

annual of
advertising art

THE ART DIRECTORS CLUB OF NEW YORK 1947

26

annual of advertising
and editorial art



THE GRACIOUS WALLS
OF THE METROPOLITAN MUSEUM OF ART
GAZE UPON THE TWENTY-SIXTH ANNUAL EXHIBITION
OF THE ART DIRECTORS CLUB
OF NEW YORK

26

annual of advertising art

*Reproductions from
the national exhibition of
advertising and editorial art
shown in the galleries of*

THE METROPOLITAN MUSEUM
OF ART

*in the spring
nineteen hundred forty seven*

BY THE ART DIRECTORS CLUB OF NEW YORK

W

WATSON-GUPTILL



Published for
The Art Directors Club
of New York

BY WATSON-GUPTILL.

PUBLICATIONS, INC.

1947

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O. Hayward
47.

art director – 1947 model

BY PAUL SMITH, *president*

Visual presentation, front door to the mind, has outgrown the kneepants days when its matters were decided upon so-called aesthetic grounds—gone are the days when layouts were tastefully arranged areas of type and picture with “strong selling caption goes here” neatly printed across them, and when the ultimate in decoration was a tasteful border. No longer is the art director a sensitive, aesthetic chap who happened, through financial necessity, to be sucked into the machine of business. Nor is he a business man masquerading as an artist.

He is both artist and business man—and mighty capable at both. As an artist he is trained in the business of pictorial art. As a business man he is trained in the art of making pictorial symbols serve the ends of commerce. He is trained

to sense the psychological background of advertisements, the nuances of presentation that mark the difference between a merely competent job and a superior one.

His is the task of casting the advertisement into final physical form, of distilling the drama, the glamour, the showmanship of the message into a working unit. He is the catalyst between the idea and the sale. His tools are the pencil and T-square it is true; but his most important tool is the gift of synthesizing an abstract idea into music for the eye.

After all, an advertisement isn't of much use to anybody unless somebody reads it. It's like putting on smoked glasses and winking at a pretty girl. You know what you're doing—but she doesn't. The art director is the man that makes the difference between a successfully born advertisement and just a Freudian gleam in the client's eye.

more power to art directors

a challenge to the profession

BY EDWARD L. BERNAYS

public relations counselor

MOST OF US see life as an iceberg. We see the visible portion. We ignore the submerged portion which is often infinitely larger. Today, after the upheavals of the second World War, wise men and organizations are trying to find orientation by looking at what is not so immediately obvious. They are trying to plot the soundest courses of action and conduct by which to establish their places in the post-war world.

As individual art directors and as a group you have the same question as others—where do you go from here? It is important to your survival and growth to come up with the right answers.

This process of finding adjustment for a profession must be a conscious one today. If you leave it to chance, to the force of circumstances, or to the decisions of other people, you may find an answer you don't want. If you plan and try to find a coincidence between your desires and the public's, you may find your future assured, as you want it.

Art directors today are members of one of the most important professional groups in the country. As "symbol manipulators" you affect the attitudes and actions of millions. The symbols you use as short cuts to human understanding hold people to their

existing beliefs or help to implant new beliefs. It is true your profession is only approximately 50 years old. Law and medicine are centuries older. But this is an age of accelerated growth and speed up. Our country's future depends on the assumption of leadership by professional men and groups, by all of you, whether doctors, lawyers, scientists, educators, engineers, editors, writers, or *art directors*. Social scientists today know that pictures are the most efficient short cuts to understanding. The war vividly demonstrated this. The swastika was a strong symbol until what it stood for was destroyed. The Stars and

Stripes, the Hammer and Sickle, the Union Jack are as potent today as ever. During the war visual symbols showed their effectiveness in fighting venereal disease, in raising billions of dollars for war bonds, the USO, the Red Cross.

With the perfection of such technological achievements as television, and the speedier transmission of pictorial symbols over wires, the art director will find his power increasing both in intensity and extensiveness. Art directors will play a vitally important role in American life if they know how to use their skills and aptitudes and experience for social purposes.

But to realize their full potentialities, the art directors of America must, it seems to me, concentrate on achieving full professional status, not only in the immediate circle of their clients and colleagues, but with the general public as well. To accomplish such a twin aim would involve a kind of public relations thinking—a thinking that has made possible comparable achievements for other professions and organized groups.

FOOTNOTE: *This is an excerpt from a talk by EDWARD L. BERNAYS, public relations counsel, before the Art Directors Club.*



Special Silver Medal

PRESENTED BY
THE ANNUAL ADVERTISING AWARDS TO THE
ART DIRECTORS CLUB OF NEW YORK
FOR ITS QUARTER CENTURY OF DISTINGUISHED SERVICE
TO ADVERTISING IN ESTABLISHING AND
PRODUCING 25 CONSECUTIVE VOLUMES OF THE
ART DIRECTORS CLUB
ANNUAL OF ADVERTISING ART

I.

advertisement design
of complete unit

magazine

newspaper

trade periodical

promotion booklet

and

direct mail

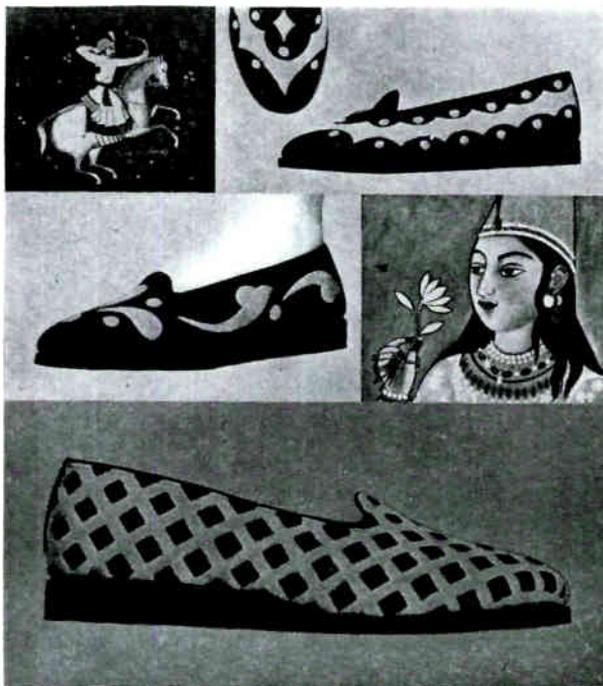
advertisement design of
complete unit

1
artist VOGUE STUDIOS
art director PAUL DARROW
advertiser DE BEERS CONSOLIDATED
 MINES, I.T.D.
agency N. W. AYER & SON INC.

Like a tiny white missile, one happy
 snowflake drifts down to touch her
 cheek and tell of love. And soon a diamond on
 her finger will be alight with such a special
 declaration. For it among all gems
 of earth must be selected just for her.
 It need not be of many carats, for
 color, clarity and cutting are as important
 as actual weight. You will be wise to
 seek the advice of a trusted jeweler.
 De Beers Consolidated Mines, Ltd.,
 and Associated Companies.

One-quarter Carat \$110 to \$220 One-half Carat \$275 to \$625 One carat \$665 to \$1125 Two Carats from \$2000

The prices above for unmounted quality stones were arranged from a great many mines in July, 1926. Add 20% for Federal Tax.



2
artist ARTHUR WILLIAMS
art director LEONARD LIONNI
advertiser JOYCE, INC.
agency N. W. AYER & SON INC.

MUCH CARE IN SHIPPERS TO CARES, you'll through a thousand and one days and nights. Top to Bottom: Minardi Earth, Persian Garden, Turkish Delight, Culture, Fairness, Jargonese, Excursion, Fine, Pink or Blue or Black. Normal orders, write us till you where. 500





Surprise

As the cover of *Time* magazine which hit the newsstand and
 issue fall... "A... 4..." and... on one... before
 your delight... *gave the watch to a... at his...* (Waltham)
 Never before has the watchmaker... arranged... much of the brilliant
 patterns that makes the... lowly... of...
 It begins, our... will tell you... with Waltham...
 An... with... partnership with America's...
 with... Waltham... from...
 than... of our... tradition...
 A... price... will...
 ...



*ART DIRECTORS CLUB MEDAL

3

artist VICTOR KEPPLER
 art director MILTON WEINER
 advertiser WALTHAM WATCH COMPANY
 agency N. W. AYER & SON INC.

4

artist HARRY DIAMOND
 art director LOYAL FAUNCE
 advertiser BRISTOL-MYERS CORP.
 agency DOHERTY, CLIFFORD & SHENFIELD



Some men
 don't need

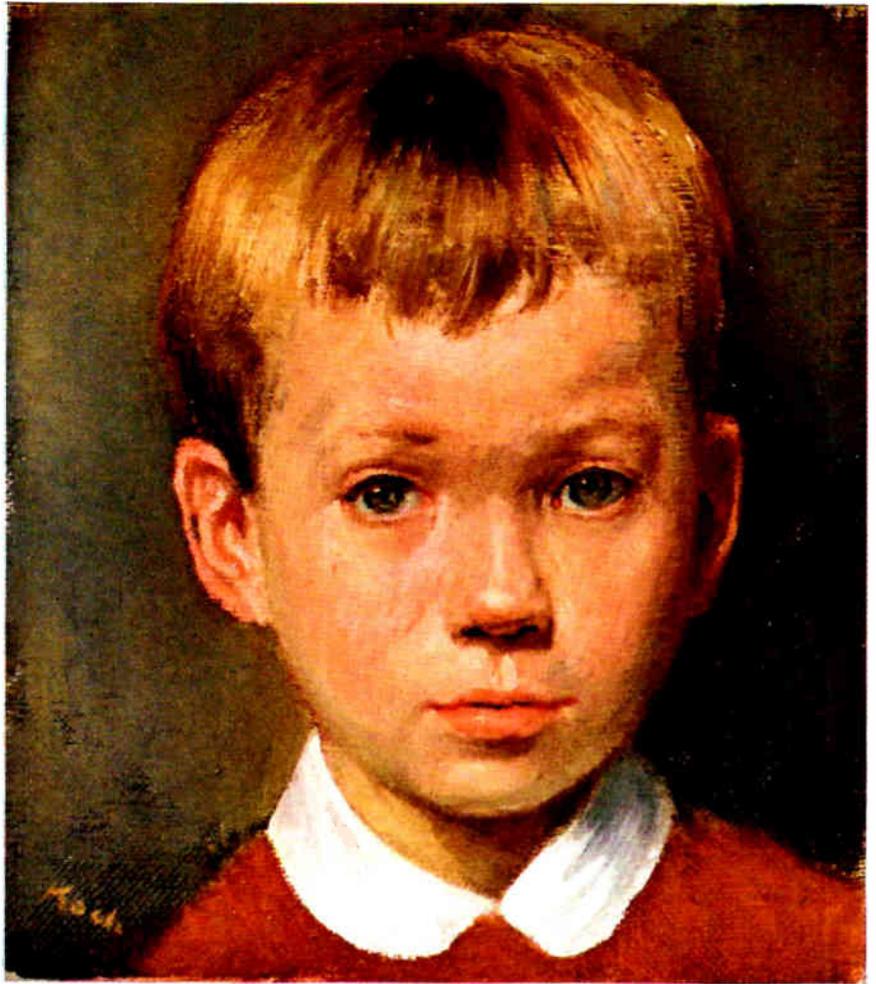


Fragrant soaps don't. But men who
 circulate all day long need
 Mum's. Because showers alone aren't
 protection against underarm odor.
 They just take care of past perspira-
 tion. Mum's, on the other hand,
 prevents risk of future offense. All
 day or all evening. Get Mum. Put it
 on and no one will silently pray that
 you "Go climb a tree." Or "Buckle

Mum takes the odor
 out of perspiration



Product of Bristol-Myers



Painted by John Koch

Measles... lightly

"If your child is exposed to measles this winter or spring, the chances are he will have only a light attack and recover promptly. A substance called gamma globulin may help protect him. Made from the blood donations of adults who have had measles, it has been used effectively by the armed services in preventing and minimizing measles epidemics. Injected a few days after exposure, this blood protein shortens the duration and lessens the discomfort of measles—the fever, cold, and sensitivity to light—and yet permits a child to build up his immunity against further attacks.

Today measles can be such a mild disease for most children that they're over it in no time, and without any of the complications which used to worry us."

Your doctor

What to do in case of measles . . .

1. *Tell your doctor immediately* if you suspect that your child has been exposed. Let him decide what protective measures to use and the proper time to begin. He may prefer to delay the use of certain procedures for a few days and allow mild measles to develop instead of preventing measles entirely. This is to immunize your child against future attacks.
2. *Call your doctor at any sign* of fever, reddened eyes, cough, or what appears to be a cold. These are symptoms of measles and appear two to four days before the typical measles rash.
3. *Follow your doctor's instructions* about keeping your child in bed and isolated from children who haven't had measles.



Copyright 1947, The Upjohn Company

FINE PHARMACEUTICALS SINCE 1886

"YOUR DOCTOR SPEAKS"—twenty-first in a series by Upjohn to bring better health to more people through current medical knowledge

5

artist JOHN MAXIMUS
 art director JOHN GROEN
 advertiser LOCKHEED AIRCRAFT CORP.
 agency FOOTE, CONE & BELDING

6

artist JOHN KOCH
 art director GYO FUJIKAWA
 advertiser THE UPJOHN COMPANY
 agency WILLIAM DOUGLAS MCADAMS

The Leader to
PARIS
The Leader at Home

Search your Constellation near you and see why
 as the star of the North Atlantic route, it is the
 the star of the earth—St. Mark of the starboard
 wings and Paris proud Paris in the heart of
 Your Constellation flight to Paris is made to do
 by the Lockheed Constellation flight to Paris is
 the fastest transport to service. Lockheed Constellation
 with the high flying speed of the exclusive
 Lockheed Constellation Constellation Constellation
 is more than any other transport in service.
 Reserve early through a travel agent or load
 ing office and make certain your ticket reads
 Constellation—there is only one leader.

Fly Lockheed Constellation
 World Leader in Speed, Comfort, Safety

Ford's out Front
 WITH EVERYBODY!

The fastest performer in the low speed field
 Kine used lives in
 The most trusted top
 Extra large in size... that's no joke, son!
 Life-sized body!
 A handy two-bore motor!
 Age and clarity test!
 A wide buy

There's a Ford in your future

TUNE IN

7

artist FEDOR ROJANKOUSKY
 art director WALLACE W. ELTON
 advertiser FORD MOTOR COMPANY
 agency J. WALTER THOMPSON CO.

8

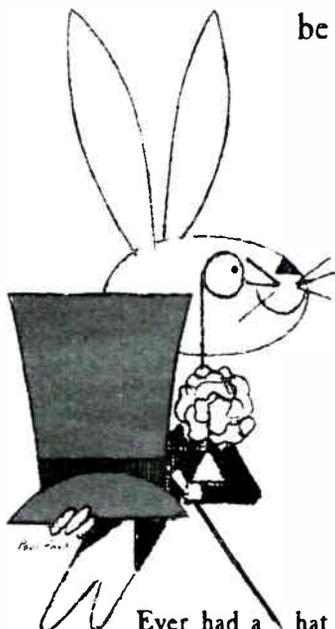
artist PAUL RAND
 art director PAUL RAND
 advertiser FRANK H. LEE CO.
 agency WILLIAM H. WEINTRAUB & CO., INC.

Our custom is limited to those few men in each community who want a finer hat... and to whom price is secondary



Disney, Hatmaker since 1885

The
crease
that
can't
be
lost...

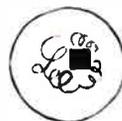


Ever had a hat look "beat up" just a few days after you first proudly wore it? A bump against the top of your car... a careless hat check girl's rough handling. With a Lee Pre-Shaped Hat, you needn't worry. A light touch of your fingertips... and presto! your Lee Pre-Shaped snaps right back. It has to. Because it is pre-creased *for keeps* by expert craftsmen at Lee... when the hat is made. Pre-Shaped... originated by Lee... another reason why Lee Hats look better longer.

Featured at 8.50, 10.00 and 12.50

LEE Pre-Shaped Hats... don't take less than a Lee

Frank H. Lee Co., Fifth Avenue, New York



Tune in Drew Pearson and his "Predictions of Things to Come" every Sunday, coast to coast over the American Broadcasting Company's Blue Network.

© 1937 THE FRANK H. LEE COMPANY HARBURY, CONN.

9

artist PAUL RAND
art director PAUL RAND
advertiser FRANK H. LEE CO.
agency WILLIAM H. WEINTRAUB & CO., INC.

10

artist PAUL RAND
art director PAUL RAND
advertiser GOODMAN & THEISE, INC.
agency WILLIAM H. WEINTRAUB & CO., INC.



his master's choice...
a stafford roba

And a...
stafford
stafford



Bonwit Teller
New York and White Plains



a man's
woman's
child's } best friend is a U.S. Savings bond



12

artist TINO NIVOLA
art director DMITRI PETROV
advertiser BONWIT TELLER

Bonwit Teller



11

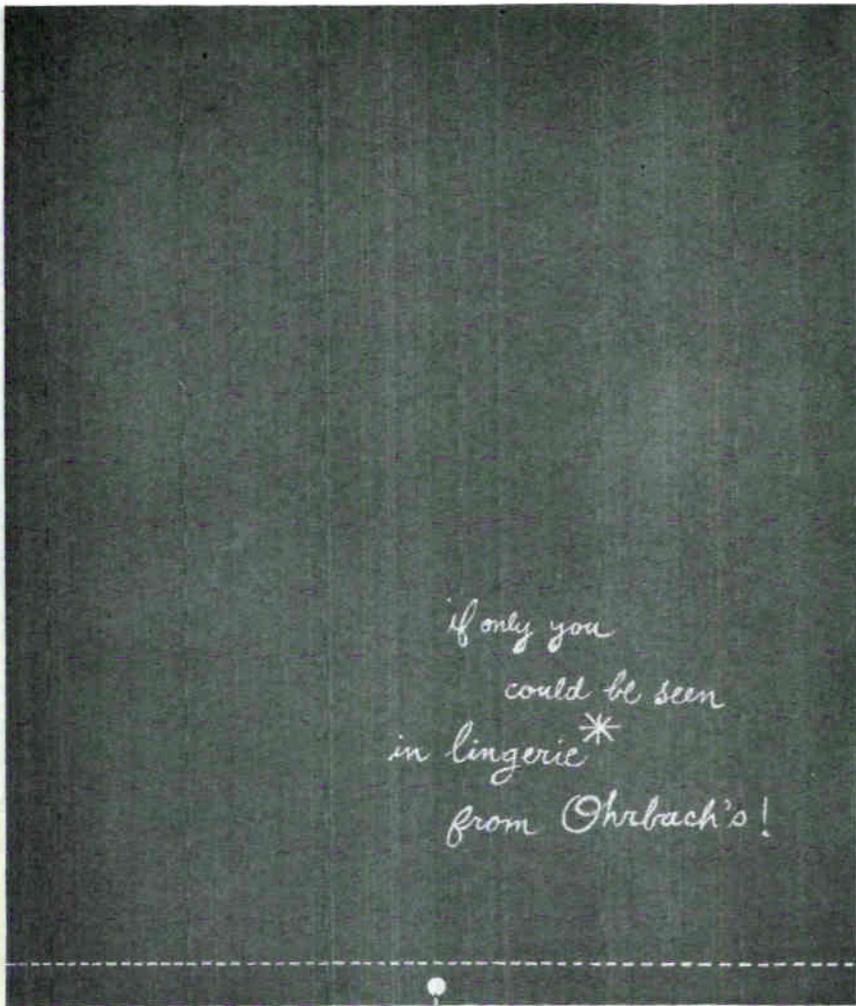
artist JANE MILLER
art director DMITRI PETROV
advertiser BONWIT TELLER

She steps to conquer nothing does so much

for a girl - a girl of power is the right - but the perfect

... dancing - should dress

The artist is Jane Miller
The art director is Dmitri Petrov
The advertiser is Bonwit Teller
Bonwit Teller, New York and White Plains



Paul Rand

Ohrbach's
 14th Street facing Union Square
 Newark store: Market and Halsey Streets
 "A business in millions... a profit in pennies"



★AWARD FOR DISTINCTIVE MERIT

16
 artist PAUL RAND
 art director PAUL RAND
 advertiser OHRBACH'S
 agency GREY ADVERTISING AGENCY, INC.

17

artist ERIK NITSCHKE
 art director ROBERT VAROL
 advertiser OHRBACH'S
 agency GREY ADVERTISING AGENCY, INC.

little things can mean so much

ohrbach's
 "A business in millions... a profit in pennies"

21

artist JACK GOLDEN, SAM MARSH
art director WALLACE W. ELTON
advertiser RADIO CORPORATION OF AMERICA
agency J. WALTER THOMPSON CO.

Keep your EYES PEELED
for the

EYE WITNESS



20

artist GEORGE PLATT LYNES
art director JUKE GOODMAN
advertiser SAKS FIFTH AVENUE

SAKS FIFTH AVE NEWS



*We put our
heads together*

And we decided that the crowning glory for these airy straws should be your own polished pate. Also that hats beginning with flowers and fruit are usually becoming from a bird's-eye or any other point of view. 22.75 and 25.00. Military Saloon, Third Floor.

VOGUE

the overwhelming minority



1931
 ONE important reason for the success of the...
 with the...
 Fashion...
 Vogue...
 Vogue and the...
 that...
 that...

22

artist IRVING PENN
 art director ALEXANDER LIBERMAN, MIKI PENHOFF
 publisher THE CONDÉ NAST PUBLICATIONS, INC.

24

artist MILTON ACKOFF
 art director MILTON ACKOFF
 advertiser LEDERLE LABORATORIES INC.
 agency SUDLER & HENNESSEY



the aftermath of war

The first peoples of the world have crossed the frontiers of deliverance into a land of promise... but also temporarily a land of doubt and darkness. Conditions in Europe and Asia are incomparably sadder than they were following the last world conflict. Despite all the movement still in the continent of Europe as it has not done since the Middle Ages. Will any of the virulent infections now raging bridge the Atlantic... or the Pacific... and attack our population? In particular, will virus influenza attack... as it did in 1918? These questions should be considered by Public Health Officers and the use of Influenza Virus Vaccines, Types 4 and B. Reheated and Concentrated Lederle... weighed carefully.

Lederle Laboratories Inc.

30 Rockefeller Plaza New York 20, N. Y.

© 1945
 TRADE MARK
 U.S. PATENT

It seems to the latest developments in research and clinical medicine described by eminent members of the medical profession in the Lederle radio series "The Doctor Talks It Over" - broadcast every Tuesday on the American Broadcasting Co. - worth every Tuesday morning.

23

artist MILTON ACKOFF
 art director MILTON ACKOFF
 advertiser WILLIAM R. WARNER & CO., INC.
 agency WILLIAM DOUGLAS MCADAMS



no deception here

The false sense of security engendered upon resort to narcotic or anesthetic agents in the medical management of hemorrhoids is dangerous. For the struggle may mask more serious rectal pathology by dulling the normal sensory warning mechanisms.

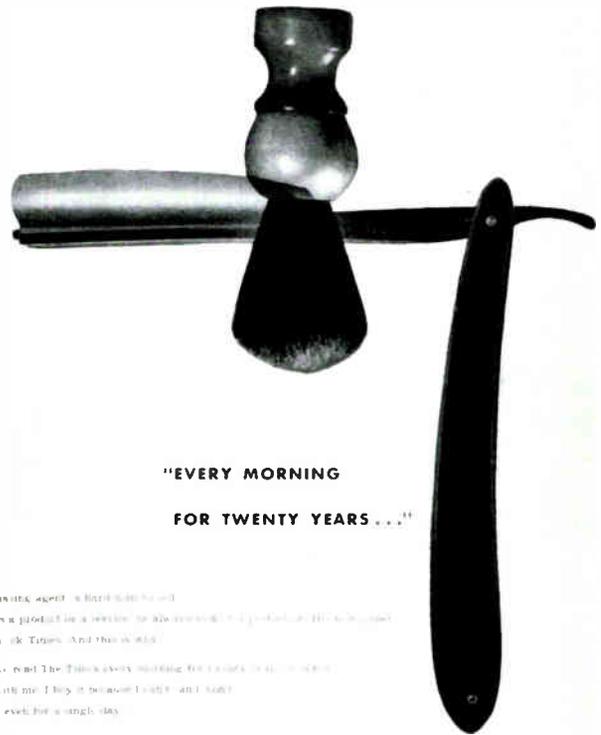
With Anusol® Hemorrhoidal Suppositories effective relief is obtained without deception. By means of desiccation, lubrication and protection Anusol Hemorrhoidal Suppositories bring comfort promptly while enhancing early resal of the vaso-constrictor process - all without resort to narcotics or anesthetic agents or hemostatics.

Schering & Glatz, Inc., a subsidiary of

W. R. WARNER AND COMPANY, 1 WEST 43RD STREET, NEW YORK 1, N. Y.

'ANUSOL'

Hemorrhoidal Suppositories



"EVERY MORNING
FOR TWENTY YEARS..."

He is a purchasing agent...
When he buys a product in a business...
in The New York Times...
"Although I do read The Times every morning...
just a habit with me...
be without it...
One man...
His was in the...
No casual reading...
Advertising...
That's why The Times is one of the...

The New York Times

★AWARD FOR DISTINCTIVE MERIT

25

artist GEORGE KRİKORIAN
art director GEORGE KRİKORIAN
advertiser THE NEW YORK TIMES

where itch is,
poise is not



CALMITOL

The Leeming & Co. Inc.
35 E. 40th St. New York, N.Y.

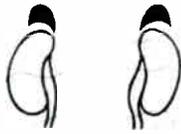
26

artist FREDERICK LEWIS
art director VICTOR TRASOFF
advertiser THOS. LEEMING & CO., INC.
agency WILLIAM DOUGLAS MCADAMS

CIVILIAN MEDICINE DURING THE WAR YEARS

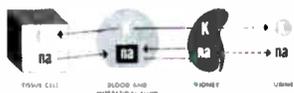
PHYSIOLOGY OF THE ADRENAL CORTEX

Functions of the cortical hormones



THE ESTABLISHED FUNCTIONS of the adrenal cortex are multitudinous and include: 1) the retention of sodium and water, and elimination of potassium; 2) the formation of glycogen and its storage in liver and muscle; 3) an incompletely defined effect upon the fat metabolism which makes lactone fatty acids; 4) control over the release of capillary fluid into the plasma; 5) its role in coagulation and other tissues. Though this is hardly a complete list, yet a brief discussion of these subjects will be of great value.

ELECTROLYTE BALANCE

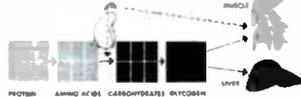


The glomerular filtrate, representing about 15% of both the water and the electrolytes of blood plasma passing through the kidneys, is very large, amounting to over 7 liters an hour in an adult. Obviously most of this water and sodium ion must be recovered by the tubules, less than 1% normally being discarded as urine. Recovery of this sodium ion is known to be a cortical hormone function, such as recovery of water is a posterior pituitary hormone function. If the sodium is not recovered, its loss entails the loss of water also, and dehydrates the circulating blood, both via the urine and via the tissues which, being isotonic, take up the hypotonic plasma filtrate. The capillaries become pathologically permeable and

permeability increases. If the loss is less than 1% in a summer which is not fully understood, the kidneys fail also to excrete potassium which accumulates in the plasma and is taken up by the cells. However, retention, or urinary depression and renal insufficiency are the results of cortical failure, but certain features of Addison's disease remain unaccounted for by other electrolyte abnormalities or circulatory depression such as digestive disturbances, muscular weakness and hypoglycemia; these are better understood by whole cortical extracts than by desoxy corticosterone and salt NaCl.

Over-treatment of the electrolyte disturbances in adrenal insufficiency causes deficiencies of potassium and loss of muscular, especially myocardial, power, as seen with desoxy corticosterone and to a less extent in patients with Cushing's syndrome. There are a high serum sodium, alkalosis, paralysis, and, in animals, injury to small arteries. Cautious replacement of potassium is indicated.

GLUCONEOGENESIS



One cortical hormone function* is participation in the synthesis of carbohydrate from proteins ("gluconeogenesis"), in which certain amino acids are deaminated -NH₂ being eliminated as urea* and then combined into six-carbon chains to form "new" glucose. A second function is to influence the reaction $glucose \rightarrow glycogen$ toward

the right, i.e., using the stores of glycogen in liver at the expense of the blood sugar. In this reaction, many other hormones have influence; insulin likewise promotes the storage of glycogen, while thyroxine and epinephrine (hormone of the adrenal medulla) mobilize glucose for use in the tissues. A third pituitary growth hormone antagonizes gluconeogenesis but promotes glycogen storage in muscle.

A third cortical action proves especially difficult to interpret, the "antidiabetic" or "diabetogenic" action of the adrenal patients are likely to be hyperglycemic, as are animals sacrificed with cortical hormones (adrenal cortex). Gluconeogenesis does not alone explain the hyperglycemia, for nitrogen elimination, as in rats, is not sufficient for so much gluconeogenesis, either another source is being utilized to produce carbohydrate, or else the tissues are simply failing to withdraw their normal share of glucose from the blood and oxidize it, or both. However, cortical hormone is properly regarded as "diabetogenic" or "anti-insulin." This is now considered to be the true insulin, however, is not completely anti-insulin.

DISSOLUTION OF LYMPHOCYTES



Lymphocyte globulin

Adrenalectomy causes a relative lymphocytosis, while administration of cortical hormone reduces the number of circulating lymphocytes. The effect has to do with more than the blood count, for as the lymphocytes disappear, the total serum protein rises, β - and γ -globulins being almost doubled in amount. These globulins are thought to be antibodies, and hence may be one clear mechanism by which the adrenal cortex functions in resistance to infection, namely, by a chemical integration of the lymphocyte system and release of immune bodies when they are needed. In addition, there is a first suggestion of the source of globulins (the albumins being excreted to the liver) and of their passage of entry into the circulation.

Addisonian patients are notably anesthetic, and the muscular power of adrenalectomized animals is poor. Research work has shown a definite relation between cortical hormone and the work capacity of skeletal muscle in a relation so precise that it has been applied as an assay method for 11-oxy cortical steroids. Carbohydrate metabolism is chiefly concerned, the anesthetic can also be influenced by glucose. The distribution of hormones is thought also by the limited effect of desoxy corticosterone upon the weakness of Addisonian patients, compared with the more conspicuous effect of cortical extract.

The foregoing considerations are experimental and theoretical. Their application to clinical practice remains to be developed. Simple, practical measures for evaluating cortical function are needed, for deprivation of sodium chloride to prevent the most useful clinical tests reveals only severe grades of deficiency and casts no light upon the ability of a patient to withstand any stress (such as a surgical operation) which may be projected. Present practical hormone therapy is available, and its more precise use will necessitate better clinical methods of evaluating varying grades of deficiency.

However, these data indicate that the established practice of administering infusion fluids and of guarding base balance has greater potential importance than the usual reasons would indicate. What has been done these many years may well be sparing the adrenal cortex the burdens of stress due to disordered water, electrolyte and carbohydrate metabolism, and, keeping these in a favorable state, making available all the cortical hormone a patient can produce for entirely different reactions which he has not yet recognized. What is done is effective; it remains for further investigation to clarify precisely why it is so.

1 Ingle D. J. *Ann. Rev. Physiol.* 7: 247, 1945.
2 Slaughter W. W. and Romington J. W. *Physiol. Rev.* 24: 109, 1944.
3 *Surgery* 12: 3, 1943.

The chemistry and action of the hormones were reviewed in the previous issue of this series which appeared in the October 19th issue of the J. M. J.

Upjohn KALAMAZOO, MICHIGAN FINO PHARMACEUTICALS, INC. 1006

A SERVICE OF THE UPJOHN MEDICAL DEPARTMENT FOR RETURNING PHYSICIANS AND FOR THOSE AT HOME WHOSE TIME HAS BEEN LIMITED BY THE WAR EMERGENCY.

27

artist **PHYLLIS COLVILLE**
art director **VICTOR TRASOFF**
advertiser **THE UPJOHN COMPANY**
agency **WILLIAM DOUGLAS MCADAMS**

28

artist **VICTOR TRASOFF**
art director **VICTOR TRASOFF**
advertiser **THOS. LEEMING & CO., INC.**
agency **WILLIAM DOUGLAS MCADAMS**

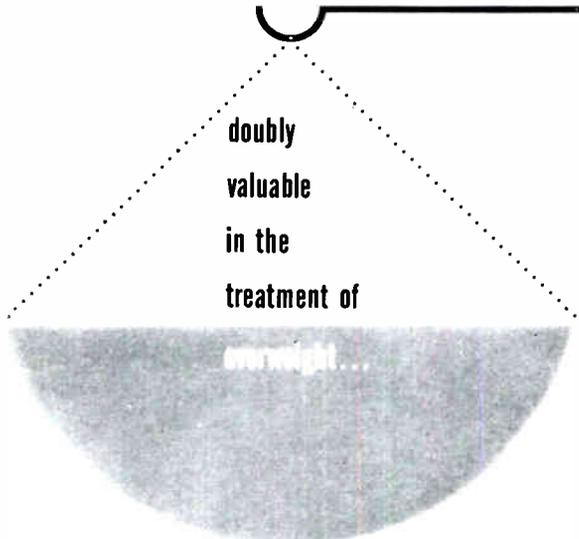
Knowing the ailments, peculiar to the woman, is your first step toward relief. Calmitol is the only medicine to relieve the symptoms of these ailments.

peculiar unto woman

- menstrual and other symptoms
- headache and general weakness
- irritability and nervousness
- stomach upset and indigestion
- backache and back spasm
- urinary troubles and menstrual
- irregularities, periods, flow
- menstrual cramps and spasms
- excess perspiration
- aches, sore throats, colds, influenza, dizziness, general weakness, indigestion

CALMITOL

Thos. Leeming & Co. Inc.
125 EAST WASHINGTON STREET, KALAMAZOO, MICH.



In a recent clinical study, Hawirko and Sprague* found that *Dexedrine* (d-amphetamine) exerts two beneficial actions in the treatment of overweight:

1. It depresses the appetite sufficiently to enable the patient to follow the diet closely without feeling it too great a burden**.
2. Its unique central nervous stimulant effect consists the feeling of "discouragement and irritability" which usually accompanies rigid adherence to prolonged use of a low-calorie diet**.



a matter of seconds

Determination of blood prothrombin clotting time, as expressed in seconds, serves as a valuable index to hemorrhagic or to intravascular clotting tendencies. And in the latter instance, when anticoagulants are used, such determinations are essential as a guide to safe therapy.

In the past, the preparation of fresh thromboplastin as the diagnostic reagent for this test required many hours. Today, this reagent is immediately available as Thromboplastin-Maltine, a uniform and sensitive preparation. Today the physician is equipped to determine accurately the blood prothrombin levels of the patient with a scientifically prepared thromboplastin of standardized activity.

Thromboplastin-Maltine

THE MALTINE COMPANY, NEW YORK 22

29

artist PAUL RAND
 art director JOHN JOHNSON
 advertiser SMITH, KLINE & FRENCH LABORATORIES

DOVETAILED ACTION

...IN ASTHMA

8 to 9 hours of relief for the harassed asthmatic is made possible with Tedral Timed Tablets. The delayed action of Tedral Enteric Coated is timed to coincide with the tapering off effect of Tedral. Taken together before retiring, these tablets permit uninterrupted relief through the night.

Tedral brings relief in 15 minutes, lasts approximately 4 hours and then declines. Tedral Enteric Coated comes into play only after 4 hours and thus assures symptomatic relief of asthma for an additional 4 hours.



Adult dosage: 1 or 2 tablets three times daily

The Maltine Company • NEW YORK 22

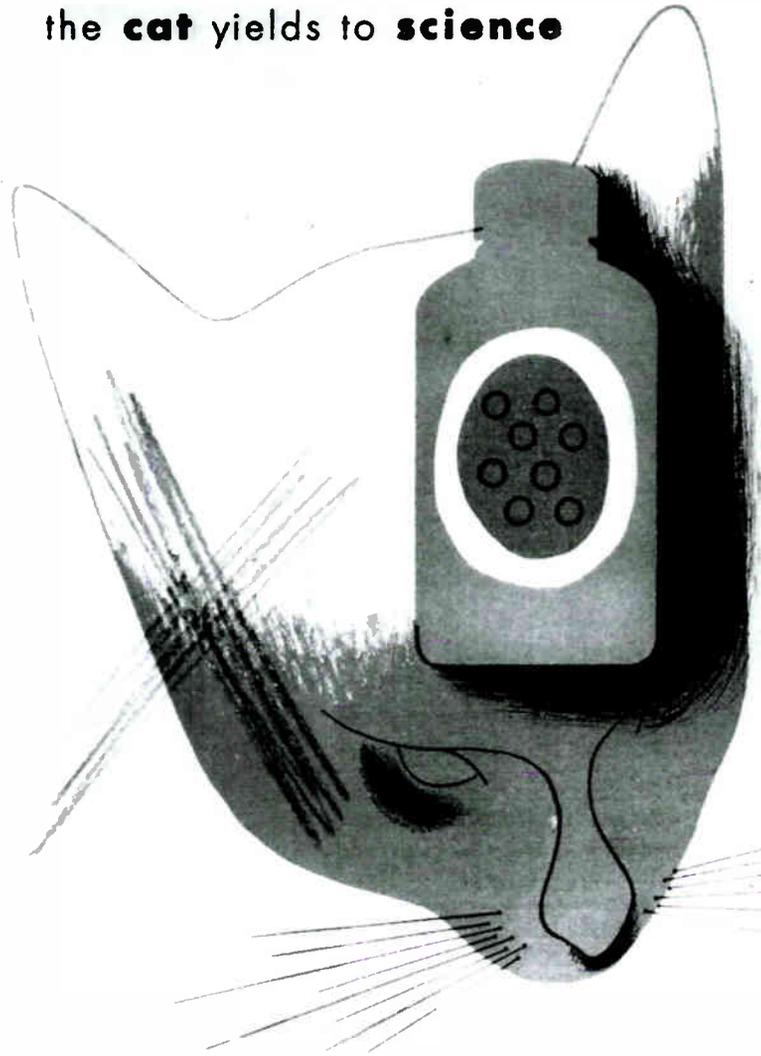
30

artist ARNOLD ROSTON
 art director ARNOLD ROSTON
 advertiser THE MALTINE COMPANY
 agency WILLIAM DOUGLAS MCADAMS

31

artist ARNOLD ROSTON, DALAS STUDIO
 art director ARNOLD ROSTON
 advertiser THE MALTINE COMPANY
 agency WILLIAM DOUGLAS MCADAMS

the **cat** yields to **science**



32

artist LESLIE JACOBS
art director LESTER BEALL, LESLIE JACOBS
advertiser BURROUGHS-WELLCOME & CO.

★AWARD FOR DISTINCTIVE MERIT

33

artist FRED SIEBEL
art director WILLIAM GOLDEN, IRVING MILLER
advertiser THE COLUMBIA BROADCASTING SYSTEM



Get set . . .



**THE PHILADELPHIA
ORCHESTRA** *EUGENE ORMANDY, Conductor*

Your station by bringing to your community the
brilliant music of this world-famous organization,
fulfills an important function of radio...
to place the enduring splendor of symphonic
music within the reach of all the people.

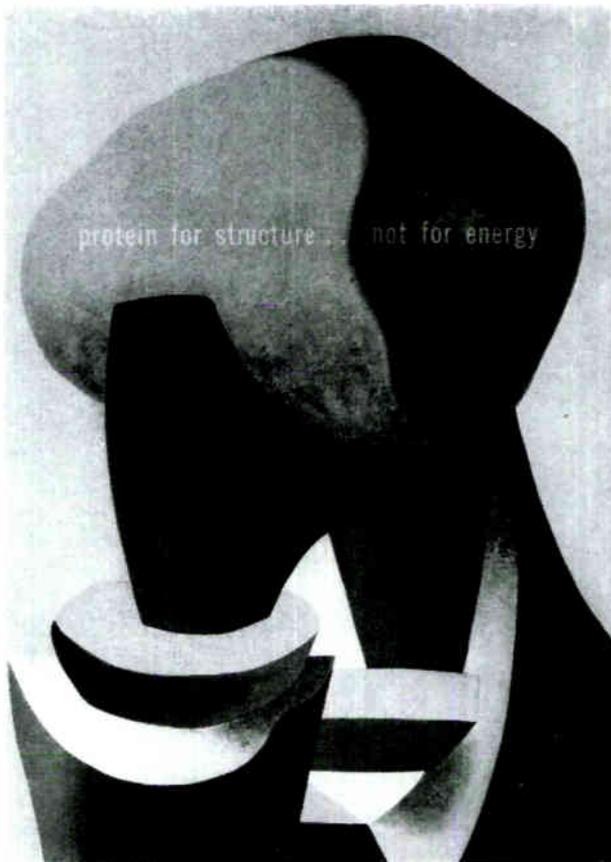
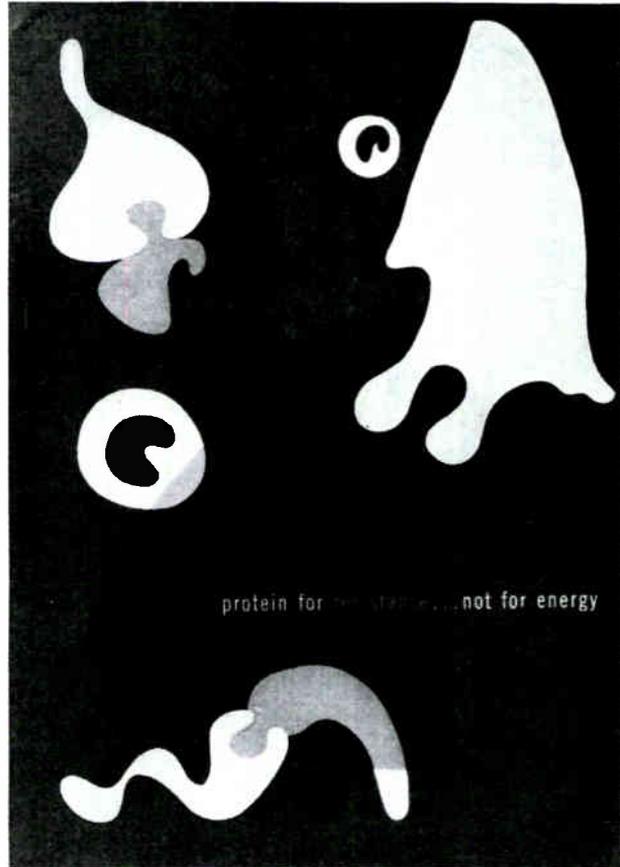
EVERY SATURDAY, FROM 5:00 TO 6:00 P.M., EST  OVER CBS

37

artist HARRY F. O'BRIEN
art director HARRY F. O'BRIEN
advertiser THE COLUMBIA BROADCASTING SYSTEM

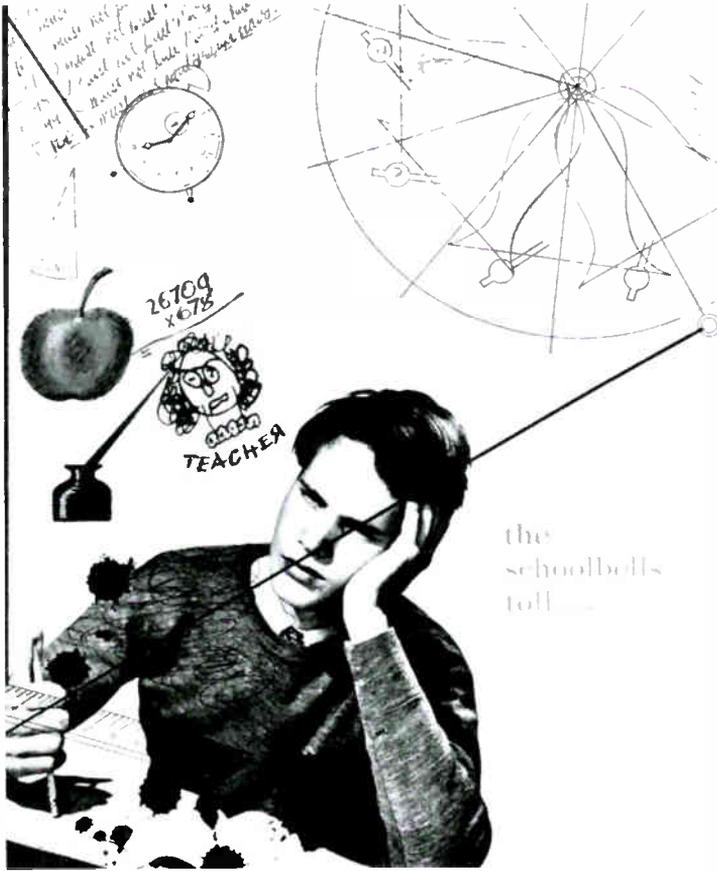
38

artist MATTHEW LEIBOWITZ
art director GUY FRY, EDMOND G. THOMAS
advertiser SHARP & DOHME
agency GRAY & ROGERS



39

artist MATTHEW LEIBOWITZ
art director GUY FRY, EDMOND G. THOMAS
advertiser SHARP & DOHME
agency GRAY & ROGERS



the
schoolbells
toll...

40

artist MILTON ACKOFF
art director MILTON ACKOFF
advertiser WHITE LABORATORIES, INC
agency MONOGRAM ART STUDIO

41

artist EDWARD ROSTOCK
art director EDWARD ROSTOCK
advertiser MAJESTIC SPECIALTIES CO.
agency IRVING SERWER ADV., INC.



2.

editorial design

magazines

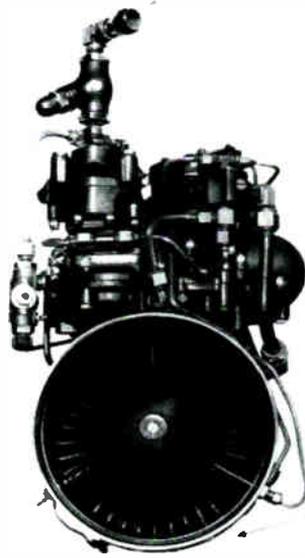
house organs

covers:

magazine

and

house organ

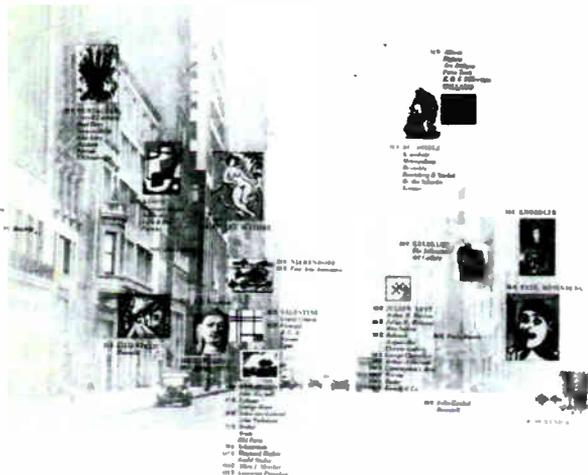


Westinghouse baby motorboat



artist BARRETT GALLAGHER
 art director WILL BURTIN
 advertiser FORTUNE
 publisher TIME INCORPORATED

... Mocks of "57th" - from Fifth to Park avenues - are the hodgepodge center of U.S. art

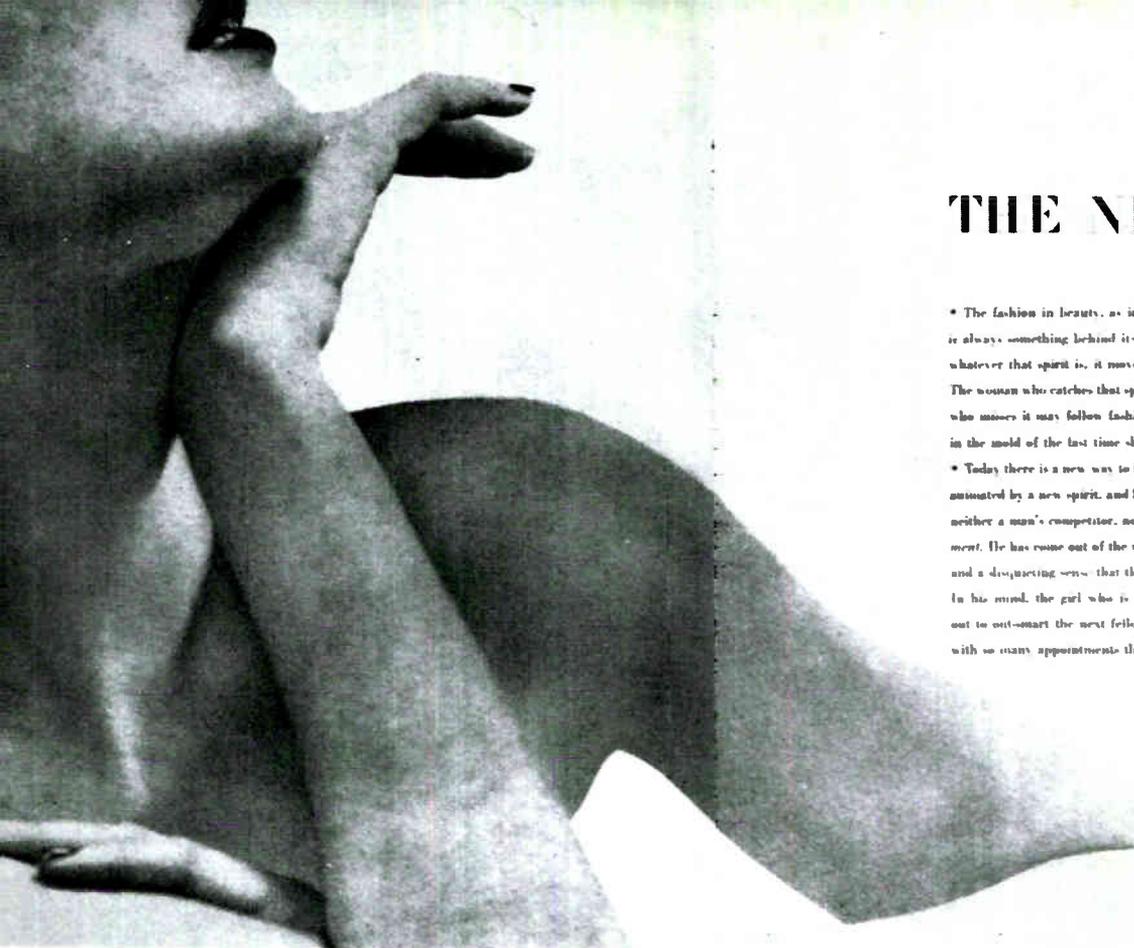


NEAR THE LEADING U.S. picture an-
 cepts made central around Fifth Avenue,
 New York, and are contained in an
 area one mile in length. This
 includes, with the pace of century
 reputation as modern art, the
 artist John P. Jones, Henry Moore and
 other leading. P. Jones' modern
 style, which the other young genera-
 tion of black, white, and color, has
 brought to new terms of freedom
 and beauty. Jones' style is
 modern and expressive, with
 a sense of rhythm and balance.
 Jones' work is a blend of
 traditional and modern, and
 is a reflection of the times.
 Jones' work is a reflection of
 the times, and is a reflection
 of the times.

The art scene has been a part of the general trend in
 the past few years. According to a survey by Art News, in the past
 two years at least a third of all contemporary paintings sold
 have gone to "new collectors" - i.e., people getting their first
 cars. But the boom in contemporary art has also had
 features distinctive to the art world. European collectors who
 escaped the war have immediately begun to buy art to protect their funds. Most important on the home front
 however, is the buying of art, chiefly by American collectors, for
 advertising purposes. Among the especially active are the N. A.
 Ayer advertising agency and several industrial concerns. There
 has been a boom in American art, and I repeat. Moreover, there has been an
 increase in the purchasing power of collectors. For some time
 now their funds have been swollen by heavily taxed philanthro-
 pists as well as by more specific patrons of the arts.
 The picture is that the total boom in European and
 American painting and sculpture, where New York dealers were
 concerned, added up last year to some \$5 million in sales. This
 would represent very handsomely the total output of the entire U.S.
 for these categories of art, and it may be estimated that nearly
 half of the amount was accounted for by the numerous old-
 master and Impressionist sales of the two biggest dealers,
 Hammer and Woburn.

New York's business volume compares handsomely with Paris'.
 estimated \$1.5 million average before the war, a figure that
 has shot up considerably since the liberation of France. French
 prices were on high last year that there was little question of
 an American dealer having known certain in Paris for results in
 this country. In one case a painter in France sold his New
 York dealer to return his earnings, some he could sell in Paris
 for four to five times the New York prices. The discrepancy
 between the Paris and New York art markets is easily
 explained. There can be no question that Impressionists are fondly
 of painting these are Americans. But the important point here
 is that the French since new monumental have bought art out
 of capital on the talent of all galleries. In the U.S.,
 on the other hand, art is paid for out of income. It is regarded
 as the ultimate luxury. Probably because of an unbroken
 picture distrust of the world of art as "imperialist." Americans
 have only in the most extreme purchased art for investment
 or as a hedge against inflation. Yet in the early thirties when
 the paintings of bankrupt collectors were sold, it was
 found that good customers rarely sold off more than 10 per cent.
 *The Museum of Modern Art, New York, and Grand Central Station, New York.

artist HANS MOLLER
 art director WILL BURTIN
 advertiser FORTUNE
 publisher TIME INCORPORATED



THE NEW SPIRIT

by *Jeremy Hay Thompson*

* The fashion in beauty, as in dress, can never be taken at face value. There is always something behind it—you might call it the *spirit of appearance*. And whatever that spirit is, it moves in step with the needs and dreams of society. The woman who catches that spirit is never old—she is new every day. The woman who misses it may follow fashion to the letter—she will still manage to look set in the mold of the last time she walked.

* Today there is a new way to be beautiful (and at once it becomes the only way), dictated by a new spirit, and born of a new need. The woman of this country is neither a man's competitor, nor his comrade—but his complement, his *complement*. He has come out of the war with a heightened sense of himself as a man, and a disquieting sense that the American dream girl isn't altogether a dream. In his mind, the girl who is one of the boys is a dead duck; the girl who is out to out-smart the next fellow is a dead pigeon; and the "boy-signal" girl, with so many appointments that during one she is already halfway to the next,

is the dearest of all. He wants a woman to be the beautiful, desirable, leisurely creature who restores him and gives him peace. She must look it. The new spirit of appearance is beauty with the man in view. (Continued on the next page)

44

artist LESLIE GILL
art director ALEKSEY BRODOVITCH
advertiser HARPER'S BAZAAR
publisher HEARST MAGAZINES, INC.



Rockets start small to grow bigger



In the early days of rocketing, the rocketing engine was a simple device consisting of a chamber in which a high-pressure gas, or fuel, as present in the rocket chamber, exploded. These are the "solid" rockets used by the flying Army Engineering Corp. of Azusa, California, subsidiary of General Tire & Rubber, which



was founded in 1942 and in 1948 advanced to the Army the use of a rocket engine developing a burning fuel of 425 pounds and with 6,000 pounds thrust. The rocket of over 10,000 horsepower at high speeds, and it is the "solid" rocket engine of the Army. **Left:** A solid rocket engine in which the fuel is contained in the solid grain. **Right:** A liquid rocket engine in which the fuel is contained in a separate chamber.



45

artist HERBERT MATTER
art director WILL BURTIN
advertiser FORTUNE
publisher TIME INCORPORATED

46

artist SNYDER
art director ALEXEY BRODOVITCH, LILLIAN BASSMAN
advertiser JUNIOR BAZAAR
publisher HEARST MAGAZINES, INC.



47

artist FREDERICK BAKER
art director ALEXANDER LIBERMAN, WOLFGANG FYLER
advertiser HOUSE & GARDEN
publisher THE CONDÉ NAST PUBLICATIONS INC.

For the magic morning of

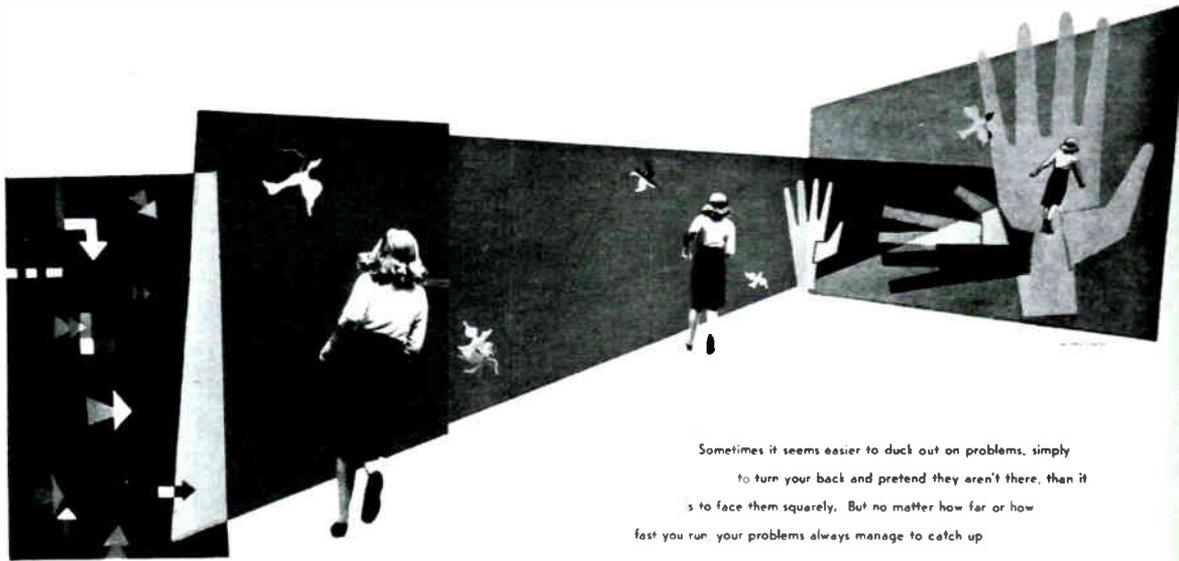
December twenty-fifth

It is the day when the year is
at its end, and the new year
is beginning. It is the day
when the year is at its end,
and the new year is beginning.
It is the day when the year
is at its end, and the new
year is beginning. It is the
day when the year is at its
end, and the new year is
beginning.



BY CHARLOTTE STRAUS

YOU CAN'T RUN FAR ENOUGH



Sometimes it seems easier to duck out on problems, simply to turn your back and pretend they aren't there, than it is to face them squarely. But no matter how far or how fast you run, your problems always manage to catch up.

New York daily papers recently carried a story about an aggressive young man, age three, whom police found belligerently walking alone along a busy street. He couldn't talk very well. But in his baby way he made his reasoning clear. "I'm running away from home," he chirped. "I don't wanna go back. Mommy loves me better than she loves me."

That little boy had a problem, whether it was real or imagined we don't know. But he had the gumption, if not the wisdom, to try to solve it for himself. His solution? Obviously a futile one. He couldn't find the affection he wanted just by strutting out into the street. All he could be sure of was getting cold and lonely and hungry.

When a teenager decides that something in her life doesn't suit her and she's going to handle it by turning her back on it and stepping out on her own, she may be a little better prepared to take care of herself. She may, as we say, "Chances are very good indeed that she's not. At least not much." Not if we're to believe the statistics of juvenile courts throughout the country. Not if we

consider social case histories, or newspaper stories. More often than not, the girl runaway has worked herself into a turmoil over something tiny that her imagination built to the size of a colossus. Maybe it's a set of ridiculously unreal hopes, maybe it's resentment over a situation she should accept—*just* punishment, refusal of an unreasonable request. What she runs from is probably unreal, but when she runs, she almost invariably runs directly into very real trouble.

There are cases—infrequent ones—where she really has a solid, tangible reason for leaving home: a completely intolerable set of living arrangements, parents with no understanding, a hopeless economic situation. But even then, what has the runaway to look forward to?

She has no real skills, no mature experience to draw on. The simplest needs loom up as tremendous giants. Finding a place to sleep is a nightmare, getting meals a horror. Even something as simple and routine as locating a bowl to wash a pair of soiled hose and finding a place to hang them till they dry becomes a terrible

burden. The glamour of someplace different, someplace exciting, becomes what it is—a cold, uninterested world. And the runaway who is picked up quickly and returned to her home is the fortunate one.

Of course, the same difficult factors are still there. Nothing is changed. Except that she knows now that she must try to work out an answer where she is. That's not easy. For she has the added battle of living down her leaving. Her family is slow to trust her again, angry that she has pointed up their weakness. But returned, she is forced into grappling with her troubles—old and new. She learns from those who sent her home what agencies she can call on for professional help. She doesn't always win out. But she tries. So she does have the satisfaction of honest effort. And, with help, she often manages to make a happy adjustment.

For one reason or another, there are thousands of adolescent runaways throughout the country every year. Many of them are stopped early and sent back to their homes. The unlucky ones are (Continued on Page 100)

50

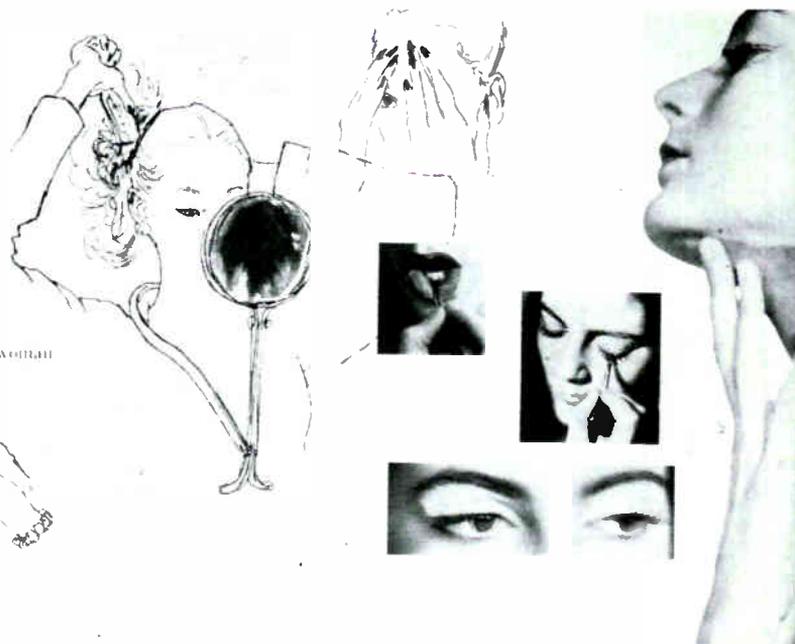
artist JEROME SNYDER
art director RALPH DADDIO
advertiser SEVENTEEN
publisher TRIANGLE PUBLICATIONS

51

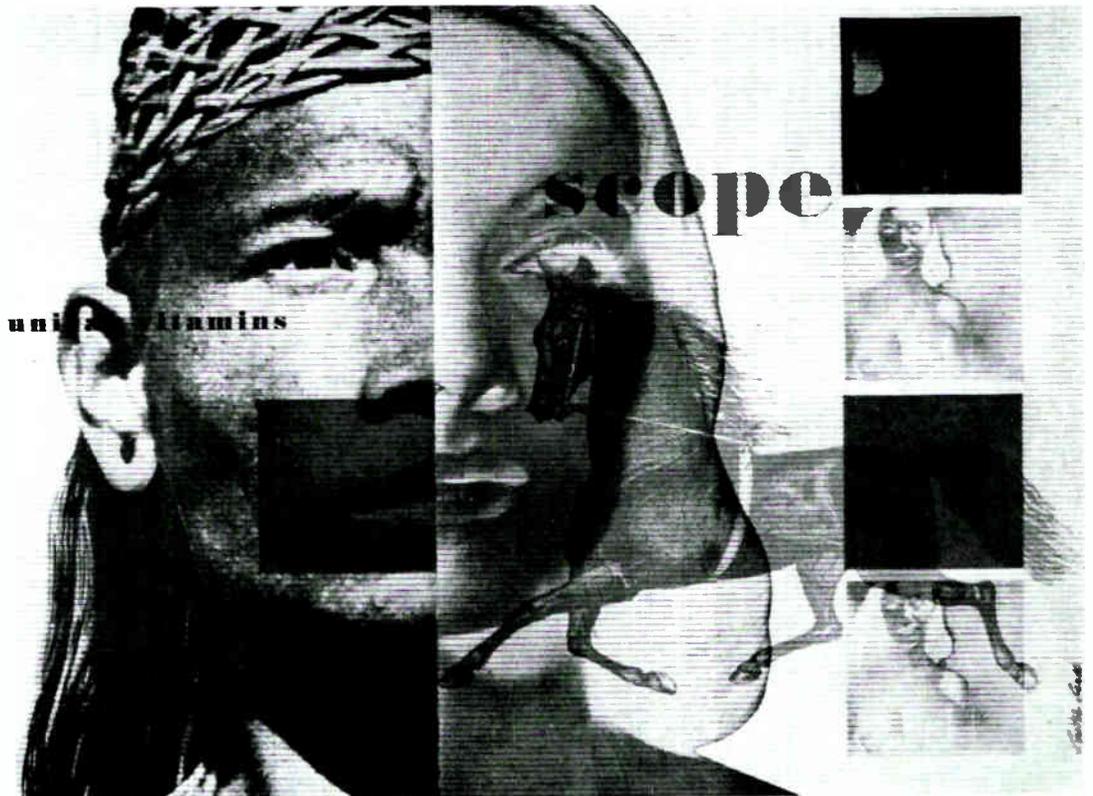
artist R. R. BOUCHÉ, JOFFE
art director ALEXANDER LIBERMAN,
PRISCILLA PECK
advertiser VOGUE
publisher THE CONDÉ NAST
PUBLICATIONS INC.

The self-made woman

M



artist LESTER BEALL
art director LESTER BEALL
advertiser SCOPE
publisher THE UPJOHN CO.



Practice man's diet
continued advance
situation. Because of the
most common in
the practice diet of the
situation which we
are all victims, we
lost the ability to syn-
thesize them during the
course of evolution.
Now the processing of
food, controlled by
our modern way of
life, often appreciably
decreases the vitamin
content. However, this
is easily compensated
for by a Uniscope a day

unlike vitamins

each

artist LESTER BEALL
art director LESTER BEALL
advertiser SCOPE
publisher THE UPJOHN CO.

CHERACOL

For the Inevitable
Coughs of Early Spring
In spite of the strides
made by chemotherapy
for the relief of
respiratory infections
we still must rely
on old remedies for
the symptomatic relief
of coughs.



SCOPE Vol. 11, No. 1
March 1968
Published by
The Upjohn Company
Kalamazoo, Michigan

PAGE 2

4

11

14

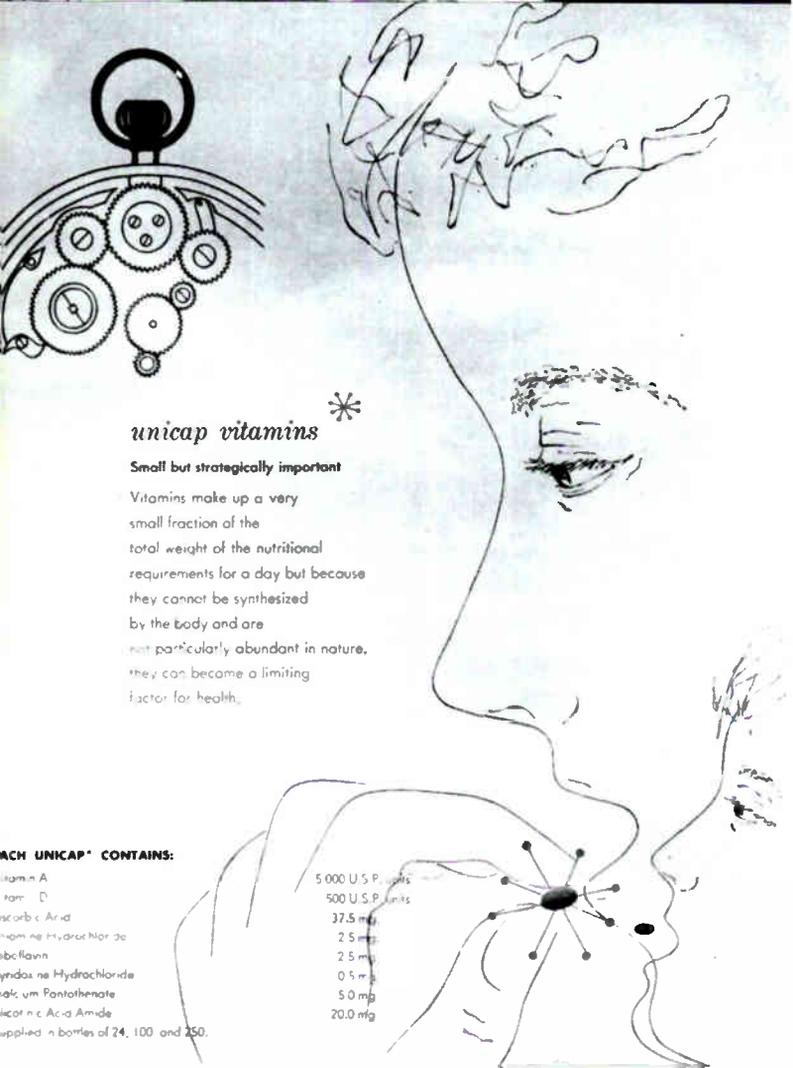
acking F... ..

Printed in U.S.A. Copyright 1968



estrogen

...the most important hormone in the female body. It is essential for the normal development of the female sex characteristics and for the maintenance of the normal functions of the reproductive system. It is also essential for the normal development of the secondary sex characteristics and for the maintenance of the normal functions of the secondary sex characteristics.



unicap vitamins

Small but strategically important

Vitamins make up a very small fraction of the total weight of the nutritional requirements for a day but because they cannot be synthesized by the body and are not particularly abundant in nature, they can become a limiting factor for health.

EACH UNICAP* CONTAINS:

- Vitamin A
- Vitamin D
- Ascorbic Acid
- Vitamin B1
- Vitamin B2
- Vitamin B6
- Vitamin B12
- Vitamin C
- Vitamin E
- Vitamin K
- Vitamin P
- Vitamin PP
- Vitamin R
- Vitamin S
- Vitamin T
- Vitamin U
- Vitamin V
- Vitamin W
- Vitamin X
- Vitamin Y
- Vitamin Z

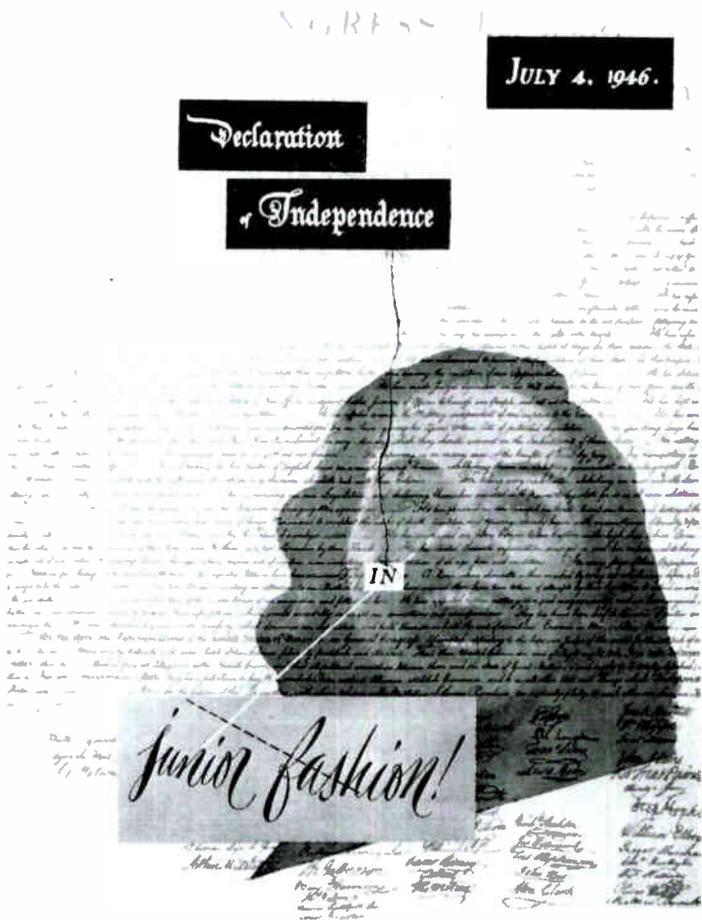
- 5,000 U.S.P. Units
- 500 U.S.P. Units
- 37.5 mg.
- 2.5 mg.
- 2.5 mg.
- 0.5 mg.
- 5.0 mg.
- 20.0 mg.

54

artist LESTER BEALL
 art director LESTER BEALL
 advertiser SCOPE
 publisher THE UPJOHN COMPANY

55

artist LESTER BEALL
 art director LESTER BEALL
 advertiser SCOPE
 publisher THE UPJOHN CO.

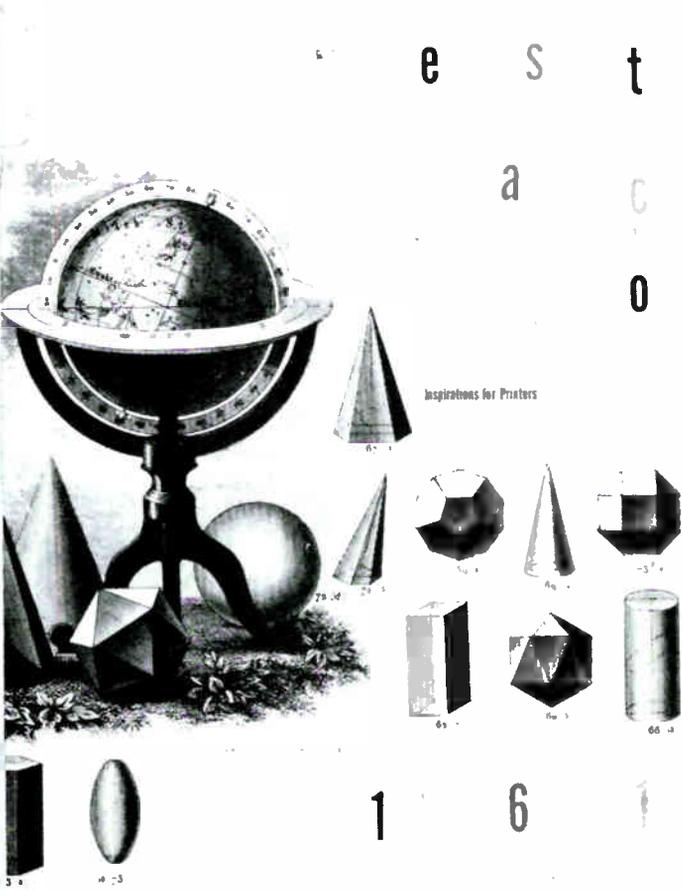


56

artist JEROME WAGNER
 advertiser BRIGHTON MILLS, INC.
 agency MODERN MERCHANDISING BUREAU, INC.

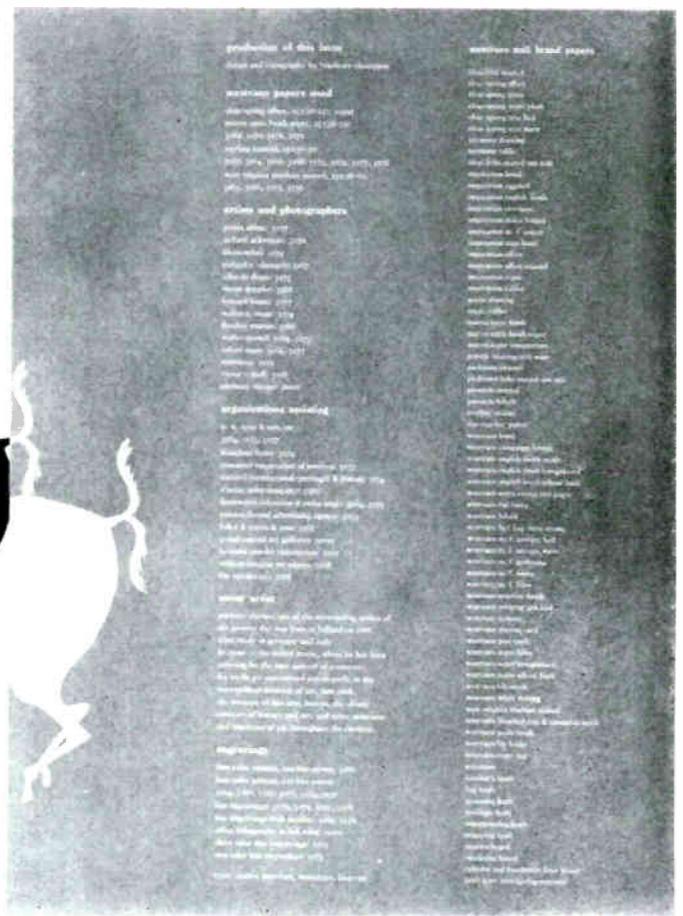
57

artist BRADBURY THOMPSON
 art director BRADBURY THOMPSON
 advertiser WESTVACO
 publisher WEST VIRGINIA PULP & PAPER CO.





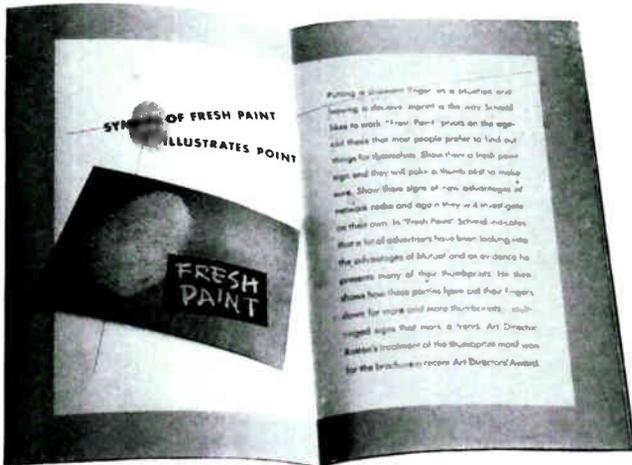
west virginia pulp and paper company



***ART DIRECTORS CLUB MEDAL**

58

artist BRADBURY THOMPSON, PERSIA ABBAS
art director BRADBURY THOMPSON
advertiser WESTVACO
publisher WEST VIRGINIA PULP & PAPER CO.

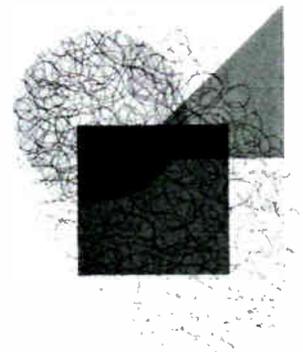
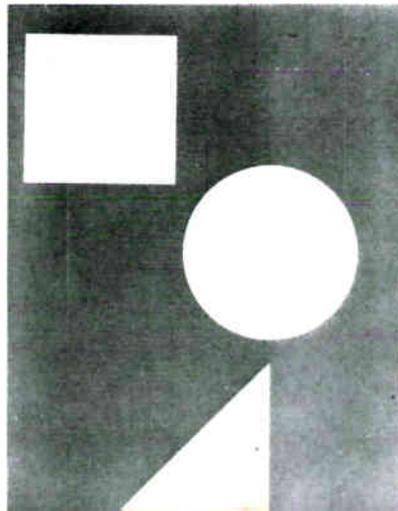


59

artist ARNOLD ROSTON
art director ARNOLD ROSTON
advertiser DESIGN & PAPER
publisher MARQUARDT & COMPANY

60

artist BRADBURY THOMPSON
art director BRADBURY THOMPSON
advertiser WESTVACO
publisher WEST VIRGINIA PULP & PAPER CO.





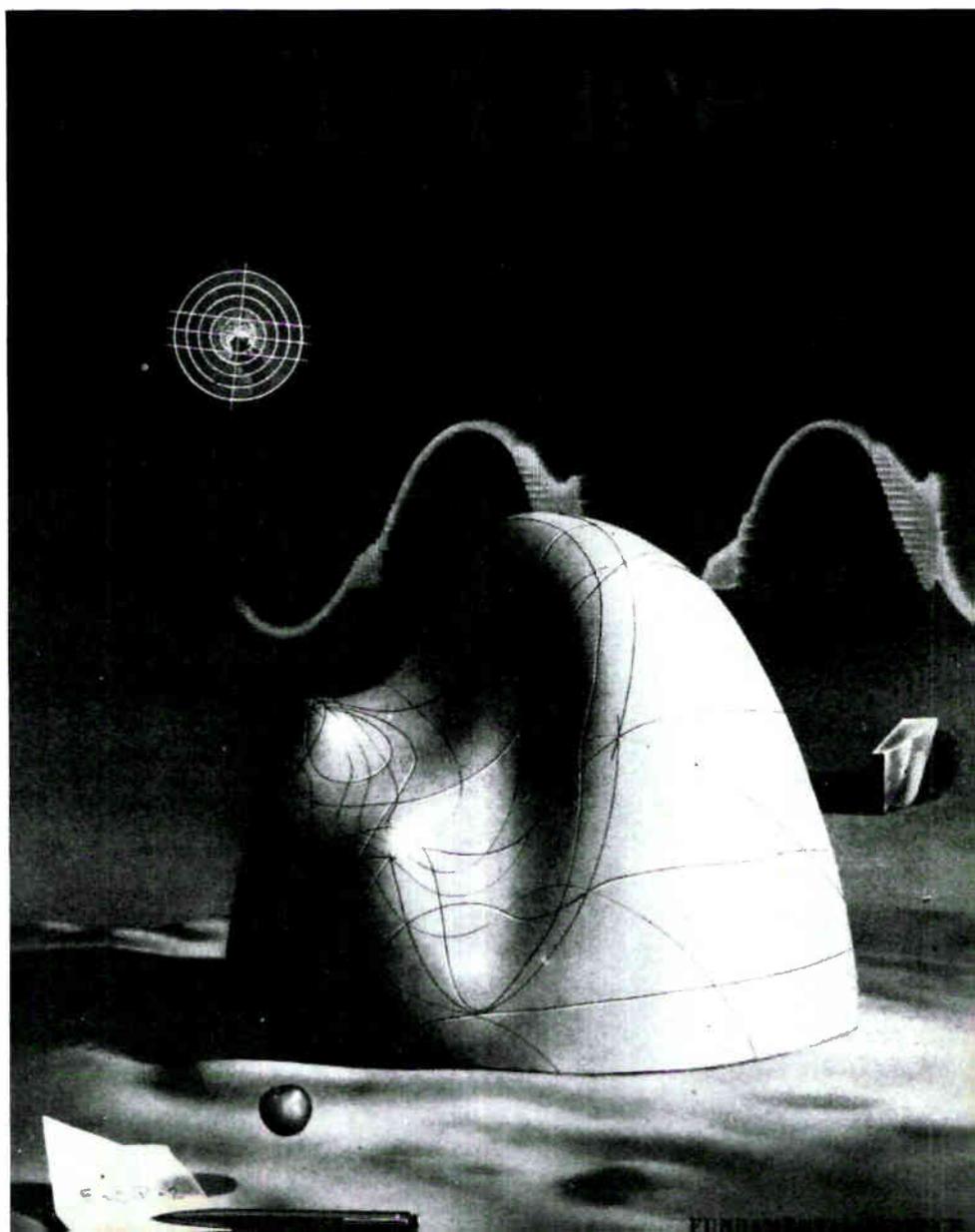
61

artist LESTER BEALL
art director LESTER BEALL
advertiser SCOPE
publisher THE UPJOHN CO.

*AWARD FOR DISTINCTIVE MERIT

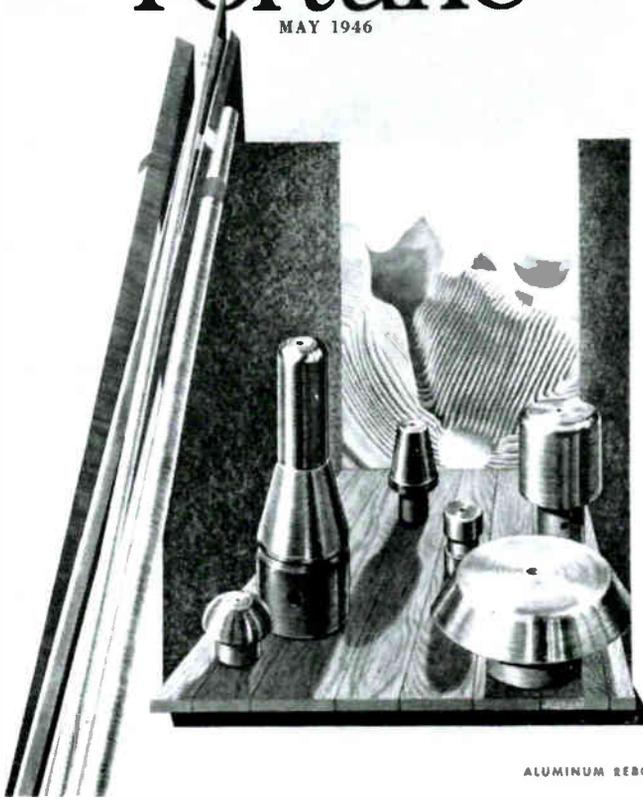
62

artist ARTHUR LIDOV
art director WILL BURTIN
advertiser FORTUNE
publisher TIME INCORPORATED



Fortune

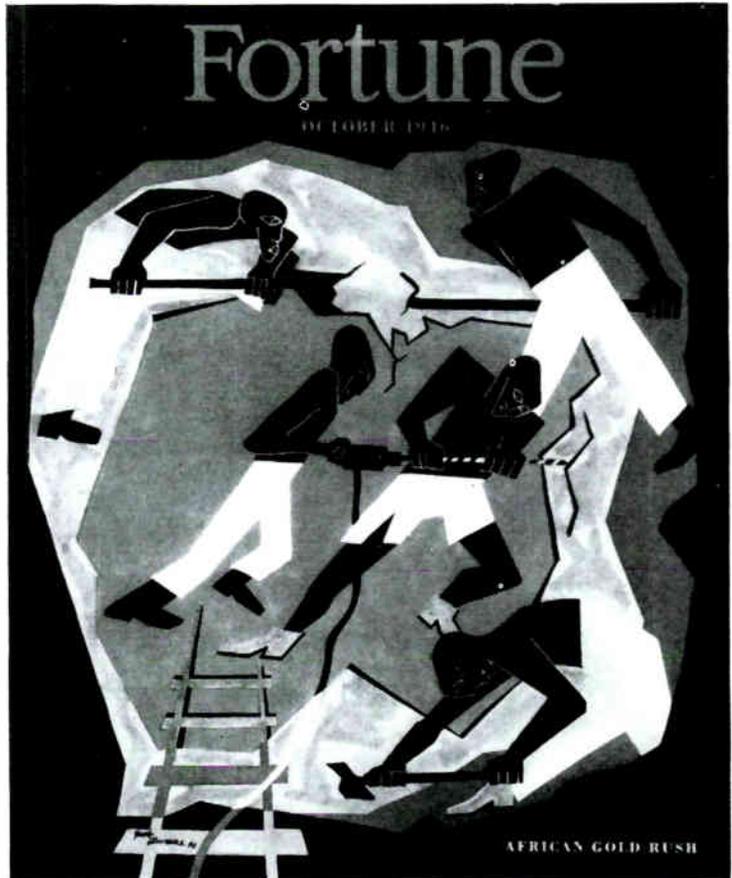
MAY 1946



ALUMINUM REBORN

63

artist HANANIAH HARARI
art director WILL BURTIN
advertiser FORTUNE
publisher TIME INCORPORATED



64

artist JACOB LAWRENCE
art director WILL BURTIN
advertiser FORTUNE
publisher TIME INCORPORATED

AFRICAN GOLD RUSH

65

artist PRISCILLA PECK, FREDERICK BAKER
art director ALEXANDER LIBERMAN, WOLFGANG FYLER
advertiser HOUSE & GARDEN
publisher THE CONDÉ NAST PUBLICATIONS INC.



66

artist ERNEST BEADLE
art director ALEXEY BRODOVITCH, LILLIAN BASSMAN
advertiser JUNIOR BAZAAR
publisher HEARST MAGAZINES, INC.

JUNIOR
BAZAAR

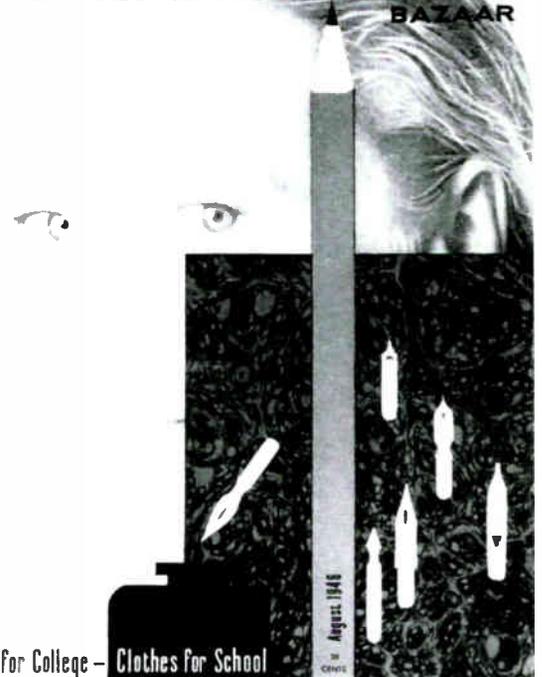


JANUARY 1947

67

artist LESLIE GILL
art director ALEXEY BRODOVITCH, LILLIAN BASSMAN
advertiser JUNIOR BAZAAR
publisher HEARST MAGAZINES, INC.

JUNIOR
BAZAAR



Clothes for College - Clothes for School

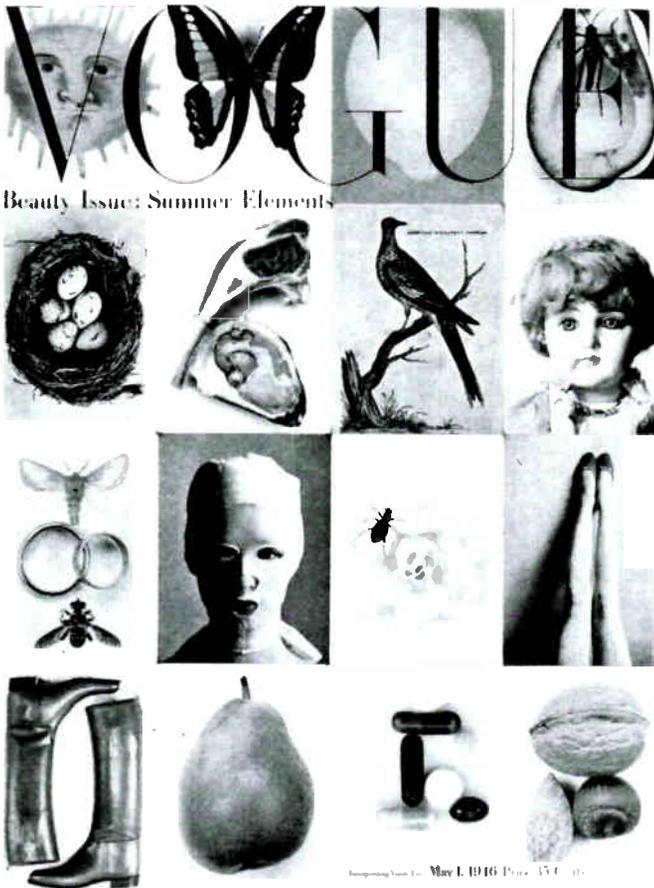
seventeen

December 1946
15 Cents



69

artist IRVING PENN
art director ALEXANDER LIBERMAN, PRISCILLA PECK
advertiser VOGUE
publisher THE CONDÉ NAST PUBLICATIONS INC.

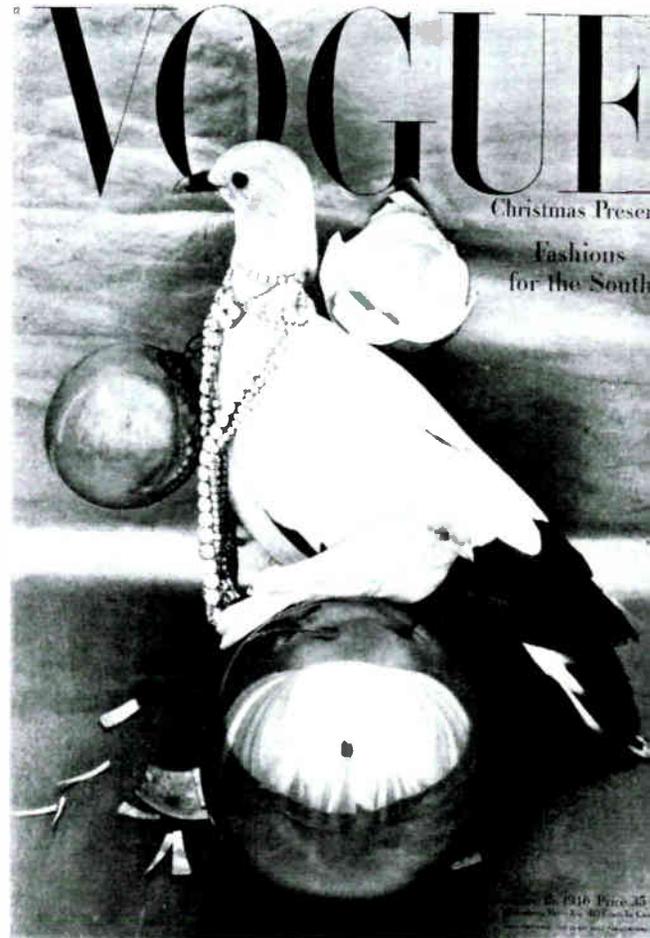


Beauty Issue: Summer Elements

Illustrations from the May 1, 1946 issue, 35 C.

68

artist BAUMAN-GREENE
art director RALPH DADDIO
advertiser SEVENTEEN
publisher TRIANGLE PUBLICATIONS



70

artist IRVING PENN
art director ALEXANDER LIBERMAN, PRISCILLA PECK
advertiser VOGUE
publisher THE CONDÉ NAST PUBLICATIONS INC.

3.

display design

24 sheet posters

window, floor, counter

booklets

and

record albums



□ KERWIN H. FULTON MEDAL

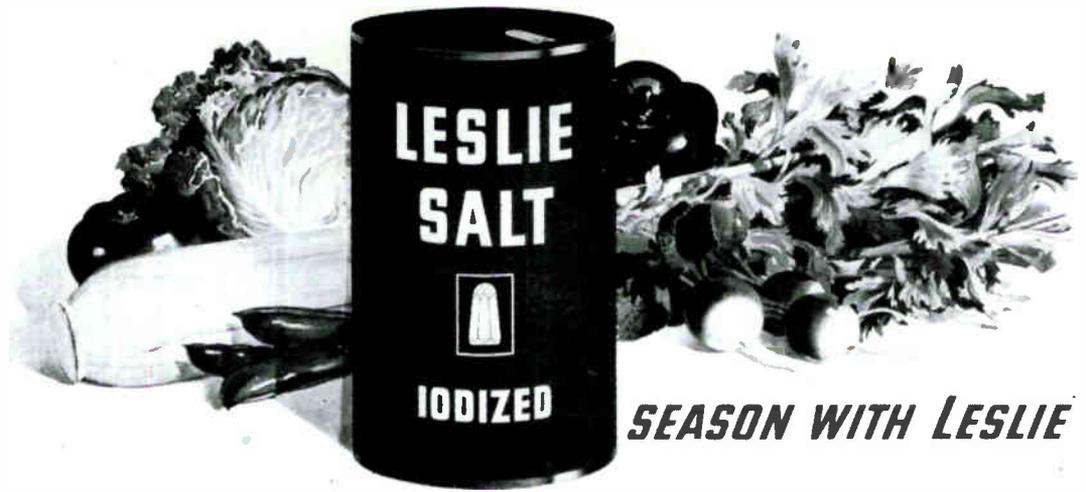
71

artist HADDON H. SUNDBLOM
art director PAUL SMITH
advertiser THE COCA-COLA COMPANY
agency D'ARCY ADVERTISING COMPANY



72

artist HADDON H. SUNDBLOM
art director PAUL SMITH
advertiser THE COCA-COLA COMPANY
agency D'ARCY ADVERTISING COMPANY



73

artist WILLARD COX, LOGAN & COX
 art director FRED GLAUSER
 advertiser LESLIE SALT
 agency HONIG-COOPER COMPANY

..what do we need besides



74

artist JACK WITTRUP
 art director HERBERT NOXON, EDWARD GRAHAM
 advertiser TIVOLI BREWING CO.
 agency MCCANN-ERICKSON, INC.

Double-quick STARTING



75

artist JOHN CLYMER
 art director HERBERT NOXON, EDWARD GRAHAM
 advertiser 3 ESSO COMPANIES
 agency MCCANN-ERICKSON, INC.

76

artist FREDERIC STANLEY
art director HERBERT NOXON, EDWARD GRAHAM
advertiser 3 ESSO COMPANIES
agency MCCANN-ERICKSON, INC.

"certainly gives
you a start!"



77

artist JACK WITTRUP
art director HERBERT NOXON, EDWARD GRAHAM
advertiser TIVOLI BREWING CO.
agency MCCANN-ERICKSON, INC.



78

artist MORGAN KANE
art director SIDNEY A. WELLS, WILLIAM C. SCOTT
advertiser STANDARD OIL CO. OF INDIANA
agency MCCANN-ERICKSON, INC.





79

artist ALBERT STAEHLE
art director SIDNEY A. WELLS, WILLIAM C. SCOTT
advertiser STANDARD OIL CO. OF INDIANA
agency MCCANN-ERICKSON, INC.



80

artist SCOTT JOHNSTON
art director BURTON WYATT
advertiser STANDARD OIL CO. OF KENTUCKY
agency BURTON E. WYATT & COMPANY



81

artist HAL ZAMBONI
 art director JAMES FLORA
 advertiser COLUMBIA
 RECORDING CORP.

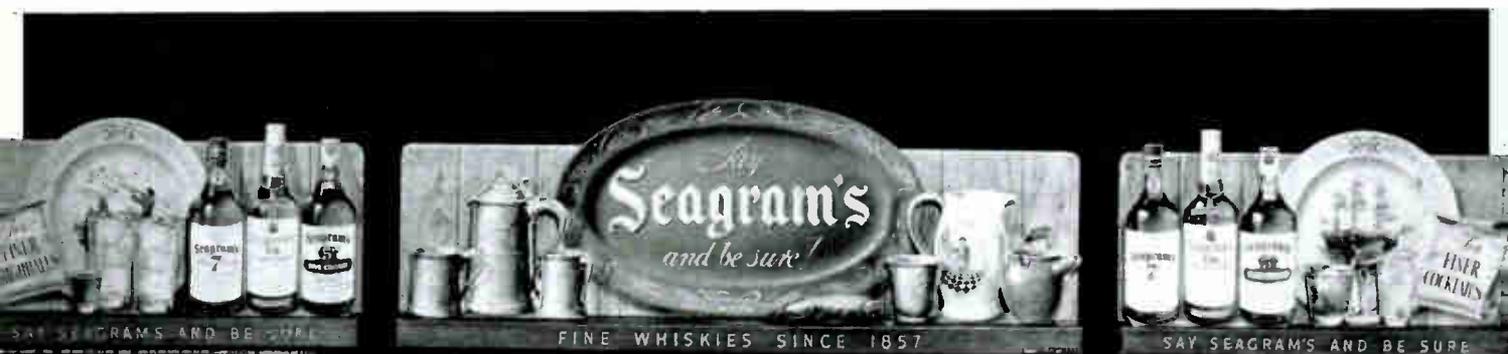
82

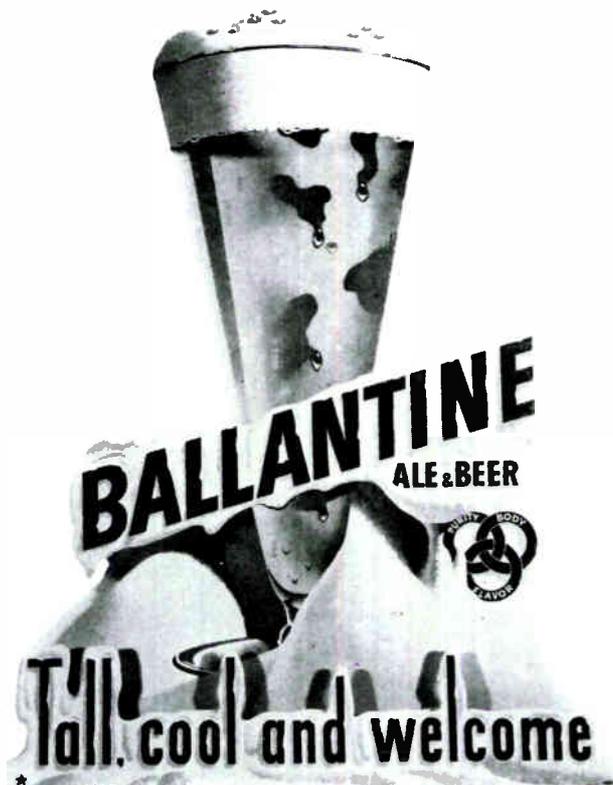
artist HEINZ ART
 art director SEYMOUR GOFF, VINCENT J. DUNN
 advertiser SEAGRAM DISTILLERS CORP.
 agency CONSOLIDATED LITHOGRAPHING CORP.



83

artist HEINZ ART
 art director SEYMOUR GOFF, VINCENT J. DUNN
 advertiser SEAGRAM DISTILLERS CORP.
 agency CONSOLIDATED LITHOGRAPHING CORP.





84

artist CARL PAULSON
 art director CHARLES BARNES
 advertiser P. BALLANTINE & SONS
 agency EINSON-FREEMAN CO., INC.



86

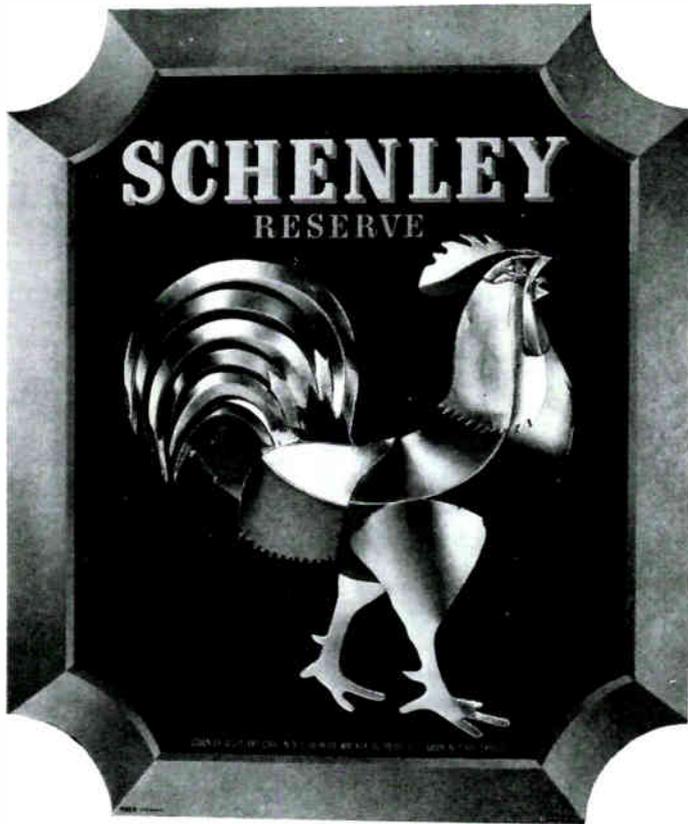
artist ROBERT VELIE
 art director EUGENE PAYOR
 advertiser A. GUINNESS SON & CO., LTD.
 agency EINSON-FREEMAN CO., INC.

IT'S IN THE BAG
BALLANTINE
 ALE & BEER



85

artist EDWARD PATSTON
 art director CHARLES BARNES
 advertiser P. BALLANTINE & SONS
 agency EINSON-FREEMAN CO., INC.



87

artist ARTHUR PETROCELLI, JOSEPH BINDER
art director PHILLIP KAPLAN
advertiser SCHENLEY DISTILLERS CORP.
agency EINSON-FREEMAN CO., INC.

88

artist GEORGE GREB
art director PHILLIP KAPLAN
advertiser EVERSARP, INC.
agency EINSON-FREEMAN CO., INC.





AWARD FOR DISTINCTIVE MERIT

89

artist THOMAS BENTON
art director THOMAS J. FLANAGAN
advertiser HIRAM WALKER INC.
agency KETTERLINUS LITHO. MFG. CO.



PRESCRIPTION CONTROL

Excerpt (condensed) by Rex Pharmacists using standard agreement

▶ Your pharmaceutical together with your highly physician devoted his efforts to the
 honor of his profession. Years of training and practice have taught him the value of his
 art. He has made a life of his profession. He knows that some things which he can
 provide to his patients. He is ready to respond to the doctor's orders. To do so
 he has taken the Hippocratic Oath. He is ready to accept the responsibility of the patient's
 health and safety. He is ready to accept the responsibility of the patient's health and safety.

YOUR PHARMACIST'S CODE

THE OATH OF MAIMONIDES

Thy eternal providence has appointed me to watch over the life and health of thy creatures. May the love
 for my art activate me at all times, may neither avarice, nor miserliness, nor thirst for glory, or for a great
 reputation engage my mind, for the enemies of truth and philanthropy could easily deceive me and make
 me forgetful of my lofty aim of doing good to thy children. May I never see in the patient anything but
 a fellow creature in pain. Grant me strength, time and opportunity always to correct what I have acquired,
 always to extend its domain; for knowledge is immense and the spirit of man can extend infinitely to enrich
 itself daily with new requirements. Today he can discover his errors of yesterday and tomorrow he may
 obtain a new light on what he thinks himself sure of today. O God, thou has appointed me to watch over
 the life and death of thy creatures; here am I ready for my vocation. And now I turn unto my calling.

YOUR DOCTOR'S CODE

THE HIPPOCRATIC OATH



I do solemnly swear by that which I hold most sacred that I will be loyal to the profession of medicine and
 just and generous to its members. That I will lead my life and practice my art in uprightness and honor.
 That into whatever house I will enter, it shall be for the good of the sick to the utmost of my power, I,
 holding myself aloof from wrong, from corruption, from the tempting of others to vice, that I will exercise my
 art solely for the cure of my patient and will give no drug, perform no operation for a criminal purpose,
 even if solicited, for less suggested that whatsoever I shall see or hear of the lives of men which is not fitting
 to be spoken, I will keep inviolably secret. These things do I promise and in proportion as I am faithful to
 this my oath, may happiness and good repute be ever mine, in the opposite if I shall be forewarned.

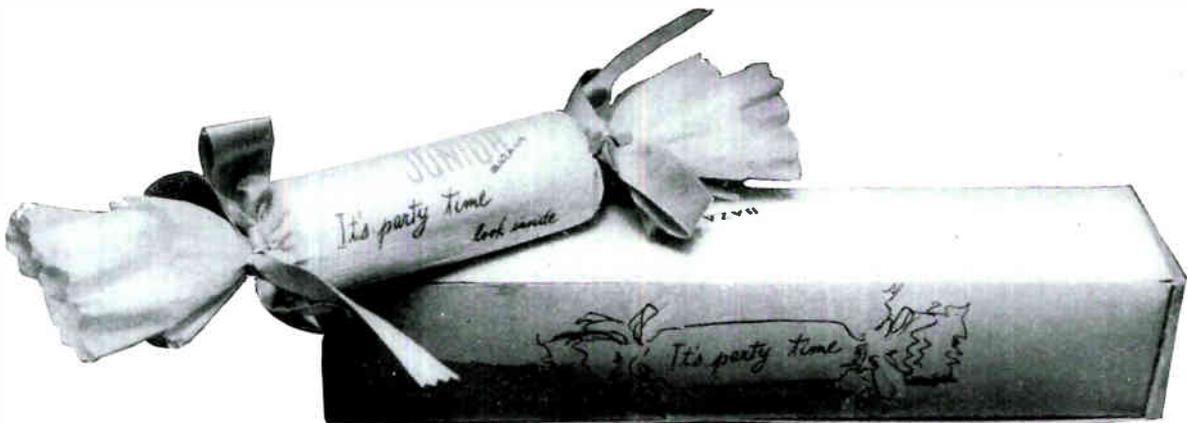
90

artist CHARLES KERLEE, HARVEY THOMPSON
 art director ROLAND L. BAUM
 advertiser REXALL DRUG CO.



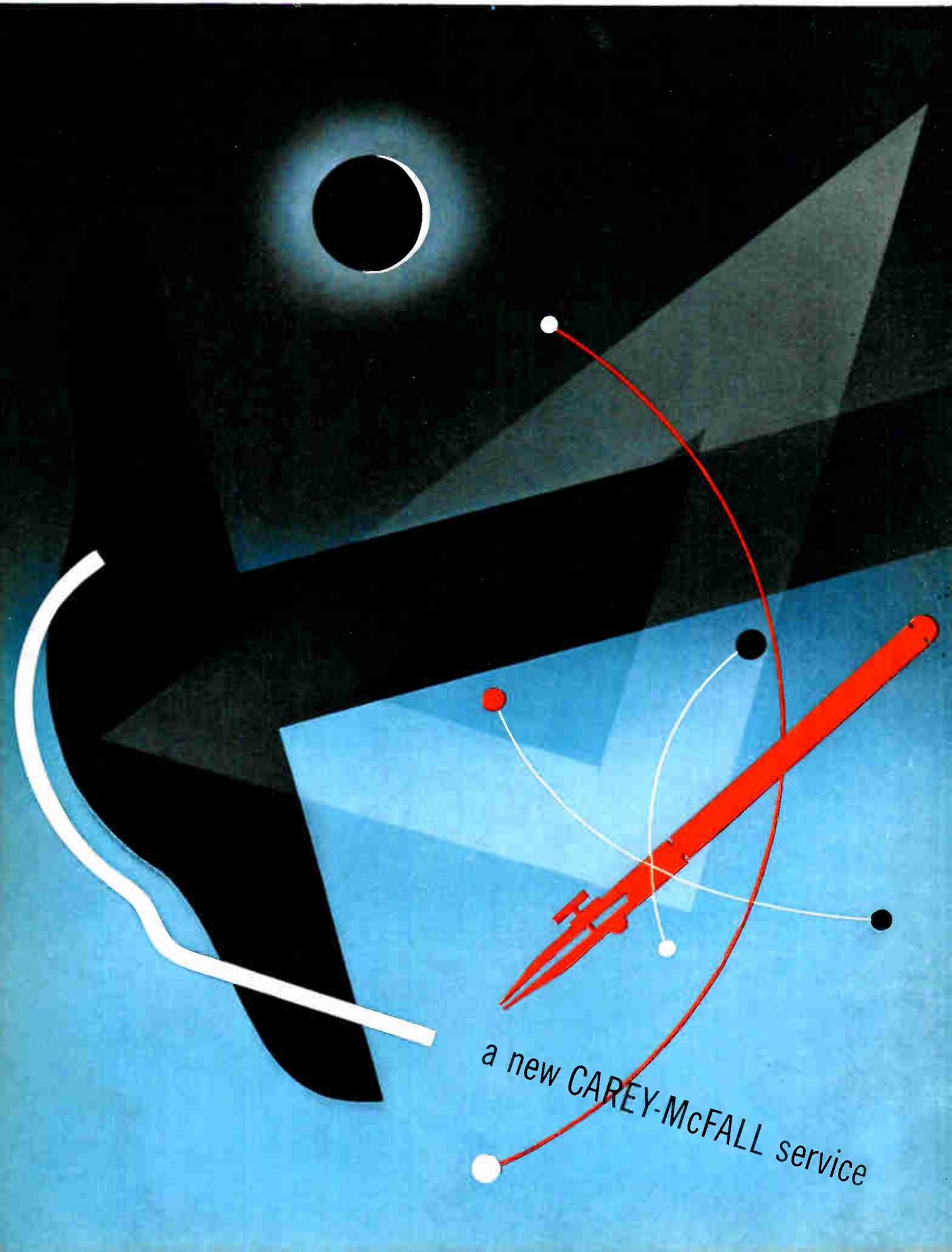
91

artist ELISA DAGGS
art director ELISA DAGGS
advertiser JUNIOR BAZAAR
publisher HEARST MAGAZINES, INC.



92

artist ELISA DAGGS
art director ELISA DAGGS
advertiser JUNIOR BAZAAR
publisher HEARST MAGAZINES, INC.



a new CAREY-McFALL service



93

artist MATTHEW LEIBOWITZ
 art director MATTHEW LEIBOWITZ
 advertiser CAREY-MCFALL CO.
 agency GRAY & ROGERS

94

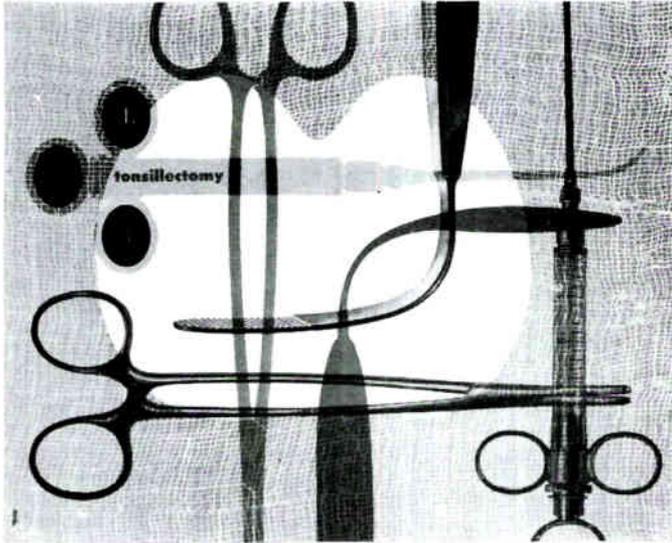
artist MATTHEW LEIBOWITZ
 art director MATTHEW LEIBOWITZ
 advertiser SHARP & DOHME



**COMMON LESIONS
OF THE
NURSING NIPPLE
PATHOLOGY
ETIOLOGY
AND
THERAPY**

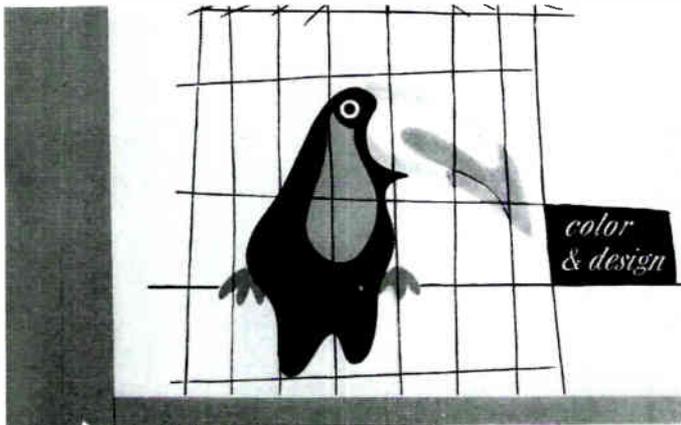
95

artist ALEXANDER ROSS
art director ALEXANDER ROSS
advertiser WHITE LABORATORIES, INC.
agency DAVIS, DELANEY, INC.



96

artist ALEXANDER ROSS
art director ALEXANDER ROSS
advertiser WHITE LABORATORIES, INC.
agency DAVIS, DELANEY, INC.

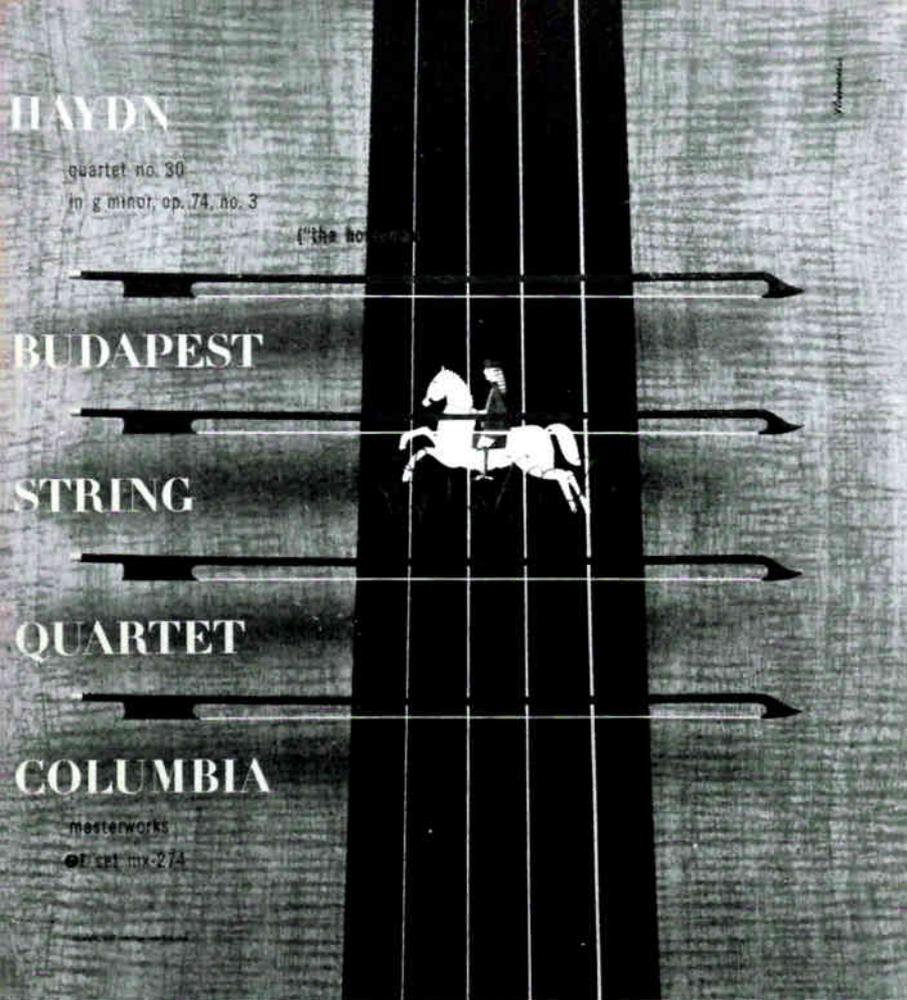


97

artist HOWARD KETCHAM
art director HOWARD KETCHAM
advertiser HOWARD KETCHAM, INC.

98
artist ALEX STEINWEISS
art director ALEX STEINWEISS
advertiser COLUMBIA RECORDING CORP.





☆AWARD FOR
DISTINCTIVE MERIT

99

artist ALEX STEINWEISS
art director ALEX STEINWEISS
advertiser COLUMBIA RECORDING CORP.



100

artist NAT SUPER
art director NAT SUPER
advertiser MUSICRAFT RECORDS, INC.

4.

magazine
advertising art

color drawing

or painting

color photograph

black and white drawing

or painting

black and white photograph



101

artist CAROLYN EDMUNDSON
art director PAUL DARROW
advertiser DE BEERS CONSOLIDATED
 MINES, LTD.
agency N. W. AYER & SON, INC.



...the ...
 ...
 ...
 ...

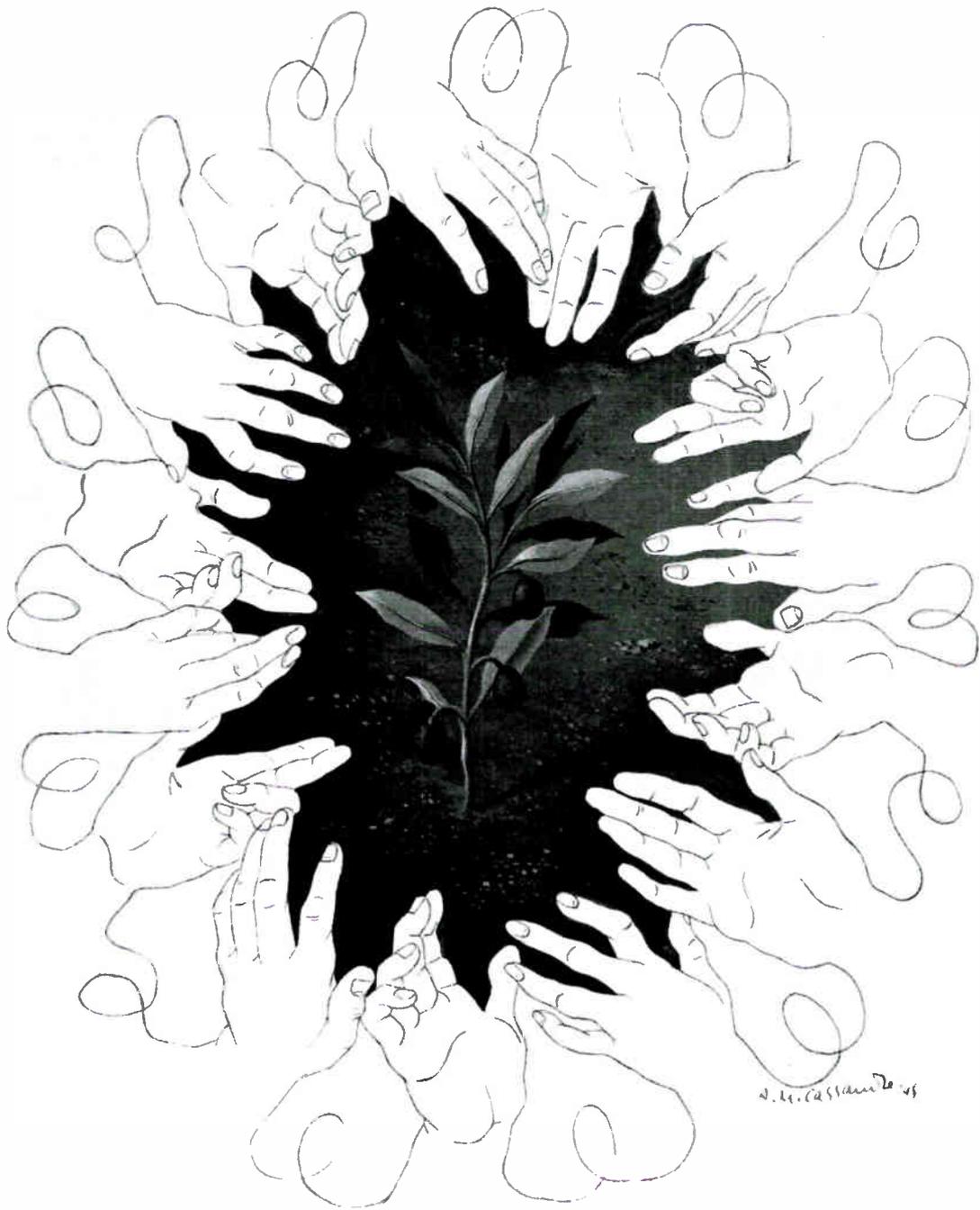


102

artist EDWARD MELCARTH
art director PAUL DARROW
advertiser DE BEERS CONSOLIDATED MINES, LTD.
agency N. W. AYER & SON, INC.



...the ...
 ...
 ...
 ...



103

artist A. M. CASSANDRE
art director LEONARD LIONNI
advertiser CONTAINER CORPORATION OF AMERICA
agency N. W. AYER & SON, INC.





104

artist EDWIN GEORGI
art director LEON KARP
advertiser WEBSTER TOBACCO COMPANY
agency N. W. AYER & SON, INC.



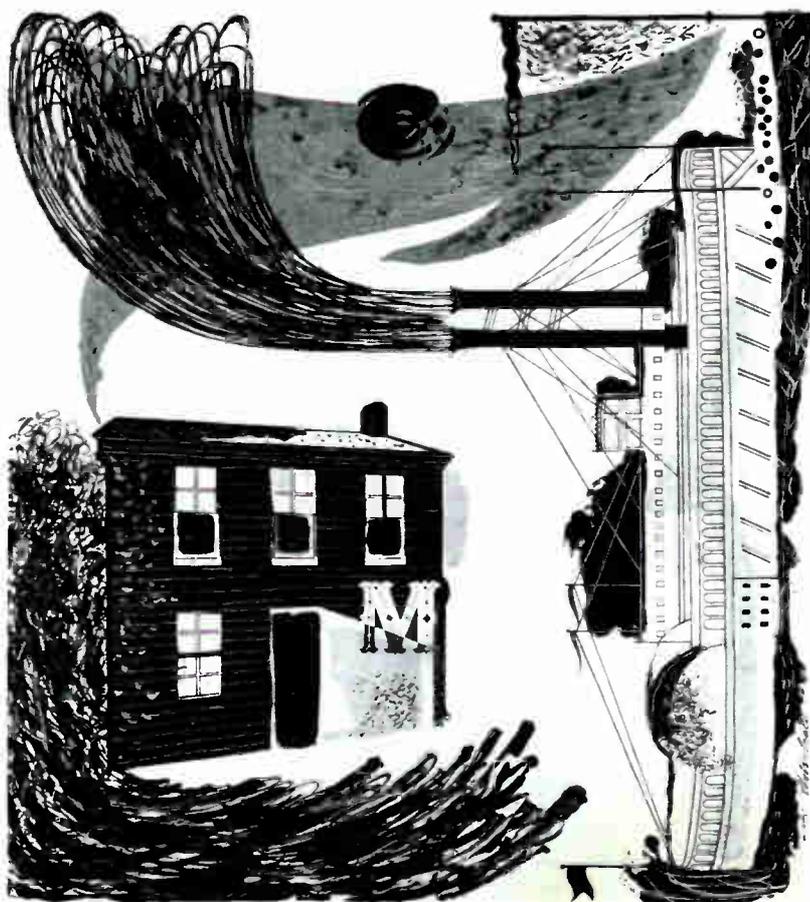
So you like
 throatred, too

WEBSTER CIGARS



105

artist LESTER BEALL
art director LEONARD LIONNI
advertiser CONTAINER CORPORATION
 OF AMERICA
agency N. W. AYER & SON, INC.



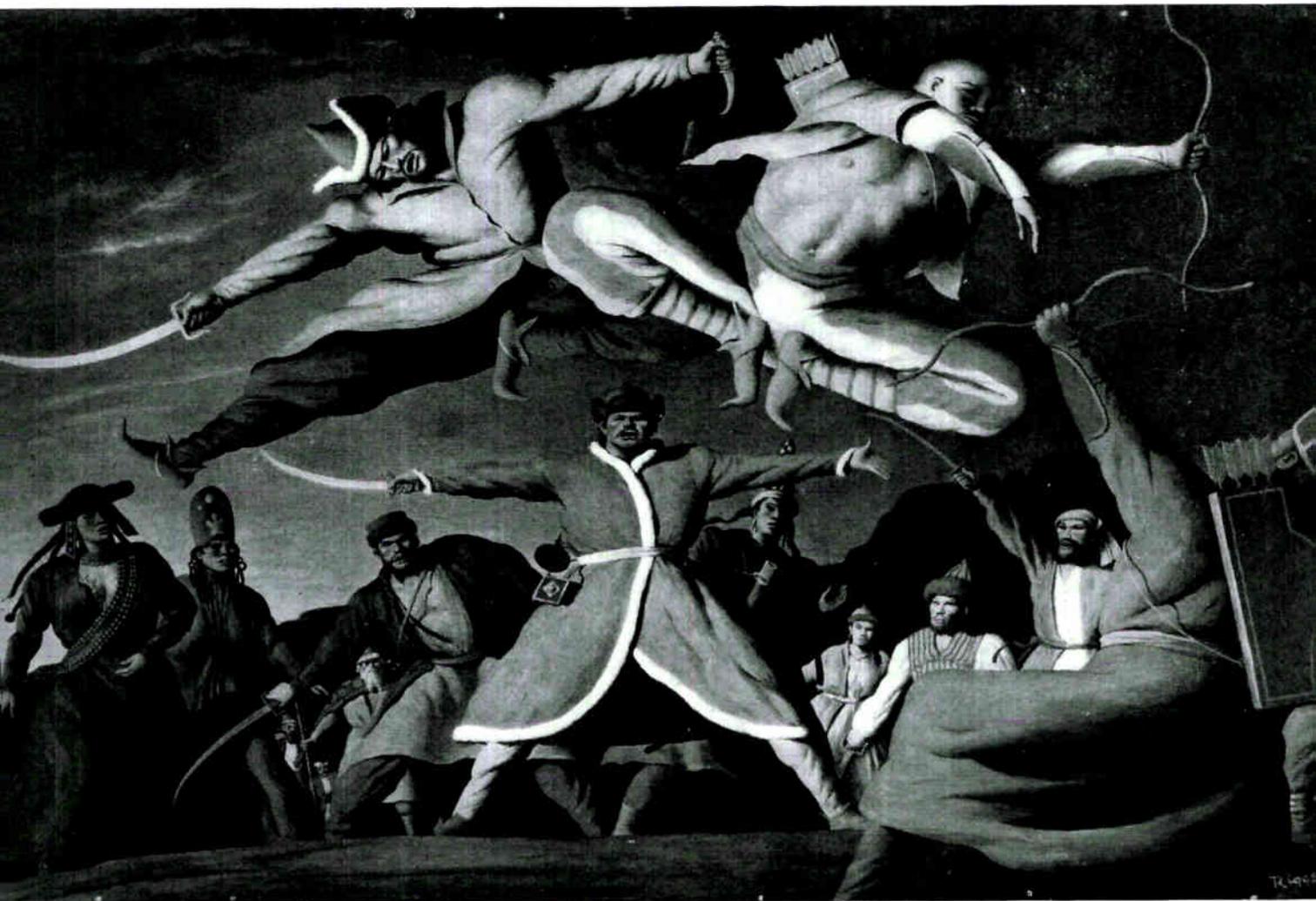
FARNSWORTH



FARNSWORTH

106

artist ROBERT RIGGS
art director WALTER REINSEL
advertiser FARNSWORTH TELEVISION & RADIO CORP.
agency N. W. AYER & SON, INC.





107

artist
art director
advertiser
agency

SALVADOR DALÍ
WALTER REINSEL
FARNSWORTH TELEVISION & RADIO CORP.
N. W. AYER & SON, INC.



CAPI HART



108

artist
art director
advertiser
agency

JULIO DE DIEGO
WALTER REINSEL
FARNSWORTH TELEVISION
& RADIO CORP.
N. W. AYER & SON, INC.

CAPI HART



CAPI HART





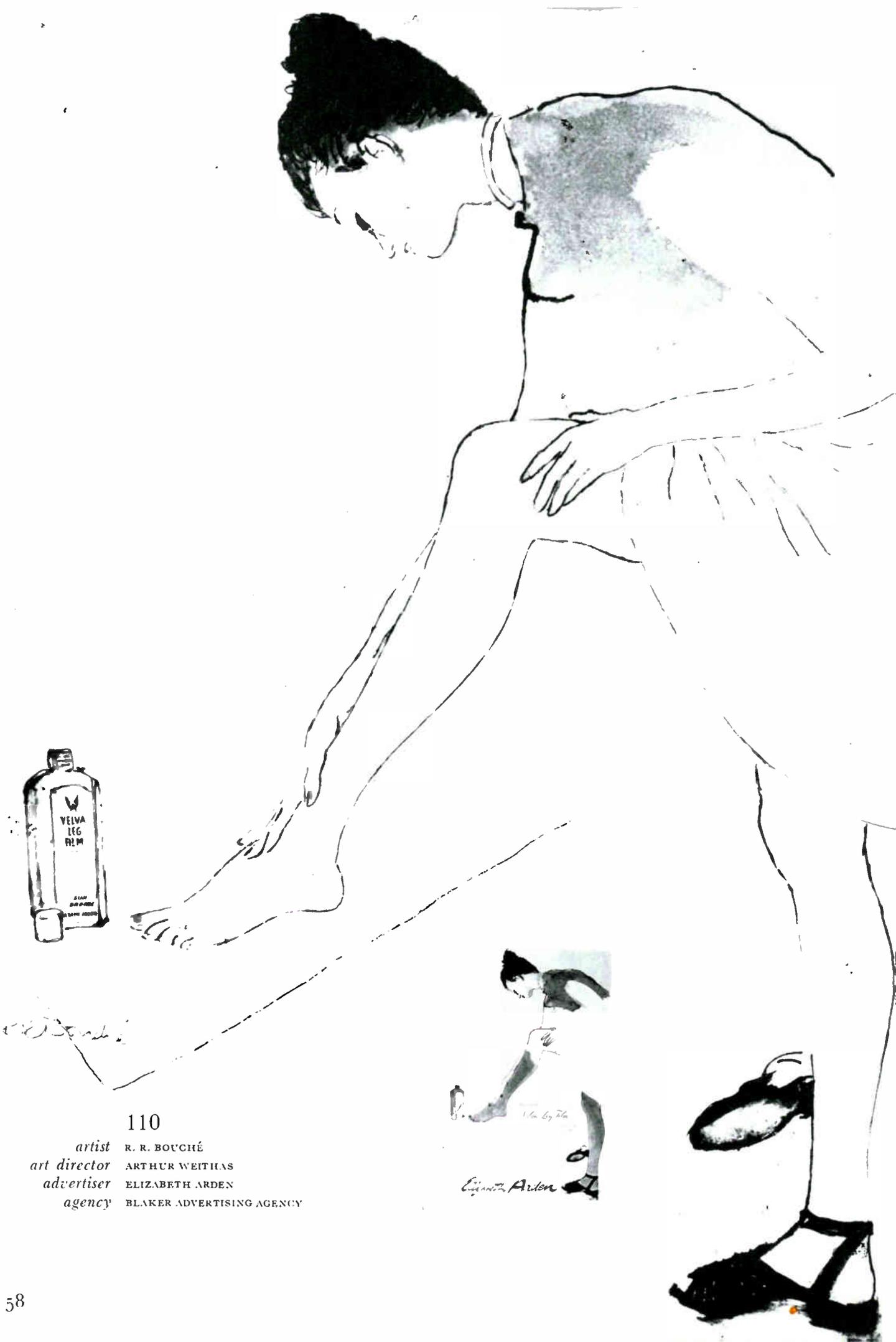
AWARD FOR DISTINCTIVE MERIT

109

artist
art director
advertiser
agency

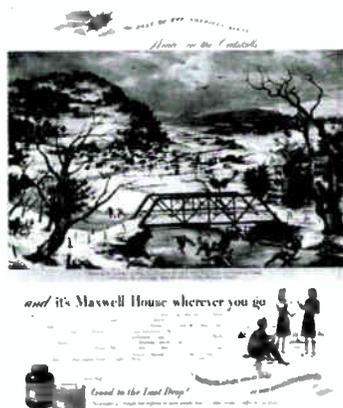
BERNARD LAMOTTE
WALTER REINSEL
FARNSWORTH TELEVISION & RADIO CORP.
N. W. AYER & SON, INC.





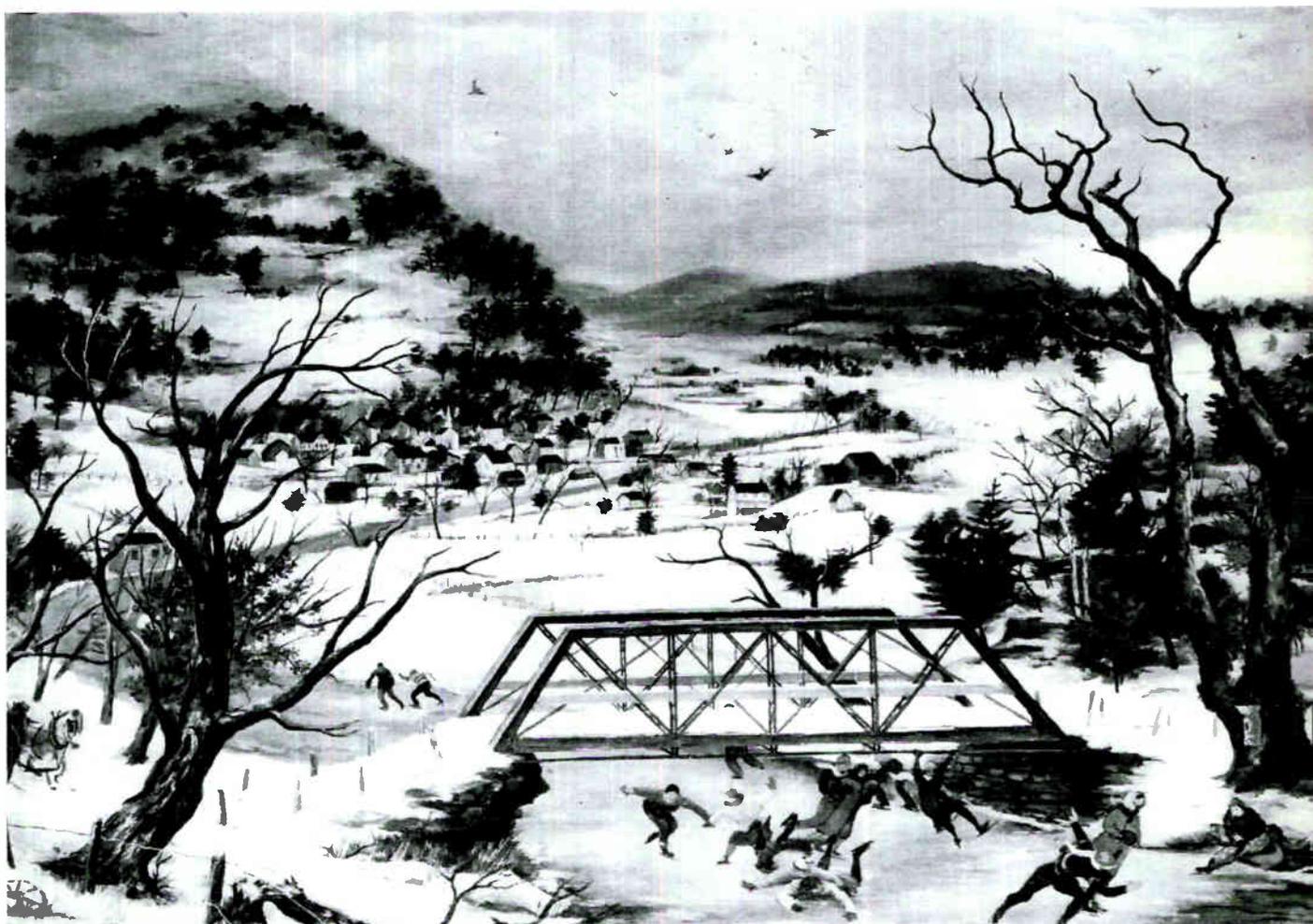
110

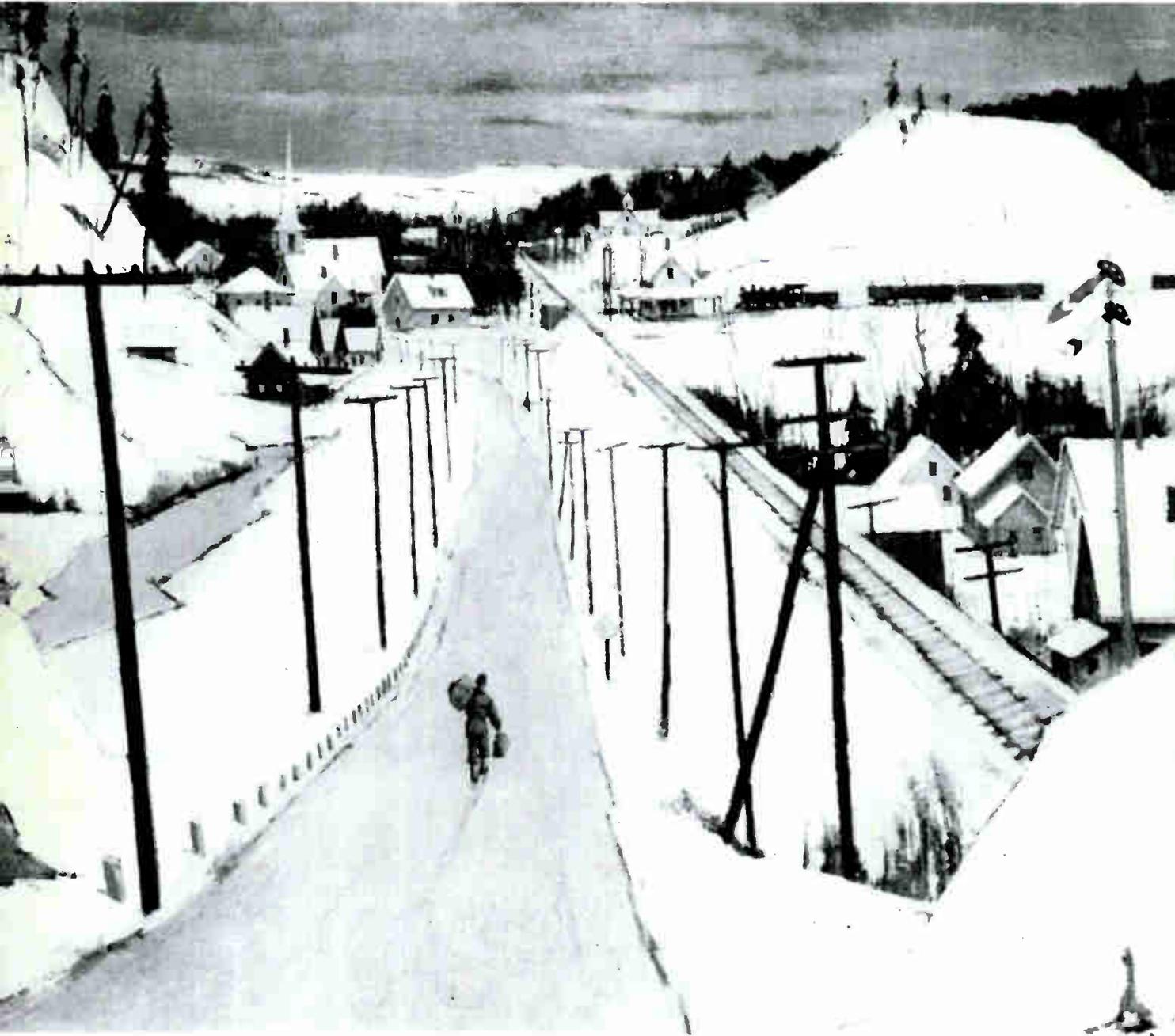
artist R. R. BOUCHÉ
art director ARTHUR WEITHAS
advertiser ELIZABETH ARDEN
agency BLAKER ADVERTISING AGENCY



111

artist DORIS LEE
art director CHARLES FALDI
advertiser MAXWELL HOUSE COFFEE
agency BENTON & BOWLES, INC.





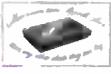
112

artist PAUL SAMPLE
art director CHARLES FALDI
advertiser MAXWELL HOUSE COFFEE
agency BENTON & BOWLES, INC.





PEPPERELL



113

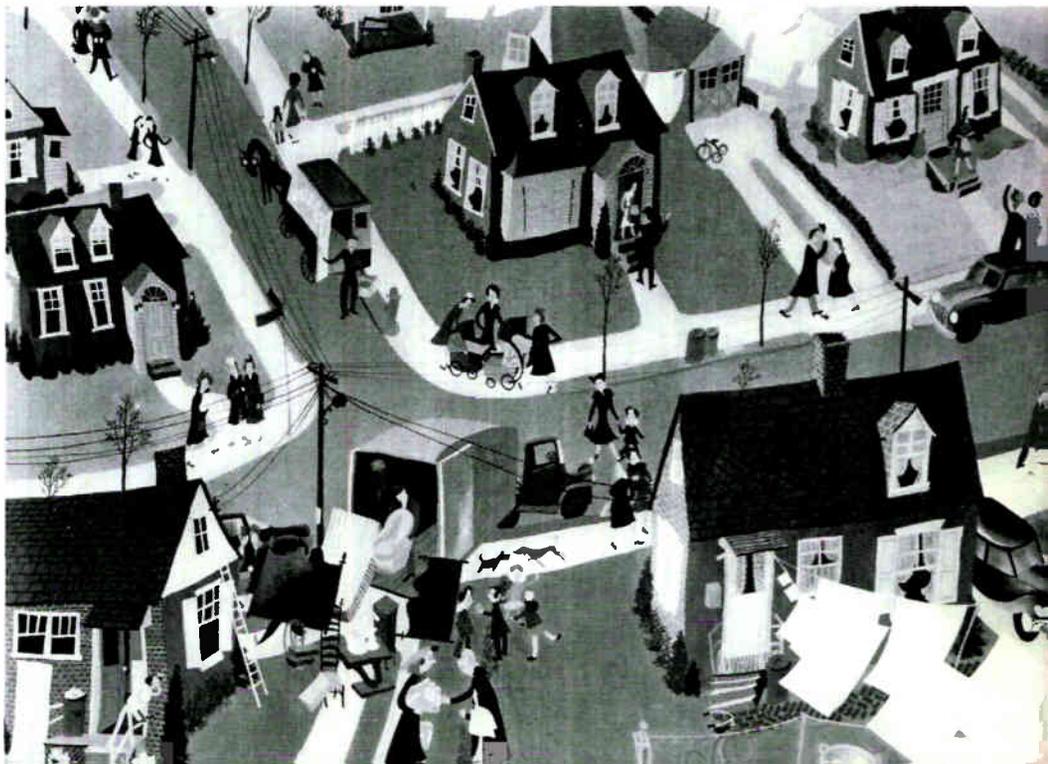
artist RIC HOWARD
art director SANFORD GERARD
advertiser PEPPERELL MANUFACTURING CO.
agency BENTON & BOWLES, INC.



PEPPERELL

114

artist RIC HOWARD
art director CHARLES FALDI, SANFORD GERARD
advertiser PEPPERELL MANUFACTURING CO.
agency BENTON & BOWLES, INC.





115

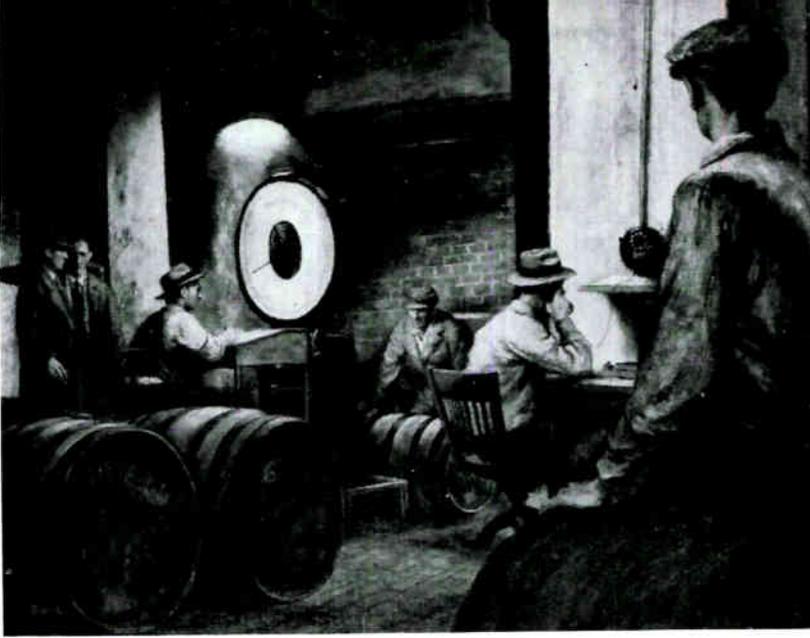
artist BUK ULREICH
art director WINSLOW H. CASE, ALGER B. SCOTT
advertiser BEAUTY COUNSELORS, INC.
agency CAMPBELL-EWALD CO.



116

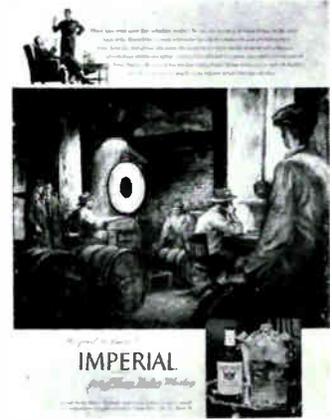
artist RAY PROHASKA
art director NORMAN BYRON
advertiser ASSOCIATION OF AMERICAN RAILROADS
agency BENTON & BOWLES, INC.





117

artist BEN STAHL
art director DAVID W. LOCKWOOD
advertiser HIRAM WALKER AND SONS, INC.
agency FOOTE, CONE & BELDING



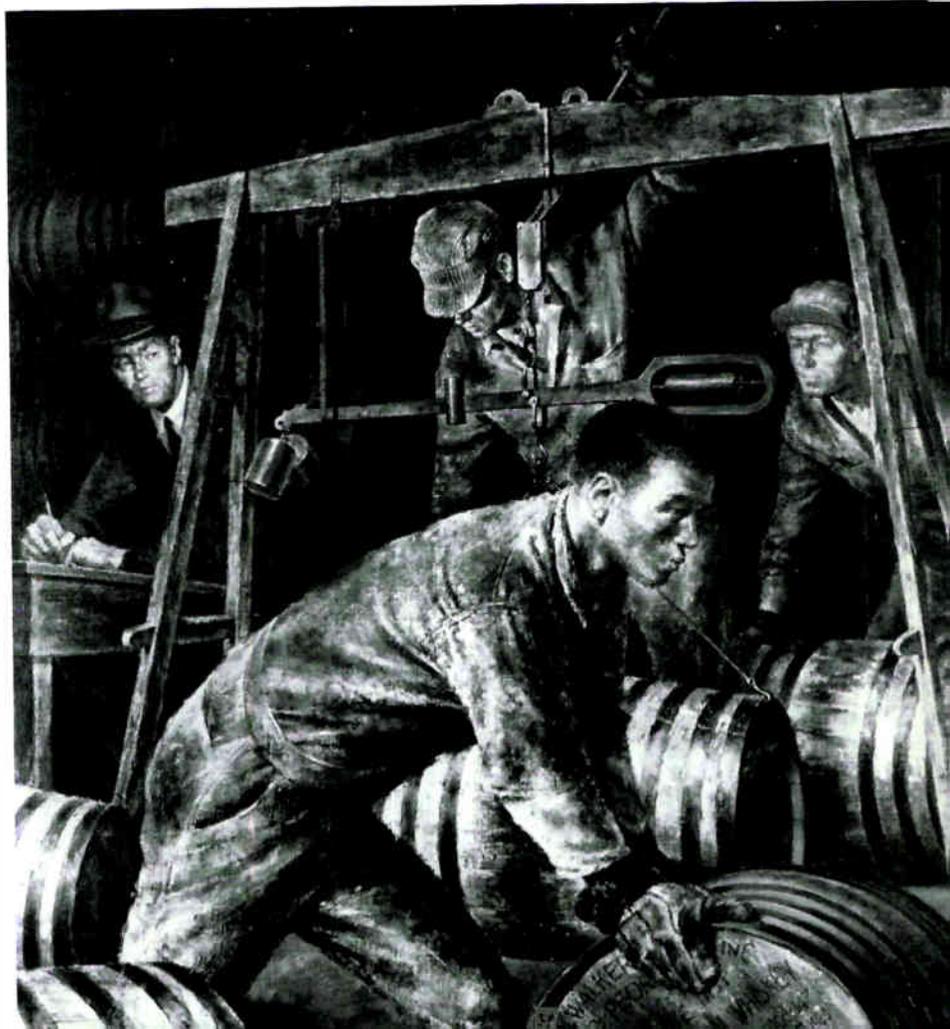
118

artist JOSEPH HIRSCH
art director DAVID W. LOCKWOOD
advertiser HIRAM WALKER AND SONS, INC.
agency FOOTE, CONE & BELDING



25 years of fine whiskey making
 makes this whiskey good

IMPERIAL

"I've got a partner who works day and night!"

AMERICAN RAILROADS

© PATENT OFFICE U. S. DEPT. OF COMMERCE

119

artist MIKE MITCHELL
art director SAM ROBERTS
advertiser HUYLER'S
agency HANLY, HICKS & MONTGOMERY



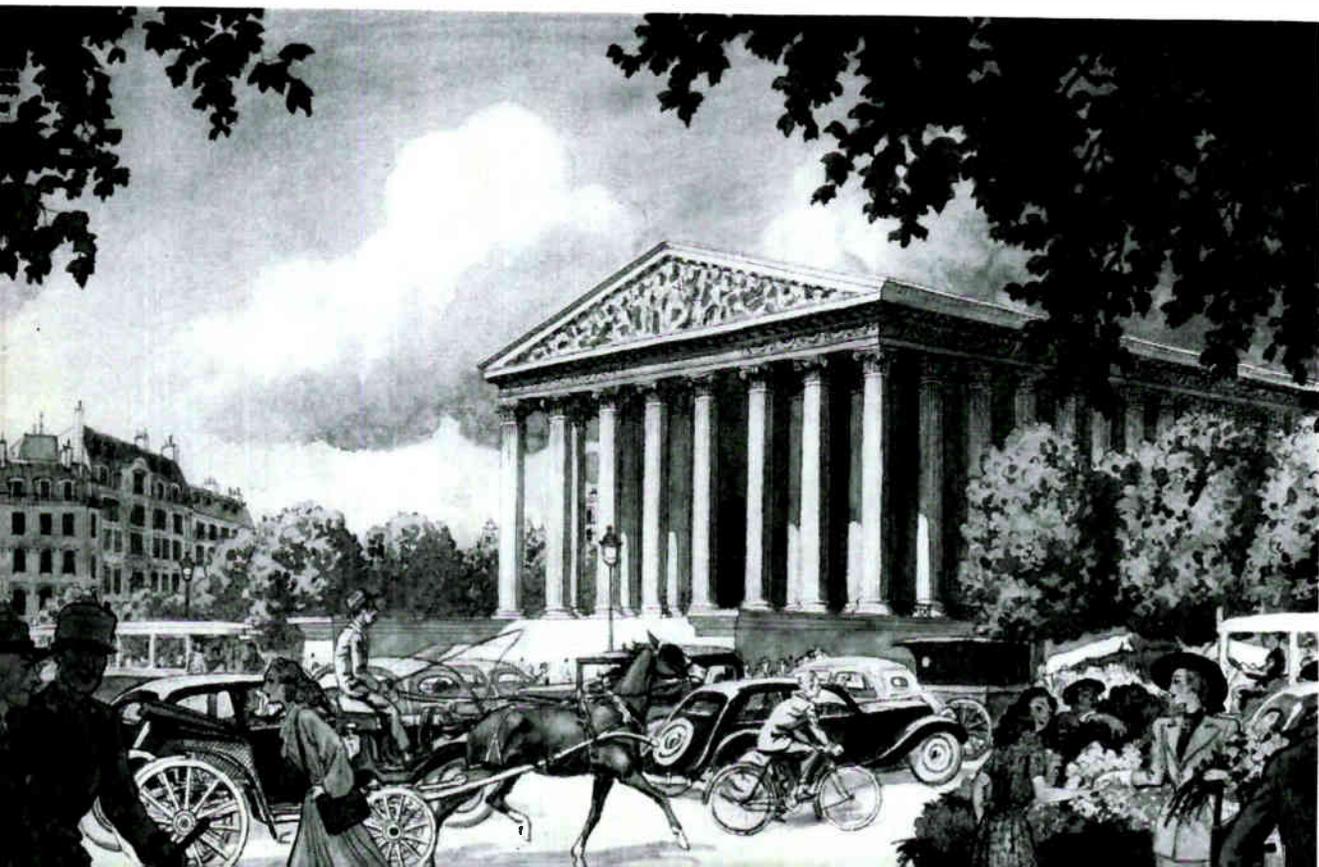
120

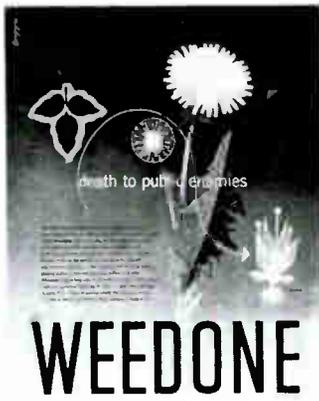
artist PIERRE BRISSAUD
art director KING RICH, ARTHUR DE BEBIAN
advertiser THE CHASE NATIONAL BANK
agency ALBERT FRANK-GUENTHER LAW, INC.

The Chase



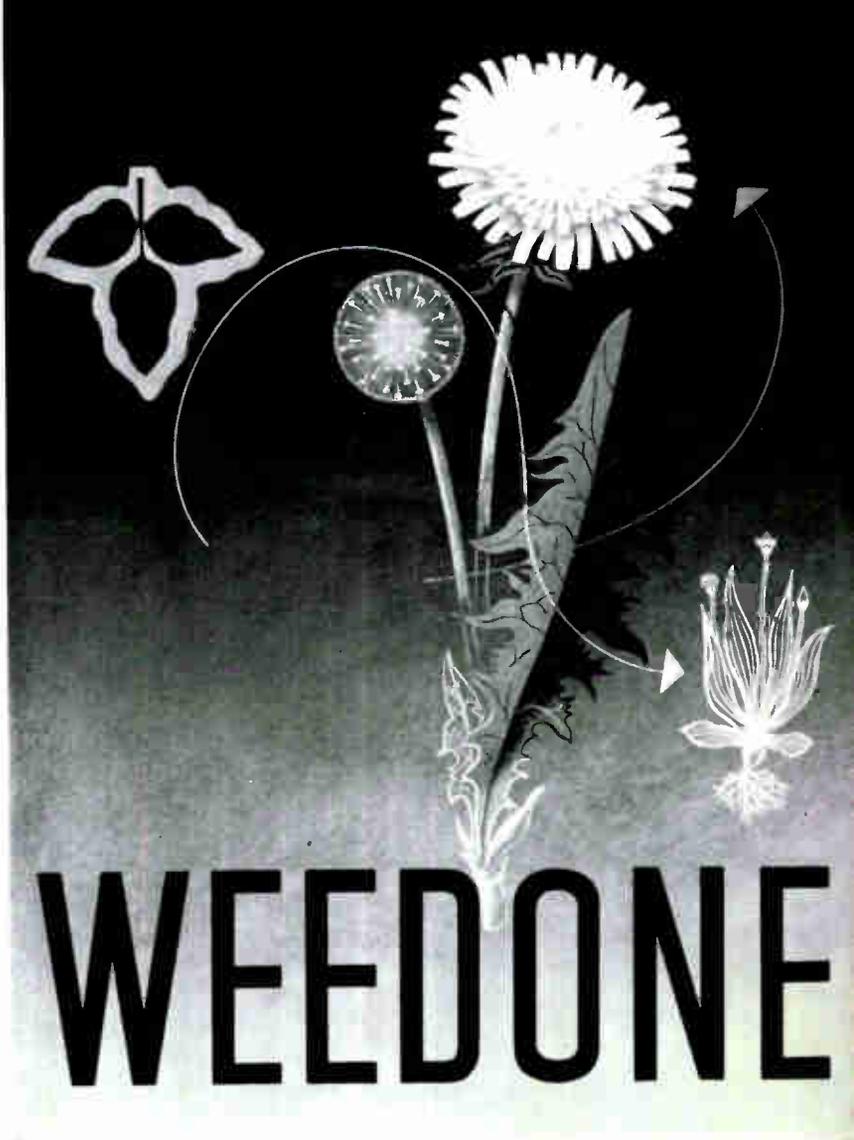
THE CHASE NATIONAL BANK





122

artist MATTHEW LEIBOWITZ
art director MATTHEW LEIBOWITZ
advertiser AMERICAN CHEMICAL PAINT CO.
agency GRAY & ROGERS



Minolta Lightbox

UpJohn

123

artist JOHN KOCH
art director GYO FUJIKAWA
advertiser THE UPJOHN COMPANY
agency WILLIAM DOUGLAS MCADAMS





127

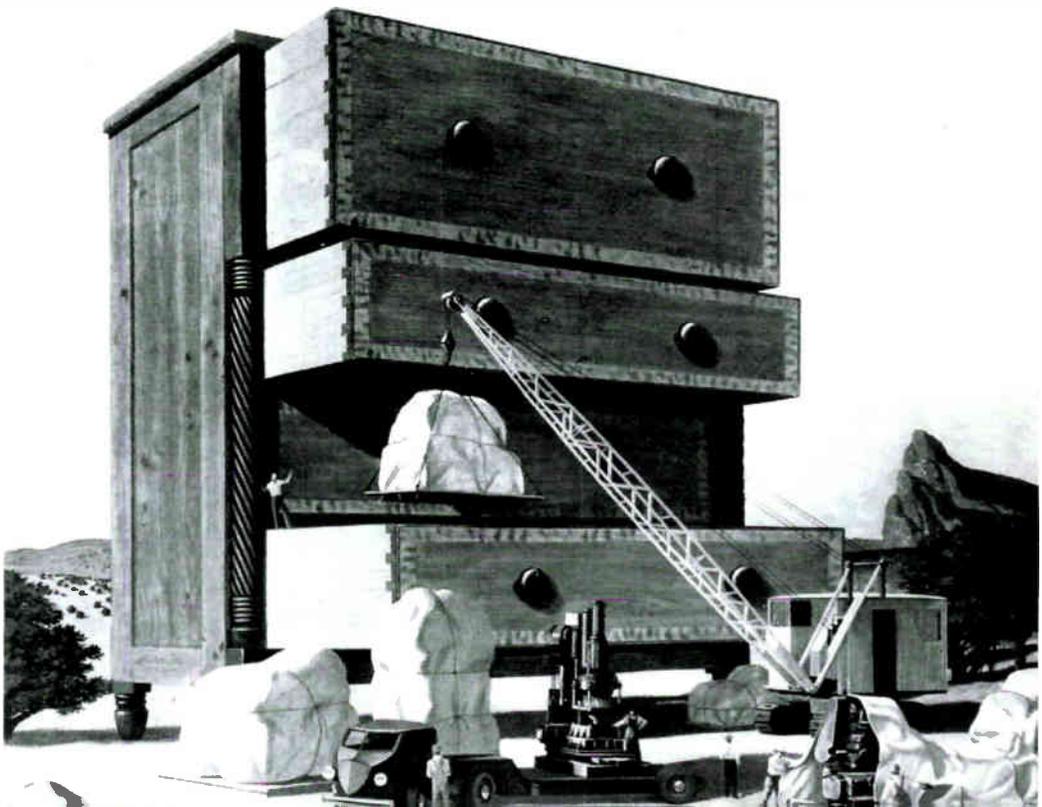
artist HARRY O. DIAMOND
 art director HARRY O. DIAMOND
 advertiser BACARDI IMPORTS, INC.
 agency RIDGWAY, FERRY & YOCUM, INC.

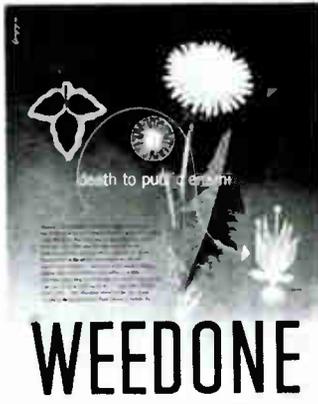


TWINER AND OLD ARSENIC

128

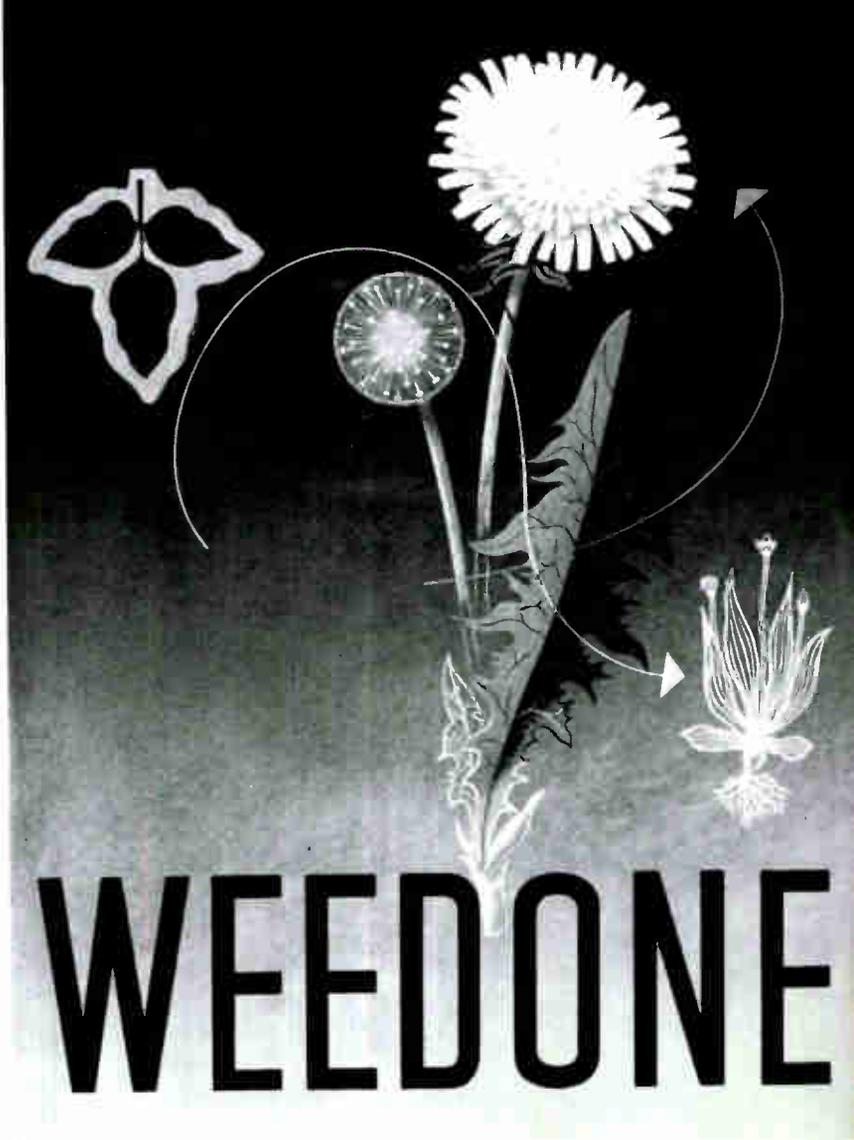
artist JOHN ATHERTON
 art director ARTHUR T. BLOMQUIST
 advertiser SHELL OIL CO., INC.
 agency J. WALTER THOMPSON COMPANY





122

artist MATTHEW LEIBOWITZ
 art director MATTHEW LEIBOWITZ
 advertiser AMERICAN CHEMICAL PAINT CO.
 agency GRAY & ROGERS



Waste Lightly



123

artist JOHN KOCH
 art director GYO FUJIKAWA
 advertiser THE UPJOHN COMPANY
 agency WILLIAM DOUGLAS MCADAMS



Men
working in men



124

artist ALEXANDER JAMES
art director GYO FUJIKAWA
advertiser THE UPJOHN COMPANY
agency WILLIAM DOUGLAS MCADAMS

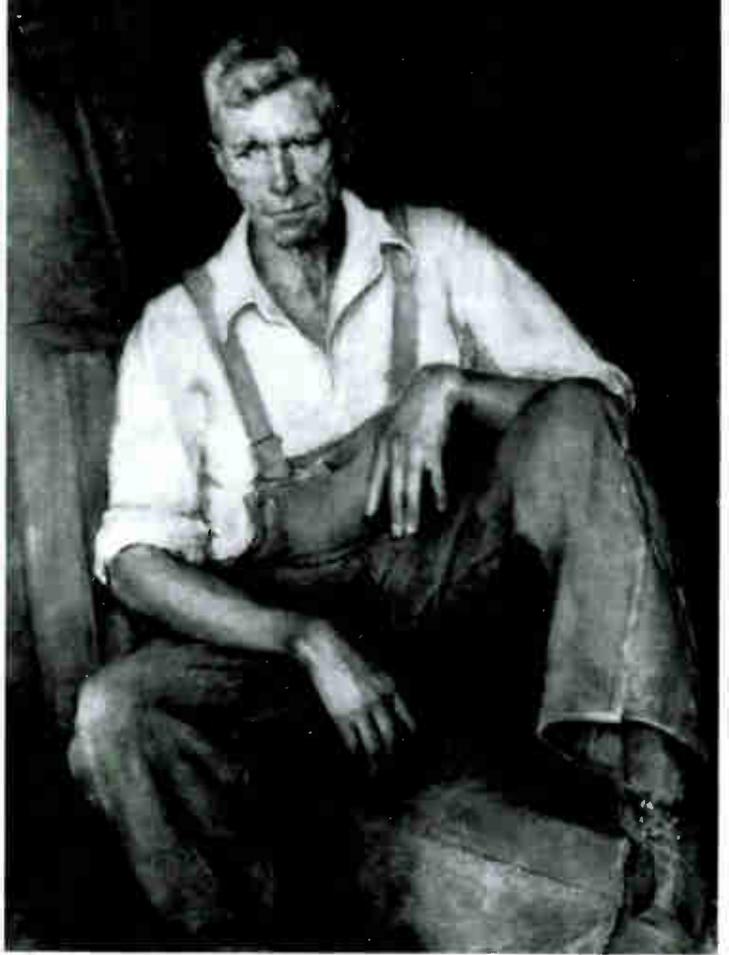


Out of the Lonely North



125

artist R. YORK WILSON, O. S. A.
art director J. E. GOLLIER
advertiser O'KEEFE'S BREWING CO., LTD.
agency MC KIM ADVERTISING LIMITED





126

artist MARCEL VERTÈS
art director TED SANDLER
advertiser PARFUMS SCHIAPARELLI
agency LENNEN & MITCHELL

Vertès



127

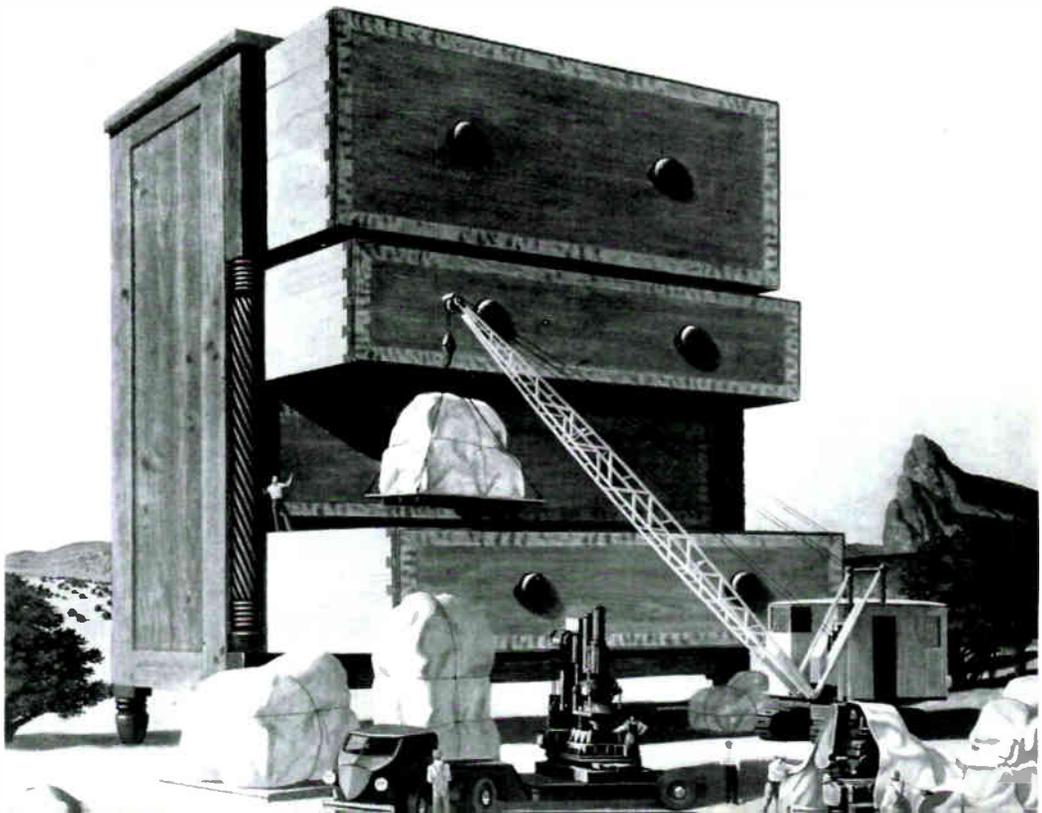
artist HARRY O. DIAMOND
 art director HARRY O. DIAMOND
 advertiser BACARDI IMPORTS, INC.
 agency RIDGWAY, FERRY & YOCUM, INC.

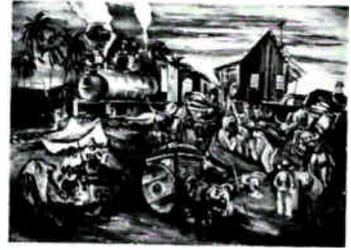


LAVENDER AND OLD ARSENIC

128

artist JOHN ATHERTON
 art director ARTHUR T. BLOMQUIST
 advertiser SHELL OIL CO., INC.
 agency J. WALTER THOMPSON COMPANY





Why the finest coffees
are grown under shade



You get "Shade-grow'n" Flavor in
Chase & Sanborn Coffee

129

artist DORIS ROSENTHAL
art director ARTHUR T. BLOMQUIST
advertiser STANDARD BRANDS, INC.
agency J. WALTER THOMPSON COMPANY

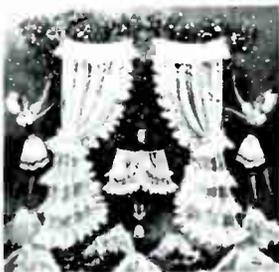
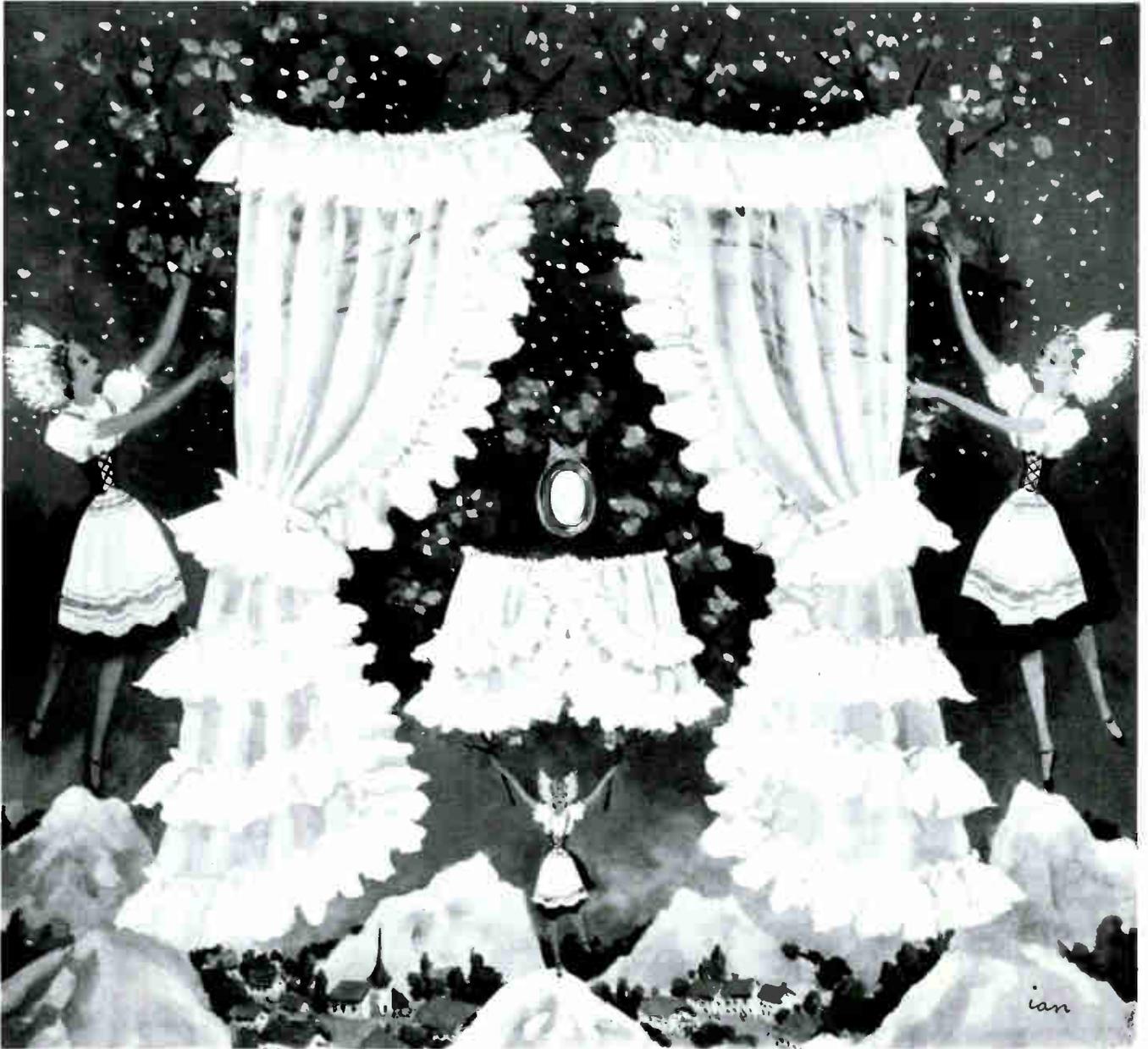


THIS ADVERTISEMENT APPEARS IN
THE JUNE 1935 ISSUE OF THE
MAGAZINE "Vogue" AND IS THE PROPERTY OF
J. D. TARCHER & CO., INC.

130

artist CARL ERICSON
art director BEVERLY GUSSIN
advertiser COTY
agency J. D. TARCHER & CO., INC.





Organdy—Snowy White and Light



TEXTRON

131

artist IAN CAMPBELL
art director ARTHUR T. BLONQUIST
advertiser TEXTRON, INC.
agency J. WALTER THOMPSON COMPANY



What John Ledyard discovered in Siberia's "icebox"

Having captured several of the animals which he had seen in the mountains of the "icebox," he was able to bring them back to the United States. He was the first to describe the "icebox" and its inhabitants. He was also the first to describe the "icebox" and its inhabitants. He was also the first to describe the "icebox" and its inhabitants.



132

artist ANDRÉ DURENCEAU
 art director CLIFF LOZELL
 advertiser THE TRAVELERS
 INSURANCE CO.
 agency YOUNG & RUBICAM



The fish with the built-in bifocals

The fish with the built-in bifocals is a unique species that has been discovered in the mountains of the "icebox." It has a distinctive shape and is shown in profile. The fish has a built-in bifocal lens that allows it to see both above and below the water's surface. This unique adaptation has made it a popular subject for artists and scientists alike.



133

artist ANDRÉ DURENCEAU
 art director CLIFF LOZELL
 advertiser THE TRAVELERS
 INSURANCE CO.
 agency YOUNG & RUBICAM



Shade is a "must" for
finest Coffee Flavor

Shade-grown coffee is the finest because it is grown in a cool, moist atmosphere where the coffee cherries ripen slowly and evenly. This gives the coffee a rich, full flavor and a smooth texture. Shade-grown coffee is the only coffee that is truly "mild" and "smooth".

You get Shade-grown Flavor in
Chase & Sanborn Coffee

134

artist LAWRENCE BEALL SMITH
art director ARTHUR T. BLOMQUIST
advertiser STANDARD BRANDS, INC.
agency J. WALTER THOMPSON COMPANY



Shade works a miracle
in this coffee flavor!

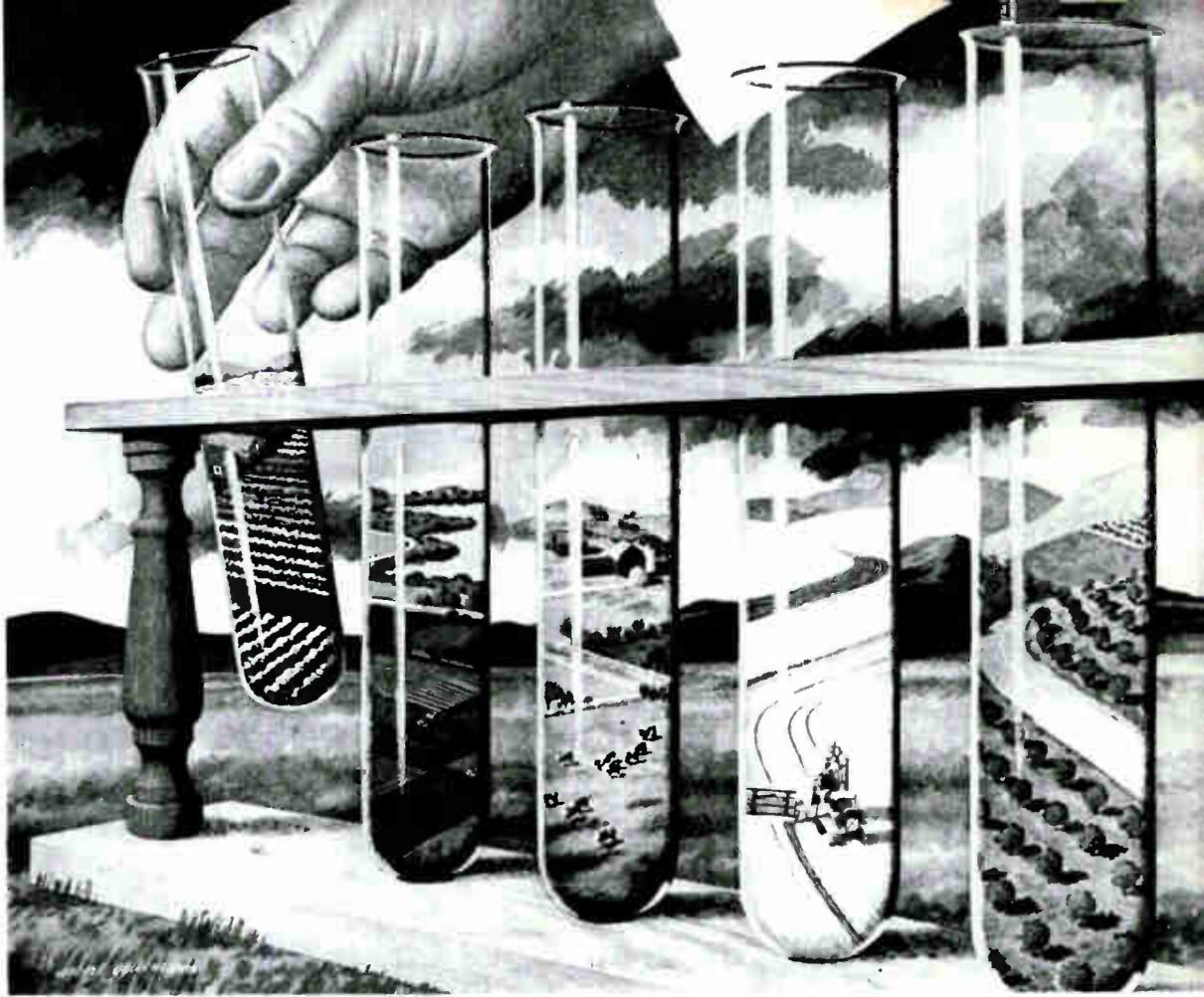


You get Shade-grown Flavor in
Chase & Sanborn Coffee

135

artist LEWIS DANIEL
art director ARTHUR T. BLOMQUIST
advertiser STANDARD BRANDS, INC.
agency J. WALTER THOMPSON
COMPANY





136

artist ROBERT GEISSMANN
art director PRESTON PHILHOWER
advertiser SHELL OIL COMPANY, INC.
agency J. WALTER THOMPSON COMPANY



ACRES TO PLANT IDEAS



104



The world's finest coffees
 are grown under shade.

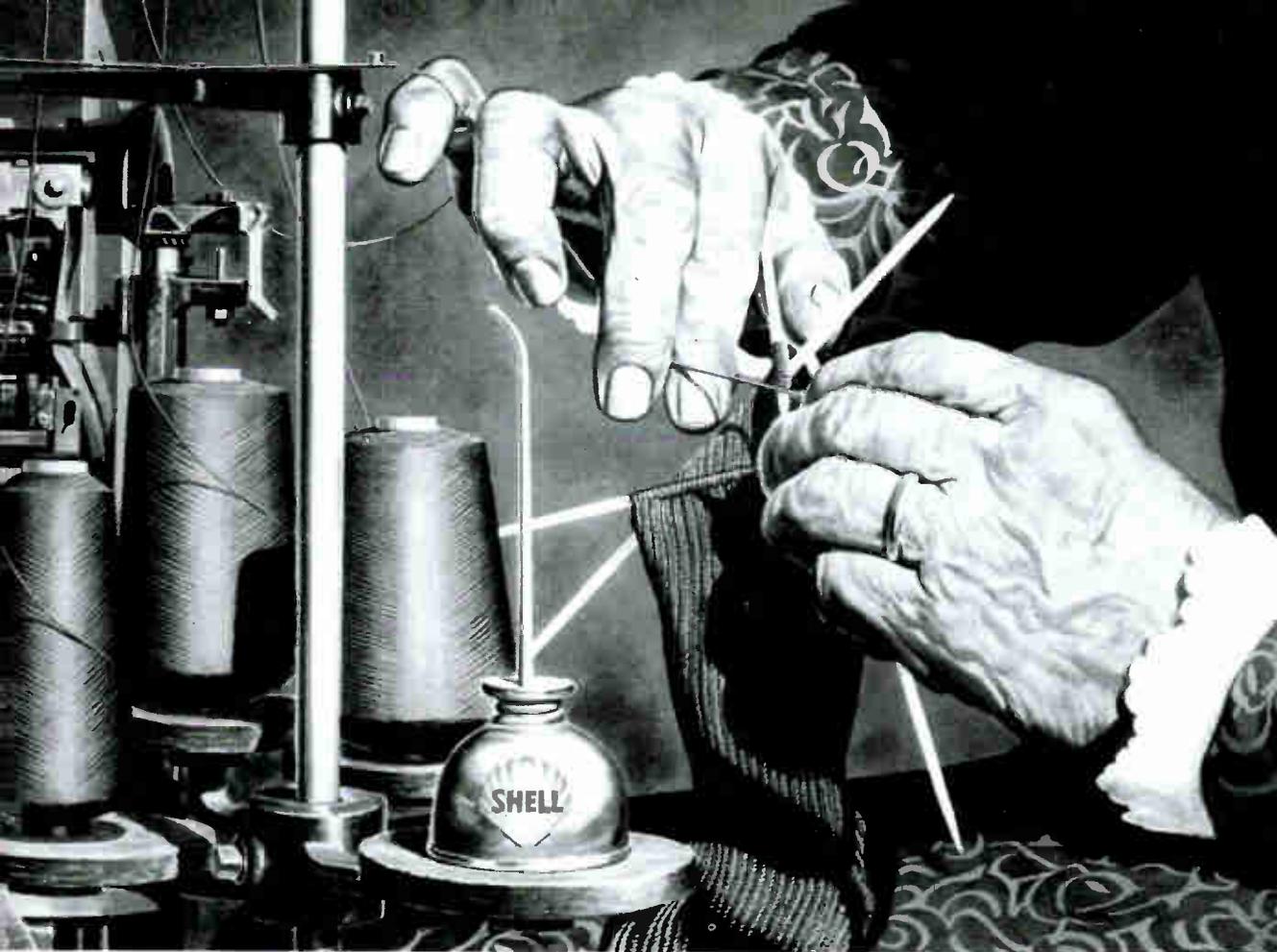


You get Shade-grown flavor
 in Chase & Sanborn Coffee

137

artist DORIS ROSENTHAL
art director ARTHUR T. BLOMQUIST
advertiser STANDARD BRANDS, INC.
agency J. WALTER THOMPSON
 COMPANY





138

artist WALTER RICHARDS
art director ADELAIDE STEVENS
advertiser SHELL OIL COMPANY, INC.
agency J. WALTER THOMPSON COMPANY

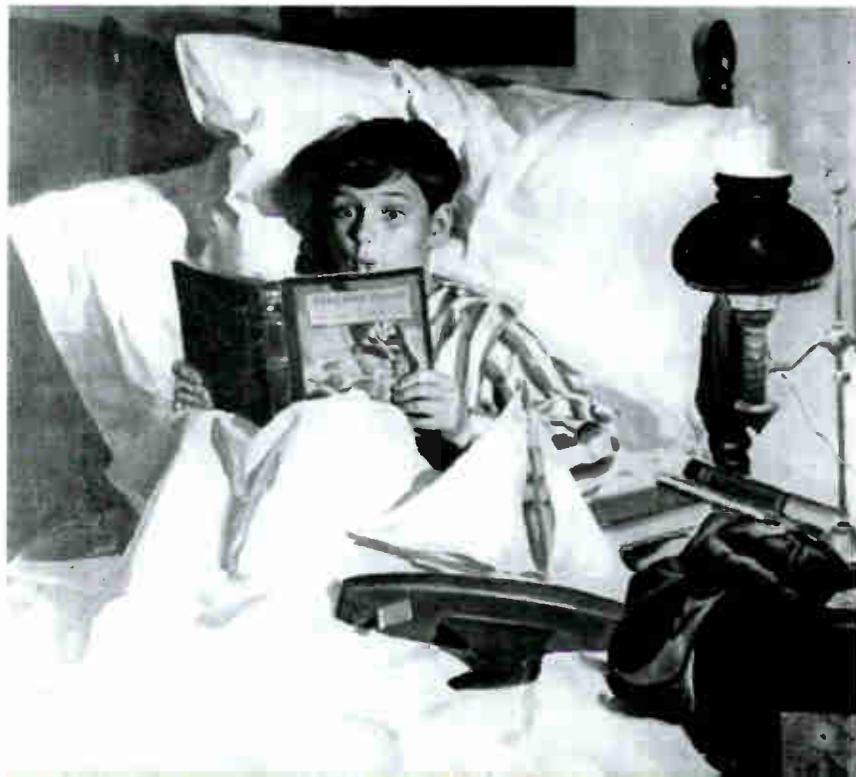


Oil for ballless cranks



139

artist MORTIMER WILSON
art director KURT JOSTEN
advertiser PACIFIC MILLS
agency WILLIAMS AND SAYLOR



Robes and Bedspreads

PACIFIC



140

artist JOHN GANNAM
art director KURT JOSTEN
advertiser PACIFIC MILLS
agency WILLIAMS AND SAYLOR





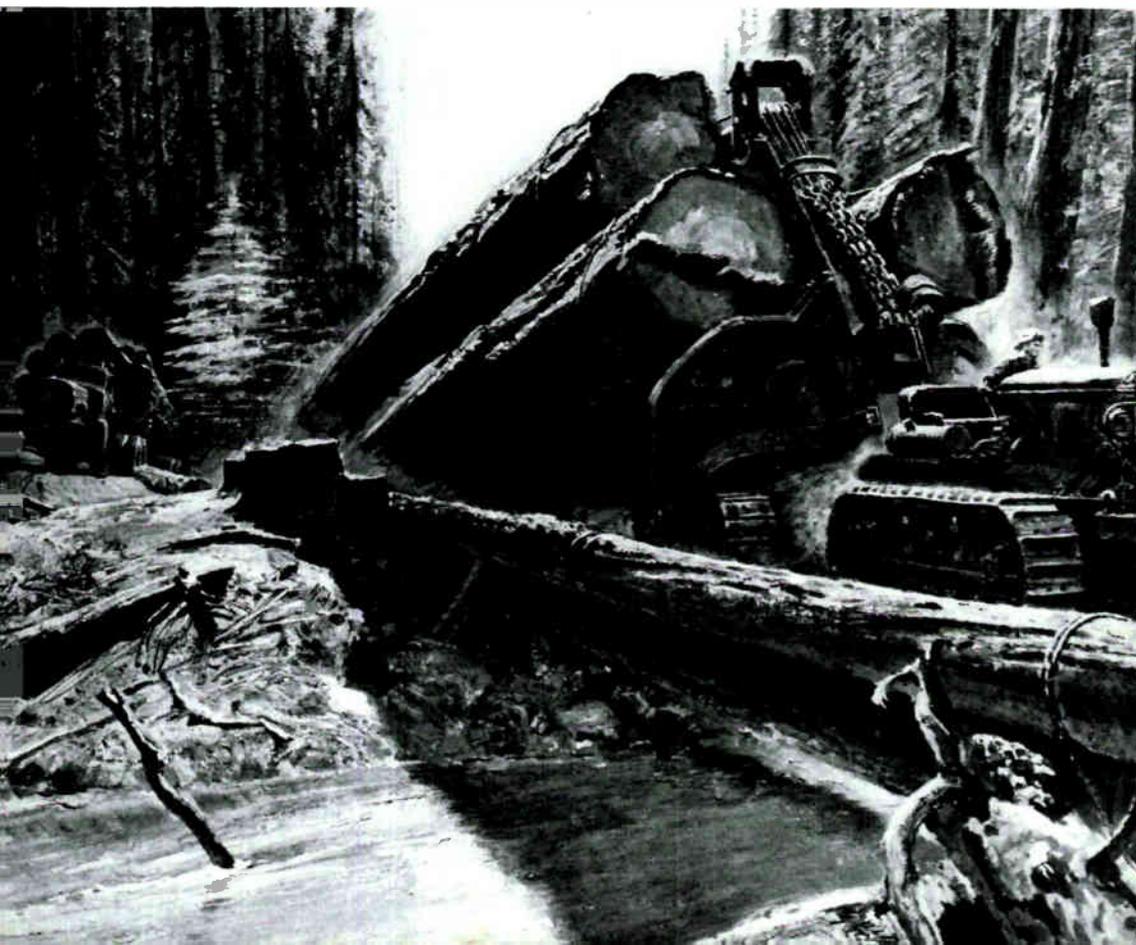
141

artist MELBOURNE BRINDLE
art director WALTER GLENN
advertiser PACKARD MOTORS
agency YOUNG & RUBICAM



142

artist PETER HELCK
art director E. LEROY PELLETIER
advertiser TIMKEN ROLLER BEARING CO.
agency ZIMMER & KELLER, INC.

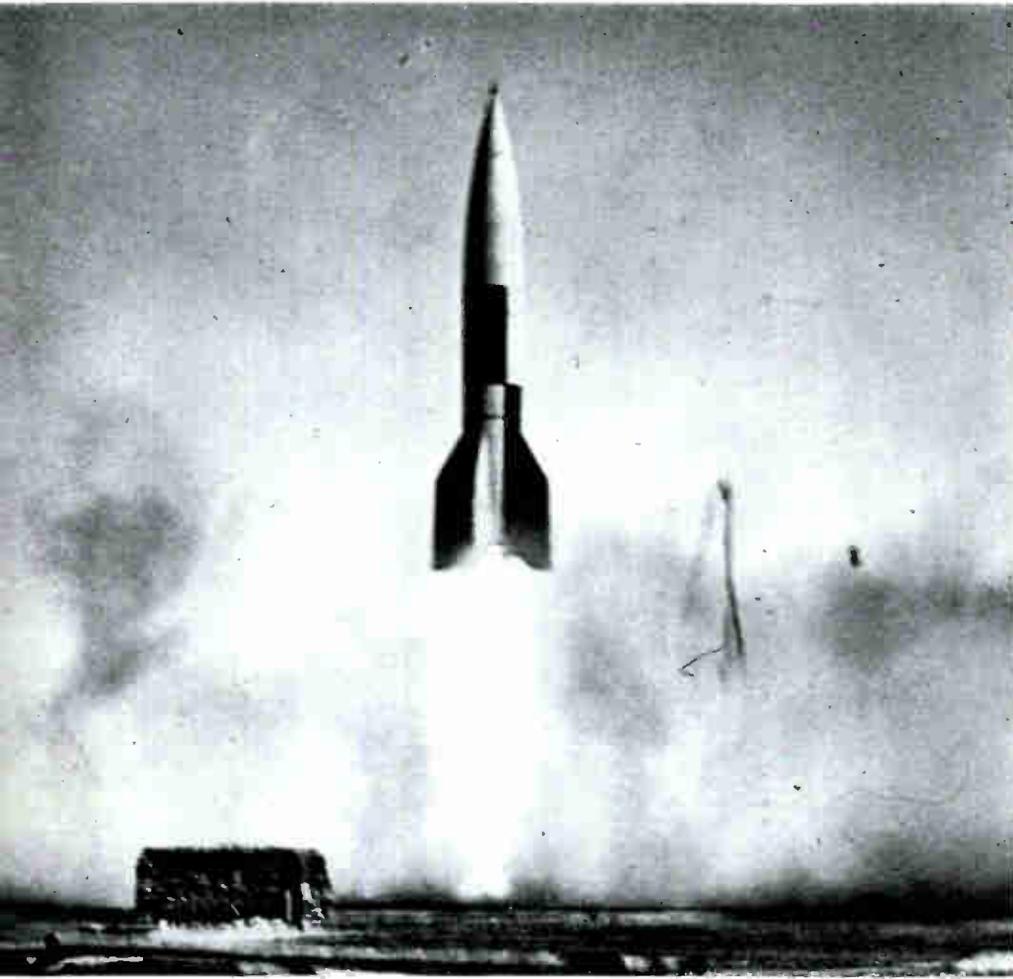




***ART DIRECTORS CLUB MEDAL**

143

artist GJON MILI
art director WALTER REINSEL
advertiser FARNSWORTH TELEVISION & RADIO CORP.
agency N. W. AYER & SON, INC.



144

artist E. P. LORD
art director WILLIAM WOOD
advertiser U. S. ARMY RECRUITING SERVICE
agency N. W. AYER & SON, INC.



How high is up?



145

artist U. S. ARMY AIR FORCES
art director WILLIAM WOOD
advertiser U. S. ARMY RECRUITING SERVICE
agency N. W. AYER & SON, INC.



Speed is a four-pipe... by Army Air force standards

146

artist RUZZIE GREEN
art director ROBERT D. DOHN
advertiser PEPSODENT CO. DIV., LEVER BROS.
agency FOOTE, CONE & BELDING





148

artist LOUISE DAHL WOLFE
 art director ARTHUR P. WEISER
 advertiser SCITNEFEL BROS. CORP.
 agency GREY ADVERTISING AGENCY, INC.



147

artist CHAS. F. KUONI
 art director JOHN B. BREUNIG
 advertiser TREET
 agency FOOTE, CONE & BELDING

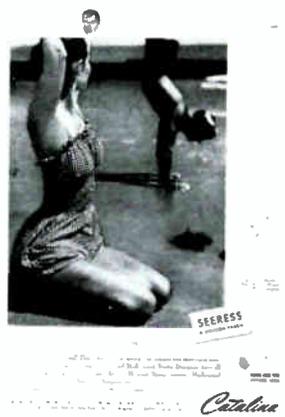
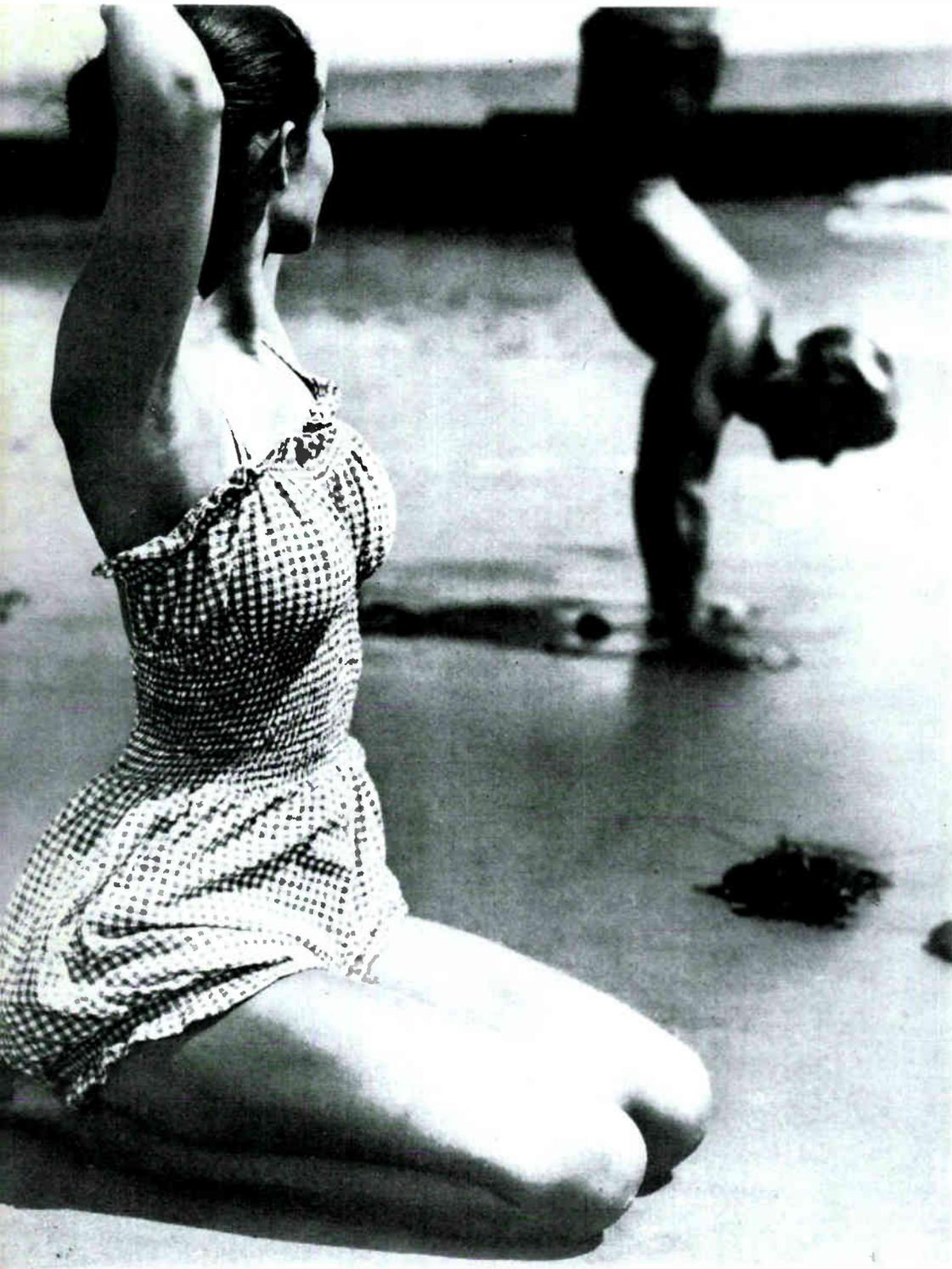




149

artist JOHN RAWLINGS
art director EDWARD ROSTOCK, MAX STOLLER
advertiser DUPLEX FABRICS CORP.
agency IRVING SERWER ADVERTISING INC.





150

artist JOHN ENGSTEAD
art director J. E. KOPP
advertiser CATALINA, INC.
agency HILLMAN-SHANE



151

artist LOUISE DAHL WOLFE
art director ARTHUR T. BLOMQUIST
advertiser SCOTT PAPER COMPANY
agency J. WALTER THOMPSON CO.



152

artist H. L. WILLIAMS
 art director EDMUND J. SMITH
 advertiser ATLANTIS SALES CORPORATION
 agency J. WALTER THOMPSON CO.



153

artist HARRY WATTS
 art director W. B. JOHNSTONE
 advertiser JOHN JELKE
 agency YOUNG & RUBICAM



SAKS FIFTH AVENUE

154

artist GJON MILI
art director JUKE GOODMAN
advertiser SAKS FIFTH AVENUE

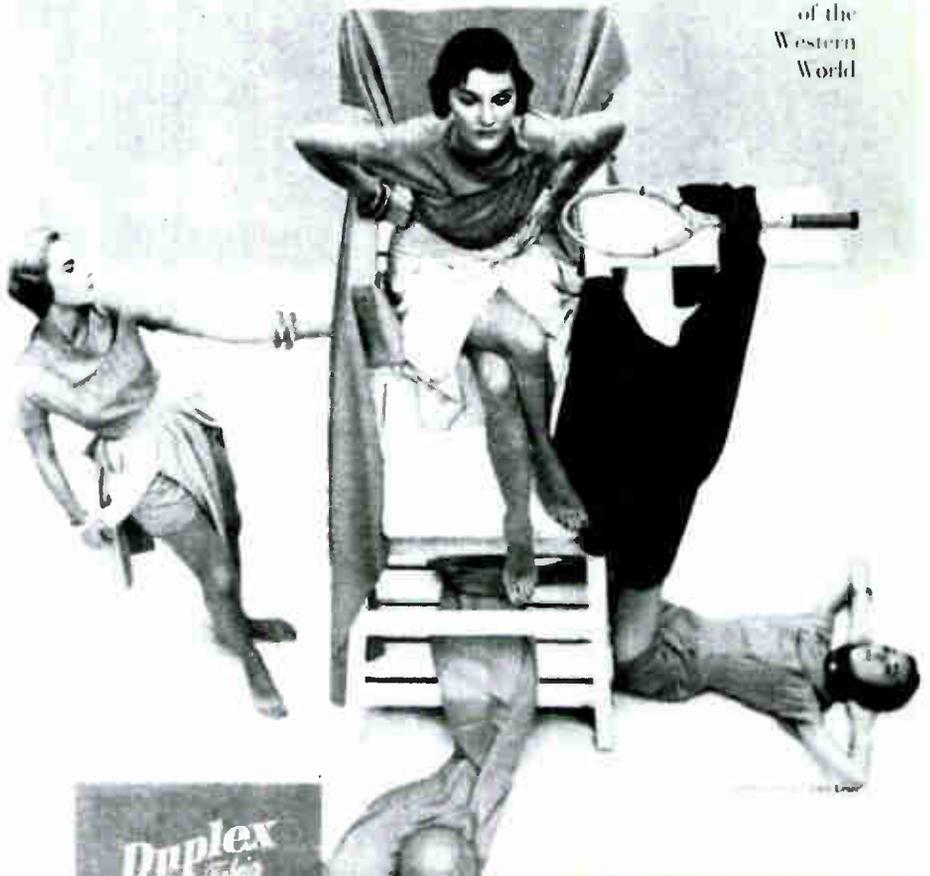
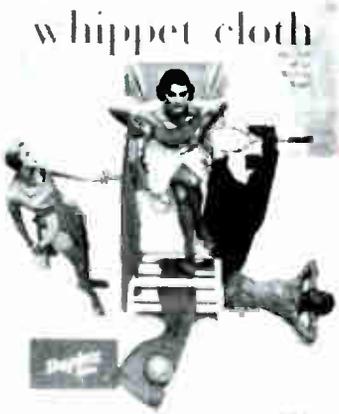


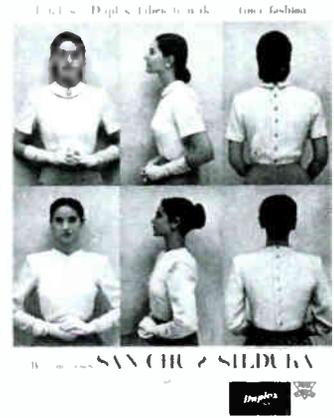
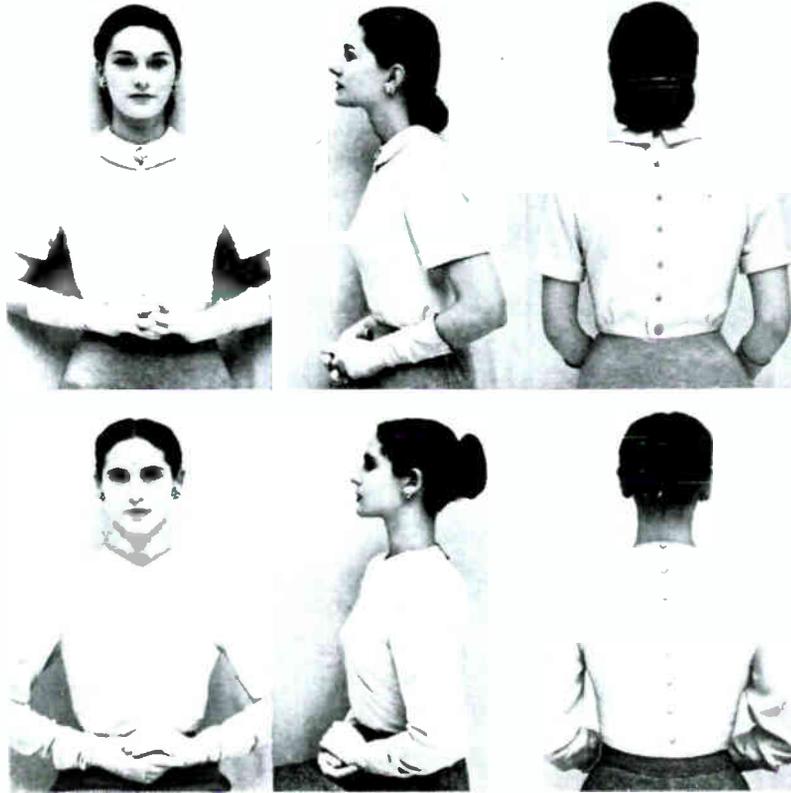
155

artist JOHN RAWLINGS
art director MAX STOLLER, DORA T. MCNEIL
advertiser DUPLEX FABRICS CORP.
agency IRVING SERWER ADVERTISING INC.

whippet cloth

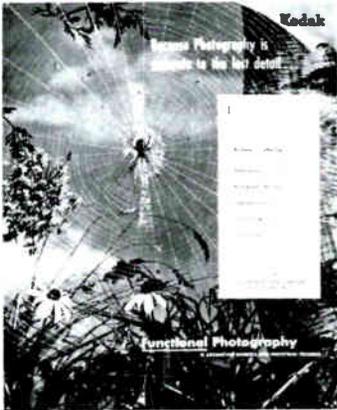
playcloth
of the
Western
World





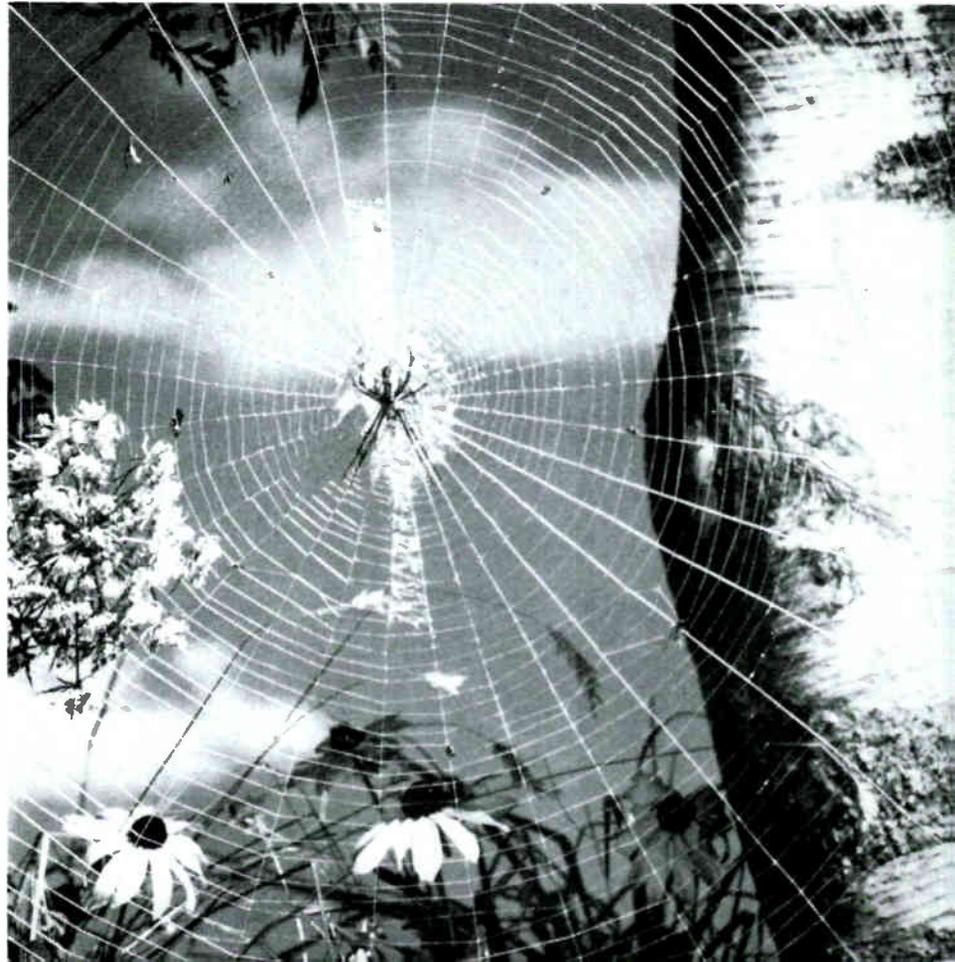
156

artist JOHN RAWLINGS
 art director EDWARD ROSTOCK
 advertiser DUPLEX FABRICS CORPORATION
 agency IRVING SERWER ADVERTISING INC.



157

artist HENRY BLUESTONE
 art director JOHN COOK
 advertiser EASTMAN KODAK COMPANY
 agency J. WALTER THOMPSON CO.

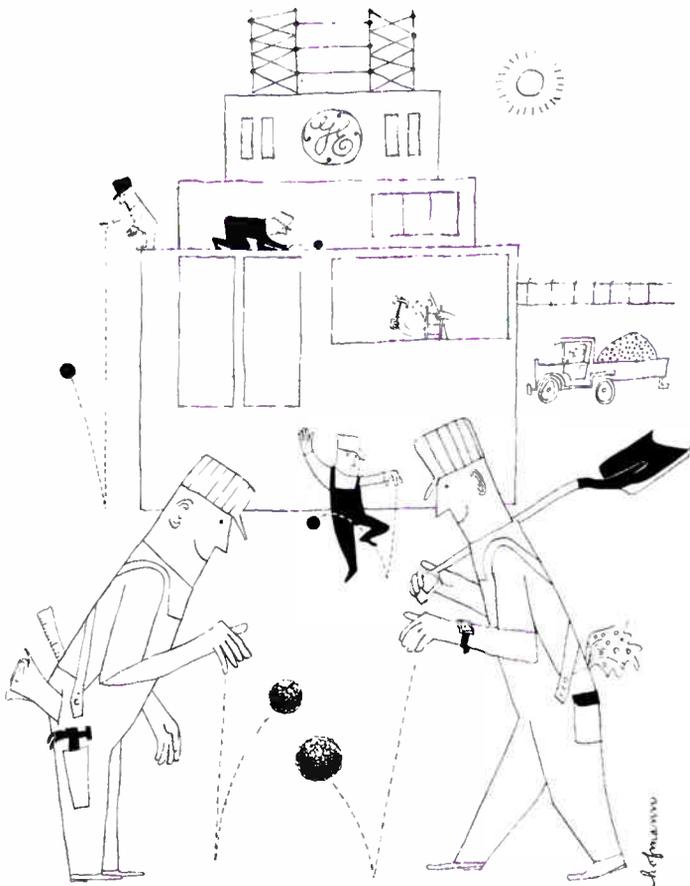


158

artist THOMAS BENTON
 art director CHARLES FALDI
 advertiser MAXWELL HOUSE COFFEE
 agency BENTON & BOWLES, INC.



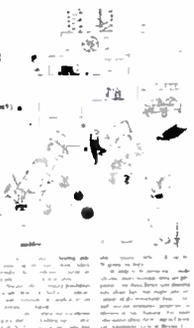
and it's Maxwell House wherever you go



We've got some
**BOUNCING
 PUTTY**

(But what can we do with it?)

But what can we do with it? The answer is, of course, anything you want to do with it. Bouncing putty is a new material that is soft and pliable, yet it can be made to bounce like a ball or to hold its shape like a putty. It is made of a special kind of plastic that is called silicone. It is a new material that is soft and pliable, yet it can be made to bounce like a ball or to hold its shape like a putty. It is made of a special kind of plastic that is called silicone.



YOU'LL BE HEARD OF A LOT ABOUT
SILICONES GENERAL ELECTRIC

159

artist VIRGINIA HOFFMANN
 art director RALPH SEBERHAGEN
 advertiser GENERAL ELECTRIC COMPANY
 agency BENTON & BOWLES, INC.



☆AWARD FOR DISTINCTIVE MERIT

160

artist BEN STAHL
art director DANIEL KEEFE
advertiser JOHN HANCOCK MUTUAL LIFE INSURANCE CO.
agency MCCANN-ERICKSON, INC.

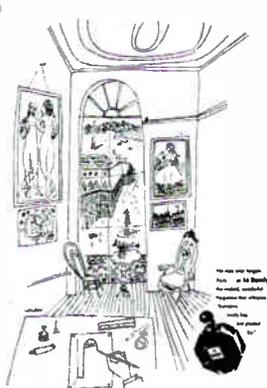
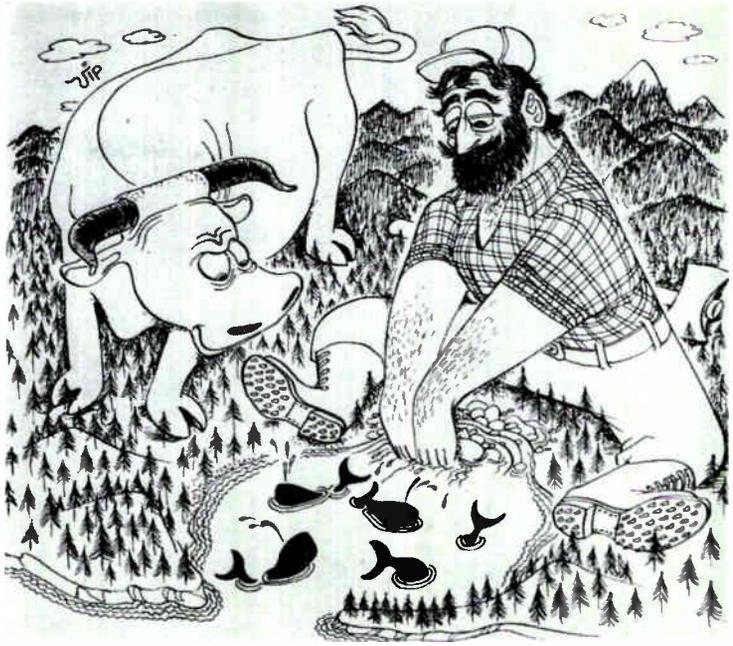
161
 artist VIRGIL PARTCH
 art director LINK MALMQUIST
 advertiser SOUTHERN PACIFIC COMPANY
 agency FOOTE, CONE & BELDING

Oregon

On the Oregon coast, where the mountains are
 breathing and the sea is blue, you'll find the finest
 of everything Oregon has to offer. From the
 rugged mountains to the sandy beaches, from the
 quiet forests to the bustling cities, Oregon has
 it all. And the best of it is just getting started.
 From the high mountains to the sandy beaches,
 from the quiet forests to the bustling cities, Oregon
 has it all. And the best of it is just getting started.
 From the high mountains to the sandy beaches,
 from the quiet forests to the bustling cities, Oregon
 has it all. And the best of it is just getting started.



On the Oregon coast, where the mountains are
 breathing and the sea is blue, you'll find the finest
 of everything Oregon has to offer. From the
 rugged mountains to the sandy beaches, from the
 quiet forests to the bustling cities, Oregon has
 it all. And the best of it is just getting started.
 From the high mountains to the sandy beaches,
 from the quiet forests to the bustling cities, Oregon
 has it all. And the best of it is just getting started.



D'ORSAY

162
 artist SAUL STEINBERG
 art director RICHARD S. ACKERMAN
 advertiser D'ORSAY SALES CO.
 agency MORTON FREUND ADV., INC.





163

artist FREDERIC VARADY
art director HERBERT PAULEN
advertiser A. HOLLANDER & SON, INC.
agency GREY ADVERTISING AGENCY, INC.



Hollander Furs



169

artist ROBERT FAWCETT
 art director DANIEL KEEFE
 advertiser THE BARRETT DIVISION OF ALLIED
 CHEMICAL & DYE CORP.
 agency MCCANN-ERICKSON, INC.

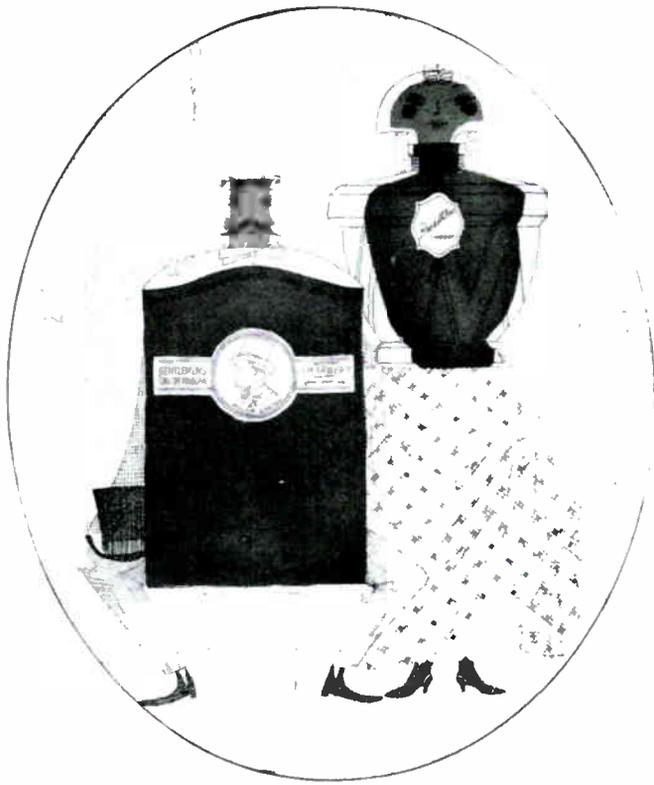


Is my mother in there?

... makes the list of
SAKS FIFTH AVENUE at *Empire State Bldg.*

170

artist MISS BURMAH BURRIS
 art director JUKE GOODMAN
 advertiser SAKS FIFTH AVENUE



Garbert says...

IT'S A TAMPON AFFAIR

Advertisement for Tampax tampons, featuring a woman in a patterned dress and a bottle of perfume.

173

artist JAN BALET
art director WILLIAM N. RONIN
advertiser FRANKLIN SIMON

174

artist LEO DINK SIEGEL
art director WALLACE W. ELTON
advertiser RADIO CORPORATION OF AMERICA
agency J. WALTER THOMPSON COMPANY



It's Cole Porter!
It's by Dave Rose!





I'm feathering somebody else's nest!



• Cannon Mills, States

175

artist ROBERT HARRIS
art director HARLOW ROCKWELL
advertiser CANNON MILLS, INC.
agency YOUNG & RUBICAM, INC.



176

artist HARRY A. DEVLIN
art director WALLACE W. ELTON
advertiser PAN AMERICAN WORLD AIRWAYS
agency J. WALTER THOMPSON COMPANY





Gilbert Bundy



177

artist
art director
advertiser
agency

GILBERT BUNDY
CARL HARRIS
CLUETT PEABODY, SANFORIZED DIV.
YOUNG & RUBICAM, INC.



Marionette kept with an Elgin



When you say you're Elgin



178

artist BEN STAHL
art director FREDERICK W. BOULTON
advertiser ELGIN NATIONAL WATCH COMPANY
agency J. WALTER THOMPSON COMPANY

179

artist BEN STAHL
art director FREDERICK W. BOULTON
advertiser ELGIN NATIONAL WATCH COMPANY
agency J. WALTER THOMPSON COMPANY





PHILOSOPHER OF THE ICEBERG LINE

180

artist JOSEPH BREITENBACH
art director LEONARD LIONNI
advertiser FORTUNE
agency N. W. AYER & SON, INC.



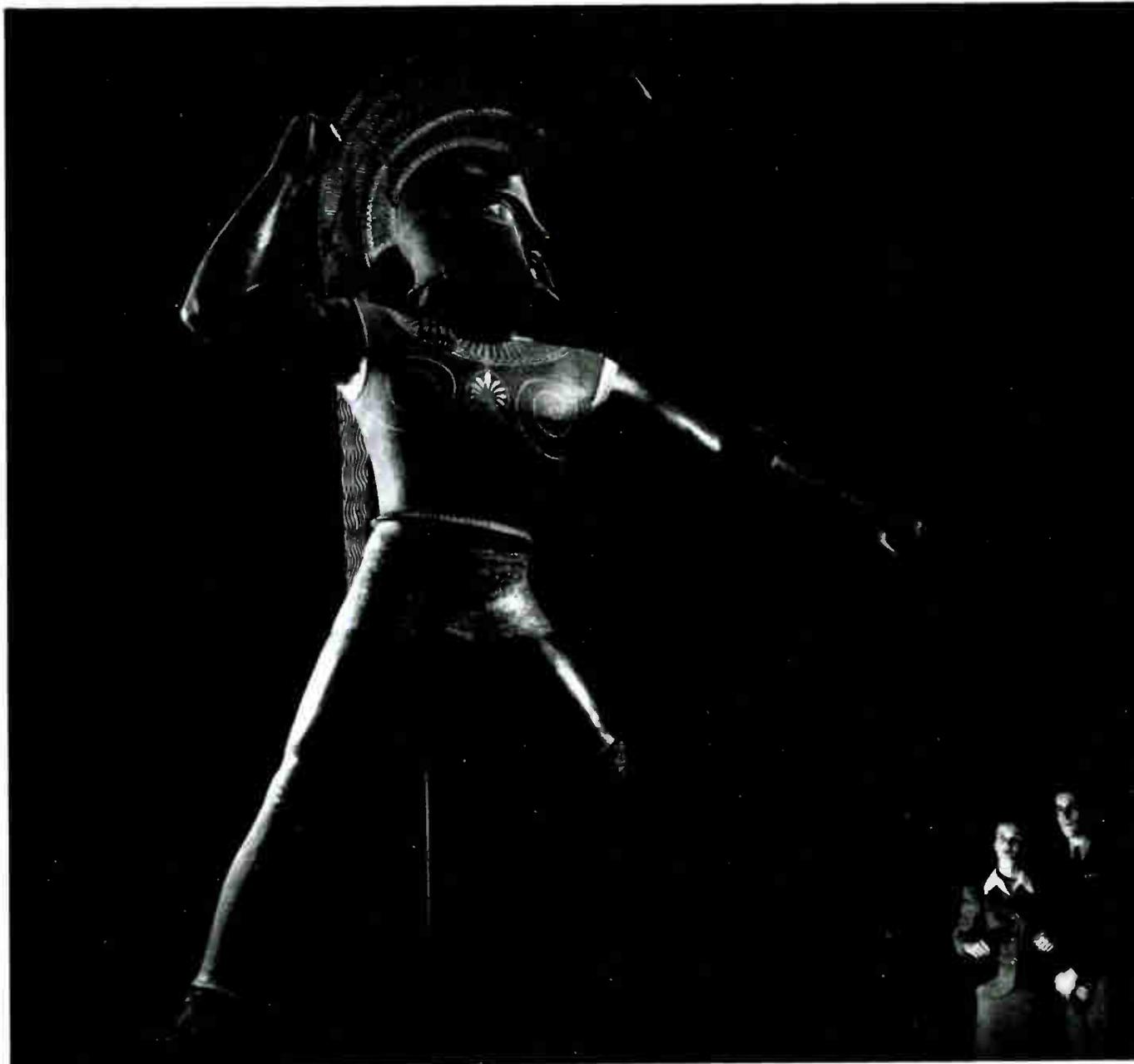
181

artist JOHN VACHON
art director PAUL DARROW
advertiser NATIONAL DAIRY PRODUCTS CORP.
agency N. W. AYER & SON, INC.



What makes babies sick?

What makes babies sick? The answer is simple. It's germs. Germs that get into a baby's system through the mouth or nose. These germs can cause a variety of illnesses, from a simple cold to a serious infection. The best way to protect your baby is to keep them away from germs. This means avoiding crowded places, people who are sick, and unclean surfaces. It also means making sure your baby's hands are always clean. The National Dairy Products Company has a special formula that helps protect your baby from germs. It's called Baby's Own Formula. It's the only formula that's specially designed for babies. It's the only formula that's easy to digest. It's the only formula that's rich in vitamins and minerals. It's the only formula that's made from the finest ingredients. It's the only formula that's guaranteed to keep your baby healthy and happy. For more information, contact your local National Dairy Products Company representative.



182

artist CHARLES HUMELL
art director WILLIAM GOLDEN
advertiser COLUMBIA BROADCASTING SYSTEM



"the time has come... to do something else"

Columbia Broadcasting System
CBS



186

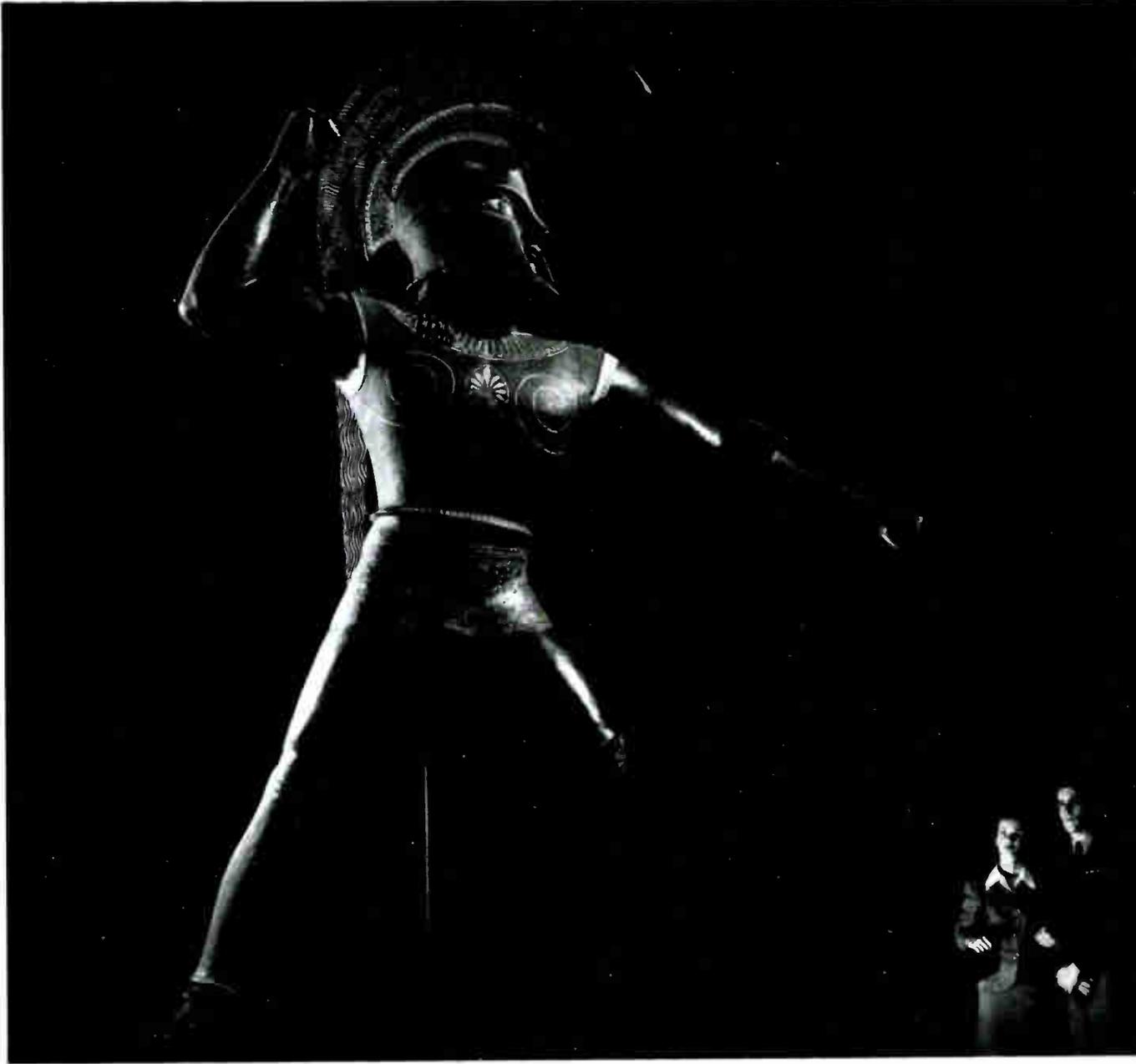
artist HORST
art director MURIEL JOHNSTONE, VIRGINIA THOREN
advertiser I. MAGNIN & CO.
agency THE ALBERT WOODLEY CO.

I. Magnin



Come visit a real
shopping experience
with plenty
of new styles
and a "look at"
Bangor Selection
for you

SAKS FIFTH AVENUE

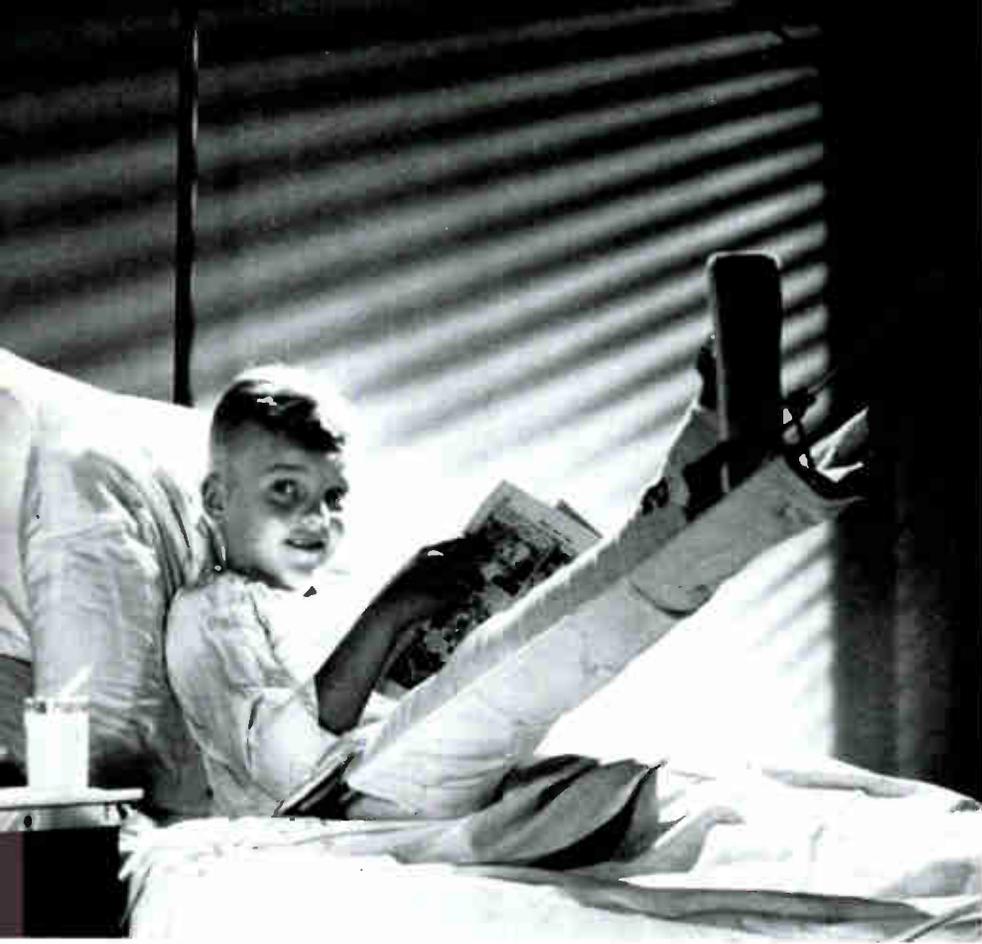


182

artist CHARLES HUMELL
art director WILLIAM GOLDEN
advertiser COLUMBIA BROADCASTING SYSTEM



the time has come... to do something else



What does YOB get to smile about, son?
FRIGIDAIRE DIV. GENERAL MOTORS CORP.

183

artist STEPHEN HEISER
art director DAVID W. LOCKWOOD
advertiser FRIGIDAIRE DIV. GENERAL MOTORS CORP.
agency FOOTE, CONE & BELDING



184

artist FERNAND FONSSAGRIVES
art director DANIEL DE KOVEN
advertiser SUN-SURF MODES
agency HIRSHON-GARFIELD





★AWARD FOR DISTINCTIVE MERIT

185

artist VALENTINO SARRA
art director EDMOND WITALIS
advertiser U. S. CAMERA ANNUAL (courtesy of
COSMOPOLITAN MAGAZINE)





186

artist HORST
art director MURIEL JOHNSTONE, VIRGINIA THOREN
advertiser I. MAGNIN & CO.
agency THE ALBERT WOODLEY CO.

I. Magnin's



Gracie makes a real
statement in her
newly designed
suits - simple, subtle
and a little different.
Saks Fifth Avenue
1939-1940

Saks FIFTH AVENUE



187
artist MISS KAY BELL
art director JUKE GOODMAN
advertiser SAKS FIFTH AVENUE





188

artist HORST
art director MURIEL JOHNSTONE, VIRGINIA THOREN
advertiser I. MAGNIN & CO.
agency THE ALBERT WOODLEY CO.



189

artist HORST
art director MURIEL JOHNSTONE, VIRGINIA THOREN
advertiser I. MAGNIN & CO.
agency THE ALBERT WOODLEY CO.



5.

newspaper
advertising art

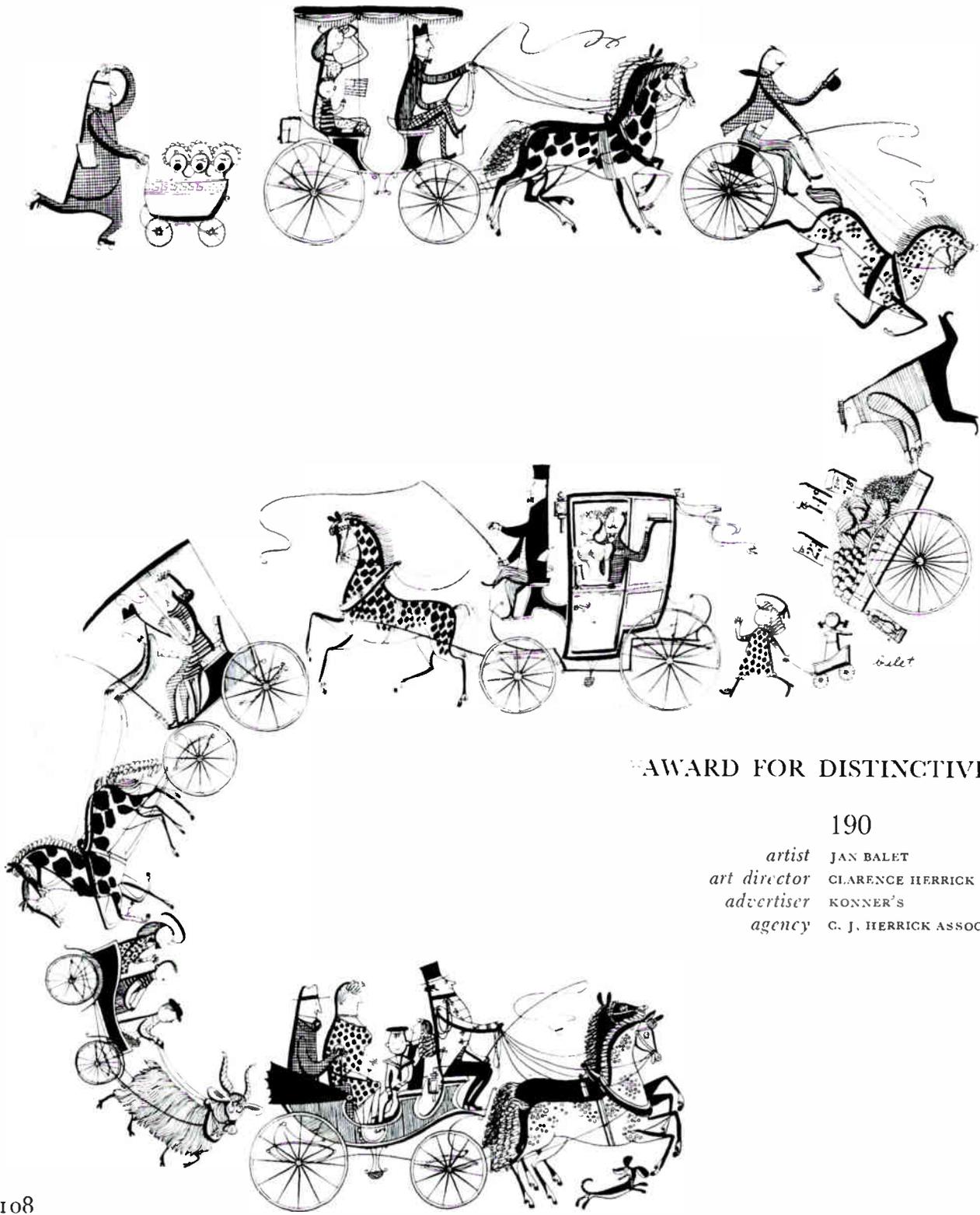
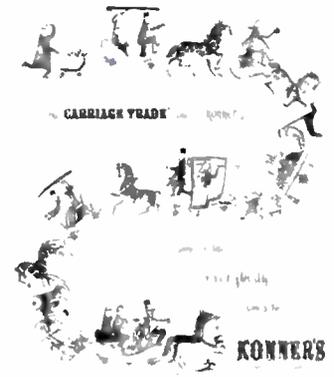
black

and white

drawing

or

painting



AWARD FOR DISTINCTIVE MERIT

190

artist JAN BALET
art director CLARENCE HERRICK
advertiser KONNERS'S
agency C. J. HERRICK ASSOCIATES



eager beaver...

...knocks himself out, working like a beaver
 BROKERS knower hard they work getting business, beaver
 need knock themselves out placing it. They supply us
 North America's such-suffer and working for profits all
 all lines of Fire, Casualty, Ocean, Inland or Bonding. For
 truly complete protection which fits the rest.

**INSURANCE COMPANY OF
 NORTH AMERICA
 COMPANIES**
 55 JOHN STREET, NEW YORK

MEMBERSHIP COMPANY IN NEW YORK STATE. MEMBER OF NATIONAL ASSOCIATION OF NORTH AMERICAN
 INSURANCE COMPANIES AND MUTUAL SAVINGS SOCIETIES. THE NATIONAL ASSOCIATION OF INSURANCE

191
 artist EDWARD GRESSLEY
 art director DEANE U'PTEGROVE
 advertiser INSURANCE COMPANY OF
 NORTH AMERICA
 agency ALLEY & RICHARDS, INC.

Jingle all the way... Have a Coca-Cola

..friendly refreshment is always in season

Fun and tenderness can laugh at weather. For the glow of comradeship
 waits any occasion. In such a setting the genial invitation. Have a
 Coke tops off the proceedings with the pause that refreshes. Ice-cold
 Coca-Cola always adds life and sparkle, makes any good time better.

ARTIST: WALTER DORRANCE OF THE COCA-COLA COMPANY BY
 SPRINGFIELD COCA-COLA BOTTLING COMPANY

192
 artist WAYNE HALL
 art director PAUL SMITH
 advertiser THE COCA-COLA COMPANY
 agency D'ARCY ADVERTISING
 COMPANY



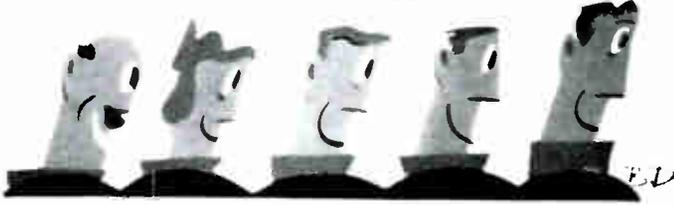
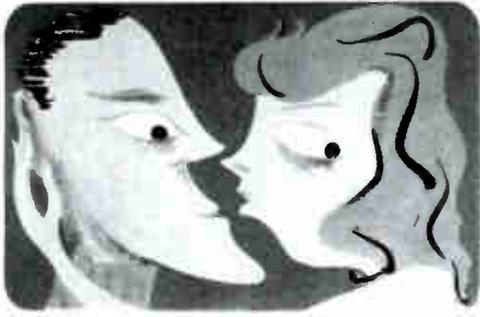
CARDS THAT SAY *Merry Christmas*
 IN A MAN'S WAY

Beautiful Hallmark Cards that portray famous
 Game Bird paintings in full color. Cards that will
 please any man... cards for every man to send.
 See them now.

DEALER'S NAME

193
 artist HOWARD MUELLER
 art director MARTIN MCKREIN
 advertiser HALL BROS.
 agency FOOTE, CONE & BELDING



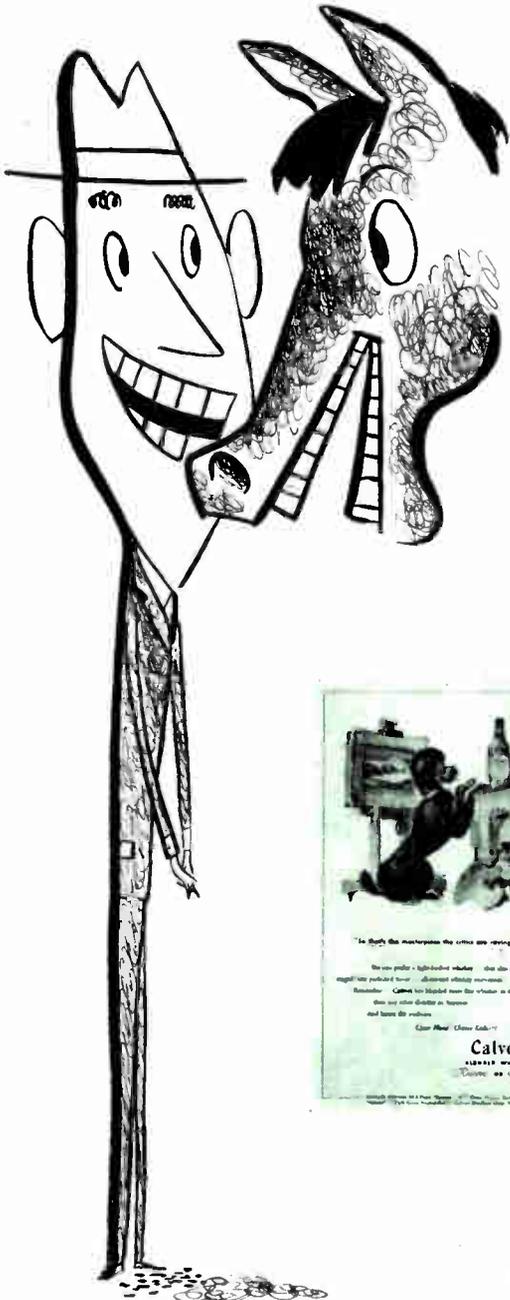


LOOK ...
it's an
Ohrbach
out!

Ohrbach's

194

artist BILL DOVE
art director ROBERT VAROL
advertiser OHRBACH'S
agency GREY ADVERTISING AGENCY, INC.



195

artist WILLIAM RIENECKE
art director WILLIAM RIENECKE
advertiser MANHATTAN SHIRT CO.
agency KENYON & ECKHARDT, INC.



196

artist ROBERT LOUGHEED
art director SANFORD E. GERARD, SHEPARD
SHERIDAN
advertiser CALVERT DISTILLERS CORP.
agency LENNEN & MITCHELL INC.





197

artist CHARLES LASALLE
 art director JOHN DENERO
 advertiser CARSTAIRS BROS. DISTILLING CO., INC.
 agency LENNEN & MITCHELL INC.



198

artist RUTH CONERY SMITH
 art director FRANCES OWEN
 advertiser MARSHALL FIELD & COMPANY



199

artist FRANCIS FOLEY
art director FRANCES OWEN
advertiser MARSHALL FIELD & COMPANY



SAKS FIFTH AVE. NEWS



... of ...
NEUTRAL
 ... the ...
 ... of ...
 ... the ...
 ... the ...
 ... the ...
 ... the ...
 ... the ...
 ... the ...

202

artist RUTH SIGRID GRAFSTROM
 art director JUKE GOODMAN
 advertiser SAKS FIFTH AVENUE

SAKS FIFTH AVE. NEWS



NEUTRAL



203

artist TOD DRAZ
 art director WILLIAM N. RONIN
 advertiser FRANKLIN SIMON



SAKS FIFTH AVE. NEWS



204

artist CLAYRE NACK
 art director JUKE GOODMAN
 advertiser SAKS FIFTH AVENUE

205

artist ESTHER LARSEN
 art director WILLIAM N. RONIN
 advertiser FRANKLIN SIMON



SAKS FIFTH AVE. NEWS



NEW LUXURY LINES FOR THE
ORIENT

THE WORLD'S SUPREME TRAVEL EXPERIENCE

EXCLUSIVE TO THE EAST

NEW YORK TO HONG KONG

NEW YORK TO SHANGHAI

NEW YORK TO MANILA

NEW YORK TO CEBU

NEW YORK TO BANGKOK

NEW YORK TO SINGAPORE

NEW YORK TO JAKARTA

NEW YORK TO BATAVIA

NEW YORK TO SOERABAYA

NEW YORK TO SURABAYA

NEW YORK TO SEMARANG

NEW YORK TO YOGYAKARTA

NEW YORK TO DENPASAR

NEW YORK TO BALIKPAPAN

NEW YORK TO KUPANG

NEW YORK TO UJUNG PANDAN

NEW YORK TO TERNATE

NEW YORK TO SOBA

NEW YORK TO MALINDANG

NEW YORK TO ZAMBOANGA

NEW YORK TO DAVAO

NEW YORK TO CAGAYAN

NEW YORK TO ILOILO

NEW YORK TO CEBU

NEW YORK TO MANILA

NEW YORK TO SHANGHAI

NEW YORK TO HONG KONG

NEW YORK TO TOKYO

NEW YORK TO OSAKA

NEW YORK TO KYOTO

NEW YORK TO BEIJING

NEW YORK TO PEKING

NEW YORK TO TIENTSIN

NEW YORK TO SHANGHAI

NEW YORK TO HONG KONG

NEW YORK TO TOKYO

NEW YORK TO OSAKA

NEW YORK TO KYOTO

NEW YORK TO BEIJING

NEW YORK TO PEKING

NEW YORK TO TIENTSIN

NEW YORK TO SHANGHAI

NEW YORK TO HONG KONG

NEW YORK TO TOKYO

NEW YORK TO OSAKA

NEW YORK TO KYOTO

NEW YORK TO BEIJING

NEW YORK TO PEKING

NEW YORK TO TIENTSIN

NEW YORK TO SHANGHAI

NEW YORK TO HONG KONG

NEW YORK TO TOKYO

NEW YORK TO OSAKA

NEW YORK TO KYOTO

NEW YORK TO BEIJING

NEW YORK TO PEKING

NEW YORK TO TIENTSIN

NEW YORK TO SHANGHAI

NEW YORK TO HONG KONG

NEW YORK TO TOKYO

NEW YORK TO OSAKA

NEW YORK TO KYOTO

NEW YORK TO BEIJING

NEW YORK TO PEKING

NEW YORK TO TIENTSIN

NEW YORK TO SHANGHAI

NEW YORK TO HONG KONG

NEW YORK TO TOKYO

NEW YORK TO OSAKA

NEW YORK TO KYOTO

NEW YORK TO BEIJING

NEW YORK TO PEKING

NEW YORK TO TIENTSIN

NEW YORK TO SHANGHAI

NEW YORK TO HONG KONG

NEW YORK TO TOKYO

NEW YORK TO OSAKA

NEW YORK TO KYOTO



206

artist RAY SULLIVAN
art director CHARLES STAFFORD DUNCAN
advertiser AMERICAN PRESIDENT LINES LTD.
agency MCGANN-ERICKSON, INC.



207

artist TOD DRAZ
art director WILLIAM N. RONIN
advertiser FRANKLIN SIMON



208

artist CHARLES KOVEC
art director MAURICE G. SHOLLE
advertiser FROST BROTHERS
agency STERLING ADVERTISING AGENCY





209

artist WILLIAM SHARP
art director DAVID S. BLOCK
advertiser UNITED JEWISH APPEAL
agency J. D. TARCHER & CO., INC.



"Who shall live and who shall die—"

THE WALL STATION

WE are not the only ones who are dying. We are the only ones who are being killed.

UNITED JEWISH APPEAL

4,000,000

4,000,000

4,000,000

6.

trade periodical
advertising art

color drawing

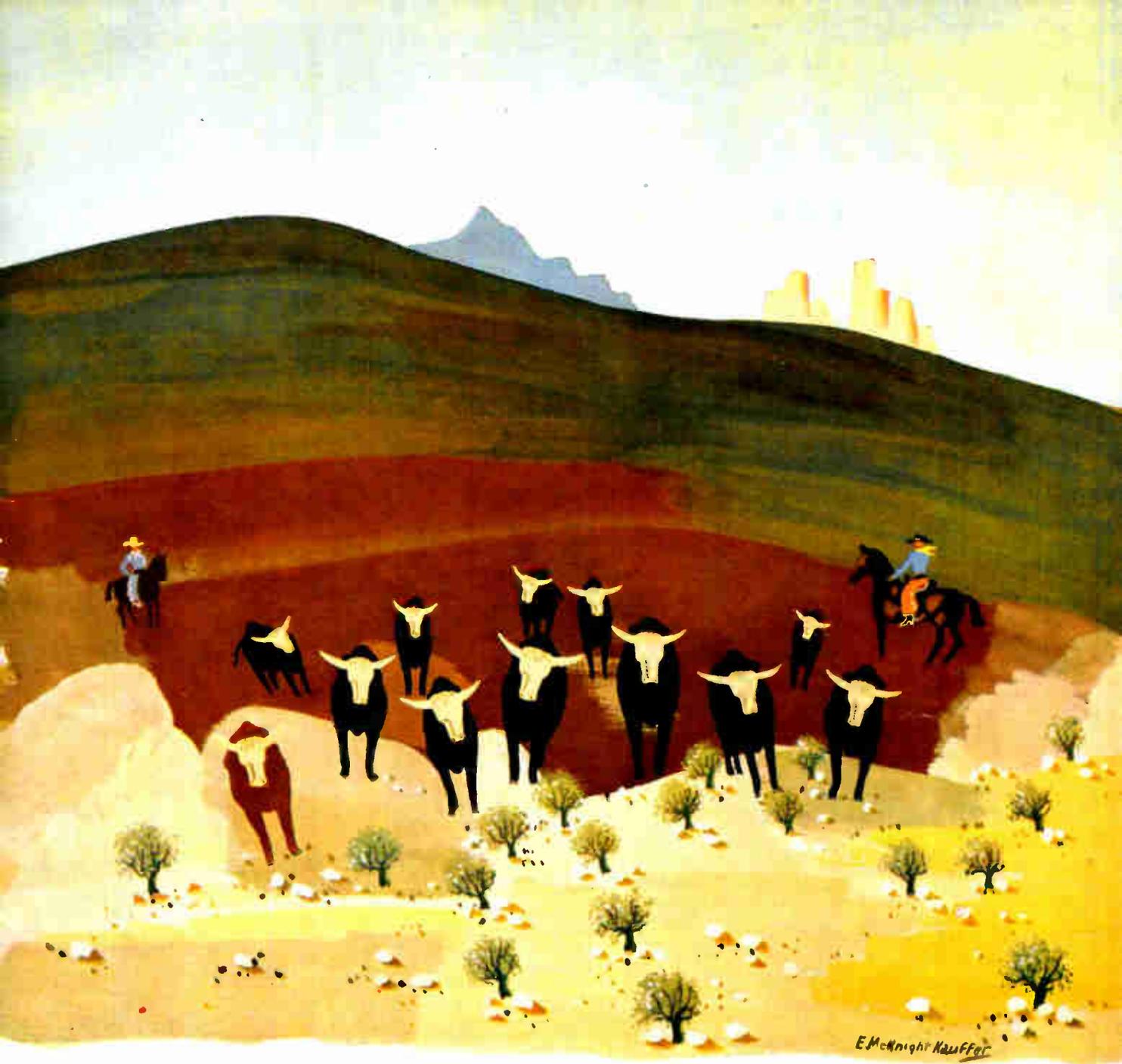
or

painting

black and white drawing

or

painting



AWARD FOR DISTINCTIVE MERIT

212

artist ADOLF DEHN
art director C. P. ELSTON, BEN COLLINS
advertiser WEST VIRGINIA PULP & PAPER CO.

READING IS EASY
 The following text is a vertical column of small, illegible text, likely a transcription of the award criteria or a related document.

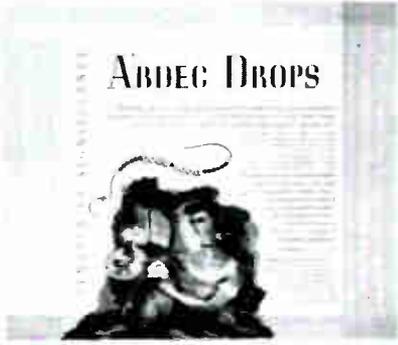


EXTRAL D

MONTANA

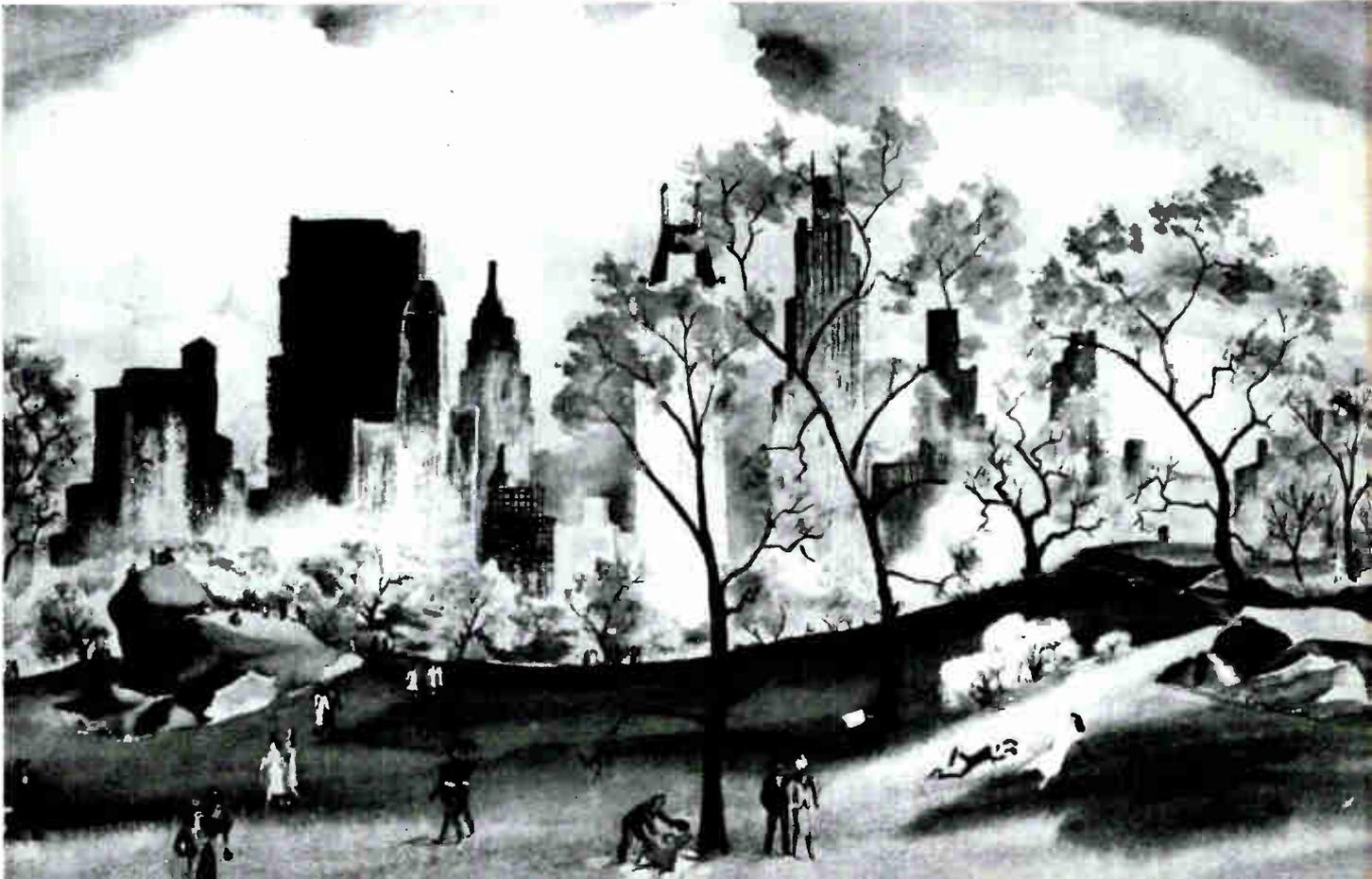
210

artist E. MCKNIGHT KAUFFER
art director LEONARD LIONNI
advertiser CONTAINER CORPORATION OF AMERICA
agency N. W. AYER & SON, INC.



211

artist DARRIL CONNELLY
art director E. ELWOOD, CHARLES EGRI
advertiser PARKE DAVIS AND COMPANY
agency L. W. FROHLICH AND COMPANY





213

artist MARION GREENWOOD
 art director C. P. ELSTON, BRADBURY THOMPSON
 advertiser WEST VIRGINIA PULP & PAPER CO.

When you sever seeds on paper

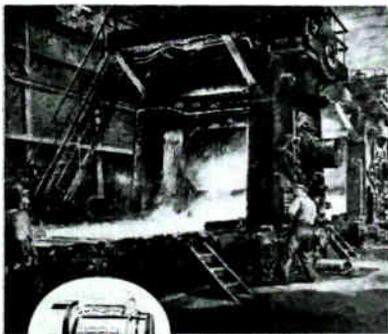
When you sever seeds on paper, you are not only saving the seeds, but you are also saving the paper. This is because the paper is made from the same material as the seeds, and it is therefore possible to use the same material for both. This is a very important fact, especially in times of war, when paper is so scarce. The Westvaco Company has developed a process which makes it possible to use the same material for both seeds and paper. This process is called "severing seeds on paper" and it is a very important discovery. It will save a great deal of money and a great deal of paper. It will also save a great deal of time. This is a very important fact, especially in times of war, when paper is so scarce. The Westvaco Company has developed a process which makes it possible to use the same material for both seeds and paper. This process is called "severing seeds on paper" and it is a very important discovery. It will save a great deal of money and a great deal of paper. It will also save a great deal of time.



Westvaco

Inspirations for Printers number one sixty one

West Virginia Pulp and Paper Company

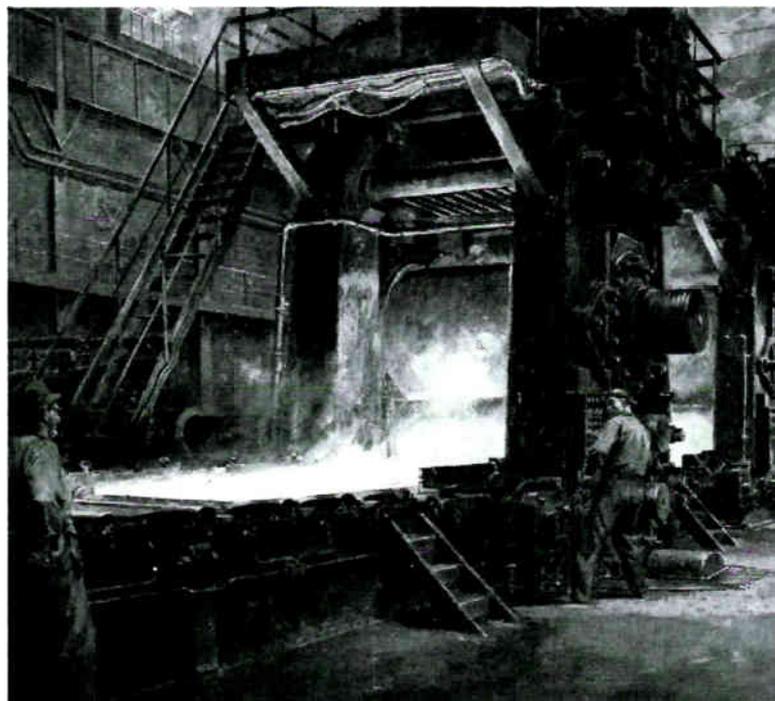


Timken Balanced Proprietary Steel Ball Bearings
 for Precision, Production and Economy

THE TIMKEN ROLLER BEARING COMPANY CANTON, OHIO

214

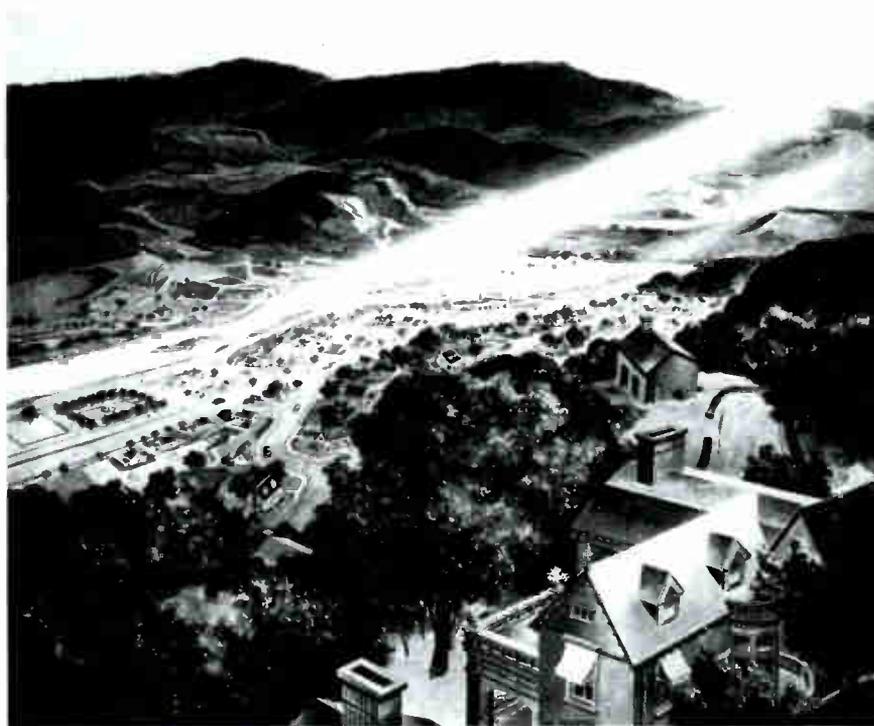
artist PETER HELCK
 art director LEROY PELLETIER
 advertiser TIMKEN ROLLER BEARING CO.
 agency ZIMMER-KELLER, INC.





217

artist JOE KAUFMAN
art director ALLEN F. HURLBURT, PARMELEE W. CUSACK
advertiser NATIONAL BROADCASTING COMPANY



218

artist ROBERT MOORE
art director WILLIAM F. DAHLMANN
advertiser MACFADDEN PUBLICATIONS, INC.
agency WALTER M. SWERTFAGER CO., INC.



THE PASSING OF THE HOUSE
 ON THE HILL

The Story



Voluntarily

Fig 100

Amistia



219

artist GEORGE KUMMER
art director VICTOR TRASOFF
advertiser E. R. SQUIBB & SONS
agency WILLIAM DOUGLAS MCADAMS

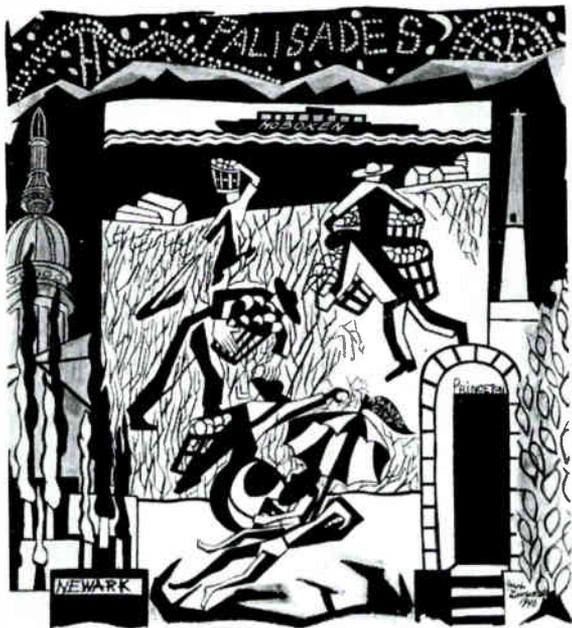


VER, JENSE...
GRUPPE VAN COOPERATION DE BRASSEL



220

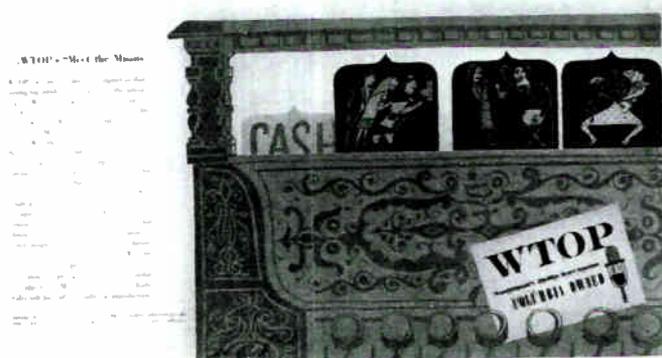
artist JAN BALET
art director WILLIAM GOLDEN, IRVING MILLER
advertiser THE COLUMBIA BROADCASTING SYSTEM



221

artist JACOB LAWRENCE
 art director LEONARD LIONNI
 advertiser CONTAINER CORPORATION OF AMERICA
 agency N. W. AYER & SON, INC.

A capital gain for the nation's capital



222

artist TOM FUNK
 art director WILLIAM GOLDEN, IRVING MILLER
 advertiser THE COLUMBIA BROADCASTING SYSTEM





The Gentlemen of the Press vote CBS

The Gentlemen of the Press have voted for CBS as the best television network in the country. This is the first time that the press has ever voted for a television network. The vote was taken by a panel of 100 newspaper editors and reporters from across the country. The panel was asked to rank the three major television networks: CBS, NBC, and ABC. CBS received 68 votes, NBC received 27 votes, and ABC received 5 votes. The panel also ranked the networks on several other criteria, including news coverage, entertainment programming, and overall quality. CBS was ranked highest in all categories. The panel's decision is a significant endorsement of CBS as the premier television network in the country.

THE COLUMBIA BROADCASTING SYSTEM

223

artist ROY DOTY
art director WILLIAM GOLDEN
advertiser THE COLUMBIA BROADCASTING SYSTEM



Niagara Alkali Company

224

artist JOHN A. GAYDOS
art director JOSEPH GAUSS
advertiser NIAGARA ALKALI COMPANY
agency HAZARD ADVERTISING COMPANY





224

artist JOHN A. GAYDOS
art director JOSEPH GAUSS
advertiser NIAGARA ALKALI COMPANY
agency HAZARD ADVERTISING COMPANY

Niagara Alkali Company





224

artist JOHN A. GAYDOS
art director JOSEPH GAUSS
advertiser NIAGARA ALKALI COMPANY
agency HAZARD ADVERTISING COMPANY

Niagara Alkali Company

226

artist RAINY BENNETT
art director LEONARD LIONNI
advertiser CONTAINER CORPORATION OF AMERICA
agency N. W. AYER & SON, INC.

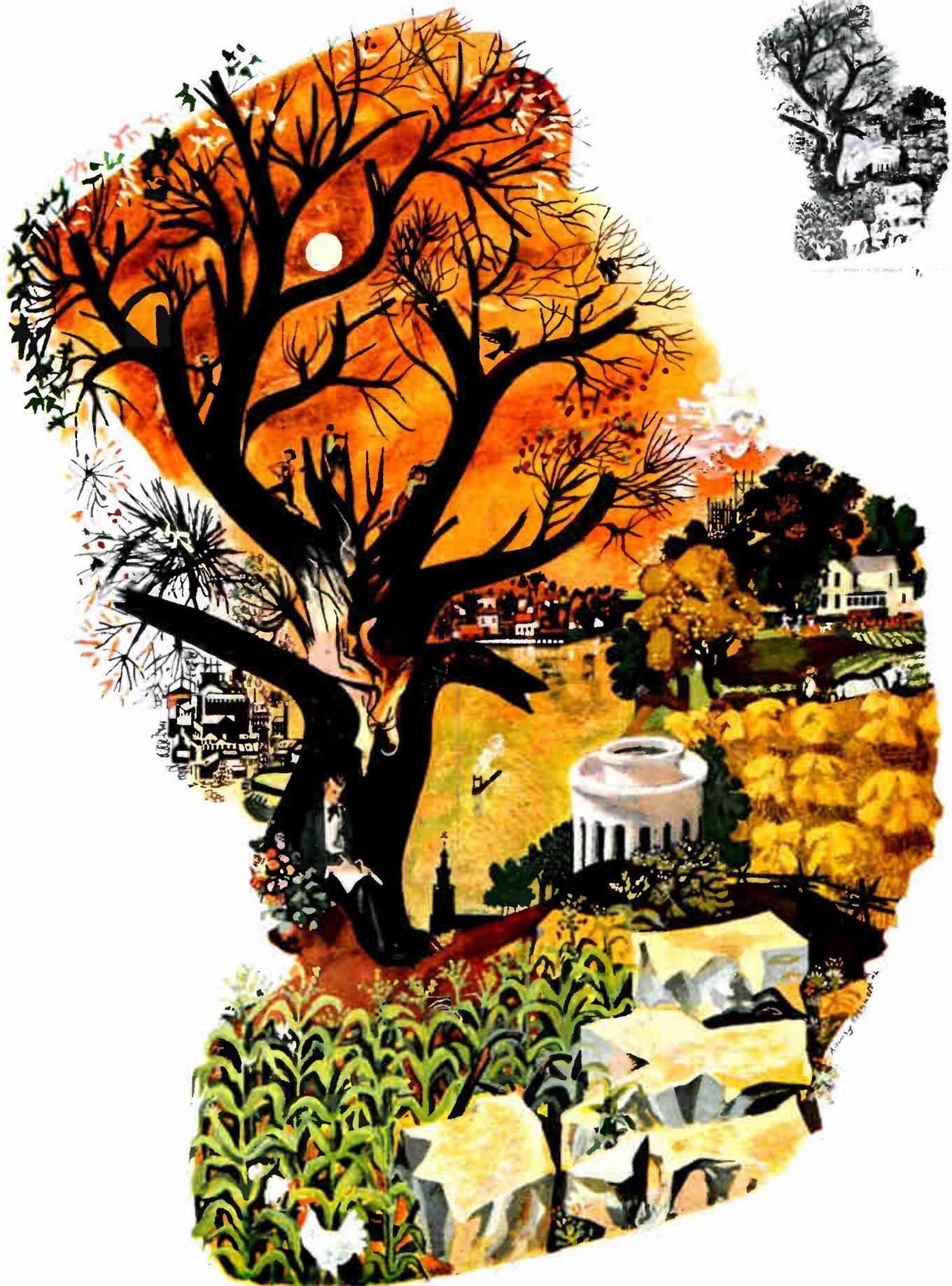


Edward Chavez

225

artist EDWARD CHAVEZ
art director LEONARD LIONNI
advertiser CONTAINER CORPORATION OF AMERICA
agency N. W. AYER & SON, INC.







228

artist
art director
advertiser

FRED CHANCE
WILLIAM GOLDEN
THE COLUMBIA
BROADCASTING SYSTEM

WASHINGTON'S IN THE NEWS... and listens to it on WTOP!



WTOP
WASHINGTON'S NEWS
STATION

Published by W. H. BARNETT, 1000 K STREET, N.W., WASHINGTON, D. C. 20004



227

artist
art director
advertiser
agency

ROBERT HELD
HERB BRENNEMAN
LEDERLE LABORATORIES
GEARE-MARSTON INC.

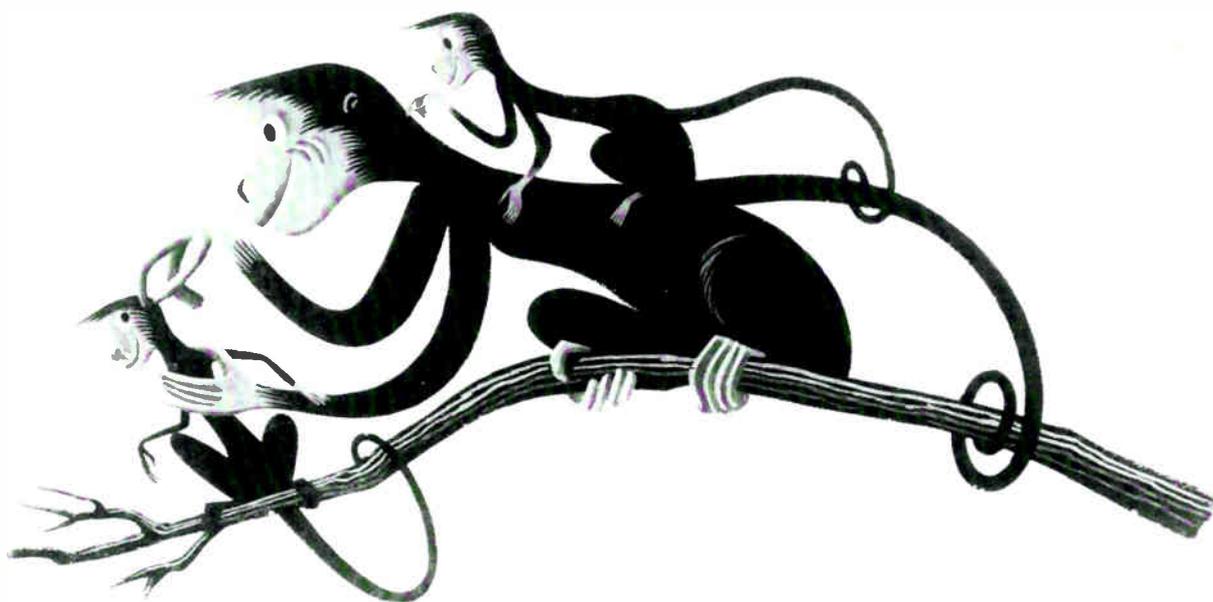


SULFADIAZINE

...to the effectiveness of previous agents
...technological breakthroughs the world

• Polysulfonamide

LEDERLE LABORATORIES DIVISION



☆AWARD FOR DISTINCTIVE MERIT

229

artist FRED CHANCE
art director GEORGE KRICKORIAN
advertiser BUREAU OF ADVERTISING

7.

direct mail,

booklet and house organ art

color drawing

or

painting

black and white drawing

or

painting



230

artist WILLIAM GROPPER
art director BERT RAY
advertiser ABBOTT LABORATORIES

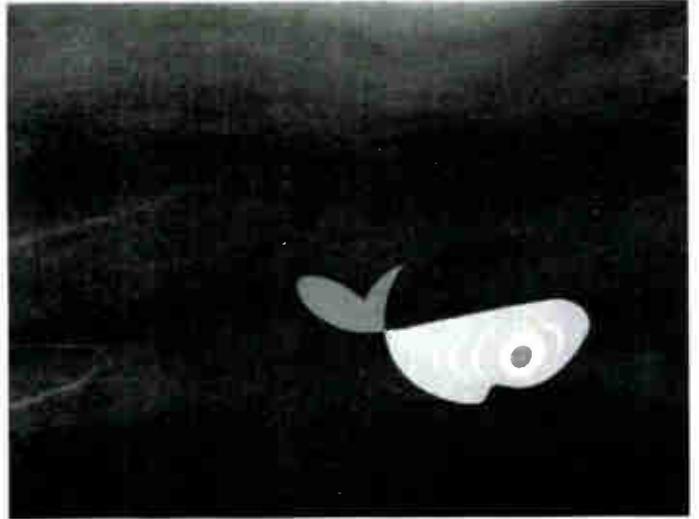


231

artist LUDWIG BEMELMANS
art director WILLIAM GOLDEN
advertiser THE COLUMBIA
BROADCASTING SYSTEM

232

artist LILI KALLAY GAYDOS
art director JOHN A. GAYDOS
advertiser JOHN A. GAYDOS



233

artist FRED CHANCE
art director WILLIAM GOLDEN, IRVING MILLER
advertiser THE COLUMBIA BROADCASTING SYSTEM

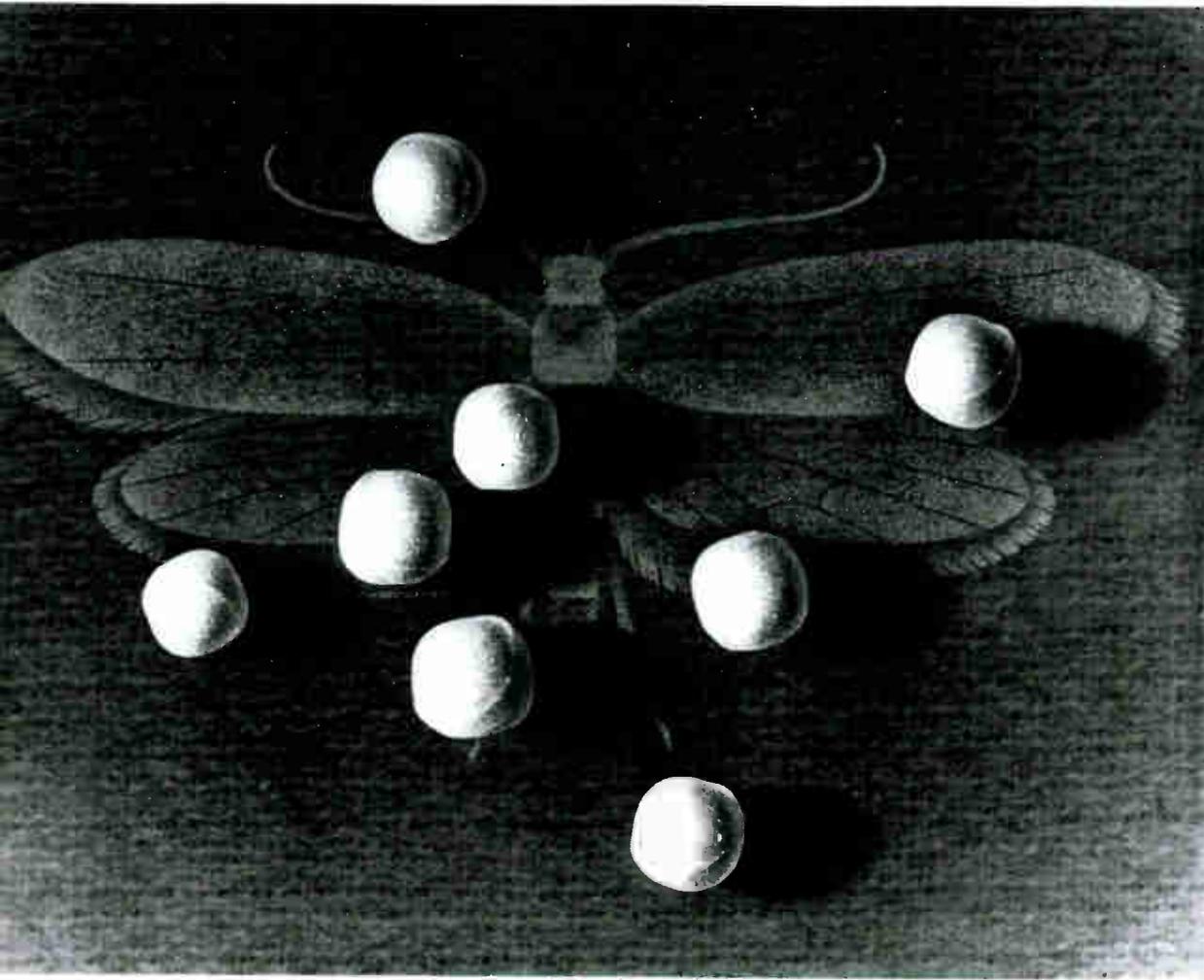


234

artist PETER HELCK
art director WALTER J. REAGLES
advertiser GENERAL ELECTRIC COMPANY



direct mail, booklet and house organ art



AWARD FOR DISTINCTIVE MERIT

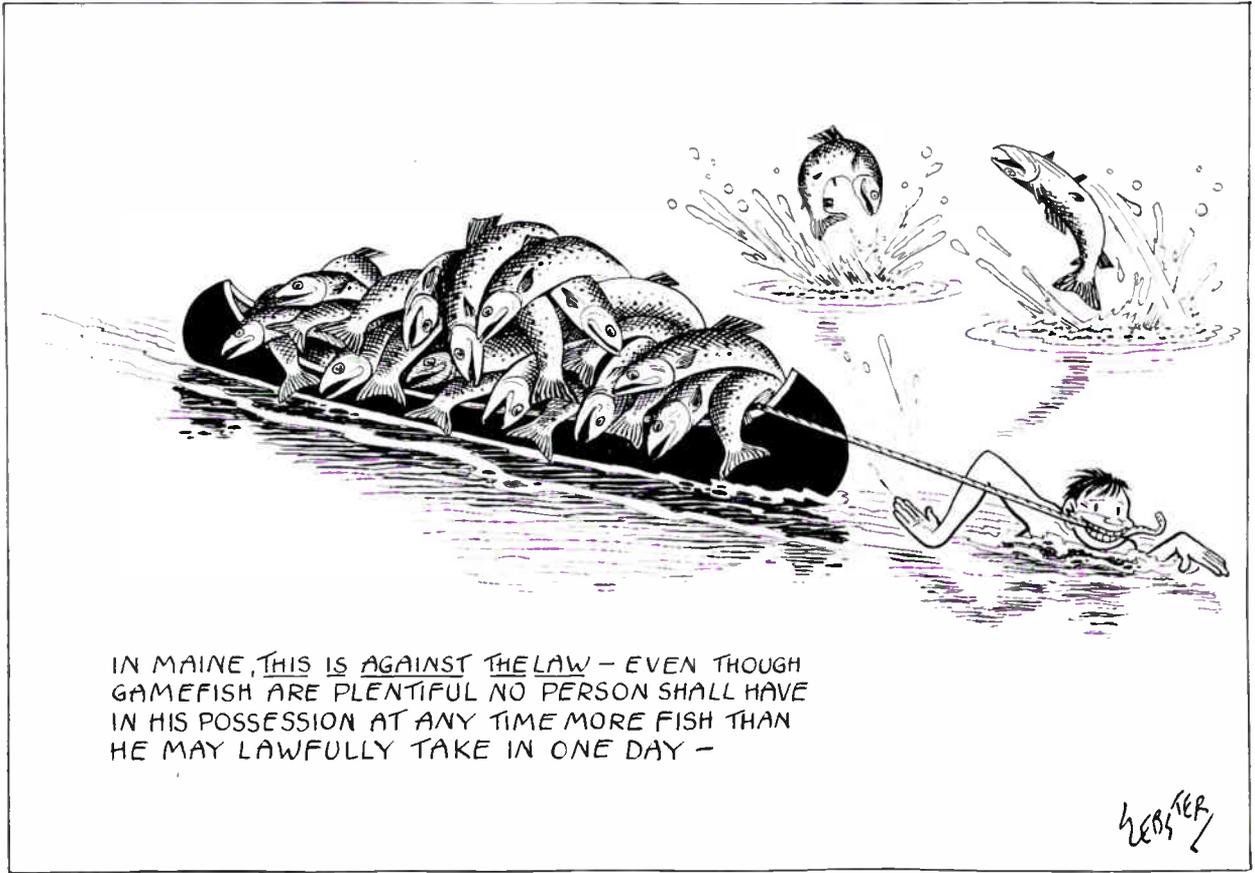
235

artist JOHN GAYDOS
art director TOM ROSS
advertiser KOPPERS COMPANY, INC.
agency KETCHUM, MACLEOD & GROVE, INC.



236

artist GYO FUJIKAWA
art director GYO FUJIKAWA
advertiser THE UPJOHN COMPANY
agency WILLIAM DOUGLAS MCADAMS



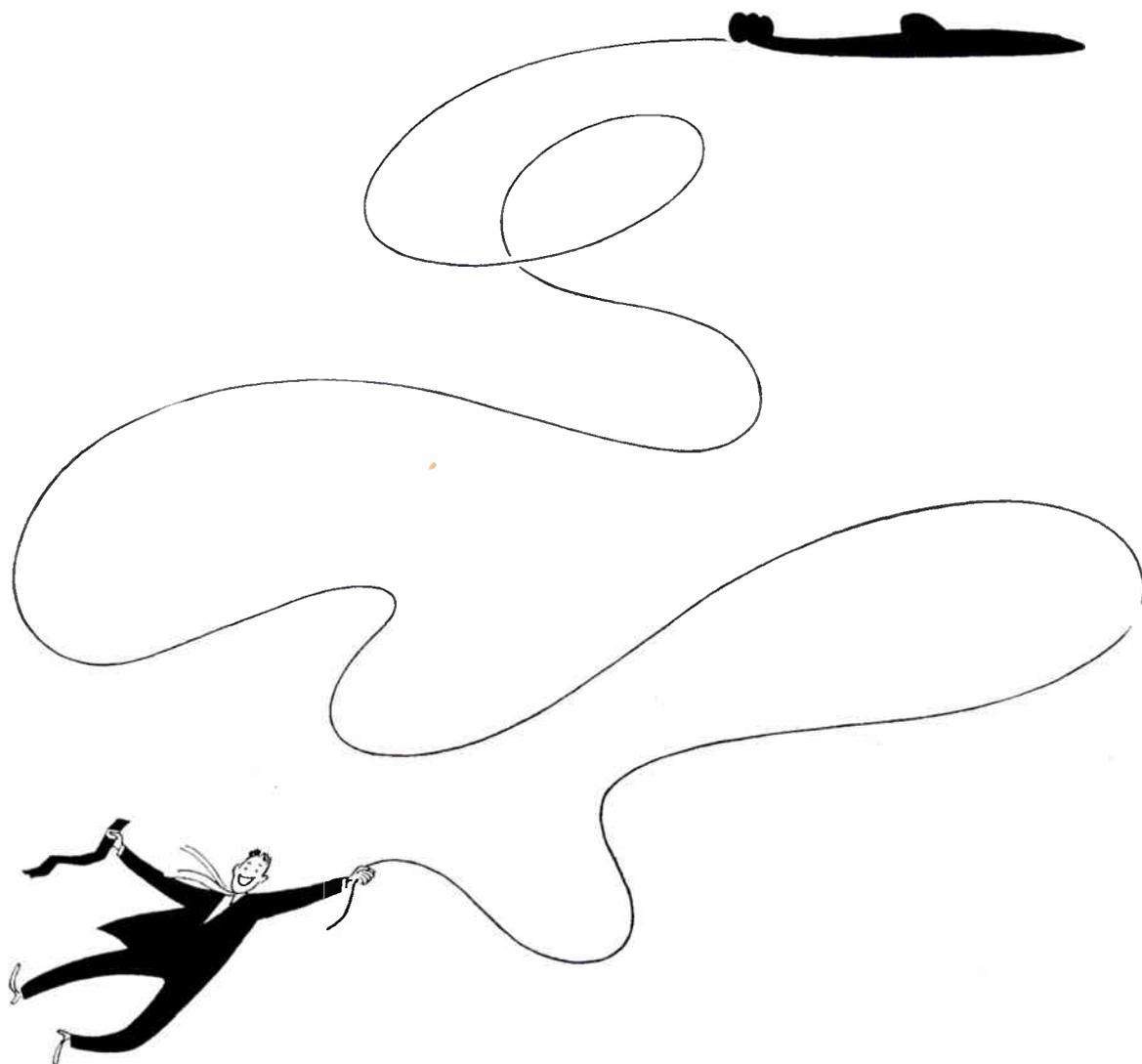
237

artist H. T. WEBSTER
 art director WILLIAM A. ADRIANCE
 advertiser MAINE DEVELOPMENT COMMISSION
 agency BROOKE, SMITH, FRENCH & DORRANCE, INC.

238

artist GEORGE GIUSTI
 art director DR. DAVID A. BRYCE
 advertiser LEDERLE LABORATORIES DIVISION
 AMERICAN CYANAMID COMPANY





239

artist BILL TARA
art director LYMAN POWERS
advertiser LOCKHEED AIRCRAFT CORP.
agency FOOTE, CONE & BELDING

***ART DIRECTORS CLUB MEDAL**

240

artist ANDREW SZOEKE, JUKE GOODMAN
art director JUKE GOODMAN
advertiser SAKS FIFTH AVENUE





Doris Lee

241

AWARD FOR DISTINCTIVE MERIT

artist DORIS LEE
art director BERT RAY
advertiser ABBOTT LABORATORIES

direct mail, booklet and house organ art



242

artist BERNARD BRUSSEL-SMITH
art director BERNARD BRUSSEL-SMITH
advertiser THE TYPE HOUSE

8.

poster
and display art

window

floor, counter,

covers: magazine,

house organ,

booklet,

record album



□ KERWIN H. FULTON
MEDAL

243

artist KENNETH W. THOMPSON
art director PAUL SMITH
advertiser THE COCA-COLA COMPANY
agency D'ARCY ADVERTISING COMPANY

244

artist JON WHITCOMB
art director ELIZABETH EVERLY
advertiser JANTZEN KNITTING MILLS
agency BOTSFORD, CONSTANTINE & GARDNER



245

artist NAT WHITE
art director RENÉ CLARKE
advertiser GULF OIL CORPORATION
agency CALKINS & HOLDEN





Justly celebrated

AMOCO

246

artist HAROLD ANDERSON, LUCIAN BERNHARD
art director HARRY KULLEN, GEORGE C. ADAMS
advertiser THE AMERICAN OIL COMPANY
agency THE JOSEPH KATZ COMPANY



Enclosed please find

GULF

Fuel Oil Contract

247

artist NAT WHITE
art director RENÉ CLARKE
advertiser GULF OIL CORPORATION
agency CALKINS & HOLDEN



Welcome Change

GULF

Gulfpride MOTOR OIL

248

artist HERBERT BOHNERT
art director RENÉ CLARKE
advertiser GULF OIL CORPORATION
agency CALKINS & HOLDEN

artist HERBERT BOHNERT
art director NAT WHITE
advertiser GULF OIL CORPORATION
agency CALKINS & HOLDEN



250

artist J. C. LEYENDECKER, LUCIAN BERNHARD
art director GEORGE C. ADAMS
advertiser THE AMERICAN OIL COMPANY
agency THE JOSEPH KATZ COMPANY



251

artist LYMAN POWERS
art director LYMAN POWERS
advertiser SOUTHERN PACIFIC RAILROAD
agency FOOTE, CONE & BELDING

Fastest train in history to New Orleans



Southern Pacific's Sunset Limited



252

artist HADDON SUNDBLOM
 art director J. BOB WILSON
 advertiser GULF BREWING COMPANY
 agency WILHELM-LAUGHLIN-WILSON & ASSOC.



253

artist EDWARD PATSTON
 art director CHARLES BARNES
 advertiser P. BALLANTINE & SONS
 agency EINSON-FREEMAN CO., INC.

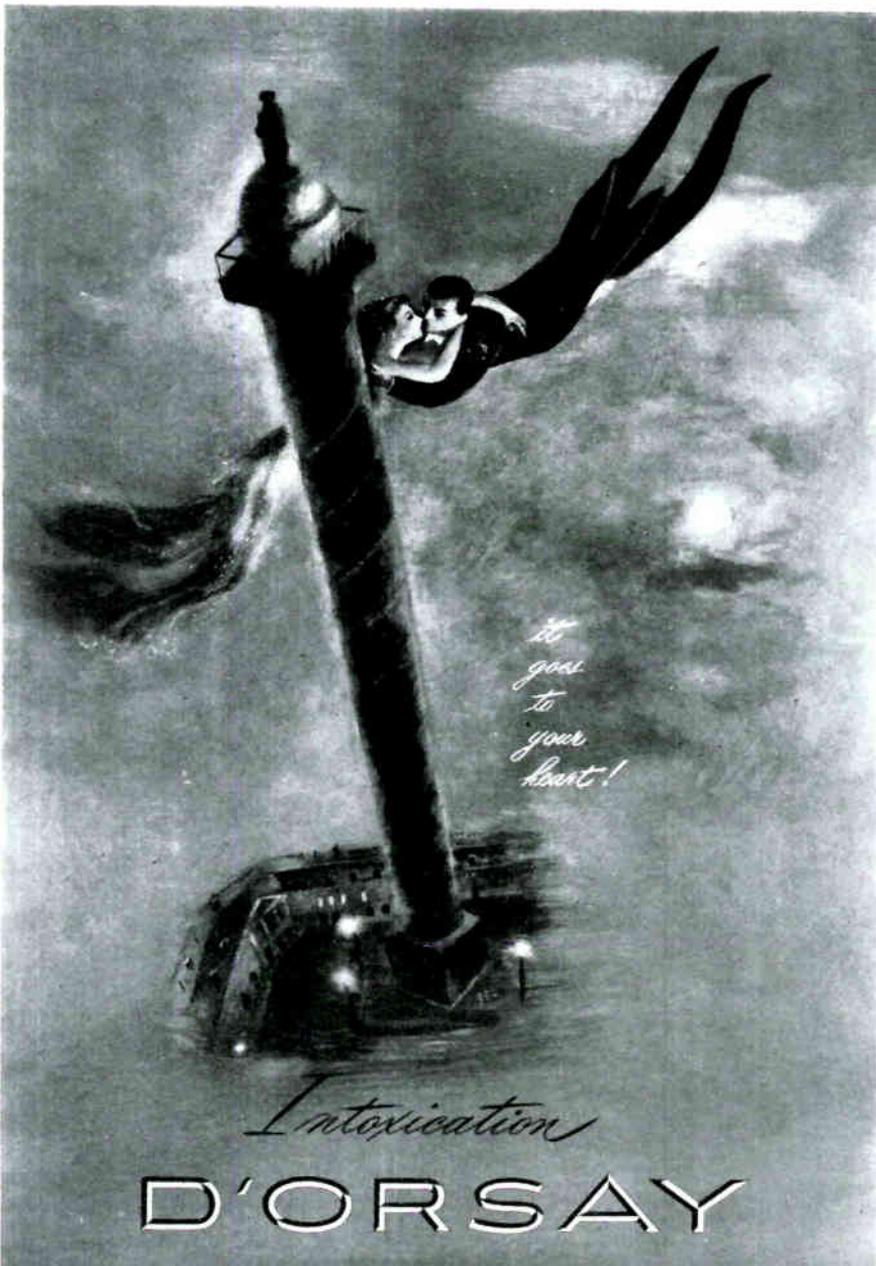


254

artist CHARLES THIL
 art director PHILLIP KAPLAN
 advertiser G. F. HEUBLEIN & BROS., INC.
 agency EINSON-FREEMAN CO., INC.

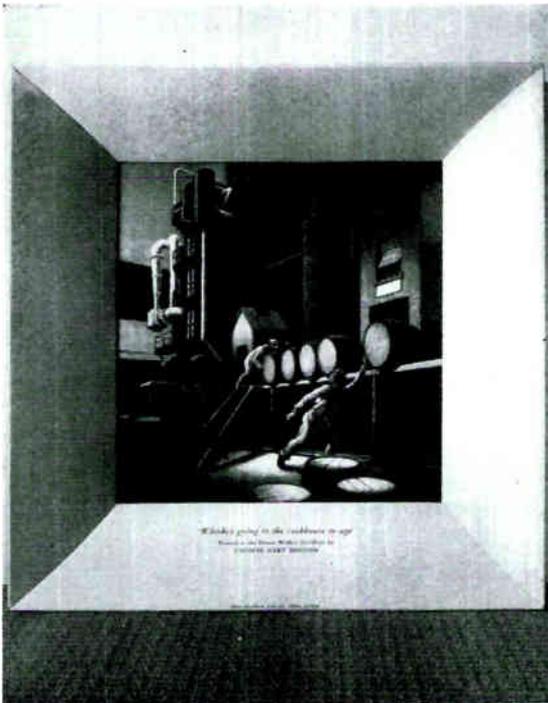
255

artist HARRY DIAMOND
art director WILLIAM RIENECKE
advertiser MANHATTAN SHIRT CO.
agency KENYON & ECKHARDT, INC.



256

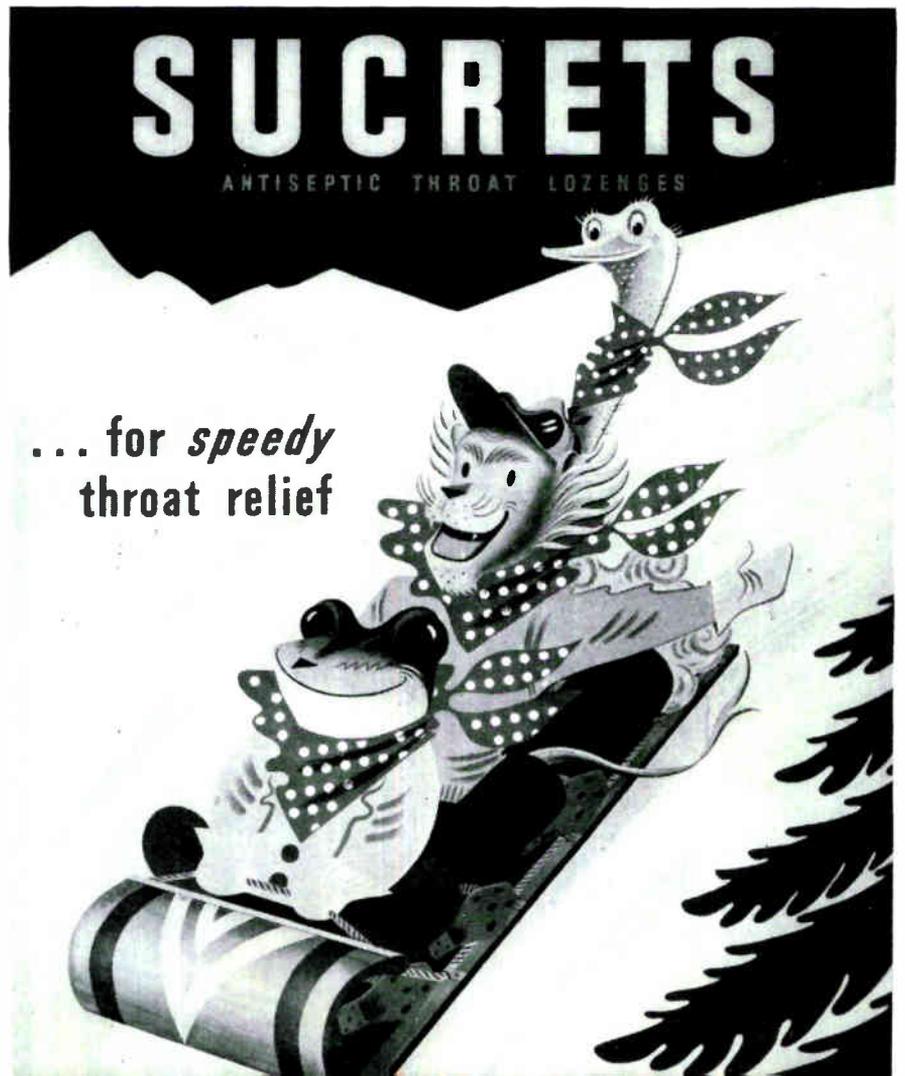
artist JULIAN E. LEVI
art director RICHARD S. ACKERMAN
advertiser D'ORSAY SALES CO.
agency MORTON FREUND ADV. INC.



☆AWARD FOR DISTINCTIVE MERIT

257

artist THOMAS BENTON
art director DAVID LOCKWOOD
advertiser HIRAM WALKER INC.
agency FOOTE, CONE & BELDING



258

artist CONSTANTIN ALAJALOV
art director LEE STAHL
advertiser SHARP & DOHME
agency NIAGARA LITHOGRAPH COMPANY



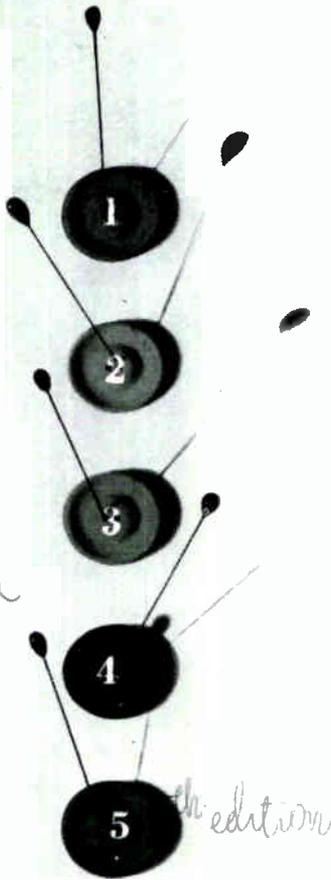
259

artist HENRI TOULOUSE-LAUTREC
art director BRADBURY THOMPSON, ALFRED M. FRANKFURTER
advertiser ART NEWS
publisher THE ART FOUNDATION, INC.

260

artist JAN BALET
art director ROBERT M. JONES
advertiser COLUMBIA RECORDING CORP.

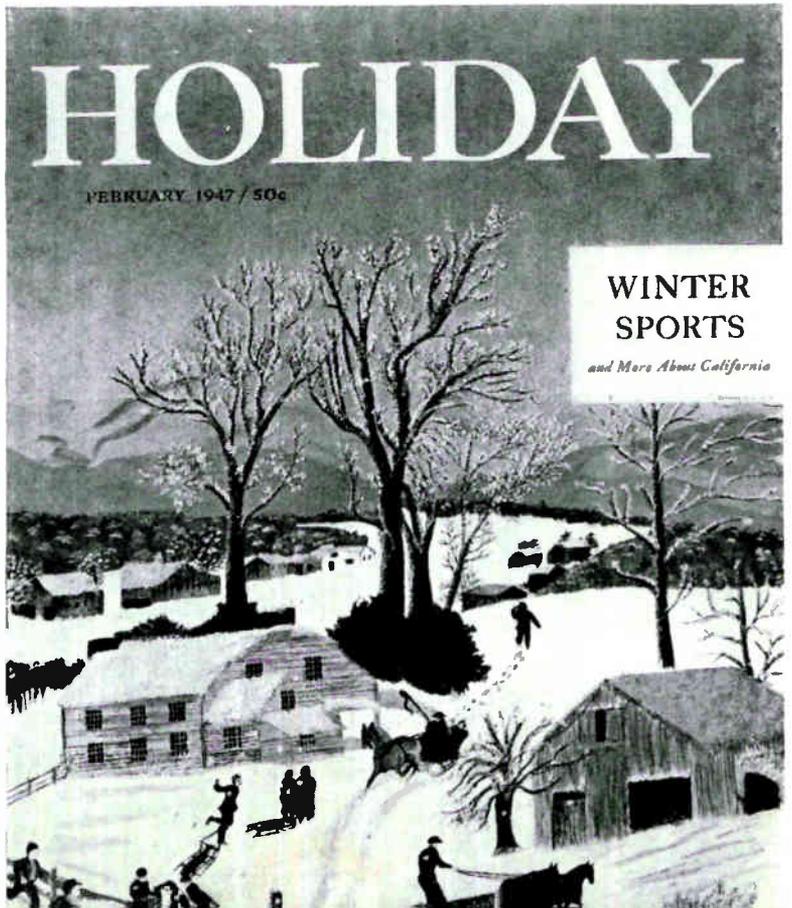




fashions of the times

261

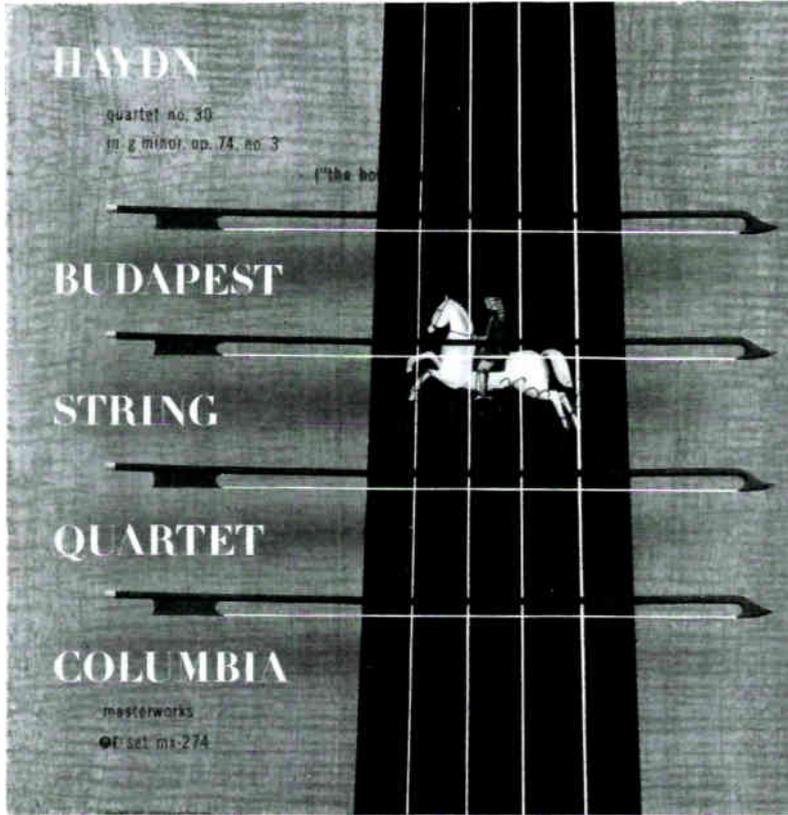
artist WILLIAM MEEK, GEORGE KRIKORIAN
art director GEORGE KRIKORIAN
advertiser THE NEW YORK TIMES



★AWARD FOR DISTINCTIVE MERIT

262

artist GRANDMA MOSES
art director SUSAN YATES
advertiser HOLIDAY MAGAZINE
publisher CURTIS PUBLISHING CO.



263

artist ALEX STEINWEISS
 art director ALEX STEINWEISS
 advertiser COLUMBIA RECORDING CORP.

264

artist ANTHONY THIEME
 art director C. P. ELSTON, BRADBURY THOMPSON
 advertiser WEST VIRGINIA PULP & PAPER CO. INC.
 agency WESTVACO

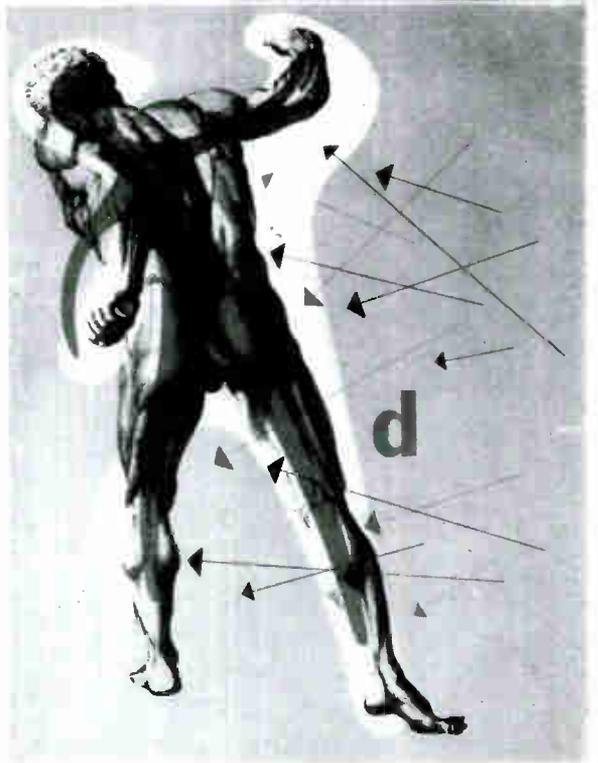


265

artist ALEX STEINWEISS
 art director ALEX STEINWEISS
 advertiser COLUMBIA RECORDING CORP.

266

artist MATTHEW LEIBOWITZ
art director MATTHEW LEIBOWITZ
advertiser SHARP & DOHME





267

artist WALTER KLETT
art director AL ALLARD, C. EDWARD CERULLO
advertiser TODAY'S WOMAN
publisher FAWCETT PUBLISHING, INC.

9.

magazine

editorial art

color drawing

or painting

color photograph

black and white drawing

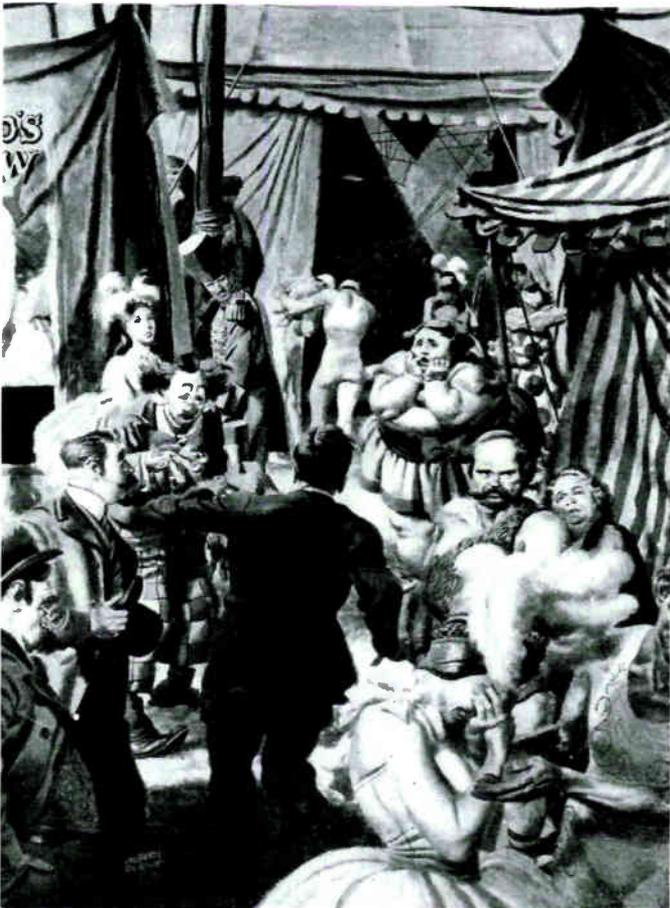
or painting

black and white photograph



268

artist MORTIMER WILSON, JR.
art director EDMOND WITALIS
advertiser COSMOPOLITAN MAGAZINE
publisher HEARST MAGAZINES

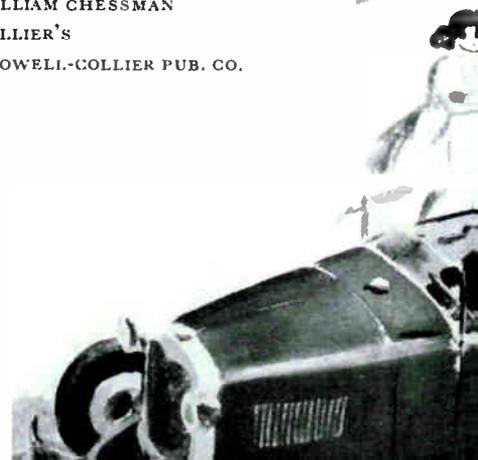


269

artist ALBERT DORNE
art director EDMOND WITALIS
advertiser COSMOPOLITAN MAGAZINE
publisher HEARST MAGAZINES

270

artist CARL BOBERTZ
art director WILLIAM CHESSMAN
advertiser COLLIER'S
publisher CROWELL-COLLIER PUB. CO.





262

Carl Forberg



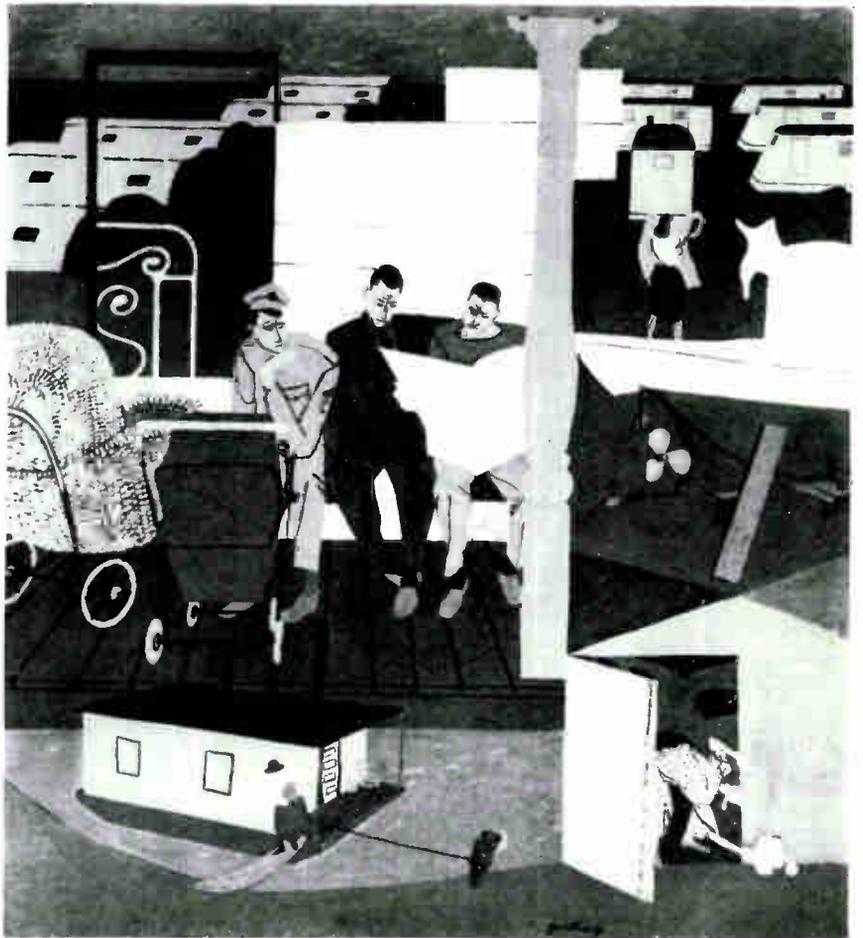
271

artist COBY WHITMORE
art director TONY PALAZZO
advertiser ESQUIRE



272

artist PETER HELCK
art director TONY PALAZZO
advertiser ESQUIRE



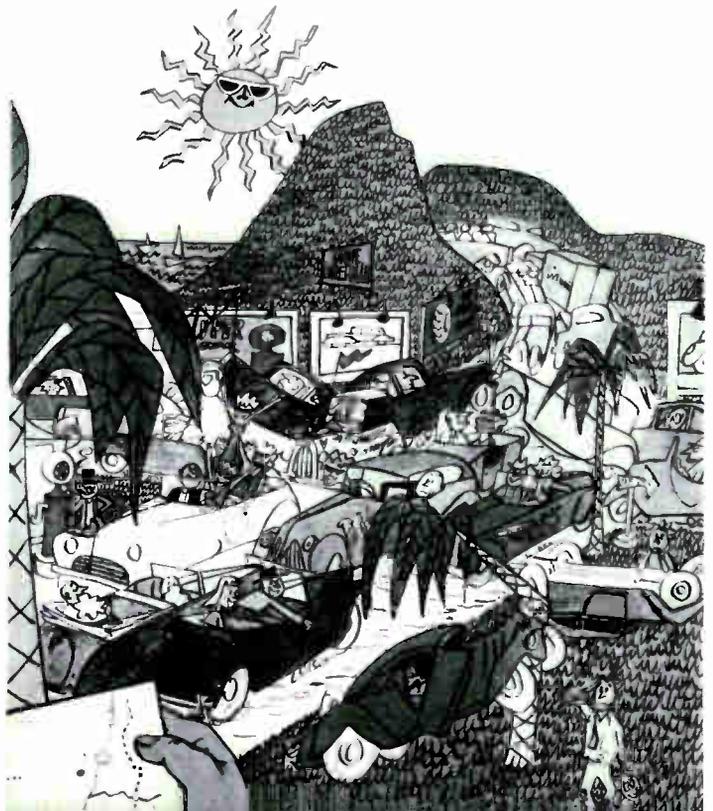
273

artist ROBERT GWATHMEY
art director WILL BURTIN
advertiser FORTUNE
publisher TIME INCORPORATED



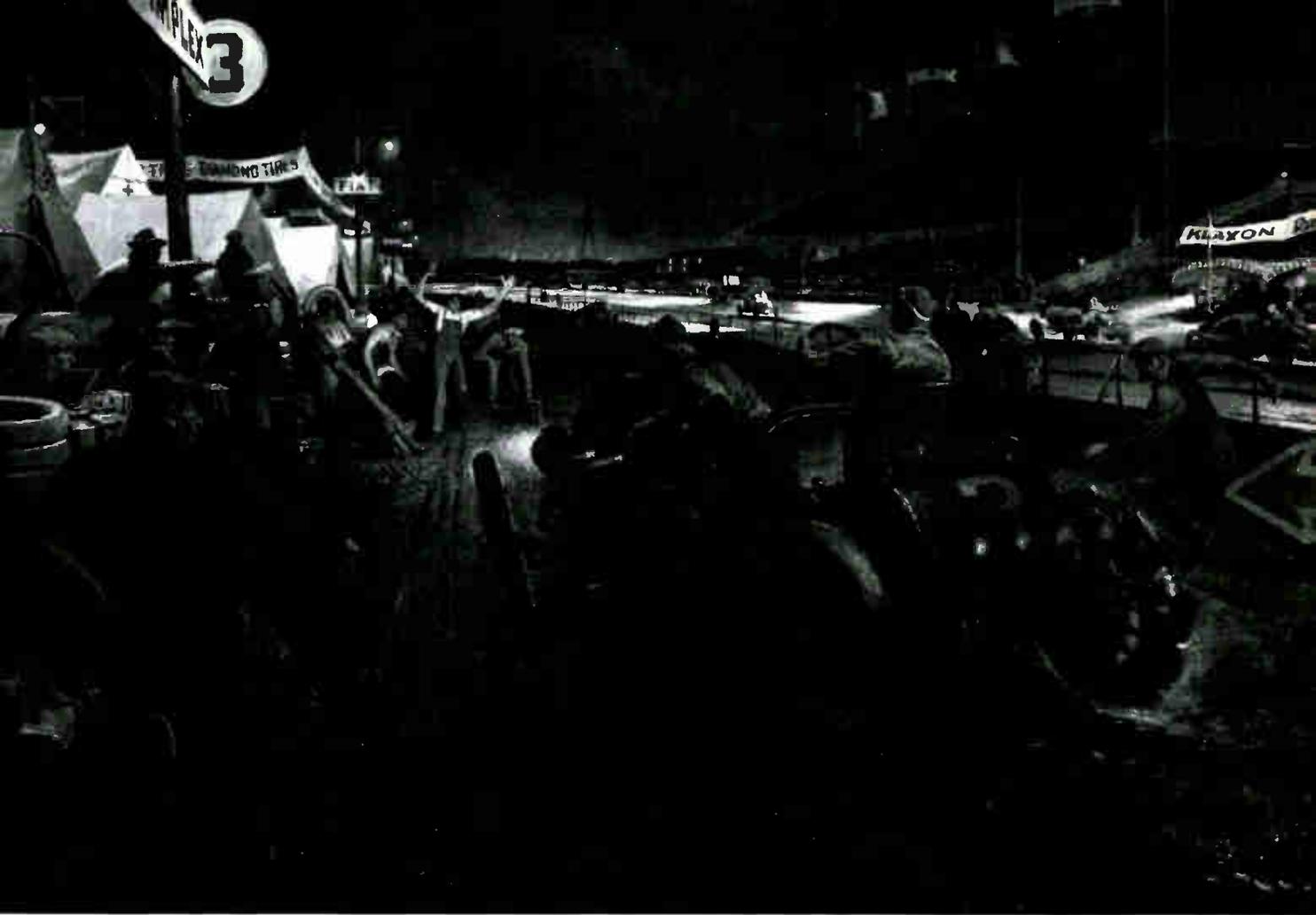
277

artist AL PARKER
art director BUDD HEMMICK
advertiser GOOD HOUSEKEEPING
publisher HEARST MAGAZINES



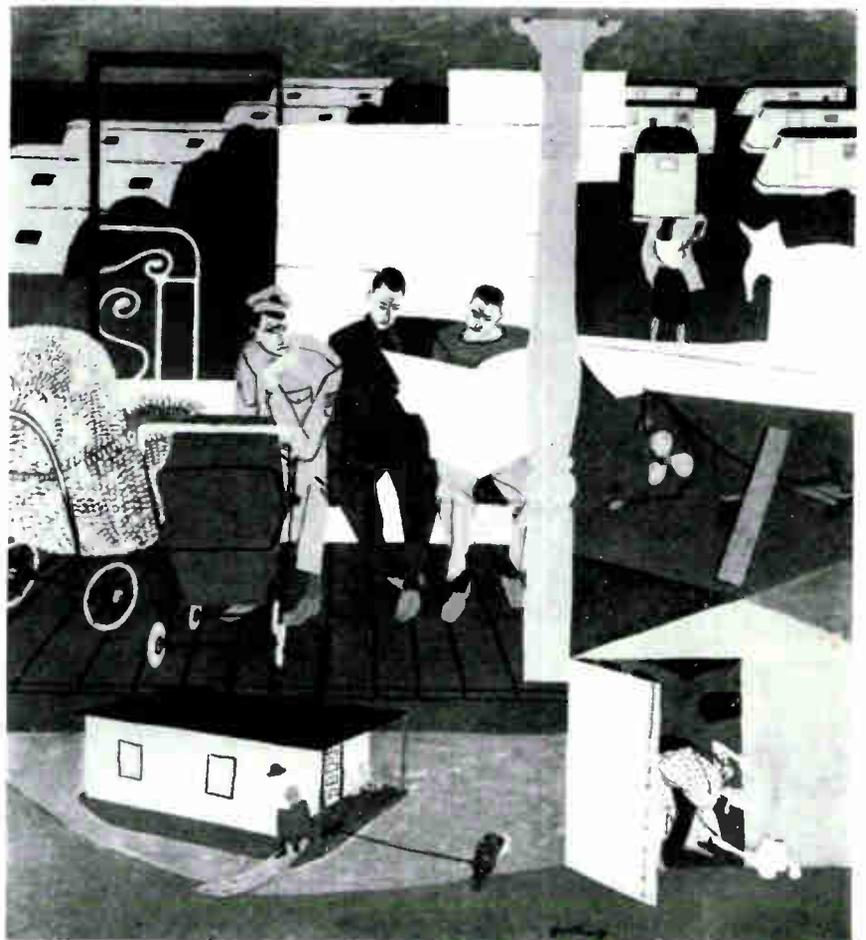
278

artist LEONARD LIONNI
art director SUSAN YATES
advertiser HOLIDAY
publisher CURTIS PUBLISHING COMPANY



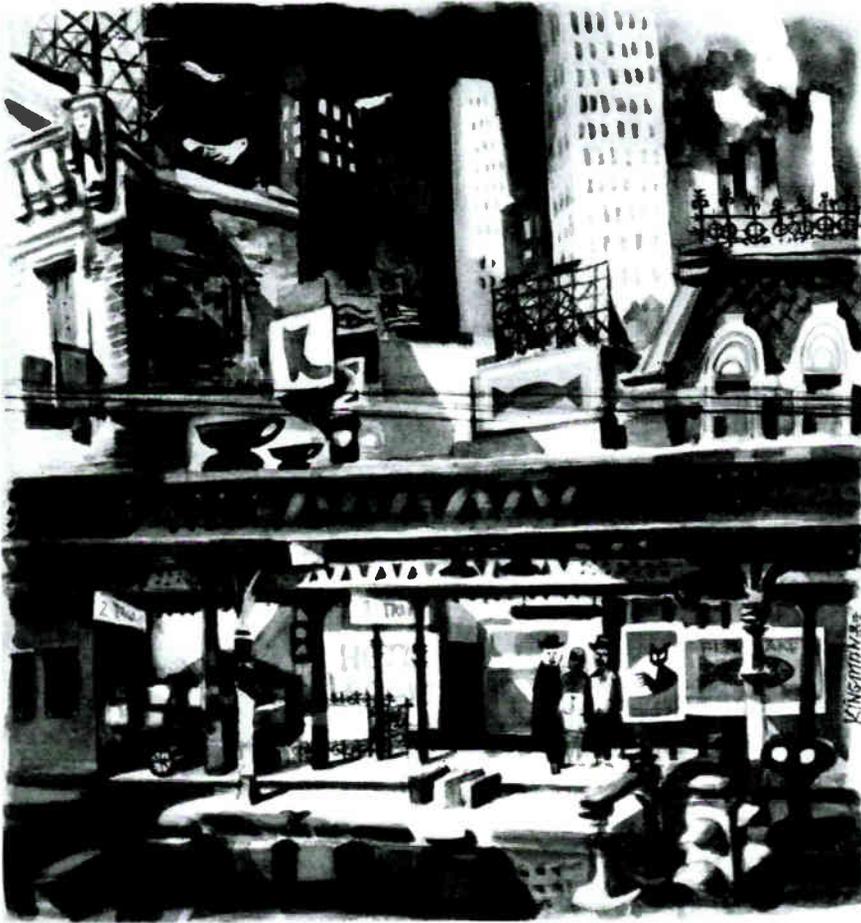
272

artist PETER HELCK
 art director TONY PALAZZO
 advertiser ESQUIRE



273

artist ROBERT GWATHMEY
 art director WILL BURTON
 advertiser FORTUNE
 publisher TIME INCORPORATED



274

artist DONG KINGMAN
art director WILL BURTON
advertiser FORTUNE
publisher TIME INCORPORATED

275

artist AL PARKER
art director BUDD HEMMICK
advertiser GOOD HOUSEKEEPING
publisher HEARST MAGAZINES





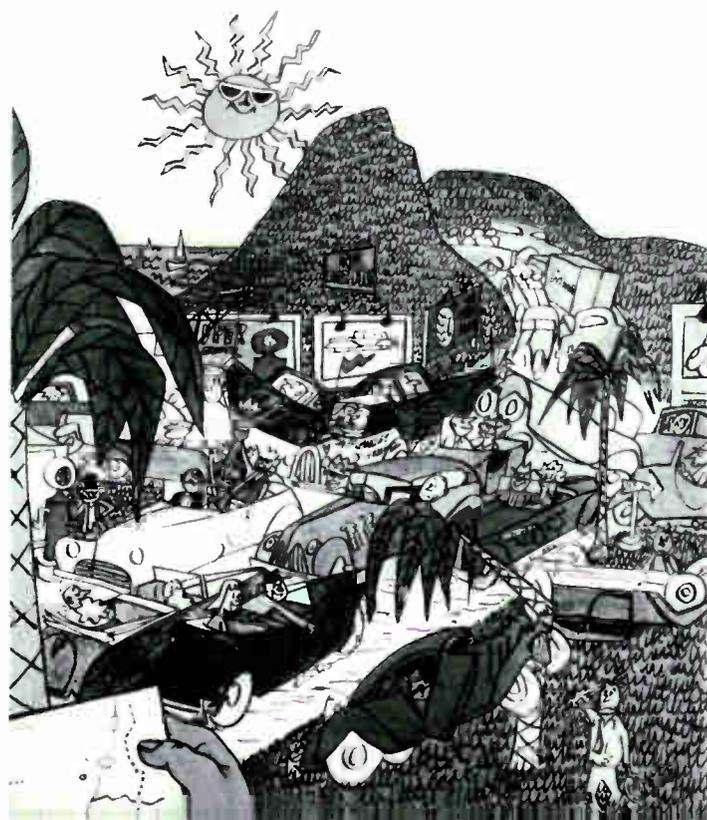
276

artist CAROL BLANCHARD
art director ALEXANDER LIBERMAN, PRISCILLA PECK
advertiser VOGUE
publisher CONDÉ NAST PUBLICATIONS INC.



277

artist AL PARKER
art director BUDD HEMMICK
advertiser GOOD HOUSEKEEPING
publisher HEARST MAGAZINES



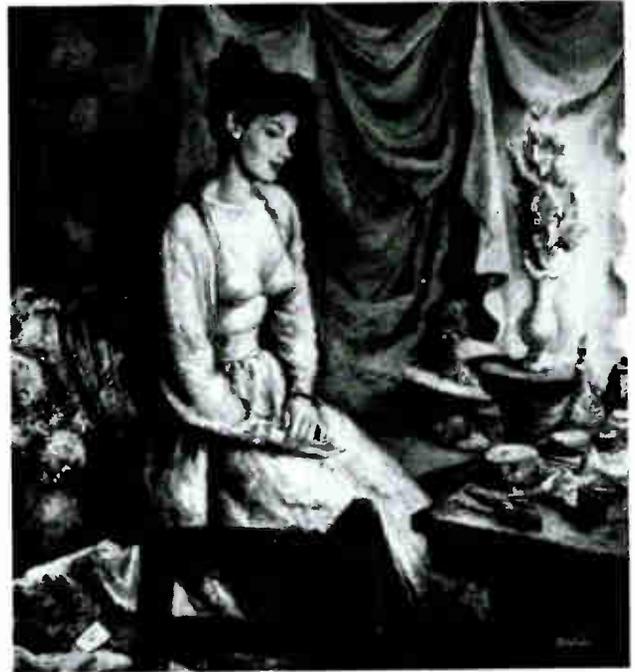
278

artist LEONARD LIONNI
art director SUSAN YATES
advertiser HOLIDAY
publisher CURTIS PUBLISHING COMPANY

AWARD FOR DISTINCTIVE MERIT

279

artist BEN STAHL
art director JOHN PETER
advertiser MCCALL'S
publisher MCCALL CORPORATION



280

artist WALTER KLETT
art director WM. CHESSMAN
advertiser COLLIER'S
publisher CROWELL-COLLIER PUB. CO.





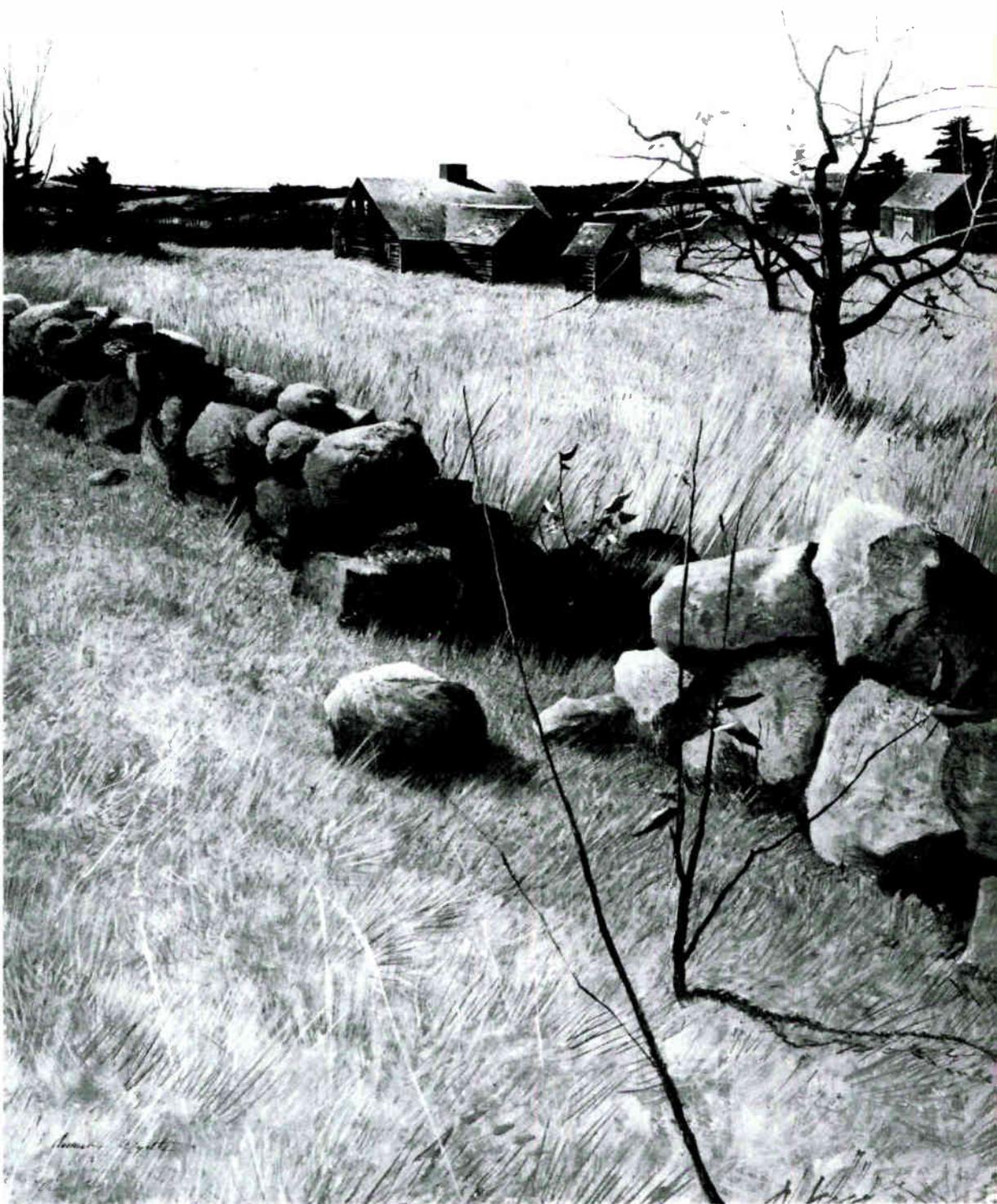
281

artist ROBERT FAWCETT
art director AL ALLARD, HARVEY VAN VALKENBURG
advertiser TRUE
publisher FAWCETT PUBLICATIONS

282

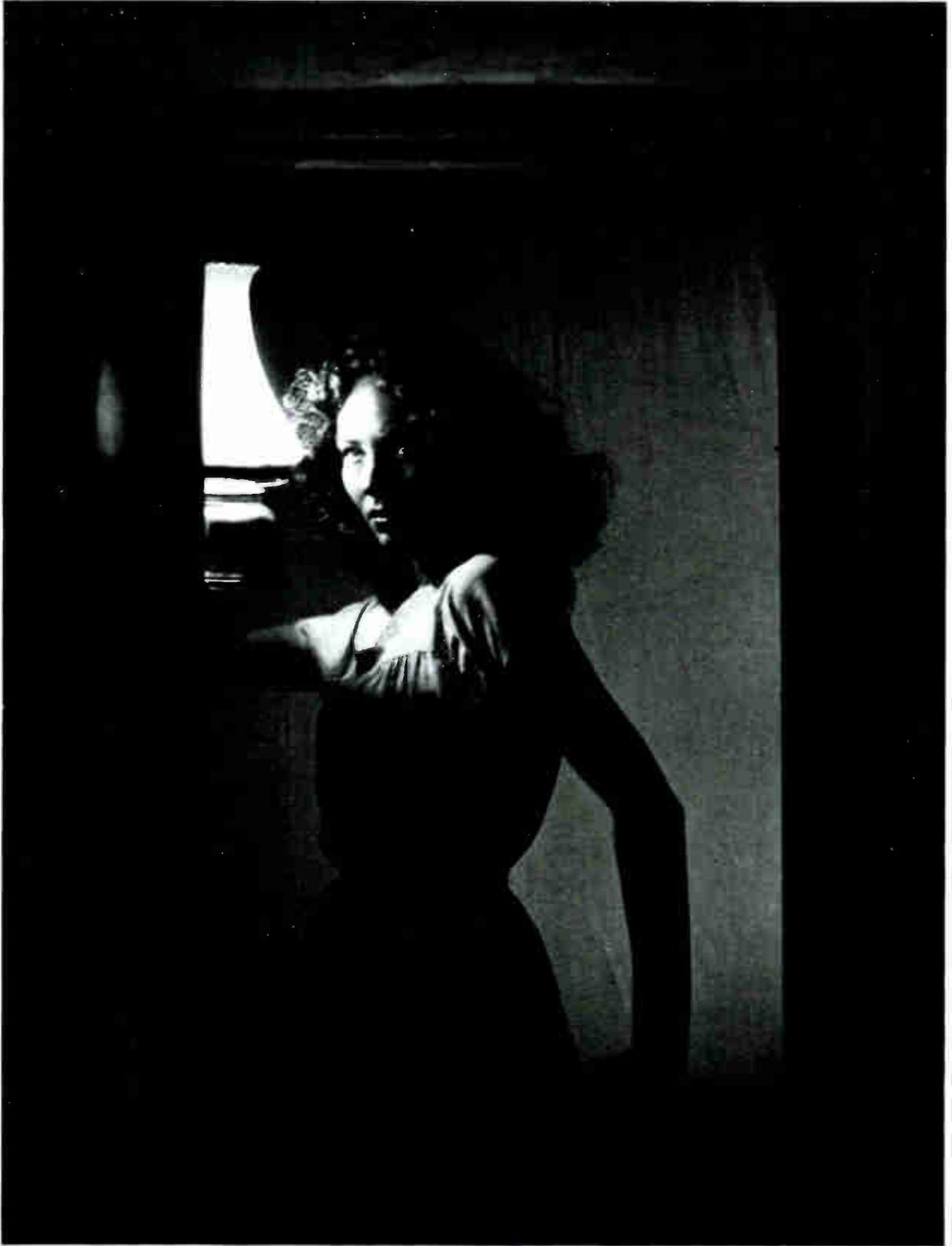
artist FRED SIEBEL
art director WILLIAM CHESSMAN
advertiser COLLIER'S
publisher CROWELL-COLLIER P'UB. CO.





283

artist ANDREW WYETH
art director KIRK C. WILKINSON
advertiser WOMAN'S DAY



284

artist GEOFFREY MORRIS
art director TONY PALAZZO
advertiser ESQUIRE

285

artist TONI FRISSELL
art director WILL BURTIN
advertiser FORTUNE
publisher TIME INC.



286

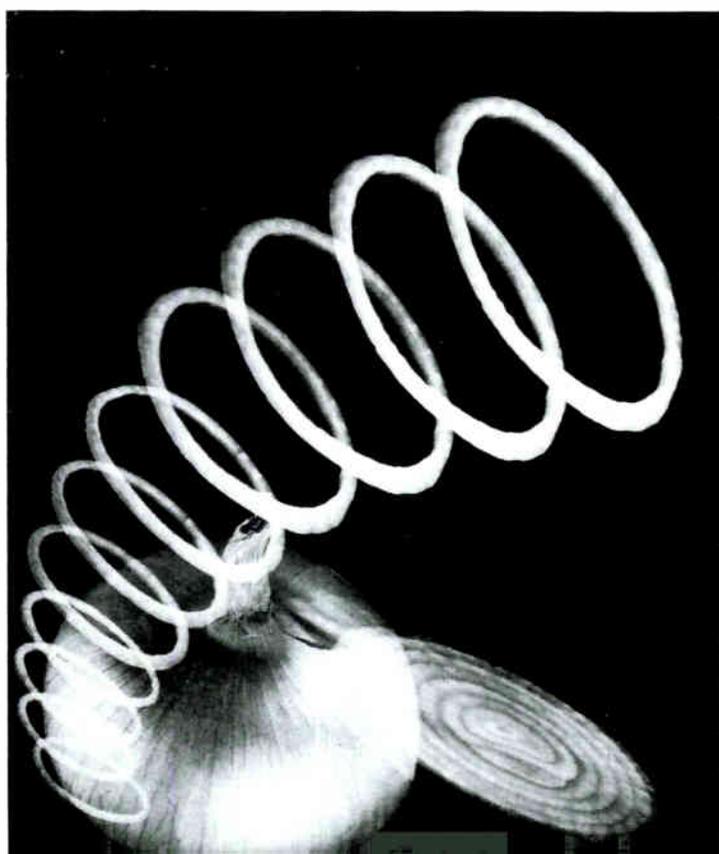
artist JESSE E. HARTMAN
art director WILL BURTIN
advertiser FORTUNE
publisher TIME INC.





287

artist ANTON BRUEHL
art director RALPH DADDIO
advertiser SEVENTEEN
publisher TRIANGLE PUBLICATIONS



288

artist BAUMAN-GREENE
art director BUDD HEMMICK
advertiser GOOD HOUSEKEEPING
publisher HEARST MAGAZINES

289

artist FRANCIS McLAUGHLIN
art director ALEXANDER LIBERMAN, TINA FREDRICKS
advertiser GLAMOUR
publisher THE CONDÉ NAST PUBLICATIONS INC.



*ART DIRECTORS CLUB MEDAL

290

artist CECIL BEATON
art director ALEXANDER LIBERMAN, PRISCILLA PECK
advertiser VOGUE
publisher THE CONDÉ NAST PUBLICATIONS INC.



293

artist CECIL BEATON
art director ALEXANDER LIBERMAN, PRISCILLA PECK
advertiser VOGUE
publisher THE CONDÉ NAST PUBLICATIONS INC.

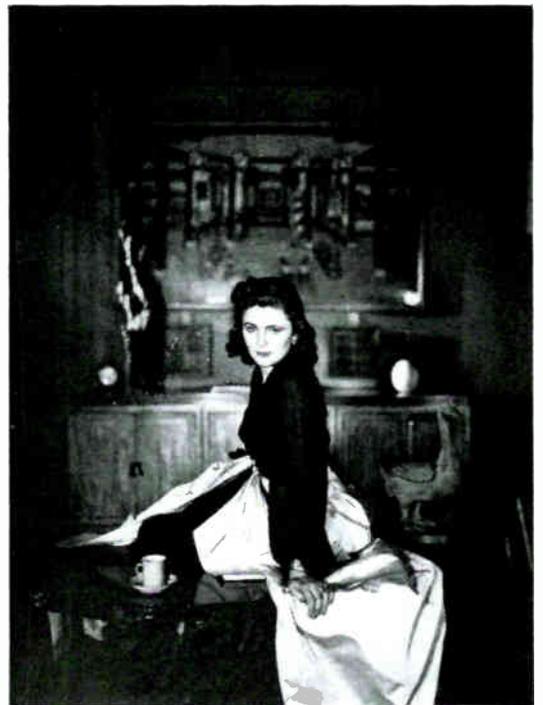


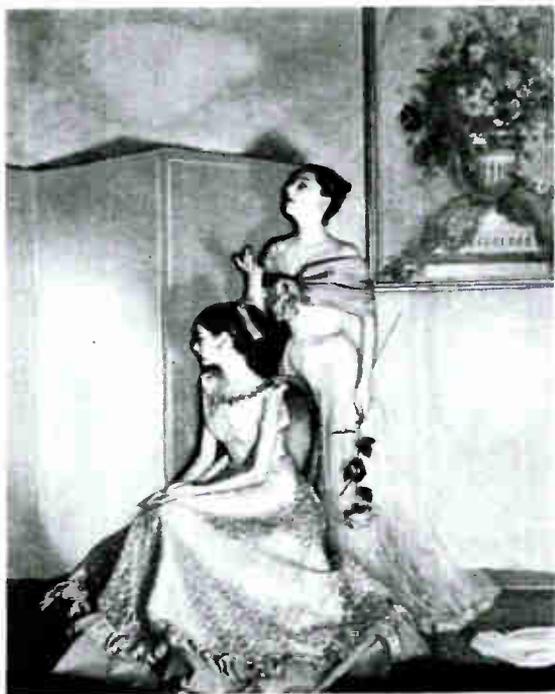
291

artist ERWIN BLUMENFELD
art director ALEXANDER LIBERMAN, PRISCILLA PECK
advertiser VOGUE
publisher THE CONDÉ NAST PUBLICATIONS INC.

292

artist JOHN RAWLINGS
art director ALEXANDER LIBERMAN, PRISCILLA PECK
advertiser VOGUE
publisher THE CONDÉ NAST PUBLICATIONS INC.





294

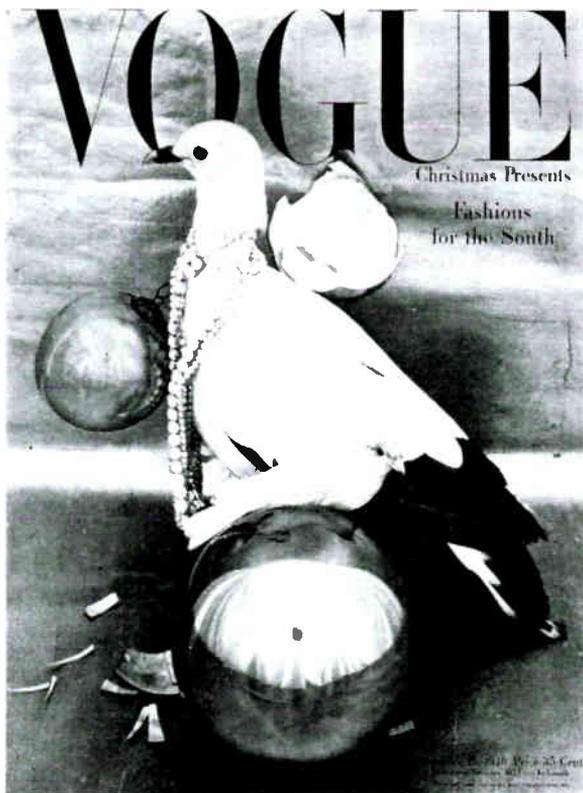
artist ERWIN BLUMENFELD
art director ALEXANDER LIBERMAN, PRISCILLA PECK
advertiser VOGUE
publisher THE CONDÉ NAST PUBLICATIONS INC.



295

artist HORST P. HORST
art director ALEXANDER LIBERMAN, PRISCILLA PECK
advertiser VOGUE
publisher THE CONDÉ NAST PUBLICATIONS INC.





296

artist IRVING PENN
art director ALEXANDER LIBERMAN, PRISCILLA PECK
advertiser VOGUE
publisher THE CONDÉ NAST PUBLICATIONS INC.

297

artist CECIL BEATON
art director ALEXANDER LIBERMAN, PRISCILLA PECK
advertiser VOGUE
publisher THE CONDÉ NAST PUBLICATIONS INC.



298

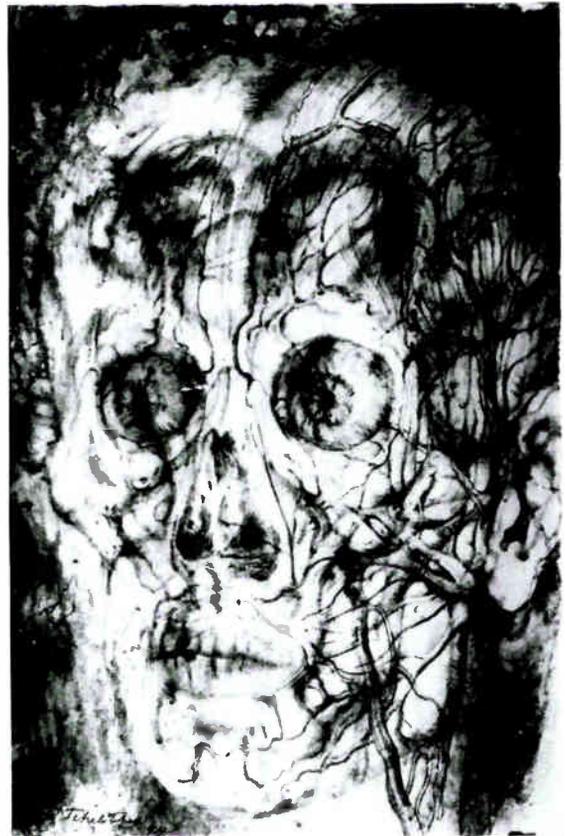
artist JOHN RAWLINGS
art director ALEXANDER LIBERMAN, PRISCILLA PECK
advertiser VOGUE
publisher THE CONDÉ NAST PUBLICATIONS INC.





299

artist PHILIP GUSTON
art director BRADBURY THOMPSON, ALFRED M. FRANKFURTER
advertiser ART NEWS ANNUAL
publisher THE ART FOUNDATION INC.



300

artist PAVEL TCHELITCHEW
art director BRADBURY THOMPSON, ALFRED M. FRANKFURTER
advertiser ART NEWS ANNUAL
publisher THE ART FOUNDATION INC.

AWARD FOR
DISTINCTIVE MERIT

301

artist DAVID STONE MARTIN
art director EDMOND WITALIS
advertiser COSMOPOLITAN
publisher HEARST MAGAZINES





302

artist RAPIHAEL SOYER
art director ALEXANDER LIBERMAN, CIPE PINELES
advertiser GLAMOUR
publisher THE CONDÉ NAST PUBLICATIONS INC.

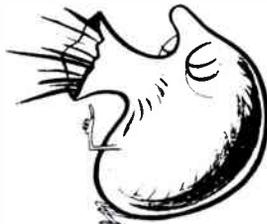
303

artist ROBERT OSBORN
art director ALEXANDER LIBERMAN, TINA FREDERICKS
advertiser GLAMOUR
publisher THE CONDÉ NAST PUBLICATIONS, INC.

Conversational Encounters



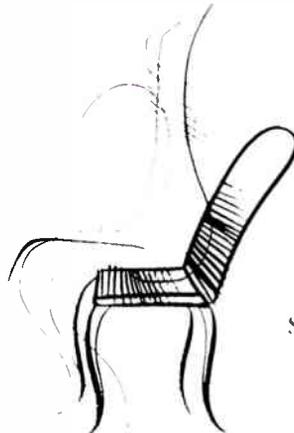
Arguer



Windbag



Silent type



Mental absentee



Breastbeater



Small talk



Gossip



Joker

R. Osborn



304

artist WILLIAM PENE DU BOIS
art director BRADBURY THOMPSON
advertiser MADEMOISELLE
publisher STREET & SMITH PUBLICATIONS INC.



305

artist W. KIRTMAN PLUMMER
art director RALPH DADDIO
advertiser SEVENTEEN
publisher TRIANGLE PUBLICATIONS

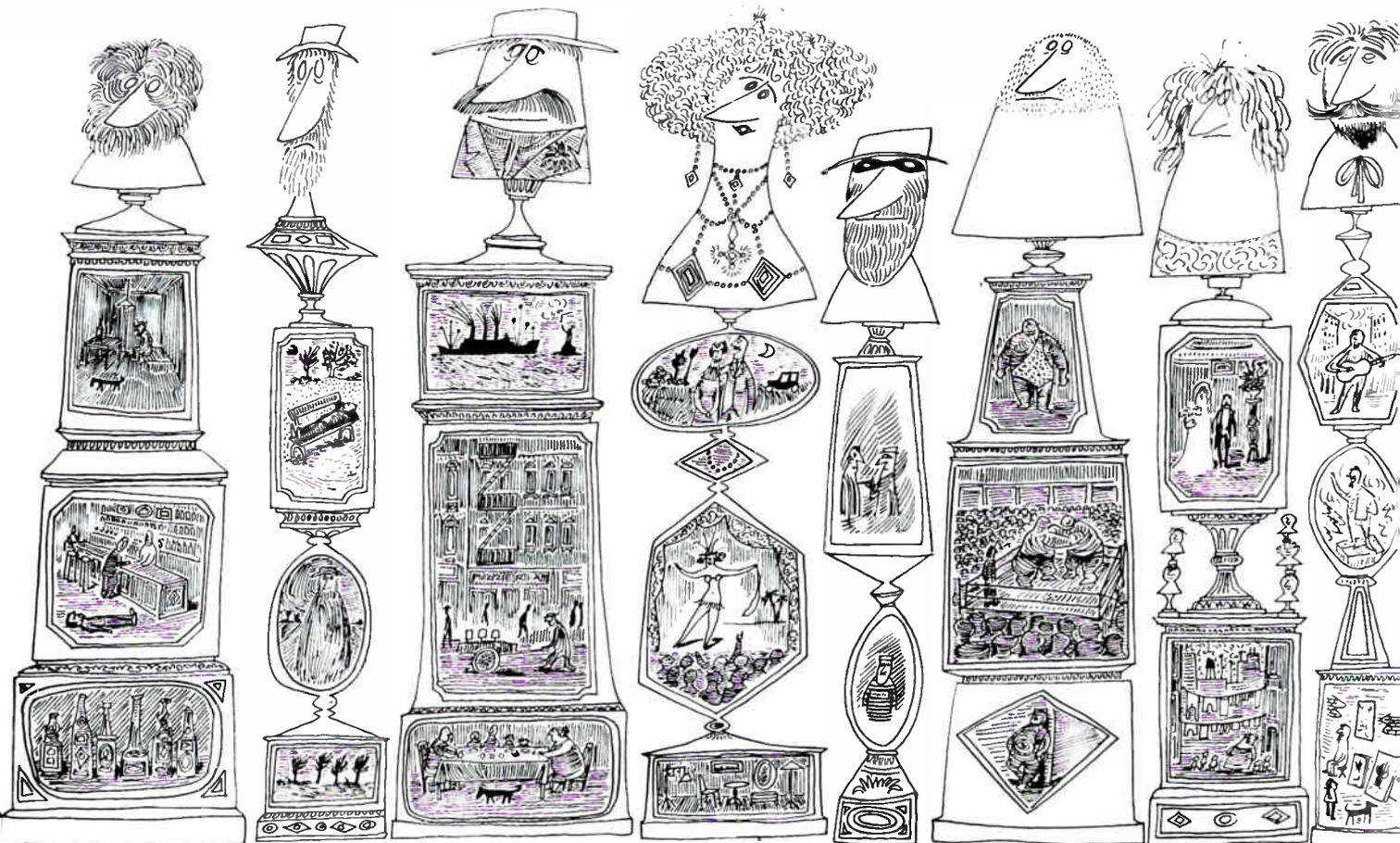


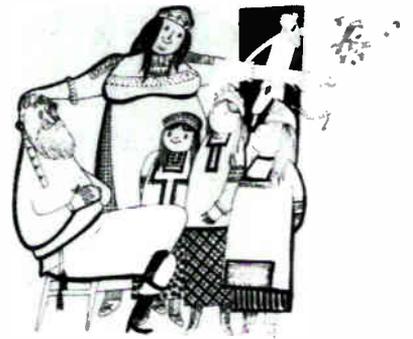
306

artist BERNARD CHILDS
art director RALPH DADDIO
advertiser SEVENTEEN
publisher TRIANGLE PUBLICATIONS

307

artist SAUL STEINBERG
art director ARNOLD HOFFMANN JR.
advertiser NEW YORK TIMES SUNDAY MAGAZINE
publisher NEW YORK TIMES CO.

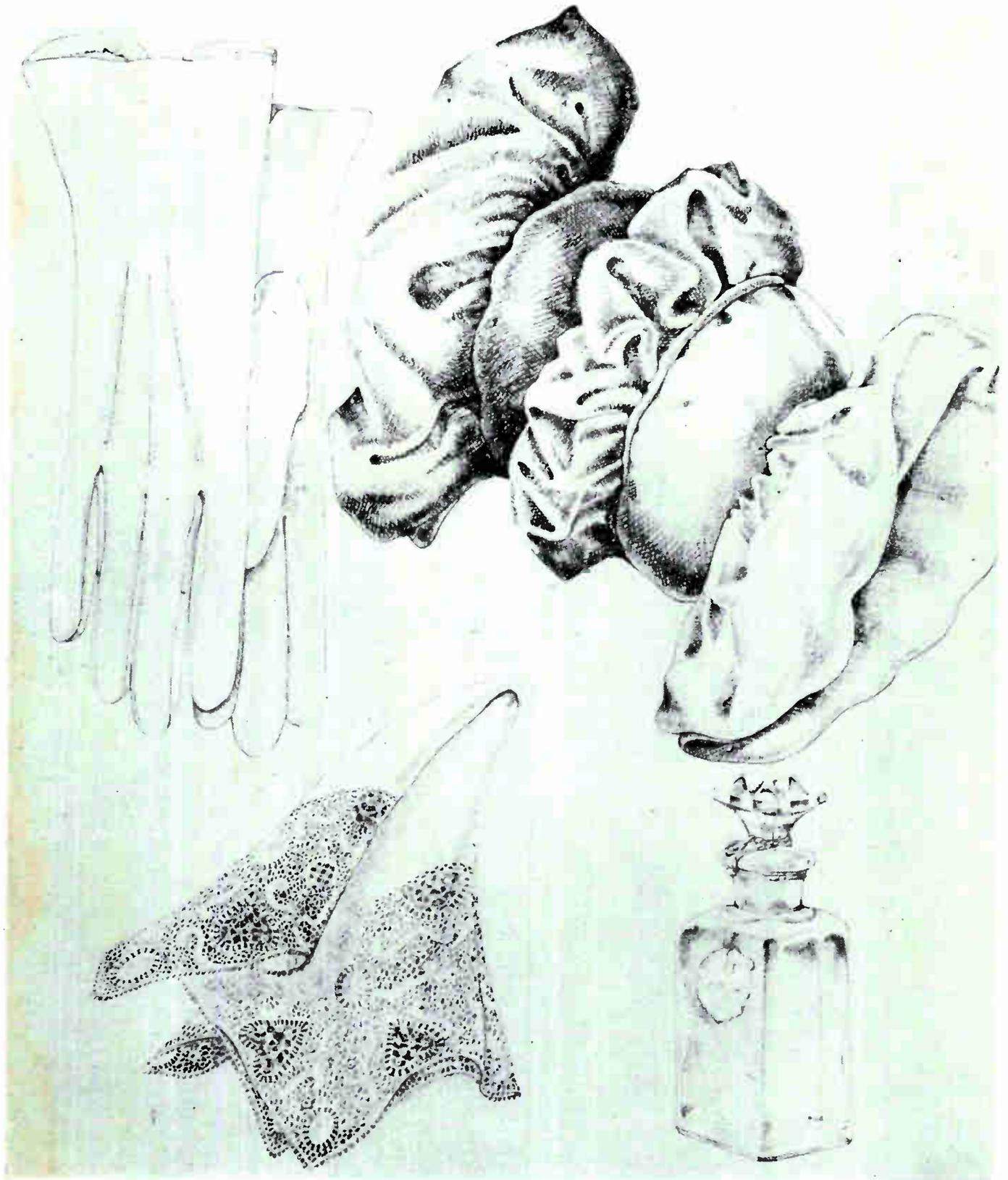




308

artist JAN BALET
art director RALPH DADDIO
advertiser SEVENTEEN
publisher TRIANGLE PUBLICATIONS





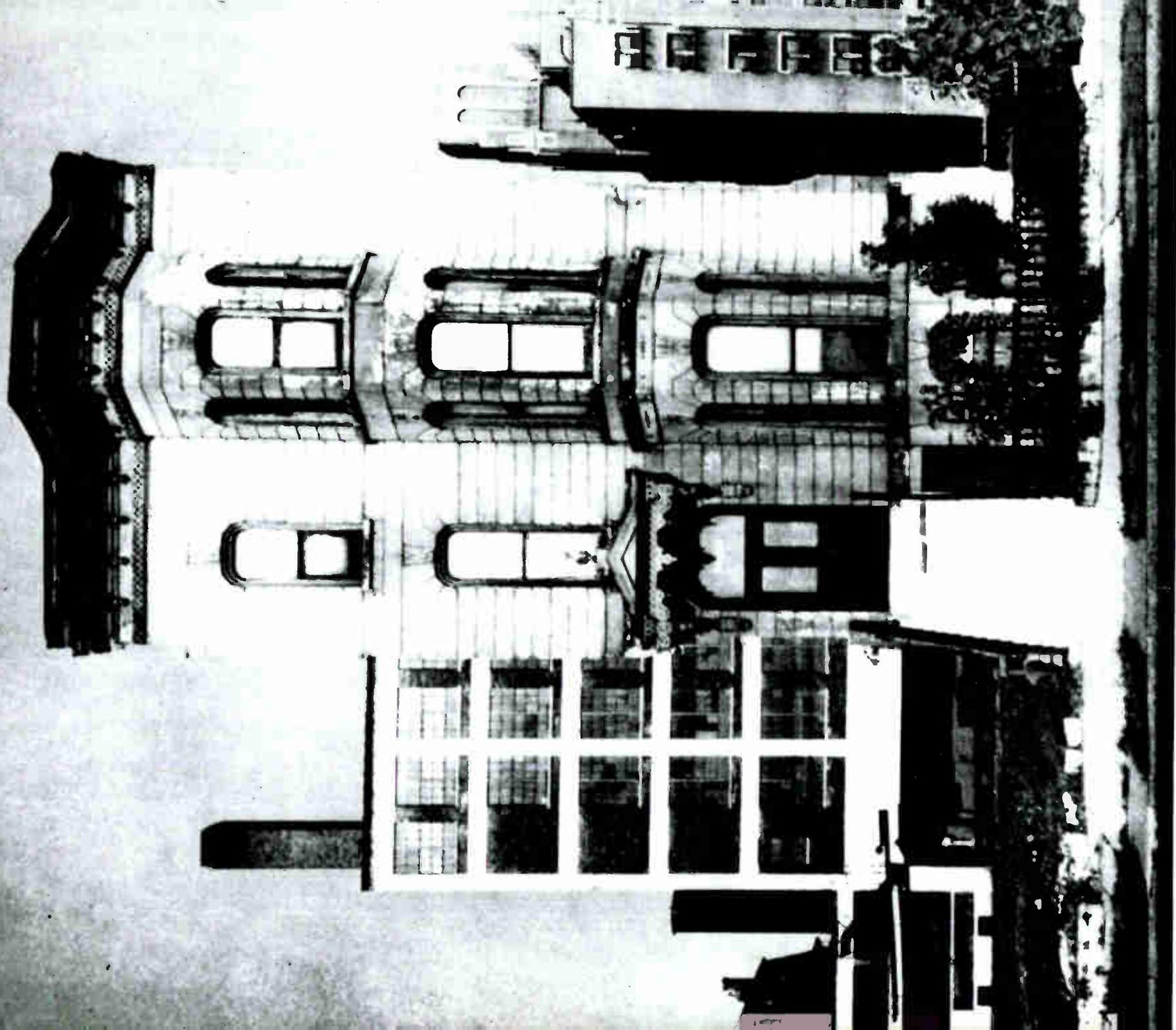
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YOUR SHOULDERS ARE SHOWING

Health and beauty by Bernice Peck

This is a great year for making the most of silky skin and pretty bones. Every evening dress is cut off shoulder. Or strapless. Or with precarious little straps of silk or brilliants that look naked, really, than none at all. Even the terse-skirted new evening dresses are shown away on top, leaving your shoulders bare as the day you were born. And to wear under dresses like these, stores show, ready-made, that inexpensive miracle, the wired bra—straps or no straps, it keeps you firmly in your place. Not even a pretty face draws longer lingering glances than smooth, modeled shoulders and those agreeable accessories—round slim arms, a graceful throat, proud breasts. You've never seen so many ads, read so many articles about these essentially feminine

attractions and how to have them. (Go back exactly a year and read MLE's own *Coming Out* article, December '45, with explicit directions for exercises to plump out hollows, for brightening tired skin, for make-up to give your face, neck and arms the smooth tender luster of an apricot's skin.) And get to work. On contour, on skin polishing, on finish. Try your hair up high if you want to lengthen the line of your neck or, for just the reverse, use bulky, sparkling earrings to bridge too great a gap between shoulder and lobe. Hold a mirror above your shoulders, see how they seem, man's-eye view. Once you've done all you can do in self-improvement, then wear that strapless evening dress like a marvelous beauty—beyond the shadow of a shoulder bone.



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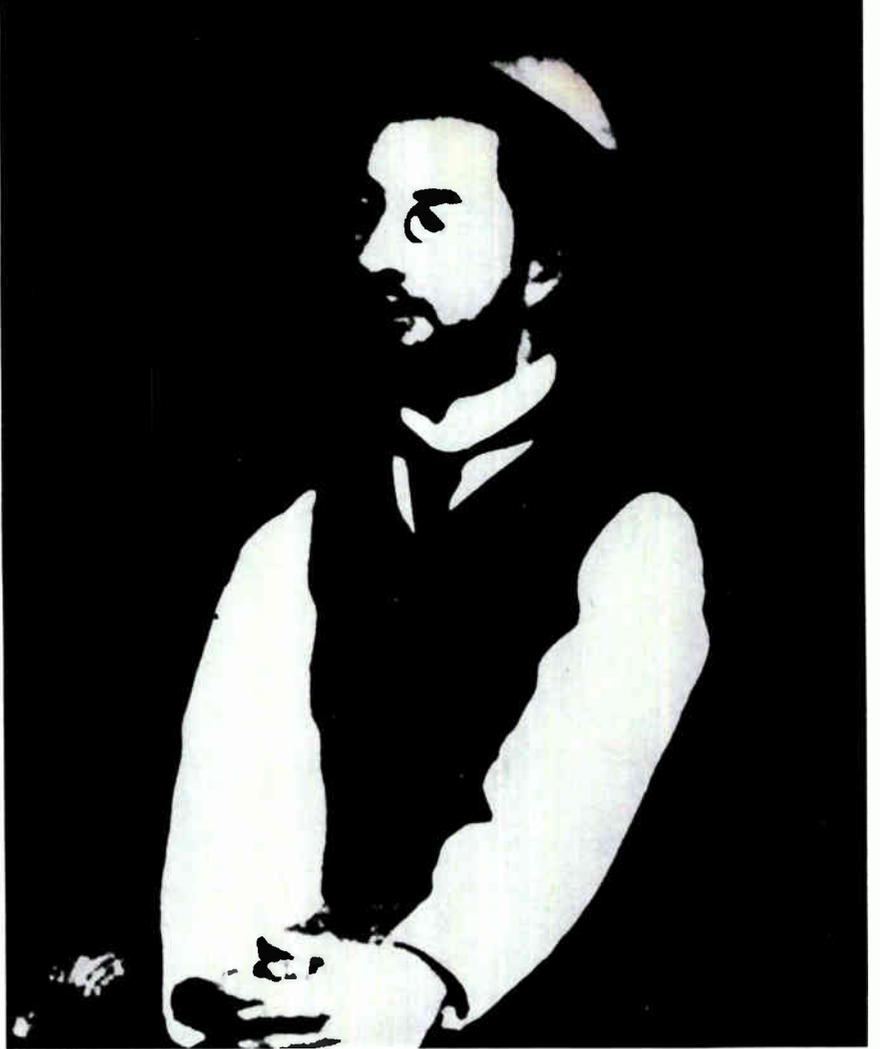


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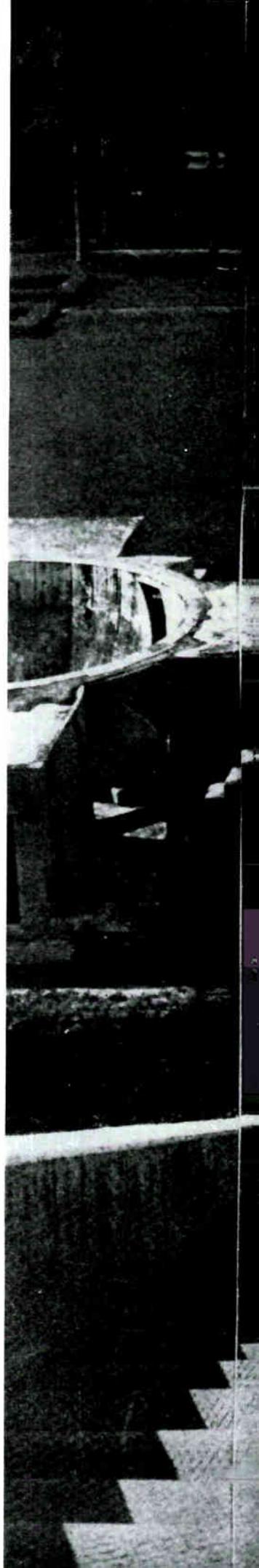


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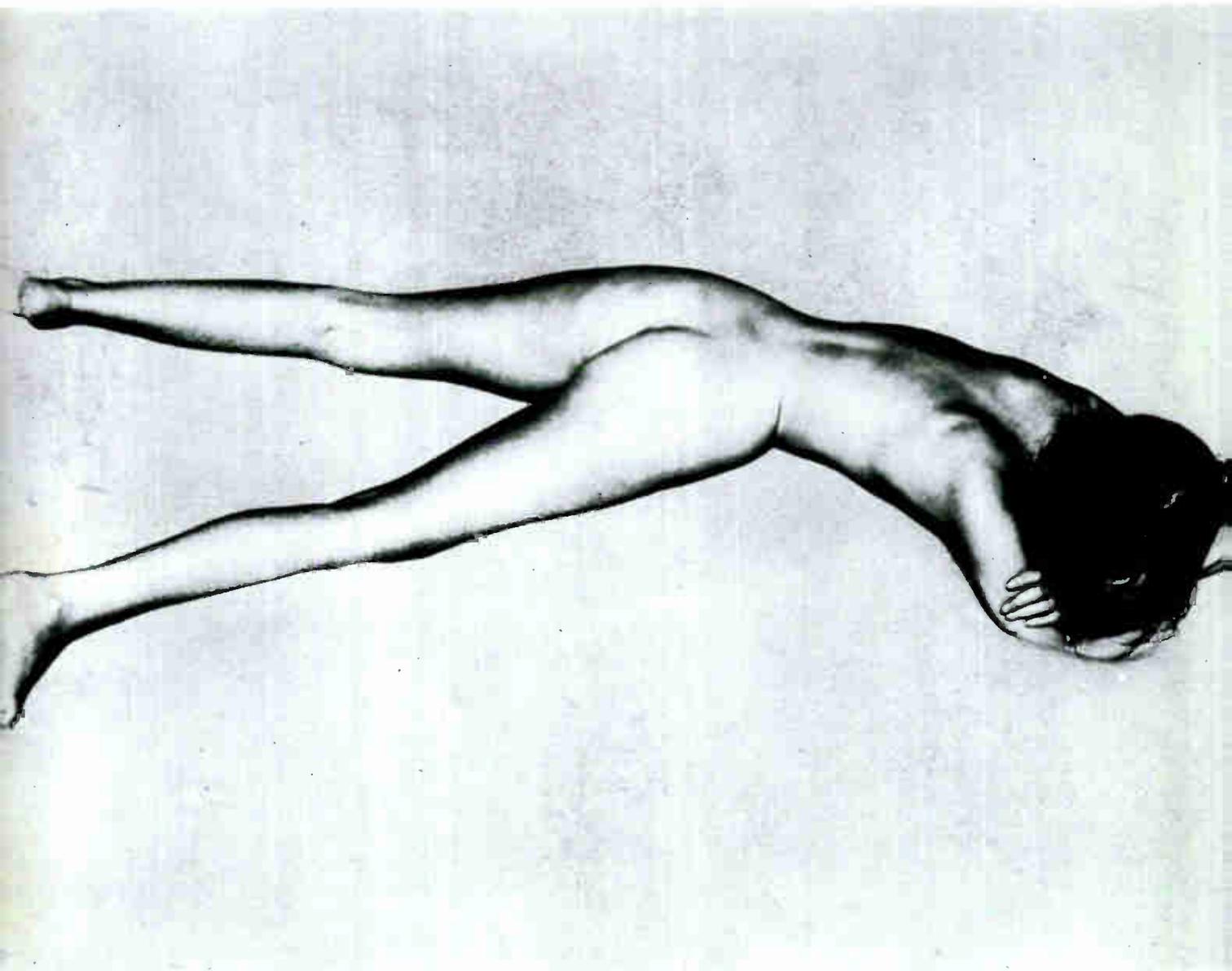
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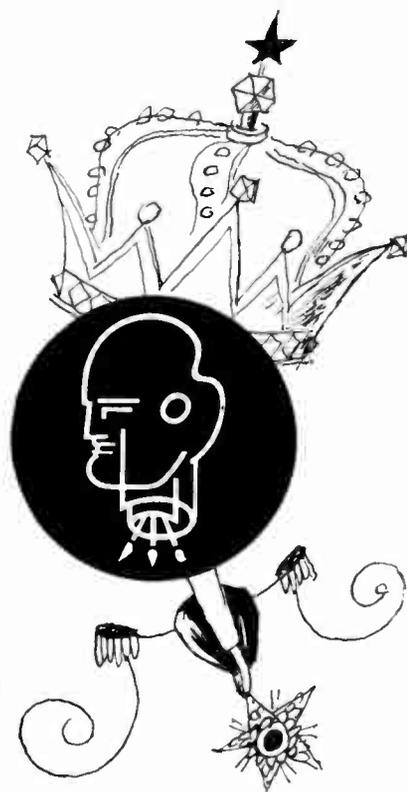
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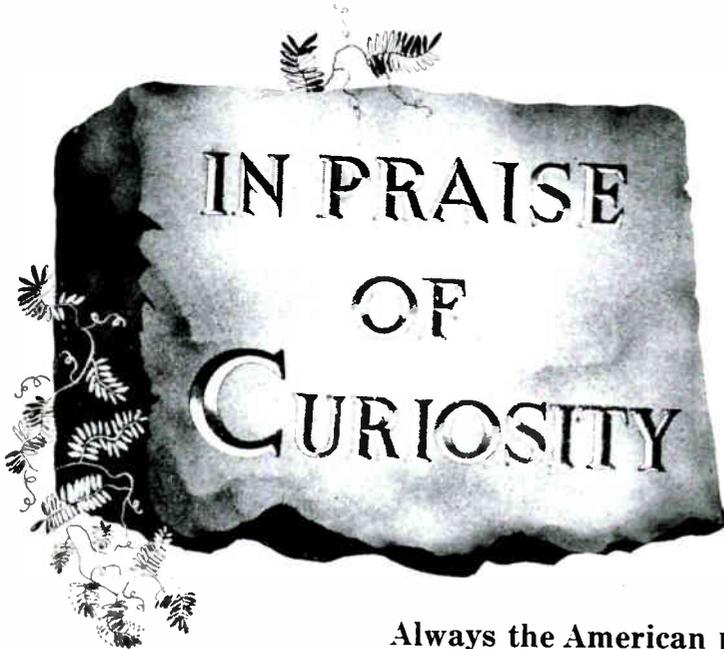
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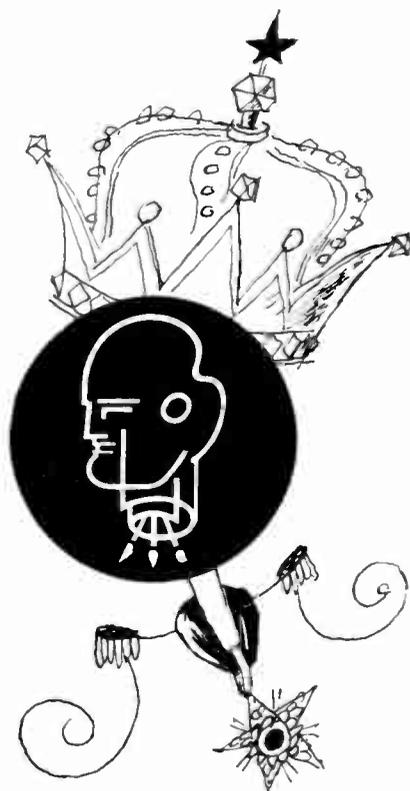
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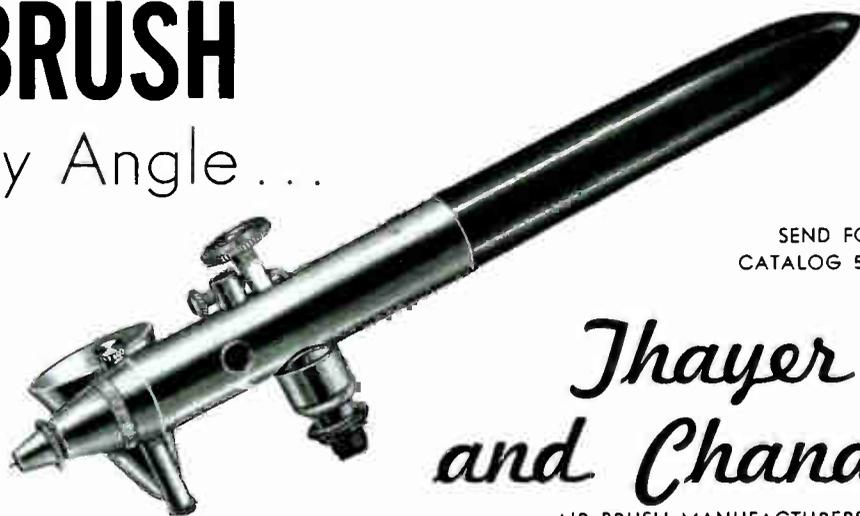


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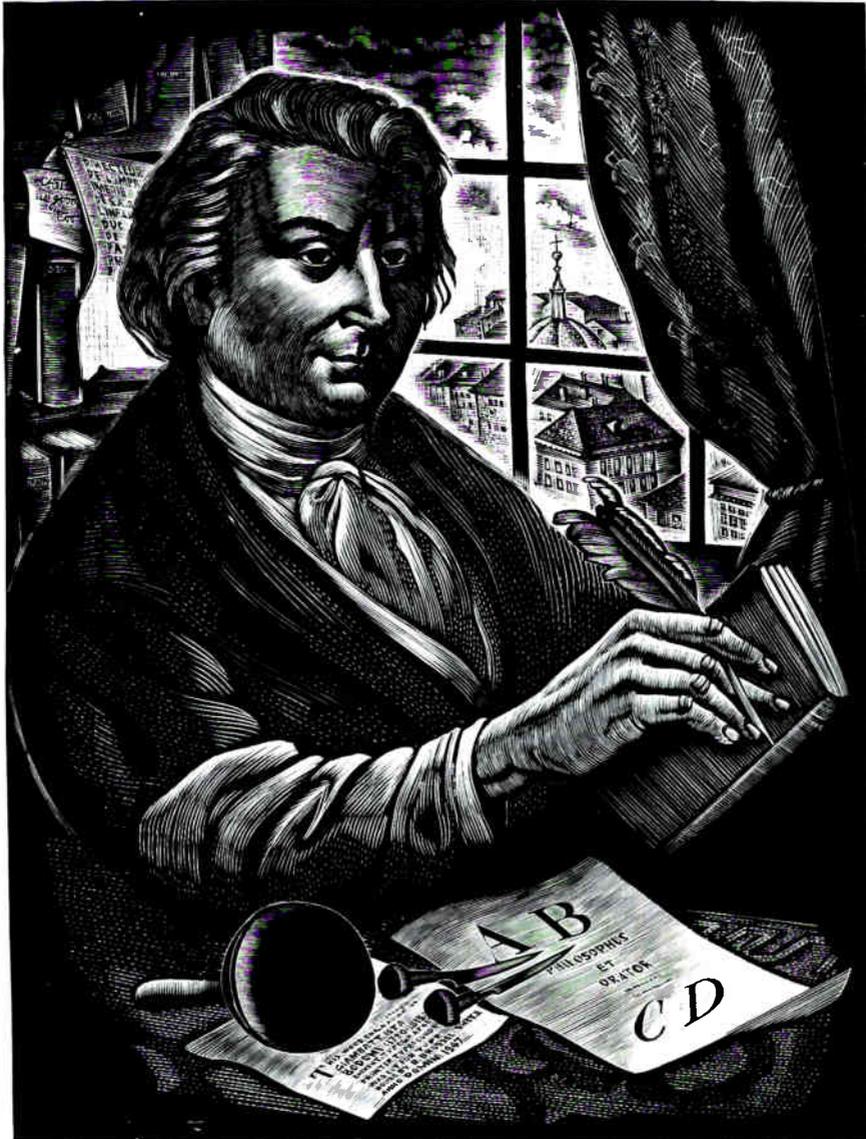


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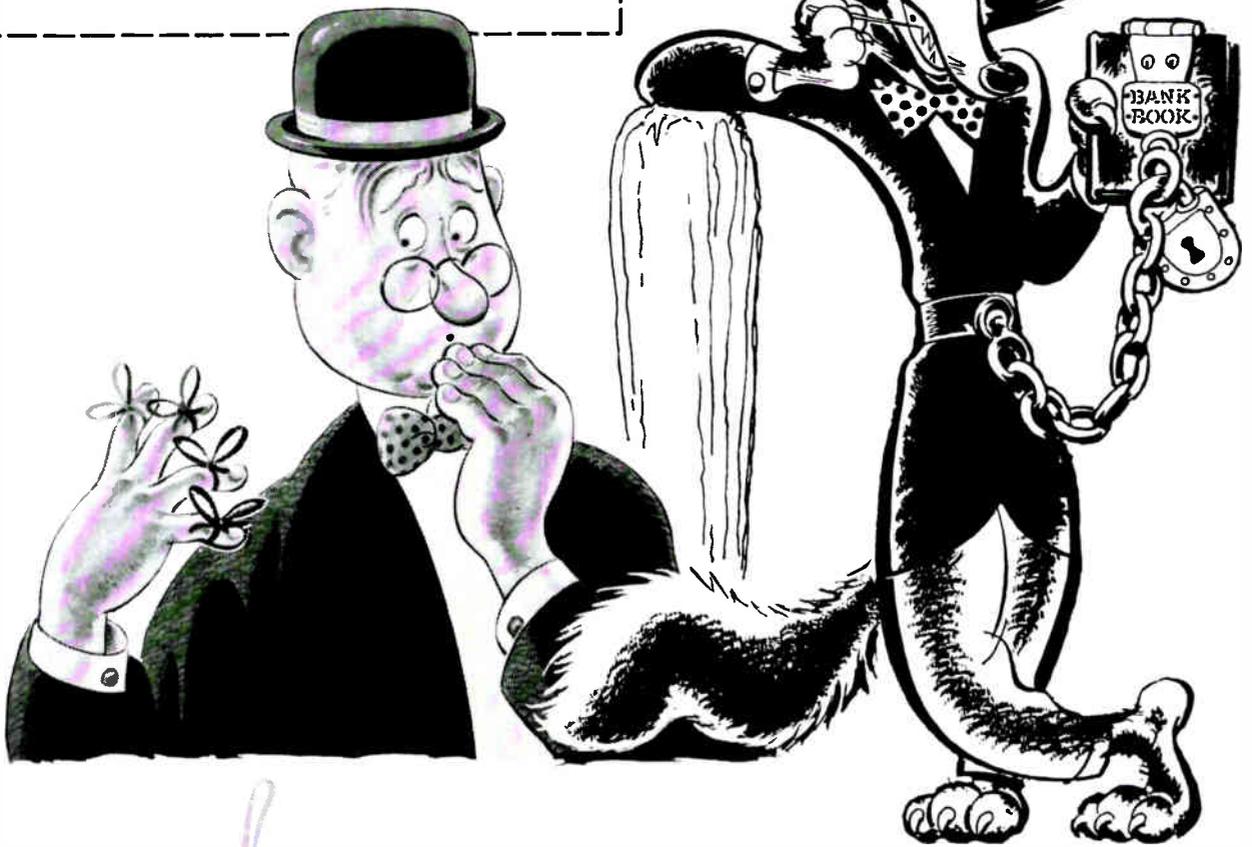
PERPETUATING THE HERITAGE OF TYPE

“*To be set in Bodoni,*” is a familiar phrase which has immortalized the name of Giambattista Bodoni — master craftsman of his day — pioneer in perpetuating the heritage of type. For generations past and for generations to come, his creations are standards of comparison and inspiration for fellow typographers. Intelligent selection and handling of type is an art in itself. That is why THE TYPE HOUSE employs only the *master craftsmen* of our day to carry out the responsibility of making each job a “Masterpiece”.



THE TYPE HOUSE, INC. • 62 WEST 47th STREET, NEW YORK 19, N. Y. • LONGACRE 3-2376-7-8-9





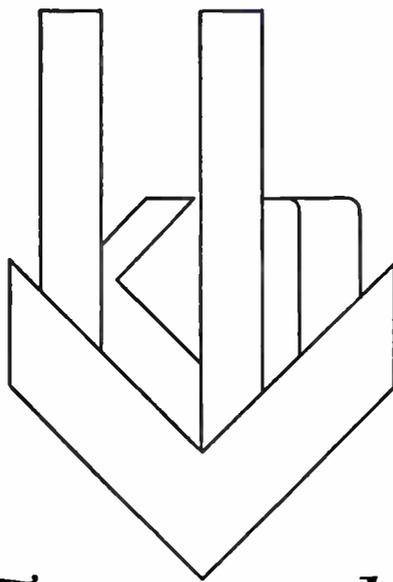
Paul Pinson

HUMOR

ADVERTISING ILLUSTRATION • 333 NORTH MICHIGAN AVENUE • CHICAGO I • ANDOVER 3337

Type

by simple definition is a symbol. The skillful use of it will, in its greatest refinement, express the precise mood and purpose of the art director's layout



KURT H. VOLK, INC. *Typography* 228 E. 45th ST., N.Y.

© 1946, THE CONDÉ NAST PUBLICATIONS INC.



A Cecil Beaton photograph from the July 1946 Vogue

The Condé Nast Publications Inc.

Vogue

House & Garden

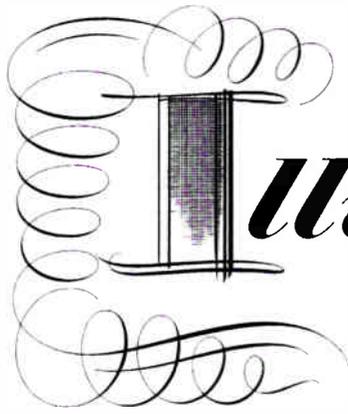
Glamour

Vogue Pattern Book

The Condé Nast Press

Vogue Studios

Condé Nast Engravers



Illustration

Fred Freeman
Robert Greenhalgh
Fred Irwin
John Mc Dermott
John Ruge
Bob Smith

LYNN BUNDY • 6 EAST 45 STREET • NEW YORK 17

Artists' Representative

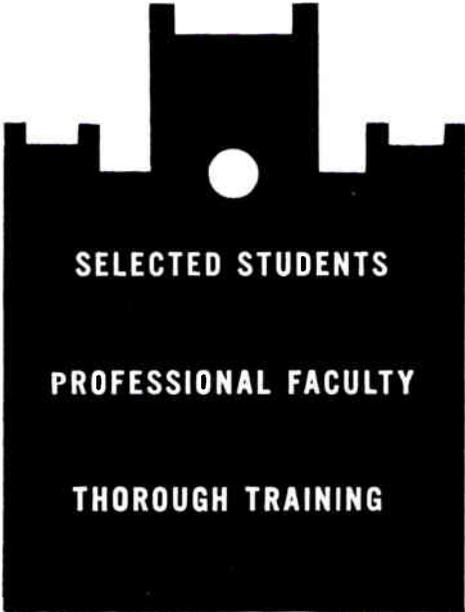
Tom Corbett-del.

NIAGARA LITHOGRAPH COMPANY

Creators and Producers of Color Publicity

BUFFALO • NEW YORK • CLEVELAND • CHICAGO

THE ART SCHOOL PRATT INSTITUTE



SELECTED STUDENTS

PROFESSIONAL FACULTY

THOROUGH TRAINING



Advertising Design

Illustration

Industrial Design

Interior Design

Architecture

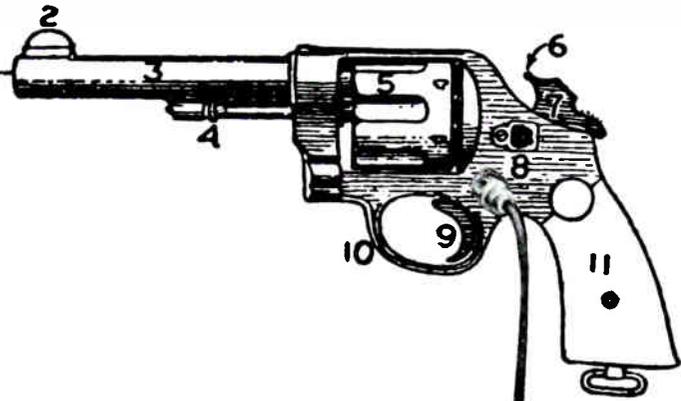
Art Education

Textile Design

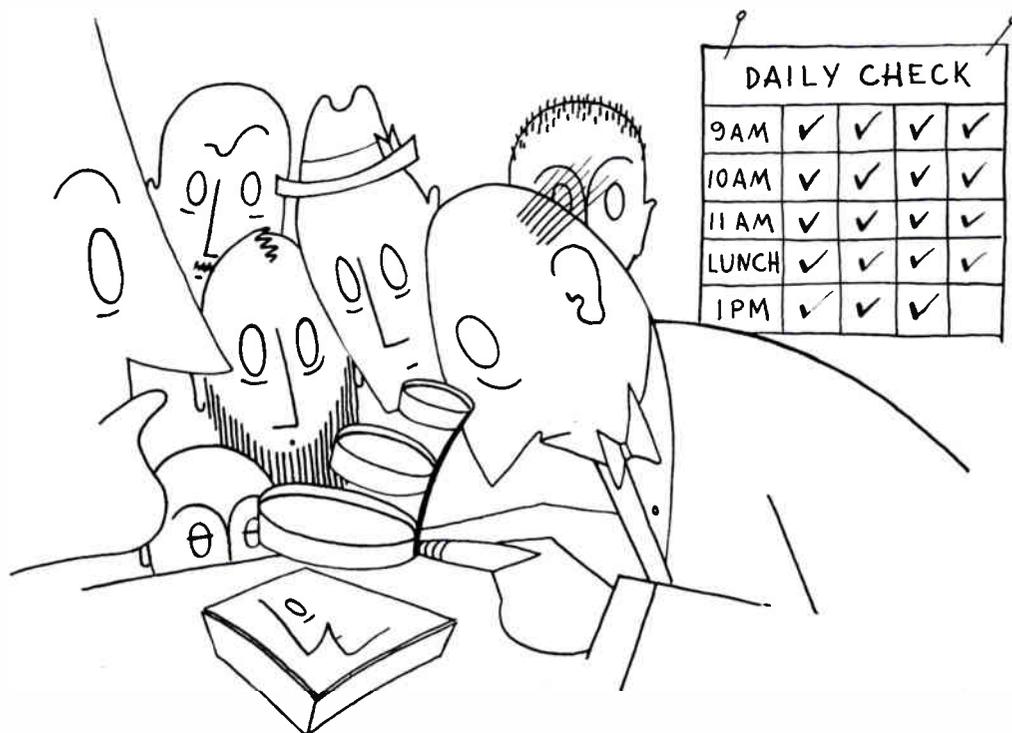
PROFESSIONAL GRADUATES
CALL THE PLACEMENT OFFICE—MAIN 2-2200

Radkai

*shoots
beautiful
girls...
all
day
long*



Paul
Radkai



A Calamity Averted!

ONE OF THE many halftones produced at Aetna each day almost leaves the shop with a dot missing!!! An exaggeration — not on your life—The fidelity of reproduction from engravings by Aetna Photo Engraving Co.—

from the simplest line cut to the most complicated 4 color process subject—doesn't just happen—It results from setting the highest standards of quality and control over every operation in the plant. This constant checking of quality supplements the high technical skill of all our craftsmen and the "know how" servicing of clients by our sales force.

Aetna

**PHOTO ENGRAVING
CO.** 305 E. 47th St., New York 17, N. Y.
EL DORADO 5-7740
4 COLOR PROCESS PLATES • LINE & BEN DAY
BLACK and WHITE

edward **Anderson**
 william **Arnott**
 gertrude **Baehr**
 teosdale **Barney**
 albert **Baxter**
 sheilah **Beckett**
 ol **Behar**
 craig **Bollman**
 fred **Brauer**
 adolph **Brotman**
 ol **Brule**
 r. l. **Chambers**
 arthur t. **Cooper**
 charles e. **Cooper**
 ralph **Creasmon**
 bernard **D'Andrea**

john **Del Gatto**
 ougust **DePhillips**
 stanley **Dersh**
 jim **Dwyer**
 kenneth **Fagg**
 lorraine **Fox**
 james **Fuller**
 frances **Gilkes**
 remie **Hamon**
 john **Hickler**
 arnoid **Holeywell**
 carol **Hughes**
 alfred **Jaeger**
 casey **Jones**
 will'am **Kautz**
 stan **Klimley**

anton **Kurka**
 edirh **Lawdham**
 boo **Levering**
 tran **Mawicke**
 donald **McCoy**
 harold **McNeill**
 annette **Meinhardt**
 dwight h. **Miller**
 karl **Milroy**
 edward **Mocclair**
 ol **Moore**
 leonard **Oehmen**
 ernest **Olsen**
 bud **Parke**
 john **Parker**
 marris **Pressmon**

roy **Price**
 weimer **Pursell**
 walter **Richards**
 frank **Rye**
 richard **Schwarz**
 william **Sheeder**
 j. frederick **Smith**
 martha **Stapleford**
 s. b. **Valentine**
 john **Walker**
 blaine **Waller**
 robert e. **Wettje**
 jon **Whitcomb**
 martha jane **White**
 coby **Whitmore**
 thomas p. **Whitmore**
 j. g. **Woods**



ILLUSTRATION BY STAN KLIMLEY

charles e. **COOPER** *inc.*
advertising art

136 East 57th Street, New York 22, N. Y.

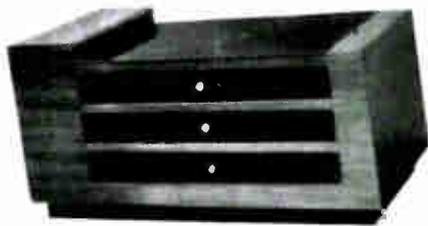
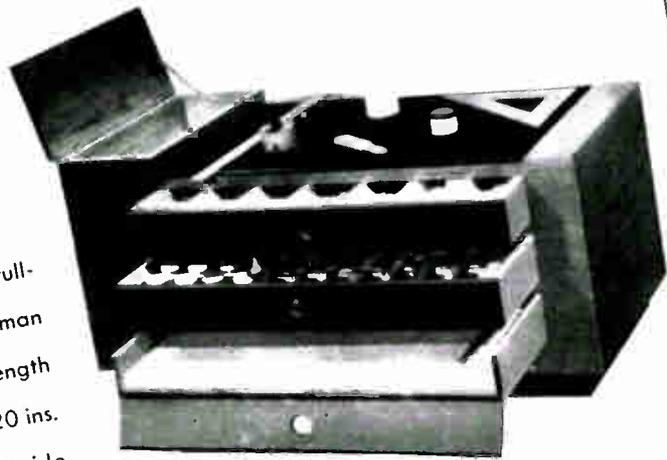
phone PLaza 3-6880

DOHANOS ARTIST CABINET

DESIGNED BY
A FAMOUS ARTIST
FOR ARTISTS

Holds all standard Art Supplies, full-size sheets Strathmore, Whatman Board and large tissue pads. Length 44 ins. Height to Bakelite Top 20 ins. Top 36 x 25½ ins. Drawers inside 23½ x 30½ x 3¼ ins.

Accepted by artists, art directors, studios and agencies as the most PRACTICAL and MODERN piece of furniture that has ever been designed for the artist. Solidly built of selected walnut veneer in natural hand-rubbed finish. Black Bakelite Top. Ideal for the office or home studio.



Also available in bleached mahogany

DWIGHT WHITE a new permanent opaque watercolor white

That really covers, has more body, mixes well with other colors, will not chip or flake off, contains no lead—a whiter white. Used by leading artists, studios, advertising agencies, newspapers, schools and photo engravers.

Available at all art supply dealers.

Write for complete information

DESIGNERS • MANUFACTURERS • DISTRIBUTORS

HAMILTON DWIGHT COMPANY

136 East 57th Street, New York 22, N. Y.



"ATF type faces make easy blending"

says William P. Lilliecrapp, Typographic Director of Warwick & Legler, Inc.

"ATF types and Blue Ribbon Beer have one thing in common... *Good Taste and Good Blending.*

The faces chosen for this advertisement not only are in complete harmony with the

layout and illustration... they have the qualities you'd require of any good salesman... Dignity, Personality, Forcefulness."



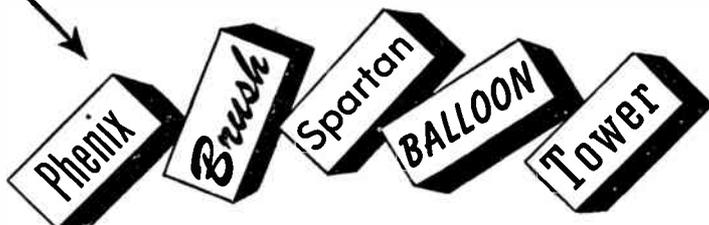
atf

"ATF Ultra Bodoni gave my heading eye-dominating strength. ATF Szymie Medium Italic lent dignity to the verses. And the text in ATF Bodoni has the pleasing personality that ties all three together. I don't have to go beyond ATF faces to make any blend I need."



AMERICAN TYPE FOUNDERS • 200 Elmora Ave., Elizabeth B, New Jersey

Write on your letterhead requesting single-page showings, including the complete alphabets, of the following and other ATF faces.



3-year winner of
Art Directors' Award
"For Excellent Craftsmanship in Reproduction"



KRUPP ENGRAVING CO. INC.



GILBERT TOMPKINS



REPRESENTING

BISCHOFF, H. E.

BOYD, DAVID

CONNELLY, GEORGE

CRISS, FRANCIS

DORNE, ALBERT

ERNST, JAMES

GIUSTI, GEORGE

GROUT, STEVE

HAWTHORNE, PAUL

HOOK, FRANCES

HOOK, RICHARD

LEASON, PERCY

MENASCO, MILTON

MILLER, HARRISON

POTT, RUDY

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



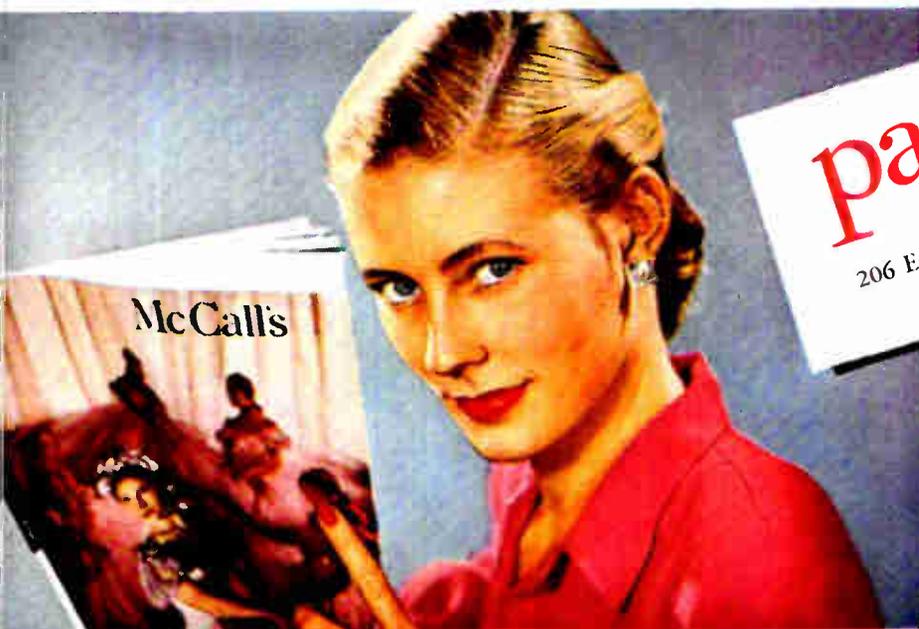
THE McCALL'S CAMPAIGN

When a woman shops
for shampoo, rinse
or wave set
it's no casual purchase
she is making . . .
in those jars and bottles
her feminine eye perceives
the very essence of romance —
for all the while, you see



OF COLOR PHOTOGRAPHS WAS DONE BY

She has a picture
in her mind —
a heart-stirring vision
of coiffured loveliness,
inspired by a page
in her favorite magazine —
and now, lending nature
a friendly hand
she'll make that picture real!

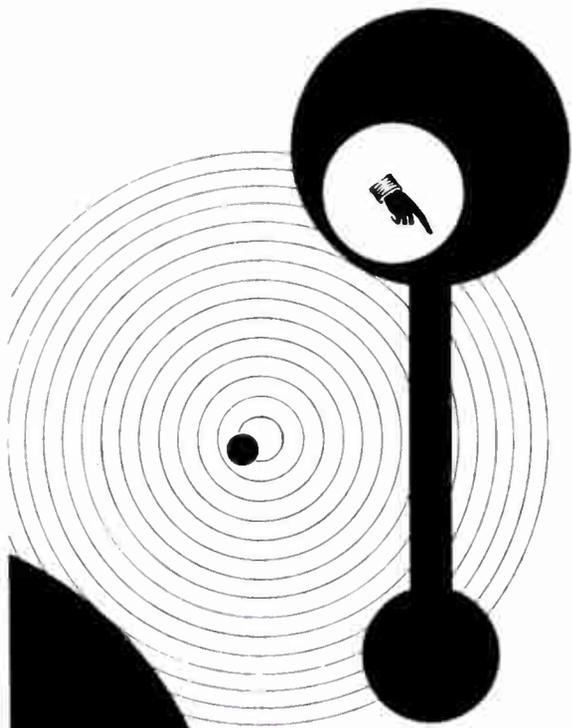


pagano
MEMBER S.P.I.

206 East 65 Street, New York
RHineland 4-6400

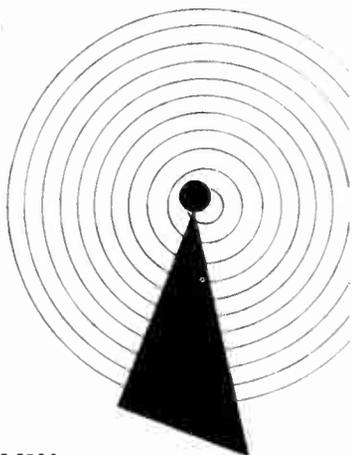
In more than 3,500,000 homes,
month after month,
"mental pictures" from McCall's
move advertising into action
— as McCall's editors
translate continuous
in-the-home research
into stimulating expressions
of women's hopes and dreams.

- *client* MCCALL'S MAGAZINE
- agency* FEDERAL ADVERTISING AGENCY INC.
- art director* MACGREGOR ORMISTON
- artist* PAGANO INC.



art seiden

designer, artist,
consultant art director



Circle 5-5706

709 eighth ave., new york 19, n. y.



ILLUSTRATION ?

STORY AND ADVERTISING
HUMOROUS
REALISTIC OR STYLIZED
FULL COLOR
BLACK AND WHITE
ALL MEDIA

ed. fitzgerald

605 WEST WASHINGTON BOULEVARD
CHICAGO 6, ILL. • PHONE RANDOLPH 6497



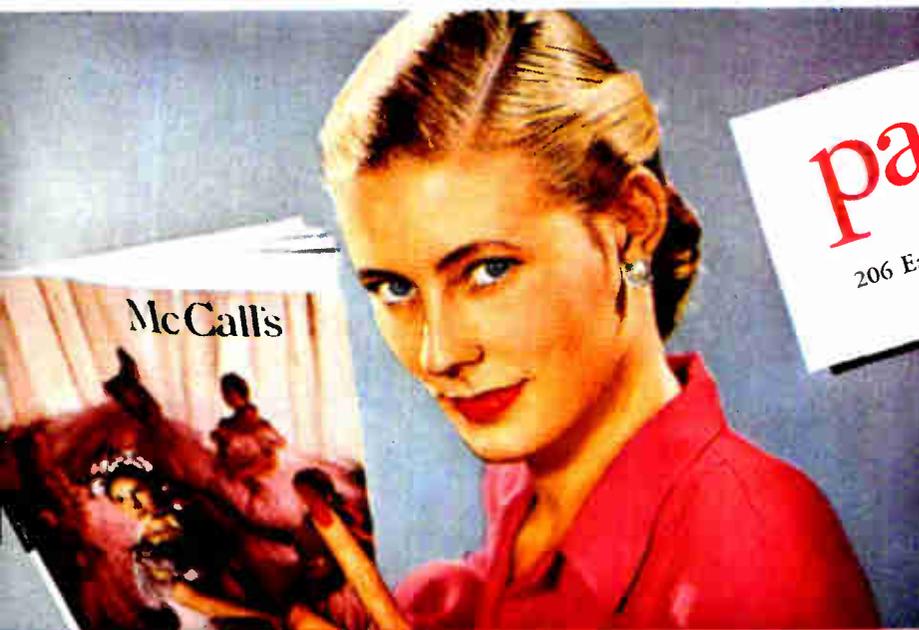
THE McCALL'S CAMPAIGN

When a woman shops
for shampoo, rinse
or wave set
it's no casual purchase
she is making . . .
in those jars and bottles
her feminine eye perceives
the very essence of romance —
for all the while, you see



OF COLOR PHOTOGRAPHS WAS DONE BY

She has a picture
in her mind —
a heart-stirring vision
of coiffured loveliness,
inspired by a page
in her favorite magazine —
and now, lending nature
a friendly hand
she'll make that picture real!



pagano

MEMBER S.P.I.

206 East 65 Street, New York
RHinclander 4-6400

In more than 3,500,000 homes,
month after month,
"mental pictures" from McCall's
move advertising into action
— as McCall's editors
translate continuous
in-the-home research
into stimulating expressions
of women's hopes and dreams.

- *client* MCCALL'S MAGAZINE
- agency* FEDERAL ADVERTISING AGENCY INC.
- art director* MACGREGOR ORMISTON
- artist* PAGANO INC.

Color photograph by Gjon Mili for the Farnsworth Television & Radio Corporation. Art director, Walter Reinsel. Agency, N. W. Ayer & Son, Inc.

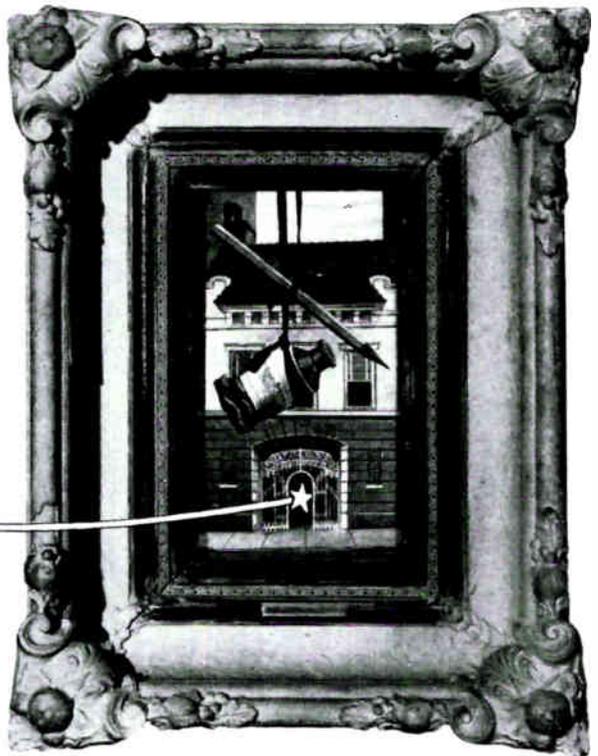


Photype Engraving Company is honored to receive the Art Directors Club 1947 Award of Distinctive Merit for excellent craftsmanship in the reproduction of four-color letterpress. Photype Engraving Company 22nd and Market Streets Philadelphia

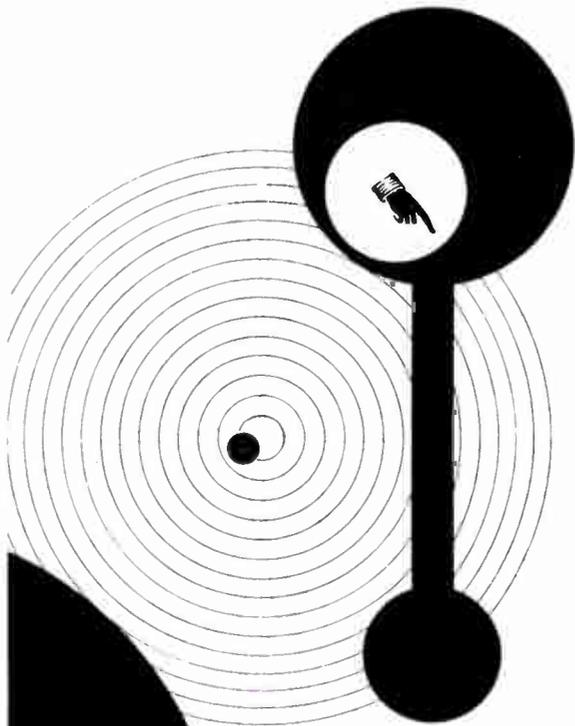


The dotted line indicates original size of kochromome and proportion of scaling for making above letterpress engraving.

hurrell

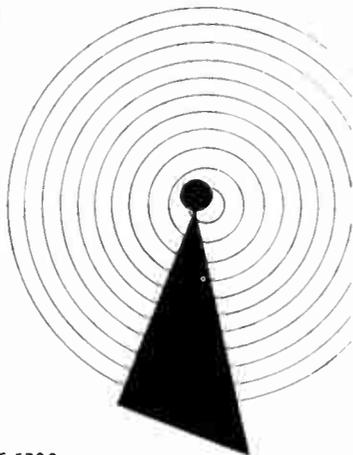


GEORGE HURRELL, INC. • 102 EAST FORTIETH ST. • NEW YORK 16, N. Y. • MURRAY HILL 3-0837



art seiden

designer, artist,
consultant art director



Circle 5-5706

709 eighth ave., new york 19, n. y.

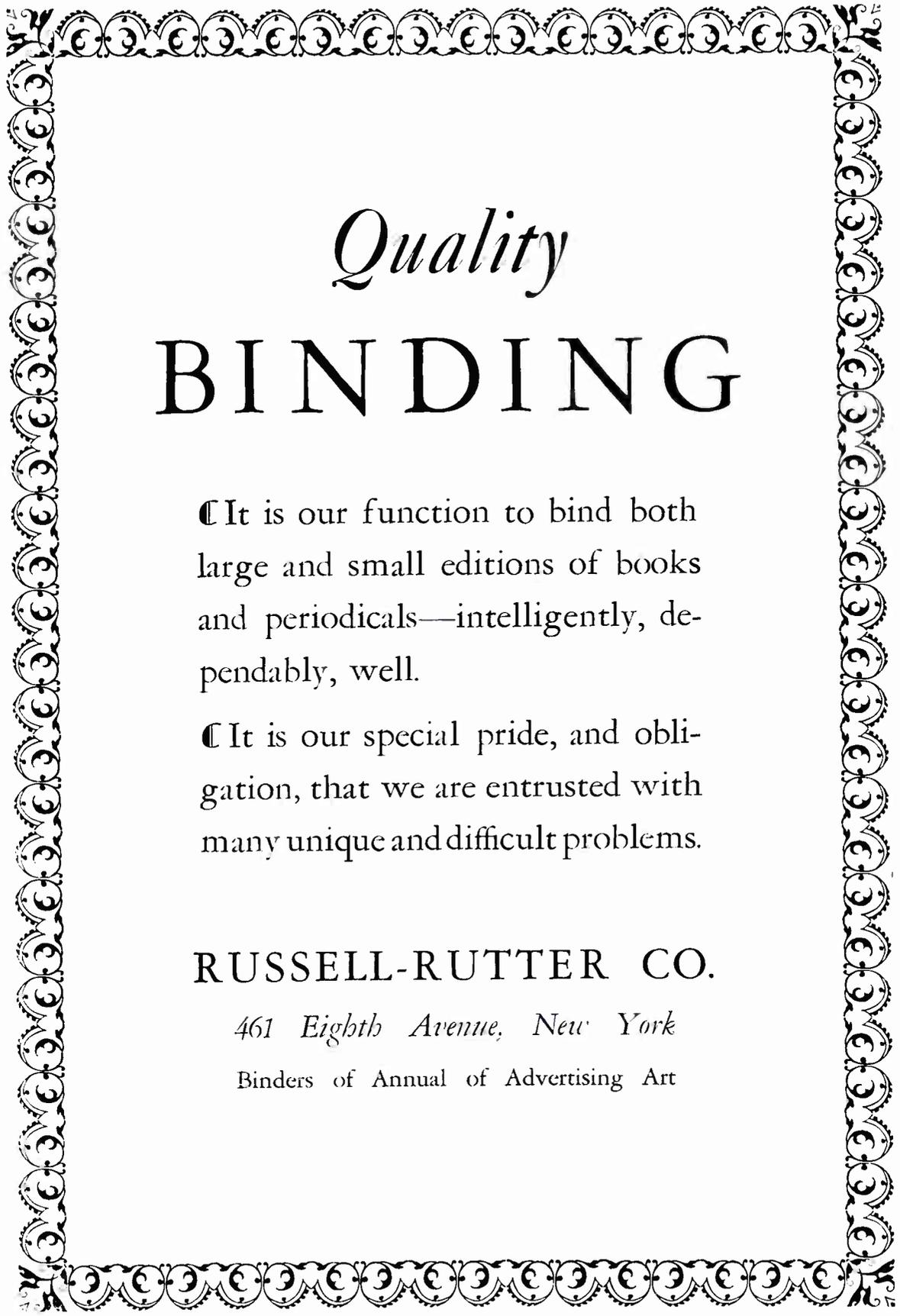


ILLUSTRATION ?

STORY AND ADVERTISING
HUMOROUS
REALISTIC OR STYLIZED
FULL COLOR
BLACK AND WHITE
ALL MEDIA

ed. fitzgerald

605 WEST WASHINGTON BOULEVARD
CHICAGO 6, ILL. • PHONE RANDOLPH 6497



Quality
BINDING

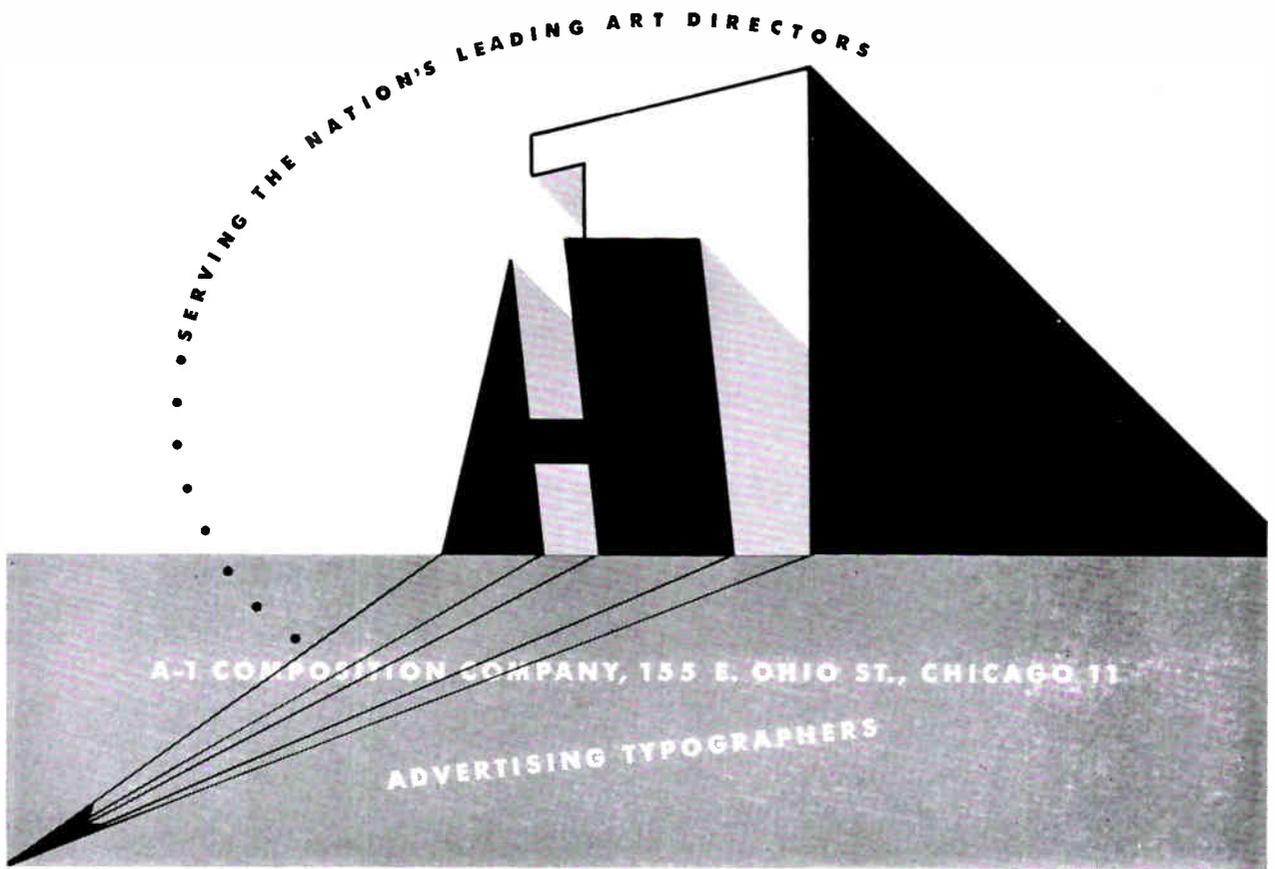
☞ It is our function to bind both large and small editions of books and periodicals—intelligently, dependably, well.

☞ 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



.....Picturing how the Chartmakers graphically dramatize business facts-and-figures for Advertisers and their Advertising Agencies

Phone or write for your copy NOW . .

the Chartmakers, Inc.

VISUAL AIDS AND PRESENTATIONS FOR ADVERTISING, SALES AND MARKETING

PLaza 8-0450

480 Lexington Avenue
New York 17, N.Y.

*Fine printing division of
The Burr Printing House (Founded 1837)
225 Varick Street, New York 14
Watkins 4-1050
One of New York's larger typesetting,
printing and binding plants
Eugene M. Ettenberg, manager
L. A. Granieri, production*

The Gallery Press

*Printers of the 25th and 26th Art Directors Annuals
The Art News Annuals — The Art Quarterly
Gazette des Beaux-Arts — The Art News
John Rewald's History of Impressionism
Arthur Guphill's Norman Rockwell, Illustrator
Alfred H. Barr, Jr.'s Fantastic Art, Dada, Surrealism
240 Lithographs of Honoré Daumier*



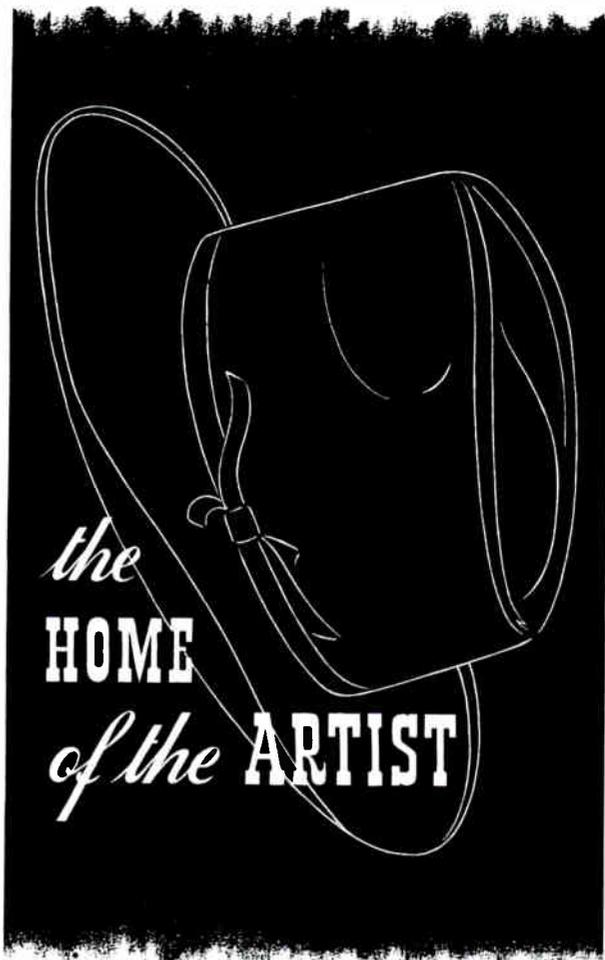
*In the interests of better copy
preparation—we have printed
charts showing the standard
proofreader's marks. Care for one?*

Representing
Artists



Summers

47 WEST 46th ST.,
NEW YORK 19, N.Y.
LONGACRE 3-5343



the
HOME
of the ARTIST

*Serving the American Artist - with
Quality Merchandise - Leaders
in Winsor and Newton Oil and Water
Colors and Brushes - Rembrandt
Oil Colors - A Complete Line
of Artist's Supplies - Manufacturers
of Ruhl Oil and Water Colors.*



FAVOR RUHL & CO, INC.
425 S. WABASH AVE. • CHICAGO, ILL.

67 WEST 44TH STREET

American Artists

NEW YORK 18, N. Y.

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

ARTHUR SARNOFF

Giesen

~~ROTH HARRIS~~

JONES

Michael

Carl Robertz

Franklin

MACH
TEX

Louie Bu

ANDREW
LOUIE

Bradford (Pond?)

Ilse Shank

FRANK
BENSING

Warren Baumgartner

Walter M
Brenhofer

Garland

HAROLD ANDERSON

JOHN SCOTT

E. CHIRIACKO

Wm ROSE

[Signature]



JEAN ARBO
JOY B. BOWERMAN
JOYCE BALLANTYNE
FRANCIS BEAUGUREAU
HENRY BRENNAN
JOHN DE LOOY
TOM DOLAN
FREEMAN ELLIOTT
GILLETTE ELVGREN
EARL GROSS
JOSEPH HARAMY
GEORGE JACOBSON
MARION KUNZELMAN
IWAN LOTTON
MARILYNNE MADSEN
H. CHARLES McBARRON
CLARENCE MARTIN
JOHN MURRAY
JACK OLSON
PAUL RANDALL
EDWARD T. RYERSON
ROBERT SKEMP
H. S. STEVENS
PAUL WEHR

ART DIRECTORS CLUB MEDAL



DESIGNED BY PAUL MANSHIP

The most compelling and lasting impressions are those received visually.

Because this is true, advertising art has performed a genuine service in influencing Americans to buy better and live better, and the efforts of the Art Directors Club to improve the standards of visual advertising have always claimed our interest and our support.

CALKINS & HOLDEN • 247 PARK AVENUE • NEW YORK



Ten million

brushes

for

John Gannam



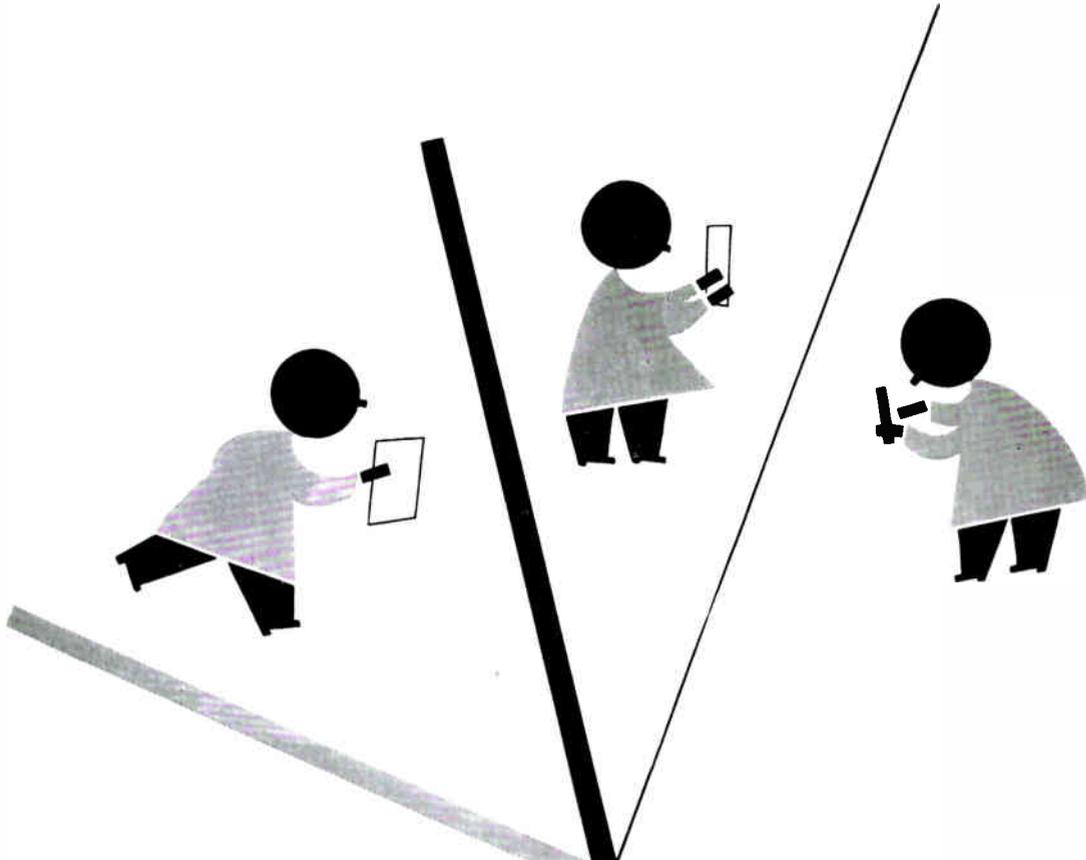
This painting from the brush of John Gannam is a delight of tender color. Only a few people will ever see the original, but

over 10,000,000 were able to enjoy the true-to-life reproductions in various national magazines.

Trichromatic Engraving Co. is proud to have been entrusted with this delicate job of platemaking and wishes to extend sincere thanks to the Art Directors Club for its award of the certificate of Distinctive Merit for "excellent craftsmanship in reproduction."

TRICHROMATIC ENGRAVING CO., Inc., 161 Eighth Ave., New York 1, N. Y.

Member, Photo Engravers Board of Trade of N. Y. • Member, American Photo Engravers Association



RUNKLE • THOMPSON • KOVATS • INC.

Advertising Typographers and Printers

RTK

WHIttehall 7111 • 520 North Dearborn Street • Chicago

regent

4-8635



Lillian Chamalian

500 East 80th Street, New York 21, N. Y.

Humorous drawings for Magazines and Advertising

**WE'RE TELLING
THE WORLD!**

Yes...we've been in business four years and it's about time we let more people know about it! Everything in advertising art from a rough layout to a finished illustration.



**HANSON
STUDIO**

ADVERTISING ART

75 E. WACKER DR. CHICAGO 1, ILL.



ART DIRECTORS!

Are you getting our mailings?

Sample reproductions, which include the work of our illustrators, designers, fashion, mechanical and photographic artists, will be mailed to you frequently upon request.

Bielefeld Studios, Inc.

35 East Wacker Drive
Chicago 1, Illinois

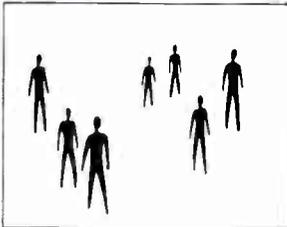
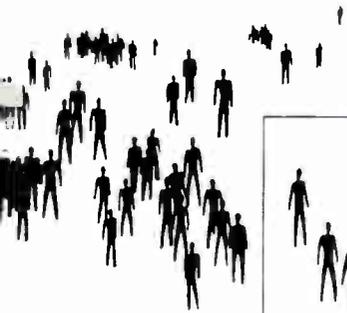


ADVERTISING DESIGN

PHOTOGRAPHY

INDUSTRIAL DESIGN

ILLUSTRATION • PAINTING



THE ART CENTER SCHOOL

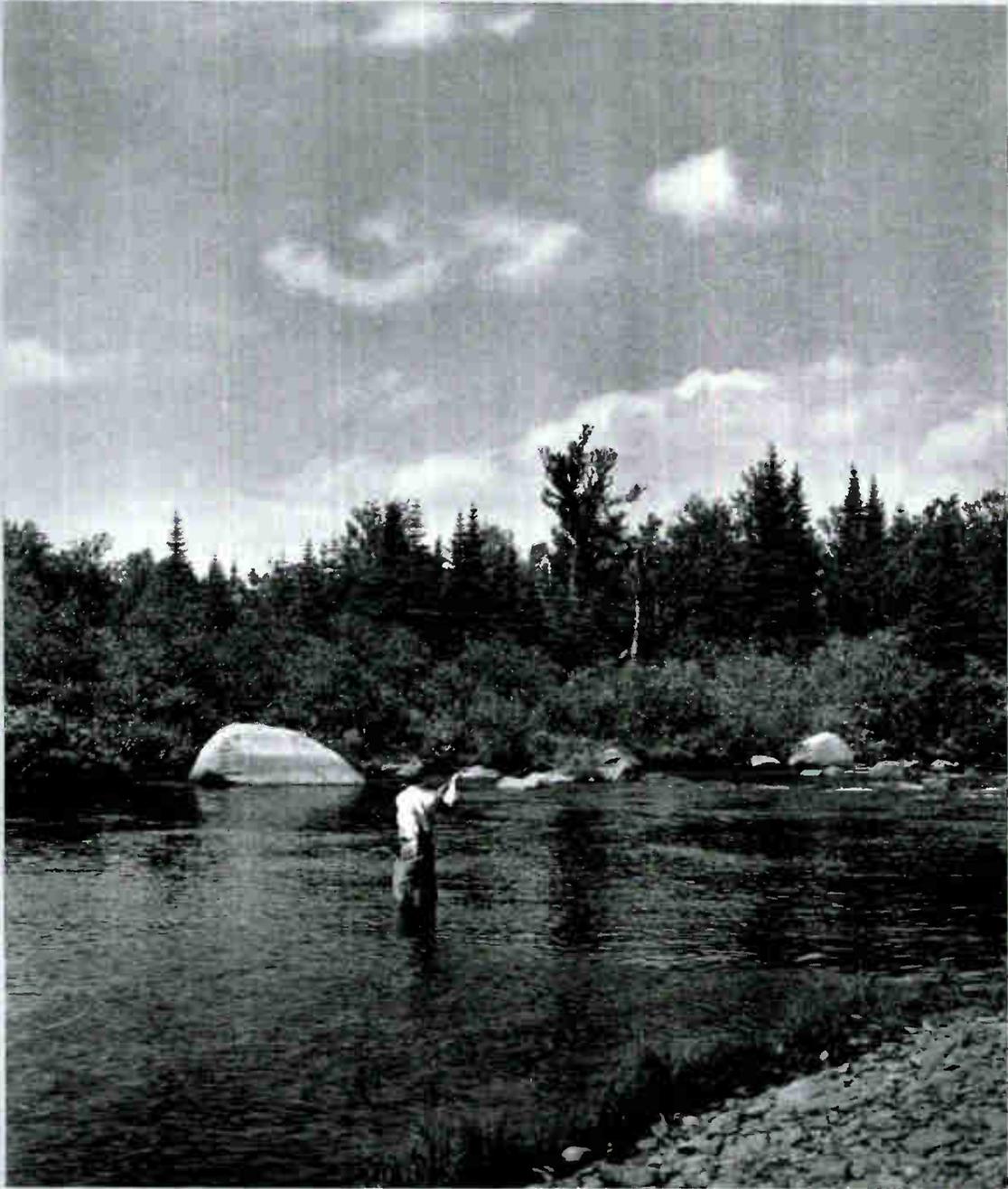
The Art Director looks at Schools

The Art Center School is a School for adults. The curriculum is not an extension of traditional "art school" training but is expressly designed to inform the student who wishes to pursue a professional career. The school assumes that its students are seeking neither diplomas nor honors but a place in which to work and be trained by instructors who can do what they teach. The student is given fine technical training, and gradually assumes professional stature—discovers his capabilities and the fields in which to apply them. He learns not only by demonstration but by producing in workshop classes...by performance.

The training parallels professional practice. This advertisement is addressed to all art directors in need of well-trained young people with fresh viewpoints. Your correspondence will be welcomed.

5353 WEST THIRD ST . LOS ANGELES . EDWARD A. ADAMS . DIRECTOR

A NON-PROFIT INSTITUTION . NOW IN ITS SEVENTEENTH YEAR



WALLACE-MILLER COMPANY
466 WEST SUPERIOR STREET, CHICAGO



PHOTO-ENGRAVINGS IN EVERY KNOWN MEDIUM

*old whipstick road
ridgefield • conn.
ridgefield 317W1*

Len Bästrup

layouts

*247 east 56th street
new york 22 • n. y.
plaza 9 • 4946*

**art consultant
and direction**

**LESLIE RYECROFT
KAY HUGHES**

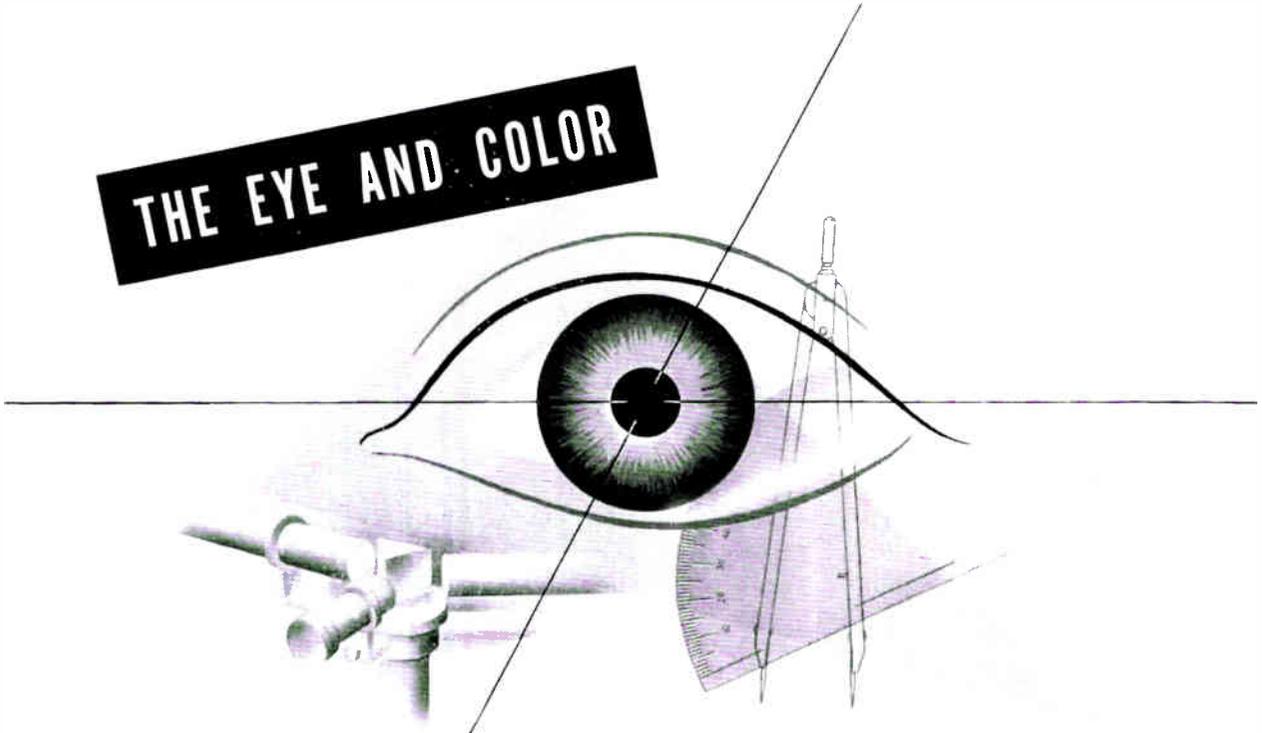
ARTISTS' REPRESENTATIVES

27 EAST 37th STREET • NEW YORK CITY 16

Telephone MUrray Hill 5-7256

**SCOTT JOHNSTON
J. W. WILKINSON
GEORGE EVANS
RUTH GRAFSTROM
PHILIP RONFOR
A. G. SCHMIDT
DAVID PAYNE
W. G. WILKINSON**

THE EYE AND COLOR



*A*fter all the instruments and scientific devices are applied to color, it is the trained eye that finally determines fidelity in pictorial reproduction. Formulas and mechanical equipment are indispensable, but these alone cannot be depended upon to produce in a proof the mood and character of the original. To insure high-quality results, manual skill and visual training determine proper effects at each stage of plate-making. Sterling has served buyers of fine photo engravings since the beginning of the century. In a modern plant equipped with precision machinery—including four automatic four-color proofing presses—all types of photo-engraved printing plates are produced with Sterling quality.

TWO, THREE AND FOUR COLOR PROCESS, BLACK AND WHITE, BENDAY AND LINE

STERLING ENGRAVING COMPANY, NEW YORK 17, N. Y.

304 EAST FORTY-FIFTH STREET . . . TELEPHONES: MURRAY HILL 4-0715 TO 0726

MEMBER PHOTO-ENGRAVERS BOARD OF TRADE OF NEW YORK  MEMBER AMERICAN PHOTO-ENGRAVERS ASSOCIATION



"I hear he's a talent scout for Johnstone and Cushing"

Well—we don't usually pick 'em so young, but—as specialists in advertising cartoons, continuity strips and industrial comic books, our staff of experienced, proved artists is being continually expanded by the addition of new talent assuring our clients of fresh techniques, ideas and styles providing a well-rounded service of more than fifteen successful years experience. **JOHNSTONE AND CUSHING, 155 East 44th Street, New York 17, N. Y.**

	<p style="text-align: center;">KING TYPO • 330 West 42d Street - McGraw-Hill Building • NEW YORK</p>	
	<p>a { Most complete facilities for fine hand and machine setting MONOTYPE—LINOTYPE—LUDLOW AND TYPE-FOUNDRY</p>	
	<p style="text-align: center;">KING TYPO • 330 West 42d Street - McGraw-Hill Building • NEW YORK</p>	
	<p>b { A thoroughly experienced service for the advertiser and publisher REPRODUCTION PROOFS FOR GRAVURE AND OFFSET</p>	
	<p style="text-align: center;">KING TYPO • 330 West 42d Street - McGraw-Hill Building • NEW YORK</p>	
	<p>c { Over 100 different languages with many display and text faces TECHNICAL AND FOREIGN LANGUAGE DIVISION</p>	
	<p style="text-align: center;">KING TYPO • 330 West 42d Street - McGraw-Hill Building • NEW YORK</p>	
	<p>d { Set by King... القسم العربي... Русская Секция... 東洋部 KING TYPOGRAPHIC SERVICE—MEDALLION 3-4423</p>	
	<p style="text-align: center;">KING TYPO • 330 West 42d Street - McGraw-Hill Building • NEW YORK</p>	



ELEANOR
Helen Gilman, Age 18.

MIDNIGHT DANCE OF THE OKIES
Lois Ault, Age 15.



Better & better!

The third Ingersoll Art Award Contest for high school students conducted by the United States Time Corporation under the auspices of Scholastic Magazine drew an even better gallery of contributions than the first two contests . . . And Einson-Freeman is again privileged to publish the calendar which reproduces the prize winning awards. This third calendar, as were the earlier two, is a genuine collectors' item . . . and we'll be glad to send you a copy if you let us know you want one.

THIS calendar represents display at its best . . . built on an idea which is a service, an inspiration to young artists, recognition of talent . . . with a specific interest and appeal for the youth audience. And while the idea behind the Contest and the calendar is not ours, we repeat . . . that a good idea is the best basis for display. And we are just as much interested in finding or furnishing the idea as we are in its visual execution. A meeting of minds may get more business for your business and ours!

Einson-Freeman Co., Inc.
Ideaful Lithographers
Starr & Borden Aves., Long Island City, N.Y.



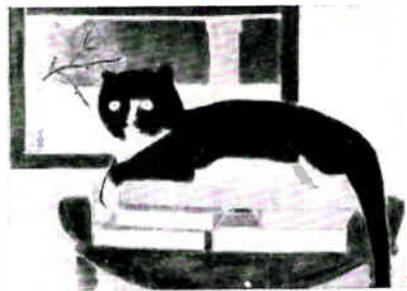
THE SNOW CAME
Herbert Wiley, Age 17.



AUGUST TWILIGHT
Charles Chappell, Age 16.



BLUE ROOM
Erick Sijersen, Age 16.



TIPPIE
Mildred Hallman, Age 15.



BIG FREEZE
Lennart Anderson, Age 17.



SATURDAY NIGHT
Jerry Wolfish, Age 18.



FAMILY MORNING
Sterling Curry, Age 19.



THE YOUNG ARTIST
Herbert Steinberg, Age 18.



Multichrome

COLORED DRAWING PENCILS 50 BRILLIANT COLORS STRONG-SMOOTH-VIVID PERMANENT

Years of research were required on the part of General's color experts to produce the 50 beautiful colors in MULTICHROME pencils. They are made of the finest pigments produced—are permanent to a remarkable degree and moisture proof.

The strength and smoothness of the leads, the unusual variety and lasting brilliance of the colors all contribute to the superlative quality built into MULTICHROME.

Artists, architects, engineers, draftsmen and photographers will appreciate these pencils.

Attractively packaged in easel-backed boxes of assorted colors for convenience when using, also packed three dozen of one color to the box.

No. 400A set of 12 colors marked §
No. 401A set of 24 colors marked †
No. 402A set of 36 colors marked °
No. 448A set of 48 colors, all shown at left except Copper and Ivory Black.

Colors marked * recommended for marking blue prints.

General Pencil Company

67-73 FLEET STREET  JERSEY CITY 6, N. J.
TRADE MARK

Makers of Fine Pencils since 1889



414 * † °
White



415 * † °
Black



No. 448 A
The set of 48 colors
Illustrated



ELEANOR
Helen Gilman, Age 18.

MIDNIGHT DANCE OF THE OKIES
Lois Ault, Age 15.



Better & better!

The third Ingersoll Art Award Contest for high school students conducted by the United States Time Corporation under the auspices of Scholastic Magazine drew an even better gallery of contributions than the first two contests . . . And Einson-Freeman is again privileged to publish the calendar which reproduces the prize winning awards. This third calendar, as were the earlier two, is a genuine collectors' item . . . and we'll be glad to send you a copy if you let us know you want one.

This calendar represents display at its best . . . built on an idea which is a service, an inspiration to young artists, recognition of talent . . . with a specific interest and appeal for the youth audience. And while the idea behind the Contest and the calendar is not ours, we repeat . . . that a good idea is the best basis for display. And we are just as much interested in finding or furnishing the idea as we are in its visual execution. A meeting of minds may get more business for your business and ours!

Einson-Freeman Co., Inc. Ideaful Lithographers

Starr & Borden Aves., Long Island City, N.Y.



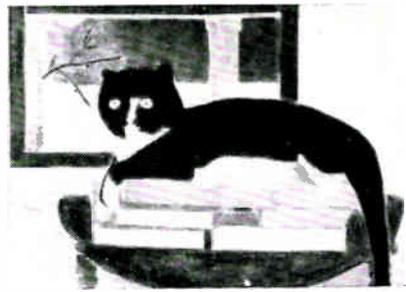
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Sterling Curry, Age 19.



THE YOUNG ARTIST
Herbert Steinberg, Age 18.

matthew leibowitz philadelphia



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26

YEARS IN A ROW

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COLORED DRAWING PENCILS 50 BRILLIANT COLORS

**STRONG-SMOOTH-VIVID
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The strength and smoothness of the leads, the unusual variety and lasting brilliance of the colors all contribute to the superlative quality built into MULTICHROME.

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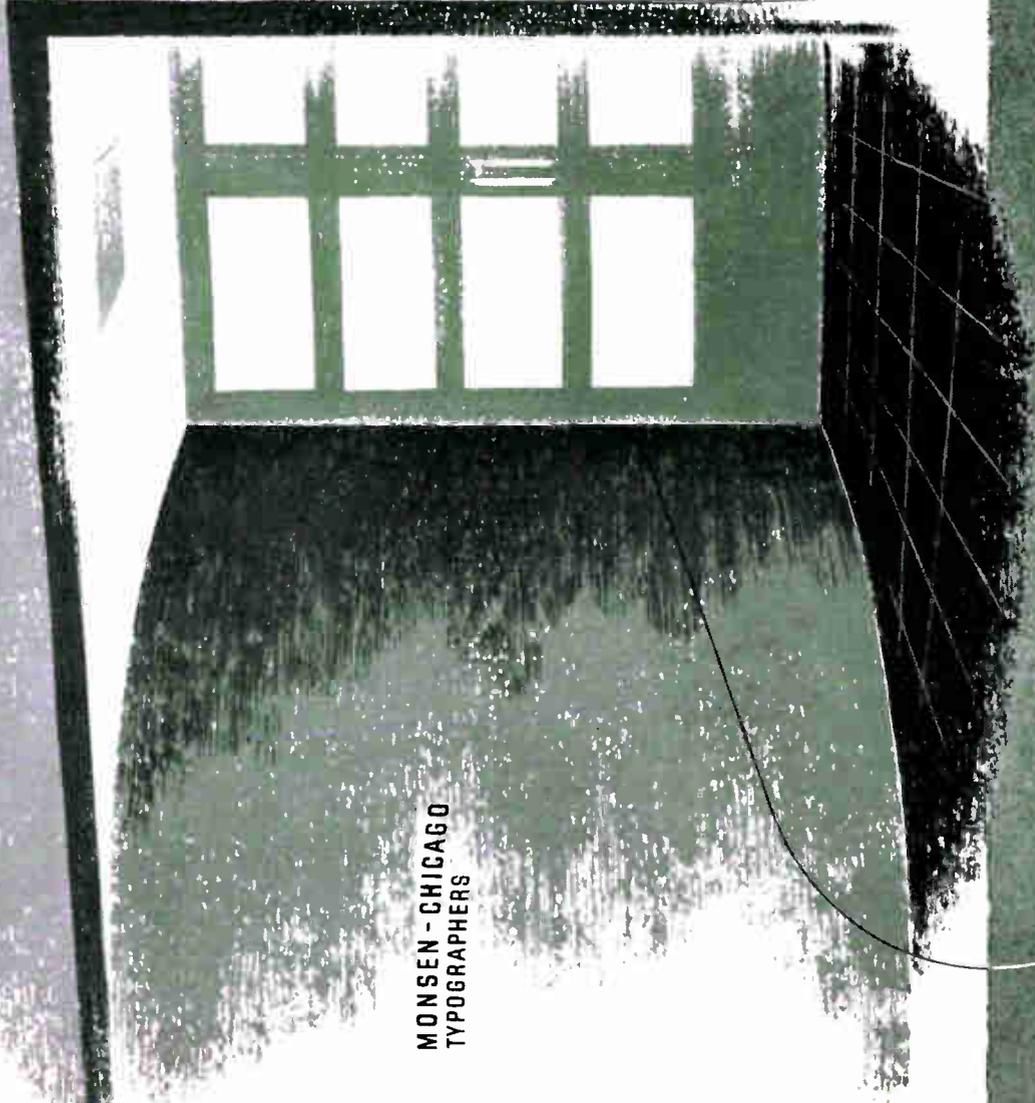
U. S. Camera Annual, are printed with IPI inks.

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Multichrome
COLORED PENCILS



50

BRILLIANT COLORS

Created by Master Craftsmen for discriminating Artists



Multichrome

COLORED DRAWING PENCILS 50 BRILLIANT COLORS STRONG-SMOOTH-VIVID PERMANENT

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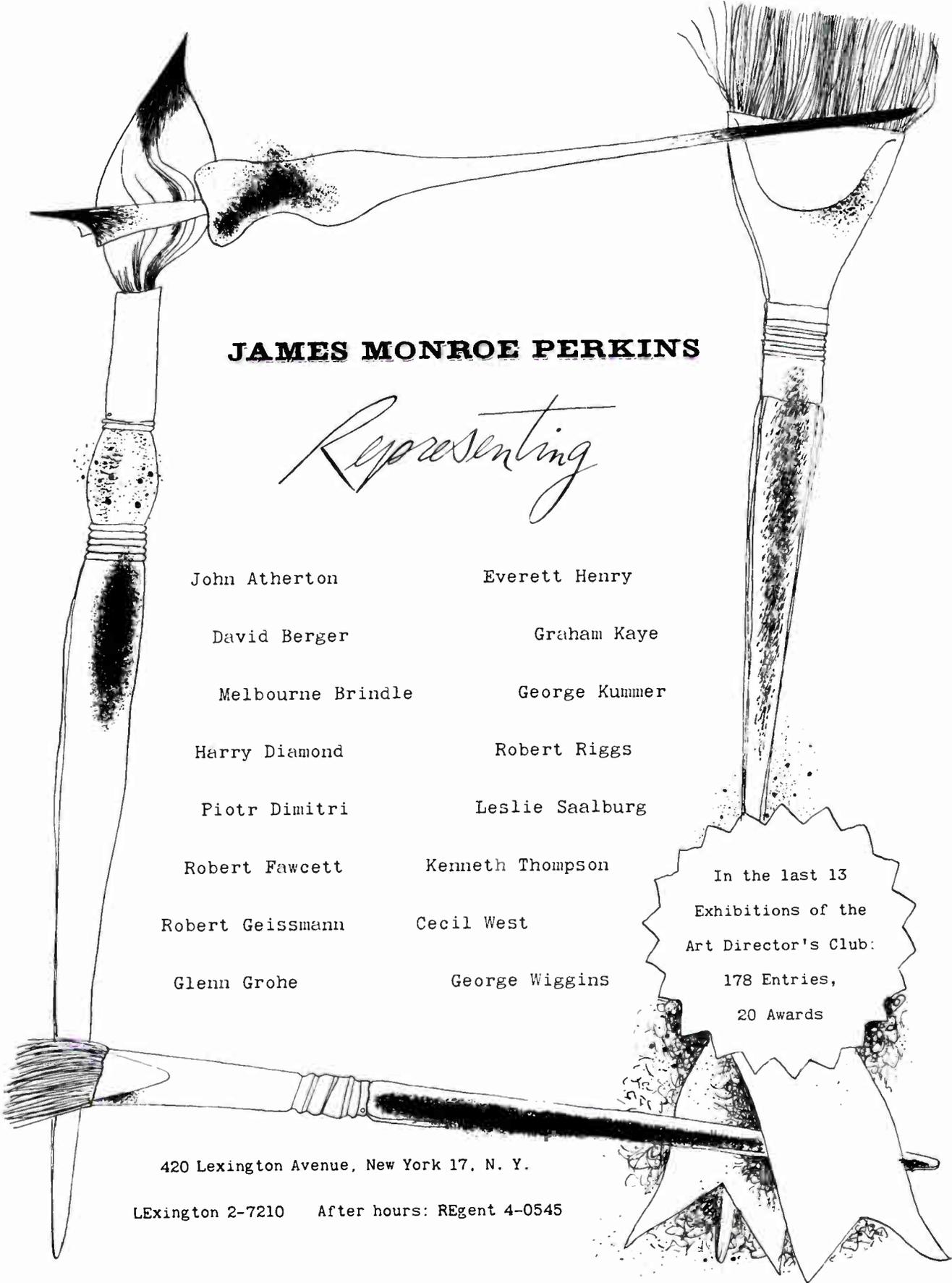
67-73 FLEET STREET  JERSEY CITY 6, N. J.
TRADE MARK

Makers of Fine Pencils since 1889



No. 448 A
The set of 48 colors
Illustrated





JAMES MONROE PERKINS

Representing

John Atherton

Everett Henry

David Berger

Graham Kaye

Melbourne Brindle

George Kummer

Harry Diamond

Robert Riggs

Piotr Dimitri

Leslie Saalburg

Robert Fawcett

Kenneth Thompson

Robert Geissmann

Cecil West

Glenn Grohe

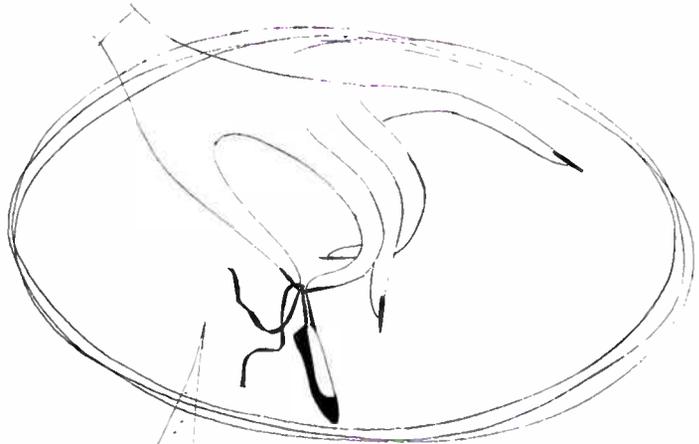
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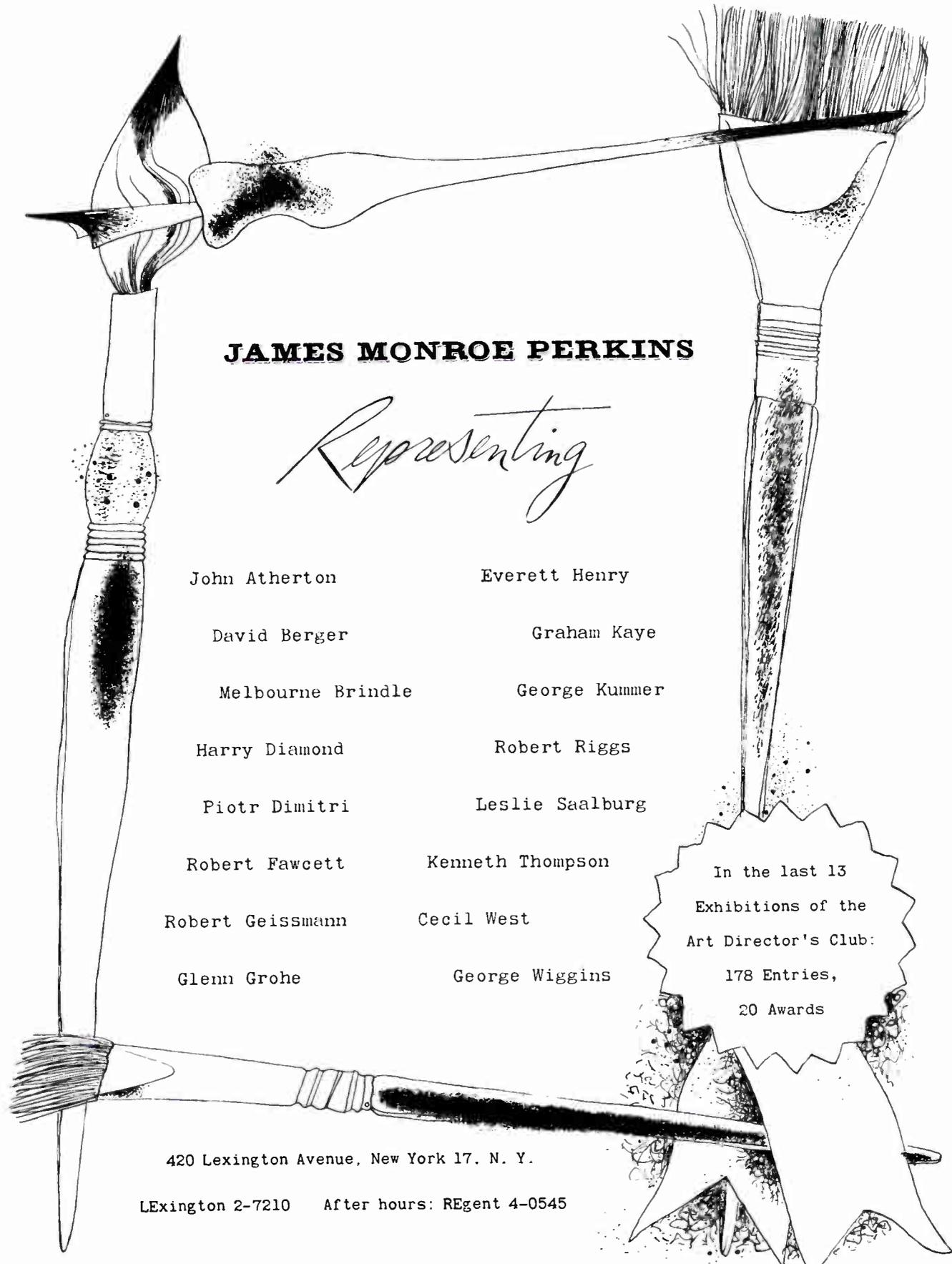


John Rosmini



New Milford 193 W.4

R.F.D. 1 New Preston Connecticut



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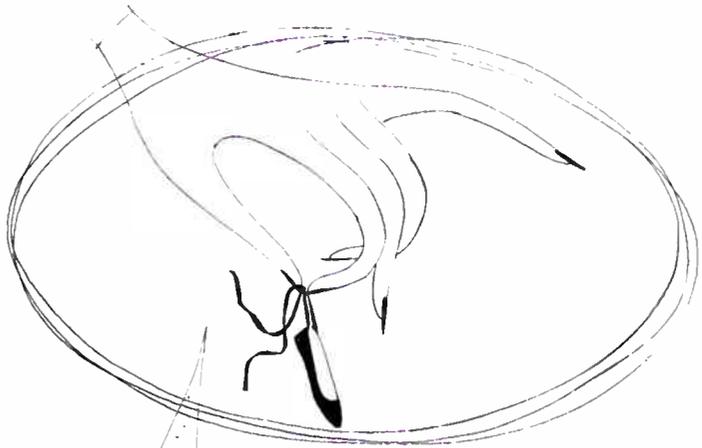
ALL HIS
Skill
GOES INTO ENGRAVINGS

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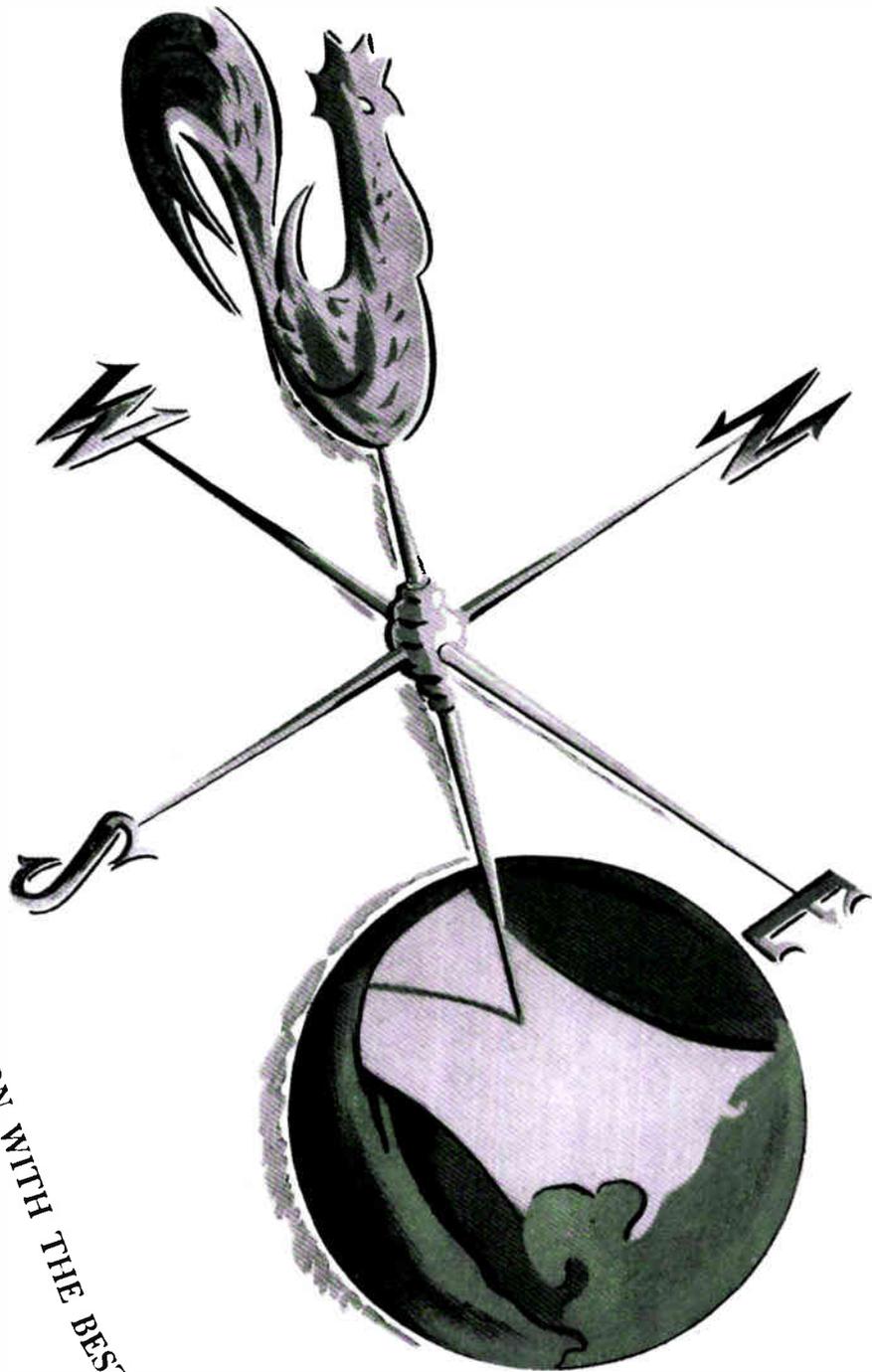


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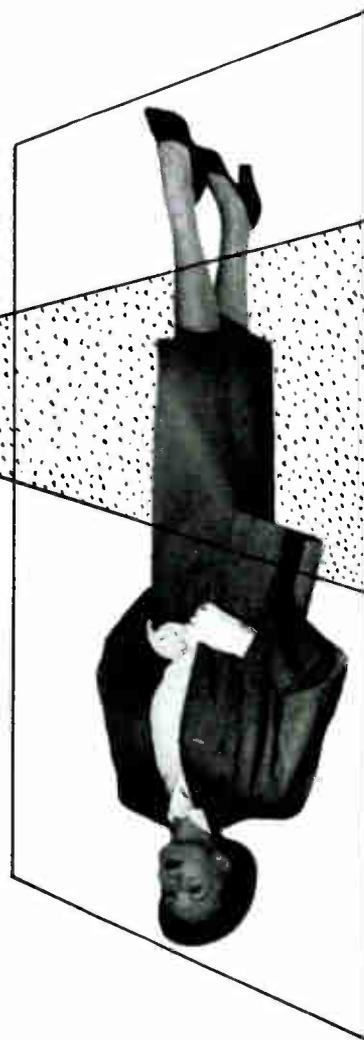
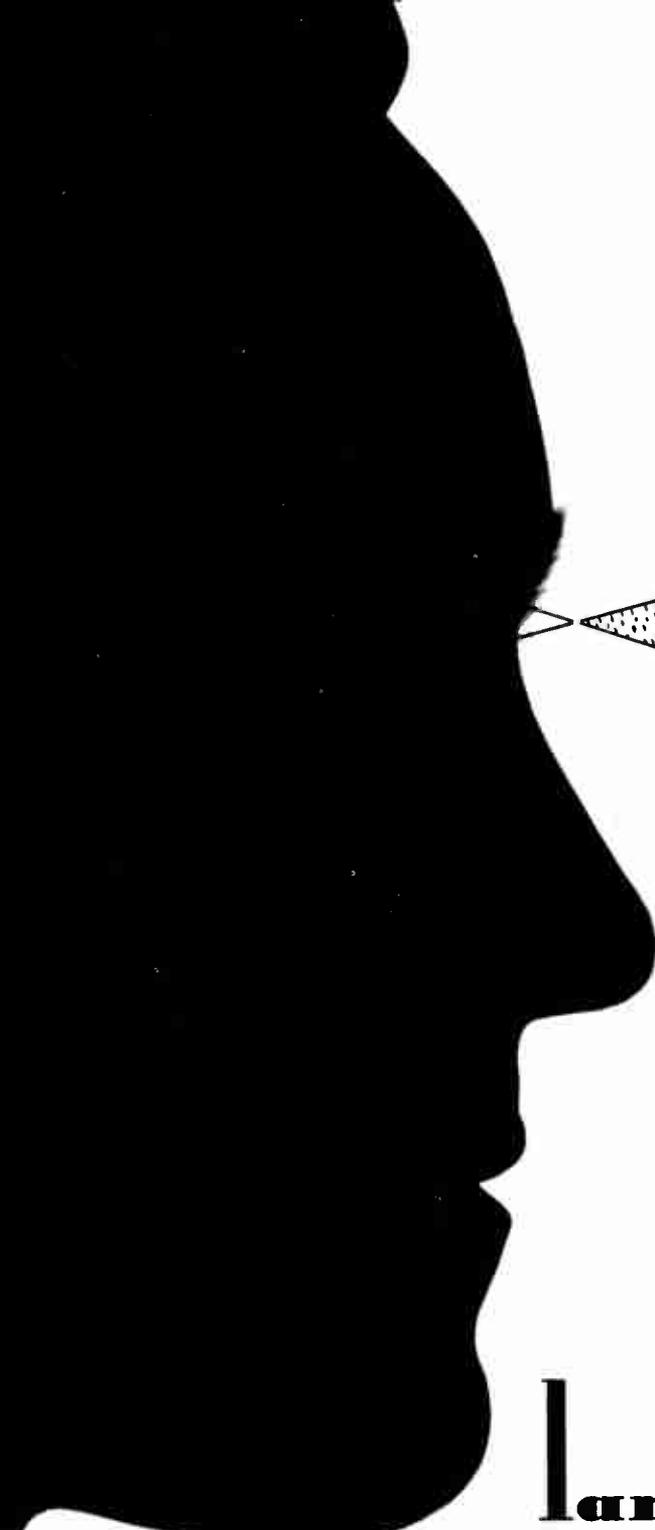
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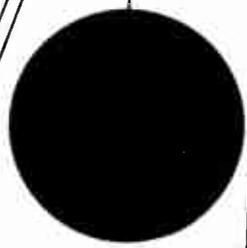
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larry gordon studios

Photography

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Bruce
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415 LEXINGTON AVENUE, NEW YORK 17, N.Y.

VANDERBILT 6-2342

representing



Noel Sickles

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JACK BETTS . . . *Humorous Illustration*

ALFRED GABRIELE . . . *Illustration in line*

GEORGE DAVIES . . . *Cartoons. Lettering*

PHILIP BARBIERI . . . *Decorative Illustration*





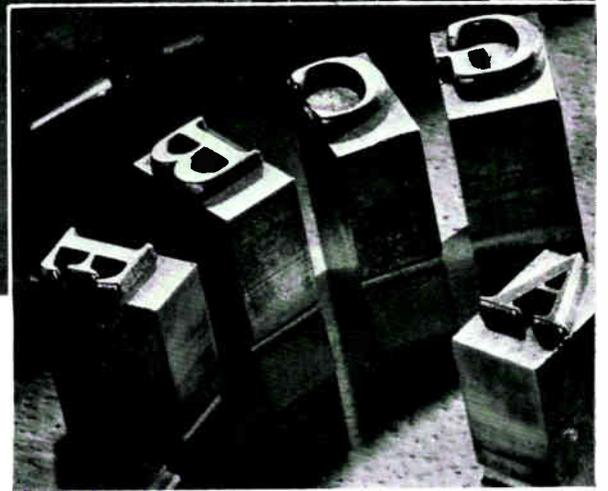
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UR LIFE'S WORK is to set type by hand, monotype or linotype without regard to the size of the job, the problems it presents or the number of working hours in a day. We give clock-round service — which would mean little unless you could depend absolutely on the quality of our work and the careful, complete nature of the service we offer. Of these you may be sure.

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NEW YORK



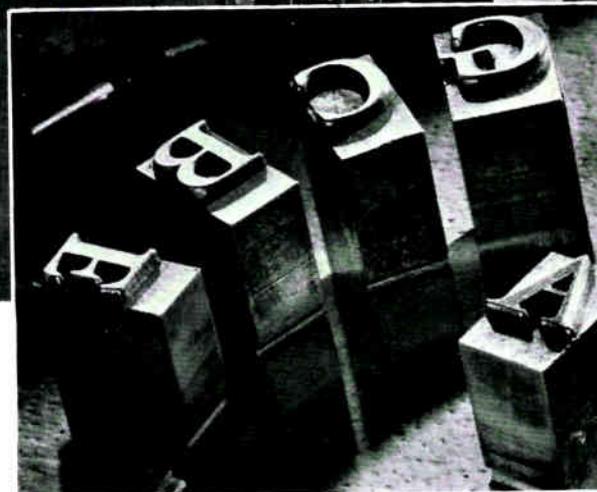
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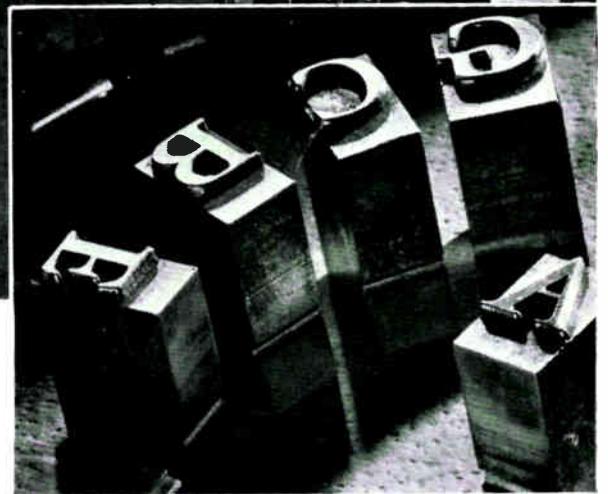
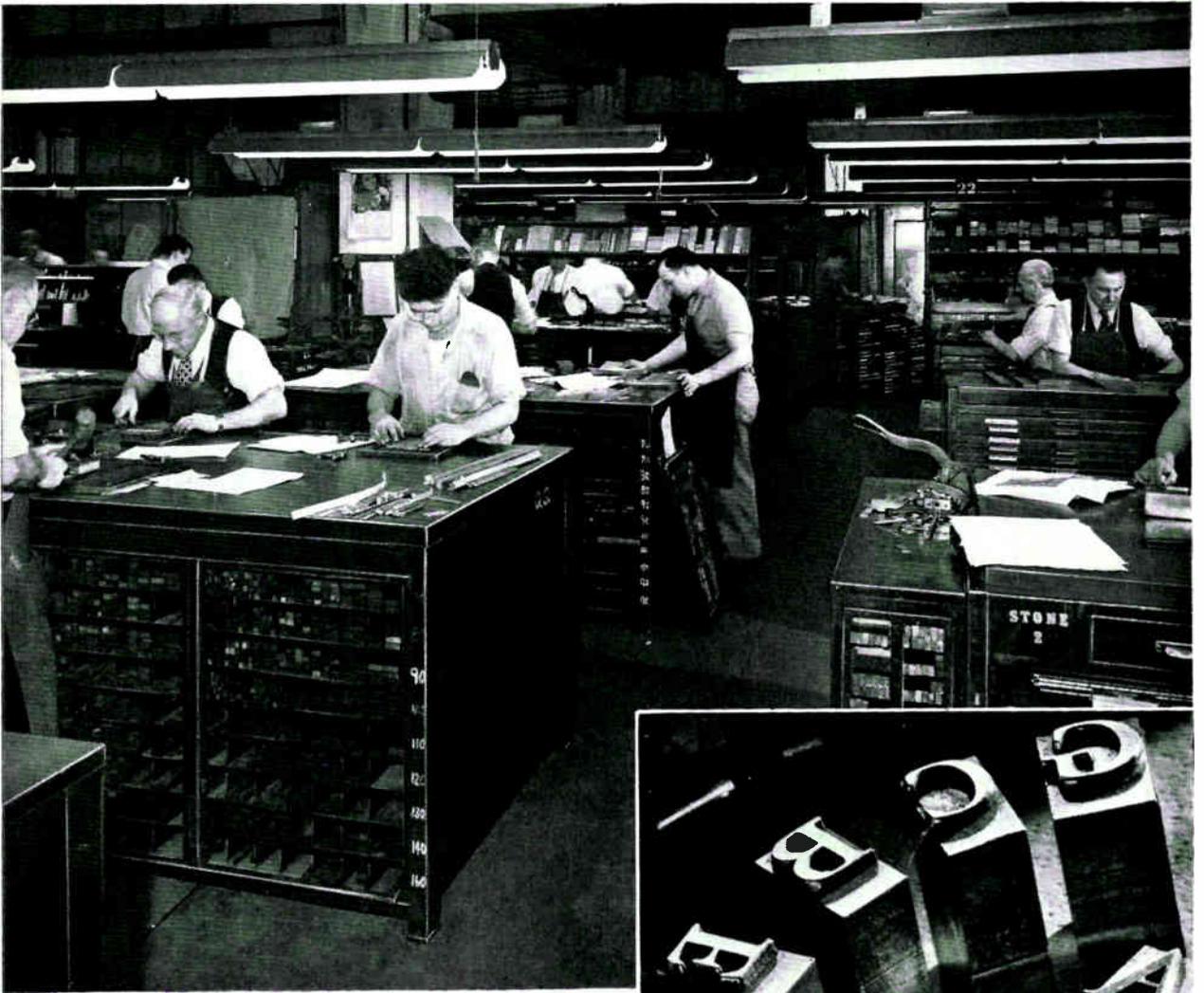
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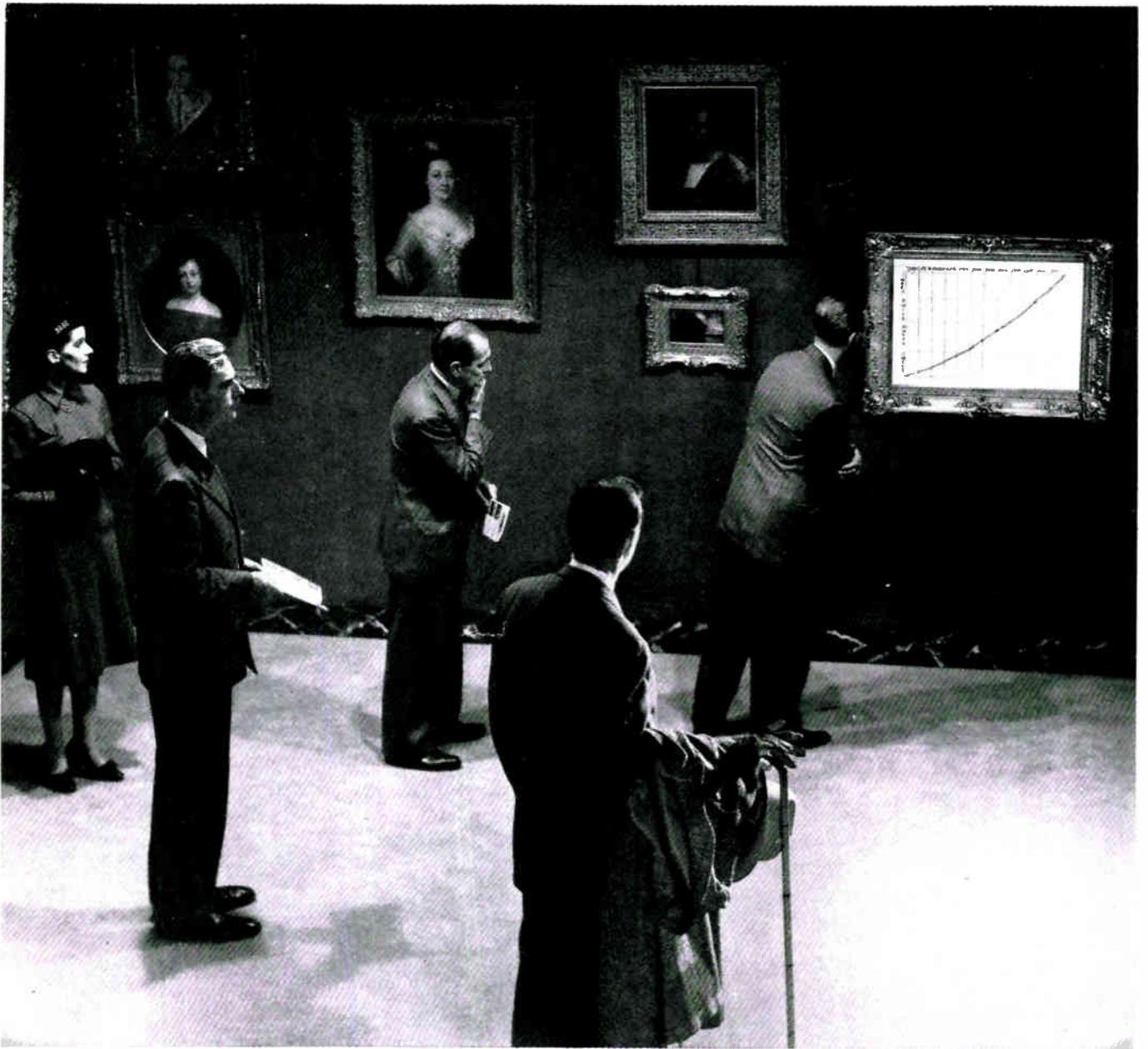
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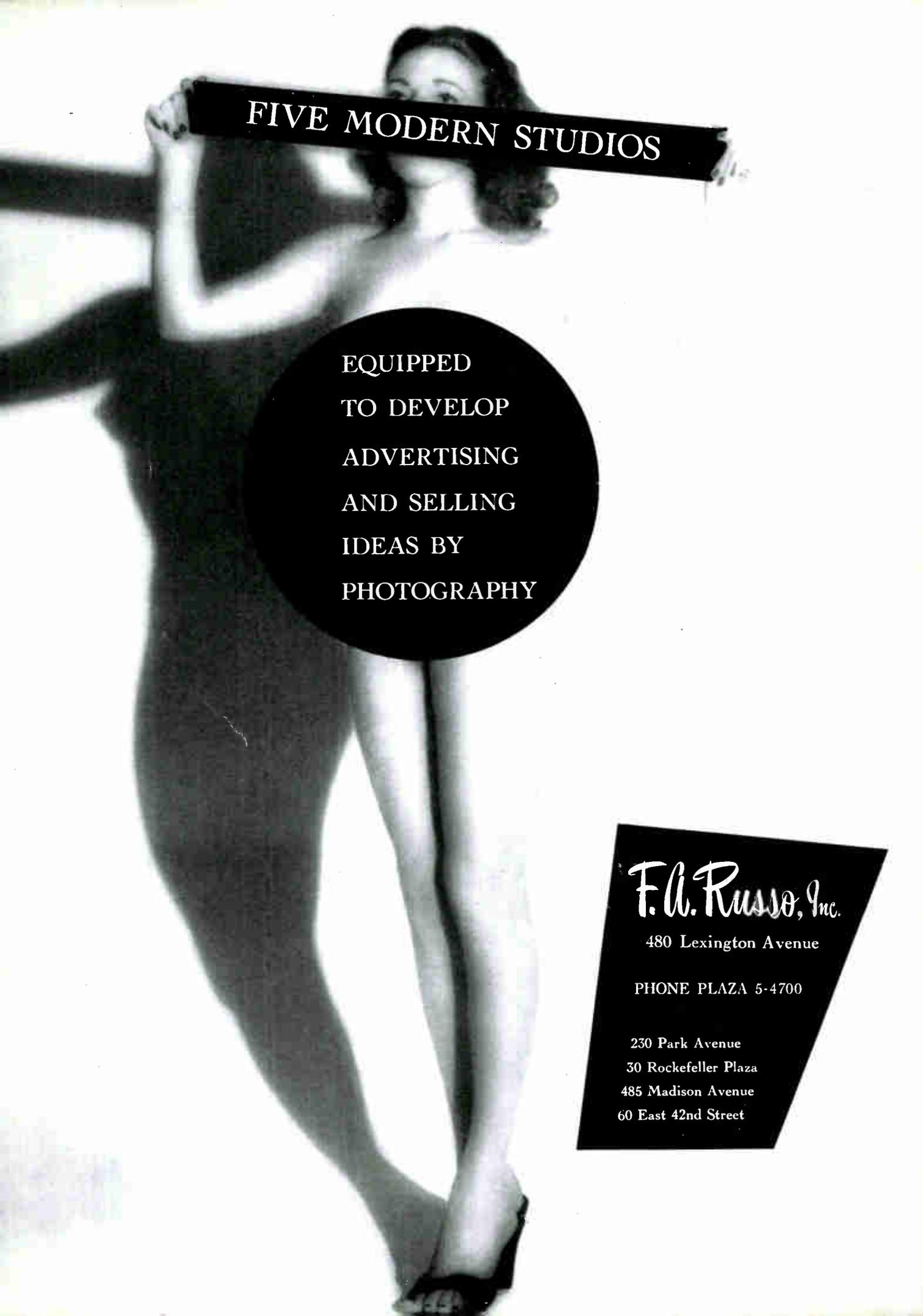
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when everyone concerned with it
has a fanatical belief
that a sales curve bending upward
is one of the world's most beautiful pictures.

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Artist Representative

39 E 51 PLaza 8-1863

Boris Joane

Associate Representative PLaza 8-1863

Coe Roland Cartoonist PLaza 8-1863

DeLara George

Humorous and Decorative Illus-PLaza 8-1863

Dove Bill

Humorous Illus Booklet Layouts-PLaza 8-1863

Fraydas Stan Decorative Cartoons-PLaza 8-1863

Howard Richard E

Illustrator Humorous Decoration-PLaza 8-1863

Linder Richard

Illus for Perfume Design PLaza 8-1863

Luberoff William Illus Still Life..... PLaza 8-1863

Still Gail Unusual Still Life..... PLaza 8-1863

Tanning Dorothea

Surrealist Painter..... PLaza 8-1863

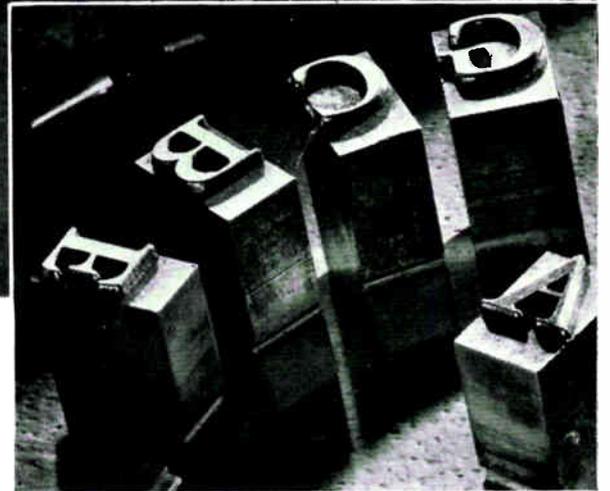
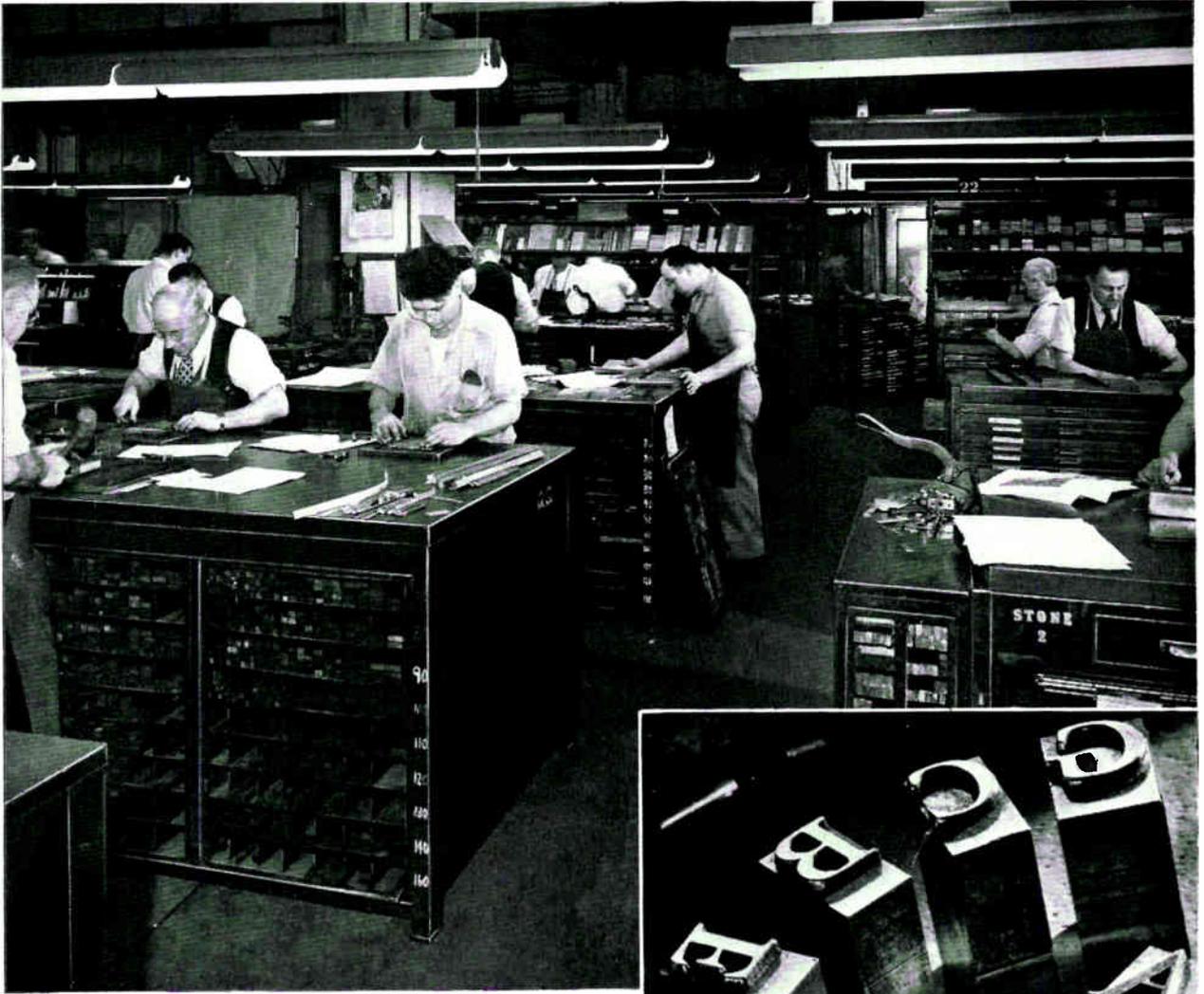
Texidor Fernand

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Thul Susan Paintings for

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THE TYPOGRAPHIC SERVICE COMPANY, INC.
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NEW YORK



**"yes sir, that's a fine stable; a fine stable.
not a long string but highly selective"**

jean carlu

h. harari

richard harker

ginnie hofmann

e. mcknight kauffer

arthur lidov

trude margo

robert osborn

m. peter piening

fred steffen

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color advertising...

by *j o s e p h g r u m b a c h e r*

if blue is blue

is all blue, blue?

grumbacher makes thirteen blues

grumbacher makes eight violets

grumbacher makes fourteen greens

grumbacher makes four blacks

grumbacher makes twenty-six reds

grumbacher makes thirteen browns

grumbacher makes five oranges

grumbacher makes twenty-two yellows



m . g r u m b a c h e r inc.

New York Toronto

brushes artists' material colors

"PHOTOGRAPHED BY CHARLES HUMMEL
AT THE METROPOLITAN MUSEUM OF ART
FOR THE COLUMBIA BROADCASTING SYSTEM."

TWENTY SIXTH ANNUAL NATIONAL EXHIBITION
OF ADVERTISING AND EDITORIAL ART

ART DIRECTORS CLUB
Award for Distinctive Merit



*To Quality Photo Engraving Co.
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● ● From basic idea
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HEINZ

Art

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Some young houses
need never grow old!

Sometimes he's
CAUGHT RED-HANDED



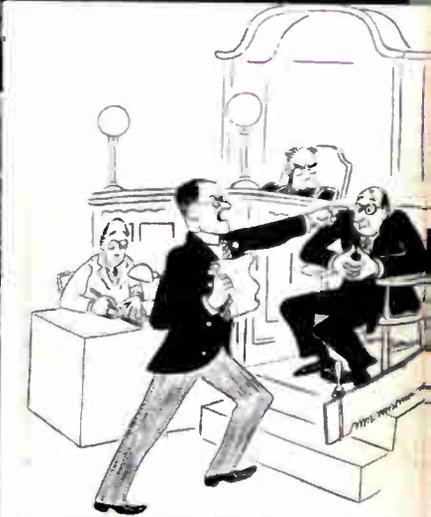
MU-3-7525

GILBERT SUTTON
INC.

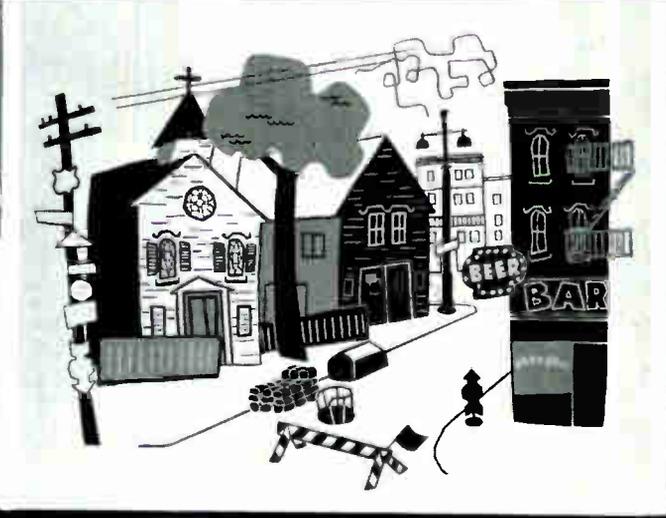
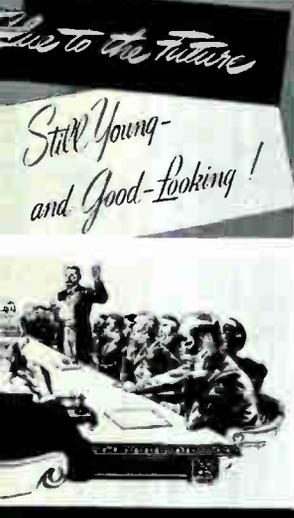
370 Lexington Avenue, N.Y.C. 17



CECELIN ★ BOB CONNELLY ★ ROBERT DAY ★ ED GRESSLEY



RB McCLURE ★ AL SCHMIDT ★ HAROLD WOOLDRIDGE



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ROSSIN
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**A
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- HANKE
- HEILBRON
- HOIE
- JACKSON
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- MARTIN
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- PEREIDA
- REITER
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- TRUSTY
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* Comprising the artists, production men and facilities (including our own photostat service and dark room) for handling any design, art, color-toning or retouching assignment ... and the preparation of mechanicals with speed, precision and reliability.

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NEW YORK 17, N. Y.
MURRAY HILL 3-9729-30**



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Art for art's sake is all very fine . . . but a little art for *the client's sake* doesn't hurt either!

McCANN-ERICKSON, INC.

package

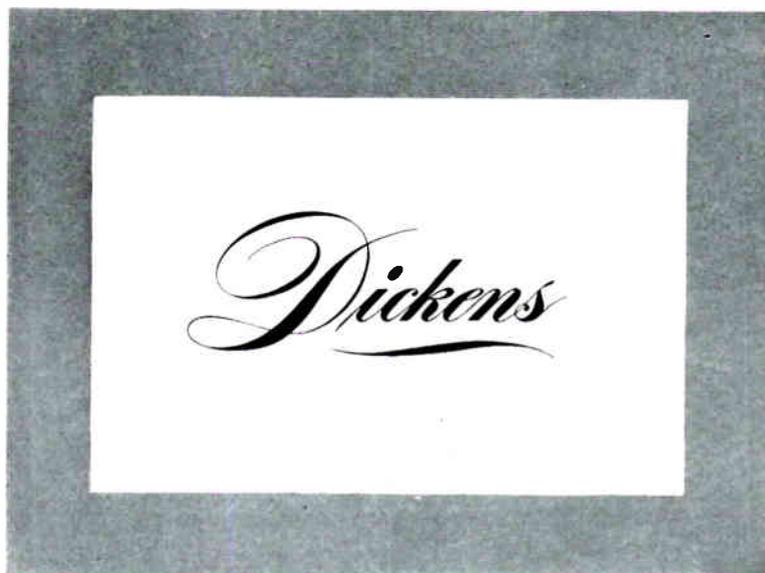
Design

product

Design

architectural

Design



clients we have served . . .

Burgess Battery Company
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Reid, Murdoch & Company
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Florsheim Shoe Company
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an organization designed to create—co-ordinate—and advise in all phases of design, specializing in packaging . . . scope of design assignments have ranged from trade marks to five-story buildings . . . standards of design have remained at a constant high . . . Robert Sidney Dickens & Associates • 8 South Michigan Avenue • Chicago



The publishers of SEVENTEEN want
to share this bouquet* with you—you
artists whose work has appeared in
SEVENTEEN since its very first issue

*The bouquet represents over 1,000,000 readers—achieved, we believe, because SEVENTEEN looks as well as it reads to the nation's teen-age girls



THROUGH THE EYES OF THE LENS

You photograph the subject . . . the best shot is selected . . . the print is retouched, but the job is not finished!

You are delighted with the art, but can you make duplicates of the art if necessary?

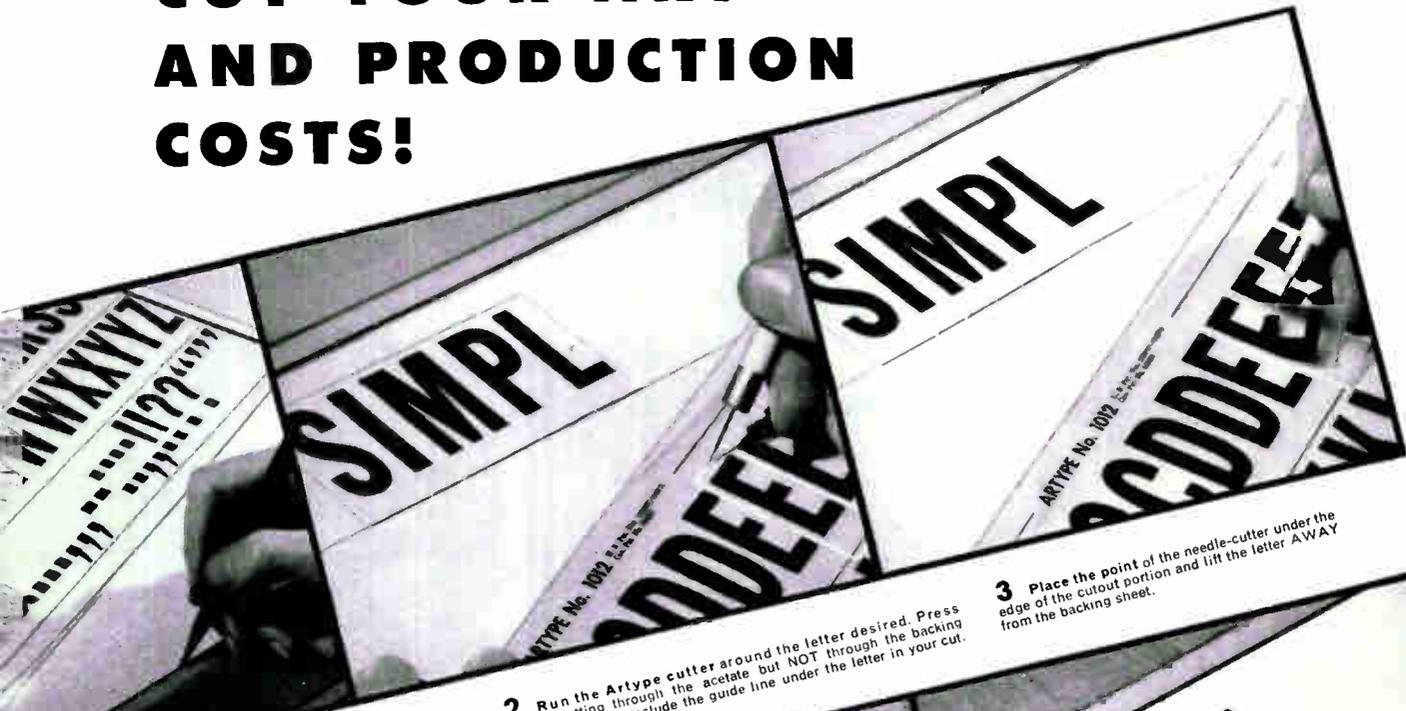
This is where we come in—with your permission, of course. If you need duplicate artwork for a list of rotogravure insertions—you supply us with art, layout, type and lettering—we will make all negatives to size, retouch the halftone negatives to the proper values and then make a reproduction print of the complete ad for each publication. These prints are remarkably uniform—let us show you samples—or better yet, we can prove our worth on a job done for you.

We also make copy prints, copy kodachromes and enlargements. Let us finish your job—call us, we will be glad to be of service.



480 LEXINGTON AVE., NEW YORK 17, N. Y.

CUT YOUR ART AND PRODUCTION COSTS!



1 With a blue pencil and ruler, draw a lettering guide line on your layout. The blue line will not reproduce when photographed for reproduction.

2 Run the Arttype cutter around the letter desired. Press lightly, cutting through the acetate but NOT through the backing sheet. Be sure to include the guide line under the letter in your cut.

3 Place the point of the needle-cutter under the edge of the cutout portion and lift the letter AWAY from the backing sheet.



4 Place the letter in the desired position on your layout, lining up the guide line under the letter with the blue guide line on your layout. A flick of your finger nail will hold the letter for positioning. The letter can be easily shifted by placing the needle point under it and lifting.

5 When the letters are in correct position, rub the Arttype down firmly with the other end of the cutter. Do not rub down the guide lines under the letters. Start at the center of each letter and work out. Cover the surface completely and be sure all edges are rubbed down tightly.

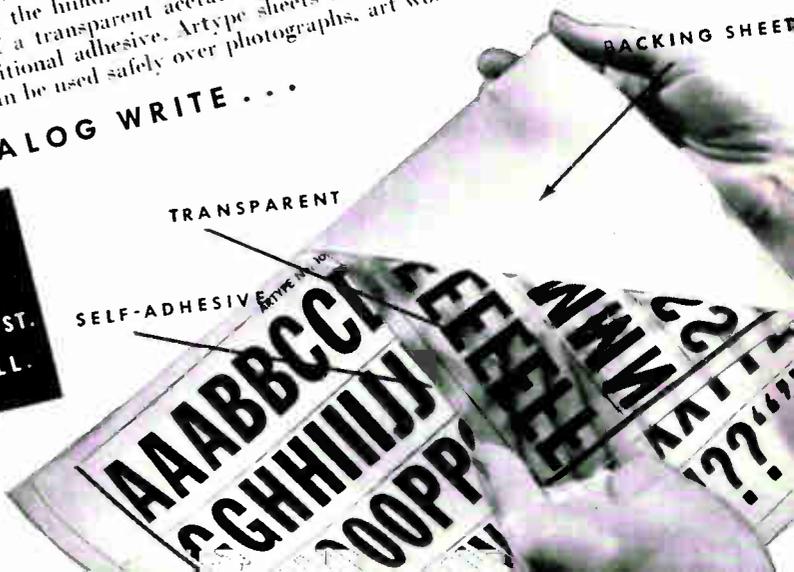
6 Remove the printed guide line under the letters by cutting through the transparent material between the letter and the guide line. Then place the needle point under the portion containing the guide line and remove. Your display line is now ready for perfect reproduction.

INEXPENSIVE, EASY TO USE...

Arttype is an easy-to-use method for getting perfect reproduction results by composing your own display and head lines. Anyone with little or no experience can use any of the hundreds of practical alphabets, numbers and symbols available in Arttype form. Printed on the *under* side of a transparent acetate sheet, Arttype is smearless, clear and sharp, leaves no shadows, nor does it require any additional adhesive. Arttype sheets are ready to give you perfect reproduction in offset, planograph or letterpress, and can be used safely over photographs, art work or mottled areas.

FOR FREE SAMPLE AND CATALOG WRITE...

artype DEPT. S
30 EAST ILLINOIS ST.
CHICAGO 11, ILL.

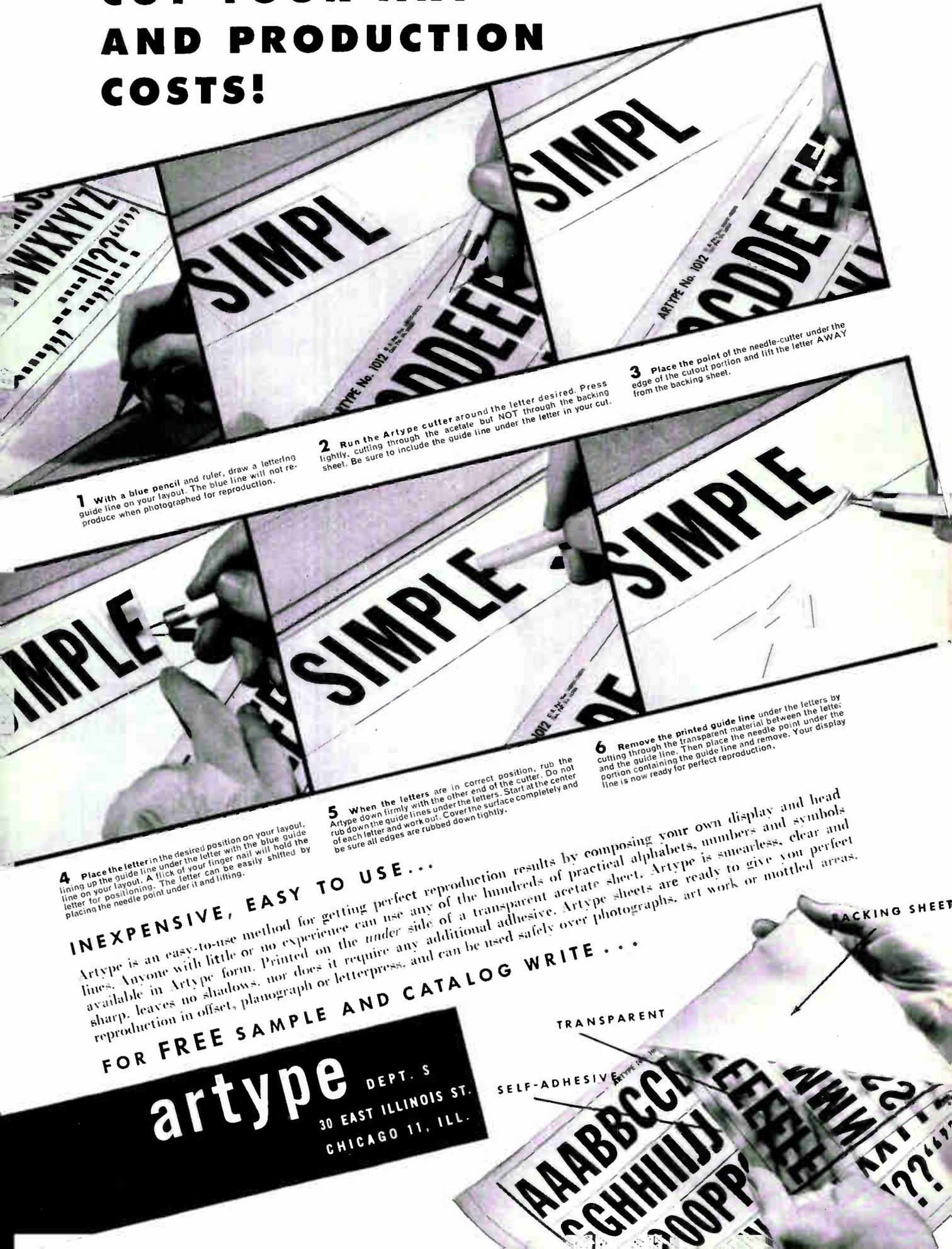


**for your best
photography**

**MAC BALL
STUDIOS**

480 LEXINGTON • NEW YORK 17, N. Y. • PLAZA 5-0863

CUT YOUR ART AND PRODUCTION COSTS!



1 With a blue pencil and ruler, draw a lettering guide line on your layout. The blue line will not reproduce when photographed for reproduction.

2 Run the Artype cutter around the letter desired. Press lightly, cutting through the acetate but NOT through the backing sheet. Be sure to include the guide line under the letter in your cut.

3 Place the point of the needle-cutter under the edge of the cutout portion and lift the letter AWAY from the backing sheet.

4 Place the letter in the desired position on your layout, lining up the guide line under the letter with the blue guide line on your layout. A trick of your finger nail will hold the letter for positioning. The letter can be easily shifted by placing the needle point under it and lifting.

5 When the letters are in correct position, rub the Artype down firmly with the other end of the cutter. Do not rub down the guide lines under the letters. Start at the center of each letter and work out. Cover the surface completely and be sure all edges are rubbed down tightly.

6 Remove the printed guide line under the letters by cutting through the transparent material between the letter and the guide line. Then place the needle point under the portion containing the guide line and remove. Your display line is now ready for perfect reproduction.

INEXPENSIVE, EASY TO USE...

Artype is an easy-to-use method for getting perfect reproduction results by composing your own display and head lines. Anyone with little or no experience can use any of the hundreds of practical alphabets, numbers and symbols available in Artype form. Printed on the *under* side of a transparent acetate sheet, Artype is smearless, clear and sharp, leaves no shadows, nor does it require any additional adhesive. Artype sheets are ready to give you perfect reproduction in offset, planograph or letterpress, and can be used safely over photographs, art work or mottled areas.

FOR FREE SAMPLE AND CATALOG WRITE . . .

artype DEPT. S
30 EAST ILLINOIS ST.
CHICAGO 11, ILL.

TRANSPARENT
SELF-ADHESIVE

BACKING SHEET



**for your best
photography**

**MAC BALL
STUDIOS**

480 LEXINGTON • NEW YORK 17, N. Y. • PLAZA 5-0863



You may obtain from P & A, electrotypes or nickeltypes moulded in either vinylite, (the new, proved moulding process) tenaplate or lead. Other products include:

- ➔ The coated Precision mat for fine halftones
- ➔ The Standard mat for type and line subjects
- ➔ Plastic newspaper plates

PARTRIDGE & ANDERSON COMPANY

712 FEDERAL STREET, CHICAGO 5, ILLINOIS



★ advertising art

★ posters

★ photography

★ magazine illustration

J.C. Martin

S T U D I O S

551 FIFTH AVENUE • NEW YORK 17, N.Y. • TELEPHONE MURRAY HILL 2-8451

★ layout, lettering and design

★ direct by mail

★ point of sale advertising

★ packaging



Complete index, key to Who's Who in Advertising Art, used by JWT Art Directors.



In the JWT Art Department, samples and proofs of all art techniques are reviewed and put "on record." Have we your card, and latest samples?

Over 4000 artists —“on file” at JWT

Each year, through the J. Walter Thompson Company's Index of Artists and Photographers, thousands of pieces of artwork are commissioned and bought. So it is clearly "good business" to be listed in the files.

If you are still not on our lists—or if you've added new techniques and abilities—why not write or phone for an appointment? (120 Lexington Avenue, Murray Hill 3-2000). Say you wish to show your work. The J. Walter Thompson Company wants to know about it.

There are 22 J. Walter Thompson offices strategically located throughout the world. . . . *In North America:* New York, Chicago, Detroit, San Francisco, Seattle, Los Angeles, Hollywood, Mexico City, Montreal, Toronto, and the Latin-American Division in New York. . . . *In South America:* Buenos Aires, São Paulo, Rio de Janeiro, Santiago. . . . *In:* London, Antwerp, Johannesburg, Capetown, Bombay, Calcutta, Sydney, Melbourne.

EYE APPEAL



Agency—Maxon, Inc.



DEVELOPS BUY APPEAL



"Product identification is increasingly important in self-service shopping. That's why we depend on outdoor advertising for visual selling of Heinz 57 Varieties."—H. J. HEINZ COMPANY

OUTDOOR ADVERTISING INCORPORATED

NATIONAL SALES REPRESENTATIVE
OF THE OUTDOOR INDUSTRY



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

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

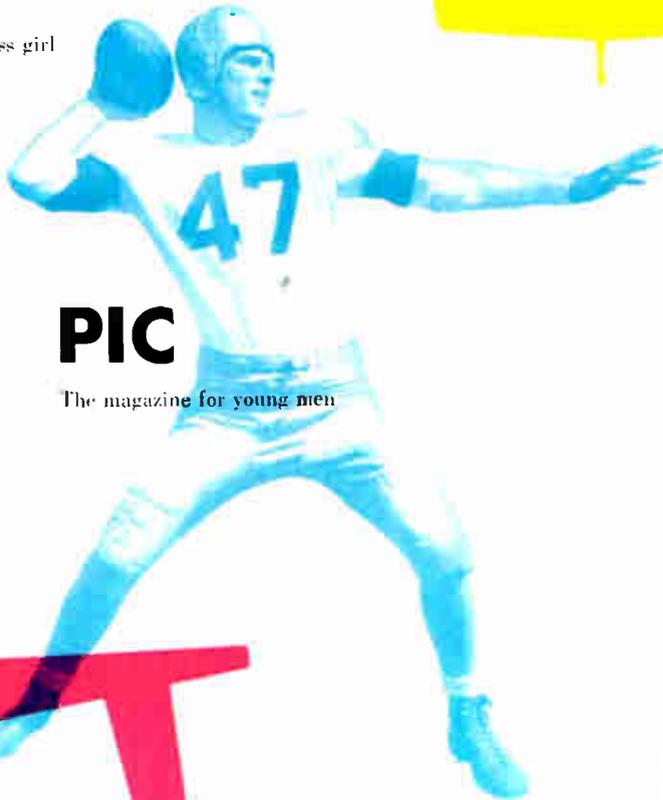


AIR TRAILS

The magazine for the young air-minded

CHARM

The magazine for the business girl

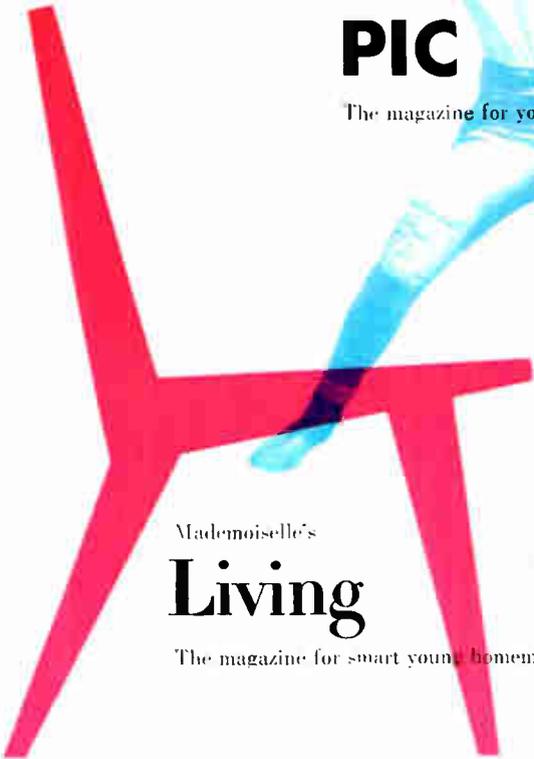


PIC

The magazine for young men

MADMOISELLE

The magazine for smart young women



Mademoiselle's
Living

The magazine for smart young homemakers



Street and Smith Publications, Inc.

Five magazines edited exclusively to Youth



the
COMPLETE
photographic
service

lomac

photos inc.

480 LEXINGTON AVE., NEW YORK 17
ELDORADO 5-1668

COPIES
ROTO ASSEMBLIES
SCREEN VELOXES
ENLARGEMENTS
STUDIO AND
LOCATION SHOTS
STILL LIFE
PHOTO MONTAGES
SILVER PRINTS
PHOTO MURALS
AND DISPLAYS
KODACHROMES
BLACK AND WHITES
FROM KODACHROMES
ADVERTISING
AND SALES
PRESENTATIONS



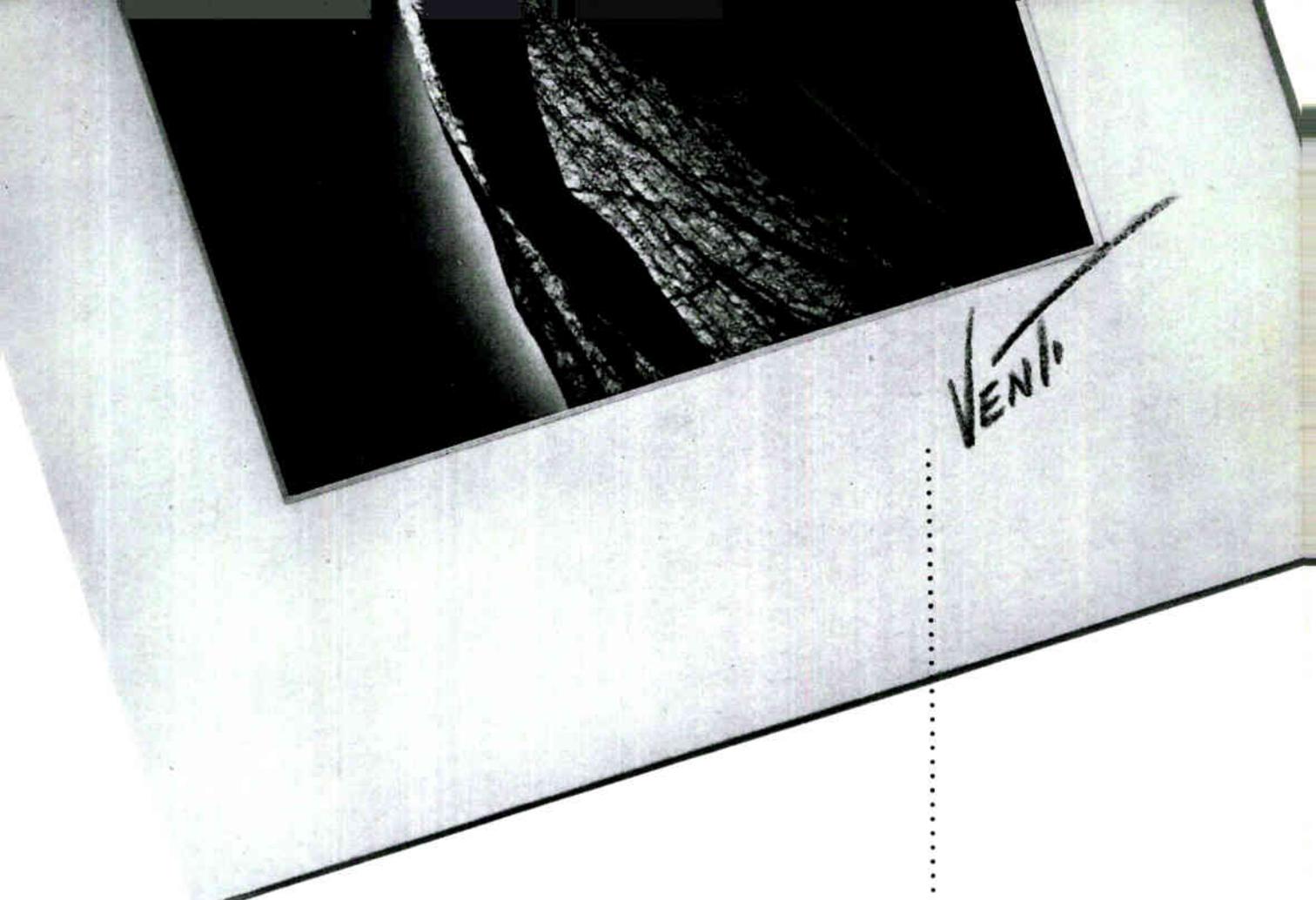
complete art service
featuring.....

DON McROY

Jerry Bryant Studios

919 NORTH MICHIGAN, CHICAGO

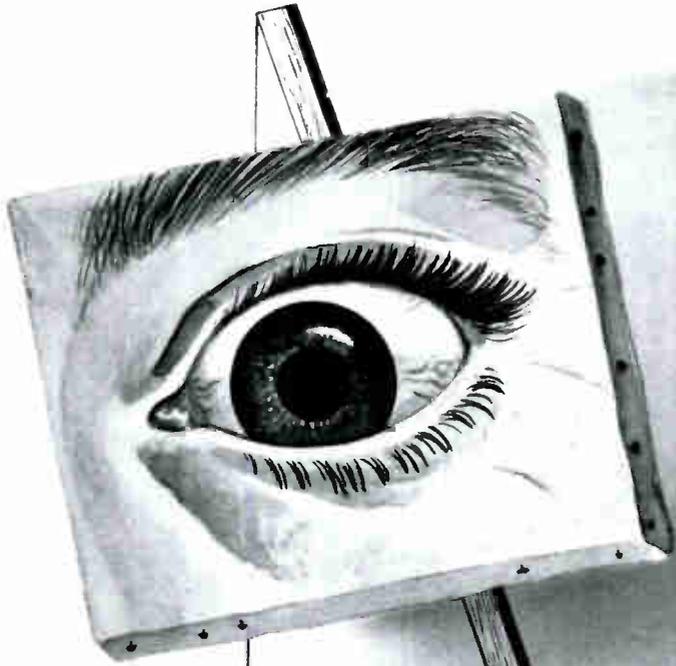
DELAWARE 2730



TONY VENTI STUDIOS, *Camerartists*

Creators of nuances in visual values. Now better equipped than ever to serve you in our

Enlarged Quarters at 152 East 10th Street, New York 16, N. Y. . . . MUrray Hill 3-5048



Our Contribution to Sales Appeal

TP

that Meets the Advertiser's Demands

*We are geared to it . . . We are staffed for it.
Art buyers agree that we have the right calibre of minds and
hands to meet their most rigid requirements.*

*We invite you
to visit our spacious quarters.*

Troeger-Phillips, Inc.

67 West 44th Street, New York 18 • MUrray Hill 2-8707

Thompson Associates

Representing

JAMES BINGHAM	ELMORE BROWN
REYNOLD BROWN	EARL CORDREY
GILBERT DARLING	ISABEL DAWSON
DORA de VRIES	A. M. FITZPATRICK
JOHN GOULD	CHARLES HAWES
HOMER HILL	HAROLD KOSKINEN
ROBERT MOORE	HARRY NUSE
M. PRIVITELLO	BILL REUSSWIG
MARTHA SAWYERS	WESLEY SNYDER
GASTON SUDAKA	REN WICKS
CHARLES KERLEE	HENRY DRAVNEEK

THOMPSON RICHARDSON

in Los Angeles & San Francisco

BILL BOSCHE	DON EASTON
LYMAN EMERSON	RONALD McLEOD
ELMER PLUMMER	WILLIAM TARA
HARRY TIMMINS	FRITZ WILLIS

CONTACTS

LE ORA THOMPSON	SEYMOUR THOMPSON
PAT RICHARDSON	NICK FOX
BETTY LEE WILSON	TOM WHITE
REGINALD WITALIS	GLORIA CATALDO
HELEN FRANKEL	

•

Many
Award Winning
Advertisers
Depend on
PREMIER
for Faithful
Reproduction

PREMIER ENGRAVING COMPANY

417 NORTH STATE STREET

CHICAGO 10, ILLINOIS

DELaware 5591



*j. n. c. fenton
 al herrmann
 leon witt
 olof forsmark
 merrill harvey
 ben fisher
 sidney mantell
 alice lake
 jerry grossman
 ed m.court
 bob thompson
 estelle creston*

**harry
 Enfield
 Studio**

130 west 42nd street,

new york 18, n. y.

CONTACT

*ruth d. barend
 thomas f. wood jr.*





WHEELOCK
& BENSON
Studio
BRYANT 9-4721
INDUSTRIAL ART FOR

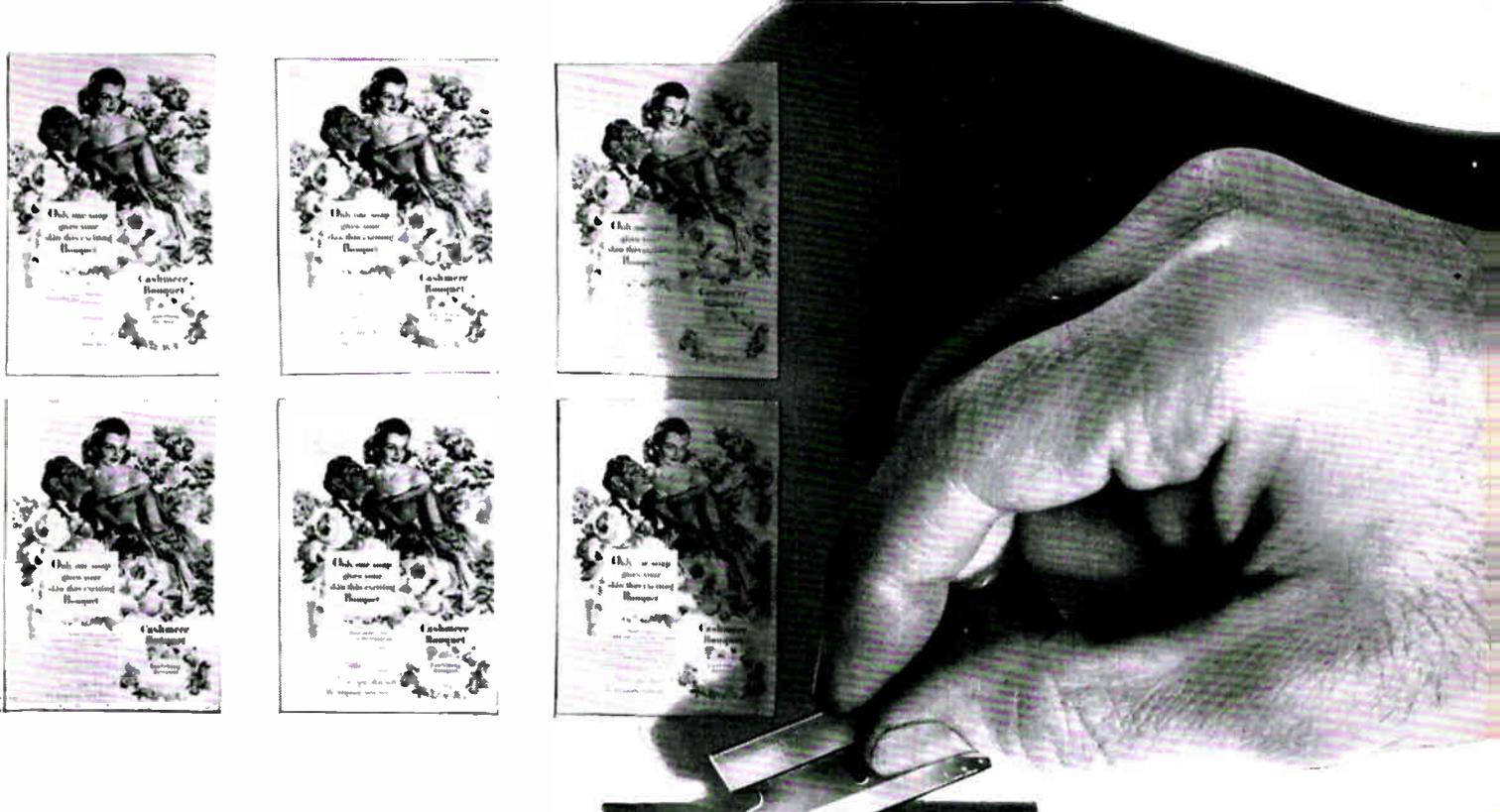
ADVERTISING 

A complete art service specializing in industrial illustration.



MURRAY HILL 3-4692

20 PARK AVENUE • NEW YORK CITY • 16 • NEW YORK



Taking the **GAMBLE** out of Gravure...

Gravure once was risky as roulette... You put your money on the red, for instance, got crimson in Chicago, salmon in St. Louis, pink in Pittsburgh, scarlet in San Francisco, incipient measles in Minneapolis! Gravure was then the victim of geography.

Now gravure cross-country is consistent in color and effect in every medium, because...

The gravure printer doesn't start from scratch with original copy—but with Intaglio-processed positives which permit proper and uniform reproduction.

And because Intaglio pioneered in gravure proving, every gravure pressroom has a color guide, in a complete set of progressive proofs

... which the advertiser has already seen, and revised to his satisfaction. Intaglio sets the standards to which reproduction must conform.

THE advertiser served by Intaglio is spared all the confusing, complicated transactions that occur when dealing direct with many sources... is saved time and money, wear, tear and temper... is assured tranquillity instead of tension between closing date and publication.

Two modern new plants in New York and Chicago... are equipped to process gravure advertising, in either monotone or color—promptly, efficiently, economically.

Intaglio SERVICE CORPORATION

AMERICA'S FIRST GRAVURE & LETTERPRESS SERVICERS

NEW YORK: 305 E. 46th St. • CHICAGO: 731 Plymouth Ct. • PHILADELPHIA: Land Title Bldg.



Advertising Since 1925 Since 1925 Art

... for quick intelligent interpretation
of your ideas . . . or complete development of
"something new and different" . . . call Columbus 5-6667

THE ROLAND COMPANY
OF ADVERTISING ART, INCORPORATED

1270 AVENUE OF THE AMERICAS, NEW YORK 20, N. Y.

FOUNDERS . . . SOL J. BERGER, BORIS HAMILTON . . . REPRESENTATIVE . . . JAMES D. CRUICKSHANK



Complete CREATIVE ART WITH..

VISION

The structure of all good advertising is based on the application of solid thinking, plus creative art ability.

These talents with *VISION* are an assurance of a complete unexcelled service of art in advertising.

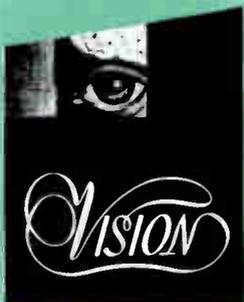
IMAGINATION

TALENT

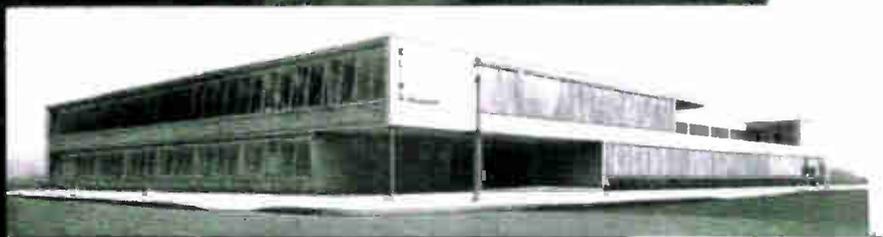
EXPERIENCE

PERCEPTION

INSIGHT



INC., 107 W. WACKER DRIVE • CHICAGO, ILLINOIS • PHONE, CENTRAL 4310



A BRAND NEW BUILDING LOADED WITH TALENT FOR SERVING AMERICA'S ADVERTISERS

"Trifles Make Perfection
But
Perfection is no Trifle"
—Michelangelo

THESE SERVICES YOURS

WITHIN THESE DOORS . . .

The new Kling Studios have the most modern facilities and talent to do an illustrative, photographic or mechanical job that will meet the art directors' and advertisers' merchandising and sales requirements. Here is the first building, comprising 47,000 square feet, designed and constructed especially for the production of fine commercial art work and photography.

klings *studios inc.*

ART

An extensive, versatile illustration staff consisting of creative layout, figure, mechanical and still-life illustrators for every commercial requirement in color and black and white.

PHOTOGRAPHY

Outstanding, nationally known photographers—largest and best equipped photo studios in the country—electric kitchens, home economists and stylists available—direct color photographs and carbonyl prints.

COMMERCIAL FILMS

This division is headed by (movie) experienced producers, directors and script writers capable of turning out the best commercial sales, industrial, merchandising and training movies and slide films in color or black and white—sound or silent.

DISPLAYS

Designed and produced by men with years of experience in production "know-how," Kling's merchandising and sales designed point-of-sales material and displays can be fabricated in a wide selection of materials for window, counter, floor, convention exhibit or travel use.

NEW YORK

CHICAGO

DETROIT



America's Finest Photo Engravers

Collins and Alexander, Inc.

65 EAST SOUTH WATER STREET • CHICAGO 1 • ILLINOIS

*For photographic illustrations in black and white
or color that*

SELL A PRODUCT

TELL A STORY

CREATE A MOOD

*For motion pictures and slide films in black and
white or color that*

TRAIN PERSONNEL

BUILD GOOD-WILL

ADVERTISE TO THE CONSUMER

SARRA INC.

200 East 56th Street, New York

16 East Ontario Street, Chicago

445 South La Cienega Blvd., Hollywood

JUST OFF
THE
PRESS



72 pages, cloth bound, printed on good paper. 8 1/2 x 11 sheet, contains 15 chapters, such as "Mechanics of Typography," "Easy to Read," "Characteristics of Typefaces," "Layouts," "Saving Money on Typography," "Proof-reading," "Printing Processes," "Photo-Engraving," and "How to Get Better Electrotypes." A real comprehensive textbook.

... you need this NEW HAND BOOK

THIS book hopes to help you buy better advertising typography (and consequently more readers) for the advertising dollars you spend.

Wisely, the advertising typographers reason that the more you get for your investment with them, the firmer the rock on which their business is built.

They constantly see their customers using up costly time (which is money) by "shooting" copy to them without adequate or thoroughly thought-out instructions.

So they hope that this book will tell their patrons a few things about typographic practices and about allied processes of engraving, electrotyping, etc., which will help these patrons to cut down production costs in typographic and allied fields.

They too often see their customers asking the impossible of type, and thus hindering its effectiveness. They often see readership reduced in many ways—for example, by requests that 500 words of copy be set in space large enough for 250. So they are constrained to set down in this book, among other things, some simple helps to readability.

They are in a position to observe that an advertisement which, by virtue of its superior typography,

is read by 1,000,000 people, is a better buy than the same advertisement in the same space which is read by only 300,000 people. And these typographers feel better when they see you getting the 1,000,000 people to which you are entitled.

These men or organizations are definitely *not* in the business of setting "pretty ads." While they are not blind to the commercial appeal of typographic beauty, their real goal is readership. Fortunately, for the more aesthetic among them, it happens almost invariably that clarity produces beauty and beauty produces clarity.

This book, then, is neither a book on mechanical processes, nor a book on typographical "art." If it helps you to a better understanding of mechanics in the graphic arts fields, fine and dandy! If it helps you produce more artistic results, swell! But its essential desire is to help you to produce more dynamic advertisements, typographically speaking, with greater understanding, and for fewer dollars.

For full information on how to get a copy of this valuable book address Mr. Albert Abrahams, Secretary, Advertising Typographers of America, 461 Eighth Avenue, New York City.

Advertising Typographers Association of America Inc.

albert

dorne



advertising

drawings

322 east 57th street

new york 22 n y

plaza 3 2410

TRY

Flo-master

**FOR SKETCHES AND
SPOTS, VISUALS
AND LAYOUTS**

- Automatic valve control, an exclusive feature!
- Light touch gives you thin line or dry brush!
- Heavy touch gives you broad, solid lines!
- Instant response, yet no leaking or flooding!

This amazing new Fountnbrush gives you speed, control and versatility. Any color on *any* surface. Saves you up to 95% on costly art materials.

The special Instant-Dri inks come in eight transparent colors (black, red, blue, yellow, orange, green, purple, brown); may be blended for any color of the spectrum. Permanent, waterproof, and smudge-proof, the inks may be removed easily with Flo-master Cleanser from non-porous surfaces.

Flo-master Fountnbrush sets are packaged in several various assortments ranging in price from \$2.85 to \$6.00 (Western prices slightly higher.)

At leading art suppliers, stationers, or send your dealer's name.

Cushman & Denison
Manufacturing Co.,
135 W. 23rd Street,
New York 11, N. Y.



CADO

Flo-master POCKET FOUNTNBRUSH
(Satin Finished Aluminum)

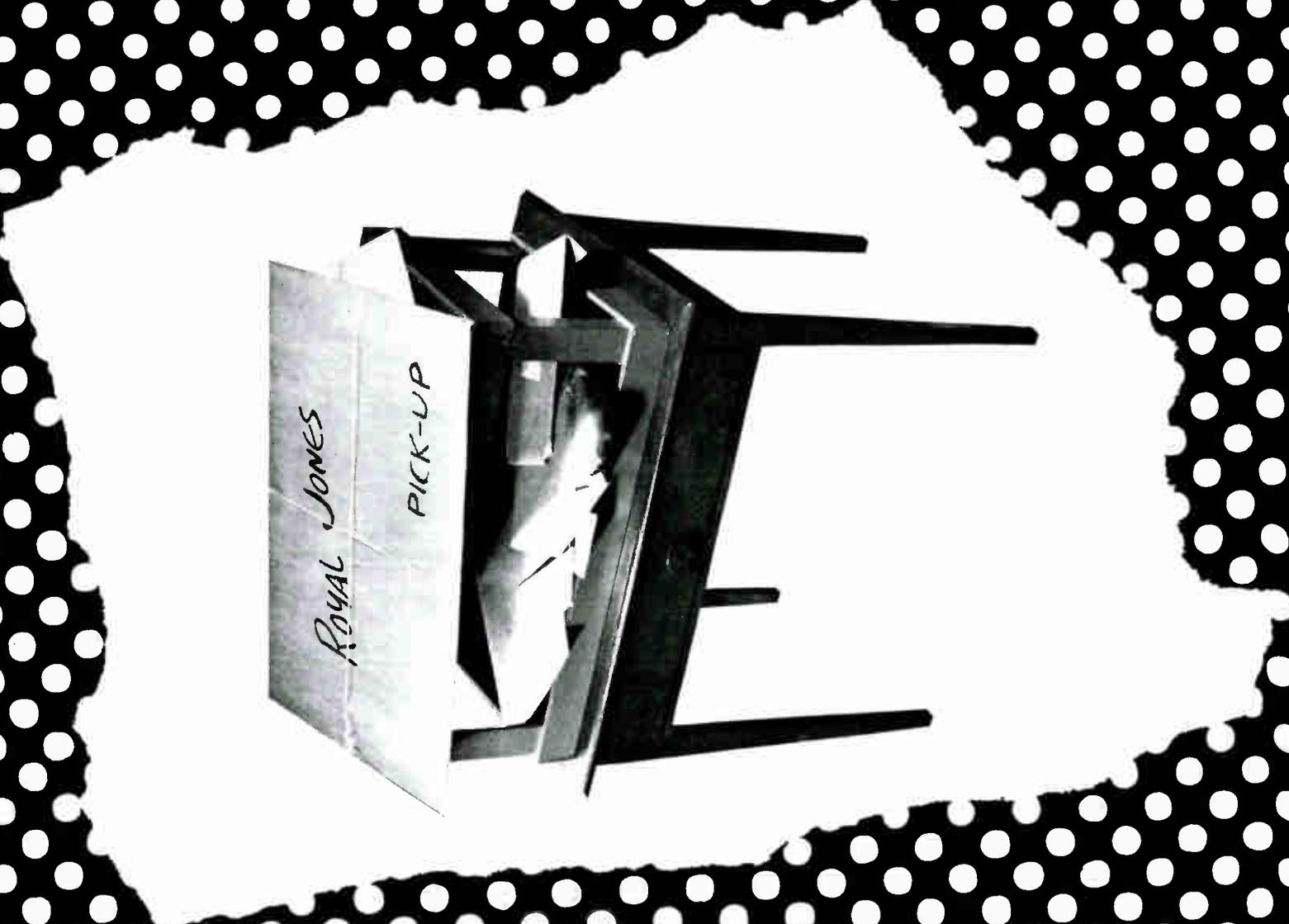
MARKET STREET
PHILADELPHIA

1027 ARCH STREET
08117

MURRAY HILL
NEW YORK CITY

305 EAST 45TH STREET
14-0400

ROYAL-JONES PHOTO ENGRAVING CORPORATION

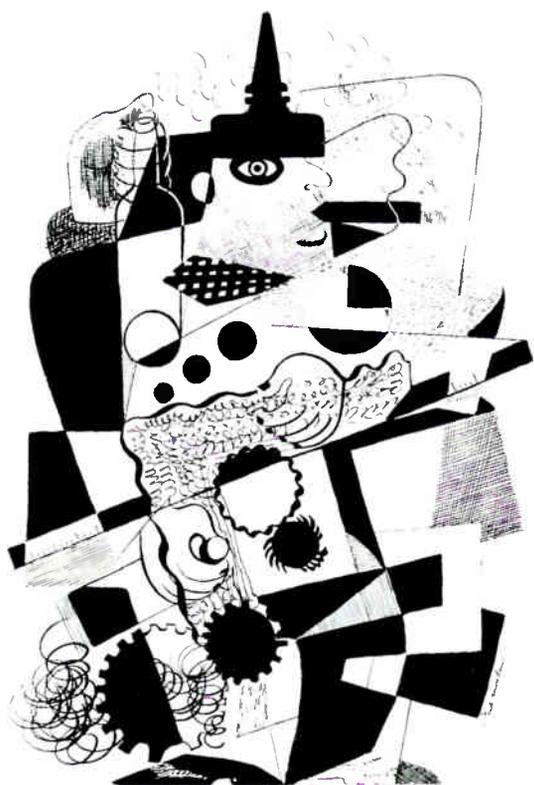


ROYAL JONES

PICK-UP

albert

dorne



advertising

drawings

322 east 57th street

new york 22 n y

plaza 3 2410

TRY *Flo-master*

FOR SKETCHES AND SPOTS, VISUALS AND LAYOUTS

- Automatic valve control, an exclusive feature!
- Light touch gives you thin line or dry brush!
- Heavy touch gives you broad, solid lines!
- Instant response, yet no leaking or flooding!

This amazing new Fountnbrush gives you speed, control and versatility. Any color on *any* surface. Saves you up to 95% on costly art materials.

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Flo-master Fountnbrush sets are packaged in several various assortments ranging in price from \$2.85 to \$6.00 (Western prices slightly higher.)

At leading art suppliers, stationers, or send your dealer's name.

Cushman & Denison Manufacturing Co.,
135 W. 23rd Street,
New York 11, N. Y.



Flo-master POCKET FOUNTNBRUSH

(Satin Finished Aluminum)

1st award Cosmopolitan Illustration Contest



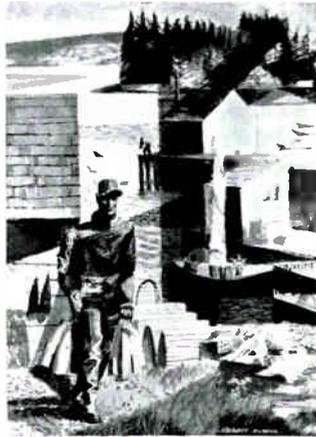
JOHN HOWARD
450 E. Ohio • Chicago • Superior 0985



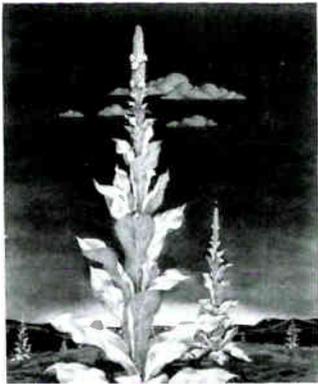
STANLEY EKMAN
8 S. Michigan • Chicago • State 5007

Nine Illustrators

These nine experienced graphic artists maintain an alert, progressive attitude toward their work. They are organized to keep advertising and editorial art buyers informed of their current efforts through a series of comprehensive portfolios. The first is now available; write Nine Illustrators, 333 North Michigan Avenue, Chicago 1, Illinois.



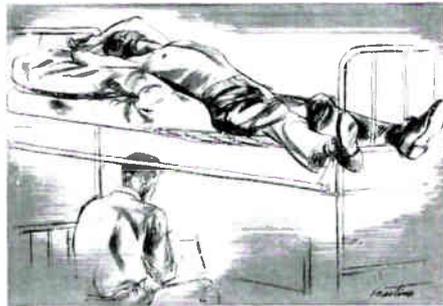
EVERETT McNEAR
35 E. Wacker • Chicago • Central 5134



RAYMOND E. CRAIG
8 S. Michigan • Chicago • State 5007



STEVEN SKIBO
35 E. Wacker • Chicago • Central 5134



JAMES LENTINE
616 N. Michigan • Chicago • Superior 0690



PAUL PINSON
333 N. Michigan • Chicago • Andover 3337



CLIFFE D. EITEL
8 S. Michigan • Chicago • State 5007



ELMER JACOBS
0101 N. Sheridan • Chicago • Ambassador 0389



ROBERT T WORMAN
 Member Artists Authorized Agents
 369 Lexington Avenue, New York City
MURRAY HILL 5-0514

Printing
2nd
Printing



NORMAN ROCKWELL ILLUSTRATOR

by Arthur L. Guptill

The popular demand for this handsome book has made necessary a second printing. From all sides have come words of appreciation for the opportunity of knowing personally the man who so successfully portrays the warm and human side of our American scene. The second edition contains the same 50 pages of rich full color reproductions—printed on the same fine paper—bound in the original tasteful manner.

If you do not already have this volume (which is literally crammed with Rockwell paintings, covers, illustrations, posters, murals and sketches) this is your chance. Over 200 pages, 9 x 12 format, 50 full color pages, scores of halftones and line cuts and many informal decorations made especially for this book by Rockwell. Read it to see how Rockwell reached his pinnacle of fame and what has kept him there for over three decades.

NORMAN ROCKWELL ILLUSTRATOR IS \$10.00 POSTPAID

WATSON-GUPTILL PUBLICATIONS, INC.
345 Hudson St., New York 14, N. Y.

staff

tom Kelley
harlan Grandall
charles Towne
sam Diamond
henry Colin
ott Pirkola
william Gibbons
arabelle Wheatley
ornel Carlson
molly Steinberg
will Wills
helen Astarita
kirk Wilson
paul Calle
micheal Gregori

perlowin 
STUDIOS

TEL • BRYANT 9 • 2725

230 WEST 41 ST • N.Y.C.

barry stephens presents . . .



Dauman-Greene

photographers

contact

robert cosier

stanley davis

june cross

480 lexington avenue
new york city

thorne greene



marty bauman



featured in

McCall's

Goodhousekeeping

Woman's Home Companion

Collier's

Cosmopolitan

Seventeen

House Beautiful

American Magazine

advertising accounts:

Yardley

Revlon

Talon

Elgin

Cliquot Club

Plymouth

Wallace Sterling

Canadian Club

Waltham

Dr. Wests

Flexalum

Golden Wedding

Steinway

Labtex

Prince Matchabelli

Van Camp

Rexall Drugs

Hinds

Cohama Fabrics

Dr. Lyons Toothpaste



Symons Art Service

New York City

servicing these accounts and others

contact representatives

Allis Chalmers
B. Altman
Bonwit Teller
Burlington Mills
Celanese Corporation of America
Chesterfield Cigarettes
Jacqueline Cochran
Container Corporation of America
Corday
Coty
DeBeers Diamond Mines
Decca Records
Deering, Miliken
Dobb's Hats
Marie Earle
Eaton Paper Corp.
Enka Rayon
Everfast Fabrics
Franklin Simon
Gruen Watch Company
Jelleff's, Washington, D. C.
Lord & Taylor
Manhattan Shirts
Martex Towels
McGregor Sportswear
Mutation Mink Breeders
Nan Duskin—Philadelphia
Nieman-Marcus
Pacific Mills
Pequot Sheets
Pogue's—Cincinnati, Ohio
RCA Victor
Saony
Shalimar Gloves
Stetson Hats
Superb Gloves
Vanity Fair
Vernay Fabrics
Wear-Rite Gloves
Winthrop Mills
Yardley
Collier's
Cosmopolitan
Esquire
Good Housekeeping
Harper's Bazaar
Holiday
Liberty
Mademoiselle
McCall's
Parents
Seventeen
Town & Country
Vogue

Sam Brody
Jay Randolph
Rhoda Roth
Hal Raskin
Bill Symons

thorne greene



marty bauman



featured in

McCall's

Goodhousekeeping

Woman's Home Companion

Collier's

Cosmopolitan

Seventeen

House Beautiful

American Magazine

advertising accounts:

Yardley

Revlon

Talon

Elgin

Cliquot Club

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Wallace Sterling

Canadian Club

Waltham

Dr. Wests

Flexalum

Golden Wedding

Steinway

Labtex

Prince Matchabelli

Van Camp

Rexall Drugs

Hinds

Cohama Fabrics

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george mayers
flora smith
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charles stephens
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reno biondi
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paul hamlin
robert hilbert
michael magine
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alfred buell
bill fleming
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john walter
milburne doss
b helgeson
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francis chase
fred steffen
morgan kane
mauro scali
william gregg
w. c. griffith
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Pequot Sheets
Pogue's—Cincinnati, Ohio
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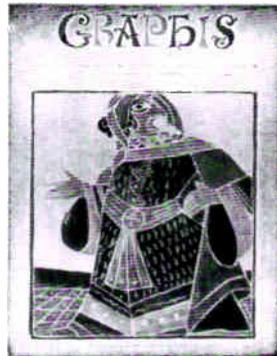
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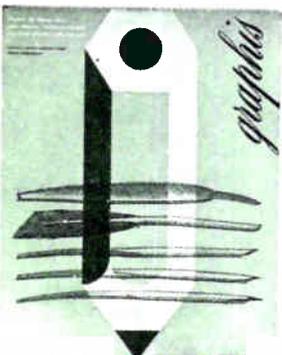
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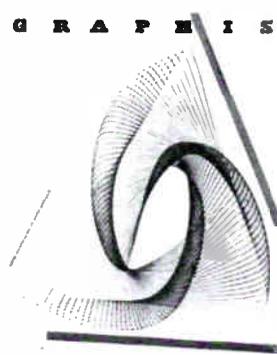
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Lewitt-Him
The British Exhibition
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The Calligraphic Figures of Edward Cocker
The Set Designer Christian Bérard
War and Peace as seen by Feliks Topolski
Erwin Blumenfeld
A New Departure in Advertising [I.C.I.]



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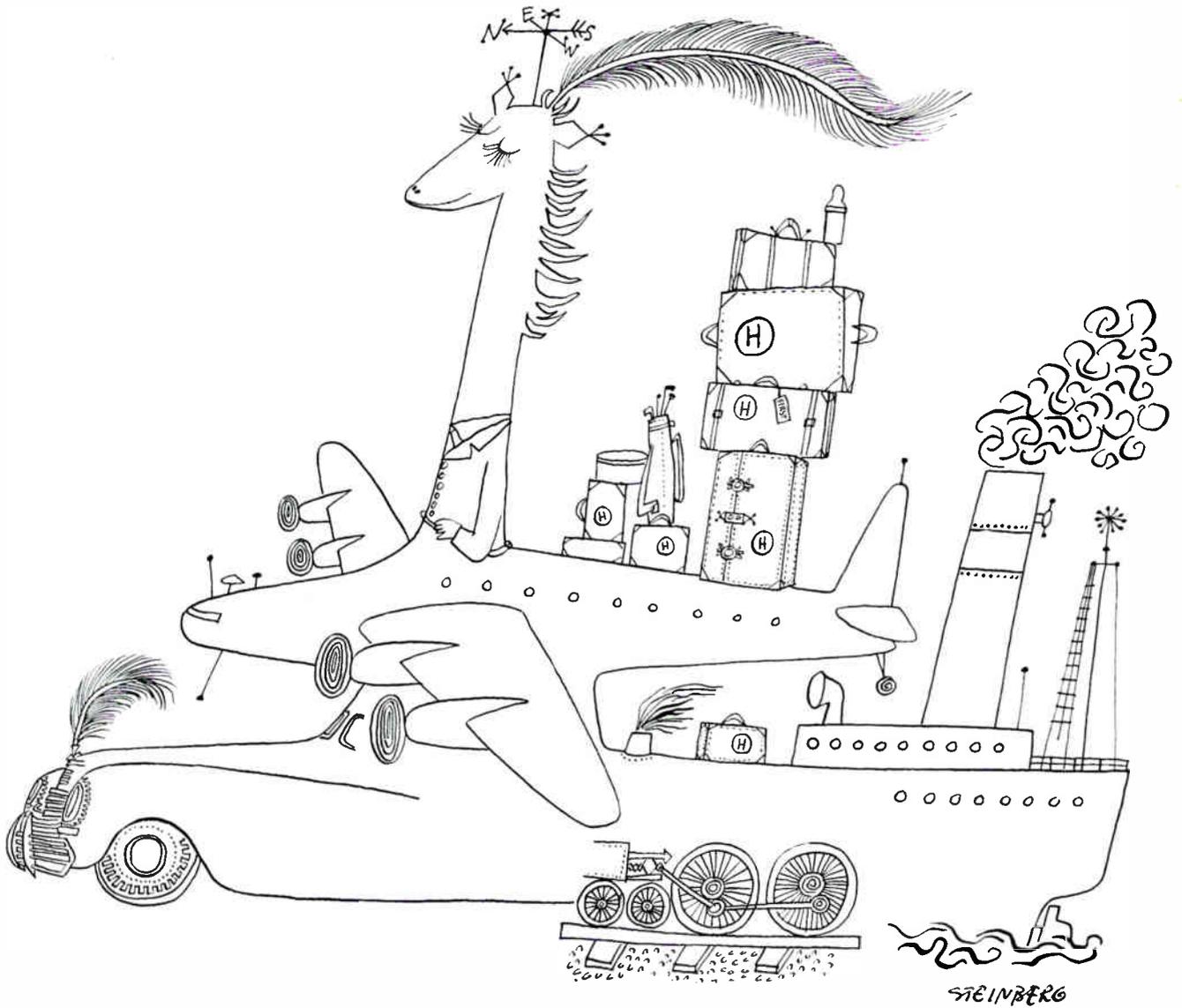
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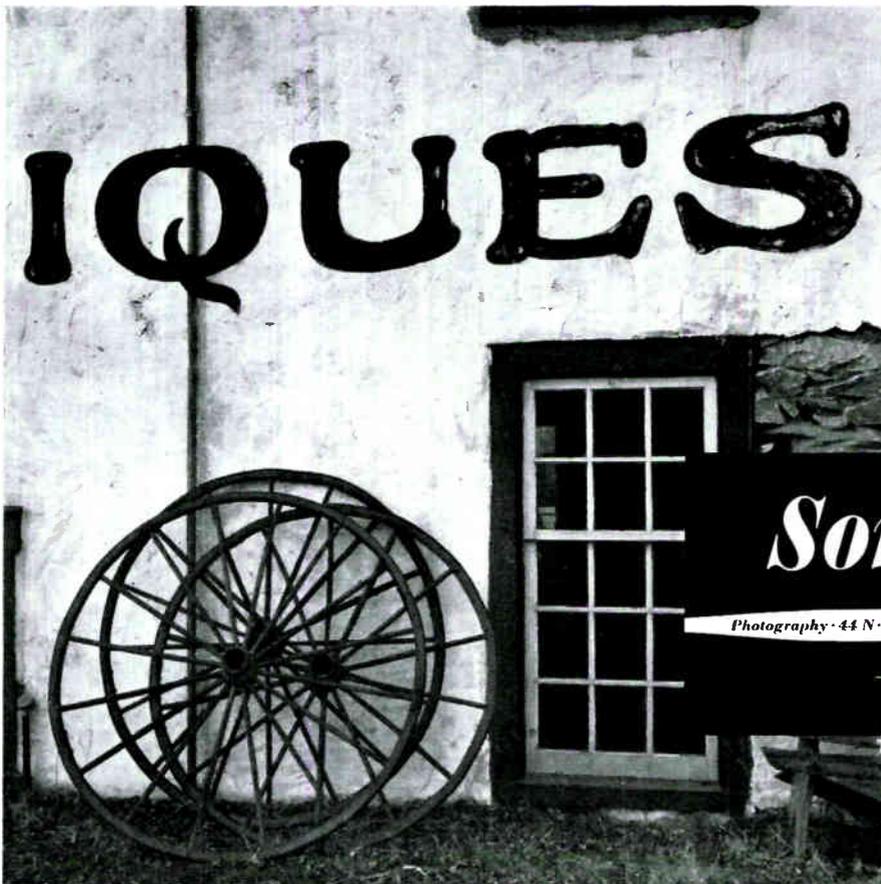


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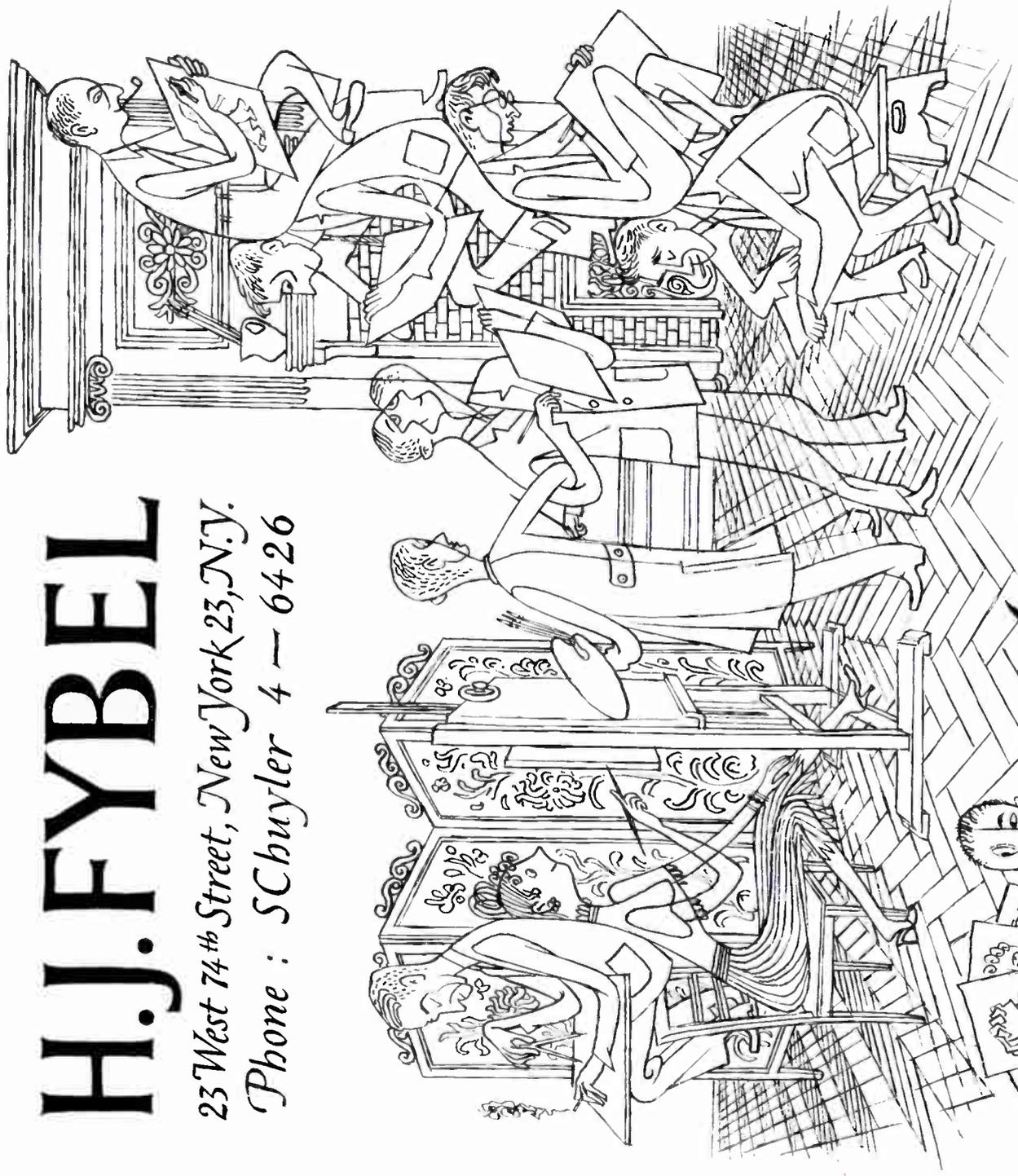
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Richard Scarry

artists available

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ADAMS, George

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MURRAY HILL 2-4463

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AVERILL, John

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ST. PETERSBURG 97-796

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BENNEY, Robert

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BINDER, Joseph

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CIRCLE 6-5678

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HAVEMEYER 4-0653

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Undersea; Natural History; Tropical Flowers; Juvenile Books. All Mediums

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RHINELANDER 4-5953; IF NO ANSWER, PLAZA 8-1234

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GARDEN CITY 3132

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BRUNNER, F. Sands

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BRUSSEL-SMITH, Bernard

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SCHUYLER 4-6030

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CARTER, Harry

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REGENT 4-8635

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CLYMER, John

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WESTPORT 2-4067

COATES, Robert E.

480 LEXINGTON AVENUE, NEW YORK, N. Y.
PLAZA 3-7555

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Representative: Mary Eldredge*

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322 EAST 57TH STREET, NEW YORK 22, N. Y.
PLAZA 3-2410
Editorial and Advertising Illustration: Color, Black and White

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ORCHARD 4-1375
Humorous Decorative Illustrations

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480 LEXINGTON AVENUE, NEW YORK 17, N. Y.
ELDORADO 5-1640
Illustrative Photography: Color, Black and White

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LEXINGTON 2-1997
Photographer

FLEISCHMANN, Glen

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Illustration

FOSTER, Robert

14 SUTTON PLACE SOUTH, NEW YORK 22, N. Y.
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185 NORTH WABASH AVENUE, CHICAGO 1, ILL.
STATE 9802
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140 CABRINI BLVD., NEW YORK 33, N. Y.
WADSWORTH 8-4363
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KINGSBRIDGE 3-3250

GODWIN, Frank

NEW HOPE, PA.
NEW HOPE 3638
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130 SPARKS STREET, OTTAWA, ONTARIO, CANADA
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ELIOT 0078

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MURRAY HILL 3-7840

Photographic Illustrator

KLETT, Walter

434 EAST 52ND STREET, NEW YORK 22, N. Y.
ELDORADO 5-4859

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KOVÉC, Charles

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BUTTERFIELD 8-3369

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LESCHIN, Samuel

545 FIFTH AVENUE, NEW YORK 17, N. Y.
MURRAY HILL 2-7433

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art direction

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CUSACK, Parmelee W.

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WISCONSIN 7-4922

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KRIKORIAN, George

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LEIBOWITZ, Matthew

1411 WALNUT STREET, PHILADELPHIA 2, PA.
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Art Director—Designer

MEEK, William G.

45 ASTOR PLACE, NEW YORK 3, N. Y.
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SEIDEN, Art

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CIRCLE 5-5706

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Abstract Design, Decorative and Surrealist Illustration

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VANDERBILT 6-0373

Cartoons

HARTMAN, Jesse E.

118 ROCKLAND ROAD, HAVERTOWN, PA.
HILLTOP 3134

Photographic Illustrator, specializing in industrial subjects

HAYDEN, Hayden

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Posters, Advertising Illustrations in Oil or Charcoal

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HELCK, Peter

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PLAZA 3-7204

Art Directors Medals—New York: 1931 1936 1941 1944, Chicago: 1947

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40 WEST 40TH STREET, NEW YORK 18, N. Y.
PENNSYLVANIA 6-9180

Designed Lettering and Lettered Designs

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MURRAY HILL 9-2112

Cartoons, Humorous Illustrations, Advertising Copy

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11 EAST 44TH STREET, NEW YORK 17, N. Y.
MURRAY HILL 2-1480

Men's and Boys' Fashions; Smart Men's Hats; Merchandise Stills; Black and White; Color

JERVIS, Margaret

221 EAST 35TH STREET, NEW YORK 16, N. Y.
MURRAY HILL 6-8366

Amusing Advertising and Magazine Illustrations, Booklets, Decorative Designs, Paper Sculpture

KANELOUS, John

20 EAST 35TH STREET, NEW YORK, N. Y.
MURRAY HILL 5-7100

KARSH, Yousuf

130 SPARKS STREET, OTTAWA, ONTARIO, CANADA
2-5442

Portraitist, Photographic Illustrator

KAUNUS, A. John

304 EAST 50TH STREET, NEW YORK 22, N. Y.
ELDORADO 5-5365

Humorous Illustrations, Cartoons, Spots, Advertising, Water Colors

KELL (Mark E. Kelley, Jr.)

10 FOREST STREET, CAMBRIDGE 40, MASS.
ELIOT 0078

Humorous Illustration

KEPPLER, Victor

250 EAST 43RD STREET, NEW YORK, N. Y.
MURRAY HILL 3-7840

Photographic Illustrator

KLETT, Walter

434 EAST 52ND STREET, NEW YORK 22, N. Y.
ELDORADO 5-4859

Illustration, Painting

KOVÉC, Charles

66 EAST 83RD STREET, NEW YORK, N. Y.
BUTTERFIELD 8-3369

Portraits, Drawings, Fashion Illustration

LALI

A. HALPERT ART STAFF

19 WEST 44TH STREET, NEW YORK 18, N. Y.

Light line cartoons, and teenage drawings

LAPPERT, Jack

11 EAST 44TH STREET, NEW YORK 17, N. Y.
MURRAY HILL 2-0379

Lettering and Design

LESCHIN, Samuel

545 FIFTH AVENUE, NEW YORK 17, N. Y.
MURRAY HILL 2-7433

Layout, Lettering, Design

LOUGHEED, R. E.

26 WEST STATE STREET, WESTPORT, CONN.
2-2693

Painter of Animals. Horse Specialist. Farm and Country Life

MAC DONALD, Robert

RM 2300, 80 BROAD STREET, NEW YORK 4, N. Y.
BOWLING GREEN 9-8600 or BUCKMINSTER 2-0228

Layout, Finished Art, Design, Packaging, Label, Booklets, Color, Black and White, Art Consultant

MAURER, Sascha

246 EAST 46TH STREET, NEW YORK, N. Y. VA. 6-1851
Residence: GAYLORDSVILLE, CONN. New Milford 583W3

The Modern Poster—Travel, Sports, Industrial, Decorative Design, Watercolors, Airbrush

McCULLOUGH, Suzanne & Lucerne

34 EAST 40TH STREET, NEW YORK 16, N. Y.
MURRAY HILL 6-9266

Advertising Layout and Finished Art. High-Style Design and Fashion Illustration

artists available

McGOWAN, Thomas

7 WEST 44TH STREET, NEW YORK 18, N. Y.
MURRAY HILL 2-5248

*Advertising Illustrations, Black and White, Color,
Decorative Design*

MURAY, Nickolas

18 EAST 48TH STREET, NEW YORK 17, N. Y.
WICKERSHAM 2-1752

*Photographic Illustrators in Color and Black and
White*

NASON, Ben

c/o McDowell-Bradshaw, 41 WEST 47TH STREET, NEW YORK
19, N.Y. PENNSYLVANIA 6-0055

Posters, Packaging Design, Book Illustration

PAULSON, Carl

60 EAST 42ND STREET, NEW YORK 17, N. Y.
MURRAY HILL 2-2800

Poster Design, Still Life, Displays

PATTERSON, Robert

WESTPORT, CONN.; AGENT: RAHL STUDIOS, 551 FIFTH
AVENUE, NEW YORK, N. Y. VANDERBILT 6-4520

Illustrations for Stories and Advertisements

PETERS, Charles R.

9 EAST 45TH STREET, NEW YORK 17, N. Y.
MURRAY HILL 7-7320

*Retouching in Color, Black & White for Pictorial
and Mechanical Reproduction in All Media*

PIANE, Al

332 EAST 53RD STREET, NEW YORK 22, N. Y.
PLAZA 5-0535

*Cartoons, Illustrations, Posters in Line, Wash and
Color*

PINSON, Paul

333 NORTH MICHIGAN AVENUE, CHICAGO, ILL.
ANDOVER 3337

Humorous Illustration

PLUMMER, W. Kirtman

FULLER BLDG., 10 SOUTH 18TH STREET, PHILADELPHIA 3,
PA. LO 7-8138

PRICE, Norman

920 RIVERSIDE DRIVE, NEW YORK 32, N. Y.
WADSWORTH 3-5116

*Illustrator, Historical, Period or Human Interest
Subjects Preferred—Pen or Color*

RABUT, Paul

10 EAST 53RD STREET, NEW YORK 22, N. Y.
PLAZA 3-7204

*Illustrations in Color and Black and White. Art
Directors Medal 1942 1946. Distinctive Merit 1943*

RAGAN, Leslie

246 EAST 46TH STREET, NEW YORK, N. Y. or
HARBOR HILL, WORTON, MD.
VANDERBILT 6-1851 or CHESTERTOWN, MD. 590J5

Advertising Illustration

RAWLINGS, John W.

154 EAST 55TH STREET, NEW YORK, N. Y.
PLAZA 5-2881

Photographer

REINER, George

420 WEST 24TH STREET, NEW YORK 11, N. Y.
CHELSEA 2-8226

*Creative Package and Label Design, Advertising
Layout*

RICHIE, Robert Yarnall

9 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.
CIRCLE 6-0191

Industrial Photography

RIEGGER, L. L.

78 CHATTERTON PARKWAY, WHITE PLAINS, N. Y.
WHITE PLAINS 9-8407

Fashion, Advertising, Magazine Illustration

ROONEY, G. A. Pat

441 LEXINGTON AVENUE, NEW YORK 17, N. Y.
MURRAY HILL 2-4965

*Humorous Illustrations, Decorative Drawings, Car-
toons*

ROSE, Carl

ROWAYTON, CONN.
NORWALK 6-6163

Cartoons

ROSMINI, John

R F D 1, NEW PRESTON, CONN.
NEW MILFORD 193W4

*Decorative Illustration, Still Life, Humorous Illus-
trations*

SAATY, Wallace

WELLINGTON HOTEL, 7TH AVENUE & 55TH STREET, NEW
YORK 19, N. Y. CIRCLE 7-3900 Extension 646

*Advertising and Magazine Illustration: Full Color,
or Black and White*

SALTER, George

40 EAST 10TH STREET, NEW YORK 3, N. Y.
GRAMERCY 5-3491

Books, Trademarks, Letterheads, Calligraphy

SCHMIDT, Felix

48 WEST 48TH STREET, NEW YORK, N. Y.
BRYANT 9-9727

General Illustration, Still Life

SCHMIDT, Werner B.

48 WEST 48TH STREET, NEW YORK, N. Y.
BRYANT 9-9727

Still Life, Mechanical Illustration

SEVERANCE

10 FOREST STREET, CAMBRIDGE 40, MASS.
TROWBRIDGE 7381

Illustration

SKIDMORE, Thornton D.

37-12 85TH STREET, JACKSON HEIGHTS, L. I., N. Y.
HAVEMEYER 4-4961

Magazine and Advertising Illustration

SNYDER, James

222 CENTRAL PARK SOUTH, NEW YORK 19, N. Y.
CIRCLE 7-2964

Photographic Illustrator

SNYDER, Jerome

92 JANE STREET, NEW YORK 14, N. Y.
CHELSEA 2-7067

Advertising Illustration, Design, Posters, Children's Books

STARR, Maxwell

54 WEST 74TH STREET, NEW YORK, N. Y.
TRAFALGAR 7-0906

Fine Art—Portraits—Landscapes—Murals—Winner of National and World-Wide Art Competitions

STEINMETZ, Joseph Janney

322 COMMERCIAL COURT, SARASOTA, FLA.
SARASOTA 2342

Color Photography: Circus, beach & summer settings; Models & Fashions in Florida & South

STEINWEISS, Alex

527 RIVERSIDE DRIVE, NEW YORK 27, N. Y.
MONUMENT 2-5970

Advertising and Industrial Design

STERNBERG, Charlotte Joan

168 LAMBERT AVENUE, MERIDEN, CONN.
MERIDEN 2935-J

Decorative Illustration, Design

SUTNAR, Ladislav

307 EAST 37TH STREET, NEW YORK 16, N. Y.
PLAZA 9-6870

Magazine and Advertising Layout—Illustration—Posters—Displays—Specialize Catalog Design

SZOEKE, Andrew

72 EAST 55TH STREET, NEW YORK 22, N. Y.
WICKERSHAM 2-4486

Lettering, Design, Calligraphy

TAKE, Vic

ARCADE BLDG., 8TH at OLIVE STREETS, ST. LOUIS, MO.
GARFIELD 6358 & CENTRAL 7041

Cartoon Illustrations for Advertising, Idea Visuals, Unique Packaging, Cover Design, Layout Art

TARA, Bill

LOS ANGELES—816 WEST 5TH STREET; VANDIKE 5470
NEW YORK—102 EAST 40TH STREET; MURRAY HILL 5-7469

Humorous Illustrations, Cartoons

TEPPER, Saul

1 WEST 67TH STREET, NEW YORK 23, N. Y.
ENDICOTT 2-7160

Illustrations for Advertising and Magazine in Color or Black and White—Oil or Water Color

THOMPSON, Ray

116 GREENWOOD AVENUE, WYNCOTE, PA.
OGONTZ 7989

Cartoons, Layout: Newspaper Comic Technique—Ideas a Specialty

TROOP, Miriam

44 EAST 65TH STREET, NEW YORK 21, N. Y.
REGENT 4-7972

Illustration

VENTI, Tony

152 EAST 40TH STREET, NEW YORK 16, N. Y.
MURRAY HILL 3-5048

Photographic Illustrator

WEISGARD, Leonard

MIDDLE RIVER ROAD, WEST LAKE, DANBURY, CONN.
DANBURY 8-0659

Graphic Arts—Illustration—Advertising Design

WETZEL, Ross

664 N. MICHIGAN AVENUE, CHICAGO 11, ILL.
DEARBORN 0679

Illustration, with accent on animation

WILMET, Georges

80 WEST 40TH STREET, NEW YORK 18, N. Y.
LONGACRE 5-7250

Industrial Designer—Packaging Specialist

WILSON, Mortimer, Jr.

(BARRY STEPHENS, REPRESENTATIVE)
247 PARK AVENUE, NEW YORK 17, N. Y.

WILWERDING, Walter J.

4908 17TH AVENUE SOUTH, MINNEAPOLIS 7, MINN.
PARKER 4504

Animal, Bird, Fish Illustrations. American and African Big Game Paintings

WOODS, Rex

707 EGLINTON AVENUE WEST, TORONTO, CANADA
HUDSON 8138

Illustration for Magazine, Advertising, Posters; Color, Black and White, Water Color, Oil, Tempera

WRIGHT, Dorris and Fred

361 EAST 50TH STREET, NEW YORK 22, N. Y. & STONERIDGE, N. Y. PLAZA 9-6692 & HIGH FALLS 3084

Advertising Design, Layout, Lettering; Editorial and Fashion Illustration, Decorative Drawings

WRIGHT, Jack C.

1 EAST 53RD STREET, NEW YORK 22, N. Y.
PLAZA 9-1945

Airplane, Train, Interior, Radio, Illustration

ZERBO, Bill

59 EAST 52ND STREET, NEW YORK 22, N. Y.

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