

ANNUAL
OF ADVERTISING ART
IN THE
UNITED STATES



1921

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



PUBLISHED FOR
THE ART DIRECTORS CLUB BY
PUBLISHERS PRINTING COMPANY
NEW YORK

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The Art Directors Club, Inc.
New York



A. The First Award in Section II for Paintings and Drawings in Color
CARMEN—*W. E. Heiland*
Loaned by Columbia Graphophone Company
Exhibited by George Batten Co., Inc.

THE EXHIBITION



THE ART DIRECTORS CLUB

HEYWORTH CAMPBELL, *President*
J. H. CHAPIN, *Vice-President*
STANFORD BRIGGS, *Second Vice-President*
JAMES ETHRIDGE, *Secretary*
RALPH SHULTZ, *Treasurer*

Executive Committee

FRANKLIN BOOTH GUY CLARK
THOMAS BOOTH RAY GREENLEAF

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

The Art Directors Club was organized early in 1920 by a group of men ambitious for the progress of art in advertising

and industry, who believed they could contribute to the best interests of art and advertising by collective participation in art affairs.

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

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

THE EXHIBITION

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

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

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

The following regulations governed the exhibition:

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

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

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

THE PURPOSES OF THE EXHIBITION WERE:

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

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

To encourage and educate students and inexperienced artists.

To give advertisers and advertising executives the opportunity of reviewing

from year to year the tendencies of advertising illustration, that they may better utilize the work of artists.

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

The exhibits were divided into three sections as follows:

1. Black and white illustration and design—oil, pen and ink, wash, pencil, photographs, etchings, wood-cuts, etc.
2. Paintings and drawings in color.
3. Posters of all sizes, including car cards.

PATRONS OF THE EXHIBITION

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

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

COMMITTEE ON FIRST ANNUAL EXHIBITION

FREDERIC J. SUHR, *Chairman*

HEYWORTH CAMPBELL, *Secretary*

JOHN DEVRIES, *Treasurer*

ANNOUNCEMENTS

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

FINANCE

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

PUBLICITY

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

HANGING

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

MAILING LISTS

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

DINNER

J. H. Chapin, *Chairman*
John Clyde Oswald

AWARDS

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

PROOFS

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

ORIGINALS

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

CATALOGUE

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

POSTER

August Hutaf, *Chairman*
Otto Rebele
E. A. Wilson

REPORT OF THE JURY OF AWARDS

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

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

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

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

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

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

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



AWARDS

SECTION I.

BLACK AND WHITE ILLUSTRATION AND DESIGN.

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

HONORABLE MENTIONS:

FRANKLIN BOOTH—for a pen drawing made for the Victor Talking Machine Company through the Franklin Printing Company. Plate 253, page 86.

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

JOHN J. A. MURPHY—for wood-cuts made for the Ritz-Carlton Hotel through the Irving Press. Plates 291-292, page 97.

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

SECTION II.

PAINTINGS AND DRAWINGS IN COLOR.

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

HONORABLE MENTIONS:

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

DEAN CORNWELL—for a painting made for the Andrew Jergens Company through

the J. Walter Thompson Company. Plate 61, page 19.

J. C. LEYENDECKER—for a painting made for Cluett, Peabody & Co. Plate 132, page 44.

MAXFIELD PARRISH—for a painting, "Primitive Man", made for the Edison Lamp Works of the General Electric Company through Barton, Durstine & Osborn. Plate 267, page 91.

SECTION III.

POSTERS OF ALL SIZES INCLUDING CAR CARDS.

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

HONORABLE MENTIONS:

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

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

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

FOREWORD

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

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

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

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

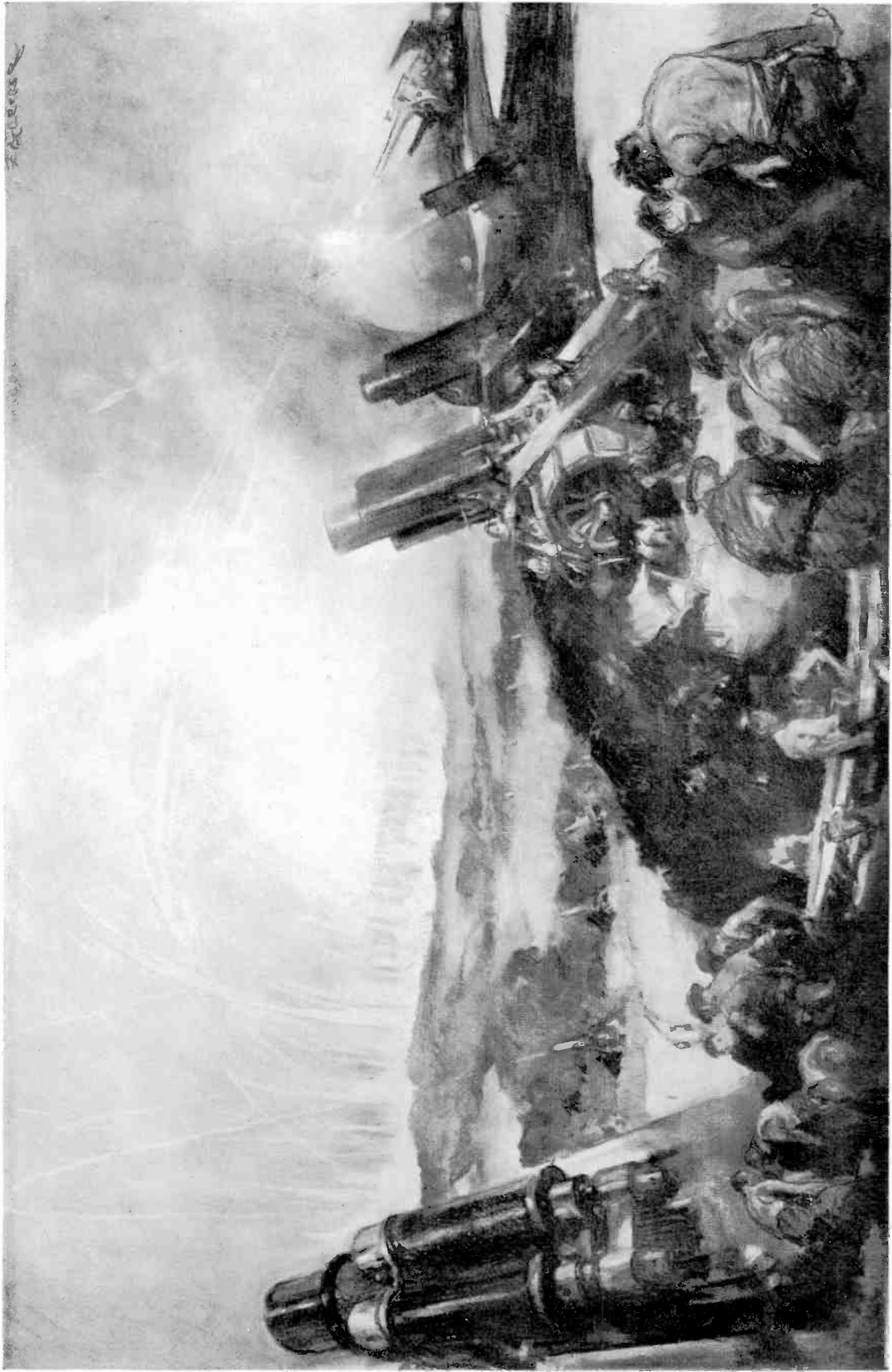
This book is a catalog of an exhibition of paintings and drawings not only prescribed by commerce but made for the purpose of stimulating commerce. Commerce has seen the value of making known its wares through advertising and has been quick to perceive the usefulness of art in presenting these wares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

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

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

EGBERT G. JACOBSON

CATALOGUE



B. The First Award in Section I for Black and White Illustration and Design
"CURTAIN FIRE"—*Frederic R. Gruger*
Exhibited and loaned by the Curtis Publishing Company



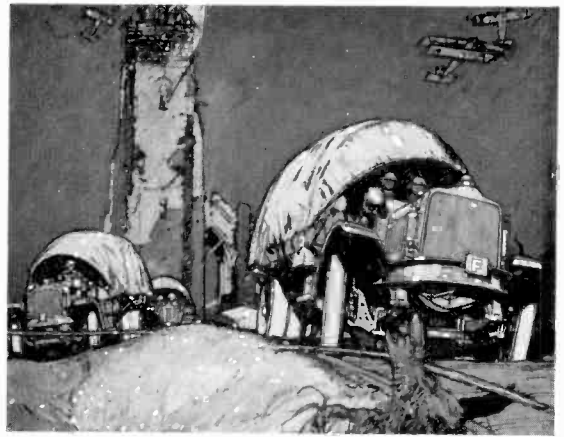
1 "RIVALS"—*J. Chenoweth*
 Loaned by The Royal Tailors
 Exhibited by Bertsch & Cooper



2 FRENCH SATIN—*Carl Erickson*
 Loaned and exhibited by Pelgram & Myer



3 McELWAIN SHOES—*Wallace Morgan*
 Loaned by W. H. McElwain Co.
 Exhibited by Barton, Durstine & Osborn, Inc.



4 WHITE TRUCKS—*E. G. Teale*
 Loaned and exhibited by the Caxton Company



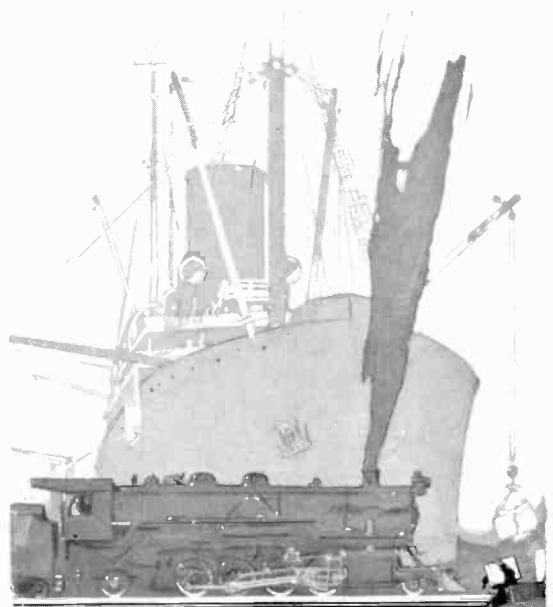
5 PACKARD PIANOS—*Andrew Loomis*
 Loaned by The Packard Company
 Exhibited by Charles Everett Johnson Co.



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



7 BURROUGHS ADDING MACHINES—*Harry Lees*
 Loaned and exhibited by the Burroughs Adding Machine Co.



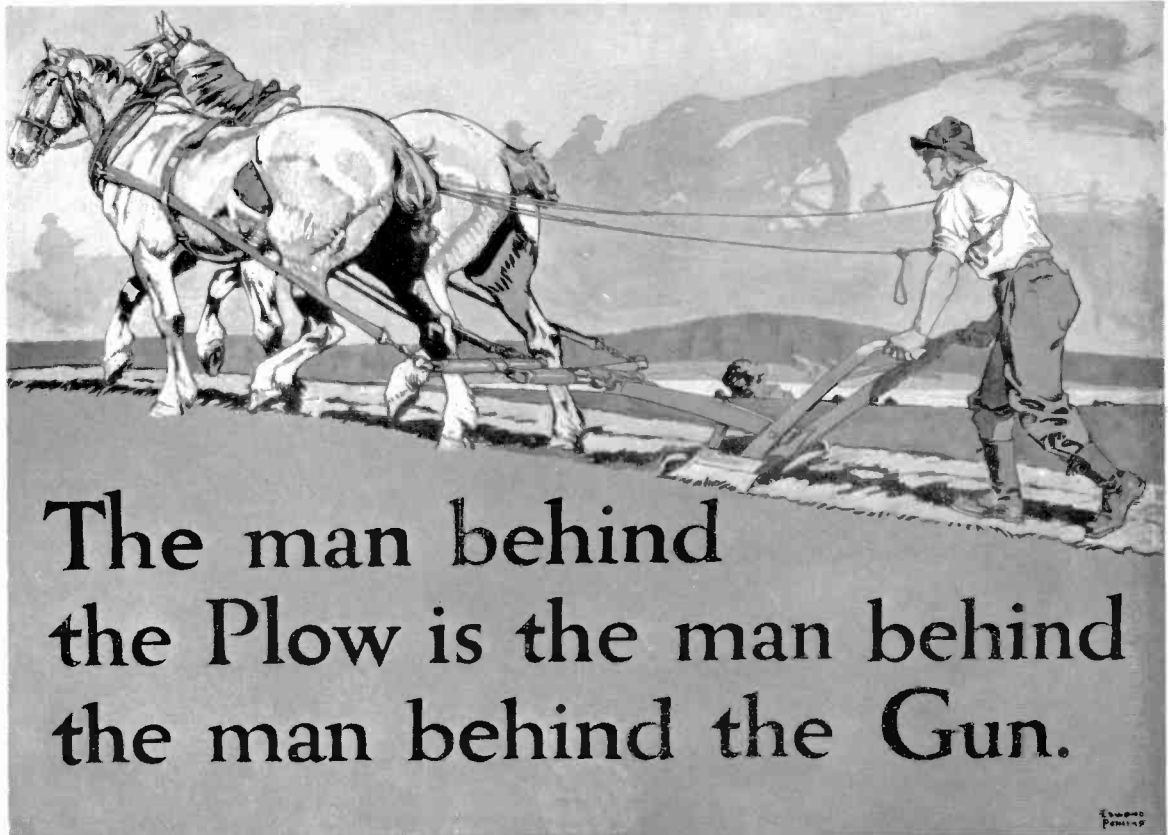
8



9 ASBESTOS SHINGLES—*H. R. Weld*
 Loaned by the Johns-Manville Co.
 Exhibited by Newell-Emmett Co., Inc.



10 HARTMANN TRUNKS—*J. Chenoweth*
 Loaned by the Hartmann Trunk Co.
 Exhibited by the Wm. H. Rankin Co.



The man behind
 the Plow is the man behind
 the man behind the Gun.

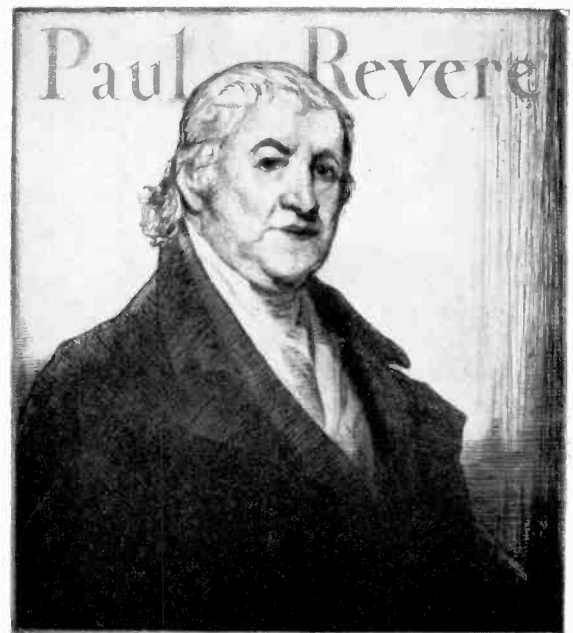
11 DEPARTMENT OF AGRICULTURE, U. S. GOVERNMENT—*Edward Penfield*
 Loaned and exhibited by Edward Penfield



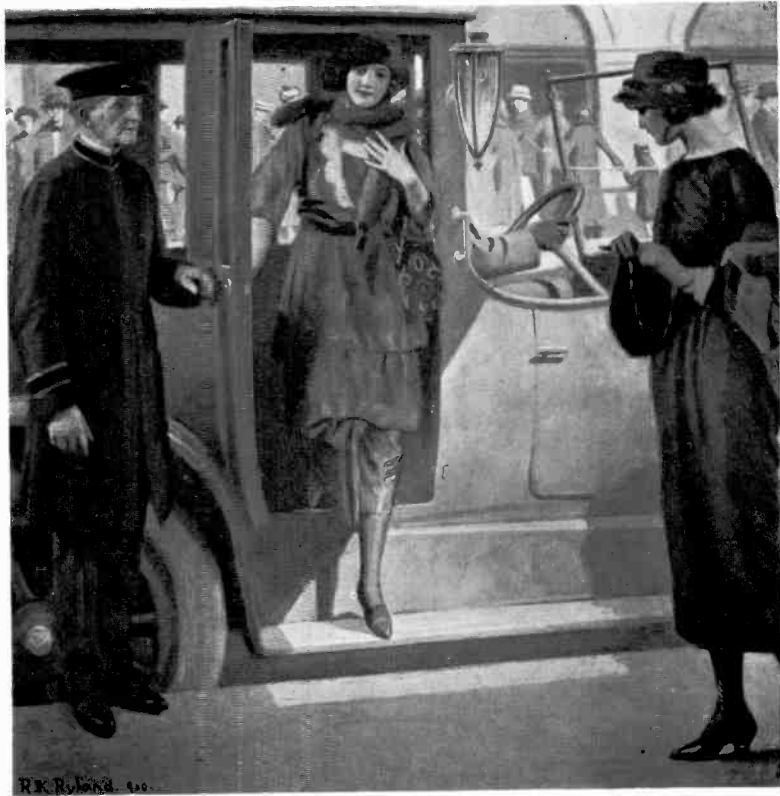
12 ASBESTOS—*William Oberhardt*
 Loaned by the Johns-Manville Co.
 Exhibited by Newell-Emmett Co., Inc.



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



14 ETCHED PORTRAIT—*Percy Grassby*
 Loaned and exhibited by the Franklin Printing Co.



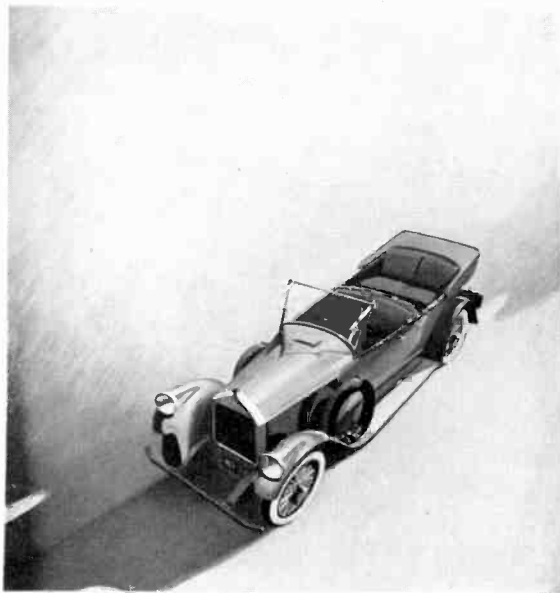
15 VODE KID—*R. K. Ryland*
 Loaned by Standard Kid Manufacturing Co.
 Exhibited by the George Batten Company



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



17 "MOON-GLO" SILK—*Lejaren à Hiller*
 Loaned by J. A. Migel
 Exhibited by Street & Finney



18 PIERCE-ARROW MOTOR CAR
Edward A. Wilson
 Loaned by The Pierce-Arrow Motor Car Company
 Exhibited by Calkins & Holden, Inc.



19 ELDORADO PENCILS—*Earl Horter*
 Loaned by the Joseph Dixon Crucible Co.
 Exhibited by N. W. Ayer & Son



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



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



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



23 ODORONO—*F. R. Gruger*
 Loaned by the Odorono Co.
 Exhibited by J. Walter Thompson Co.



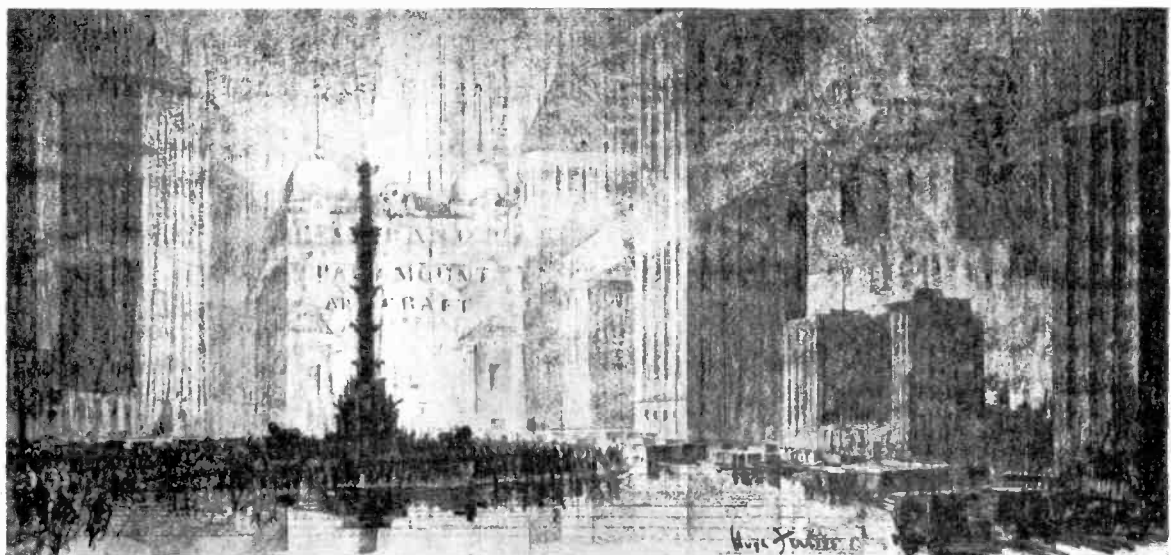
24 ALEXANDER HAMILTON INSTITUTE—*F. R. Gruger*
 Loaned by the Alexander Hamilton Institute
 Exhibited by Barton, Durstine & Osborn, Inc.



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



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



27 PARAMOUNT PICTURES—*Hugh Ferriss*
 Loaned by the Famous Players-Lasky Corporation
 Exhibited by Hanff-Metzger, Inc.



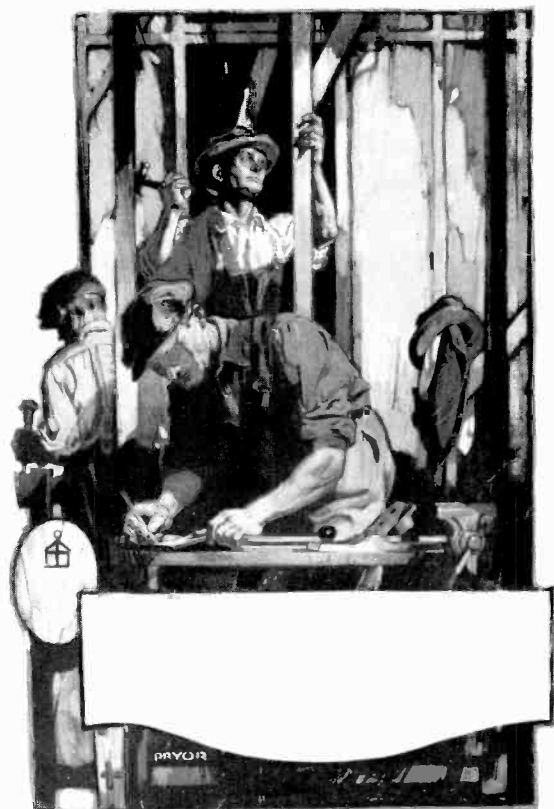
28 SECURITIES—*A. E. Foringer*
 Loaned by the National City Co.
 Exhibited by The Blackman Co.



29 EVER-READY SAFETY RAZOR
J. Henry Bracker

Loaned by the American Safety Razor Co.
 Exhibited by the Federal Advertising Agency, Inc.

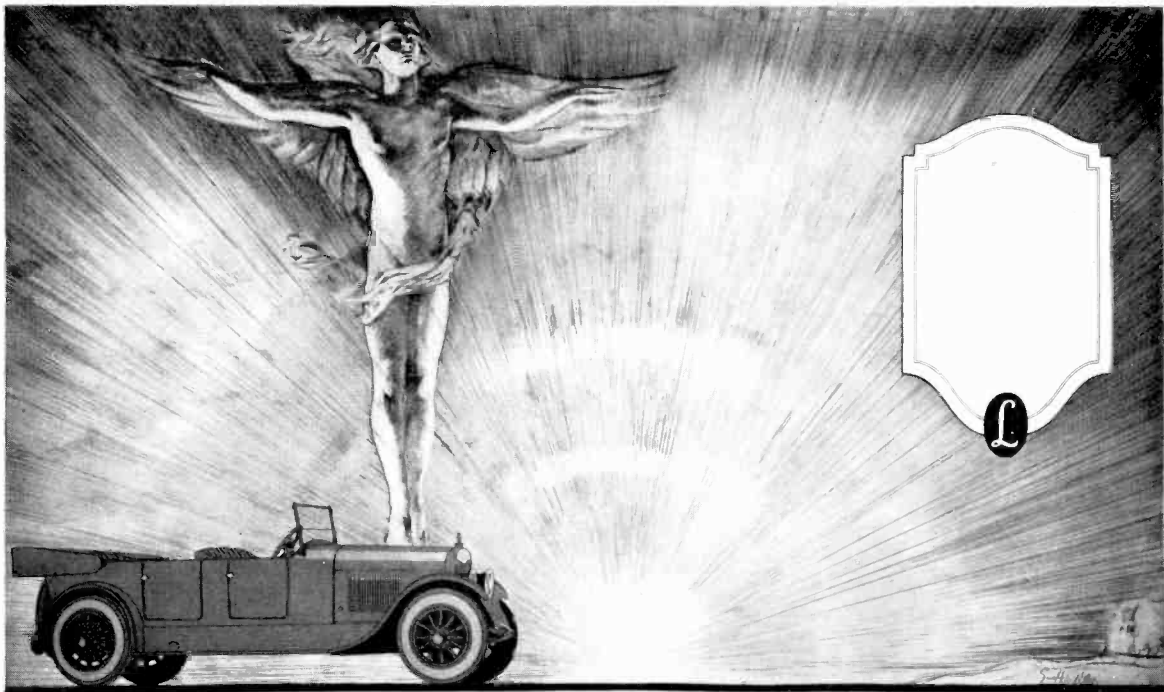
Page Eight



30 —*Warrant Pryor*
 Loaned and exhibited by The Amsden Studios Co.



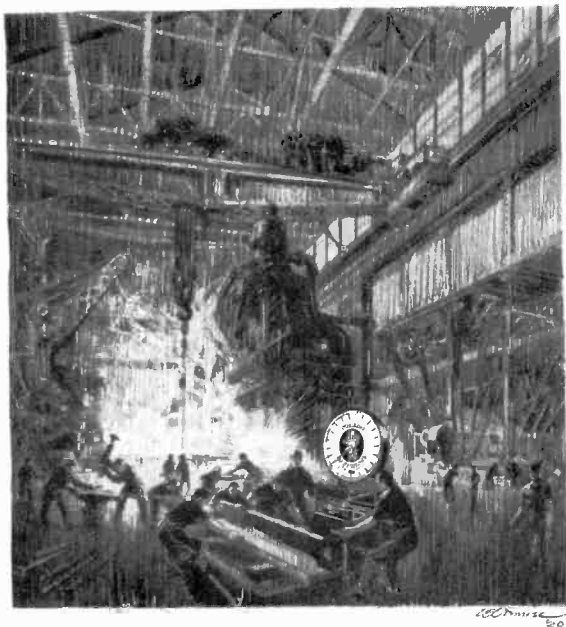
31 CADILLAC MOTOR CAR—*Donald Gardner*
Loaned by the Cadillac Motor Car Co.
Exhibited by T. F. MacManus, Inc.



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



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



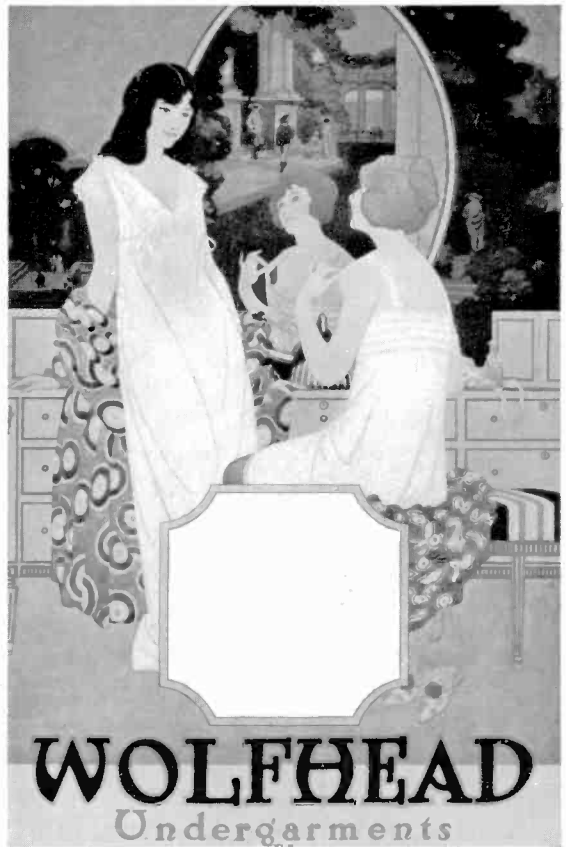
34 AUTOMATIC SCALES—*A. T. Tornrose*
 Loaned by the Toledo Scales Co.
 Exhibited by The Blackman Co.



35 CADILLAC MOTOR CARS—*Donald Gardner*
 Loaned by the Cadillac Motor Car Co.
 Exhibited by T. F. MacManus, Inc.



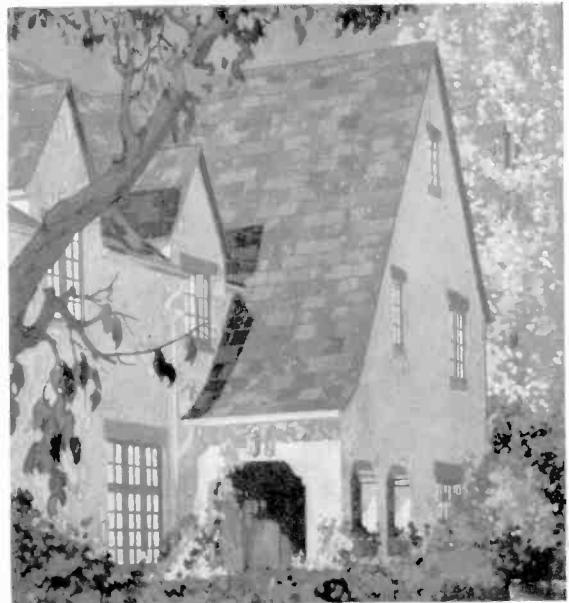
36 VICTOR RECORDS—*Vaux Wilson*
 Loaned by the Victor Talking Machine Co.
 Exhibited by the Franklin Printing Co.



37 WOLFHEAD UNDERGARMENTS—*The Reeses*
 Loaned by The Wolf Co.
 Exhibited by Barrows & Richardson



38 FACE CREAM—*Maud Tousey Fangel*
 Loaned by Colgate & Co.
 Exhibited by Frank Seaman, Inc.

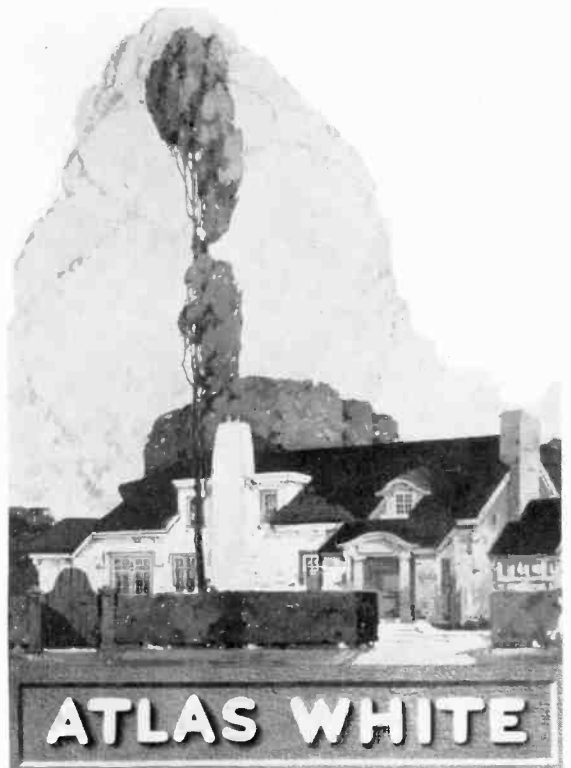


39 ASBESTOS SHINGLES—*Stanley F. McNeill*
 Loaned by the Johns-Manville Co.
 Exhibited by Newell-Emmett Co., Inc.



BENJAMIN FRANKLIN
 BORN IN BOSTON JANUARY SEVENTEENTH 1706
 "A SERVANT. CITIZEN & PATRIOT
 SUCH AS NO OTHER COUNTRY EVER HAD
 IN THE HISTORY OF MAN"
 STATESMAN PHILOSOPHER SCIENTIST PRINTER
The Franklin Printing Company, Philadelphia, established on the direct line from his Press founded 1728

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



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



42 COVER DESIGN—*Joseph Bolegard*
 Loaned by Marshall Field & Co.
 Exhibited by the Wm. H. Rankin Co.

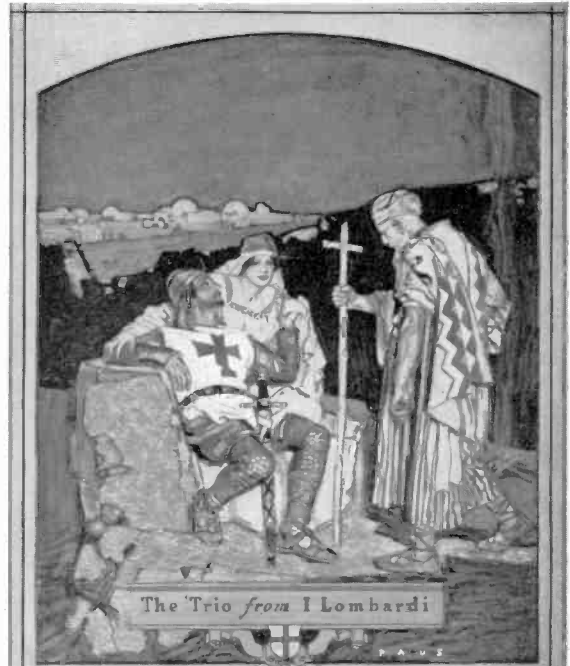


43 EVER-READY SAFETY RAZOR
J. Henry Bracker
 Loaned by the American Safety Razor Co.
 Exhibited by the Federal Advertising Agency, Inc.



SEE RECORD 74510 ON NEXT PAGE

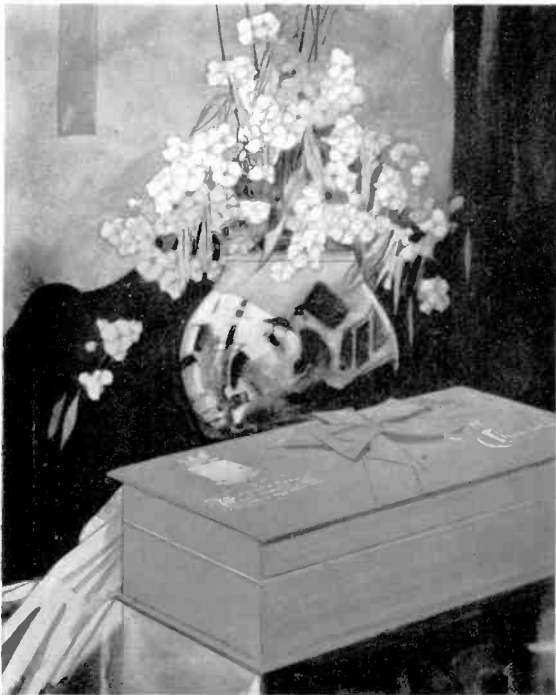
44 VICTOR RECORDS—*Herbert Paus*
 Loaned by the Victor Talking Machine Co.
 Exhibited by the Franklin Printing Co.



SEE RECORD 95811 ON NEXT PAGE

SIX RECORDS ESPECIALLY RECOMMENDED
 BY THE
 VICTOR TALKING MACHINE COMPANY

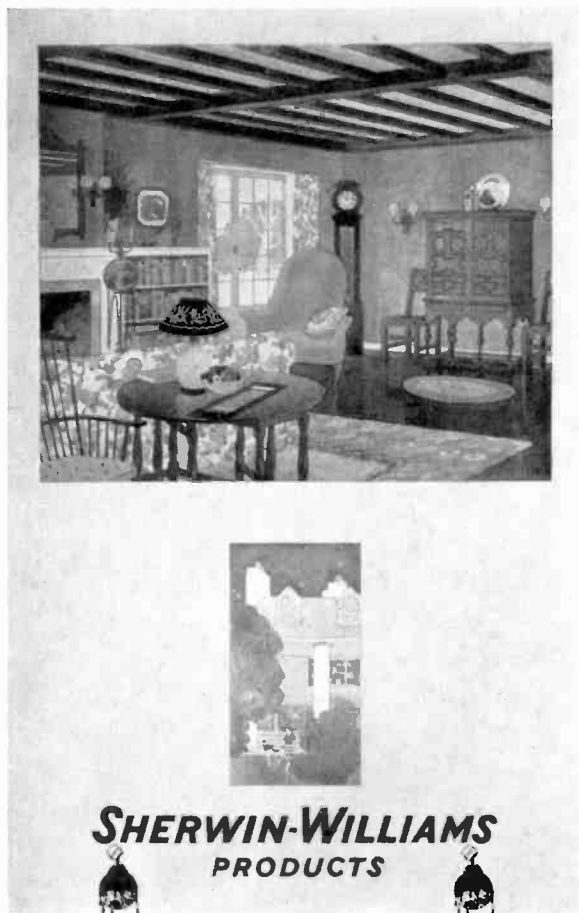
45 VICTOR RECORDS—*Herbert Paus*
 Loaned by the Victor Talking Machine Co.
 Exhibited by the Franklin Printing Co.



46 LOWNEY'S CHOCOLATES—*Wm. Rienecke*
 Loaned by the Walter Lowney Co.
 Exhibited by The Blackman Co.



47 WOMEN'S HATS—*Alfred Cheney Johnston*
 Loaned and exhibited by Dobbs & Co.



48 SHERWIN-WILLIAMS PAINTS AND VARNISHES

The Reeses

Loaned by The Sherwin-Williams Co.

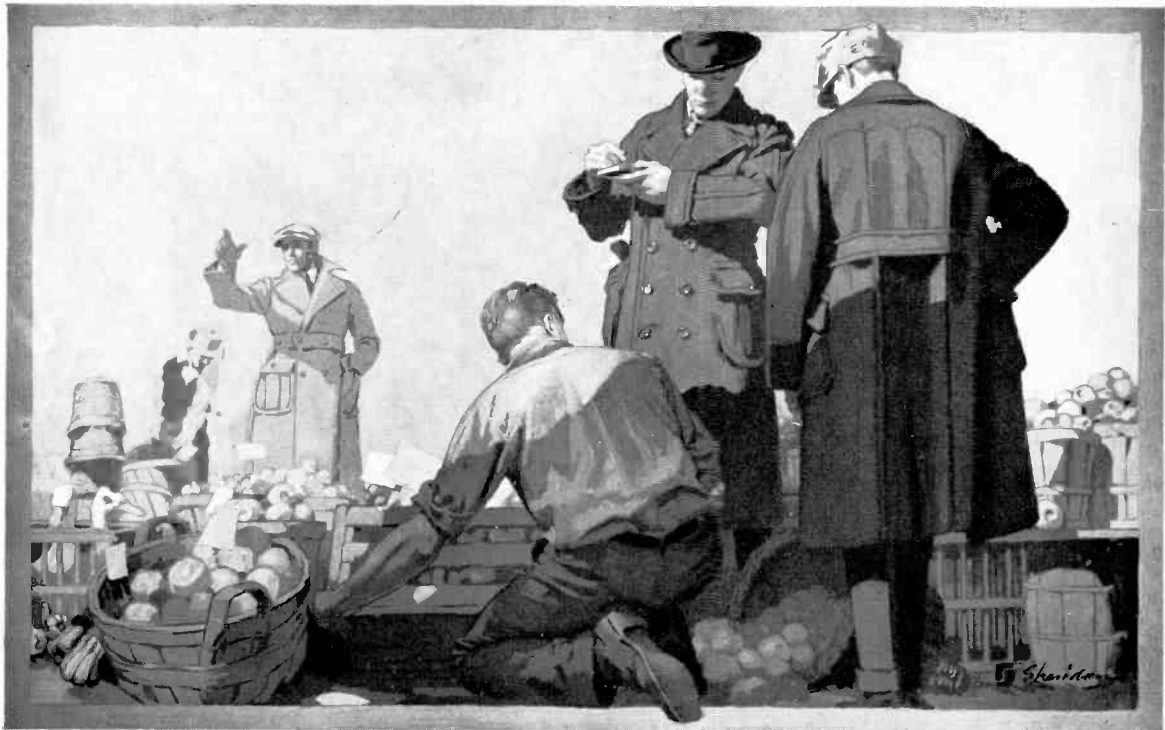
Exhibited by Calkins & Holden, Inc.



49 SMOKED HAM—*John Newton Howitt*

Loaned by Swift & Co., Inc.

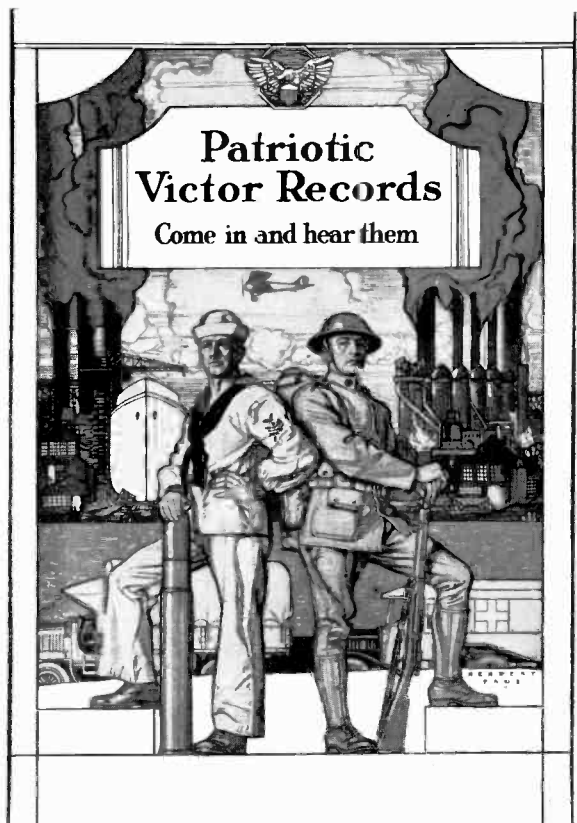
Exhibited by J. Walter Thompson Co.



50 MEN'S CLOTHING—*John E. Sheridan*
Loaned and exhibited by Hart Schaffner & Marx



51 PEANUT BUTTER—*Cushman Parker*
Loaned by the Beechnut Packing Company
Exhibited by The H. K. McCann Co.



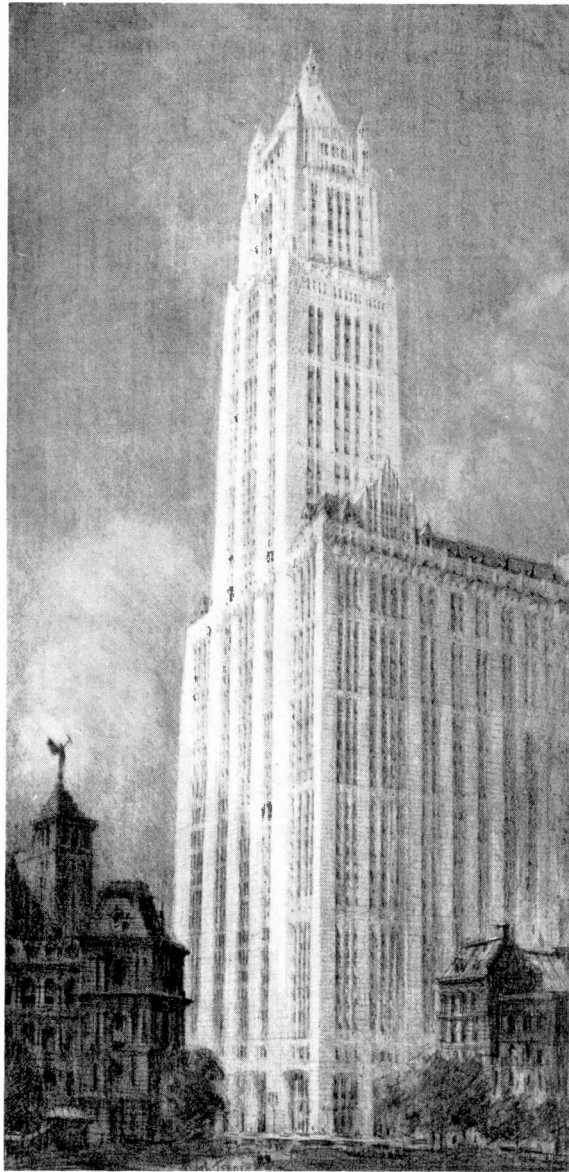
52 VICTOR RECORDS—*Herbert Paus*
Loaned by the Victor Talking Machine Co.
Exhibited by the Franklin Printing Co.



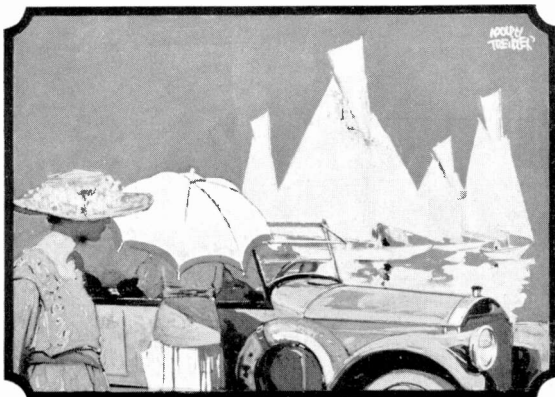
53 LIBERTY TAPE—*Edmund G. Davenport*
Loaned by the Liberty Paper Co.
Exhibited by The H. K. McCann Co.



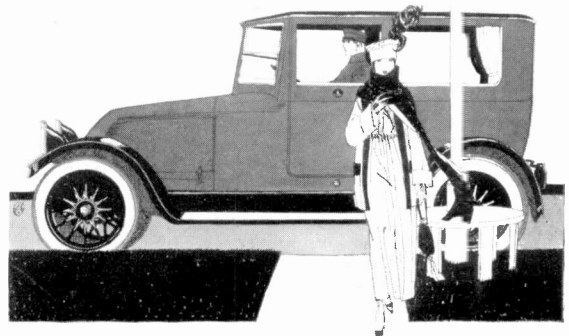
54 MALLORY HATS—*Leon M. Gordon*
Loaned by E. A. Mallory & Sons, Inc.
Exhibited by George Batten Co., Inc.



55 TERRA-COTTA—*Hugh Ferriss*
 Loaned by the National Terra-Cotta Society
 Exhibited by The Erickson Co.



56 PIERCE-ARROW MOTOR CARS—*Adolph Treidler*
 Loaned by The Pierce-Arrow Motor Car Company
 Exhibited by the Bartlett-Orr Press



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



58 PEARS SOAP—*Charles E. Chambers*
 Loaned by the Walter Janvier Co.
 Exhibited by George Batten Co., Inc



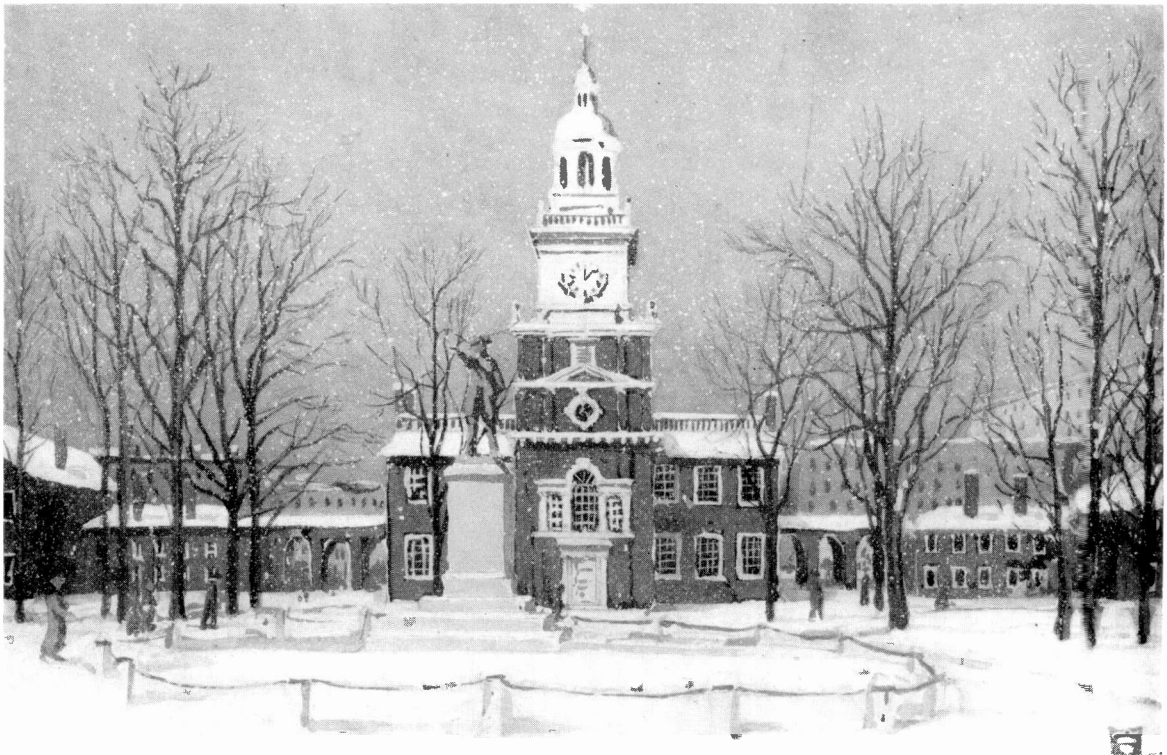
59 FATIMA CIGARETTES—*Wm. Oberhardt*
 Loaned by the Liggett & Myers Tobacco Co.
 Exhibited by Newell-Emmett Co., Inc.



60 FATIMA CIGARETTES—*Audubon Tyler*
 Loaned by the Liggett & Myers Tobacco Co.
 Exhibited by Newell-Emmett Co., Inc.



61 WOODBURY'S FACIAL SOAP—*Dean Cornwell*
Loaned by The Andrew Jergens Company
Exhibited by J. Walter Thompson Co.



62 INDEPENDENCE HALL—*Charles R. Paul*
Loaned and exhibited by the Franklin Printing Co.



63 OVINGTON'S—*Wallace Morgan*
Loaned by Ovington Bros. Co.
Exhibited by Barton, Durstine & Osborn, Inc.



64 SWIFT'S HAM AND BACON
John Newton Howitt
Loaned by Swift & Co., Inc.
Exhibited by J. Walter Thompson Co.



65 HARTMANN TRUNKS—*J. Chenoweth*
 Loaned by the Hartmann Trunk Co.
 Exhibited by the Wm. H. Rankin Co.



66 PIERRETTE SILK—*Lejaren à Hiller*
 Loaned by J. A. Migel
 Exhibited by Street & Finney, Inc.



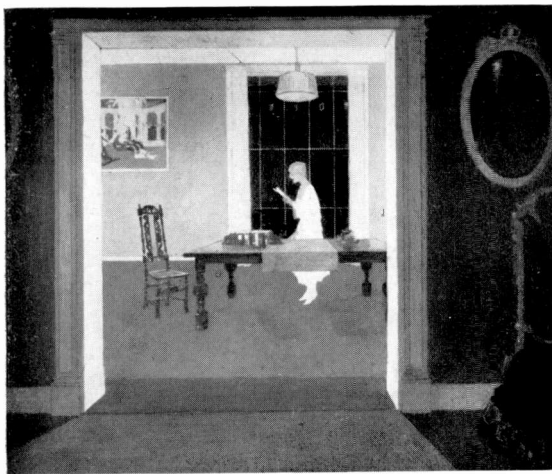
67 JEWELRY—*Roy Spieter*
 Loaned by the National Jewelers Board of Trade
 Exhibited by the Vanderhoof Advertising Agency



68 HARTMANN TRUNKS—*J. Chenoweth*
 Loaned by the Hartmann Trunk Co.
 Exhibited by the Wm. H. Rankin Co.



69 EDISON MAZDA LAMPS—*Maxfield Parrish*
 Loaned by the Edison Lamp Works of General Electric Co.
 Exhibited by Barton, Durstine & Osborn, Inc.



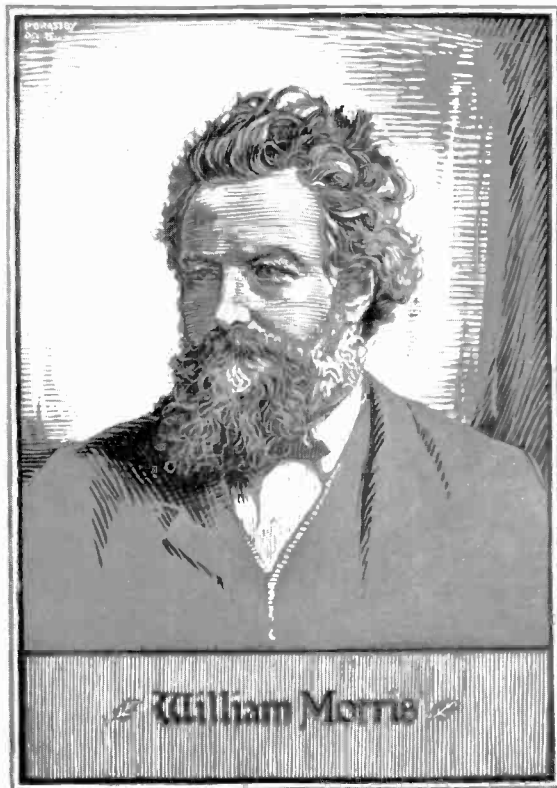
70 DUPLEX LIGHTING FIXTURES
George J. Illian
 Loaned by the Duplex Lighting Works of General
 Electric Co.
 Exhibited by Barrows & Richardson



71 CRANE'S LINEN LAWN AND EATON'S HIGH-
 LAND LINEN—*MacClelland Barclay*
 Loaned by the Eaton, Crane & Pike Company
 Exhibited by Calkins & Holden, Inc.



72 U. S. GOLF BALLS—*E. R. Burgraff*
 Loaned by the U. S. Rubber Co.
 Exhibited by The H. K. McCann Co.



73 WOOD ENGRAVED PORTRAIT—*Percy Grassby*
 Loaned and exhibited by the Franklin Printing Co.



74 CALENDAR ILLUSTRATION—*James Preston*
 Loaned and exhibited by the Beck Engraving Co.



75 VICTOR RECORDS—*Vaux Wilson*
Loaned by the Victor Talking Machine Co.
Exhibited by the Franklin Printing Co.



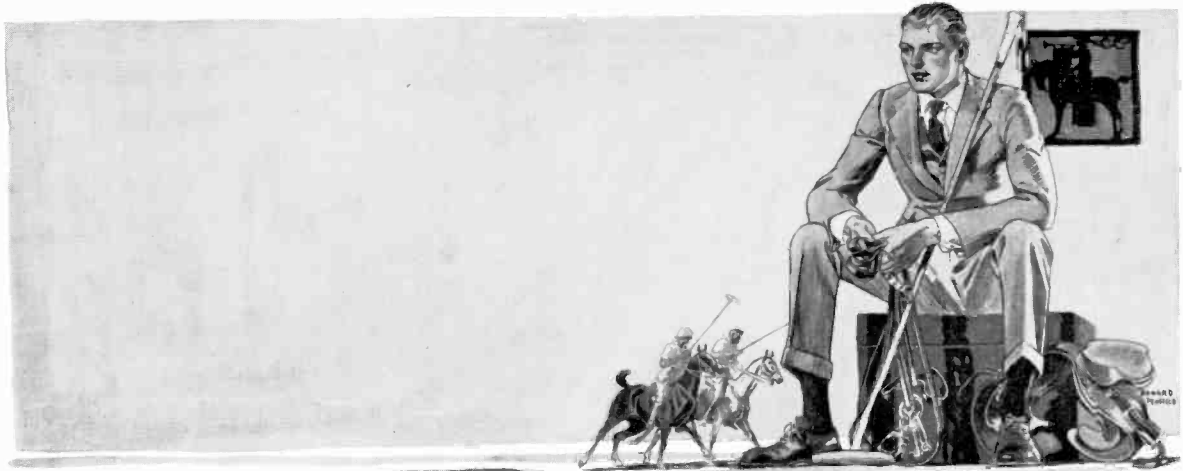
76 MINUTE TAPIOCA—*Charles Irvine*
Loaned by the Minute Tapioca Co.
Exhibited by George Batten Co., Inc.



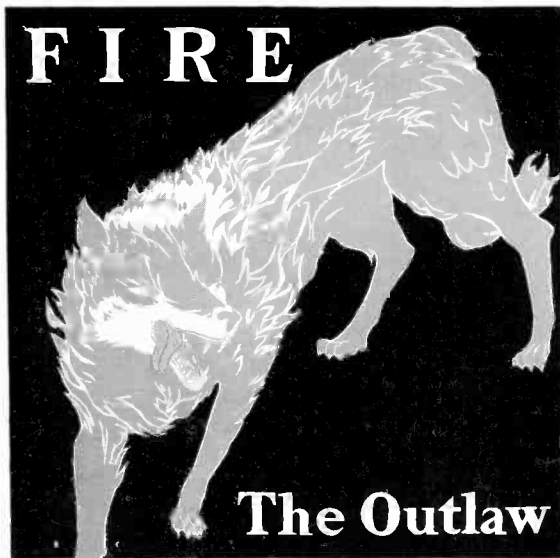
77 MEN'S CLOTHING—*S. N. Abbott*
Loaned and exhibited by Hart Schaffner & Marx



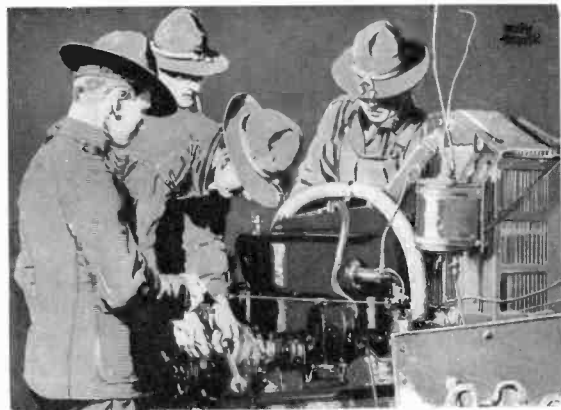
78 AUNT JEMIMA PANCAKE FLOUR—*N. C. Wyeth*
 Loaned by the Aunt Jemima Mills Co.
 Exhibited by J. Walter Thompson Co.



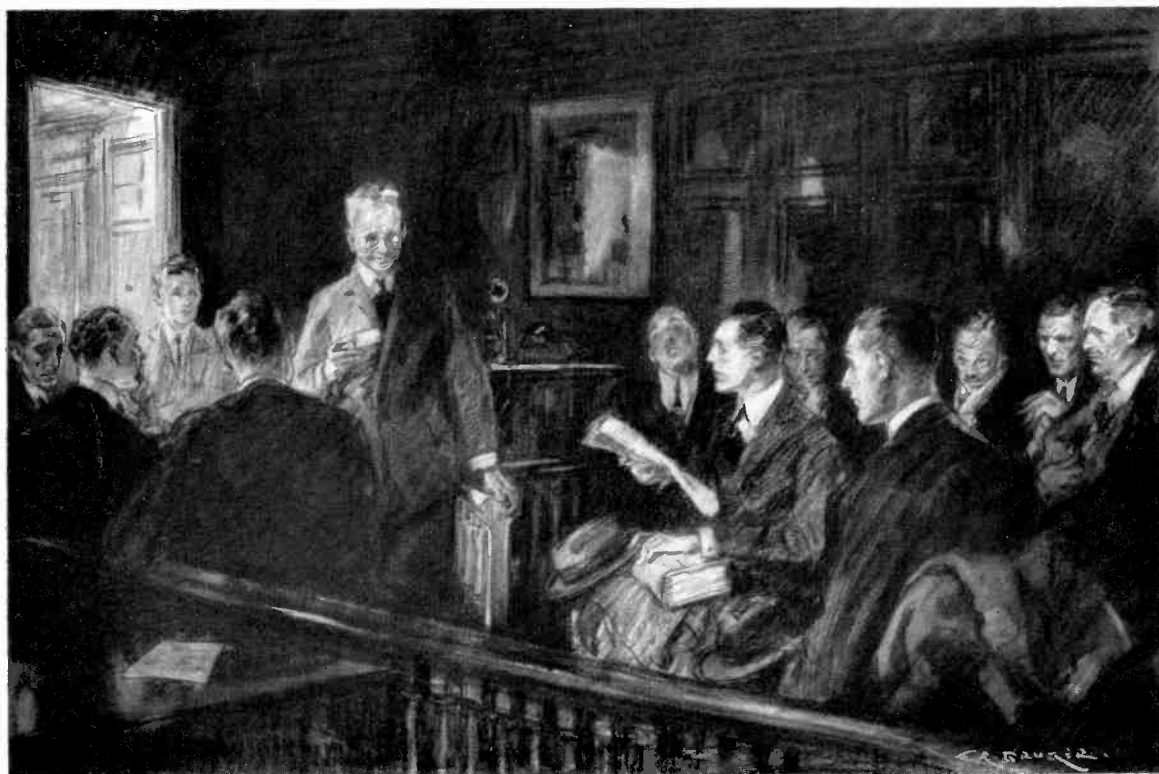
79 MEN'S CLOTHING—*Edward Penfield*
 Loaned and exhibited by Hart Schaffner & Marx



80 HARTFORD FIRE INSURANCE—*René Clarke*
 Loaned by The Hartford Fire Insurance Co.
 Exhibited by Calkins & Holden, Inc.



81 U. S. ARMY TEACHES TRADES—*Adolph Treidler*
 Loaned by the U. S. Army
 Exhibited by Calkins & Holden, Inc.



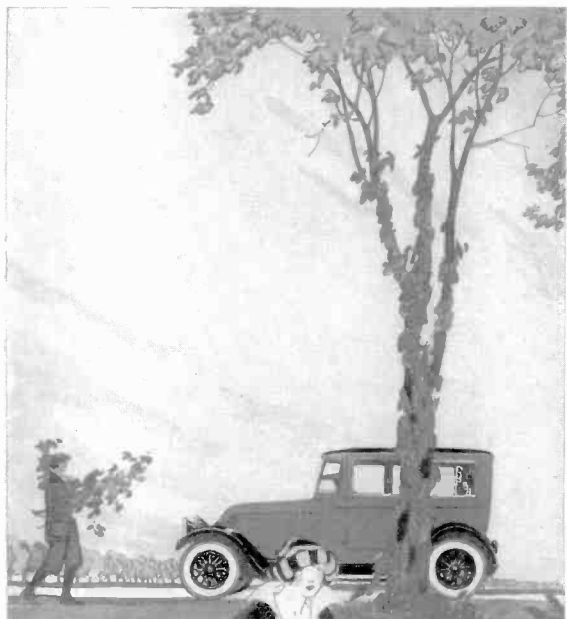
82 ASBESTOS—*F. R. Graiger*
 Loaned by the Johns-Manville Co.
 Exhibited by Newell-Emmett Co., Inc.



83 KIDDIE KARS—*Sarah Stilwell Weber*
Loaned by the H. C. White Co.
Exhibited by Barrows & Richardson



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



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



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



87 WOODBURY'S FACIAL SOAP—*Walter Biggs*
Loaned by The Andrew Jergens Company
Exhibited by J. Walter Thompson Co.



88 KIDDIE KARS—*Sarah Stilwell Weber*
Loaned by the H. C. White Co.
Exhibited by Barrows & Richardson



89 WOLFHEAD UNDERWEAR—*The Reeses*
 Loaned by The Wolf Co.
 Exhibited by Barrows & Richardson



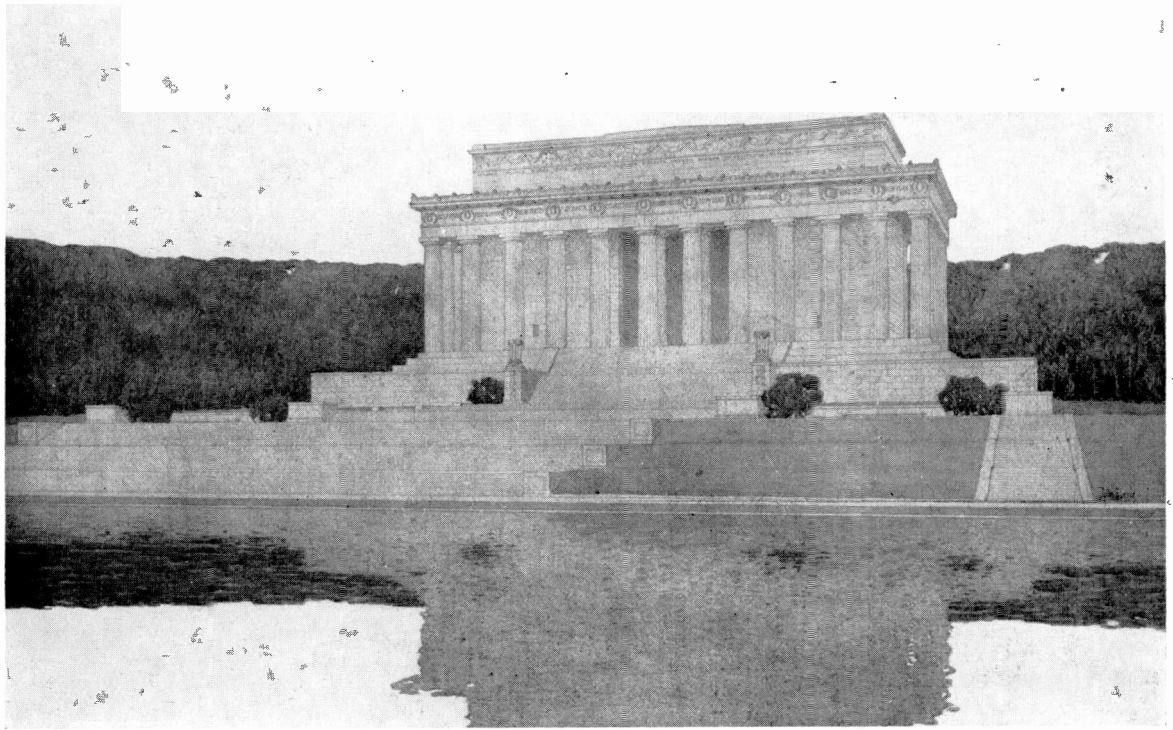
90 MURAL POSTER—*George J. Illian*
 Loaned and exhibited by M. Rusling Wood



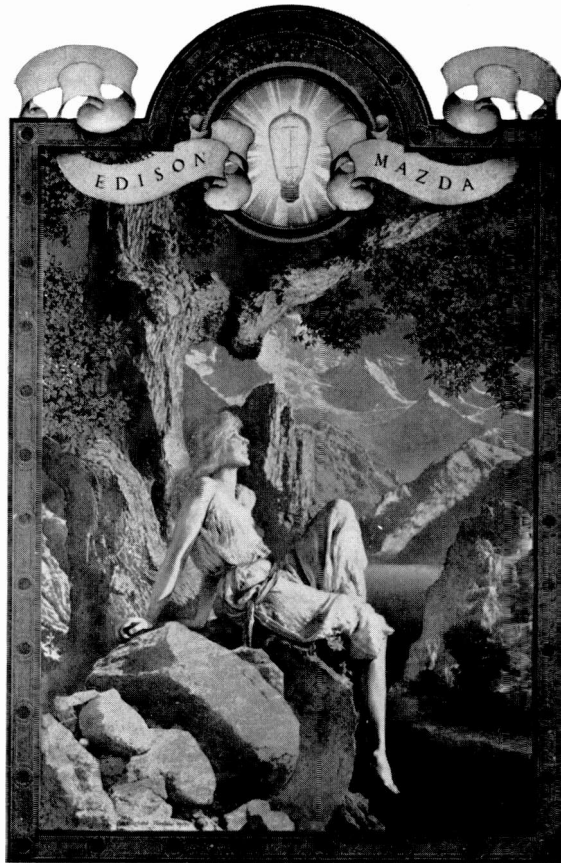
91 STORAGE BATTERIES—*Gail Porter Hoskins*
 Loaned and exhibited by Gould Storage Battery Co.
 Page Twenty-eight



92 —*E. G. Teale*
 Loaned and exhibited by the Caxton Company



93 LINCOLN MEMORIAL BUILDING—*Jules Guerin*
Loaned by the George A. Fuller Co.
Exhibited by the Critchfield Co.



94 EDISON MAZDA LAMPS—*Maxfield Parrish*
Loaned by the Edison Lamp Works of General Electric Co.
Exhibited by Barton, Durstine & Osborn, Inc.



95 VICTOR TALKING MACHINES—*Edward A. Wilson*
 Loaned by the Victor Talking Machine Co.
 Exhibited by the Franklin Printing Co.



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



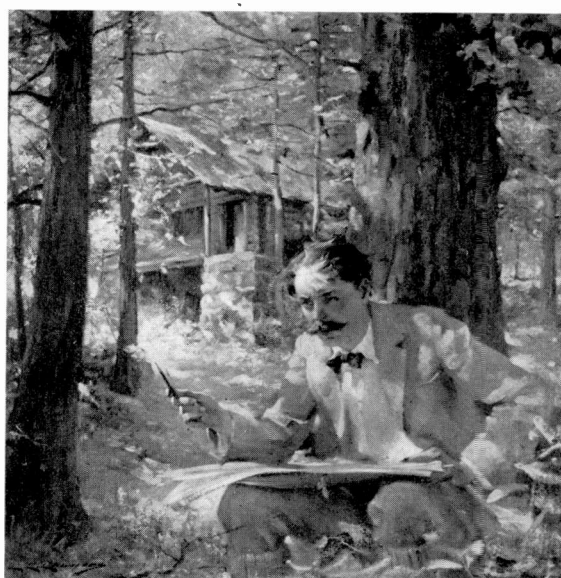
97 STEINWAY PIANOS—*Charles E. Chambers*
 Loaned by Steinway & Sons
 Exhibited by N. W. Ayer & Son



98 ESTEY ORGAN—*Edward A. Wilson*
 Loaned by The Estey Organ Company
 Exhibited by Calkins & Holden, Inc.



99 STEINWAY PIANOS—*Harry Townsend*
 Loaned by Steinway & Sons
 Exhibited by N. W. Ayer & Son



100 STEINWAY PIANOS—*Charles E. Chambers*
 Loaned by Steinway & Sons
 Exhibited by N. W. Ayer & Son



101 BENJAMIN FRANKLIN—*Percy Grassby*
 Loaned and exhibited by the Franklin Printing Company



102 SILK HOSIERY—*Marjory C. Woodbury*
 Loaned by the McCallum Hosiery Co.
 Exhibited by George Batten Co., Inc.



BREAD IS YOUR BEST FOOD!

Supreme in nutrition, it is lower in cost than the same amount of nourishment in any other form. It is your only economical food today:

Resolve to eat more Bread — and to give more of this health-building, muscle-making food to your children.

103 FLEISCHMANN'S YEAST—*Jessie Willcox Smith*
 Loaned by The Fleischmann Co.
 Exhibited by Donovan & Armstrong



It's the food — BREAD

You can't give the youngsters better health-insurance than thick delicious slices of Bread-and-Butter.

Bread is the food that provides sturdy health for all ages.

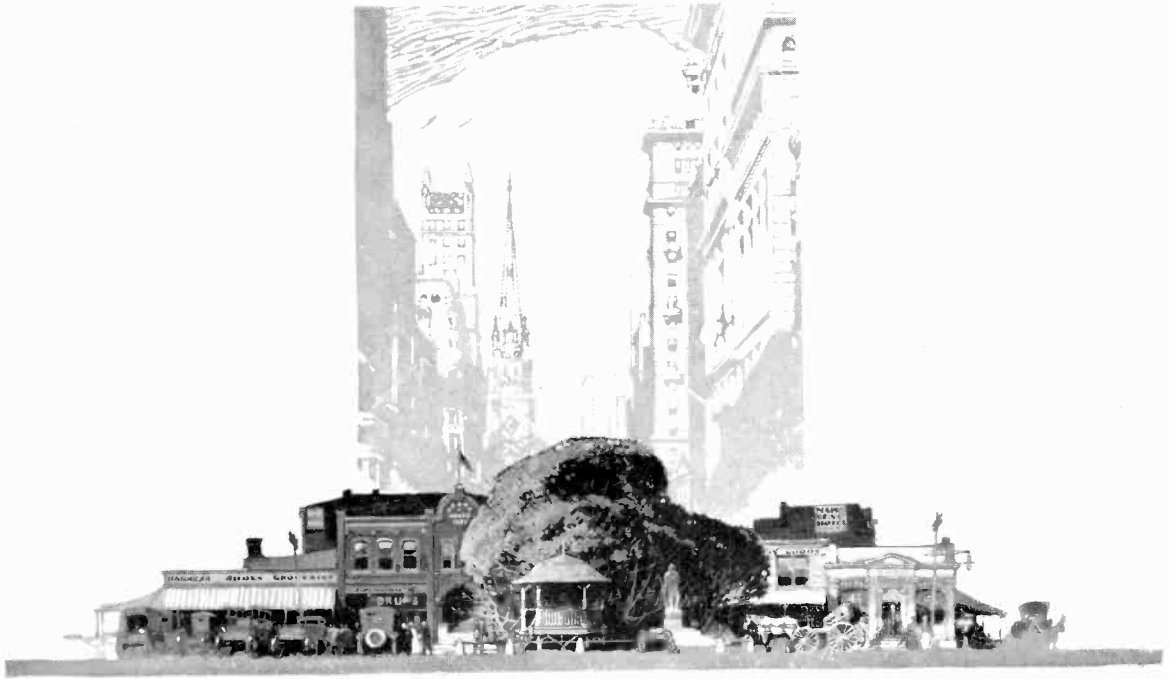
104 FLEISCHMANN'S YEAST
Elizabeth S. G. Elliott
 Loaned by The Fleischmann Co.
 Exhibited by Donovan & Armstrong



105 INTERCHURCH WORLD MOVEMENT—*F. R. Gruger*
Loaned by the Interchurch World Movement of North America
Exhibited by Barton, Durstine & Osborn, Inc.



106 VODE KID—*R. K. Ryland*
Loaned by the Standard Kid Manufacturing Co.
Exhibited by George Batten Co., Inc.



107 ADDING MACHINES—*Harry Lees*
 Loaned and exhibited by the Burroughs Adding Machine Co.



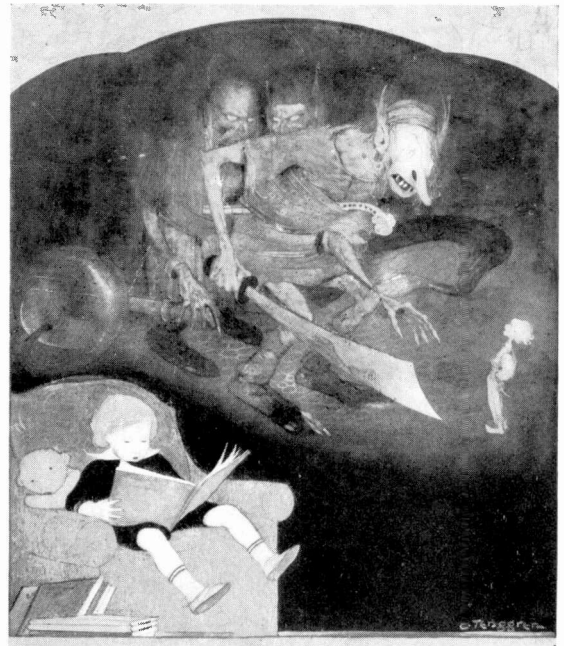
108 SWIFT FOOD PRODUCTS—*Sigmund Schou*
 Loaned by Swift & Co.
 Exhibited by J. Walter Thompson Co.



109 ASCHER'S KNIT GOODS—*Lucile Patterson Marsh*
 Loaned by Simon Ascher & Co., Inc.
 Exhibited by Biow Co., Inc.



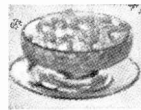
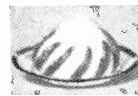
110 HARES MOTORS—*C. B. Falls*
 Loaned by Hares Motors, Inc.
 Exhibited by Hanff-Metzger, Inc.



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



112 QUEEN QUALITY SHOES—*Anita Parkhurst*
 Loaned by Thomas G. Plant Co.
 Exhibited by Frank Seaman, Inc.



113 SUNKIST ORANGES
Charles Everett Johnson
 Loaned by the California Fruit Growers Exchange
 Exhibited by Lord & Thomas



The First Award in Section III for Posters of all sizes including Car Cards

114 CRANE PAPERS—THE FIRST ADVERTISEMENT—*René Clarke*

Loaned by Crane & Co.

Exhibited by Calkins & Holden, Inc.



115 DJER-KISS—*Maxfield Parrish*

Loaned by the Alfred H. Smith Co.

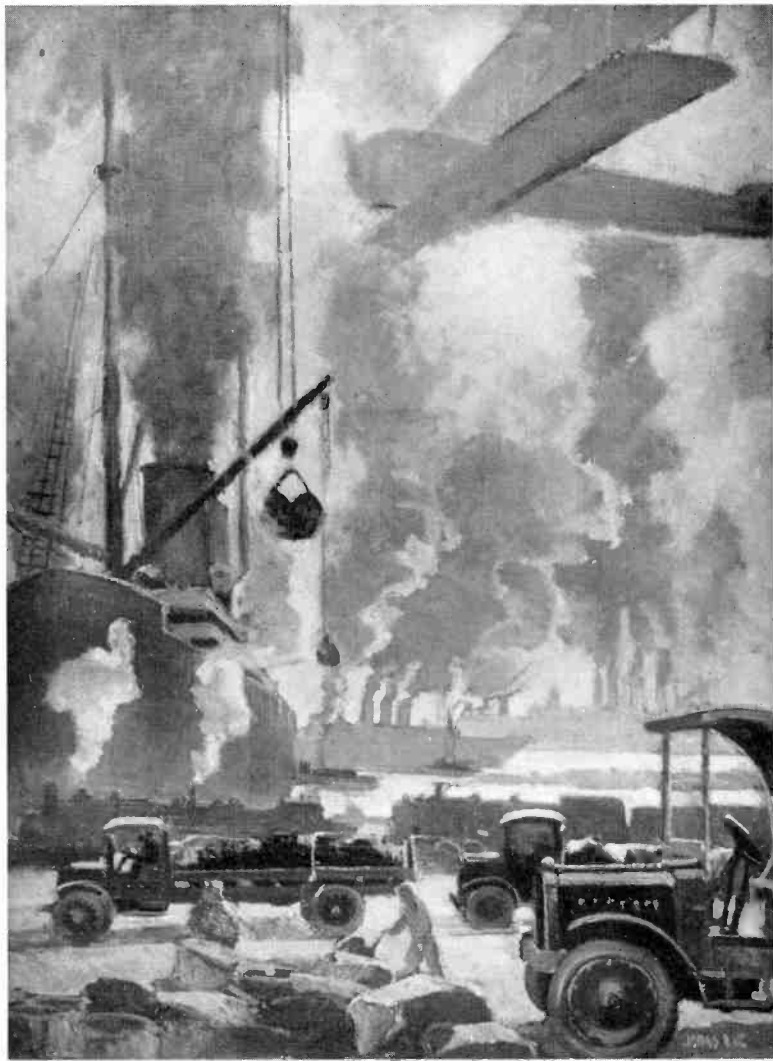
Exhibited by The Blackman Co.



116 HEINZ SPAGHETTI—*G. Patrick Nelson*
Loaned by The H. J. Heinz Company
Exhibited by Calkins & Holden, Inc.



117 OVINGTON'S—*Wallace Morgan*
Loaned by Ovington Bros. Co.
Exhibited by Barron, Dursine & Osborn, Inc.



118 SPIRIT OF TRANSPORTATION—*Jonas Lie*
Loaned and exhibited by The Clark Equipment Co.



119 FATIMA CIGARETTES—*Audubon Tyler*
Loaned by the Liggett & Myers Tobacco Co.
Exhibited by Newell-Emmett Co., Inc.



120 HEINZ BAKED BEANS—*G. Patrick Nelson*
Loaned by The H. J. Heinz Company
Exhibited by Calkins & Holden, Inc.



121 ELDORADO LEAD PENCILS—*Earl Horter*
 Loaned by the Joseph Dixon Crucible Co.
 Exhibited by N. W. Ayer & Son



122 ELDORADO LEAD PENCILS—*Earl Horter*
 Loaned by the Joseph Dixon Crucible Co.
 Exhibited by N. W. Ayer & Son



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

LEGAL HOLIDAY
July 5th
Independence Day
July 4th

No Business Transacted
 FRANKLIN PRINTING COMPANY

LEGAL HOLIDAY
July 5th
Independence Day
July 4th

No Business Transacted
 FRANKLIN PRINTING COMPANY

LEGAL HOLIDAY
Labor Day
 Monday Sept. 6th
 No Business Transacted

Franklin Printing Company

LEGAL HOLIDAY
Labor Day
 Monday Sept. 6th
 No Business Transacted

Franklin Printing Company
 Philadelphia, Pa.
 Founded in 1728
 by Benjamin Franklin

LEGAL HOLIDAY
Columbus Day
 October 12th

Franklin Printing Company
 Philadelphia

No Business Transacted

LEGAL HOLIDAY
Columbus Day
 Tuesday October 12th

Franklin Printing Company
 Philadelphia, Pa.
 Founded in 1728
 by Benjamin Franklin

No Business Transacted

LEGAL HOLIDAY
Thanksgiving Day
 November 25th

No Business Transacted

LEGAL HOLIDAY
Thanksgiving Day
 November 25th
 No Business Transacted

Franklin Printing Company - Philadelphia
 Founded in 1728 by Benjamin Franklin
 New York Office: 100 Fifth Avenue

124 FRANKLIN PRINTING COMPANY—Edward Penfield
 Loaned and exhibited by the Franklin Printing Company



125 OLD COLONY TRUST CO.—*Henry A. Botkin*
 Loaned by the Old Colony Trust Co.
 Exhibited by The H. K. McCann Co.



126 MULTIGRAPH—*Harry Lees*
 Loaned and exhibited by the Multigraph Co.



127 LIBBY'S BAKED BEANS—*Sigmund Schou*
 Loaned by Libby, McNeill & Libby
 Exhibited by J. Walter Thompson Co.

LEGAL HOLIDAY
Christmas Day
 Saturday
 December 25th
 No Business Transacted

FRANKLIN PRINTING CO. PHILADELPHIA—Founded in 1728 by *Benj. Franklin*—NEW YORK OFFICE, 300 FIFTH AVENUE

LEGAL HOLIDAY
Christmas Day
 Saturday
 December 25th
 No Business Transacted

FRANKLIN PRINTING CO. PHILADELPHIA—Founded in 1728 by *Benj. Franklin*—NEW YORK OFFICE, 300 FIFTH AVENUE

LEGAL HOLIDAY
New Year's Day
 Saturday—
 1921 January 1st
 No Business Transacted

FRANKLIN PRINTING CO. PHILADELPHIA—Founded in 1728 by *Benj. Franklin*—NEW YORK OFFICE, 300 FIFTH AVENUE

LEGAL HOLIDAY
New Year's Day
 Saturday—
 1921 January 1st
 No Business Transacted

FRANKLIN PRINTING CO. PHILADELPHIA—Founded in 1728 by *Benj. Franklin*—NEW YORK OFFICE, 300 FIFTH AVENUE

LEGAL HOLIDAY
Lincoln's Birthday
 February 12th
 No Business Transacted

FRANKLIN PRINTING CO. PHILADELPHIA—Founded in 1728 by *Benj. Franklin*—NEW YORK OFFICE, 300 FIFTH AVENUE

LEGAL HOLIDAY
Lincoln's Birthday
 February 12th
 No Business Transacted

FRANKLIN PRINTING CO. PHILADELPHIA—Founded in 1728 by *Benj. Franklin*—NEW YORK OFFICE, 300 FIFTH AVENUE

LEGAL HOLIDAY
Washington's Birthday
 February 22nd
 No Business Transacted

FRANKLIN PRINTING CO. PHILADELPHIA—Founded in 1728 by *Benj. Franklin*—NEW YORK OFFICE, 300 FIFTH AVENUE

LEGAL HOLIDAY
Washington's Birthday
 February 22nd
 No Business Transacted

FRANKLIN PRINTING CO. PHILADELPHIA—Founded in 1728 by *Benj. Franklin*—NEW YORK OFFICE, 300 FIFTH AVENUE

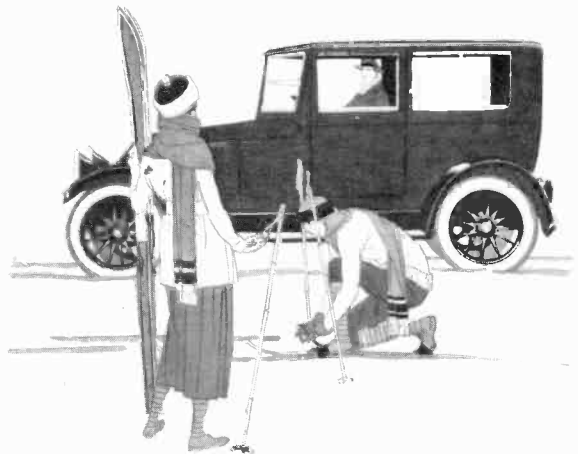
128 FRANKLIN PRINTING COMPANY—*Edward Penfield*
 Loaned and exhibited by the Franklin Printing Company



129 EDISON MAZDA LAMPS—*Norman Rockwell*
 Loaned by the Edison Lamp Works of General Electric Co.
 Exhibited by Barton, Durstine & Osborn, Inc.



130 POMPEIAN CREAM—*W. E. Heiland*
 Loaned by the Pompeian Mfg. Co.
 Exhibited by George Batten Co., Inc.



131 FRANKLIN MOTOR CARS—*F. T. Chapman*
 Loaned by the Franklin Automobile Company
 Exhibited by Patterson-Andress Co., Inc.



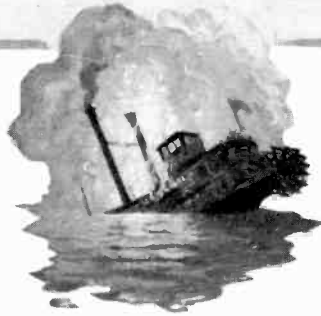
132 ARROW COLLARS—*J. C. Leyendecker*
Loaned and exhibited by Cluett, Peabody & Co., Inc.



133 DJER-KISS—*Edward A. Wilson*
Loaned by the Alfred H. Smith Co.
Exhibited by The Blackman Co.



134 MUM—*Linn Ball*
Loaned by George B. Evans
Exhibited by John O. Powers Company



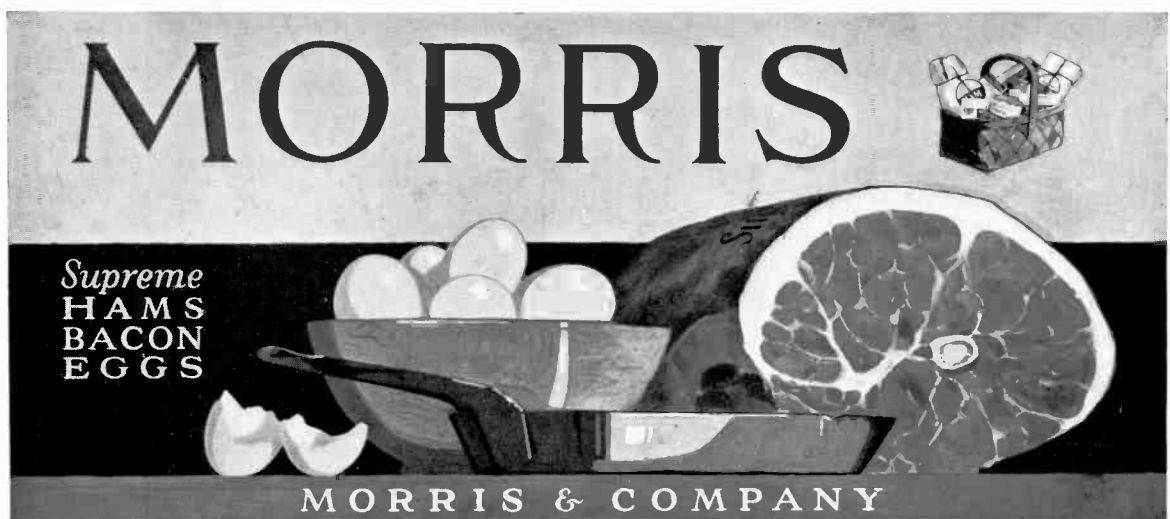
135 AUNT JEMIMA'S PANCAKE FLOUR—*N. C. Wyeth*
Loaned by the Aunt Jemima Mills Co.
Exhibited by J. Walter Thompson Co.



136 MEN'S CLOTHING—*S. N. Abbott*
Loaned and exhibited by Hart Schaffner & Marx



137 THE WHITE MOTOR TRUCK—*E. G. Teale*
Loaned and exhibited by the Caxton Company



138 MORRIS' HAM AND BACON—*Maurice Logan*
Loaned and exhibited by Morris & Company



139 THE SPIRIT OF TRANSPORTATION—*Maxfield Parrish*
Loaned and exhibited by The Clark Equipment Co.

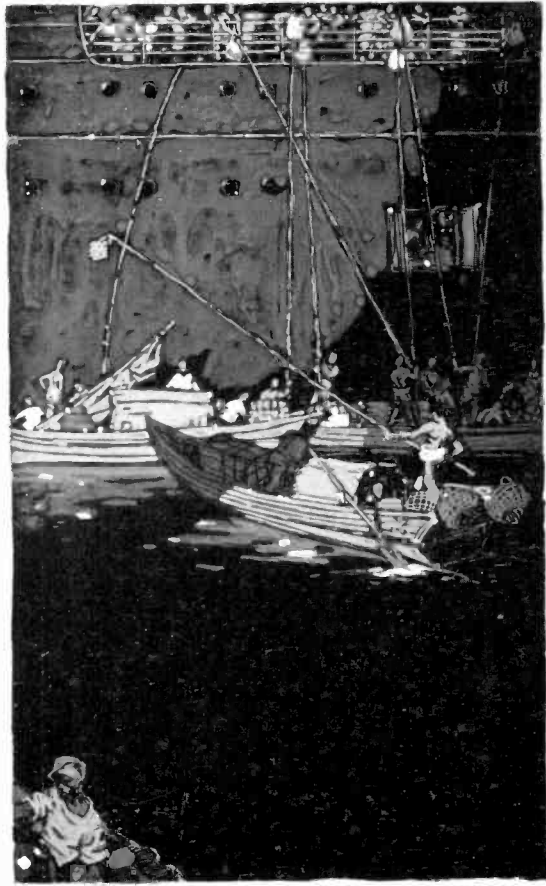
Chesterfield
CIGARETTES
You'll agree
— they satisfy

140 CHESTERFIELD CIGARETTES—*J. C. Leyendecker*
Loaned and exhibited by the Liggett & Myers Tobacco Co.

LUX Won't shrink woolens

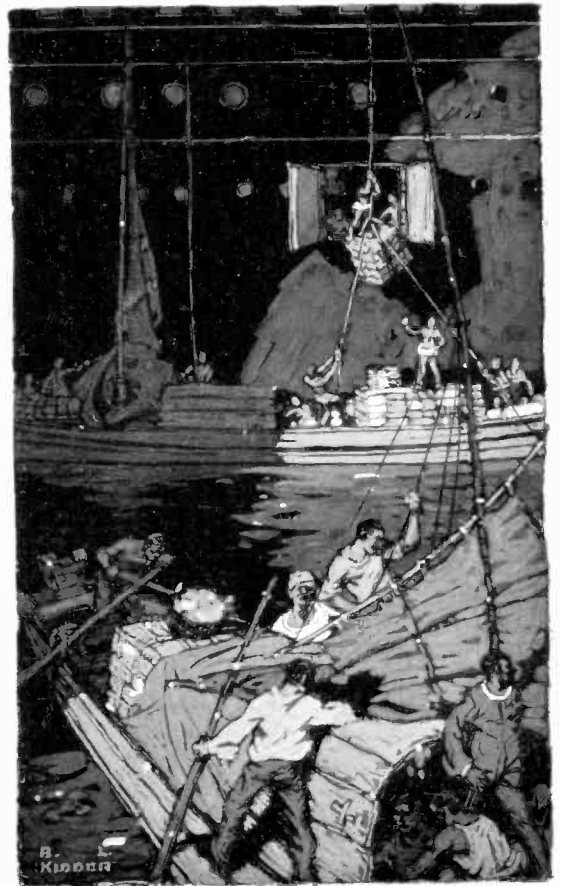


141 LUX—*Lucile Patterson Marsh*
Loaned by the Lever Bros. Co.
Exhibited by J. Walter Thompson Co.



142

CARGO CARRIERS AT AN ORIENTAL PORT
Ben. L. Kidder



143



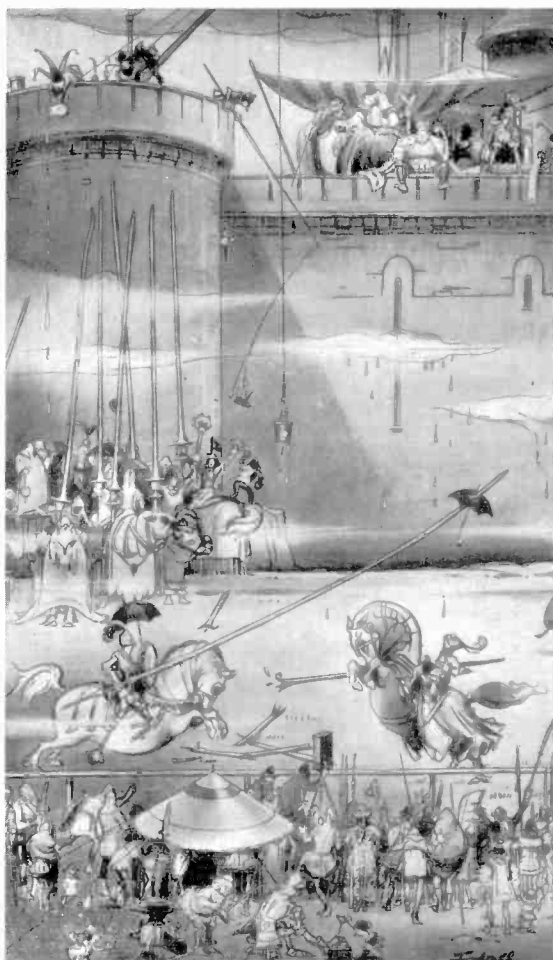
144 CATALOG COVER—*Joseph Bolegard*
 Loaned by Marshall Field & Co.
 Exhibited by the Wm. H. Rankin Co.



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



146 LACE CURTAINS—*The Reeses*[®]
 Loaned by the Scranton Lace Co.
 Exhibited by Barrows & Richardson



147 MEN'S CLOTHING—*Charles H. Forbell*
 Loaned and exhibited by Rogers Peet Co.



148 VICTOR TALKING MACHINES
Edward A. Wilson
 Loaned by the Victor Talking Machine Co.
 Exhibited by the Franklin Printing Company



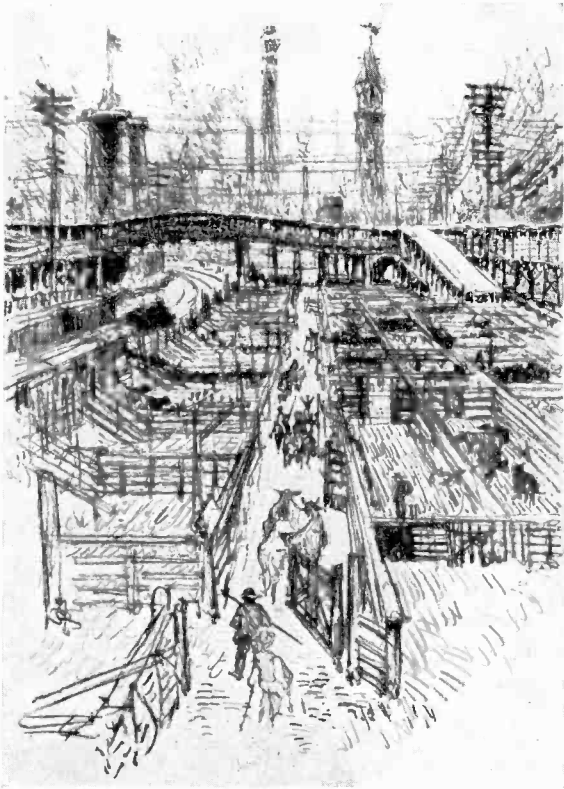
149 WHITE MOTOR TRUCK—*E. G. Teale*
 Loaned and exhibited by the Caxton Company



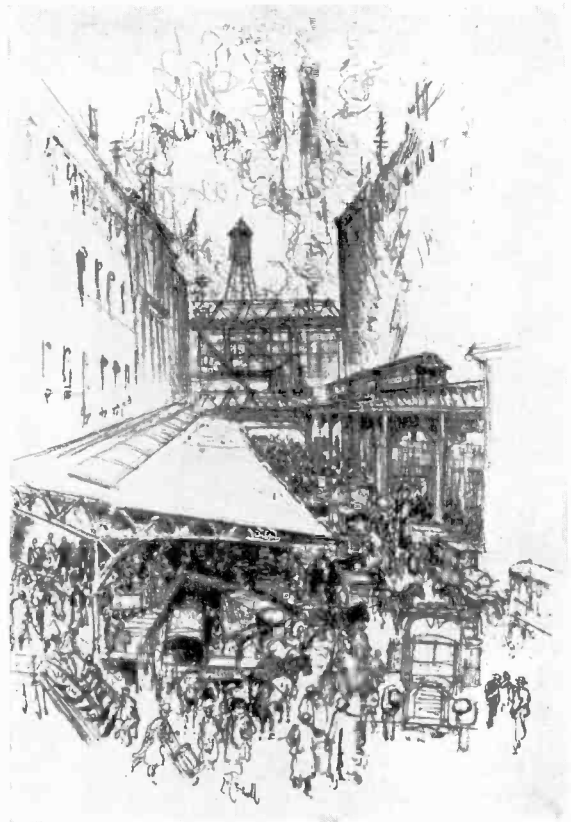
150 CALENDAR ILLUSTRATION—*James Preston*
 Loaned and exhibited by the Beck Engraving Co.



151 ROYAL TYPEWRITERS—*Clarence Helck*
 Loaned by the Royal Typewriter Co.
 Exhibited by The H. K. McCann Co.



152 UNION STOCK YARDS
Charcoal Study by Joseph Pennell
Loaned and exhibited by Armour & Co.



153 UNION STOCK YARDS
Charcoal Study by Joseph Pennell
Loaned and exhibited by Armour & Co.



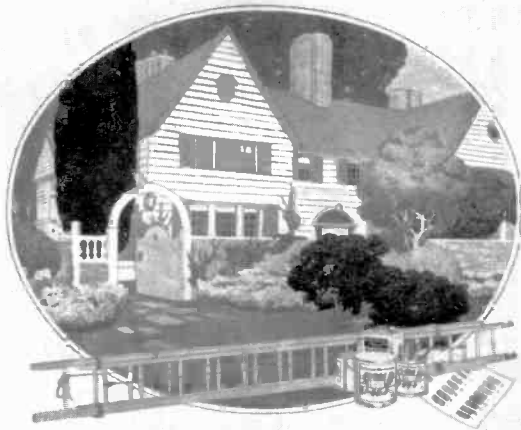
154 OVINGTON'S—*Wallace Morgan*
Loaned by the Ovington Bros. Co.
Exhibited by Barton, Durstine & Osborn, Inc.



155 EDISON MAZDA LAMPS—*Norman Rockwell*
Loaned by the Edison Lamp Works of General Electric Co.
Exhibited by Barton, Durstine & Osborn, Inc.



156 HEINZ BAKED BEANS—*Charles E. Chambers*
Loaned by The H. J. Heinz Company
Exhibited by Calkins & Holden, Inc.

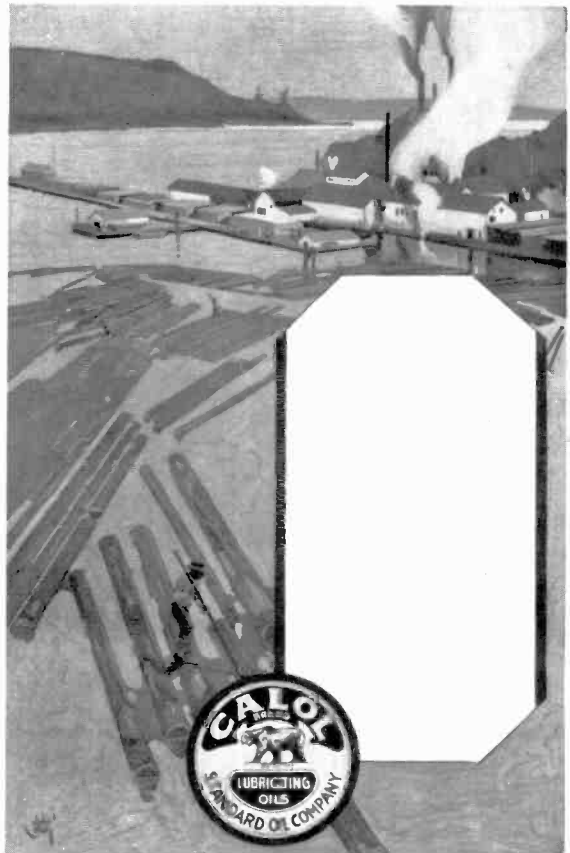


SHERWIN - WILLIAMS
PRODUCTS

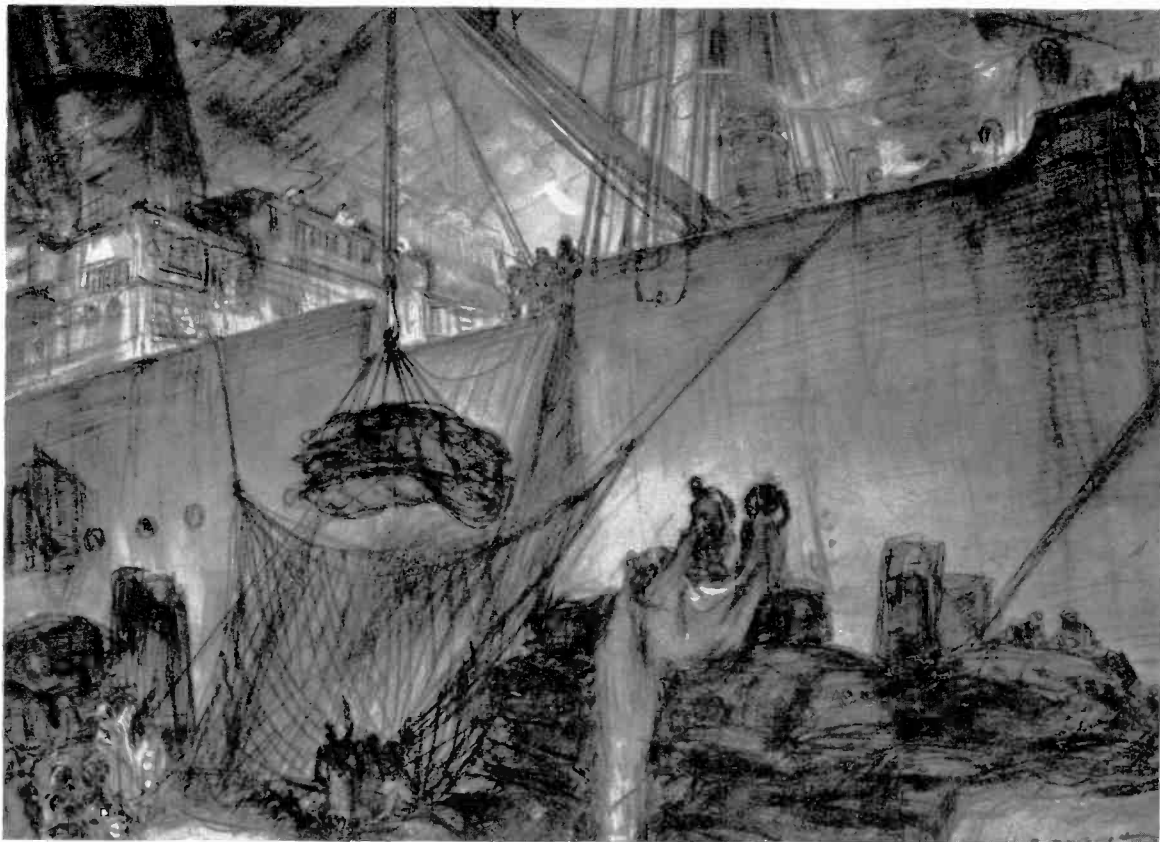


157 SHERWIN-WILLIAMS PAINTS AND VARNISHES
The Reeses

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



158 CALOL LUBRICATING OILS—*John Kelly*
Loaned by the Standard Oil Company of Calif.
Exhibited by The H. K. McCann Co.



159 McELWAIN SHOES—*Henry Raleigh*
Loaned by W. H. McElwain Co.
Exhibited by Barton, Durstine & Osborn, Inc.



160 ELECTRIC LOCOMOTIVE—*Walter Greene*
Loaned and exhibited by the General Electric Co.



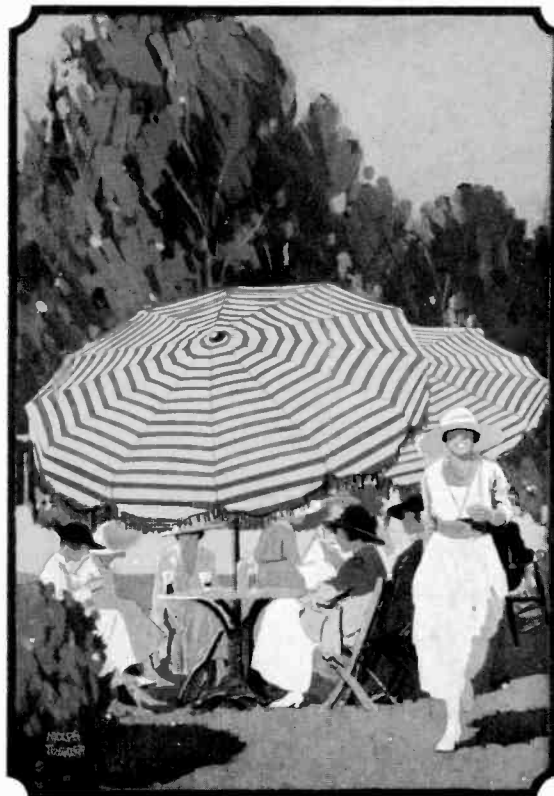
161 CHESTERFIELD CIGARETTES—*J. C. Leyendecker*
Loaned and exhibited by the Liggett & Myers Tobacco Co.



162 THE PIERCE-ARROW MOTOR CAR
Adolph Treidler
 Loaned by The Pierce-Arrow Motor Car Co.
 Exhibited by the Bartlett-Orr Press



163 THE PIERCE-ARROW MOTOR CAR
Adolph Treidler
 Loaned by The Pierce-Arrow Motor Car Co.
 Exhibited by the Bartlett-Orr Press



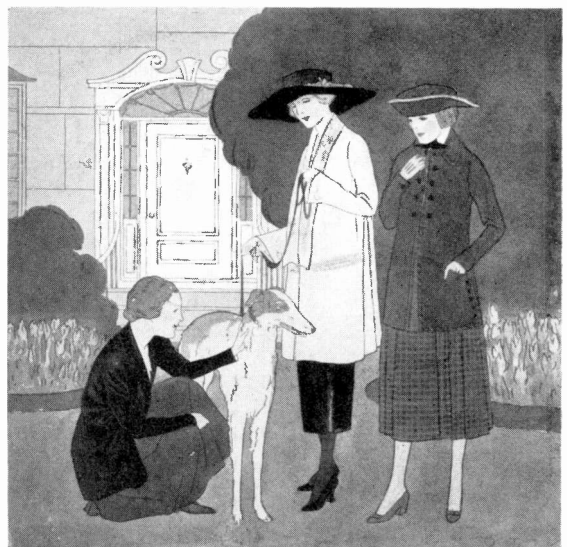
164 THE PIERCE-ARROW MOTOR CAR—*Adolph Treidler*
 Loaned by The Pierce-Arrow Motor Car Co.
 Exhibited by the Bartlett-Orr Press



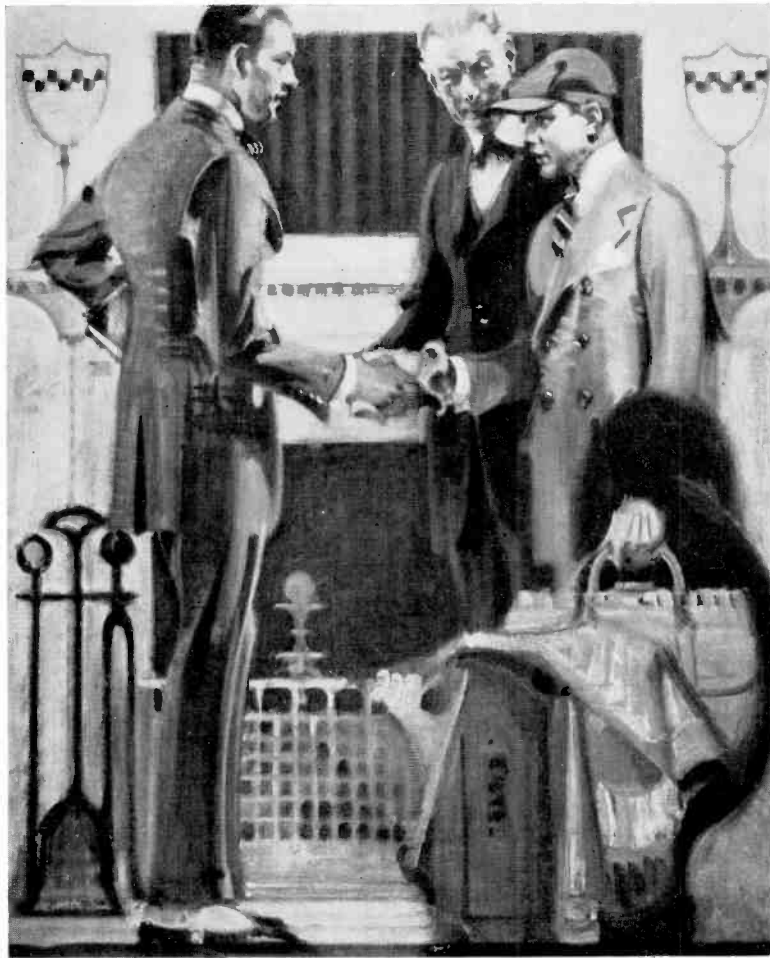
165 FRENCH SATIN—*Carl Erickson*
 Loaned and exhibited by Pelgram & Myer



166 GILBRAE GINGHAM—*Margaret Montgomery*
 Loaned by Amory, Browne & Co.
 Exhibited by George Batten Co., Inc.



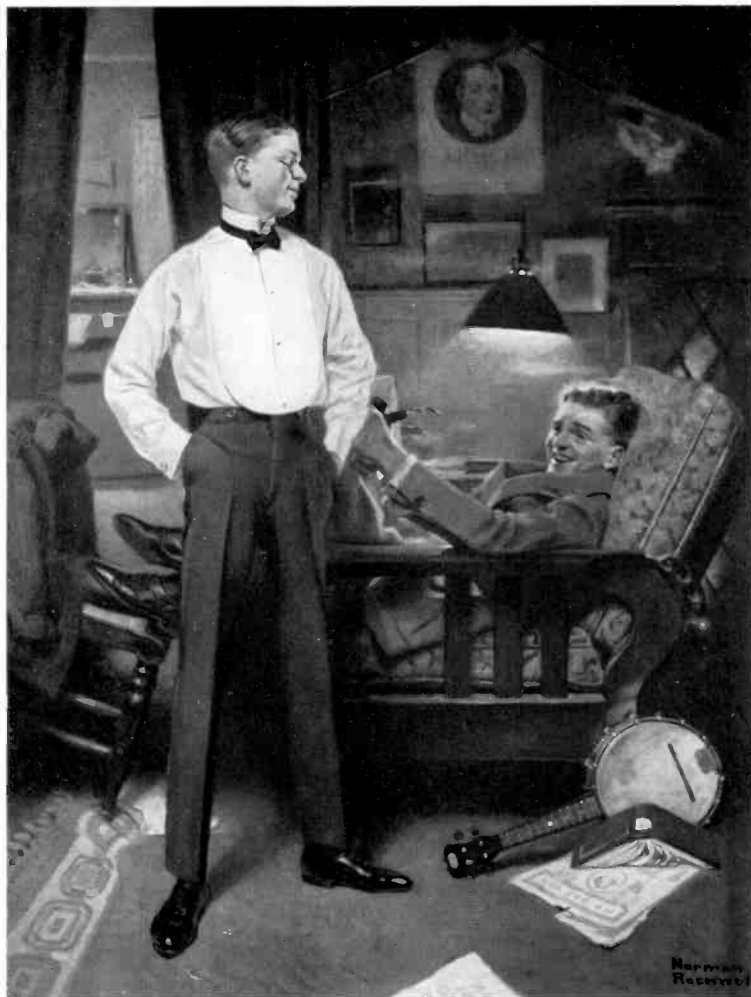
167 PORTABLE HOUSES—*Samuel Otis*
 Loaned and exhibited by the R. L. Kenyon Co.



168 SOCIETY BRAND CLOTHING—*Leon M. Gordon*
Loaned by Alfred Decker & Cohn
Exhibited by George Batten Co., Inc.



169 MEN'S CLOTHING—*Edward Penfield*
Loaned and exhibited by Hart Schaffner & Marx



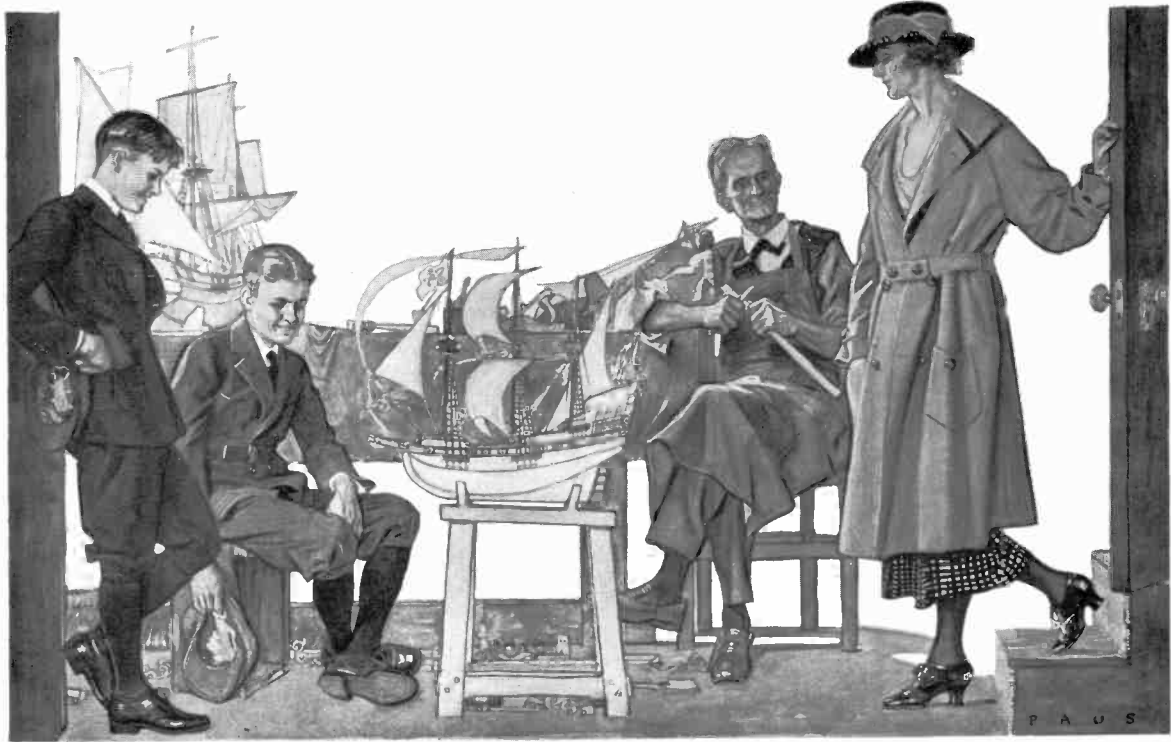
170 ARROW COLLARS—*Norman Rockwell*
 Loaned and exhibited by Cluett, Peabody & Co., Inc.



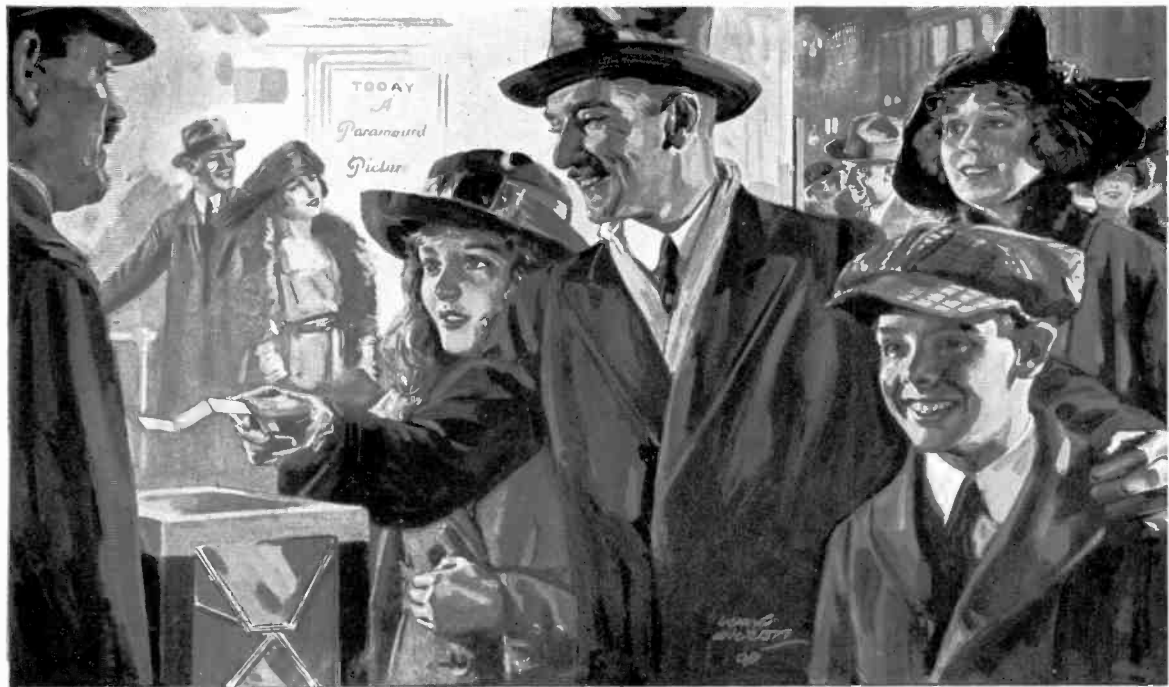
171 LIBBY'S BACON—*Sigmund Schou*
 Loaned by Libby, McNeill & Libby
 Exhibited by J. Walter Thompson Co.



172 HARTMANN TRUNKS—*J. Chenoweth*
 Loaned by the Hartmann Trunk Co.
 Exhibited by the Wm. H. Rankin Co.



173 MEN'S CLOTHING—*Herbert Paus*
 Loaned and exhibited by Hart Schaffner & Marx



174 PARAMOUNT PICTURES—*Vaux Wilson*
 Loaned by the Famous Players-Lasky Corpn.
 Exhibited by Hanff-Metzger, Inc.



175 SOCIETY BRAND CLOTHING—*Leon M. Gordon*
 Loaned by Alfred Decker & Cohn
 Exhibited by George Batten Co., Inc.



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



177 ELDORADO PENCILS—*Earl Horter*
 Loaned by the Joseph Dixon Crucible Co.
 Exhibited by N. W. Ayer & Son



178 AMERICAN PIANOS—*C. C. Beall*
Loaned by the American Piano Co.
Exhibited by the Bricka-Ford Co.



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



180 MALLORY HATS—*Leon M. Gordon*
Loaned by E. A. Mallory & Sons, Inc.
Exhibited by George Batten Co., Inc.



181 ELDORADO PENCILS—*Earl Horter*
 Loaned by the Joseph Dixon Crucible Co.
 Exhibited by N. W. Ayer & Son



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



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



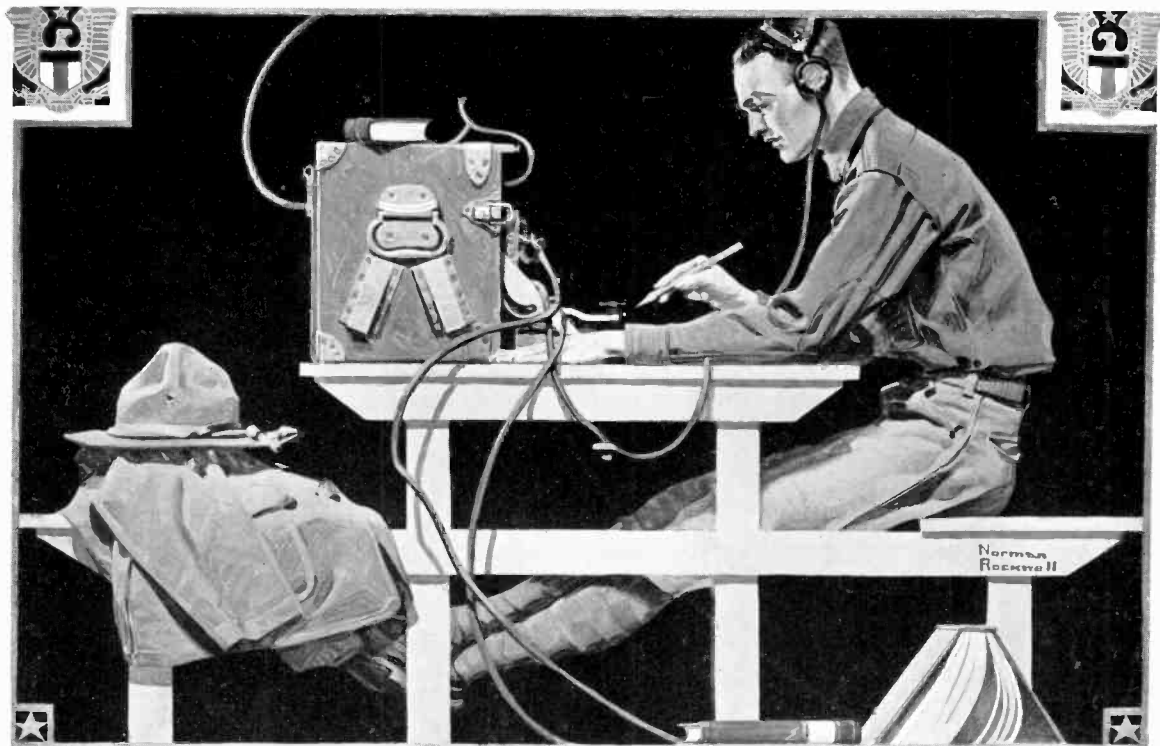
184 SILK HOSIERY—*Mary McKinnon*
 Loaned by the McCallum Hosiery Co.
 Exhibited by George Batten Co., Inc.



185 OVINGTON'S—*Wallace Morgan*
 Loaned by Ovington Bros. Co.
 Exhibited by Barton, Durstine & Osborn, Inc.



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



187 U. S. ARMY TEACHES TRADES—*Norman Rockwell*
 Loaned by the U. S. Army
 Exhibited by Calkins & Holden, Inc.



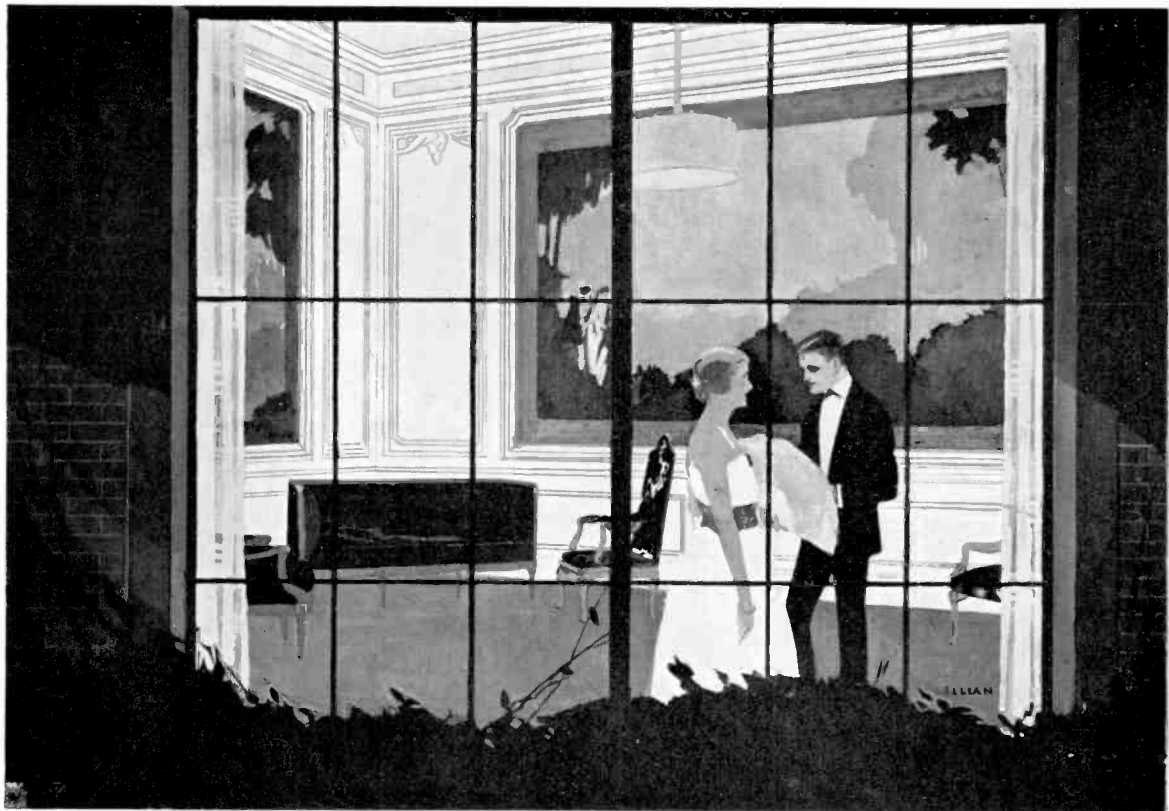
188 Lux—*Willy Pogany*
 Loaned by Lever Bros. Co.
 Exhibited by J. Walter Thompson Co.



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



190 WOMEN'S HATS—*Alfred Cheney Johnston*
 Loaned and exhibited by Dobbs & Co.



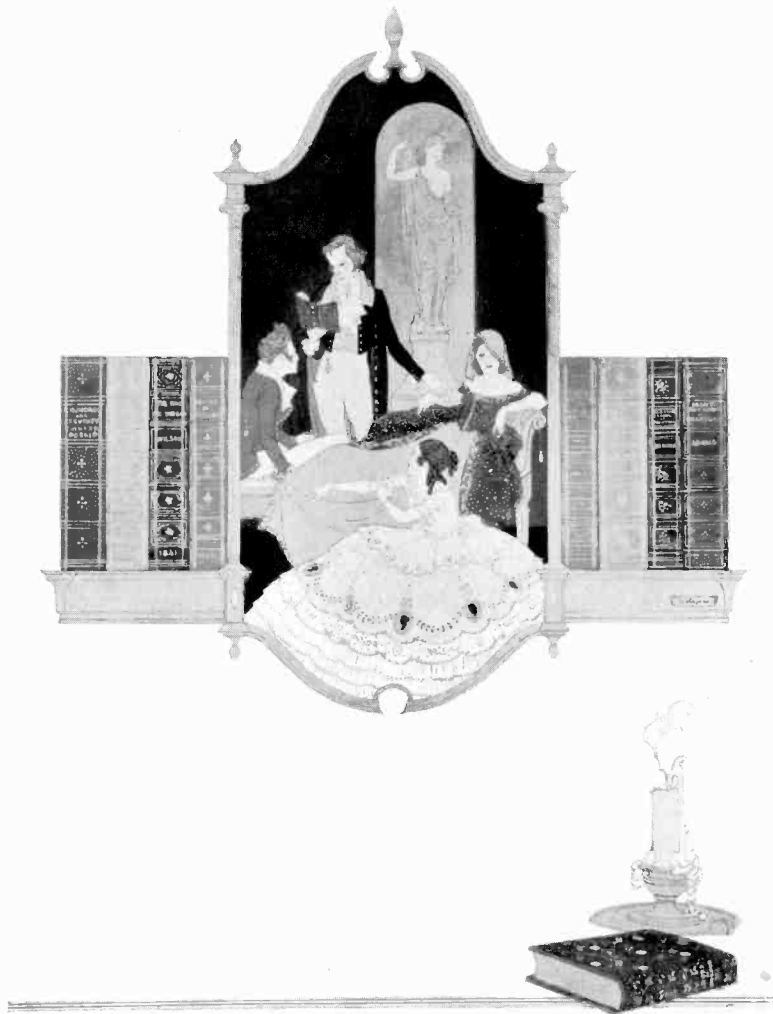
191 DUPLEX LIGHTING FIXTURES—*George J. Illian*
 Loaned by the Duplex Lighting Works of General Electric Co.
 Exhibited by Barrows & Richardson



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



193 BON AMI—*Cushman Parker*
 Loaned by the Bon Ami Company
 Exhibited by The Erickson Company



194 MARSHALL FIELD & Co.—*Joseph Bolegard*
 Loaned by Marshall Field & Co.
 Exhibited by the Wm. H. Rankin Co.



195 LION COLLARS—*C. C. Beall*
 Loaned by the United Shirt & Collar Co.
 Exhibited by Picard Company, Inc.



196 BLUE BUCKLE OVERALLS—*William Oberhardt*
 Loaned and exhibited by the Jobbers Overall Co.



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



198 DJER-KISS—*Edward A. Wilson*
 Loaned by the Alfred H. Smith Co.
 Exhibited by The Blackman Company



199 HEINZ BAKED BEANS—*Charles E. Chambers*
Loaned by The H. J. Heinz Company
Exhibited by Calkins & Holden, Inc.



200 HEINZ BAKED BEANS—*Walter Biggs*
Loaned by The H. J. Heinz Company
Exhibited by Calkins & Holden, Inc.



201 ARROW COLLARS—*J. C. Leyendecker*
Loaned and exhibited by Cluett, Peabody & Co., Inc.



202 TALC JONTEEL—*Walter Dean Goldbeck*
The United Drug Co.
Loaned and exhibited by Street & Finney, Inc.



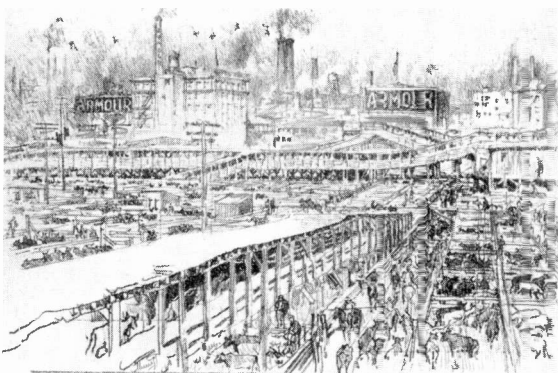
203 PERFUME L'AMUSETTE—*Lucile Patterson Marsh*
 Loaned by Frederick Stearns & Co.
 Exhibited by Sheridan, Shawhan & Sheridan



204 ASCHER'S KNIT GOODS—*Lucile Patterson Marsh*
 Loaned by Simon Ascher & Co., Inc.
 Exhibited by Biow Co, Inc.



205 EDISON MAZDA LAMPS—*Norman Rockwell*
 Loaned by the Edison Lamp Works of General Electric Co.
 Exhibited by Barton, Durstine & Osborn, Inc.



206 UNION STOCK YARDS
Charcoal Sketch by Joseph Pennell
 Loaned and exhibited by Armour & Co



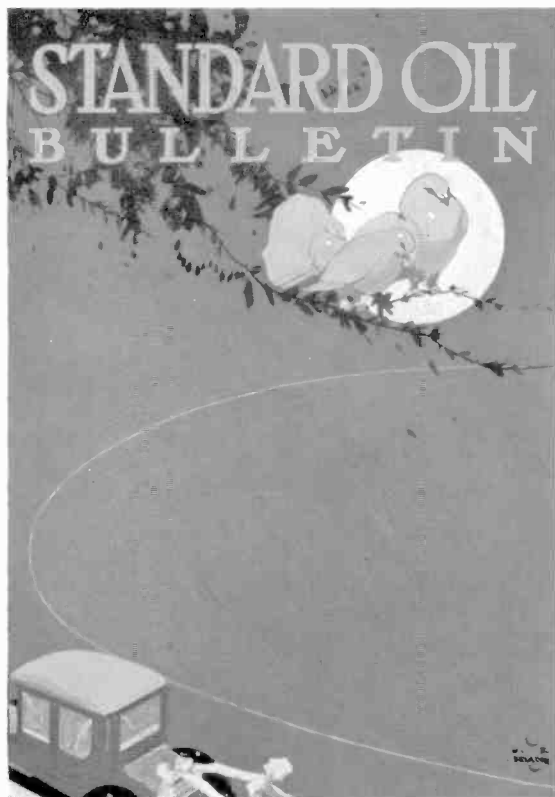
207 LINOLEUM—*George W. Blake*
 Loaned by the Armstrong Cork Co.
 Exhibited by George Barten Co., Inc.



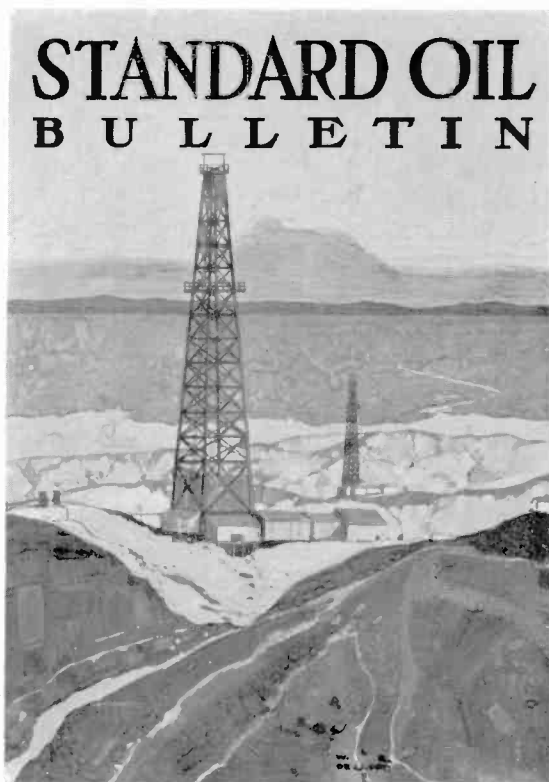
208 WOODBURY'S FACIAL SOAP—*John Newton Howitt*
Loaned by The Andrew Jergens Company
Exhibited by the J. Walter Thompson Co.



209 LION COLLARS—*C. C. Beall*
Loaned by the United Shirt & Collar Co.
Exhibited by the Picard Company, Inc.



210 HOUSE ORGAN—*W. R. DeLappe*
 Loaned by the Standard Oil Co. of California
 Exhibited by The H. K. McCann Co.



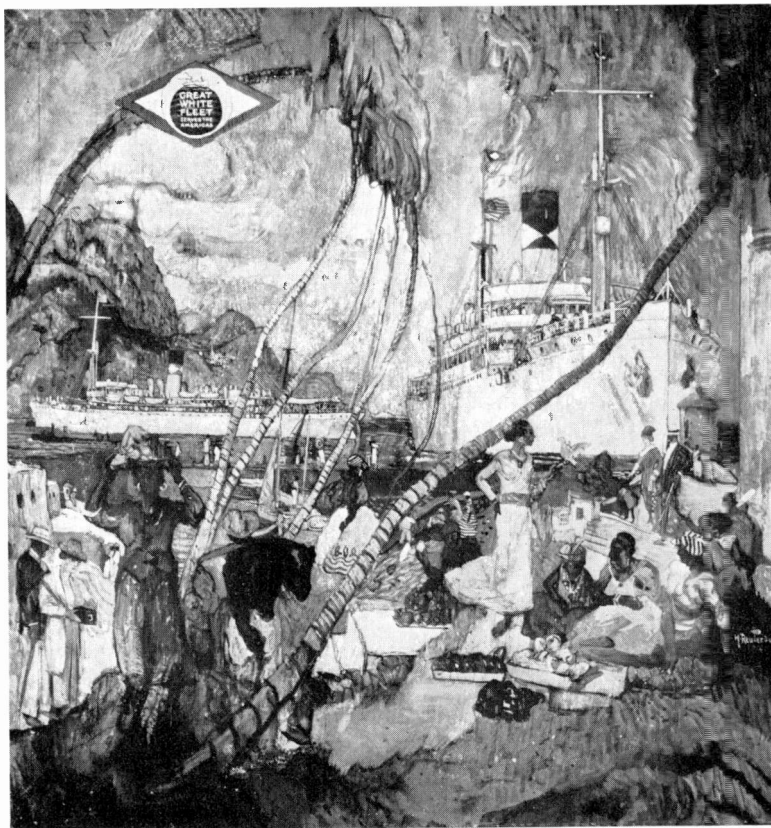
211 HOUSE ORGAN—*W. R. DeLappe*
 Loaned by the Standard Oil Co. of California
 Exhibited by The H. K. McCann Co.



212 DUPLEX LIGHTING FIXTURES—*George J. Illian*
 Loaned by the Duplex Lighting Works of General Electric Co.
 Exhibited by Barrows & Richardson



213 VODE KID—*R. K. Ryland*
Loaned by the Standard Kid Manufacturing Co.
Exhibited by George Batten Co., Inc.



214 GREAT WHITE FLEET—*Henry Reuterdahl*
Loaned and exhibited by the United Fruit Co.



215 ADLER-ROCHESTER CLOTHES—*Walter Dorwin Teague*
 Loaned by L. Adler, Bros. & Co.
 Exhibited by Berrien Co., Inc.



216 LYON'S TOOTH PASTE—*O. F. Howard*
 Loaned by I. W. Lyon & Sons
 Exhibited by Patterson-Andress Co., Inc.



217 MORRIS' HAM—*Charles Everett Johnson*
 Loaned by Morris & Company
 Exhibited by Williams & Cunningham



219 HEINZ BAKED BEANS—*T. K. Hanna*
 Loaned by The H. J. Heinz Company
 Exhibited by Calkins & Holden, Inc.



220 FRENCH SATIN—*Anita Parkhurst*
 Loaned by Pelgram & Myer
 Exhibited by the Federal Advertising Agency, Inc.



218 PIERCE-ARROW MOTOR CAR—*Edward A. Wilson*
 Loaned by The Pierce-Arrow Motor Car Company
 Exhibited by Calkins & Holden, Inc.

DIAMOND BRAND CALIFORNIA WALNUTS



Here's a food
that's cheaper

221 DIAMOND BRAND WALNUTS—*Robert Kerfoot*
Loaned by the California Walnut Growers Association
Exhibited by The H. K. McCann Co.



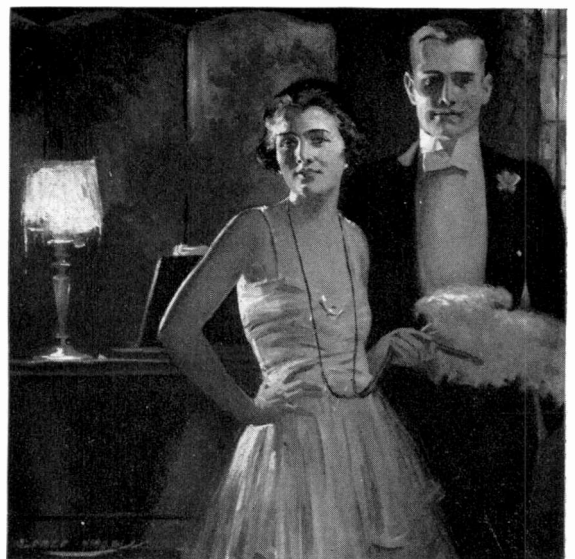
222 FISK TIRES—*Walter Biggs*
Loaned by The Fisk Rubber Co.
Exhibited by the Martin V. Kelley Co.



223 MEN'S CLOTHING—*J. C. Leyendecker*
 Loaned by B. Kuppenheimer & Company
 Exhibited by The George L. Dyer Co.



225 WALLACE SILVER—*Neysa McMein*
 Loaned by R. Wallace & Sons Mfg. Co.
 Exhibited by The Erickson Company



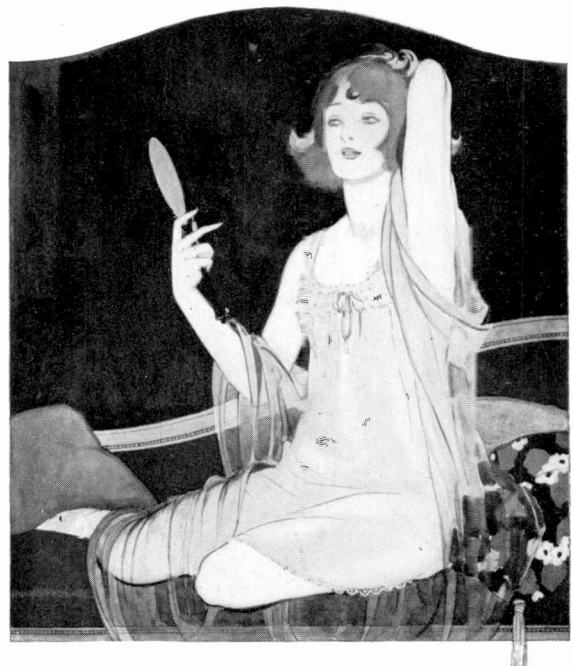
224 —*Alonzo Kimball*
 The Amsden Studios Co.



226 MEN'S CLOTHING—*J. C. Leyendecker*
 Loaned by B. Kuppenheimer & Company
 Exhibited by The George L. Dyer Co.



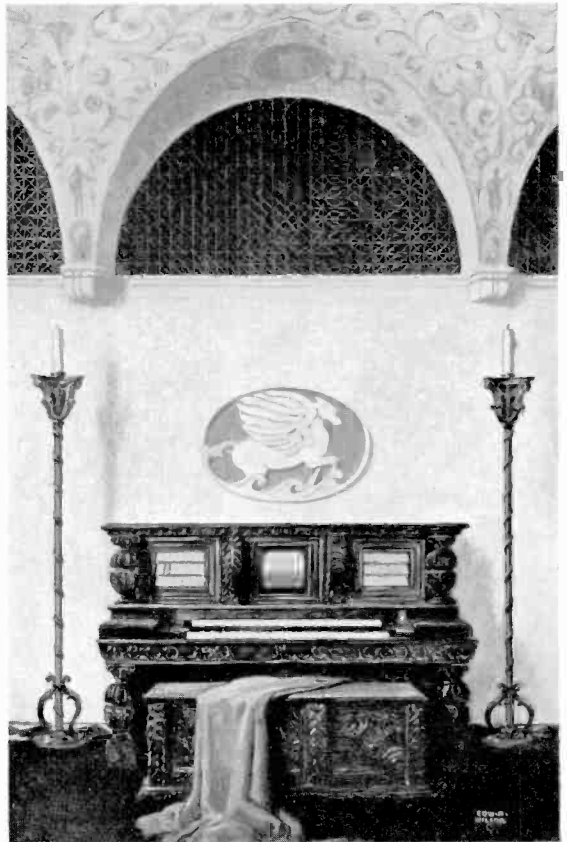
227 WOODBURY'S FACIAL SOAP—*Walter Biggs*
 Loaned by The Andrew Jergens Company
 Exhibited by J. Walter Thompson Co.



228 LA GRECQUE UNDERWEAR—*W. E. Heitland*
 Loaned by the La Grecque Underwear Co.
 Exhibited by the Redfield Advertising Agency



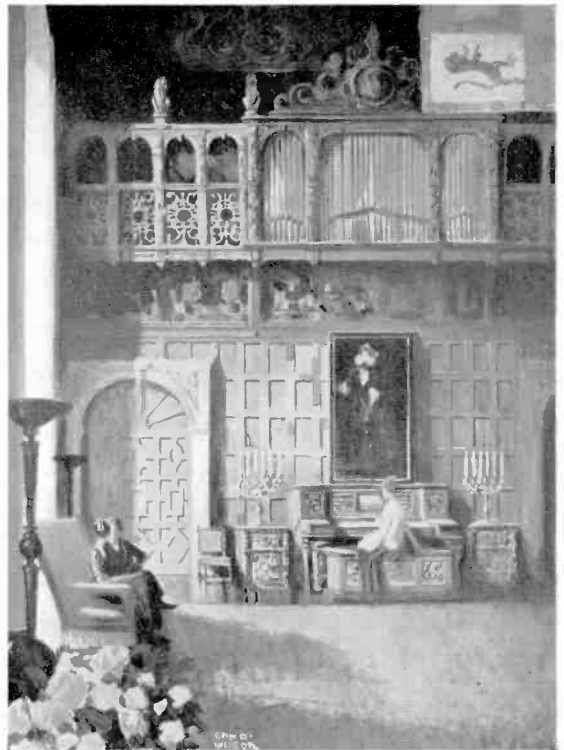
229



230

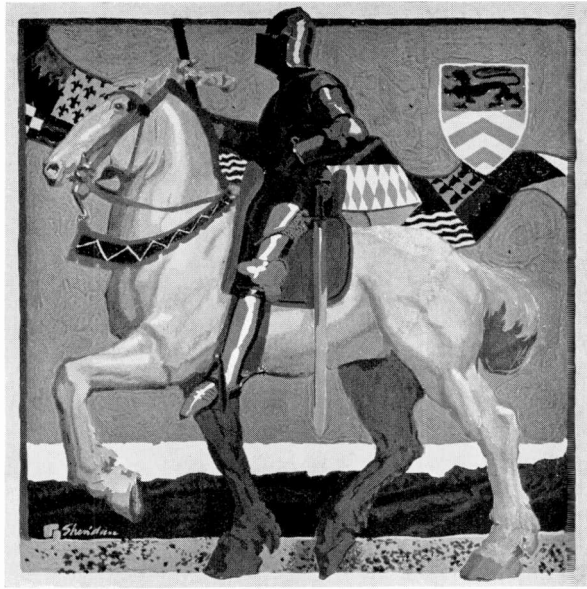


231



232

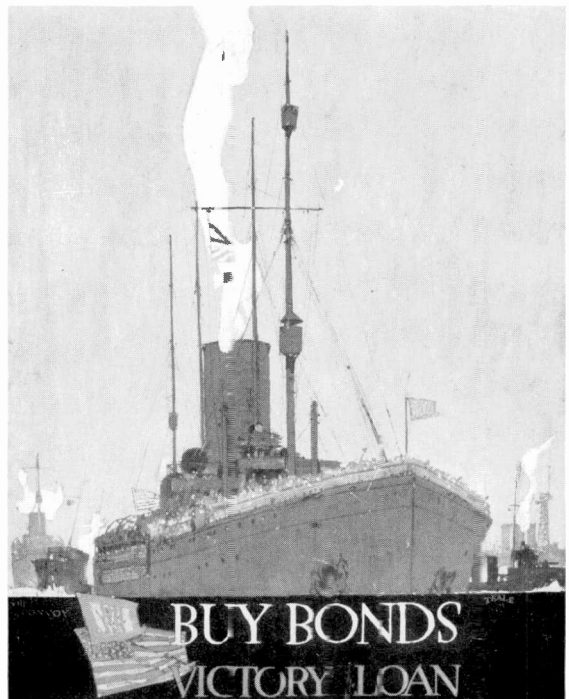
ESTEY ORGAN—*Designs by Edward A. Wilson*
 Loaned by The Estey Organ Company
 Exhibited by Calkins & Holden, Inc.



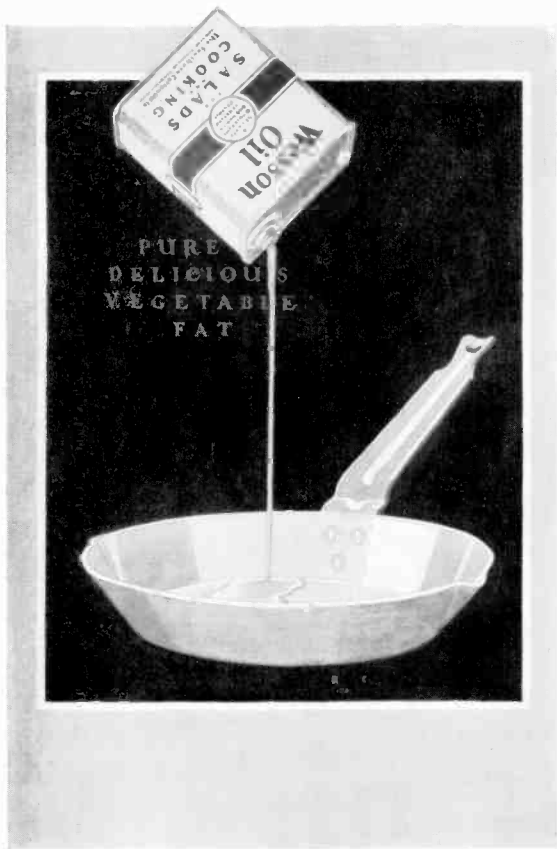
233 MEN'S CLOTHING—*John E. Sheridan*
 Loaned and exhibited by Hart Schaffner & Marx



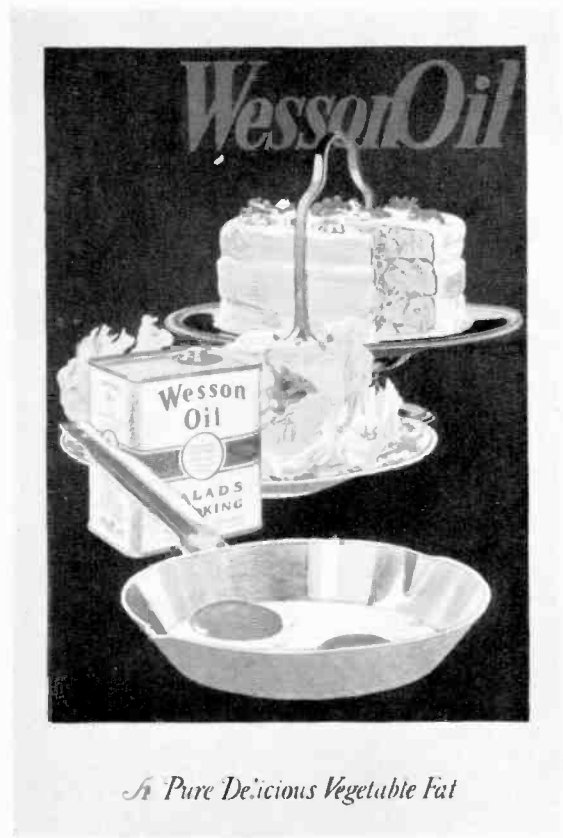
234 COMMUNITY SILVERWARE—*Baron de Meyer*
 Loaned and exhibited by Oneida Community, Ltd.



235 U. S. VICTORY LOAN—*E. G. Teale*
 Loaned and exhibited by the Caxton Company



236



A Pure Delicious Vegetable Fat

237

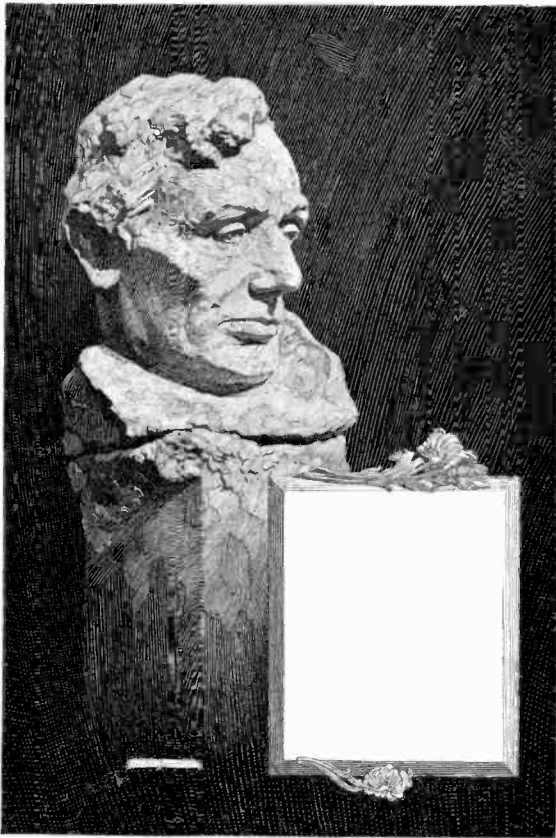


238

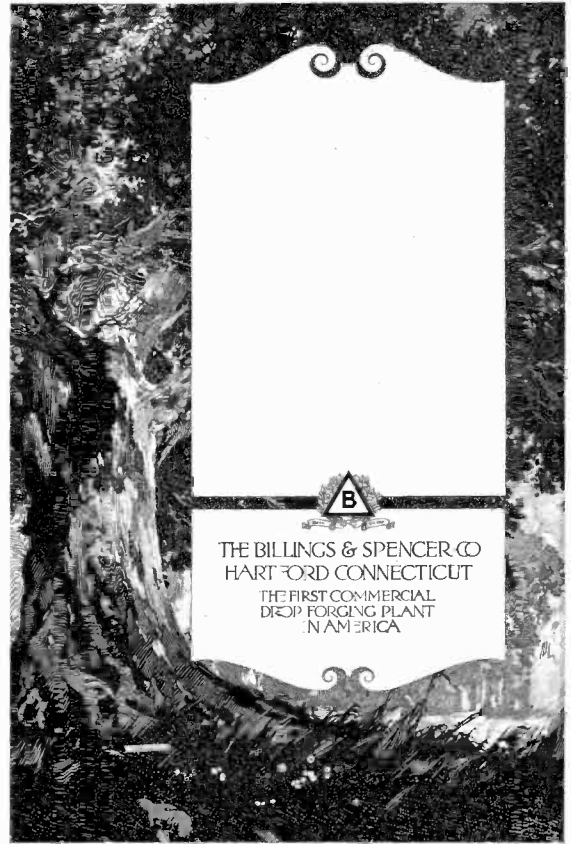


239

WESSON OIL AND SNOWDRIFT—*Designs by René Clarke*
 Loaned by The Southern Cotton Oil Co.
 Exhibited by Calkins & Holden, Inc.



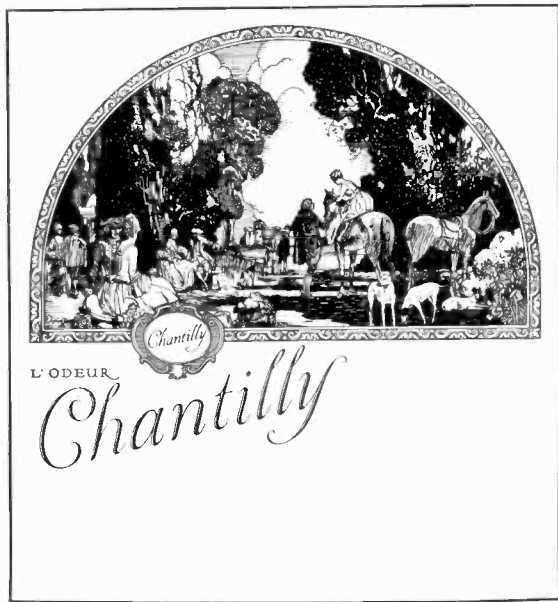
240 BILLINGS & SPENCER—*Franklin Booth*
 Loaned by The Billings & Spencer Co.
 Exhibited by the Harry Porter Co.



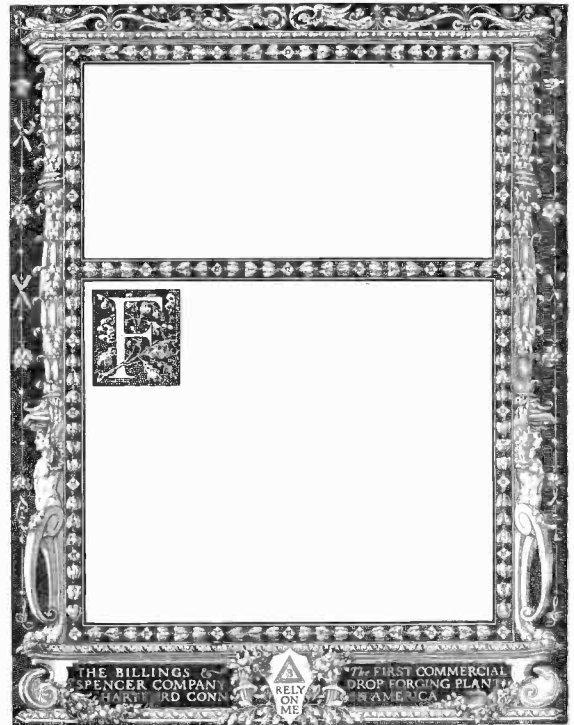
241 BILLINGS & SPENCER—*Franklin Booth*
 Loaned by The Billings & Spencer Co.
 Exhibited by the Harry Porter Co.



242 ALEXANDER HAMILTON INSTITUTE—*Franklin Booth*
 Loaned by the Alexander Hamilton Institute
 Exhibited by Barton, Durstine & Osborn, Inc.



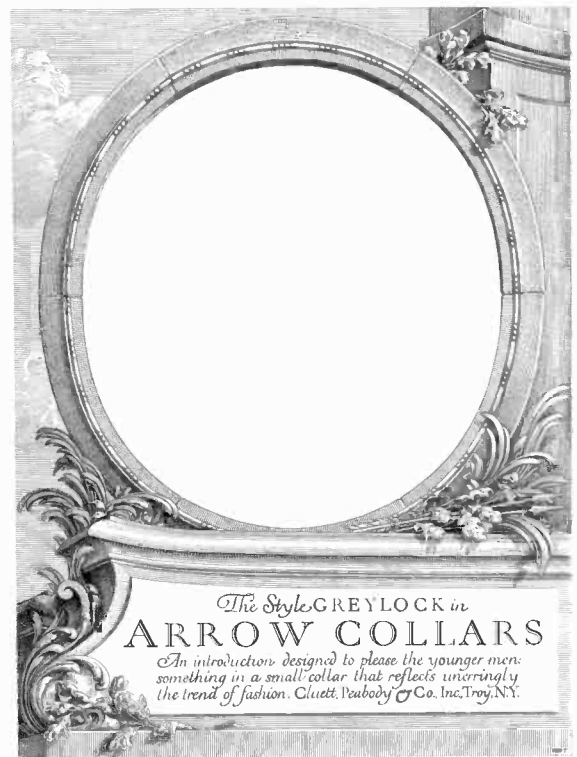
243 CHANTILLY TOILET GOODS
Harry L. Timmins
 Loaned by Chantilly Toilet Goods
 Exhibited by the D'Arcy Advertising Agency



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



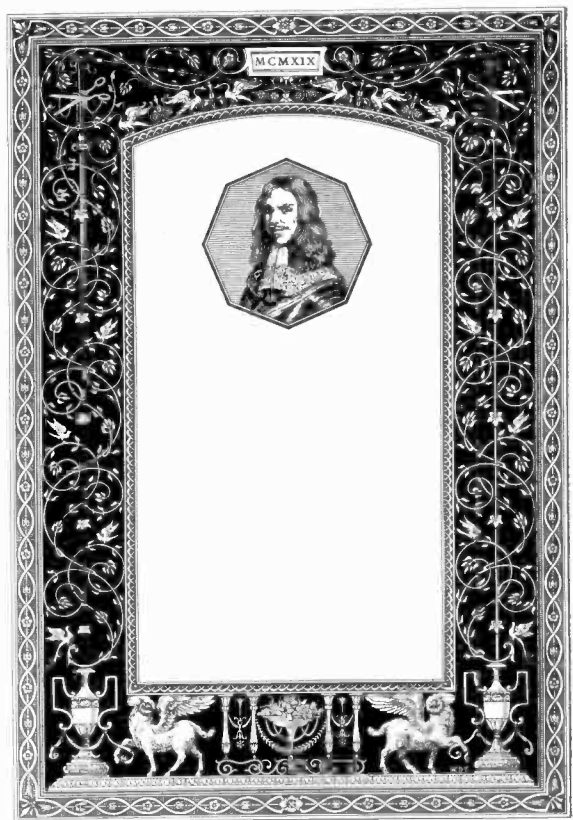
245 COVER DESIGN—*O. W. Jaquish, Jr.*
 Loaned and exhibited by the Rochester Bureau of Printing



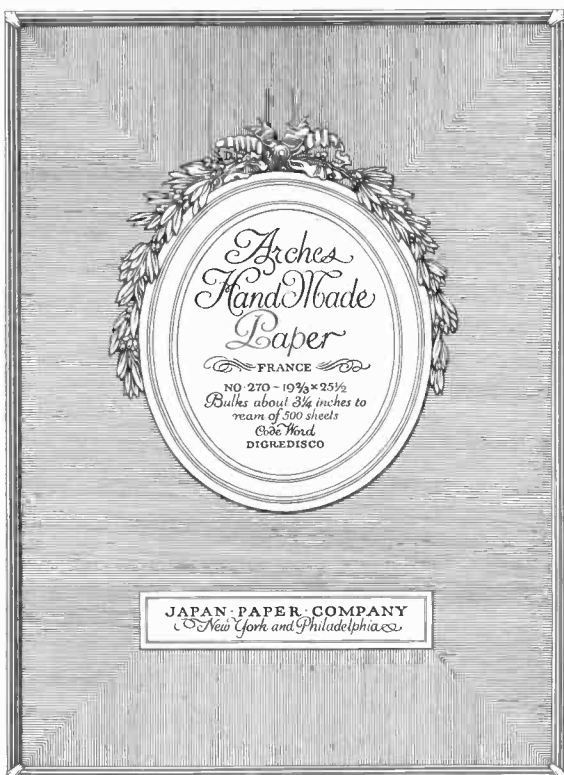
246 ARROW COLLARS—*Walter Dorwin Teague*
 Loaned by Cluett, Peabody & Co., Inc.
 Exhibited by Smith, Sturgis & Moore, Inc.



247 LAFAYETTE MOTOR CAR
Harvey Hopkins Dunn
 Loaned by the Lafayette Motors Co.
 Exhibited by Erwin, Wasey & Co.



248 ADLER-ROCHESTER CLOTHES
Walter Dorwin Teague
 Loaned by L. Adler, Bros. & Co.
 Exhibited by Berrien Co., Inc.



249 ARCHES HAND MADE PAPER
Harvey Hopkins Dunn
 Loaned and exhibited by the Japan Paper Company



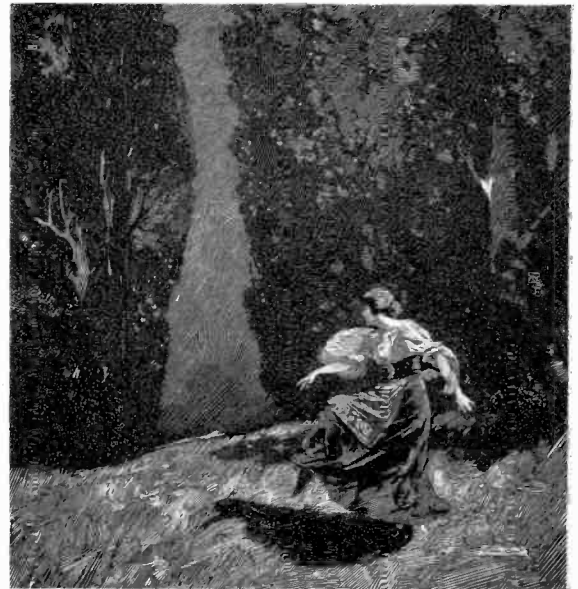
250 LEATHER BELTING—*Harvey Hopkins Dunn*
 Loaned and exhibited by Alexander Bros.



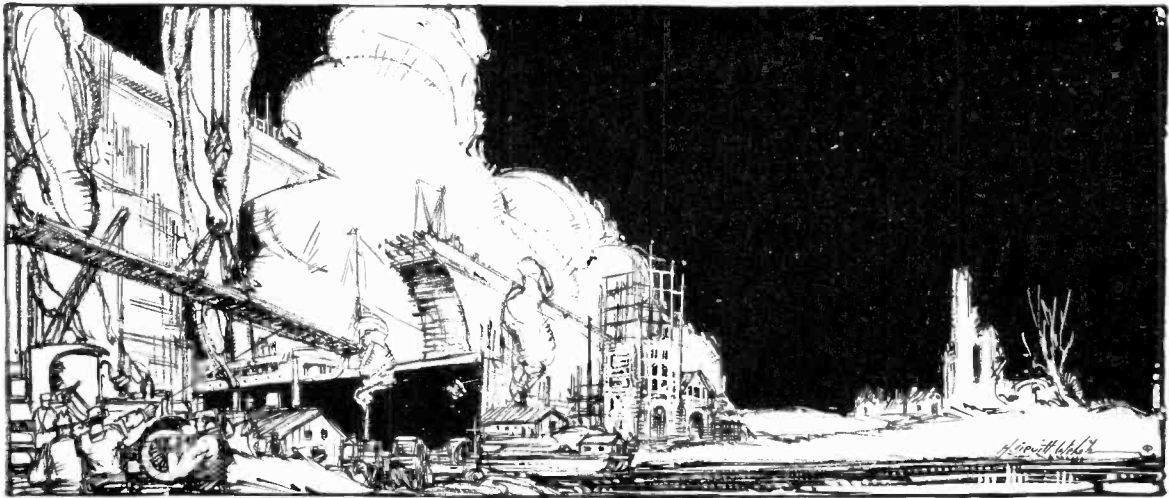
251 ADLER-ROCHESTER CLOTHES—*Walter Dorwin Teague*
 Loaned by L. Adler, Bros. & Co.
 Exhibited by Berrien Co., Inc.



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



253 VICTOR RECORDS—*Franklin Booth*
 Loaned by the Victor Talking Machine Co.
 Exhibited by the Franklin Printing Company



254 BONDS—*H. Devitt Welsh*
 Loaned by Halsey, Stuart & Company
 Exhibited by Albert Frank & Company



255 MEN'S CLOTHING—*J. C. Leyendecker*
 Loaned by B. Kuppenheimer & Company
 Exhibited by The George L. Dyer Co.



256 MEN'S CLOTHING—*J. C. Leyendecker*
 Loaned by B. Kuppenheimer & Company
 Exhibited by The George L. Dyer Co.



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



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



259 PHILIP MORRIS CIGARETTES—*R. F. Schabelitz*
 Loaned by Philip Morris & Co., Ltd.
 Exhibited by Albert Frank & Company



260 YUBAN COFFEE—*Kerr Eby*
 Loaned by Arbuckle Bros.
 Exhibited by J. Walter Thompson Co.



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



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



263 YUBAN COFFEE—*Kerr Eby*
 Loaned by Arbuckle Bros.
 Exhibited by J. Walter Thompson Co.



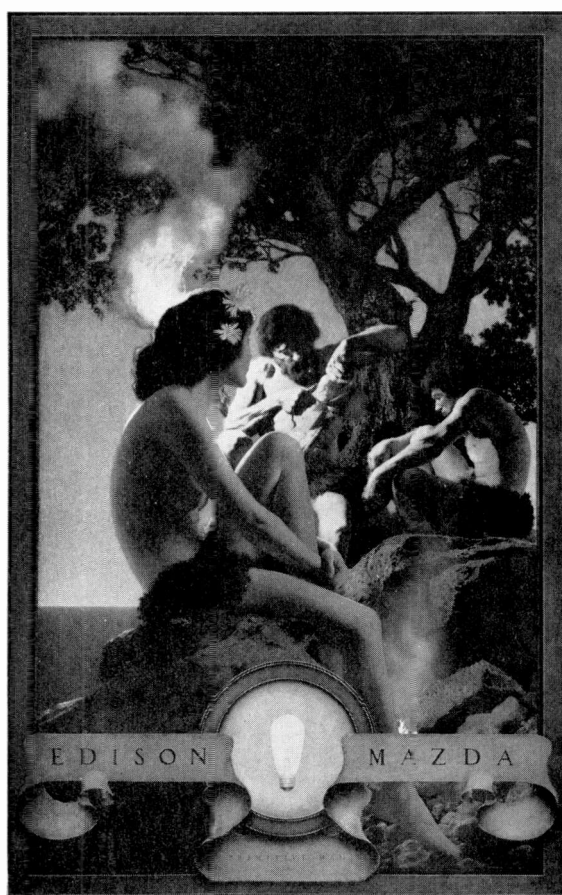
264 PEN DRAWING—*R. F. Heinrich*
Exhibited by R. F. Heinrich



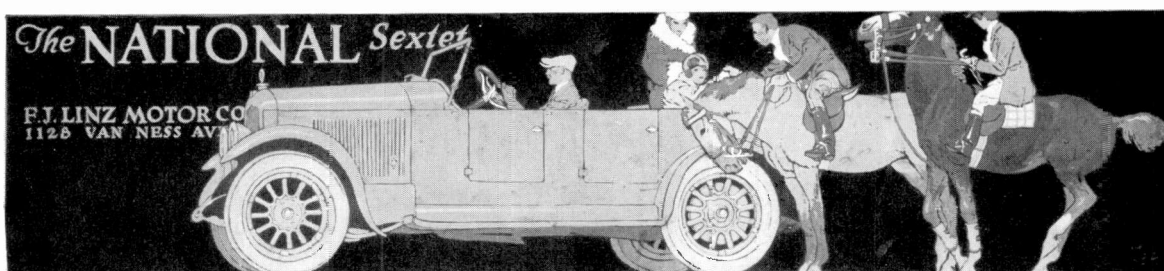
265 HARTFORD FIRE INSURANCE—*René Clarke*
Loaned by The Hartford Fire Insurance Co.
Exhibited by Calkins & Holden, Inc.



266 THE BRUNSWICK PHONOGRAPH
 Loaned by The Wiley B. Allen Co
 Exhibited by Foster & Kleiser



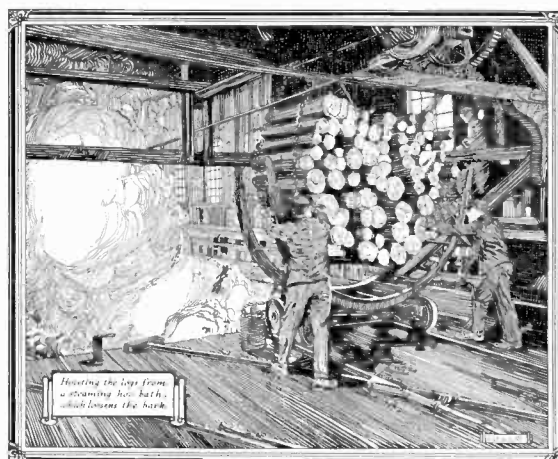
267 EDISON MAZDA LAMPS—*Maxfield Parrish*
 Loaned by the Edison Lamp Works of General Electric Co.
 Exhibited by Barton, Durstine & Osborn, Inc.



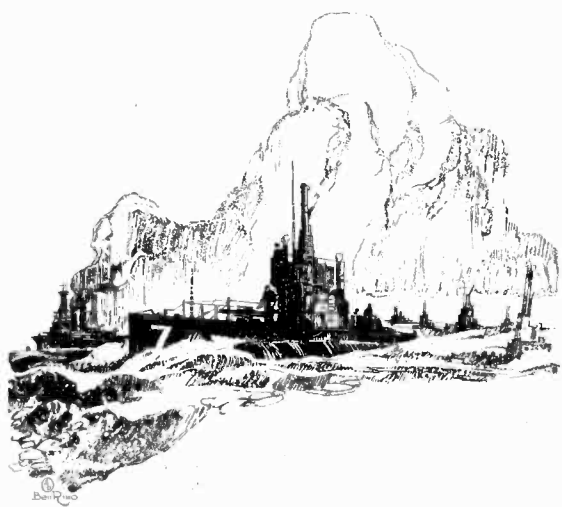
268 THE NATIONAL SEXTET
 Loaned by the F. J. Linz Motor Co.
 Exhibited by Foster & Kleiser



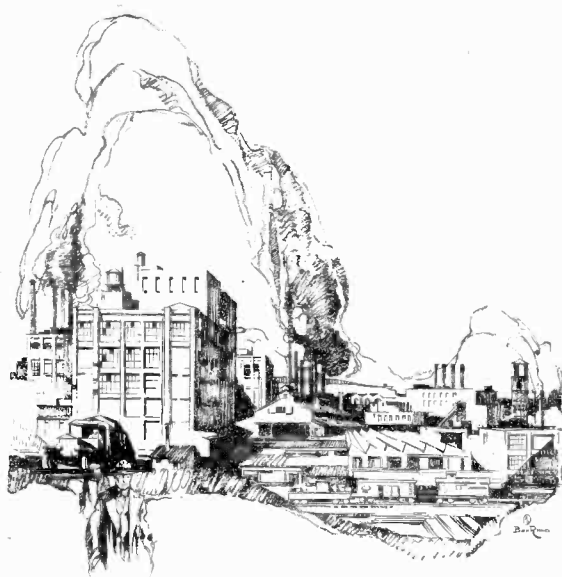
269 O'SULLIVAN'S HEELS—*F. R. Gruger*
 Loaned by the Lamont Corliss Co.
 Exhibited by J. Walter Thompson Co.



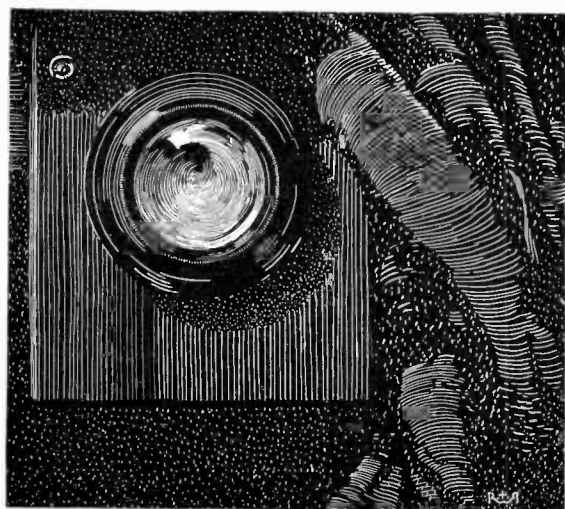
270 WRITING PAPER—*John Liello*
 Loaned by the Eastern Mfg. Co.
 Exhibited by The H. K. McCann Co.



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



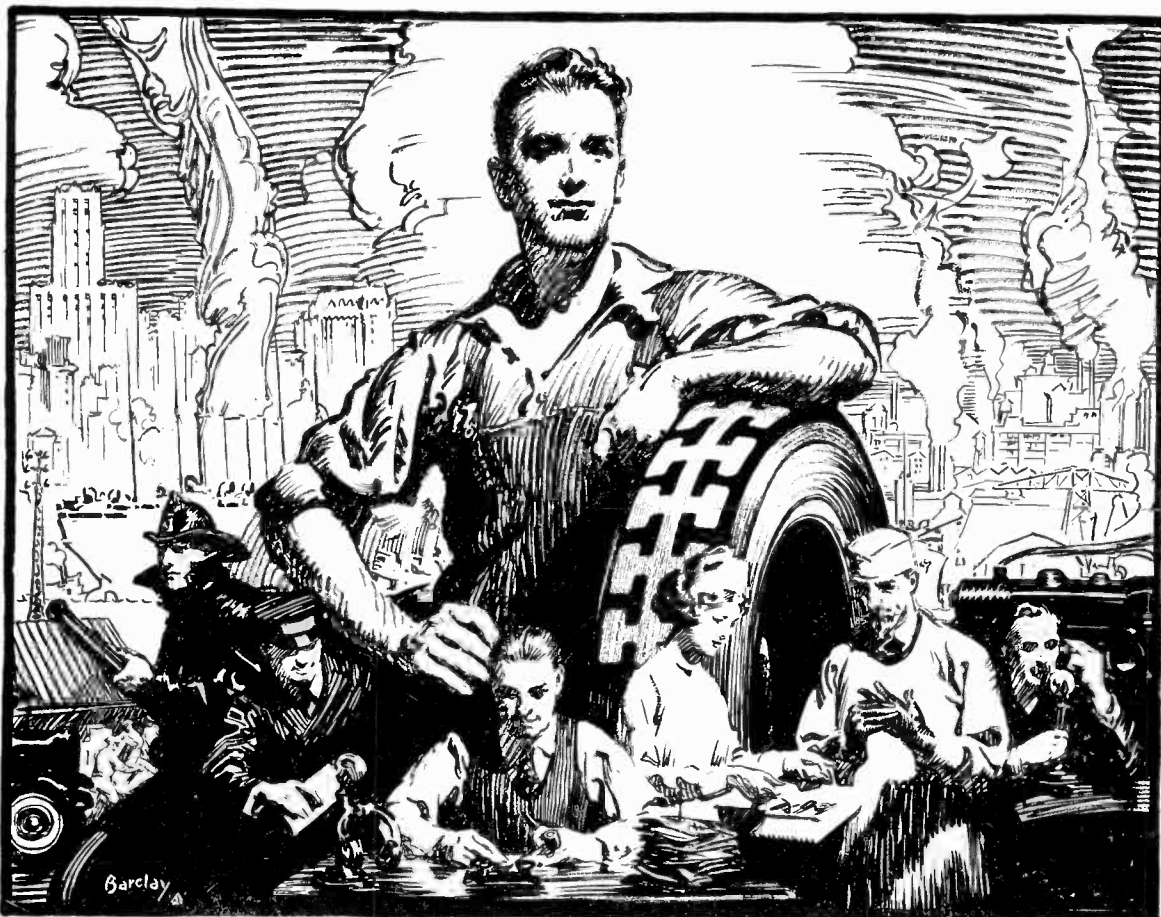
272 REAL ESTATE—*Thomas D. Ben Rimo*
 Loaned by Louis Schlesinger, Inc.
 Exhibited by Albert Frank & Company



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



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



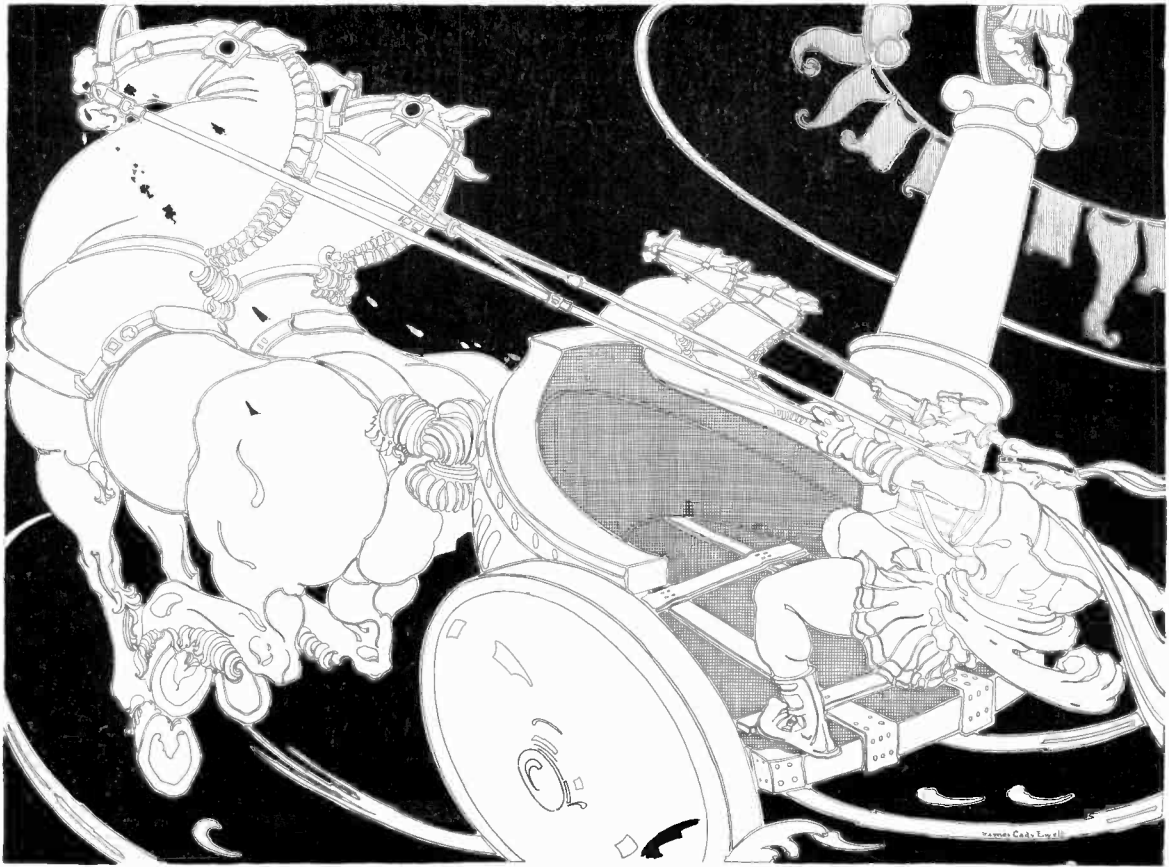
275 GOODRICH TIRES—*MacClelland Barclay*
Loaned by The B. F. Goodrich Company



276 THE SPIRIT OF TRANSPORTATION
James Cady Ewell
Loaned by The Clark Equipment Co.
Exhibited by the McKinney Co.



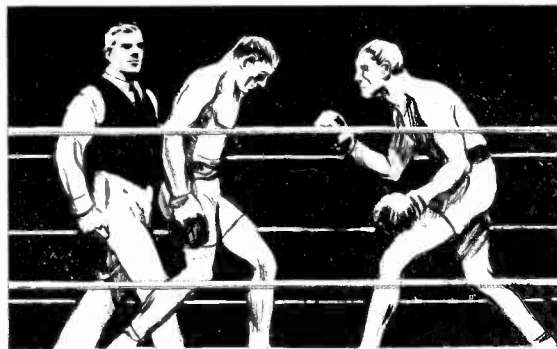
277 THE SPIRIT OF TRANSPORTATION
James Cady Ewell
Loaned by The Clark Equipment Co.
Exhibited by the McKinney Co.



278 THE SPIRIT OF TRANSPORTATION—*James Cady Ewell*
 Loaned by The Clark Equipment Co.
 Exhibited by the McKinney Co.



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



IS YOUR GUARD DOWN?

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



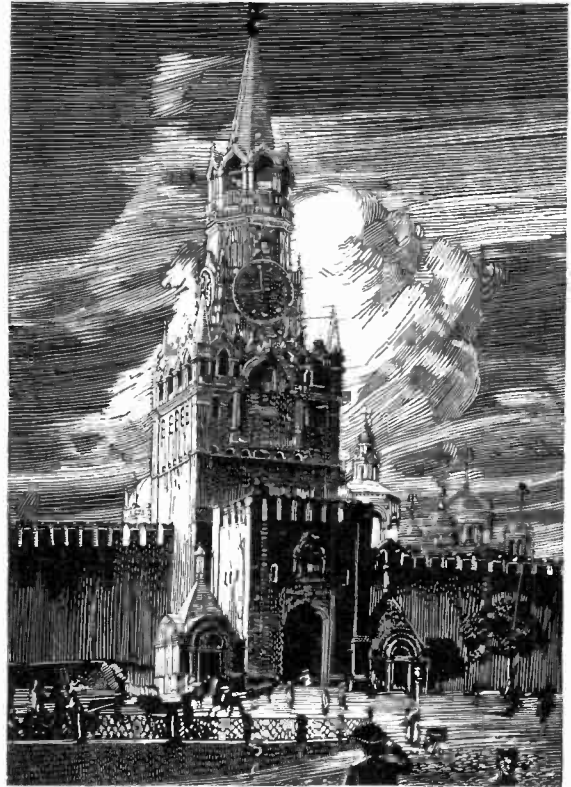
281 DOORWAY & INITIAL
Edward Penfield
 Loaned and exhibited by the
 Franklin Printing Company



282 RITZ-CARLTON HOTEL—*John J. A. Murphy*
 Loaned by the Ritz-Carlton Hotel
 Exhibited by The Irving Press



283 PEN DRAWING—*R. F. Heinrich*
Exhibited by R. F. Heinrich



284 THE KREMLIN—*Louis H. Reid*
Loaned by Otis Elevator Co.
Exhibited by Reid, Fletcher & Hart



285 FATIMA CIGARETTES—*Henry Raleigh*
Loaned by the Liggett & Myers Tobacco Co.
Exhibited by Newell-Emmett Co., Inc.



286 U. S. ARMY TEACHES TRADES
James H. Hammon
Loaned by the U. S. Army
Exhibited by Calkins & Holden, Inc.



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



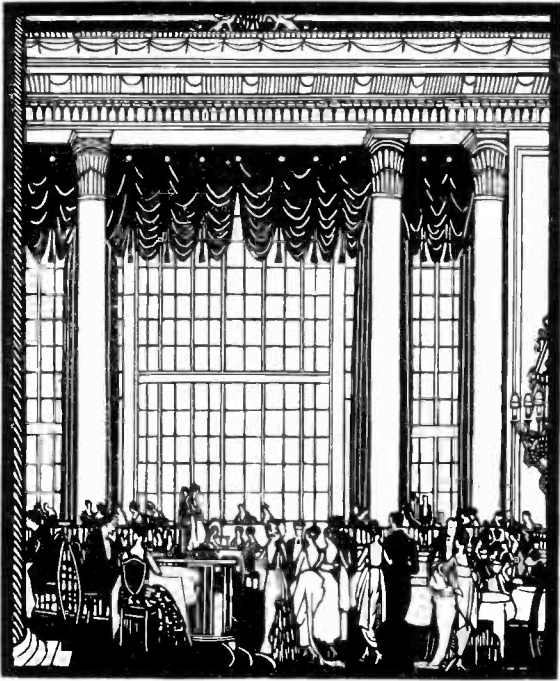
288 FARM & FIRESIDE—*Bob Williams*
 Loaned by the Crowell Publishing Company
 Exhibited by J. Walter Thompson Co.



289 SHOP FRONT—*Edward Penfield*
 Loaned and exhibited by the Franklin Printing Company



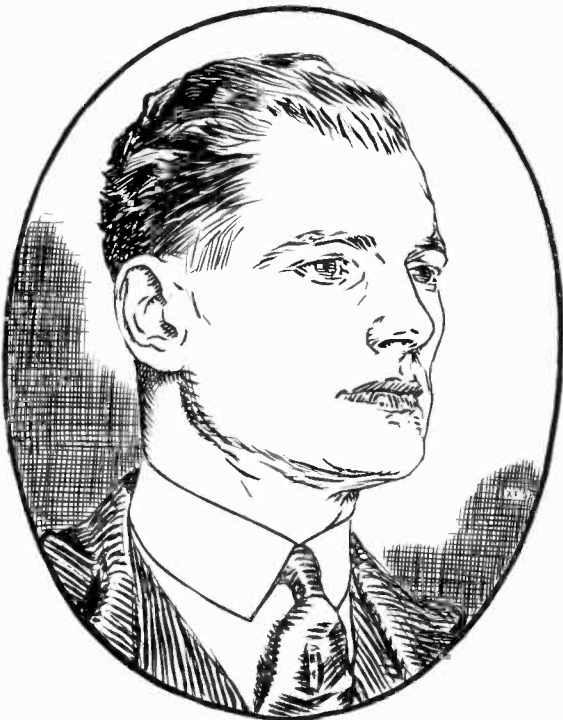
290 OPTICAL LENSES—*Guido & Lawrence Rosa*
 Loaned by the Bausch and Lomb Optical Co.
 Exhibited by Frank Seaman, Inc.



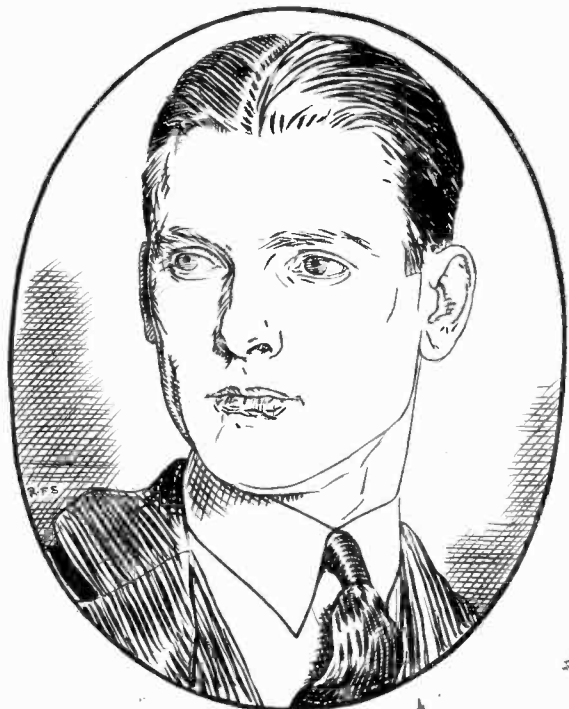
291 RITZ-CARLTON HOTEL—*John J. A. Murphy*
 Loaned by the Ritz-Carlton Hotel
 Exhibited by The Irving Press



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



293 E. & W. COLLARS—*R. F. Schabelitz*
 Loaned by Earl & Wilson, Inc.
 Exhibited by Barton, Durstine & Osborn, Inc.



294 E. & W. COLLARS—*R. F. Schabelitz*
 Loaned by Earl & Wilson, Inc.
 Exhibited by Barton, Durstine & Osborn, Inc.



295 WOMEN'S HATS—*Edward Monks*
Loaned by Dobbs & Co.
Exhibited by Dobbs & Co.



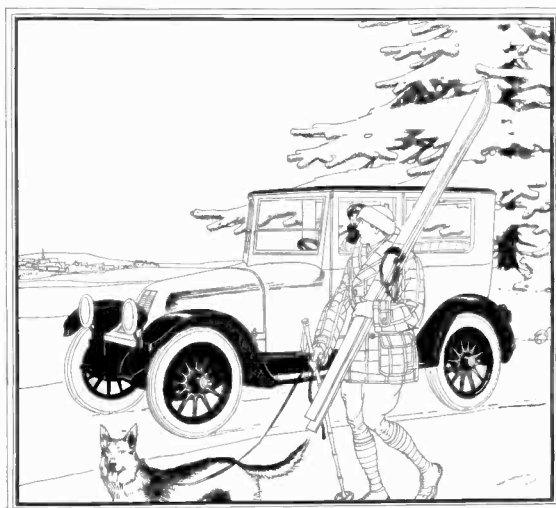
296 FARM & FIRESIDE—*Frank B. Hoffman*
Loaned by the Crowell Publishing Company
Exhibited by J. Walter Thompson Co.



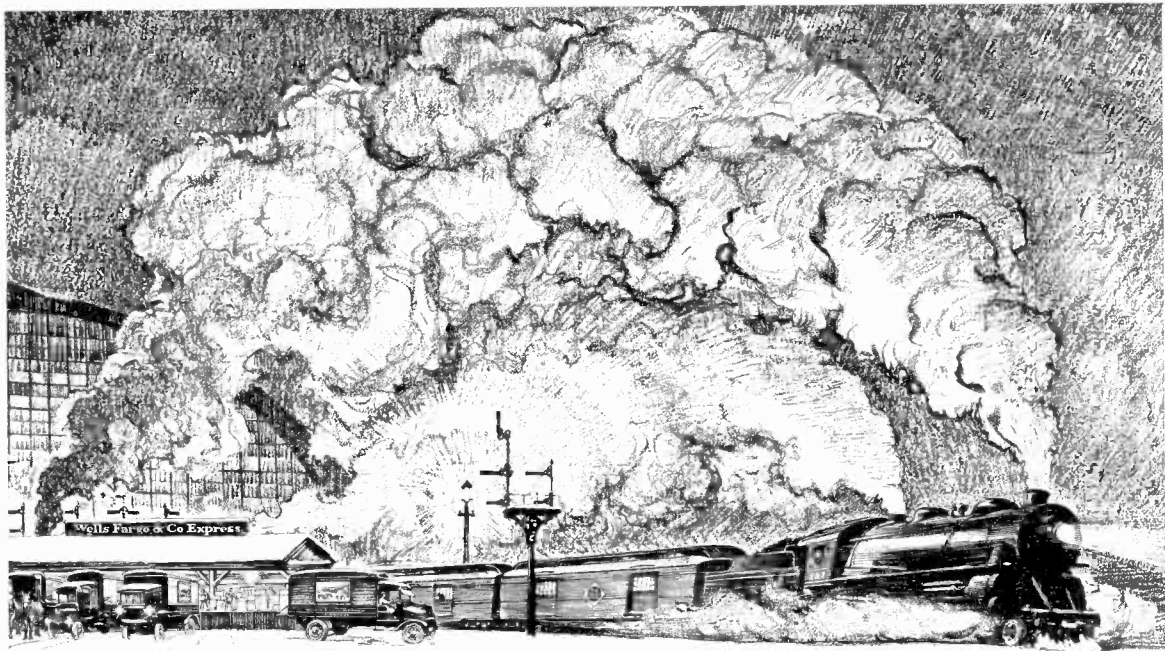
297 BLACKSTONE CIGARS—*I. B. Hazelton*
Loaned by Waite & Bond
Exhibited by George Batten Co., Inc.



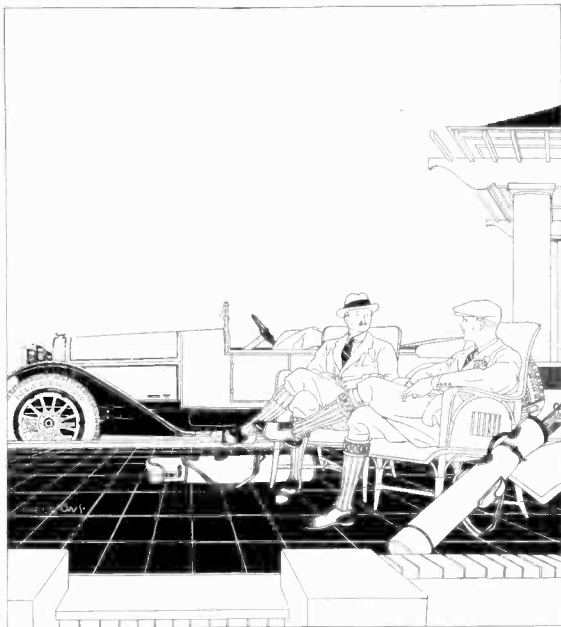
298 FRANKLIN MOTOR CARS—*F. T. Chapman*
Loaned by the Franklin Automobile Company
Exhibited by Patterson-Andress Co., Inc.



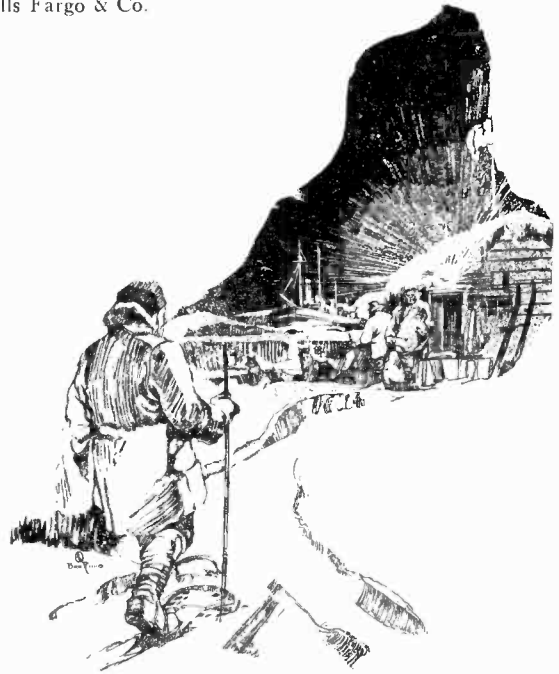
299 FRANKLIN MOTOR CARS—*F. T. Chapman*
Loaned by the Franklin Automobile Company
Exhibited by Patterson-Andress Co., Inc.



300 WELLS FARGO EXPRESS—*F. B. Masters*
Loaned and exhibited by Wells Fargo & Co.



301 KELLY-SPRINGFIELD TIRES—*L. Fellows*
Loaned and exhibited by the Kelly-Springfield Tire Co.



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



303 RITZ-CARLTON HOTEL—*John J. A. Murphy*
Loaned by the Ritz-Carlton Hotel
Exhibited by The Irving Press



304 BOOK COVER



305 CALENDAR



306 SEAL

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

APPENDIX

HARTMANN
HARDWARE TRUNKS

10

A fire department you never heard of

Asbestos

JOHNS-MANVILLE
Serves in Conservation

12

RECOGNITION

Vode KID
The Leather for Fine Shoes

15

Your system hardly old and wily
What is the secret of your health?
Old age means "It is too late"
Keep your system clean! Let
Nujol keep your system clean—regular
at doctordom... At all drug stores.

Nujol for constipation

16

Pierce-Arrow

18

The story of two men who fought
in the Civil War

After every one reads the
story of these two
great soldiers...

22



Which of these salesmen will get in?



JOHNS-MANVILLE
Serves in Conservation

82

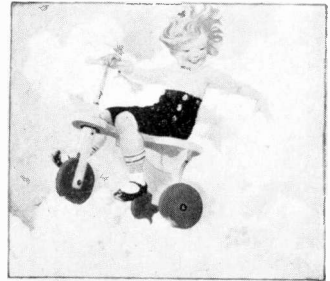


Let's make a list of the things that a child should have. A Kiddy-Kar is one of the most important things that a child should have. It is a fun and safe way for a child to learn to ride a bicycle. It is also a great way for a child to get some exercise. A Kiddy-Kar is made of white metal and is very durable. It is also very easy to clean. A Kiddy-Kar is a must-have for every child's toy collection.

REAL KIDDIE KARS ARE MADE ONLY BY WHITE

KIDDIE-KAR

83



Let's make a list of the things that a child should have. A Kiddy-Kar is one of the most important things that a child should have. It is a fun and safe way for a child to learn to ride a bicycle. It is also a great way for a child to get some exercise. A Kiddy-Kar is made of white metal and is very durable. It is also very easy to clean. A Kiddy-Kar is a must-have for every child's toy collection.

REAL KIDDIE KARS ARE MADE ONLY BY WHITE

KIDDIE-KAR

84



THE FRANKLIN SEDAN

With a weight of 2,000 lbs. and a load capacity of 1,000 lbs., the Franklin Sedan is the most powerful car ever built. It is also the most comfortable and the most economical. The Franklin Sedan is a must-have for every family.

85



Let's make a list of the things that a child should have. A Kiddy-Kar is one of the most important things that a child should have. It is a fun and safe way for a child to learn to ride a bicycle. It is also a great way for a child to get some exercise. A Kiddy-Kar is made of white metal and is very durable. It is also very easy to clean. A Kiddy-Kar is a must-have for every child's toy collection.

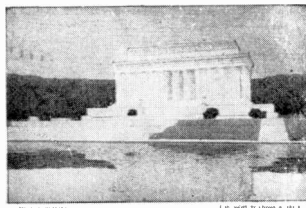
REAL KIDDIE KARS ARE MADE ONLY BY WHITE

KIDDIE-KAR

88



89



THE LINCOLN MEMORIAL
WASHINGTON D.C.

A MONUMENT TO THE MEMORY OF ABRAHAM LINCOLN - DESIGNED BY MARY BACON AND BUILT BY THE GEORGE A. FULLER CO. - THE WORLD'S LEADING BUILDING CONSTRUCTION COMPANY

93

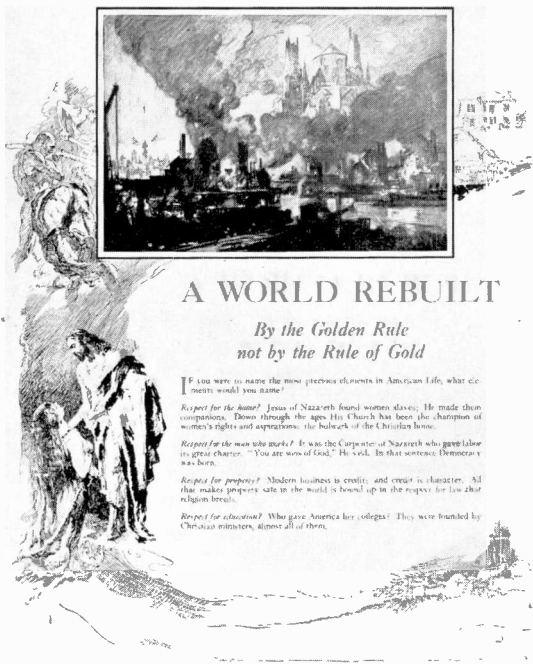
COUNTRY LIFE



THE ESTEY RESIDENCE PIPE ORGAN

THE ESTEY RESIDENCE PIPE ORGAN is a masterpiece of craftsmanship. It is made of the finest materials and is designed to last for generations. The organ is a beautiful piece of furniture that will add to the elegance of any home. It is also a great way for a child to learn to play the organ. The Estey Residence Pipe Organ is a must-have for every family.

98



A WORLD REBUILT

*By the Golden Rule
not by the Rule of Gold*

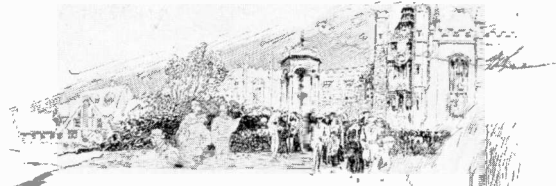
"If you were to name the most precious elements in American life, what elements would you name?"

Respect for the human? Jesus of Nazareth found women slaves; He made them companions. Down through the ages His Church has been the champion of women's rights and aspirations; the bulwark of the Christian home.

Respect for the weak and the meek? It was the Carpenter of Nazareth who gave labor its great charter: "You are sons of God." He said. In that sentence Democracy was born.

Respect for property? Modern business is credit, and credit is character. All that makes property safe in the world is based up in the respect for law that religion breeds.

Respect for education? Who gave America her colleges? They were founded by Christian ministers, almost all of them.



On these great foundations' basis we make a better America, as I have said, as I have said, as I have said.

These foundations' basis of that Church are a living in a small American village in the work of April 24th, 1919.

They are not to be feared the lack before the Church is no great far and one dimension from because they are not to be feared, even of effort, no.

These churches know that the world needs many things; but it needs first and most of all.

It is known that there can be no final solution of our economic problems that is not a spiritual solution, based on the teachings of Jesus Christ and His Golden Rule.

They know that there can be no permanent freedom from war except through the kind of economic good will, the Christian service in foreign countries, and inspire.

They know that the Church cannot answer the demands of this time if it is to attack the problems of the world; it has to have a hand in making for itself.

They have had the courage to serve the whole task, and to ask for a budget large enough to sustain the work already in the work at home, including the Church's part in the work of the world, the religious training of the young, and the general work of the Church in the world.

The budget is large in its aggregate, but of such people who have said before in America will increase his contribution by only a few dollars, the whole amount will be easily subscribed.

Said Theodore Roosevelt: "Even men not professedly religious were in this war, and that no common to the nation's progress, either morally or materially, unless the church is a vital and vital element in the community."

We are, he said, in the long the world. Let the churches be a living and vital church in every American community, and the world will be a better world by which the bulwark of our world, the Golden Rule.

If you have a chance to give a gift, give it now.

From your heart, as it is, to the world.



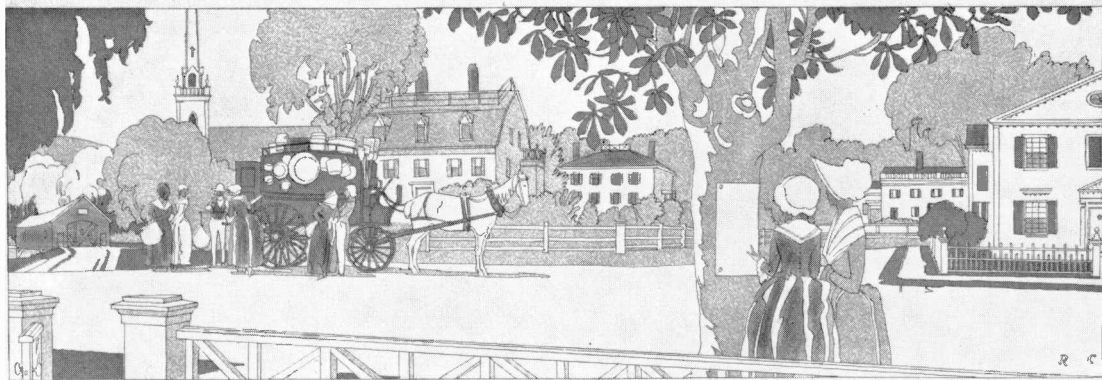
**The INTERCHURCH World Movement
of North America**

The publication of this advertisement is made possible by the co-operation of church denominations.



The Living Touch

Vode KID
The Leather for Fine Shoes



The First Advertisement

Americans!
Encourage your own Manufacturers, and they will improve
LADIES, save your RAGS.

As the Subscribers have in contemplation to erect a PAPER MILL, in Dalton, the ensuing Spring, and the business being very beneficial to the community at large, they flatter themselves that they shall meet with due encouragement. And that every woman, who has the good of her country, and the interest of her own family at heart will patronize them, by saving their rags, and sending them to their Manufactory, or to the nearest Storekeeper—for which the Subscribers will give a generous price.

Worcester, Feb. 8, 1801

HENRY WISWALL
 ZENAS CRANE
 JOHN WILLARD

CRANE'S BUSINESS PAPERS

THE first advertisement of Crane & Co. was one urging housewives to save their rags. It was published in 1801 and signed by Zenas Crane. At that time all writing paper was made of rags.

In the 119 years since, paper makers have come and gone. The Crane Mills have remained. They still adhere to the old-fashioned idea of quality. They still make writing paper of rags.

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

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

100% selected new rag stock Bank notes of 22 countries
 119 years' experience Paper money of 438,000,000 people
 Government bonds of 18 nations

CRANE & CO., DALTON, MASS.

Design by RANS CYRILL
 Typography by FREDERIC W. GOSNEY
 Paper: CRANE & Co.'s Parchment Dress

HEINZ Spaghetti
 Ready cooked ready to serve

Spaghetti is so delicious and so easy to prepare...
 The dry spaghetti is packed in the special Heinz tins...
 The spaghetti is packed in the special Heinz tins...
 The spaghetti is packed in the special Heinz tins...

Some of the 57
 Heinz Spaghetti
 Tomato Sauce

OVINGTON'S
 "The GIFT SHOP of FIFTH AVENUE"
 312-314 Fifth Avenue, near 32nd Street, New York

The gift shop of Fifth Avenue...
 Ovington's...
 Ovington's...
 Ovington's...

FATIMA CIGARETTES

"This mid-day man perhaps more than any other knows the keenest of a good cigarette...
 Among such men, Fatima is naturally a favorite. This is due to its delicately balanced Turkish blend...
 kind which rarely lacks 'bite'...
 It is this blend that, which we quote to Fatima, its naturally pleasing taste."

Leopoldo...
 Leopoldo...

HEINZ
OVEN BAKED
BEANS

There is no other bean so good as Heinz's. It is the only one that is baked in its own sauce. It is the only one that is so tender and so easy to digest. It is the only one that is so good for the baby and the invalid. It is the only one that is so good for the old and the young.

57

HEINZ FOOD PRODUCTS COMPANY, PITTSBURGH, PA.

120

Vode
GLAZED KID

"The Leather is Not Footwear"
The leather is not footwear. It is the leather that makes the footwear. It is the leather that makes the footwear. It is the leather that makes the footwear.

STANDARD KID SHOE COMPANY
NEW YORK, N. Y.

123

Old Colony Trust Company
INCORPORATED IN MASSACHUSETTS

WHEN the British sailed on the ocean, there was a ship that was the pride of the nation. It was the ship that was the pride of the nation. It was the ship that was the pride of the nation.

125

EDISON MAZDA LAMPS
EDISON LAMP WORKS OF GENERAL ELECTRIC COMPANY

As their standard source of light, Edison Mazda lamps are the most economical and most satisfactory. They are the most economical and most satisfactory. They are the most economical and most satisfactory.

129

Pompeian NIGHT CREAM
Brings Beauty while You Sleep

EACH morning when you wake up, you will find your skin soft and smooth. This is because you used Pompeian Night Cream. Pompeian Night Cream is the most beautiful and most effective. It is the most beautiful and most effective.

130

THE FRANKLIN CAR

FRANKLIN MOTOR CAR COMPANY, SYRACUSE, N. Y.

The Franklin car is the most economical and most satisfactory. It is the most economical and most satisfactory. It is the most economical and most satisfactory.

131

THE RECORDS OF PROGRESS

Compare the Royal

ROYAL

ROYAL TYPEWRITER COMPANY, INC.

151

And every lad may be Aladdin




Back to Edison, the inventor of the great incandescent lamp, the world's first electric lamp, the first lamp to be used in homes, the first lamp to be used in factories, the first lamp to be used in schools, the first lamp to be used in churches, the first lamp to be used in hospitals, the first lamp to be used in ships, the first lamp to be used in mines, the first lamp to be used in the Arctic, the first lamp to be used in the Antarctic, the first lamp to be used in the moon, the first lamp to be used in the stars.

EDISON MAZDA LAMPS
EDISON LAMP WORKS OF GENERAL ELECTRIC COMPANY

155

HEINZ
OVEN BAKED BEANS

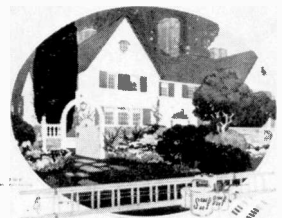


THE HEINZ BEANS are the most popular in the world because they are so good. They are made from the best beans and are cooked in a special way that makes them so delicious. They are also very healthy and easy to digest. They are a perfect food for the whole family.

57

156

The Picture Your Home Makes



THE picture your home makes is the picture of a happy home. It is the picture of a home where everyone is comfortable and content. It is the picture of a home where everyone is healthy and happy. It is the picture of a home where everyone is safe and secure.

SHERWIN-WILLIAMS PRODUCTS

157

McElwain men buy McElwain hides in the world's markets



McELWAIN men in McElwain offices buy hides in the world's markets—in America, in India and the Argentine.

The hide markets of three continents are searched to find the best at the lowest price. So the quality of the McElwain product is controlled from the very start.

McELWAIN SHOES



THE hides are McElwain hides: the tanneries are McElwain tanneries; each separate part of the shoe is made in a specialized McElwain factory.

In each process of manufacture there is a saving of pennies, and the pennies amount to dollars when the shoe reaches you.

That is one reason why you should say "Show me a McElwain Shoe" instead of saying merely: "Show me the best shoe you have at a medium price."

But whichever phrase you use, the chances are that when you turn the shoe over and look at the sole you will find the McElwain mark.

There are 100,000 McElwain shoes at the service of 25,000,000,000 independent shoe purchasers throughout the country.

Send to us for the booklet "How to Make Your Shoes Last" It will help you to make a lifetime investment in your shoe bills, and it is free. A card will bring it to you.

W. H. McElwain Company
356 Congress St., Boston 3, Mass.
MEN'S AND BOYS' SHOES FOR DRESS AND EVERYDAY WEAR



159



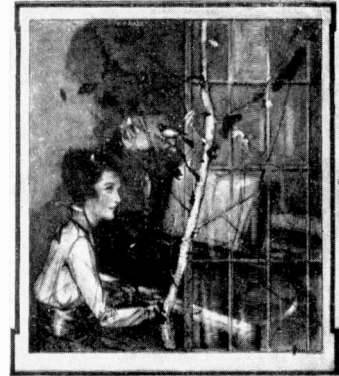
Satin Français

Keyvon Simonses
 CIRQUE SOCIÉTÉ ANS' ESPRIT
 Suits Tailleur - Velvetten Jackets
 Polo Coats

167



170



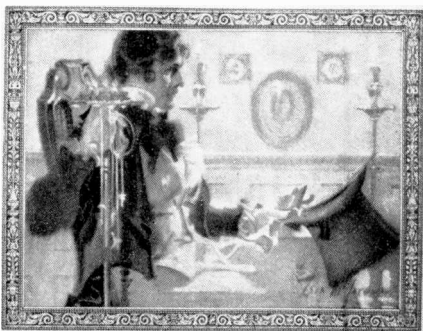
Duxon describes the Chickering Piano as the creation of Great Masters in their Art. The tone of this noble instrument is as pure as the note of a singing bird and of the incomparable richness of a luscious human voice.

Chickering

Made in U.S.A. Chickering Piano Works, New York

178

20th 2 Pages Spring N. P. Post-Sept. 11, 1920



1823

To MEN who took our

YOU remember we advised against buying a cheap hat, and also not to be extravagant and pay too much. What we said then applies with equal force this Fall. Conditions are just as uncertain; there are just as many cheap hats masquerading around, just as many over-priced hats. We suggest that you investigate the MALLORY, a sensibly-



1920

advice LAST SPRING

priced HAT OF KNOWN QUALITY—a hat you can be sure of, in these times of uncertain values, because it is the product of a firm that has been making FINE HATS for a HUNDRED YEARS and selling them at reasonable prices

NEW FALL STYLES ON SALE EVERYWHERE
 The MALLORY HAT COMPANY
 Fifth Avenue, New York Danbury, Conn.

MALLORY FINE HATS

180

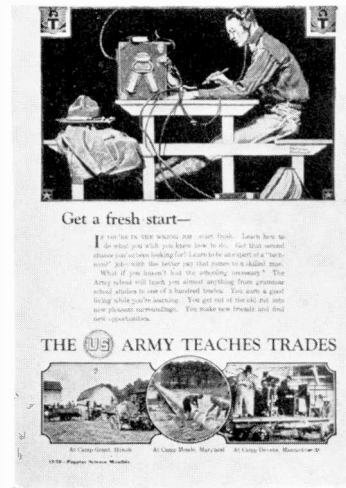
54



183



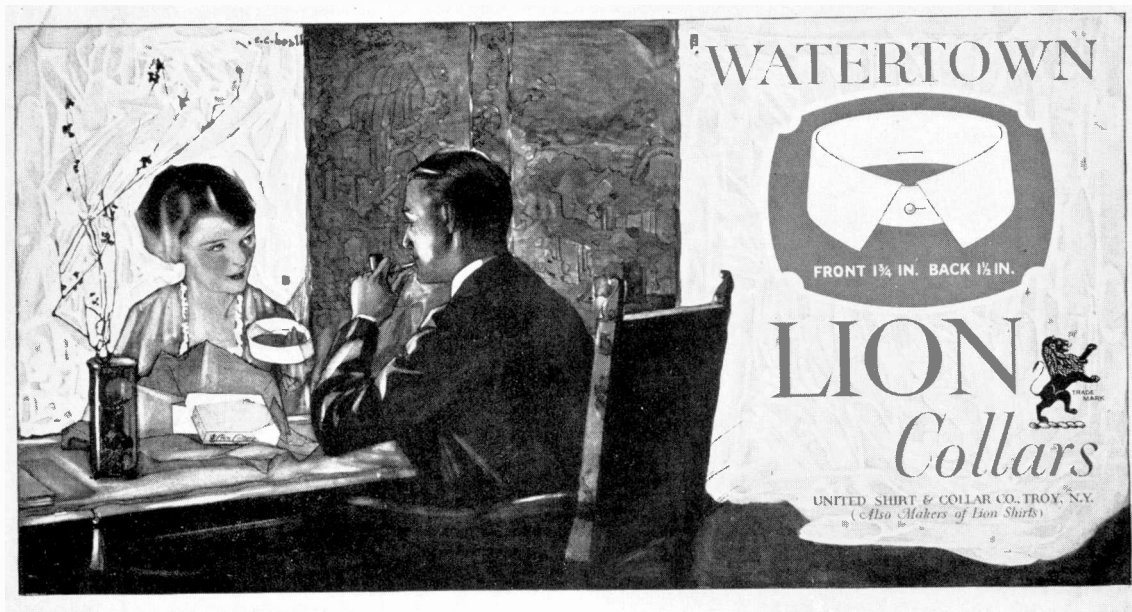
185



187



189



195

THE BASTARDY PRINTING POINT
Blue Buckle Overalls



196

HEINZ
OVEN BAKED BEANS

First of the Best...
57 varieties

199

HEINZ
OVEN BAKED BEANS

57

200

FAIRWAY

LION
Collars

UNITED SHIRT & COLLAR CO. TROY, N.Y.
(Also Makers of Lion Shirts)

209

And the Symbol of Welcome in Light

EDISON MAZDA
LAMPS

EDISON LAMP WORKS OF GENERAL ELECTRIC COMPANY

205

DeLyons'
Penicillin

216

PIERCE ARROW

With its power, sturdiness and endearing all in its simplicity of design, Pierce-Arrow is but another true to form. If it were not a standard increasing car, it would not be Pierce-Arrow.

218

ESTABLISHED 1876
THE GREATS OF THE WORLD



HEINZ

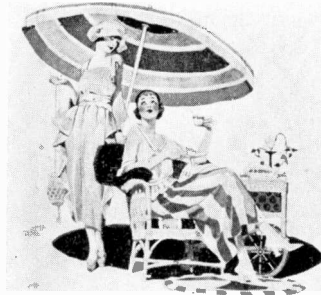
OVEN BAKED BEANS

CHARLES HEINZ'S BEANS ARE THE ONLY BEANS THAT CAN BE KEPT IN A TIGHT SEAL FOR YEARS WITHOUT BEING OPENED. THE HEINZ BEANS ARE THE ONLY BEANS THAT CAN BE KEPT IN A TIGHT SEAL FOR YEARS WITHOUT BEING OPENED.



HEINZ BEANS ARE THE ONLY BEANS THAT CAN BE KEPT IN A TIGHT SEAL FOR YEARS WITHOUT BEING OPENED.

219



Silks that Suit Your Summer Fancy

THE HEAVENLY BEAUTY OF THE NEWEST SILKS... THE HEAVENLY BEAUTY OF THE NEWEST SILKS... THE HEAVENLY BEAUTY OF THE NEWEST SILKS...

Novelty Silks

include silks strong enough for the most exacting sports and beautiful enough for the most exclusive evening dress occasions. Among the novelties featured are:

- *Mirette* - the most delicate of crepes
- *Sea Spray* - with shimmering
- *Plumage* - the most delicate of crepes

220



LA GRECQUE
TAILORED TO FIT
SILK UNDERWEAR

228

THE ESTEY RESIDENCE ORGAN

THE ESTEY ORGAN COMPANY

229

THE ESTEY RESIDENCE ORGAN

Nothing... The Estey Organ Company

230

The Estey Residence Organ

The Estey Organ Company

231

THE ESTEY RESIDENCE ORGAN

MUSIC is essential to any home... THE ESTEY ORGAN COMPANY

232

THE GLORY OF THE UPWARD PATH

As told by the lives of men who are true to their path...

242

THE SUEB GREYLOCK ARROW COLLARS

The most famous brand of collars in the world...

246



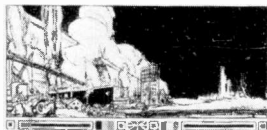
China

OUR TRAVELERS ORDER LETTERS OF CREDIT which are always ready to those of a personal bank account with a large number of banks and bankers of repute.

THE EQUITABLE TRUST COMPANY OF NEW YORK

125 Wall Street New York

252



REBUILDING NATIONS

HALSEY STUART & CO

254



FATIMA

A Sensible Cigarette

257

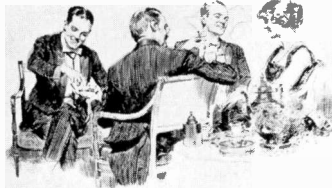


and at famous ocean playgrounds

FATIMA

A Sensible Cigarette

258



They blend perfectly — pleasant company and PHILIP MORRIS Cigarettes

MADE FROM PURE TURKISH TOBACCO

Philip Morris Inc.

Philip Morris Inc.

Philip Morris Inc.

Philip Morris Inc.

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Philip Morris Inc.

259



and at the Stock Exchange

A fat:

At the very heart of Wall Street...

Philip Morris Inc.

Philip Morris Inc.

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FATIMA

A Sensible Cigarette

261

GLADLY IMITATE MOTHERS IN U.S. France's finest babies. Gladly imitate mothers in U.S. France's finest babies. Gladly imitate mothers in U.S. France's finest babies.

-and now France wants Better Babies

The French government has just passed a law which makes it compulsory for all mothers to have their babies vaccinated against diphtheria, tetanus and whooping cough. This is the first time that such a law has been passed in any country.

WOMAN'S HOME COMPANION

The LITTLE, P. H. BROWN, COMPANY

262

THE SATURDAY EVENING POST

FIRE

THE HARTFORD FIRE INSURANCE CO.

Hartford, Conn.

265

Now consider— a million feet of factory units

The Hartford Fire Insurance Co. is the largest fire insurance company in the world. It has a capital of \$100,000,000 and a surplus of \$50,000,000. It insures all kinds of property, including factories, warehouses, and homes.

272

FIFTIETH ANNIVERSARY OF GODDRICH



THE REAL MEANING OF "BEST IN THE LONG RUN"

IT MEANS to Goddich, from the very first, the complete satisfaction of the customer. Let us take the example of a pair of shoes. The length of service is not the work of the manufacturer, but it is a right and duty that with every step the provision of the customer's needs is to be made an actual fact.

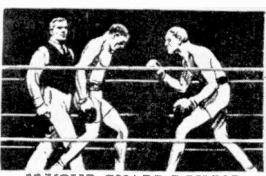
Therefore, the people who produced the best work in the long run, that is, the shoes that have the longest life, are those who have the most complete satisfaction of the customer. And it is only through the complete satisfaction of the customer that the manufacturer can be said to have done his best.

It is not the shoes that are the best, but the people who make them. It is not the shoes that are the best, but the people who make them. It is not the shoes that are the best, but the people who make them.

THE B. F. GODDRICH COMPANY - AKRON, OHIO

275

IS YOUR GUARD DOWN?



Every star in a fighter, though he may not be a pugilist. He daily tests it in his right and he needs to be fit and ready for it.

Comparison to the business fighter is the "not-of-moment" of the pugilist. Competition not only makes the business fighter dull and slow, and unfit for the business, but it is the "constant guard" that breaks the fighter for the general blows of various enemies.

90% of all diseases have their origin in the "constant guard" - in competition. Competition not only causes the generation of poisons, which are carried through the system by the blood and attack it from within, but also by thus lowering of the general standard makes the weakened system so much prey to harmful germs from without.

By an entirely new principle Nigal keeps the organism fit and ever moving out of the body. Every other form of treatment either weakens or forces the system. Nigal works on the waste matter instead of on the system.

Nigal prevents exhaustion by keeping the first waste out, thus helping Nature establish easy, thorough bowel evacuation at regular intervals - the healthiest habit in the world.


It is absolutely harmless and pleasant to take - try it.

Food is sold by all druggists in sealed bottles only, bearing Nigal trade-mark. Write Nigal Laboratories, Standard Oil Co. (New Jersey), 50 Broadway, New York, for booklet "Thirty Feet of Change."

A New Method of Treating an Old Complaint


280

THE U.S. ARMY TEACHES TRADES



EARN, LEARN AND TRAVEL

286



KENTWOOD

Today's feature is KENTWOOD. Watch for Zelwood, Brucewood and Barkwood. All at your favorite store.

Earl & Wilson Collars & Shirts

EARL & WILSON TROY, N.Y.

293

FRANKLIN TOURING CAR

COMFORT

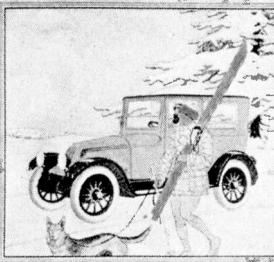
As shown on the Franklin car, not covered by Franklin. In winter, protection does not cool when good road and cold in the body, comfort or mind as well as all body.

Franklin is a car of comfort and of safety. It is a car of safety and of safety. It is a car of safety and of safety. It is a car of safety and of safety.

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