

21  
24

**ANNUAL OF ADVERTISING ART**

**THE ART DIRECTORS CLUB OF NEW YORK**

*MARVIN  
WEISS*



CLUB OF NEW YORK, 1945-1946

- A ANTHONY EGMONT ARENS A. ARMANDO GORDON AYMAR FRANKLIN D. BAKER
- BECK HAL JOHNS BENSON PAUL F. BERDANIER PARK BERRY DAVID BLOCK ARTHUR
- J. BRAUER FRANCIS E. BRENNAN STANFORD BRIGGS MELBOURNE BRINDLE DEE
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- ROYAL F. DADMUN, JR. ORVIL DAVIS FLORIAN R. DEPPE DONALD DESKEY EDWARD P.
- DUN LANY VINCENT J. DUNN RUDOLPH DUSEK EDWIN EBERMAN RALPH O. ELLSWORTH
- LEONARD FELLOWS MICHAEL FENGA EDWARD FISCHER JAMES FLORA ROBERT FOSTER
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- ROGER JOSLYN M. R. KAUFMANN ABRIL LAMARQUE PAUL R. LANG JOHN J. LARKIN
- WILLIAM L. LONGYEAR WESLEY LOVEMAN LEONARD E. LUCE FRED LUDEKENS ALVIN
- McCALLUM HARRIS D. McKINNEY WILLIAM A. McNABB CHARLES WINFIELD MEGGS LOUIS
- MITCHELL EDWARD F. MOLYNEUX JAMES MONLEY KENNETH E. MORANG TOM MORTON
- MURAY LOUIS MUSGROVE BYRON J. MUSSER RALPH MUTTER LLOYD B. MYERS
- HARRY F. O'BRIEN LAWRENCE OLSON GARRETT P. ORR SYDNEY OXBERRY TONY PALAZZO
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- ARNOLD ROSTON HENRY N. RUSSELL JOHN S. RUSSELL DONALD RUTHER IGNATZ SAHULA
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- ANN B. SMITH PAUL SMITH ROGER SMITH ALEX D. SNIFFEN HARVEY A. SPOONER
- TEIN BURTON STEVENS WALTER STOCKLIN HAROLD P. STOLL LOREN STONE ROBERT
- URIM J. GILBERT SUTTON LOUIS SZALAY BRADBURY THOMPSON LT. SEYMOUR
- A. TOMPKINS VINCENT TROTTA J. ROBERT TRUMBAUER DEANE UPTEGROVE ERNEST
- LEUT. COM. EVERETT WALSH ARTHUR P. WEISER AL WEISZ ARTHUR WEITHAS SIDNEY
- MILBUR KIRK C. WILKINSON GEORGES WILMET FRANK CHAPMAN WILLIAMS
- RICHARD H. WOOLFOLK FRANK YELINEK JOHN ZWINAK

*See Vol 7*

24

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**ANNUAL OF ADVERTISING ART**

OSPHERE  
OOD

HUMAN INTEREST

EXHIBITION COMMITTEE

ED FISCHER, chairman	WILLIAM IRWIN	JAMES HERBERT	STUART CAMPBELL	FRANC RITTER
DONALD RUTHER	WILLIAM ADRIANCE	GORDON AYMAR	BRADBURY THOMPSON	GARRETT ORR
FRED LUDEKENS	WINIFRED KARN, secretary	photo by JAMES VILES		



# **ANNUAL OF ADVERTISING ART**

**REPRODUCTIONS FROM THE NATIONAL EXHIBITION OF ADVERTISING ART  
SHOWN AT ROCKEFELLER CENTER GALLERIES IN THE SPRING OF NINETEEN  
HUNDRED AND FORTY-FIVE, BY THE ART DIRECTORS CLUB OF NEW YORK**

Published for the Art Directors Club of New York by Watson-Guptill Publications, Inc.

**OFFICERS OF THE CLUB 1945-46**

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FIRST VICE-PRESIDENT **LESTER RONDELL**  
SECOND VICE-PRESIDENT **HARRY ROCKER**  
SECRETARY **GARRETT P. ORR**  
TREASURER **WILLIAM L. LONGYEAR**  
**GORDON C. AYMAR**  
**A. HALPERT**  
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**MARK SELEN**

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TREASURER **WILLIAM L. LONGYEAR**  
**MEHEMED FEHMY AGHA**  
**A. HALPERT**  
**FRANK HOCTOR**  
**PAUL L. LANG**

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**BOOK COMMITTEE**

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EDITOR **JAMES D. HERBERT**  
BUSINESS MANAGER **DANIEL J. PURFIELD**  
ART DIRECTOR **ARTHUR HAWKINS, JR.**

## **BACK PAT**

ARTHUR HAWKINS, JR., President, The Art Directors Club

**Begin with AAAA, substitute a few other letters, juggle them a bit and you will find that you have spelled out who knows how many advertising associations and organizations. All of these alphabetical groups have been set up to promote advertising in general or to foster one or another of advertising's special interests—and a fine job most of them are doing. But not one concerns itself with art in any of its printed forms, not one concerns itself with the visual appearance of advertising. Yet advertising—radio excepted—is undeniably visual. Ask the reader in the street. To him advertising is pictures. Watch him hold up a page, point to the picture and say, "Here's a swell ad!" Tell him you're in the advertising business and he'll ask you if you draw the illustrations.**

**Well over half of advertising's printed space is illustration and a large slice of the appropriation goes to art and its reproduction. More campaigns succeed or fail because of the art handling than of any other one factor.**

**Yet, of all of advertising's special groups only one concerns itself solely with this vital ingredient—and that is the Art Directors Club.**

**So, if advertising has improved visually in the last 25 years, if a higher grade of art is employed today, if there is a greater understanding between advertising and the artist, if improved standards of practice are prevalent, pardon us if we take a slight bow. This year we reached our 25th birthday.**

## **ADVERTISING ART, WAR AND PEACE**

CHESTER BOWLES, Administrator, Office of Price Administration

**On December 7, 1941, advertising faced a great new challenge and a tremendous responsibility. The Nation's resources were mobilized for total war. And in a thriving democracy the home front had to be mustered not by edict but by clear understanding of what needed to be done. American men and women—the workers in the factories and offices, the farmers, businessmen and housewives—had to be called upon to make personal sacrifices and to adjust their lives to strange new restrictions and regulations. The people in advertising, accepting this challenge, played a decisive part in creating the understanding and conviction which sold billions in bonds, brought in millions of tons of scrap, and made price control and rationing work. Blood donor centers were crowded, thousands joined the WAC's, cars were shared, civilians pitched in because the story of "how to help" was brought home to us all.**

**From its war assignment, advertising art has reached new and higher standards. It has reflected the broader purposes of advertising to serve the National interest.**

**But the responsibility of those who make advertising a great industry has not ended with Victory. All of us are now faced with an even greater challenge . . . we must make the peace a living thing that grows in strength through the years.**

**The people of the Nation and the World are determined to achieve the economic security, the prosperity and freedom all of us are so surely looking forward to. In a larger way, then, the future of advertising depends on the degree to which it sustains in Peace, the high standard of public responsibility it has achieved in War.**



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BACK PAT

ADVERTISING ART, WAR AND PEACE

FOR YOUR CONVENIENCE

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24th ANNUAL ADVERTISERS

★ IDENTIFIES  
ART DIRECTORS  
CLUB MEMBER

THIS ANNUAL DESIGNED BY ARTHUR HAWKINS, JR.

## **FOR YOUR CONVENIENCE**

STUART CAMPBELL, Editor-in-Chief, The 24th Annual

**Here is your 24th Annual! It is your permanent record of the very lively 24th Annual Art Directors Exhibition held in Rockefeller Center this year.**

**The Art Directors yearly exhibitions have really been the pre-views and the Annuals the permanent exhibitions. So, with all the twenty-four Annuals lined up on a shelf, you have a constant reference exhibit of the best in advertising art from Nineteen Hundred and Twenty to the present.**

**It has been figured that if all the originals of the pictures of the twenty-four Annuals were actually hung side by side along 57th Street in New York City, they would stretch from the East River to the Hudson. But think how much more convenient it is to just take an Annual off the shelf and look.**

**This year, as in the past, it was decided to follow the classifications of the exhibition. Thus the Annual has been divided into sections according to appeal (human interest, style, humor, product, etc.). This manner of division is different and will most likely be approved by many and criticized by others. But that's what makes a horse race!**

**And speaking of convenience, this particular volume of the set of Art Directors Annuals has been designed especially for quick, easy reference.**

PART ONE **THE WAR**

**"It is well that war is so terrible—we would grow too fond of it."—Robert E. Lee**

SPECIAL AWARD: THE ART DIRECTORS CLUB MEDAL TO JOE ROSENTHAL  
FOR HIS OUTSTANDING PHOTOGRAPH TAKEN OF THE MARINES ON IWO JIMA

1  
ARTIST JOE ROSENTHAL ★  
ART DIRECTOR JOE ROSENTHAL ★  
ADVERTISER PRESS ASSOCIATION





2

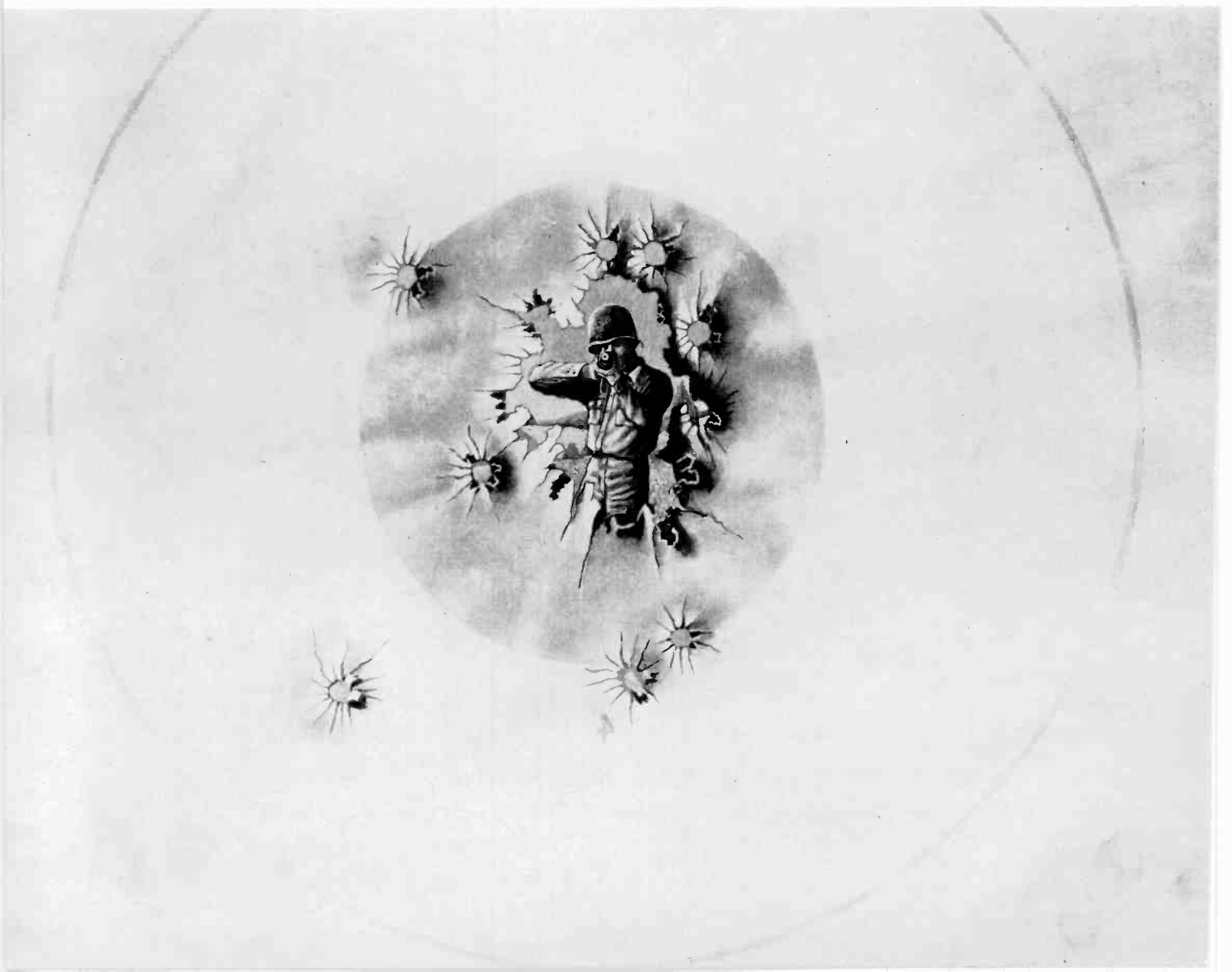
ARTIST **ROBERT RIGGS**  
 ART DIRECTOR **DANIEL W. KEEFE**  
 ADVERTISER **CURTISS WRIGHT CORP.**  
 AGENCY **McCANN-ERICKSON, INC.**  
 THE ART DIRECTORS CLUB MEDAL

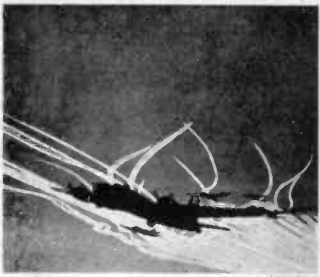
SPECIAL AWARD: THE ART DIRECTORS CLUB MEDAL TO CAPTAIN EDWARD STEICHEN, U.S.N.R., FOR HIS OUTSTANDING CAREER IN PUBLICATION AND ADVERTISING CAMERA ART AND FOR HIS WORK IN CONNECTION WITH THE PRODUCTION OF THE UNITED STATES NAVY'S HISTORICAL DOCUMENTARY MOTION PICTURE, THE FIGHTING LADY



3

ARTIST **JOHN ROGERS COX**  
ART DIRECTOR **ADELAIDE STEVENS**  
ADVERTISER **SHELL OIL COMPANY, INC.**  
AGENCY **J. WALTER THOMPSON CO.**  
AWARD FOR DISTINCTIVE MERIT

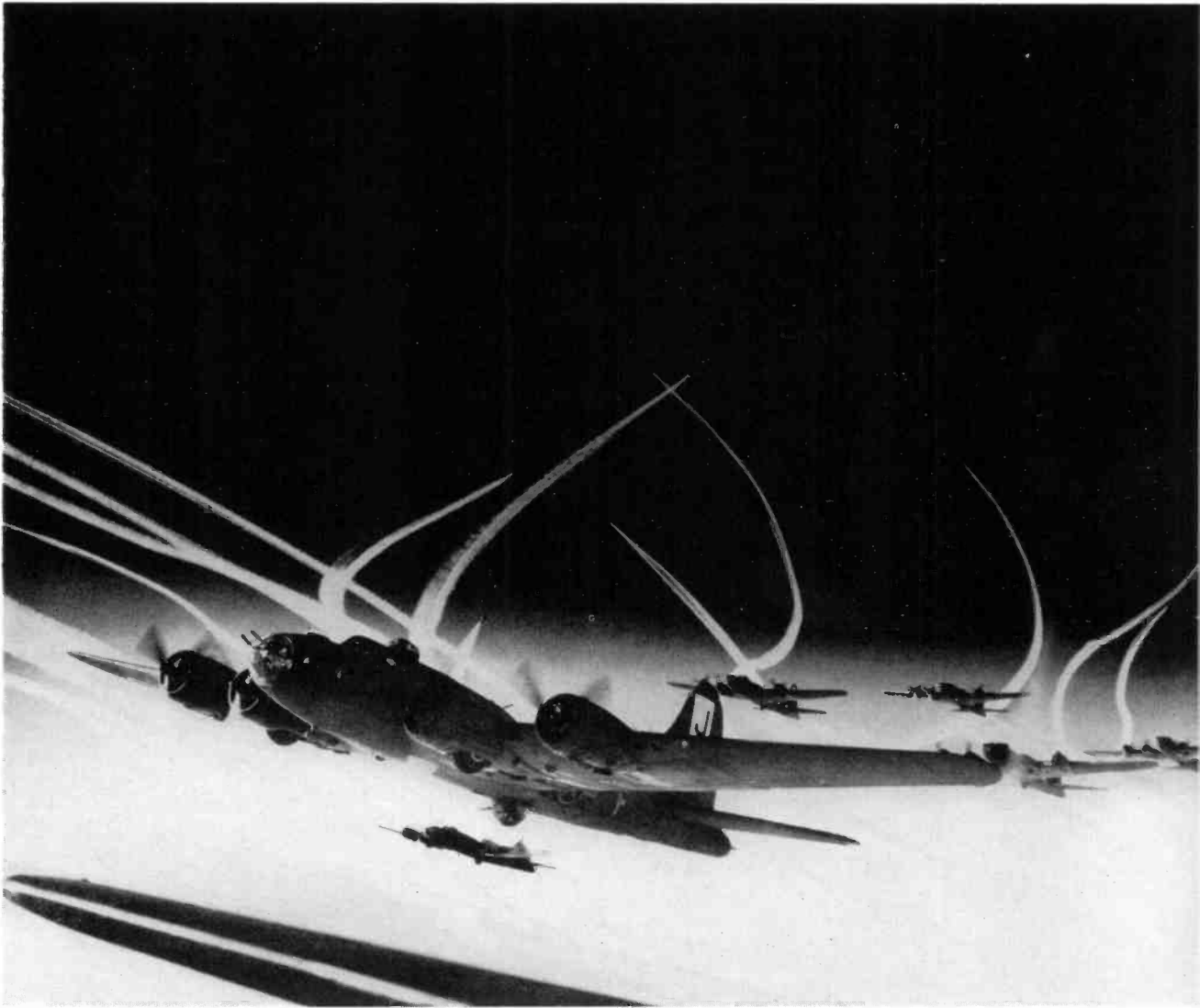




See leader.

Illustration by Paul W. Darrow for Boeing Aircraft Co. showing a formation of B-29 Superfortresses in flight. The aircraft are shown from a low angle, emphasizing their size and the scale of the formation. The background is dark, suggesting a night sky or a dark landscape. The Boeing logo is visible in the bottom right corner of the illustration.

BOEING

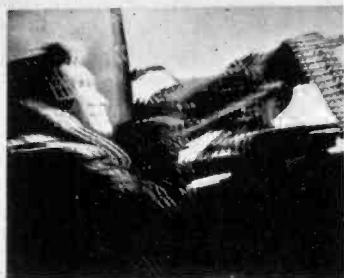


4

ARTIST **U. S. ARMY AIR FORCES**  
ART DIRECTOR **PAUL W. DARROW**  
ADVERTISER **BOEING AIRCRAFT CO.**  
AGENCY **N. W. AYER & SON, INC.**  
AWARD FOR DISTINCTIVE MERIT

5

ARTIST **LEON DE VOS**  
ART DIRECTOR **LEON KARP**  
ADVERTISER **GOODYEAR TIRE AND RUBBER CO.**  
AGENCY **N. W. AYER & SON, INC.**  
AWARD FOR DISTINCTIVE MERIT



**You can't shoot Japs this way**

**ALWAYS WEAR GOODYEAR WEARERS**

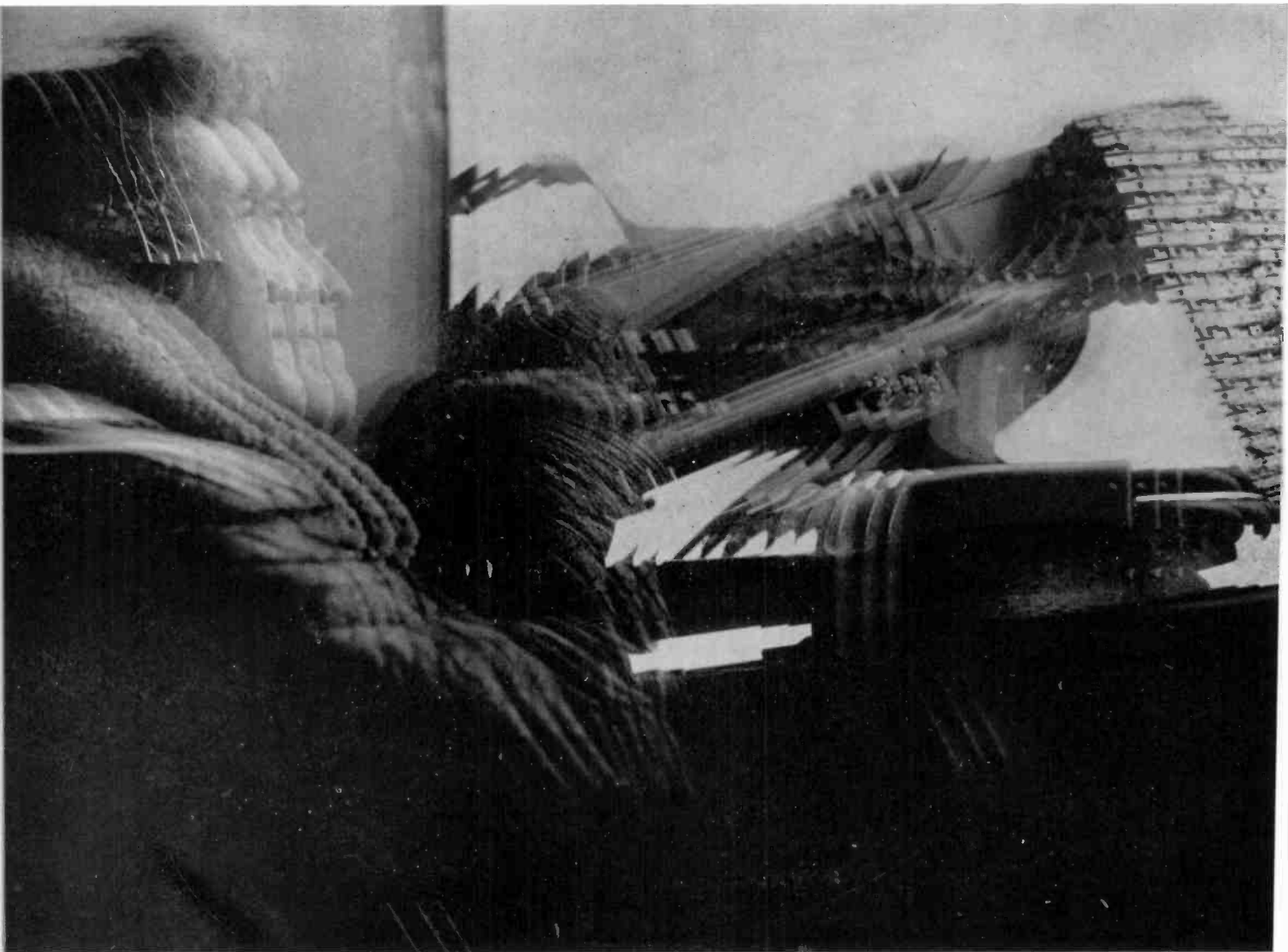
There is a lot of talk about the weather being the best of us. Well, it is true. But it is also true that the weather is not the best of us. It is the weather that is the best of us. It is the weather that is the best of us. It is the weather that is the best of us.

It is the weather that is the best of us. It is the weather that is the best of us. It is the weather that is the best of us. It is the weather that is the best of us. It is the weather that is the best of us.

It is the weather that is the best of us. It is the weather that is the best of us. It is the weather that is the best of us. It is the weather that is the best of us. It is the weather that is the best of us.



**THE BESTEST TIRE IN RUBBER**



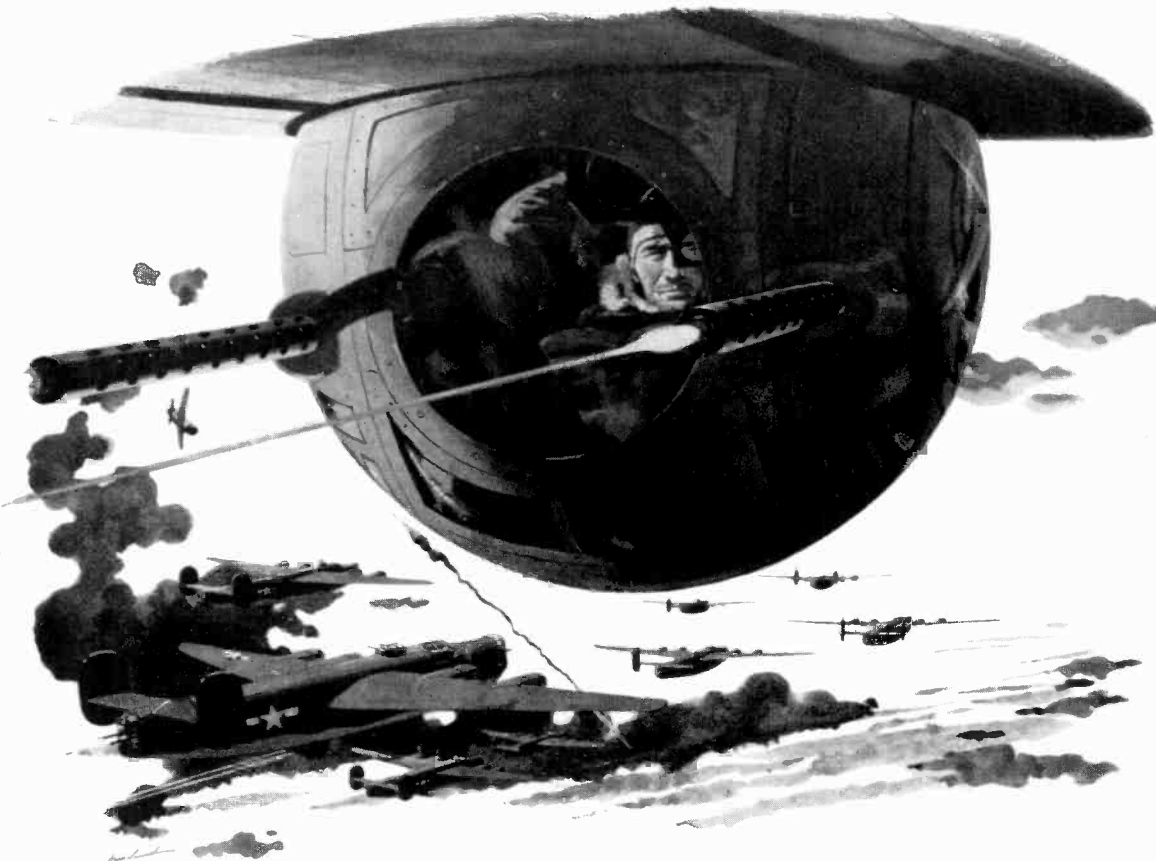




6

ARTIST **FRED LUDEKENS ★**  
 ART DIRECTOR **ARTHUR A. SURIN ★**  
 ADVERTISER **NASH KELVINATOR CORPORATION**  
 AGENCY **GEYER, CORNELL & NEWELL, INC.**





7

ARTIST **FRED LUDEKENS** ★  
 ART DIRECTOR **ARTHUR A. SURIN** ★  
 ADVERTISER **NASH KELVINATOR CORPORATION**  
 AGENCY **GEYER, CORNELL & NEWELL, INC.**

8

ARTIST **BEN STAHL**  
 ART DIRECTOR **CHARLES R. PRILIK-FREDERICK W. BOULTON**  
 ADVERTISER **PARKER PEN COMPANY**  
 AGENCY **J. WALTER THOMPSON CO.**





**9**  
 ARTIST **PETER HELCK**  
 ART DIRECTOR **ROLLIN SMITH**  
 ADVERTISER **MACK TRUCKS, INC.**  
 AGENCY **MCCANN-ERICKSON, INC.**

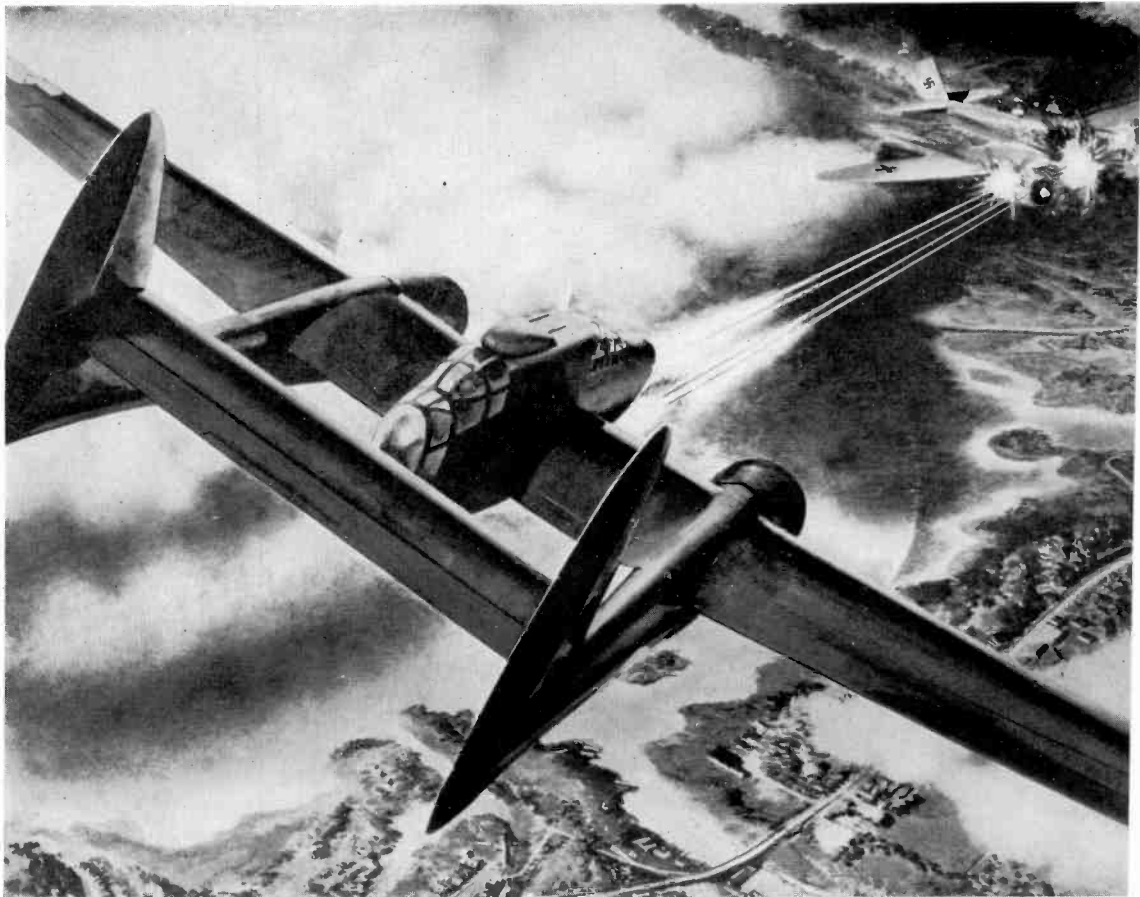


SHOWING YOU EAST KAMMER...  
 The rugged... that's why you can't see it... the Mack...  
 is a... the... the... the... the... the...  
 Mack  
 TRUCKS, INC.  
 200 N. W. 10th St., Miami, Fla.



10

ARTIST **SMOLIN STUDIOS**  
 ART DIRECTOR **JOHN DeNERO**  
 ADVERTISER **AMERICAN FAT SALVAGE COMMITTEE, INC.**  
 AGENCY **KENYON & ECKHARDT, INC.**



11

ARTIST **JOHN S. OSLER**  
 ART DIRECTOR **WYNN BELFORD**  
 ADVERTISER **OLDSMOBILE DIV. OF GENERAL MOTORS**  
 AGENCY **D. P. BROTHERS & CO., INC.**



12

ARTIST **HAROLD M. KRAMER**  
 ART DIRECTOR **ERNEST W. TURNER**  
 ADVERTISER **NORTH AMERICAN AVIATION INC.**  
 AGENCY **BATTEN, BARTON, DURSTINE & OSBORN**

*The Black Widow*  
 SNARES AN AXIN 'VEE'

**SMOILE** GENERAL MOTORS  
 IS OUR HIGHNESS!

**This Pacer Talk**  
**Blazes Sense**

North American Aviation Sets the Pace



Here a Coca-Cola = Refreshment calling

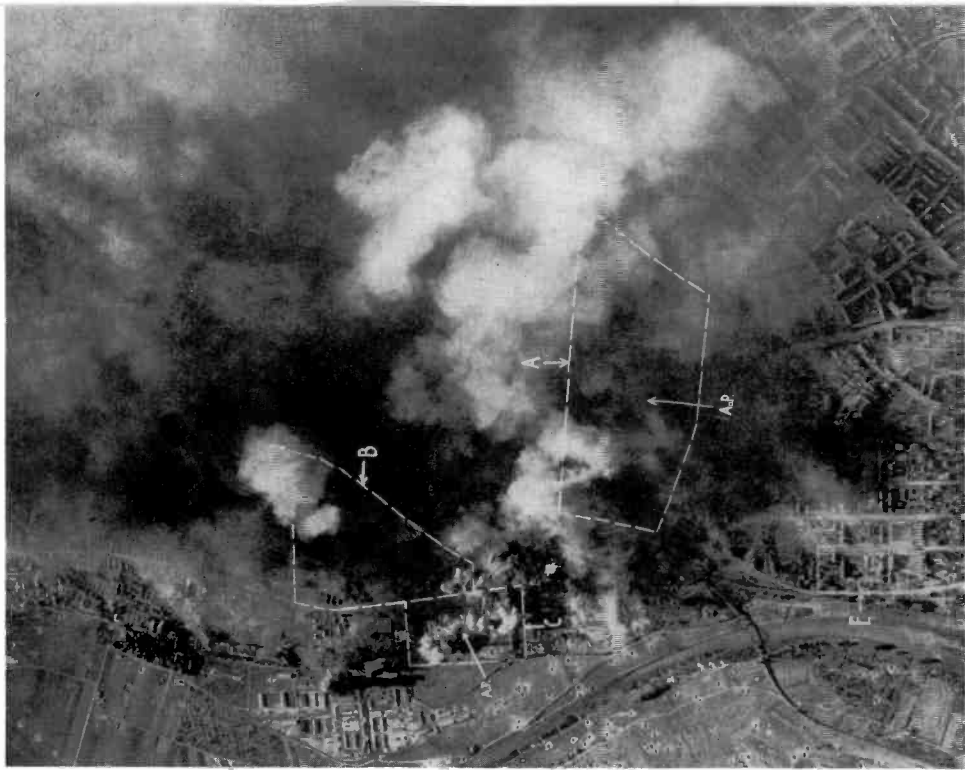
... the soda fountain shows the

all new features, upon an expanded list  
 of refreshments and our nation has joined  
 by all other means the best, standard soda  
 fountain drinks, the new year will go  
 and refreshment calling.

refreshment, Coca-Cola is the highlight of  
 refreshment, the people in the gen-  
 eration and we will change our plans  
 refreshment, the new year will go  
 and refreshment calling.

13

ARTIST **GEORGES SCHREIBER**  
 ART DIRECTOR **PAUL SMITH** ★  
 ADVERTISER **THE COCA-COLA CO.**  
 AGENCY **D'ARCY ADVERTISING CO., INC.**



14

ARTIST **U. S. ARMY AIR FORCES**  
 ART DIRECTOR **PAUL W. DARROW**  
 ADVERTISER **BOEING AIRCRAFT CO.**  
 AGENCY **N. W. AYER & SON, INC.**



15

ARTIST **FRED LUDEKENS ★**  
 ART DIRECTOR **ARTHUR A. SURIN ★**  
 ADVERTISER **NASH KELVINATOR CORPORATION**  
 AGENCY **GEYER, CORNELL & NEWELL, INC.**



16

ARTIST **HAROLD M. KRAMER**  
 ART DIRECTOR **ERNEST W. TURNER**  
 ADVERTISER **NORTH AMERICAN AVIATION INC.**  
 AGENCY **BATTEN, BARTON, DURSTINE & OSBORN, INC.**



Mustangs on the Warpath

The Mustang comes in a variety of the latest Mustang models and is available in a wide variety of configurations. Mustang is the only Mustang that can be used as a day fighter, night fighter, or high-altitude bomber.



Like all Mustangs, the P-51 Mustang is built for speed and agility.

**North American Aviation Sets the Pace**

North American Aviation, Inc., 1000 North American Way, Torrance, California 90501



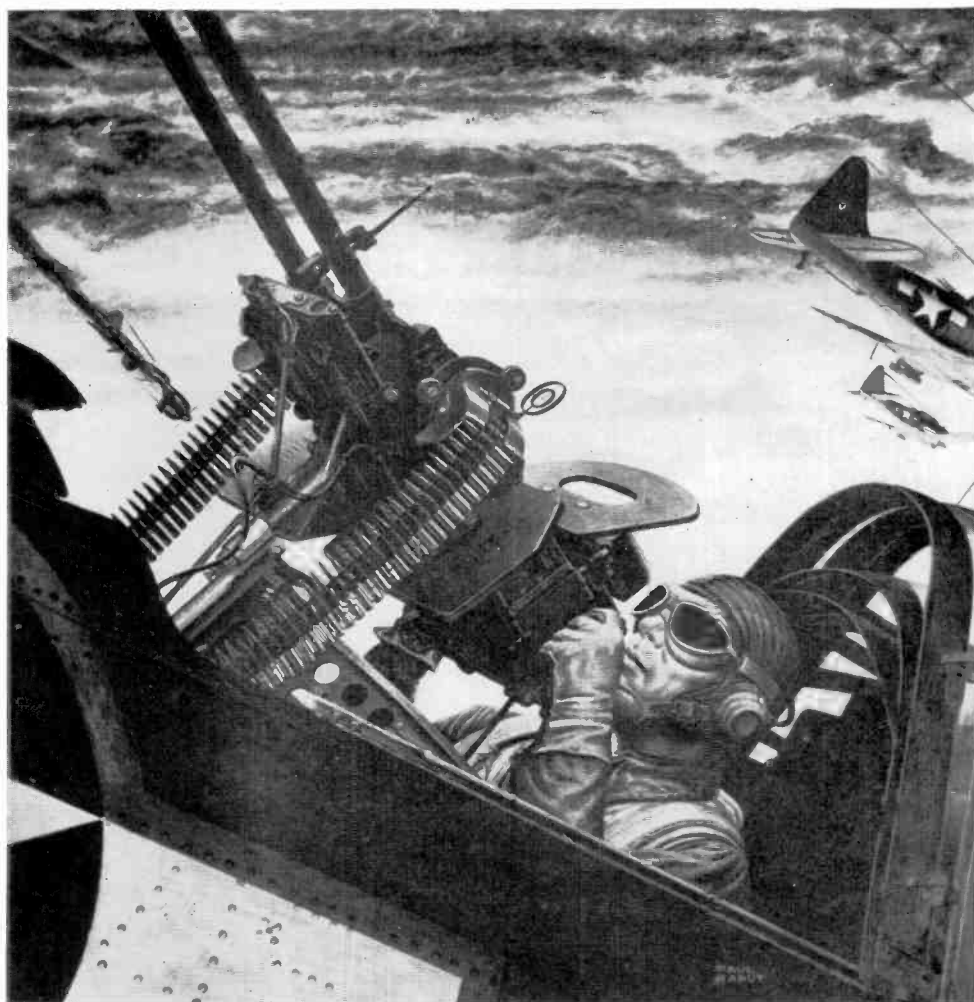
17

ARTIST NOEL SICKLES  
ART DIRECTOR ROLLIN SMITH  
ADVERTISER THE AVIATION CORPORATION  
AGENCY McCANN-ERICKSON, INC.

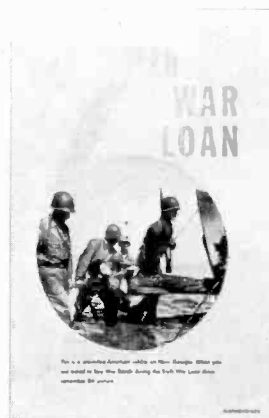


18

ARTIST PAUL RABUT  
ART DIRECTOR CHARLES R. HAGN  
ADVERTISER WESTERN ELECTRIC  
AGENCY NEWELL-EMMETT COMPANY



Western Electric  
The world's largest manufacturer of electrical equipment



19

ARTIST **U. S. ARMY SIGNAL CORPS**  
 ART DIRECTOR **HOWARD K. RICHMOND**  
 ADVERTISER **BLOOMINGDALES'**



20

ARTIST **ALBERT DORNE ★**  
 ART DIRECTOR **HERBERT NOXON ★ DANIEL W. KEEFE**  
 ADVERTISER **CHRYSLER DIV. CHRYSLER CORP.**  
 AGENCY **McCANN-ERICKSON, INC.**



**CHRYSLER**



21

ARTIST **JAMES BINGHAM**  
 ART DIRECTOR **SCOTT RUNGE**  
 ADVERTISER **CATERPILLAR TRACTOR CO.**  
 AGENCY **N. W. AYER & SON, INC.**



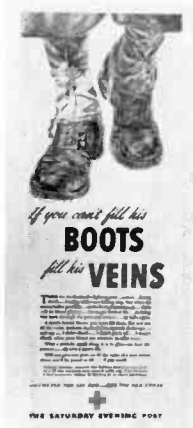
"PEORIA" ON THE LEGG ROAD

**CATERPILLAR DIESEL**

22

ARTIST **PETER HELCK**  
ART DIRECTOR **WALTER GLENN**  
ADVERTISER **PACKARD MOTORS**  
AGENCY **YOUNG & RUBICAM, INC.**





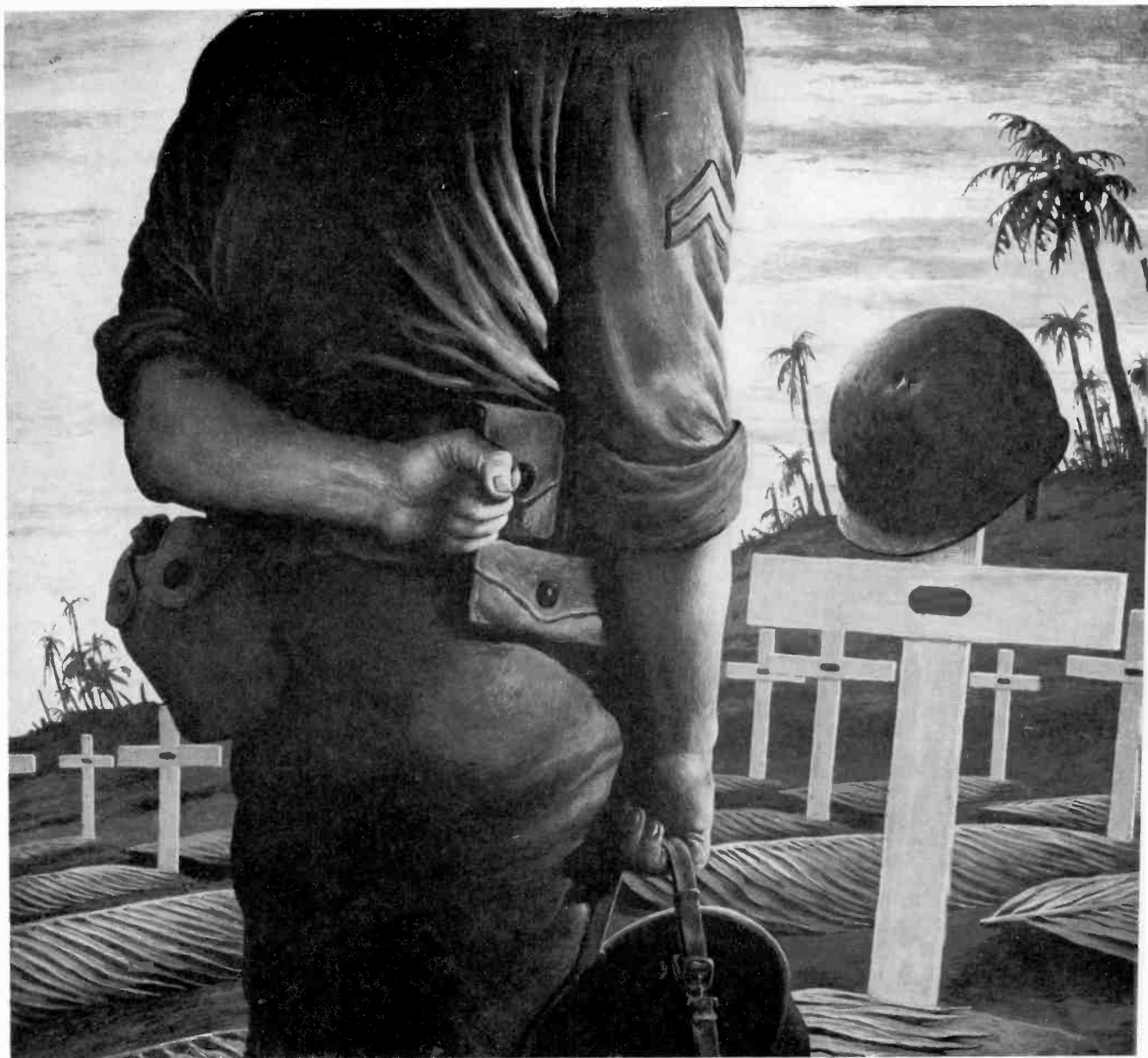
*If you can't fill his*  
**BOOTS**  
*fill his*  
**VEINS**

There is a certain quality about the boots that makes them a part of the man's life. They are not just shoes, they are a part of his identity. They are the boots that have seen him through the toughest of times, the boots that have carried him through the most difficult of days. They are the boots that have made him a man of action, a man of courage, a man of honor. They are the boots that have made him a legend, a man whose name is spoken with respect and admiration. They are the boots that have made him a hero, a man whose deeds are remembered for generations to come. They are the boots that have made him a man of the people, a man who has fought for the rights of the oppressed and the weak. They are the boots that have made him a man of the future, a man who has paved the way for a better world. They are the boots that have made him a man of the past, a man whose legacy lives on in the hearts of men everywhere. They are the boots that have made him a man of the present, a man who is remembered for his contributions to the world. They are the boots that have made him a man of the future, a man who is remembered for his vision and his courage. They are the boots that have made him a man of the past, a man whose legacy lives on in the hearts of men everywhere. They are the boots that have made him a man of the present, a man who is remembered for his contributions to the world. They are the boots that have made him a man of the future, a man who is remembered for his vision and his courage.

**+**  
THE SATURDAY EVENING POST

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ARTIST **FRANK E. JAHN**  
ART DIRECTOR **ALFRED C. STRASSER ★**  
ADVERTISER **THE SATURDAY EVENING POST**  
AGENCY **MacFARLAND, AVEYARD & CO.**



24

ARTIST **ROBERT RIGGS**  
ART DIRECTOR **WILLIAM RIENECKE**  
ADVERTISER **JOHN B. STETSON CO.**  
AGENCY **KENYON & ECKHARDT, INC.**

The Less Said, the Less Done



Keep it under your  
**STETSON**





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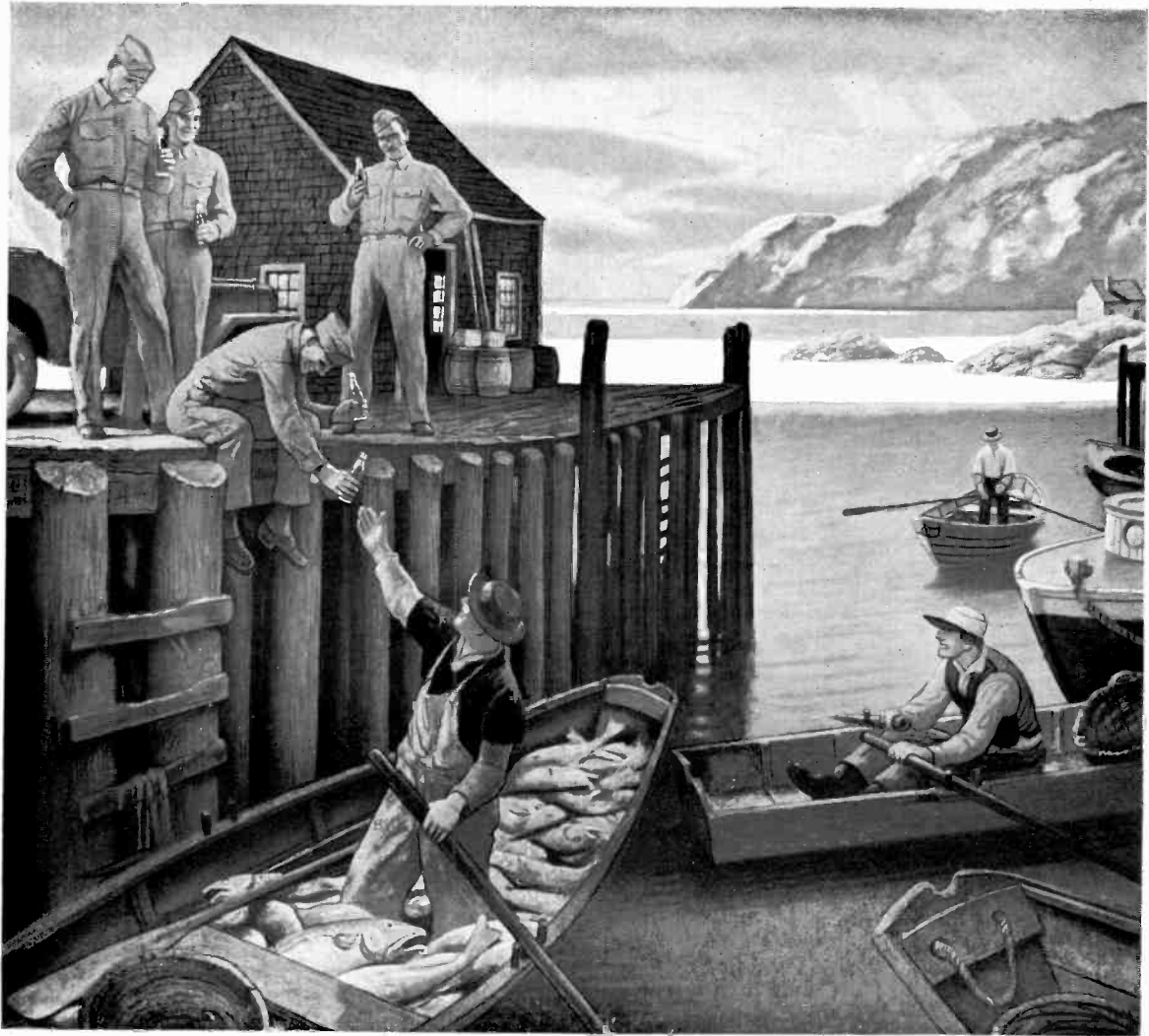
ARTIST DOUGLASS CROCKWELL  
 ART DIRECTOR PAUL SMITH ★  
 ADVERTISER THE COCA-COLA CO.  
 AGENCY D'ARCY ADVERTISING CO., INC.



28

ARTIST HARRY ANDERSON  
 ART DIRECTOR PAUL SMITH ★  
 ADVERTISER THE COCA-COLA CO.  
 AGENCY D'ARCY ADVERTISING CO., INC.





29

ARTIST **N. C. WYETH**  
 ART DIRECTOR **PAUL SMITH** ★  
 ADVERTISER **THE COCA-COLA CO.**  
 AGENCY **D'ARCY ADVERTISING CO., INC.**

Have a "Coke" = Merry Xmas.

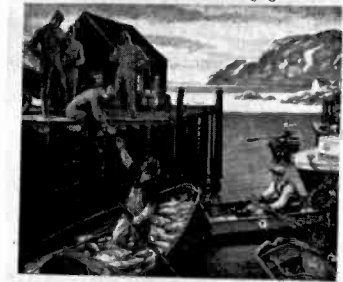


...adding refreshment to holiday cheer

Think of a whole party of friends in the  
 festive mood. Have a "Coke" - adds to the  
 pleasure a healthy spirit that adds your  
 own. The Coca-Cola and its pure and refreshing  
 quality makes it a way of being that adds  
 brightness to the party.



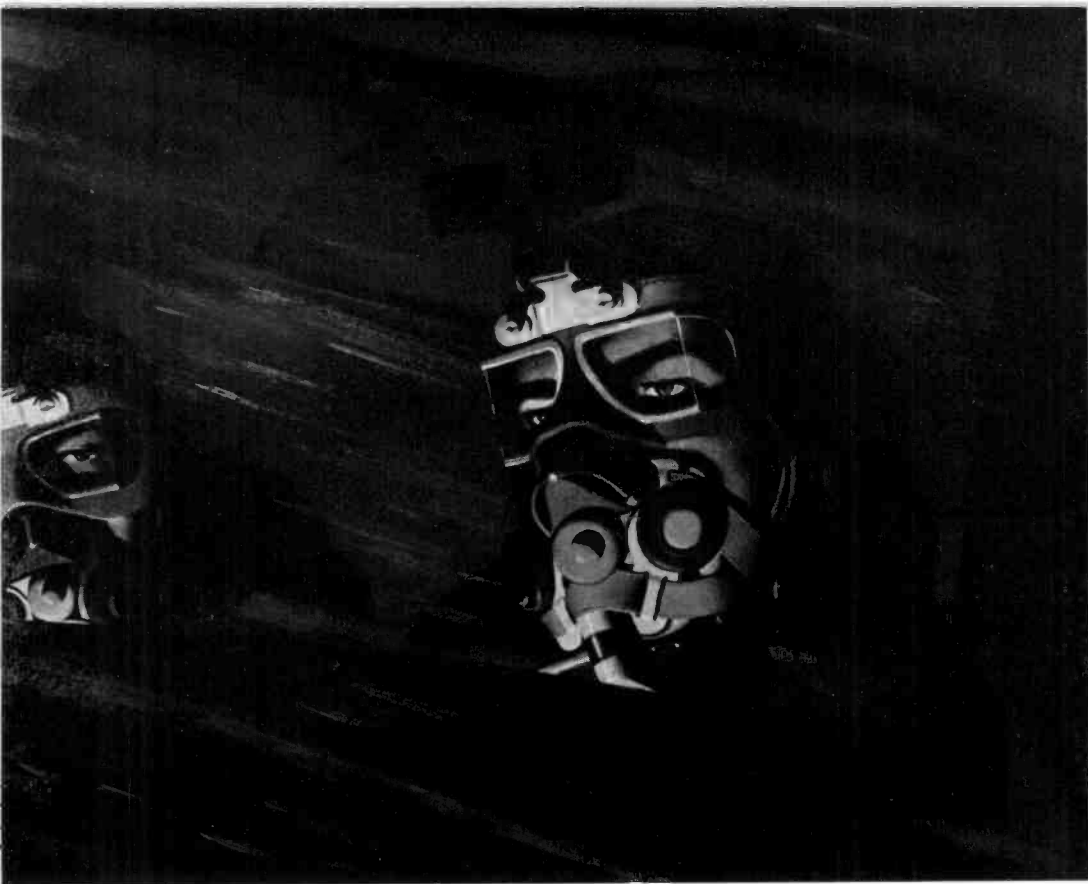
Have a "Coke" = How are things going?



...or being friendly in Newfoundland

Think of a whole party of friends in the  
 festive mood. Have a "Coke" - adds to the  
 pleasure a healthy spirit that adds your  
 own. The Coca-Cola and its pure and refreshing  
 quality makes it a way of being that adds  
 brightness to the party.





30

ARTIST **LYMAN ANDERSON**  
 ART DIRECTOR **LT. RICHARD LOCKWOOD, USNR**  
 ADVERTISER **GOODYEAR (AIRCRAFT)**  
 AGENCY **ARTHUR KUDNER, INC.**

Something more  
 than a wing and a prayer

It is a machine that has been designed to fly through the most difficult conditions of the sky. It is a machine that has been designed to fly through the most difficult conditions of the sky. It is a machine that has been designed to fly through the most difficult conditions of the sky.

31

ARTIST **ROBERT RIGGS**  
 ART DIRECTOR **JACK SKOLNIK**  
 ADVERTISER **AMERICAN NATIONAL RED CROSS**  
 AGENCY **PEDLAR & RYAN, INC.**

Teach me to wait...  
 O patient stars!

The RED CROSS is at his side  
 and the Red Cross is YOU!

NAME OF SPONSOR GOES HERE



PART TWO **HUMAN INTEREST**

**"I am a man; and nothing human is foreign to me."—Terence**



32

ARTIST **DOUGLASS CROCKWELL**  
 ART DIRECTOR **GORDON AYMAR ★**  
 ADVERTISER **WYETH INC.**  
 AGENCY **COMPTON ADVERTISING, INC.**  
 THE ART DIRECTORS CLUB MEDAL







34

ARTIST **SARRA**

ART DIRECTOR **CECIL BAUMGARTEN ★**

ADVERTISER **HAZEL-ATLAS GLASS CO.**

AWARD FOR DISTINCTIVE MERIT





35

ARTIST **EUGENE HUTCHINSON-UNDERWOOD & UNDERWOOD**  
 ART DIRECTOR **W. SCHNEIDER**  
 ADVERTISER **GENERAL MILLS, INC.**  
 AGENCY **KNOX REEVES ADVERTISING, INC.**  
 AWARD FOR DISTINCTIVE MERIT



DARLING...IT'S DADDY!

These beautiful, elegant Gorham silverware sets are the perfect gift for the bride and groom. They are made of sterling silver and are available in a variety of designs. The Gorham logo is prominently displayed on each piece.

**GORHAM**



36

ARTIST **JAMES VILES**  
 ART DIRECTOR **WILLIAM JACOBY ★**  
 ADVERTISER **THE GORHAM CO.**  
 AGENCY **ABBOTT KIMBALL CO., INC.**



with  
**HEIFETZ**  
**PAUL ROBESON**  
**HESS**  
**MALCU ZIVSK**  
**RUBINSTEIN**  
**LEVANT**  
**Petri**

37

ARTIST **MEADE & MADDICK**  
 ART DIRECTOR **PAUL W. DARROW**  
 ADVERTISER **STEINWAY & SON**  
 AGENCY **N. W. AYER & SON, INC.**







38

ARTIST HARRY ANDERSON  
ART DIRECTOR LAWRENCE OLSON ★  
ADVERTISER WYETH INC.  
AGENCY COMPTON ADVERTISING, INC.





39

ARTIST **MORTIMER WILSON**  
 ART DIRECTOR **CHARLES FALDI ★**  
 ADVERTISER **GENERAL FOODS**  
 AGENCY **BENTON & BOWLES, INC.**



40

ARTIST **MORTIMER WILSON**  
 ART DIRECTOR **CHARLES FALDI ★**  
 ADVERTISER **GENERAL FOODS**  
 AGENCY **BENTON & BOWLES, INC.**

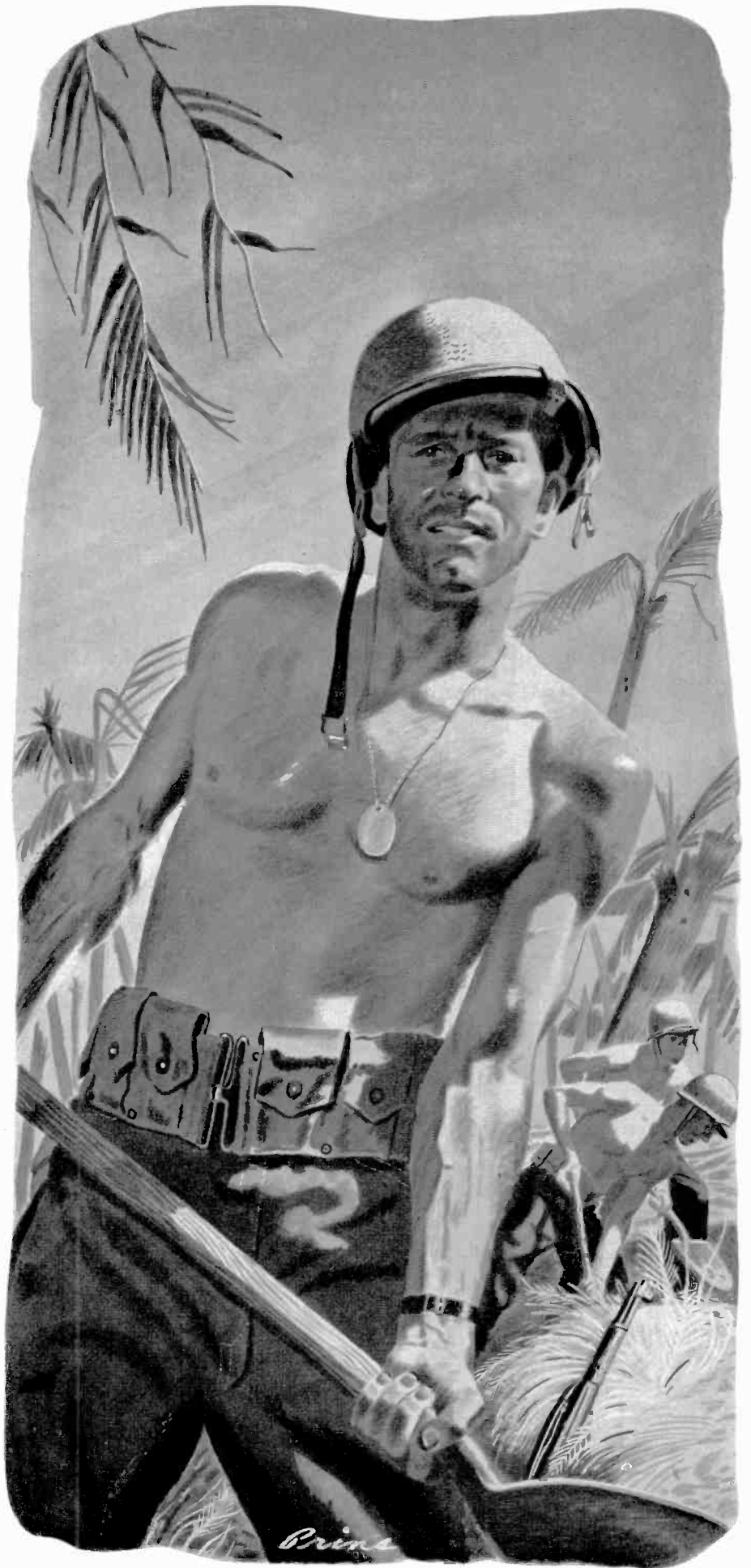
There's no place like home  
 AT MAXWELL HOUSE COFFEE TIME...

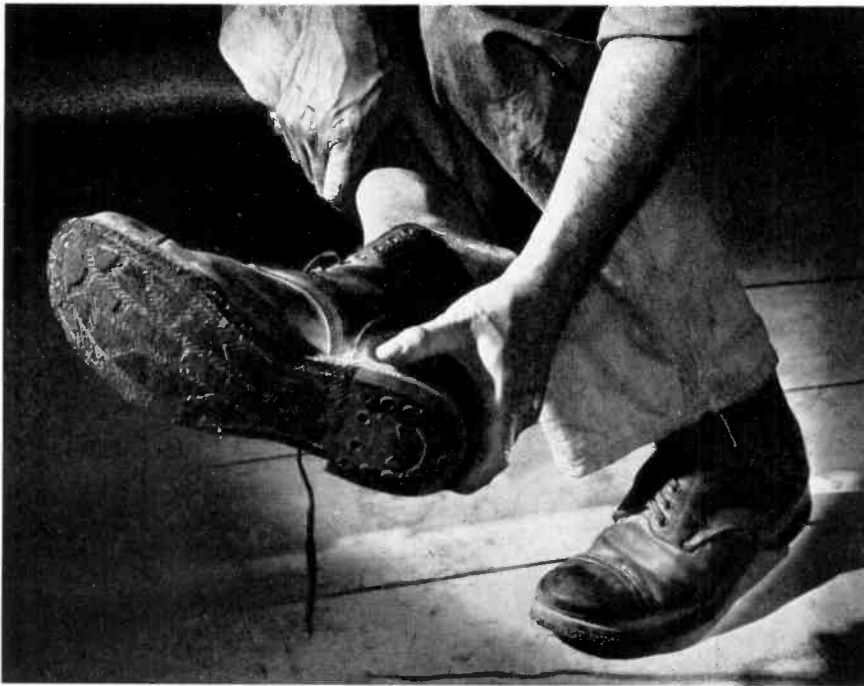




41

ARTIST **BEN PRINS**  
 ART DIRECTOR **WESLEY LOVEMAN** ★ **ARTHUR SURIN** ★  
 ADVERTISER **NEW YORK CENTRAL**  
 AGENCY **GEYER, CORNELL & NEWELL, INC.**





CALL IT A DAY

There's nothing more comfortable and relaxing than slipping on a pair of Maryland Casualty shoes when you get home after a long day's work. They're made of the finest leather and are so soft and comfortable that you can wear them all day long. They're also made in the U.S.A. and are guaranteed to last for years.

**THE MARYLAND**

42

ARTIST **MAC BALL**  
 ART DIRECTOR **LESTER JAY LOH ★**  
 ADVERTISER **MARYLAND CASUALTY CO.**  
 AGENCY **J. M. MATHES, INC.**

43

ARTIST **ROBERT G. HARRIS**  
 ART DIRECTOR **WALTER GLENN**  
 ADVERTISER **CANNON MILLS INC.**  
 AGENCY **YOUNG & RUBICAM, INC.**





44

ARTIST **HARRY ANDERSON**  
 ART DIRECTOR **LAWRENCE OLSON ★**  
 ADVERTISER **WYETH INC.**  
 AGENCY **COMPTON ADVERTISING, INC.**



"Was it my face? No! Wasn't another doctor?"

**WYETH'S**  
 ...  
 ...  
 ...



45

ARTIST DOUGLASS CROCKWELL  
ART DIRECTOR LAWRENCE OLSON ★  
ADVERTISER WYETH INC.  
AGENCY COMPTON ADVERTISING, INC.





An early portrait of a big idea

Copyright © 1912, The Goodyear Tire & Rubber Co.  
 The Goodyear Tire & Rubber Co., Akron, Ohio  
 The Goodyear Tire & Rubber Co. is a member of the Goodyear family of companies.

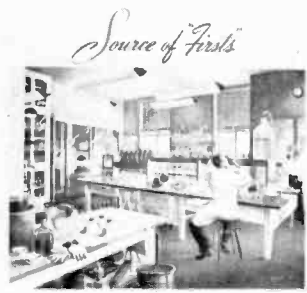
46

ARTIST **LEJAREN 'a HILLER**  
 ART DIRECTOR **HOWARD HENRY-UNDERWOOD & UNDERWOOD**  
 ADVERTISER **GOODYEAR TIRE & RUBBER CO.**  
 AGENCY **N. W. AYER & SON, INC.**



47

ARTIST **MAUD TOUSEY FANGEL**  
 ART DIRECTOR **FREDERICK BOULTON**  
 ADVERTISER **SWIFT & CO.**  
 AGENCY **J. WALTER THOMPSON CO.**



*Source of Firsts*

The first fine flavor and the first pure alcohol were made here in 1823. Since that time the Niagara Alkali Company has been the source of firsts in the production of pure alcohol and fine flavors. The company's products are made from the finest materials and are of the highest quality. They are sold in all parts of the world and are highly recommended by the most discerning consumers.

**Niagara ALKALI COMPANY**  
 1000 W. 10th St. Niagara Falls, N.Y.

48

ARTIST **JOHN A. GAYDOS**  
 ART DIRECTOR **HAL JOHNS BENSON ★**  
 ADVERTISER **NIAGARA ALKALI CO.**  
 AGENCY **HAZARD ADVERTISING CO.**

49

ARTIST **SARRA**  
 ART DIRECTOR **WESLEY LOVEMAN ★**  
 ADVERTISER **CALVERT DISTILLERS CORP.**  
 AGENCY **GEYER, CORNELL & NEWELL, INC.**



*The Man of Judgment - LORD ESLEY*

"I believe that there is no other man in the world who has the same amount of judgment as I have. I have been playing chess for many years and I have learned that the only way to win is to have a good plan and to stick to it. I have never lost a game of chess and I have never been accused of cheating. I am a man of judgment and I am a man of honor. I am a man who knows what he is doing and I am a man who is not afraid to stand up for his beliefs. I am a man who is respected and admired by all who know him. I am a man who is the best at what he does and I am a man who is the most successful in his field. I am a man who is the most powerful and the most influential in his world. I am a man who is the most feared and the most respected in his time. I am a man who is the most powerful and the most influential in his world. I am a man who is the most feared and the most respected in his time." — LORD ESLEY







50

ARTIST **LESTER RONDELL ★**  
 ART DIRECTOR **LESTER RONDELL ★**  
 ADVERTISER **CONTINENTAL OIL CO.**  
 AGENCY **GEYER, CORNELL & NEWELL INC.**



51

ARTIST **DOUGLASS CROCKWELL**  
 ART DIRECTOR **JOSEPH FEWSMITH**  
 ADVERTISER **REPUBLIC STEEL**  
 AGENCY **MELDRUM & FEWSMITH, INC.**





53

ARTIST **NICKOLAS MURAY ★**  
 ART DIRECTOR **HAL JOHNS BENSON ★**  
 ADVERTISER **AMERICAN CYANAMID CO.**  
 AGENCY **HAZARD ADVERTISING CO.**



*IT'S NOT THE HEAT...*

Advertisement for American Cyanamid Co. products, featuring a man in a white shirt and hat holding a newspaper.

52

ARTIST **DOUGLASS CROCKWELL**  
 ART DIRECTOR **JOSEPH FEWSMITH**  
 ADVERTISER **REPUBLIC STEEL**  
 AGENCY **MELDRUM & FEWSMITH, INC.**





54

ARTIST **JAMES VILES-LEE WILSON**  
ART DIRECTOR **HAL JOHNS BENSON** ★  
ADVERTISER **AMERICAN CYANAMID CO.**  
AGENCY **HAZARD ADVERTISING CO.**







56

ARTIST ANN SIMPKINS  
 ART DIRECTOR WILLIAM JACOBY ★  
 ADVERTISER THE GORHAM CO.  
 AGENCY ABBOTT KIMBALL CO., INC.



57

ARTIST ROBERT RIGGS  
 ART DIRECTOR CARL HARRIS  
 ADVERTISER PACKARD MOTOR CAR CO.  
 AGENCY YOUNG & RUBICAM, INC.





58

ARTIST **BEN ROSE**  
 ART DIRECTOR **LEONARD LIONNI ★ DIMITRI PETROV**  
 ADVERTISER **154 ELECTRIC COMPANIES**  
 AGENCY **N. W. AYER & SON, INC.**

59

ARTIST **PETER HELCK**  
 ART DIRECTOR **KURT JOSTEN**  
 ADVERTISER **PACIFIC MILLS**  
 AGENCY **WILLIAMS & SAYLOR, INC.**





60

ARTIST JOHN GANNAM  
 ART DIRECTOR KURT JOSTEN  
 ADVERTISER PACIFIC MILLS  
 AGENCY WILLIAMS & SAYLOR, INC.



61

ARTIST PENNEBAKER & RYAN  
 ART DIRECTOR JOHN H. KIES  
 ADVERTISER STATE FARM INSURANCE CO.  
 AGENCY NEEDHAM, LOUIS & BROBLY, INC.

"Don't leave me, Mommy!"

When you're home alone, it's so easy to get lonely and sad. But when you're home alone, it's so easy to get lonely and sad. But when you're home alone, it's so easy to get lonely and sad. But when you're home alone, it's so easy to get lonely and sad.



**STATE FARM  
 INSURANCE  
 COMPANIES**





65

ARTIST **WILLIAM OBERHARDT** ★  
 ART DIRECTOR **GERALD LINK-WILLIAM RIENECKE**  
 ADVERTISER **AMERICAN LOCOMOTIVE CO.**  
 AGENCY **KENYON & ECKHARDT, INC.**



66

ARTIST **RUZZIE GREEN**  
 ART DIRECTOR **ROBERT SHAW**  
 ADVERTISER **INTERNATIONAL SILVER CO.**  
 AGENCY **YOUNG & RUBICAM, INC.**







**A STRONG PULL TOGETHER DOES IT**

Consistent service is the goal of the...  
All in every rough situation...  
INTERNATIONAL PAPERS  
for Printing and Packaging



**67**

ARTIST **JAMES E. ALLEN**  
ART DIRECTOR **DEANE UPTEGROVE ★**  
ADVERTISER **INTERNATIONAL PAPER CO.**  
AGENCY **ALLEY & RICHARDS CO.**

**68**

ARTIST **SARRA-NICKOLAŞ MURAY ★**  
ART DIRECTOR **GEORGE CROLL ★**  
ADVERTISER **HIRAM WALKER & SONS INC.**  
AGENCY **SHERMAN K. ELLIS & CO., INC.**



"Opening Day" - 2 drinks that mean great expectations



2 drinks that mean smooth drinks - Walker's DeLuxe





**What can you tell an 8-year-old?**

**GOOD YEAR**

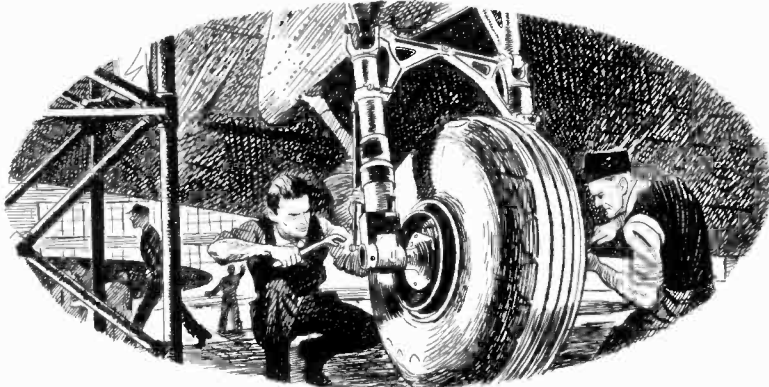


**69**


ARTIST **ANTON BRUEHL**  
 ART DIRECTOR **HOWARD HENRY**  
 ADVERTISER **GOODYEAR TIRE AND RUBBER CO.**  
 AGENCY **N. W. AYER & SON, INC.**

**70**

ARTIST **HANK BERGER**  
 ART DIRECTOR **DAVID BLOCK ★**  
 ADVERTISER **KINSEY DISTILLING CO.**  
 AGENCY **J. D. TARCHER & CO.**



Get it done




then

Take it easy



with

**KINSEY**  
 the unhurried  
 WHISKEY



When you have a car, you need a good tire too. Kinsey Whiskey is a smooth, mellow, and easy to drink. It's the only whiskey in the world that's made from 100% grain. Kinsey Whiskey is the only whiskey in the world that's made from 100% grain. Kinsey Whiskey is the only whiskey in the world that's made from 100% grain.



When the wounded came home

The war has given more emphasis to the nursing profession than ever before. The nurse is now a vital part of the hospital's equipment. Her skill and sympathy are essential to the patient's recovery. The nurse who is efficient, kind, and understanding is the one who makes the difference between a patient's suffering and his recovery.

For this reason, the National Dairy Products Corp. has developed a special program to train nurses in the use of National Dairy products. This program is now being carried out in many hospitals and nursing schools throughout the country.

The National Dairy Products Corp. is a leading manufacturer of high-quality dairy products. Its products are available in all parts of the country. For more information, contact your local National Dairy distributor.

**NATIONAL DAIRY PRODUCTS CORP.**  
 NEW YORK, N. Y.

71

ARTIST **BEN ROSE**  
 ART DIRECTOR **PAUL W. DARROW**  
 ADVERTISER **NATIONAL DAIRY PRODUCTS CORP.**  
 AGENCY **N. W. AYER & SON, INC.**

72

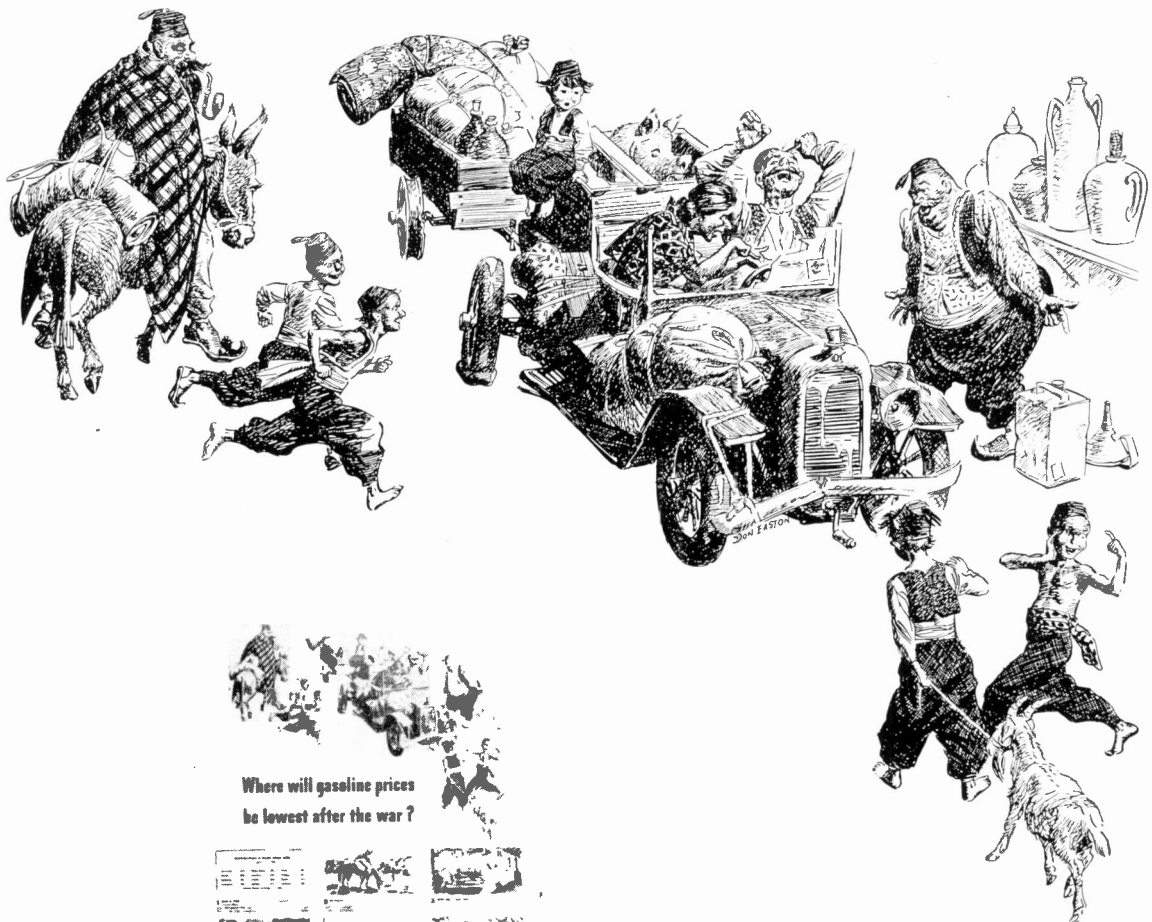
ARTIST **JACK WELSH**  
 ART DIRECTOR **MARVIN C. POTTS**  
 ADVERTISER **PULLMAN CO.**  
 AGENCY **YOUNG & RUBICAM, INC.**



"I shoulda kept my big mouth shut!"

**PULLMAN**





Where will gasoline prices  
be lowest after the war?

UNION OIL COMPANY  
OF CALIFORNIA

73

ARTIST **DON EASTON**  
 ART DIRECTOR **ROBERT FREEMAN**  
 ADVERTISER **UNION OIL CO. OF CALIFORNIA**  
 AGENCY **FOOTE, CONE & BELDING**

Thousands "got back in the barn"



KRAFT CHEESE COMPANY

74

ARTIST **WILLIAM GRIFFITH**  
 ART DIRECTOR **LOU INGWERSEN**  
 ADVERTISER **KRAFT CHEESE CO.**  
 AGENCY **J. WALTER THOMPSON CO.**



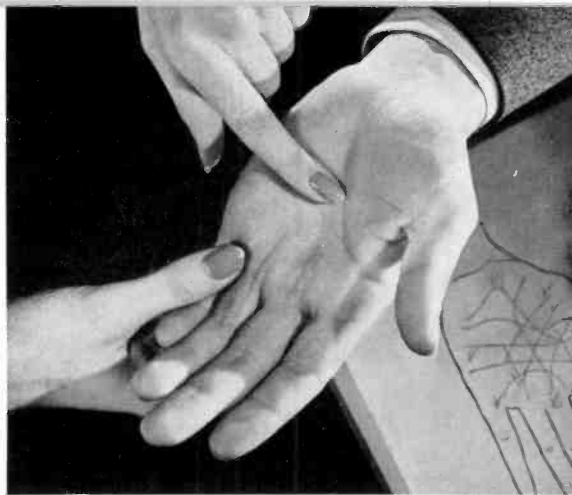


**THURSDAY**  
The woman's hand is on the man's face. The man is looking at her. The woman is looking down. The man is wearing a dark jacket. The woman is wearing a dark dress. The man is wearing a ring. The woman is wearing a bracelet.



75

ARTIST **RUZZIE GREEN**  
ART DIRECTOR **FRED HALPERT**  
ADVERTISER **BRISTOL MYERS CO.**  
AGENCY **YOUNG & RUBICAM, INC.**



76

ARTIST **FOSTER ENSMINGER**  
 ART DIRECTOR **ED FISCHER ★**  
 ADVERTISER **PRUDENTIAL INSURANCE CO.**  
 AGENCY **BENTON & BOWLES, INC.**



77

ARTIST **BEN PRINS**  
 ART DIRECTOR **MARVIN C. POTTS**  
 ADVERTISER **PULLMAN CO.**  
 AGENCY **YOUNG & RUBICAM, INC.**



78

ARTIST **JOHN GANNAM**  
 ART DIRECTOR **KURT JÖSTEN**  
 ADVERTISER **PACIFIC MILLS**  
 AGENCY **WILLIAMS & SAYLOR, INC.**



79

ARTIST **CHARLES DE FEO**  
 ART DIRECTOR **CHARLES FALDI** ★  
 ADVERTISER **FLORIDA CITRUS COMMISSION**  
 AGENCY **BENTON & BOWLES, INC.**

**THESE** are the days  
 that call for **VICTORY VITAMIN C**



**FLORIDA GRAPEFRUIT JUICE**  
 RICH IN VICTORY VITAMIN C





80

ARTIST **VICTOR KEPPLER**  
 ART DIRECTOR **HOWARD HENRY**  
 ADVERTISER **CHRYSLER CORPORATION**  
 AGENCY **N. W. AYER & SON, INC.**



You were never satisfied... until so Victory was assured!

**CHRYSLER**



81

ARTIST **BEN PRINS**  
 ART DIRECTOR **JOHN H. TINKER ★**  
 ADVERTISER **CHRYSLER DIV. CHRYSLER CORP.**  
 AGENCY **MCCANN-ERICKSON, INC.**



PART THREE **ATMOSPHERE, MOOD**

**“Those who would make us feel must feel themselves.”— Charles Churchill**



82

ARTIST **ROBERT RIGGS**  
 ART DIRECTOR **WALTER REINSEL**  
 ADVERTISER **FARNSWORTH TELEVISION & RADIO CO.**  
 AGENCY **N. W. AYER & SON, INC.**  
 THE ART DIRECTORS CLUB MEDAL





G  
*Blind Alley...*

83

ARTIST **STEVAN DOHANOS**  
ART DIRECTOR **DANIEL W. KEEFE**  
ADVERTISER **JOHN HANCOCK MUT. LIFE INS. CO.**  
AGENCY **McCANN-ERICKSON, INC.**  
THE ART DIRECTORS CLUB MEDAL





*Not the DROP but the STOP*

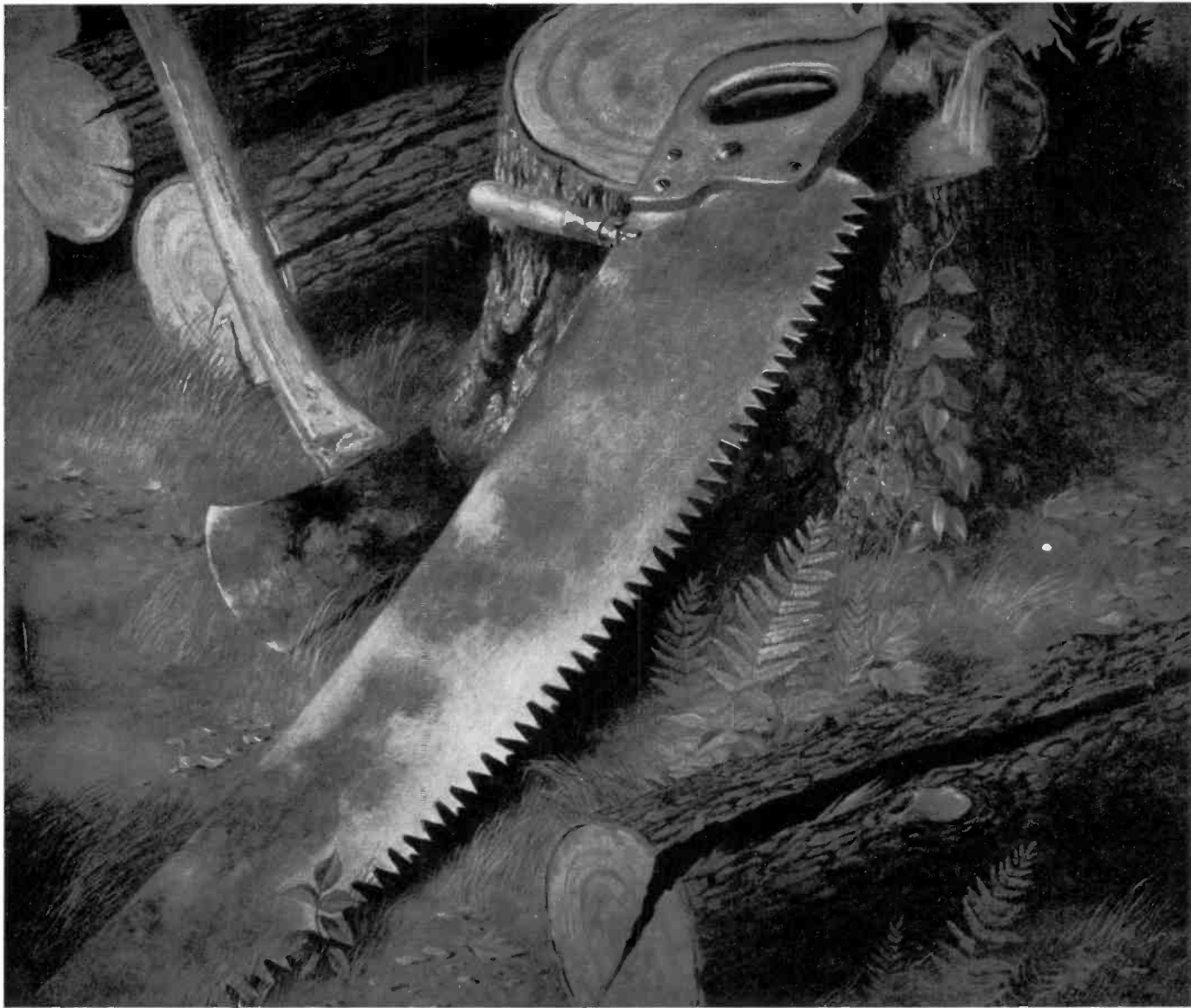
The Shell Motor Oil advertisement is a masterpiece of creative artistry. It features a dramatic, high-angle aerial view of a city street grid, with a large truck suspended in mid-air, falling from a high point. The truck is tilted, and its wheels are visible. The city below is a dense grid of buildings.

**Shell**  
SHELL INDUSTRIAL LUBRICANTS

**84**

ARTIST **HARRY MARINSKY**  
ART DIRECTOR **ADELAIDE STEVENS**  
ADVERTISER **SHELL OIL CO.**  
AGENCY **J. WALTER THOMPSON CO.**  
AWARD FOR DISTINCTIVE MERIT





85

ARTIST **JOHN ATHERTON**  
 ART DIRECTOR **ARTHUR T. BLOMQUIST ★-ADELAIDE STEVENS**  
 ADVERTISER **SHELL OIL CO.**  
 AGENCY **J. WALTER THOMPSON CO.**  
 AWARD FOR DISTINCTIVE MERIT



**Every Farmer has a Boy**

The boy who grows the food that feeds the world is the boy who grows the food that feeds the world. He is the boy who grows the food that feeds the world. He is the boy who grows the food that feeds the world. He is the boy who grows the food that feeds the world.





**86**

ARTIST **PETER HELCK**  
ART DIRECTOR **WALTER REINSEL**  
ADVERTISER **CATERPILLAR TRACTOR CO.**  
AGENCY **N. W. AYER & SON, INC.**  
AWARD FOR DISTINCTIVE MERIT



This is my Bi-tright!

Illustration by Peter Helck for Caterpillar Tractor Co. advertisement. The scene is a rural landscape with rolling hills and a dirt road. A man in a dark coat and hat stands on the road, looking over the valley. The sky is cloudy. The signature 'HELCK' is visible in the bottom left corner of the illustration.



The sunny shores of Iowa

It is a scene of peace and beauty. The sun is shining brightly on the rolling hills of Iowa. The air is fresh and clean. The cows are grazing peacefully in the field. The person is herding them with a gentle touch. The fence in the foreground adds a sense of enclosure and safety. The overall mood is one of tranquility and harmony with nature.



87

ARTIST **BEN ROSE**

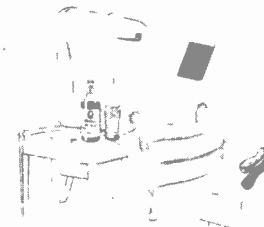
ART DIRECTOR **PAUL W. DARROW**

ADVERTISER **NATIONAL DAIRY PRODUCTS CORP.**

AGENCY **N. W. AYER & SON, INC.**

AWARD FOR DISTINCTIVE MERIT





Four clues — can you "type" it from them?

- 1. The chair is a classic one, but the club is a modern one.
- 2. The table is a classic one, but the bottle is a modern one.
- 3. The book is a classic one, but the shoes are a modern one.
- 4. The footstool is a classic one, but the shoes are a modern one.

Make a guess. There are really three in each group.

88

ARTIST **WILLIAM LOHSE**  
 ART DIRECTOR **GEORGE B. CROLL ★**  
 ADVERTISER **HIRAM WALKER & SONS INC.**  
 AGENCY **SHERMAN K. ELLIS & CO., INC**

HOW TO FAME A *BLIZZARD*



...the snow is falling fast and hard. The street is a white sea. The cars are barely visible. The hotel sign is a bright spot in the distance. The scene is a classic winter wonderland.



89

ARTIST **ROBERT MOORE**  
 ART DIRECTOR **GRANT HIPWELL ★**  
 ADVERTISER **INTERNATIONAL SALT CO. INC.**  
 AGENCY **J. M. MATHES, INC.**





90

ARTIST **ALEX ROSS**  
ART DIRECTOR **JACQUES ZUCCAIRE**  
ADVERTISER **THE ANDREW JERGENS CO.**  
AGENCY **LENNEN & MITCHELL INC.**



91

ARTIST **EDWIN GEORGI** ★  
 ART DIRECTOR **JACQUES ZUCCAIRE**  
 ADVERTISER **THE ANDREW JERGENS CO.**  
 AGENCY **LENNEN & MITCHELL, INC.**



92

ARTIST **VICTOR KEPPLER**  
 ART DIRECTOR **HAROLD J. McNULTY-J. HOLDING**  
 ADVERTISER **KOPPERS CO. & AFFILIATES**  
 AGENCY **BATTEN, BARTON, DURSTINE & OSBORN, INC.**



93

ARTIST **SANDOR KLEIN**  
 ART DIRECTOR **MacGREGOR ORMISTON**  
 ADVERTISER **McCALLS MAGAZINE**  
 AGENCY **FEDERAL ADVERTISING AGENCY, INC.**



THE BEST-LAID SCHEMES OF MICE AND JAPS...

**THE BEST-LAID SCHEMES OF MICE AND JAPS...**  
 ...the safety that serves all industry. **KOPPERS**



You need not live two DIFFERENT lives...

**You need not live two DIFFERENT lives...**  
 ...and help shorten the WAR!  
**Join the WAC now!**



94

ARTIST **BERNARD LaMOTTE**  
 ART DIRECTOR **WALTER S. MAAS**  
 ADVERTISER **PINAUD**  
 AGENCY **DORLAND INTERNATIONAL**



*From France*

**PINAUD**



95

ARTIST **ROBERT RIGGS**  
 ART DIRECTOR **NORMAN BYRON ★**  
 ADVERTISER **GENERAL FOODS**  
 AGENCY **BENTON & BOWLES, INC.**



Here floated the future of thousands of jobs

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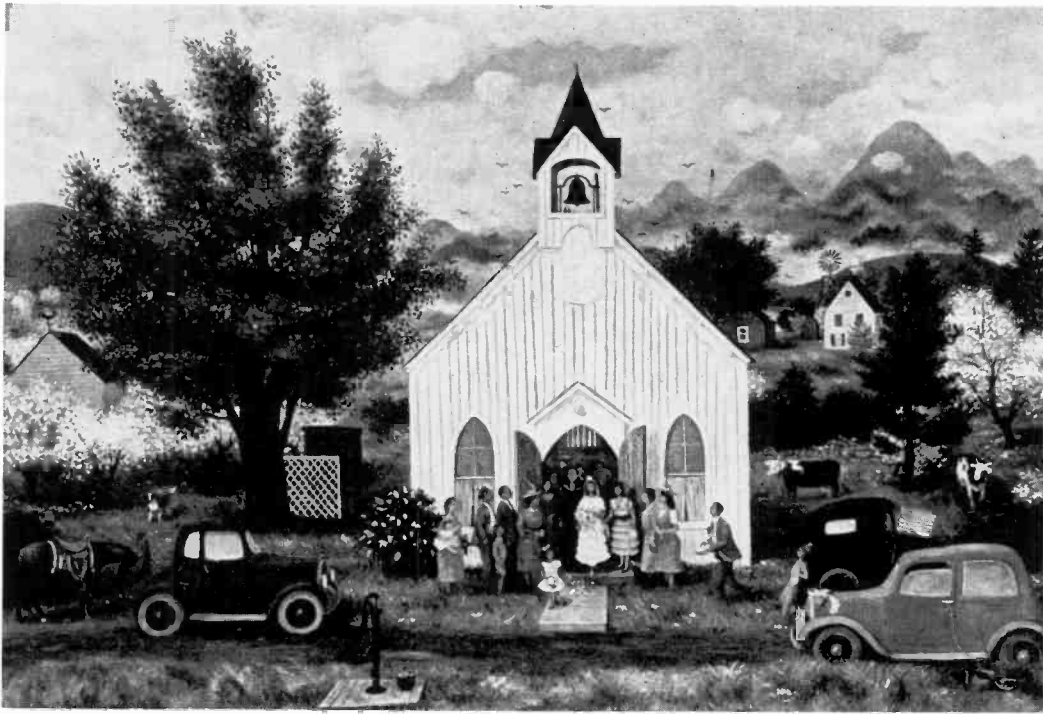
96

ARTIST **DORIS LEE**  
 ART DIRECTOR **EDITH JAFFY**  
 ADVERTISER **SUPPLEE**  
 AGENCY **N. W. AYER & SON, INC.**



**SPRING CEREALS**

Thinking that you may be the one who...  
 The most important thing to remember...  
**SUPPLEE**  
 N. W. AYER & SON, INC.



97

ARTIST **JOHN H. TINKER ★**  
 ART DIRECTOR **JOHN H. TINKER ★**  
 ADVERTISER **AMERICAN MUTUAL LIABILITY INS. CO.**  
 AGENCY **McCANN-ERICKSON, INC.**





98

ARTIST **BERNICE ABBOTT**  
ART DIRECTOR **ABBOTT KIMBALL CO.**  
ADVERTISER **NEW YORK DRESS INST.**  
AGENCY **ABBOTT KIMBALL CO., INC.**

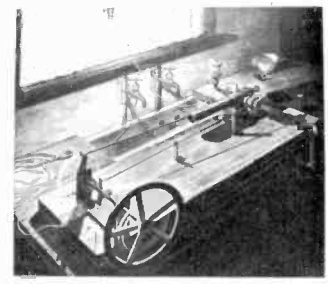
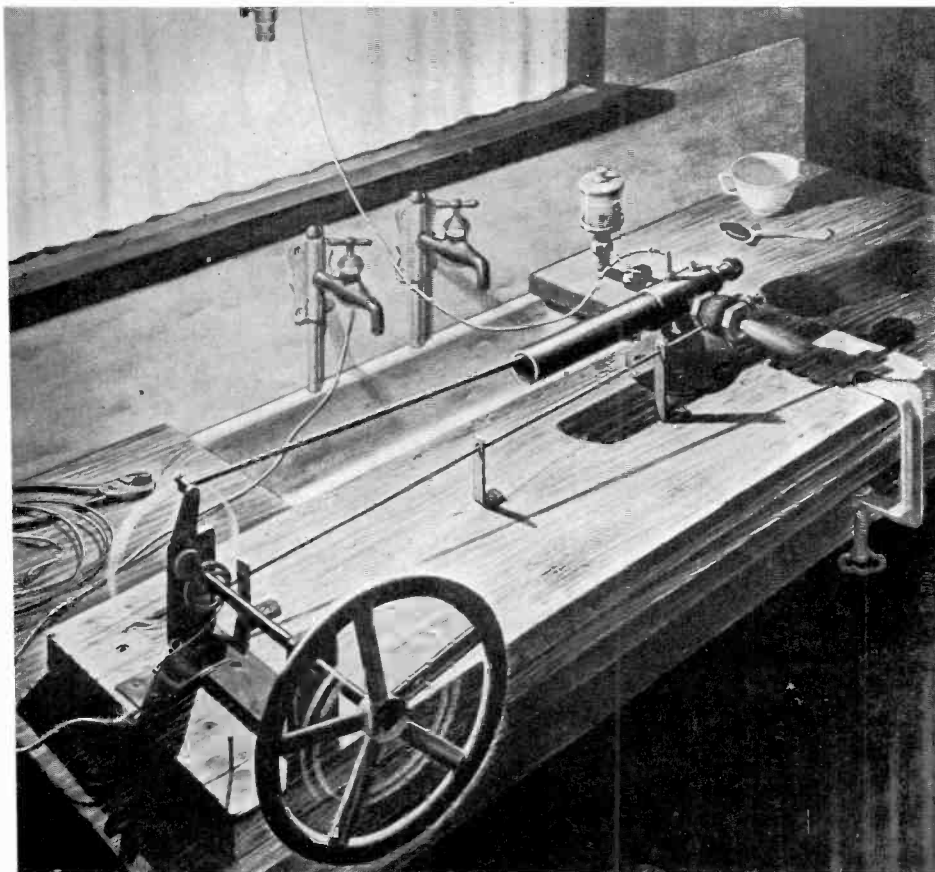


*It is better to light a candle than to curse the darkness!*

*John Hancock Mut. Life Ins. Co.*

99

ARTIST **JAMES BINGHAM**  
 ART DIRECTOR **DANIEL W. KEEFE**  
 ADVERTISER **JOHN HANCOCK MUT. LIFE INS. CO.**  
 AGENCY **McCANN-ERICKSON, INC.**



In the Ford kitchen... this little motor engine splattered soup like...

**FORD MOTOR COMPANY**

100

ARTIST **PAUL WEHR**  
 ART DIRECTOR **FREDERICK W. BOULTON**  
 ADVERTISER **FORD MOTOR COMPANY**  
 AGENCY **J. WALTER THOMPSON CO.**



Thinking Americans Today...  
Are Not Too Free With Free Speech

It is a well-known fact that the American people have the right to free speech. It is also a well-known fact that the American people have the right to free speech. It is also a well-known fact that the American people have the right to free speech.



Budweiser

McCALL'S MAGAZINE



SHE bakes the cake

McCall's

102

ARTIST ALBERT DORNE ★  
ART DIRECTOR T. W. DEALEY  
ADVERTISER ANHEUSER-BUSCH INC.  
AGENCY D'ARCY ADVERTISING CO., INC.

101

ARTIST JULIAN E. LEVI  
ART DIRECTOR MacGREGOR ORMISTON  
ADVERTISER McCALLS MAGAZINE  
AGENCY FEDERAL ADVERTISING AGENCY, INC.







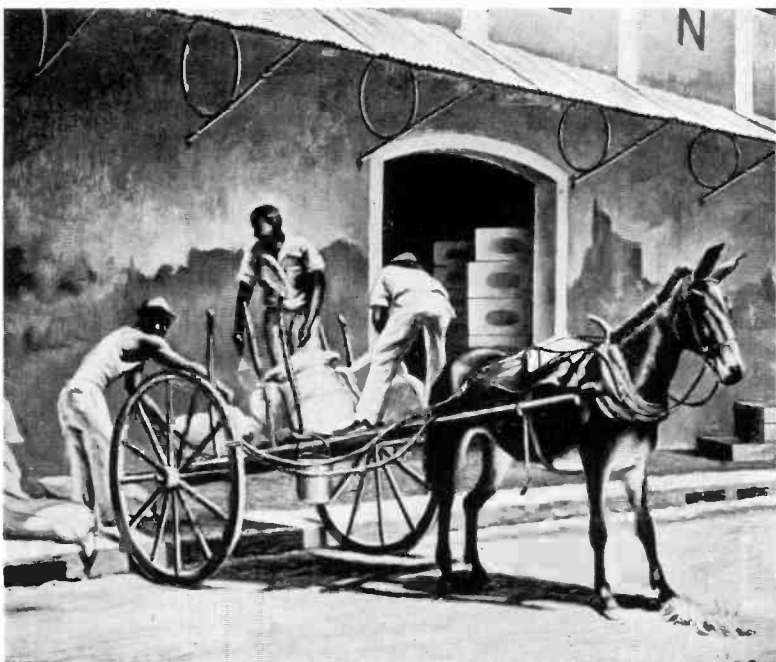
103

ARTIST CLARENCE CARTER  
 ART DIRECTOR RICHARD S. CHENAULT ★  
 ADVERTISER ALCOA STEAMSHIP CO.  
 AGENCY FULLER & SMITH & ROSS, INC.



This Port-Of-Spain Warehouse Awaits Your Exports

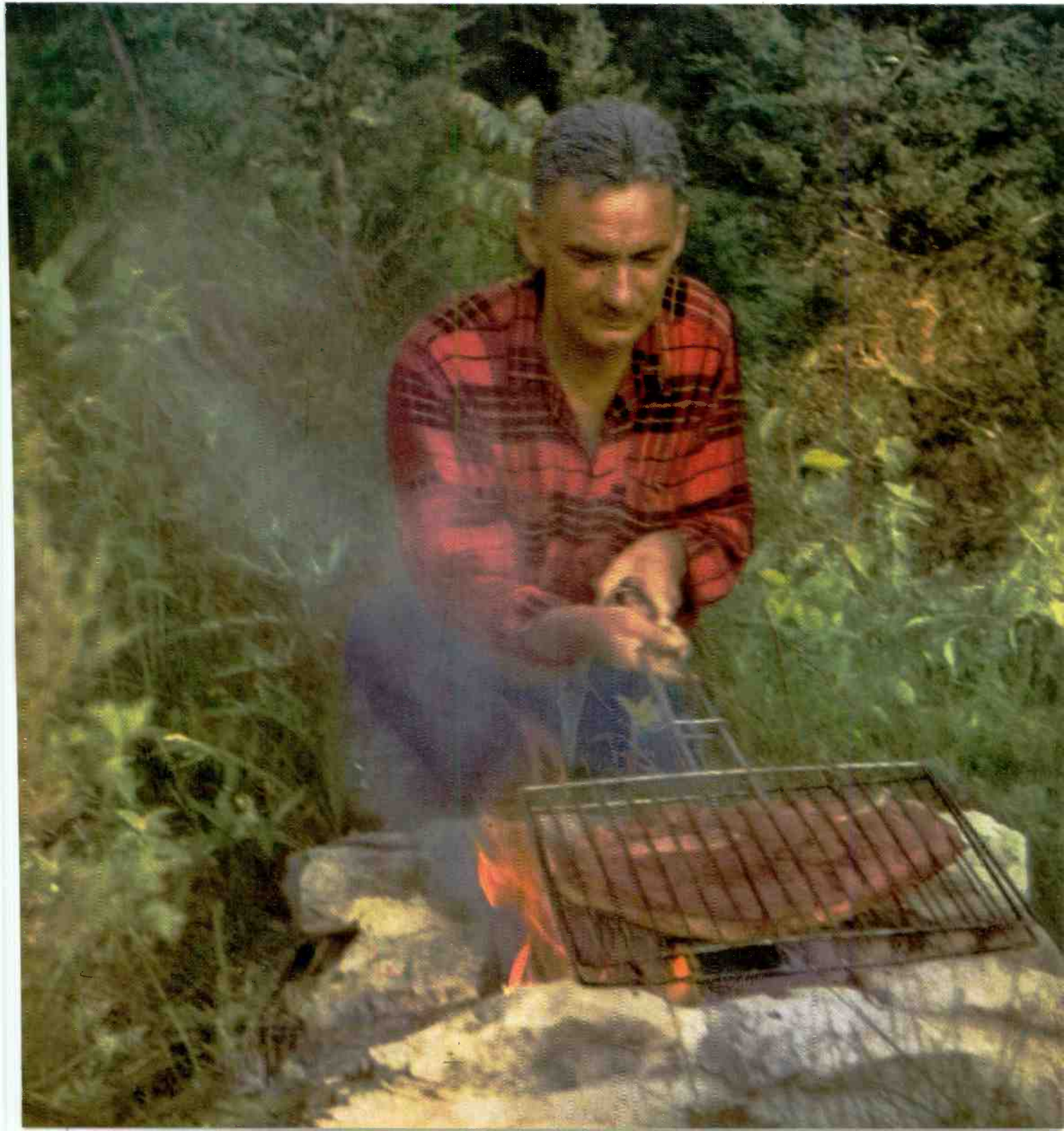
There is no other place in the world where you can find so many of the finest goods of the world. The Port-Of-Spain Warehouse is the largest and most modern of its kind in the world. It is the only place where you can find all the goods of the world in one place. It is the only place where you can find all the goods of the world in one place. It is the only place where you can find all the goods of the world in one place.





105

ARTIST **DEANE UPTEGROVE ★**  
ART DIRECTOR **ARTHUR HAWKINS JR. ★**  
ADVERTISER **WELLINGTON SEARS CO.**  
AGENCY **ALLEY & RICHARDS CO**





How music entered George Garsholin's life

George Garsholin's love of music began in his childhood. He learned to play the piano at the age of five and has since become a professional pianist. His passion for music led him to study at the Juilliard School of Music in New York City. He has performed in many concert halls and has recorded several albums. His love of music is a central part of his life and he continues to play and compose music to this day.



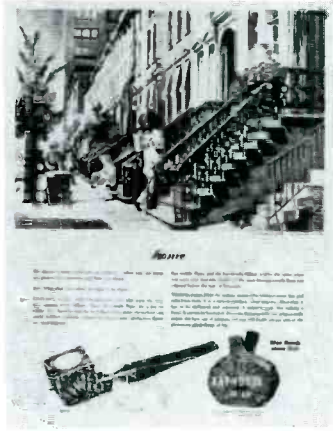
106

ARTIST **WALTER RICHARDS**  
 ART DIRECTOR **ROCCO DIMARCO** ★  
 ADVERTISER **MAGNAVOX COMPANY**  
 AGENCY **MAXON, INC.**



107

ARTIST **VICTOR KEPPLER**  
 ART DIRECTOR **HAROLD J. McNULTY-IRVING WILLIAM**  
 ADVERTISER **GENERAL ELECTRIC COMPANY**  
 AGENCY **BATTEN, BARTON, DURSTINE & OSBOR**



108

ARTIST **RUDOLF WETTERAU ★**  
 ART DIRECTOR **RUDOLF WETTERAU ★**  
 ADVERTISER **KAYWOODIE CO.**  
 AGENCY **H. M. KIESEWEITER ADV. AGENCY, INC.**

109

ARTIST **MIGUEL COVARRUBIAS**  
ART DIRECTOR **LEONARD LIONNI** ★  
ADVERTISER **CONTAINER CORP. OF AMERICA**  
AGENCY **N. W. AYER & SON, INC.**



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CONTAINER CORPORATION OF AMERICA



COVARRUBIAS



Your Customers go right on wearing "U.S." Rainwear

The U.S. Rubber Company has spent over \$100,000,000 in the development of the most advanced rainwear ever made. It is the only rainwear that is completely waterproof and that will stand up to the most severe conditions of weather. It is the only rainwear that is made of a special synthetic material that is completely impervious to water. It is the only rainwear that is made of a special synthetic material that is completely impervious to water.



*Raynoster* RAINCOATS

UNITED STATES RUBBER COMPANY



Robert Moore

110

ARTIST **ROBERT MOORE**  
 ART DIRECTOR **JOHN V. CHERRY ★**  
 ADVERTISER **U. S. RUBBER CO.**  
 AGENCY **CAMPBELL-EWALD CO., INC.**

111

ARTIST **GEORGE KANELOUS**  
 ART DIRECTOR **HANS SAUER ★**  
 ADVERTISER **TIDE WATER ASSOCIATED OIL CO.**  
 AGENCY **LENLEN & MITCHELL, INC.**



Fighting the cruelest enemy of all

There is no more dangerous enemy of the farmer than the grasshopper. It is the most voracious of all insects, and it can destroy a crop in a matter of days. The only way to protect your crops is to use the most effective grasshopper killer. That's why you should use the new, improved grasshopper killer. It is the most powerful and most effective grasshopper killer ever made. It will kill every grasshopper in your field, and it will do it in a matter of days. It is the only grasshopper killer that is completely safe for your crops and your family. It is the only grasshopper killer that is completely safe for your crops and your family.

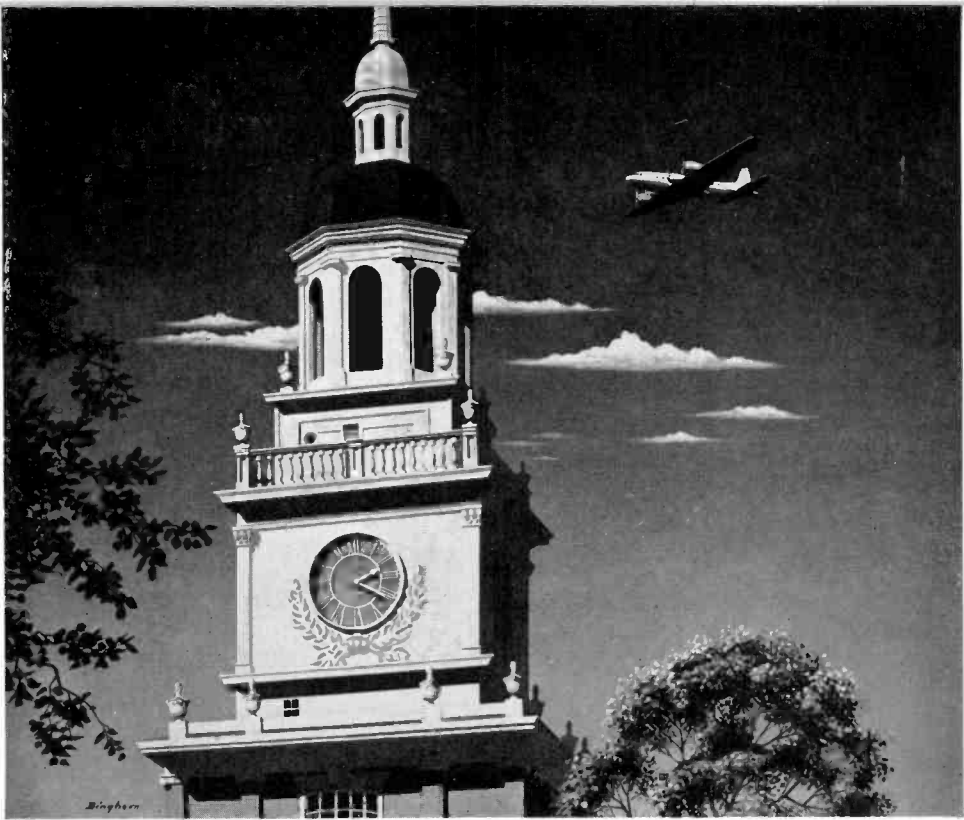




*America's Sense of Time*

It took a little more of the city of New York than it took of the city of London to build the great clock tower in New York City. The clock tower in London was built in 1366 and the clock tower in New York City was built in 1842. The clock tower in New York City is the only one in the world that has a clock face on each of its four sides. The clock tower in New York City is the only one in the world that has a clock face on each of its four sides. The clock tower in New York City is the only one in the world that has a clock face on each of its four sides.

THE AIRLINES OF THE UNITED STATES  
TRAVEL BY AIR IS THE BEST



112

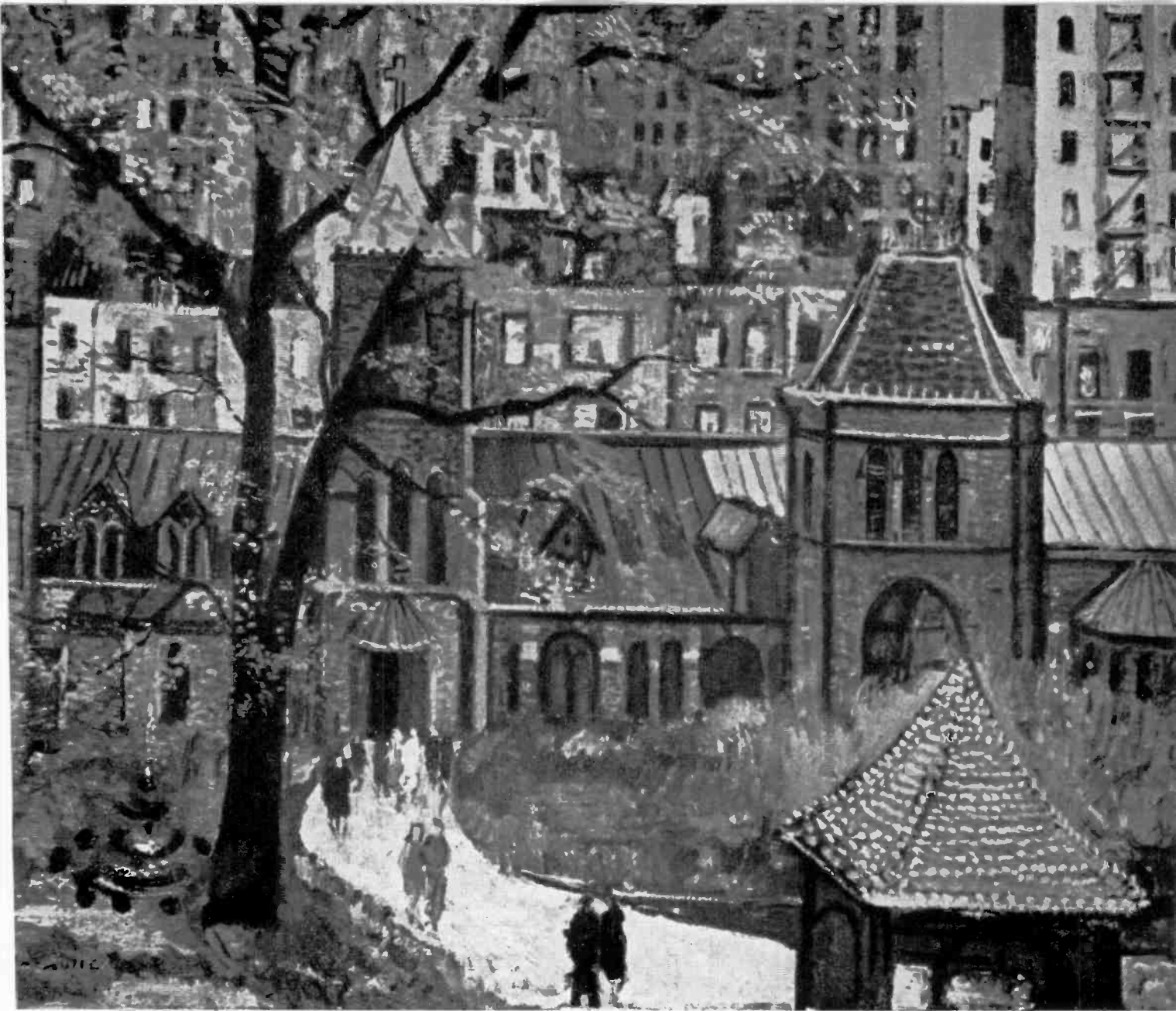
ARTIST **JAMES R. BINGHAM**  
ART DIRECTOR **EDWARD A. RODGERS**  
ADVERTISER **AIR TRANSPORT ASSOCIATION**  
AGENCY **ERWIN, WASEY & CO., INC.**

113

ARTIST **JOHN ATHERTON**  
ART DIRECTOR **ELWOOD ALLEN**  
ADVERTISER **CONTINENTAL DISTILLING CORP.**  
AGENCY **AL PAUL LEFTON CO., INC.**







114

ARTIST **BERNARD LAMOTTE**

DIRECTOR **PAUL W. DARROW**

ADVERTISER **DE BEERS CONSOLIDATED MINES LTD.**

AGENCY **N. W. AYER & SON, INC.**



*Call to fate*

... We will certainly and have done beyond the horizon in such low prices  
 that which we can get possible, perhaps. The reason why the definition is followed by this one  
 which contains the most fine and perfect and complete. These will also define the historical  
 records in the region around the birth the light of these first times of all the best, we will have to be

... We will certainly and have done beyond the horizon in such low prices that which we can get possible, perhaps. The reason why the definition is followed by this one which contains the most fine and perfect and complete. These will also define the historical records in the region around the birth the light of these first times of all the best, we will have to be

115

ARTIST **PETER HELCK**  
ART DIRECTOR **ROLLIN SMITH**  
ADVERTISER **MACK TRUCKS INC.**  
AGENCY **MCCANN-ERICKSON, INC.**



115 FURNACE 4x4 HD-6  
The Mack fire truck is built to last and has many uses. It is used for fire fighting, rescue, and general service. It has a full complement of fire fighting equipment, including ladders, hooks, and nozzles. It also has a spare tire and a first aid kit. The Mack fire truck is built to last and has many uses.





116

ARTIST **JAMES BINGHAM**  
 ART DIRECTOR **HARRY THOMPSON**  
 ADVERTISER **CONTINENTAL DISTILLING CORP.**  
 AGENCY **AL PAUL LEFTON CO., INC.**

117

ARTIST **DARL TURNBULL**  
 ART DIRECTOR **FRANCES OWEN**  
 ADVERTISER **MARSHALL FIELD & CO.**





118

ARTIST **EDWIN GEORGI** ★  
 ART DIRECTOR **LESTER RONDELL** ★  
 ADVERTISER **CONTINENTAL OIL COMPANY**  
 AGENCY **GEYER, CORNELL & NEWELL, INC.**

PART FOUR **STYLE, GLAMOUR**

**"There was never yet fair woman but she made mouths in a glass."—William Shakespeare**

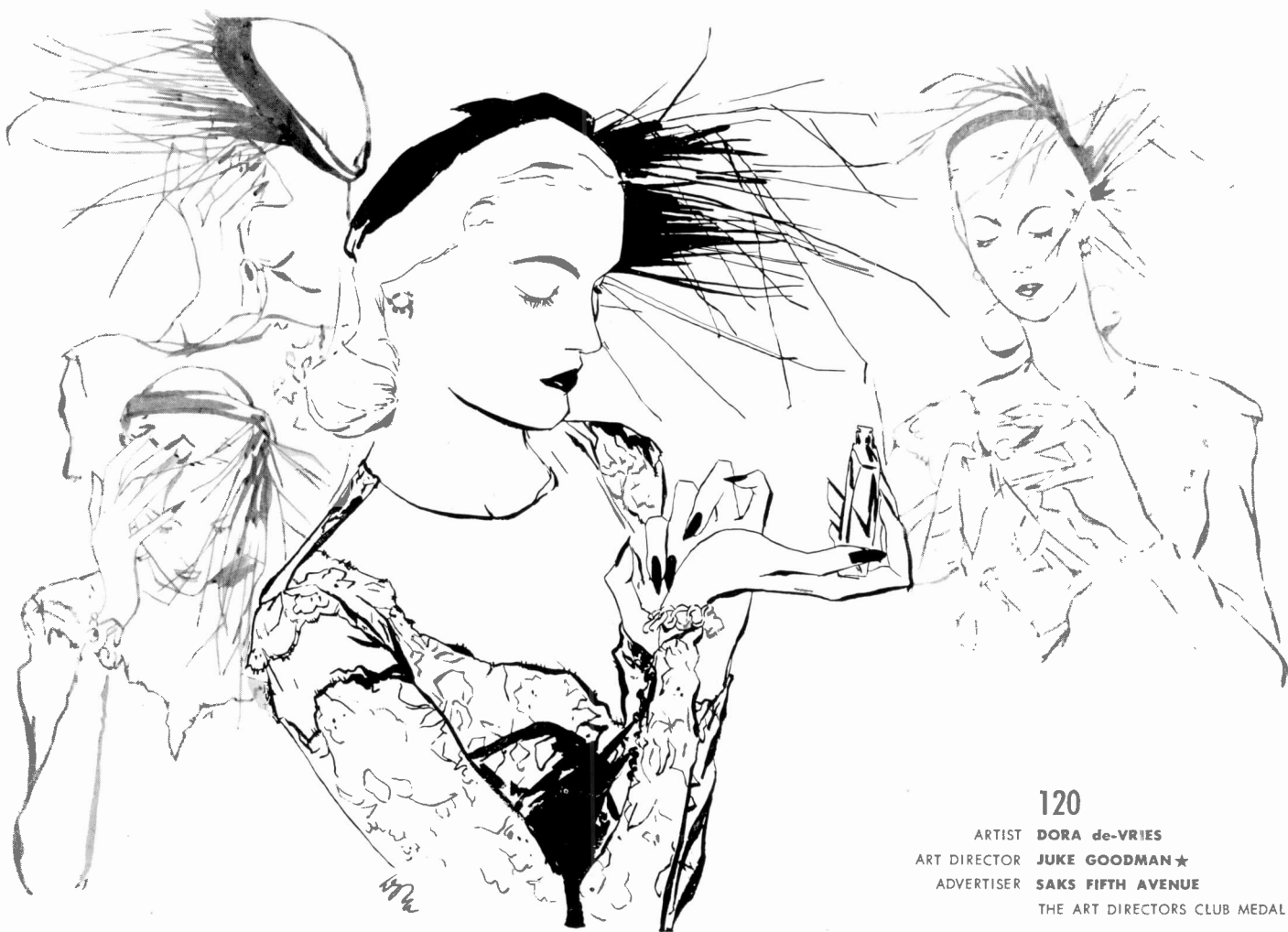
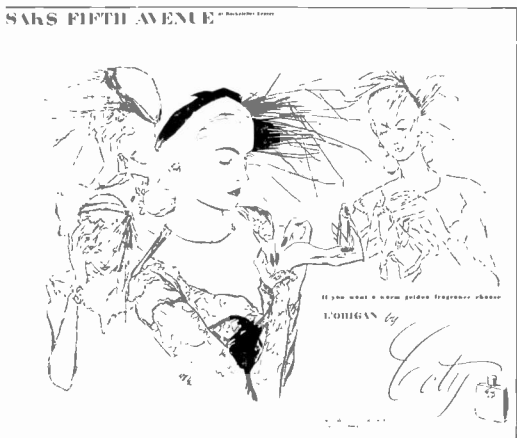


119

ARTIST **JOHN RAWLINGS**  
ART DIRECTOR **NORMAN J. PHELPS**  
ADVERTISER **CHEN YU**  
AGENCY **RUTHRAUFF & RYAN, INC.**  
THE ART DIRECTORS CLUB MEDAL



*For men with precious jewels*  
CHEN YU *long history and heritage*



120

ARTIST **DORA de-VRIES**  
ART DIRECTOR **JUKE GOODMAN** ★  
ADVERTISER **SAKS FIFTH AVENUE**  
THE ART DIRECTORS CLUB MEDAL



121

ARTIST **JACQUELINE E. LINDNER**  
 ART DIRECTOR **JUKE GOODMAN ★**  
 ADVERTISER **SAKS FIFTH AVENUE**  
 AWARD FOR DISTINCTIVE MERIT





122

ARTIST **JOFFE**

ART DIRECTOR **DANIEL W. KEEFE**

ADVERTISER **REVLON PRODUCTS**

AGENCY **McCANN-ERICKSON, INC.**

AWARD FOR DISTINCTIVE MERIT





123

ARTIST **GEORGE PLATT LYNES**  
 ART DIRECTOR **JUKE GOODMAN** ★  
 ADVERTISER **SAKS FIFTH AVENUE**

124

ARTIST **REN WICKS**  
 ART DIRECTOR **ROBERT FREEMAN**  
 ADVERTISER **COLE OF CALIFORNIA**  
 AGENCY **FOOTE, CONE & BELDING**



NEW GODDESS

Published in *Harper's* June  
 a feature exclusive to the  
 new fall of 1955 collection

**Cole**  
 OF CALIFORNIA  
 DIVISION

*Ren Wicks*



125

ARTIST **JOHN RAWLINGS**  
ART DIRECTOR **NORMAN J. PHELPS**  
ADVERTISER **CHEN YU**  
AGENCY **RUTHRAUFF & RYAN, INC.**

*Very Fine*  
Copyright © 1998 Ruthrauff & Ryan, Inc. All rights reserved. Photo: John Rawlings. Styling: Norman J. Phelps. Hair: [unreadable]. Makeup: [unreadable].  
*Chen Yu*



126

ARTIST **JOHN RAWLINGS**  
ART DIRECTOR **ROBERT GAGE**  
ADVERTISER **MALLINSON FABRICS CORP.**  
AGENCY **ABBOTT KIMBALL CO., INC.**



127

ARTIST JOHN LaGATTA  
ART DIRECTOR ALBERT B. SERWAZI  
ADVERTISER LAROS TEXTILES CO.  
AGENCY LEWIS & GILMAN

128

ARTIST DRAZ-M. F. AGHA ★  
ART DIRECTOR RALPH DADDIO ★  
ADVERTISER FRANKLIN SIMON





129

ARTIST **LILLIAN EGERTON**  
 ART DIRECTOR **ROBERT GAGE**  
 ADVERTISER **NEIMAN-MARCUS**  
 AGENCY **ABBOTT KIMBALL CO., INC.**



130

ARTIST **JOHN RAWLINGS**  
 ART DIRECTOR **FLEUR FENTON**  
 ADVERTISER **HARPER'S BAZAAR**  
 AGENCY **DORLAND INTERNATIONAL**





131

ARTIST **LAURA JEAN ALLEN**  
 ART DIRECTOR **TOM JARVIS ★**  
 ADVERTISER **PARFUMS WEIL PARIS CO.**  
 AGENCY **KELLY, NASON, INC.**



132

ARTIST **CARL ERICKSON**  
 ART DIRECTOR **BETTY GODFREY**  
 ADVERTISER **COTY INC.**  
 AGENCY **J. D. TARCHER & CO.**

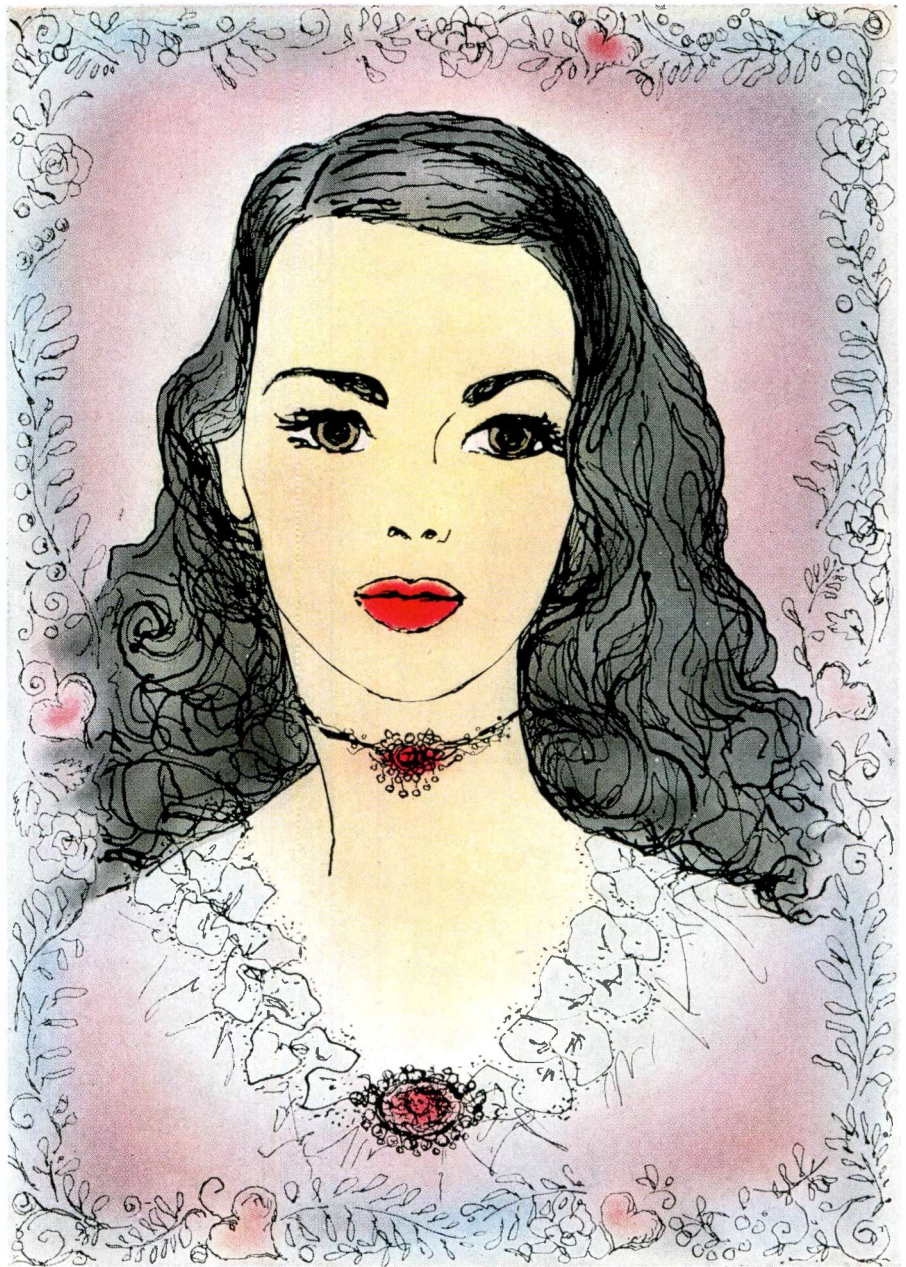


*Shirley Vandenberg La Vere*  
*in "Dramatic Jewel"*

...the most beautiful and most dramatic jewelry ever designed...  
...the most beautiful and most dramatic jewelry ever designed...  
...the most beautiful and most dramatic jewelry ever designed...

**133**

ARTIST SAUL BOLASNI  
ART DIRECTOR PAUL BERNADIER, JR. ★  
ADVERTISER LAMONT, CORLISS & CO.  
AGENCY J. WALTER THOMPSON CO.



**134**

ARTIST MARCEL VERTES  
ART DIRECTOR TED SANDLER  
ADVERTISER SCHIAPARELLI  
AGENCY LENNEN & MITCHELL, INC.

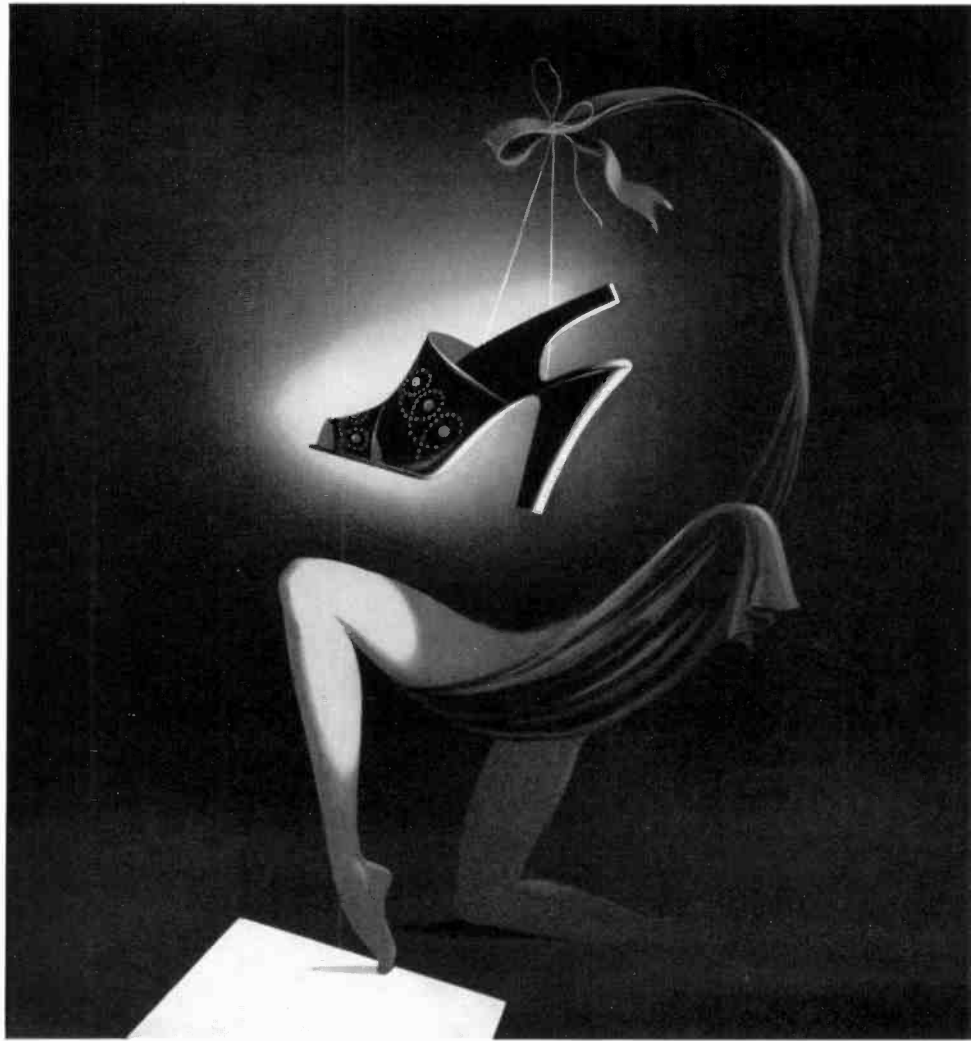






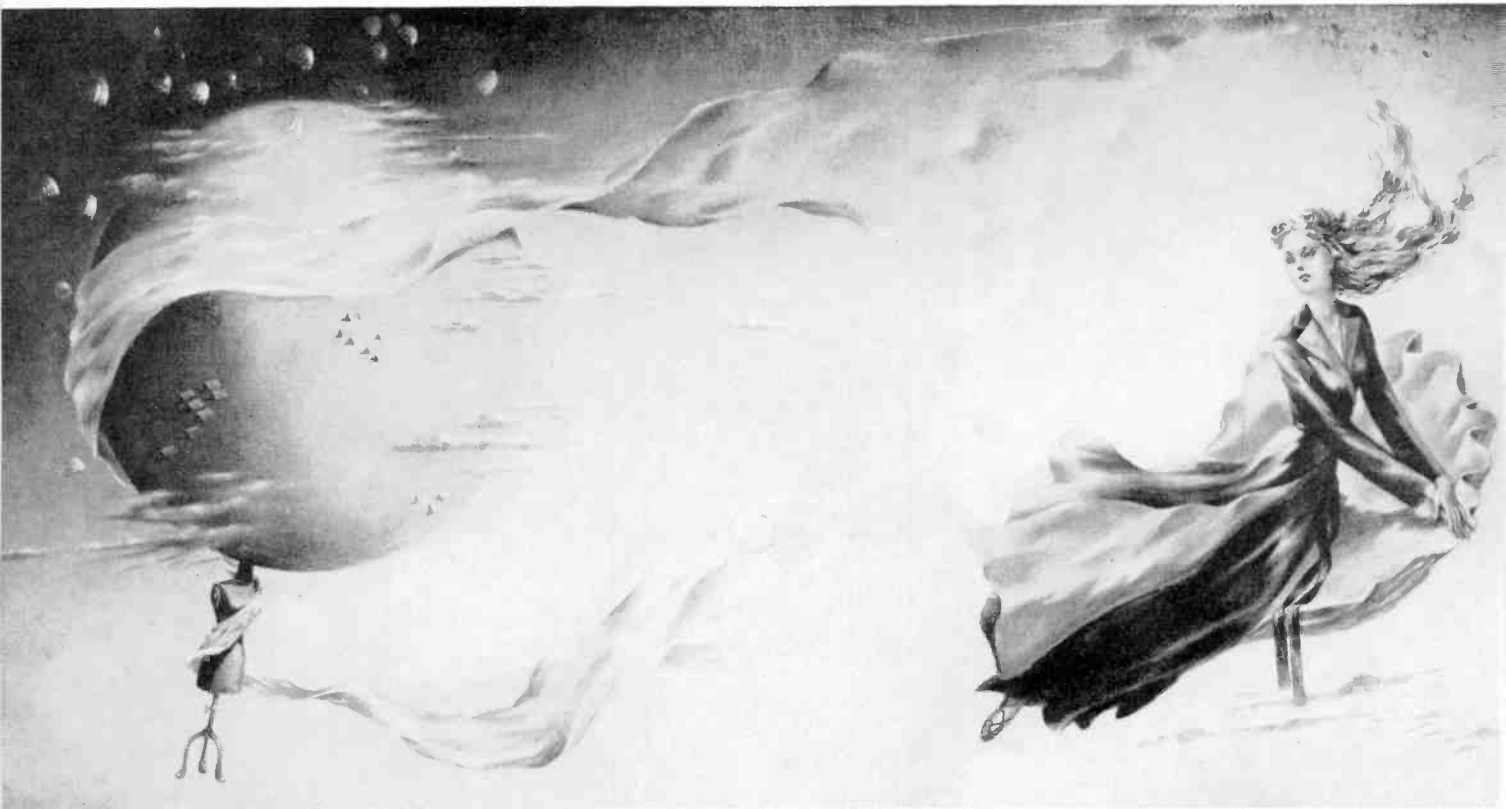
135

ARTIST **V. BOBRI**  
 ART DIRECTOR **V. BOBRI**  
 ADVERTISER **PALTER DeLISO**  
 AGENCY **ABBOTT KIMBALL CO., INC.**



136

ARTIST **IRWIN BLUMENFELD**  
 ART DIRECTOR **WALTER S. MAAS**  
 ADVERTISER **VAN CLEEF & ARPELS**  
 AGENCY **DORLAND INTERNATIONAL**



137

ARTIST **DOROTHEA TANNING**  
 ART DIRECTOR **HADUMODT BOSTELMANN**  
 ADVERTISER **TEXTRON INC.**  
 AGENCY **J. WALTER THOMPSON CO.**



*Our Flying Saucer String Production*



*Sim City Sleekness - for You*

TEXTRON

138

ARTIST **V. BOBRI**  
 ART DIRECTOR **PEIRCE JOHNSON ★**  
 ADVERTISER **AVON PRODUCTS INC.**  
 AGENCY **MONROE F. DREHER, INC.**

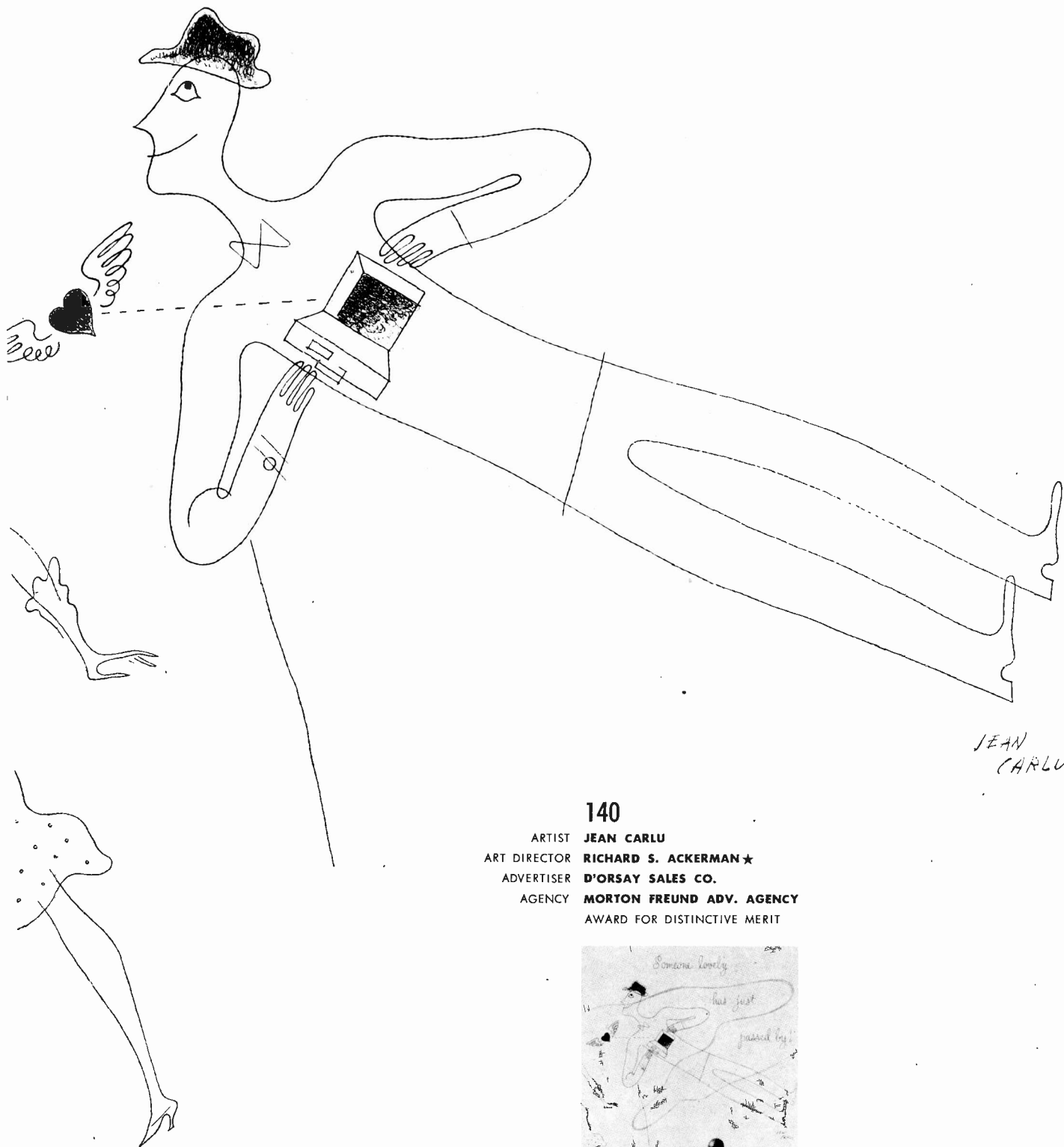


PART FIVE **HUMOR**

**"A laugh is worth a hundred groans in any market."— Charles Lamb**

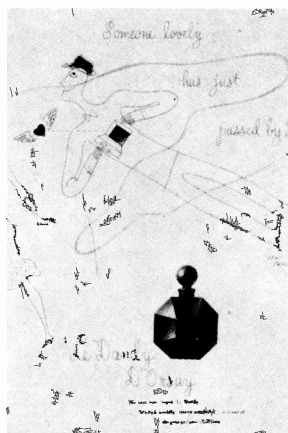
ARTIST **PETER ARNO**  
ART DIRECTOR **MacGREGOR ORMISTON**  
ADVERTISER **AMERICAN SAFETY RAZOR CORP.**  
AGENCY **FEDERAL ADVERTISING AGENCY, INC.**  
THE ART DIRECTORS CLUB MEDAL





140

ARTIST **JEAN CARLU**  
 ART DIRECTOR **RICHARD S. ACKERMAN ★**  
 ADVERTISER **D'ORSAY SALES CO.**  
 AGENCY **MORTON FREUND ADV. AGENCY**  
 AWARD FOR DISTINCTIVE MERIT





141

ARTIST **JOHN AVERILL**  
 ART DIRECTOR **DOUGLAS SMITH-JEROME B. LEVE**  
 ADVERTISER **PETER FOX BREWING CO.**  
 AGENCY **SCHWIMMER & SCOTT**



142

ARTIST **ELSIE**  
 ART DIRECTOR **JOSEPH GERING**  
 ADVERTISER **WYANDOTTE CHEMICALS CORP.**  
 AGENCY **N. W. AYER & SON, INC.**  
 AWARD FOR DISTINCTIVE MERIT

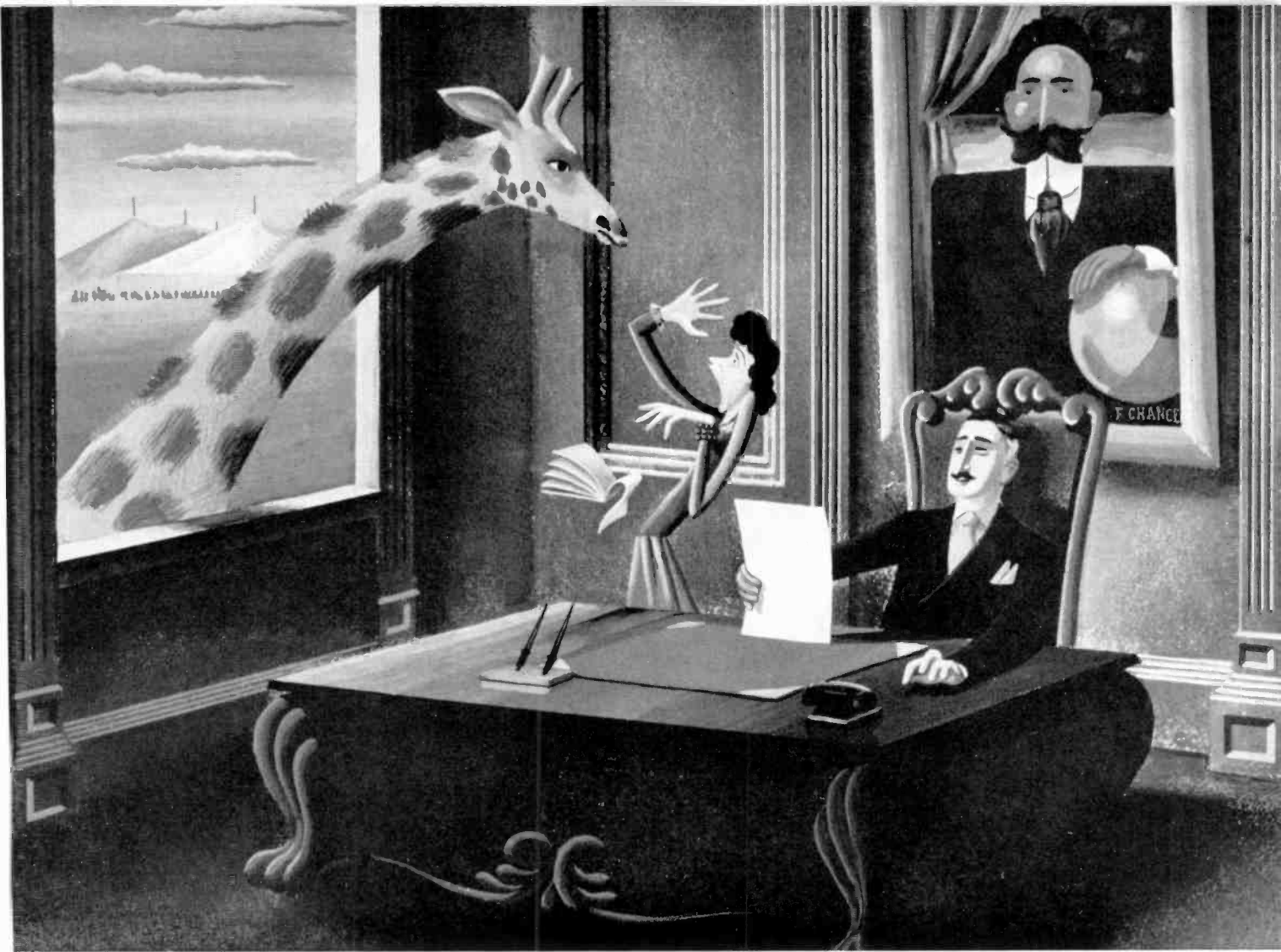


MOVE OVER, MICHELANGELO!

*[Small, illegible text block, likely a description or award notice.]*

**Wyandotte**





143

ARTIST **FRED CHANCE**  
 ART DIRECTOR **L. E. McGIVENA**  
 ADVERTISER **THE McBEE CO.**  
 AGENCY **L. E. McGIVENA & CO., INC.**  
 AWARD FOR DISTINCTIVE MERIT

"I still don't believe it," he said dramatically.

The man's expression was one of surprise as he looked at the giraffe. He had just received a letter from the McBee Co. and was sitting at his desk. The giraffe was leaning over the window, looking into the room. The man's name was F. Chance. The woman behind him was also looking at the giraffe. The scene was set in an office with a window showing a landscape with hills and clouds.

**THE McBEE COMPANY**  
 1000 ...



144

ARTIST **JOHN AVERILL**  
 ART DIRECTOR **DOUGLAS SMITH-JEROME B. LEVE**  
 ADVERTISER **PETER FOX BREWING CO.**  
 AGENCY **SCHWIMMER & SCOTT**

145

ARTIST **FRED CHANCE**  
 ART DIRECTOR **VICTOR TRASOFF** ★  
 ADVERTISER **STATION WCCO, COLUMBIA BROADCASTING SYSTEM**

Come into a huddle with Hall ...

For many years, the station has been a part of the lives of the people of Minneapolis. It has been a part of the lives of the people of the city since it was first established in 1924. It has been a part of the lives of the people of the city since it was first established in 1924. It has been a part of the lives of the people of the city since it was first established in 1924.

**WCCO**  
 MINNEAPOLIS ST. PAUL  
 5600 WYSE BLDG. 10

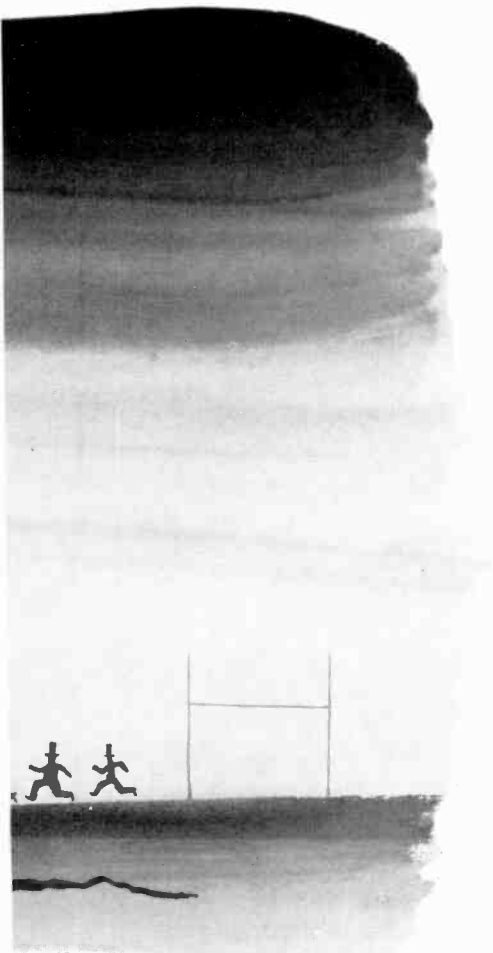
*Good Neighbor to the Northstar*



146

ARTIST **ROBERT GRECO**  
 ART DIRECTOR **IRVING B. LAZARUS**  
 ADVERTISER **INDUSTRIAL HARD CHROMIUM CO.**  
 AGENCY **WALTER J. GALLAGHER**



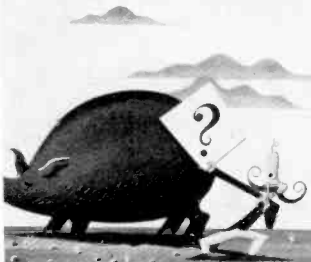


147

ARTIST **FRED CHANCE**  
 ART DIRECTOR **MARY FAULCONER SAALBURG**  
 ADVERTISER **MADEMOISELLE**  
 AGENCY **STREET & SMITH**



Which way does a pig's tail curl?



**WCCO** Color Mixer isn't even  
 the name of the new apartment  
 complex in Grand Rapids. It's  
 the name of the new popular  
 restaurant. It's the name of the  
 new... (The rest of the text is too small to read accurately.)

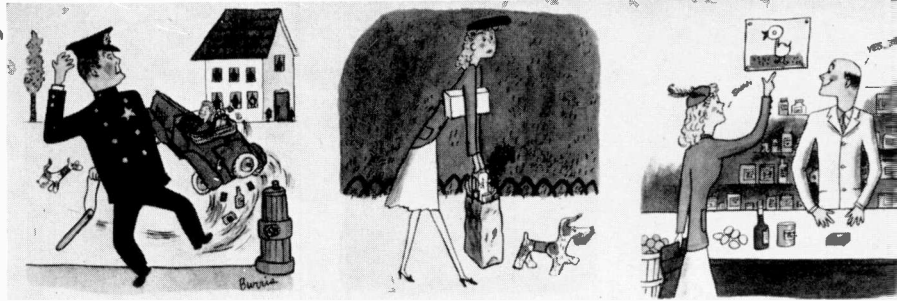


*Grand Rapids in the Northwest*

148

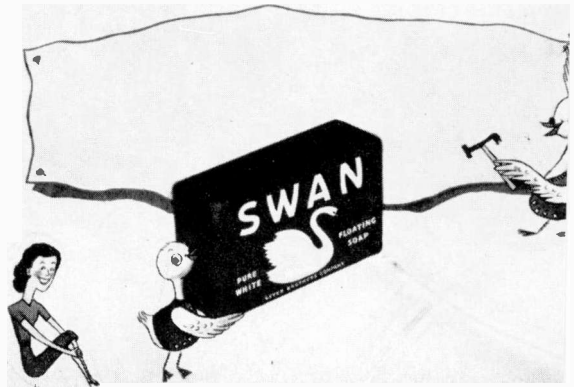
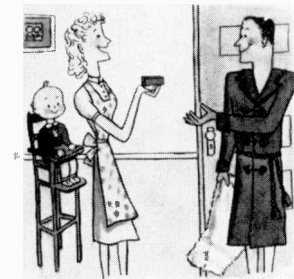
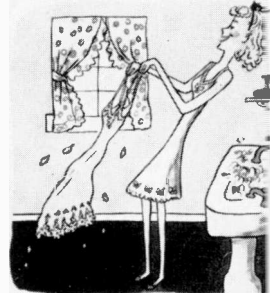
ARTIST **FRED CHANCE**  
 DIRECTOR **VICTOR TRASOFF ★**  
 ADVERTISER **STATION WCCO, COLUMBIA BROADCASTING SYSTEM**





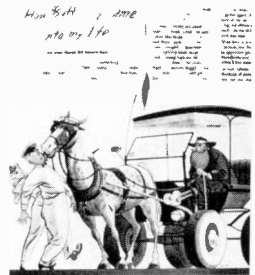
149

ARTIST **BURMAH BURRIS**  
 ART DIRECTOR **FRED S. SERGENIAN ★**  
 ADVERTISER **LEVER BROS. CO.**  
 AGENCY **YOUNG & RUBICAM, INC.**



150

ARTIST **BURMAH BURRIS**  
 ART DIRECTOR **JUKE GOODMAN ★**  
 ADVERTISER **SAKS FIFTH AVENUE**





151

ARTIST **INGA PRATT**  
 ART DIRECTOR **HOWARD K. RICHMOND**  
 ADVERTISER **BLOOMINGDALE'S**

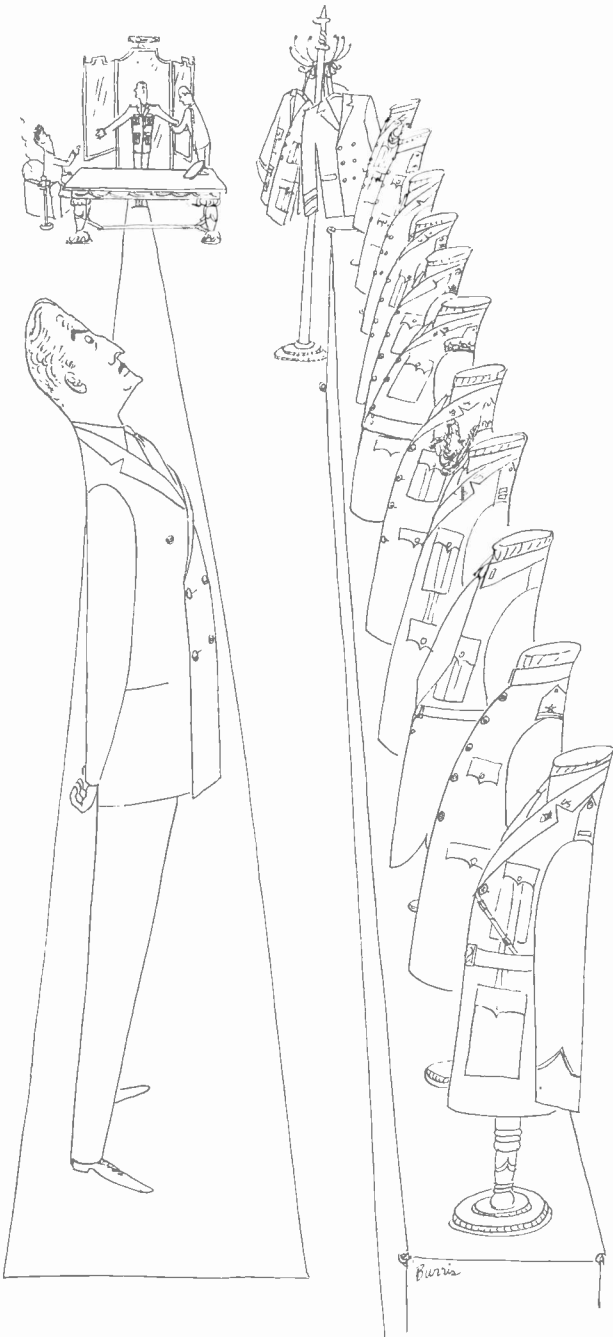
152

ARTIST **BILL TARA**  
 ART DIRECTOR **CHARLES F. PORTER**  
 ADVERTISER **UNION OIL CO. OF CALIFORNIA**  
 AGENCY **FOOTE, CONE & BELDING**



153

ARTIST BURMAH BURRIS  
 ART DIRECTOR JUKE GOODMAN ★  
 ADVERTISER SAKS FIFTH AVENUE



154

ARTIST A. HALPERT ★  
 ART DIRECTOR WALLACE COLE ★  
 ADVERTISER NEW DEPARTURE  
 AGENCY J. M. HICKERSON, INC.



This  
 is our  
 Mr. Marmosa

Marmosa is a small but very smart mouse. He is the only mouse in the world who can talk. He is the only mouse who can read. He is the only mouse who can write. He is the only mouse who can think. He is the only mouse who can feel. He is the only mouse who can love. He is the only mouse who can be a gentleman.

Mr. Marmosa is a small but very smart mouse. He is the only mouse in the world who can talk. He is the only mouse who can read. He is the only mouse who can write. He is the only mouse who can think. He is the only mouse who can feel. He is the only mouse who can love. He is the only mouse who can be a gentleman.

at Mr. Marmosa - who else but at  
**SAKS FIFTH AVENUE**  
 a Rodolphine

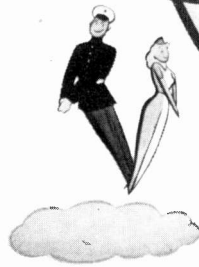
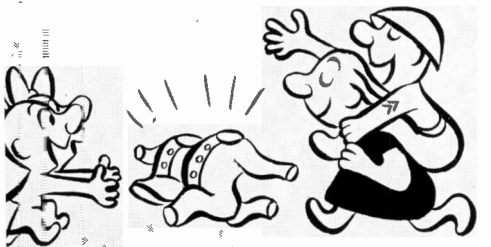
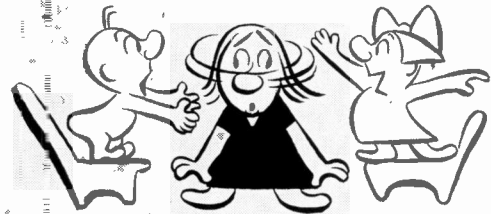
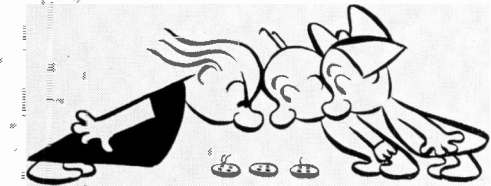
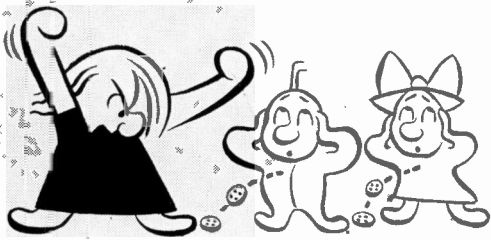
155

ARTIST **BILL TARA**  
ART DIRECTOR **CHARLES F. PORTER**  
ADVERTISER **UNION OIL CO. OF CALIFORNIA**  
AGENCY **FOOTE, CONE & BELDING**



156

ARTIST **DONALD CALHOUN**  
ART DIRECTOR **DANIEL W. KEEFE**  
ADVERTISER **SCOVILL MANUFACTURING CO.**  
AGENCY **MCCANN ERICKSON, INC.**



Mother, more you can't and can't

All our buttons on the floor

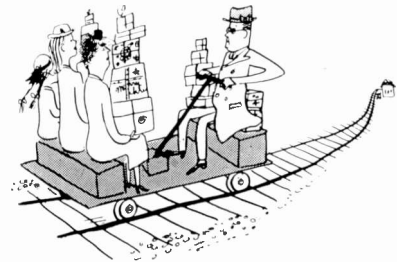
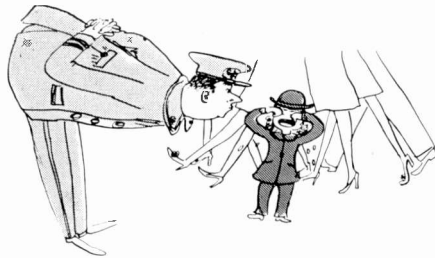
In bands, more bands around your neck

To help bring POP and GRIPPER back!

GRIPPER FASTENERS

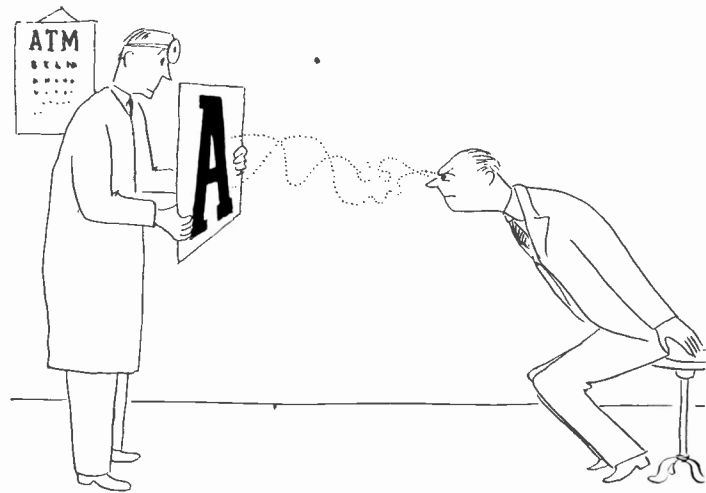
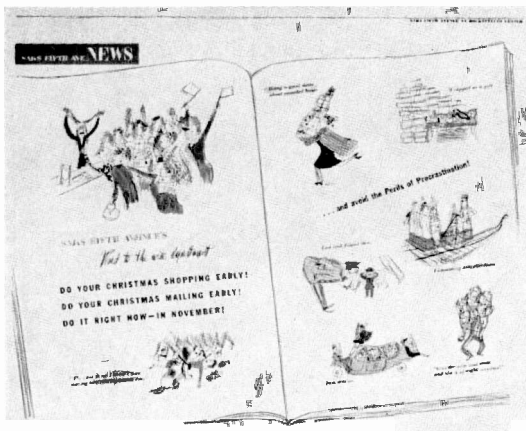
How I discovered that My is here

My is here



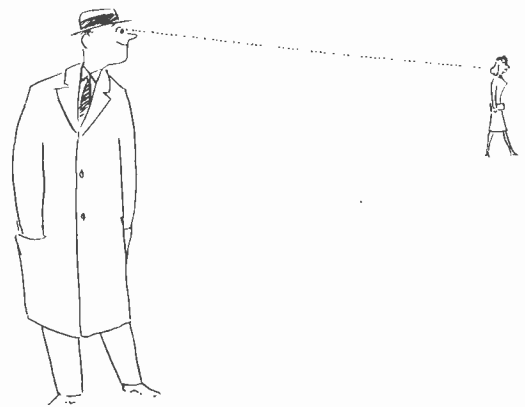
157

ARTIST **BURMAH BURRIS**  
 ART DIRECTOR **JUKE GOODMAN** ★  
 ADVERTISER **SAKS FIFTH AVENUE**



158

ARTIST **LEONARD LIONNI** ★  
 ART DIRECTOR **LEONARD LIONNI** ★  
 ADVERTISER **LADIES' HOME JOURNAL**  
 AGENCY **N. W. AYER & SON, INC.**



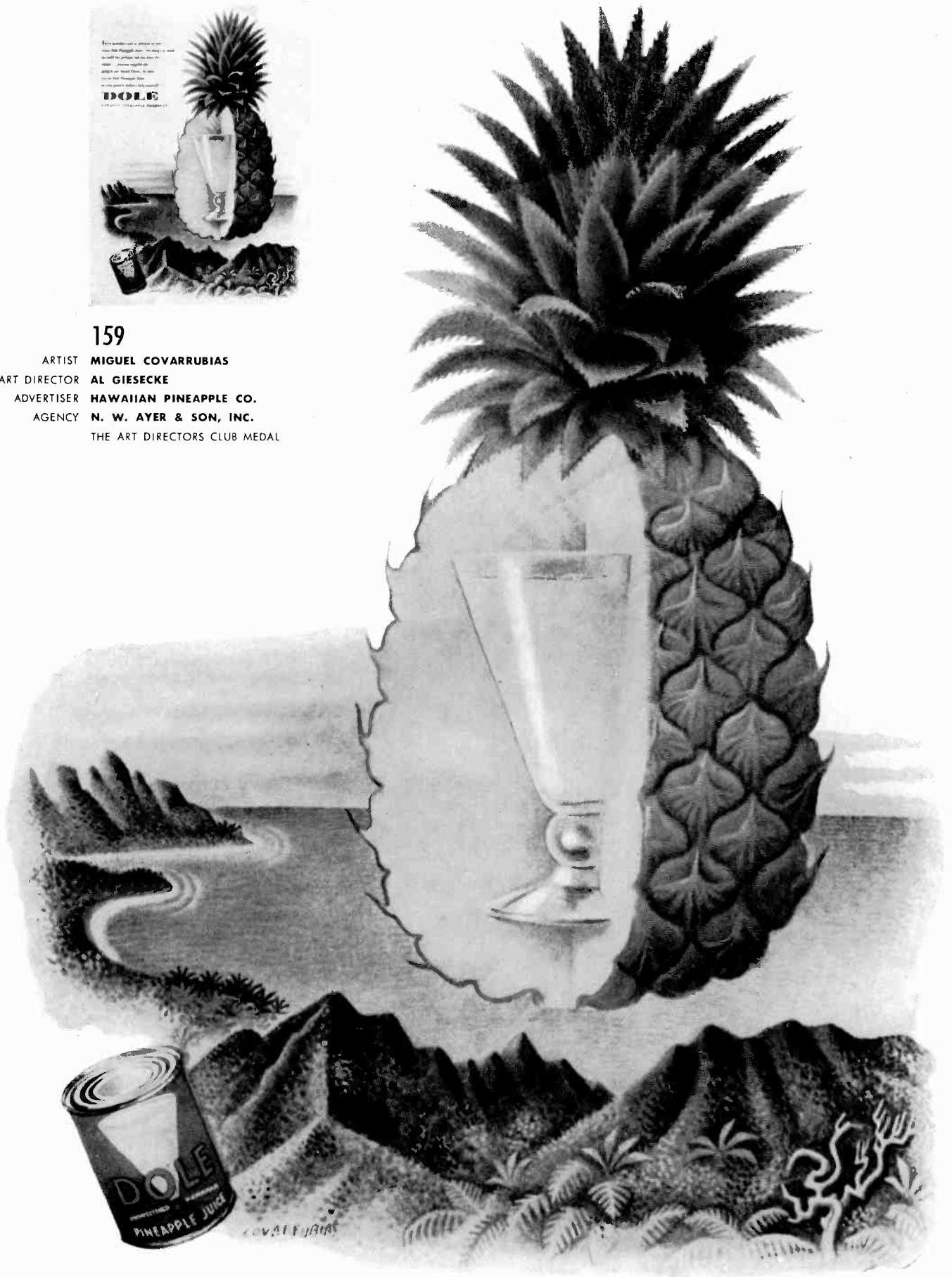
PART SIX **PRODUCT**

**"It is the glory and good of art that art remains the one  
way possible of speaking truth."— Robert Browning**



159

ARTIST **MIGUEL COVARRUBIAS**  
 ART DIRECTOR **AL GIESECKE**  
 ADVERTISER **HAWAIIAN PINEAPPLE CO.**  
 AGENCY **N. W. AYER & SON, INC.**  
 THE ART DIRECTORS CLUB MEDAL





1934-1935

AWARD FOR DISTINCTIVE MERIT



This is a tire in bloom

ARMED BROTHERS FOR AMERICAN SECURITY

It is today a fact of life that the world is a more dangerous place than it has ever been. The danger is not only in the hands of the few, but in the hands of the many. The danger is not only in the hands of the few, but in the hands of the many. The danger is not only in the hands of the few, but in the hands of the many.

It is today a fact of life that the world is a more dangerous place than it has ever been. The danger is not only in the hands of the few, but in the hands of the many. The danger is not only in the hands of the few, but in the hands of the many. The danger is not only in the hands of the few, but in the hands of the many.

It is today a fact of life that the world is a more dangerous place than it has ever been. The danger is not only in the hands of the few, but in the hands of the many. The danger is not only in the hands of the few, but in the hands of the many. The danger is not only in the hands of the few, but in the hands of the many.



160

ARTIST GRANCEL FRITZ  
ART DIRECTOR HOWARD HENRY  
ADVERTISER GOODYEAR TIRE AND RUBBER CO.  
AGENCY N. W. AYER & SON, INC.  
AWARD FOR DISTINCTIVE MERIT



161

ARTIST **CHARLES DIXON**  
 ART DIRECTOR **C. THOMAS MARTIN**  
 ADVERTISER **CLYFFSIDE BREWING COMPANY**  
 AGENCY **STOCKTON, WEST, BURKHART, INC.**  
 AWARD FOR DISTINCTIVE MERIT



**BRONZE MEDAL 1925 ST. LOUIS**  
 Bamberger's is the only place in the country where you can find this assortment of confectionery. Located in the heart of the city, it is the only place where you can find this assortment of confectionery. Located in the heart of the city, it is the only place where you can find this assortment of confectionery. Located in the heart of the city, it is the only place where you can find this assortment of confectionery.

162

ARTIST **SAMUEL TAPPER**  
 ART DIRECTOR **MORRIS ROSENBLUM ★ EDWARD TURANO**  
 ADVERTISER **L. BAMBERGER & CO.**  
 AWARD FOR DISTINCTIVE MERIT



An  
Aircraft Carrier

GOES BY RAIL

before it goes to sea



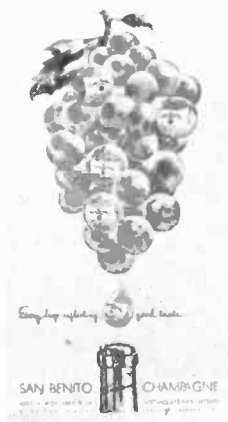
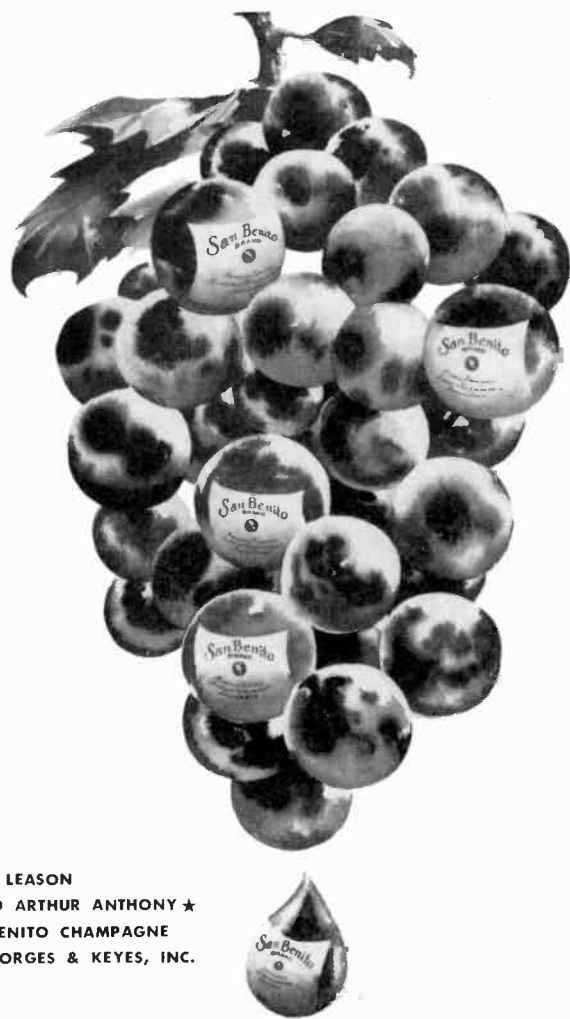
When warships are built, they are constructed in sections and shipped to the shipyard in sections. The shipyard then assembles the sections into a complete ship. The ship is then launched and fitted out. The ship is then ready for service.



Pennsylvania Railroad

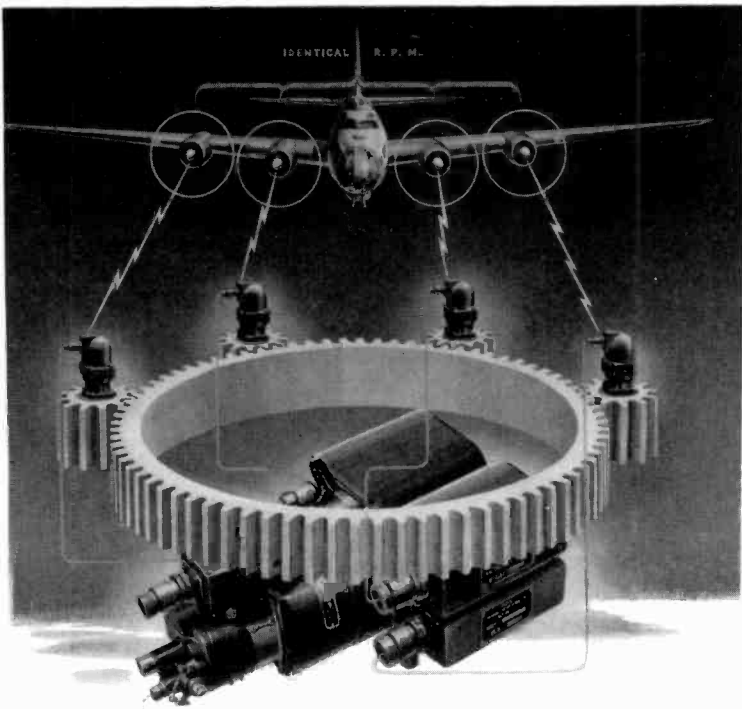
163

ARTIST **FRANK REILLY**  
 ART DIRECTOR **RUSSELL HILLIER**  
 ADVERTISER **PENNSYLVANIA RAILROAD**  
 AGENCY **AL PAUL LEFTON CO., INC.**



164

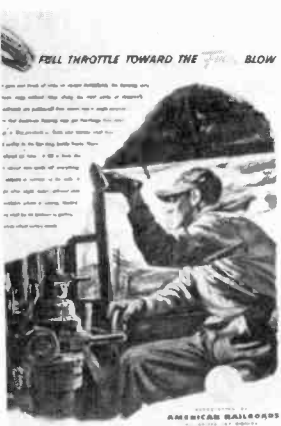
ARTIST **PERCY LEASON**  
 ART DIRECTOR **ALFRED ARTHUR ANTHONY ★**  
 ADVERTISER **SAN BENITO CHAMPAGNE**  
 AGENCY **ST. GEORGES & KEYES, INC.**



165

ARTIST **FRANK SOLTESZ**  
 ART DIRECTOR **S. ERMOYAN ★-E. C. HOFFMAN**  
 ADVERTISER **PROPELLER DIVISION, CURTISS WRIGHT**  
 AGENCY **BURKE DOWLING-ADAMS**

166  
 ARTIST **BEN STAHL**  
 ART DIRECTOR **CHARLES CHAPPELL**  
 ADVERTISER **ASSOCIATION OF AMERICAN RAILROADS**  
 AGENCY **ARTHUR KUDNER, INC.**



167

ARTIST **SIMON GRECO**  
ART DIRECTOR **SIMON GRECO**  
ADVERTISER **CATALIN CORP.**  
AGENCY **WALTER J. GALLAGHER**



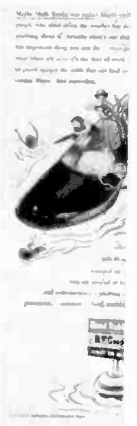
168

ARTIST **CHARLES E. HEINZERLING**  
ART DIRECTOR **GERALD LINK**  
ADVERTISER **KELLOGG CO.**  
AGENCY **KENYON & ECKHARDT, INC.**



Something the Lens Can't Catch

*"The Cereals are Great Fresh" - Hollywood*

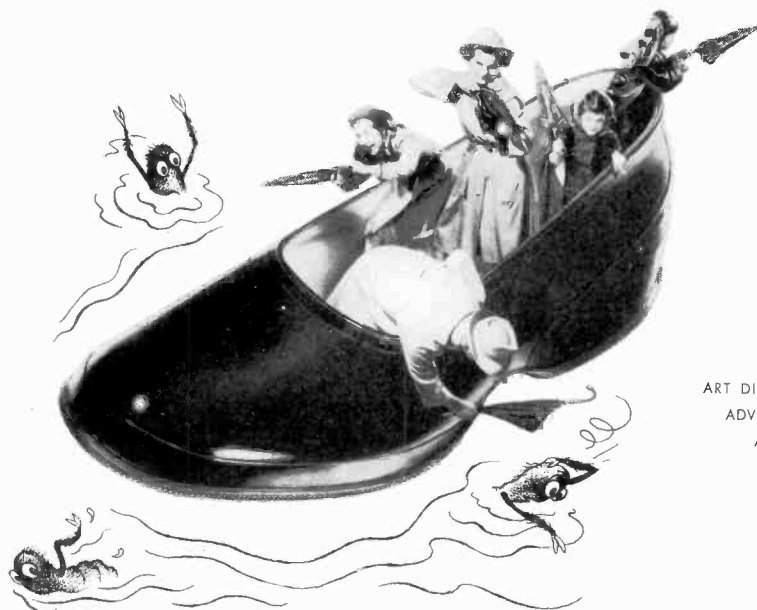




One reason Joe Smith's never late for supper

169

ARTIST **NICKOLAS MURAY** ★  
 ART DIRECTOR **DANIEL W. KEEFE**  
 ADVERTISER **NATIONAL BISCUIT CO.**  
 AGENCY **MCCANN-ERICKSON, INC.**



170

ARTIST **CPL. MICHAEL RAMUS**  
 ART DIRECTOR **HARVEY CUSHMAN**  
 ADVERTISER **HOOD RUBBER CO. DIV. OF B. F. GOODRICH**  
 AGENCY **MCCANN-ERICKSON, INC.**



171

ARTIST **ANTON BRUEHL**  
 ART DIRECTOR **FRANKLIN D. BAKER ★**  
 ADVERTISER **JOSEPH S. FINCH & CO.**  
 AGENCY **MCCANN-ERICKSON, INC.**

172

ARTIST **EMELIE DANIELSON**  
 ART DIRECTOR **TOM ROSS**  
 ADVERTISER **DUNCAN & MILLER GLASS CO.**  
 AGENCY **KETCHUM, MacLEOD & GROVE, INC.**



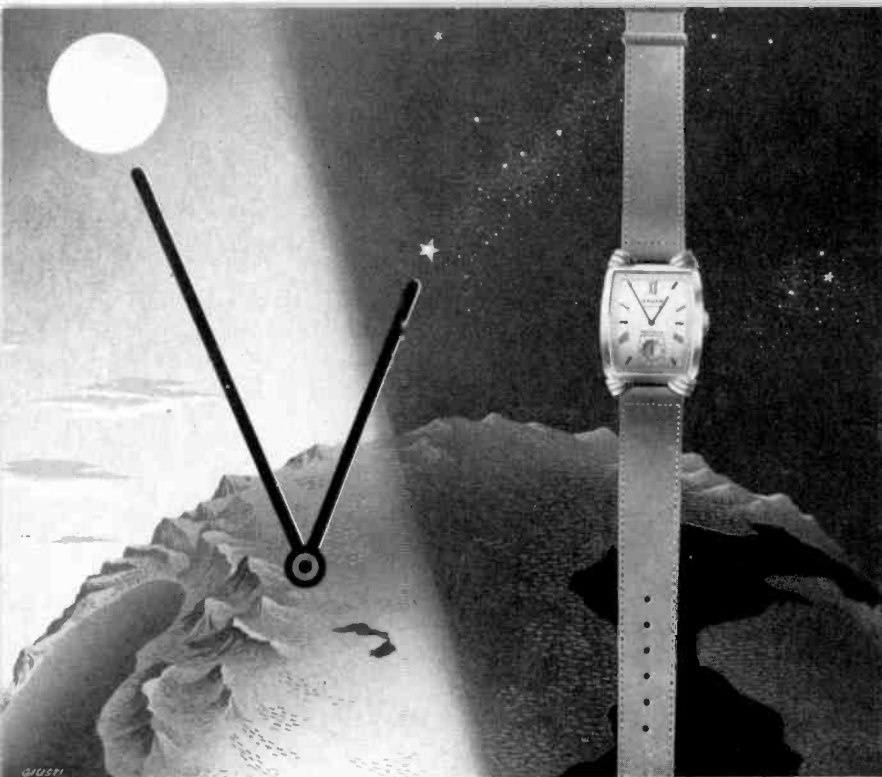




173

ARTIST **WILLIAM S. SCHWARTZ**  
 ART DIRECTOR **HAL JOHNS BENSON ★**  
 ADVERTISER **NIAGARA ALKALI CO.**  
 AGENCY **HAZARD ADVERTISING CO.**



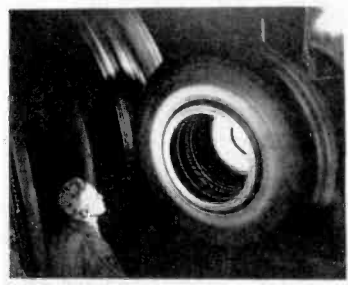


174

ARTIST **GEORGE GIUSTI**  
 ART DIRECTOR **DANIEL W. KEEFE**  
 ADVERTISER **GRUEN WATCH CO.**  
 AGENCY **McCANN-ERICKSON, INC.**

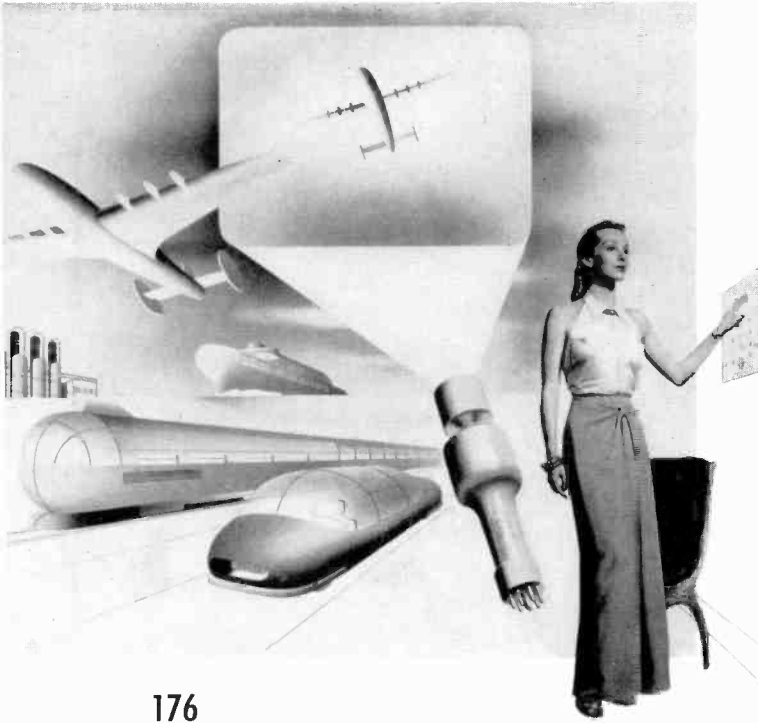
175

ARTIST **ANTON BRUEHL**  
 ART DIRECTOR **HOWARD HENRY**  
 ADVERTISER **GOODYEAR TIRE AND RUBBER CO.**  
 AGENCY **N. W. AYER & SON, INC.**



**He's watching a big bomber stop**

**GOODYEAR**



176

ARTIST **GEORGE GIUSTI-VICTOR KEPPLER**  
 ART DIRECTOR **JACK FROST**  
 ADVERTISER **BENDIX AVIATION CORP.**  
 AGENCY **MacMANUS JOHN & ADAMS, INC.**

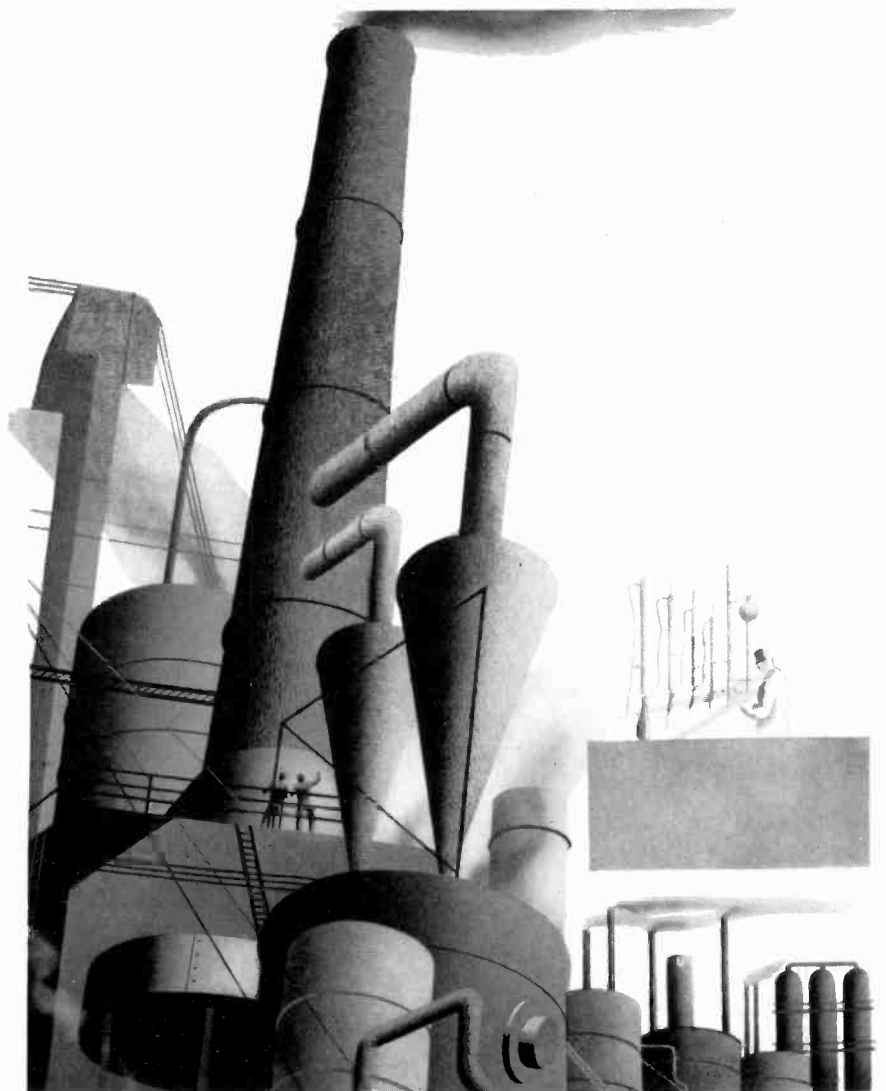


178

ARTIST **GEORGE KUMMER**  
 ART DIRECTOR **GEORGE KUMMER**  
 ADVERTISER **E. R. SQUIBB & SONS**  
 AGENCY **WILLIAM DOUGLAS McADAMS**

177

ARTIST **GEORGE GIUSTI**  
 ART DIRECTOR **KURT PLOWITZ**  
 ADVERTISER **PUBLICKER COMMERCIAL ALCOHOL CO.**  
 AGENCY **AL PAUL LEFTON CO., INC.**





179

ARTIST ANTON BRUEHL-CARL WILSON  
 ART DIRECTOR ARTHUR HAWKINS, JR. ★  
 ADVERTISER WELLINGTON SEARS CO.  
 AGENCY ALLEY & RICHARDS CO.



*Sure sign of Spring*

There is no better time to give a gift than now. The gift of a beautiful towel is a gift that will be appreciated for years to come. The towels in this collection are made of the finest quality cotton and are available in a variety of colors and patterns. They are perfect for the home or as a gift for a friend. The towels are available in a variety of sizes and are perfect for the home or as a gift for a friend.

*Wells*



180

ARTIST **JAN BALET-M. F. AGHA** ★  
ART DIRECTOR **RALPH DADDIO** ★  
ADVERTISER **FRANKLIN SIMON**



181

ARTIST **FREDERICK BAKER**  
ART DIRECTOR **HELEN BERFULL**  
ADVERTISER **GOLD SEAL IMPORTERS**  
AGENCY **ABBOTT KIMBALL CO., INC.**





**DOWICIDE**



**182**

ARTIST **EDWARD A. WILSON**  
 ART DIRECTOR **JACK FROST-ARMIN SEIFFERT**  
 ADVERTISER **THE DOW CHEMICAL CO.**  
 AGENCY **MacMANUS JOHN & ADAMS, INC.**



**183**

ARTIST **BAKER (VOGUE STUDIOS)**  
 ART DIRECTOR **W. B. GOLOVIN ★**  
 ADVERTISER **HENRY GLASS & CO.**  
 AGENCY **WILLARD B. GOLOVIN CO.**



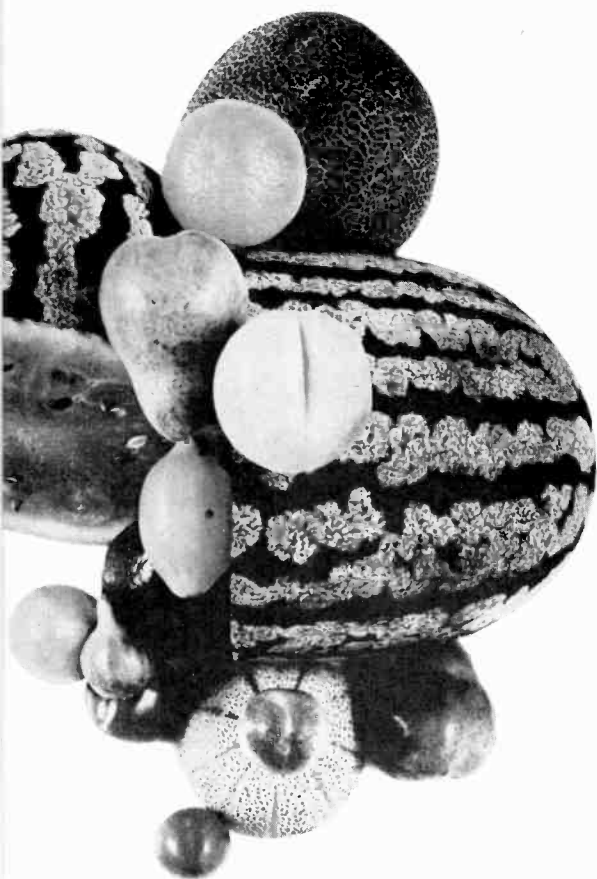
PART SEVEN **EDITORIAL ART**

**"Dost thou love pictures?"—William Shakespeare**



184

ARTIST **AL PARKER**  
ART DIRECTOR **FRANK ELTONHEAD**  
PUBLICATION **LADIES' HOME JOURNAL**  
PUBLISHER **THE CURTIS PUBLISHING CO.**  
THE ART DIRECTORS CLUB MEDAL



185

ARTIST **IRVING PENN**  
ART DIRECTOR **WOLF FEILER**  
PUBLICATION **HOUSE & GARDEN**  
PUBLISHER **CONDE NAST PUBLICATIONS INC.**



186

ARTIST U. S. ARMY SIGNAL CORPS  
ART DIRECTOR ALEXANDER LIBERMAN ★  
PUBLICATION VOGUE MAGAZINE  
PUBLISHER CONDE NAST PUBLICATIONS INC.  
THE ART DIRECTORS CLUB MEDAL





187

ARTIST **JAN BALET**  
 ART DIRECTOR **WOLF FEILER**  
 PUBLICATION **HOUSE & GARDEN**  
 PUBLISHER **CONDE NAST PUBLICATIONS INC.**  
 AWARD FOR DISTINCTIVE MERIT

188

ARTIST **JOE KAUFMAN**  
 ART DIRECTOR **EDWIN EBERMAN ★**  
 PUBLICATION **LOOK**  
 PUBLISHER **COWLES MAGAZINES, INC.**



189

ARTIST **LUCIEN AIGNER**  
ART DIRECTOR **EDWIN EBERMAN** ★  
PUBLICATION **LOOK**  
PUBLISHER **COWLES MAGAZINES, INC.**  
AWARD FOR DISTINCTIVE MERIT





190

ARTIST **ALEX ROSS**  
ART DIRECTOR **BUDD HEMMICK**  
PUBLICATION **GOOD HOUSEKEEPING MAGAZINE**  
PUBLISHER **HEARST MAGAZINES INC.**



191

ARTIST **RAY PROHASKA**  
ART DIRECTOR **BUDD HEMMICK**  
PUBLICATION **GOOD HOUSEKEEPING MAGAZINE**  
PUBLISHER **HEARST MAGAZINES INC.**

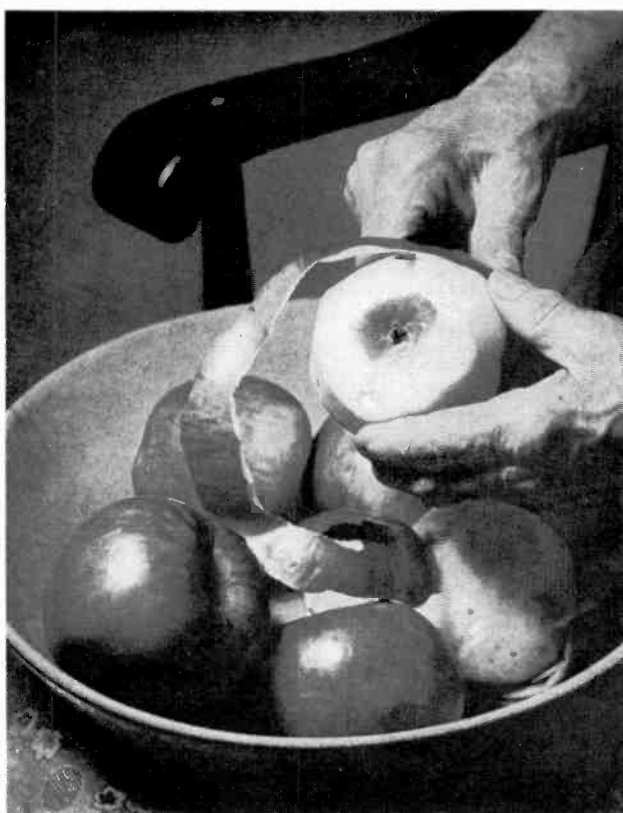


192

ARTIST **HARRY ANDERSON**  
ART DIRECTOR **BUDD HEMMICK**  
PUBLICATION **GOOD HOUSEKEEPING MAGAZINE**  
PUBLISHER **HEARST MAGAZINES INC.**

193

ARTIST **H. I. WILLIAMS**  
 ART DIRECTOR **BUDD HEMMICK**  
 PUBLICATION **GOOD HOUSEKEEPING MAGAZINE**  
 PUBLISHER **HEARST MAGAZINES INC.**



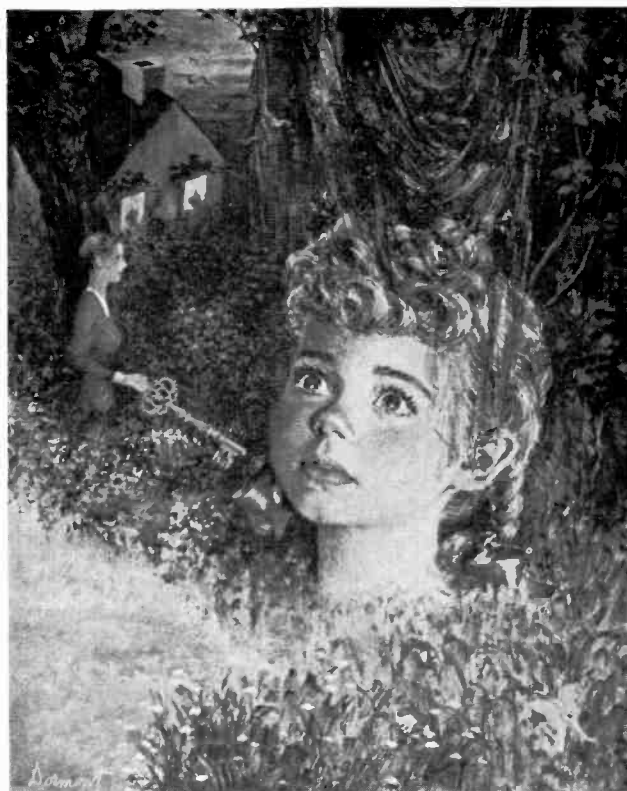
194

ARTIST **ROBERT PHILIPP**  
 ART DIRECTOR **BUDD HEMMICK**  
 PUBLICATION **GOOD HOUSEKEEPING MAGAZINE**  
 PUBLISHER **HEARST MAGAZINES INC.**



195

ARTIST **PHIL DORMONT**  
 ART DIRECTOR **BUDD HEMMICK**  
 PUBLICATION **GOOD HOUSEKEEPING MAGAZINE**  
 PUBLISHER **HEARST MAGAZINES INC.**





**196**

ARTIST **GEORGES SCHREIBER**  
 ART DIRECTOR **BRADBURY THOMPSON ★**  
 PUBLICATION **WEST VIRGINIA PULP & PAPER CO.**  
 PUBLISHER **ROGERS-KELLOGG-STILLSON, INC.**

**197**

ARTIST **DUNCAN CAMPBELL**  
 ART DIRECTOR **ERIK NITSCHÉ**  
 PUBLICATION **AIR TECH**  
 PUBLISHER **PHILLIP ANDREWS PUBLISHING CO.**

**198**

ARTIST **DOUGLASS CROCKWELL**  
 ART DIRECTOR **JOHN FUNK**  
 PUBLICATION **COUNTRY GENTLEMAN**  
 PUBLISHER **THE CURTIS PUBLISHING CO.**



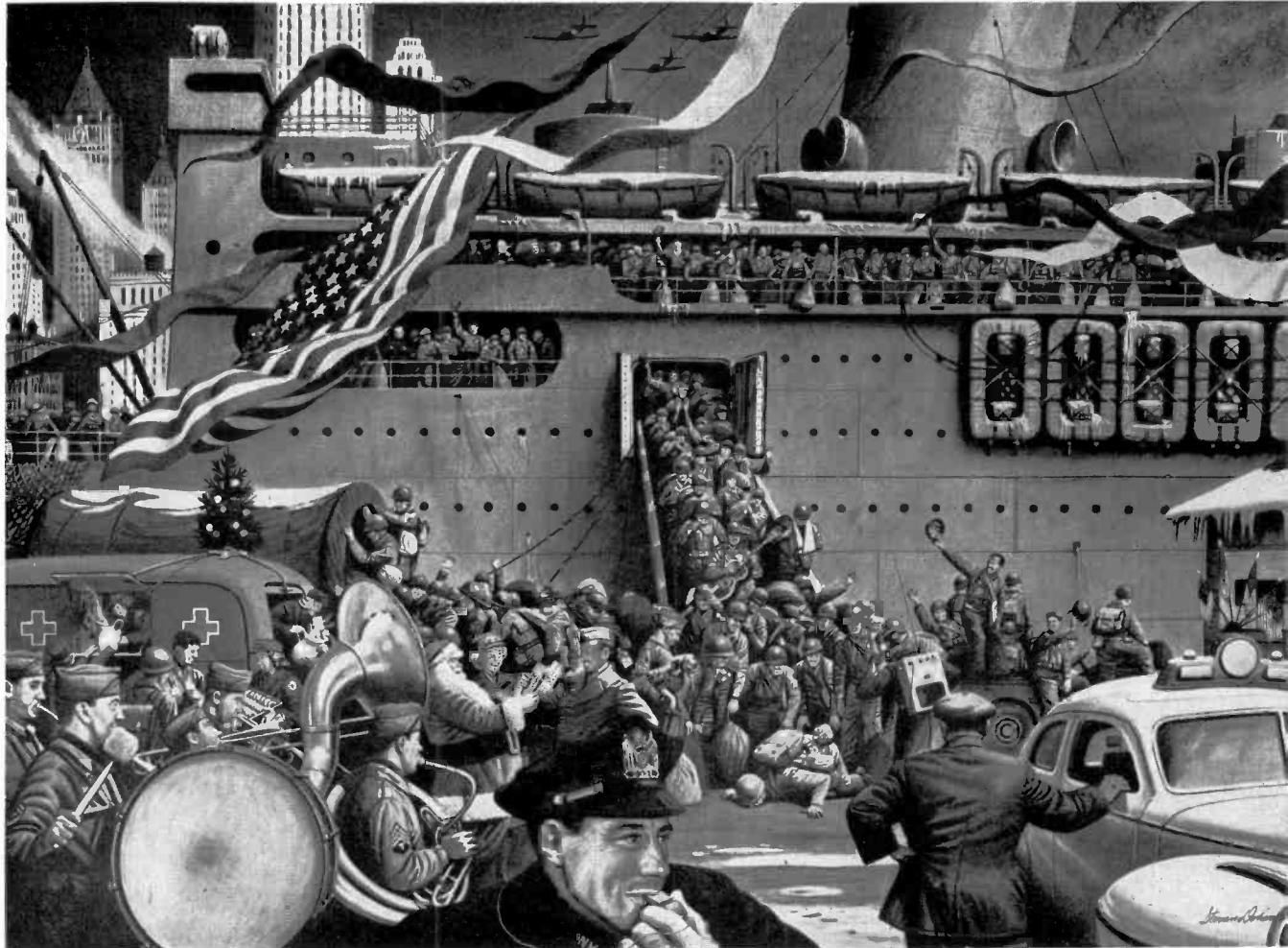


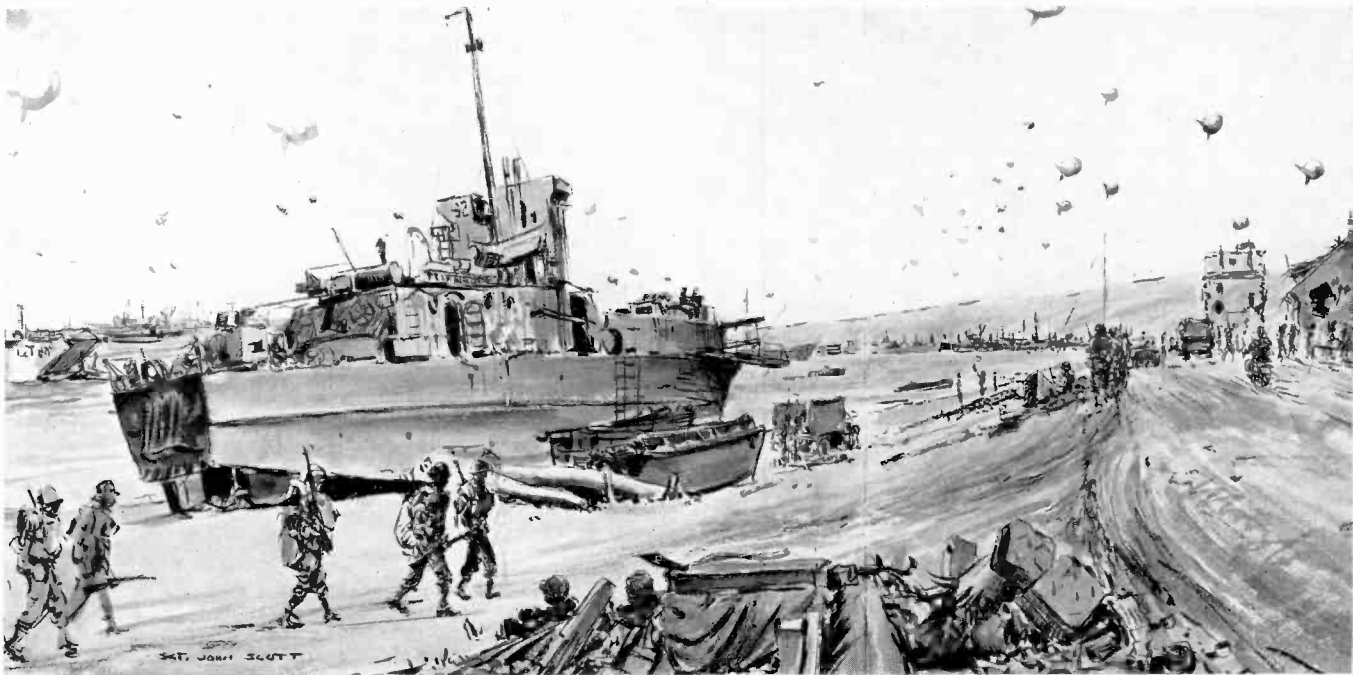
199

ARTIST **FREDERICK SIEBEL**  
 ART DIRECTOR **SPENCE WILDEY**  
 PUBLICATION **WOMAN'S HOME COMPANION**  
 PUBLISHER **CROWELL-COLLIER PUBLISHING CO.**

200

ARTIST **STEVAN DOHANOS**  
 ART DIRECTOR **TONY PALAZZO ★**  
 PUBLICATION **ESQUIRE**  
 PUBLISHER **ESQUIRE, INC.**





202

ARTIST GENE FENN

ART DIRECTOR ALEXEY BRODOVITCH

PUBLICATION HARPER'S BAZAAR

PUBLISHER HEARST MAGAZINES INC.

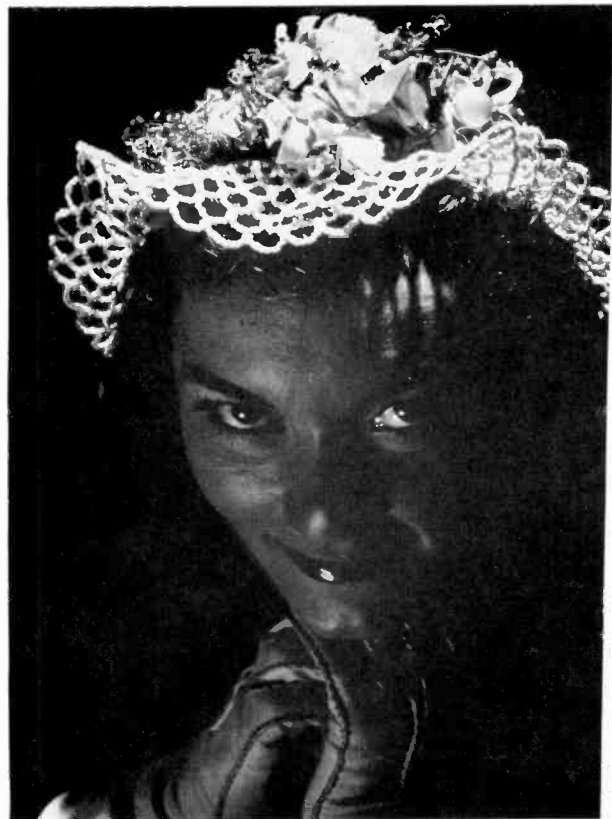
203

ARTIST MARIAN L. STEPHENSON-FLORIAN de NARDE

ART DIRECTOR ULRICH CALVOSA

PUBLICATION COLLIER'S

PUBLISHER CROWELL-COLLIER PUBLISHING CO.





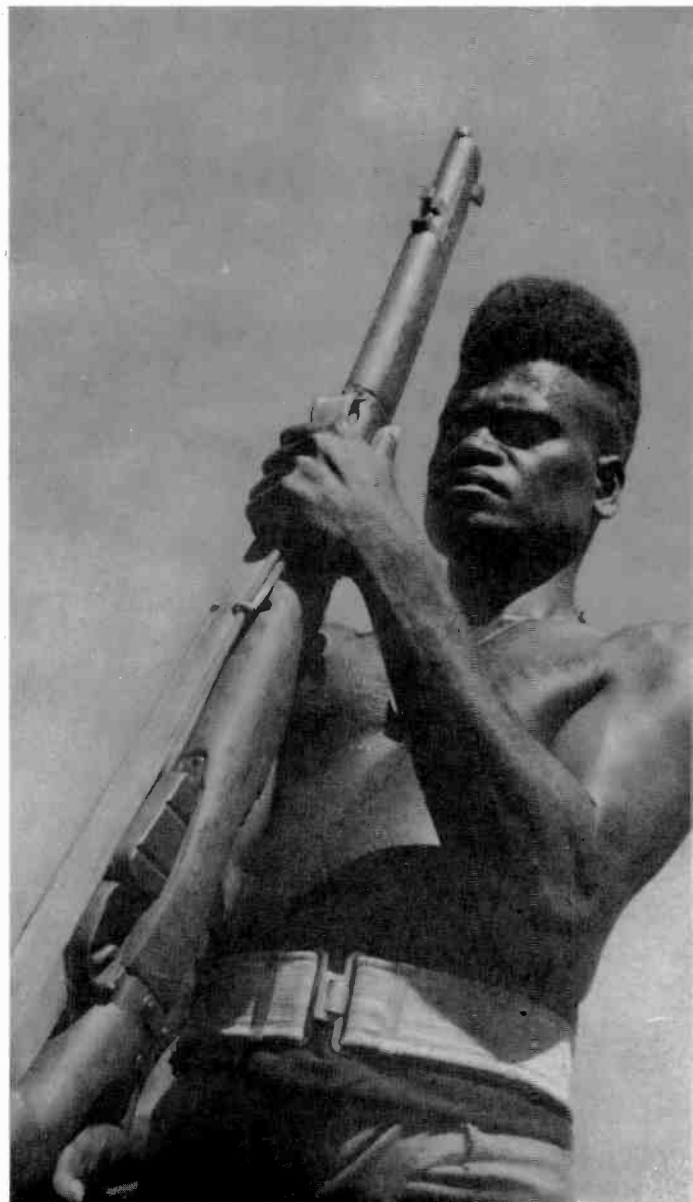
201

ARTIST **SGT. JOHN SCOTT**  
 ART DIRECTOR **SGT. ARTHUR WEITHAS ★-SGT. NELSON GRUPPO**  
 PUBLICATION **YANK, THE ARMY WEEKLY**  
 PUBLISHER **YANK, THE ARMY WEEKLY**



205

ARTIST **SGT. DICK HANLEY**  
 ART DIRECTOR **SGT. ARTHUR WEITHAS ★-SGT. WILLIAM FRAZER**  
 PUBLICATION **YANK, THE ARMY WEEKLY**  
 PUBLISHER **YANK, THE ARMY WEEKLY**



204

ARTIST **PLUCER**  
 ART DIRECTOR **WILHELA CUSHMAN**  
 PUBLICATION **LADIES' HOME JOURNAL**  
 PUBLISHER **THE CURTIS PUBLISHING CO.**





**207**

ARTIST **IRVING PENN**  
 ART DIRECTOR **ALEXANDER LIBERMAN** ★  
 PUBLICATION **VOGUE MAGAZINE**  
 PUBLISHER **CONDE NAST PUBLICATIONS INC.**



**206**

ARTIST **WALTER C. KLETT**  
 ART DIRECTOR **WILLIAM O. CHESSMAN**  
 PUBLICATION **COLLIER'S**  
 PUBLISHER **CROWELL-COLLIER PUBLISHING CO.**



**208**

ARTIST **FRED CHANCE**  
 ART DIRECTOR **MARY FAULCONER SAALBURG**  
 PUBLICATION **MADMOISELLE**  
 PUBLISHER **STREET & SMITH**



209

ARTIST SGT. GEORGE BAKER-SGT. FRANK BRANDT  
 ART DIRECTOR SGT. ARTHUR WEITHAS ★-SGT. FRANK BRANDT  
 PUBLICATION YANK, THE ARMY WEEKLY  
 PUBLISHER YANK, THE ARMY WEEKLY

210

ARTIST ERWIN BLUMENFELD  
 ART DIRECTOR ALEXANDER LIBERMAN ★  
 PUBLICATION VOGUE MAGAZINE  
 PUBLISHER CONDE NAST PUBLICATIONS INC.

211

ARTIST ALEXANDER BROOK  
 ART DIRECTOR KIRK C. WILKINSON ★  
 PUBLICATION WOMAN'S DAY





212

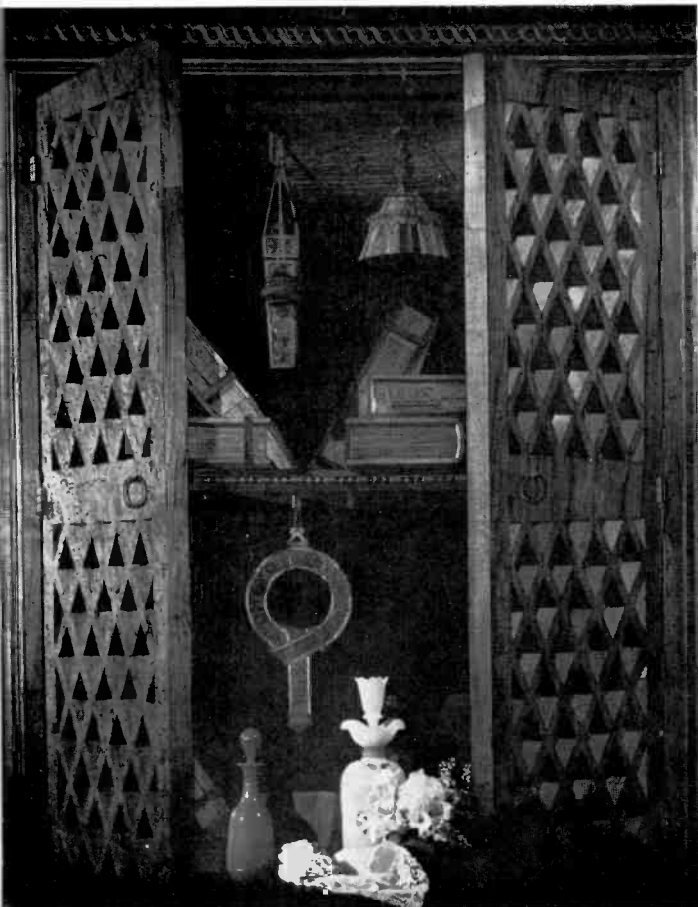
ARTIST **WILLIAM BOLIN**  
 ART DIRECTOR **KIRK C. WILKINSON** ★  
 PUBLICATION **WOMAN'S DAY**

213

ARTIST **GENE FENN**  
 ART DIRECTOR **ALEXEY BRODOVITCH**  
 PUBLICATION **HARPER'S BAZAAR**  
 PUBLISHER **HEARST MAGAZINES INC.**

214

ARTIST **ANTON BRUEHL**  
 ART DIRECTOR **WOLF FEILER**  
 PUBLICATION **HOUSE & GARDEN**  
 PUBLISHER **CONDE NAST PUBLICATIONS INC.**





**215**

ARTIST **RUBIN**  
 ART DIRECTOR **PETER PIENING**  
 PUBLICATION **FORTUNE**  
 PUBLISHER **TIME INCORPORATED**



**216**

ARTIST **PEATTY**  
 ART DIRECTOR **PETER PIENING**  
 PUBLICATION **FORTUNE**  
 PUBLISHER **TIME INCORPORATED**

**217**

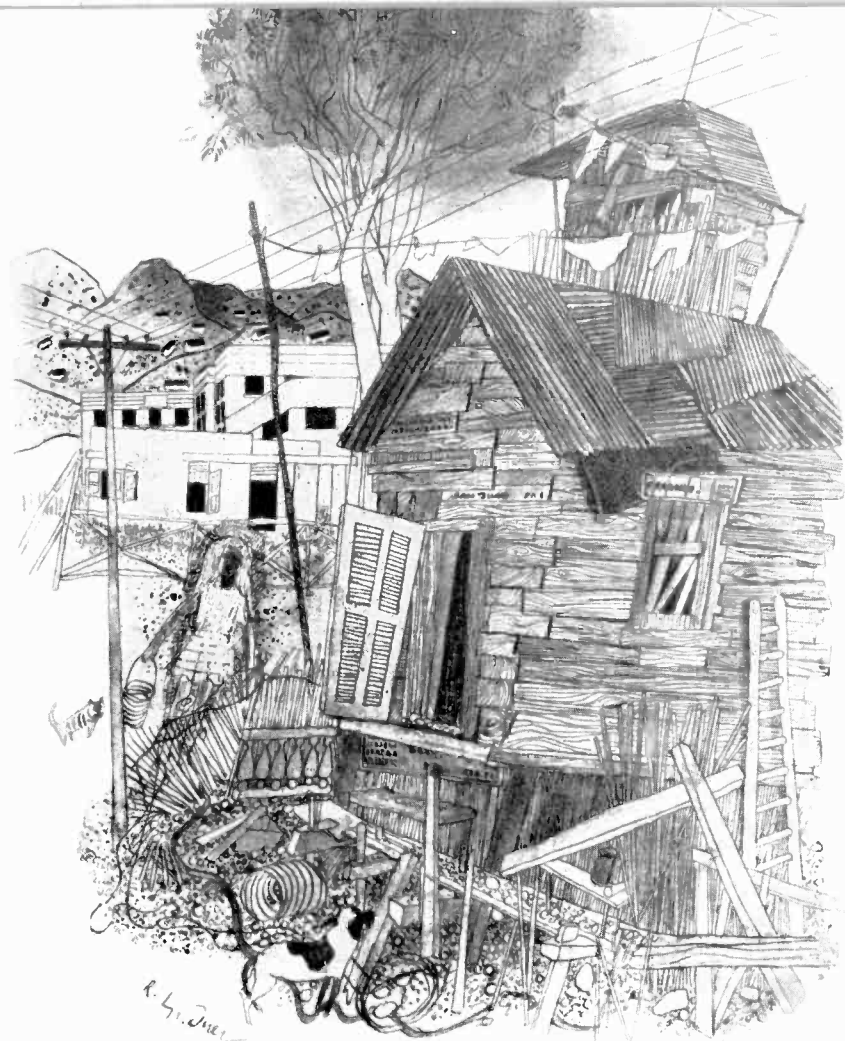
ARTIST **HAANEL CASSIDY**  
 ART DIRECTOR **ALEXANDER LIBERMAN ★ WOLF FEILER**  
 PUBLICATION **HOUSE & GARDEN**  
 PUBLISHER **CONDE NAST PUBLICATIONS INC.**



**218**

ARTIST **ESTHER BUBLEY**  
 ART DIRECTOR **EDMOND WITALIS ★**  
 PUBLICATION **COSMOPOLITAN MAGAZINE**



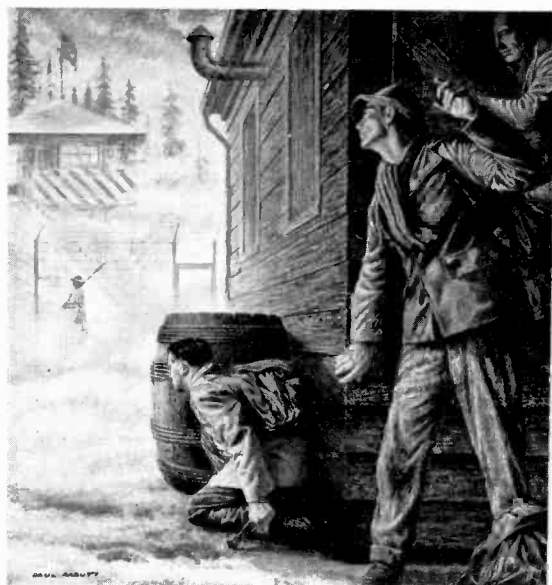


**219**

ARTIST **RICHARD LINDNER**  
 ART DIRECTOR **PETER PIENING**  
 PUBLICATION **FORTUNE**  
 PUBLISHER **TIME INCORPORATED**

**220**

ARTIST **PAUL RABUT**  
 ART DIRECTOR **ALBERT LEFCOURTE**  
 PUBLICATION **THE AMERICAN MAGAZINE**  
 PUBLISHER **CROWELL-COLLIER PUBLISHING CO.**



**221**

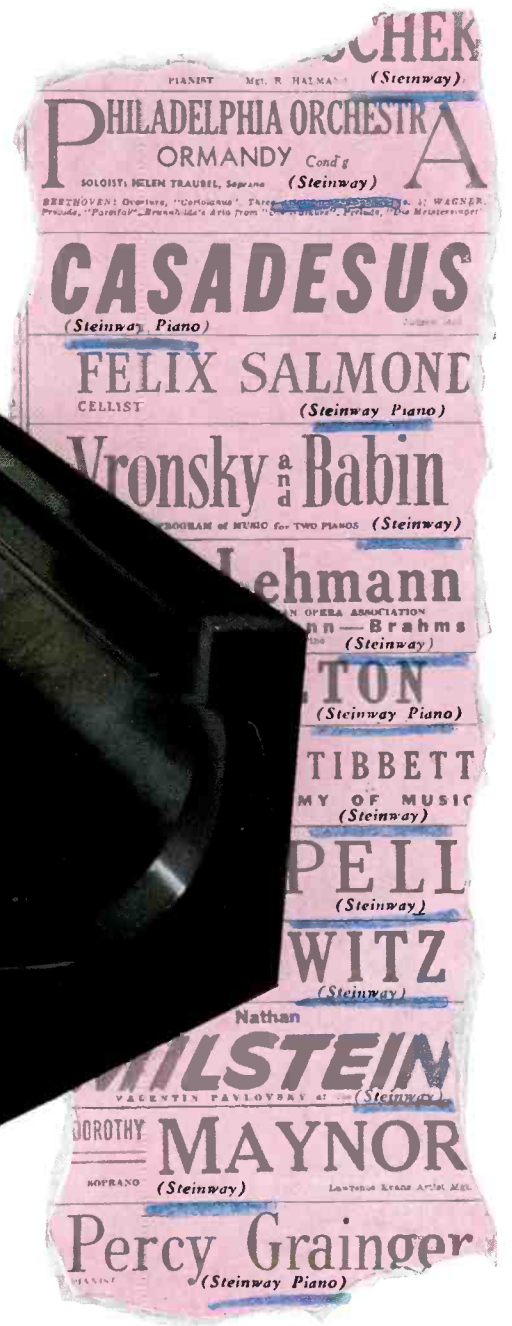
ARTIST **LESLIE RANDALL**  
 ART DIRECTOR **EDMOND WITALIS ★**  
 PUBLICATION **COSMOPOLITAN MAGAZINE**

PART EIGHT **COMPLETE AD**

**"Talent may frolic and juggle; genius realizes and adds."—R. W. Emerson**

222

ARTIST **RUTH NICHOLS**  
ART DIRECTOR **PAUL W. DARROW**  
ADVERTISER **STEINWAY & SONS**  
AGENCY **N. W. AYER & SON, INC.**  
AWARD FOR DISTINCTIVE MERIT



Spring comes again



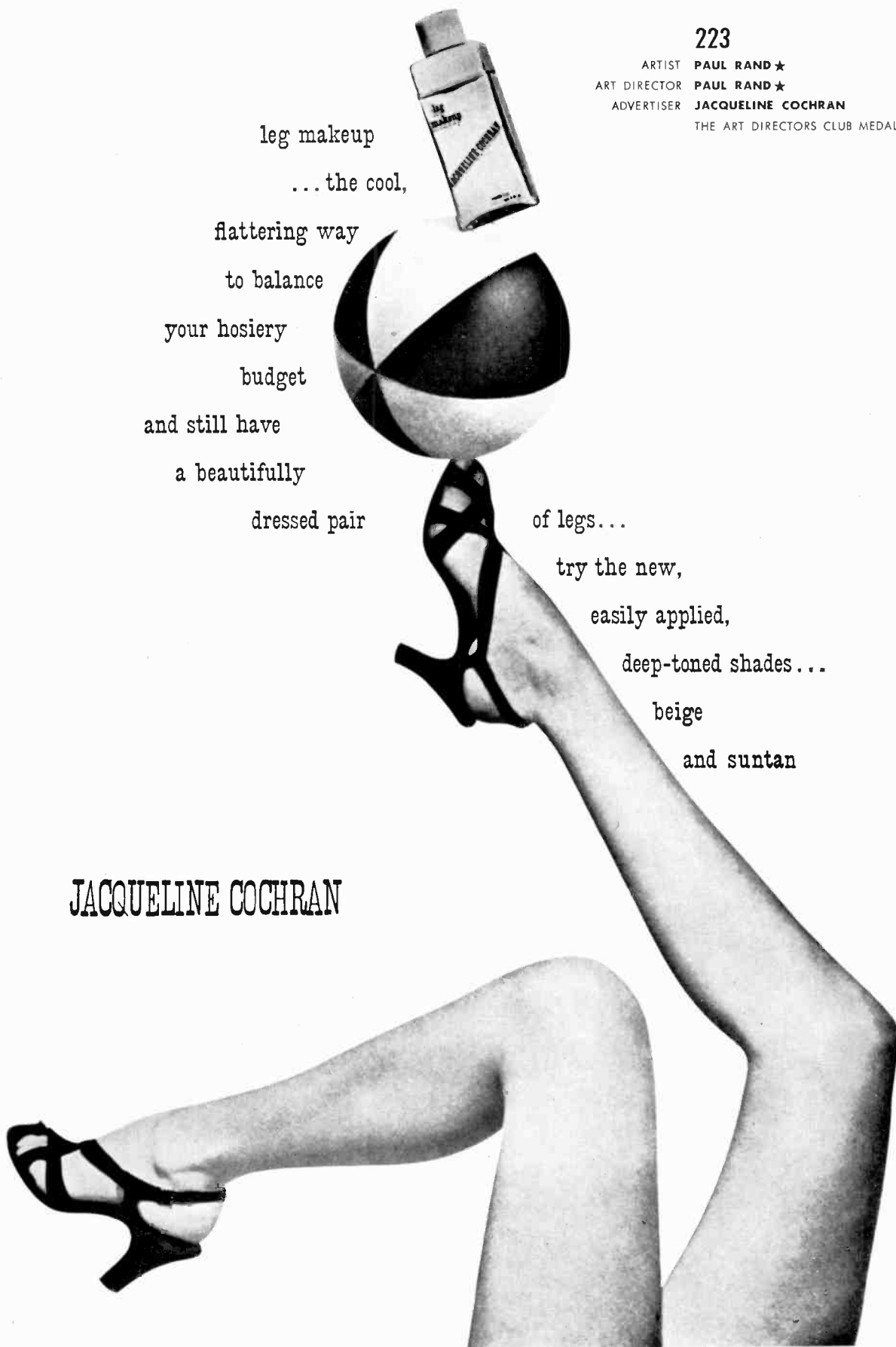
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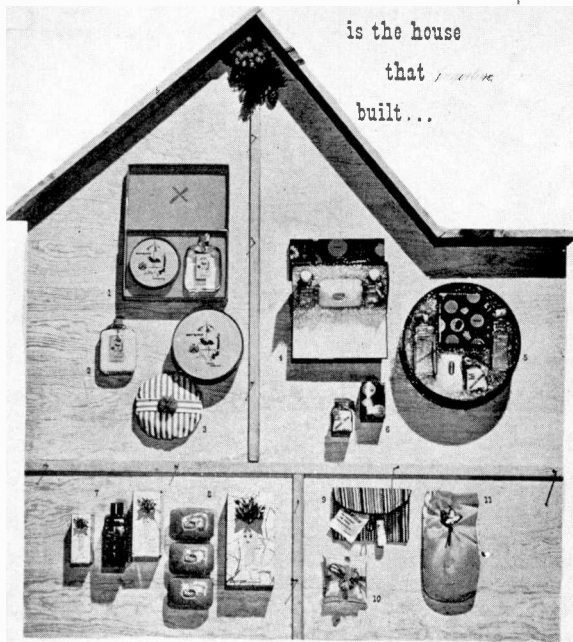
ARTIST PAUL RAND ★  
ART DIRECTOR PAUL RAND ★  
ADVERTISER JACQUELINE COCHRAN  
THE ART DIRECTORS CLUB MEDAL

leg makeup  
... the cool,  
flattering way  
to balance  
your hosiery  
budget  
and still have  
a beautifully  
dressed pair

of legs...  
try the new,  
easily applied,  
deep-toned shades...  
beige  
and suntan

JACQUELINE COCHRAN



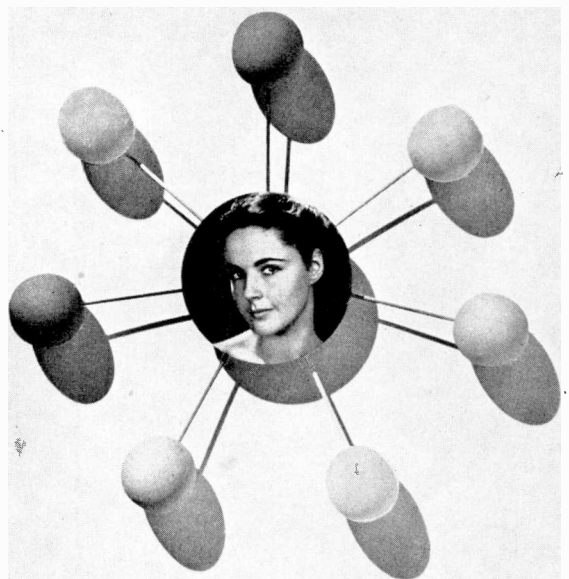


- 1 merry-go-round twin . . . 2.00
- 2 merry-go-round body lotion . . . 1.00
- 3 merry-go-round puff . . . 1.25
- 4 jacologne trio . . . 2.75
- 5 jacologne flower garden . . . 0.75
- 6 jacologne body sacher . . . 3.50
- 7 pine bath bubbles . . . 2.00 and 1.00
- 8 pine bath soap . . . 3 cakes boxed, 2.00
- 9 purse kit . . . 1.75
- 10 sachet pillows . . . 2.50
- 11 bath mitt . . . 2.00

**COCHRAN**

**224**

ARTIST **PAUL RAND ★-EWING KRAININ**  
 ART DIRECTOR **PAUL RAND ★**  
 ADVERTISER **JACQUELINE COCHRAN**



*for garden*  
**COCHRAN**

*Chromablend* . . . There's not an element of  
 chance in Chromablend: (the blended powder base) . . . because from a palette of  
 deeply colored creams, especially  
 tinted makeup base . . . an emollient foundation cream to emphasize your skin  
 tones, or improve on nature's handiwork!



**225**

ARTIST **PAUL RAND ★**  
 ART DIRECTOR **PAUL RAND ★**  
 ADVERTISER **JACQUELINE COCHRAN**

**The shape of things to come**

There are now new miracle drugs... help relieve many of the ills of mankind. When will these new drugs be available to general use? Probably as after they have finished their work at the front. There is no man (or new thing) will put in an appearance immediately the war is over? Not necessarily. It will take time to skin the gears of industry so as to power. The change from a familiar to the new and spectacular will, in the main, be gradual evolution, rather than revolution. To the manufacturers interested in post-war markets, the vast centers of population, such as Philadelphia, offer the surest way of developing post-war buying habits. Philadelphia is to realize a wonderful market for the companies that understand and capitalize its possibilities. It is the nation's third largest market. Four out of five of its homes are reached by one newspaper. That newspaper is The Philadelphia Evening Bulletin. It goes home in the city of homes. Its circulation is in excess of 600,000, the largest existing newspaper circulation in America. It is the leading Philadelphia newspaper — has been the leader for 19 consecutive years.

**IN PHILADELPHIA — NEARLY EVERYBODY READS THE BULLETIN**  
Buy more of our items than your neighbor has

**form**

Clarity of form is a basic element of good contemporary furniture. The racket, designed by Ralph Rapson, exemplifies the honest design characteristic of all H. G. Knoll products.

**H. G. KNOLL associates**  
402 MADISON AVENUE, NEW YORK 17, NEW YORK

226

ARTIST **LEONARD LIONNI ★**  
ART DIRECTOR **LEONARD LIONNI ★**  
ADVERTISER **EVENING BULLETIN**  
AGENCY **N. W. AYER & SON, INC.**

227

ARTIST **ALVIN LUSTIG ★**  
ART DIRECTOR **ALVIN LUSTIG ★**  
AGENCY **HANS KNOLL**

**SAKS FIFTH AVE. NEWS**

*The Ladies' Hand Book, 1944*

Gloves are the final, finishing touches that speak volumes about your taste, your individuality, your sense of fitness. This year, you'll need new rules of thumb as a guide to the novel fabrics, the new silhouettes of summer. So here on two pages, we give you SAKS ladies' "hand book" for 1944.

1. With long gloves, wear 16-button rayon jersey in black or lush colors, 4.00
2. With cap sleeves, wear 16-button suede pull-ons, black or fawn colors, 7.00
3. With bow-tie sleeves, wear barrel-hand-finished rappedies, white, tan, 6.50
4. With formal short cuffs, wear colored suades edged with black crochets, 9.50
5. With street clothes, wear classic pull-ons of shock-in-finished lambskin, 5.00
6. With collars, wear crocheted cotton string shorties, 1.95. All Street Floor

228

ARTIST **JACQUELINE E. LINDNER-ANDREW SZOLKE**  
ART DIRECTOR **JUKE GOODMAN ★**  
ADVERTISER **SAKS FIFTH AVENUE**



● About this time of the year we always get sentimental. As we look around our offices and shop we see the drawings, proofs and plates for the sweetest bunch of clients in all the world. We also see the sweetest bunch of employees in all the world... loyal men and women who spend long weary hours of overtime when their every bone and muscle cry for relaxation that deadlines may be met. Yes... we cannot help but be extremely grateful and sentimental. We're not ashamed of it either. Maestro... "Hearts and Flowers"... please.

Collins, Miller & Hutchings, Photo Engravers  
207 North Michigan Avenue, Chicago (1), Illinois  
Telephone Franklin 5854

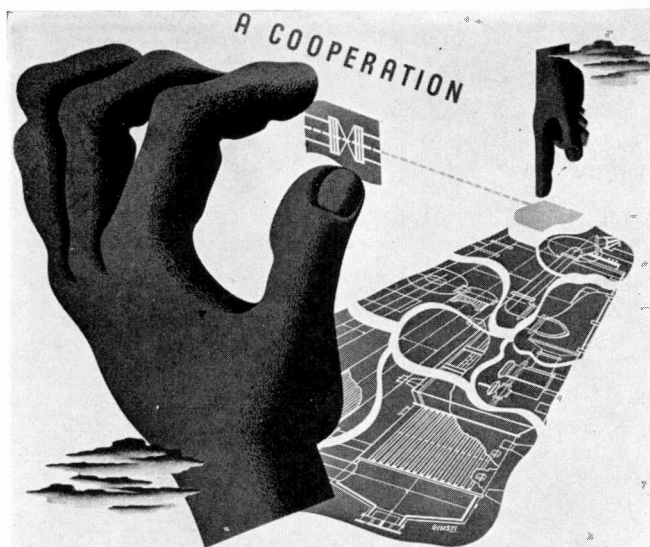


229

ARTIST JOHN AVERILL  
ART DIRECTOR JOHN AVERILL  
ADVERTISER COLLINS, MILLER & HUTCHINGS

230

ARTIST GEORGE GIUSTI  
ART DIRECTOR ALBERT ANDREWS  
ADVERTISER THE DAVISON CHEMICAL CORPORATION  
AGENCY BENJAMIN ESHLEMAN CO.

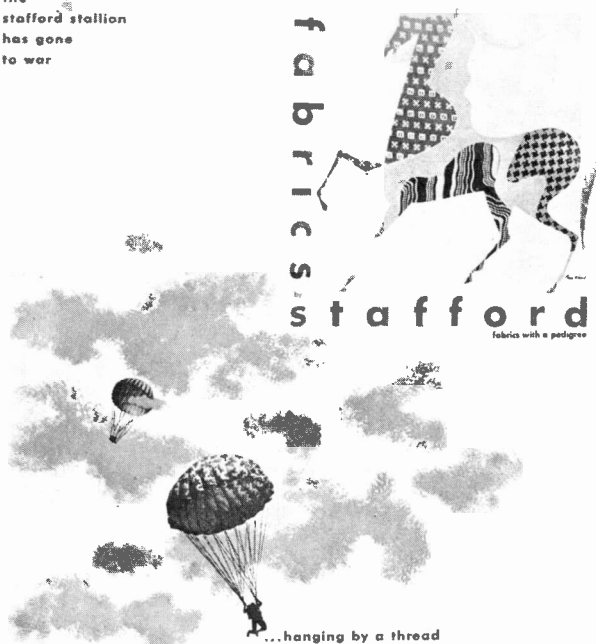


Today research and industry are no longer things apart. Tremendous war production demands have brought them together. Nowhere is this truer than at Davison. Under the spur of war, cooperation between "specialists" has achieved production miracles. That cooperation in post-war operations can prove equally successful... more profitable. Throughout the whole Davison

organization that objective is kept ever in mind. THE PROCESS DIVISION OF THE DAVISON CHEMICAL CORPORATION serves industry on that basis. It cooperates in providing a satisfactory solution to specific problems... to work out detailed problems in processes as they arise... while your own staff or another outside organization handles other divisions of the overall job.

THE DAVISON CHEMICAL CORPORATION...  
*Progress through Chemistry*

the stafford stallion has gone to war



f a b r i c s  
s t a f f o r d  
fabrics with a pedigree

...hanging by a thread

Whether it's parachutes or the most distinctive patterns to be found in men's neckwear... you'll find they're sized by the Stafford Stallion. This is the symbol of Stafford Fabrics... those famous textiles woven in Pennsylvania and printed in the little Connecticut town for which they are named. Tomorrow you'll see new marvels produced by today's wartime research... fabrics for both men and women... for shirts, sportswear, smart costumes for town and country... all stamped with the spirit and stamper of the Stafford Stallion, your assurance, now and always, of fabrics with a pedigree.

GOODMAN & THIEL INC., New York, Stafford Springs, Conn., Scranton, Pa.

Delicate and crisp with a mild fragrance and exquisite taste . . . Connoisseurs understand its well deserved reputation as the "aperitif supreme". Tio Pepe is an experience for a refined palate.

*gentlemen prefer their Sherry dry*



# GONZALEZ, BYASS TIO PEPE

World's Driest Sherry



Gonzalez, Byass & Co., for over 100 years, have been producers and shippers of world famous Sherries and Ports . . . the highest type wines of Spain and Portugal.

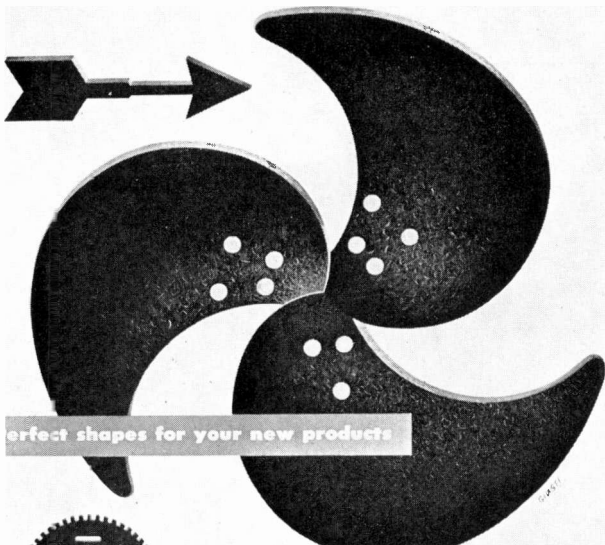
Schenley Import Corporation, New York

232

ARTIST **GEORGE ELLIOTT**  
ART DIRECTOR **GEORGE ELLIOTT**  
ADVERTISER **SCHENLEY IMPORT CORP.**  
AGENCY **THE KLEPPNER COMPANY**

233

ARTIST **GEORGE GIUSTI**  
ART DIRECTOR **WALTER REINSEL**  
ADVERTISER **MASONITE CORP.**  
AGENCY **N. W. AYER & SON, INC.**



Perfect shapes for your new products

**SIMPLIFY FABRICATION WITH MASONITE HARDBOARDS**

Precision parts produced inexpensively on a production basis—that's one of the advantages of designing your new products to utilize Masonite® ligno-cellulosic hardboards. These extraordinary materials can be die-cut, punched, drilled, round and shaped to precise dimensions—or worked with ordinary wood-working tools! They take permanent bends, laminate efficiently with hardboards and other materials. No other basic material embodies the same combination of structural characteristics takes so many kinds of finish so well . . . or offers the same opportunity to improve appearance, usefulness and quality and to simplify construction.

Write for the "Designers' Manual" that outlines the physical qualities of Preadwood, Tempered Preadwood and other Masonite hardboards. And let our engineers consult with you in working out design or manufacturing plans. Masonite Corporation, Dept. F 2, 111 West Washington Street, Chicago 2, Illinois.

**MASONITE**  
BRAND PRODUCTS

234

ARTIST **TONY VENTI**  
ART DIRECTOR **LESTER RONDELL ★**  
ADVERTISER **CONTINENTAL OIL COMPANY**  
AGENCY **GEYER, CORNELL & NEWELL, INC.**



There will be dream cars...

THEY WON'T shape up like a four-wheeled torpedos with windows in it. But they will be new... BRAND NEW!  
After years of yearning . . . a car that's BRAND NEW! Hurry!  
Just so it's new . . . stonking good and new. That's enough to make it your dream car. Bring it on!  
10,000,000 Americans already are waiting. The former peak rate of car output would keep many waiting as much as two years. So here's wishing you lay up front in the line. Meanwhile . . . Caution! To escape early depreciation of your present car by excessive acid corrosion be sure to keep your engine OIL-PLATED.  
Conoco No. 1 motor oil is all you need to assure yourself of an OIL PLATED engine. As a result of costly pioneers research the patented, popular proved oil brings you its special ingredient—linear magnetic energy after five OIL PLATING to working parts—acid keeps that OIL PLATING from all promptly draining down to the crankcase. Where there's dead-end OIL PLATING, there's powerful opposition to the corrosive acids of oxidation. Never avoidable, these acids demand extra maintenance when the weather—so restricted mileage—reduces average engine temperatures. That's from now on! That's why the car you've still got needs Your Mileage Merchant's Conoco No. 1 oil—today. Continental Oil Company

CONOCO  
**N<sup>th</sup>**  
MOTOR OIL

Use of Penicillin will  
often return the patient  
to gainful occupation  
more quickly than any  
other medication.

Sodium Penicillin is  
supplied in packages  
of five 25 cc. vials,  
each containing 100,000  
Oxford Units.

235

ARTIST **LESTER BEALL** ★  
ART DIRECTOR **LESTER BEALL** ★  
ADVERTISER **SCOPE**  
PUBLISHER **THE UPJOHN COMPANY**

to each, his allotted task

**Upjohn**

To serum albumin has been allotted the task of providing an effective transfusion in a compact, easily transportable, and readily usable form. Serum albumin weighs less and takes but a fraction of the space required for an equivalent amount of plasma. Serum albumin is in solution in a 100 cc. vial and can be quickly administered to provide an osmotic effect equivalent to 500 cc. of plasma—it is stable and needs no further dilution.

To The Upjohn Company has been allotted the task of helping to supply our armed forces with Normal Serum Albumin (Human) Concentrated for the emergency treatment of shock for commando units, landing parties, and other groups who figure life in terms of space.

*Produced for the Army and Navy only*

★ BUY MORE WAR BONDS ★

236

ARTIST **JOSEPH BINDER**  
ART DIRECTOR **JOSEPH BINDER**  
ADVERTISER **THE UPJOHN COMPANY**  
AGENCY **WILLIAM DOUGLAS McADAMS**

**TRIED AND TRUE**

The man who tried his first Dutch Masters as long as thirty years ago, today still finds this great cigar as true as ever to his taste. Every nut-sweet puff of a Dutch Masters Cigar confirms a standard of excellence that never varies.

**DUTCH MASTERS CIGARS**  
*an American privilege*

237

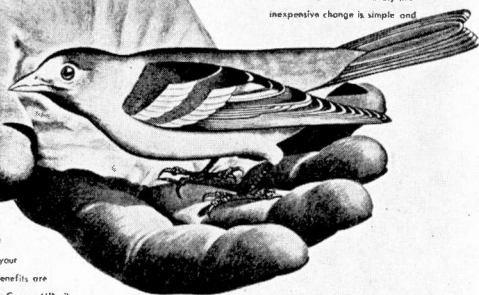
ARTIST **ED LINDSTROM**  
ART DIRECTOR **FRED BONAGURA**  
ADVERTISER **CONSOLIDATED CIGAR CO.**  
AGENCY **ERWIN, WASEY & CO., I**

The world's greatest "bird in the hand" is the car you now possess. Lucky you! Any new cars out "in the bush"—when they come, when they come—will have some eight million people hot after them. Even some measure of Peace won't relieve the demand fast. Not when America's giant auto industry, in its biggest year, delivered merely a good half of eight million cars!

You can shove toward the salesrooms in a dragging line that will easily stretch beyond 1945. Or you can do your darndest not to let your "bird in the hand" slip away—toward the junkman's.

Your big risk today is to leave your car doomed to further corrosion by engine acids. Your big measure of protection is in promptly having your engine OIL PLATED.

The acids come from every engine explosion—unavoidably—in any car. The safe acid-resistance of OIL PLATING comes from changing to Conoco N<sup>th</sup> motor oil. Outwardly this inexpensive change is simple and



quick—conventional.

But inside—on fine-finished

parts that are really your

engine's living soul—the benefits are

quite unconventional. For Conoco N<sup>th</sup> oil,

though popular-priced, includes the advanced

synthetic—pioneered at great cost—to produce the magnet-like effect

that automatically brings your engine protective internal OIL PLATING.

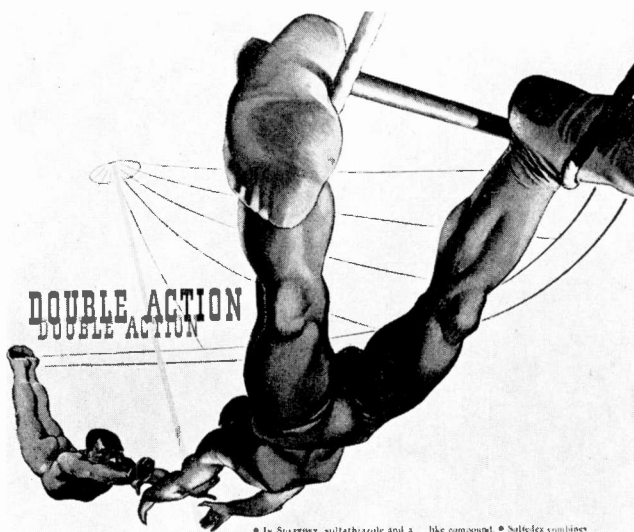
Not even chromium plating is bonded to metal more closely than OIL PLATING.

That helps to explain why there's OIL PLATING present though your car has been standing quite long, or is in the throes of starting up. Those have been periods of

readiest corrosion. But now you can have an OIL PLATED engine—and some

peace of mind, despite a postponed new car. Just drive in at Your Menzies

Merchant's red-triangle sign for Conoco N<sup>th</sup> oil. Continental Oil Company.



● In Sulfedex, sulfathiazole and a vasomastic, desoxyphenone, work together to complement each other's therapeutic effects—on the treatment of nasal infections. While the streptococci are acting to prevent relief from congestion, the sulfathiazole is exerting a bacteriostatic effect upon the streptococci, making impossible the use of weaker substances, with consequent toxic side effects from the epinephrine-like compound. ● Sulfedex combines sodium sulfathiazole 25 percent with thiazolopyridine 0.225 to form a well-balanced suspension. For effectiveness of nasal congestion, Sulfedex may be sprayed into the nostrils or inhaled into the nostrils, which successfully kills the bacteria. ● Sulfedex is available in the form of a 10-gram container of the nasal powder and the 10-gram container of the nasal spray. ● Sulfedex is supplied in the high precision plastic container in the Sulfedex and will be available in 10-gram bottles with 10-gram plastic precision containers. At present, only sample will be sent to you.



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ARTIST MELBOURNE BRINDLE ★

ART DIRECTOR LESTER RONDELL ★

ADVERTISER CONTINENTAL OIL COMPANY

AGENCY GEYER, CORNELL & NEWELL, INC.

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ARTIST BETTY GRASSO

ART DIRECTOR CHARLES WILKINSON-BETTY GRASSO

ADVERTISER KEEBLER-WEYL BAKING CO.

AGENCY McKEE & ALBRIGHT, INC.

239

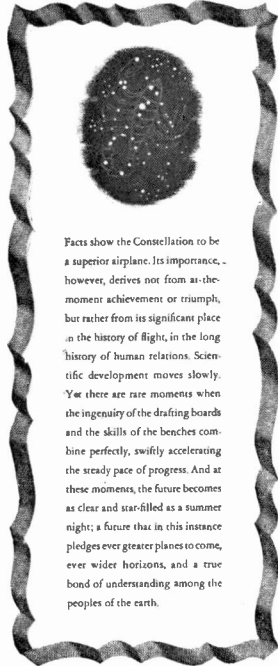
ARTIST GLENN GROHE

ART DIRECTOR BERT RAY ★

ADVERTISER ABBOTT LABORATORIES



Six Generations  
have preferred Biscuits by **KEEBLER**



Facts show the Constellation to be a superior airplane. Its importance, however, derives not from its moment achievement or triumph, but rather from its significant place in the history of flight, in the long history of human relations. Scientific development moves slowly. Yet there are rare moments when the ingenuity of the drafting boards and the skills of the benches combine perfectly, swiftly accelerating the steady pace of progress. And at these moments, the future becomes as clear and star-filled as a summer night; a future that in this instance pledges ever greater planes to come, ever wider horizons, and a true bond of understanding among the peoples of the earth.

## The Lockheed Constellation

*Highest speed of any transport*

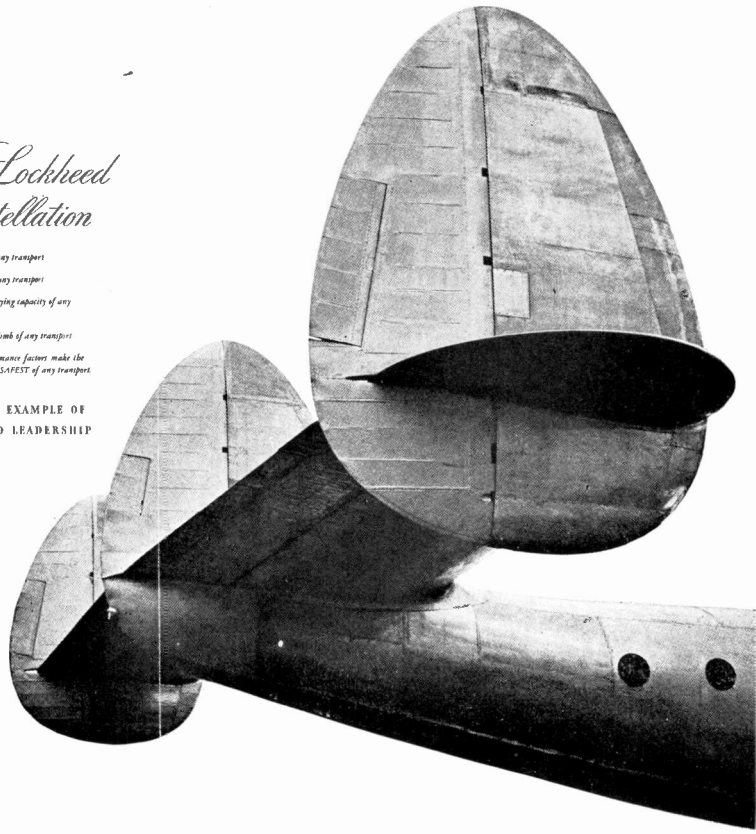
*Longest range of any transport*

*Largest load-carrying capacity of any transport*

*Greatest rate of climb of any transport*

*And these performance factors make the Constellation the SAFEST of any transport*

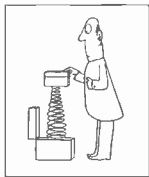
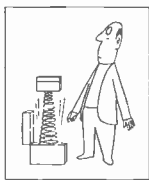
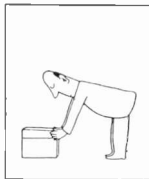
ANOTHER EXAMPLE OF  
LOCKHEED LEADERSHIP



242

ARTIST **STEINBERG**  
ART DIRECTOR **ARNOLD ROSTON ★**  
ADVERTISER **MUTUAL BROADCASTING SYSTEM**

what's inside?



*Here is an amazed man*

*His amazement, however, is nothing compared with yours when you look into the radio homes that lie beyond reach of regular radio research.*

*Three-quarters of all U.S. radio families, you know, live and listen outside the 32 four-network cities where the Hoopers and the Crossleys take 'national' measurements.*

*Mutual is now underwriting persistent research into markets where fewer than four networks have stations, to open the mysteries of all-American listening patterns.*

*Facts like these are already popping up — facts about Mutual programs in Mutual markets.*

PEOPLE LISTEN SHOW...sets-in-use averages are up to 15% greater than in four-network cities.

MOVIE PEOPLE LISTEN...share-of-audience averages are up to 400% greater than in four-network cities.

HATINGS AND BREADED...program-rating averages are up to 900% greater than in four-network cities.

*Such facts are of prime significance to clients of the world's largest network. Mutual's 220 stations bring its daily radio fare closest to the most people. And the conclusively important point is this: in more than 120 key markets throughout all America, Mutual has the only network station. Have you looked into Mutual lately?*

the  
mutual  
broadcasting  
system



241

ARTIST **JOHN MAXIMUS**  
 ART DIRECTOR **CHARLES F. PORTER**  
 ADVERTISER **LOCKHEED AIRCRAFT CORPORATION**  
 AGENCY **FOOTE, CONE & BELDING**



**SLOW BUT SURE**

*That's how Fox De Luxe is brewed... that's why Fox De Luxe always wins the race to produce a finer beer. Only the finest malt and hops. Slowly, thoroughly aged to peak of flavor perfection. Never bitter. Never sweet. Goodness, what a difference that makes in your beer enjoyment!*

**FOX DE LUXE**  
 THE BEER OF BALANCED FLAVOR

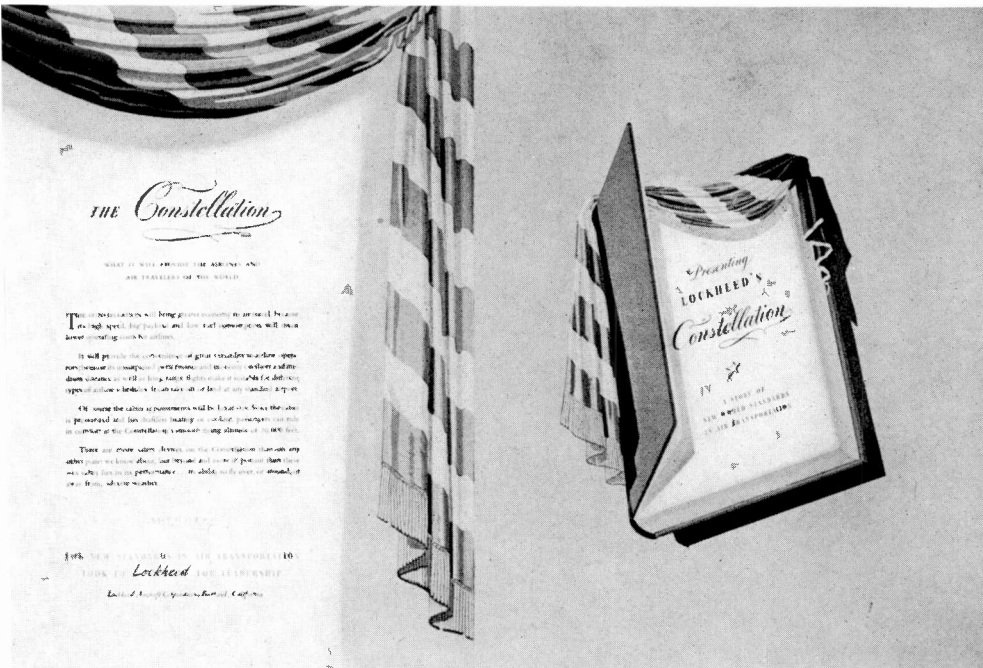


243

ARTIST **JOHN AVERILL**  
 ART DIRECTOR **DOUGLAS SMITH-JEROME B. LEVE**  
 ADVERTISER **PETER FOX BREWING COMPANY**  
 AGENCY **SCHWIMMER & SCOTT ADV. AGENCY**

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ARTIST **JOHN MAXIMUS**  
 ART DIRECTOR **CHARLES F. PORTER**  
 ADVERTISER **LOCKHEED AIRCRAFT CORPORATION**  
 AGENCY **FOOTE, CONE & BELDING**



*THE Constellation*

WHAT IS NEW ABOUT THE AIRLINE AND AIR TRAVELERS OF THE WORLD

These Constellations will bring you comfort in air and the speed of high speed flying... and the fact that you will have a lower operating cost for airlines.

It will provide the convenience of great streamlined air line operation... and the fact that you will have a lower operating cost for airlines.

Of course the other requirements will be... and the fact that you will have a lower operating cost for airlines.

There are many other... and the fact that you will have a lower operating cost for airlines.

LOCKHEED AIRCRAFT CORPORATION

1948 NEW YORK 40 THE HANCOCK 10  
 LOCKHEED  
 Lockheed Aircraft Corporation





**WARNING  
TO CAR OWNERS**

**THE** tallest collar spotted by anyone in your old family album would look like a skimpy bandage on this fellow's neck. Just let him be a warning reminder that so far as your car is concerned your own neck may be sticking out a mile! For you can easily be running yourself clear out of car transportation unless you call the turn on ruinous engine acids. These are corrosive; they like to feast on fine metals. But you'll blunt their bite and go far toward saving your car by having its engine internally OIL-PLATED.

OIL-PLATING is the acid-resistant surfacing that a change to Conoco N<sup>th</sup> motor oil will add to your engine's insides—at no added cost. Patented Conoco N<sup>th</sup> oil's modern synthetic—a major motoring advance you don't have to wait for—supplies "magnet-like" energy that forms the close union between inner engine surfaces

and the OIL-PLATING... maintains the OIL-PLATING all the while you're using Conoco N<sup>th</sup> oil.

Now then when engine combustion creates acids, as always—and when thorough inner heat is lacking to oust enough acids for safety—they can't promptly "chaw" through protective OIL-PLATING. It blocks easy contact between corrosive acids and fine-finished metals. It's really just about the next best thing to getting priority on a new car!... Get Conoco N<sup>th</sup> oil at Your Mileage Merchant's Conoco station. Continental Oil Company



**245**

ARTIST **IRA HAAS**  
ART DIRECTOR **LESTER RONDELL ★**  
ADVERTISER **CONTINENTAL OIL COMPANY**  
AGENCY **GEYER CORNELL & NEWELL, INC.**

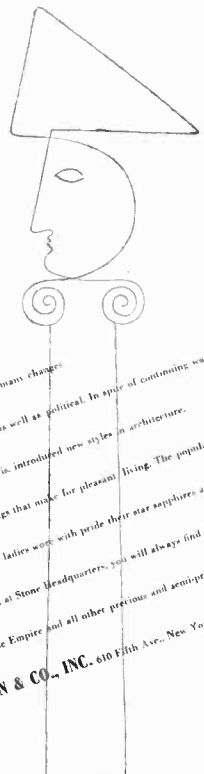
**247**

ARTIST **RUTH NICOLS**  
ART DIRECTOR **LEONARD LIONNI ★**  
ADVERTISER **EVENING BULLETIN**  
AGENCY **N. W. AYER & SON, INC.**

**246**

ARTIST **HANS MOLLER**  
ART DIRECTOR **HANS MOLLER**  
ADVERTISER **S. NATHAN & CO., INC.**  
AGENCY **FRANK BEST & CO., INC.**

**NAPOLEON I**



The Empire of Napoleon I brought many changes to the nation of France, artistic as well as political. In spite of continuing wars, Bonaparte, in his court in Paris, introduced new styles in architecture, in furniture, in all the things that make for pleasant living. The popularity of jewelry reached a new high, and ladies were with pride their star sapphires and other precious stones. Here, at Stone Headquarters, you will always find an assortment of the jewels of the Empire and all other precious and semi-precious stones.

**S. NATHAN & CO., INC.** 610 Fifth Ave., New York 20, N. Y.



**clamoring market**

If a community has 43,521 babies, and 361,000 children from 1 to 14, and 164,000 girls of marriageable age, and 876,000 people earning money, and an aggregate of nearly 2,000,000, that community and its trading area\* must be quite some market. Particularly if that community is a stable one, with a high percentage of homes owned by the occupants. And

buys, in addition to the quantity and variety expected of 2,000,000, a lot of things peculiar to home ownership. This definitely is not a hypothetical structure of potential buying power. It exists—in the flesh. It is Philadelphia, third largest city of the U. S. Moreover, it is a relatively easy buying unit to reach because nearly 4 out of 5 of the families daily read one newspaper.

That one newspaper is The Eve Bulletin. A newspaper that goes for in this City of Homes. Has a circulation exceeding 600,000, the largest in the nation.

**In Philadelphia—nearly everybody reads The Bulletin**

\*Philadelphia trading area 2,041,960

# The wonderful wizard of Ozark...



A wizard can spellbind.

We have a wizard. He's from the Ozarks and has been spellbinding KMOX listeners for nine years. His magic is a consummate mastery of the Ozark ballad—the lullaby music that has been favorite song around these parts since the days of the first steam cars and the rasal brothers James.

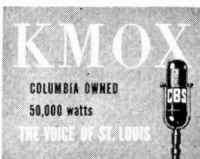
Our wizard is Pappy Chestnut. With his National Hillbilly Champions, he's played the Ozark circuit (Oklahoma, Iowa, Texas, Kansas, Missouri) for almost a decade. Nine years ago he came to KMOX. And although he never played Carnegie Hall or the Palladium, Pappy Chestnut knows how to set toes tapping in our midwest.

Each weekday morning, his half-hour *Ozark Varieties* (7:15-7:45 A.M.) rules the loudspeaker in thousands of midwestern homes. Into his farm-beamed show are

blended all the features that people around here like: lullaby music... livestock reports... shrewd humor... old hymns... cowboy songs. How much they like Pappy Chestnut is convincingly reflected in the *third-of-a-million letters they've sent him during the past six years*, and by the *loyalty they show to the advertisers who sponsor him*.

Besides the *Ozark Varieties* (sponsored), Pappy also has his weekly *Bara Dance* (sponsored)—not to mention the times he's heard on the CBS network. And next month he starts work on his fifth motion picture.

But the Wonderful Wizard of Ozark isn't too busy to perform further money magic for spot broadcasters. He has a new show called *Chestnut Time* (Saturdays, 10:00-10:15 P.M.) that's ready for sponsorship. If you're from Missouri—or elsewhere—ask us for full facts about Pappy's pulling power.



Represented by Belle Sales, the SPOT Broadcasting Division of CBS

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ARTIST HOMER HILL  
 ART DIRECTOR VICTOR TRASOFF ★  
 ADVERTISER STATION KMOX, COLUMBIA BROADCASTING SYSTEM

*How I got a lamb sandwich the other day—*

—by your Union Oil Minute Man

Little old Mrs. Mullin roared in the other day. She'd never traded with us before, but there was no doubt who she was. When her nephew Hughie

her tires including the spare. She looks at me thoughtfully. "Land sakes," she says finally, "do you always give people *more* service than they ask for?"

"The new clerks at the grocery store simply ignore her. And so on. It seems everybody is giving her the fast brush.

"It certainly is refreshing," she concludes, "to find one place where people are nice to you."

"Well, thanks, Mrs. Mullin," I say modestly, "but it's more than just one place. This business of treating customers right is a Minute Man policy. The way we haven't changed the way we take care of customers. Naturally, there are things like rationing and shortages of one kind or another, but you don't need a coupon around here to get good treatment."

"Sounds nice," she muses. "And it's true as Ned," I say. "Take the car you're driving. If you had

Mrs. Mullin, and we'll check up." "Oh, I really can't be easy," she protests. "Besides I've got to get back to the kitchen. Got a roast in the oven."

"Deef? Next to cars I like food best."



"No, lamb," she says. "Mrs. Mullin," I insist, "just sit tight." I call for Gloria, my assistant and one of the finest Minute Maid's in the business. We swarms over the car. First the batter. It has enough juice to run a battleship. Then the spark plugs. Nothing wrong there. Ignition cables? Battery cables? Feed lines? After about ten minutes, I pause for breath.

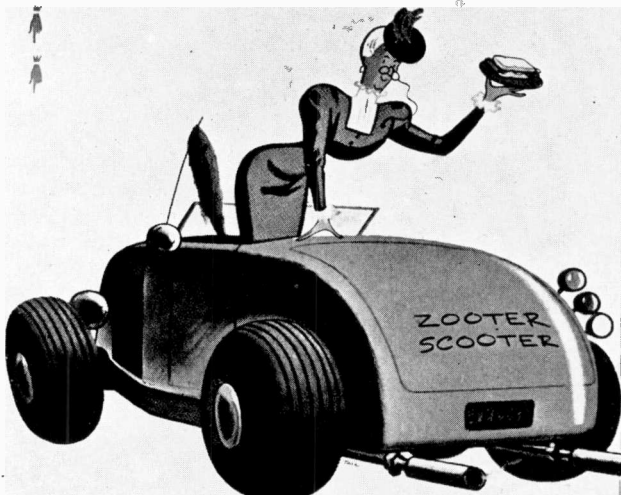
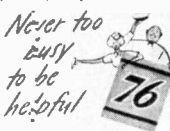


"Gosh Mrs. Mullin," I say, "everything looks O. K. to us. How—come you took twenty minutes to start up this morning?" "Oh, that," she smiles, "I forgot to turn the switch on."

Well, I certainly felt like a fool for a minute, but when I saw what her little joke had done for Mrs. Mullin—she was as full of giggles as a girl—I figured as how *that* was one of our jobs, too: keeping customers in good spirits. Besides she *did* come back with the biggest lamb sandwich you ever saw... and she's trading with us regular as clockwork.



The lubricating is always out at all our Oil Minute Man Stations. Courtesy friends and essential motorizing service is never rationed. We're here, you, as long as anyone else, but we're



went in the Navy, she took over his cut-down roadster—red paint, foxtail and assorted stop lights.



Young man," she says, leaning out of this traveling jake box, would you be so kind as to see if you can't fix my wheel right this time. I'll be right back.

Types by J. C. ...

"Oh, I don't know," I reply, "it's just as simple to check 'em all as just one. Glad to do it."

"Well, I never. How long has this been going on?"

Then she tells me her story.



People can't see the ...

any sort of trouble, we'd be glad to help you out. Of course," I speculate, looking over the little



the engine she's driving, of course. I don't suppose you have much trouble.

Well, no, she admits, but I did take twenty minutes to get started this morning.

Of course, she says, ...

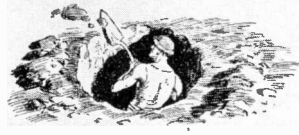
249

ARTIST BILL TARA  
 ART DIRECTOR CHARLES F. PORTER  
 ADVERTISER UNION OIL COMPANY OF CALIFORNIA  
 AGENCY FOOTE, CONE & BELDING

# What's missing from this picture?



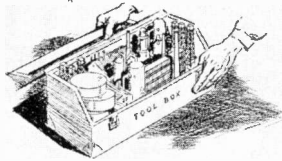
**1** These are the hands of one of Union Oil Company's best drillers. There aren't 800 others on the entire Pacific Coast that are as skilled in their particular work. Yet there is one thing missing from the picture above without which these hands would be commonplace.



**2** ... the proper tools. Give them a shovel, man's oldest digging tool, and they couldn't dig a hole much more than 100 feet deep. But put them at the controls of a modern drilling rig, that costs from \$40,000 to \$200,000, and they can push a well down 8,000, 10,000, 15,000 feet!



**3** This one example shows how drastically the machine altered American life 75 years ago, almost any man could do what simple tools he needed himself. Today, in many industries, cost so much that the individual simply can't finance them.



**4** At Union Oil, for example, it has taken a gross investment of \$39,504 worth of rigs, refineries, pipelines, and other equipment, to provide an average employee with the tools he needs to do his job. The only way you can finance that kind of equipment is by pooling the money of a lot of people.



**5** Some countries force the people to government ownership. But in America we do it under legal agreements known as "enterprise" so we can preserve that all-important human incentive - competition. (In Union's case, all 15 people have pooled their savings to finance the company's operations.)



**6** Apparently our American method works best. Five under-18 slaves of this Free Enterprise system achieved the greatest industrial capacity - both for war and for the highest standard of living any nation has known - in a brief time.

## UNION OIL COMPANY OF CALIFORNIA

AMERICA'S FIFTH FREEDOM IS FREE ENTERPRISE

.....  
 • This article, sponsored by the people of the Union Oil Company, is dedicated to the memory of the American people.  
 • We hope you'll find it useful in your suggestions or criticism.  
 • You have no other "Write The Press" Union Oil Company, Union Oil Building, Los Angeles 14, California.  
 .....

This is our Mr. MacGroider

**M**ACGROIDER, a good husband and father, is also one of New York's most fearless commentators on ladies hats. After coming to this country from Gaveenish, not too near Dublin, he took up duties as a porter in Saks Fifth Avenue's third floor custom millinery. From this vantage point, MacGroider has observed a variety of hat trends, at times with the same determined look St. Patrick wore when he chased the snakes out of Ireland.

Just last week, after viewing our hat model wearing Saks' new 90-degree angle straw disc, MacGroider announced that it looked like a chop plate stuck on one ear. At this, our French millinery designer gave an ominous nasal grunt, and was only mollified when MacGroider praised her Spring chintz hats. "Innocent as a new-born lamb," he called them. Actually, the hats are about as innocent as a booby-strap, but MacGroider's masculine reaction may be all to the good.

When last seen, he was carrying an 8-foot pole and was entering the custom millinery workroom to launch his daily battle about opening all the windows full blast, or what he calls "Gettin' a bit o' fresh air into the lungs." Most of the workroom girls are French, and if there's anything they hate, it's fresh air. Faks, a good man to talk down forty females and emerge without a scratch, the "Lamrock with flying Atta boy, MacGroider



Oh Mr. MacGroider - where else but at  
**SAKS FIFTH AVENUE**  
 at Rockefeller Center

250

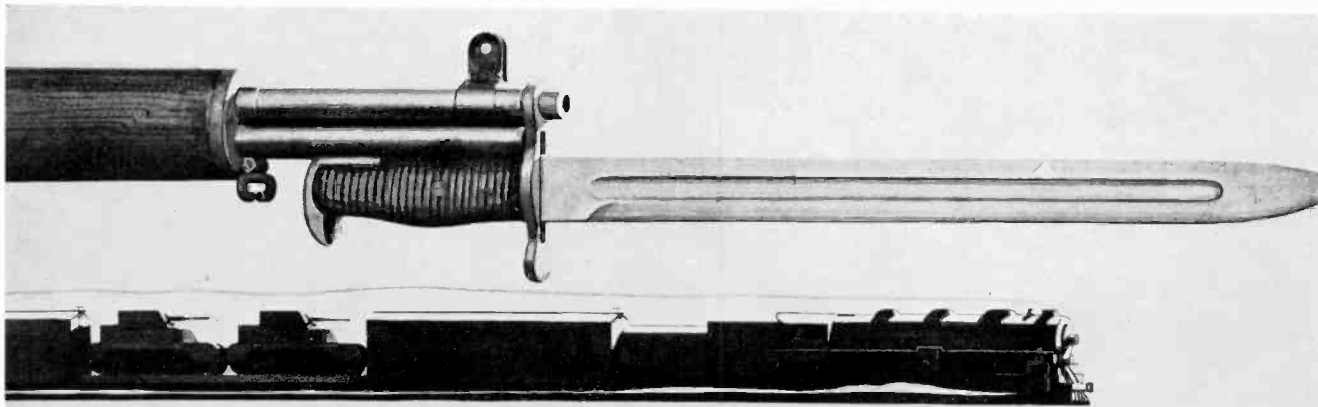
ARTIST **DON EASTON**  
 ART DIRECTOR **ROBERT FREEMAN**  
 ADVERTISER **UNION OIL COMPANY OF CALIFORNIA**  
 AGENCY **FOOTE, CONE & BELDING**

251

ARTIST **BURMAH BURRIS-M. F. AGHA ★**  
 ART DIRECTOR **JUKE GOODMAN ★**  
 ADVERTISER **SAKS FIFTH AVENUE**

PART NINE **POSTER, DISPLAY**

"... That he who runs may read."—Cowper



## Main line to the Pacific War **SOUTHERN PACIFIC**

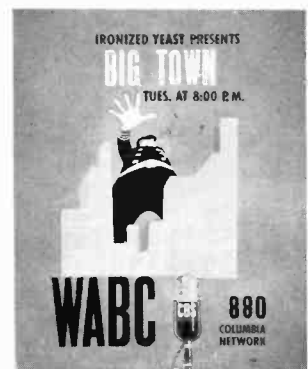
252

ARTIST **GEORGE LERNER**  
 ART DIRECTOR **LYMAN POWERS**  
 ADVERTISER **SOUTHERN PACIFIC COMPANY**  
 AGENCY **FOOTE, CONE & BELDING**  
 THE KERWIN H. FULTON MEDAL



253

ARTIST **ANDREW LOOMIS**  
 ART DIRECTOR **M. ARTMANN**  
 ADVERTISER **PARKE DAVIS & CO.**  
 AGENCY **MURRAY BREESE ASSOCIATES, INC.**



254

ARTIST **AL HIRSCHFELD**  
 ART DIRECTOR **HARRY F. O'BRIEN ★**  
 ADVERTISER **COLUMBIA BROADCASTING SYSTEM**

# Stå emot



255

ARTIST **SIGARD SODERGAARD**  
 ART DIRECTOR **LEONARD LIONNI ★**  
 ADVERTISER **CONTAINER CORP. OF AMERICA**  
 AGENCY **N. W. AYER & SON, INC.**  
 AWARD FOR DISTINCTIVE MERIT

256

ARTIST **CARL PAULSON**  
 ART DIRECTOR **JOSEPH CAMPANARO ★**  
 ADVERTISER **WARD BAKING COMPANY**  
 AGENCY **J. WALTER THOMPSON CO.**



*Enriched* **TIP-TOP** is Better Bread

*Good between bites!*



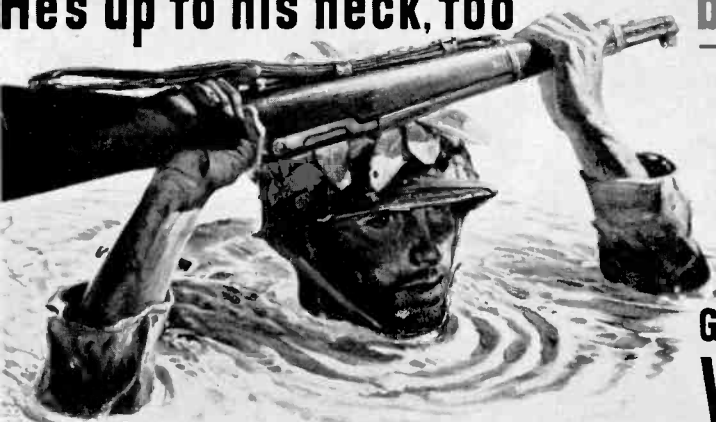
**BALLANTINE ALE BEER**



257

ARTIST HOWARD SCOTT  
ART DIRECTOR CHAS. E. BARNES-JOHN A. COOK  
ADVERTISER P. BALLANTINE & SONS  
AGENCY J. WALTER THOMPSON CO.

**He's up to his neck, too** but he's giving



Give to your community  
**WAR FUND**



258

ARTIST HAROLD VON SCHMIDT  
ART DIRECTOR HERBERT NOXON ★  
ADVERTISER NATIONAL WAR FUND  
AGENCY McCANN-ERICKSON, INC.

259

ARTIST JEAN VARDA  
ART DIRECTOR LEONARD LIONNI ★  
ADVERTISER CONTAINER CORP. OF AMERICA  
AGENCY N. W. AYER & SON, INC.






260

ARTIST **GEORGE KORFF**  
ART DIRECTOR **LEONARD LIONNI ★**  
ADVERTISER **CONTAINER CORP. OF AMERICA**  
AGENCY **N. W. AYER & SON, INC.**  
AWARD FOR DISTINCTIVE MERIT




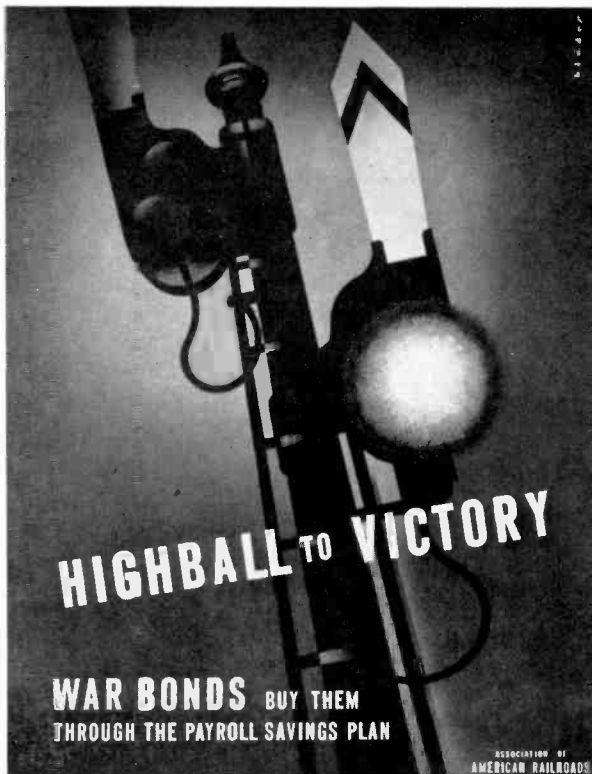
261

ARTIST **CARL PAULSON**  
ART DIRECTOR **CHAS. E. BARNES-JOHN A. COOK ★**  
ADVERTISER **P. BALLANTINE & SONS**  
AGENCY **J. WALTER THOMPSON CO.**

Tall,  cool and welcome

**BALLANTINE**

ALE  BEER



262

ARTIST **JOSEPH BINDER**  
 ART DIRECTOR **HERBERT F. McLAURY**  
 ADVERTISER **ASSOCIATION OF AMERICAN RAILROADS**



263

ARTIST **ALLEN SAALBURG**  
 ART DIRECTOR **ELDRIDGE D. HEDGES ★**  
 ADVERTISER **U.S. TREASURY**  
 AGENCY **ERWIN, WASEY & CO., INC.**



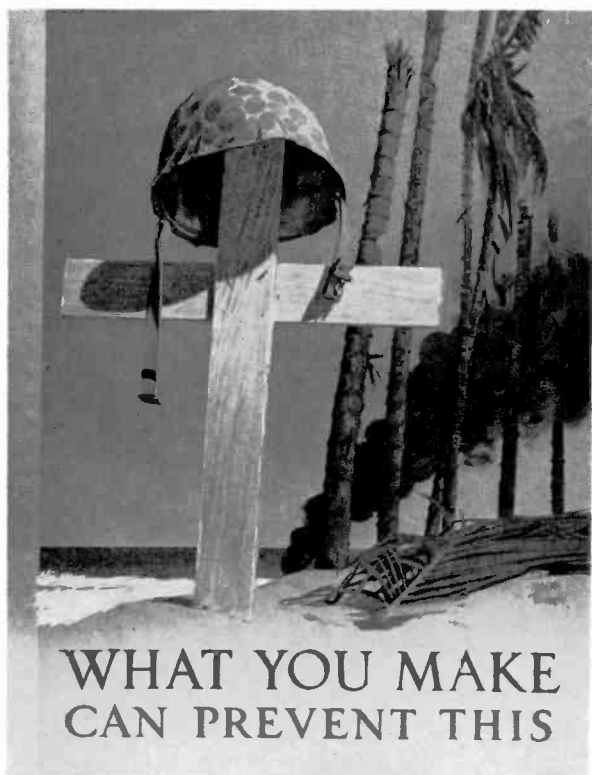
264

ARTIST **HOWARD SCOTT**  
 ART DIRECTOR **HERBERT NOXON ★**  
 ADVERTISER **STANDARD OIL OF NEW JERSEY**  
 AGENCY **McCANN-ERICKSON, INC.**



265

ARTIST **HERBERT NOXON ★**  
 ART DIRECTOR **HERBERT NOXON ★**  
 ADVERTISER **STANDARD OIL OF NEW JERSEY**  
 AGENCY **McCANN-ERICKSON, INC.**



266

ARTIST **ADOLPH TREIDLER ★**  
 ART DIRECTOR **LOUIS S. SLIVON**  
 ADVERTISER **WAR DEPARTMENT**

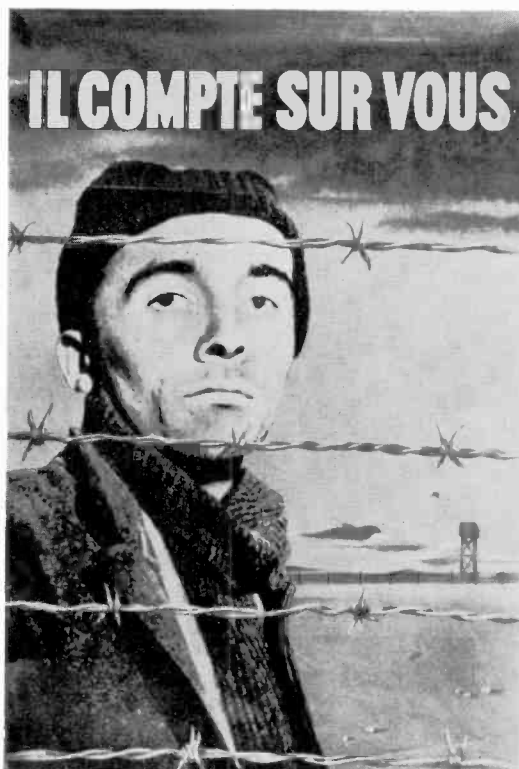


267

ARTIST **ADOLPH TREIDLER ★**  
 ART DIRECTOR **LOUIS S. SLIVON**  
 ADVERTISER **WAR DEPARTMENT**

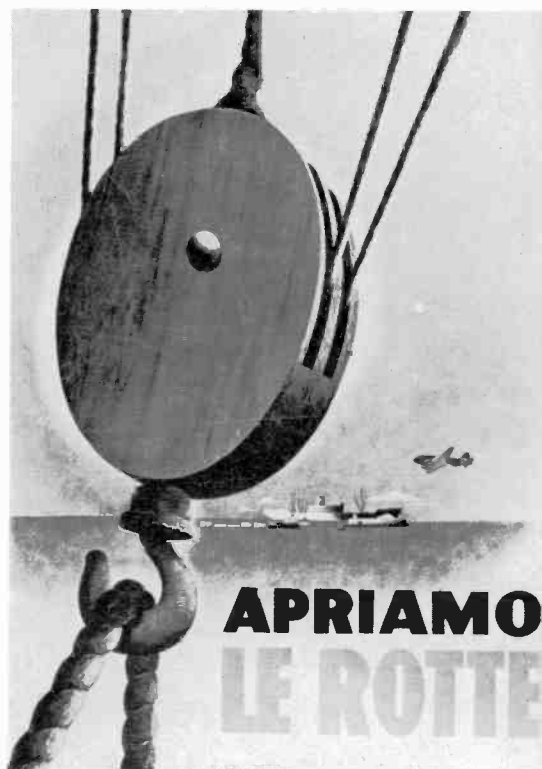
268

ARTIST **IRVINE KAMENS**  
 ART DIRECTOR **IRVINE KAMENS-MILTON ACKOFF**  
 ADVERTISER **OFFICE OF WAR INFORMATION (OVERSEAS)**



269

ARTIST **IRVINE KAMENS**  
 ART DIRECTOR **IRVINE KAMENS**  
 ADVERTISER **OFFICE OF WAR INFORMATION (OVERSEAS)**





270

ARTIST **ELMER JACOBS**  
 ART DIRECTOR **CLAUDE SNIDER**  
 ADVERTISER **BROWN E. BIGELOW**  
 PUBLISHER **RAND McNALLY CO.**

**WANTED!**



**FOR MURDER**

*Her careless talk costs lives*

271

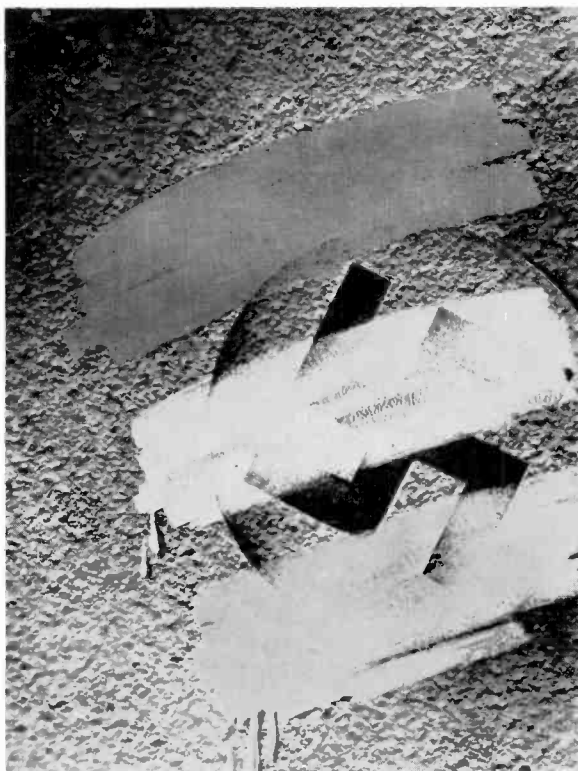
ARTIST **VICTOR KEPPLER**  
 ART DIRECTOR **EDWARD MOLYNEUX ★**  
 ADVERTISER **OFFICE OF WAR INFORMATION**

272

ARTIST **IRVINE KAMENS**  
 ART DIRECTOR **IRVINE KAMENS-FRANCIS BRENNAN ★**  
 ADVERTISER **PSYCHOLOGICAL WARFARE DIVISION (OVERSEAS)**

273

ARTIST **MEAD SCHAEFFER**  
 ART DIRECTOR **CLYDE EDDY-ARTHUR SUDLER**  
 ADVERTISER **E. R. SQUIBB & SONS**  
 AGENCY **KINDRED MacLEAN & CO.**



274

ARTIST **E. MCKNIGHT KAUFFER**  
 ART DIRECTOR **LESTER RONDELL ★**  
 ADVERTISER **CONTINENTAL OIL COMPANY**  
 AGENCY **GEYER, CORNELL & NEWELL, INC.**



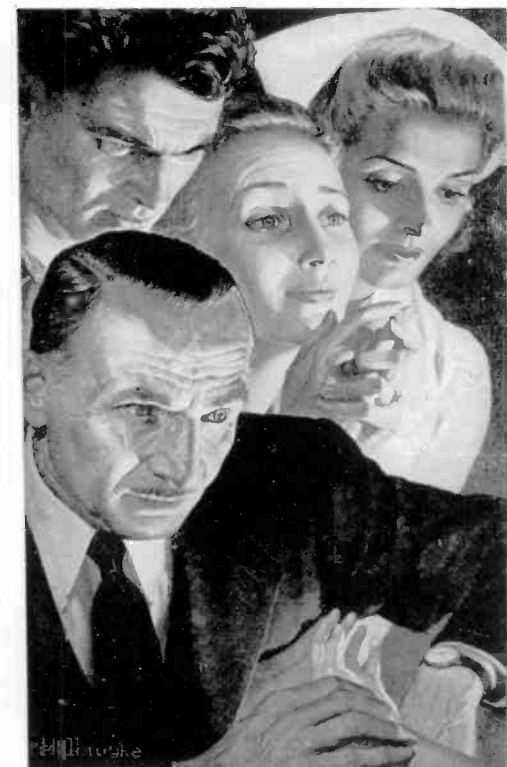
275

ARTIST **JOSEPH BINDER**  
 ART DIRECTOR **KURT PLOWITZ**  
 ADVERTISER **PUBLICKER COMMERCIAL ALCOHOL**  
 AGENCY **AL PAUL LEFTON CO., INC.**



276

ARTIST **PAT HOLBROOKE**  
 ART DIRECTOR **STUART LEECH**  
 ADVERTISER **LEDERLE LABORATORIES**  
 AGENCY **KINDRED MacLEAN & CO.**



277

ARTIST **EDWARD PATSTON**  
 ART DIRECTOR **CHARLES E. BARNES**  
 ADVERTISER **P. BALLANTINE & SONS**



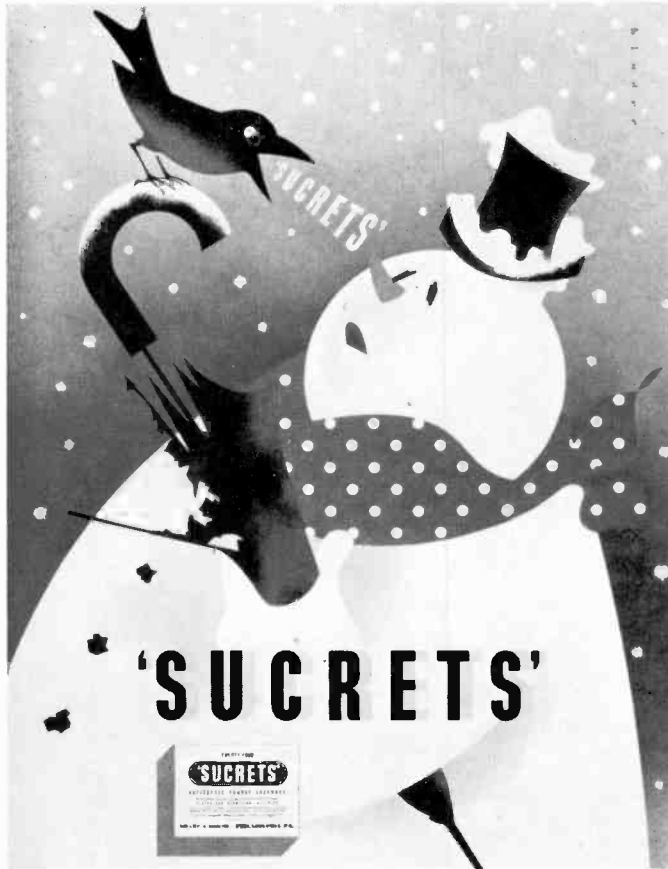
278

ARTIST JOSEPH BINDER

ART DIRECTOR LEO J. STAHL ★

ADVERTISER SHARP & DOHME

AGENCY NIAGARA LITHOGRAPH CO.



BEER AT ITS BEST

279

ARTIST RONALD McLEOD

ART DIRECTOR HARRY PAYNE

ADVERTISER THE F. & M. SCHAEFER BREWING

AGENCY BATTEN, BARTON, DURSTINE & OSBORN, INC.



CORONET vs. BRANDY

280

ARTIST PAUL RAND ★

ART DIRECTOR PAUL RAND ★

ADVERTISER CRESTA BLANCA WINE CO., INC.

AGENCY WILLIAM K. WEINTRAUB & CO.



PART TEN **DIRECT MAIL**

**"The post is the grand connecting link of all transactions, of all negotiations. Those who are absent, by its means become present. . ."—Voltaire**



westvaco

inspirations for printers: number one forty-five



WESTVACO

Inspirations for Printers: number one forty-five



Westvaco Inspirations for Printers: 130



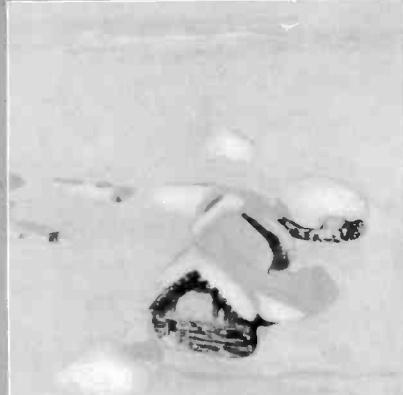
westvaco

Inspirations for Printers: number one forty-five



westvaco

Inspirations for Printers: number 130



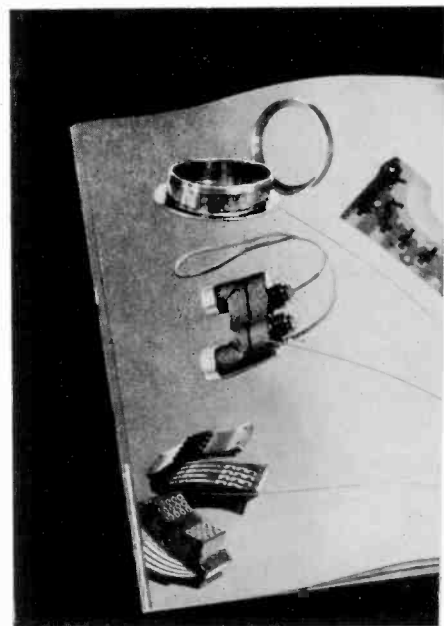
Westvaco Inspirations for Printers: number 130

281

ARTIST BRADBURY THOMPSON ★  
 ART DIRECTOR BRADBURY THOMPSON ★  
 ADVERTISER WEST VIRGINIA PULP & PAPER CO.  
 AGENCY ROGERS-KELLOGG STILLSON, INC.  
 THE ART DIRECTORS CLUB MEDAL

282

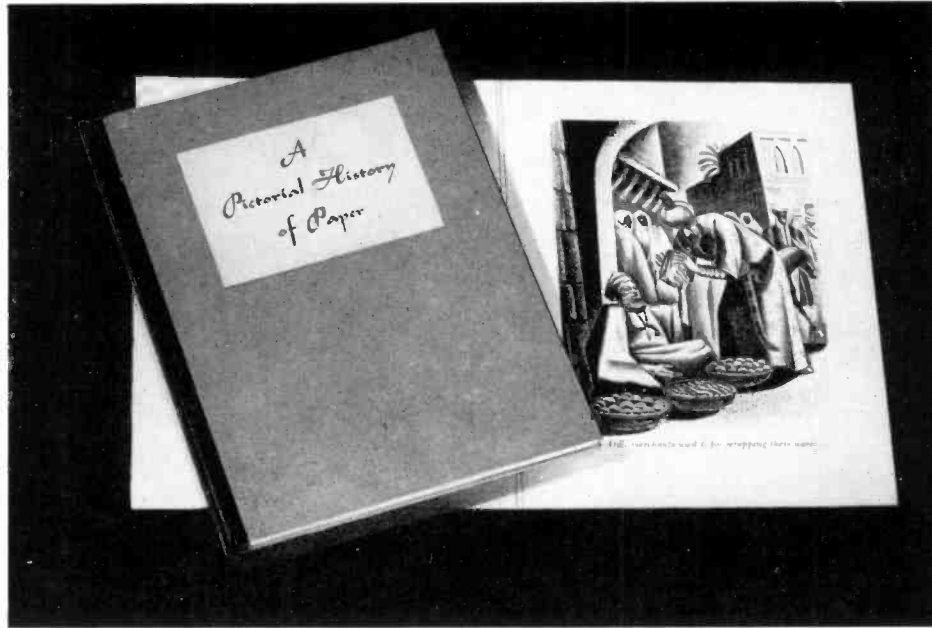
ARTIST W. B. PETZOLD  
 ART DIRECTOR W. B. PETZOLD  
 ADVERTISER GENERAL ELECTRIC CO.





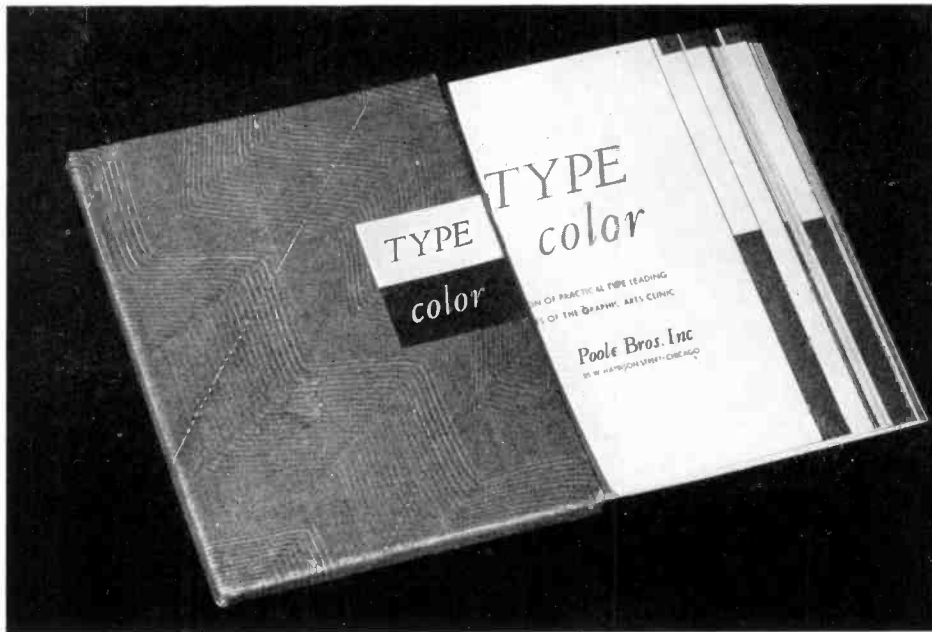
283

ARTIST **ROBERT GRECO**  
ART DIRECTOR **STEPHEN GOERL**  
ADVERTISER **BULKLEY, DUNTON PULP CO., INC.**



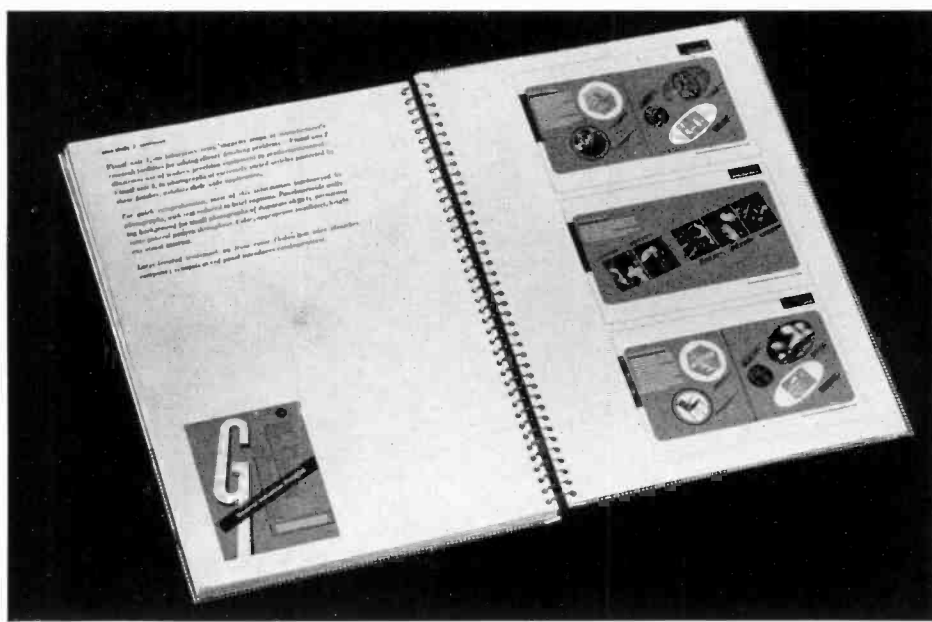
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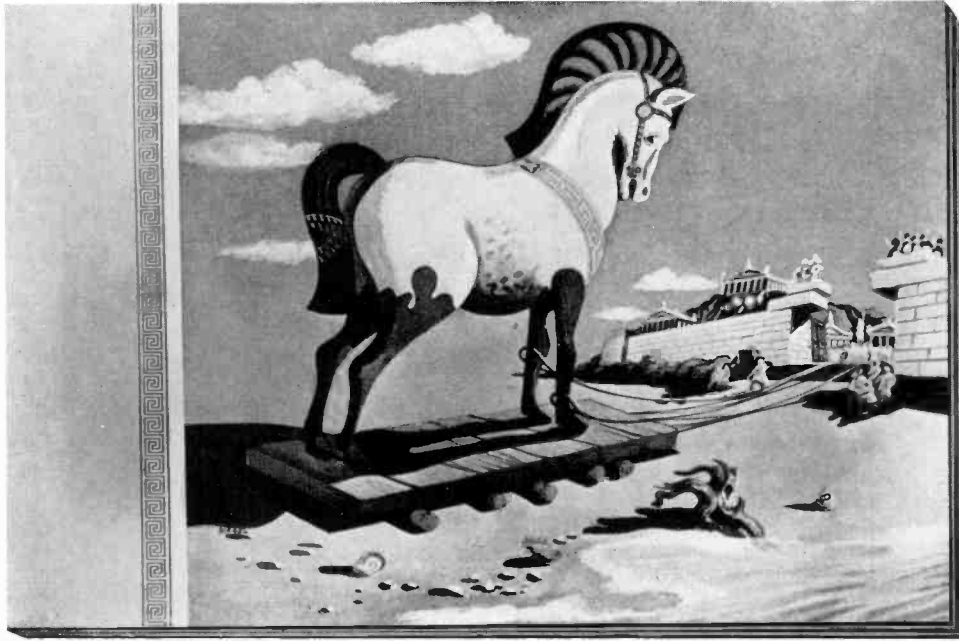
ARTIST **DAN SMITH**  
ART DIRECTOR **DAN SMITH**  
ADVERTISER **POOLE BROS., INC.**



285

ARTIST **LADISLAV SUTNAR**  
ART DIRECTOR **LADISLAV SUTNAR**  
ADVERTISER **SWEET'S CATALOG SERVICE**



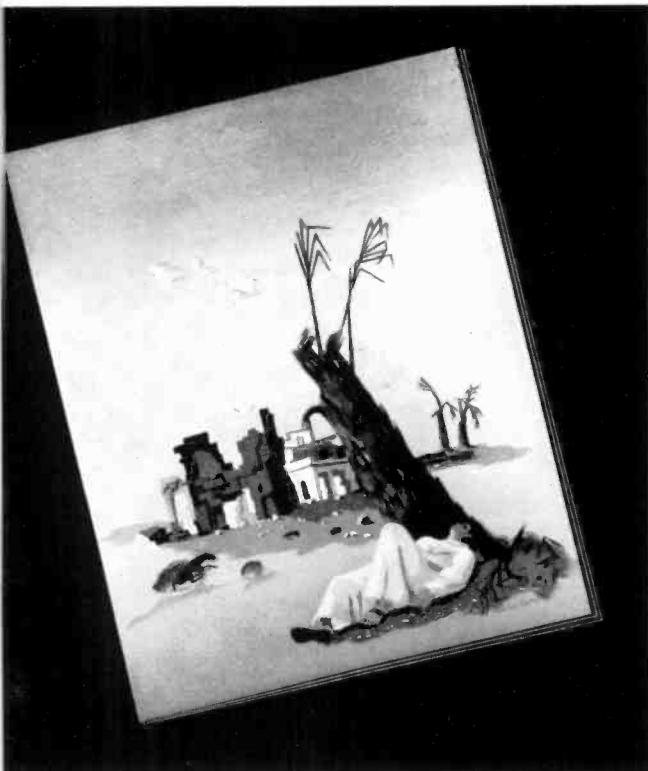


**286**

ARTIST **FREDERICK SIEBEL**  
 ART DIRECTOR **ED ROGERS**  
 ADVERTISER **WILLIAM R. WARNER & CO., INC.**  
 AGENCY **WILLIAM DOUGLAS McADAMS**  
 AWARD FOR DISTINCTIVE MERIT

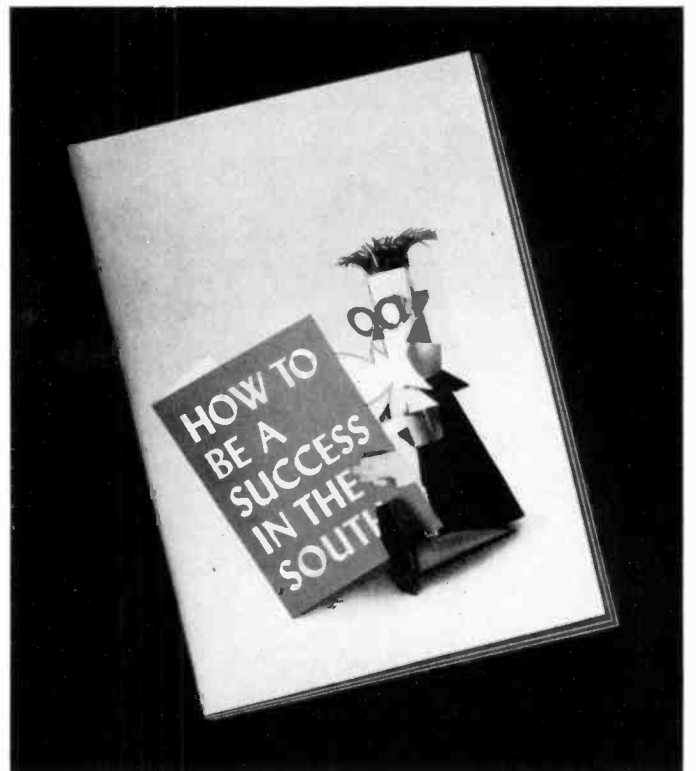
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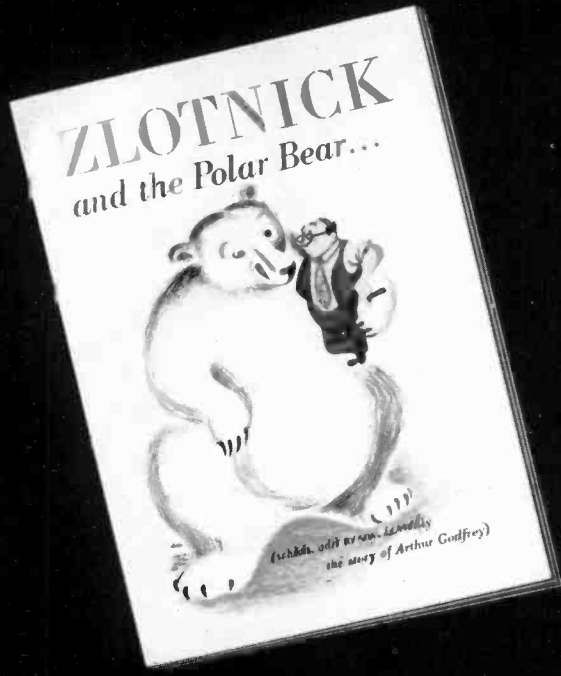
ARTIST **E. McKNIGHT KAUFFER**  
 ART DIRECTOR **PAUL B. ROBINSON**  
 ADVERTISER **SHARP & DOHME'S SEMINAR**



**288**

ARTIST **FRED CHANCE**  
 ART DIRECTOR **VICTOR TRASOFF ★**  
 ADVERTISER **STATION WBT, COLUMBIA BROADCASTING SYSTEM**



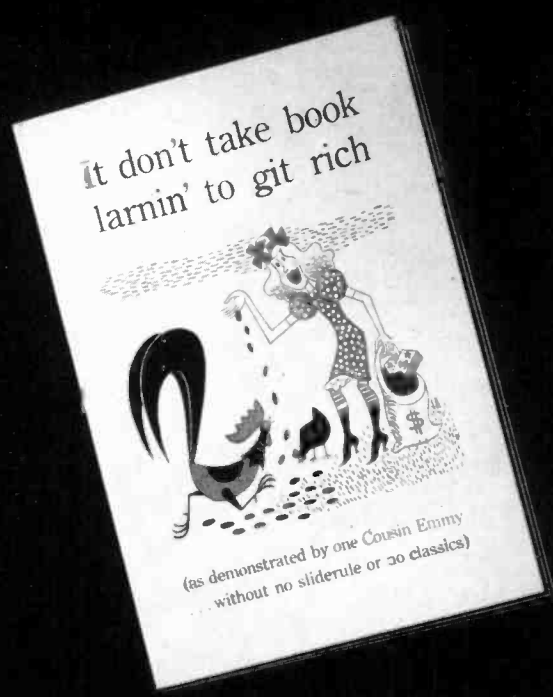


289

ARTIST FRED SIEBEL

ART DIRECTOR VICTOR TRASOFF ★

ADVERTISER STATION WTOP, COLUMBIA BROADCASTING SYSTEM



290

ARTIST JOHN AVERILL

ART DIRECTOR VICTOR TRASOFF ★

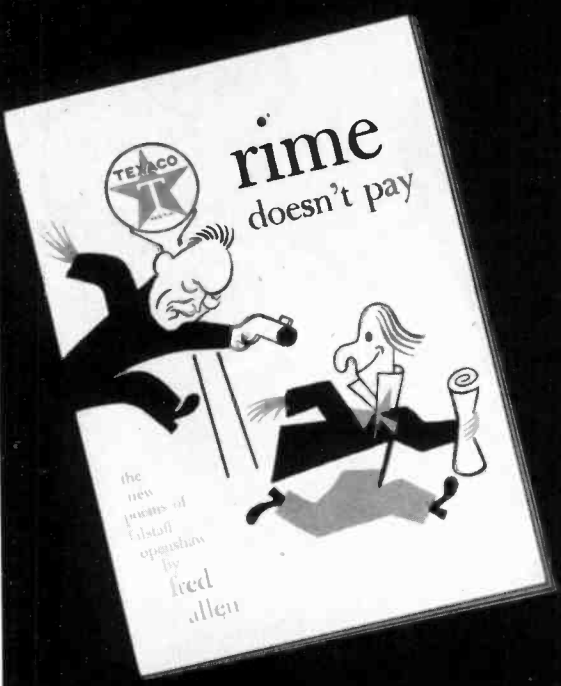
ADVERTISER STATION KMOX, COLUMBIA BROADCASTING SYSTEM

291

ARTIST FRED CHANCE

ART DIRECTOR HARRY F. O'BRIEN ★

ADVERTISER COLUMBIA BROADCASTING SYSTEM

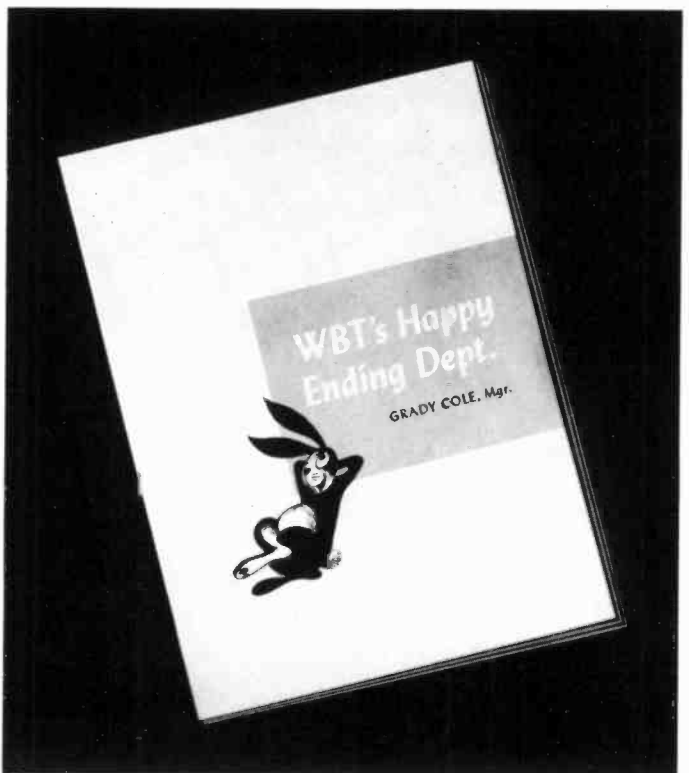


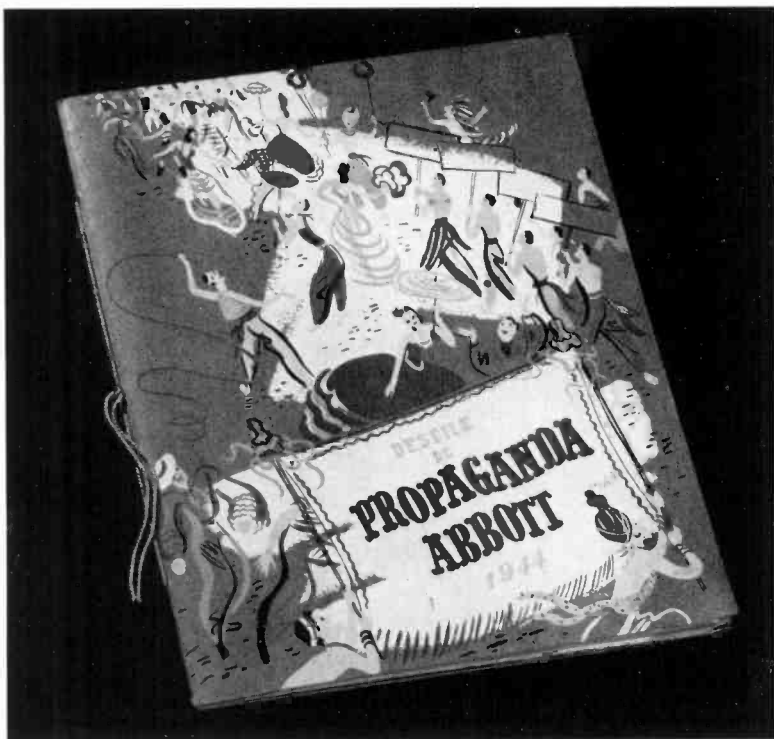
292

ARTIST FRED SIEBEL

ART DIRECTOR VICTOR TRASOFF ★

ADVERTISER STATION WBT, COLUMBIA BROADCASTING SYSTEM





293

ARTIST PAULINE PROEHL-PALENSKE YOUNG  
 ART DIRECTOR G. H. FRITZLEN  
 ADVERTISER ABBOTT LABORATORIES

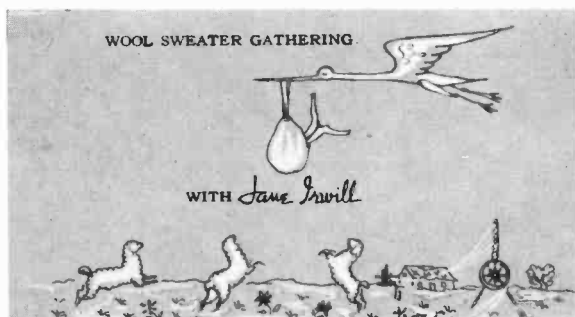
295

ARTIST EUGENE ZION  
 ART DIRECTOR HARRY F. O'BRIEN ★-EUGENE ZION  
 ADVERTISER COLUMBIA BROADCASTING SYSTEM



296

ARTIST G. F. PETERDI  
 ART DIRECTOR W. B. GOLOVIN ★  
 ADVERTISER IRWILL KNITWEAR CORP.  
 AGENCY WILLARD B. GOLOVIN CO.

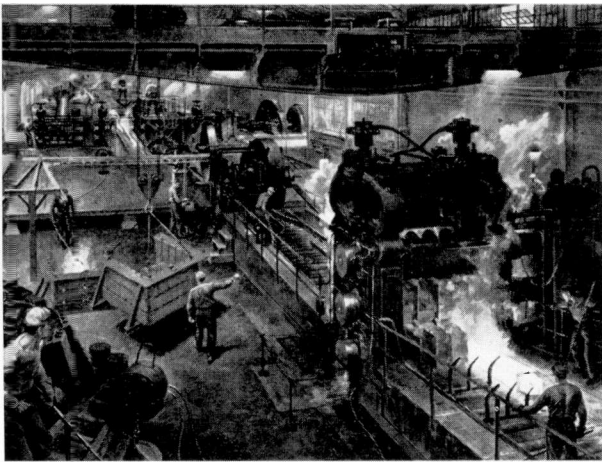


294

ARTIST LESTER BEALL ★  
 ART DIRECTOR LESTER BEALL ★  
 ADVERTISER SCOPE  
 PUBLISHER THE UPJOHN CO.



1045



**RUSTLESS IRON AND STEEL CORPORATION**  
STAINLESS STEEL

JANUARY							FEBRUARY							MARCH						
Mon	Tue	Wed	Thurs	Fri	Sat	Sun	Mon	Tue	Wed	Thurs	Fri	Sat	Sun	Mon	Tue	Wed	Thurs	Fri	Sat	Sun
1	2	3	4	5	6					1	2	3	4	5	6	7	8	9	10	11
8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28
29	30	31																		

APRIL							MAY							JUNE						
Mon	Tue	Wed	Thurs	Fri	Sat	Sun	Mon	Tue	Wed	Thurs	Fri	Sat	Sun	Mon	Tue	Wed	Thurs	Fri	Sat	Sun
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21
22	23	24	25	26	27	28	29	30	31					1	2	3	4	5	6	7
8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28
29	30																			

298

ARTIST **EUGENE HUTCHINSON**  
ART DIRECTOR **WALTER LLOYD**  
ADVERTISER **VANITY FAIR MILLS, INC.**

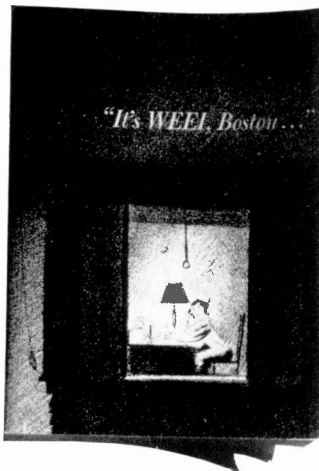


297

ARTIST **PETER HELCK**  
ART DIRECTOR **TONY ASCHERI**  
ADVERTISER **RUSTLESS IRON & STEEL CORP.**  
AGENCY **CHARLES FRANCIS PRESS, INC.**

299

ARTIST **FRED CHANCE**  
ART DIRECTOR **VICTOR TRASOFF ★**  
ADVERTISER **STATION WEEI, C.B.S.**



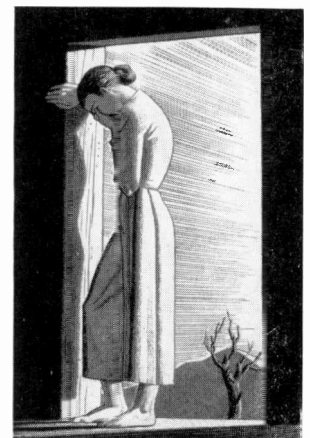
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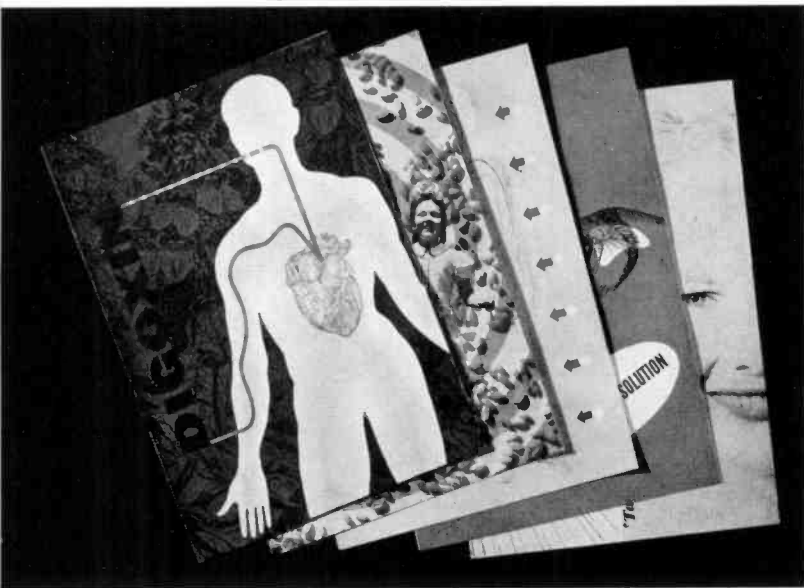
ARTIST **JAMES FLORA ★**  
ART DIRECTOR **JAMES FLORA ★**  
ADVERTISER **C.B.S.**



301

ARTIST **ROCKWELL KENT**  
ART DIRECTOR **L. W. FROHLICH ★**  
ADVERTISER **SCHERING CORPORATION**  
AGENCY **L. W. FROHLICH & CO., INC.**





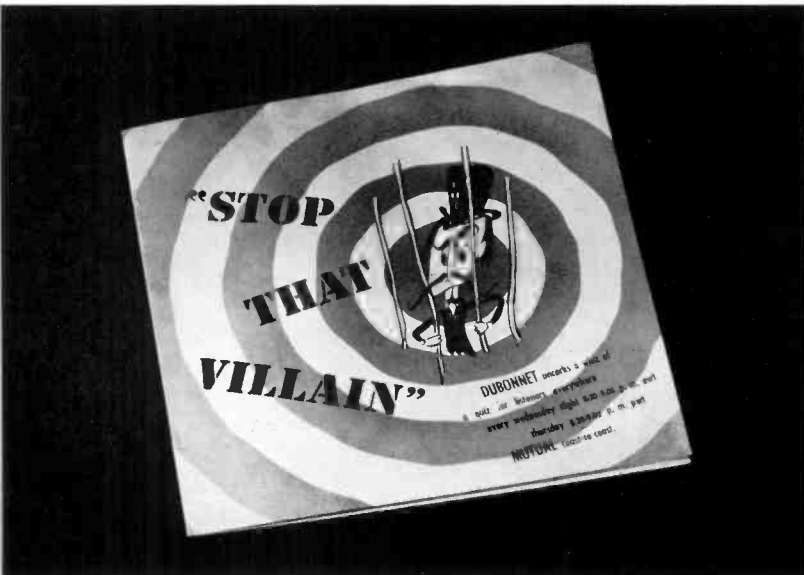
302

ARTIST **LESTER BEALL** ★ **JOHN GIBBS**-  
**MARGARET NIELSEN-PETER NYHOLM**  
 ART DIRECTOR **LESTER BEALL** ★ **JOHN GIBBS**  
 ADVERTISER **BURROUGHS WELLCOME AND CO.**



305

ARTIST **EDWARD A. WILSON**  
 ART DIRECTOR **MARTIN W. CARRICK**  
 ADVERTISER **JOHN MORRELL & CO.**  
 AGENCY **KETTERLINUS LITHO. MFG. CO.**



303

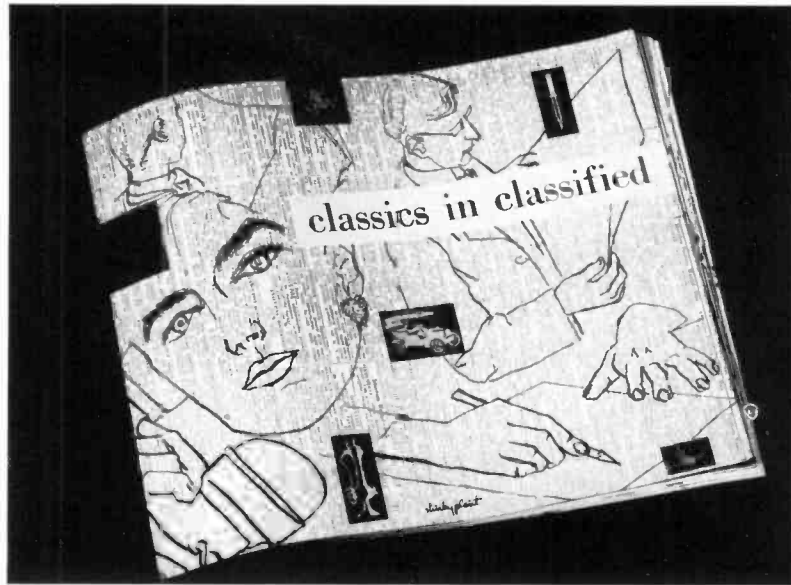
ARTIST **JAMES FLORA** ★  
 ART DIRECTOR **JAMES FLORA** ★  
 ADVERTISER **COLUMBIA BROADCASTING SYSTEM**

304

ARTIST **WALTER VAN BELLEN**  
 ART DIRECTOR **ARNOLD ROSTON** ★ **WALTER VAN BELLEN**  
 ADVERTISER **MUTUAL BROADCASTING SYSTEM**

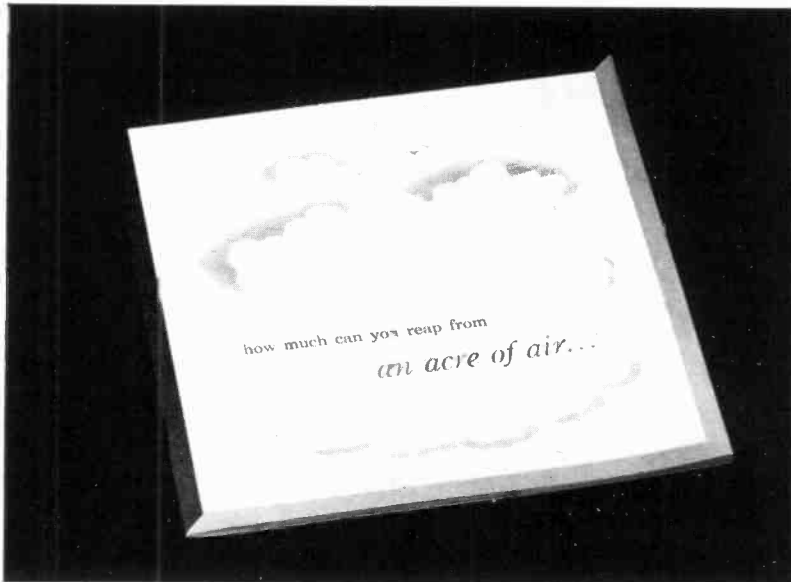
307

ARTIST SHIRLEY PLAUT  
ART DIRECTOR SHIRLEY PLAUT  
ADVERTISER THE NEW YORK TIMES



308

ARTIST TIBOR GERGELY  
ART DIRECTOR ARNOLD ROSTON ★  
ADVERTISER MUTUAL BROADCASTING SYSTEM



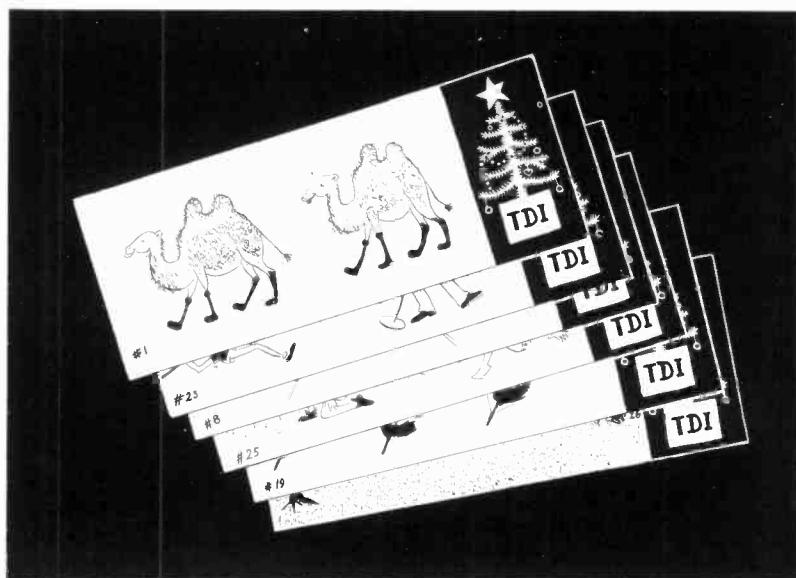
306

ARTIST HARRY GOFF  
ART DIRECTOR ELWOOD ALLEN  
ADVERTISER CONTINENTAL DISTILLING CORP.  
AGENCY AL PAUL LEFTON CO., INC.



309

ARTIST BRIDGET STEINER  
ART DIRECTOR IRVING K. MARKS  
ADVERTISER TRANSPORTATION DISPLAYS, INC.  
AGENCY FRANK BEST & CO., INC.





310

ARTIST **MATTHEW LEIBOWITZ**  
 ART DIRECTOR **JOHN PARVIN**  
 ADVERTISER **RADIO CORP. OF AMERICA**



311

ARTIST **LILLIAN LAAKSO**  
 ART DIRECTOR **HARRY F. O'BRIEN★LILLIAN LAAKSO**  
 ADVERTISER **COLUMBIA BROADCASTING SYSTEM**



312

ARTIST **JAMES FLORA★**  
 ART DIRECTOR **JAMES FLORA★**  
 ADVERTISER **COLUMBIA RECORDING CORPORATION**



*Aberle's Ballet*



PART ELEVEN **OWI DOMESTIC**

**"A war between the government of two nations is a war between all the individuals of one and all the individuals of . . . the other."—James Kent 1826**



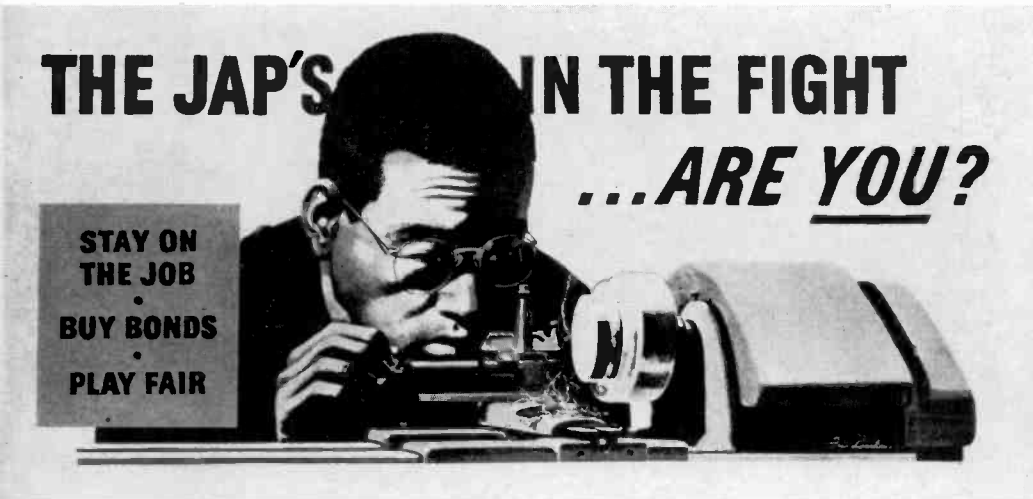
ARTIST **DOUGLAS CROCKWELL**  
GOV'T AGENCY **U.S. CIVIL SERVICE COMMISSION AND  
VETERANS ADMINISTRATION**



ARTIST **AMOS SEWELL**  
GOV'T AGENCY **WAR FINANCE DIVISION,  
U.S. TREASURY**



ARTIST **FRANK BENSING**  
GOV'T AGENCY **WAR MANPOWER  
COMMISSION**

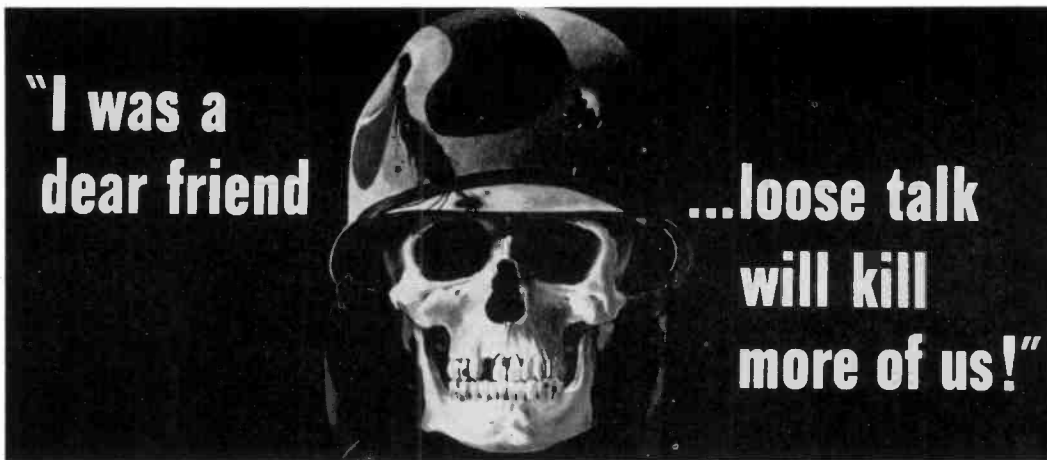


ARTIST **FRED LUDEKENS ★**  
GOV'T AGENCY **SECURITY OF WAR INFORMATI  
COMMITTEE**



ARTIST **RONALD McLEOD**  
GOV'T AGENCY **WAR PRODUCTION BOARD**

ARTIST **FRED LUDEKENS** ★  
GOV'T AGENCY **WAR, NAVY AND TREASURY DEPARTMENTS**



ARTIST **DOUGLAS CROCKWELL**  
GOV'T AGENCY **OFFICE OF PRICE ADMINISTRATION**



ARTIST **GEORGE GIUSTI**  
GOV'T AGENCY **U.S. DEP'T OF AGRICULTURE**

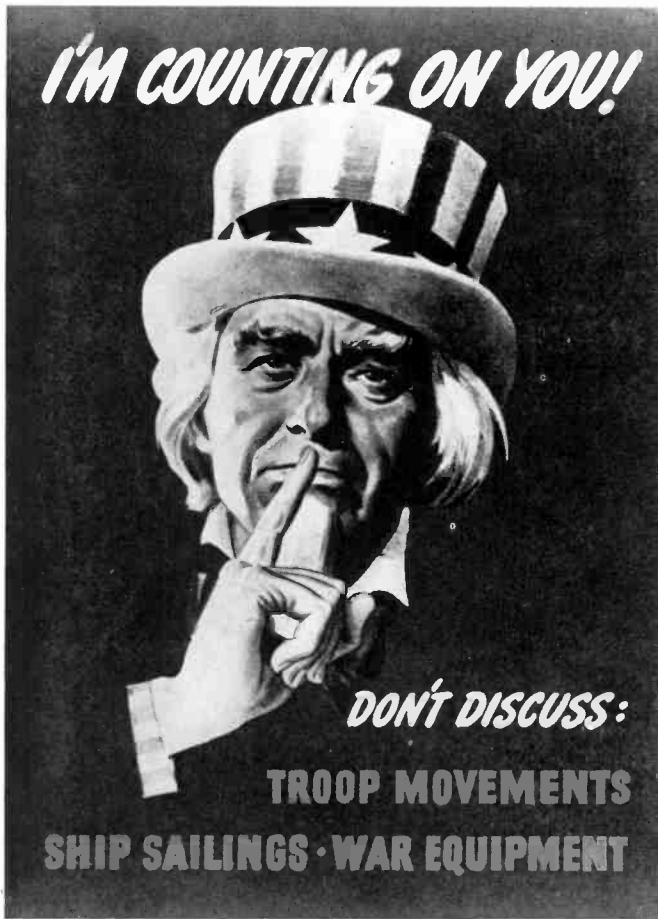


ARTIST **GEORGE GIUSTI**  
GOV'T AGENCY **U.S. DEP'T OF AGRICULTURE**



ARTIST **GEORGE GIUSTI**  
GOV'T AGENCY **U.S. DEP'T OF AGRICULTURE**





ARTIST **LEON HELGUERA**  
 GOV'T AGENCY **SECURITY OF WAR INFORMATION COMMITTEE**



ARTIST **ALBERT DORNE ★**  
 GOV'T AGENCY **OFFICE OF DEFENSE TRANSPORTATION**

ARTIST **C. C. BEALL**  
 GOV'T AGENCY **WAR FINANCE DIVISION,  
 U.S. TREASURY**



ARTIST **LYMAN ANDERSON**  
 GOV'T AGENCY **WAR MANPOWER COMMISSION**



ARTIST **E. McKNIGHT KAUFFER**  
 GOV'T AGENCY **SECURITY OF WAR  
 INFORMATION COMMITTEE**





ARTIST ALEX ROSS  
 GOV'T AGENCY U.S. PUBLIC HEALTH



ARTIST RICHARD WILLIAMS  
 GOV'T AGENCY WAR FOOD ADMINISTRATION

ARTIST GARRETT P. ORR ★  
 GOV'T AGENCY WAR, NAVY AND TREASURY DEPARTMENTS



ARTIST OTIS SHEPARD  
 GOV'T AGENCY WAR FOOD ADMINISTRATION



ARTIST **KENNETH THOMPSON**  
GOV'T AGENCY **WAR, NAVY AND TREASURY DEPARTMENTS**



**STAY ON THE JOB · BUY BONDS · PLAY FAIR**

ARTIST **HERBERT MORTON STOOPS**  
GOV'T AGENCY **WAR, NAVY AND TREASURY DEPARTMENTS**



This is the only American  
for whom the war is over—

**STAY ON THE JOB · BUY BONDS · PLAY FAIR**

ARTIST **MARTHA SAWYERS**  
GOV'T AGENCY **WAR SHIPPING ADMINISTRATION**



*Let's Finish the Job!*

**URGENT—  
EXPERIENCED SEAMEN NEEDED!**

WIRE COLLECT: **Merchant Marine · Washington, D. C.**  
or inquire your Maritime Union or U. S. Employment Service

ARTIST **STEVAN DOHANOS**  
GOV'T AGENCY **WAR FOOD ADMINISTRATION**



**FILL IT!**

**HELP HARVEST WAR CROPS**

PART TWELVE **OWI OVERSEAS**

**Formidable instruments of psychological warfare, publications and exhibits penetrate the four corners of the Earth, supplementing the global military strategy of our country and the United Nations.**



ARABIC POSTER DEPICTING ALLIED UNITY AGAINST JAPAN



FRENCH WALL POSTER

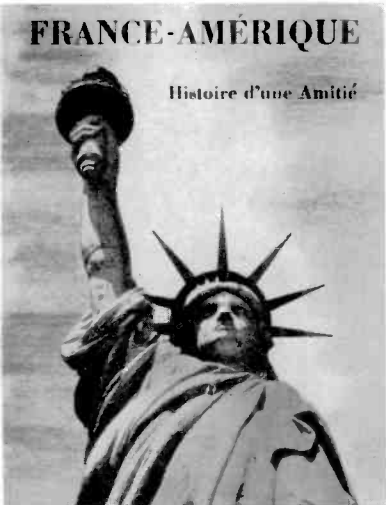
ARABIC WAR MAP





# FRANCE-AMÉRIQUE

Histoire d'une Amitié



FRANCO-AMERICAN FRIENDSHIP BROCHURE

LE MESSAGER DE LA

# LIBERTÉ

LE NUMÉRO DE LA LIBÉRATION



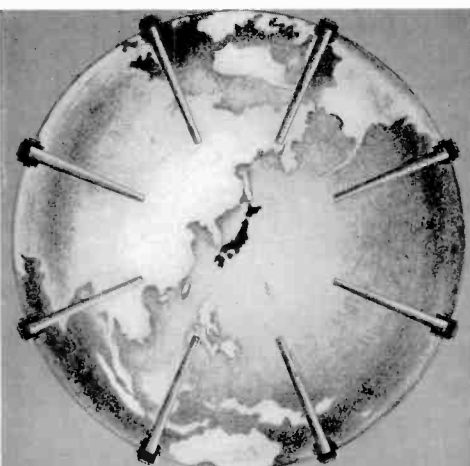
LIBERATION ISSUE OF A BELGIAN MAGAZINE

CHINESE BULLETIN

JAPANESE COMBAT LEAFLET

ARCHITECTURAL EXHIBIT POSTER FOR SWEDEN

禧新賀恭

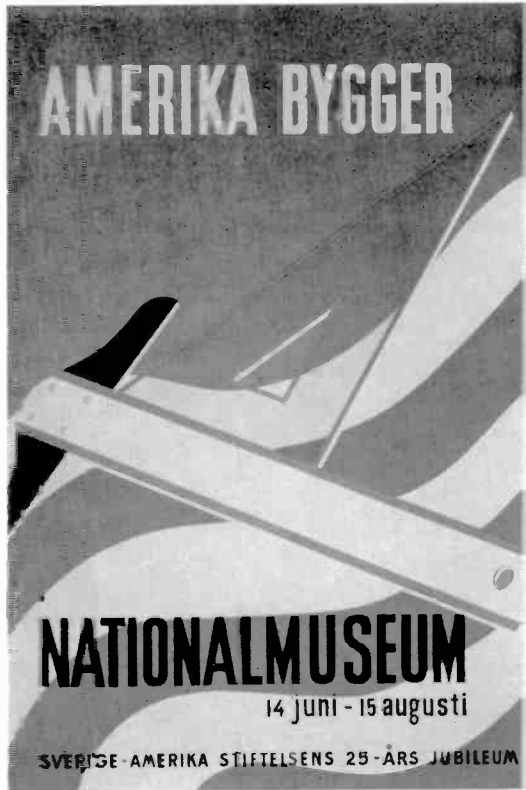


日本の八紘一宇は  
世界の八紘一敵である  
歐洲の戦争は事実上聯合  
軍の勝利に歸して居る聯合軍  
は左の方より軍門打倒の爲、  
日本を攻撃するのである。

一 アラスカより、二 亞米利加より  
三 中央太平洋より、四 南太平洋より  
五 濠洲より、六 印度より  
七 歐洲より、八 北太平洋より

自己を保持せよ、  
國家を救助せよ、  
軍閥を打倒せよ

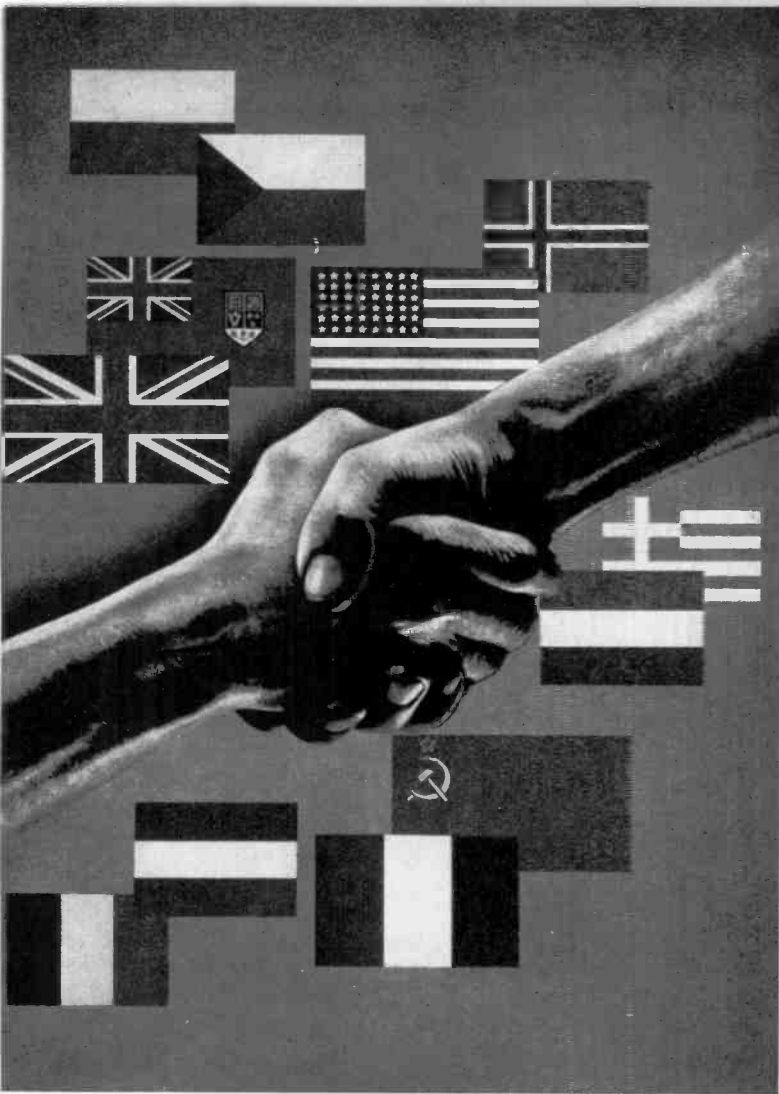
# AMERIKA BYGGER



# NATIONALMUSEUM

14 juni - 15 augusti

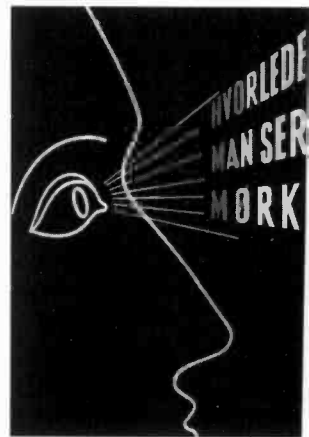
SVERIGE-AMERIKA STIFTELSENS 25-ÅRS JUBILEUM



UNITED NATIONS POSTER



"GEOGRAPHY OF THE U.S.A." —  
DUTCH EDITION

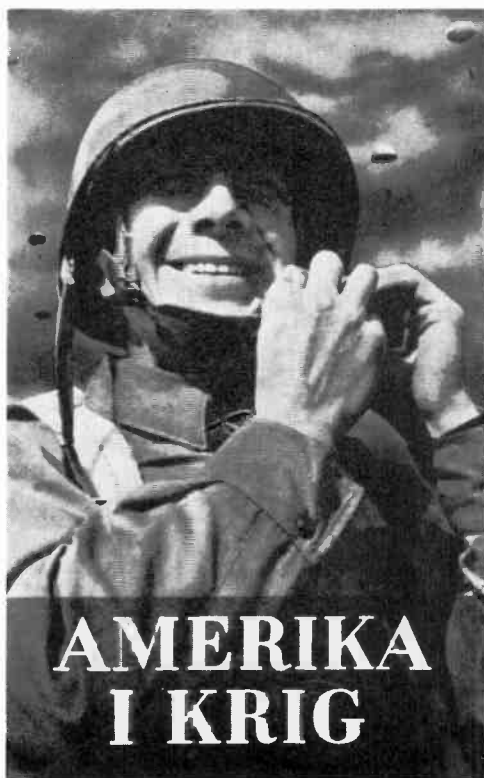


UNDERGROUND NORWEGIAN  
BOOKLET

FRENCH LIBERATION POSTER



"AMERICA AT WAR" — DANISH EDITION

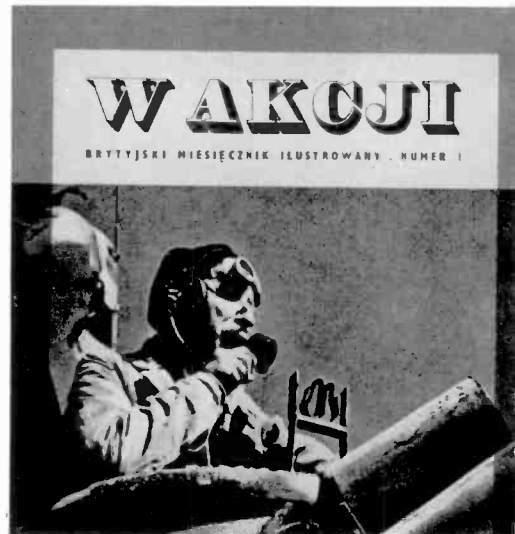


MERCHANT MARINE BOOKLET — PORTUGUESE EDITION





STRATEGIC LEAFLET FOR THE BURMESE THEATRE

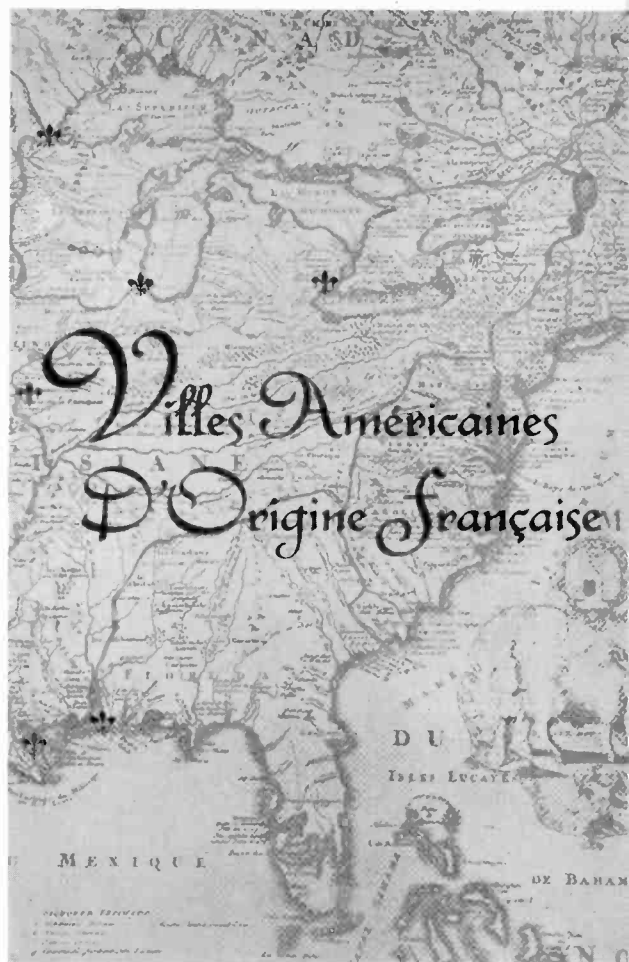


AIRBORNE POLISH PICTURE PUBLICATION

"AMERICA ILLUSTRATED" MAGAZINE — RUSSIAN ISSUE



"AMERICAN CITIES OF FRENCH ORIGIN"  
FOR FRANCE AND NORTH AFRICA

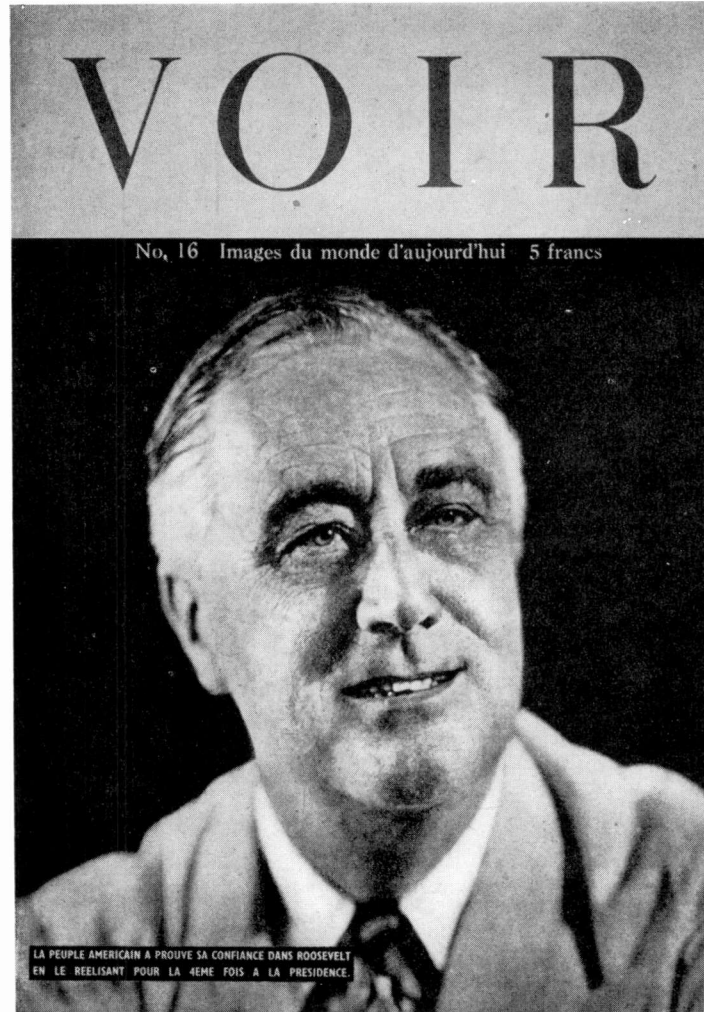




"VICTORY" MAGAZINE —  
ARABIC EDITION



TYPICAL "VICTORY"  
MAGAZINE COVER



LARGE PHOTO-NEWS MAGAZINE FOR FRANCE

### OFFICE OF WAR INFORMATION, OVERSEAS BRANCH: ART DIRECTORS AND ARTISTS

<b>MILTON ACKOFF</b>	NEW YORK, LONDON, PARIS	<b>ROBERT HARRIS</b>	NEW YORK	<b>DAVID OKEN</b>	NEW YORK
<b>GEORGE C. ADAMS</b>	BRISBANE	<b>DORIS HOFFER</b>	NEW YORK	<b>EDWIN J. PAXTON, JR.</b>	BRISBANE
<b>GABRIEL AUDIN</b>	NEW YORK	<b>WILLIAM HOWARD</b>	NEW YORK	<b>JOHN T. PETER</b>	NEW YORK, LONDON, PARIS
<b>KENNETH AUDROUÉ</b>	NEW YORK	<b>AVERY JOHNSON</b>	ROME	<b>JOHN PIKE</b>	CAIRO
<b>FRANCES BAKER</b>	HONOLULU	<b>LT. JOSEPH C. JONES</b>	NEW YORK, LONDON	<b>DOROTHY PURNELL</b>	LONDON
<b>WILLIAM BALLANTINE</b>	LONDON, LUXEMBOURG	<b>ROBERT JONES</b>	ASSAM	<b>DAPHNE RICHMOND</b>	NEW YORK
<b>PHILIP BARBIERI</b>	ROME, NAPLES, FLORENCE	<b>IRVING KAMENS</b>	LONDON	<b>MARTIN RIFKIN</b>	NEW YORK
<b>FRED BECKER</b>	ASSAM	<b>IRENE KAPNER</b>	NEW YORK	<b>NINA RITTENBERG</b>	NEW YORK
<b>T. ALBERT BLACK</b>	LONDON	<b>PAUL KELLER</b>	CALCUTTA	<b>HERBERT ROAN</b>	NEW YORK
<b>FRANCIS E. BRENNAN</b>	LONDON	<b>ELEANOR KERNS</b>	ISTANBUL	<b>ALEXANDER ROSS</b>	NEW YORK, LONDON
<b>HOWARD COOLEY</b>	ISTANBUL	<b>GEORGE KRICKORIAN</b>	ROME, NAPLES	<b>BEN ROTH</b>	BRISBANE
<b>HARRY DIAMOND</b>	ASSAM	<b>FRANK LIEBERMAN</b>	NEW YORK, LONDON	<b>HENRY RUSSELL</b>	NEW YORK, CAIRO
<b>GLORIA DINGIVAN</b>	NEW YORK	<b>GEORGE MAAS</b>	LONDON	<b>EUGENE SCHNELL</b>	BRISBANE
<b>ARTHUR FARWELL</b>	PHILIPPINES	<b>CHARLES MARTIN</b>	LONDON	<b>NAT SUPER</b>	NEW YORK
<b>ROBERT FAWCETT</b>	LONDON	<b>WILLIAM MEEK</b>	CAIRO	<b>J. BRADBURY THOMPSON</b>	NEW YORK
<b>J. WALTER FLYNN</b>	CAIRO	<b>EDGAR S. MELVILLE</b>	ROME	<b>WALTER VAN BELLEN</b>	NEW YORK
<b>PAUL FORSTER</b>	KUNMING	<b>WALTER MILES</b>	NEW YORK	<b>OMON VAN DYCK</b>	NEW YORK
<b>JACK GENSEMER</b>	BARCELONA, LONDON, PARIS	<b>CHARLES MILLER</b>	NEW YORK	<b>JOHN A. WEDDA</b>	NEW YORK, LONDON
<b>LESLIE GILL</b>	CAIRO	<b>TOBIAS MOSS</b>	NEW YORK, LONDON	<b>SAUL WEIL</b>	NEW YORK
<b>GEORGE GOODSTADT</b>	NEW YORK	<b>WARREN NARDIN</b>	NEW YORK	<b>HOWARD WILLARD</b>	CHUNGKING
<b>NELSON GRUPPO</b>	NEW YORK	<b>MACK NORMAN</b>	NEW YORK	<b>JAMES WILLIAMSON</b>	CAIRO, ISTANBUL
		<b>DANA O'CLARE</b>	LONDON, PARIS, BRUSSELS		

## **24th ANNUAL ADVERTISERS**

**There are no Medals for the paid advertisements in this Annual. But they have all been prepared for the most discriminating judges that exist—art directors, account executives, production men and artists.**

**These judges are not asked to award Medals, but we do suggest that they refer frequently to this section and use the services of advertisers when possible . . . THE EDITORS**



*It isn't right for a plate buyer to take his worries home with him. It doesn't make for a happy home life. May we suggest that he turn his future plate problems over to us and then, without worries, go home to a wife who no longer wants to feed him ground glass in his spinach.*

**Collins, Miller & Hutchings**

Chicago Photo-Engravers  
207 North Michigan Avenue, Chicago 1, Illinois

*An advertising agency proposes*

# A WORD OF THANKS



**T**O A DEGREE unique among great nations, America fights for intangibles; for *ideas*. With no possible material gain, we carry on a devastating war to preserve *ideas* dear to us . . . intangible, yet actually more real than the machines and weapons we make to protect them.

It is only fitting that those crafts whose function is to carry *ideas* to the American people should work also for Victory and Freedom. But a job well done is not less worthy of credit because it happens also to be a duty.

The public-information crafts of this country have done and continue to do an "unadvertised" job of which they — and you — can be proud.

Erwin, Wasey & Company takes this occasion to express—for its clients and itself—our thanks to all who have manned the guns to launch the powerful projectiles of *ideas* which comprise a vital armament of war.

We salute, therefore, the newspapers, magazines, radio networks and stations, business papers, poster services, typographers, engravers, photographers, artists, and those others who have carried on so well under wartime handicaps.

They deserve generous praise for giving so freely of their space, time, and talents to bring about what we hope is the end of war and the beginning of lasting peace.

**ERWIN, WASEY & COMPANY, INC., *Advertising***



420 Lexington Avenue • New York 17, N. Y.

NEW YORK • NEW HAVEN • CHICAGO • MINNEAPOLIS • OKLAHOMA CITY • SAN FRANCISCO  
LOS ANGELES • SEATTLE • TORONTO • LONDON • PARIS • THE HAGUE • STOCKHOLM

# TYPE THAT EXPRESSES MOVEMENT



*"In 1944 'A Brief Preface to the History of Selling'*

*was the basic theme of our sales publication, the Phoenix Flame.*

*The type face required for this moving theme*

*was one that expressed power and progress through the ages,*

*yet it had to be of such design and color*

*that the reader, seeing it month after month after month,*

*would not tire of it and clamor for change.*

*Thus, Lydian Bold Italic (ATF) was the natural selection.*

*It interpreted our basic theme*

*while matching the quiet strength of the illustrations*

*planned for the series by artist Elmer Jacobs.*

*Further . . . we think that Lydian is good taste,*

*the kind of good taste that attracts the kind of people*

*with whom we like to do business." Hig.*



*H. J. Higdon (Hig),  
Editor and Typographic Designer,  
The Phoenix Flame,  
A Sales Publication of the  
Phoenix Metal Cap Co.  
For Many Years Winner of  
Editorial and  
Typographic Awards.*

**AMERICAN TYPE FOUNDERS**

**200 ELMORA AVENUE**

**ELIZABETH B, NEW JERSEY**

THIS ADVERTISEMENT IS SET IN LYDIAN BOLD ITALIC



Charles E. Cooper, Inc.  
ADVERTISING ART

william Arnott   al Baxter   sheilah Beckett   albert Behar   gerald Boertzel   craig m. Bollman   hamilton Brooks  
al Brule   r. l. Chambers   chas. e. Cooper   margaret Cox   james Dwyer   fred Eng   george Englert   kenneth Fagg  
william Gillies   lawrence Harris   john Hickler   george Hughes   winifred Job   william Kautz   stanley Klimley  
paul Kolada   anton Kurka   edith Lawdham   robert Levering   mitchell Marcone   tran Mawicke   d. h. Miller   al Moore  
robert Moore   leonard Oehmen   paul O'haire   ernest Olsen   morris Pressmen   roy Price   weimer Pursell  
walter Richards   oliver w. Schenk   martha Stapleford   roberta Stephenson   e. d. Stricker   mary Tinker  
james Triggs   r. e. Wettje   jon Whitcomb   coby Whitmore   james g. Woods  
IN THE SERVICES:   pierre Austin   teasdale Barney   fred Berger  
james Bingham   fred j. Brauer   adolph e. Brotman   arthur t. Cooper  
sholten b. Jones   joseph Kacsorak   james Schucker   richard Schwarz  
j. frederick Smith   s. binford Valentine

136 east 57th street  
new york city 22, new york  
telephone plaza 3-6880



**a complete line of  
quality art materials**



ask for our illustrated catalog

... our monthly magazine, "friem's four pages"

sent to you on request

**a.i. friedman** company

20 east 49th street, new york 17, n. y.

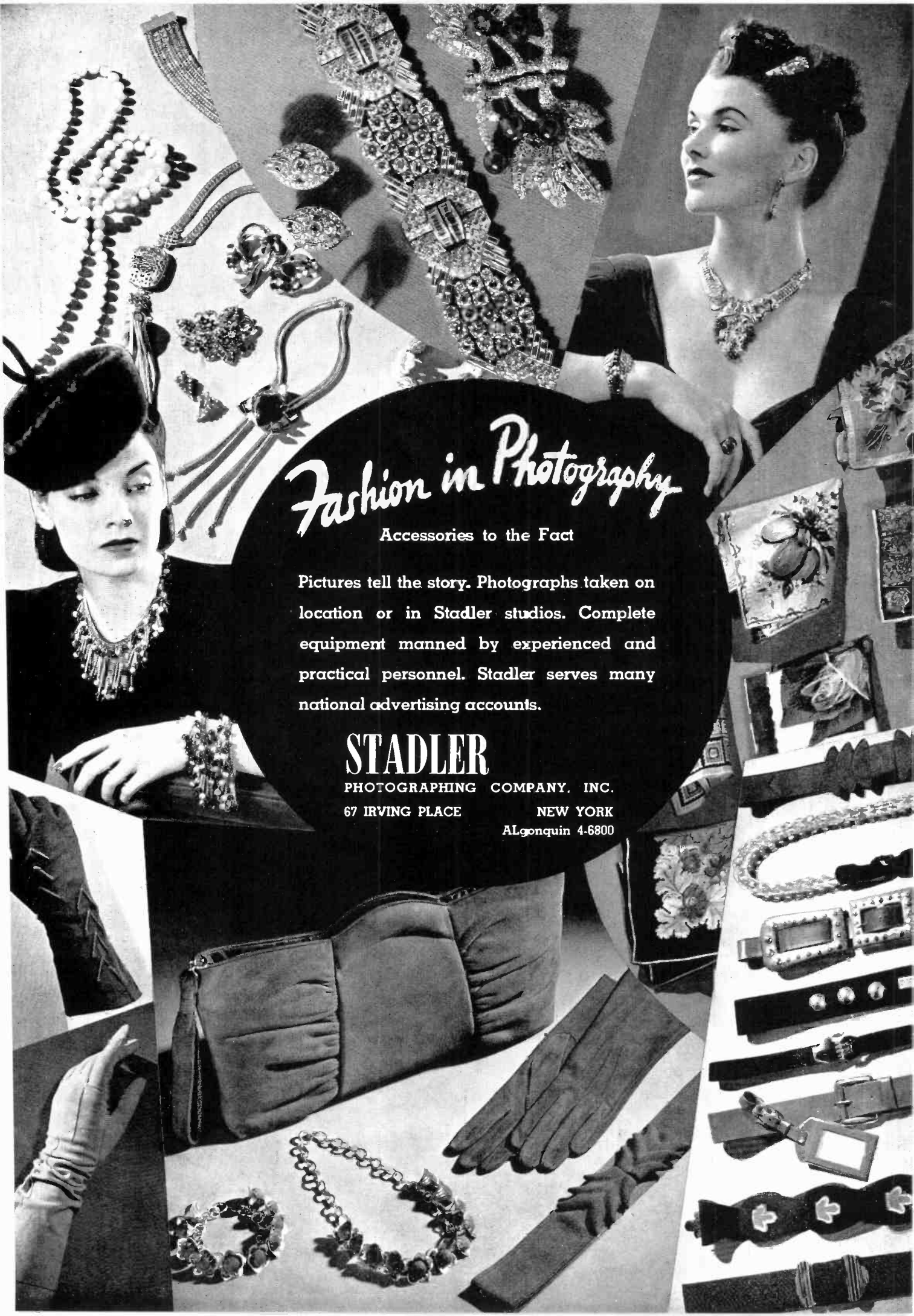
*The Art School*  
**PRATT INSTITUTE**

*Professional Courses*

ADVERTISING DESIGN  
INTERIOR DESIGN  
INDUSTRIAL DESIGN

ARCHITECTURE  
ILLUSTRATION  
ART EDUCATION

*Thoroughly trained graduates in demand for  
their good taste and good judgment*



# *Fashion in Photography*

Accessories to the Fact

Pictures tell the story. Photographs taken on location or in Stadler studios. Complete equipment manned by experienced and practical personnel. Stadler serves many national advertising accounts.

**STADLER**

PHOTOGRAPHING COMPANY, INC.

67 IRVING PLACE

NEW YORK

ALgonquin 4-6800

abney, glen  
 abraham, rea  
 adair, j. eugene  
 anderson, harry  
 anderson, h. e.  
 armitage, arnold  
 augustiny, edward  
 averill, john  
 axelrod, james  
 babcock, r. fayerweather  
 backof, clifford w.  
 bade, arthur c.  
 ball, g. don  
 ball, ralph  
 bauman, phil  
 beatty, frank  
 becker, george  
 becker, robert d.  
 bendelow, ernest n.  
 benedick, william h.  
 bensing, joseph  
 benton, clifford p.  
 berg, william  
 bergst, henry  
 betts, theon  
 bierman, jack  
 billsten, henry a.  
 biondi, reno j.  
 blake, bob  
 block, burton  
 bodell, mark  
 boehner, kenneth g.  
 bonhajo, louis

eads, george b.  
 eirenberg, robert  
 eitel,cliffe  
 ekman, stanley  
 elin, george  
 ellison, edward h.  
 elvgren, gillette  
 engert, harry  
 engle, harry  
 ernst, kenneth  
 exley, lester  
 felden, richard l.  
 fisher, fred f.  
 fisher, lois  
 folzer, joseph  
 ford, ruth van sickle  
 forsberg, howard  
 forstneger, frank  
 foster, robert l.  
 fox, charles  
 freckman, harold  
 fredman, harry  
 frederick, ralph  
 french, dan  
 french, george w.  
 frush, pearl  
 galitz, charles e.  
 gallagher, marshall j.  
 garner, fred j.  
 gatenby, john  
 gillen, denver  
 goldberg, george  
 gordon, edgar e.

lehman, mahrea cramer  
 le seth, floyd h.  
 lewis, richard c.  
 lewis, taylor  
 lewis, ted  
 leve, jerome b.  
 lockhart, james  
 long, sylvester  
 lucas, oscar  
 lotton, iwan  
 mallinson, richard  
 mallory, george  
 mally, george w.  
 mc cauley, h. w.  
 mc lean, george b.  
 millar, philip j.  
 millbourn, vaughn  
 missey, kenneth f.  
 mitchell, michael b.  
 mittelstadt, edward  
 mizen, frederic  
 morgan, ed  
 moses, ralph  
 mundstock, harold  
 munroe, john  
 myers, forrest b.  
 navigato, rocco d.  
 neebe, william  
 nichols, nick  
 nicosia, david a.  
 norse, john m.  
 o'leary, james  
 olson, jack

stange, howard n.  
 stanis, charles  
 statz, ray f.  
 stearns, walter  
 steffen, fred  
 stevens, h. s  
 stewart, stanley  
 straub, george  
 strausberg, jack  
 sundblom, haddon h.  
 sus, thomas jr.  
 svoboda, fredrick a.  
 swanson, holgar g.  
 sylvester, bart  
 waube, walter  
 taylor, claude  
 thompson, leslie f.  
 thompson, richard  
 thulin, emil  
 toigo, dan j.  
 torosian, ted  
 truman, virgil  
 turnbull, dari b.  
 uhl, earl  
 utz, thorton  
 van dermark, robert d.  
 vernon, dave  
 voss, olin jr.  
 watt, parker  
 webb, mary  
 weiner, louis  
 white, kenneth  
 white, parker



# ARTISTS GUILD OF CHICAGO, INC.

boucher, fred  
 bowie, edward  
 box, steven adran  
 boyle, m. s.  
 bracken, charles  
 bratten, chester c.  
 browder, frank  
 brown, roswell f.  
 brudno, a. e.  
 brumer, edgar f.  
 bryant, jerry  
 buescher, lorenz  
 bunn, wm. e. l.  
 butler, glenn a.  
 cain, william erl  
 carveth, gerald s.  
 casler, arvid e.  
 cermak, albert  
 church, frank j.  
 clark, william  
 clasen, edward  
 clay, henry  
 cloud, carey c.  
 clusin, ed.  
 cole, kenneth r.  
 collins, harry  
 conforti, george  
 coomer, mark  
 cooper, lee  
 cox, myron  
 craig, raymond e.  
 crenshaw, henry  
 cunningham, fred k. c.  
 de lorme, harry w. jr.  
 dickens, paul d.  
 dickens, robert sidney  
 dietrich, harvey a.  
 dippold, fred  
 dolan, tom  
 donovan, earl j.  
 dowdakin, james daniel  
 drachman, byron  
 dunkley, w. a.  
 dunlop, russell

gourley, fred drew  
 grant, edward  
 grawe, fred  
 green, chester  
 grentzebach, chris  
 gross, earl  
 guernesey, howard  
 gulser, martin  
 hall, norman  
 hall, tom  
 hamby, richard e.  
 hamill, carmen c.  
 hamilton, boris  
 hanson, c. v.  
 hanson, francis h.  
 harvey, norman f.  
 hawley, andree c.  
 heichel, clyde  
 heinze, adolf  
 heiser, s. j.  
 holding, herbert william  
 hix, sid  
 hollar, edward a.  
 horan, harry o.  
 horndorf, charles  
 howard, john c.  
 hughes, melbourne  
 humski, john j.  
 hurd, donald e.  
 ibe, joseph h.  
 jacobs, elmer  
 jacobsen, a. w.  
 jacoby, carl e.  
 johnson, m. martin  
 johnston, william w.  
 kaep, louis j.  
 kapche, william  
 kasik, clifford  
 keister, roy c.  
 kempfer, frank h.  
 kempshall, bert  
 klumpp, emil  
 krein, martin m  
 lawson, jack

o'reilly, bob  
 palm, felix  
 pease, edward f.  
 penney, margaret e.  
 petros, peter  
 pingrey, harlan g.  
 pinson, paul  
 pistori, anna  
 plumer, william  
 pontone, rocco  
 proctor, waldo a.  
 procunier, m. f.  
 randall, paul  
 randall, william  
 rapien, jean j.  
 rapien, ralph  
 reagan, lester  
 redman, lenn  
 reed, walter  
 reeve, kenneth j.  
 rendall, erwin c.  
 roth, ray  
 ruf, don louis  
 ruhman, ruth m.  
 ruth, rodney  
 sabel, walter r.  
 savin, william h.  
 scharte, jerome c.  
 schmid, rudolf v.  
 schoenlau, edward a.  
 schussler, albert  
 schuth, earl  
 schuth, howard c.  
 schuth, otho d.  
 scott, olin c.  
 sebert, harry i.  
 sessions, james  
 sevick karel  
 shook, euclid  
 shuster, warren  
 smith, dan  
 smith, stanhope s.  
 snow, edmond t.  
 spies, richard earle

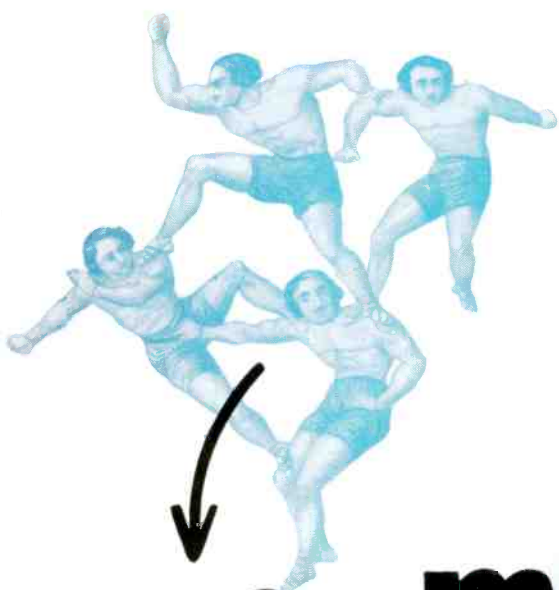
white, trevor  
 wicklander, ray  
 wilber, john  
 willett, w. w.  
 williams, lee  
 wills, f. mck.  
 wilson, d. holmes  
 winthrop, julian c.  
 wolff, m. c.  
 wonn, e. j.  
 yaworski, alex f.  
 young frank h.  
 zarrillo, joseph  
 zipp, samuel klair  
 zuppman, william e.

### Members in the Armed Forces

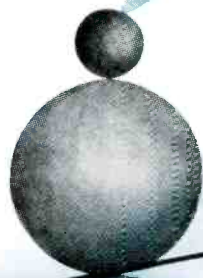
bremmer, richard  
 buhrman, don  
 d'ancona, ed.  
 gaw, gilbert  
 girkin, charles  
 grigware, edward  
 jacobs, robert  
 kortner, alexander  
 miller, charles  
 normant, john  
 shepardson, roger  
 welsh, wm. p.  
 wetter, arthur



SEND FOR ARTISTS CLASSIFICATION DIRECTORY, ARTISTS GUILD OF CHICAGO, ROOM 415, 43 E. OHIO STREET



**m** *atthew*



**leibowitz**

*lincoln-liberty building, philadelphia 7, pa., rittenhouse 5495*

# CHARLES F. KUONI

## *Color Photography*

A staff of experienced Color specialists, who are producing consistently fine color photographs keyed to the needs of today's advertising.

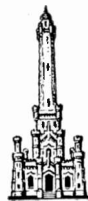
+

One of the country's pioneer Carbro print laboratories, with a record of fifteen years of technically outstanding color print work.

+

A complete modern kitchen, in charge of an advertising-trained Home Economist who is skilled in property selection and food preparation for photographic reproduction.

810 TOWER COURT



CHICAGO 11, ILLINOIS



**GENERAL'S**  
*Quality*  
**DRAWING PENCILS**




KIMBERLY DRAWING PENCILS  
 KIMBERLY EXTRA-B LAYOUT  
 KIMBERLY GRAPHITE STICKS  
 FLAT SKETCHING PENCILS  
 CHARCOAL PENCILS  
 and the new  
**GENERAL CARBON PENCILS**



A pencil for any job you want to tackle. Pencils with strength and smoothness — that give you deep rich blacks or delicate grays, responding to every stroke as desired.

Try these pencils and see for yourself how accurately they interpret your every mood. Select the type of General pencil (or pencils) you use most — mention the degree and we will send you a free sample.

*Makers of Fine Pencils since 1889*  
**General Pencil Company**  
 67-73 FLEET STREET  JERSEY CITY 6, N. J.  
 TRADE MARK

**Lawrence**  
studios

★ ★ ★ ★ ★

★ ★ ★ ★ ★



● **HANK BERGER**  
*for The Saturday Evening Post*



● **FRANK GOLDEN**  
*Campbell-Ewald for U. S. Rubber*



● **ELIZABETH DAUBER**  
*Young and Rubicam for Good Housekeeping*

★ ★ ★ ★ ★



● **LEON GREGORI**  
*for Collier's Magazine*

Take Hazel's Husband Jim...  
SINCE SHE'S THE BRIDE OF DOOM

Don't cut that iron in half, Mr. Dealer!

Find a first name for Mama Swan

Why even angels tip their halos to Swan

THAT SWAN BABY HAS ALL THE LUCK!

Swan is 4 swell wraps in One

Simon, gals - IT'S OUR TURN

Can you name the safest car in America?

● **HAL KRAVIS**  
*for Young and Rubicam*



● **PAUL RADEI**  
*William Esty for Baume Mercier*





● **LOU CUNETTE**  
*for Collier's Magazine*



● **ARTHUR GROSS**  
*Ivey and Ellington for Celanese Corp.*



● **GEORGE KANELOUS**  
*B.B.D. & O. for Koppers Coke*



● **DICK WILLIAMS**  
*Young and Rubicam for Royal Typewriter*



● **BILL KAPRA**  
*L. H. Hartman for Riondo Rum*



● **JOE KAUFMAN**  
*J. D. Tarcher for Kinsey Whiskey*



*In Service*  
**HARRY KANE**  
**HARRY GILL**  
**DICK LOOMIS**  
**BERT LANNON**



*“He ought to turn his cartoon problems over to Johnstone and Cushing.”*

The Sultan seems to be unduly taxed. He would have more time for other things if he sent for Johnstone and Cushing, 155 East 44th Street, New York City, the art service that makes a specialty of producing advertising strips and cartoons.

CAROLINE FLEISCHER



FORMERLY  
ARTISTS' REPRESENTATIVE  
AND  
EXHIBITION SECRETARY OF  
ART DIRECTORS CLUB  
IS NOW HEADING THE  
ART DEPARTMENT  
FOR  
**WALTER LOWEN**  
NOW IN HIS 25TH YEAR OF  
SERVICE AS PLACEMENT  
SPECIALIST IN THE  
ADVERTISING FIELD — THE  
ONLY PRIVATE PERSONNEL  
AGENCY TO HAVE A SPECIAL  
ART DEPARTMENT

LExington 2-8866

---

WALTER LOWEN PLACEMENT AGENCY  
420 LEXINGTON AVENUE, NEW YORK 17, N.Y.

Art Director: BILL JOHNSTON • Artist: PAUL PINSON • Agency: YOUNG & RUBICAM • Client: JELKE — — —

**pinson**

PAUL PINSON STUDIO • HUMOROUS ILLUSTRATIONS

Lettering by EMIL KLUMPP



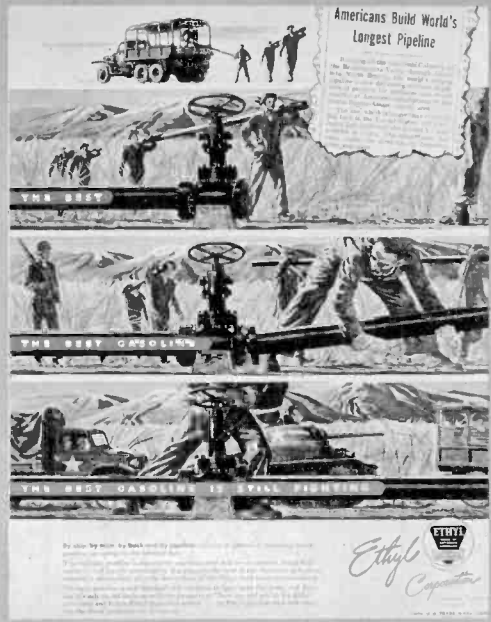
# Humor

333 NORTH MICHIGAN AVENUE • CHICAGO, 1 • ANDOVER 3337

I've got a purple father!  
(and a very, very colorful family!)



Oskar Barshak



R J Cavaliere



Prins



PAUL RABUT

**Oskar Barshak**  
**Raphael Cavaliere**  
**William Cleaver**  
**Phil Dormont**  
**Scott Evans**  
**Lilyan Gabriel**  
**Vincent Guise**

**John Kanelous**  
**Dorothy Monet**  
**Robert Patterson**  
**Ben Prins**  
**Paul Rabut**  
**Herb Saslow**  
**Fred Siebel**



Saslow



Wm. Cleaver



Lilyan Gabriel



*Phil Wornont*



*Robert Patterson*



*Sem Evans*

Represented by  
**Rahl Studios**

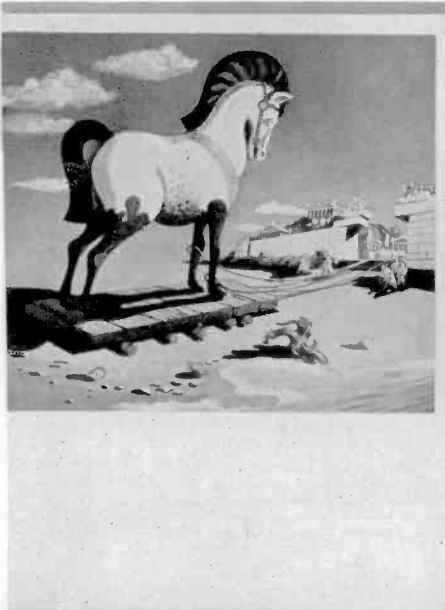
551 FIFTH AVENUE, NEW YORK

VANDERBILT 6-4520

•  
Phil Rahl  
Norm Heffron



*Monet*



*SIEBEL*



*John Kanelous*



*Vincent Quase*

# Advertising Typography

*Hand Set • Monotype • Linotype*



THE TYPOGRAPHIC SERVICE COMPANY

DIVISION OF ELECTROGRAPHIC CORPORATION

305 EAST FORTY-FIFTH STREET

NEW YORK 17, N. Y.



TWENTY FOURTH ANNUAL EXHIBITION  
OF ADVERTISING ART

ART DIRECTORS CLUB

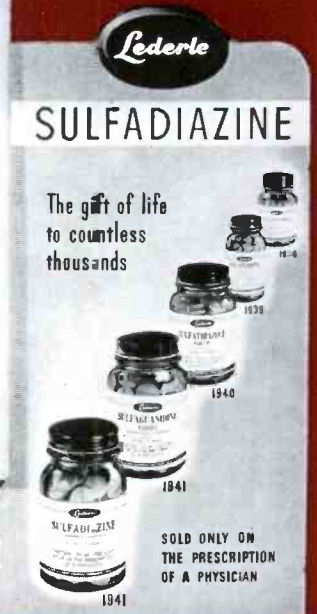
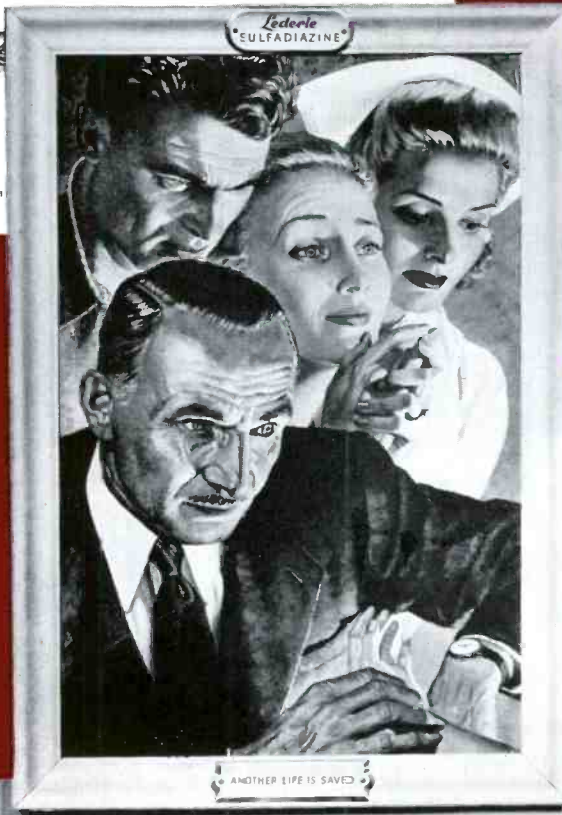
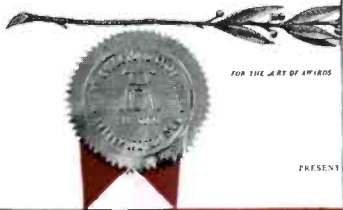
# Award for Distinctive Merit

To Kindred MacLean & Co.  
Display Engraving

For Lederle Laboratories

Stuart Seech, Art Director

Pat Holbrooke, Artist



Physicians everywhere use Sulfediazine!

## QUALITY . . not business . . AS USUAL

Our business is far from usual — we are still seriously pre-occupied with important work for the U. S. Army.

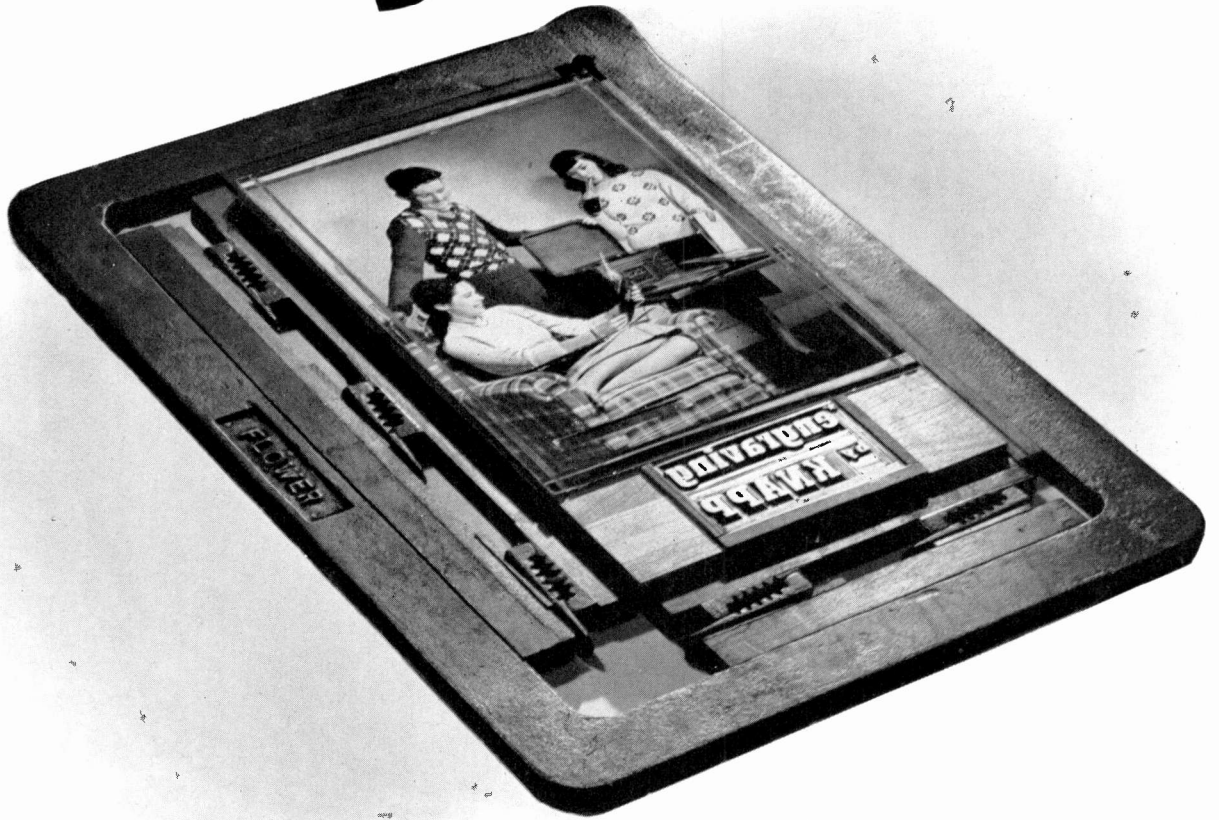
However, when we are able to turn occasionally to our peace-time business—the creation and production of window displays —our quality is still unsurpassed.

The award from the Art Directors Club testifies to this—and it is something you might well like to remember when the war is over.

# KINDRED, MACLEAN & COMPANY, INC.

43-01 TWENTY-SECOND STREET  
LONG ISLAND CITY · STIlLwell 4-7212  
CHICAGO OFFICE 450 E. OHIO STREET

**good form**



**\* engraving**  
**by KNAPP**

**KNAPP ENGRAVING CO., INC.**  
**141-155 EAST 25th ST., NEW YORK, N. Y.**  
**MUrray Hill 4-6870**

67 WEST 44TH STREET

# American Artists

NEW YORK 18, N. Y.

CONTACT ★ CELIA MENDELSON ★ SIDNEY MENDELSON ★ TELEPHONE MURRAY HILL 2-2462-3

*Arthur Sarnoff*

ARTHUR SARNOFF

*Bradshaw Crandell*

BRADSHAW CRANDELL

*Ilse Shank*

ILSE SHANK

*R. G. Harris*

R. G. HARRIS

*Lu Kimmel*

LU KIMMEL

*John L. Jones*

JOHN L. JONES

*J. Erbit*

J. ERBIT

*Michael*

MICHAEL

*Walter M. Baumhofer*

WALTER M. BAUMHOFER

*Carl Bobertz*

CARL BOBERTZ

*N. C. Wyeth*

N. C. WYETH

*Al Simpkin*

AL SIMPKIN

*Harold Anderson*

HAROLD ANDERSON

*Machtey*

MACHTEY

*Russell Sambrook*

RUSSELL SAMBROOK

*Lonie Bee*

LONIE BEE

*Wm Rose*

WILLIAM ROSE

*Andrew Loomis*

ANDREW LOOMIS

*Perry Peterson*

PERRY PETERSON

ILLUSTRATION

•

LETTERING

•

DESIGNING

# CHATHAM STUDIO

45 WEST 45TH STREET, NEW YORK CITY 19, N. Y.

N. B. FEUERMAN • PHONE BRYANT 9-5372-3

**KING TYPO • 330 West 42d Street - McGraw-Hill Building • NEW YORK**

**a** { *Most complete facilities for fine hand and machine setting*  
MONOTYPE - LINOTYPE - LUDLOW AND TYPE-FOUNDRY

**KING TYPO • 330 West 42d Street - McGraw-Hill Building • NEW YORK**

**b** { *A thoroughly experienced service for the advertiser and publisher*  
REPRODUCTION PROOFS FOR GRAVURE AND OFFSET

**KING TYPO • 330 West 42d Street - McGraw-Hill Building • NEW YORK**

**c** { *Over 100 different languages with many display and text faces*  
TECHNICAL AND FOREIGN LANGUAGE DIVISION

**KING TYPO • 330 West 42d Street - McGraw-Hill Building • NEW YORK**

**d** { *Set by King... Set by King*  *Set by King... Set by King*  
KING TYPOGRAPHIC SERVICE - MEDALLION 3-4423

**KING TYPO • 330 West 42d Street - McGraw-Hill Building • NEW YORK**

## Women and **TIME** see a lot in each other



➔ Yes, the women who are America's top consumers see a lot in **TIME**, as better department stores, food

stores, drug stores can tell you—for again and again it turns out that their best customers vote **TIME** tops.



• Artist, Pagano Inc. • Art Director, Edwin C. Ricotta • Client, Franklin Bruck Advertising Corp. • Advertiser, Tobe Deutschmann Corp.

★ **BLACK AND WHITE**

★ **KODACHROME**

★ **CARBRO**

# pagano

**PHOTOGRAPHIC ILLUSTRATORS  
206 EAST 65 STREET, NEW YORK 21, N. Y.**

**RESOLVED...  
"no compromise  
with quality"**

Because approximately twenty per cent of our trained personnel is in the Armed Forces we have just gone through a very trying year. We had to hire and train new men—men experienced in the mechanics of the trade but unfamiliar with our exacting requirements which are so important in the execution of good typography. Naturally, our production was slowed down. So, we worked pan hours and week ends in order to meet the demands for service. Costs piled up and the expense to us was considerable. Our contact men and executives were on hand at all times and hours to check work, usually delegated to others, in order to avoid mistakes and delays. In short—it has been a big task, and costly, but—through it all and come what may, we make no compromise with quality.



This advertisement appeared in the  
23d Annual of Advertising Art

**KURT·H·VOLK, INC.**

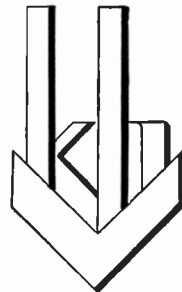
TYPOGRAPHY: 228 EAST 45th STREET · NEW YORK CITY  
PRINTING: 237 ROSELAND STREET · BRIDGEPORT, CONN.

**An unbroken  
resolution**

If we had known last year how tough it was going to be for us to keep that resolution maybe we would not have been so rash... A terrific war-time increase in business and an extremely acute shortage of labor and materials combined to produce the most adverse working conditions we ever experienced. But as we look back over the year we feel that we are again justified in saying:

*RESOLVED... "no compromise with quality"*

**KURT·H·VOLK** INC. *typography*



# Progress

---



*IT IS SAID* that 85% of all printing is done letterpress, and where letterpress includes illustrations they are made by the Photo-Engraving process.

*We have progressed* from the simple line plate made by Joseph Nicephore Niece in 1826, to the first halftone made by Frederic Eugene Ives in 1885, to the first three color process plates made by William Kurtz in 1893, to the present day four color process plates.

*As each new medium* for reproduction was presented, progressive engravers individually conducted experiments to ascertain the best method of handling. For instance, considerable private research was necessary to develop ways of reproducing from transparencies such as Lumier, Autochromes, Agfa, Findlay, Dufay, Ansco and Kodachrome.

*Today these progressive* photo-engraving plants have combined and are working with large established research laboratories so that we can take advantage of new processes and materials brought out during the war.

*We are* happy to be numbered among these progressive plants.

## Quality

Photo-Engraving Company, Inc.

216 East 45th Street, New York 17, N. Y.



24

*years*

---

*in a*

---

*row*

---

*Every year since its inception, the Art Directors Annual of Advertising Art has been printed with IPI inks. Other such fine examples of the printing art as the "U. S. Camera Annual," "Treasury of Art Masterpieces," "Kodachrome and How to Use It," and "Paragraphs on Printing" by Bruce Rogers, are printed with IPI inks. More than 100,000,000 copies per month of America's leading magazines; thousands of newspapers too, rely on IPI inks for quality printing.*

**ipi**

**INTERNATIONAL PRINTING INK**

*Division of Interchemical Corporation*

Empire State Building, 350 Fifth Avenue, New York 1, N. Y.

---

HERE  
TYPE  
CAN  
SERVE  
YOU—  
BUNDSCHO

"TYPOGRAPHICAL HEADQUARTERS  
TO THE ADVERTISING FRATERNITY"  
65 EAST SOUTH WATER ST., CHICAGO



# THE AD MAN'S PRIMER . . .

*Doggerel that spells out the answer to all your typographical problems—*

- A** is for Ads we are expert at setting  
*You can always depend upon  
what you are getting;*
- T** is for Type and we stock every kind  
*You have only to specify  
what's on your mind;*
- A** is also for Art of the sort known as graphic  
*When we start on a job  
nothing holds us the traffic;*
- S** is for Service—ours goes a long way  
*It is one of the reasons  
our customers stay;*
- E** is Encomium—swank word for praise  
*Surprising how much we  
receive nowadays;*
- R** Reproduction by any process  
*Leave such jobs to craftsmen  
who don't have to guess;*
- V** is for Victim—just one of those mourners  
*Who gets hooked by cutting  
his typesetting corners;*
- I** is Intelligence—good common sense  
*We ladle it out  
at no extra expense;*
- C** is for Cost—what you're called on to spend  
*When we add it all up,  
ours is less in the end;*
- E** is for Ethics which mean a square deal  
*Our customers know that  
this promise is real.*



*ATA Service insures the Best Typography  
Typography that Sets Up an Ideal*

## THE ADVERTISING TYPOGRAPHERS ASSOCIATION OF AMERICA, INC.

Executive Offices: 461 Eighth Avenue, New York City

ALBERT ABRAHAMS, *Executive Secretary*

*Buy War Bonds to Insure Peace*

These member companies are glad to explain the many advantages of ATA Service. Phone for a representative without delay.

AKRON, OHIO  
The Akron Typesetting Co.

BALTIMORE, MD.  
The Maran Printing Co.

BOSTON, MASS.  
The Berkeley Press  
H. G. McMennamin

BUFFALO, N. Y.  
Axel Edward Sahlin  
Typographic Service

CHICAGO, ILL.  
J. M. Bundscho, Inc.  
The Faithorn Corp.  
Hayes-Lochner, Inc.  
Runkle-Thompson-Kovats, Inc.  
Frederic Ryder Co.

CINCINNATI, OHIO  
The J. W. Ford Co.

CLEVELAND, OHIO  
Bohme & Blinkmann, Inc.  
Schlick-Barner-Hayden, Inc.  
Skelly Typesetting Co., Inc.

DALLAS, TEXAS  
Jaggars-Chiles-Stovall, Inc.

DAYTON, OHIO  
Dayton's Typographic Service

DENVER, COLO.  
The A. B. Hirschfeld Press

DETROIT, MICH.  
The Thos. P. Henry Co.  
Fred C. Morneau  
George Willens & Co.

INDIANAPOLIS, IND.  
The Typographic Service Co., Inc.

KALAMAZOO, MICH.  
Claire J. Mahoney

LOS ANGELES, CAL.  
William Carnall, Typographer  
Samuel Katz, Typographer

MILWAUKEE, WIS.  
Arrow Press  
George F. Wamser,  
Typographer, Inc.

NEW YORK, N. Y.  
Ad Service Co.  
Advertising Agencies' Service  
Company, Inc.  
Advertising Composition, Inc.  
Artintype, Inc.  
Associate Typographers, Inc.  
Atlas Typographic Service, Inc.  
Central Zone Press, Inc.  
Diamant Typographic Service, Inc.  
A. T. Edwards Typography, Inc.  
Empire State Craftsmen, Inc.  
Franklin Typographers, Inc.  
Frost Brothers, Inc.  
Graphic Arts Typographers, Inc.  
Huxley House  
King Typographic Service Corp.  
Master Typo Company  
Murrell & McDermott, Inc.  
George Mullen, Inc.  
Chris F. Olsen, Inc.  
Frederic Nelson Phillips, Inc.  
Frederick W. Schmidt, Inc.  
Superior Typography, Inc.  
Supreme Ad Service, Inc.  
Tri-Arts Press, Inc.  
Typographic Craftsmen, Inc.  
Typographic Designers, Inc.  
The Typographic Service Co.  
Vanderbilt-Jackson  
Typography, Inc.  
Kurt H. Volk, Inc.

PHILADELPHIA, PA.  
Walter T. Armstrong, Inc.  
John C. Meyer & Son  
Progressive Composition Co.

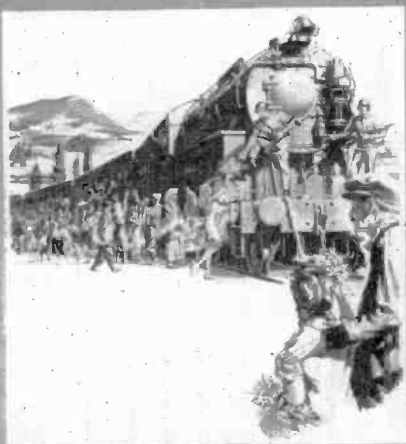
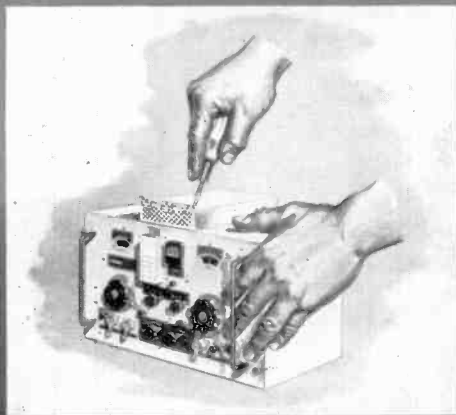
PORTLAND, ORE.  
Paul O. Giesey, Advertising  
Typographer

ST. LOUIS, MO.  
Brendel Typographic Service  
Warwick Typographers, Inc.

SAN FRANCISCO, CAL.  
Taylor & Taylor

SEATTLE, WASH.  
Frank McCaffrey's Acme Press  
of Seattle

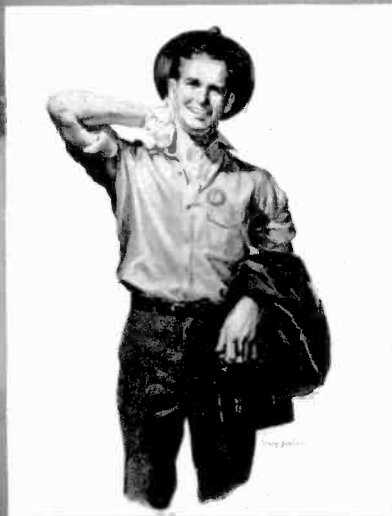
MONTREAL, CANADA  
Fred F. Esler, Ltd.



Versatility is the underlying characteristic of the Kling Organization . . . Versatility of method, media, process, style, technique . . . In Kling Studios, advertising art service means complete service, including all phases of illustration, design, lettering, retouching and photography in color and black and white . . . Here, at Kling Studios is an organization that has the manpower and facilities to supply practically all advertising art requirements.

# KLING

LETTERING · LAYOUT · PHOTOGRAPHY ·

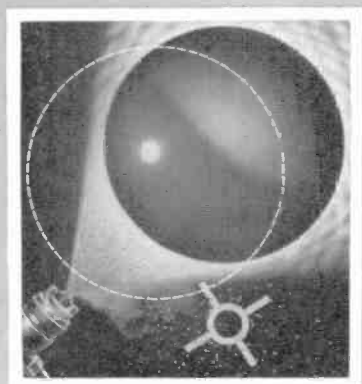


*and Associates*

- CHICAGO 75 EAST WACKER DRIVE
- NEW YORK 480 LEXINGTON AVENUE
- INDIANAPOLIS CHAMBER OF COMMERCE BLDG.

AND THIS ISN'T ALL ➡

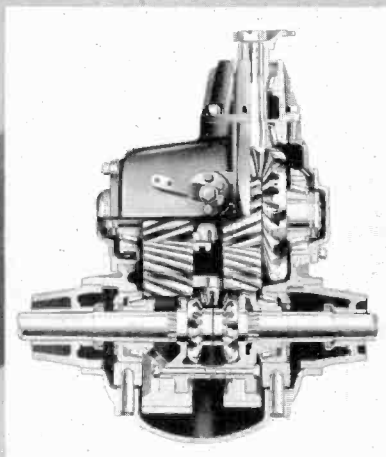
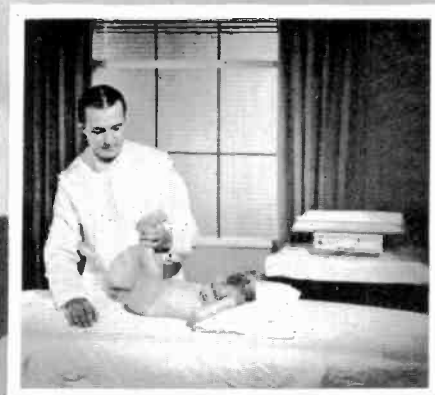
DESIGN · ILLUSTRATION · RETOUCHING



← AND THIS ISN'T ALL

# KLING and ASSOCIATES

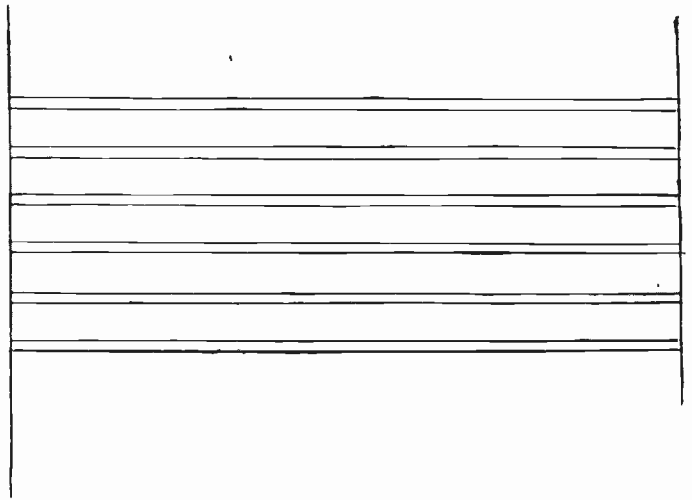
## LETTERING · LAYOUT · PHOTOGRAPHY



● CHICAGO 75 EAST WACKER DRIVE  
 ● NEW YORK 480 LEXINGTON AVENUE  
 ● INDIANAPOLIS CHAMBER OF COMMERCE BLDG.

**DESIGN · ILLUSTRATION · RETOUCHING**

# *"Six even lines--please"*



It's a well known fact that all art directors are uncompromising dictators, who have no respect for the polished prose of their copy-writing colleagues. They arbitrarily order "Two lines!", "Six lines!", "Cut!", "Fill!"—which has led to the belief, among copywriters at least, that they are unable to read. For instance, a man can scarcely clear his throat in "six even lines"—especially about FORTUNE. Yet, since the layout calls for it, here they are—six even lines.

FORTUNE is THE magazine for men of management . . . . FORTUNE reaches the highest-priced, highest-placed executives in American business . . . . FORTUNE presents the handsomest front, the finest facilities in U. S. publishing . . . . FORTUNE is the biggest . . . . FORTUNE is the bes

**F O R T U N E**

*The Magazine of Management*



**It's an old Abbott Kimball saying:**  
**—unless the reader is struck by the**  
**lightning of good art**  
**he'll never hear the thunder**  
**of your sales message.**



*Abbott Kimball Co.*

INCORPORATED

NEW YORK • CHICAGO • KANSAS CITY • LOS ANGELES • PARIS



***headaches are part of the business . . .***

*but buyers of Advertising Art always like to have their share of 'em held to a minimum . . . Many art buyers are doing so, through the knowledge that we are staffed with the right calibre of minds and hands, and in sufficient numbers and capacities to deliver the many kinds of jobs and services required.*

## ***Troeger-Phillips, Inc.***

67 W. 44th Street, New York 18, N. Y.

Telephone MUrray Hill 2-8707

AS EVIDENCE OF ITS

FINE QUALITY WORK THE **AMPCO PRINTING CO.**

IS PRIVILEGED TO PRESENT

THESE REPRODUCTIONS OF WORK

BY SHIRLEY PLAUT

FOR THE NEW YORK TIMES,

WE WOULD FEEL EQUALLY

PRIVILEGED TO CALL BY APPOINTMENT

AND SHOW YOU FURTHER

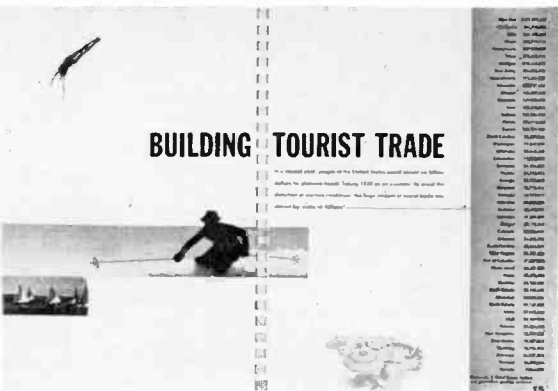
EXAMPLES OF THE CHARACTER

OF OUR WORK. AND DISCUSS WITH YOU

ANY PIECE OF PRINTING

YOU MAY BE PLANNING, REGARDLESS

OF SIZE, QUANTITY, OR BUDGET.



• 313 WEST 37 ST., NEW YORK 18, N. Y. ME 3-2565

BOOKLET NO. 307 IN THIS ANNUAL



*Artists' Representative*

**JAMES MONROE PERKINS**

MEMBER: ARTISTS' AUTHORIZED AGENTS

420 LEXINGTON AVENUE, NEW YORK 17, N. Y.

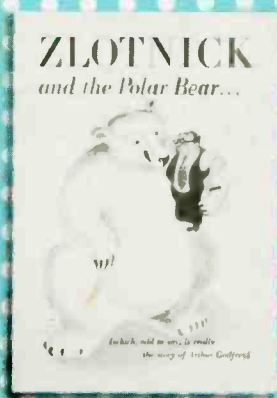
AFTER HOURS: REGENT 4-0545

TELEPHONES: LEXINGTON 2-7210



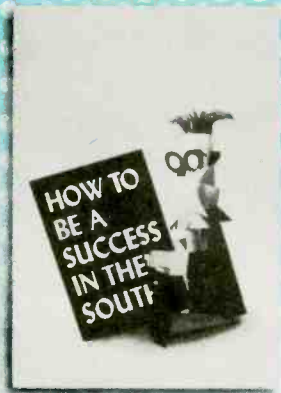
working under  
this label:

- JOHN ATHERTON
- MELBOURNE BRINDLE
- PIOTR DIMITRI
- ROBERT FAWCETT
- ROBERT GEISSMANN
- GLENN GROHE
- EVERETT HENRY
- GRAHAM KAYE
- ROBERT RIGGS
- LESLIE SAALBURG
- JOHN VICKERY
- GEORGE WIGGINS



289

# ...six for the 24th



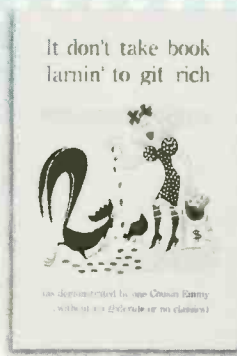
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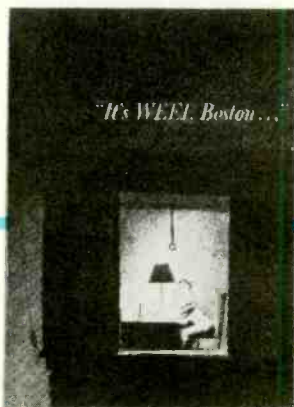
304



212

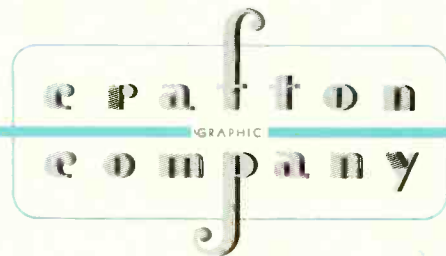


390



298

These six booklets  
chosen for the 24th  
Art Directors Annual  
were offset-printed by



229 WEST 28 STREET, N. Y. C. • PEnn 6-5380



*Quality*  
**BINDING**

☪ It is our function to bind both large and small editions of books and periodicals—intelligently, dependably, well.

☪ It is our special pride, and obligation, that we are entrusted with many unique and difficult problems.

**RUSSELL-RUTTER CO.**

*461 Eighth Avenue, New York*

Binders of Annual of Advertising Art

# ZERBO

**DESIGNS AND PRODUCES**

- **WINDOW DISPLAYS**
- **COUNTER CARDS**
- **POSTERS AND**
- **PACKAGES**

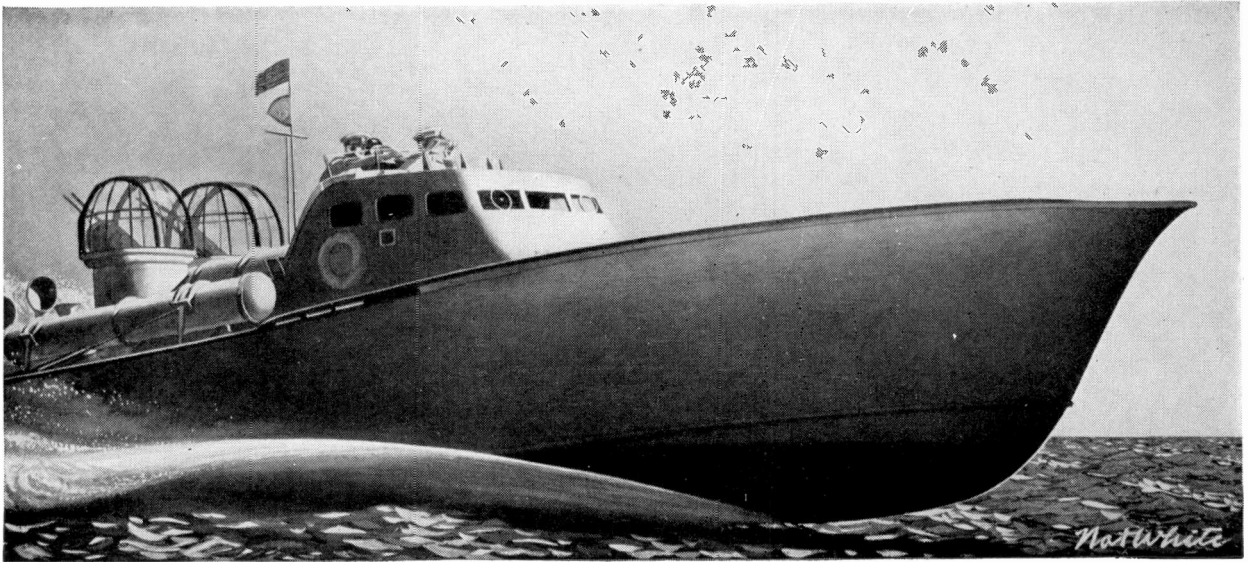
**FOR AMERICA'S LEADING ADVERTISERS**

**59 EAST 52 ST. N.Y. 22**

**TELEPHONE PLAZA 8-1994**

★

★



To the men of Calkins & Holden and to those artists who have served us in the past and are now serving in the armed forces: We give you our assurance that our adherence to the standards and ethics of advertising art are as firm as ever, in spite of the ever increasing difficulties that the profession is encountering; that when you return you will find that your place in the advertising world is awaiting you, with a welcome to you in person and to your ideas and your techniques that have been enriched by your experience in the service of your country.

CALKINS & HOLDEN • ADVERTISING • 247 PARK AVENUE, NEW YORK 17, N. Y.

★

★





A photo-engraving service for the production of high quality printing plates in four-color process, black and white, Ben Day and line. . . . Wet proofing on automatic four-color proofing presses. . . . Sterling has served advertisers for over forty years.

## **STERLING ENGRAVING COMPANY**

**304 EAST 45th STREET, NEW YORK 17, N. Y.**

**TELEPHONES: MURRAY HILL 4-0715 TO 0726**

MEMBER PHOTO-ENGRAVERS BOARD OF TRADE OF NEW YORK

MEMBER AMERICAN PHOTO-ENGRAVERS ASSOCIATION

*... get the whole picture at once!*



*in the display rooms of the* **Bielefeld Studios,**

located in the top of the tower of the Pure Oil Building,  
35 East Wacker Drive, Chicago 1, Illinois. You are cor-  
dially invited to visit us at any time. Here in this spot, high  
above the city, you can leisurely examine what we have  
claimed for so many years—

***“A Complete Art Service for Advertisers”***



## **Gilbert Tompkins**

### **Artist Agent**

21 West 47th Street, New York 19  
Bryant 9-5242

### **Representing these Artists**

Roy Collins  
George Connelly  
Francis Criss  
Albert Dorne  
Steve Grout  
George Giusti  
Paul Hawthorne  
Frances Hook  
Richard Hook  
Percy Leason  
Frank Lemon  
Milton Menosco  
Harrison Miller  
Paul Nonnast  
Rudy Pott  
Oakley Reynolds  
Roy Spreter  
Gene Walther

# Artists

REPRESENTED BY

*Norma Starbuck*

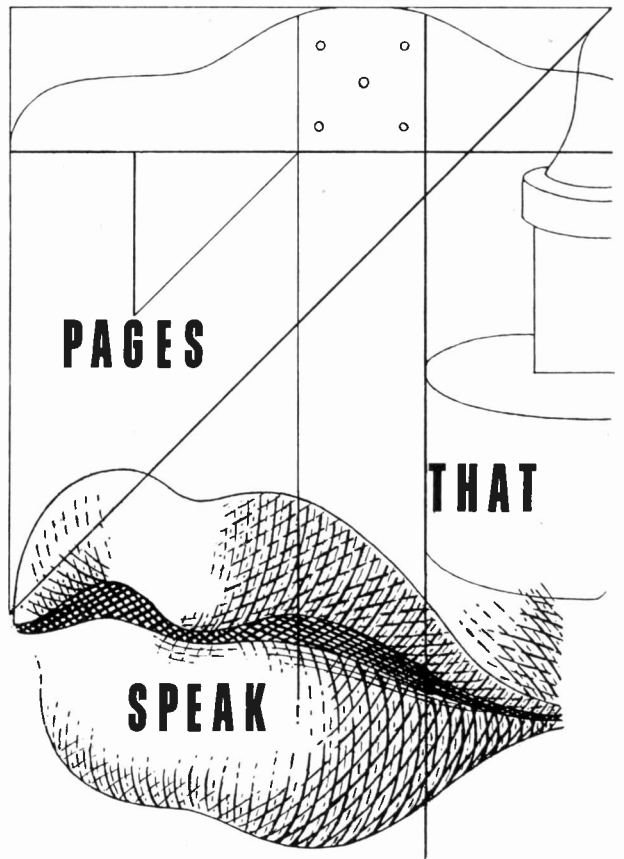


Loy Byrnes . . . . . Cartoonist  
Egon Hood . . . . . Designer  
John Jewell . . . . . Illustrator  
James A. Kelly . . . . . Illustrator  
James Macandrew . . . . . Illustrator  
Gladys Parker . . . . . Cartoonist  
Shirley Starbuck . . . . . Spot Illustrator  
Dow Walling . . . . . Cartoonist  
Sam Weissman . . . . . Cartoonist  
Irwin Willins . . . . . Fashion Illustrator

*and  
Hygrade Photo Service*

11 WEST 42<sup>ND</sup> ST.  
NEW YORK 17, N.Y.

TEL., CHICKERING 4-7658



We take special pride in producing presentation portfolios, which are distinctive, different . . . and promptly executed to meet your deadline. Our studio facilities include a complete art staff, typography, and the ability to interpret your art problems. Please consider our qualifications for your next important presentation.

# BEACON

## STUDIOS

Telephones: MURRAY HILL 2-8517,  
8180, -9666 415 Lexington Avenue,  
New York 17, N. Y.

## **Artists' Authorized Agents**

is an association of artists' representatives operating under a constitution and a code of ethics. As an organization it is devoted entirely to fair play for the artist, the art buyer and the agent.



Established 1930

## **Artists' Authorized Agents**

345 Madison Avenue, New York 17  
Murray Hill 47349

Celine Brevannes  
299 Madison Ave. Va 61180

George F. Brophy  
103 Park Ave. Ca 57560

Margaret Gossett  
535 Fifth Ave. Mu 29548

Robert E. Kerr  
2 Beekman Place. El 56473

D. Rhodes Johnson  
345 Madison Ave. Mu 47349

Frank A. Lavaty  
345 Madison Ave. Mu 45829

James Monroe Perkins  
420 Lexington Ave. Le 27210

Nathaniel Pousette-Dart  
23 West 47th St. Br 98438

Emy St. Gaudens  
212 East 49th St. Pl 94050

Gilbert Tompkins  
21 West 47th St. Br 95242

Robert T. Worman  
369 Lexington Ave. Mu 50514



Our thanks to the artists, photographers, engravers,  
typographers and others who . . . working under  
wartime difficulties . . . have extended themselves  
to help us give our clients advertising  
of which we can all be proud.

---

CLIENT: Curtiss-Wright Corporation—  
"The Debt".

AWARD: Medal Award for black  
and white illustration, in  
News-War Group.

ARTIST: Robert Riggs.

CLIENT: John Hancock Mutual Life  
Insurance Company—  
"Blind Alley".

AWARD: Medal Award for black  
and white illustration, in  
Atmosphere-Mood Group

ARTIST: Stevan Dohanos.



*Light up your fingertips and lips with Revlon*

CLIENT: Revlon Products Corp — "Light Up Your Finger Tips . . ."

AWARD: Award of Distinctive Merit for Color Photography,  
in Style-Glamour Group.

ARTIST: Joffe.

MCCANN-ERICKSON • Advertising

NEW YORK • CLEVELAND • CHICAGO • SAN FRANCISCO • DETROIT • MINNEAPOLIS  
BOSTON • LOS ANGELES • HOLLYWOOD • PORTLAND • TORONTO • MONTREAL • LONDON  
BUENOS AIRES • RIO DE JANEIRO • SÃO PAULO • BOGOTA • HAVANA • SAN JUAN, P. R.

J. J. Martin

551 FIFTH AVENUE · NEW YORK 17, N. Y.

Studios



**TELEPHONE MURRAY HILL 2-8451**

**advertising art**

**magazine illustration**

**photography**

**posters**

**packaging**

**point of sale advertising**

**direct by mail**

**layout, lettering and design**



*Artist: Fred Rodewald  
Art Director: Lester Jay Loh  
Agency: J. M. Mathes, Inc.  
Client: War Advertising Council*



*representing*

*Arne  
Maurice Berson  
Alexander Chaite  
Vincent Forino  
Gaby  
Lawrence Gussin  
Sandor  
Daniel MacMinigal  
Velora Martin  
John Meola  
Charles Mulholland  
Fred Rodewald  
Henry Schroeder  
Gene Trusty  
Henry Winzenried*

*a complete and coordinated art and design service*

# AD

Again, to do justice to finest commercial art  
and its fitting reproduction, the Art Directors'  
Annual of Advertising Art is printed on  
the finest of enamel-coated papers—

**OXFORD POLAR SUPERFINE**

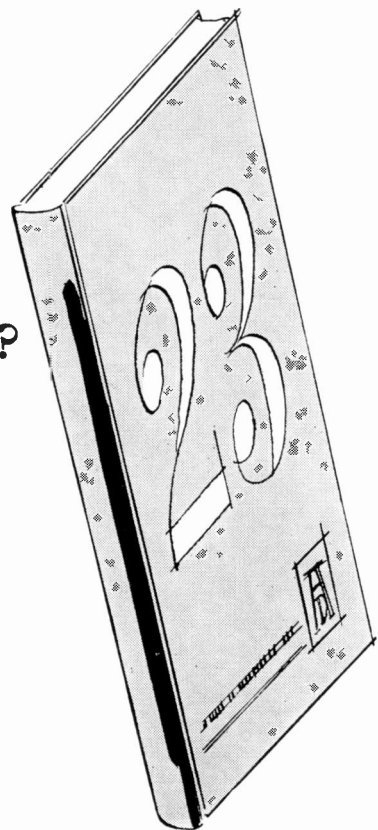
**OXFORD PAPER COMPANY**

230 Park Avenue, New York 17, N. Y.

Mills at Rumford, Maine and West Carrollton, Ohio

Western Sales Office: 35 East Wacker Drive, Chicago 1, Illinois





## LAYOUT + COPY + PICTURE = ?

The answer is, of course, a "complete advertisement"—but what the sum total is depends largely upon the value of its components. Each issue of the Art Directors Annual offers further proof of the tremendous and important part the Art Director plays in advertising. Its pages are filled with good examples of how art can be best used to sell products. The Art Directors Annual not only presents the best in both art work and photography, but shows how and where each should be used. It proves that each has its own separate field, and the line of demarcation is usually clear cut. The Annual also serves to demonstrate the increasingly important part that the hard-working Art Director plays in advertising and the amount of advertising acumen he shows.

Advertising has again become a sales medium, not just a goodwill builder, and the proportionate amount of space devoted to picture and text will furnish a dependable yardstick with which to measure its relative importance.

The Annual is also a catalog of the best art work obtainable—for the most part, that of free lances. It has become a must for Art Directors everywhere.

### NATIONAL ADVERTISING ART CENTER, INC.

*A clearing house for free-lance artists and photographers*

420 Lexington Ave., New York 17, N. Y. —Murray Hill 3-4234-5-6



# A·C STUDIOS INC.

*An Affiliate of*

NATIONAL ADVERTISING **ART CENTER** INC. 420 LEXINGTON AVE · NEW YORK 17 N.Y. MURRAY HILL 3-4234



A. C. Studios was formed so that Art Center could offer a really complete service to its clients. It adjoins the parent company and is prepared to take over the completion of an advertisement—lettering, retouching, assemblage, and that kind of art work that does not necessarily require the work of specialists. Its standards are entirely reflective of Art Center's quality.

Even though a number of artists work right on the premises, the studios' greatest advantage lies in the number of free-lance artists whose work is in our files and who are available as needed.

This, together with our photographic service, enables the busy Art Director to satisfy his art requirements with as small a loss of time as possible.

## **A. C. STUDIOS, INC.**

420 Lexington Avenue, N. Y. 17  
Murray Hill 3-4234-5-6



Constant review of artists' samples keeps the art files at the J. Walter Thompson Company up-to-date.

## Are you in JWT's "Who's Who in Advertising Art?"



Part of the J. Walter Thompson Company's extensive art file. Here are catalogued samples of the past and present work of about 2500 artists . . . plus addresses, phone numbers, and agents. Is your name on the list?

Carefully organized and complete—under the direction of M. Katherine Wiggins—J. Walter Thompson's index of artists and photographers is a functional tool for Art Directors . . . a list on which your name belongs.

Every year the work of approximately 1500 artists is reviewed by appointment at Mrs. Wiggins' desk . . . while regular calls at all Manhattan galleries augment the list. But without *your* aid this list can never be all that's planned. You are invited to write or phone Mrs. Wiggins for an appointment. To the J. Walter Thompson Company, your work is important.

---

The J. Walter Thompson Company maintains 24 offices strategically located throughout the world.

**In North America:** New York, Chicago, Detroit, San Francisco, Los Angeles, Hollywood, Seattle, Atlanta, Denver, Dallas, Mexico City, Montreal, Toronto, Latin-American Division in New York.

**In South America:** Buenos Aires, São Paulo, Rio de Janeiro, Santiago.

**In . . .** London, Johannesburg, Capetown, Bombay, Calcutta, Sydney, Melbourne.



**CAN'T  
BE OVERLOOKED**



If keeping your product in the public eye is important to you in selling . . . then the medium for you is **POSTER ADVERTISING**

**OUTDOOR ADVERTISING INCORPORATED**

NATIONAL SALES REPRESENTATIVE  
OF THE OUTDOOR INDUSTRY



60 EAST 42ND STREET  
NEW YORK 17, N. Y.

ATLANTA • BALTIMORE • BOSTON • CHICAGO • CLEVELAND • DENVER • DETROIT • HOUSTON • LOS ANGELES • PHILADELPHIA • ST. LOUIS • SAN FRANCISCO



**Paul D'Ome**

*photography*

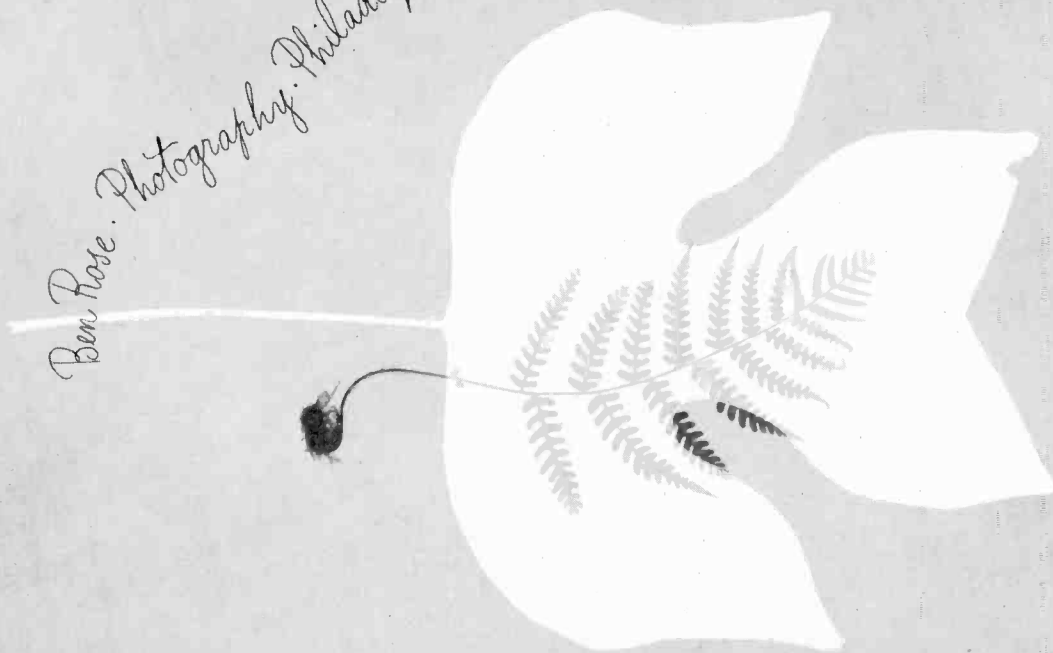
480 LEXINGTON AVENUE • NEW YORK

CONTACT • ALBERT S. WADE





*Ben Rose. Photography. Philadelphia. Rit. 3207*



# ART BOOKS

**WATSON-GUPTILL  
PUBLICATIONS, INC.**

330 West 42nd Street, New York 18

## THE RELIEF PRINT

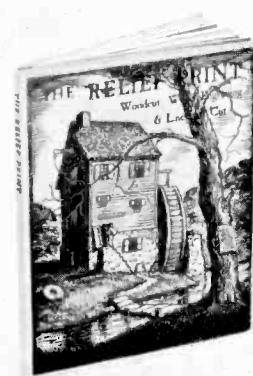
Woodcut, Wood Engraving and Linoleum Cut

*Edited by*

Ernest W. Watson & Norman Kent

Price \$4.50 Ready in November

This handsome volume presents the work of several nationally prominent artists in these mediums. The technical procedure of each is fully revealed by reproductions of finished prints, diagrams demonstrating step-by-step developments and complete text. There are many color plates illustrating the full color woodcut process and two-color chiaroscuro prints.



## OTHER WATSON-GUPTILL TITLES

Oil Painting for the Beginner, by Taubes. . . . . \$6.00	Color and Method in Painting, by Watson. . . . . \$5.00	Studio Secrets, by Taubes. . . . . \$3.50
Water Color Demonstrated — Watson & Kent, ed. . . . . \$5.00	So You're Going to be an Artist, by Price. . . . . \$2.50	Type Specimens, by Longyear. . . . . \$2.50
Mosks, by Benda. . . . . \$5.00	Lumiprinting, by DiGemma. . . . . \$3.50	Pencil Drawing, by Watson. . . . . \$3.50



**in Chicago**

A complete advertising art and photographic service

**VERNON**

Tom Hall

Alfred Buell

J. Francis Chase

Thornton Utz

Reno Biondi

Wally Reed

W. C. Griffith

Denver Gillen

Howard Forsberg

Stina Cunow

Adelle Cashwan

Steve Heiser, Photography

# STEPHENS • HALL

Artists' Representatives • 660 Rush Street, Chicago, Illinois

Associated: Barry Stephens, 247 Park Avenue, New York, N. Y.

Contact:

David Vernon

Barry Stephens

**contact:**

HAROLD SHINN

PHILIP T. MITCHELL

WILLIAM PURCELL

BARRY STEPHENS

representing exclusively

for magazine illustration and advertising

RAY PROHASKA

MORTIMER WILSON

FREDRIC VARADY

PIO JUNCO

GEOFFREY BIGGS

WILLIAM PACHNER

JOHN ALAN MAXWELL

MARIO COOPER

SLAYTON UNDERHILL

FLORA M. SMITH

MARSHALL FRANTZ

HARDIE GRAMATKY

HAROLD SHERMAN

JOHN HOLMGREN

RICHARD SARGENT

THORNTON UTZ

JARO FABRY

TOM HALL

ROBERT FINK

SEYMOUR BALL

SAM BERMAN

BEN HUR BAZ

W. C. GRIFFITH

HOWARD FORSBERG

FRANCIS CHASE

WILLIAM G. STANKE

ALFRED BUELL

GUS BETHKE

GEORGE MAYERS

artists' representatives • 217 Park Ave., New York

gallery open 9:30—5:30

associated with Vernon-Stephens-Hall Studio, Chicago, Illinois



# No waiting!

(OR AT LEAST, AS LITTLE AS POSSIBLE)

WE'D LIKE to give you the same kind of service you've given us.

And mighty good service that has been.

Time and again, during the hectic days past, you've seen that we didn't have to wait longer than necessary. Time and again, you've turned handsprings to help us get a piece of artwork or a photograph in time.

So—Young & Rubicam's art buyers will try

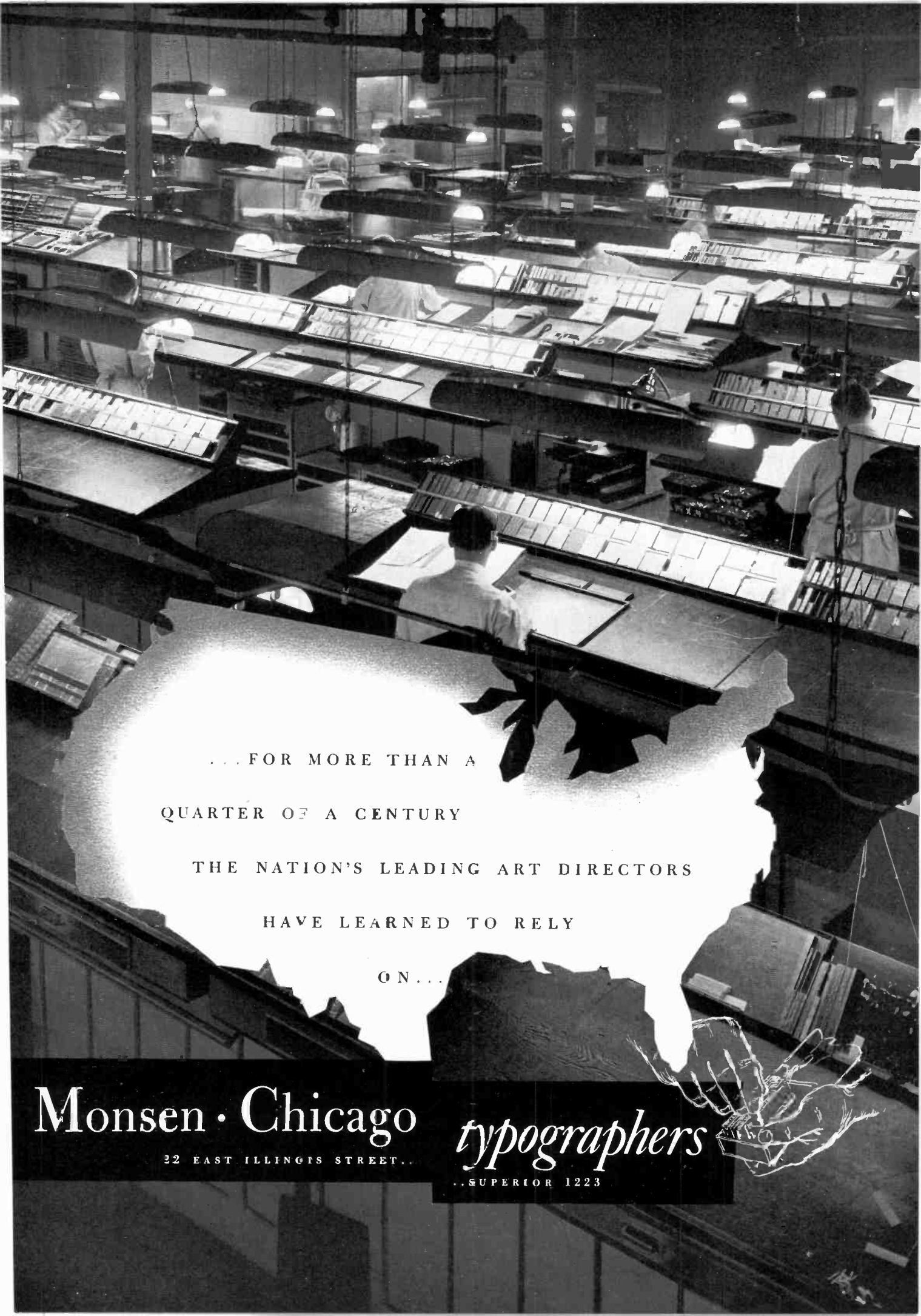
not to keep you waiting, either.

Come in—they'll be glad to see you. And that means *all* of you—from the youngster just out of art school, right on up!

**YOUNG & RUBICAM, INC.**

ADVERTISING

NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO  
HOLLYWOOD • MONTREAL • TORONTO • LONDON



... FOR MORE THAN A  
QUARTER OF A CENTURY  
THE NATION'S LEADING ART DIRECTORS  
HAVE LEARNED TO RELY  
ON...

Monsen · Chicago

32 EAST ILLINGIS STREET...

*typographers*

..SUPERIOR 1223



COLLIERS



RAYON CORPORATION



MURATMA

# STAFF

CAREY, DICK  
 CECELIN, JR., FRANK  
 CHANCE, FRED  
 CONNELLY, BOB  
 DAY, BOB  
 GRESSLEY, EDW.

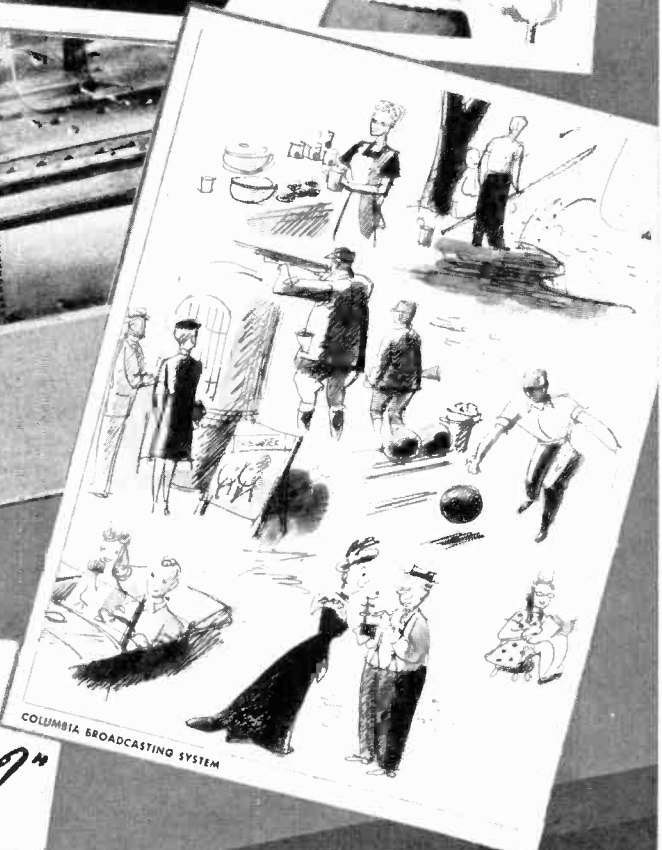
JACOBS, JOHN  
 JORDAN, JIM  
 ROLLINSON, MARY  
 SCHMIDT, AL  
 SUTTON, GIL  
 WOOLDRIDGE, HAROLD



**SUTTON & O'BRIEN, INC**  
 370 LEXINGTON AVE., NEW YORK • ASH 4-75







REDBOOK



Let Go of Yesterday...  
"piece of cake for me?"



# 700 YEARS AGO

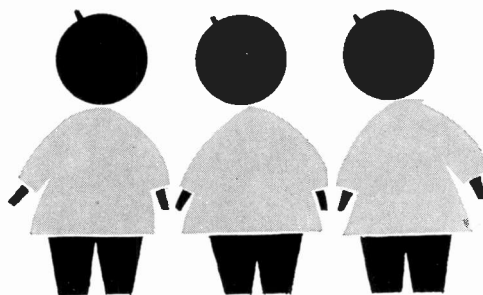
a Learned Philosopher\* said:

“ { “Art is simply a right method of doing things. The test of the artist does not lie in the will with which he goes to work, but in the excellence of the work he produces.” } ”

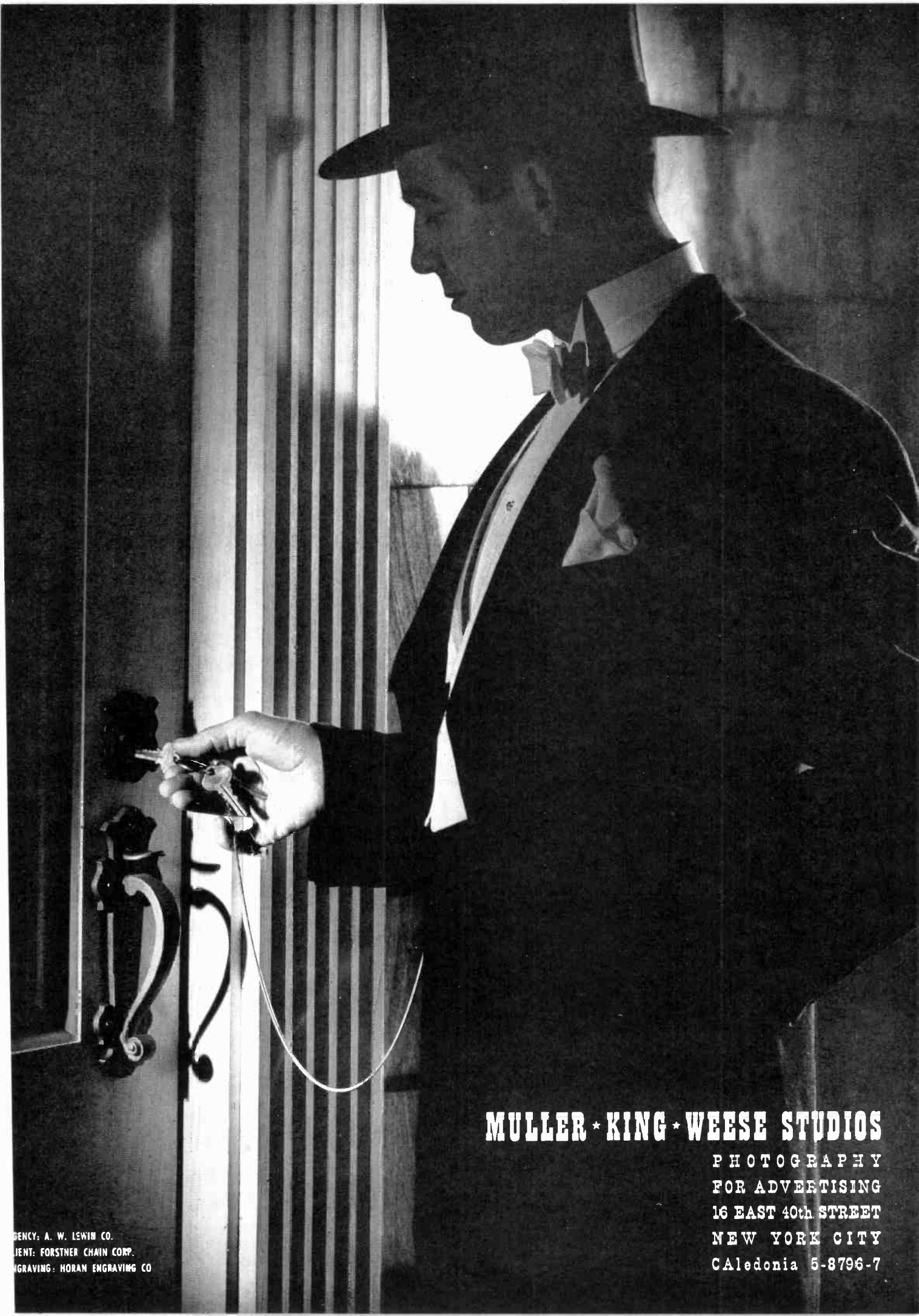
For many years the Art Directors Club of New York has made awards according to this ancient rule. For most of those years, we at R·T·K have been working as collaborators on typography and printing with art directors who appreciate a “right method of doing things” in the graphic arts. The excellence of the work we have produced in this way has won national recognition both in annual exhibits and, more important to us, in the continued confidence and good will of customers who, through peace and war, permit no compromise with quality.

\*Thomas Aquinas

# RTK



Runkle • Thompson • Kovats • 520 N. Dearborn, Chicago 10



**MULLER \* KING \* WEESE STUDIOS**

PHOTOGRAPHY  
FOR ADVERTISING  
16 EAST 40th STREET  
NEW YORK CITY  
CAledonia 5-8796-7

AGENCY: A. W. LEWIS CO.  
CLIENT: FORSTNER CHAIN CORP.  
ENGRAVING: HORAN ENGRAVING CO



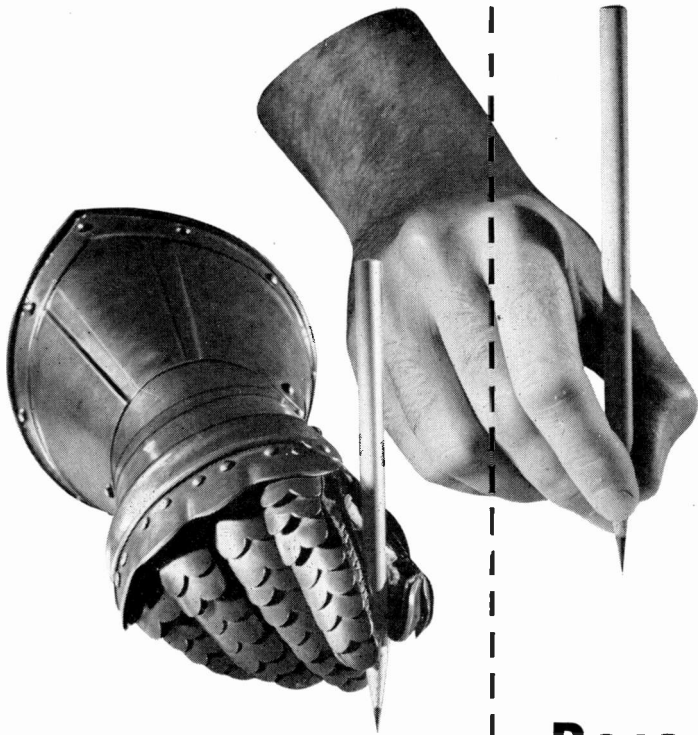


# BYRON MUSSER INC.

*Advertising Art*

FORTY-FIVE WEST FORTY-FIFTH STREET • NEW YORK





## Reconversion

At Tempo, reconversion has been underway for months now, as many of our clients have switched back to peace production. And from these clients we hear heartening approval for a fresh, different quality noticeable in Tempo's peace-time touch.

New skills and techniques—utilizing lessons learned from Tempo's contribution to the war—are being applied successfully to post-war advertising, now.

**Layout • Package Design • Art • Photography**

**Tempo**  
Incorporated

**230 East Ohio Street, Chicago 11**  
**Telephone Delaware 3934**



Sweet

16

CELEBRATING OUR 16th

YEAR OF ART SERVINGS

THE ADVERTISING AGENCIES

Clare McConna

LeVine and Purfield



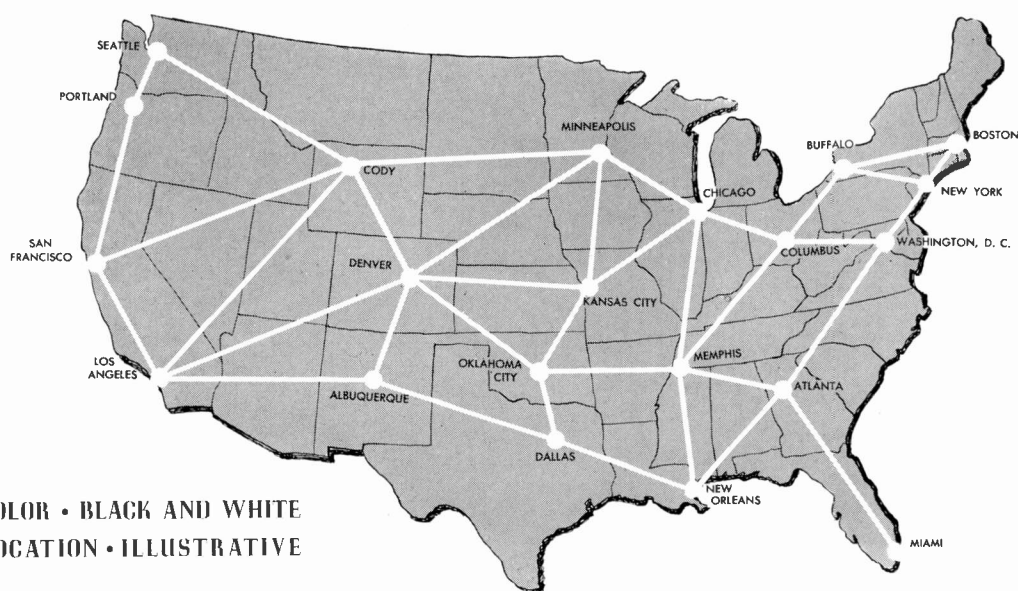
☆  
 the  
 artist  
 has  
 his  
 problems



Yes, whatever his task, every artist has his problems. There's nothing new about that... But it's mighty new to see an art magazine treat such problems—plain everyday problems—fully and frankly... That's exactly what *AMERICAN ARTIST* does, though. Month after month its contributors, both fine artists and commercial artists, get right down to brass tacks, discussing the pros and cons of their jobs. Not in high-hat language, but in plain American... That's why *AMERICAN ARTIST* is the most widely read of any art magazine. That's why you would like it... It's yours for \$3.00 a year (10 issues).

*AMERICAN ARTIST* · 330 WEST 42nd STREET, NEW YORK 18, N. Y.

# FPG A NETWORK OF NATIONALLY KNOWN PHOTOGRAPHERS



COLOR • BLACK AND WHITE  
 LOCATION • ILLUSTRATIVE

FPG FREE LANCE PHOTOGRAPHERS GUILD, INC. • 219 EAST 44TH STREET • NEW YORK 17, N. Y. • MURRAY HILL 2-3810



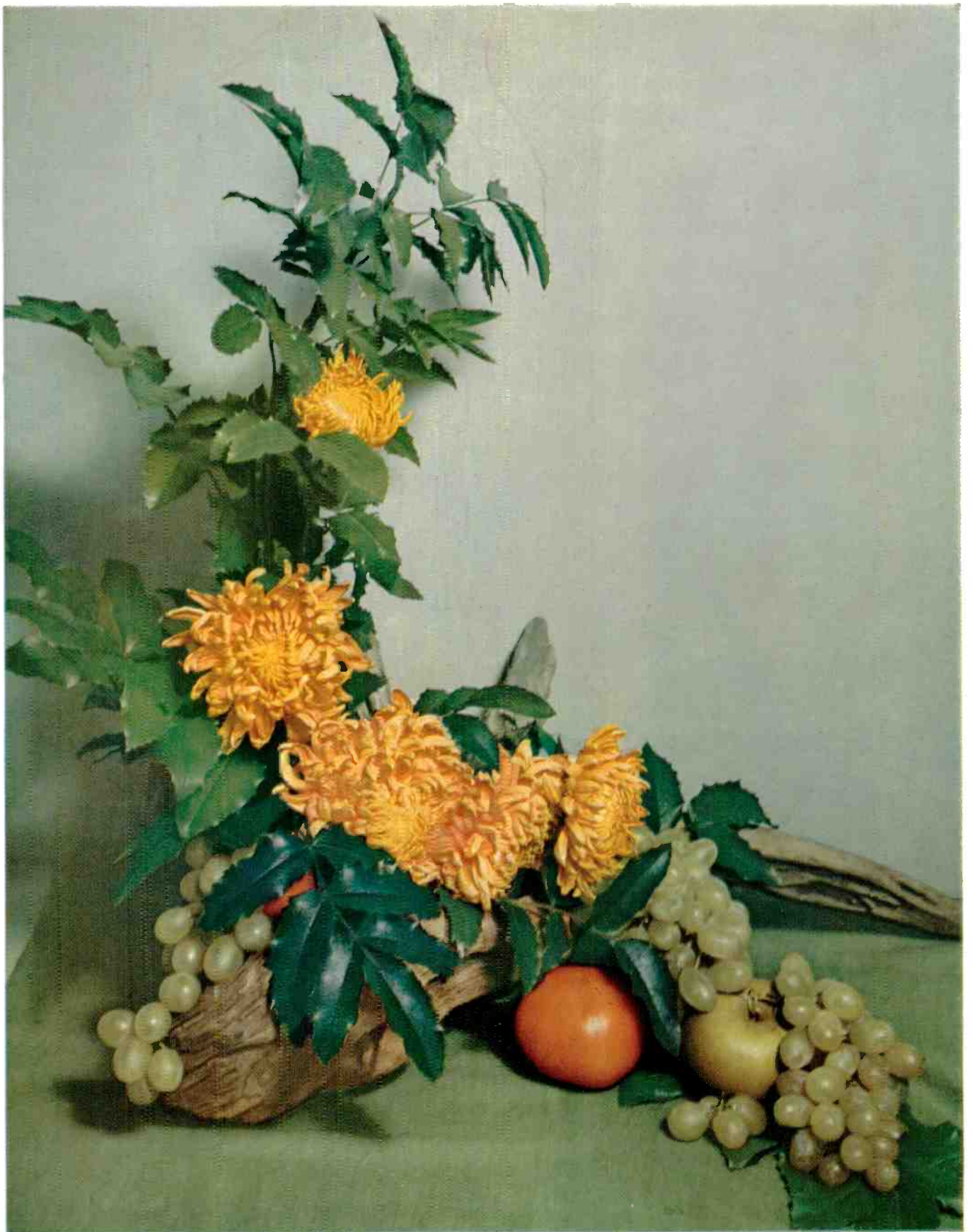


**T***his organization and our returning service men  
and women are looking to the years ahead with enthusiasm  
in the belief that post-war advertising  
will hold more opportunities for creative effort  
than any period in history.*

**J. M. MATHES, INCORPORATED**  
*Advertising*

122 East 42nd Street, New York 17, N. Y.





PHOTOGRAPHED BY POWERS AT FALL FLOWER SHOW, PRATT O'NEAL, GLEN COVE, L. I.

ARRANGED BY MRS. BUZLEY W. PITKIN

PROCESS PLATES

HALF-TONES

LINE PLATES

POWERS REPRODUCTION CORPORATION

TWO HUNDRED FIVE WEST THIRTY-NINTH STREET • NEW YORK CITY



**A PICTURE...**

*is still worth*

*is still worth*

*is still worth*

*is still worth*

*is still worth*

*is still worth*

*is still worth*

*is still worth*

*(pardon my hiccups)*

**A THOUSAND WORDS**



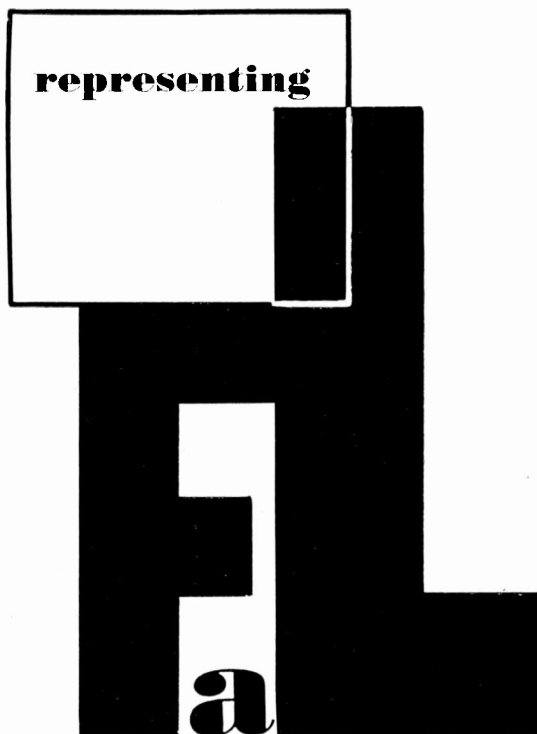
**HENRY DRAVNEEK STUDIOS**

480 LEXINGTON AVE.

NEW YORK 17, N. Y.

ELdorado 5-1640-1

★ FRANK A. LAVATY



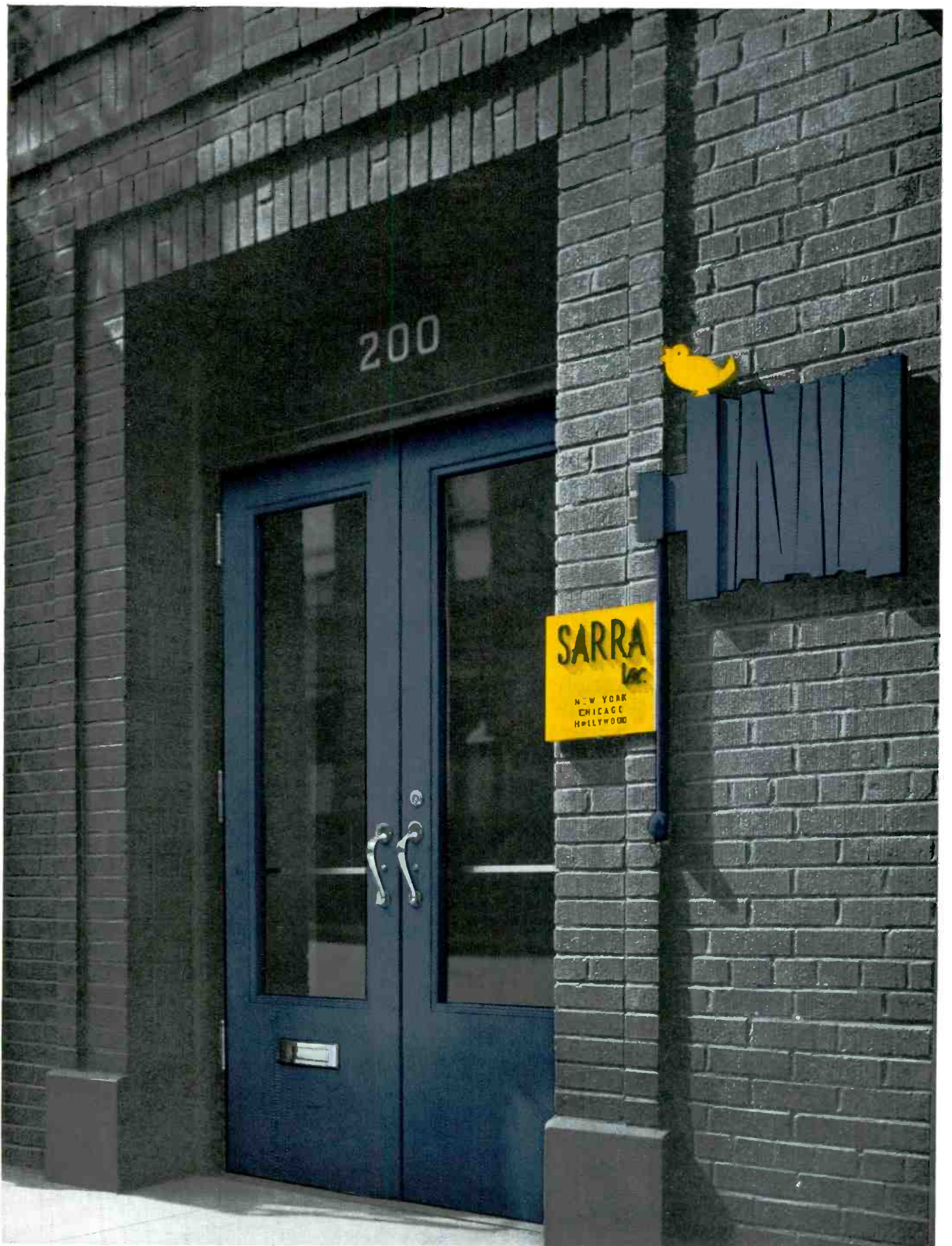
345 MADISON AVENUE NEW YORK 17

<b>e. mcknight kauffer</b>	ADVERTISING DESIGN POSTERS SPECIAL BOOKLETS
<b>f. texidor</b>	DECORATIVE ART CONSULTANT ART DIRECTOR
<b>michael mura</b>	DESIGN PACKAGING LAYOUT
<b>bill dove</b>	LAYOUTS BOOKLETS HUMOROUS DECORATION
<b>susan thul (suzanne)</b>	PAINTINGS FOR COSMETIC AND FASHION
<b>stan fraydas</b>	DECORATIVE CARTOONS
<b>george de lara</b>	HUMOROUS ILLUSTRATION
<b>roland coe</b>	CARTOONIST
<b>william luberoff</b>	ILLUSTRATION STILL LIFE
<b>berenice abbott</b>	PHOTOGRAPHY
<b>carl burger</b>	ANIMALS FISH BIRDS
<b>peters &amp; reiser</b>	FASHIONS

TELEPHONE: MURRAY HILL 4-5829

★ member of artists authorized agents

DESIGNED BY E. MCKNIGHT KAUFFER



***Photographic illustrations in black and white and color.***

***Slide films and motion pictures in black and white and color.***



A  
ALBERT  
D  
DORNE



*Advertising Drawings*

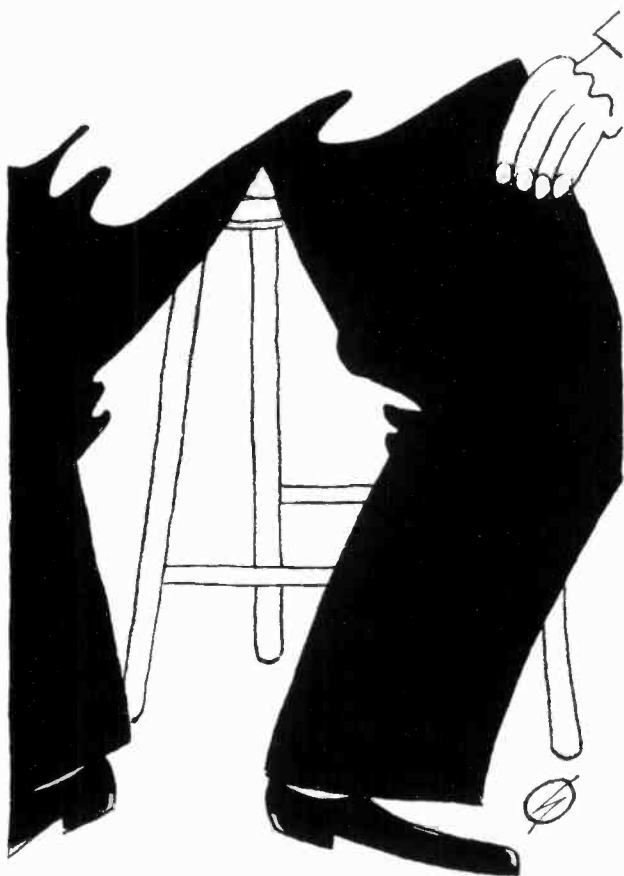
322 EAST 57th St., NEW YORK 22, N. Y.

PLAZA 3-2410



A. HALPERT  
CARTOONS

VA 6-0373 19 W 44 N. Y. 18





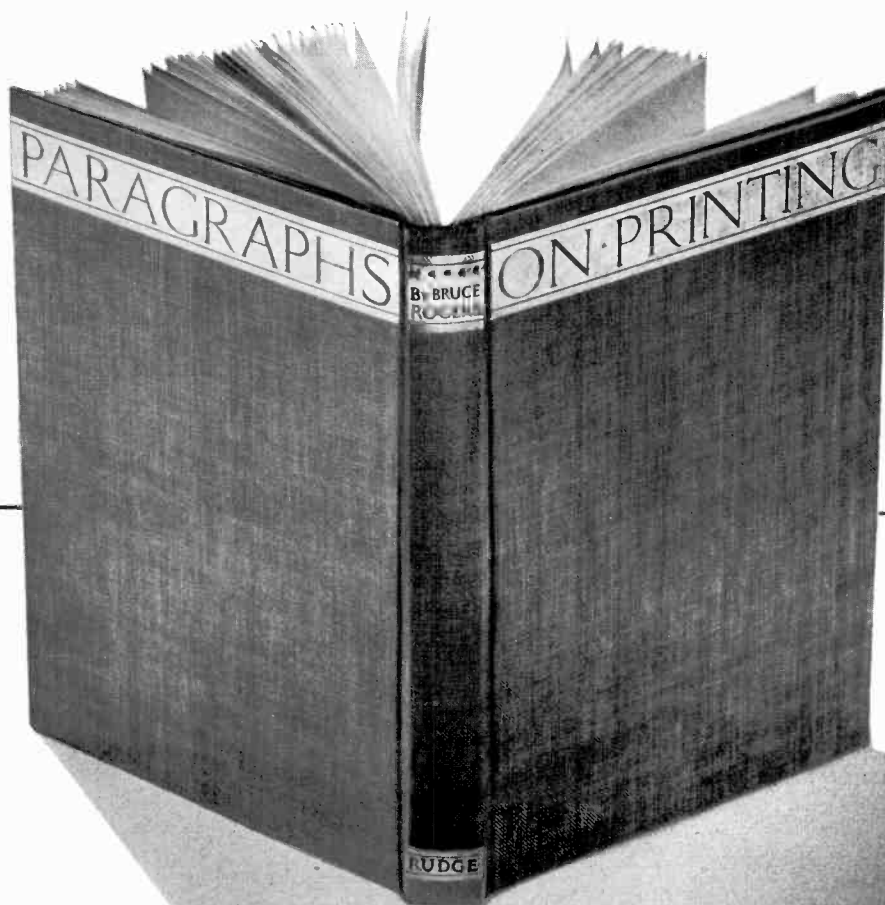
**BRUCE ROGERS**

*Dean of American typographic designers*

Said **TIME MAGAZINE:**

"... the nation's No. 1 printing and book designer,  
73-year-old Bruce Rogers."

"... one of the  
handsomest books ever published in the U. S.—  
a Rogers-designed, Rogers-authored textbook."



208 pages—more than 100 reproductions—inserts—\$10.00 per copy

An indispensable tool for every typographic designer

**WILLIAM E. RUDGE'S SONS**

225 VARICK STREET, NEW YORK 14, N. Y.

(publishers of Paragraphs on Printing) specialize in the planning,  
design and production of advertising and promotional literature.

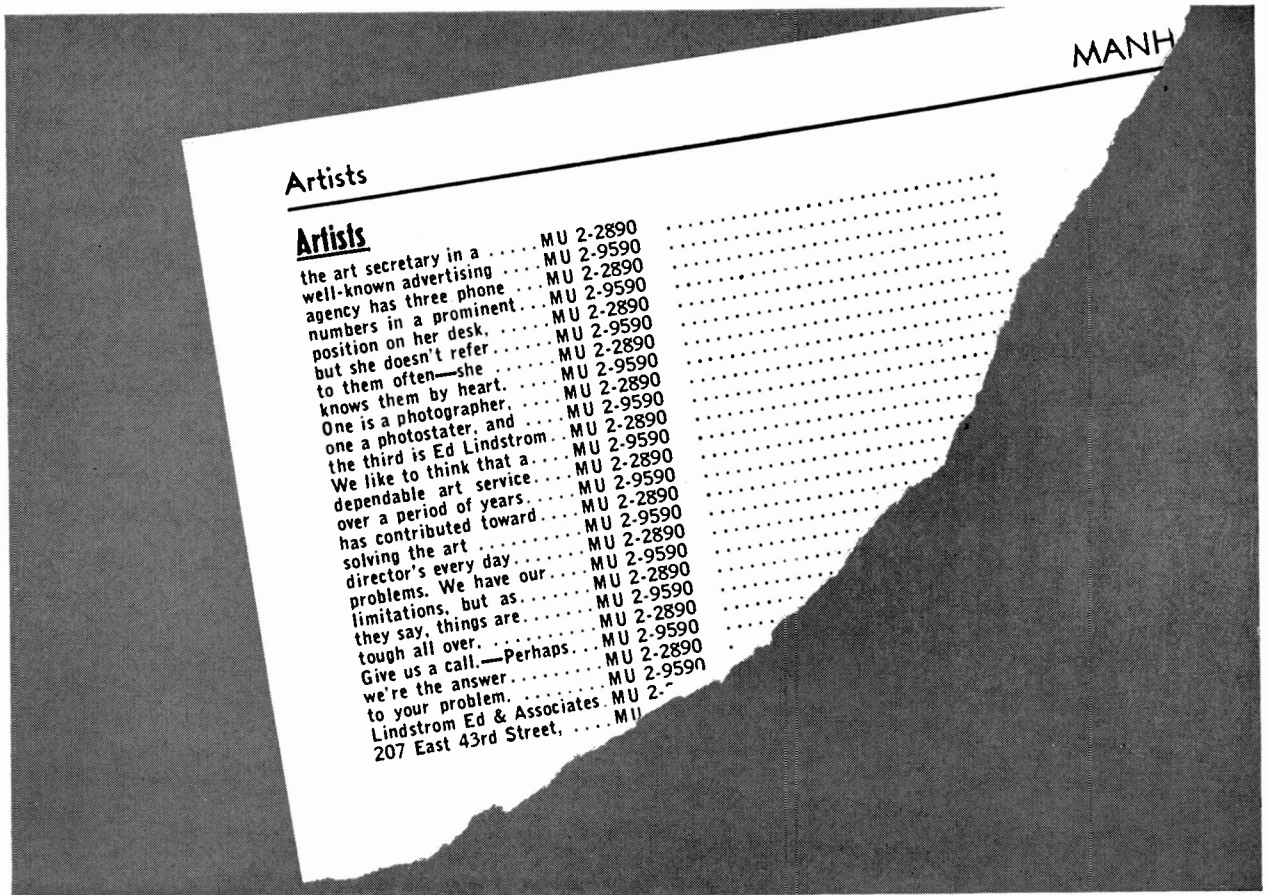
Letterpress — Sheet-fed gravure — Color Offset



*The Rudge Trade Mark  
now stands for three generations  
of distinguished printing*

Walter Klett.

434 East 52<sup>nd</sup> Street, New York, New York. Eldorado 5-4859





# ARTISTS AVAILABLE

---

**ADAMS, Albert**

202 E. 44TH ST., NEW YORK 17, N. Y.  
MUrray Hill 2-4463-4  
Photographic Still Life Illustrations.

---

**ADAMS, George**

202 E. 44TH ST., NEW YORK 17, N. Y.  
MUrray Hill 2-4463-4  
Photographer

---

**AGNEW, Clark**

NORFIELD RD., WESTPORT, CONN.  
Westport 2-2080

---

**ANDERSON, Lyman**

64 SAGAMORE ROAD, BRONXVILLE 8, N. Y.  
Bronxville 2-6672 (Dial the operator)  
Illustration

---

**BALL, Linn**

266 WEST 71ST ST., NEW YORK 23, N. Y.  
SUsquehanna 7-2221  
Still life, Portrait, Children, General Subjects for Magazines,  
Newspaper, Posters.

---

**BARSCHEL, H. J.**

AGENT: H. J. FYBEL, 23 W. 74TH ST., NEW YORK 23, N. Y.  
SCHuyler 4-6426  
Posters, Ads, Magazines, Promotional pieces, Lettering, Modern.  
Any medium incl. Airbrush Technique.

---

**BAYER, Herbert**

247 PARK AVENUE, NEW YORK 17, N. Y.  
ELDorado 5-2685  
Design for Visual Communication: Advertising — Packaging —  
Industrial Design — Exhibitions.

---

**BELDEN, Charles J.**

16740 GULF BOULEVARD, ST. PETERSBURG, FLORIDA  
ST. PETERSBURG 99-942  
Kodachrome and black and white photographs Florida subjects;  
also western cowboy, cattle, horse and sheep.

---

---

**BERNHARD, Lucian**

1 EAST 53RD ST., NEW YORK 22, N. Y.  
PLaza 3-7448  
Posters, Trademarks, Packaging, Lettering, Layouts, Typography.

---

**BERTELL, Roy C.**

40 E. 49TH ST., NEW YORK 17, N. Y.  
PLaza 5-7530  
Industrial and Product Design, Exhibits for Educational and  
Training Purposes.

---

**BINDER, Joseph**

100 CENTRAL PARK SOUTH, NEW YORK 19, N. Y.  
Circle 6-5678

---

**BOHNERT, Herbert**

243 SOUTH BROADWAY, HASTINGS-ON-HUDSON 6, N. Y.  
HASTINGS 1097  
Human Interest Illustrations and posters in full color or black and  
white. Any medium.

---

**BROEMEL, Carl**

140 EAST 46TH ST., NEW YORK 17, N. Y.  
Wickersham 2-9300; White Plains 1672  
Still Life, Interiors, Exteriors, Landscape, Fine Arts.

---

**BURRIS, Burmah**

5 WEST 65TH STREET, NEW YORK 23, N. Y.  
SCHuyler 4-1670  
Humorous illustrations and cartoons.

---

**CAMPBELL, William H.**

1016 CLINTON STREET, PHILADELPHIA 7, PA.  
KINGSLEY 0964  
Designing and Illustrating.

---

**CARTER, Harry**

60 PARK AVENUE, NEW YORK 16, N. Y.  
MUrray Hill 2-0485  
Advertising Illustration, Poster, etc.

---

## Artists Available

### **CHAMALIAN, Lillian**

500 EAST 80TH ST., NEW YORK 21, N. Y.  
REgent 4-8635  
Black and White and Color Spot and Story Illustrations.

### **COLE, Walter**

11 EAST 44TH ST., NEW YORK 17, N. Y.  
MUrray Hill 2-0379  
Scratchboard, Color and Wash Drawing, Industrial and Still Life Subjects.

### **COLLINS, Roy H.**

R.F.D. PORTLAND, CONNECTICUT  
GLASTONBURY 3066  
Birds — Landscapes — Figures.

### **CONROY, C. Harrison**

1428 SOUTH PENN SQ., PHILADELPHIA 2, PA.  
RITTENHOUSE 2648  
Direct Color Photography Only — Ives Color Processes — Prints, Separation Negatives, and Layouts.

### **CRANDELL, Bradshaw**

400 EAST 52ND ST., NEW YORK 22, N. Y.  
PLaza 3-8717

### **CROWN, John**

7 W. 44TH ST., NEW YORK 11, N. Y.  
VAnderbilt 6-4272  
Lettering and Designs.

### **CROWN, Milton**

427 LEXINGTON AVENUE, NEW YORK 17, N. Y.  
MUrray Hill 2-4021  
Lettering and Design for Advertising.

### **D'ADDARIO, Thomas**

55 WEST 42ND STREET, NEW YORK 18, N. Y.  
LAckawanna 4-1342  
Designer of Packages, Products, and Displays.

### **DE VRIES, Dora**

141 EAST 56TH ST., NEW YORK 22, N. Y.  
PLaza 8-0224  
Drawings.

### **DORNE, Albert**

322 EAST 57TH ST., NEW YORK 22, N. Y.  
PLaza 3-2410

### **DOWLING, Will**

724 FIFTH AVE., ROOM 1107, NEW YORK 19, N. Y.  
COlumbus 5-5356  
Mens Fashions, Horse Subjects, Portraits, Caricatures, Cartoons, Layouts in all mediums.

### **DYE, Charles**

48 WEST 48TH ST., NEW YORK 19, N. Y.  
BRyant 9-9727  
Human Interest and Character Illustrations.

### **ETIENNE, Frank**

194 BOYLSTON ST., BOSTON 16, MASS.  
KENMORE 0963  
Cartoons and Designs for Advertisers.

### **FENN, Gene**

c/o HARPER'S BAZAAR  
572 MADISON AVE., NEW YORK 22, N. Y.  
WIsconsin 2-2800

### **FERGUSON, John Lang**

329 EAST 37TH ST., NEW YORK 16, N. Y.  
MUrray Hill 4-1142  
Continuities — spots — cartoons.

### **FLATO, Hans**

1 UNIVERSITY PLACE, NEW YORK 3, N. Y.  
GRamercy 7-2640  
Advertising, Illustrations, Posters, Trademarks, Packaging, Layouts, Industrial Designs, Displays.

### **FRAME, Walter**

126 EAST 54TH ST., NEW YORK 22, N. Y.  
PLaza 9-6417  
Still Life, and general advertising illustration in color and scratchboard.

### **GANNAM, John**

33 WEST 67TH ST., NEW YORK 23, N. Y.  
ENdicott 2-4964

### **GAYDOS, John A.**

140 CABRINI BLVD., NEW YORK 33, N. Y.  
WAdsworth 8-4363  
Modern and Abstract illustrations in full color . . . Posters (Award for Distinctive Merit 1944) . . . Ideas.

### **GEORGI, Edwin**

CHESTNUT HILL RD., NORWALK, CONN.  
Norwalk 6-4890

### **GIANNINOTO, Frank**

250 PARK AVENUE, NEW YORK 17, N. Y.  
PLaza 8-0740  
Industrial Designers — Packaging — Molded Products — Minor Appliances — Glassware — Color Research.

### **GIUSTI, George**

4445 POST ROAD, RIVERDALE, NEW YORK 63, N. Y.  
KINGSBRIDGE 3-3250

### **GODWIN, Frank**

R. D. #1, NEW HOPE, PA.  
NEW HOPE 3638  
Wash, Water Color, Oil, Pen and Ink. •

### **GOFF, Harry**

700 SOUTH WASHINGTON SQUARE, PHILADELPHIA 6, PA.  
LOMBARD 8293  
Humorous Drawings, Decorations.

## Artists Available

### **GRAEF, Robert A.**

2 EAST 23RD ST., NEW YORK 10, N. Y.

ALgonquin 4-4880

Animals — sports — girls — book and magazine — general illustrating — line and color.

### **GRANT, Vernon**

2151 SHORE BLVD., ASTORIA 5, N. Y.

AStoria 8-8414 — No representative.

Gnomes, Humanized Animals, Trade Characters, Teen-Age Kids.

### **GRAVEN, Will**

155 EAST 44TH ST., NEW YORK 17, N. Y.

VAnderson 6-4995

Advertising and magazine illustration — Color — black and white.

### **GREEN, Ruzzie**

480 LEXINGTON AVE., NEW YORK 17, N. Y.

PLaza 3-7744

Color and Black and White Photography.

### **HALPERT, A.**

19 WEST 44TH ST., NEW YORK 18, N. Y.

VAnderson 6-0373

Cartoons.

### **HAYDEN, Hayden**

405 EAST 54TH ST., NEW YORK 22, N. Y.

PLaza 3-7204

Oil Painting, Posters and Charcoal Drawings of all Subjects.

### **HEINZERLING, Charles E.**

55 W. 42ND STREET, NEW YORK 18, N. Y.

LOngacre 5-5579

Still Life — Displays — Magazine — Poster.

### **HELCK, Peter**

10 EAST 53RD ST., NEW YORK 22, N. Y.

PLaza 3-7204

Winner Art Directors Medal 1931, 1936, 1941, 1944.

### **HELGUERA, Leon**

551 FIFTH AVE., NEW YORK 17, N. Y.

MURray Hill 2-1695

Posters, Human Interest Illustrations, Cartoons, Full Color, Black & White, for Magazine, Newspaper, Any medium.

### **HERMAN, J. J.**

40 WEST 40TH ST., NEW YORK 18, N. Y.

PEnnsylvania 6-9180

OLinville 5-7069

Designed Letters and Lettered Designs.

### **HEROLD, Don**

155 EAST 42ND ST., NEW YORK 17, N. Y.

MURray Hill 9-2112

Cartoons in Any Medium, Advertising, Posters, Humorous Illustrations.

### **HOLDEN, R. J.**

NORTH STERLING, CONN.

DANIELSON 802-14

Illustrator Early Americana — Industries — Travel — Customs.

### **HOLLROCK, George L.**

33 WEST 42ND STREET, NEW YORK 18, N. Y.

LOngacre 5-8024

Posters, Booklet Design — Advertising Illustrations — Aviation — General Subjects — Color — Black and White.

### **HOLMGREN, John**

50 MORNINGSIDE DR., NEW YORK 25, N. Y.

MONument 2-2155

Advertising — Magazine Illustration — Color — Black and White.

### **HURLBURT, Allen F.**

BALD HILL RD. SO., NEW CANAAN, CONN.

NEW CANAAN 9-0132

### **KLETT, Walter**

434 EAST 52ND ST., NEW YORK 22, N. Y.

ELdorado 5-4859

Illustration.

### **KORDA, Eugene J.**

2 WEST 46TH STREET, NEW YORK 19, N. Y.

BRyant 9-9192

Product Styling — Trademarks — Packaging

Visual Technical Illustrations — Exploded Drawings.

### **LEIBOWITZ, Matthew**

LINCOLN-LIBERTY BUILDING, PHILADELPHIA 7, PA.

RITTENHOUSE 5495

### **LOCKE, Vance**

OLDFIELD RD., SETAUKET, NEW YORK

MURray Hill 3-4234

SETAUKET 86

Story and Ad Illustrating, Teen Age or Adult Situations, Action.

### **LOOMIS, Andrew**

3305 WILSHIRE BLVD., LOS ANGELES 5, CALIF.

FAIRFAX 1951

Advertising Illustrations any medium or subject. Visual roughs and estimates. Color Sketches.

### **MADAN, Fredric C.**

CEDARLAWN RD., IRVINGTON-on-HUDSON, N. Y.

IRVINGTON 2893-J

Advertising and Magazine Illustration — Posters, any Medium.

### **MAURER, Sascha**

246 EAST 46TH STREET, NEW YORK 17, N. Y.

VAnderson 6-1851

The Modern Poster, Industrial Advertisements, Watercolors, Decorative Design. Art Consultant.

### **McCULLOUGH, Suzanne & Lucerne**

34 EAST 40TH STREET, NEW YORK 16, N. Y.

MURray Hill 6-9266

Design and High Style, Specializing in Color — any medium. Winner Art Directors Medal 1944.

### **McGOWAN, Thomas**

7 WEST 44TH STREET, NEW YORK 18, N. Y.

MURray Hill 2-5248

Advertising Illustrations, Black and White, Color, Decorative, and Design.

## Artists Available

### **MURAY, Nickolas**

18 EAST 48TH ST., NEW YORK 17, N. Y.  
Wickersham 2-1752  
Photographic Illustrator in Color and Black and White —  
Unexcelled Artistic and Technical Quality.

### **PAULSON, Carl**

60 E. 42ND ST., NEW YORK 17, N. Y.  
MUrray Hill 2-2800  
Posters, Displays, Still Life.

### **PELHAM, Gene**

ARLINGTON, VT.  
ARLINGTON 122 RING 4  
Human interest Magazine covers, Billboards, Calendars,  
Advertising and Magazine illustration. Oil or wash.

### **PETERS, Chas. R.**

9 EAST 45TH ST., NEW YORK 17, N. Y.  
Vanderbilt 6-1126  
Retouching in Color and Black and White for Pictorial and  
Mechanical Reproduction in all Media.

### **PETTY, George**

1 SUNNY LANE, NORTHBROOK, ILL.  
WINNETKA 3923  
Telephones tenderly rendered.

### **PETTI, Nicholas**

52 EAST 19TH STREET, NEW YORK 3, N. Y.  
ALgonquin 4-5122  
Advertising — All mediums — including airbrushing.

### **PHILLIPS, Andrew A.**

81 FRESNO ST., SPRINGFIELD 4, MASS.  
SPRINGFIELD 2-9832  
Packages, Trademarks, Lettering, Retouching in color. Black and  
White, Airbrush and Shading Mediums.

### **PINSON, Paul**

333 NORTH MICHIGAN AVE., CHICAGO 1, ILL.  
ANDOVER 3337  
Cartoons and humorous illustrations.

### **PRATT, Inga Stephens**

32 W. 58TH ST., NEW YORK 19, N. Y.  
PLaza 5-3595  
Fashion Illustration — Color, Black and White. Humorous Spot  
Drawings.

### **PRICE, Norman**

920 RIVERSIDE DR., NEW YORK 32, N. Y.  
WADsworth 3-5116  
Illustrator: Historical, Human Interest, Dramatic and Pictorial  
Subjects — Color, Pen and Ink.

### **PROHASKA, Ray**

51 WEST 10TH ST., NEW YORK 11, N. Y. GRamercy 7-3386  
Illustrations for Fiction, Advertising and Books — in Tempera  
and Oil. Represented by Barry Stephens, 247 Park Ave., EL 5-7336.

### **RABUT, Paul L.**

10 EAST 53RD ST., NEW YORK 22, N. Y.  
PLaza 3-7204  
Illustrations in Color — Black and White. Art Directors Medal  
1942. Award for Distinctive Merit 1943.

### **RAWLINGS, John**

VOGUE MAGAZINE STUDIOS  
480 LEXINGTON AVE., NEW YORK 17, N. Y.  
PLaza 3-5266  
Photographer.

### **ROONEY, G. A. Pat**

441 LEXINGTON AVE., NEW YORK 17, N. Y.  
MUrray Hill 2-4965 or LEXington 2-7265  
Humorous Illustration, Decorative Design. Color or Black & White.

### **ROSE, Ben**

44 NORTH 4TH ST., PHILADELPHIA 6, PA.  
RITTENHOUSE 3207  
Photography.

### **ROSE, Carl**

ROWAYTON, CONN.  
NORWALK 6-6163  
Cartoons.

### **SAMBROOK, Russell**

233 RIDGE ROAD, RUTHERFORD, N. J.  
RUTHERFORD 2-0085 M  
Human Interest Pictures and Heads.

### **SCHABELITZ, R. F.**

245 EAST 72ND ST., NEW YORK 21, N. Y.  
RHineland 4-2172  
Illustrations, Advertising Drawings, Full Color, Pen and Ink.

### **SCHMIDT, Felix**

48 WEST 48TH ST., NEW YORK 19, N. Y.  
BRyant 9-9727  
Human Interest and Character Illustrations.

### **SHAYN, John**

54 WEST 46TH ST., NEW YORK 19, N. Y.  
BRyant 9-2729  
Design, Lettering, Layout, Trademark, Type, Package, Decor.  
Paintings: — Modern Idiom Oil, W. C., B. & W., Air Brush.

### **SHEPHERD, George**

GENERAL MOTORS BLDG., DETROIT 2, MICH.  
Private Line: Madison 1232 Agent: Madison 6161  
National Advertising — Magazine Illustration — Full Color —  
Black and White — Oil, Water Color or Pencil.

### **SINGER, Harry**

521 FIFTH AVENUE, NEW YORK 17, N. Y.  
MUrray Hill 2-2521  
Headquarters for information on visual sales presentations,  
training aids and art showmanship.

### **SMITH, Dorothy Hope**

(MRS. PERRY BARLOW)  
SYLVAN ROAD, WESTPORT, CONN.  
WESTPORT 2-4300  
Babies and Children — Advertising and Portraits.

### **SMITH, Irwin**

ROOM 1720, 45 EAST 17TH ST., NEW YORK 3, N. Y.  
ALgonquin 4-7262  
Scratchboard in black and white or in two colors; pen and ink.

## Artists Available

### **SNYDER, James**

222 CENTRAL PARK SOUTH, NEW YORK 19, N. Y.  
Circle 7-2964

### **STAHL, Ben**

WESTPORT, CONN.  
WESTPORT 2-2000  
Illustrations.

### **STEINBERG, Saul**

AGENT: VICTOR CIVITA,  
2 WEST 45TH ST., NEW YORK 19, N. Y.  
VAnderbilt 6-1117  
ADVERTISING — Cartoons — Drawings.

### **STEINWEISS, Alex**

527 RIVERSIDE DRIVE, NEW YORK 27, N. Y.  
MONument 2-5970  
Advertising Designer all phases . . . Product design — Promotion  
— Space — Point of Sale.

### **SUMMERS, Dudley Gloyne**

304 RIDGEWOOD ROAD, SO. ORANGE, N. J.  
SO. ORANGE 2-2744  
Magazine and Advertising Illustrations in Colour and Black and  
White — Any Medium — General Subjects.

### **SZOEKE, Andrew**

72 E. 55TH ST., NEW YORK 22, N. Y.  
Wickersham 2-4486  
Lettering, Design, Calligraphy.

### **TAPPER, Samuel**

440 BALDWIN RD., MAPLEWOOD, N. J.  
SOUTH ORANGE 3-1965  
Scratchboard, Pen and Ink, Wash or Color — Interiors, Furniture,  
Food and Still Life.

### **TAYLOR, Richard**

AGENT: FRED A. WISH, INC., 12 EAST 41ST ST.,  
NEW YORK 17, N. Y., LEXington 2-3789  
Humorous Drawings for Advertising.

### **TEPPER, Saul**

1 WEST 67TH ST., NEW YORK 23, N. Y.  
ENdicott 2-7160  
Advertising — Magazine Illustration — Human Interest — Color  
— Black and White — Oil — Gouache — Water Color.

### **THOMPSON, Frederick**

39 WEST 67TH ST., NEW YORK 23, N. Y.  
TRafalgar 7-3293  
Still Life Illustrations of Distinction.

### **VILES, James**

157 EAST 48TH ST., NEW YORK 17, N. Y.  
PLaza 8-1744-5

### **WENCK, Paul**

133 WOODLAND AVE., NEW ROCHELLE, N. Y.  
New Rochelle 2-5836  
Posters, Folders, Portraits, Packages, Anatomical Drawings. All  
Mediums in Black and White and Colors.

### **WICKHAM, Bill**

AGENT: GEO. F. BROPHY  
103 PARK AVENUE, NEW YORK 17, N. Y.  
CAledonia 5-7560  
Humorous Illustration, Animals, Human Interest.

### **WILLARD, Rodlow**

134 HAVEN AVENUE, NEW YORK 32, N. Y.  
COLumbus 5-9517, WADsworth 8-0815  
Comics, Cartoons, Illustrations — Drama, Humor. Pretty Girls,  
Figure, Costume. B & W — Color.

### **WILMET, Georges**

80 WEST 40TH STREET, NEW YORK 18, N. Y.  
LONgacre 5-7250  
Industrial Art Counsel, Package and Product Design.

### **WILSON, JR., Mortimer**

BARRY STEPHENS, REPRESENTATIVE  
247 PARK AVENUE, NEW YORK 17, N. Y.

### **WILWERDING, Walter J.**

4908 - 17TH AVENUE, SO., MINNEAPOLIS 7, MINN.  
PARKER 4504  
Animals, birds, fish — all mediums. Specialist American and  
African Big Game Animals.

### **WINSLOW, Dorothy A.**

141 EAST 25TH ST., NEW YORK 10, N. Y.  
MURray Hill 4-7410  
House Organs, Illustrated Financial Reports, Photo Montages,  
Airbrush, Direct Mail and Copy.

### **WINSLOW, Earle B.**

135 EAST 39TH ST., NEW YORK 16, N. Y.  
LEXington 2-0769  
Illustrations for Advertising and Magazine in Color or Black and  
White — and Posters.

### **WOHLBERG, Meg**

122 EAST 30TH ST., NEW YORK 16, N. Y.  
LEXington 2-2619  
Illustration of Children, infants through teen age. Advertising,  
magazines, books. Line, wash, color.

### **WRIGHT, Dorris and Fred**

361 E. 50TH ST., NEW YORK 22, N. Y.  
PLaza 9-6692  
Advertising Design and Illustration.

### **ZAMBONI, Hal**

40 EAST 49TH STREET, NEW YORK 17, N. Y.  
PLaza 5-9885  
Design for advertising and industry, from typographical to three  
dimensional.

### **ZERBO, Bill**

59 EAST 52ND ST., NEW YORK 22, N. Y.  
PLaza 8-1994  
Window Displays, Counter Cards, Posters, Packaging.

## ARTISTS AVAILABLE

The artists listed in this section have used this method of having  
their names and addresses permanently recorded for easy refer-  
ence by the thousands of art directors who use this volume.

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