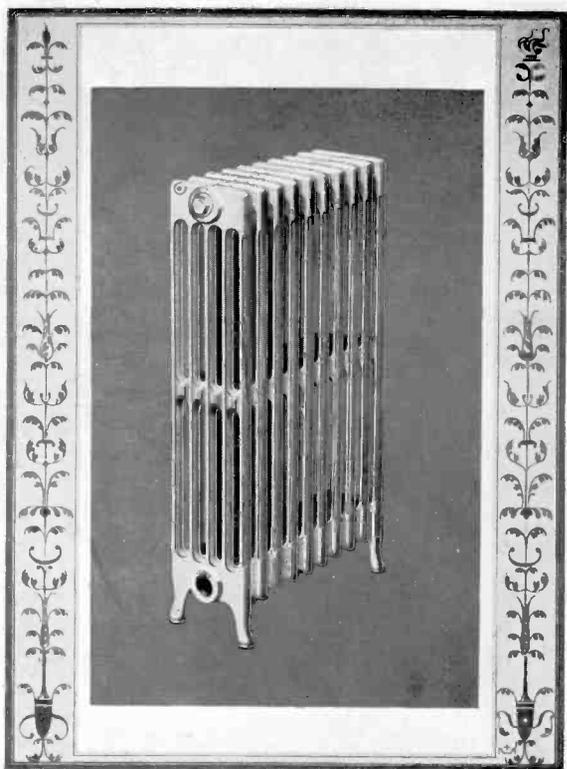
GUY ROWE—JELL-O  
*Loued by The Jell-O Company, Inc.*  
*Exhibited by The Dauchy Company*

First Honorable Mention



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.*



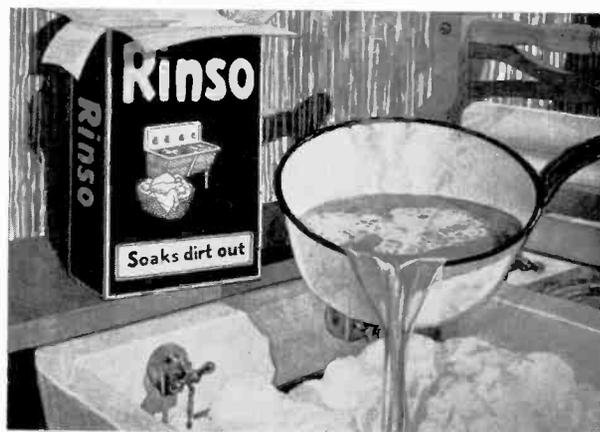
W. A. B. KIRKPATRICK—EYELETS  
*Loaned by United Fast Color Eyelet Co.*  
*Exhibited by O'Connell-Ingalls Advertising Agency*



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



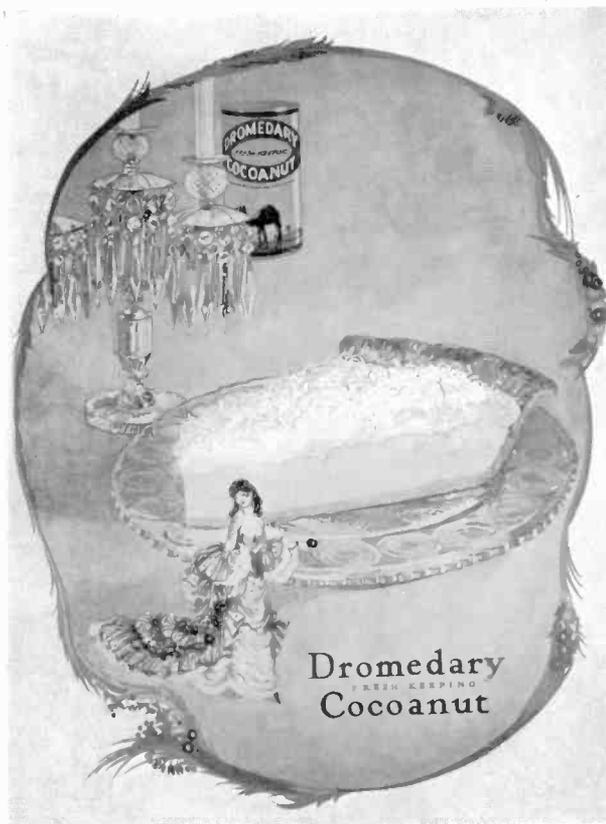
M. D. CHARLESON—BACON  
*Loaned by Armour & Co.*  
*Exhibited by Mitchell-Faust Advertising Co.*



THE REESES—RINSO  
*Loaned by Lever Bros.*  
*Exhibited by J. Walter Thompson Co.*



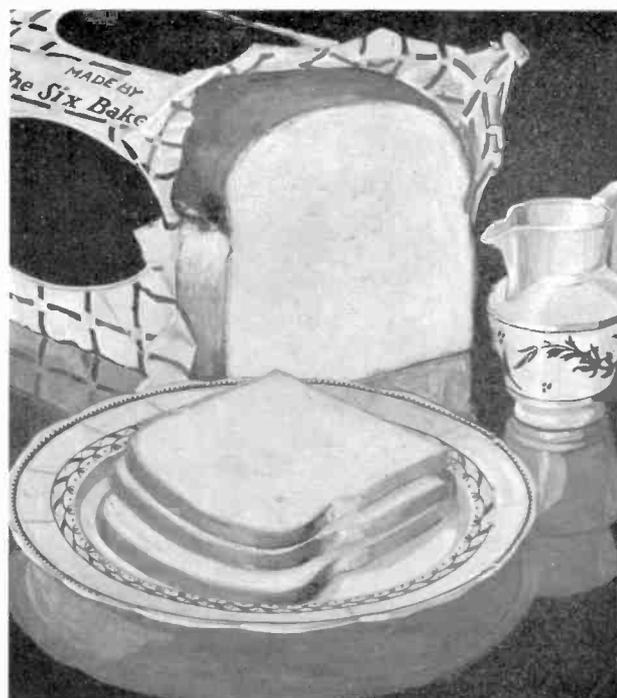
HENRY H. MAUST—BAKING POWDER  
 Loaned by Royal Baking Powder Co.  
 Exhibited by J. Walter Thompson Co.



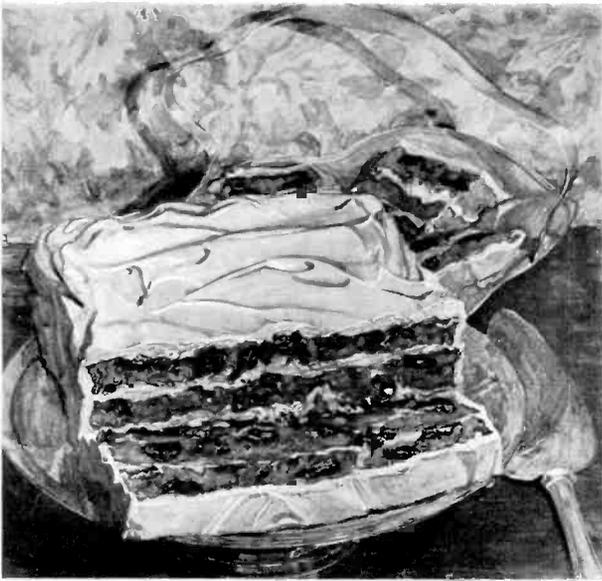
KATHERINE STURGES—COCOANUT  
 Loaned by The Hills Brothers Company  
 Exhibited by Barton, Durstine & Osborn, Inc.



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*



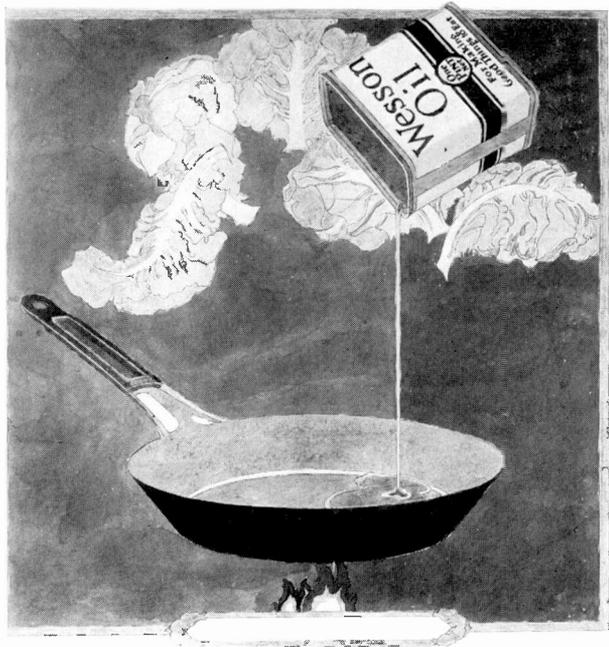
CARL W. HECK—SANITAS  
*Loaned by  
 Standard Textile Products Co.  
 Exhibited by H. E. Lesan Adv. Agency*



MARION POWERS—JELL-O  
*Loaned by The Jell-O Company, Inc.  
 Exhibited by Forbes Lithograph Mfg. Co.*



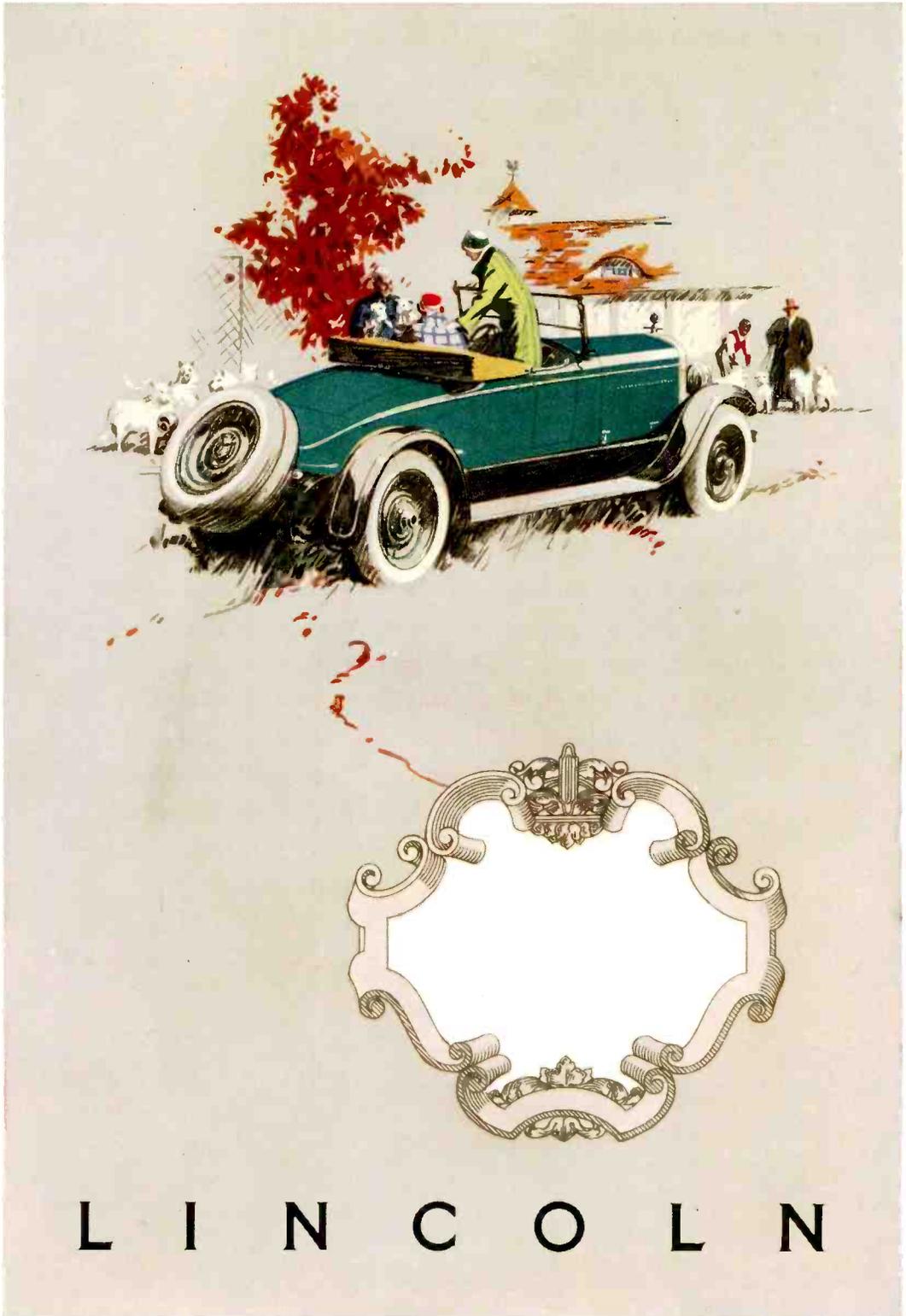
HENRY HOWARD MAUST—PUFFED WHEAT  
 Loaned by The Quaker Oats Co.  
 Exhibited by Lord & Thomas



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.



# L I N C O L N

H. SUNDBLOM AND JOHNSON-GRAUMAN STUDIOS

LINCOLN CAR

*Loaned by Lincoln Motor Co.*

*Exhibited by Critchfield & Co.*

Medal

{ 28 }



FROM THE NEW YORK EVENING POST, AUGUST 17, 1824. "General La Fayette proceeded in an elegant barouche & four, through Broadway, to the City Hall, accompanied by General Morton. He rode uncovered, & received the unceasing shouts of 50,000 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



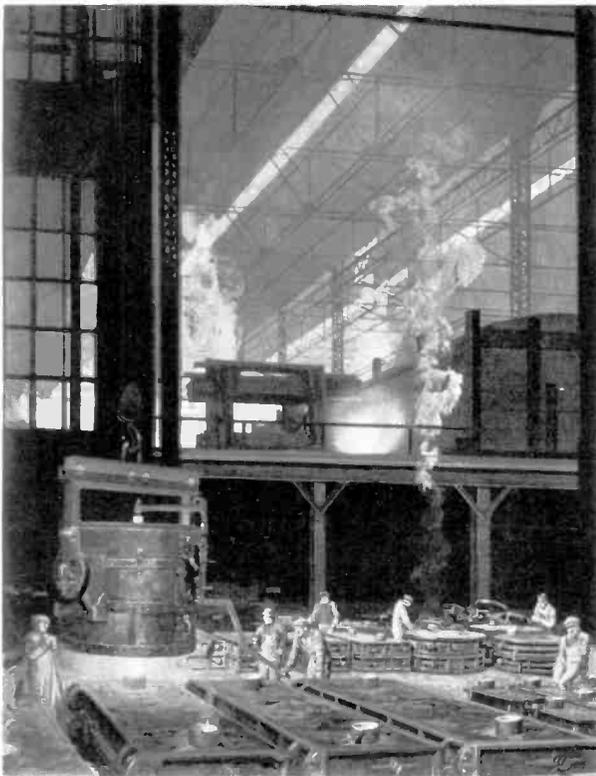
HOLLING CLANCY HOLLING—AROUND THE WORLD CRUISE  
*Loaned by Canadian Pacific Steamship Co.*  
*Exhibited by Charles F. W. Nicholas Co.*



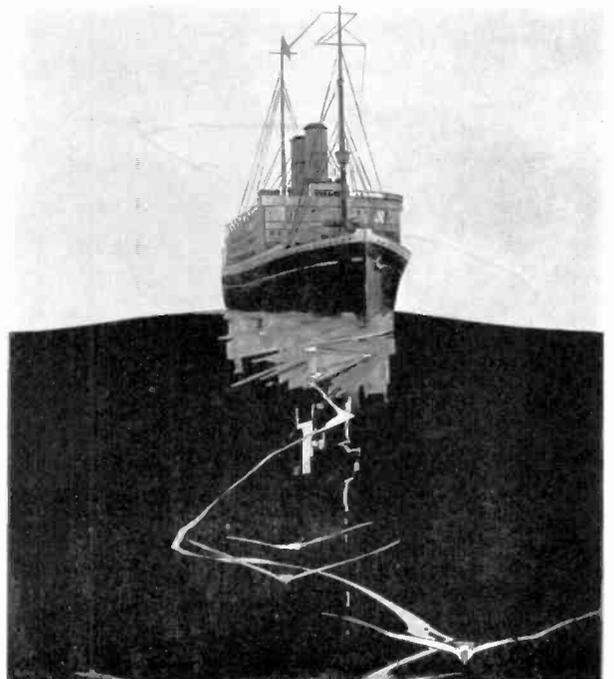
H. T. MINGO—AUTOMOBILES  
*Loaned by Willys-Overland, Inc.*  
*Exhibited by United States Advertising Corp.*



HOLLING CLANCY HOLLING—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.*



HOLLING CLANCY HOLLING—TRAVEL  
*Loaned by Canadian Pacific Steamship Co.*  
*Exhibited by Charles F. W. Nicholas Co.*



CHARLES B. KAISER—PAINTS AND VARNISHES  
*Loaned by Sherwin-Williams Co.*  
*Exhibited by Niagara Lithograph Co.*



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



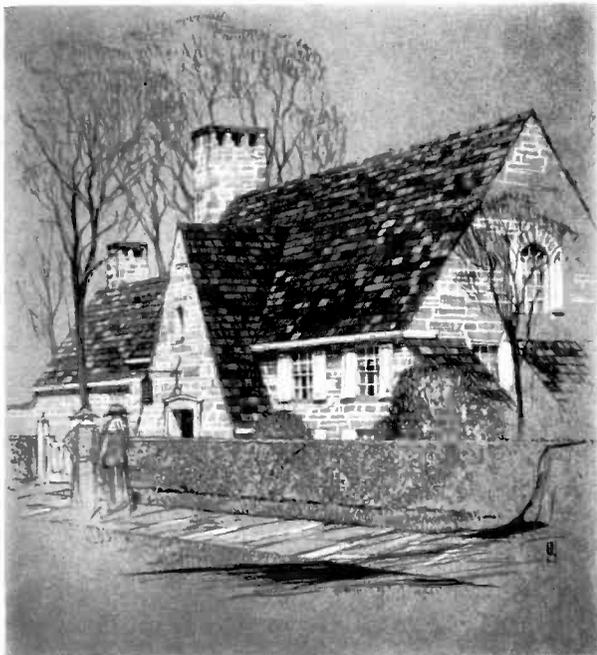
F. COLDEN WELD, THE REBBLE SERVICE—LINOLEUM  
*Loaned by Armstrong Cork Co.*  
*Exhibited by George Batten Co.*



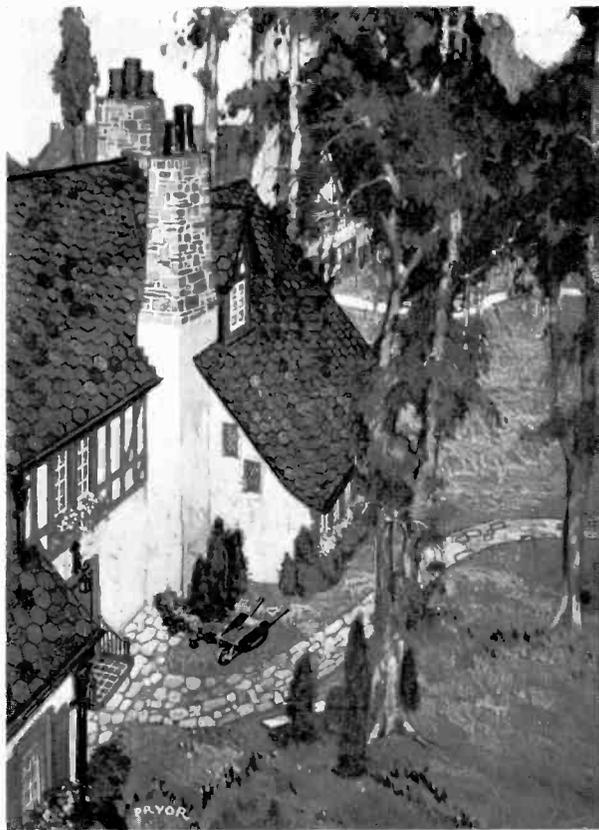
R. F. HEINRICH—COACHES  
*Loaned by Hudson Motor Car Co.*  
*Exhibited by C. C. Winningham*



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 Corman Co.*



HENRY J. SOULEN—TRANSPORTATION  
*Loaned by Canadian Pacific Cruises*  
*Exhibited by Federal Advertising Agency*



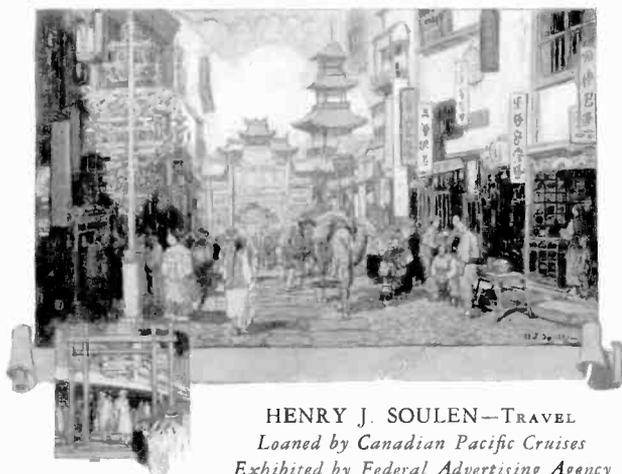
EDWARD WILSON—VARNISH  
 Loaned by Murphy Varnish Co.  
 Exhibited by Niagara Lithograph Co.



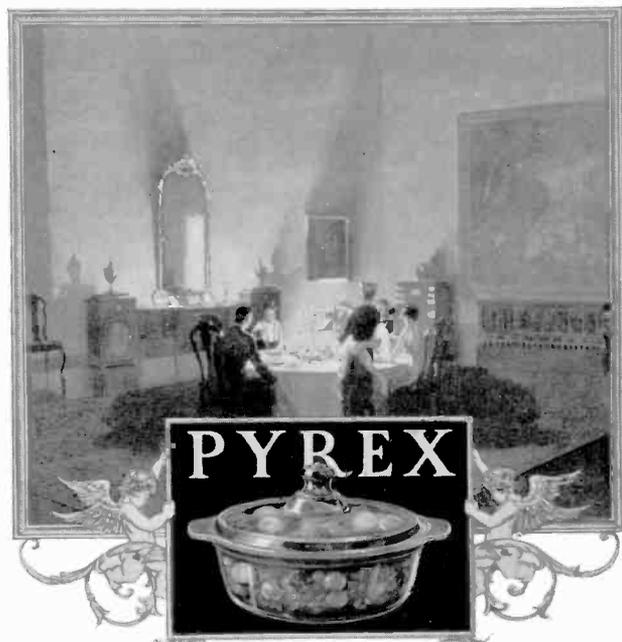
EDWARD WILSON—VARNISH  
 Loaned by Murphy Varnish Co.  
 Exhibited by Niagara Lithograph Co.



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

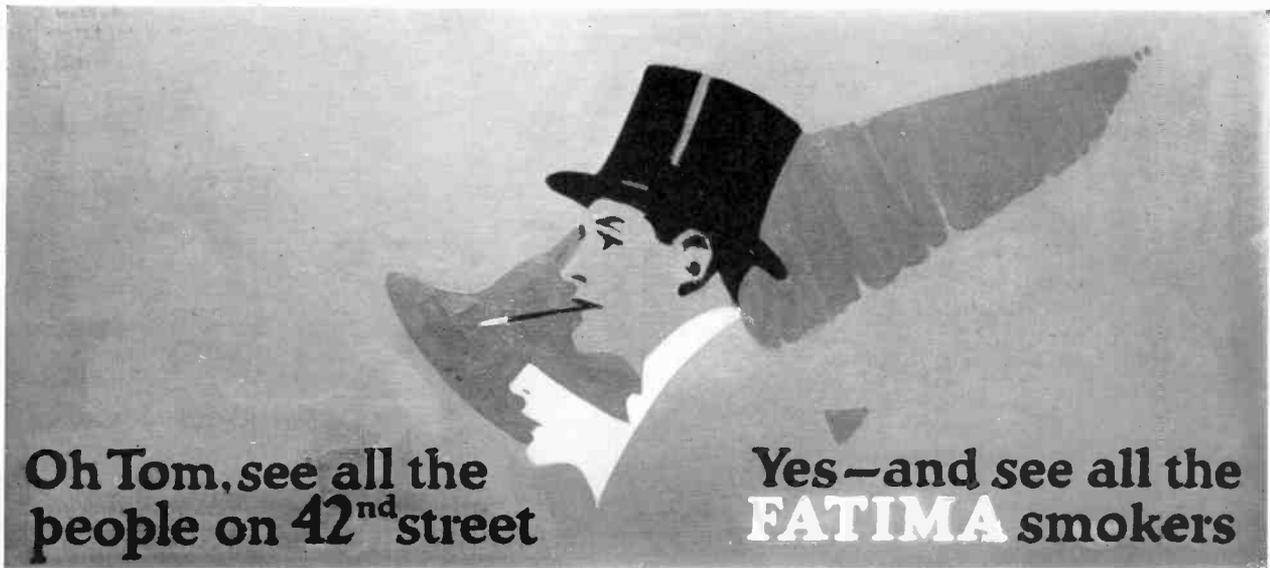


EDWARD A. WILSON—PYREX CASSEROLE  
 Loaned by Corning Glass Works  
 Exhibited by Federal Advertising Agency



NORMAN ROCKWELL—YEAST  
*Loaned by The Fleischmann Co.  
Exhibited by J. Walter Thompson Co.*

Medal



Oh Tom, see all the  
people on 42<sup>nd</sup> street

Yes—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.

**Chesterfield**  
CIGARETTES

WALTER WHITEHEAD—CIGARETTES

*Loaned by Liggett & Myers Tobacco Co.*

*Exhibited by Newell-Emmett Co., Inc.*



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



HERBERT JOHNSTON—Rugs  
*Loaned by Mobawk Carpet Mills  
 Exhibited by Frank Presbrey 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.*



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.*



February Sale  
**LAMPS**

**OVINGTON'S**

*fifth AVENUE*  
 and  
*39th STREET*

GUY ARNOUX—GIFTS

*Loaned by Ovington's*

*Exhibited by Barton, Durstine & Osborn, Inc.*



**POLICEMEN**  
*must have good*  
*rubber heels -*

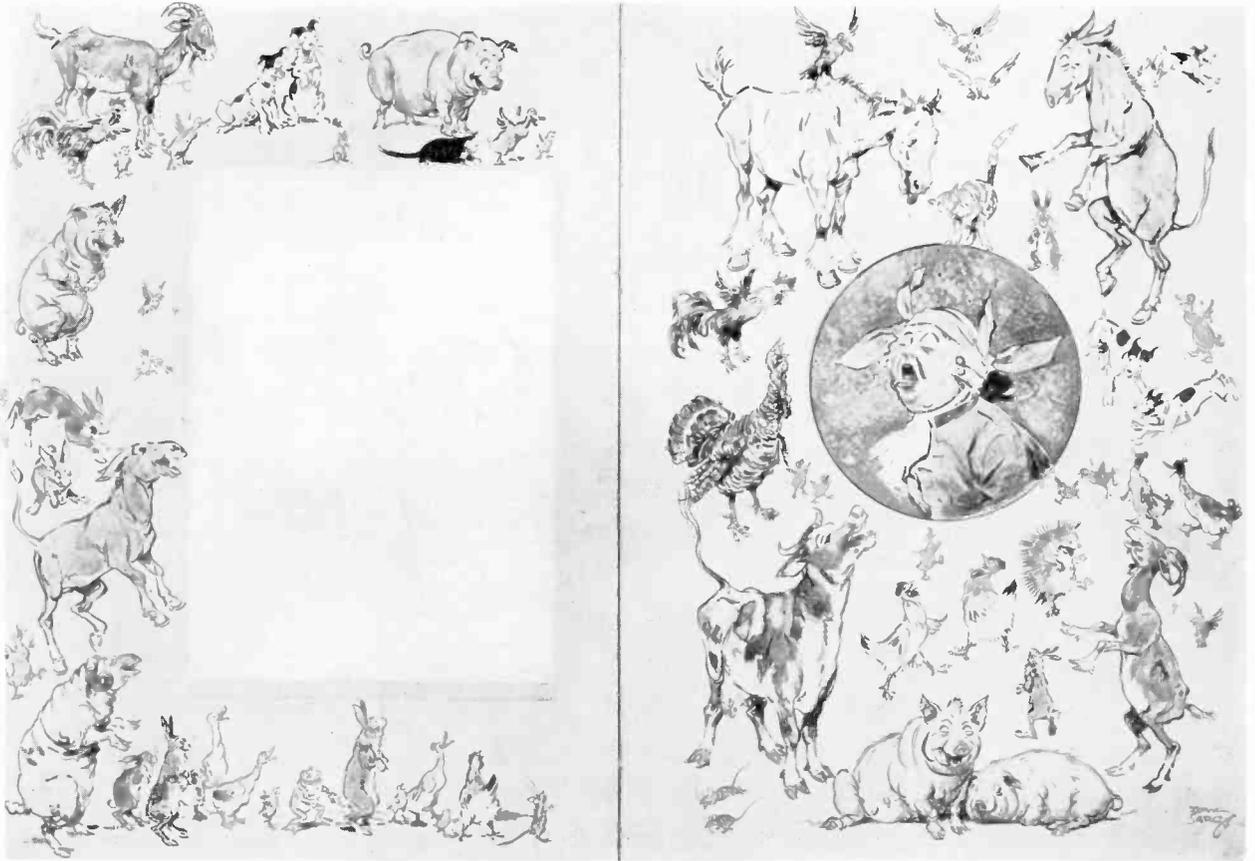
**3 out of 4**  
*wear*

**O'SULLIVAN'S**

HERBERT PAUS—RUBBER HEELS

*Loaned by O'Sullivan Rubber Co.*

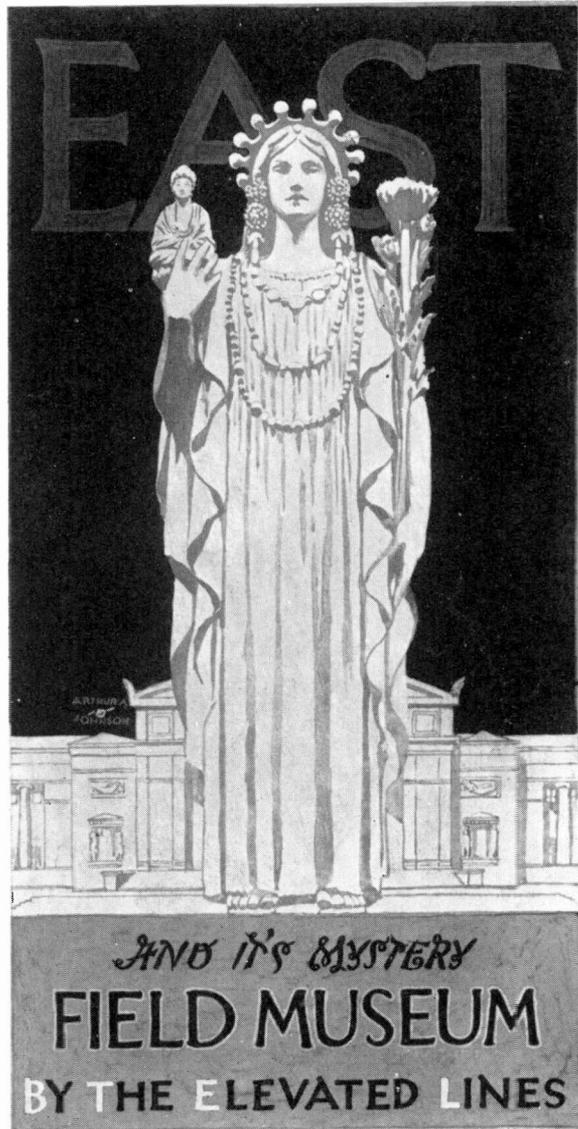
*Exhibited by J. Walter Thompson Co.*



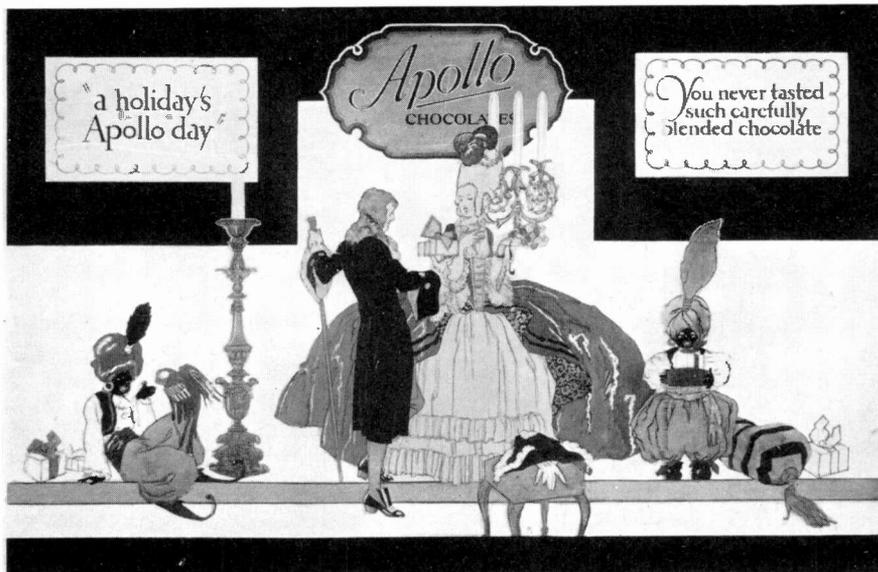
TONY SARG—MURAL ADVERTISING  
 Loaned by Rusling Wood  
 Exhibited by Calkins & Holden, Inc.



GUY ARNOUX—GIFTS  
 Loaned by Ovington's  
 Exhibited by Barton, Durstine & Osborn, Inc.



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, Durstine & 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.

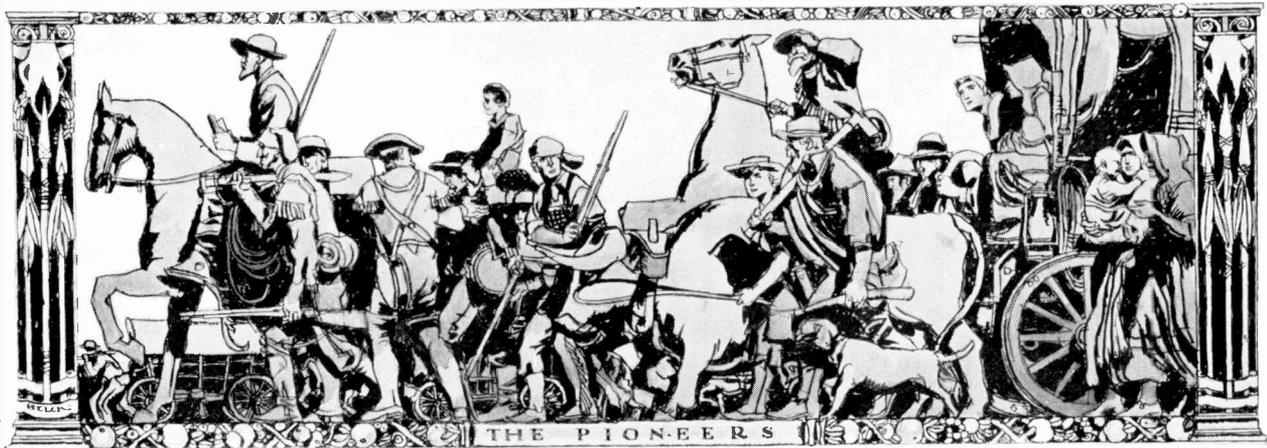
*just three cents more in most places*

**and what a whale  
of a difference  
just a few cents make**



# FATIMA

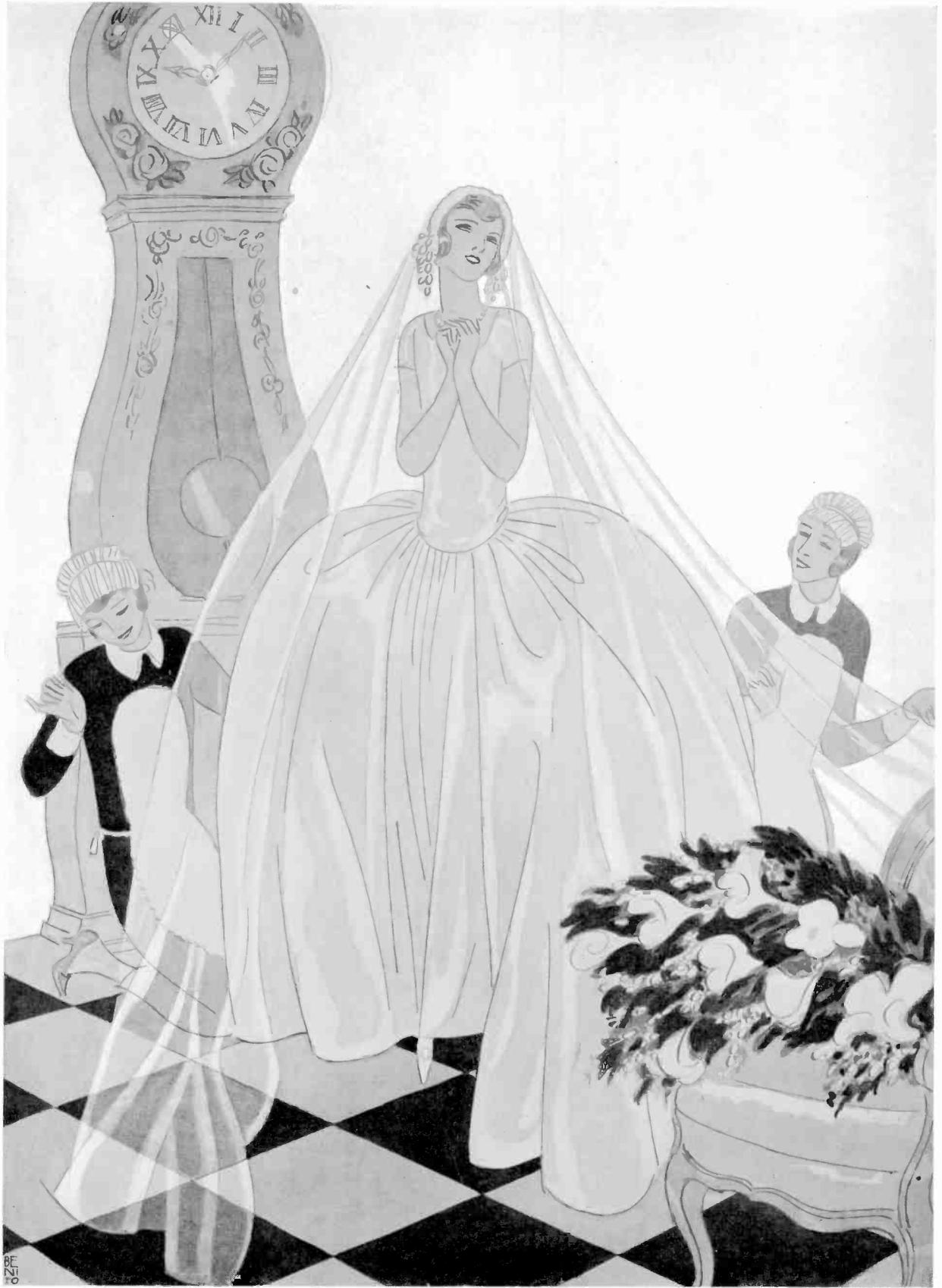
ADOLPH TREIDLER—CIGARETTES  
*Loaned by Liggett & Myers Tobacco Co.  
Exhibited by Newell-Emmett Co., Inc.*



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*



BENITO—PERFUMES  
*Loaned by Fioret, Inc.*  
*Exhibited by N. W. Ayer & Son, Inc.*

Medal



WILLIAM MEADE PRINCE—MOTOR CARS  
*Loaned by Dodge Brothers*  
*Exhibited by George Harrison Phelps, Inc.*  
First Honorable Mention



HADON SUNDBLOM—MOTOR CARS

*Loaned by Nordyke & Marmon Co.*

*Exhibited by Homer McKee Co., Inc.*

Second Honorable Mention



J RUMSEY MICKS

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—VICI KID  
 Loaned by *Robert H. Foerderer, Inc.*  
 Exhibited by *The Eugene McGuckin Co.*



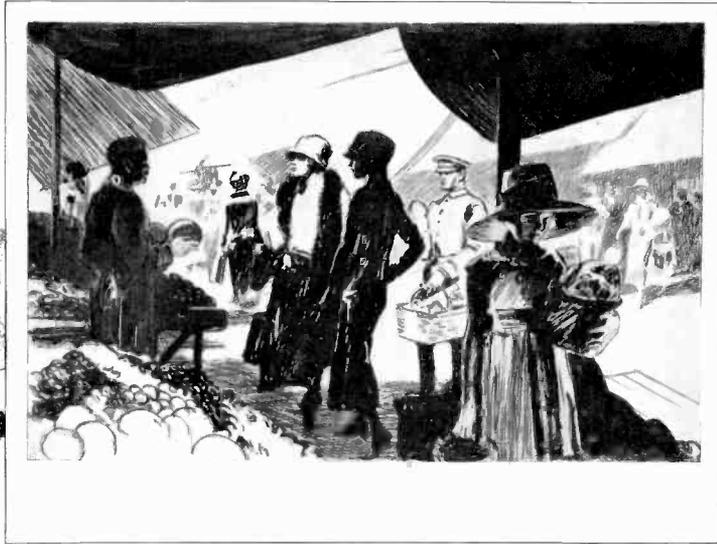
WALLACE MORGAN—IPANA TOOTHPASTE  
*Loaned by Bristol-Myers Co.*  
*Exhibited by Barton, Durstine & Osburn, Inc.*



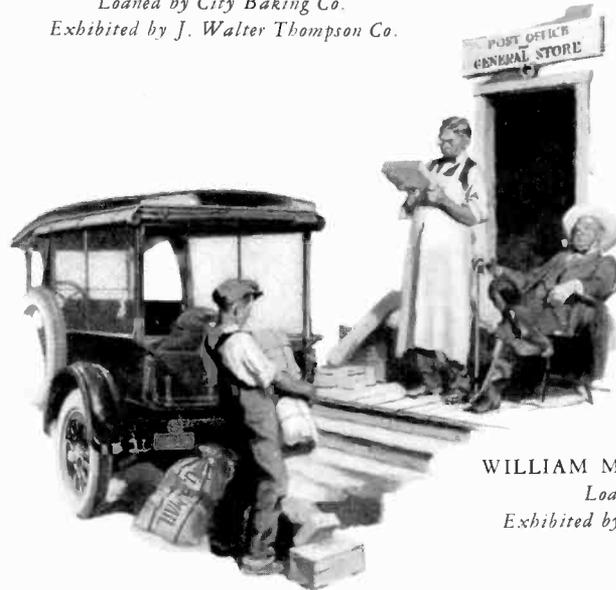
CAL LUCE—PROTECTOGRAPH  
*Loaned by The Todd Co.*  
*Exhibited by The Roger Williams Co*



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.



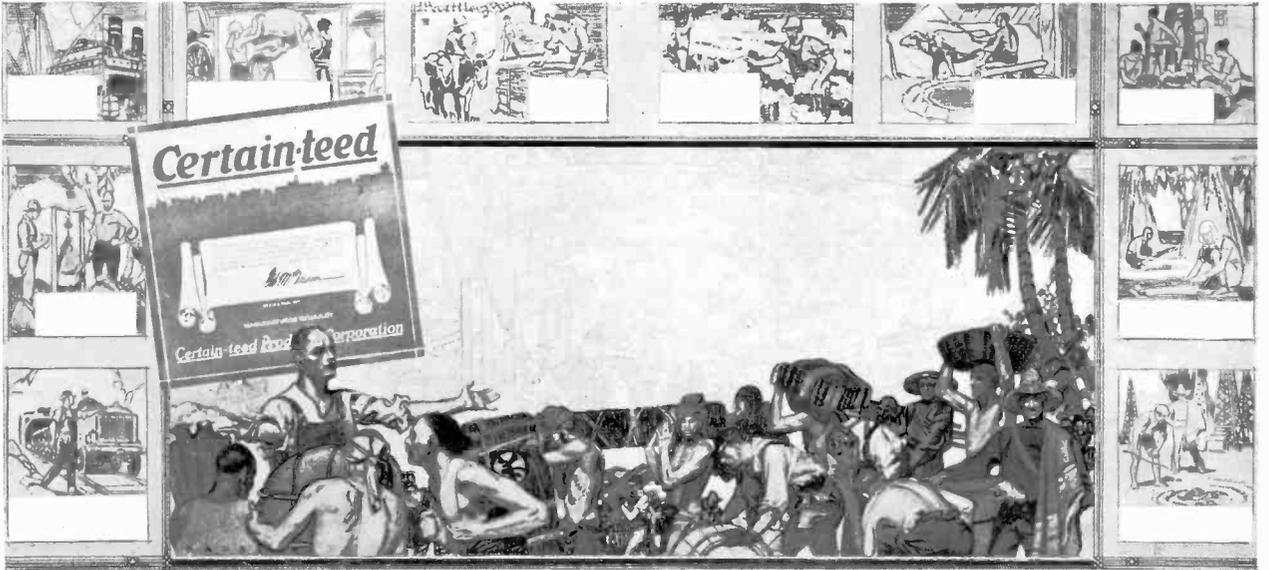
WILLIAM MEADE PRINCE—MOTOR CARS  
 Loaned by Dodge Brothers  
 Exhibited by George Harrison Phelps, Inc.



GEORGE O'NEILL, STANFORD BRIGGS INC.—SHIRTS  
 Loaned by L. Needles-Brooker Co.  
 Exhibited by Frank Presbrey Co.



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*



JOHN LA GATTA—AMPICO PIANO

*Loaned by The American Piano Co.  
Exhibited by George Batten Co., Inc.*



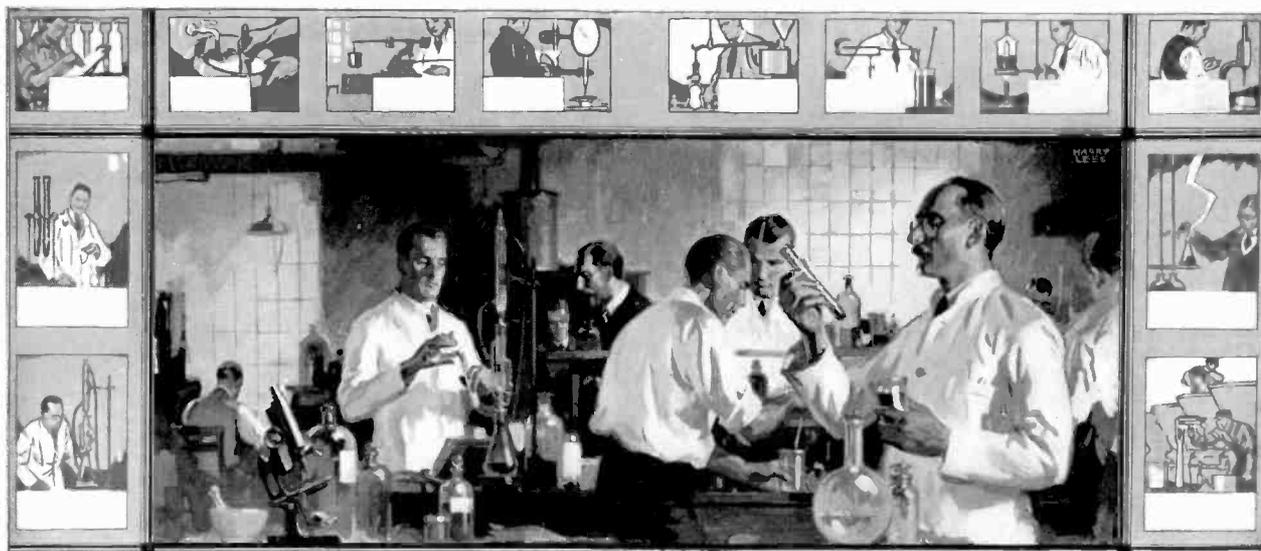
THOS. FOGARTY—HOUSE ADVERTISING

*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.*



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.



WM. OBERHARDT—BANKING  
*Loaned by Irving Bank-Columbia Trust Co.  
 Exhibited by J. Walter Thompson 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 Winston & Sullivan, Inc.*



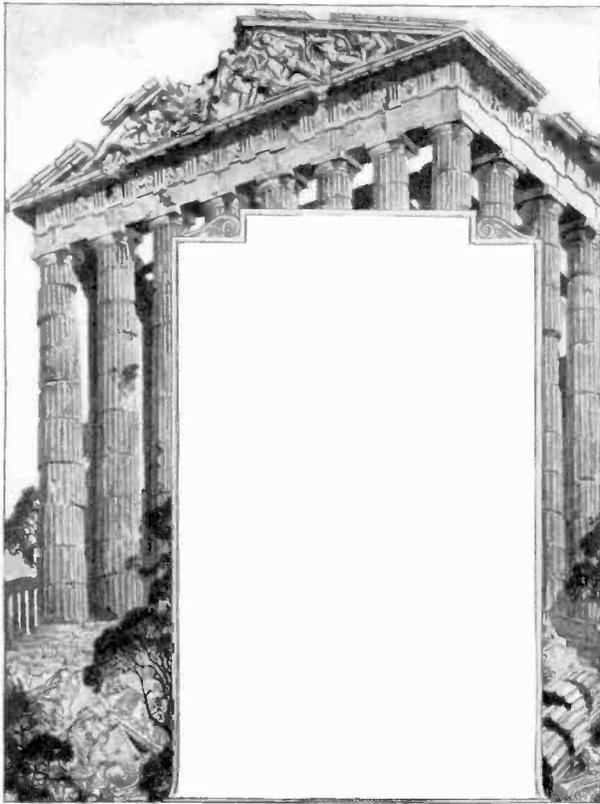
WM. OBERHARDT—BANKING  
 Loaned by The Chemical National Bank of New York City  
 Exhibited by Dorland Agency, Inc.



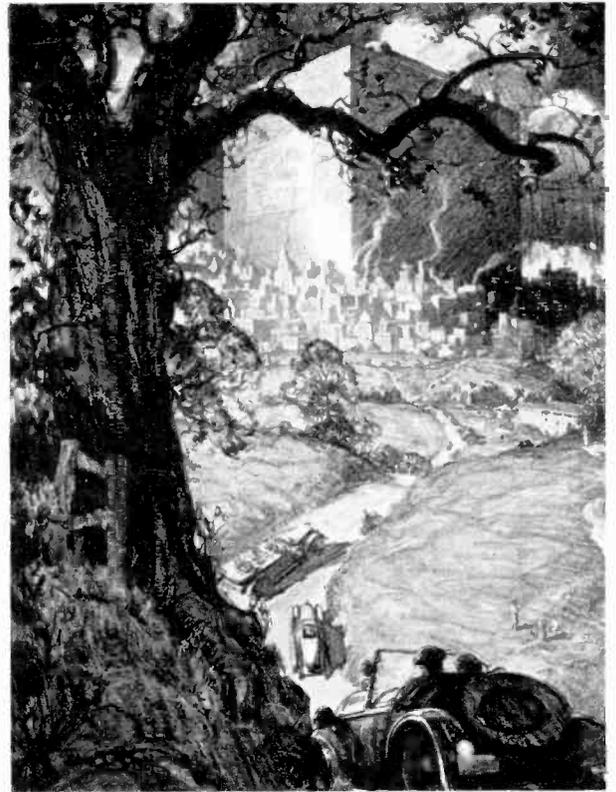
WM. OBERHARDT—FIRE EXTINGUISHER  
 Loaned by Pyrene Mfg. Co.  
 Exhibited by Sterling McMillan Nash



WM. OBERHARDT—TOBACCO  
 Loaned by Liggett & Myers Tobacco Co.  
 Exhibited by Newell-Emmett Co., Inc.



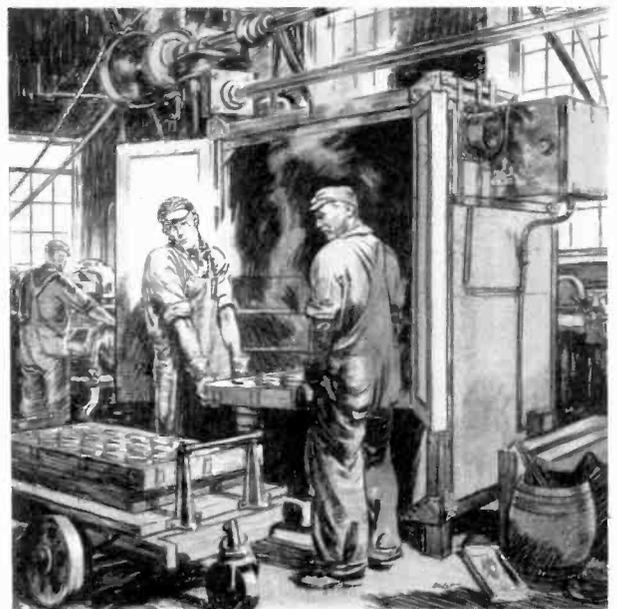
RUTHERFORD BOYD—DENTAL CREAM  
*Loaned by E. R. Squibb & Sons*  
*Exhibited by N. W. Ayer & Son, Inc.*



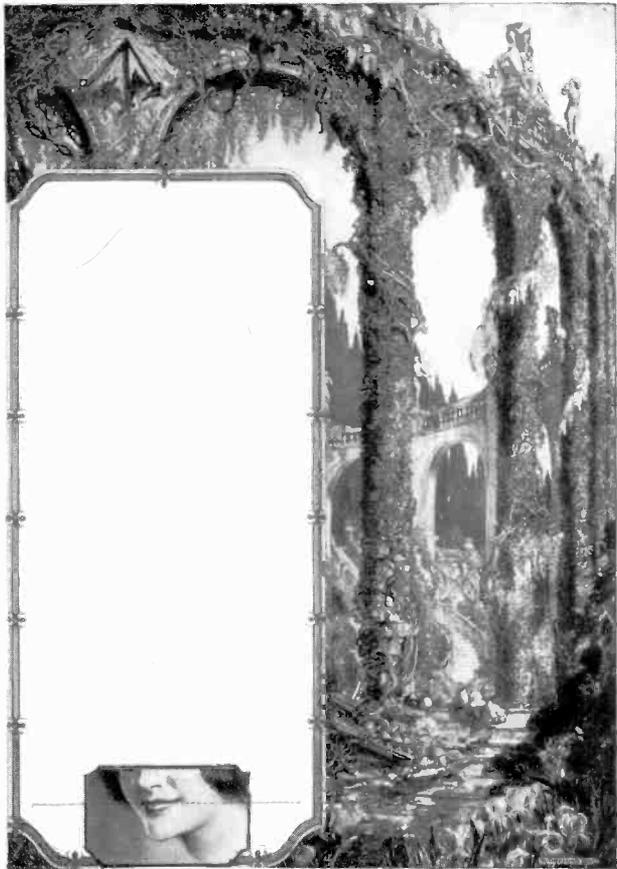
EDWARD L. CHASE, STANFORD BRIGGS INC.—EXIDE BATTERIES  
*Loaned by Electric Storage Battery Co.*  
*Exhibited by George Batten Co., Inc.*



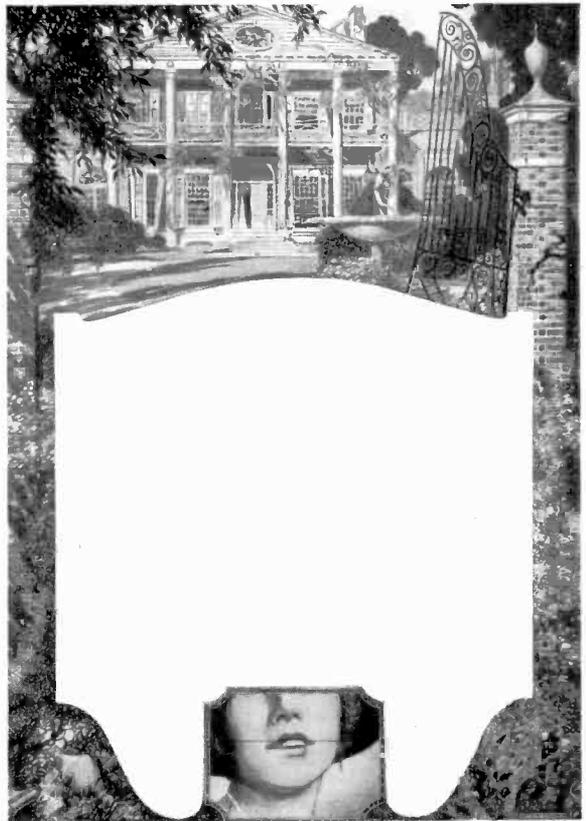
ADOLPH TREIDLER—AUTOMOBILES  
*Loaned by Franklin Automobile Co.*  
*Exhibited by Patterson-Andress Co., Inc.*



W. P. WELSH—ELECTRIC HEAT  
*Loaned by Westinghouse Elect. & Mfg. Co.*  
*Exhibited by Fuller & Smith*



RUTHERFORD BOYD—DENTAL CREAM  
*Loaned by E. R. Squibb & Sons*  
*Exhibited by N. W. Ayer & Son, Inc.*



RUTHERFORD BOYD—DENTAL CREAM  
*Loaned by E. R. Squibb & Sons*  
*Exhibited by N. W. Ayer & Son, Inc.*



ANDREW LOOMIS—CADILLAC  
*Loaned by Cadillac Motor Car Co.*  
*Exhibited by Campbell-Ewald Co.*



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



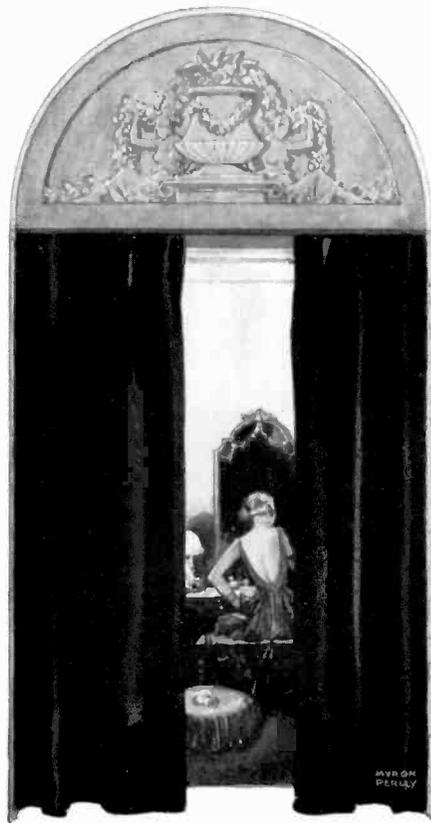
BENITO—FROCKS  
*Loaned by Dobbs & Co.*  
*Exhibited by T. L. McCready*



BENITO—WRITING PAPER  
*Loaned by Eaton, Crane & Pike Co.*  
*Exhibited by Calkins & Holden, Inc.*



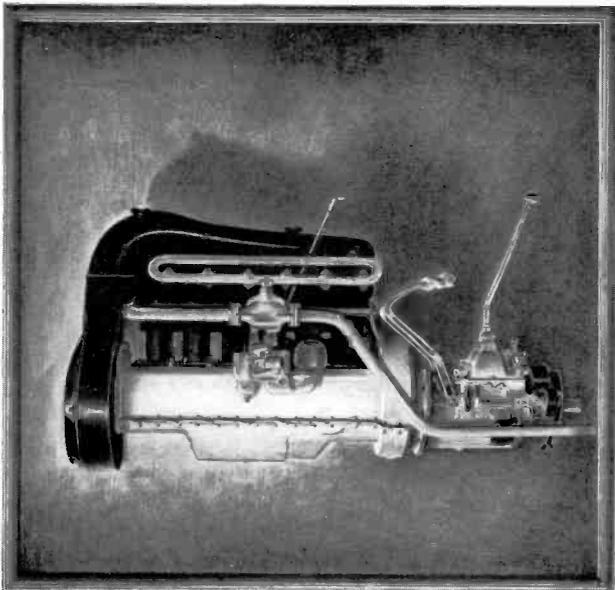
BENITO—HOUSE ADVERTISEMENT  
*Loaned by N. W. Ayer & Son, Inc.*  
*Exhibited by N. W. Ayer & Son, Inc.*



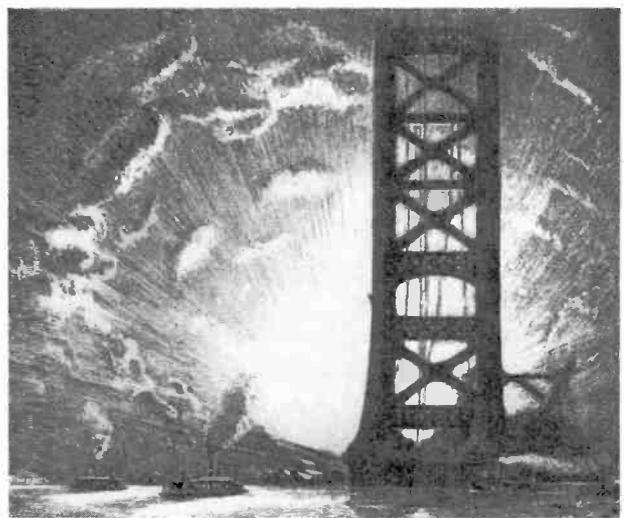
MYRON PERLEY—RIGAUD PERFUMES  
*Loaned by George Borgfeldt & Co.*  
*Exhibited by Lambert & Feasley*



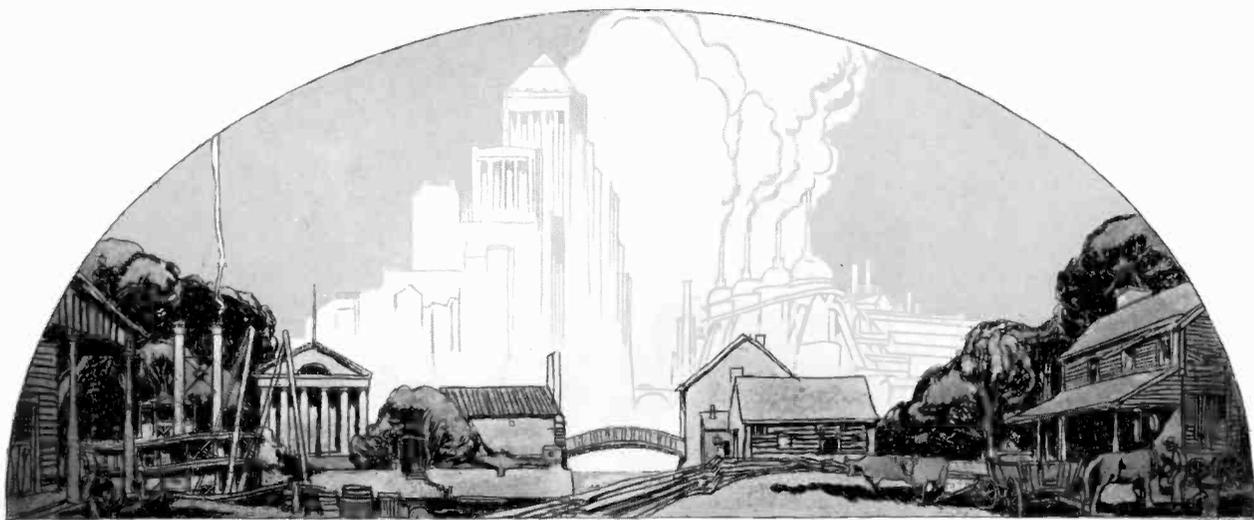
M. D. CHARLESON—AUTOMOBILES  
*Loaned by Ford Motor Co.*  
*Exhibited by Critchfield & Co.*



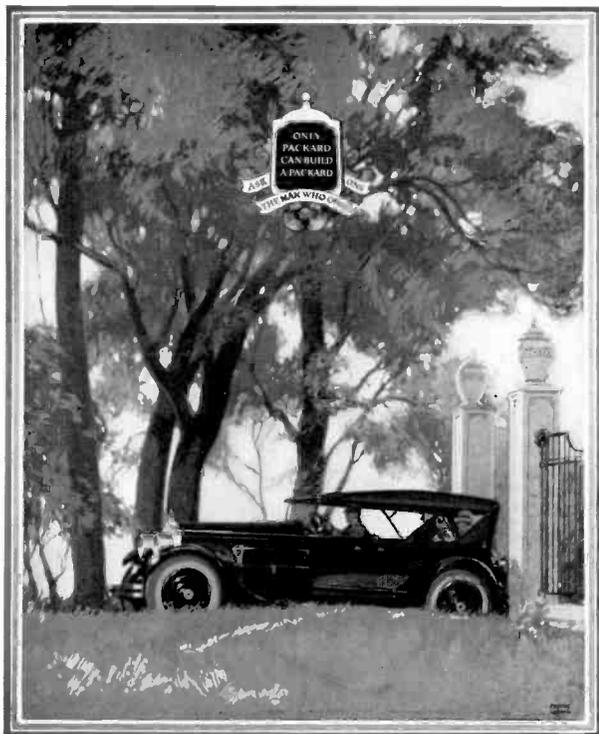
EDWARD EVERRET HENRY—AUTOMOBILES  
*Loaned by Franklin Automobile Co.*  
*Exhibited by Patterson-Andress Co.*



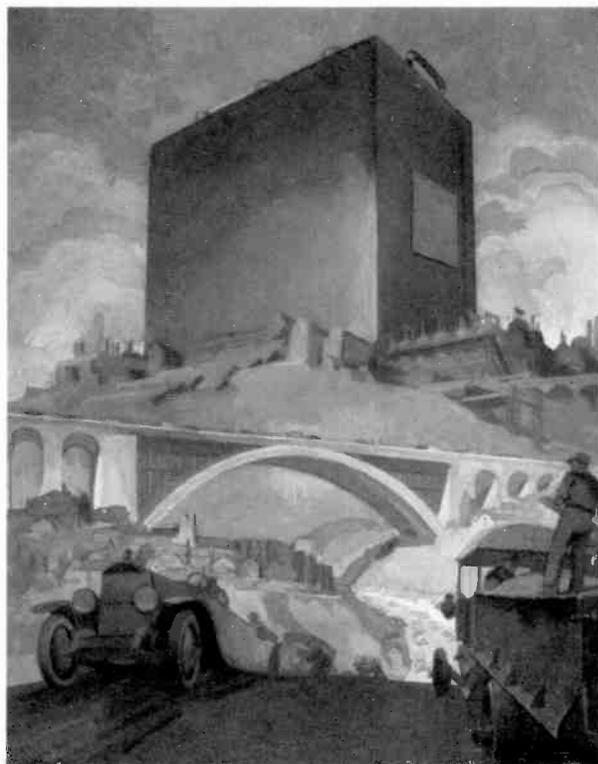
HERBERT POLLINGER—HOUSE ADVERTISEMENT  
*Loaned by N. W. Ayer & Son, Inc.*  
*Exhibited by N. W. Ayer & Son, Inc.*



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



FRANK QUAIL, JR.—MOTOR CARS  
*Loaned by Packard Motor Car Co.*  
*Exhibited by MacManus, Inc.*



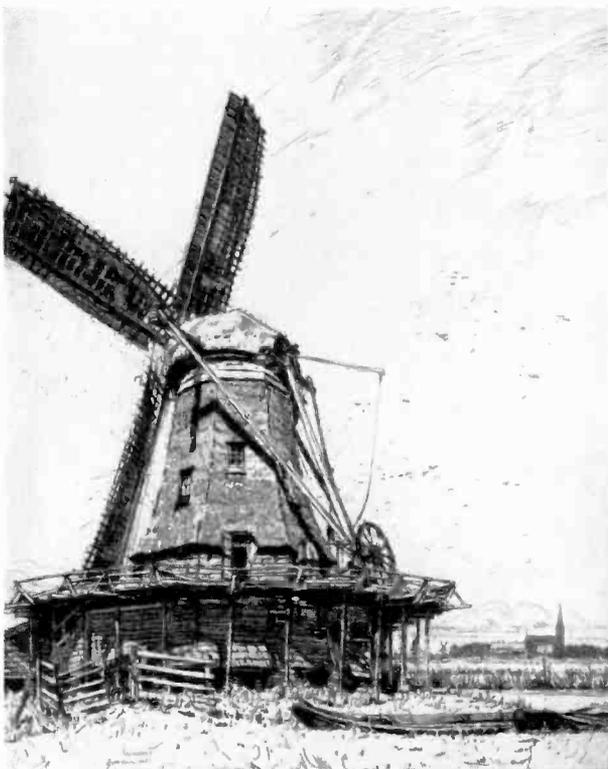
C. P. HELCK—EXIDE BATTERIES  
*Loaned by Electric Storage Battery Co.*  
*Exhibited by George Batten Co., Inc.*



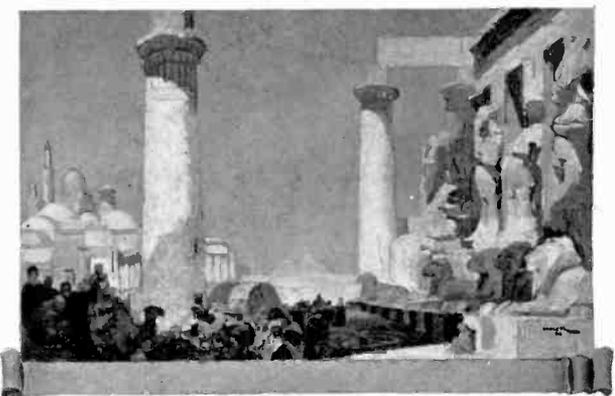
HANSON BOOTH—BOND PAPER  
*Loaned by Hammermill Paper Co.*  
*Exhibited by George Batten Co., Inc.*



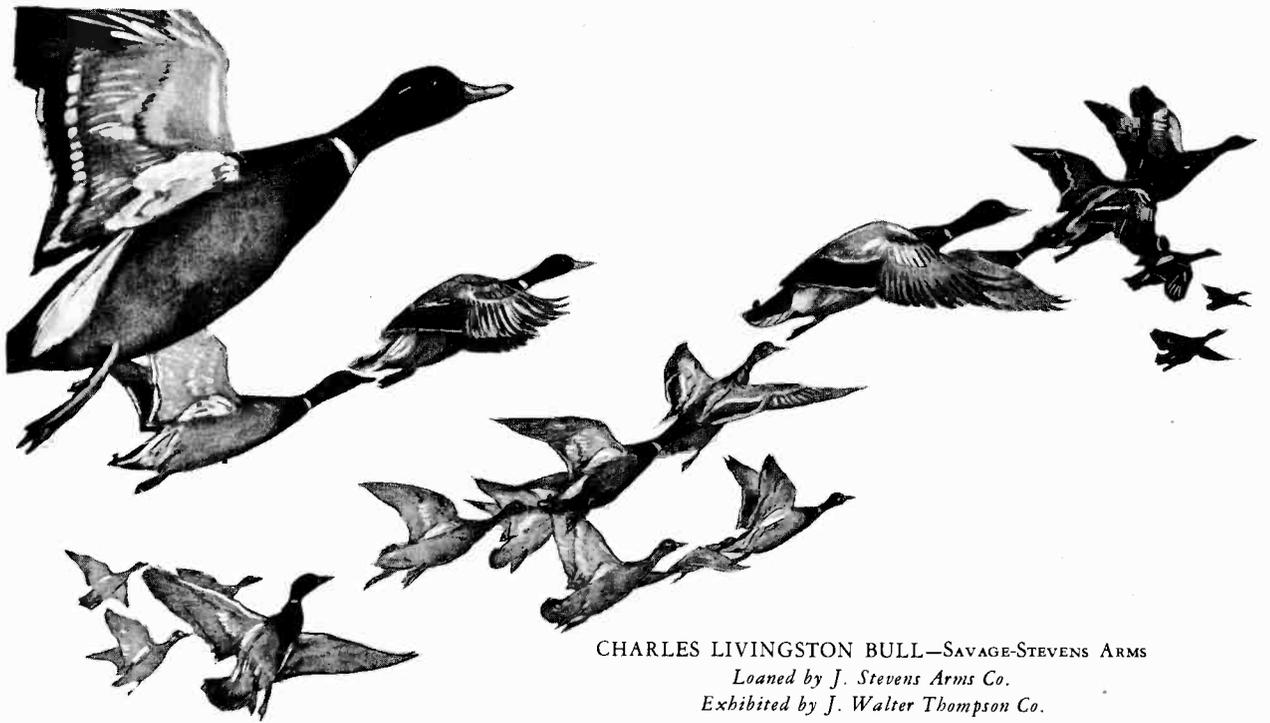
HUGH FERRISS—INSULATING  
*Loaned by Johns-Manville, Inc.*  
*Exhibited by Newell-Emmett Co., Inc.*



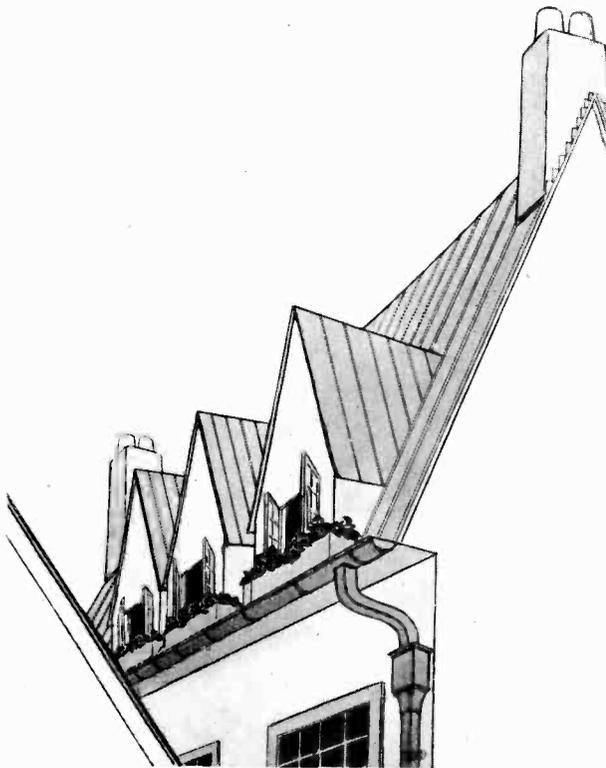
FROM DUTCH ETCHING BY VANDROUS—PAPER  
*Loaned by Japan Paper Co.*  
*Exhibited by Japan Paper Co.*



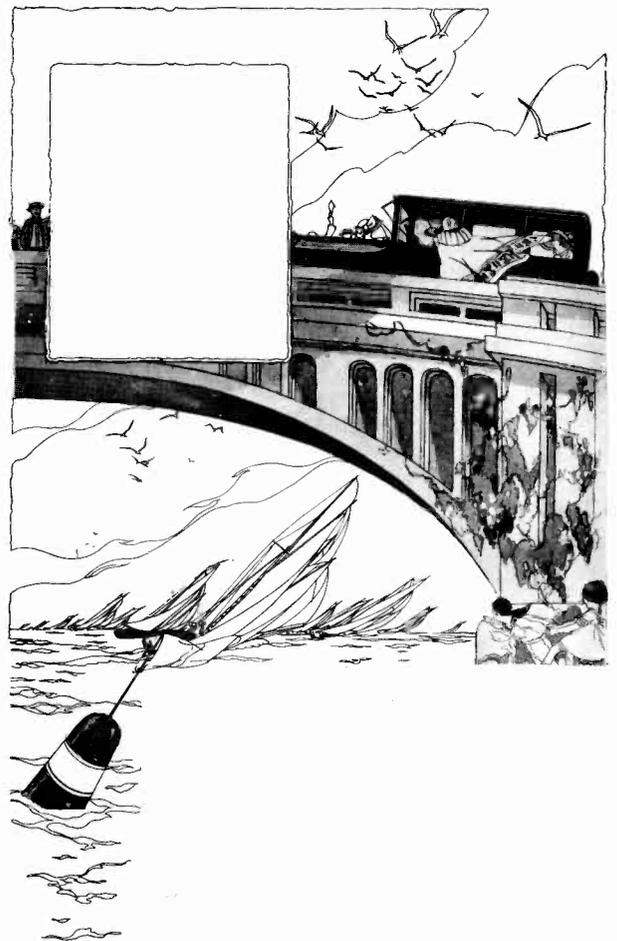
C. P. HELCK—TRANSPORTATION  
*Loaned by Canadian Pacific Cruises*  
*Exhibited by Federal Advertising Agency*



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



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



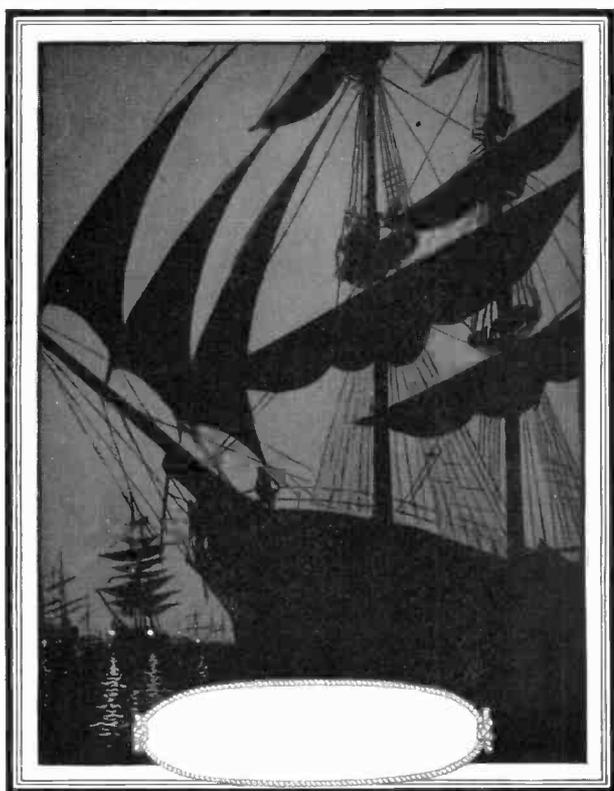
FREDERICK J. GARNER—AUTOMOBILES  
*Loaned by Franklin Automobile Co*  
*Exhibited by Walter Howard Munroe*



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.*



MYRON PERLEY—WALLBOARD  
 Loaned by U. S. Gypsum Co.  
 Exhibited by Erwin, Wasey & Co.



MELVIN HANSEN—FURNITURE  
 Loaned by W. & J. Sloane  
 Exhibited by Frank Presbrey Co.



MELVIN HANSEN—LIFE INSURANCE  
 Loaned by The Prudential Insurance Co. of America  
 Exhibited by Frank Presbrey Co.



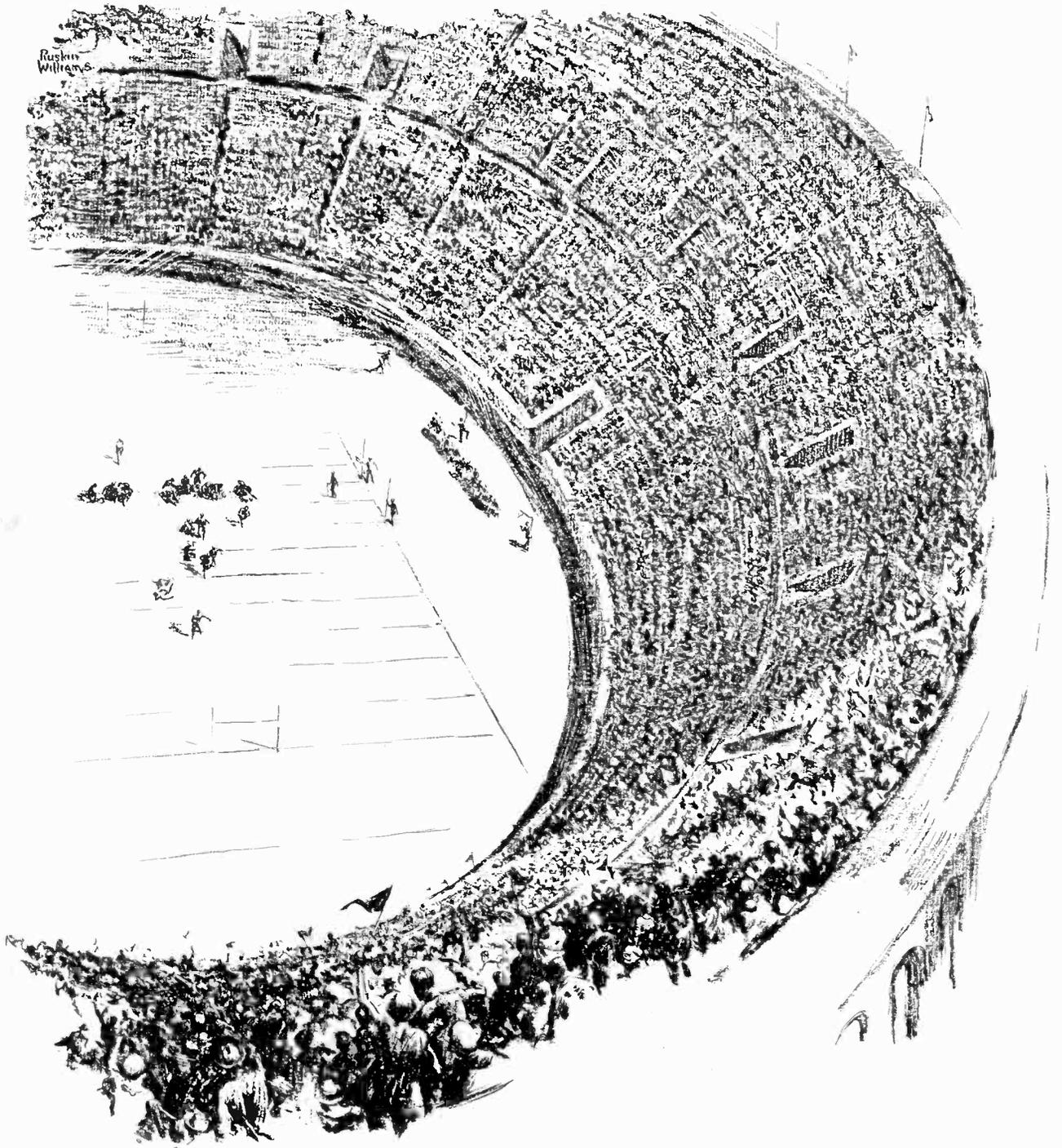
FRANK HOFFMAN—HOUSE ADVERTISING

*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-Emmett Co., Inc.*

Honorable Mention



HERBERT STOOPS—JELL-O  
*Loaned by The Jell-O Company, Inc*  
*Exhibited by The Dauchy Company*

Second Honorable Mention



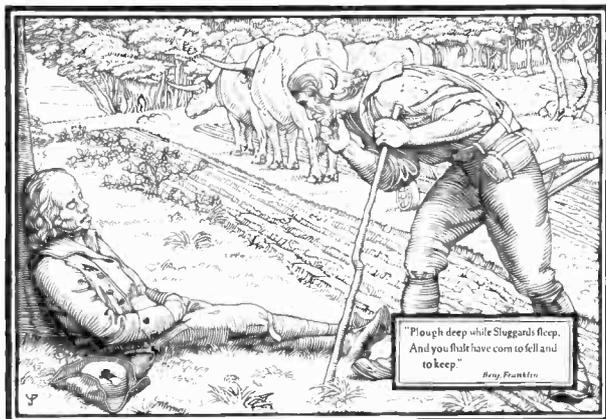
BERTRAND ZADIG—Books  
*Loaned by Doran Publishing Co.*  
*Exhibited by Bertrand Zadig*  
Third Honorable Mention



ALTON C. PAINTER—CHRISTMAS CARD

*Loaned by Ben Dale Co.*

*Exhibited by Ben Dale Co.*



W. PARKE JOHNSON—HOUSE ADVERTISEMENT

*Loaned by Franklin Printing Co.*

*Exhibited by Franklin Printing Co.*



W. PARKE JOHNSON—HOUSE ADVERTISEMENT

*Loaned by Franklin Printing Co.*

*Exhibited by Franklin Printing Co.*



A. T. TORNROSE—BANK

*Loaned by The Seaboard National Bank*

*Exhibited by The Blackman Company*

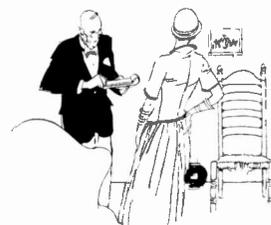
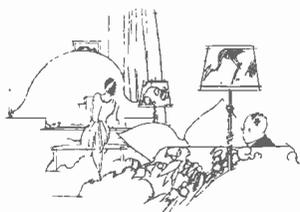
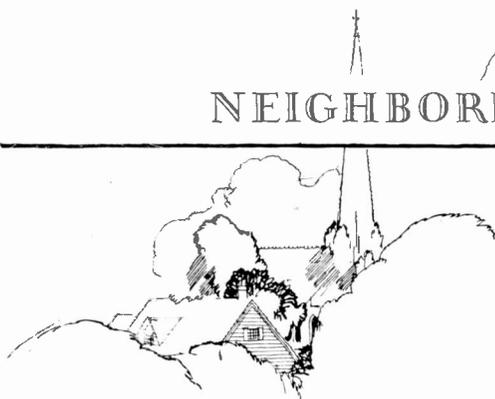


JOHN WOLCOTT ADAMS—HOUSE ADVERTISEMENT

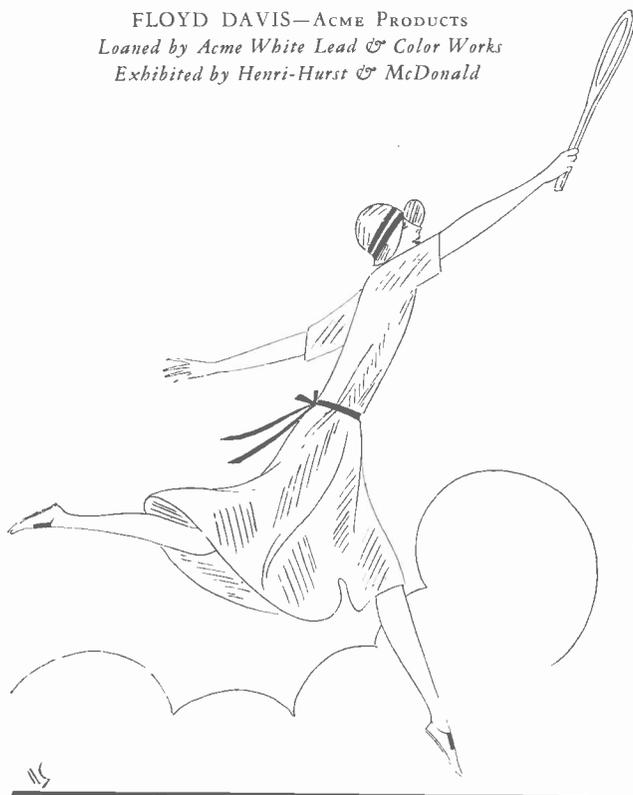
*Loaned by N. W. Ayer & Son, Inc.*

*Exhibited by N. W. Ayer & Son, Inc.*

# 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.—CLOTHES  
 Loaned by Peckham-Foreman, Inc.  
 Exhibited by Frank Presbrey Co.



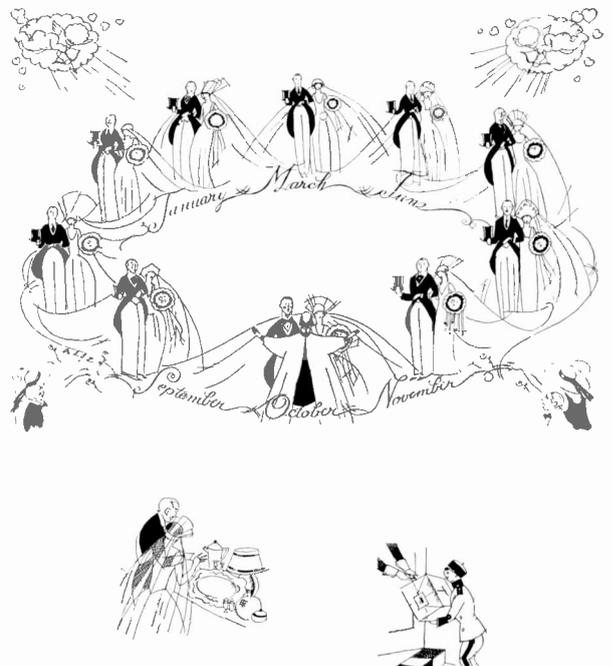
BENITO—DOBBS SHOPS  
 Loaned by Dobbs & Co.  
 Exhibited by T. L. McCready



GEORGE O'NEILL  
 STANFORD BRIGGS INC.—SHOES  
 Loaned by  
 M. N. Arnold Shoe Co.  
 Exhibited by  
 N. W. Ayer & Son, Inc.



LOUISE ROBERTS—HANDMADE PAPER  
 Loaned by Japan Paper Co.  
 Exhibited by Japan Paper Co.



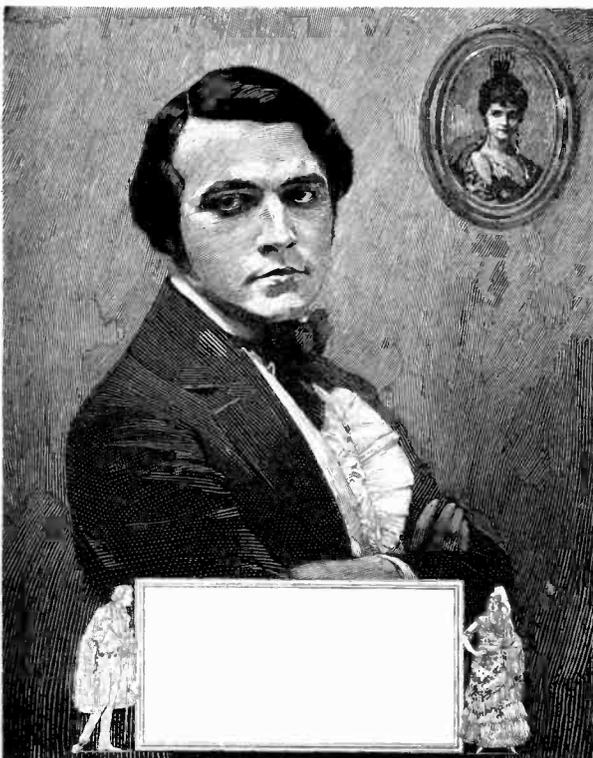
GEORGE CLISBEE—GIFTS  
 Loaned by Ovington's  
 Exhibited by Barton, Durstine & Osborn, Inc.



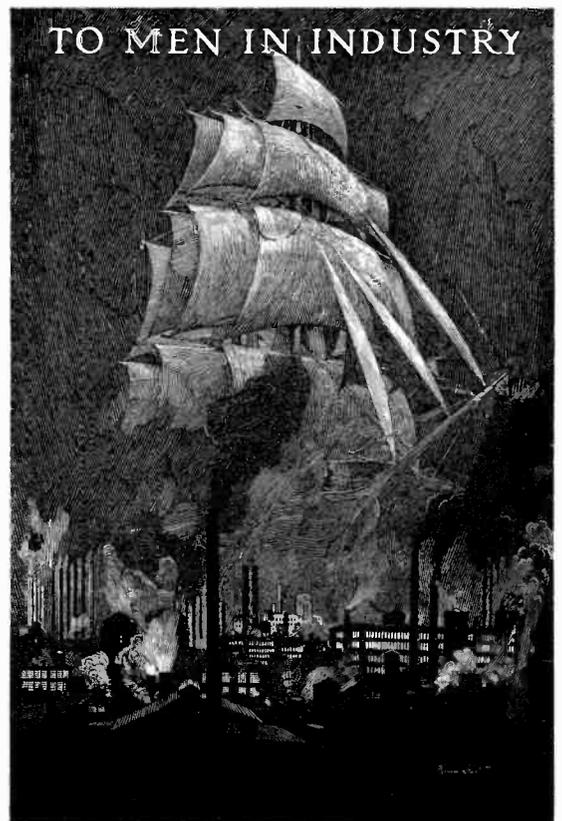
W. P. WELSH—INSTITUTIONAL  
 Loaned by Westinghouse Elect. & Mfg. Co.  
 Exhibited by Fuller & Smith



EDWARD V. JOHNSON, STANFORD BRIGGS INC.—BREAD  
 Loaned by Wm. Freibofer  
 Exhibited by J. Walter Thompson Co.



FRANKLIN BOOTH—"THE BRIGHT SHAWL"  
 Loaned by Inspiration Pictures  
 Exhibited by H. E. Lelan Adv. Agency



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 Berrrand Zadig*



ROBERT HAYNE—CAVALIER FURNITURE  
*Loaned by Tennessee Furniture Corp.*  
*Exhibited by The Procter & Collier Co.*



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



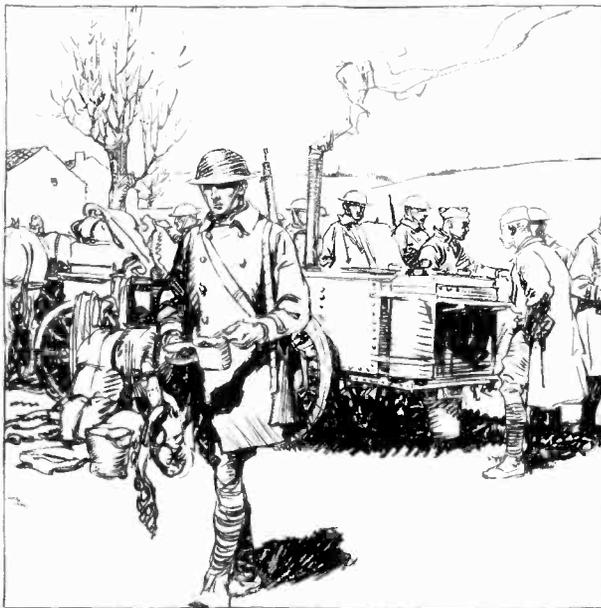
EDWARD MONKS—SHOES  
*Loaned by Ground Gripper Shoe Co.*  
*Exhibited by Joseph Richards Co., Inc.*



RODNEY THOMPSON—BREAD  
 Loaned by Wm. Freibofer  
 Exhibited by J. Walter Thompson Co.



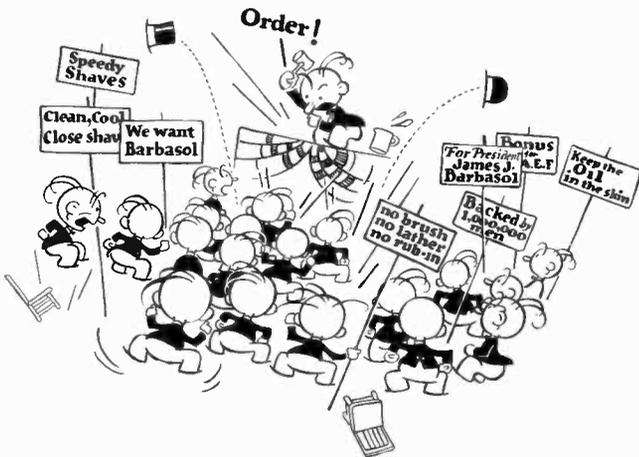
KERR EBY—BREAD  
 Loaned by Wm. Freibofer  
 Exhibited by J. Walter Thompson Co.



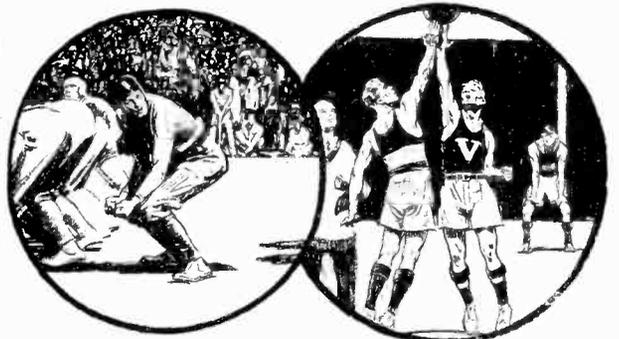
HERBERT STOOPS—JELL-O  
 Loaned by The Jell-O Company, Inc.  
 Exhibited by The Dauchy Company



HERBERT STOOPS—JELL-O  
 Loaned by The Jell-O Company, Inc.  
 Exhibited by The Dauchy Company



HAL STEPHENS—SHAVING CREAM  
 Loaned by The Barbasol Co.  
 Exhibited by Erwin, Wasey & Co.



W. P. WELSH—INSTITUTIONAL  
 Loaned by Westinghouse Elect. & Mfg. Co.  
 Exhibited by Fuller & Smith



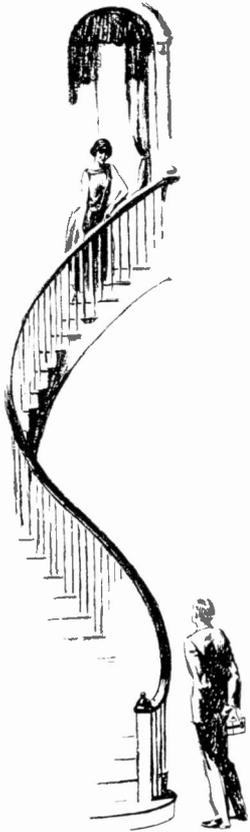
REGINALD BIRCH—BANK  
*Loaned by The Seaboard National Bank*  
*Exhibited by The Blackman Company*



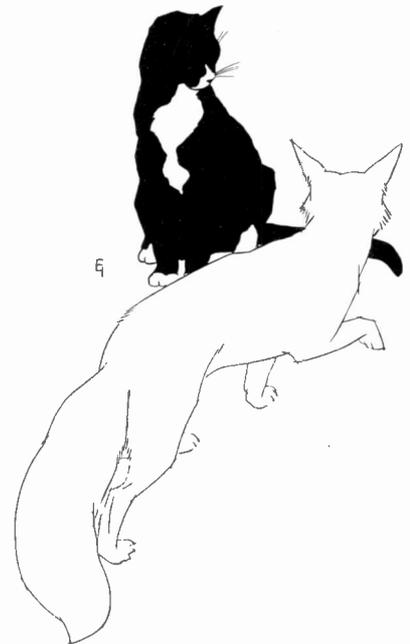
REGINALD BIRCH—BANK  
*Loaned by The Seaboard National Bank*  
*Exhibited by The Blackman Co.*



LOUISE ROBERTS—HANDMADE PAPER  
*Loaned by Japan Paper Co.*  
*Exhibited by Japan Paper Co.*



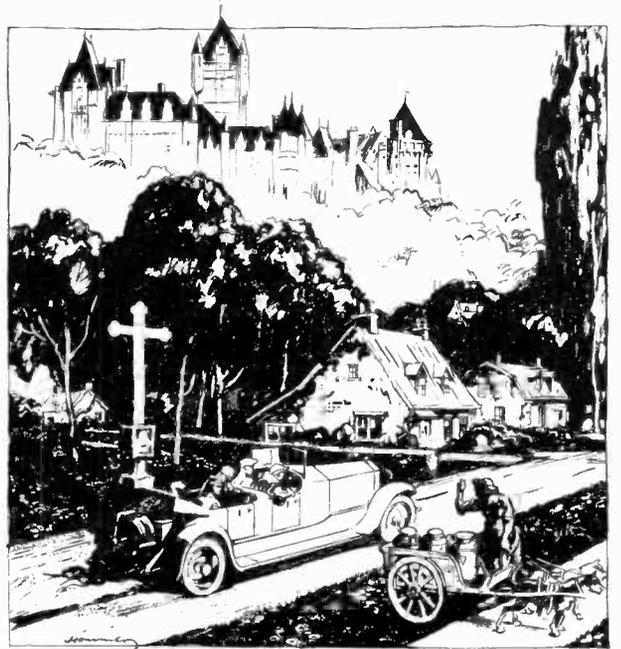
RUSKIN WILLIAMS  
 ROMANCE CHOCOLATES  
*Exhibited by J. Walter Thompson Co.*  
*Loaned by Cox Confectionery Co.*



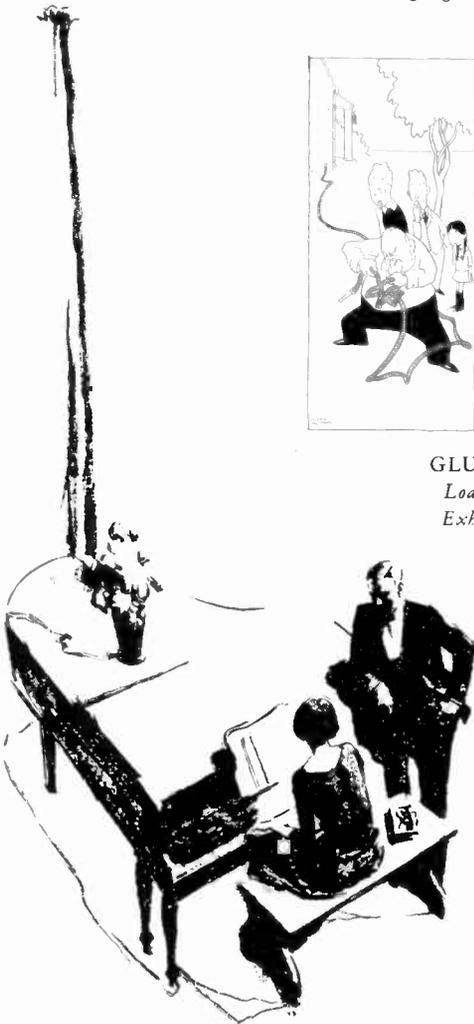
E. A. GEORGI—MURAL ADVERTISING  
*Loaned by Rusling Wood*  
*Exhibited by Calkins & Holden, Inc.*



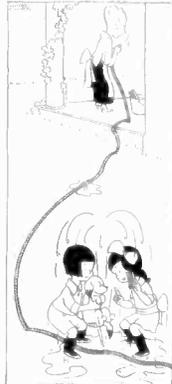
JOHN HAMMER—CHATEAU FRONTENAC  
 Loaned by Canadian Pacific  
 Exhibited by Federal Advertising Agency



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



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



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



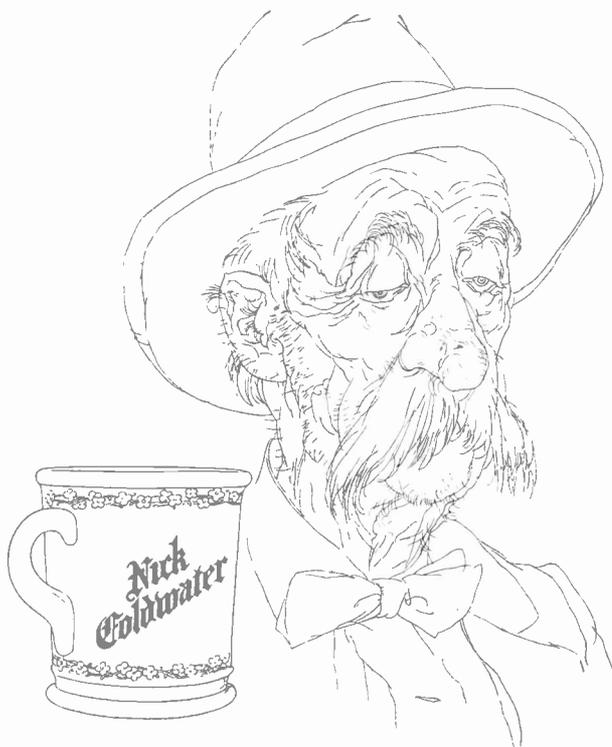
GUIDO AND LAWRENCE ROSA—PAPER  
 Loaned by Strathmore Paper Co.  
 Exhibited by Federal Advertising Agency



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.



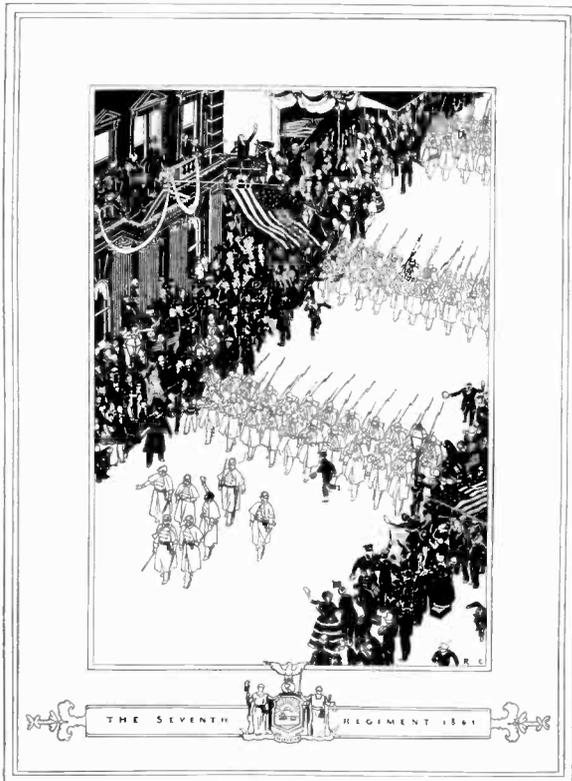
FLOYD DAVIS—SHAVING CREAM  
 Loaned by The Barbasol Co.  
 Exhibited by Erwin, Wasey & Co.



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.*



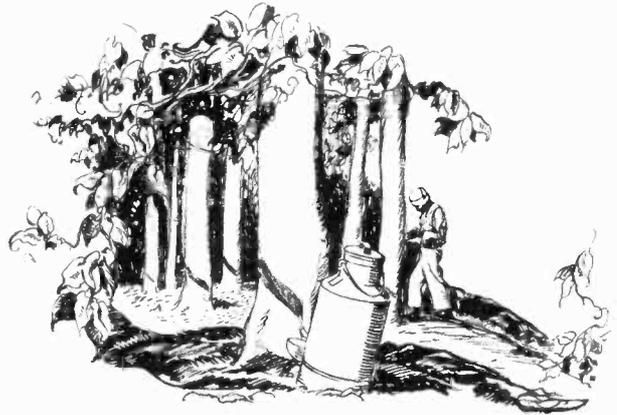
MRS. M. A. OWEN—CHOCOLATES  
*Loaned by Walter Lowney Co.*  
*Exhibited by The Blackman Company*



RENE 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.



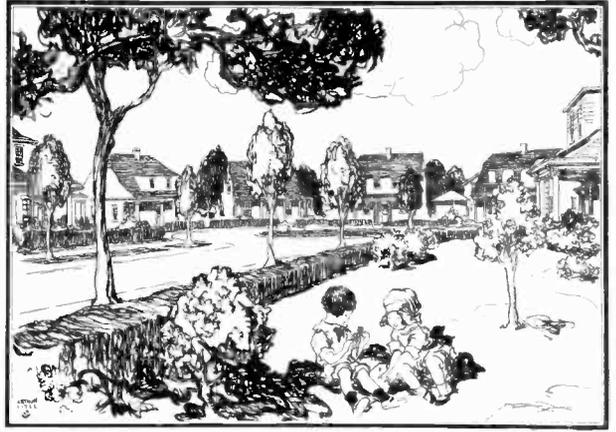
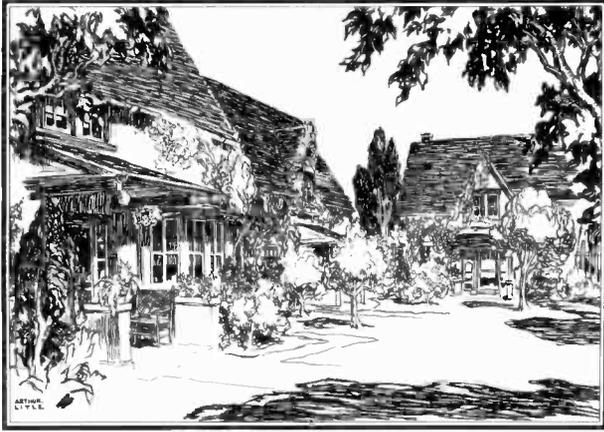
CHARLES B. FALLS—KEDS  
 Loaned by United States Rubber Co.  
 Exhibited by J. Walter Thompson Co.



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



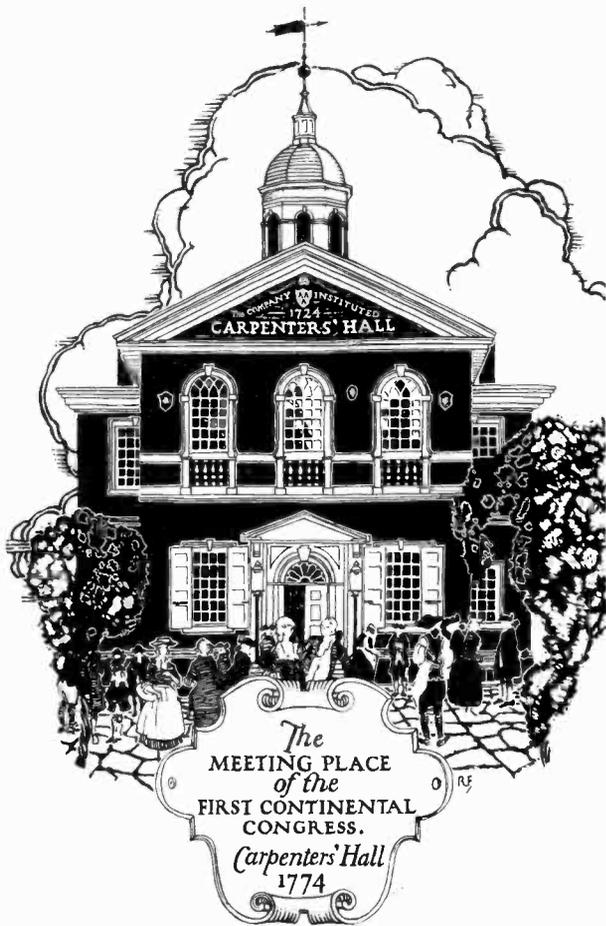
CHARLES DANA GIBSON—LIFE INSURANCE  
 Loaned by Metropolitan Life Insurance Co.  
 Exhibited by Hawley Advertising Co., Inc.



ARTHUR LITTLE—PLUMBING AND LIGHTING

*Loaned by Kobler Co.*

*Exhibited by Erwin, Wasey & Co.*



ROBERT FOSTER—CIGARS

*Loaned by Congress Cigar Co.*

*Exhibited by Eugene McGuckin Co.*



JOHN LIELLO—HOMESTEAD

*Loaned by The Homestead*

*Exhibited by Thomas F. Logan Co., Inc.*



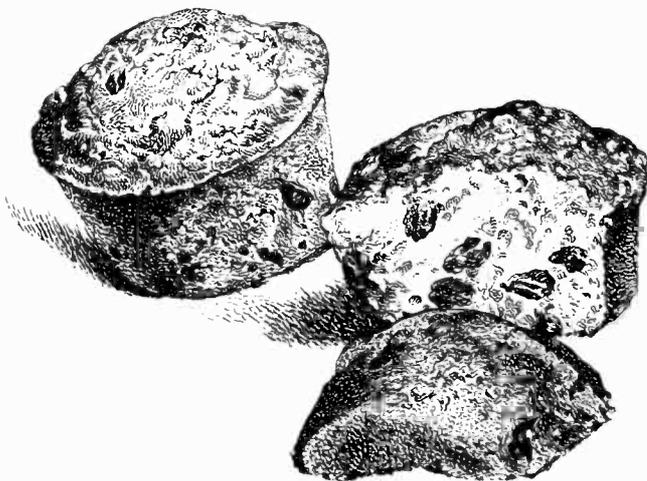
WILLIAM NEUENFELDT—REVOLVERS  
*Loaned by Smith & Wesson*  
*Exhibited by Dorrance, Sullivan & Co.*



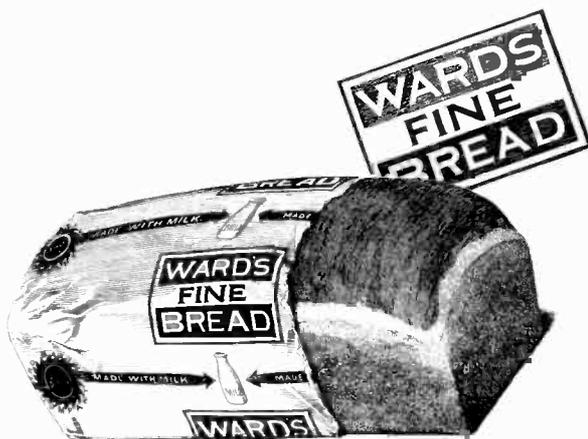
RUTHERFORD BOYD—BISCUITS  
*Loaned by Royal Baking Powder Co.*  
*Exhibited by J. Walter Thompson Co.*



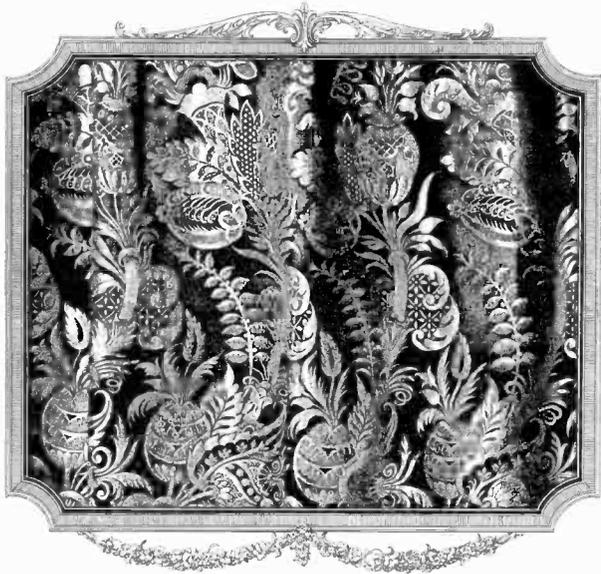
KATHERINE S. LAMB—REAL ESTATE  
*Loaned by Guy C. Mariner*  
*Exhibited by T. L. McCreedy*



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



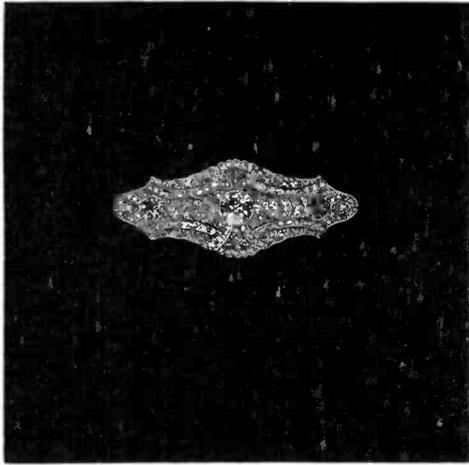
RUTHERFORD BOYD—BREAD  
*Loaned by Ward Baking Co.*  
*Exhibited by John O. Powers Co.*



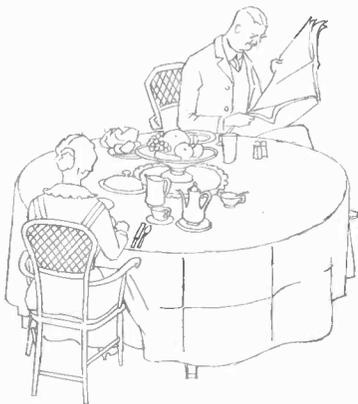
RUTHERFORD BOYD—FABRIC  
 Loaned by F. Schumacher & Co.  
 Exhibited by J. Walter Thompson Co.



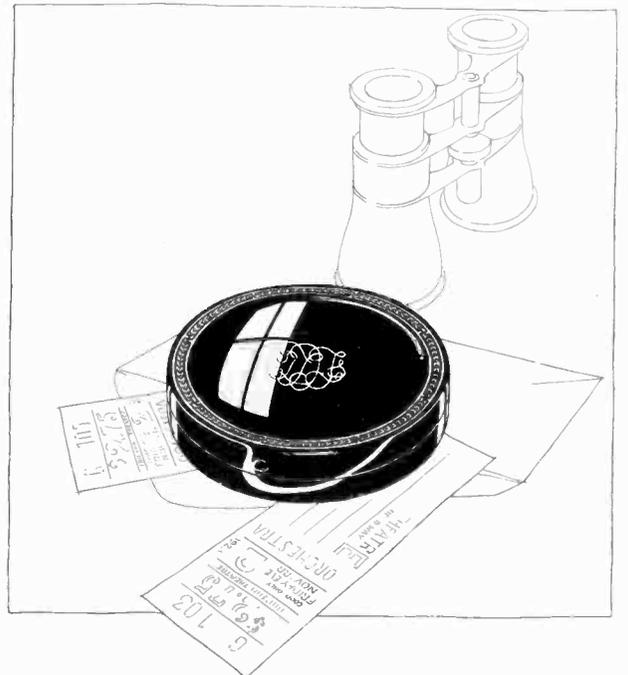
VON RUTI—ALUMINUM WARE  
 Loaned by Aluminum Goods Mfg. Co.  
 Exhibited by Erwin, Wasey & Co.



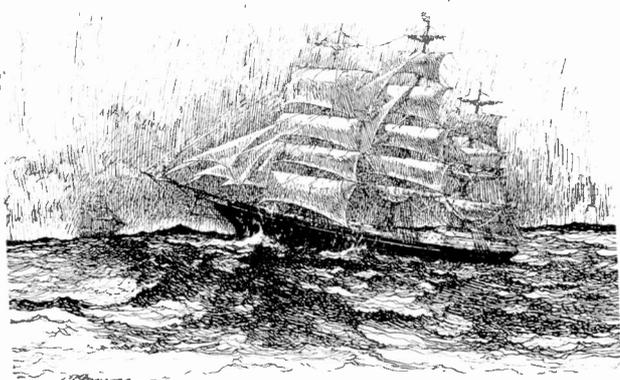
RENE CLARKE—JEWELRY  
 Loaned by Black, Starr & Frost  
 Exhibited by Calkins & Holden, Inc.



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



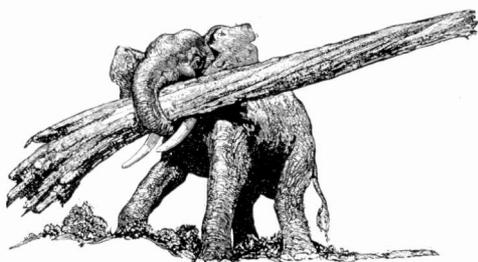
H. C. McNULTY—COMPACT POWDER  
 Loaned by Colgate & Co.  
 Exhibited by Thresher Service, Inc.



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*



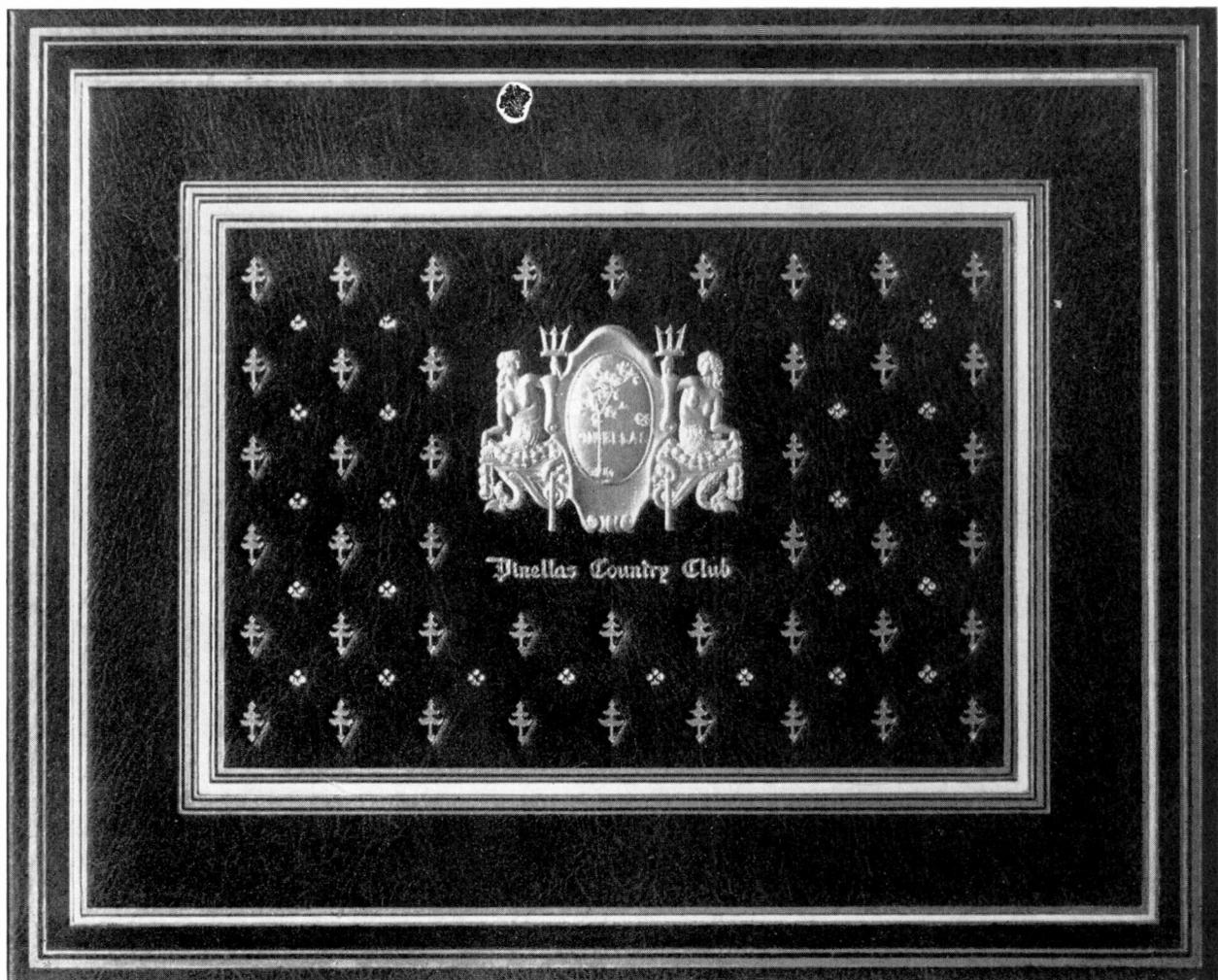
HOWARD McCORMICK—BAKELITE  
 Loaned by *Bakelite Corporation*  
 Exhibited by *Barton, Durstine & Osborn, Inc.*



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.*



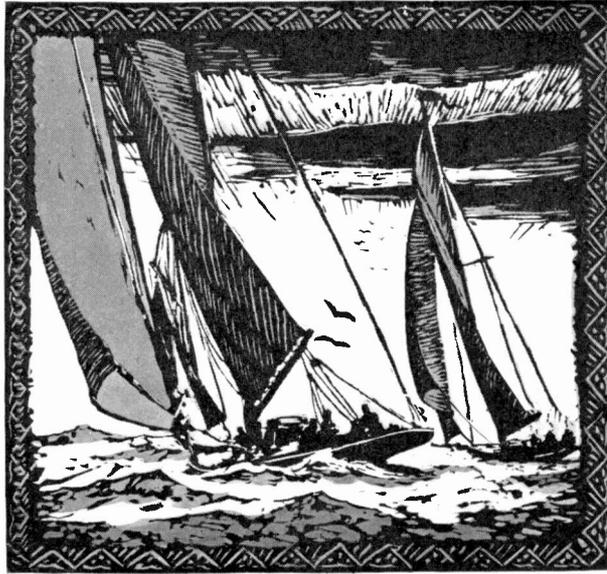
REGINALD FARR, GOESLE-ROESE STUDIO—COVER DESIGN

*Loaned by Pinellas Country Club*

*Exhibited by Goesle-Roese Studio*

Medal

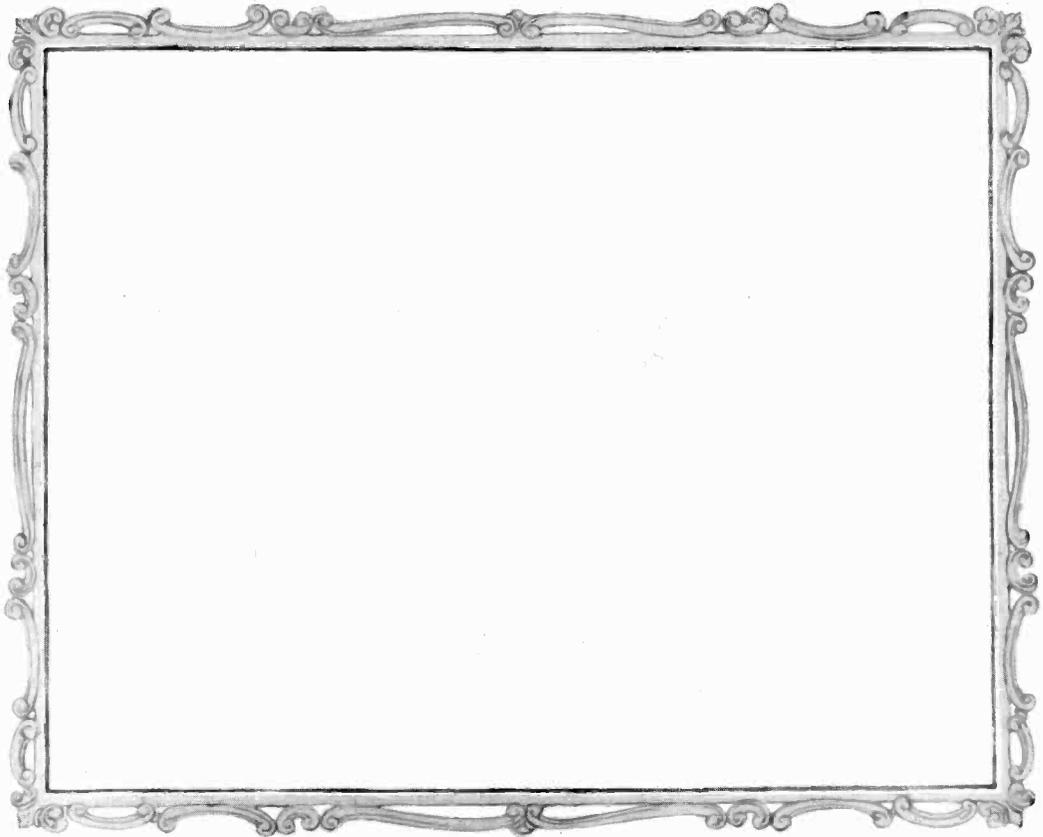
**T**he broad waters of the Gulf afford ample scope for the seamanship of the veteran yachtsman while the less venturesome find inviting sport in the various landlocked bays and inlets. Dredging now under way will furnish an ideal basin for the Belleair yacht club which will join with the yacht clubs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



GOESLE-ROESE STUDIO—PROSPECTUS

*Loaned by Pinellas Country Club*

*Exhibited by Goesle-Roese Studio*

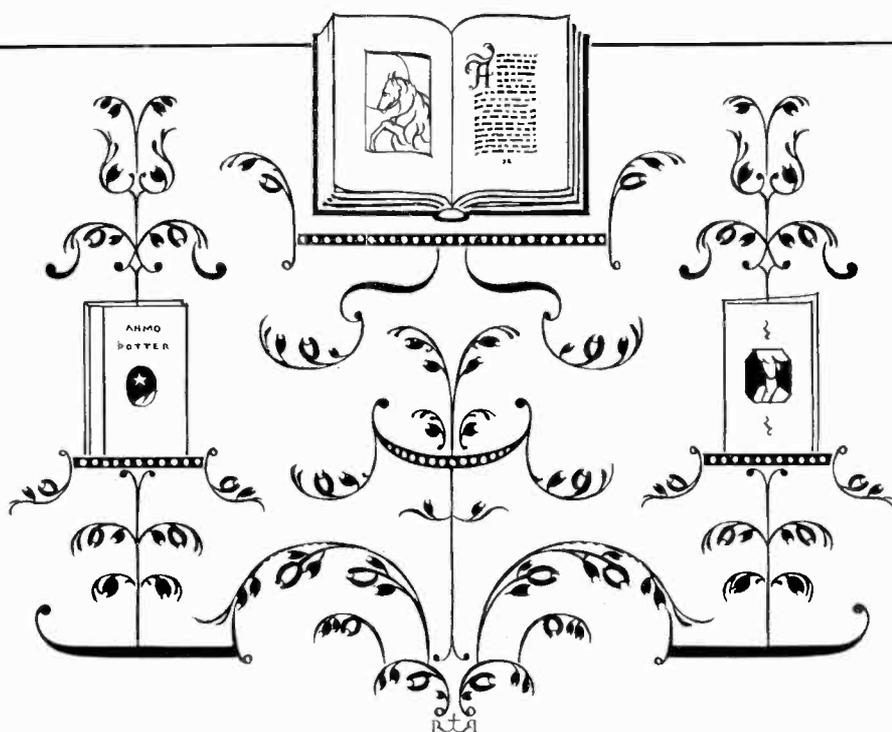


ROBERT-McQUINN-SCHUMACHER FABRICS

*Loaned by F. Schumacher & Co.  
Exhibited by J. Walter Thompson Co.*

First Honorable Mention

STRATHMORE  
CHARCOAL  
BOOK



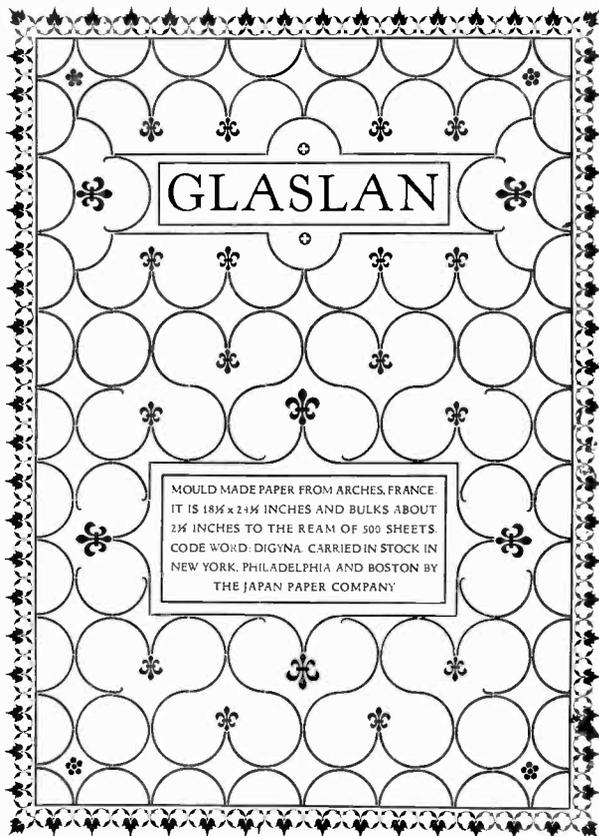
FOR THE OCCASIONS OF STRATHMORE TOWN

GUIDO AND LAWRENCE ROSA—STRATHMORE PAPER

*Loaned by Strathmore Paper Co.*

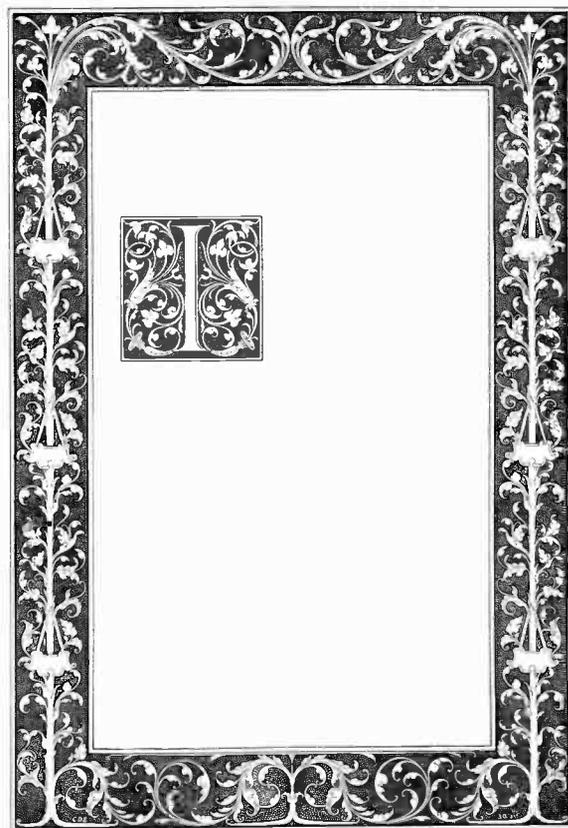
*Exhibited by Federal Advertising Agency*

Second Honorable Mention



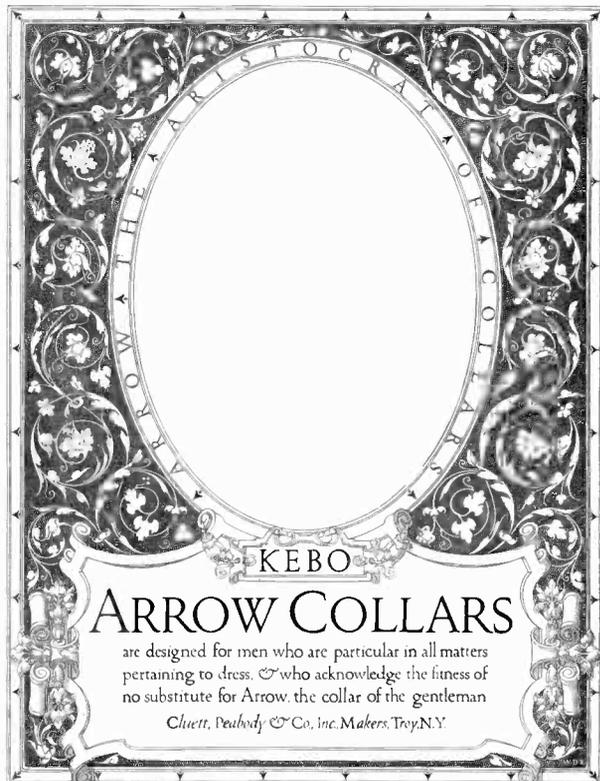
BRUCE ROGERS—FRENCH PAPER

*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*



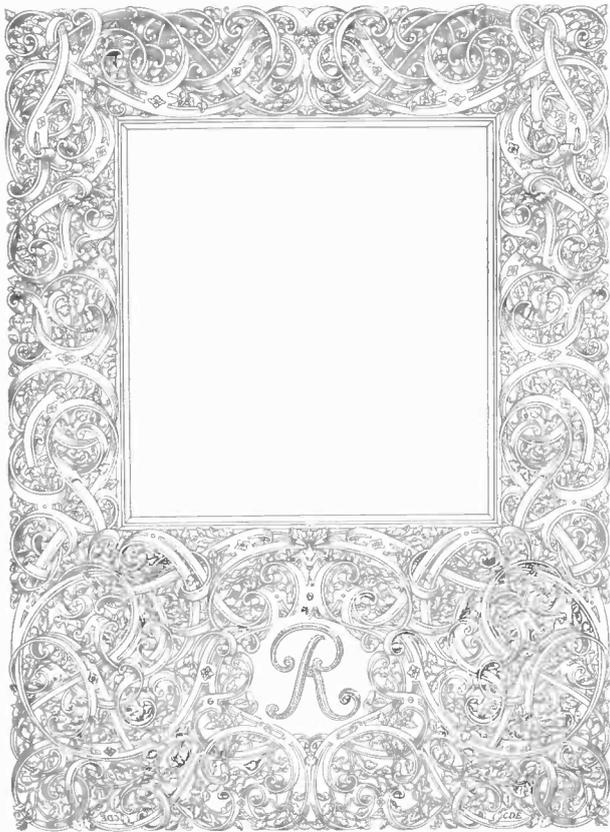
W. D. TEAGUE—COLLARS

*Loaned by Cluett, Peabody & Co., Inc.  
Exhibited by Calkins & Holden, Inc.*



GEORGE WILLARD BONTE—MOTION PICTURES

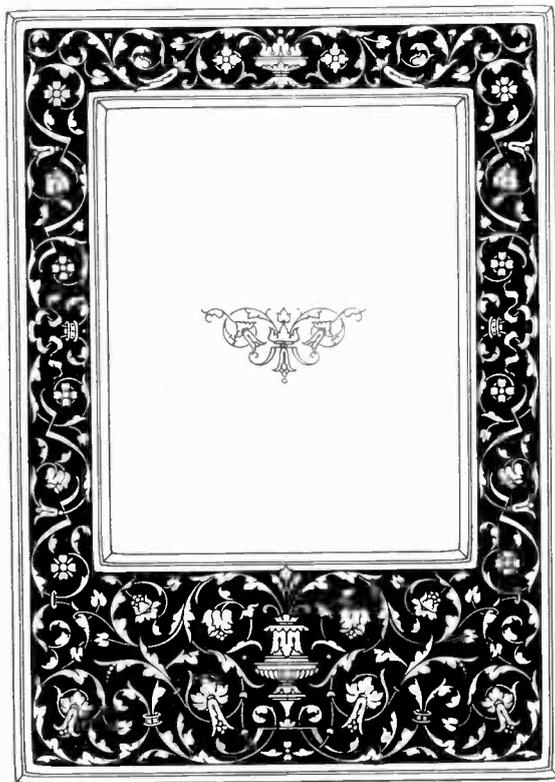
*Loaned by Warner Brothers  
Exhibited by George Willard Bonte*



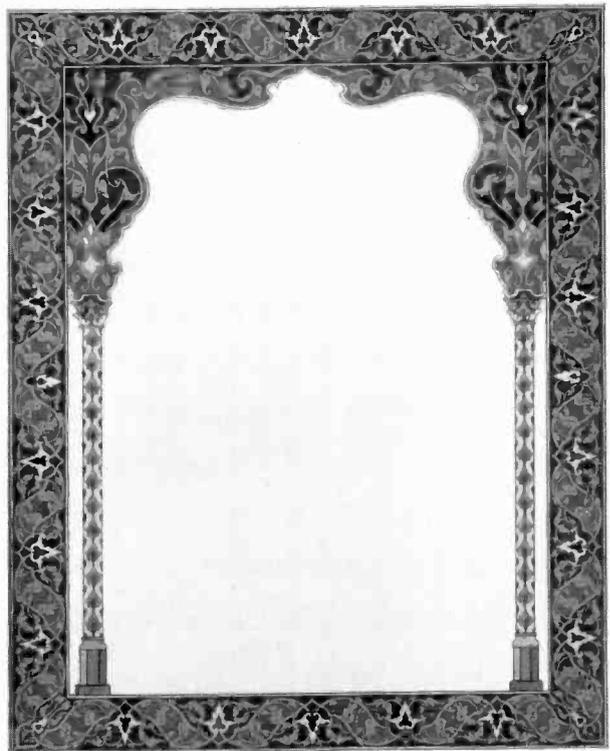
CARLTON D. ELLINGER, STANFORD BRIGGS INC.  
ANNOUNCEMENT  
*Loaned by Carlton D. Ellinger*  
*Exhibited by Carlton D. Ellinger*



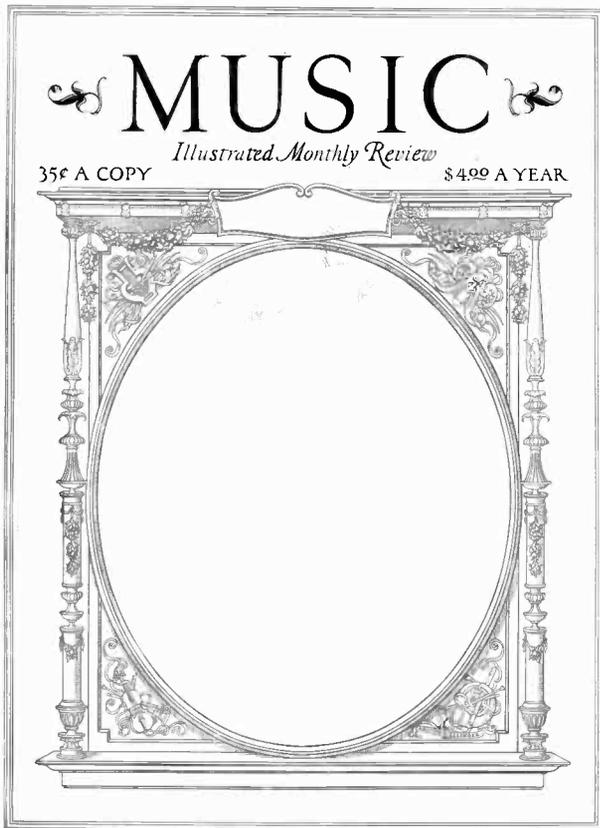
CARLTON D. ELLINGER, STANFORD BRIGGS INC.  
ANNOUNCEMENT  
*Loaned by Stanford Briggs Inc.*  
*Exhibited by Stanford Briggs Inc.*



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



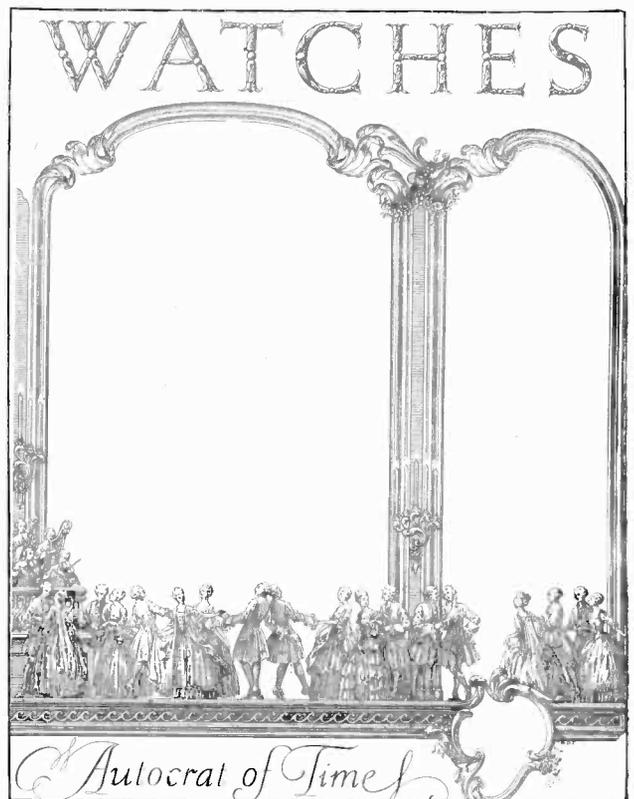
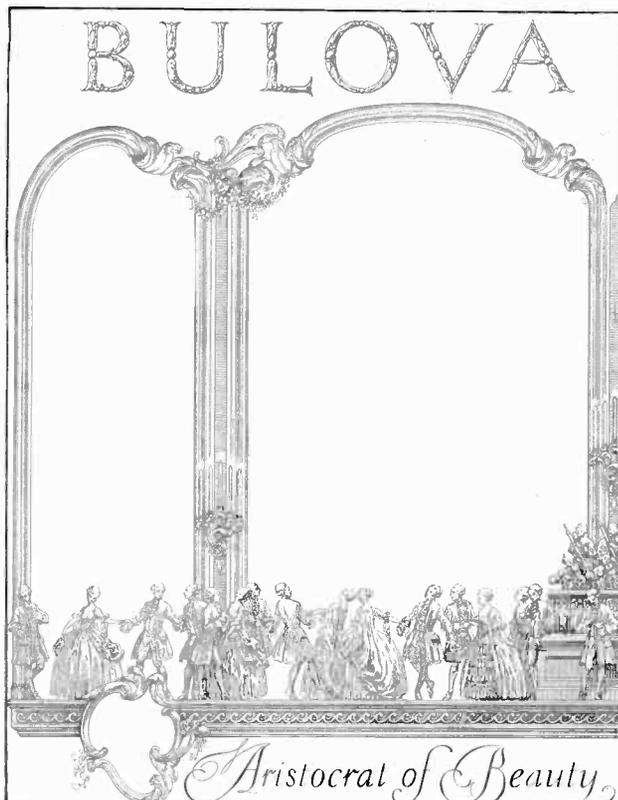
CLARENCE HORNUNG—WILTON RUG  
*Loaned by Bigelow Hartford Carpet Co.*  
*Exhibited by H. E. Lesan Advertising Agency*



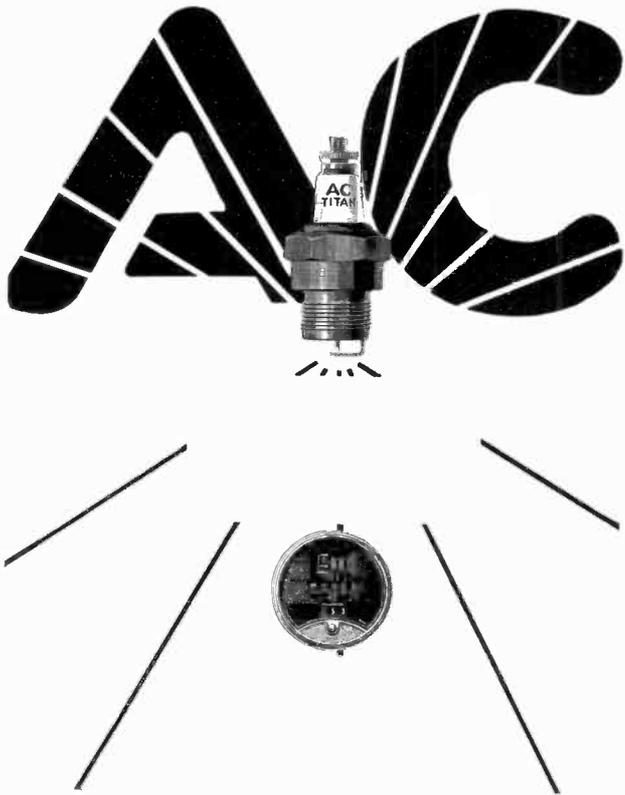
CARLTON D. ELLINGER, STANFORD BRIGGS INC.  
MAGAZINE COVER  
*Loaned by Music Illustrated Review Corp.  
Exhibited by Music Illustrated Review Corp.*



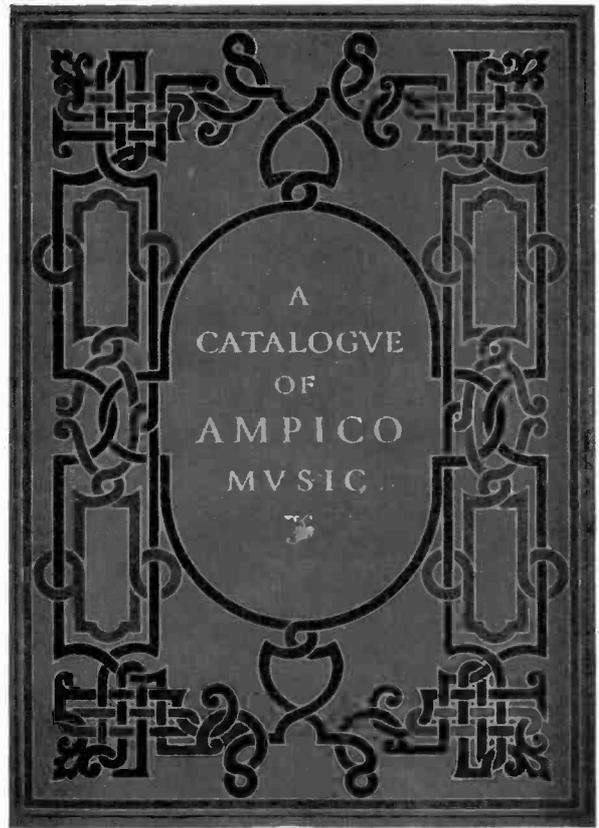
CARLTON D. ELLINGER, STANFORD BRIGGS INC.  
SILVERWARE  
*Loaned by Oneida Community Plate, Ltd.  
Exhibited by Oneida Community Plate, Ltd.*



W. D. TEAGUE—WATCHES  
*Loaned by Bulova Watch Co.  
Exhibited by The Biow Co., Inc.*



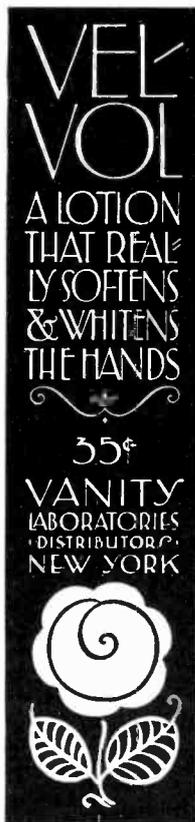
VON RUTI—SPARK PLUGS  
 Loaned by AC Spark Plug Co.  
 Exhibited by Erwin, Wasey & Co.



CLARENCE HORNUNG—CATALOGUE  
 Loaned by American Piano Co.  
 Exhibited by Clarence Hornung



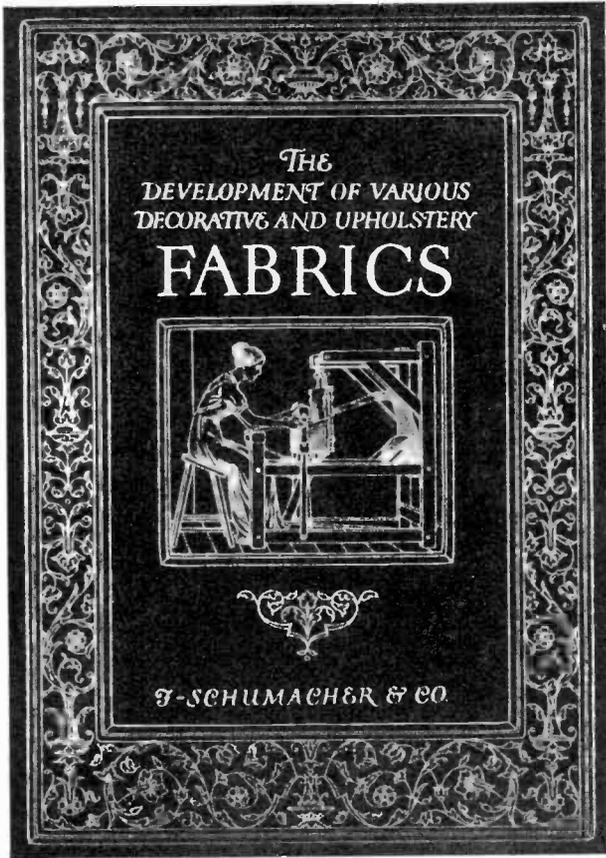
RUDOLPH SCHWARTZ—FURNITURE  
 Loaned by Century Advertising Service, Inc.  
 Exhibited by Century Advertising Service, Inc



GUSTAV B. JENSEN—LOTION  
 Loaned by Vanity Laboratories  
 Exhibited by Lambert & Feasley



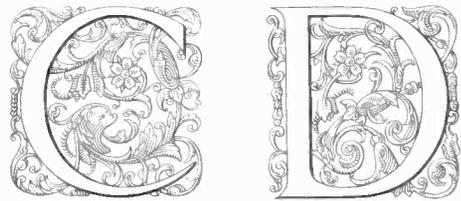
CARLTON D. ELLINGER  
 STANFORD BRIGGS INC.—COVER DESIGN  
 Loaned by International Silver Co.  
 Exhibited by Redfield, Kendrick & Odell Co.



EDWARD V. JOHNSON, STANFORD BRIGGS INC.—FABRICS  
*Loaned by F. Schumacher & Co.*  
*Exhibited by J. Walter Thompson Co.*



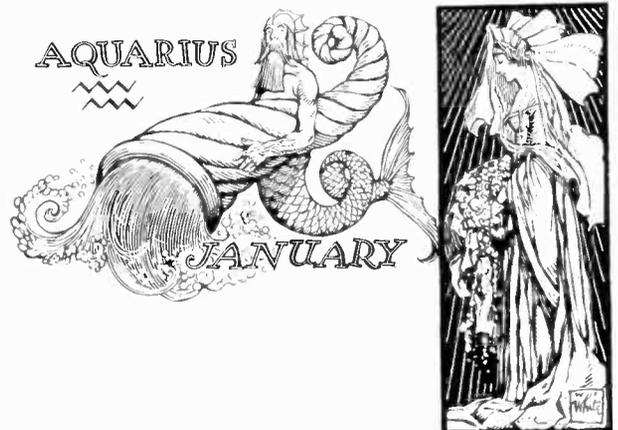
CLARENCE HORNUNG—CATALOG COVER  
*Loaned by John Wanamaker*  
*Exhibited by John C. Rankin Co.*



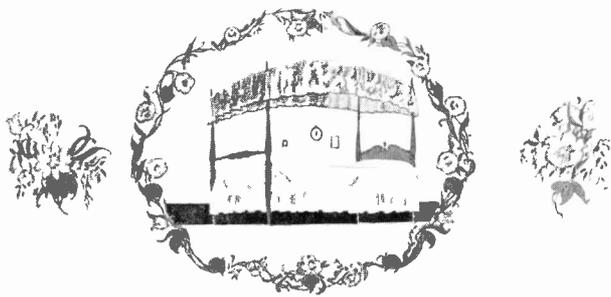
CHARLES HAFTEL—INITIALS  
*Loaned by American Type Founders Co.*  
*Exhibited by Charles Haftel*



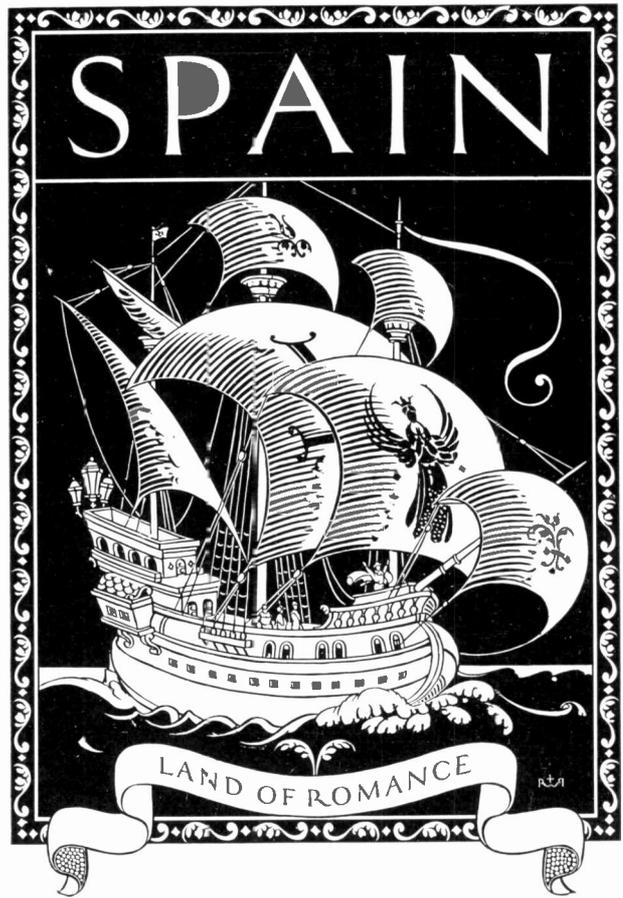
GUSTAV JENSEN—LABEL  
*Loaned by Lee & Kirby*  
*Exhibited by Gustav Jensen*



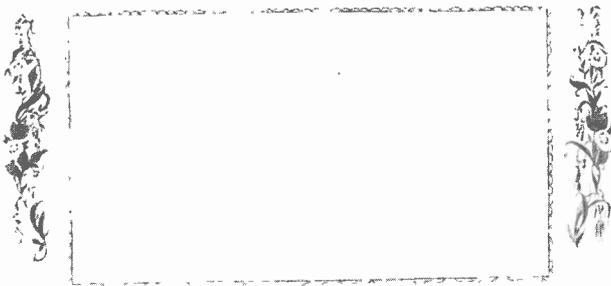
W. FLETCHER WHITE—GIFTS  
*Loaned by Ovington's*  
*Exhibited by Barton, Durstine & Osborn, Inc.*



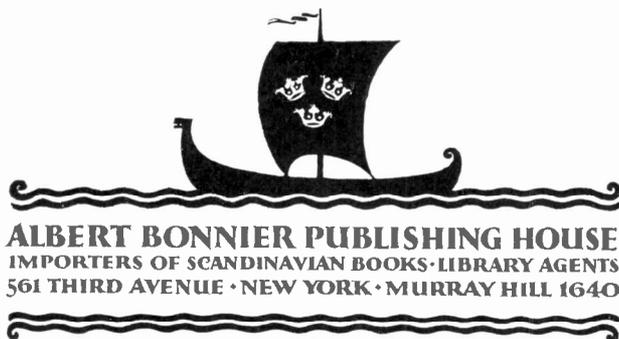
ROBERT McQUINN—FABRICS  
*Loaned by F. Schumacher & Co.  
 Exhibited by J. Walter Thompson Co.*



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



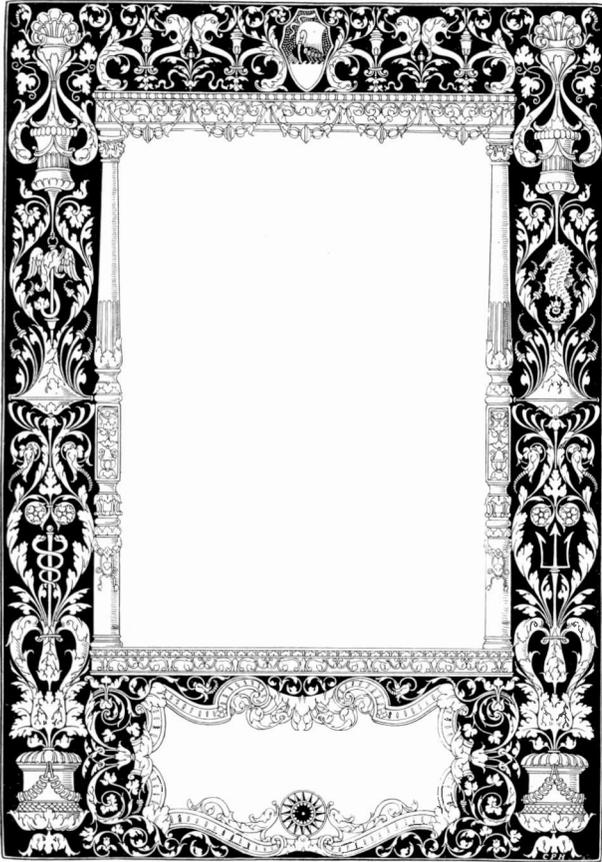
HANS SCHLEGER (ZERO)—REMOVAL  
*Loaned by Advertising Fortnightly  
 Exhibited by Advertising Fortnightly*



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

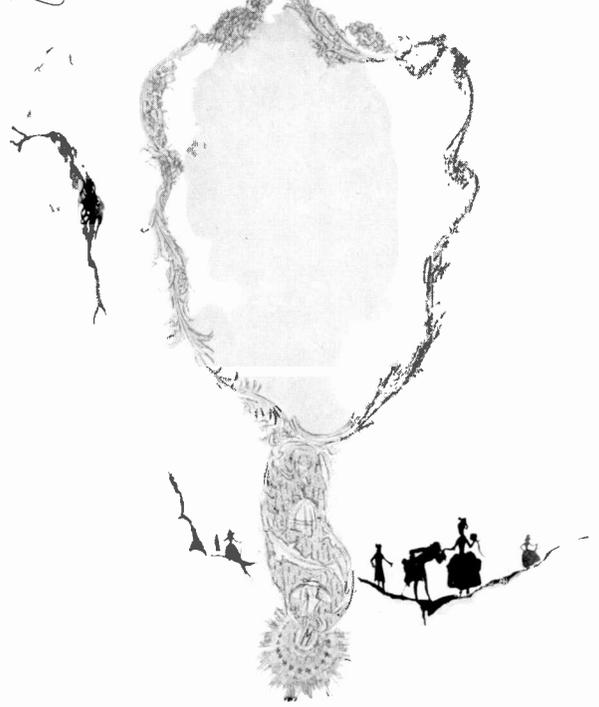


HARVEY HOPKINS DUNN—LABEL  
*Loaned by Bellin's Wonderstoen Co.  
 Exhibited by Bellin's Wonderstoen Co.*



CLARENCE HORNUNG—BOATS AND YACHTS  
*Loaned by Herresboff Mfg. Co.*  
*Exhibited by Wales Advertising Agency*

The  
 Marie Antoinette Salon at A&S



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



ALFRED CHENEY JOHNSTON—HATS

*Loaned by Dobbs & Co.*

*Exhibited by T. L. McCready*

Second Honorable Mention



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



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*



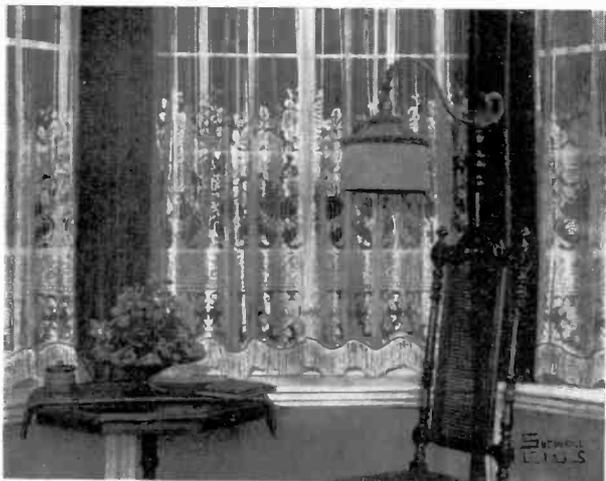
ARMSTRONG ROBERTS—BATTERIES  
*Loaned by National Carbon Co.*  
*Exhibited by N. W. Ayer & Son, Inc.*



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.*



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



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



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



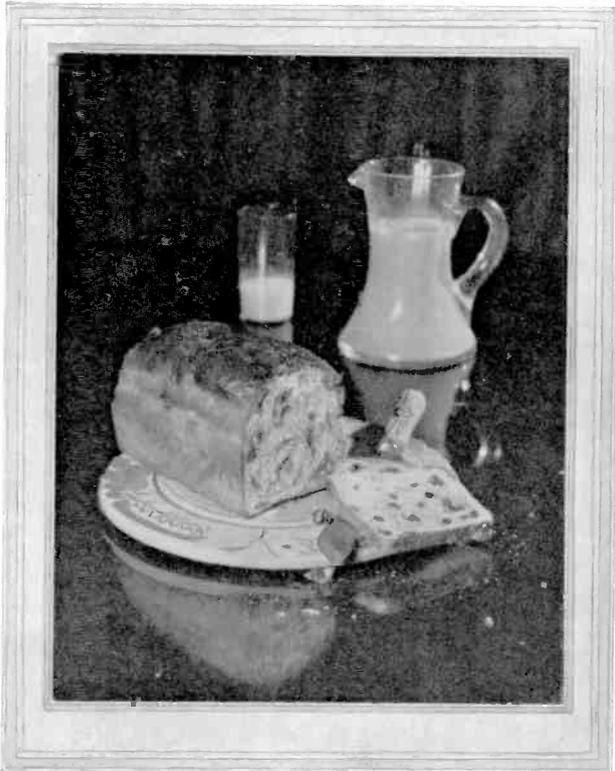
LEJAREN A HILLER—MEN'S CLOTHING  
*Loaned by R. H. Macy & Co.  
Exhibited by Barton, Durstine & Osborn, Inc.*



GRANCEL FITZ—SILVERWARE  
*Loaned by International Silver Co.*  
*Exhibited by N. W. Ayer & Son, Inc.*



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



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



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.*



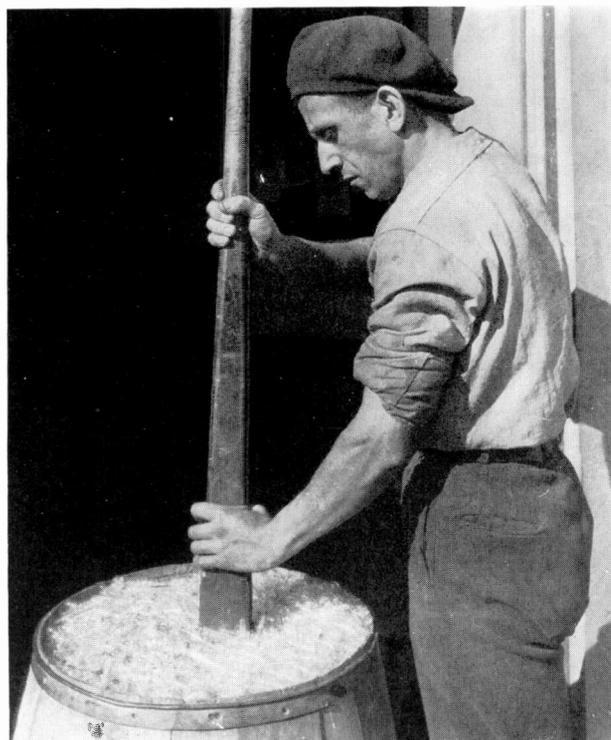
WM. SHEWELL ELLIS—LAMPS  
*Loaned by The Handel Co.*  
*Exhibited by N. W. Ayer & Son, Inc.*



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.*

**N**O MAN, it has been said, feels mortal until after he is thirty. Sickness, physical incompetence, death—they are for others. Then, and perhaps unexpectedly—there comes a realization that stuns!

In some strenuous sport he calls confidently on the physical reserves which have always carried him through. And for the first time his body fails to respond. Or, after a day of nerve-wracking emergencies at the office, he sags beneath an exhaustion that he never knew before.

It is at this moment that he realizes the departure of youth—a moment that comes once in every man's life.

All too few are the years of real health for the average man and woman. According to the United States Life Tables for 1920, we enjoy full health and vigor only between the ages of 18 and 31. Then, suddenly or slowly, we hit the down grade toward physical disaster!

How many of those who make up the "average" are spendthrifts of health! Even after they have been warned again and again that their physical resources are dwindling, men continue to squander the health they have left. They draw day after day on their physical reserve. They go without sleep, and brag of their stamina. They eat thoughtlessly, even recklessly, whipping their jaded minds to alertness, and silencing their overwrought nerves, with mealtime doses of caffeine.

#### When the Limit is Reached

One day—they seldom know just when—they draw on their dwindling reserve of vital energy beyond the limit of safety. Occasionally there is a crash and a long "vacation," with doctors and nurses laboring to repair the ruin. More often there is a gradual process of decay—the secret attack of some insidious disease on a vital organ—with no active consciousness of the disaster until a thorough physical examination results in a murmured consultation among the physicians, the shaking of heads, and the muttering of scientific terms meaningless to the layman.

The surest way known to science to forestall this disaster—the surest way to extend the

Once in every man's life—



and flavor make the meal more enjoyable—encourage the blood and digestive juices in their work—without counteracting these good effects by drugging!

You can drink all the Postum you want, every meal of the day. There isn't a taut nerve, a sleepless hour, or a headache in it! The children can have it, too. Made with hot milk instead of water, it is particularly good for them, giving them the added nourishment of milk, and a flavor they are sure to enjoy!

We want you, in the interest of your health, to try Postum for thirty days. We will give you, free, your first week's supply for this thirty-day test. We will have Carrie Blanchard, nationally famous food demonstrator, send you her own directions for preparing it in the most delicious way.

Thirty days is a small time to make a test which may influence your health all the rest of your life. Surely this is an easy step in the right direction! Accept Carrie Blanchard's offer now!

#### Carrie Blanchard's Offer

"Men have always been partial to my Postum. Anybody can make it as well as I can—but there are a few simple things to remember.

"I have written these things down, and will be mighty glad to send my directions to any one who will write. I also want to send enough Instant Postum, or Postum Cereal (the kind you boil), to get you well started on your thirty-day test.

"If you will send in your name and address, I'll see that you get the kind you want, right away."

FREE—MAIL THIS COUPON NOW!

S. E. P. 18-24

POSTUM CEREAL Co., Inc., Battle Creek, Mich.

I want to make a thirty-day test of Postum. Please send me, without cost or obligation, the first week's supply of

INSTANT POSTUM . . . .  Check which you prefer

POSTUM CEREAL . . . .

Name .....

Street .....

City ..... State .....

In Canada, address CANADIAN POSTUM CEREAL Co., Ltd., 45 Front St. East, Toronto, Ontario

© 1924, P. C. Co.

*Convenience and economy!* Your grocer sells Postum in two forms. Instant Postum, made in the cup by adding boiling water, is the easiest drink in the world to prepare. Postum Cereal (the kind you boil) is also easy to make, but should be boiled twenty minutes. Either form costs less than most other hot drinks.

Medal for design of complete advertisement  
 ARTHUR W. MUNN, Art Director, Young & Rubicam  
 Illustration by Pruett Carter



## 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*

For as Long as These

Shall Endure



**Y**OU 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

# SHEETROCK

The **FIREPROOF WALLBOARD**

Reg. U. S. Pat. Off.

Second Honorable Mention for design of complete advertisement  
GERALD PAGE-WOOD, Art Director, Erwin, Wasey & Co.  
*Illustration by Myron Perley*



She is not satisfied with good enough

It is an inevitable emotion in the life of a woman who has good food before her that she is not satisfied with good enough. She wants something better. She wants something that will give her more pleasure and satisfaction. She wants something that will make her feel that she is getting the most out of her food.



### Premier Salad Dressing

1



Do your feet find a weary way?  
The best solution known to the world is to wear

GRIPPER SHOES. They are the only shoes that give you the most support and comfort. They are made of a special material that is soft and pliable, and they have a special sole that gives you the most grip and traction. They are the only shoes that will last you for years.



GRIPPER SHOES

2



Now Make Dull Breakfasts Happy and Gay!



By making the morning appetizing you gain back the time that is lost in the dullness of a dull breakfast. Happiness is a habit, and a habit is a habit. Make your breakfast a habit of happiness.

Quaker Puffed Wheat  
Quaker Puffed Rice

3



### EXPLORING Whitman's PLEASURE ISLAND

On SATURDAY, JUNE 10th, the DARD will open their PALM BEACH BOAT for the season with a delightful assortment of Men's and Women's SPORT SUITING and a timely and interesting selection of Dain, Regatta, Boatmen, and Women's Leisure Attire. Address: 1000 N. Broadway, Palm Beach, Fla.

4

FORBES & CO 11th Avenue, extend to their friends at PALM BEACH the Season's

### Cordial Greeting

On SATURDAY, JUNE 10th, the DARD will open their PALM BEACH BOAT for the season with a delightful assortment of Men's and Women's SPORT SUITING and a timely and interesting selection of Dain, Regatta, Boatmen, and Women's Leisure Attire. Address: 1000 N. Broadway, Palm Beach, Fla.

IN PALM BEACH, FLA. 1925

5



She gave the luncheon after all

When you give a luncheon, you want to be sure that it is a success. You want to be sure that your guests are comfortable and happy. You want to be sure that your luncheon is a joyous occasion.



1847 ROGERS BROS. SILVERPLATE

6



Raisins and spice— and everything nice!



Sun-Maid Raisins  
— Raisins — Clusters



7

REINVENTION IN QUEBEC

### Plan this trip for June!

Greater CHATEAU FRONTENAC

201 CADILLAC BUILDING, MONTREAL, QUEBEC

8



A joyous temptation no child can resist

When you give a child a bowl of Quaker Puffed Wheat or Quaker Puffed Rice, you are giving them a joyous temptation that they cannot resist. It is a habit that will last a lifetime.

Quaker Puffed Wheat



Quaker Puffed Rice

9

**SANITAS**  
 Makes disinfectant that can be kept clear

Styles for every room in the house

10

*Molasses Raisin Bran Muffins*

**Brer Rabbit Molasses**

11

**OSHKOSH**

12

**Now you can prevent Dry Mouth that leads to tooth decay**

The scrubbing the natural folds of the mouth this tooth paste keeps your mouth healthy and your teeth safe

**PEBECO TOOTH PASTE**

13

*Traveling at a Jog Trot you learn the Traditions of Virginia Hot Springs*

**Mr. HOMESTEAD Hot Springs Virginia**

14

*Choice in Every Woman's Life*

15

**New Standish Cretonnes**  
 shut give color and distinction to every room

**STANDISH FABRICS**

16

*Do You Shave in Pullmans or Hotels?*

**Barbasol**

18

*A famous HERATI Rug reflecting the finest traditions of the Rug Weavers Art*

**A. M. KARAGHEUSIAN**

18

19

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

*Wash with our special soap if you use the right safeguards - it is neglect that does the damage*

Free Gift \$50

20

**DOBBS HATS**

21

*Cashmere Bouquet Soap*

22

Perma-zinc is a scientific discovery that has long been known to the chemists and doctors who are doing their best to give us the most complete protection. That's why we call it Perma-zinc.

The New Jersey Zinc Company  
New Jersey Zinc Division

**zinc**

23

*My love's like a red red rose*

319

**COLGATE'S**  
Perfumes

24

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

*Wash with our special soap if you use the right safeguards - it is neglect that does the damage*

Free Gift

321

25

*Mr. Breakfast*

**PET**

26

*It is easier than most women imagine - to gain the charm of a beautiful skin.*

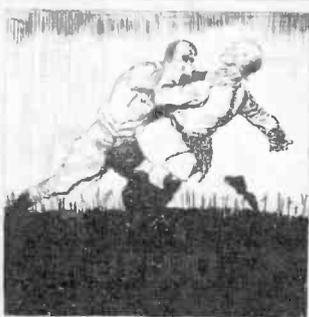
27



# JELL-O



*America's most famous desserts*  
37



**JELL-O**  
America's Most Famous Dessert  
AT HOME AND ABROAD

38



# JELL-O

...and more Jell-O

39

## Take on Eveready Columbias



40



41



42



43



44



45





Cake or Flakes....

Is there any other soap offered for delicate garments you would think of using on your face?

**IVORY**  
is safe!  
99<sup>44</sup>/<sub>100</sub> % Pure

55

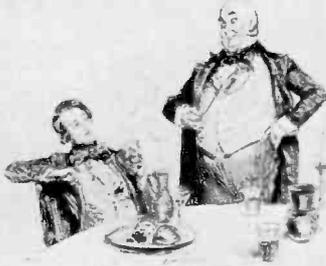


56



60

Are you a micawber?



Metropolitan Life Insurance Company - New York

57



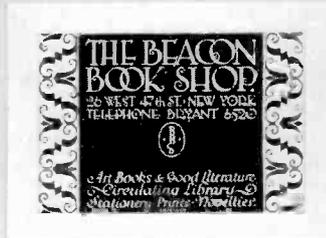
Go now!  
the world is changing!

Canadian Pacific CRUISES

58



59



61



62



REMINGTON

NEW QUIET 12



57



BLOCKADE RUNNING

64



YOU JUST KNOW SHE WEARS THEM



65



**Conquering a jungle to plant rubber trees**

The rubber planters of the Amazon basin have been conquering a jungle to plant rubber trees. The process is a long and arduous one, involving the clearing of land, the planting of seedlings, and the maintenance of the groves. The planters have faced many hardships, including disease, drought, and the attacks of wild animals. Despite these challenges, they have succeeded in establishing a thriving rubber industry in the region.



66



**"FOR THE PEOPLE AND POSTERITY"**

The Ford Motor Company is committed to providing reliable and affordable vehicles for everyone. Our cars are designed to last, ensuring that you can enjoy the open road for years to come. We believe in the power of the automobile to improve lives and create a better future for all.

*Ford Motor Company*



67



**FRANKLIN PRINTING COMPANY**

Founded in 1785 by Benjamin Franklin

514-520 Ludlow Street Philadelphia

January - 1924

SUN.	MON.	TUE.	WED.	THU.	FRI.	SAT.
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

70



*Anticipation*



68



A challenge to the sporting spirit that lies deep in every man

**SAVAGE-STEVEN'S**

69



**MICHAEL ARLEN**  
His best story this year is...

- THE GREEN HAT
- THESE CHARMING PEOPLE
- THE ROMANTIC LADY
- THE LONDON VENTURE
- "PIRACY"

71



In the morning of all great edifices, the plan of the building is laid out on a large scale. The architect's vision is brought to life through the use of skilled craftsmen and the finest materials. The result is a masterpiece of architecture that stands the test of time.

72 THE PRUDENTIAL INSURANCE CO. OF AMERICA



...sweeps as it follows you, an electric...  
 ...art, dustless...  
 ...saver time & earth heating...  
 ...cars longer...  
 ...to any home...  
 ...Your Antidust Hoover...  
 ...our easy-to-use plan.

# The HOOVER

It Sweeps as it follows you

73

# BEAUVAIS



The best quality...  
 ...Japan Paper Company

JAPAN PAPER COMPANY

311

74



...with the lowest price

ROBERT H. FOERDERER, Inc.

# VICI kid

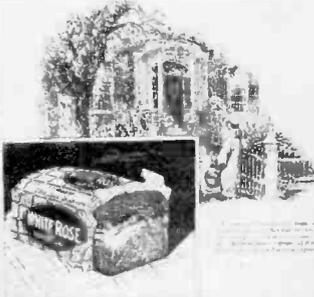
75



The age of woman's greatest charms

# Premier Salad Dressing

76



The loaf they were proud to offer the most exacting housewives in the country

...The Master Loaf of the Six Bakers

# WHITE ROSE

The Master Loaf of the Six Bakers

77

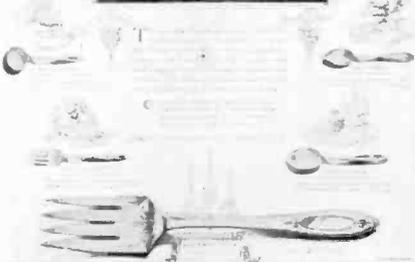
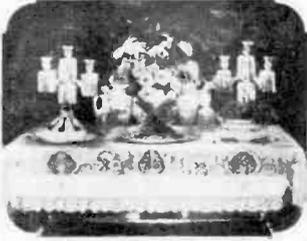


# Humming Bird

PURE SILK HOSIERY

78

# COMMUNITY PLATE



79

It happened!



80



# COMMUNITY PLATE



...The Most Beautiful...

81



Only the very rich can afford a cheap boiler!

...the very rich can afford a cheap boiler!

BOILERS  
RADIATORS  
save fuel



82



Only the very rich can afford a cheap boiler!

...the very rich can afford a cheap boiler!

IDEAL BOILERS  
AMERICAN RADIATORS  
save fuel



83



You probably bought your heating plant about the time you bought this car

...the very rich can afford a cheap boiler!

IDEAL BOILERS  
RADIATORS  
save fuel



84



...the very rich can afford a cheap boiler!

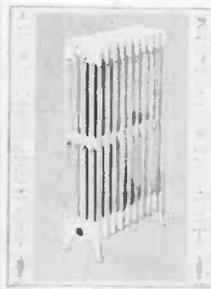
Baldwin

THE BALDWIN ENGINE COMPANY

322

85

### CORTO - The Radiator Classic



The Corto radiator is the classic of radiators...

Consider the Corto radiator the best



Send for the book

Write Heating Controls to our Distributor AMERICAN RADIATOR COMPANY

86



L I N C O L N

87

## FRANKLIN



When the conversation turns to easy handling one of the first cars mentioned is the Franklin

...the very rich can afford a cheap boiler!

88



AJAX Combs

89

### DODGE BROTHERS COMMERCIAL CAR

The Dodge Brothers Commercial Car is the most practical, most economical and most reliable of all cars...



90





Capitol Boilers

100



WILSON Silk Stockings

101



KEBO ARROW COLLARS

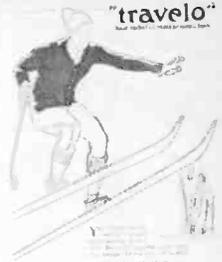
102



If your business needs a pencil it needs a printed form

HAMMERMILL BOND

103



travelo

THEY HOLD THEIR SHAPE

104

NEIGHBORHOOD BULLETINS



105



EVEREADY Radio Batteries - they last longer



BATTERIES THAT PUT PEP INTO THE LOUD SPEAKER

106

Dobbs Ensemble!



-Spirited Models in a delightful move for all-day wear

Exclusively Dobbs

DOBBS & CO  
510 Fifth Avenue

107



What a difference electric light makes ... and how much less it costs!

EDISON MAZDA LAMPS  
A GENERAL ELECTRIC PRODUCT

108



ERWIN, WASEY & COMPANY  
*Advertising*  
 CHICAGO NEW YORK WASHINGTON LONDON



Owner of fertile America, tiller of six million parcels of land, grower of most that you eat and much that you wear. He is the American Farmer—husbandman, scientist, merchant, investor and buyer in one. We know this man, and put our knowledge of his needs and life into every advertisement we prepare for his reading. If you want to sell 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.

Advertisement for the farm market, at a good deal of a specialist with Erwin, Wasey & Company, lists other our business we have been holding in all in the service and has found some of the finest farmers of western Indiana. It has success in its effect in bound on a foundation of the people we are trying to reach, and on a belief that grows from its reach that



118



119



120

From 6 to 9 in the morning...  
 How much of Brooklyn moves into Manhattan?  
 B.L.M.A.  
 IRVING BANK-COLUMBIA TRUST COMPANY

121



122

A new Positive X-ray Instrument

T...

123

WHICH WOULD YOU RATHER WEAR  
 SILK OR TIN?  
 Belding's

124



It's  
 OPEN SEASON for MARBLES

It's the season for playing with marbles...  
 The Seaboard National Bank

The Seaboard National Bank

CHICAGO AND SEASIDE BRANCHES

STRATHMORE  
 CHARCOAL  
 BOOK

126

127

125



PERFECT BISCUITS EVERY TIME

Have them for Sunday Supper in 10 minutes



My how the family loves her biscuits for supper!

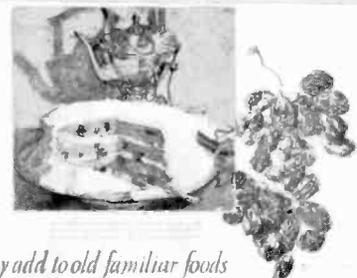
There is nothing more delicious than a hot, buttery biscuit for supper. It is a comfort food that everyone loves. The secret is in the ingredients and the way they are prepared. Use the recipe below to make your own biscuits at home.



137



138



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

Raisins are a natural source of vitamins and minerals. They are also a great source of fiber. Adding raisins to your diet can help improve your digestion and keep you feeling full longer.



Sun-Maid Raisins



139



140



Switch to IPANA for 1 Month!

Keep your gums and teeth clean and white. Use IPANA toothpaste every day. It's the best way to keep your smile bright.

IPANA TOOTH PASTE

141



JOUR

FIORET

TOILET

142



You would never guess they are married!

Pinkettes are a gentle laxative that helps you feel better. They are perfect for those who have trouble with constipation. The soft, pink tablets are easy to take and work quickly.



143



"I WILL"

It never ceases! This shout of "Here Comes the Bride!"

OVINGTON'S

144



The rich soapy solution of this new soap soaks out all dirt

Even ground in dirt comes out easily with only a light rubbing - and the clothes rinse out spotlessly clean.

145



### Directing the Miracle of the Century

General J. G. Harbord

THIRTY YEARS AGO the Radio Corporation of America was an idea. And now, every city and village, and almost every farm, has its own radio station. In a matter of 30 years, there has been a revolution in the life of this nation. The 20th century has seen the modern broadcasting system, its architecture, its structure, its organization, its business, and its service, and a new era of communication has been born.

**THE ROYAL TYPEWRITER**

is of course, Harbord's favorite. It has the highest reputation of America where efficiency and speed are so highly valued. It is a masterpiece of engineering, and its construction is so simple that it can be repaired by any one who has a few tools.

In making the machine, the Royal Typewriter Company has used the best of materials, and the best of workmanship. It is a machine which stands up to the most severe tests, and which is the most successful business investment of the day.



**ROYAL**

TYPEWRITERS

Company of the World's Best

ROYAL TYPEWRITER COMPANY, Inc.

118 Broadway, New York City

Distributors and Agents for the World Over

146

**BAKER'S BREAD**

always fresh  
always ready  
always good

BREAD IS YOUR BEST FOOD



**FLEISCHMANN'S YEAST** adds nutrition

148

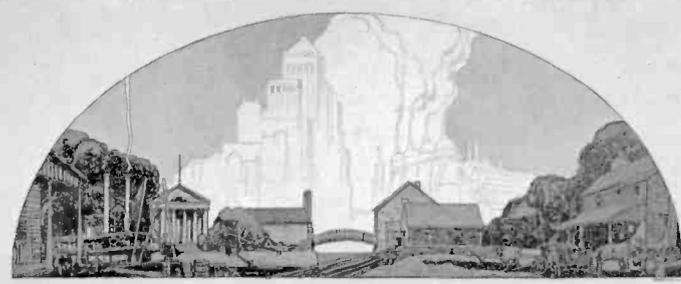


as mankind has for centuries paid to the Ben Dale Company healthily gains in the



refine chorus and wifery you and yours the greatest happiness and prosperity

149



It is the fact that the million dollar capital stock of the Company, with a book value of \$230,000 per share, now has a market value of \$380,000, its stock selling on a basis of \$1,100,000 above its actual value.

In 1921, the Virginia Trust Company created a new banking house. With excellent business judgment, the new house was considered to be something more than a place in which to do business. It was designed to look fitting and noble and to reflect credit upon the Company, and to add to its prestige.

These some features were considered when the Virginia Trust Company selected for its stationery and banking forms Crane's Bond, a paper that is both durable and distinguished. The Virginia Trust Company uses Crane's Bond for letters, checks, mortgage bonds, notes, and generally throughout its banking forms.

Like the administration of many other financial and industrial corporations, banking institutions and government, the directors of the Virginia Trust Company know that Crane's Bond is the toughest and most handsome paper money still in the market, and that it is the perfect material for the most important of all business documents. It is the character and dignity of the business operations which it conveys.

328

147



225

Crane's

Continued

150



**Protect the family group with group judgment!**

Nothing is more important than the welfare of the family group. No one man's judgment is enough. Group judgment, as exemplified by the group judgment of the family group, will insure the welfare of the family group to the greatest advantage of all.

When you make the Chemical Bank your executor or trustee, you make the family group with the group judgment of an institution that guards the interests of the family as its own.

THE CHEMICAL BANK OF NEW YORK

INCORPORATED 1854

HEAD OFFICE AT 60 WALL STREET, NEW YORK CITY

BRANCHES AT ALBANY, BOSTON, CHICAGO, CINCINNATI, CLEVELAND, DETROIT, HARTFORD, PHOENIX, PITTSBURGH, RICHMOND, ST. LOUIS, ST. PAUL, WASHINGTON, D. C.

151



### Only a question of TIME and time is money

The difference between a good battery and a better battery is a matter of time.

Always any battery will start and light your car for a while. The proof of merit lies in the duration of this service.

The words of drivers will testify to the long life of Exide Batteries, and not just long life but continuous service, with amazingly little interruption and expense through repairs.

It is this rugged tenacity of the Exide that makes it such an economy. At the present low prices the saving with an Exide by the month and by the year of service deserves your serious consideration.

EXIDE BATTERIES are made by the Electric Storage Battery Company, Philadelphia, Pa.

**Exide**  
BATTERIES

THE LONG-LIFE BATTERY FOR YOUR CAR

#### FIX YOUR RADIO

Have your radio repaired by the best men in the business. The Electric Storage Battery Company has a department of radio repair. We have the best men in the business for the repair of all makes of radios. We have the best materials and the best tools. We have the best service. We have the best prices. We have the best results.



for EASTER

Gay Clothes

and FINE CHOCOLATES

LOWNEY'S

CHOCOLATES

HARTFORD, MAINE, MONTREAL, QUEBEC

153

152

124

**REMY**  
 FINEST VINTAGE COGNAC OF FRANCE  
 Produced in the grandest cellars of France  
 under the supervision of the celebrated  
 J. & F. Martell & Co. of Cognac and  
 bottled in the highest quality bottles  
 and shipped in the most perfect  
 condition.

154

TO THE GATEWAY PORTS OF THE WORLD

Come, voyage the Gateway Ports

S... ..

155

CANADIAN PACIFIC CRUISES

FISHER BODIES

156

JELL-O

157

AMC

158

161

Far wiser than cosmetics  
 is an ounce of Prevention!

POST'S  
 BRAN FLAKES

159

A Murphy Bed  
 The a Charming Place of Rest

Murphy Bed Company

160

Hampton Shops

161

170

162

116



The main text in this advertisement is partially obscured and difficult to read, but it appears to be a testimonial or a short story related to the woman in the photograph.

**CADILLAC**

V63

163



Feet that are always at ease

ARNOLD GLOVE-GRIP SHOES



164



**CADILLAC**

The Cadillac Motor Car Company...  
This fall call also...  
Chrysler-Buick-Pontiac...  
284

165

Distinctive shingles that individualize your home



**Preston ROOFING**

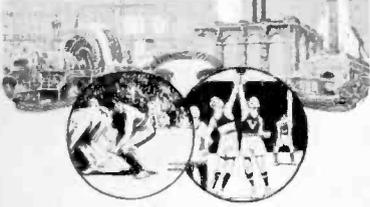
166



When the record hung in the balance

WESTINGHOUSE

167



Centers and Quarterbacks

**Westinghouse** **W**

ACHIEVEMENT & OPPORTUNITY

168

169 BAKELITE POSSESSES STRENGTH plus



only in Bakelite are all of these qualities combined

**BAKELITE CORPORATION**

**BAKELITE**

THE MATERIAL OF A THOUSAND USES



**MARMON**

It never occurs to a woman that she should be concerned about the mechanism of her Marmion, any more than it occurs to her to inspect the cab of a locomotive when she is traveling by rail. She never thinks in terms of means - she thinks only in terms of luxurious results. She knows only that her Marmion will take her where she wants to go, when she wants to go, in refreshing comfort, and that to be seen in it is a constant stimulation to her pride.

**NORVIL & MARMON COMPANY**

170



And in showing the sweet spring flowers

**REAL SILK**

171



### BUILDING A BUSINESS

Advertisement for N. W. Ayer & Son, featuring an illustration of a man in a suit sitting at a desk with a lamp, looking thoughtful. The text discusses business building and includes the company name and address.

**N. W. AYER & SON**  
 172

### HANDEL



*beauty in domestic fixtures*

**HANDEL Lamps & Fixtures**

173



### The PASSING of the OLD MARKET SQUARE

Advertisement for N. W. Ayer & Son, featuring an illustration of a busy outdoor market square with many people. The text discusses the passing of the old market square and includes the company name and address.

**N. W. AYER & SON**  
 174



### CHANGELINGS

Advertisement for N. W. Ayer & Son, featuring an illustration of three people in early 20th-century fashion. The text discusses changelings and includes the company name and address.

**N. W. AYER & SON**  
 175



### CURTAINS!

Advertisement for N. W. Ayer & Son, featuring an illustration of a woman in a dark dress standing in a room with a window. The text discusses curtains and includes the company name and address.

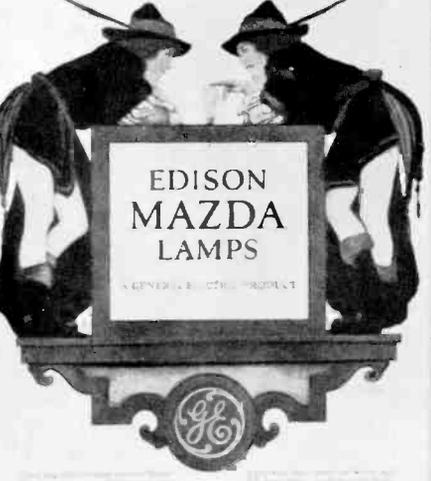
**N. W. AYER & SON**  
 176



### MODERN INFLUENCE

Advertisement for N. W. Ayer & Son, featuring an illustration of a woman in a long dress sitting at a vanity with a large mirror. The text discusses modern influence and includes the company name and address.

**N. W. AYER & SON**  
 177



### EDISON MAZDA LAMPS

Advertisement for Edison Mazda Lamps, featuring an illustration of two men in suits standing behind a large sign that says "EDISON MAZDA LAMPS". The text includes the company name and address.

**EDISON MAZDA LAMPS**  
 A GENERAL ELECTRIC PRODUCT  
 178



### Rigaud

Advertisement for Rigaud, featuring an illustration of a woman in a dark dress sitting in a chair, framed by a decorative border. The text includes the company name and address.

**Rigaud**  
 179

### Buy your lamps where you see this sign



Advertisement for Edison Mazda Lamps, featuring an illustration of a storefront window display for Edison Mazda Lamps, with people looking in. The text includes the company name and address.

**EDISON MAZDA LAMPS**  
 A GENERAL ELECTRIC PRODUCT  
 180





**Baltimore women—the most discriminating buyers in the country—have selected two loaves**

THE five ladies of Baltimore came in yesterday a hundred years ago and filled their baskets with the tender crumb-back, the flaky oysters, the plump squabs and crisp white endive of Lexington Market.

Today thousands through the city's famous stores and markets. And still the purchases of Baltimore's great houses can be seen personally selecting the breads they will give their families and their guests.

Chosen by connoisseurs for their richness and flavor.

Blended in the selection of four loaves, more than half of the Baltimore population, with better officers and Miss Schmitts.

In this city, however, let us head the list, the best bread is made by the Loaves.

Here their relatives and friends, the fine grain of white bread—there are the most of them, most of them in the country.

Every magazine and every promise to the editor and editor of these various papers is a promise of a healthy and good diet at the City's famous markets.

Get them from your grocer today. You will enjoy serving these loaves daily to your family.

Only the finest ingredients

Gold Medal Flour Libby's Milk

Flour of Choice Swift's Shortening



188



**RICHER CRISP-CRUSTED CREAMY-GRAINED - New England loved it**

THE Six Bakers know they had the best of the best existing bakers in the country. Only a baker that has had his bread baked in the most exacting bakers in the country.

They've created White Rose. Together the Six Bakers created White Rose, and New England appreciated it. Today experience it in your own kitchen.

Only a baker that has had his bread baked in the most exacting bakers in the country. Only a baker that has had his bread baked in the most exacting bakers in the country.

Only a baker that has had his bread baked in the most exacting bakers in the country. Only a baker that has had his bread baked in the most exacting bakers in the country.



Why exacting bakers ever choose White Rose

The bakers who would use White Rose are the best in the country. They are the best in the country.

White Rose is the best in the country. It is the best in the country.

**WHITE ROSE The Master Loaf of the Six Bakers**

189



**When good Philadelphia Bread saved the Revolutionary Army**

When good Philadelphia Bread saved the Revolutionary Army. The story of how bread helped the army survive during the winter of 1777.



**Freihofers FINE BREAD**

190



**Constant Vigilance is your Protection**

The CertainTeed logo and a product box. Text describing the benefits of the product.

BUILD TO ENDURE WITH CERTAINTIED

191



**Oceans of Power!**

Text describing the power of the ocean and the Overland car.

**Overland \$495.**

192

193



**S U P E R M E**

Text describing the features of the Overland car.

P U C K A B D E I G H T

## DECAY AND THE MASTERPIECE



**G**reat works of art, like the Parthenon, are not only monuments to the genius of the artist, but also to the power of the human hand. They are the result of a long and arduous process, one that requires the dedication and skill of many generations. The Parthenon, for example, was built over a period of several decades, and its construction was a testament to the strength and endurance of the ancient Greeks.

Yet, despite their grandeur, these masterpieces are not immune to the ravages of time. The Parthenon, once a symbol of the height of ancient Greek civilization, now stands in ruins, a stark reminder of the passage of time and the fragility of human achievement. The decay of such masterpieces is a tragedy, one that has led to the loss of irreplaceable works of art and the erosion of our cultural heritage.

It is a tragedy that has led to the loss of irreplaceable works of art and the erosion of our cultural heritage. The Parthenon, once a symbol of the height of ancient Greek civilization, now stands in ruins, a stark reminder of the passage of time and the fragility of human achievement.



194

## The New Fashion World On The Enlarged Third Floor Brings a New Style Era to Greater Macy's



**3**

A NEW realm of fashion has been opened up to the Greater Macy's. The new Third Floor Fashion Building is now open, and it is a place where the latest in fashion is always on hand. Here, you will find the most beautiful and stylish dresses, suits, and accessories, all at the lowest prices. The new Third Floor Fashion Building is a place where you can find everything you need for the new season.

And the new Third Floor Fashion Building is a place where you can find everything you need for the new season. The new Third Floor Fashion Building is a place where you can find everything you need for the new season.

**R. H. Macy & Co.**  
110 N. W. CORNER 4TH ST. N.Y.C.

195

## FADA Radio



### The Gift of Gifts

**Merry Christmas!**

The FADA Radio is the perfect gift for the holidays. It is a beautiful and functional piece of furniture that will bring joy to your home. The FADA Radio is a gift that will last a lifetime.

196



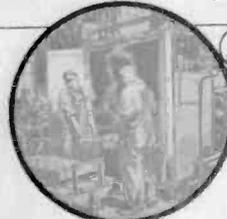
Inherently Clean Floors that Save Upkeep

### Armstrong's Linoleum

for Every Floor in the House

197

## The same Electric Heat that does the ironing



**is rapidly becoming AN INDUSTRIAL GIANT**

# Westinghouse

198

## BULOVA

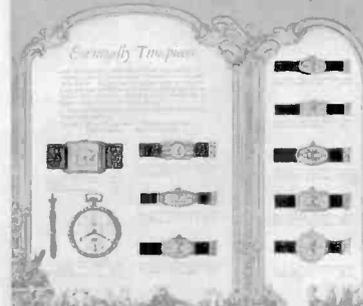
### Bulova Watches - In



Aristocrat of Beauty

## WATCHES

### Especially Timepieces



Autocrat of Time



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.'"

GEORGE BATTEN COMPANY  
*Incorporated*  
ADVERTISING  
BOSTON . . . NEW YORK . . . CHICAGO

THE  
BECK ENGRAVING  
COMPANY

DESIGNERS  
ENGRAVERS  
PRINTERS



*Three Plants  
Located for National Service*

1

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?

---

**W**E 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.*"

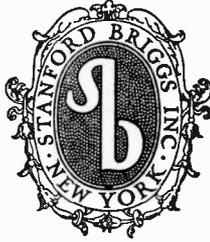
Often it is exactly that DIFFERENCE which is fairly crying out for expression in print.

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

# CAMPBELL-EWALD COMPANY

H. T. EWALD, *President*

GUY C. BROWN, *Vice-President and Secretary*

E. ST. ELMO LEWIS, *Vice-President*

J. FRED WOODRUFF, *Treasurer and General Manager*



*Advertising Well Directed*

NEW YORK , DETROIT , CHICAGO , CINCINNATI  
LOS ANGELES , SAN FRANCISCO , TORONTO



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 SPRINKLERS  
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.

✓ ✓ ✓

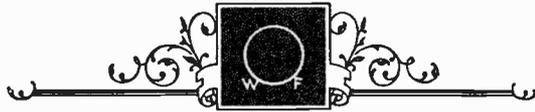
We have developed renderings in black and white, after twenty-five years' experience, that will please even the critical.

✓ ✓ ✓

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 func-  
tions of art in modern merchan-  
dising—

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  
250 PARK AVENUE NEW YORK

MAGAZINE ✦ NEWSPAPER ✦ OUTDOOR ✦ DIRECT-BY-MAIL



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 ex-  
periment broadens  
our vision.

•.

*S. Garnett Goesle*  
*Herbert F. Roese*



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, Ger-  
many, 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 makes, 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.

*Drawing Materials, Water Colors,  
Drawing and Tracing Papers, Draw-  
ing Instruments, Pencils, Brushes, Etc.*



SINCE 1885

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*  
AEOLIAN BUILDING  
33 WEST 42ND STREET



EUGENE C. LEWIS COMPANY

RAYMOND BAYLIS, *President*

PRINTING CRAFTS BUILDING

NEW YORK CITY

Original style, competent advice, dependable service, simplify your binding problems, with gratifying results.

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INCORPORATED

*Advertising Merchandising Counsel*

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

## *Clients*

LIGGETT & MYERS TOBACCO COMPANY

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WESTERN ELECTRIC CO.

AMERICAN CHICLE COMPANY

THE T. A. SNIDER PRESERVE CO.

LOOSE-WILES BISCUIT CO.

# ROGERS & COMPANY<sup>INC.</sup>

PRINTING CRAFTS BUILDING

NEW YORK

PRINTERS OF THE ART DIRECTORS CLUB

ANNUAL OF ADVERTISING ART

WINNER OF "PRINTED SALESMANSHIP" TROPHY

AT D. M. A. A. CONVENTION 1925



Within our own organization we have complete facilities for creating and producing direct advertising, and co-ordinating 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 adver-  
tisements 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

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-nineFifth Avenue at Thirty-third Street, New York City

# YOUNG & RUBICAM

PHILADELPHIA , NEW YORK

---

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*

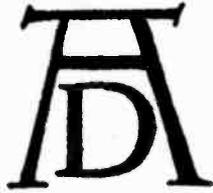
*Spalding*

*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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Fourth Annual  
of Advertising Art

PUBLISHED BY  
THE ART DIRECTORS CLUB

PAPER BY  
S. D. WARREN CO.

ENGRAVINGS BY  
THE BECK ENGRAVING CO.

ADVERTISING PAGES BY  
FRED FARRAR

PRINTED BY  
ROGERS & COMPANY, INC.

DISTRIBUTED BY  
THE BOOK SERVICE COMPANY  
NEW YORK