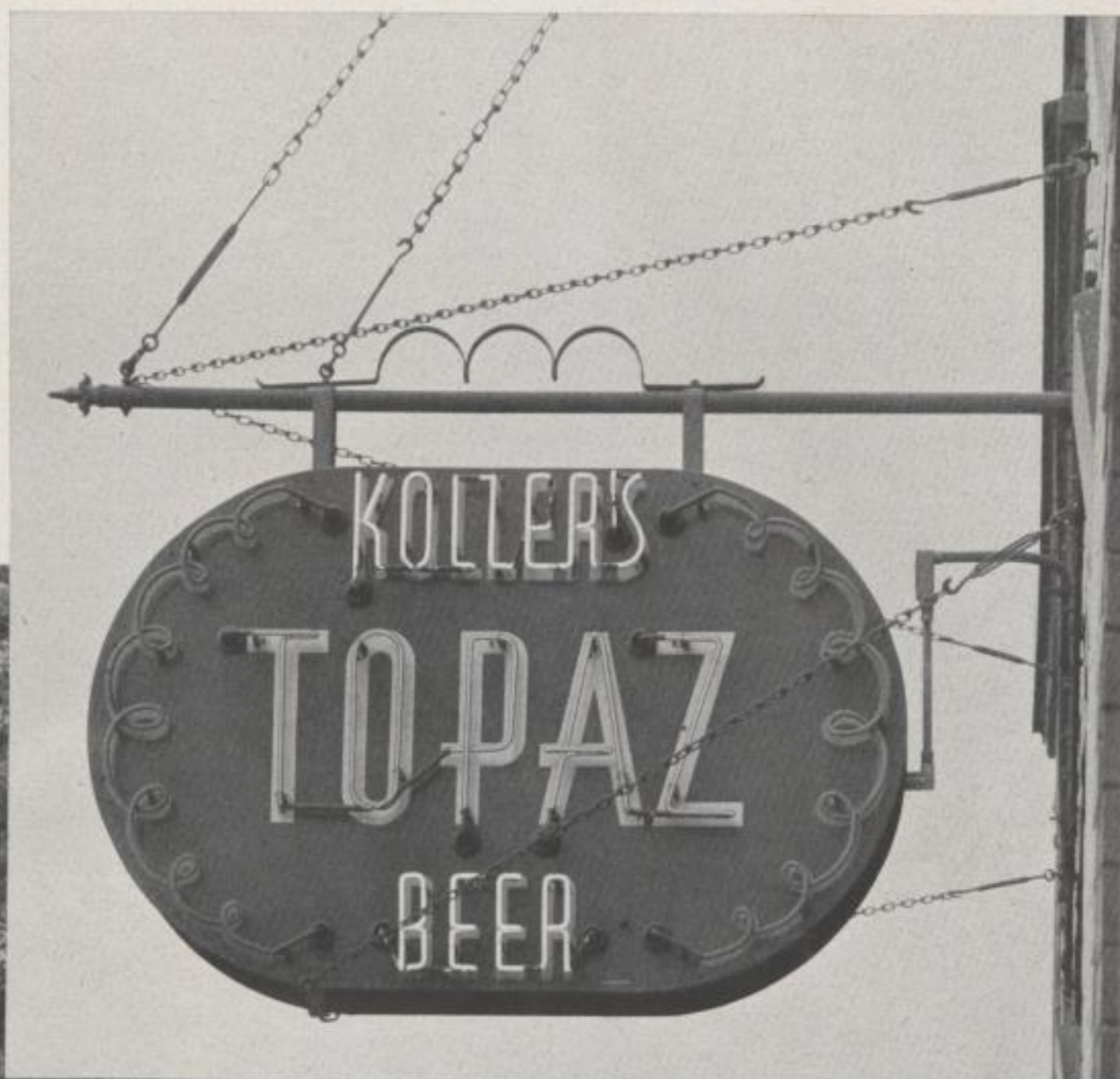


Harry Farrell's packaging for goods is, purely graphically, specially intended to be effective in series. There is an almost complete absence of decoration. From the bottle cap to the delivery van, on the letter head and the package, he confines himself to a repetition of the name and the effective coloured trade mark. His packages are intended for display in the shop-window or on the counter, and decorative unity is first produced

HARRY
FARRELL
CHICAGO



by placing them side by side, which is particularly strikingly demonstrated by his sales stands for Abbot's.

Harry Farrell's work has frequently been awarded prizes. Its particular charm consists in its impressive simplicity, the excellent distribution of the surface, and the suitability of the work as a whole.

Advertising means for
a Chicago Brewery