



Hon. W. L. Douglas



Hon. John T. Fitzgerald



Col. Theodore Roosevelt



Hon. Wm. H. Taft



President Woodrow Wilson



Chas. S. Mellen



Milton W. Kirk



Henry P. Judson



Cardinal Gibbons



James R. Keene



August Belmont



Wm. H. Crocker



Hon. Wm. A. Magee



Chauncey M. Depew



OUR years ago I completed a composite known as the King of Finance, composing all the national bank presidents of Greater New York City, showing what the single individual in character and brain power would look like if he were at the head of all the big banking institutions of New York City.

After completing The King of Finance, it was suggested to me that I should make a composite picture to be known as The Typical American, composing four hundred units or individuals, classified and taken according to the immigration of two hundred years to this country, uniting the different foreign strains that had taken residence and become American citizens. Based upon Government statistics of immigration, the picture was to comprehend, scientifically but mechanically, the process of inbreeding the four hundred units to a single male individual. In other words, to anticipate the intermarrying of all the units for generations to come and to portray the result in a single individual, showing The Typical American of Today and Tomorrow. Practically all the professions and all lines of business were to be considered.

This was done by photographing the four hundred men composing the composite — leaders in all lines of endeavor in all parts of the United States — by making photographs of them calibrated perfectly straight to scale for blending the characters into one picture. In the process of this composite picture, it has taken nearly thirty-two hundred dry plates, making negative, positive, negative and positive, converting 400 to 200 — 200 to 100 — 100 to 50 — 50 to 25 — 25 to 5 and 5 to one, many plates being used to make connections between negative and positive and positive and negative.

It has taken forty-eight months to arrange and secure the four hundred individual sittings for the composite, that number of eminently representative men having been selected from an original list of fifty-two thousand names. The fusion of character, as caught and combined by the camera, is perfect, especially as relates to the eyes, which have in every instance been blended to a single pair of eyes. In fact, the reduction has been so perfect that there is not a differential of registration a thousandth of a millimeter out of line. In the reduction of this work only the very finest and most expensive lenses were used, one of them being made especially for converting the numerous plates to a single image.

In making this composite biologically authentic, it was necessary to select several thousand individuals representing different strains of blood — descendants of some eighteen original foreign nationalities. For instance, in the Scotch, while I obtained Andrew Carnegie as the representative successful type from Scotland, there are several others of Scotch heritage composing the composite picture. Providing against absolute refusal by any particular one of the units composing the picture, it was necessary to have a perfect substitute in every case.

THE TYPICAL AMERICAN

Pictured on the Cover of This Issue

By Oliver Lippincott

It has cost approximately \$21,000 in travel, time and other expenses attendant upon personal calls and making personal sittings to obtain the four hundred units composing this photograph. Not only did we take the four hundred units of direct lineal descent from this or that nationality, but in each case we secured the perfect-fitting key type. I only selected the prosperous man in every honorable vocation, making the composition truthful in covering every sphere of the professional and commercial life of the United States.

The forehead of The Typical American composite indicates a vigorous, though not necessarily aggressive, character — firmness, intellect and sticktuitiveness being written in the face. It shows that future generations, foreshadowed by modern and constantly improving educational facilities and opportunities, will be greater in brain and intellectual power than is the man of today.

The eyes have an expression of far-seeing into things, and still they plainly disclose traits of affection, love and kindness. In fact, the entire character of this face shows a fatherly disposition, a good husband and parent. It indexes shrewdness and conservatism in all business undertakings, and a far mental horizon.

IN taking the types of the different units, I would say that this composite, in addition to the twenty-six men photographed on this page, represents more strongly such characters as Dr. Lyman Abbott, C. K. G. Billings, Dr. Nicholas Murray Butler, Rev. S. Parks Cadman, William M. Chase, Henry Clews, John H. Converse, Frank Damrosch, Hon. Delphin M. Delmas, Hon. John F. Dryden, Thomas A. Edison, Stephen B. Elkins, Hon. Charles Warren Fairbanks, George J. Gould, Hon. Herbert S. Hadley, F. Augustus Heinze, William Dean Howells, Justice Charles E. Hughes, Dr. David Starr Jordan, Adrian H. Joline, Hon. Philander C. Knox, Hon. Seth Low, Hon. Franklin Mac Veagh, Hon. William McAdoo, Col. S. S. McClure, J. Pierpont Morgan, Rear-Admiral Robert E. Peary, H. Clay Pierce, Herman Ridder, Theodore P. Shonts, Hon. Hoke Smith, J. M. Studebaker, Rudolph Spreckles, Charles M. Schwab, Col. R. M. Thompson, Theodore N. Vail, Cornelius Vanderbilt, Col. Henry Watterson, Hon. William R. Wiley, Hon. Henry A. Wise, Frank D. Waterman and George Westinghouse, among others.

These gentlemen form the character and expressive type of the Typical American, and there is no doubt but that they are the strongest and most successful characters of their different vocations in America today.

The Scandinavian and North of Europe descendants show a greater degree of expression pertaining to the lips and mouth and chin, but the English, Scotch and Irish show the firmness of the forehead, the nose and cheek bones.

The expression of the eyes of this composite picture, I believe, is purely an American type and is peculiar, in its entirety, to the American type of man. On the whole, the combination of character shown in this picture, reflects, with looking-glass precision, the new race and the new breed known as the American Man.



Cyrus H. K. Curtis



Edward M. Morgan



Arthur Twing Hadley



John D. Rockefeller



Judge R. S. Lovett



Rabbi Emile Hirsch



Chas. A. Peabody



Medill McCormick



Judge Ben. B. Lindsey



Hon. Henry Cabot Lodge



Thos. W. Lawson



William Rockefeller