

NEW CATALOGUES  
ISSUED BY THE MILLS NOVELTY CO.,  
CHICAGO



The Little Dog laughed to see such Sport,

We already invited attention in last year's issue to the catalogues of the Mills Novelty Company. The new examples illustrated here are surprising with their amusing ideas, the great care bestowed on the graphic work and the beauty of the typography. The catalogues of the Mills Company are excellent examples of modern advertising graphic art.

Transl. by W. L. Campbell.



But the crowds kept playing Tycoon.