



ADVERTISEMENT BALL

BRILLIANT SCENES

REVELRY BY NIGHT AT THE RACE
COURSE

The Advertisement Ball at the Race Course last night will rank as one of the most remarkably successful social functions that have ever taken place in Bombay.

One of the most striking features and one that was universally admired, was the immense screen on one side of the dancing floor comprising six advertisements hand painted in Bombay by Mr W. S. Bagdatopulos, an artist especially commissioned by *The Times of India*, the latest tendency in advertising, namely to make the advertisement a really artistic picture has never been better demonstrated.

Many firms had availed themselves of the opportunity of putting up the kiosks with advertisements on sides, and the competitive devices to catch the eye were innumerable. There were huge bottles of beer and whisky calculated to create a thirst in everybody, and the numerous people who had come in costumes representing firms which offered whisky as prizes must have felt that they had the right thing.

INGENUITY IN COSTUMES

The men had certainly not considered comfort in their choice of costume but they were nevertheless effective. The two representing Michelin tyres, completely enveloped in a wonderful dress composed of tyres, like the picture had been nearly boiled alive. Then there was another gentleman hidden by a gigantic bottle and another pushing round a weird contraption of wood to advertise a well known brand. The "Kreemy Knut" and the showman were also much in evidence.

SOME OF THE COSTUMES

Taken as a whole, the advertisement costumes worn by the ladies were excep-

various paints and household dyes.

The various brands of cigarettes and whiskies were also extremely popular.

An idea which attracted a deal of mention was Mrs Tirebuck's personation of a chauffeur pushing a miniature motor car. It was an advertisement for Messrs. Barker and Hooper, and a good one too.

Bovril and Cocogem were both well supported, the former being the choice of Mrs Barnet, who wore a remarkably fine cloth of gold costume in which the headdress represented the head and horns of a bull. Mrs Pocock's Bovril was also effective, but it took the form of a bottle of this food. Cocogem was variously treated.

Fountain pens were another favourite commodity, and here a very snappy costume was worn by Miss Campbell Rogers, who was dressed as the Onoto Gollywog and carried a huge pen.

There were scores of other effective costumes including representations of His Master's Voice gramophones, Col-



The costume represents the "Times of India" was one of the most striking