



A Double Spread That Tells a Double Story

THE SNELLENBURG CLOTHING COMPANY, Philadelphia, two years ago decided to advertise their product nationally. After a thorough investigation of the Advertising Agency field they concluded that the broad market-knowledge and experience with standardized products possessed by Sherman & Bryan, Inc., made them the logical organization to advertise "Keep-Kool," the National Summer Suit for Men.

That is one story

SHERMAN & BRYAN, Inc. service is an established factor in the advertising success of The House of Keep-Kool. The striking advertisement reproduced above appears in the May 29th issue of The Saturday Evening Post and is the opening gun of the Keep-Kool 1920 campaign. This noteworthy presentation of Keep-Kool Clothes is a typical example of the character of service rendered to their clients by Sherman & Bryan, Inc.

That is the other story

SHERMAN & BRYAN
Incorporated
ADVERTISING
116 West 32nd Street
New York