



Pamphlets

and other automatons. Instead of the usual bald, hyper-technical pages of printed matter which repel rather than attract, the Mills Novelty Company are wont to scatter over the United States an entertaining, challenging shower of captivating advertisements, brochures and pamphlets—obviously to the unfeigned delight of the recipients and to the advantage of the Firm. These gaily provocative specimens of advertising art have not appeared for the first time in this periodical. The healthy,