ANNUAL OF ADVERTISING ART

THE ART DIRECTORS CLUB OF NEW YORK
CLUB OF NEW YORK, 1945-1946

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RICHARD H. WOOLFOLK FRANK YELINEK JOHN ZWINAK
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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.
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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.
BACK PAT

ADVERTISING ART, WAR AND PEACE

FOR YOUR CONVENIENCE

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24th ANNUAL ADVERTISERS

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.
"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
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.
ARTIST  JOHN ROGERS COX
ART DIRECTOR  ADELAIDE STEVENS
ADVERTISER  SHELL OIL COMPANY, INC.
AGENCY  J. WALTER THOMPSON CO.
AWARD FOR DISTINCTIVE MERIT
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
ARTIST  SMOLIN STUDIOS
ART DIRECTOR  JOHN DeNERO
ADVERTISER  AMERICAN FAT SALVAGE COMMITTEE, INC.
AGENCY  KENYON & ECKHARDT, INC.

ARTIST  JOHN S. OSLER
ART DIRECTOR  WYNN BELFORD
ADVERTISER  OLDSMOBILE DIV. OF GENERAL MOTORS
AGENCY  D. P. BROTHERS & CO., INC.
Through the furnace hide and robot training...and always on the job.

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

Surgical unit
The Less Said, the Less Done

Keep it under your STETSON

ARTIST ROBERT RIGGS
ART DIRECTOR WILLIAM RIENECKE
ADVERTISER JOHN B. STETSON CO.
AGENCY KENYON & ECKHARDT, INC.
Have a "Coke"—How are things going?

...as being friendly in Newfoundland.

...sitting refreshment to holiday cheer

Have a "Coke"—Merry Xmas.
ARTIST LYMAN ANDERSON  
ART DIRECTOR LT. RICHARD LOCKWOOD, USNR  
ADVERTISER GOODYEAR (AIRCRAFT)  
AGENCY ARTHUR KUDNER, INC.

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

The RED CROSS is at his side  
and the Red Cross is YOU!
"I am a man; and nothing human is foreign to me."—Terence
Man who won't take "NO JOB" for an answer
ARTIST SARRA
ART DIRECTOR CECIL BAUMGARTEN ★
ADVERTISER HAZEL-ATLAS GLASS CO.
AWARD FOR DISTINCTIVE MERIT
ARTIST  EUGENE HUTCHINSON-UNDERWOOD & UNDERWOOD
ART DIRECTOR  W. SCHNEIDER
ADVERTISER  GENERAL MILLS, INC.
AGENCY  KNOX REEVES ADVERTISING, INC.
AWARD FOR DISTINCTIVE MERIT
ARTIST MEADE & MADDICK
ART DIRECTOR PAUL W. DARROW
ADVERTISER STEINWAY & SON
AGENCY N. W. AYER & SON, INC.

ARTIST JAMES VILES
ART DIRECTOR WILLIAM JACOBY ★
ADVERTISER THE GORHAM CO.
AGENCY ABBOTT KIMBALL CO., INC.
ARTIST  HARRY ANDERSON
ART DIRECTOR  LAWRENCE OLSON
ADVERTISER  WYETH INC.
AGENCY  COMPTON ADVERTISING, INC.
ARTIST MORTIMER WILSON
ART DIRECTOR CHARLES FALDI *
ADVERTISER GENERAL FOODS
AGENCY BENTON & BOWLES, INC.
HUMAN INTEREST

He Does The Dirty Work

ARTIST  BEN PRINS
ART DIRECTOR  WESLEY LOVEMAN  ARTHUR SURIN
ADVERTISER  NEW YORK CENTRAL
AGENCY  Geyer, Cornell & Newell, Inc.
ARTIST  HARRY ANDERSON
ART DIRECTOR  LAWRENCE OLSON *
ADVERTISER  WYETH INC.
AGENCY  COMPTON ADVERTISING, INC.
ARTIST LEJAREN 'a HILLER
ART DIRECTOR HOWARD HENRY-UNDERWOOD & UNDERWOOD
ADVERTISER GOODYEAR TIRE & RUBBER CO.
AGENCY N. W. AYER & SON, INC.

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

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

ARTIST
DOUGLASS CROCKWELL
ART DIRECTOR
JOSEPH FEWSMITH
ADVERTISER
REPUBLIC STEEL
AGENCY
MELDRUM & FEWSMITH, INC.
ARTIST ANN SIMPKINS
ART DIRECTOR WILLIAM JACOBY
ADVERTISER THE GORHAM CO.
AGENCY ABBOTT KIMBALL CO., INC.

ARTIST ROBERT RIGGS
ART DIRECTOR CARL HARRIS
ADVERTISER PACKARD MOTOR CAR CO.
AGENCY YOUNG & RUBICAM, INC.
ARTIST  BEN ROSE
ART DIRECTOR  LEONARD LIONNI, DIMITRI PETROV
ADVERTISER  154 ELECTRIC COMPANIES
AGENCY  N. W. AYER & SON, INC.

ARTIST  PETER HELCK
ART DIRECTOR  KURT JOSTEN
ADVERTISER  PACIFIC MILLS
AGENCY  WILLIAMS & S Taylor, INC.
HUMAN INTEREST

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

ARTIST PENNEBAKER & RYAN
ART DIRECTOR JOHN H. KIES
ADVERTISER STATE FARM INSURANCE CO.
AGENCY NEEDHAM, LOUIS & BRORBY, INC.
They live on dreams.
ARTIST
JAMES E. ALLEN

ART DIRECTOR
DEANE UPTEGROVE

ADVERTISER
INTERNATIONAL PAPER CO.

AGENCY
ALLEY & RICHARDS CO.

ARTIST
SARRA-NICKOLAS MURAY

ART DIRECTOR
GEORGE CROLL

ADVERTISER
HIRAM WALKER & SONS INC.

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

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ARTIST HANK BERGER
ART DIRECTOR DAVID BLOCH *
ADVERTISER KINSEY DISTILLING CO.
AGENCY J. D. TARCHER & CO.
I should've kept my mouth shut.
Where will gasoline prices be lowest after the war?

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

Thousands got back in the harness

ARTIST WILLIAM GRIFFITH
ART DIRECTOR LOU INGWERSEN
ADVERTISER KRAFT CHEESE CO.
AGENCY J. WALTER THOMPSON CO.
PART THREE  ATMOSPHERE, MOOD

"Those who would make us feel must feel themselves."—Charles Churchill
ARTIST ROBERT RIGGS
ART DIRECTOR WALTER REINSELY
ADVERTISER FARNsworth TELEVISION & RADIO CO.
AGENCY N. W. AYER & SON, INC.
THE ART DIRECTORS CLUB MEDAL
ARTIST  STEVAN DOHANOS
ART DIRECTOR  DANIEL W. KEENE
ADVERTISER  JOHN HANCOCK MUT. LIFE INS. CO.
AGENCY  McCANN-ERICKSON, INC.
THE ART DIRECTORS CLUB MEDAL
ARTIST: JOHN ATHERTON
ART DIRECTOR: ARTHUR T. BLOMQVIST
ADVERTISER: SHELL OIL CO.
AGENCY: J. WALTER THOMPSON CO.

AWARD FOR DISTINCTIVE MERIT
ARTIST  PETER HELCK
ART DIRECTOR  WALTER REINSEL
ADVERTISER  CATERPILLAR TRACTOR CO.
AGENCY  N. W. AYER & SON, INC.
AWARD FOR DISTINCTIVE MERIT
ARTIST  BEN ROSE
ART DIRECTOR  PAUL W. DAIRROW
ADVERTISER  NATIONAL DAIRY PRODUCTS CORP.
AGENCY  N. W. AYER & SON, INC.
AWARD FOR DISTINCTIVE MERIT
ARTIST  BERNARD LaMOTTE
ART DIRECTOR  WALTER S. MAAS
ADVERTISER  PINAUD
AGENCY  DORLAND INTERNATIONAL

ARTIST  ROBERT RIGGS
ART DIRECTOR  NORMAN BYRON
ADVERTISER  GENERAL FOODS
AGENCY  BENTON & BOWLES, INC.
ARTIST DORIS LEE
ART DIRECTOR EDITH JAFFY
ADVERTISER SUPPLEE
AGENCY N. W. AYER & SON, INC.

ARTIST JOHN H. TINKER
ART DIRECTOR JOHN H. TINKER
ADVERTISER AMERICAN MUTUAL LIABILITY INS. CO.
AGENCY McCANN-ERICKSON, INC.
ARTIST  CLARENCE CARTER
ART DIRECTOR  RICHARD S. CHENAULT *
ADVERTISER  ALCOA STEAMSHIP CO.
AGENCY  FULLER & SMITH & ROSS, INC.
ARTIST WALTER RICHARDS
ART DIRECTOR ROCCO DIMARCO
ADVERTISER MAGNAVOX COMPANY
AGENCY MAXON, INC.

ARTIST VICTOR KEPPLER
ART DIRECTOR HAROLD J. McNULTY-IRVING WILLIAM
ADVERTISER GENERAL ELECTRIC COMPANY
AGENCY BATTEN, BARTON, DURSTINE & OSSOR
ARTIST  MIGUEL COVARRUBIAS
ART DIRECTOR  LEONARD LIONNI
ADVERTISER  CONTAINER CORP. OF AMERICA
AGENCY  N. W. AYER & SON, INC.
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ARTIST ROBERT MOORE
ART DIRECTOR JOHN V. CHERRY *
ADVERTISER U. S. RUBBER CO.
AGENCY CAMPBELL-EWALD CO., INC.

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ARTIST GEORGE KANELOUS
ART DIRECTOR HANS SAUER *
ADVERTISER TIDE WATER ASSOCIATED OIL CO.
AGENCY LEHNING & MITCHELL, INC.
ARTIST JAMES R. BINGHAM
ART DIRECTOR EDWARD A. RODGERS
ADVERTISER AIR TRANSPORT ASSOCIATION
AGENCY ERWIN, WASEY & CO., INC.

ARTIST JOHN ATHERTON
ART DIRECTOR ELWOOD ALLEN
ADVERTISER CONTINENTAL DISTILLING CORP.
AGENCY AL PAUL LEFTON CO., INC.
ARTIST
BERNARD LaMOTTE
DIRECTOR
PAUL W. DARROW
ADVERTISER
DE BEERS CONSOLIDATED MINES LTD.
AGENCY
N. W. AYER & SON, INC.
"There was never yet fair woman but she made mouths in a glass."—William Shakespeare
ARTIST JOHN RAWLINGS
ART DIRECTOR NORMAN J. PHELPS
ADVERTISER CHEN YU
AGENCY RUTHRAUFF & RYAN, INC.
THE ART DIRECTORS CLUB MEDAL
ARTIST JACQUELINE E. LINDNER
ART DIRECTOR JUKE GOODMAN *
ADVERTISER SAKS FIFTH AVENUE
AWARD FOR DISTINCTIVE MERIT
ARTIST JOFFE
ART DIRECTOR DANIEL W. KEEFE
ADVERTISER REVLON PRODUCTS
AGENCY McCANN-ERICKSON, INC.
AWARD FOR DISTINCTIVE MERIT
ARTIST GEORGE PLATT LYNES
ART DIRECTOR JUKE GOODMAN
ADVERTISER SAKS FIFTH AVENUE

ARTIST REN WICKS
ART DIRECTOR ROBERT FREEMAN
ADVERTISER COLE OF CALIFORNIA
AGENCY FOOTE, CONE & BELDING
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ARTIST  JOHN RAWLINGS
ART DIRECTOR  NORMAN J. PHELPS
ADVERTISER  CHEN YU
AGENCY  RUTHRAUFF & RYAN, INC.
ARTIST LAURA JEAN ALLEN
ART DIRECTOR TOM JARVIS
ADVERTISER PARFUMS WEIL PARIS CO.
AGENCY KELLY, NASON, INC.

ARTIST CARL ERICKSON
ART DIRECTOR BETTY GODFREY
ADVERTISER COTY INC.
AGENCY J. D. TARCHER & CO.
"A laugh is worth a hundred groans in any market." — Charles Lamb
ARTIST
JEAN CARLU
ART DIRECTOR
RICHARD S. ACKERMAN★
ADVERTISER
D'ORSAY SALES CO.
AGENCY
MORTON FREUND ADV. AGENCY
AWARD FOR DISTINCTIVE MERIT
ARTIST: JOHN AVERILL
ART DIRECTOR: DOUGLAS SMITH-JEROME B. LEVE
ADVERTISER: PETER FOX BREWING CO.
AGENCY: SCHWIMMER & SCOTT

ARTIST: ELSEE
ART DIRECTOR: JOSEPH GERING
ADVERTISER: WYANDOTTE CHEMICALS CORP.
AGENCY: N. W. AYER & SON, INC.

AWARD FOR DISTINCTIVE MERIT

NO TRICKS
When you see the same old story
in your ads, slow down and
think what you can do to
make an impression with a
new approach. Make a bold
statement and you're sure to
be noticed. The Wyandotte
Chemicals Corp. has done
to the world of ads.

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

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ARTIST  JOHN AVERILL
ART DIRECTOR  DOUGLAS SMITH-JEROME B. LEVE
ADVERTISER  PETER FOX BREWING CO.
AGENCY  SCHWIMMER & SCOTT
Which way does a pig's tail curl?
ARTIST  
BURMAB BURRIS

ART DIRECTOR  
JUKE GOODMAN ★

ADVERTISER  
SAKS FIFTH AVENUE

ARTIST  
A. HALPERT ★

ART DIRECTOR  
WALLACE COLE ★

ADVERTISER  
NEW DEPARTURE

AGENCY  
J. M. HICKERSON, INC.
PART SIX PRODUCT

"It is the glory and good of art that art remains the one way possible of speaking truth." — Robert Browning
ARTIST  GRANCEL FRITZ
ART DIRECTOR  HOWARD HENRY
ADVERTISER  GOODYEAR TIRE AND RUBBER CO.
AGENCY  N. W. AYER & SON, INC.
AWARD FOR DISTINCTIVE MERIT
ARTIST SAMUEL TAPPER
ART DIRECTOR MORRIS ROSENBLUM & EDWARD TURANO
ADVERTISER L. BAMBERGER & CO.
AWARD FOR DISTINCTIVE MERIT
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ARTIST SIMON GRECO
ART DIRECTOR SIMON GRECO
ADVERTISER CATALIN CORP.
AGENCY WALTER J. GALLAGHER

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

"Something the Lens Can't Catch"
ADVERTISER
NATIONAL BISCUIT CO.
AGENCY
McCANN-ERICKSON, INC. •

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

ARTIST CPL. MICHAEL RAMUS
ART DIRECTOR HARVEY CUSHMAN
ADVERTISER HOOD RUBBER CO. DIV. OF B. F. GOODRICH
AGENCY McCANN-ERICKSON, INC.
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ARTIST ANTON BRUEHL
ART DIRECTOR FRANKLIN D. BAKER *
ADVERTISER JOSEPH S. FINCH & CO.
AGENCY MCCANN-ERICKSON, INC.

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ARTIST EMELE DANIELSON
ART DIRECTOR TOM ROSS
ADVERTISER DUNCAN & MILLER GLASS CO.
AGENCY KETCHUM, MACLEOD & GROVE, INC.
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ARTIST WILLIAM S. SCHWARTZ
ART DIRECTOR HAL JOHNS BENSON
ADVERTISER NIAGARA ALKALI CO.
AGENCY HAZARD ADVERTISING CO.
ARTIST: GEORGE GIUSTI  
ART DIRECTOR: DANIEL W. KEEFE  
ADVERTISER: GRUEN WATCH CO.  
AGENCY: McCANN-ERICKSON, INC.

ARTIST: ANTON BRUEHL  
ART DIRECTOR: HOWARD HENRY  
ADVERTISER: GOODYEAR TIRE AND RUBBER CO.  
AGENCY: N. W. AYER & SON, INC.
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ARTIST GEORGE GIUSTI-VICTOR KEPLER
ART DIRECTOR JACK FROST
ADVERTISER BENDIX AVIATION CORP.
AGENCY MACMANUS JOHN & ADAMS, INC.

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

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ARTIST GEORGE KUMMER
ART DIRECTOR GEORGE KUMMER
ADVERTISER E. R. SQUIBB & SONS
AGENCY WILLIAM DOUGLAS McADAMS
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ARTIST        ANTON BRUEHL-CARL WILSON
ART DIRECTOR  ARTHUR HAWKINS, JR. *
ADVERTISER    WELLINGTON SEARS CO.
AGENCY        ALLEY & RICHARDS CO.
180
ARTIST JAN BALET-M. F. AGHA *
ART DIRECTOR RALPH DADDIO *
ADVERTISER FRANKLIN SIMON

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ARTIST FREDERICK BAKER
ART DIRECTOR HELEN BERFULL
ADVERTISER GOLD SEAL IMPORTERS
AGENCY ABBOTT KIMBALL CO., INC.
ARTIST  EDWARD A. WILSON  
ART DIRECTOR  JACK FROST-ARMIN SEIFFERT  
ADVERTISER  THE DOW CHEMICAL CO.  
AGENCY  MacMANUS JOHN & ADAMS, INC.  

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
ARTIST
U. S. ARMY SIGNAL CORPS

ART DIRECTOR
ALEXANDER LIBERMAN

PUBLICATION
VOGUE MAGAZINE

PUBLISHER
CONDE NAST PUBLICATIONS INC.

THE ART DIRECTORS CLUB MEDAL
ARTIST JAN BALET
ART DIRECTOR WOLF FEILER
PUBLICATION HOUSE & GARDEN
PUBLISHER CONDE NAST PUBLICATIONS INC

ARTIST JOE KAUFMAN
ART DIRECTOR EDWIN EBERMAN
PUBLICATION LOOK
PUBLISHER COWLES MAGAZINES, INC.
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ARTIST ALEX ROSS
ART DIRECTOR BUDD HEMMICK
PUBLICATION GOOD HOUSEKEEPING MAGAZINE
PUBLISHER HEARST MAGAZINES INC.

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

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

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

ARTIST: PHIL DORMONT
ART DIRECTOR: BUDD HEMMICK
PUBLICATION: GOOD HOUSEKEEPING MAGAZINE
PUBLISHER: HEARST MAGAZINES INC.
ARTIST: FREDERICK SIEBEL
ART DIRECTOR: SPENCE WILDEY
PUBLICATION: WOMAN'S HOME COMPANION
PUBLISHER: CROWELL-COLLIER PUBLISHING CO.

ARTIST: STEVAN DOHANOS
ART DIRECTOR: TONY PALAZZO
PUBLICATION: ESQUIRE
PUBLISHER: ESQUIRE, INC.
ARTIST GENE PENN
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PUBLICATION HARPER'S BAZAAR
PUBLISHER HEARST MAGAZINES INC.

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PUBLICATION HOUSE & GARDEN
PUBLISHER CONDE NAST PUBLICATIONS INC.
ARTIST RICHARD LINDNER
ART DIRECTOR PETER PIENING
PUBLICATION FORTUNE
PUBLISHER TIME INCORPORATED

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

ARTIST LESLIE RANDALL
ART DIRECTOR EDMOND WITALIS *
PUBLICATION COSMOPOLITAN MAGAZINE
"Talent may frolic and juggle; genius realizes and adds." — R. W. Emerson
Spring comes again
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
this is the house that built...

1. Tinted body fluid... $1.50
2. Tinted body cream... $1.50
3. Tinted body stick... $1.50
4. Tinted body stick... $1.50
5. Tinted body stick... $1.50
6. Tinted body stick... $1.50
7. Tinted body stick... $1.50
8. Tinted body stick... $1.50
9. Tinted body stick... $1.50
10. Tinted body stick... $1.50

This is the house that built...

ARTIST PAUL RAND
ART DIRECTOR PAUL RAND
ADVERTISER JACQUELINE COCHRAN

Chromobleg... There's not an element of chance in Chromobleg, this blended powder base, because from a palette of deep colors, shades, tints, and hues, an excellent foundation seems to emphasize your skin tones, or improve on nature's handiwork!

ARTIST PAUL RAND
ART DIRECTOR PAUL RAND
ADVERTISER JACQUELINE COCHRAN
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 swellest bunch of clients in all the world. We also see the swellest 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

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

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ARTIST
PAUL RAND
ART DIRECTOR
PAUL RAND
ADVERTISER
GOODMAN & THESE, INC.
AGENCY
WM. H. WEINTRAUB & CO., INC.

...hanging by a thread

Whether it’s production in the most dynamic patterns to be found in man’s whereabouts, until that thirty-five or the United States, this issue of Graphic is not only one of the most strikingly attractive, but the only one that is designed and printed in the United States, for which they are known. Whether it was ever traced by today’s marketing standards. Whether the high spots in our American, we are no longer original to the highest standards, of which the Swellest bunch of clients in all the world. ...the Swellest bunch of employees in all the world…...
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.

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

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

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 for a 100 cc. vial and has happily administered to provide an osmotic effect equivalent to 500 cc. of plasma—it is stable and need be further diluted.

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 water.

Produced by the Army and Navy only.

* BUY MORE WAR BONDS *

The man who tried his first Dutch Masters as long as thirty years ago, today still finds this great cigar as true 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
The world's greatest “bird in the hand” is the car you wore through last week. Now you own the “bird in the hand” that's certain to be the “bird in the hand” when they come. When they come, some will have some eight million people hot after them. They won't need your oil. But when America's giant auto industry, by its biggest year, delivered nearly a good half of eight million cars.

You can show toward the next hundred in a dragging that will all be pricked toward 1946. If you can buy your hundredst out of your “bird in the hand,” flip away—toward the lightest.

Your big 100 today is to know you can shout your friend from further Commerce by engine order. Your big measure of protection is in promptly having your engine oil Miltoned, from now on, Engine order—Engine order—Engine order—

Ask any source of every engine production—simulate—or any day, to accent and increase at its Placing some from changing to Conoco Oil now. Oil. Conforms this increase is simple and complete.

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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
BERT RAY
ADVERTISER
ABOTT 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 human relations. From the development of mankind to the development of man's history. The Constellation, unfortunately, is the steady, unbroken record of progress. And as its moment, the human experience, so clear and unclouded a summer's night; a figure that in this instance pledges ever greater airplanes to come, ever wider horizons, and a true bond of understanding among the peoples of the earth.

ARTIST STEINBERG
ART DIRECTOR ARNOLD ROSTON
ADVERTISER MUTUAL BROADCASTING SYSTEM

what's inside?

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

OUTPUT LISTENER: art-house averages are up to 17% greater than in four-network cities.

UNREACHABLE LISTENER: about of audience averages are up to 200% greater than in four-network cities.

MICHAEL LEE BURACK: program rating averages are up to 500% greater than in four-network cities.

Such facts are of prime significance in the early days of the Constellation's largest network. Mutual's 220 million listening weekly in cities far closer to the most people. And the most important point is this: in more than 184 big markets throughout all America, Mutual has the only network station. Have you looked into Mutual lately?
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
THE tallest collar sported 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 your car is concerned even now and may be sticking out a mile! For you can easily be running your life clear out of car transportation unless you put the right care between engine surfaces. These are surfaces that look as if they needed some special care. But you'll take the little bit of oil and go through your normal engine care. To keep the engine internally OIL-PLATED.

Oil-PLATING is the most reliable method of keeping engine surfaces clean, smooth, and polished. There is no end to the variety of surfaces, no end to the beauty and performance that it can add to your engine. Oil-PLATING will add to your engine's resistance to added wear. Patented Conoco Oil-PLATING is modern synthesis—in your engine's necessity to stay alive. Conoco Nth Motor Oil will add to your engine's resistance to added wear. Patented Conoco Oil-PLATING is modern synthesis— a miracle working material that you don't have to rub in—always impregnates the oil that flows between those engine surfaces and the Oil-PLATING. It modifies the OIL-PLATING all the while you're using Conoco Nth Oil.

Now where engine combustion comes through, as always, and where through times heat is lacking to meet enough metal for safety—they can't properly clean—through protective Oil-PLATING it blocks any harmful products from corrosive metals and prevents real trouble. It's really just about the best kind of getting power on a car ever!... Get Conoco Nth at Your Neighborhood Conoco Station, Continental Oil Company.

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 promptily "abate," through protective Oil-PLATING. It blocks any harmful products from corrosive metals and prevents real trouble. It's really just about the best kind of getting power on a car ever!... Get Conoco Nth at Your Neighborhood Conoco Station, Continental Oil Company.
The wonderful wizard of Ozark...

ARTIST
HOMER HILL

ART DIRECTOR
VICTOR TRAOSN

ADVERTISER
STATION KMOX, COLUMBIA BROADCASTING SYSTEM

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How I got a lamb sandwich the other day

Little old Mrs. Mullin stood in the service line today.

She's never much trouble. She always talks to me in a cheerful manner, and she always pays for her purchases. Today she was full of good cheer, and I was happy to see her.

"Good afternoon, Mr. Tara," she said, as she handed me her bag. "I'm glad to see you today."

I smiled and said, "Good afternoon, Mrs. Mullin. How are you today?"

She replied, "I'm doing well. I just wanted to buy some bread for lunch today."

I nodded and said, "That sounds like a good plan. What would you like?"

She thought for a moment and then said, "I'd like a loaf of white bread, please."

I handed her the bread and she said, "Thank you, Mr. Tara. You always do such a good job."

I smiled and said, "Anytime, Mrs. Mullin. I'm glad to help you."

She replied, "I know. I always appreciate your help."

I nodded and said, "It's my job, Mrs. Mullin. I'm happy to help."

She smiled and said, "Well, I'll see you tomorrow."

I said, "Goodbye, Mrs. Mullin. See you tomorrow."

She walked out of the store, holding her bag of bread, and I watched her go. I smiled again, knowing that she had a good meal waiting for her at home.

End of story.

编制者：CoTone，2017年7月25日编辑
What's missing from this picture?

1. Here are the hands of one of Union Oil Company's best drillers. These men are the pioneers of the marine oil industry. They are related to those pioneer workers. The lines in their palms coming from the deeper down in which most Texas would be encountered.

2. We present to you, One of that is a name, man's white top hat, and that watching it might make one have 180 dig, but just click at the right side of the picture. It says 'you can', but you can't because it won't work, and they can now be put down twice.

3. This one example shows how drastically the marine oil industry has changed. It is the same oil almost 50 years ago, almost any man can what people think they need. Today, in more wonders, such as oil from the well mouths can.
PART NINE POSTER, DISPLAY

"...That he who runs may read."—Cowper
Main line to the Pacific War
SOUTHERN PACIFIC

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ARTIST GEORGE LERNER
ART DIRECTOR LYMAN POWERS
ADVERTISER SOUTHERN PACIFIC COMPANY
AGENCY FOOTE, CONE & BELDING

THE KERWIN H. FULTON MEDAL

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

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

IRONIZED YEAST PPM
TUES. AT 8:00 EL NBC

BIG TOWN
SUN. AT 6:00 P.M.

WABC 880
COLUMBIA NETWORK
Stå emot

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

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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

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

Give to your community WAR FUND

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

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

ARTIST HAROLD VON SCHMIDT
ART DIRECTOR HERBERT NOXON
ADVERTISER NATIONAL WAR FUND
AGENCY McCANN-ERICKSON, INC.
Tall, cool and welcome

Ballantine

Ale & Beer
WAR BONDS BUY THEM THROUGH THE PAYROLL SAVINGS PLAN

ARTIST JOSEPH BINDER
ART DIRECTOR HERBERT F. MC LAURY
ADVERTISER ASSOCIATION OF AMERICAN RAILROADS

This was once good Earth!

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

the truth is...

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

For him today..... for you tomorrow!

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

FOR MURDER

Her careless talk costs lives

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

ARTIST: VICTOR KEPLER
ART DIRECTOR: EDWARD MOLYNEUX
ADVERTISER: OFFICE OF WAR INFORMATION

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

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ART DIRECTOR: CLYDE EDDY-ARTHUR SUDLER
ADVERTISER: E. R. SQUIBB & SONS
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ART DIRECTOR  LESTER RONDELL
ADVERTISER  CONTINENTAL OIL COMPANY
AGENCY  GEYER, CORNELL & NEWELL, INC.

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ART DIRECTOR  KURT PLOWITZ
ADVERTISER  PUBLICKER COMMERCIAL ALCOHOL
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ADVERTISER THE F. & M. SCHAEFER BREWING
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ARTIST PAUL RAND
ART DIRECTOR PAUL RAND
ADVERTISER Cresta Blanca Wine Co., Inc.
AGENCY William K. Weintraub & Co.
"The post is the grand connecting link of all transactions, of all negotiations. Those who are absent, by its means become present..."—Voltaire
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ARTIST BRADBURY THOMPSON
ART DIRECTOR BRADBURY THOMPSON
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ART DIRECTOR W. B. PETZOLD
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ART DIRECTOR  ED ROGERS
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AGENCY  WILLIAM DOUGLAS McADAMS
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ARTIST  E. McKNIGHT KAUFFER
ART DIRECTOR  PAUL B. ROBINSON
ADVERTISER  SHARP & DOHME'S SEMINAR

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

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ARTIST JOHN AVERILL
ART DIRECTOR VICTOR TRASOFF *
ADVERTISER STATION KMOX, COLUMBIA BROADCASTING SYSTEM

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ARTIST FRED CHANCE
ART DIRECTOR HARRY F. O'BRIEN *
ADVERTISER COLUMBIA BROADCASTING SYSTEM

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ARTIST FRED SIEBEL
ART DIRECTOR VICTOR TRASOFF *
ADVERTISER STATION WBT, COLUMBIA BROADCASTING SYSTEM
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ADVERTISER ABBOTT LABORATORIES

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ADVERTISER COLUMBIA BROADCASTING SYSTEM

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ART DIRECTOR W. B. GOLOVIN
ADVERTISER IRWILL KNITWEAR CORP.
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ART DIRECTOR LESTER BEALL & JOHN GIBBS
ADVERTISER BURROUGHS WELLCOME AND CO.

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ARTIST JAMES FLORA
ART DIRECTOR JAMES FLORA
ADVERTISER COLUMBIA BROADCASTING SYSTEM

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ART DIRECTOR ARNOLD ROSTON & WALTER VAN BELLEN
ADVERTISER MUTUAL BROADCASTING SYSTEM

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ARTIST EDWARD A. WILSON
ART DIRECTOR MARTIN W. CARRICK
ADVERTISER JOHN MORRELL & CO.
AGENCY KETTERLINUS LITHO. MFG.
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ARTIST  SHIRLEY PLAUT
ART DIRECTOR  SHIRLEY PLAUT
ADVERTISER  THE NEW YORK TIMES

classics in classified

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

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

THE BARTENDER

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ARTIST  BRIDGET STEINER
ART DIRECTOR  IRVING K. MARKS
ADVERTISER  TRANSPORTATION DISPLAYS, INC.
AGENCY  FRANK BEST & CO., INC.
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ARTIST MATTHEW LEIBOWITZ
ART DIRECTOR JOHN PARVIN
ADVERTISER RADIO CORP. OF AMERICA

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

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ARTIST JAMES FLORA
ART DIRECTOR JAMES FLORA
ADVERTISER COLUMBIA RECORDING CORPORATION

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ARTIST SUZANNE & LUCERNE McCULLOUGH
ART DIRECTOR S. & L. McCULLOUGH
ADVERTISER ABERLE, INC.
"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
SERVE THOSE WHO SERVED
Nurses are needed in
Veterans Administration Hospitals
Write to: Medical Director, Veterans Administration, Washington 25, D.C.
or U.S. Civil Service Commission, Washington 25, D.C.

FOR A SECURE FUTURE
BUY WAR BONDS

YOU, TOO, ARE NEEDED IN A WAR JOB!

THE JAP’S IN THE FIGHT ...ARE YOU?
STAY ON THE JOB
BUY BONDS
PLAY FAIR

SEPARATE AND BUNDLE!
Waste Basket Scraps
1
Corrugated Boxes
2
Brown Paper, Bags
3
Old Newspapers
4
Old Magazines

GIVE IT OR SELL IT...
CALL YOUR SALVAGE COMMITTEE TODAY!
"I was a dear friend... loose talk will kill more of us!"

Let's TEAM UP... to keep food prices down FOR THE SAKE OF AMERICA'S FUTURE

PREVENT FOREST FIRES!
Crush out your cigarette

PREVENT FOREST FIRES!
Put your pipe ashes in bare earth

PREVENT FOREST FIRES!
Be sure your match is out
OF COURSE I CAN!

Im patriotic as can be—
And ration points won’t worry me!

WE CAN’T HAIL VICTORY
UNTIL JAPAN is LICKED

STAY ON THE JOB • BUY BONDS • PLAY FAIR

SAVE EVERY DROP
* * * YOUR COUNTRY NEEDS THEM
Let's All See It Through

Stay on the Job • Buy Bonds • Play Fair

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

Stay on the Job • Buy Bonds • Play Fair

Let's Finish the Job!

Urgent—Experienced Seamen Needed!

Fill It!

Help Harvest War Crops
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

ARABIC WAR MAP

FRENCH WALL POSTER
OFFICE OF WAR INFORMATION, OVERSEAS BRANCH: ART DIRECTORS AND ARTISTS

MILTON ACKOFF  NEW YORK, LONDON, PARIS
GEORGE C. ADAMS  BRISBANE
GABRIEL AUDIN  NEW YORK
KENNETH AUDROUÉ  HONOLULU
FRANCES BAKER  LONDON, LUXEMBOURG
WILLIAM BALLANTINE  ROME, NAPLES, FLORENCE
PHILIP BARBIERI  ASSAM
FRED BECKER  LONDON
T. ALBERT BLACK  LONDON
FRANCIS E. BRENNAN  ISTANBUL
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J. WALTER FLYNN  CAIRO
PAUL FORSTER  KUNMING
JACK GENSEMER  BARCELONA, LONDON, PARIS
LESLEY GIL  CAIRO
GEORGE GOODSTADT  NEW YORK
NELSON GRUPPO  NEW YORK
ROBERT HARRIS  NEW YORK
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ROBERT JONES  NEW YORK, LONDON
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IRENE KAPNER  CALCUTTA
PAUL KELLER  ISTANBUL
ELEANOR KERNS  ROME, NAPLES
GEORGE KRIKORIAN  NEW YORK, LONDON
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DAVID OKEN  NEW YORK
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JOHN PIKE  CAIRO
DOROTHY PURNELL  LONDON
DAPHNE RICHMOND  NEW YORK
MARTIN RIPKIN  NEW YORK
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HERBERT ROAN  NEW YORK, LONDON
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BEN ROTH  NEW YORK, CAIRO
HENRY RUSSELL  BRISBANE
EUGENE SCHNELL  LONDON
NAT SUPER  NEW YORK
J. BRADBURY THOMPSON  NEW YORK
WALTER VAN BELLEN  NEW YORK
OMON VAN DYCK  NEW YORK
JOHN A. WEDDA  NEW YORK, LONDON
SAUL WELI  NEW YORK
HOWARD WILLARD  CHUNGKING
JAMES WILLIAMSON  CAIRO, ISTANBUL
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
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.
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.

AMERICAN TYPE FOUNDERs
200 ELMORA AVENUE
ELIZABETH B, NEW JERSEY

THIS ADVERTISEMENT IS SET IN LYDIAN BOLD ITALIC
in the services: pierre Austin teusdale Barney Fred Berger
James Bingham Fred J. Brauer Adolph C. Brotman Arthur T. Cooper
Sholten B. Jones Joseph Kaucsak James Schnecker 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.
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 4-8800
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
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.
FRANK GOLDEN
Campbell-Ewald for U. S. Rubber

LEON GREGORI
for Collier's Magazine

HANK BERGER
for The Saturday Evening Post

ELIZABETH DAUBER
Young and Rubicam for Good Housekeeping

LEON GREGORI
for Collier's Magazine

HAL KRAVIS
for Young and Rubicam

PAUL RADE
William Esty for Baume Bengt
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
Advertising Typography

Hand Set • Monotype • Linotype

THE TYPOGRAPHIC SERVICE COMPANY
DIVISION OF ELECTROGRAPHIC CORPORATION
305 EAST FORTY-FIFTH STREET
NEW YORK 17, N.Y.
QUALITY...not business...AS USUAL

Our business is far from usual—we are still seriously preoccupied 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
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

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

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

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.
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
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-etching 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.
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.
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 up 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.
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.
and Associates

DESIGN · ILLUSTRATION · RETOUCHING

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

AND THIS ISN'T ALL
AND THIS ISN'T ALL

KLING and ASSOCIATES

LETTERING · LAYOUT · PHOTOGRAPHY
"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 copywriting 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
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.
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 16, N. Y. ME 3-2565
Artists' Representative

JAMES MONROE PERKINS

MEMBER: ARTISTS' AUTHORIZED AGENTS
420 LEXINGTON AVENUE, NEW YORK 17, N.Y.

TELEPHONES: LEXINGTON 2-7210 AFTER HOURS: REGENT 4-0545

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

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

Numbers refer to exhibit numbers in the Annual.
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
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.
... 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 cordially 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 Graut
George Giusti
Paul Hawthorne
Frances Hook
Richard Hook
Percy Leason
Frank Lemon
Milton Menasco
Harrison Miller
Paul Nonnast
Rudy Pott
Oakley Reynolds
Roy Spreter
Gene Walther
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.
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
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.

CLIENT: Revlon Products Corp—"Light Up Your Finger Tips..."
AWARD: Award of Distinctive Merit for Color Photography,
in Style-Glamour Group.
ARTIST: Joffe.
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

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

representing

a complete and coordinated art and design service
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
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 demarkation 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 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 freelance 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 3-1234-5-6
Are you in JWT's "Who's Who in Advertising Art?"

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 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
ART BOOKS

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
Masks, by Benda $5.00
Lumiprinting, by DiGemma $3.50
Pencil Drawing, by Watson $3.50
in Chicago

Vernon

A complete advertising art and photographic service
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

ARTISTS' REPRESENTATIVES • 660 Rush Street, Chicago, Illinois

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

CONTACT:
David Vernon
Barry Stephens

contact:

HAROLD SHNN

PHILIP T. MITCHELL

WILLIAM PURCELL

BARRY STEPHENS
representing exclusively

for magazine illustration and advertising

RAY PROHASKA
MORTIMER WILSON
FREDRIC VARADY
GEOFFREY BIGGS
JOHN ALAN MAXWELL
SLAYTON UNDERHILL
MARTHLL FRANTZ
HAROLD SHERMAN
RICHARD SARGENT
JARO FABRY
ROBERT FINK
SAM BERMAN
W. C. GRIFFITH
FRANCIS CHASE
ALFRED BUELL

PIO JUNCO
WILLIAM PACHNER
MARIO COOPER
FLORA M. SMITH
HARDIE GRAMATKY
JOHN HOLMGREN
THORNTON UTZ
TOM HALL.
SEYMOUR BALL
BEN HUR BAZ
HOWARD FORSBerg
WILLIAM G. STANKE
GUS BETHKE
GEORGE MAYERS

gallery open 9:30—5:30

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

**You**ng & **Rubicam, Inc.**

**Ad**vertising

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
22 EAST ILLINOIS STREET
SUPERIOR 1223
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
570 LEXINGTON AVE., NEW YORK • ASH 4-75
"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
MULLER * KING * WEESE STUDIOS
PHOTOGRAPHY
FOR ADVERTISING
16 EAST 40th STREET
NEW YORK CITY
Caledonia 5-8796-7
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.

Tempo
Incorporated

Layout • Package Design • Art • Photography

230 East Ohio Street, Chicago 11
Telephone Delaware 3934
Sweet

Le Vine and Purfield

CLARA McCORMIC
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.
This 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 FULL FLOWER GROVE, QUARRETT OTHEL, OLEN GROVE, L.I.

ARRANGED BY MRS. BIRLEY J. 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
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
Artists

Artists at a MU 2-9590
well-known advertising MU 2-9590
tel agency has three phone MU 2-9590
numbers in a prominent MU 2-9590
position on her desk. MU 2-9590
but she doesn't refer MU 2-9590
to them often—she MU 2-9590
knows them by heart. MU 2-9590
One is a photographer, MU 2-9590
done a photostater, and MU 2-9590
the third is Ed Lindstrom MU 2-9590
We like to think that a MU 2-9590
dependable art service MU 2-9590
over a period of years MU 2-9590
has contributed toward MU 2-9590
solving the art director's MU 2-9590
director's every day... MU 2-9590
problems. We have our MU 2-9590
limitations, but as MU 2-9590
tough all over MU 2-9590
Give us a call—Perhaps MU 2-9590
we're the answer... MU 2-9590
to your problem. MU 2-9590
Lindstrom Ed & Associates MU 2-
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

BARSCHEL, H. J.
AGENT: H. J. FYBEL, 23 W. 74TH ST., NEW YORK 23, N. Y.
Schuyler 4-6426

BAYER, Herbert
247 PARK AVENUE, NEW YORK 17, N. Y.
Eldorado 5-2685

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

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.
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| **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  
Scotchboard, 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  
| **CRANDELL, Bradshaw**  
400 EAST 52ND ST., NEW YORK 22, N. Y.  
Plaza 3-8717  
Artists Available |
| **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.  
Laackawanna 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  
Artists Available |
| **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  
Artists Available |
| **GAYDOS, John A.**  
140 CARRINI 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 Appliance 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.
Algenquin 4-4880
Animals — sports — girls — book and magazine — general illustrating — line and color.

GRANT, Vernon
2151 SHORE BLVD., ASTORIA 5, N. Y.
Algonquin 4-4880
Animals - sports - girls - book and magazine - general illustrating - line and color.

GRAVEN, Will
155 EAST 44TH ST., NEW YORK 17, N. Y.
Vanderbilt 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.
Vanderbilt 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

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

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.
Vanderbilt 6-1851

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.
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<td>MURAY, Nickolas</td>
<td>18 East 48th St., New York 17, N.Y.</td>
<td>Wickersham 2-1752</td>
<td>Photographic Illustrator in Color and Black and White — Unexcelled Artistic and Technical Quality.</td>
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<td>PAULSON, Carl</td>
<td>60 E. 42nd St., New York 17, N.Y.</td>
<td>Murray Hill 2-2800</td>
<td>Posters, Displays, Still Life.</td>
</tr>
<tr>
<td>PELHAM, Gene</td>
<td>Arlington, VT. Arlington 122 Ring 4</td>
<td></td>
<td>Human interest Magazine covers, Billboards, Calendars, Advertising and Magazine illustration. Oil or wash.</td>
</tr>
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<td>PETERS, Chas. R.</td>
<td>9 East 45th St., New York 17, N.Y.</td>
<td>Vanderbilt 6-1126</td>
<td>Retouching in Color and Black and White for Pictorial and Mechanical Reproduction in all Media.</td>
</tr>
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<td>PETTY, George</td>
<td>1 Sunny Lane, Northbrook, Ill.</td>
<td>Winnetka 3923</td>
<td>Telephone tenderly rendered.</td>
</tr>
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<td>PETTI, Nicholas</td>
<td>52 East 19th Street, New York 3, N.Y.</td>
<td>Algonquin 4-5129</td>
<td>Advertising — All mediums — including airbrushing.</td>
</tr>
<tr>
<td>PINSON, Paul</td>
<td>333 North Michigan Ave., Chicago 1, Ill.</td>
<td>Andover 3337</td>
<td>Cartoons and humorous illustrations.</td>
</tr>
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<td>PRATT, Inga Stephens</td>
<td>32 W. 58th St., New York 19, N.Y.</td>
<td>Plaza 5-3595</td>
<td>Fashion Illustration — Color, Black and White, Humorous Spot Drawings.</td>
</tr>
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<td>PRICE, Norman</td>
<td>920 Riverside Dr., New York 32, N.Y.</td>
<td>Wadsworth 3-5116</td>
<td>Illustrator: Historical, Human Interest, Dramatic and Pictorial Subjects — Color, Pen and Ink.</td>
</tr>
<tr>
<td>RAWLINGS, John</td>
<td>Vogue Magazine Studios 480 Lexington Ave., New York 17, N.Y.</td>
<td>Plaza 3-5266</td>
<td>Photographer.</td>
</tr>
<tr>
<td>ROSE, Ben</td>
<td>44 North 4th St., Philadelphia 6, PA.</td>
<td>Rittenhouse 3207</td>
<td>Photography.</td>
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<td>ROSE, Carl</td>
<td>Rowayton, Conn. Norwalk 6-6163</td>
<td></td>
<td>Cartoons.</td>
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<td>SAMBROOK, Russell</td>
<td>233 Ridge Road, Rutherford, N.J.</td>
<td>Rutherford 2-0085</td>
<td>Human Interest Pictures and Heads.</td>
</tr>
<tr>
<td>SCHABELITZ, R. F.</td>
<td>245 East 72nd St., New York 21, N.Y.</td>
<td>Rhinelander 4-2172</td>
<td>Illustrations, Advertising Drawings, Full Color, Pen and Ink.</td>
</tr>
<tr>
<td>SCHMIDT, Felix</td>
<td>48 West 48th St., New York 19, N.Y.</td>
<td>Bryant 9-9727</td>
<td>Human Interest and Character Illustrations.</td>
</tr>
<tr>
<td>SINGER, Harry</td>
<td>521 Fifth Avenue, New York 17, N.Y.</td>
<td>Murray Hill 2-2521</td>
<td>Headquarters for information on visual sales presentations, training aids and art showmanship.</td>
</tr>
<tr>
<td>SMITH, Dorothy Hope</td>
<td>(MRS. PERRY BARLOW)</td>
<td>Sylvan Road, Westport, Conn. Westport 2-4300</td>
<td>Babies and Children — Advertising and Portraits.</td>
</tr>
<tr>
<td>SMITH, Irwin</td>
<td>Room 1720, 45 East 17th St., New York 3, N.Y.</td>
<td>Algonquin 4-7262</td>
<td>Scratchboard in black and white or in two colors; pen and ink.</td>
</tr>
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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

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.
Long 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

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 reference by the thousands of art directors who use this volume.
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