

YEAR FILE ARCHIVES

Catalogue of
COMMERCIAL ART EXHIBITION

107

September 23 to
October 24, 1920

Exhibition of
Commercial Art

Assembled by the Society
of Art Directors under the
auspices of the Art Institute
of Chicago. On view from
September twenty-third
to October twenty-third

Jury of Acceptance

BENJAMIN F. AFFLECK

GEORGE W. EGGERS

FRANK G. LOGAN

CHARLES EVERETT JOHNSON

THEODORE J. KEANE

MYRON C. PERLEY

WALTER WHITEHEAD

FOREWORD

The object of this exhibition is to invite the public behind the scenes to become acquainted with the interesting work involved in the production of illustrated advertisements.

The pictures and designs here displayed were not created to compete with the so-called fine arts, nor to portray an aesthetic emotion; neither were they intended for gallery exhibitions to be purchased by art dealers and collectors.

The individuals responsible for their creation, made them solely as the contributing factors to the merchandising of some commodity or idea; and with that end in view, their reproductions have often greeted you in the past from the advertisements in newspapers, magazines and from the billboards.

In most instances, the illustrated and decorated advertisement which the public sees, represents the work of a number of persons. An art director generally plans the "layouts" or arrangement of the various units as they are to appear in the final advertisement, i. e.—scheme of picture, its treatment, style of hand lettering to be employed, decorative elements, borders, panels, and so forth, including the space which is to receive the "copy" or text matter.

A number of arrangements are submitted in the form of what are termed idea sketches and from these is selected the plan to be followed. As the work progresses, it often undergoes many changes at the request of the client. Occurrences of this kind are both provocative of, and known as, "grief." When an advertisement includes a number of elements to be pictured, various specialists contribute to its production.

The figures are made by an illustrator. Photographs requiring retouching and machinery necessitating a realistic portrayal are the work of a mechanical specialist. The designer executes the borders and lettering, and a typographer sets the type composition for the text that has been prepared by the man who writes the "copy." The ultimate appearance of the work is dependent upon the men who make the plates for reproduction, the color man who inks the plates and the pressman who finishes the "job," while the selection of the paper stock is an important element.

The physical appearance of an advertisement should be in keeping with the character of the article presented as well as exemplifying the policy of the merchandising campaign.

As will be noted from the various exhibits on view, an unusual degree of invention, technical skill and thought are necessary to produce an effective advertisement.

The work assembled in this exhibition represents some of the advertising accounts handled in Chicago, and with a few exceptions were produced by men and women who are residents of the city.

We trust that you enjoy the exhibition and hope that in the future the printed page will have an added interest for you.

SOCIETY OF ART DIRECTORS.

BERTSCH & COOPER

- 1 Advertisement—Arkansas Soft Pine. Loaned by Robert H. Brooks.
- 2 Advertisement—Arkansas Soft Pine. Loaned by Robert H. Brooks.
- 3 Advertisement—Arkansas Soft Pine. Loaned by Robert H. Brooks.
- 4 Advertisement—Arkansas Soft Pine. Loaned by Robert H. Brooks.
- 5 Newspaper Advertisement. Loaned by Marshall Field & Company.
- 6 Advertisement—Pierce Arrow Trucks. Loaned by Calkins & Holden.
- 7 Advertisement—Fyrac Spark Plugs. Loaned by Victor C. Breyspraak Co.
- 8 Advertisement—Fyrac Spark Plugs. Loaned by Victor C. Breyspraak Co.
- 9 Advertisement—American Face Brick. Loaned by Geo. L. Dyer & Co.
- 10 Advertisement—Brach's Candy. Loaned by Henri, Hurst and McDonald.
- 11 Booklet—LaSalle Extension University. Loaned by Benson, Campbell & Slaten. Printed by The Faithorn Company.
- 12 Booklet—Scientific Advertising. Loaned by Johnson Read and Co. Printed by The Faithorn Company.
- 13 Advertisement—Orange Crush. Loaned by McJunkin Advertising Agency.
- 14 Advertisement—Lemon Crush. Loaned by McJunkin Advertising Agency.
- 15 Proof of Composition showing Cooper Old Style type.

J. M. BUNDSCHO

- Exhibit of typography and process of development of an advertising page.
- 16 Rough color sketch loaned by J. Walter Thompson Company.
 - 17 Illustration. Loaned by J. Walter Thompson Company. Artist, John M. Norton.
 - 18 Progressive proof of red plate. Engravings by Peerless Engraving Co.
 - 19 Progressive proof of green plate. Engravings by Peerless Engraving Co.
 - 20 Proof of red and green plates combined. Engravings by Peerless Engraving Co.
 - 21 Original manuscript. Loaned by J. Walter Thompson Co.
 - 22 Proof of type with silverprint from drawing.
 - 23 Complete proof as sent to the publication.
 - 24 Finished advertisement as it appeared in The Saturday Evening Post.
 - 25 Imposing stone, with plates and type locked up for electrotype foundry.

ALFRED DECKER AND COHN

- 26 Original painting of group of three, with reproductions showing its application in advertising. Artist, Leon Gordon.
- 27 Section of 24 sheet poster. Lithography by Illinois Lithographing Co.
- 28 Window card.
- 29 Progressive proofs of window card. Plates by Powers Color-type Co. Printed by U. S. Sample Company.
- 30 Magazine advertisement and small window card. Engravings by Howard McCormick.
- 31 Magazine advertisement in four colors.
- 32 Folder to Dealers.
- 33 Street Car card.
- 34 Merchandise envelope.
- 35 Newspaper advertisement.

CHARLES DANIEL FREY COMPANY

- 36 Young Mechanics—Oil. Loaned by Peoples Trust and Savings Bank. Artist, Philip Lyford.
- 37 Finished proof of above.
- 38 Man and Wife—Oil. Loaned by Peoples Trust and Savings Bank. Artist, Philip Lyford.
- 39 Finished proof of above.
- 40 Flanders Field—Oil. Loaned by Bauer and Black. Artist, Philip Lyford.
- 41 Finished proof of above.
- 42 Men's Fashions, Man and Dog—Bitumen. Loaned by Kahn Tailoring Co. Artist, Clarence Cole.
- 43 (a) Proof (b) Border (c) Idea sketch.
- 44 Men's Fashions—Bitumen, oil. Loaned by Kahn Tailoring Co. Artist, Clarence Cole.
- 45 Finished proof of above.
- 46 General Tires—Oil. Loaned by D'Arcy Advertising Co. Artist, Kenneth Ballantyne.
- 47 Finished proof of above.
- 48 System Magazine—Oil. Loaned by Williams & Cunnyngham Co. Artist, Kenneth Ballantyne.
- 49 Finished proof of above.
- 50 "A Million Miles from Dull Care." Loaned by Jordan Motor Car Co. Artist, Frank Godwin.
- 51 Proof—Two color (red and blue) reproduction.
- 52 "A Scrap of Gossip at the Ferry." Loaned by Jordan Motor Car Co. Artist, Carl Erickson.
- 53 Reproduction in Saturday Evening Post.
- 54 "The Street of Rare Adventure." Loaned by Jordan Motor Car Co. Artist, Carl Erickson.
- 55 Reproduction in The Saturday Evening Post.
- 56 Drawing—Auto-Lite. Loaned by Martin V. Kelly Company. Artist, V. H. Hinton.
- 57 Finished proof of above.
- 58 Folder—Haynes Automobile Company. Loaned by Wm. H. Rankin Company. Illustrations, Warren Baumgarten. Borders, Frank Hines. Cars, by Staff.
- 59 Above folder with illustrations showing development of work.
- 60 Velie Motor Company Factory, Moline, Illinois—Charcoal and opaque. Loaned by Velie Motors Co. Artist, Kenneth Ballantyne.
- 61 Finished proof of above.
- 62 Trade-mark. Loaned by Partridge and Anderson. Artist, Frank Hines.
- 63 Plate and two proofs.
- 64 Trade-mark. Loaned by Illinois Trust Company. Artist, Carl S. Junge.
- 65 Photograph. Loaned by D. B. Fisk Company. Photographs, James Wallace Pondelicek.
- 66 Three photos. Three proofs.
- 67 Corn Exchange National Bank. Pen and Ink.
- 68 Marmon Car. Loaned by Nordyke and Marmon.
- 69 Two originals—one actual size and one proof.
- 70 Jardin border design and lettering. Loaned by Jas. Howard Kehler. Artist, Frank Hines.
- 71 Proof of above.
- 72 Dealers' Enclosures. Loaned by Federal Rubber Co., Cudahy, Wis. Figure details, Kenneth Ballantyne.
- 73 Dealers' Enclosures. Loaned by Federal Rubber Co. Cudahy, Wis. Illustration and mechanical details, Carl Plath.
- 74 Dealers' Enclosures. Loaned by Federal Rubber Co. Cudahy, Wis. Illustration, Warren Baumgartner.

- 75 Dealers' Enclosures. Loaned by Federal Rubber Co., Cudahy, Wis. Illustration, Warren Baumgartner.
- 76 Dealers' Enclosures. Loaned by Federal Rubber Co., Cudahy, Wis. Figure details, Kenneth Ballantyne.
- 77 Dealers' Enclosures. Loaned by Federal Rubber Co., Cudahy, Wis. Illustration, Mayo Bunker.
- 78 Kroehler Daveno. Loaned by Kroehler Mfg. Co. Artist, Paul Proehl.
- 79 Kroehler Daveno. Loaned by Kroehler Mfg. Co. Artist, Paul Proehl
- 80 Haynes Automobile—Wm. H. Rankin Co. Illustration, Warren Baumgartner.
- 81 Coca Cola—The Circus Parade. Loaned by D'Arcy Advertising Co., St. Louis. Artist, Lee Mero.
- 82 Coca Cola—The Circus Parade. Loaned by D'Arcy Advertising Co., St. Louis. Pen drawing for newspaper production. Artist, Lee Mero.
- 83 Coca Cola—Outside the Big Top. Loaned by D'Arcy Advertising Co. Artist, Lee Mero.
- 84 Coca Cola—Street Crossing. Artist, Lee Maro.
- 85 Star Piano Co.—Pianos and Phonographs. Loaned by Wm. H. Rankin Co. Decorations, Louis Josey. Photography, J. W. Pondelicek, Charles Daniel Frey Co.
- 86 Blue Bird Washing Machine—Girl's Head. Loaned by Gardner Advertising Co., St. Louis. For two-color reproduction. Oil. Artist, C. E. Cole, Charles Daniel Frey Co.
- 87 Minneapolis Heat Regulator Co.—Winter. Loaned by Byron & Learned Co., Minneapolis, Minn. Artist, Philip Lyford.
- 88 Edison Electric Co.—Hot Point. Loaned by H. L. Mertz. Artist, Philip Lyford.
- 89 Apperson Dealers' Book. Loaned by Apperson Bros. Automobile Co., Kokomo, Ind. Photography, Frank Fulton.
- 90 Cadillac Book—Special Body. Photography, Frank Fulton.
- 91 Edison Book.
- 92 Jordan Inserts. Loaned by Jordan Motor Car Co. Artists, Charles Daniel Frey Co.

MARSHALL FIELD & COMPANY

- 93 Silk Poster printed in five colors and black from zinc plates. Artist, Bolegard. Printed by Monroe & Southworth.
- 94 Menu of Men's Grill, M. F. & Co. Four pen drawings and booklet showing their reproduction by two zinc plates. Artist, Hoeckner. Printed by Monroe and Southworth.
- 95 Etching made for fur poster and fur poster. Artist, Pierre Nuytens. Hempstead.
- 96 Booklet—Art for Advertising Sake. Colored drawing in half-tone reproduction, The Reeses. Pen drawing by Bolegard. Children, Bevans. Illustration, Milo Winter.
- 97 Booklet—Store for Men. "Man and his Wardrobe." Art Director's original layouts, and final layouts. Photos by Eugene Hutchinson. Pen drawings by Sam Otis. Frontispiece, Franklin Booth. Published by Rogers and Company.
- 98 Two sets of progressive color proofs of covers for M. F. & Co. Magazine, "Fashions of the Hour," showing four-color half-tone process and the original drawings. Printed by Franklin Company.
- 99 Newspaper campaign for Spring Exposition, 1919, showing art director's original layouts, pen drawings and reproductions. Hand lettering and type by Bertsch and Cooper. Artists, Bolegard, Garrett, Otis.
- 100 Cathedral of all the Stores—Pen drawing and hand lettering.
- 101 Cover design—August number of "Fashions of the Hour," its reproduction by four-color half-tone plates and small original color sketch. Artist, Bolegard. Printed by R. R. Donnelly and Sons.
- 102 Cheney Phonograph—Reproduced by four-color zinc plates. The original color sketch. Artist, Carmen Brown. Printed by R. R. Donnelly and Sons.

- 103 Back and Front covers of "Fashions of the Hour" and progressive color proofs of front cover showing four-color half-tone reproduction. Plates by the Franklin Company.
- 104 Booklet—The Store of Service and one original dry brush drawing and its reproduction. One reproduction of pen drawing and one color zinc plate. Artists, Floing & Co.
- 105 Newspaper campaign, Store for Men. Art Director's original layouts sent to artist and copy writer, hand drawings of final advertisement. Artist, Otis.
- 106 Newspaper Campaign, Spring 1920. Original drawings and their reproduction in full page of newspaper. Artists, Bolegard, Garrett.
- 107 Christmas Poster, Holidays 1919. An example of five-color zinc plates. Small reproduction of same design for merchandise envelope reproduced by three plates. Artist, Carmen Brown.
- 108 "Americanization"—A pen drawing and its reproduction.
- 109 Four photographs—Rotogravure process. Photographs by Eugene Hutchinson.
- 110 Examples of hand lettered announcements. One printed on French paper, one on Japanese paper.
- 111 Two furniture drawings for newspaper reproduction—Pen and wash combined. Artist, Van Buskirk.
- 112 Furniture drawing treatment of pen and wash. Half-tone reproductions. Artist, Russel Patterson. Engravings by Franklin Co.
- 113 Art Director's accurate layout for "Fashions of the Hour," showing pages where some photos are to be cut out and enclosed by narrow Ben Dey borders.
- 114 Example of photograph retouched to illuminate realistic background.
- 115 Store for Men newspaper advertisement. Example of highlight half-tone reproductions and original drawings. Artist, W. C. Both.
- 116 Indian Poster. A hand colored enlargement made from small pen drawing.
- 117 Two issues of the Juvenile World newspaper showing also the original pen drawings and photographs. Two proofs showing the difference between glossy proofs and dull or blacks as the zinc proofs in the newspaper.
- 118 Pen and wash drawing and half-tone reproduction of newspaper page and original pen and Ben Dey drawings of furniture. Artists, Otis, Patterson.
- 119 The Marshall Field & Company Idea. Plate and its reproduction.
- 120 Painting of Marshall Field & Company. Retail Store.
- 121 Silk Booklet and original drawing. Artist, Hoeckner.
- 122 Wash drawing of Marshall Field & Company. Retail Store. Artist, Hawtin Company.
- 123 Zion Lace original drawing. Marshall Field Drapery Fabric Studios.
- 124 Zion Lace Poster. Marshall Field Drapery Fabric Studios.
- 125 Zion Lace small print. Marshall Field Drapery Fabric Studios.
- 126 Silk Beau Monde Lable. Artist, Bolegard.
- 127 Chivalry Cretonne original. Two Chivalry Cretonne books. Marshall Field Drapery Fabric Studios.
- 128 Two New National Spirit booklets. Printed by Rogers and Company.

GRAUMAN COMPANY

- 129 Aunt Jemima Pancake Flour. Loaned by J. Walter Thompson. Artist, William Hoettinger.

HART SCHAFFNER & MARX

- 130 "Geraniums." Artist, John Sheridan.
- 131 "The Ship-builder." Artist, Herbert Paus
- 132 "On the Market." Artist, John Sheridan.
- 133 "The Trap-shooters." Artist, Samuel Nelson Abbott.
- 134 "Ice-boating." Artist, Herbert Paus.
- 135 "Pumpkin Pie." Artist, Herbert Paus.
- 136 "The Honeymoon." Artist, Samuel Nelson Abbott.
- 137 "Her First Plunge." Artist, Samuel Nelson Abbott.
- 138 "The Engagement." Artist, Samuel Nelson Abbott.
- 139 "Sir Galahad." Artist, Edward Penfield.
- 140 "The Hunters." Two pictures. Artist, Samuel Nelson Abbott.
- 141 "Nesting Time." Artist, John Sheridan.

ILLUSTRATION STUDIOS

- 142 Lakeside Shirts. Loaned by Marshall Field & Co. Artist, F. K. Mizen.
- 143 Vogue Publications. Artist, Frederic Dalrymple.
- 144 Locomotive, St. Paul R. R. Westinghouse Elec. Co. Loaned by Fuller & Smith Advertising Co. Artist, F. K. Mizen.
- 145 Motor Spindles. Westinghouse Electric Company. Loaned by Fuller & Smith Advertising Co. Artist, F. K. Mizen.
- 146 Automobile Equipment. Westinghouse Electric Company. Loaned by Fuller & Smith Advertising Company. Artist, F. K. Mizen.
- 147 Work Clothing. Loaned by Sears, Roebuck & Co. Artist, F. K. Mizen.
- 148 "My Writing Desk Sews." Loaned by Free Sewing Machine Co. Artist, Frederic Dalrymple
- 149 Sewing Machine. Loaned by Free Sewing Machine Co. Artist, Frederic Dalrymple.
- 150 Ladies' Hosiery. Artist, R. G. Jones.
- 151 Men's Summerwear. Loaned by Becker, Beach, Wiley Co. Artist, Frank Bensing.
- 152 Electric Washing Machine. Westinghouse Electric Company. Loaned by Fuller & Smith Co. Artist, F. K. Mizen.
- 153 Colonial Silverware. Loaned by Fuller & Smith Co. Artist, Frederic Dalrymple.
- 154 Garden Party. Artist, R. G. Jones.
- 155 "My Sewing Table Sews." Loaned by Free Sewing Machine Co. Artist, Frederic Dalrymple.
- 156 Drawing. Loaned by Kuppenheimer Co. Artist, F. K. Mizen.
- 157 Drawing. Loaned by Kuppenheimer Co. Artist, F. K. Mizen

THE CHARLES EVERETT JOHNSON COMPANY

- 158 Packard Pianos—Oil. Loaned by Henri, Hurst & McDonald. Artists, Charles Everett Johnson Company.
- 159 Packard Piano—Oil. Loaned by Henri, Hurst & McDonald. Artists, Charles Everett Johnson Company.
- 160 Indestructo Trunks—Oil. Loaned by Green, Fulton, Cunningham. Artists, Charles Everett Johnson Company.
- 161 Holmes Motor Car—Transparent and opaque. Loaned by Robel & Bryant. Artists, Charles Everett Johnson Company.
- 162 Holmes Motor Car—Water color. Loaned by Robel & Bryant. Artists, Charles Everett Johnson Company.
- 163 Skinner's Macaroni—Opaque water color. Loaned by Warfield Advertising Co. Artists, Charles Everett Johnson Company.

- 164 Dodge Manufacturing Company—Opaque water color. Loaned by Thelicke Advertising Company. Artists, Charles Everett Johnson Company.
- 165 Universal Stoves—Line drawing. Transparent water color. Loaned by Henri, Hurst & McDonald. Artists, Charles Everett Johnson Company.
- 166 Universal Stoves—Water color. Loaned by Henri, Hurst & McDonald. Artists, Charles Everett Johnson Company.
- 167 Universal Stoves—Water color. Loaned by Henri, Hurst & McDonald. Artists, Charles Everett Johnson Company.
- 168 Fairy Soap—Pastel. Loaned by N. K. Fairbanks. Artists, Charles Everett Johnson Company.
- 169 Sunkist Oranges—Opaque water color. Loaned by Lord & Thomas. Artists, Charles Everett Johnson Company.
- 170 Jiffy Cake Pancake Flour—Pen and ink. Loaned by Warfield Advertising Co. Artists, Charles Everett Johnson Company.
- 171 Announcement of Harry Timmins. Artists, Charles Everett Johnson Company.
- 172 Chantilly Toilet Preparations—Pen and ink. Loaned by D'Arcy Advertising Company. Artists, Charles Everett Johnson Company.
- 173 Chantilly Toilet Preparations—Pen and ink. Loaned by D'Arcy Advertising Company. Artists, Charles Everett Johnson Company.
- 174 Morris Packing Company—Opaque water color. Loaned by Williams and Cunyngham. Artists, Charles Everett Johnson Company.
- 175 Brach's Candies—Opaque water color. Loaned by Brach Candy Company. Artists, Charles Everett Johnson Company.
- 176 Glidden Paints—Opaque water color. Black and white. Loaned by Fuller & Smith. Artists, Charles Everett Johnson Company.
- 177 Glidden Paints—Opaque water color. Black and white. Loaned by Fuller & Smith. Artists, Charles Everett Johnson Company.
- 178 Bauer & Black Surgical Supplies—Oil. Loaned by Bauer & Black. Artists, Charles Everett Johnson Company.
- 179 Drawing by Ellen Erickson—Opaque and transparent water color. Artists, Charles Everett Johnson Company.
- 180 Holmes Motor Car—Pen and ink line drawing. Loaned by Robel & Bryant. Artists, Charles Everett Johnson Company.
- 181 Kuppenheimer Clothes—Oil. Artists, Charles Everett Johnson Company.
- 182 Drawing by Maurice Logan—Opaque water color. Artists, Charles Everett Johnson Company.
- 183 Brach's Candies—Opaque water color. Loaned by Brach Candy Company. Artists, Charles Everett Johnson Company.
- 184 Tom Sawyer Suits—Oil. Loaned by Gardner Advertising Agency. Artists, Charles Everett Johnson Company.
- 185 Tom Sawyer Suits—Oil. Loaned by Gardner Advertising Agency. Artists, Charles Everett Johnson Company.
- 186 Morris Packing Company—Oil and opaque water color. Loaned by Williams and Cunyngham. Artists, Charles Everett Johnson Company.
- 187 Plez Juice—Opaque and transparent water color. Loaned by Botsford, Constantine & Tyler. Artists, Charles Everett Johnson Company.
- 188 Jewelers Association—Opaque black and white water color. Loaned by Vanderhoof Agency. Artists, Charles Everett Johnson Company.

- 189 Jewelers Association—Opaque black and white water color. Loaned by Vanderhoof Agency. Artists, Charles Everett Johnson Company.
190 Martin & Martin. Artists, Charles Everett Johnson Co.
191 Martin & Martin. Artists, Charles Everett Johnson Co.

B. KUPPENHEIMER & CO.

- 192 Helmet Scene. Artist, J. C. Leyendecker.
193 Audience—Two figures. Artist, J. C. Leyendecker.
194 Girl with Ensign's Cap. Artist, J. C. Leyendecker.
195 Naval Officer. Artist, J. C. Leyendecker.
196 Girl under Mistletoe. Artist, J. C. Leyendecker.
197 Man in Dress Suit. Artist, J. C. Leyendecker.
198 Cover Design—Soldier's Head. Artist, J. C. Leyendecker.
199 Typewriter Scene. Artist, J. C. Leyendecker.
200 Flower Stand Scene. Artist, J. C. Leyendecker.
201 Hockey and Skating Scene. Artist, J. C. Leyendecker.
202 Snow Man Scene. Artist, J. C. Leyendecker.
203 Cover Design—Door. Artist, J. C. Leyendecker.
204 Tackle Scene (1). Artist, J. C. Leyendecker.
205 Tackle Scene (2). Artist, J. C. Leyendecker.
206 Play Scene. Artist, J. C. Leyendecker.

H. W. KASTOR & SONS ADVERTISING CO.

- 207 Q. R. S. Player Rolls—Wash drawing of Tapestry Background. Artists, Graphic Art Studios. Plates by McGrath Engraving Company.
208 Q. R. S. Player Rolls—Wash drawing of Scroll Background. Artists, Carnahan Studios. Plates by McGrath Eng. Co.

MONTGOMERY WARD & COMPANY

- 209 Shoes. Drawing by Waskaw Company. Color plates and printing by Magill-Weinsheimer & Company.
210 Rubbers and Boots. Drawing by Waskaw Company. Plates by Crescent Engraving Company.
211 Mavis. Drawing by Etheridge Company. Color plates and printing by Regensteiner Col. Company.
212 Mai d'Or. Drawing by Etheridge Company. Color plates and printing by Regensteiner Col. Company.
213 Candy. Drawing by Holmes Company. Color plates and printing by Regensteiner Col. Company.
214 Hats. Drawing by Wright Company. Plates by Crescent Engraving Company. Printing by R. R. Donnelly & Sons Company.
215 Hats. Drawing by Vogue Art Company, New York. Plates by Crescent Engraving Co. Printing by R. R. Donnelly and Sons Company.
216 Teddy Bears. Drawing and Plates by Crescent Engraving Company.
217 Stove Page. Drawings by Stoltz-Williams. Plates and Wood Cuts by Crescent Engraving Company. Printing by R. R. Donnelly & Sons Company.

MONTGOMERY WARD & COMPANY

- 218 Men's Clothing. Drawing by Advertisers Illustrations Co. Color plates and printing by Columbian Col. Company.
219 Men's Clothing. Drawing by Advertisers Illustrations Co. Plates by Crescent Engraving Company.

WM. H. RANKIN CO.

- 220 Cheney Phonograph Co.—Oil. Loaned by Wm. H. Rankin Co. Artist, Joseph Chenoweth.
221 Cheney Phonograph Co.—Oil. Loaned by Wm. H. Rankin Co. Artist, Joseph Chenoweth.

WILL RANSOM

- 222 Four Merchandise Envelopes—Engraver's Proofs. Plates by Jahn and Ollier.
- 223 Certificate of Membership—(Art Alliance of America). Plates by Faithorn Company.
- 224 End Sheet for Jewelry Catalog. Plates and printing by Chicago Offset Printing Company.

STREET RAILWAYS ADVERTISING COMPANY

- 225 Car Card. Loaned by Cluett, Peabody & Company, Inc. Artist, J. C. Leyendecker.
- 226 Car Card. Loaned by O'Sullivan's Heels. Artists, Ward & Gow, New York.
- 227 Car Card. Loaned by N. K. Fairbanks Co. Artist, C. J. Cook.
- 228 Car Card. Loaned by N. K. Fairbanks Co. Artists, Stolz and Williams.
- 229 Car Card—Ivory Soap. Loaned by Proctor and Gamble.
- 230 Car Card—Ivory Soap. Loaned by Proctor and Gamble.
- 231 Car Card. Loaned by Sunshine Biscuit Co. Artists, Henry Bussman.
- 232 Car Card. Loaned by Libby, McNeill & Libby. Artist, C. E. Ruttan.
- 233 Car Card—Lux. Loaned by J. Walter Thompson. Artists, Lever Bros. Company.

J. WALTER THOMPSON COMPANY

- 234 Wadsworth Watch Case Co.—Vogue four-color page proof. Artist, Sigurd Schou. Lettering by Bertsch & Cooper. Plates by Peerless Engraving Company.
- 235 Wadsworth Watch Case Co.—Vogue four-color page proof. Artist, Sigurd Schou. Lettering by Bertsch & Cooper. Plates by Peerless Engraving Company.
- 236 Krone-Flecheimer Co.—Red Cross Shoe. Ladies Home Journal page proof. Moving picture by Rothacker Film Co. Retouched by Ball & Kruzenga. Lettering and ornament by Charles Everett Johnson Company.
- 237 Libby, McNeill & Libby—Libby's Milk, two-color Saturday Evening Post page. Artist, John W. Norton.
- 238 Libby, McNeill & Libby—Canned meats, four-color page, Ladies Home Journal. Illustration by Walter Biggs. Dishes by Emory Wilcox. Lettering by Bertsch & Cooper.
- 239 Libby, McNeill & Libby—Canned meats, four-color page, Ladies Home Journal. Illustration by Frank B. Hoffman. Dishes painted by Emory Wilcox. Lettering by Bertsch & Cooper.
- 240 Libby, McNeill & Libby—Four-color page, Woman's Home Companion. Artist, Sigurd Schou. Plates by Electro-tint Engraving Co., Philadelphia.
- 241 Libby, McNeill & Libby—Four-color page, Woman's Home Companion. Artist, Sigurd Schou. Plates by Electro-tint Engraving Co., Philadelphia.
- 242 Davey Tree Expert Co.—Four-color page proof, Country Life. Artist, Roy Brown. Plates by McGrath & Co., Chicago.
- 243 Davey Tree Expert Co.—Landscape for four-color page. Artist, Gifford Beal.
- 244 Davey Tree Expert Co.—Landscape for four-color page. Artist, Sigurd Schou.
- 245 Swift & Company—Swift Premium Ham, four-color page Ladies Home Journal. Artist, Emory Wilcox.
- 246 Square D Company—Page, Lit. Digest. Artist, Frank B. Hoffman.
- 247 Crowell Publishing Company—Proof, Farm & Fireside. Artist, Joseph Clement Coll. Lettering by Bertsch & Cooper. Plates by Peerless Engraving Company.

- 248 Crowell Publishing Company—Proof, Farm & Fireside. Artist, Joseph Clement Coll. Lettering by Bertsch & Cooper. Plates by Peerless Engraving Company.
- 249 Crowell Publishing Company—Proof, Farm & Fireside. Artist, Bob Williams of W. O. Floing Co. Lettering by Bertsch & Cooper. Plates by Peerless Engraving Company.
- 250 Quaker Oats Co.—Quaker Quakies. Lithographed poster. Artist, Paul Honore. Lettering by Bertsch and Cooper. Magill-Weinsheimer Litho. Company.
- 251 Quaker Oats Co.—Quaker Quakies. Original oil painting. Artist, Paul Honore. Lettering by Bertsch and Cooper.
- 252 Quaker Oats Co.—Quaker Quakies. Original oil painting. Artist, Paul Honore. Lettering by Bertsch and Cooper.
- 253 Quaker Oats Co.—Quaker Quakies. Four-color proof, Ladies Home Journal page. Illustration by Paul Honore. Lettering by Bertsch & Cooper. Plates by Peerless Engraving Company.
- 254 Quaker Oats Co.—Quaker Quakies. Four-color proof, Ladies Home Journal page. Illustration by Paul Honore. Lettering by Bertsch & Cooper. Plates by Peerless Engraving Company.
- 255 Quaker Oats Co.—Quaker Quakies. Two-color proof, Saturday Evening Post. Illustration by Paul Honore. Lettering by Bertsch & Cooper. Plates by Peerless Engraving Co.
- 256 Quaker Oats Co.—Quaker Quakies. Two-color proof, Saturday Evening Post. Artist, Paul Honore. Lettering by Bertsch & Cooper. Plates by Peerless Engraving Co.
- 257 Quaker Oats Co.—Quaker Pettijohn Breakfast Food. Original ink drawing. Artist, Frank Hoffman.
- 258 Quaker Oats Co.—Pettijohn Breakfast Food. Original ink drawing. Artist, Frank Hoffman.
- 259 Quaker Oats Co.—Three Pettijohn ads, Woman's Home Companion. Illustrations by Frank Hoffman. Lettering by Bertsch & Cooper.
- 260 Quaker Oats Co.—One Pettijohn ad, Literary Digest. Illustration by Frank Hoffman. Lettering by Bertsch & Cooper.
- 261 Crowell Publishing Co.—Original ink drawing by Bob Williams of W. O. Floing Company. Farm & Fireside.
- 262 Aunt Jemima Mills Co.—Pancake Flour. Two-color page, Sat. Eve. Post. Large illustration by C. B. Falls. Vignette illustration by Frank Hoffman. Lettering by Bertsch and Cooper. Plates by Peerless Engraving Company.
- 263 Aunt Jemima Mills Co.—Pancake Flour. Two-color Sat. Eve. Post page. Illustration by Frank Hoffman. Lettering by Bertsch & Cooper. Plates by Peerless Engraving Co.
- 264 Aunt Jemima Mills Co.—Pancake Flour. Original oil by N. C. Wyeth.
- 265 Aunt Jemima Mills Co.—Pancake Flour. Original oil by N. C. Wyeth.
- 266 Aunt Jemima Mills Co.—Pancake Flour. Full color and two-color proofs. Painting by N. C. Wyeth. Lettering by Bertsch & Cooper. Plates by Peerless Engraving Co.
- 267 Aunt Jemima Mills Co.—Pancake Flour. Full color and two-color proofs. Painting by N. C. Wyeth. Lettering by Bertsch & Cooper. Plates by Peerless Engraving Co.
- 268 Aunt Jemima Mills Co.—Pancake Flour. Four-color and two-color proofs. Paintings by N. C. Wyeth. Lettering by Bertsch & Cooper. Plates by Peerless Engraving Co.
- 269 Aunt Jemima Mills Co.—Pancake Flour. Four-color proof Ladies Home Journal. Painting by N. C. Wyeth. Lettering by Bertsch & Cooper. Plates by Peerless Engraving Co.
- 270 Gruen Guild Watches—Two-color page, Saturday Evening Post. Borders and Wood Engravings by Howard McCormick. Lettering by Bertsch & Cooper. Retouching by Ball & Kruzenga.

- 271 Gruen Guild Watches—Two-color page, Saturday Evening Post. Wood Engraving by Howard McCormick. Lettering by Bertsch & Cooper. Retouching by Ball & Kruzenga.
- 272 Gruen Guild Watches—Two-color page, Saturday Evening Post. Wood Engraving by Howard McCormick. Lettering by Bertsch & Cooper. Retouching by Ball & Kruzenga.
- 273 Gruen Guild Watches—Two-color page, Saturday Evening Post. Wood Engraving by Howard McCormick. Lettering by Bertsch & Cooper. Retouching by Ball & Kruzenga.
- 274 Gruen Guild Watches—Original proof. Wood engraving by Howard McCormick.
- 275 Quaker Oats Co.—Quaker Quokies. Four-color page, Ladies Home Journal. Dishes by courtesy of Marshall Field & Co. Illustrations by Paul Honore. Lettering by Bertsch & Cooper. Plates by Peerless Engraving Company.
- 276 Quaker Oats Co.—Quaker Quokies. Two pages facing, one two-color page, Saturday Evening Post. Dishes by courtesy of Marshall Field & Co. Artist, Welsh of Patterson Studios. Lettering by Bertsch & Cooper.
- 277 Crowell Publishing Co.—Original pen and ink, newspaper publicity, Farm & Fireside. Artist, Joseph Clement Coll.
- 278 Crowell Publishing Co.—Original pen and ink, newspaper publicity, Farm & Fireside. Artist, Joseph Clement Coll.
- 279 Libby, McNeill & Libby—Libby Milk. Still-life for four-column, L. H. J. page. Artist, Sigurd Schon.
- 280 Libby, McNeill & Libby—Libby Milk. Still-life for four-column, L. H. J. page. Artist, Sigurd Schon.

VOGUE STUDIOS

- 281 Catalog Cover—Chicago Mail Order Company.
- 282 Progressive proofs of above.

WILLIAMS & CUNNYNGHAM

- 283 Still-life—Featuring "Westclox America" alarm clock, with basket of vegetables. Loaned by Western Clock Co. Artist, Joseph Chenoweth.
- 284 Still-life—Featuring "Big Ben" on ladies writing desk. Loaned by Western Clock Co. Artist, Joseph Chenoweth.
- 285 Still-life—Featuring "Big Ben" with samovar and dishes of fruit. Loaned by Western Clock Co. Artist, Joseph Chenoweth.

THE BURLEIGH WITHERS COMPANY

- 286 Ships—U. S. Wants Builders. Artist, E. Martin Hennings.
- 287 Automobile—Loaned by Husband & Thomas, Inc. Artist, E. Martin Hennings.
- 288 Husband & Thomas offices—Loaned by Husband & Thomas, Inc. Artist, John Hammer.
- 289 Jos. T. Ryerson & Son. Loaned by Husband & Thomas, Inc. Artist, John Hammer.
- 290 Peanut Butter Sandwiches—Loaned by Armour & Company. Artist, Frank H. Dillon.
- 291 A Store Interior—Loaned by The Royal Tailors. Artist, E. Martin Hennings.