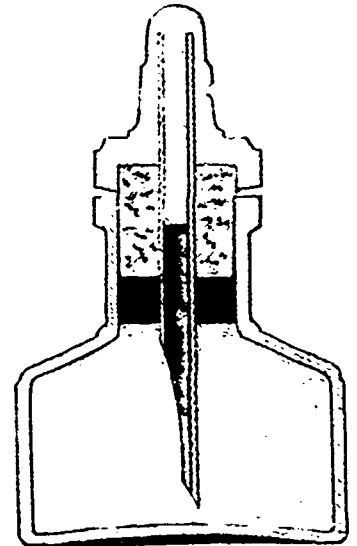


BOOKSELLER AND STATIONER

THE MERMAID

AS A SYMBOL FOR DRAWING INKS



was first used by us in an advertisement in "The Architectural Record" for August, 1903, as above. Thus in this, as in all other matters relating to Drawing Inks,

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blaze the way for those who find it easier to copy than create. Year by year these splendid inks have gone on their way constantly gaining new admirers while retaining old friends, seeming to thrive on so-called self-styled "competition."

Higgins' American Drawing Inks have sold more largely during the past year than ever before in their history. This has been due in a great measure to our liberal policy of advertising, and to absolute fair dealing with our friends in the trade, but above all to the unapproachable high-quality, standard and reputation of these inks, which have made them from the beginning and always

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