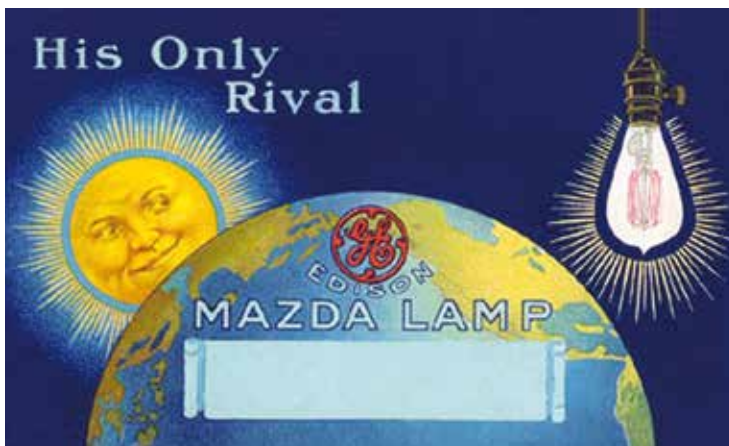


CABLE ADDRESS:
SOLARINE.

153-155 NORTH CARPENTER ST.
TELEPHONE MONROE 2293



MASCOTS AND CHARACTERS.

Humanized solar symbols were featured in numerous advertisements for quite diverse product brands. The appearance of these characters could be a one-time event as a single illustration, or turned into advertising mascots.

119. Lithographic poster advertising Solar Tip Shoes by John Mundell & Co., c. 1890. 60 x 35 cm, printed by Wells & Hope Co.

120-121. Promotional die-cut card from Solarine, c. 1900; and letterhead for Solarine Company corporate stationery, in a letter dated February 16, 1915.

122. Promotional card for Mazda light bulbs of General Electric, c. 1910.

WHEN a person is in a smiling mood he is much more apt to spend money than when he is peevish.

Smiles breed optimism, and optimism opens the purse strings. The publication then that keeps its readers in good humor ought to be the more productive advertising medium.

The Chicago Daily News believes in keeping its readers in good humor, and for that reason it has one of the most, if not *the* most, remarkable array of comic artists of any newspaper in the United States. Among them are:

"Bud" Fisher, creator of "Mutt and Jeff" and of more laughter than any other American artist. (Mr. Fisher is the highest paid comic artist in the world.)

R. L. Goldberg, creator of "Phoney Films," "Father Was Right," etc.

C. A. Voigt, creator of "Petey Dink."

Fontaine Fox, creator of "Thomas Edison, Jr.," "Grandma, the Demon Chaperone," etc.

C. C. Hungerford, creator of "Snoodles."

Perhaps these comedians of the brush and pencil have something to do with the fact that *The Daily News* has a larger circulation in *Chicago* than any other newspaper, daily or Sunday, and prints more advertising of Chicago merchants six days a week than any other newspaper prints in seven days.

**THE CHICAGO DAILY NEWS
OVER 400,000 DAILY**

BOO-OO-O

TUESDAY:- SPENT FOUR HOURS AND FORTY-SIX MINUTES WATCHING THEM MAKE LOCOMOTIVE WHEELS FROM ORANGE PEELS

BOY DRIVE ME AROUND TILL THE MACHINE IS WORN OUT AND THEN YOU CAN SELL IT TO SOMEBODY FOR A SPUR TURGEN

WHEN ! AINT IT FIERCE ON TH' CAT ?

HOW DARE YOU INSULT MY STYLES ?

I'LL CALL ON A.T. STRETCH, PRESIDENT OF THE RUBBERNECK DEPARTMENT STORE, AND I WON'T TELL HIM I'M HERE TO SELL HIM AN ORDER OF MARTINS UNTIL AFTER I'VE SHOWN HIM A GOOD TIME AND GAINED HIS GOOD-WILL

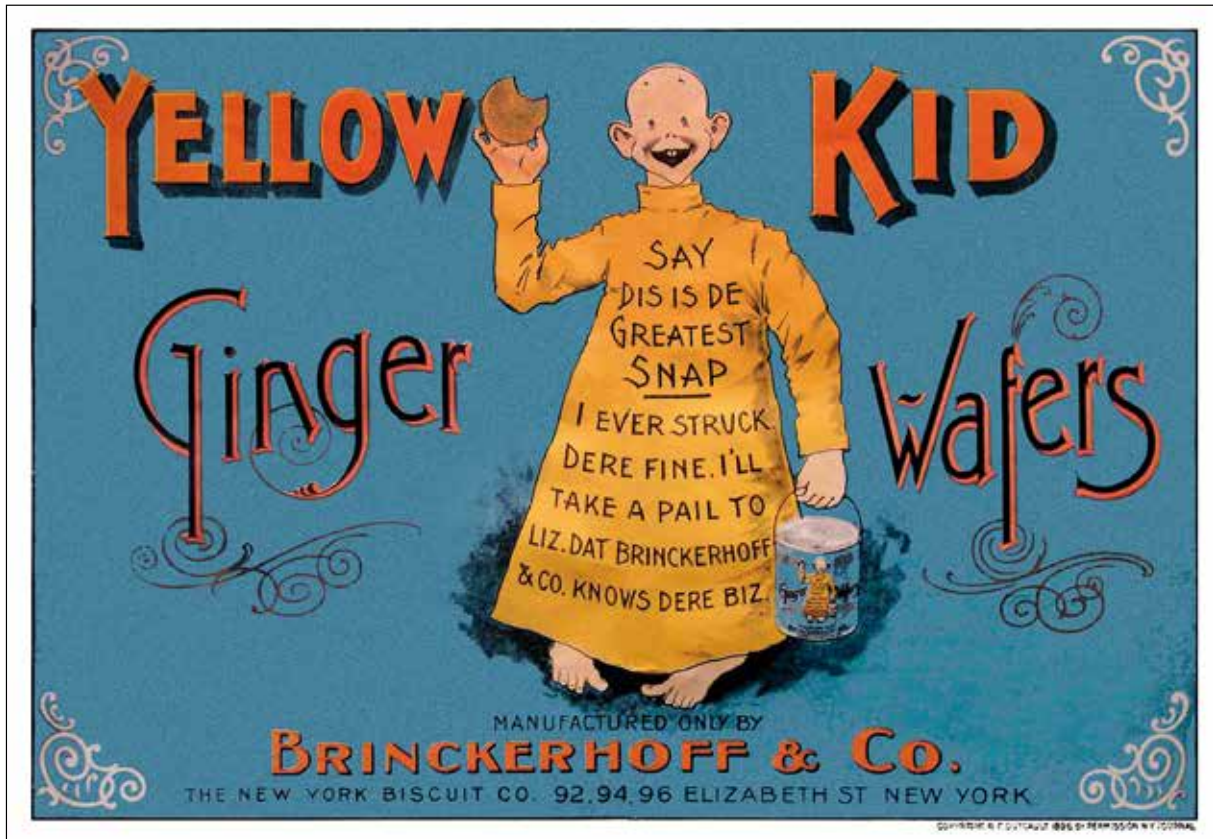
JITNEY ANYWHERE FOR A WHEEL

- JUMP!-WHAT CHER SCARED OF? - I'M RIGHT HERE AINT I ?

A SERIOUS AFFAIR. For the advertisement on this page, The Chicago Daily News was an ideal advertising medium, due to its wide circulation coverage of 400,000 copies per day as well as for offering its readers a variety of humorous cartoons signed by leading American comic authors. As stated in the text:

"When a person is in a smiling mood he is much more apt to spend money than when he is peevish. Smiles breed optimism, and optimism opens the purse strings. The publication then that keeps its readers in good humor ought to be the more productive advertising medium."

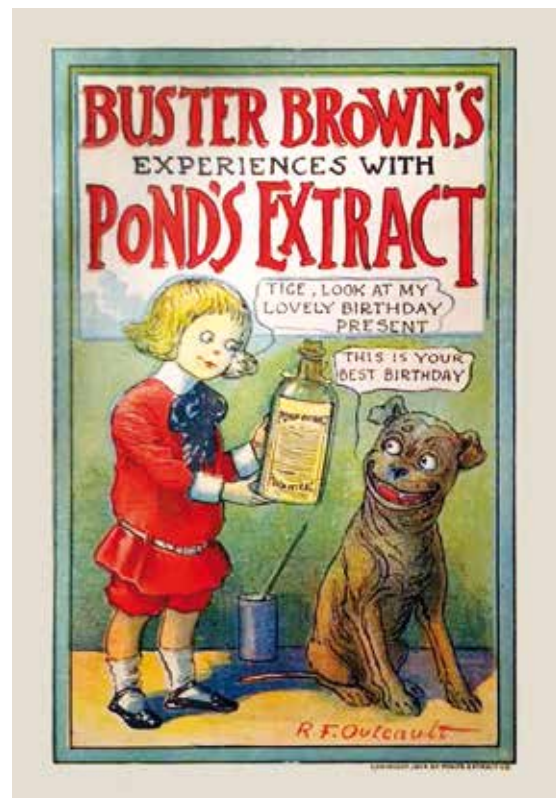
123. Advertisement published in *The Chicago Daily News* and reproduced in the *Advertising & Selling* magazine, October 1916.



124. Lithographic label of Yellow Kid gingerbread cookies, manufactured by Brinckerhoff & Co., belonging to the New York Biscuit Co. in New York. 25 x 20 cm, 1896.

125. Die-cut card advertising Buster Brown Blue Ribbon Shoes, c. 1910.

126. Cover of the leaflet *Buster Brown's Experiences with Pond's Extract*, published in 1904 to advertise the toning cream made by Pond's Extract Company of New York.



A TRUE COUPLE.

The Buster Brown Shoe Company took the name of the famous comic book character Buster Brown and paid for the license to utilize it in advertising their line of children's shoes. The presence of the mascot was not limited to the two-dimensional role of press advertisements or cardboard point of sale displays. Around 1908, the company contracted the services of a young boy who, dressed as the character created by cartoonist Outcault and accompanied by a dog representing his faithful companion Tige—affectionate nickname for Tiger—traveled throughout the country performing in stores and establishments that distributed this footwear brand.

The boy, a young child named Richard S. Barker, was accompanied by his mother on promotional tours, which lasted until 1914. Other child actors interpreted this role during different stages of the company's history.

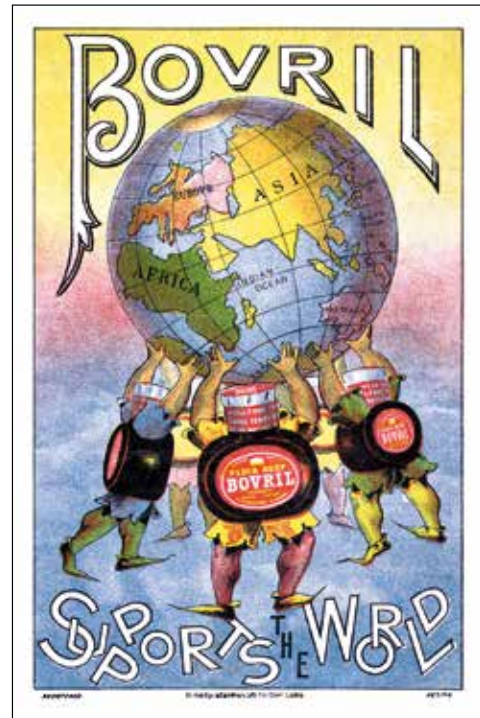
127. Richard S. Barker with Tige, photographed around 1910.

128. (opposite page) Photograph of Buster Brown—probably represented by Richard S. Barker—and his dog Tige onstage at a promotional performance in front of the store Guthrie's Shoes in the town of Grove City, Pennsylvania. 40 x 24 cm, c. 1910.





Annual Buster Brown at Grove City, Pa.



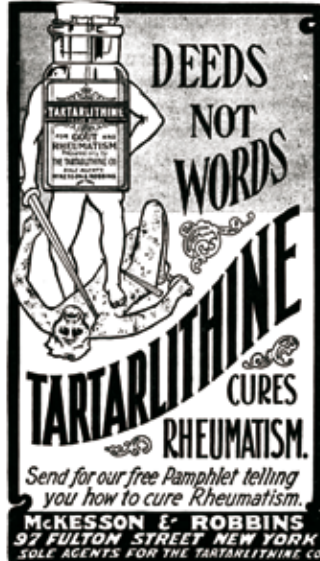
BREAKING THE (BREAD) MOLD.

The images here represent one of the most interesting examples of British product impersonation during the turn of the century advertising. The most commonly used method was to endow the product or product packaging with human limbs. However, the muscleman mascot for Hovis bread loaves, biscuits and flour—manufactured by S. Fitton & Son, at Hovis Mills, Macclesfield—is made up of a large quantity of bread loaves stacked together like bricks, which are shaped into a human figure.

129. Illustration of Hovis advertisement published in the British magazine *Black And White*, November 6, 1898.

130. Bovril full page color advertisement published in British press, c. 1890.

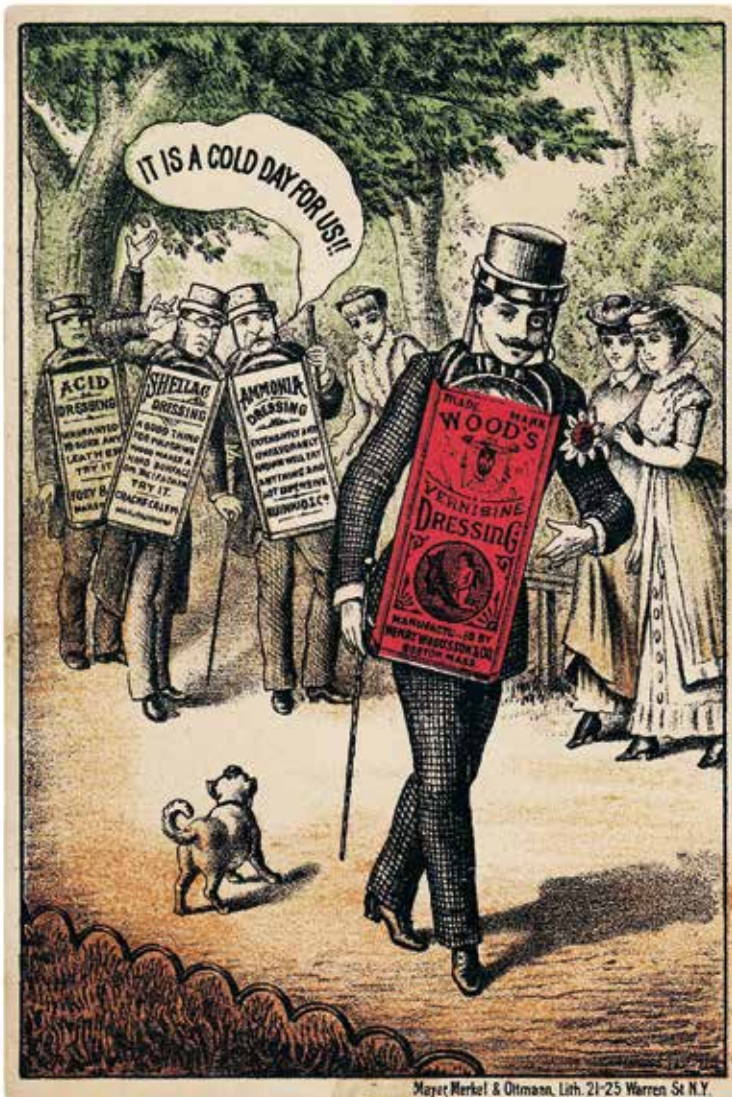
131. Advertisement for Sunlight Soap published in British magazine *The Illustrated London News*, November 25, 1899.



132. Advertisement in American publication *McClure's Magazine*, December 16, 1900. A disconcerting metallic being, made up of pots and kitchen utensils, does not need the services of a boy who polishes shoes, because it uses the polisher Sapolio.

133. Advertisement for anti-rheumatic Tartarlithine tonic by McKesson & Robbins, as an ad module in American press, 1901.

134. Advertisement published in the U.S. *Farm Journal*, May 1901. The detergent Gold Dust chases away dirt.



135. Promotional chromolithographic card for the Magnolia brand of packaged ham, cured and produced by the company McFerran, Shallcross & Co. in Louisville, Kentucky. Printed by Krebs Lithographing Company in Cincinnati, c. 1890.

136. Promotional lithographic card for Wood's Vernisine Dressing varnish to care for leather boots and shoes, manufactured by Henry Wood's Son & Co. in Boston, Mass. Printed by Mayer, Merkel & Ottmann Lithography, New York, c. 1889.



**Steadies
a Man**

All of a man's real power comes from steady nerves and a keen, clear brain.

Grape-Nuts

contains just the food elements Nature has stored up in wheat and barley, including the Phosphate of Potash which combines, in the blood, with albumen to repair and build up the cells.


It is a concentrated, partially predigested food and is a wonderful sustainer of the active, progressive, successful man. It's food—not medicine.

10 days' experience will prove.

"There's a Reason" for

Grape=Nuts

Postum Cereal Co., Ltd., Battle Creek, Mich., U. S. A.



Re-building a Brain

Can only be done by Food which contains Phosphate of Potash and Albumen.

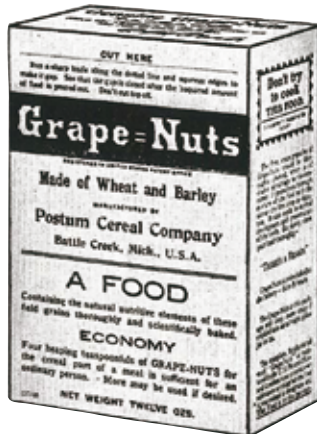
That is nature's way and the only way.

That is the Mission of

GRAPE-NUTS

Note the users of **Grape-Nuts**. They are brainy, nervy, clever people. Keen brains make money, fame and success. Brains must be fed.

Postum Cereal Co., Ltd., Battle Creek, Mich., U. S. A.



ARMS AND LEGS. The 'revitalizing' Grape-Nuts wheat and barley cereals, manufactured by the Postum Cereal Co., continuously employed the use of an advertising character that was an anthropomorphization of its packaging. The cardboard carton bestowed with appendages was fully utilized as a mascot in several product advertisements.

137-138. Grape-Nuts full page advertisements in American publications *St. Nicholas* magazine on November 1907, and *Success Magazine* on March 1906.

139. Details of illustrations for a product package and its "humanized" version, shown in an advertisement published in U.S. publication *Everybody's Magazine*, June, 1904.





KIDNAPPED!
Find the Heartless Person.

Do you wake up in the night with a feeling of suffocation and dread?
Do you get dizzy and out of breath on exertion or feel faint when you rise suddenly from a sitting posture?
Does your heart flutter and palpitate at times?
You don't believe it's Coffee, but that is easy to prove.
Quit the Coffee 10 days.
That removes the cause—the poisonous drug, Caffeine.
Then use well-made Postum.
That supplies the food elements required by Nature to rebuild a broken-down nervous system. The changed feeling settles all arguments.
These are incontrovertible facts.
Any physician can tell you this, but the best way to prove it is to quit Coffee and use well-made POSTUM for 10 days.

"There's a Reason" for
POSTUM
Postum Cereal Co., Ltd., Battle Creek, Mich., U. S. A.

HOSTAGES OF COFFEE.

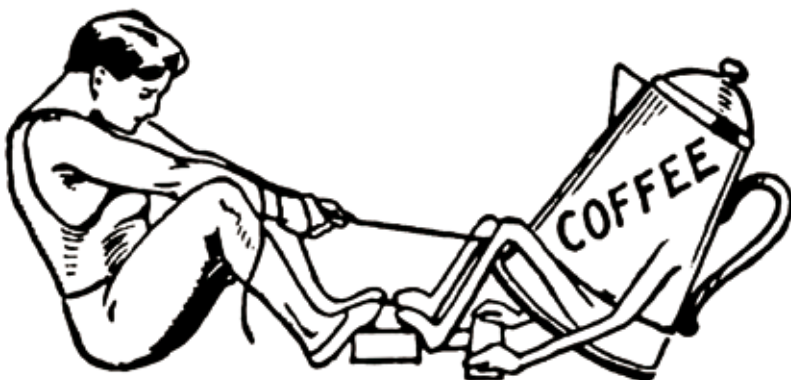
On the left, an advertising allegory of the problems caused by caffeine; according to the advertiser: the human coffeemaker kidnaps the health of our delicate heart. Below left, in the cut-out illustration, the struggle between health and coffee consumption is exemplified in this scene of tug-of-war between man and coffee-maker.

Below right, the advertisement depicts the hazards of coffee, embodied as a tentacled monster that attempts to take hold of a woman. As explained in the text which is written as a testimonial, it deals with a stressed school teacher who decides to stop drinking coffee due to its stimulating effects and to replace it with the Postum drink.

140. (coffee-maker running away) Advertisement published in *Everybody's Magazine*, June 1907.

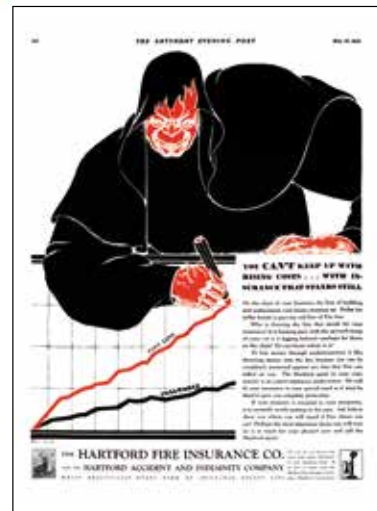
141. (coffee cup with tentacles) Full page ad in *St. Nicholas* magazine, April 1902.

142. (man and coffee pot) Detail of advertisement in *The Black Cat* magazine, May 1905.




SCHOOL TEACHER
Pulled Down Hill.

"I relied on coffee so much to keep me up, having been told that it was a 'mild stimulant,' that I hardly knew what to do when I found it was really pulling me down hill. My sleep was badly broken at night and I was all unstrung, exceedingly nervous, and breaking down fast. My work in teaching school.
—When it became evident that I was in a very bad condition, I was induced to leave off coffee and try Postum Food Coffee. Mother made it first, but none of us could endure it, it was so flat and tasteless. She proposed to throw the package away, but I said, 'Suspend judgment until we have made it strictly according to directions.' It seems she had made the Postum like she always made coffee, taking it off the stove as soon as it began to boil. I got sister to make the Postum next morning strictly according to directions, that is, allow it to boil full fifteen minutes after the boiling begins.
—We were all amazed at the difference. Sister said it was better coffee, to her taste, than the old, and father, who is an elderly gentleman and had used coffee all his life, appeared to relish the Postum as well as my little brother, who took to it from the first. We were all greatly improved in health and are now strong advocates of Postum Food Coffee. Please send my name from publication." Flight, Cal. Name can be given by Postum Cereal Co. Ltd., Battle Creek, Mich.



DESTRUCTIVE MASCOT. On this page, examples of employing the incarnation of fire in advertisements for the insurance company Hartford Fire Insurance Co.

- 143. Detail of illustration in press advertisement, 1930
- 144. Advertisement in *The Saturday Evening Post*, 1927.
- 145. Advertisement in *The Literary Digest*, October 22, 1921.
- 146. Advertisement in *The Saturday Evening Post*, May 18, 1929.
- 147. Advertisement in *The Literary Digest*, March 29, 1924.
- 148. Advertisement in *The Saturday Evening Post*, December 11, 1920.
- 149. Illustration for advertisement in *The Literary Digest*, May 24, 1924.



How to get more Profit out of your Machinery

Lubrication Audit

Lubricating Oils

A push to the top of success

VACUUM OIL COMPANY



How much tribute do you pay to Friction!

Lubrication Audit

Lubricating Oils

A push to the top of success

VACUUM OIL COMPANY



Why should a business executive bother his head about lubrication?

Lubrication Audit

Lubricating Oils

A push to the top of success

VACUUM OIL COMPANY



Why it pays to call in LUBRICATION SPECIALISTS

Lubrication Audit

Lubricating Oils

A push to the top of success

VACUUM OIL COMPANY



FRICION
the unseen factor
in your machine.
BUDY HILL.

A SLICK ACTIVITY.
The figure of Friction, the giant red demon mascot for industrial lubricating oils manufactured by the Vacuum Oil Co., was featured in an extensive press campaign that began in 1920 and continued until 1926.

- 150. Advertisement published in *The Literary Digest*, April 14, 1923.
- 151. Advertisement published in *The Literary Digest*, February 17, 1923.
- 152. Advertisement published in *The Literary Digest*, November 4, 1922.
- 153. Advertisement in *The Saturday Evening Post*, May 19, 1923.
- 154. Detail of vertical module illustration for ad published in *The Literary Digest*, April 14, 1923.
- 155. Horizontal module illustration for advertisement published in *The Literary Digest*, 1923.



LOSS
Your Profit in using
LOW
High Quality Lubrication

Friction—the Unseen Enemy of Production in Your Plant



Impossible to Puncture
that's exactly what our records show. We never had a puncture reported to us. Read how

Standard Tire Protectors
enable you to avoid the
Advanced Tire Prices

A few months ago all the tire companies advanced prices 15 per cent, and very recently another 15 per cent, making your tires cost you thirty per cent more than last year. **STANDARD TIRE PROTECTORS** actually protect you from these extra heavy expenditures, for a set of our protectors on your car will preserve your present tires, thus eliminating the buying of new tires at the advanced prices.

OUR PRICES WILL NOT ADVANCE. Having long contracts for pure para rubber, we are able to continue our present high-grade construction at the old prices. Our handsome revised booklet explains how you can save time and money. Send for it to-day.

Protectors just slip over the tread surface of the tire, and the natural inflation holds them firmly and rigidly in place. There are no metal fastenings. Sand or gravel cannot get under. Made for any size or style tire. Our descriptive booklet contains valuable information. Write to-day.

STANDARD TIRE PROTECTOR CO.
300 SOUTH WATER STREET, SAGINAW, MICH.

HERE IS YOUR PROTECTION



DIAMOND TIRES

ARE RELIABLE TIRES

Have the advantage of the longest experience in their construction—are the pioneer pneumatic motor vehicle tires—having been manufactured two years in advance of all other makes.

Leading Builders Indorse Them

A statement verified by the large number of *Diamond Tires* Seen on Automobiles now in use. The secret of their success is simple but carefully concealed.

WRITE FOR ILLUSTRATED BOOKLET
THE DIAMOND RUBBER CO.
Factories at Akron, Ohio
BRANCHES: 215 West 53d Street, New York City;
431 Wabash Ave., Chicago; Philadelphia, Pa.;
7½ Appleton Street, Boston, Mass.



THE DEVIL! You say if your tires go wrong. It will not be necessary for you to make use of this expression if your carriage is equipped with

“Diamond” Solid or Cushion Tires....

They can be had if you specify them, and they cost no more than others.

The Diamond Rubber Co.
9 W. Seneca Street. 'Phone Seneca 1561.

Exhibitors: Pan-American Transportation Building.

Factories: AKRON, O. Branches: NEW YORK, BOSTON, PHILADELPHIA, DETROIT, CHICAGO.



INFERNAL AIR. Little creatures and relentless demons populated advertisements of the first manufactured car tires, with the aim of making life impossible for drivers and their cars.

- 156. Modular advertisement for Standard Tire Protector published in *Sunset* magazine, January 1911.
- 157. Advertisement for Diamond automobile tires, published in the monthly *Scribner's Magazine*, 1901.
- 158. Press advertisement for Diamond tires published in 1901.
- 159. Advertisement in magazine for Boice tires, 1897.
- 160. Advertisement for tires manufactured by The Star Rubber Company, in *The Saturday Evening Post*, May 7, 1910.

The Boice Tire

A single tube pneumatic tire that is absolutely

Puncture Proof

Guaranteed to resist glass, wire, etc., yet retains all resiliency. Easiest riding.

WILL FIT ANY RIM

and outwear three ordinary tires. No more punctures. Send for catalogue.

JOHN R. BOICE,
TOLEDO, OHIO.



MADE TO WEAR

“NEDRA”
The Motor Girl of Mars

A WONDERFULLY fascinating little romance on “Motoring in Mars,” that strangely interesting planet. The story is based on astronomical facts and fully illustrated in colors. Send us your address and that of your dealer.

We Will Send You One, Prepaid, Free

Star Q. D. and Standard Clincher Tires Are conceded the best of the Quality in the Rubber and Fabric; Skill in the Treating and Building; their remarkable Resiliency and Shock Resistance; and the lasting qualities insuring Value Received.

“MADE TO SATISFY THE MAN WHOSE MONEY BUYS THE TIRES”

Shall we send you our Catalog and our special offer and let you test them out at our risk?
THE STAR RUBBER CO., 505 Switzer Ave., AKRON, OHIO



THE MICHELIN XA4 ALL-SEASON TIRE CAN HANDLE JUST ABOUT ANYTHING THE WEATHER CAN THROW AT YOU.

Weather. It can change from good to bad faster than Dr. Jekyll became Mr. Hyde. And be just as monstrous. Particularly if you're driving through it.

That's why Michelin decided to design an all-season tire that could take on the weather. That could handle snow like a snow tire. Drive through rain as if that were its only purpose in life. And perform like a highway tire when the weather's

fine. The result: the Michelin XA4 All-Season Radial. We put it through 20,000,000 miles of testing to prove it did everything we wanted it to do.

It did. And then some. The XA4 can actually give you increased gas mileage. Because it reduces rolling resistance. And with proper care, it can get up to 60,000 miles of tread life. That's a lot of miles. But then again, the XA4's a lot of tire.

MICHELIN. BECAUSE SO MUCH IS RIDING ON YOUR TIRES.

FACES IN THE CLOUDS. The market launch of the new All-Season XA4 radial tire model by the Michelin American subsidiary of Michelin Corporation was commissioned to the New York-based advertising agency DDB Needham. In the advertisement shown here, one of many that comprised the campaign, tires are confronted by—in a seemingly unequal duel—extreme weather conditions that endanger driving, embodied as a threatening storm cloud. In this case, the recreational art of gazing at the sky does not require much effort to visualize the figures in capricious cloud formations.

161. Michelin's advertisement published in the American magazine *Popular Mechanics*, October 1984.

ARMOUR & CO. CHICAGO Etats-Unis

extrait DE VIANDE

le seul qui conserve la SAVEUR de la VIANDE FRAICHE

EN VENTE chez les ÉPICIERS mds de COMESTIBLES ETC

AGENCE POUR LA FRANCE 37, Rue Lafayette, PARIS

EXTRAIT DE VIANDE ARMOUR PRÉPARÉ PAR ARMOUR & CO. Chicago, E.U.A.

SUPÉRIEUR A TOUS

100

ET MAINTENANT! au tour de l'extrait ARMOUR s'adresser à M.

AFFICHES CAMIS, 59, Boulevard Richard Lenoir, Paris-Dimanche

ARMOUR AND AMOUR. The illustration of a hefty weightlifter for Armor & Cie. created by the French artist Albert Guillaume contained distinct conceptual references. The medals hanging on his chest alluded to the awards won by the company in different events and trade fairs, such as the Gold Medal from the Paris Universal Exhibition in 1889. The tattoo on his left arm showed a heart pierced by Cupid's arrow over the initials R.F., a declaration of love for the République Française.

162. Lithographic poster (version on a blue background). Imprimerie Camis, Paris. 110 x 260 cm, c. 1884.

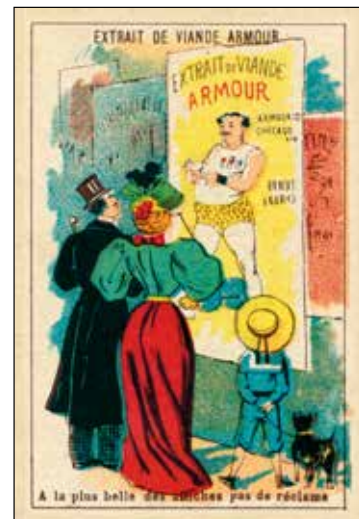
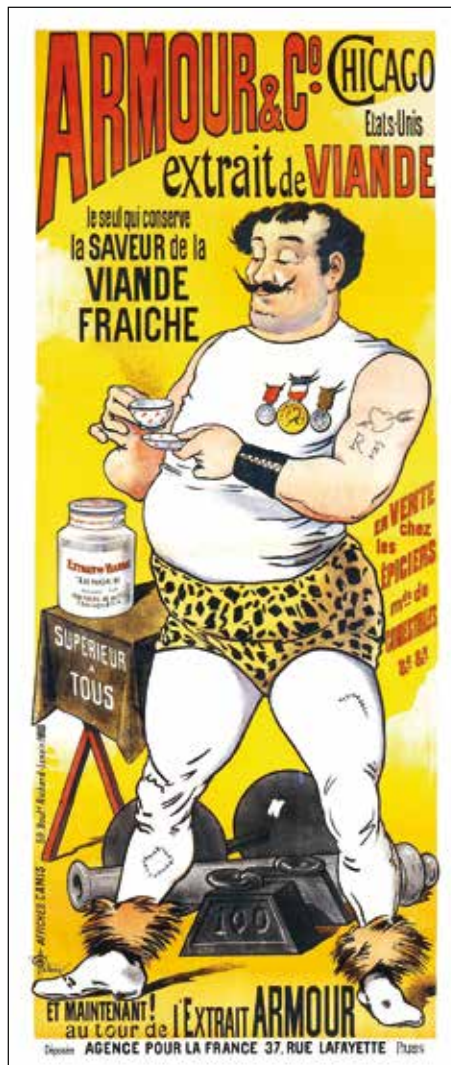
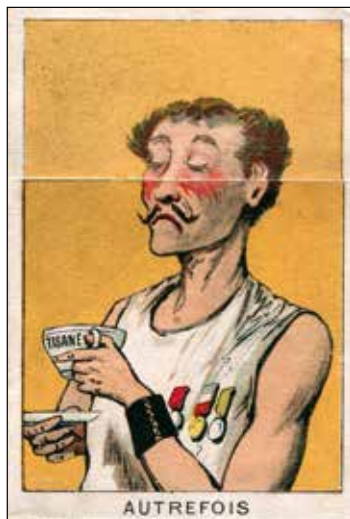


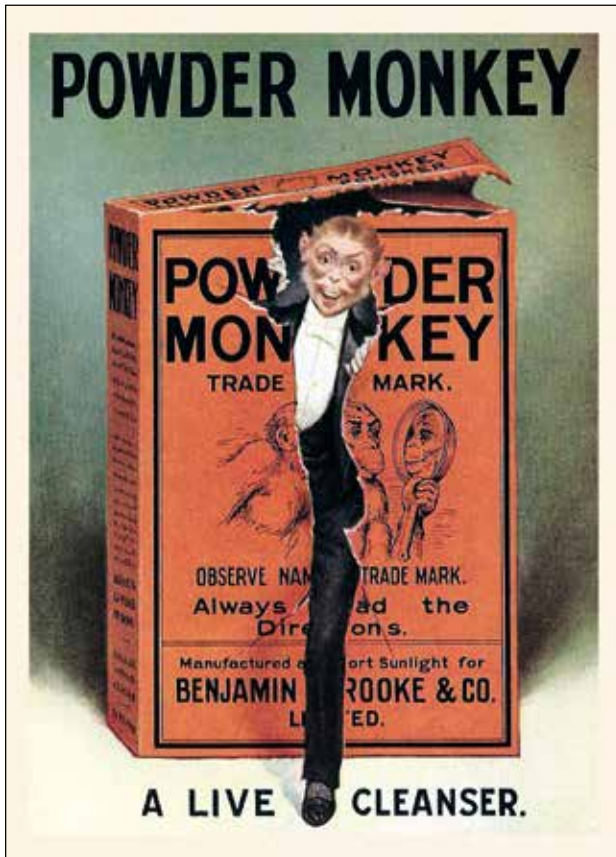
163. Illustration of a promotional chromolithograph, from a series printed by Sté. Des Imprimeries Lemerrier, Paris. c. 1894.

164. Promotional chromolithograph with an overlapping foldable flap that allowed viewing of before (consuming an herbal tea) and after (consuming the advertiser's meat extract) effects on the muscleman's physical appearance. Printed by Imprimerie Camis, Paris. 7.5 x 9.5 cm, c. 1894.

165. Lithographic poster (elongated vertical version on a yellow background). Imprimerie Camis, Paris. 110 x 260 cm, c. 1884.

166-167. Small chromolithographic promotional cards, comprising part of a long series. 7.5 x 10.5 cm, c. 1894.



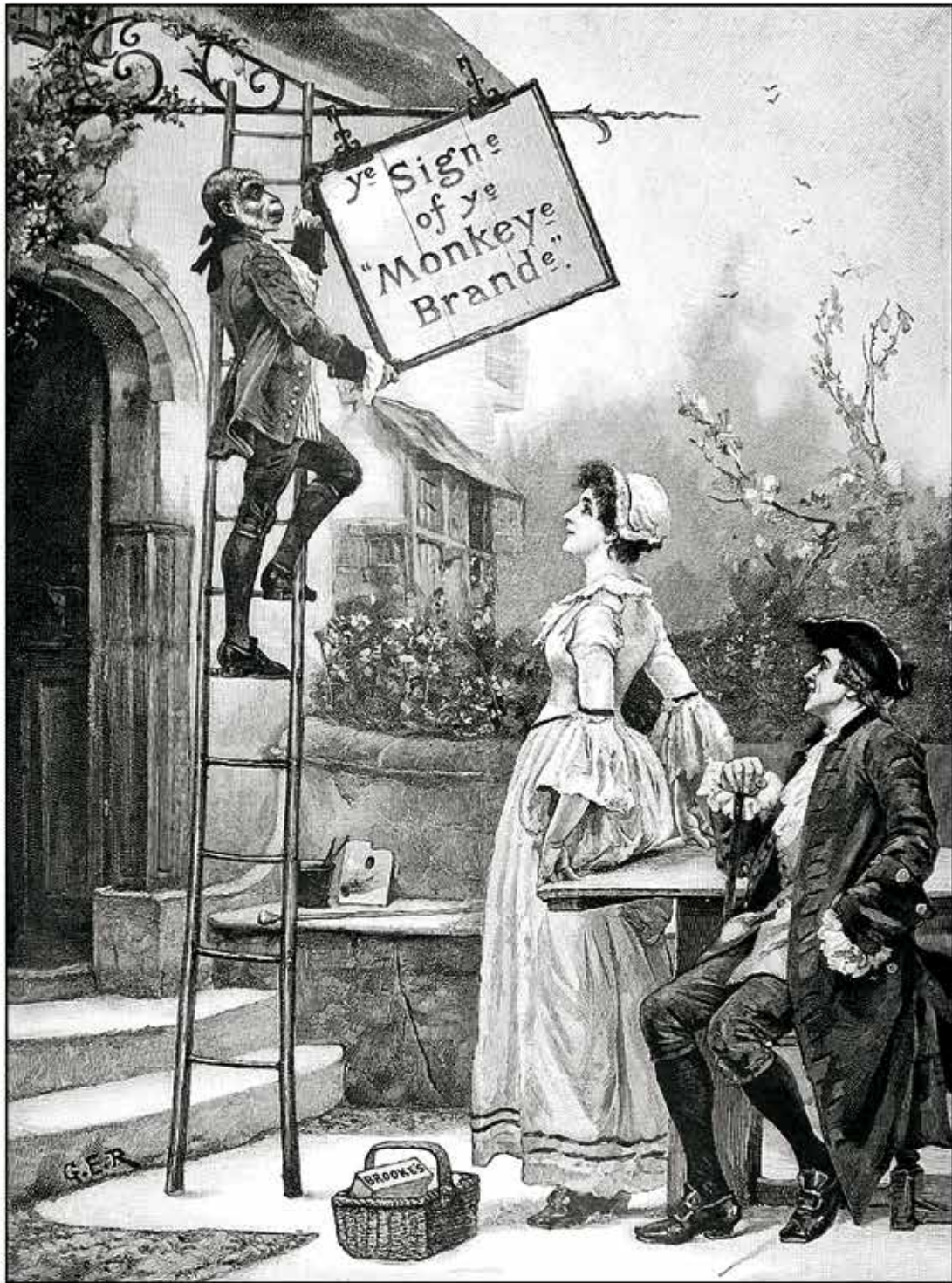


G.E.R. This double page shows examples of publicity illustrations made by George Edward Robertson "G.E.R." for distinct advertisements of the cleaning product Monkey Brand, utilizing the humanized monkey character as a fully functioning brand mascot.

168-170. Three different color advertisements published in the British press, c. 1905.

171. Detail of the Monkey Brand simian illustration for an advertisement published in the British weekly magazine *The Illustrated Sporting and Dramatic News*, November 6, 1886.

172. (opposite page) Full page advertisement showing the monkey as an artisan painter of banners and signs, published in the British magazine *The Illustrated London News*, June 30, 1894. It is a tribute to the well-known canvas by the English painter Edmund Blair Leighton (1852-1922).



WON'T WASH CLOTHES. *Brooke's Soap - Monkey Brand.* WON'T WASH CLOTHES.

FOR CLEANING, SCOURING, & SCRUBBING FLOORS & KITCHEN TABLES, LINOLEUM, & OILCLOTHS.

For Polishing Metals, Marble, Paint, Cullery, Crockery, Machinery, Baths, Stair Rods.

FOR STEEL, IRON, BRASS, AND COPPER VESSELS, FIRE IRONS, MANTELS, &c.

REMOVES RUST, DIRT, STAINS, TARNISH, &c.

GOLD MEDAL, PARIS, 1878.

W. BAKER & CO.'S
Breakfast Cocoa
Is absolutely pure and it is soluble.
No Chemicals
are used in its preparation. It has more than three times the strength of Cocoa mixed with Starch, Arrowroot or Sugar, and is therefore far more economical, costing less than one cent a cup. It is delicious, nourishing, strengthening, EASILY DIGESTED, and admirably adapted for invalids as well as persons in health.


Sold by Grocers everywhere.

W. BAKER & CO., Dorchester, Mass.



"A perfect type of the highest order of excellence in manufacture"

WALTER BAKER & CO.'S
BREAKFAST COCOA



"A nourishing drink, and it would be well for humanity if there were more of it consumed and less tea and coffee."

PURE—DELICIOUS—NUTRITIOUS

Costs less than One Cent a Cup

Be sure that you get the genuine article

Made by WALTER BAKER & CO., Limited, Dorchester, Mass.
ESTABLISHED 1780



This Little Lady—
has been Serving You Faithfully for Many Years
"BREAKFAST" in
Baker's Breakfast Cocoa
Means Something

The United States Food Standards define "Breakfast" Cocoa as cocoa containing not less than 22 per cent of cocoa butter. Many cheap cocoas (which cannot be labelled "Breakfast" Cocoa) contain not more than 14 per cent or 15 per cent of butter. Baker's Breakfast Cocoa contains not less than 26 per cent of cocoa butter, almost one-fifth more than Government requirement. The phrase Baker's Breakfast Cocoa means a pure delicious cocoa of high quality and possessing a considerable amount of nourishment.

Walter Baker & Co. Ltd.
Established 1780
DORCHESTER, MASS.
Canadian Mills at Montreal
Booklet of Choice Recipes sent free

PROFILE WITH PERSONALITY.

Here we see three examples of how the Belle Chocolatiere figure was employed. In the first image, she appears unaccompanied; in the second, she is incorporated into an everyday scene; in the third, we are shown how she appears on product packaging.

173. Advertising module published in an unidentified American magazine, 1890.

174. Advertisement published in an unidentified American magazine, 1897. By illustrator Violet Oakley (1874-1961).

175. Vertical advertising module published in *The Youth's Companion*, December 9, 1926.

Nothing like Baker's Premium No. 1 Chocolate to make a chocolate cake — make really chocolate! Baker's is America's largest-selling chocolate! This Devil's Food Cake Recipe is on the package.

Nothing like Baker's Breakfast Cocoa in the morning, and for after school snacks. No. 1 fragrance just like that real Baker's chocolate flavor.

FOR CHOCOLATE-LOVIN' FOLKS
there's nothing like cooking with **BAKER'S!**

Nothing like Baker's German's Sweetest Chocolate! A man's chocolate for eating — a woman's chocolate for fancy looking — it has inevitable sugar of flavor. Tasted recipes on the package.

Nothing like Baker's Semi-Sweet Chocolate Chips for Chocolate Chip Cookies! Made especially to withstand oven heat — hold their crunch form during baking. Recipes on the package.

WALTER BAKER
CHOCOLATE AND COCOA
Division of General Foods Corporation

Famous for quality since 1780. No other maker in the world has had Baker's long, continuous experience in making chocolate and developing recipes for cooking with chocolate at its best. There's a Baker's chocolate product of superb flavor and texture for practically every chocolate use — each identified by the long-trusted Baker "Chocolate-Girl" trademark. For dependable satisfaction, look for this trademark on the chocolate you buy.

Products of General Foods

made BETTER CHOCOLATE for over 168 years!

An American Tradition-

BAKER'S
Premium No. 1
CHOCOLATE

Favorite of the country's best cooks since 1780!

Another American Tradition-

BAKER'S
Breakfast
COCOA

America's most Heart-warming COCOA!

SOMETHING TO SAY.

On this page, two examples of how Walter Baker & Co.'s chocolatier was employed in the late forties and early fifties as a fully functioning mascot.

Above, using the conventional pose of the character, she is endowed with a resource applied in the language of comics, the speech bubble, and is converted into a spokesperson for the brand.

The ad on the left is one of many from a campaign in which the chocolatier comes to life and becomes expressive, being shown in a variety of poses and attitudes.

176. Full page advertisement published in an unidentified American magazine, 1948.

177. Vertical advertising module published in an unidentified American magazine, 1951.



**Underwood's Original
DEVILED HAM**

LOOK ON THE CAN FOR
THE LITTLE RED DEVIL

The pure and delicate Deviled Ham which has been on the market for years and years, and never found wanting. Sugar-cured ham and fine, pure spices is all that we use. It is delicious for sandwiches, at lunch, picnic, or tea, and in the chafing-dish. Our Book contains a lot of unique and practical receipts. We will send it FREE.

**UNDERWOOD'S ORIGINAL
DEVILED HAM**

may be bought at any good grocer's, but be sure you see on the can **THE LITTLE RED DEVIL.**
Wm. Underwood Co., Boston, Mass., U.S.A.

LOOK ON THE CAN FOR THE LITTLE RED DEVIL



**UNDERWOOD'S
ORIGINAL
DEVILED HAM**

In camp, picnic, or home, it will be found not only pure, but delicious and satisfying. Made only of pure spices and sugar-cured ham. There is but one deviled ham — Underwood's Red Devil Brand. All others are imitations, but imitations in name only, no more like Underwood's than chalk is like cheese.

Send for book of 43 prize receipts.

WM. UNDERWOOD CO., BOSTON, MASS.

COOKED HAM ... DIABOLICAL.

On this page, three examples are shown of how a mascot was used for the Underwood brand of canned cooked ham. The little devil stamped on container labels came to life in product advertisements, portrayed in innumerable poses and attitudes. The graphic construction of the character incorporating its two facets, a corporate symbol and an advertising figure, was inspired by the appearance and red garments of Wagnerian Faust's Mephistopheles: a mustache and pointed goatee beard, clothed with a cap—sometimes tightfitting, to be able to secure the devil horns—donning a long feather, jacket, cloak and leotards.


178. Advertising module published in *Collier's Weekly* magazine, July 25, 1903.

179. Advertising module published in an unidentified magazine, 1904.

180. Advertisement published in an unidentified magazine, 1899.


**ORIGINAL
DEVILED HAM**

WM. UNDERWOOD CO. BOSTON



**THE oldest and best,
not the cheapest.**
For thirty years and to-day the nicest for delicious sandwiches, rolls and chafing-dish dishes. No picnic, yachting, bicycle or outing trip is complete without it.

Free Can of Deviled Ham



TRADE MARK

THE RED DEVIL

Send your name and we will send you a 15-cent can free.

WM. UNDERWOOD CO.
Boston, Mass., U.S.A.

(Be sure the little red devil is on the can you buy.)

**A 15¢ CAN
FREE**

The MASSACHUSETTS STATE BOARD OF HEALTH endorses
Wm. Underwood Co.'s Products!



THE report made public by the State Board of Health, through the press, declares "Underwood's LITTLE RED DEVIL BRAND OF DEVILED HAM, TONGUE, CHICKEN and TURKEY almost wholly muscular fibre (meat), with spice, QUALITY EXCELLENT."

A distinction accorded Wm. Underwood Co.'s DEVILED GOODS ALONE. The report shows their ABSOLUTE PURITY and freedom from improper adulterants and preservatives.

Underwood's Goods are Absolutely Pure and Honestly Labelled

The report recommends the Wm. Underwood Co.'s CANNING PLANTS as MODELS to be copied by others in the same business.

For fifty years their goods have been used by people who KNOW that they are deliciously appetizing and nourishing. A bright college girl said of Underwood's Deviled Ham:

"Branded with the Devil, but Fit for the Gods"

Sold by all first-class dealers. If your grocer does not sell it, for his name and 15c. in stamps, we will send you 1-4 pound can.

Reprints of this report as made will be mailed by us postpaid upon application.

WM. UNDERWOOD CO.
BOSTON, MASS.



A FLESH-AND-BLOOD DEMON.

During 1906 and 1907, the canned ham mascot was incarnated by an actor disguised as Mephistopheles, employing photography to show the disturbing carnality of this imaginary being. In the above image, the advertisement text contains a good dose of irony. Bearing in mind that the character who presents the product is a demon, the following slogans can't help but produce a smile: "Underwood's goods are absolutely pure and honestly labelled;" and a few lines later, sins of the flesh (canned carnality) are wittingly referred to with the phrase: "Branded with the Devil, but fit for the Gods."

181. Full page advertisement in *The Outlook*, 1906.

182. Detail of a full page ad in *Good Housekeeping* magazine, June 1905.



THE MASTER CREATOR OF MASCOTS. In 1878, Victor-Émile Camis and a business partner created the Imprimerie Camis, with workshops in Paris. Towards the end of the century, as part of its services, the printing company offered 'publicité artistique' (artistic advertising) and large format poster printing, announcing that the establishment worked with "the largest printing machines in the world." Some of the most renowned poster artists of the time, such as Tamagno, Henry Gray, Albert



Guillaume, Henri-Gustave Jossot, Firmin Bouisset, Maurice Leloir or Eugène Grasset were among the company's regularly collaborating artists. The business went into bankruptcy and ceased its activity in the year 1900. This image depicts an extensive representation of the characters who were featured in posters printed by Camis for a variety of advertisers.
183. Lithographic poster by Imprimerie Camis, c. 1900.

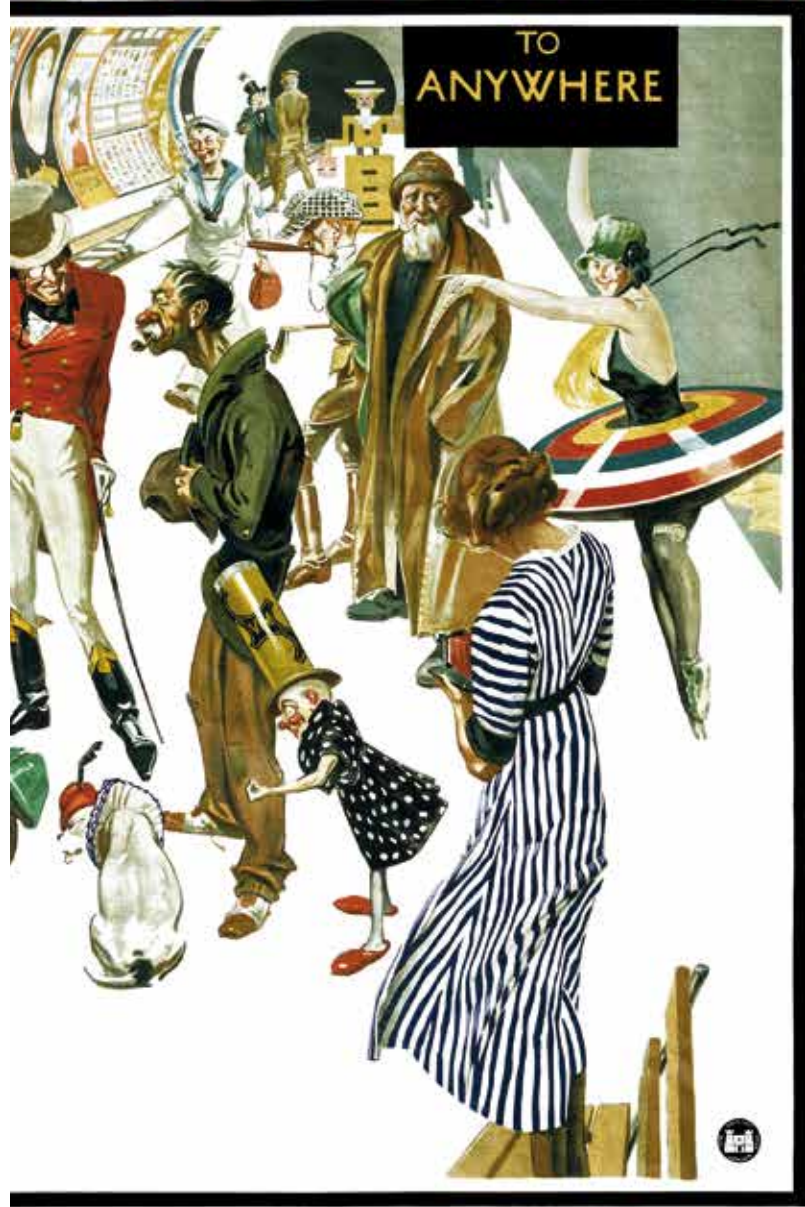
UNDERGROUND TO W



INTERNATIONAL
ADVERTISING EX
AT THE WHITE CITY NO



OOD LANE



IONAL XHIBITION V 29 TO DEC 4 1920

MEET YOU AT THE SUBWAY?

In 1920, taking advantage of the congress and trade fair of the International Advertising Exhibition celebrated between November 29 and December 4, 1920 in London's White City, the capital's transport company published a poster to encourage advertisers to use designated public advertising space located in subway station platforms, buses and trains. The illustration depicts different mascots that were commonly employed for posters and advertisements in the British press.

Among the characters portrayed we can recognize Michelin's Bibendum dialoguing with Mr. Dunlop, who was also his commercial rival in Britain; Nipper, the black-eared dog of "His Master Voice"; scarf clad children—the Cocoa Kids—from Rowntree's Cocoa; and Kodak camera's feminine mascot always donned in her white dress with vertical blue stripes. Next to her, Vim cleaner's clown wearing his polka dot suit and long top hat (the tube of the latter representing the product's packaging); and the disheveled and grubby vagabond adopted in 1884 for Pears' Soap, with its ironic and ambiguous motto: "Two years ago I used your soap, since when I have used no other."

Behind the duo of Bibendum and Mr. Dunlop, we see the figure of a Cardinal, probably portraying Cardinal tile polish; the jester Puck, mascot of the illustrated satirical magazine having the same name, conversing with Johnnie Walker, the whiskey's walking gentleman ambassador; the bearded sailor sporting a brown raincoat for Skipper canned sardines; along with other advertising characters of the time.

184. Lithograph poster for the Underground Electric Railways Company Ltd, 1920, 127 x 100 cm. Illustrated by Frederick Charles Herrick (1887-1970).

THE (BILL)BOARDWALK.

The outdoor advertising agency Geo. Enos Throop of Chicago took advantage of the 11th Annual Convention of the Associated Advertising Clubs of the World—which took place June 20-24, 1915 in the same city—to promote their services in the use of advertising mascots. The advertisement shown here portrays some of the best known mascots. In the foreground, two consummate slicers: the African-American chef of Armour's Ham and the boy of Ceresota Flour bread. Behind them are two Dutch girls: the young girl holding the Jelke Good Luck Margarine and, with her back turned, the Little Dutch Girl of Old Dutch Cleanser. On the seafront promenade we can see, from left to right: Armour's cook in a rush, the kneeling boy for Paris Garters of A. Stein & Co., Bunte Marshmallows' boy as well as the boys representing the Schulze Baking Co. Butter-Nut Bread and Uneeda biscuits of Nabisco-National Biscuit Co.; the Native American for Round Oak Chief Boiler Iron Range; Uncle Jerry's Cereals' farmer for Chicago's I. Pieser & Co., the humanized arrows of Wrigley's Spearmint Gum, the Gold Dust Twins, the Quaker Oats Quaker, and the Veribest girl chef. Finally, sitting on the railing on the far left there are the two Japanese girls of Jap Rose Soap, the girl in the striped dress representing Armour's Grape Juice and, at the other end, the two boy mascots of Wool Soap detergent of Swift & Co. in Chicago.

185. Double-page advertisement for Geo. Enos Throop Company in the magazine *The Poster*, August 1915. Illustration by William Carqueville (1871-1946), art director of the agency.



ADVERTISERS' CONVENTION

On the Boardwalk, you may see people who represent many millions of dollars in total sums, however, are small as compared to the wealth represented by the products among them, Mr. Advertiser, see to it that it is there at the Convention next year.

THE ENOS THROOP, Inc., 8th Floor Tower Bldg., CHICAGO, ILL.

OST, Minneapolis	NAT GRANT, No. 303 Board of Trade Bldg., Kansas City, Mo.	H. H. WILCOX, No. 3887 W. 33rd St., Cleveland, Ohio	W. A. ROOT, No. 6 Beacon St., Boston, Mass.
H. S. GILLESPIE, 1933 Dime Bank Bldg., Detroit, Mich.	H. E. DAVIDSON, No. 618 42nd St. Bldg., New York	CHAS. W. FITCH, No. 201 Starcks Bldg., Louisville, Ky.	MAX RUGE, No. 3556 Lindell Avenue, St. Louis, Mo.





LIVINGSTONE, I PRESUME. The drawing shown above signed by the writer, illustrator and publicist William Livingstone Larned (1880-1969), served to illustrate one of his articles. The text at the bottom of the illustration recalled the importance of mascots in advertising strategies: "You know these people; they are as real to you as the members of your golf club or your card party; you recognize your old friends among them every morning as you read the paper or ride on the street car; you see them from your auto along a much-traveled turnpike, every evening as you glance through your favorite magazine. And yet these folks are only ink and paper. This is one of the things advertising has done to you subconsciously. It has fixed in your mind the things for which these trademarks stand. These paper dolls of modern business have become so real to you that you've forgotten the time when you knew them not."

186. Illustration by William Livingstone Larned published in the newspaper *Public Ledger* (Philadelphia), September 19, 1919.



IDENTIFICATION OF MASCOTS.

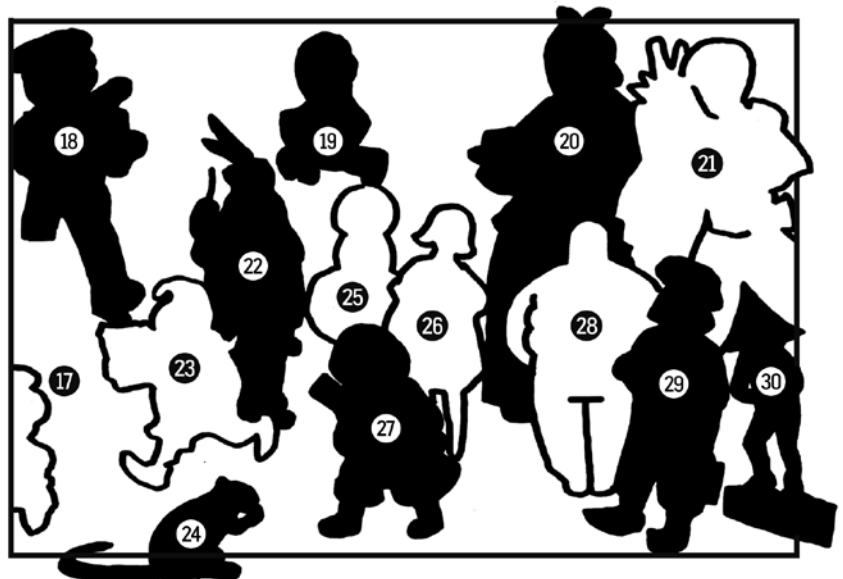
1. "Ever Ready" trade mark face for American Safety Razor Co.
2. Smiling Indian, Skookum apples of the Northwestern Fruit Exchange Co.
3. Rastus, the Cream of Wheat cook.
4. Goldy and Dusty, the Gold Dust twin boys for Gold Dust washing powder, N. K. Fairbank Co.
5. Trade & Mark, Smith Brothers' cough drops.
6. Velvet Joe, Pipe Tobacco by Liggett & Myers Tobacco Co.
7. Cat's Paw Cushion Rubber Heels by Foster Rubber Co.
8. Nipper the dog of "His Master's Voice", Victor Talking Machine Co.
9. Mr. Peanut for the products of Planters Nut & Chocolate Co.



- 10. Old Dutch Cleanser's cleaning maid, Cudahy Packing Co.
- 11. The Chick for "Hasn't scratched yet!" cleansing powder, Bon Ami Co.
- 12. The Belle Chocolatiere, Breakfast Cocoa by Walter Baker & Co.
- 13. The yawning Fisk Boy, Fisk Tire & Rubber Company.
- 14. Goblin Soap, Cudahy Packing, Co.
- 15. Fire Fighter Boy-Chief with extinguisher, Fyr-Fyter Co.
- 16. Bird-of-Paradise, Jonteel health and beauty cosmetics, United Drug Co.
- 17. Campbell's Kids, Campbell's Tomato Soup, Campbell Soup Company.
- 18. Cracker Jack popcorn confection, Rueckheim Bros. & Eckstein Co.
- 19. William Lewis Douglas, founder of the W. L. Douglas Shoe Co.
- 20. Aunt Jemima Pancake Flour, Aunt Jemima Mills Company.
- 21. The Girl of W. K. Kellogg's brand for Toasted Corn Flake Co.
- 22. Indian Princess. Argo, Karo and Mazola, Corn Products Refining Co.
- 23. The Elf of Armour's Oats, Armour Grain Company.

- 24. The Nibbling Rat, Rat-Bis-Kit rat poisoning brand, Rat Biscuit Company.
- 25. The little girl sitting on a bar of soap for Fairy Soap brand, N. K. Fairbank Co.
- 26. Jell-O girl, Genesee Pure Food Co.
- 27. Clicquot the Eskimo boy for Clicquot Club Ginger Ale, Clicquot Club Co.

- 28. Bibendum the tire-man, mascot for tires and products of Michelin Tire Co.
- 29. The Dutch Boy painter for the Dutch Boy brand, National Lead Co.
- 30. The Wrigley Spearman, Wrigley's Spearmint chewing gum, Wm. Wrigley Jr. Company.



\$100.00 IN PRIZES
Give This Picture A Title
 For the most appropriate title we will give a prize of \$50.00; for the next best, \$20.00; and a box of Skookum Apples to each person submitting next ten best titles. Title must not contain more than twenty words. If winning titles are submitted by more than one contestant, each will receive full amount of prize. The contest closes January 15, 1917.

Skookum Apples
 (INDIAN FOR "BULLY")
The Ideal Christmas Gift

Skookum Apples are the world's finest—grown in the great Northwest. Every one is perfect. You can eat them in the dark. And you never tasted more deliciously flavored apples. A Skookum a day keeps the doctor away.
 Buy them by the box. They are cheaper and fresher. Every apple protected by a tissue trademark premium wrapper. Look for the Skookum Indian trademark on wrapper.
 Handsome book giving 209 ways to prepare apples, showing the twelve varieties in Nature's colors, and musical balloon sent for 10 cents to pay postage, etc.

NORTHWESTERN FRUIT EXCHANGE
 Eastern Division, 95 West Street, New York City
RETAILERS: Get name of local wholesaler from the North American Fruit Exchange, our representatives in your city. NOTE: All advertising characters in this picture used by permission.

THE MASCOT TRIBE.

At the beginning of December 1916, the Northwestern Fruit Exchange company organized an open competition to promote their brand of Skookum apples and the mascot that advertised them, the smiling Indian (on the lower right side of the advertisement shown above). It dealt with creating a title for the illustration that showed their mascot along with other advertising mascots from quite a variety of companies who were picking apples. We can recognize them all: Rastus, the Cream of Wheat cook; the little girl sitting on Fairy Soap; the Gold Dust twin boys; Old Dutch Cleanser's cleaning maid; the young chef of Franco-American Food; the Dutch Boy Painter of the National Lead Company; one of the children from Campbell's Kids of Campbell's soups; Corticelli sewing threads' playful kitten; and the Sun Maid Raisin girl. These figures—it was noted in the text that "all advertising characters in this picture used with permission"—played the role of hosts to Skookum's Indian mascot in this fictional scene for publicity.

187. Full page advertisement published in *Life* magazine, December 7, 1916.

A.P.W.

QUALITY TOILET PAPER PRODUCTS

"I'm here"

A Newcomer in the Family of Advertising Sales People

The most sincere, hardest working sales people in the world are the nationally advertised trade characters. Those that live and succeed are never guilty of misrepresentation. For falsehood means quick, sure oblivion among these workers. By their integrity they have won a position of trust and respect in the households of the nation, identifying products of known value, made by companies of unquestioned honesty. The merchandise they represent is bought with implicit confidence either on the great highways or the obscure by-ways of the world. The A. P. W. Paper Company sends forth these little sales people, The A. P. W. Paper Dolls, to act as safe "buying guides" in the purchase of two universal necessities, toilet papers and paper towels. They represent a house which has spent over fifty years of sincere, successful effort in bringing these products up to the very highest standard of quality and value, operating the largest and finest equipped mills in the industry. The selling message which they carry is this: The several brands of toilet papers and paper towels bearing the A. P. W. mark may be bought with implicit trust in their absolute purity and cleanliness. This mark is assurance that whatever brand or price is selected, you will get the very utmost in fine texture and quantity it is possible to put into a paper at the price.

The A. P. W. Paper Company are the manufacturers of Onitwon Paper Towels and these brands of toilet papers: A. P. W. Satin Tissue; Cross Cut; Fort Orange; Pure White; Bob White and Onitwon. \$2.00 buys a year's supply of any brand for an average family; 25c extra west of the Mississippi. Prices range from 5c to 50c per package.

Insist on an A. P. W. brand. Sold by good stores everywhere.

A. P. W. PAPER CO., ALBANY, NEW YORK

DOLLS AND [TOILET] PAPER DOLLS. In 1923, toilet paper manufacturer A.P.W. Paper Company from Albany, New York, introduced its new mascots, the A.P.W. Paper Dolls. They consisted of a group of friendly blond little girls, all identical, dressed in a characteristic checkered dress similar to a chess and checker board. They would be featured in the advertisements for the A.P.W. Satin Tissue brand for an entire decade. This image shows the advertisement presenting the new mascots in which one of the dolls takes the floor exclaiming: "I'm here," and showing a number of the most famous advertising mascots of the time. We can recognize the dog Nipper from Victrola-His Master Voice, the Old Dutch Cleanser cleaning maid, the Gold Dust detergent twins, Cream of Wheat's cook Rastus, the little girl from Campbell's soup, the beautiful Baker's Cocoa chocolatier carrying a cup of hot cocoa, Clicquot's Eskimo, the humanized arrow representing Wrigley's Spearmint gum and the servant Aunt Jemima. The accompanying text below the doll mascot states "A newcomer in the family of advertising sales people."

188. A.P.W. advertisement published in the American magazine *Good Housekeeping*, March 1923. It is reproduced in Clayton Lindsay Smith's book *The History of Trade Marks*, 1923, pp. 36-37, listed in the bibliography for this chapter.



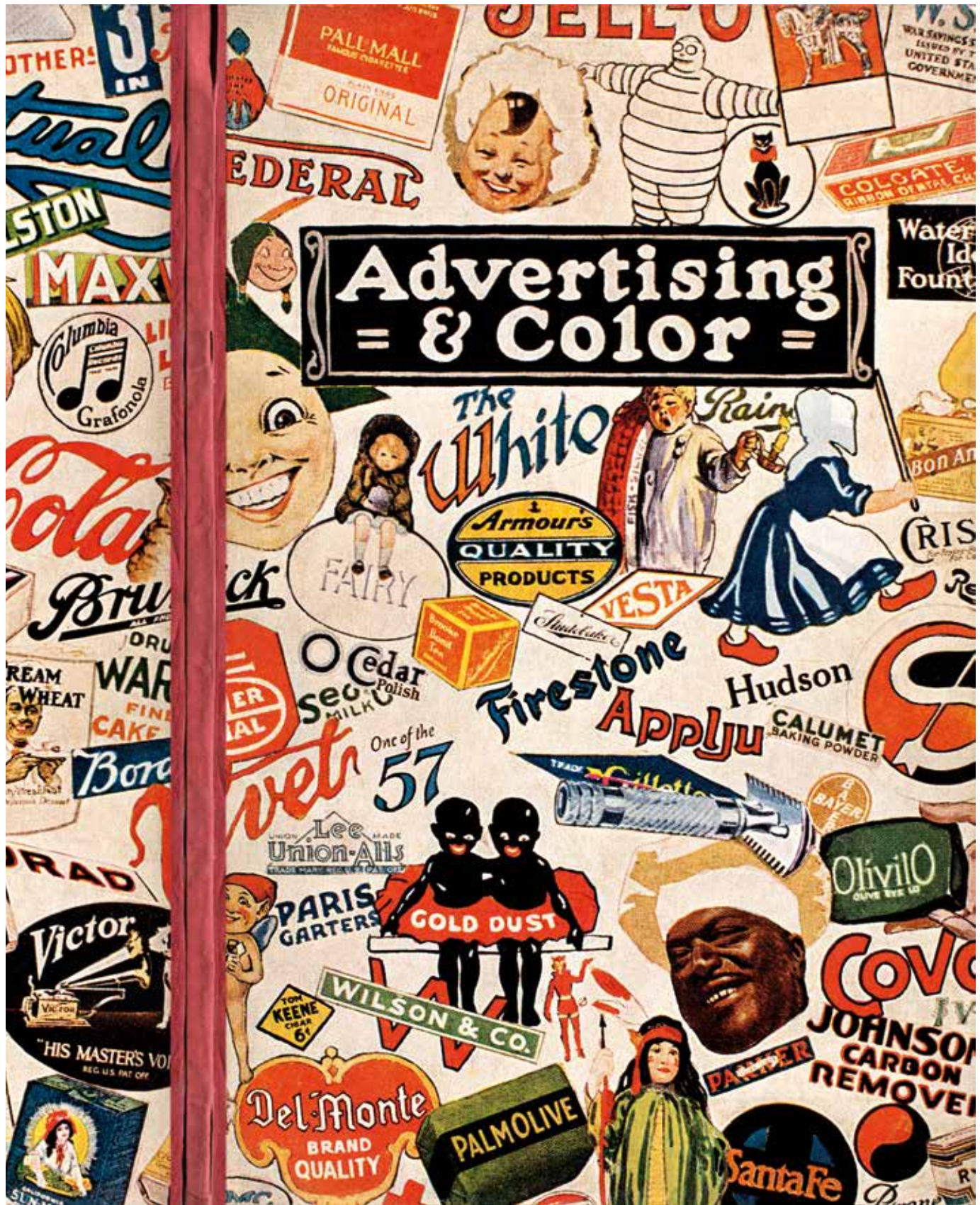
TRIBUTE (WITH A CATALAN EMPHASIS) TO U.S. BRANDS.

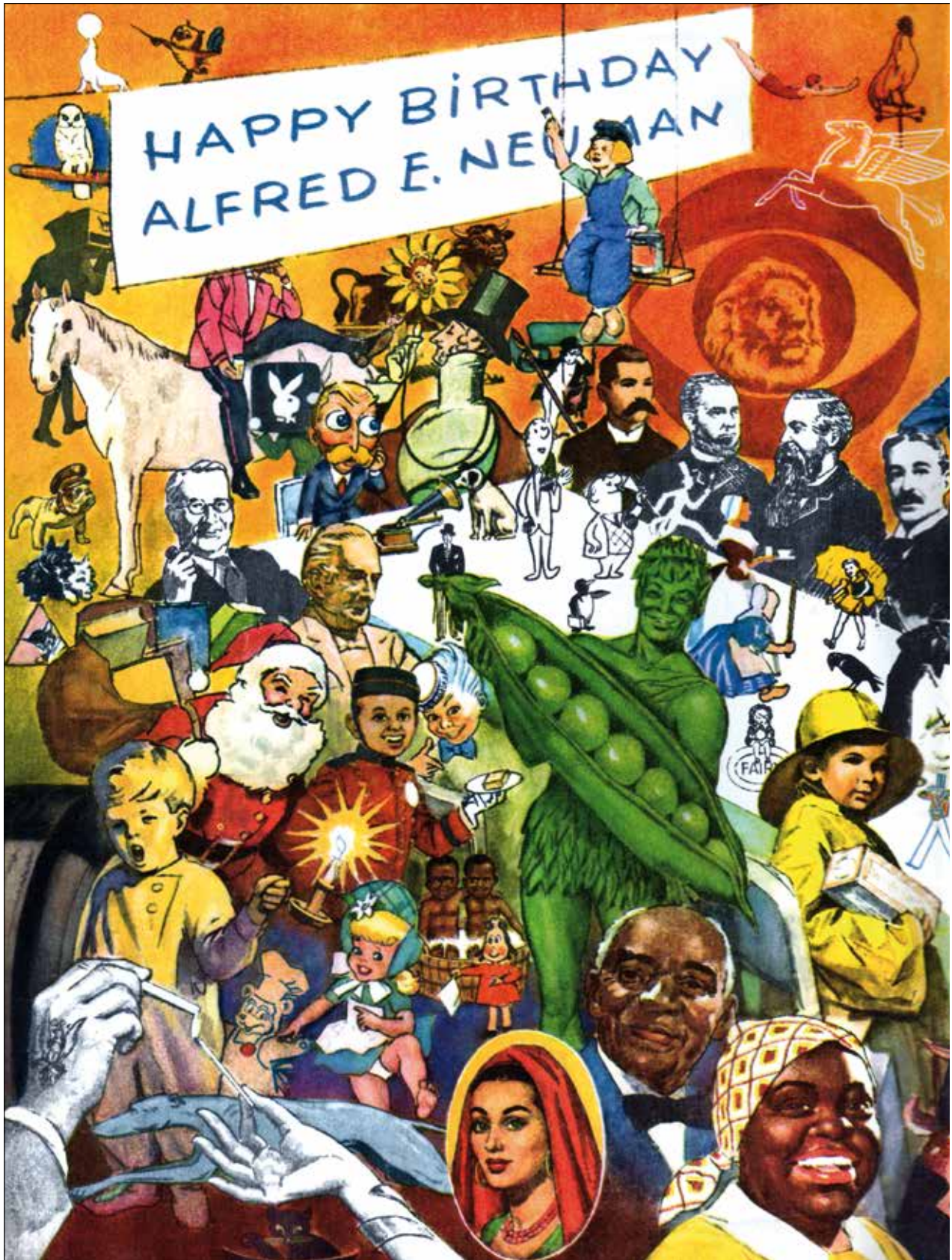
The Catalan painter and commercial artist Agustí Lluís Urgellés i Artiga (1886-1935) was born in Reus (Priorat county) although his family moved to Vic (county of Osona), when he was a child. He studied at the Escola Municipal de Dibuix (Municipal Drawing School) in Vic and later, at the Llotja (Fine Arts) School in Barcelona, where he resided. By 1908 he set out from this city to cross the Atlantic and settle down and establish his own studio in the west coast of America, in San Francisco, where he taught private painting. By 1916, he moved to Corte Madera, California to work with the prominent advertising agency Foster & Keizer, which specialized in outdoor advertising. There he worked as a muralist and billboard painter. From around 1919 and during the 1920s he lived in Chicago, where he worked as an illustrator and poster artist, and later settled in Arizona. In 1931 he became director of the Tucson Art Institute, returning to his facet as a painter. Towards 1934-35, he fell ill with tuberculosis, returned to Catalonia and moved to Vic, remaining there under the care of his family members, and where he died shortly thereafter. In 1919, Lluís Urgellés designed and self-published a small 44-page book, a technical manual on the use of color—range, harmonies, contrasts, readability of texts—applied to advertising elements and illustrated with numerous examples. His publication received well-deserved reviews and eulogies from leading magazines in the field of graphic arts such as *The Printing Art* and *The Inland Printer*. The double page image presented here shows the front and back covers of the book, which when fully extended, constitutes a collage portraying a selection of the most recognizable brands from the advertising scene of the time, in which the tire industry was represented. Among the those honored we can distinguish Goodyear's winged foot symbol, the characteristic letters of the BF Goodrich logotype, the children's mascot for Fisk tires as well as Bibendum, the mascot for the Michelin Tire Co. of Milltown.

189. Advertisement for the book, published in *Printers' Ink Monthly*, February 1920.

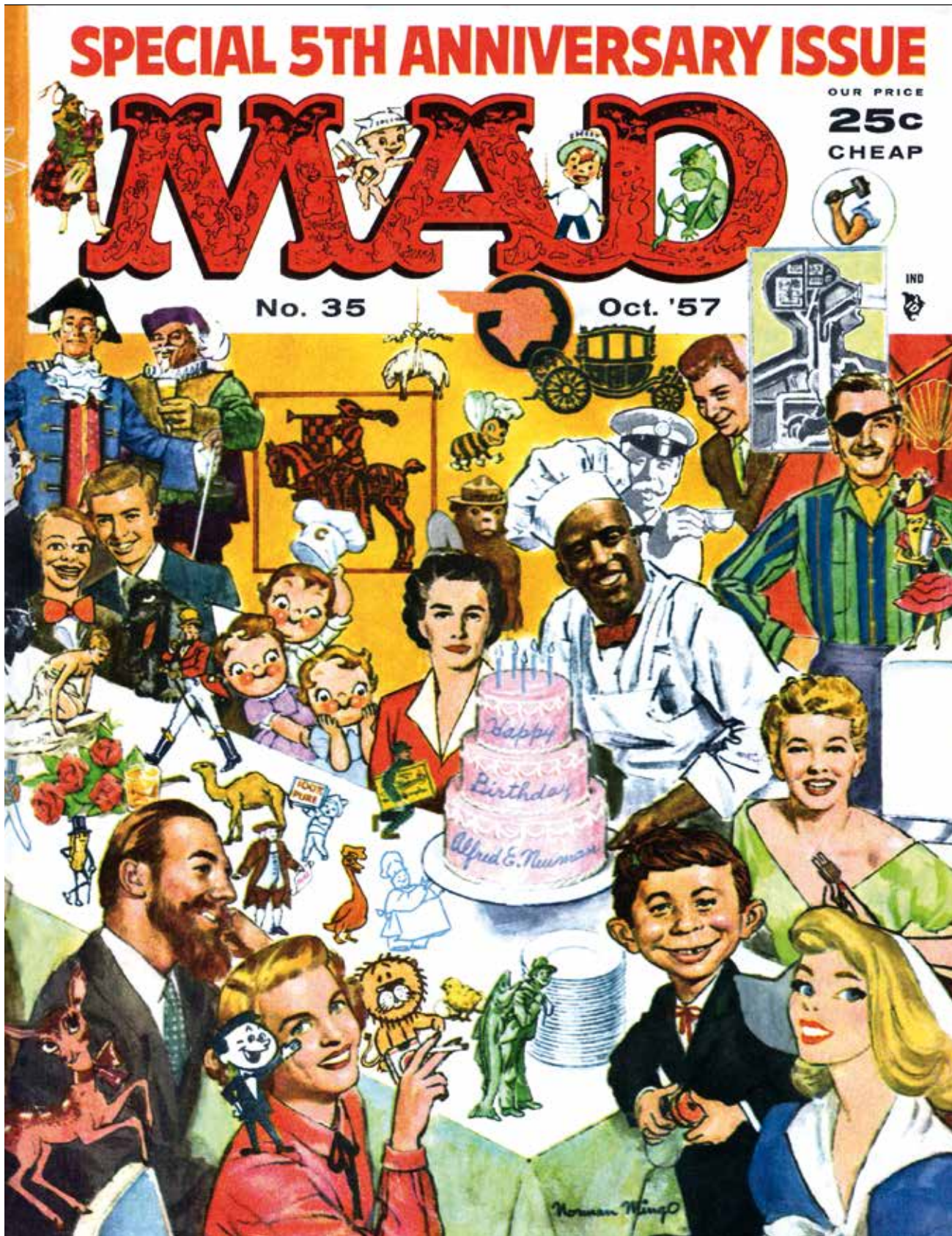
190. Front and back cover of the book written and designed by Lluís Urgellés, *Advertising & Color*. Chicago: Illinois, author's edition, 1919.







BIRTHDAY AMONG FRIENDS. The detailed illustration is shown here occupied the front and back cover of the commemorative issue of the American satirical magazine *MAD* in its October 1957 edition. The illustration is by artist Norman Mingo (1896-1980), cover illustrator and regular collaborator of the publication. It remains a challenge to identify and name the almost one hundred human, animal and various other character types that



are shown in the composition and comprise part of American advertising history. On the lower right quadrant of the illustration and presiding over the table, we can see the publication's perennial mascot, the always smiling and simple Alfred E. Newman, whose birthday party is also the celebration of the magazine's fifth anniversary in circulation. 191. Front and back cover of the American magazine MAD, number 35, October 1957. Illustration by Norman Mingo.

Esso is changing its



We would like to thank all the companies represented here for giving us permission to reproduce their trademarks.

WELCOME TO THE CLUB. On May 9, 1972, the Standard Oil Company, which commercialized its fuel and oil in different territories under the names ENCO, ESSO and Humble, decided to unify them and create a single brand, EXXON, simultaneously changing its name to Exxon Corporation. The caricatured feline mascot—used since 1959 and registered in 1965 under the name of Whimsical Tiger. It was featured in the company's advertisements until its retirement in the late 1960s, and reappeared in 1972 converted into the EXXON Tiger. An ambitious advertising campaign was launched when presenting the new company and its mascot, which was also disseminated as a television cartoon advertisement showing the same characters participating in the press campaign but now bestowed with movement and their own voice.

name to Exxon



© HUMBLE OIL & REFINING COMPANY, 1972

And look who's back to help spread the news.

The Esso Tiger got a big send-off when he announced to his friends at the Advertising Hall of Fame that, "Esso wants me back!"

We want him back to help us change our name. You see, for years we've been selling our products under three different names in different parts of the country. It was confusing—for us and for our customers.

So we're changing our name to Exxon. And you'll see Exxon on our stations from coast to coast.

Of course, nothing else will change. When you stop at an Exxon station, you'll get the same fine products and good service you got under the Esso sign.



How many of the Tiger's famous friends can you identify?



1) The RCA Dog, "Nipper" 2) Planters' Mr. Peanut 3) Mr. Salt Girl 4) Ajax White Knight 5) The Smith Brothers 6) Elsie the Borden Cow 7) Jolly Green Giant 8) Dutch Boy 9) White Owl Cigars "Whitney" 10) Old Dutch Cleanser Lady 11) Speedy Alka-Seltzer

NOTE: You may have seen these famous trademark characters come to life in Esso's new "Hall of Fame" TV commercial. It has been running on your local channels.



We're changing our name, but not our stripes.

Here the tiger is presented with the endorsement by a group of eleven famous mascots: the Ajax detergent's knight in white armor and his horse, fighting against dirtiness; the pair of bearded brothers representing Smith Brothers cough drops; The umbrella girl, from Morton salt; Mr. Peanut, the humanized Planters snacks' peanut; The dog Nipper and His Master Voice gramophone; Elsie, Borden's dairy cow; the Green Giant of Green Giant canned vegetables; the owl mascot for White Owl tobacco; the relentless cleaning maid of Old Dutch Cleanser; and the boy-tablet Speedy, the mascot for Alka-Seltzer effervescent antacids.

192. Double-page EXXON advertisement, published in *Life* magazine, November 3, 1972.

THE BILLBOARD PARTY.

A ten-copy limited edition of an antique poster by Belgian master Ever Meulen (Kuurne, 1946), an exceptional illustrator and cartoonist, was made on the occasion of an exhibition honoring advertising mascots, titled *Bibendum & Co.* and organized by La Maison de l'Image/Seed Factory and held in Brussels between May-August 2009. The poster was reproduced in a larger format than the original and, with permission of the author, color was applied. The result can be seen here, and includes a broad representation of the most popular historical mascots in the Franco-Belgian market.

Among these we can see the winged foot of Mercury, from Goodyear tires; Bibendum of Michelin; Johnnie Walker; the Lacoste crocodile; the drop of Esso lubricant oil; the black silhouette of the Portuguese gentleman representing Sandeman port wines; the dubious Dubonnet drinker donning the bowler hat; the smiling Vache Qui Rit (Laughing Cow Cheese brand); Banania chocolate drink's Senegalese mascot; the elderly woman of Mamie Nova's products; the BIC schoolboy with the round, black, ball point head; or the attentive dog Nipper of "La Voix de son Maître" (His Master's Voice), among many others.

193. Poster included in the catalog of the exhibition *Bibendum & Co.*, Brussels: La Maison De l'Image/Seed Factory, 2009. Illustration by Ever Meulen (1984), colored by David Merveille (2009).





ADVERTISING SENESCENCE.

Since its founding in 1920, the Art Directors Club (ADC) of New York has been publishing a yearbook with a selection of the best advertisements published or issued during that year, for which prizes are given out. On its 75th anniversary, the ADC included a commemorative poster photographically portraying the near-octogenarian recreation of some of the most famous characters in the American advertising pantheon. The poster was printed on the backside of a drop-down brochure specifying the steps for submitting advertisements to be considered for inclusion in the 1996 compilation. Creativity and art direction was provided by the agency Kirshenbaum Bind & Partners in New York, and the photo session was conducted by Kenneth Willardt, the prestigious Danish fashion photographer based in New York.

194. Poster on the backside of the flyer presenting conditions for submissions to The 75th Art Directors Annual of 1996. 76.5 x 58 cm.

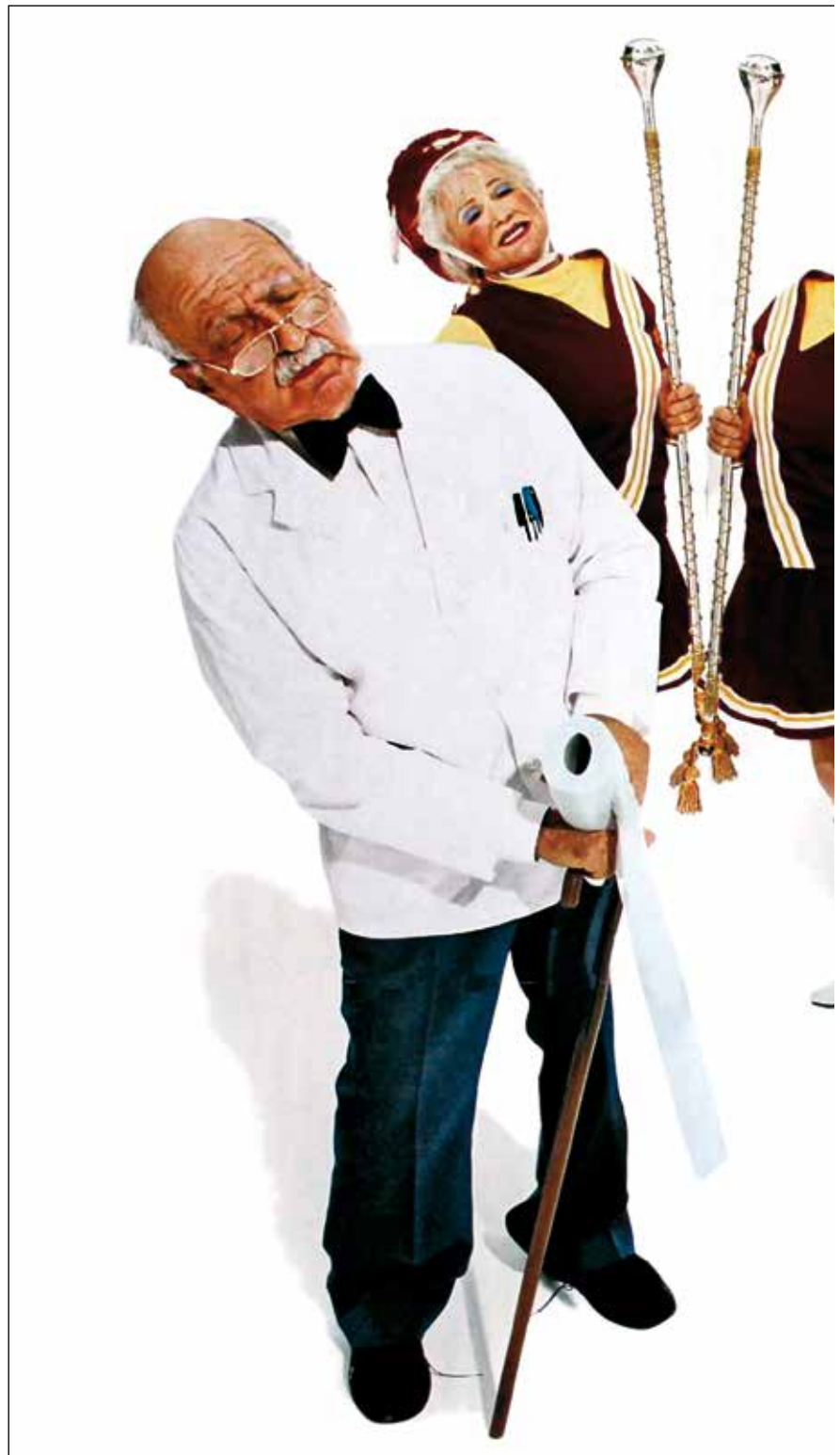
195. Mr. Whipple the grocer who, between 1964 and 1985, recommended Charmin toilet paper by Procter & Gamble.

196. Doublemint Twins, the twins who, since 1956, advertised the brand of menthol chewing gum from Wrigley Co.

197. Gerber Baby, since 1928, the baby symbol and mascot of children's food products from Gerber Products Company

198. The musclemen genie Mr. Clean, since 1958 representing cleaning products manufactured by Procter & Gamble.

199. Jolly Green Giant, the green colossus, a mascot since 1928 for canned peas and vegetable products from The Minnesota Valley Canning Company. The red scarf was added to the original character to announce the line of frozen products.





DEADLINE: JANUARY 5TH, 1996

75th Annual Art Directors Call for Entries





	2	3	4	5
	6	7	8	9
	10	11	12	13
		REUTERS		
14	15	16	17	18
	NASA		VOGUE	FedEx
19	20	21	22	23
			IBM	
24	25	26	27	28
I ♥ NY	CBS		PIRELLI	
29	30	31	32	33
swissair				THE NEW YORKER
34	35	36	37	38
	habitat			
39	40	41	42	43
	COMME des GARÇONS		vitra.	
44	45	46	47	48
49	50			

THE FIRST. On this page, a composition showing, in order of classification, the fifty logotypes, symbols and emblems that competed to be considered as the best, headed by Michelin's Bibendum and followed by the London Underground, Red Cross, Nike and Volkswagen brands.

200. Bibendum, in the article "The world's top 50 logos" published in *Report on Business*, supplement of the *Globe and Mail*, October 27, 2000; and ranking of the selected brands.



Bibendum, the Michelin Man, voted best logo in the world.

The Financial Times, with the participation of *R.O.B. Magazine (Report on Business)*, recently asked a worldwide jury of experts from the world of art, communication, architecture, and design to select the best logo of the century.

Their overwhelming answer: Bibendum, or the Michelin Man as he is known throughout the world. Thanks to everyone for their support!

www.michelin.com
©2000 MNA, Inc.



FLYING HIGH. As shown in this advertisement, where Bibendum blushes due to compliments received, the Michelin company took advantage of publicity generated from the election of its corporate and promotional mascot as the "best 'logo' in the world" by a jury that leading publications *The Financial Times* and *Report on Business* had consulted with.

201. Full page Michelin advertisement published in the American press, year 2000.

