1942 exhibition of advertising art
sponsored by
the art directors club of chicago
march 9th to 31st
FOREWORD

The Art Directors Club of Chicago is engaged in a significant program: to improve the quality of that great volume of art that we daily meet in advertising. Constantly on the alert for new opportunities it brings more art to commerce and more commerce to art. As such it is helping to break down those prejudiced barriers which have all too long separated one field of artistic endeavor from another.

The Art Institute refuses to belittle so-called "commercial art" simply because it has been bought and paid for. It has plans to widen its museum scope to include more and more of the best applied contemporary art. Therefore I find encouraging the recent gift of an annual prize in the Chicago Artists' Exhibition by the members of the Art Directors Club and I welcome with enthusiasm their present exhibit of advertising art, the most ambitious they have yet held in Chicago and the first to be shown on our walls.

David Cottrell Dick
DIRECTOR OF FINE ARTS

THE ART INSTITUTE OF CHICAGO
THE EXHIBITION OF ADVERTISING ART 1942

Committees
Frederick W. Boulton, Chairman, J. Walter Thompson Co.

Color Illustrations
George S. Lyman, Vice-Chairman
Roche, Williams & Cunnyngham, Inc.

Black and White Illustrations
Fred Thornton, Vice-Chairman, Leo Burnett & Co., Inc.

Color Photographs
Don McCray, Vice-Chairman

Black and White Photographs
Scott Runge, Vice-Chairman

Continuities
John Breunig, Vice-Chairman, Lord & Thomas

Direct Mail and Catalogs
Bert Ray, Vice-Chairman, Runkle-Thompson-Kovats, Inc.

Posters and Car Cards
Joseph Benge, Vice-Chairman, Outdoor Advertising, Inc.

Complete Advertisements
Harold Paus, Vice-Chairman
United States Savings & Loan League

Defense and War Art
William Scott, Vice-Chairman, McCann-Erickson, Inc.

All the art work represented in this exhibition has been produced by artists and craftsmen of the Great Middle West.
JURIES OF THE EXHIBITION

Color Illustrations
Frank Young         Malcolm Charleston

Black and White Illustrations
Fred Mizen           Haddon Sundblom

Color Photographs
Norman Vizents       A. George Miller

Black and White Photographs
John Paul Pennebaker  Stephen Deutch  John H. Platt

Continuities
A. Bremner           Francis Chase

Direct Mail and Catalogs
C. H. Magers          Park Phipps

Posters or Car Cards
Miss Elizabeth Robertson  Wm. P. Welsh  Gene Wedereit

Complete Advertisements
William Kittredge    Edward Richer    Leroy Barfuss
John W. Ladd         Norman Forgue    James Shanahan
Elon Borton

Defense and War Art
Lt. Colonel Chester L. Fordney, U.S. Marines
Lt. R. C. McKee, U.S. Navy  Lt. Loren G. Stevens, U.S. Army
E. R. Seese           Graham Hutton

THE ART DIRECTORS CLUB OF CHICAGO

President
Sidney A. Wells
McCann-Erickson, Inc.

1st Vice-President
Harvey Olsen
Needham, Louis & Brorby, Inc.

2nd Vice-President
Malcolm A. Jennings
MacFarland Aveyard & Co.

Secretary
Wilbur Smart
The Buchen Co.

Treasurer
John Brookes
Brookes & Sons Co.

Director
Charles Magers
Montgomery Ward & Co.

Director
Egbert Jacobson
Container Corporation of America

Director
William H. Savin
Roche, Williams & Cunningham, Inc.

Director
Fred Boulton
J. Walter Thompson Co.
<table>
<thead>
<tr>
<th></th>
<th>Name</th>
<th>Agency/Company</th>
<th>Art Director</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Artist, Fidelia Harrer</td>
<td><em>Advertiser, Edwards &amp; Deutsch Lithographing Co.</em></td>
<td>H. P. Beard</td>
</tr>
<tr>
<td>2</td>
<td>Artist, Charles H. Hubbell</td>
<td><em>Advertiser, Thompson Prod., Inc.</em></td>
<td>Fred R. Witt</td>
</tr>
<tr>
<td>3</td>
<td>Artist, Donald J. Mills</td>
<td><em>Bendelow-Prochowny &amp; Associates</em></td>
<td>Aubrey, Moore &amp; Wallace</td>
</tr>
<tr>
<td>4</td>
<td>Artist, J. Francis Chase</td>
<td><em>Bendelow-Prochowny &amp; Associates</em></td>
<td>Belle-Sharrer</td>
</tr>
<tr>
<td>5</td>
<td>Artist, J. Francis Chase</td>
<td><em>Bendelow-Prochowny &amp; Associates</em></td>
<td>Aubrey, Moore &amp; Wallace</td>
</tr>
<tr>
<td>6</td>
<td>Artist, Studley Burroughs</td>
<td><em>Advertiser, J. W. Schlitz Brewing Co.</em></td>
<td>Roche, Williams &amp; Cunningham</td>
</tr>
<tr>
<td>7</td>
<td>Artist, Robert Skemp</td>
<td><em>Stevens Gross Studios, Inc.</em></td>
<td>Willis Jones</td>
</tr>
<tr>
<td>10</td>
<td>Artist, Wynn Christy</td>
<td><em>Advertiser, Marshall Field &amp; Co.</em></td>
<td>William H. Harris</td>
</tr>
<tr>
<td>11</td>
<td>Artists, Turnbull Studios</td>
<td><em>Advertiser, Marshall Field &amp; Co.</em></td>
<td>William H. Harris</td>
</tr>
<tr>
<td>12</td>
<td>Artist, David Blumenfeld</td>
<td><em>Advertiser, Marshall Field &amp; Co.</em></td>
<td>William H. Harris</td>
</tr>
<tr>
<td>13</td>
<td>Artist, George A. Shealy</td>
<td><em>Advertiser, Marshall Field &amp; Co.</em></td>
<td>William H. Harris</td>
</tr>
<tr>
<td>14</td>
<td>Artist, George A. Shealy</td>
<td><em>Advertiser, Marshall Field &amp; Co.</em></td>
<td>William H. Harris</td>
</tr>
<tr>
<td>15</td>
<td>Artist, George A. Shealy</td>
<td><em>Advertiser, Marshall Field &amp; Co.</em></td>
<td>William H. Harris</td>
</tr>
<tr>
<td>16</td>
<td>Artist, Ruth Conerly</td>
<td><em>Advertiser, Marshall Field &amp; Co.</em></td>
<td>William H. Harris</td>
</tr>
<tr>
<td>17</td>
<td>Artist, Dorothy Christy</td>
<td><em>Advertiser, Marshall Field &amp; Co.</em></td>
<td>William H. Harris</td>
</tr>
<tr>
<td>18</td>
<td>Artist, George A. Shealy</td>
<td><em>Advertiser, Marshall Field &amp; Co.</em></td>
<td>William H. Harris</td>
</tr>
<tr>
<td>19</td>
<td>Artist, Vincent Kelly</td>
<td><em>C. B. Grauman Studio</em></td>
<td>Cream of Wheat Co.</td>
</tr>
<tr>
<td>20</td>
<td>Artists, Coby Whitmore</td>
<td><em>N. A. Grauman Studio</em></td>
<td>McGraw &amp; Company</td>
</tr>
<tr>
<td>22</td>
<td>Artist, Valentino Sarra</td>
<td><em>Advertiser, McCall's Magazine</em></td>
<td>M. R. Kaufman</td>
</tr>
</tbody>
</table>
23 Artist, Valentino Sarra  
Advertiser, Country Gentleman Magazine  
Art Director, John Funk

24 Artist, Valentino Sarra  
Advertiser, McCall’s Magazine  
Art Director, M. R. Kaufman

25 Artists, Karl Oeser, Sarra, Inc.  
Advertiser, Chain Belt Co.  
Agency, The Buchen Co.  
Art Director, Wilbur Smart

26 Artists, Karl Oeser, Sarra, Inc.  
Advertiser, Ralston Purina Mills  
Art Director, P. T. Kissack

27 Artist, Stephen Heiser  
Kling Studios  
Advertiser, Jos. Schlitz Brewing Co.  
Art Director, E. Willis Jones

28 Artist, Ben Stuhl  
Stevens Grove Studios, Inc.  
Advertiser, Jos. Schlitz Brewing Co.  
Art Director, E. Willis Jones

29 Artist, A. George Miller  
Advertiser, Swift & Co.  
Agency, J. Walter Thompson Co.  
Art Director, Oren Smith

30 Artist, A. George Miller  
Advertiser, American Cooperative Publishing Company  
Agency, William H. Poole Co.  
Art Director, Medard Klein

31 Artist, A. George Miller  
Advertiser, International Shoe Co.  
Agency, Henri, Hurst & McDonald, Inc.  
Art Director, Spencer Franc

32 Artist, Francis Barrett  
Advertiser, American Seating Co.  
Agency, Roche, Williams & Cunyngham, Inc.  
Art Director, George S. Lyman

33 Artist, John DeLooy  
Advertiser, Sealed Power Corp.  
Agency, Roche, Williams & Cunyngham, Inc.  
Art Director, George S. Lyman

34 Artist, Malcolm Charleson  
Advertiser, The Studebaker Corp.  
Agency, Roche, Williams & Cunyngham, Inc.  
Art Director, William H. Savin

35 Artist, Torkel Kolding  
Advertiser, Bendix Aviation Corp.  
Agency, Roche, Williams & Cunyngham, Inc.  
Art Director, George S. Lyman

36 Artist, C. D. LaRoss  
Advertiser, Bendix Aviation Corp.  
Agency, Roche, Williams & Cunyngham, Inc.  
Art Director, George S. Lyman

37 Artist, Malcolm Charleson  
Advertiser, The Studebaker Corp.  
Agency, Roche, Williams & Cunyngham, Inc.  
Art Director, William H. Savin

38 Artist, Joseph Feher  
Advertiser, Wohl Shoe Company  
Agency, Roche, Williams & Cunyngham, Inc.  
Art Director, George S. Lyman

39 Artist, James C. W. Lunde  
Advertiser, U. S. Coast Guard  
Art Director, Public Relations Officer

40 Artist, Carl Oser  
Advertiser, Fairbanks-Morse & Co.  
Agency, Henri, Hurst & McDonald, Inc.  
Art Directors, C. A. McCarty & Dwight Reynolds

41 Artist, Kling Studios  
Advertiser, Friedman-Shelby Shoes  
Agency, Henri, Hurst & McDonald, Inc.  
Art Directors, C. A. McCarty & Dwight Reynolds
42 Artist, Ed Rinker
Advertiser, John Morrell & Co.
Agency, Henri, Hurst & McDonald, Inc.
Art Directors, C. A. McCarty & Dwight Reynolds

43 Artist, Pete Hawley
Advertiser, Perfect Circle
Piston Rings
Agency, Henri, Hurst & McDonald, Inc.
Art Directors, C. A. McCarty & Dwight Reynolds

44 Artist, Burleigh Withers
McCallum Stearns Co.
Advertiser, John Morrell & Co.
Agency, Henri, Hurst & McDonald, Inc.
Art Directors, C. A. McCarty & Dwight Reynolds

45 Artist, Carl Oser
Advertiser, Fairbanks-Morse & Co.
Agency, Henri, Hurst & McDonald, Inc.
Art Directors, C. A. McCarty & Dwight Reynolds

46 Artist, Ralph Guze
Advertiser, Waste Paper Consuming Industries of America
Agency, Olian Advertising Co.
Art Director, Glenn Flanders

47 Artist, Herbert Bielefeld Studio
Advertiser, Millius Shoe Co.
Agency, Olian Advertising Co.
Art Director, Glenn Flanders

48 Artist, Horace Hime
Frank Lewis, Inc.
Advertiser, Swift & Co.
Agency, Western Printing & Lithographing Co.
Art Director, William Strohimer

49 Artist, Glen W. Thomas
Advertiser, American Dairy Assn.
Agency, Lord & Thomas
Art Director, David W. Lockwood

50 Artist, H. H. Sundblom
Advertiser, Armour & Company
Agency, Lord & Thomas
Art Director, David W. Lockwood

51 Artist, William P. Welsh
Advertiser, The Holsum Bakery
Art Director, Edward T. Ryerson

52 Artist, Hugh McBarron
Steven Green Studios, Inc.
Advertiser, The Holsum Bakery
Art Director, Edward T. Ryerson

53 Artist, Glen W. Thomas
Advertiser, Pabst Sales Co.
Agency, Lord & Thomas
Art Director, David W. Lockwood

54 Artist, Coby Whitmore
C. R. Gammon Studio
Advertiser, Real Silk Hosiery Mills, Inc.
Agency, Leo Burnett Co., Inc.
Art Director, John E. Olson

55 Artist, Robert Skemp
Advertiser, The PepsiCoent Co.
Agency, Lord & Thomas
Art Director, John B. Breunig

56 Artist, Cele Rosen
Advertiser, Dartnell Publications, American Business Magazine
Art Director, Eugene Whitmore

57 Artist, J. Francis Chase
Oppenheimer & Co.
Advertiser, The Hoover Company
Agency, Leo Burnett Co., Inc.
Art Director, John E. Olson

58 Artist, Alexander Kortner
Advertiser, Swift & Company
Agency, J. Walter Thompson Co.
Art Director, Charles R. Prilik

59 Artist, Alexander Kortner
Advertiser, Swift & Company
Agency, J. Walter Thompson Co.
Art Director, Charles R. Prilik
60 Artists, Nelson-Wells-Tiedman Company
Advertiser, National Safety Council
Agency, National Safety Council
Art Director, E. I. Woodbury

61 Artists, Nelson-Wells-Tiedman Company
Advertiser, Quaker Oats
Agency, Ruthrauff & Ryan, Inc.
Art Director, Spencer Franc

62 Artists, Nelson-Wells-Tiedman Company
Advertiser, Anheuser-Busch, Inc.
Agency, D'Aroly Advertising Co.
Art Director, T. W. Dealey

63 Artist, Haddon Sundblom
Advertiser, Jos. Schlitz Brewing Co.
Art Director, E. Willis Jones

64 Artist, H. D. Brennan
Stevens Gross Studios, Inc.
Advertiser, Chevrolet Dealers
Agency, Wis. Cuneo Press, Inc.
Art Director, W. L. Liggett

65 Artist, Ben Stahl
Stevens Gross Studios, Inc.
Advertiser, Saturday Evening Post
Agency, Curtis Publishing Co.
Art Director, W. T. Martin

66 Artist, Ben Stahl
Stevens Gross Studios, Inc.
Advertiser, Saturday Evening Post
Agency, Curtis Publishing Co.
Art Director, W. T. Martin

67 Artist, John DeLooy
Stevens Gross Studios, Inc.
Advertiser, Hotpoint-Edison
General Elec. Appliance Co., Inc.
Agency, Maxon, Inc., Chicago, Ill.
Art Director, L. J. Sholtz

68 Artist, Robert Skemp
Stevens Gross Studios, Inc.
Advertiser, H. J. Heinz Co.
Agency, Maxon, Inc.
Art Director, Loyd Weed

69 Artist, John DeLooy
Stevens Gross Studios, Inc.
Advertiser, John P. Kelke Co.
Agency, Young & Rubicam, Inc.
Art Director, Marvin Potts

70 Artist, William Pachner
Advertiser, Florsheim Shoe Co.
Art Director, Arthur Erichsen

71 Artist, William Pachner
Advertiser, Esquire Publishing Co.

72 Artist, William Pachner
Advertiser, Esquire Publishing Co.

73 Artist, Earl E. Gross
Stevens Gross Studios, Inc.
Advertiser, Wis. Cuneo Press, Inc.
Art Director, W. L. Liggett

74 Artist, Lumen Martin Winter
Advertiser, Champion Paper & Fibre Company
Agency, Jaap-Orr Co.
Art Director, Robert Rupp

75 Artist, Lumen Martin Winter
Robert Rupp Studio
Advertiser, Friars Club of Cincinnati, Ohio
Agency, Robert Rupp Company
Art Director, Lumen Martin Winter

76 Artist, Lumen Martin Winter
Advertiser, Champion Paper & Fibre Company
Agency, Jaap-Orr Co.
Art Director, Robert Rupp

77 Artist, Lumen Martin Winter
Advertiser, Champion Paper & Fibre Company
Agency, Jaap-Orr Co.
Art Director, Robert Rupp

78 Artist, Lumen Martin Winter
Advertiser, Friars Club of Cincinnati, Ohio
Agency, Robert Rupp Studios
Art Director, Lumen Martin Winter
79 Artist, Fideles Harrar
Advertiser, Minnesota Valley Canning Co.
Agency, Leo Burnett Co., Inc.
Art Director, John E. Olson

80 Artist, Sanford Ruben
Herbert Biefeildt, Inc.
Advertiser, A. B. Dick Company
Agency, Leo Burnett Co., Inc.
Art Director, Lee Stanley

81 Artist, Sanford Ruben
Herbert Biefeildt, Inc.
Advertiser, A. B. Dick Company
Agency, Leo Burnett Co., Inc.
Art Director, Fred Thornton

82 Artist, Ralph Fredericks
Advertiser, American Meat Institute
Agency, Leo Burnett Co., Inc.
Art Director, John E. Olson

83 Artist, A. George Miller
Advertiser, Westclox
Agency, Batten, Barton, Durstine & Osborn
Art Director, Harold C. Jensen

84 Artist, Thornton Utz
Stevens Gross Studios, Inc.
Advertiser, Westclox
Agency, Batten, Barton, Durstine & Osborn
Art Director, Harold C. Jensen

85 Artist, Fidelis Harrar
Advertiser, Pillsbury Flour Mills Co.
Agency, McCann-Erickson, Inc.
Art Director, Thor Hauge

86 Artist, Malcolm Charleston
Barclay Withers-Malcolm Stearns Co.
Advertiser, Standard Oil Co. (Ind.)
Agency, McCann-Erickson, Inc.
Art Director, Sidney A. Wells

87 Artist, Haddon Sundblom
Advertiser, Standard Oil Co. (Ind.)
Agency, McCann-Erickson, Inc.
Art Director, Sidney A. Wells

88 Artist, Raymond J. Bennett
Kemleshall-Schroeder-Bennett Studio
Advertiser, Standard Oil Co. (Ind.)
Agency, McCann-Erickson, Inc.
Art Director, Sidney A. Wells

89 Artist, Harry Anderson
Advertiser, Standard Oil Co. (Ind.)
Agency, McCann-Erickson, Inc.
Art Director, Sidney A. Wells

90 Artist, George Runge
Advertiser, Gluck Brewing Co.
Agency, McCann-Erickson, Inc.
Art Director, Roland Rustad

91 Artist, Vince Kelly
Roger Grauman Studios
Advertiser, Standard Oil Co. (Ind.)
Agency, McCann-Erickson, Inc.
Art Director, Sidney A. Wells

92 Artist, Sarra, Inc.,
Black and White
Rogers & Snow Studio,
Colorings
Advertiser, Pillsbury Flour Mills Co.
Agency, McCann-Erickson, Inc.
Art Director, Thor Hauge

93 Artist, Vince Kelly
Roger Grauman Studios
Advertiser, Maytag Company
Agency, McCann-Erickson, Inc.
Art Director, Jack Kies

94 Artist, Vince Kelly
Roger Grauman Studios
Advertiser, Maytag Company
Agency, McCann-Erickson, Inc.
Art Director, Jack Kies

95 Artist, Coby Whitmore
Roger Grauman Studios
Advertiser, Standard Oil Co. (Ind.)
Agency, McCann-Erickson, Inc.
Art Director, Sidney A. Wells

96 Artist, Kenneth Ernst
Kemleshall-Schroeder-Bennett Studio
Advertiser, National Dairy Council
Agency, McCann-Erickson, Inc.
Art Director, John Wood
97 **Artist, Robert Kemp**  
*Stevens Gross Studios, Inc.*  
*Advertiser, American Meat Institute*  
*Agency, Leo Burnett Co., Inc.*  
*Art Director, John E. Olson*

98 **Artist, Robert Skemp**  
*Stevens Gross Studios, Inc.*  
*Advertiser, American Meat Institute*  
*Agency, Leo Burnett Co., Inc.*  
*Art Director, John E. Olson*

99 **Artist, John Averill**  
*Advertiser, A-1 Composition Co.*

100 **Artist, John Averill**  
*Advertiser, St. Paul White Lead & Oil Company*  
*Art Director, C. Deutsch*

101 **Artist, John Averill**  
*Advertiser, St. Paul White Lead & Oil Company*  
*Art Director, C. Deutsch*

102 **Artist, John Averill**  
*Advertiser, St. Paul White Lead & Oil Company*  
*Art Director, C. Deutsch*

103 **Artist, Gustav Rohberger**  
*Advertiser, Collins, Miller & Hutchings, Inc.*

104 **Artist, Ed Boehmer**  
*Advertiser, Collins, Miller & Hutchings, Inc.*

105 **Artist, John Averill**  
*Advertiser, Collins, Miller & Hutchings, Inc.*

106 **Artist, Jay Conley**  
*Advertiser, Collins, Miller & Hutchings, Inc.*

107 **Artist, Everett C. McNear**  
*Advertiser, Abbott Laboratories*  
*Art Director, Everett C. McNear*

108 **Artist, Charles Kuoni**  
*Advertiser, Armour & Company*  
*Agency, Lord & Thomas*  
*Art Director, David W. Lockwood*

109 **Artist, Charles Kuoni**  
*Advertiser, Armour & Company*  
*Agency, Lord & Thomas*  
*Art Director, David W. Lockwood*

110 **Artist, Thomas Hall**  
*Advertiser, Pabst Sales Co.*  
*Agency, Lord & Thomas*  
*Art Director, David W. Lockwood*

111 **Artist, Charles Kuoni**  
*Advertiser, Armour & Company*  
*Agency, Lord & Thomas*  
*Art Director, David W. Lockwood*

112 **Artist, Francis Chase**  
*Advertiser, Armour & Company*  
*Agency, Lord & Thomas*  
*Art Director, John B. Breunig*

113 **Artist, Chester Bratten**  
*Advertiser, Oscar Mayer & Co.*  
*Agency, M. Glen Miller Advertising*  
*Art Director, George McVicker*

114 **Artist, Emil W. Lichter**  
*Advertiser, W. F. McLaughlin & Co.*  
*Agency, Sherman K. Ellis & Co.*  
*Art Director, Dexter Cooper*

115 **Artist, John Paul Pennebaker**  
*Advertiser, McGraw Electric Co., Toastmaster Division*  
*Agency, Erwin Wasey & Co.*  
*Art Director, Oscar Bryn*

116 **Artist, John Paul Pennebaker**  
*Advertiser, Agricultural Publishers Association*  
*Agency, N. W. Ayer & Son, Inc.*  
*Art Director, Scott Runge*

117 **Artist, John Paul Pennebaker**  
*Advertiser, W. F. McLaughlin & Co.*  
*Agency, Sherman K. Ellis & Co.*  
*Art Director, Robert Cox*

118 **Artist, Everett C. McNear**  
*Advertiser, Collins, Miller & Hutchings, Inc.*

119 **Artist, M. C. Charleson**  
*Burleigh-Withers-McCallum Stearns Co.*  
*Advertiser, Stewart-Warner*  
*Agency, MacFarland Aveyard & Co.*  
*Art Director, Malcolm Jennings*
120 **Artist, M. D. Charleston**  
*Burleigh Withers-McCollum Stearns Co.*  
*Advertiser, Stiebering Rubber Co.*  
*Agency, Meldrum & Fewsmith*  
*Art Director, Joseph Fewsmith*

121 **Artist, M. D. Charleston**  
*Burleigh Withers-McCollum Stearns Co.*  
*Advertiser, The White Motor Co.*  
*Agency, D'Arcy Advertising Co.*  
*Art Director, Robert Van Benthuyse*

122 **Artists, Sarra, Inc.**  
*Rogers & Snow*  
*Advertiser, Standard Oil Co. (Ind.)*  
*Agency, McCann-Erickson, Inc.*  
*Art Director, John H. Kiss*

123 **Artists, Sarra, Inc.**  
*Rogers & Snow*  
*Advertiser, Standard Oil Co. (Ind.)*  
*Agency, McCann-Erickson, Inc.*  
*Art Director, Sidney A. Wells*

124 **Artist, Roland Rusted**  
*Advertiser, First National Bank & Trust Company of Minneapolis*  
*Agency, McCann-Erickson, Inc.*  
*Art Director, Roland Rusted*

125 **Artist, Hugh Miller**  
*Kempshall-Scheier-Bennett*  
*Advertiser, National Dairy Council*  
*Agency, McCann-Erickson, Inc.*  
*Art Director, John Wood*

126 **Artist, Vince Kelly**  
*Roger Grauman Studio*  
*Advertiser, Standard Oil Co. (Ind.)*  
*Agency, McCann-Erickson, Inc.*  
*Art Director, Sidney A. Wells*

127 **Artist, Frances Barrett**  
*Advertiser, National Dairy Council*  
*Agency, McCann-Erickson, Inc.*  
*Art Director, John Wood*

128 **Artist, J. Frances Chase**  
*Advertiser, Bauer & Black*  
*Agency, J. Walter Thompson Co.*  
*Art Director, Oren A. Smith*

129 **Artist, Valentina Sarra**  
*Advertiser, Elgin Nat'l Watch Co.*  
*Agency, J. Walter Thompson Co.*  
*Art Director, Charles R. Prillik*

130 **Artist, Karl Oeser**  
*Art Directors Service*  
*Advertiser, Tribune Company*  
*Agency, J. Walter Thompson Co.*  
*Art Director, Frederick W. Boulton*

131 **Artist, Alexander Kortner**  
*Advertiser, The Northern Trust Co.*  
*Agency, J. Walter Thompson Co.*  
*Art Director, Charles R. Prillik*

132 **Artist, Isadore Simon**  
*Advertiser, Union Central Life Insurance Company*  
*Agency, J. Walter Thompson Co.*  
*Art Director, Frederick W. Boulton*

133 **Artist, Joseph Feher**  
*Advertiser, The Tribune Company*  
*Art Director, Joseph Feher*

134 **Artist, Valentina Sarra**  
*Advertiser, Elgin Nat'l Watch Co.*  
*Agency, J. Walter Thompson Co.*  
*Art Director, Charles R. Prillik*

135 **Artist, Harold B. McCabe**  
*Advertiser, Union Central Life Insurance Company*  
*Agency, J. Walter Thompson Co.*  
*Art Director, Frederick W. Boulton*

136 **Artist, Kay Meinecke**  
*Advertiser, The Tribune Company*  
*Agency, J. Walter Thompson Co.*  
*Art Director, Frederick W. Boulton*

137 **Artist, Henry Maust**  
*Advertiser, Kraft Cheese Co.*  
*Agency, J. Walter Thompson Co.*  
*Art Director, Louis H. Ingwersen*

138 **Artist, Frances Barrett**  
*Advertiser, Bauer & Black*  
*Agency, J. Walter Thompson Co.*  
*Art Director, Oren A. Smith*
155 **Artist, Raymond J. Bennett**  
*Adviser, Ford Dealers*  
*Agency, McCann-Erickson, Inc.*  
*Art Director, William Scott*

156 **Artist, Karl Oeser**  
*Adviser, State Farm Mutual Ins.*  
*Agency, Needham Louis & Brorby*  
*Art Directors, Harvey Olsen and John Temple*

157 **Artist, Paul Gerdig**  
*Adviser, International Harvester Co.*  
*Agency, Aubrey, Moore & Wallace*  
*Art Director, L. E. Bailey*

158 **Artist, Joseph Feher**  
*Adviser, Lakeside Press*  
*Agency, Fulton Horne Morrissey*  
*Art Director, William Kittredge*

159 **Artist, Torkel Korling**  
*Adviser, Lakeside Press*  
*Agency, Fulton Horne Morrissey*  
*Art Director, William Kittredge*

160 **Artist, Taylor Poore**  
*Adviser, Hart Schaffner & Marx*  
*Agency, Batten, Barton, Durstine & Osborn*  
*Art Director, Dan Smith*

161 **Artist, Toni Frissell**  
*Adviser, Union Pacific Railroad*  
*Art Director, William Willmark*

162 **Artist, Taylor Poore**  
*Adviser, Hart Schaffner & Marx*  
*Agency, Batten, Barton, Durstine & Osborn*  
*Art Director, Dan Smith*

163 **Artist, Karl Oeser**  
*Adviser, Community Fund*  
*Agency, Montgomery Ward & Co.*  
*Art Director, M. Seklemian*

164 **Artist, Gordon Coster**  
*Adviser, Community Fund*  
*Agency, Montgomery Ward & Co.*  
*Art Director, M. Seklemian*

165 **Artist, Joseph Feher**  
*Adviser, Abbott Laboratories*  
*Art Director, Bert Ray*

166 **Artist, Joseph Feher**  
*Adviser, Abbott Laboratories*  
*Art Director, Bert Ray*

167 **Artist, Joseph Feher**  
*Adviser, Collins, Miller & Hutchings, Inc.*  
*Art Director, Joseph Feher*

168 **Artist, Ben Stahl**  
*Adviser, S. C. Johnson & Son, Inc.*  
*Agency, Needham, Louis & Brorby, Inc.*  
*Art Director, John Temple*

169 **Artist, Fred Steffen**  
*Adviser, Eagle-Picher Sales Co.*  
*Agency, Needham, Louis & Brorby, Inc.*  
*Art Director, John Temple*

170 **Artist, Fred Steffen**  
*Adviser, Eagle-Picher Sales Co.*  
*Agency, Needham, Louis & Brorby, Inc.*  
*Art Director, John Temple*

171 **Artists, Ben Stahl, Horace Hime**  
*Adviser, S. C. Johnson & Son, Inc.*  
*Agency, Needham, Louis & Brorby, Inc.*  
*Art Director, John Temple*

172 **Artist, Julio DeDiego**  
*Adviser, Abbott Laboratories*  
*Art Director, Bert Ray*

173 **Artist, Edward Rinker**  
*Adviser, S. C. Johnson & Son, Inc.*  
*Agency, Needham, Louis & Brorby, Inc.*  
*Art Director, John Temple*

174 **Artist, Howard Mueller**  
*Adviser, Eagle-Picher Sales Co.*  
*Agency, Needham, Louis & Brorby, Inc.*  
*Art Director, John Temple*
175 **Artist**, Fidelis Harrer  
*Advertiser*, American Meat Institute  
*Agency*, Leo Burnett Co., Inc.  
*Art Director*, John E. Olson

176 **Artist**, Paul Gerding  
Herbert Bielefeld, Inc.  
*Advertiser*, Lumbermens Mutual Casualty Company  
*Agency*, Leo Burnett Co., Inc.  
*Art Director*, Fred Thornton

177 **Artist**, Frances Barrett  
Herbert Bielefeld, Inc.  
*Advertiser*, Brown Shoe Co.  
*Agency*, Leo Burnett Co., Inc.  
*Art Director*, John E. Olson

178 **Artist**, Julio DeDiego  
*Advertiser*, Abbott Laboratories  
*Art Director*, Bert Ray

179 **Artist**, Julio De Diego  
*Advertiser*, Abbott Laboratories  
*Art Director*, Bert Ray

180 **Artist**, George S. Lyman  
*Advertiser*, Wohl Shoe Co.  
*Agency*, Reche, Williams & Cunningham, Inc.  
*Art Director*, George S. Lyman

181 **Artist**, Gyorgy Kepes  
*Advertiser*, Collins, Miller & Hutchings, Inc.

182 **Artist**, Vogue-Wright Studios, Inc.  
*Advertiser*, Montgomery Ward & Co.  
*Art Director*, Ray Katien

183 **Artist**, Edward Rinker  
*Advertiser*, S. C. Johnson & Son, Inc.  
*Agency*, Needham, Louis & Brorby, Inc.  
*Art Director*, John Temple

184 **Artist**, Horace Hime  
Frank Lewis, Inc.  
*Advertiser*, Hamilton Beach Manufacturing Company  
*Agency*, Western Printing & Lithographing Co.  
*Art Director*, William Strehmer

185 **Artist**, Horace Hime  
Frank Lewis, Inc.  
*Advertiser*, Maytag Company  
*Agency*, Western Printing & Lithographing Co.  
*Art Director*, Russell Stone

186 **Artist**, Horace Hime  
*Advertiser*, Kroger Grocery & Baking Co.  
*Agency*, Western Printing & Lithographing Co.  
*Art Director*, William J. Sanning

187 **Artist**, Jim Cunningham  
Frank Lewis, Inc.  
*Advertiser*, Maytag Company  
*Agency*, Western Printing & Lithographing Co.  
*Art Director*, Russell Stone

188 **Artist**, Horace Hime  
Frank Lewis, Inc.  
*Advertiser*, Kroger Grocery & Baking Co.  
*Agency*, Western Printing & Lithographing Co.  
*Art Director*, William J. Sanning

189 **Artist**, Horace Hime  
Frank Lewis, Inc.  
*Advertiser*, Capper Publications  
*Art Director*, Ellis J. Kuehn

190 **Artist**, Horace Hime  
Frank Lewis, Inc.  
*Advertiser*, Capper Publications  
*Art Director*, Ellis J. Kuehn

191 **Artist**, Horace Hime  
Frank Lewis, Inc.  
*Advertiser*, Capper Publications  
*Art Director*, Ellis J. Kuehn

192 **Artists**, Color Studio of Lakeside Press  
*Advertiser*, The Lakeside Press  
*Agency*, Fulton Horne Morrissey Co.  
*Art Director*, William A. Kittredge

193 **Artist**, Leon Fuermann  
*Advertiser*, Kellogg Co.  
*Agency*, J. Walter Thompson Co.  
*Art Director*, Frederick W. Boulton
194 Artist, John Paul Pennebaker
Advertiser, Culer-Hammer, Inc.
Agency, Kirkgasser-Drew

195 Artist, A. George Miller
Advertiser, Pillsbury Flour Mills Co.
Art Director, Thor Hauge

196 Artists, Montgomery Ward & Co.
Photo Department
Advertiser, Montgomery Ward & Co.
Art Director, Chester Magers

197 Artist, Grover D. Jungbluth
Advertiser, Mills Novelty Co.
Agency, Mills Novelty Co. Press
Art Director, James T. Mangan

198 Artist, David O. Green
Advertiser, Mills Novelty Co.
Agency, Mills Novelty Co. Press
Art Director, James T. Mangan

199 Artist, Torkel Korling
Advertiser, Mills Novelty Co.
Agency, Mills Novelty Co. Press
Art Director, James T. Mangan

200 Artist, Torkel Korling
Advertiser, Mills Novelty Co.
Agency, Mills Novelty Co. Press
Art Director, James T. Mangan

201 Artist, Torkel Korling
Advertiser, Mills Novelty Co.
Agency, Mills Novelty Co. Press
Art Director, James T. Mangan

202 Artist, Pete Hawley
Advertiser, Mills Novelty Co.
Agency, Mills Novelty Co. Press
Art Director, James T. Mangan

203 Artist, Haddon Sundblom
Advertiser, U. S. Marine Corps
Art Director, E. Willis Jones

204 Artist, Thornton Utz
Stevens Gross Studios, Inc.
Advertiser, Holsum Bakery
Art Director, Edward T. Ryerson

205 Artist, Earl Chambers
Advertiser, Griesedieck Bros.
Brewery Co.
Agency, Batten, Barton, Durstine & Osborn
Art Director, Harold C. Jensen

206 Artist, Haddon Sundblom
Advertiser, Coca Cola
Agency, D’Arcy Advertising Co.
Art Director, Harry Lambert

207 Artist, Haddon Sundblom
Advertiser, Coca Cola
Agency, D’Arcy Advertising Co.
Art Director, Harry Lambert

208 Artist, Archie M. Schrom
Advertiser, Hotel Sherman
Agency, Harry Atkinson, Inc.
Art Director, Archie M. Schrom

209 Artist, Harold Stulka
Advertiser, Addressograph-Multigraph Corp.
Agency, Reincke-Ellis-Younggreen & Finn
Art Director, Clarence N. Johnson

210 Artist, James Lentine
Agency Art Studio
Advertiser, Ray-O-Vac Company
Agency, Campbell-Ewald Co.
Art Director, Frank Raymond

211 Artist, John Averill
Advertiser, Chicago, Burlington & Quincy R. R.
Agency, Reincke-Ellis-Younggreen & Finn
Art Director, Clarence N. Johnson

212 Artist, John Averill
Advertiser, Chicago, Burlington & Quincy R. R.
Agency, Reincke-Ellis-Younggreen & Finn
Art Director, Clarence N. Johnson

213 Artist, Richard Rodgers
Advertiser, Cooperative Wire Rope Manufacturers
Agency, Reincke-Ellis-Younggreen & Finn
Art Director, Clarence J. Johnson
214 Artist, Stanley Ekman  
Advertiser, Weco Products Co.  
Agency, J. Walter Thompson Co.  
Art Director, Frederick W. Boulton

215 Artist, Haddon Sundblom  
Advertiser, Wine Advisory Board  
Agency, J. Walter Thompson Co.  
Art Director, Frederick W. Boulton

216 Artist, Stanley Ekman  
Advertiser, Swift & Company  
Agency, J. Walter Thompson Co.  
Art Director, Kemper H. Ferree

217 Artist, Henry Maust  
Advertiser, Kraft Cheese Co.  
Agency, J. Walter Thompson Co.  
Art Director, Louis H. Ingwersen

218 Artist, A. George Miller  
Advertiser, Bauer & Black  
Agency, J. Walter Thompson Co.  
Art Director, Oren A. Smith

220 Artist, Joseph Fehrer  
Advertiser, Hart Schaffner & Marx  
Agency, Batten, Barton, Durstine & Osborn  
Art Director, Dan Smith

221 Artist, Stanley Ekman  
Advertiser, Swift & Co.  
Agency, J. Walter Thompson Co.  
Art Director, Kemper H. Ferree

222 Artist, Simon Greco  
Advertiser, Central Illinois Electric & Gas Co.  
Agency, Bozell & Jacobs, Inc.  
Art Director, Richard Olar

223 Artist, Simon Greco  
Advertiser, Central Illinois Electric & Gas Co.  
Agency, Bozell & Jacobs, Inc.  
Art Director, Richard Olar

224 Artists, Bendelow Proebstine & Associates  
Advertiser, Standard Oil Co. (Ind.)  
Agency, McCann-Erickson, Inc.  
Art Director, John H. Kies

225 Artist, Dorothy Shepard  
Advertiser, Marshall Field & Co.  
Art Director, Gudrun Alcock

226 Artist, Lawson Studio  
Advertiser, Libby, McNeill & Libby  
Agency, J. Walter Thompson, Inc.  
Art Director, Oren Smith

227 Artist, Kenneth Heilbron  
Advertiser, Hart Schaffner & Marx  
Agency, Batten, Barton, Durstine & Osborn  
Art Director, Dan Smith

228 Artist, Henry Brennan  
Stevens Gross Studios, Inc.  
Advertiser, Hart Schaffner & Marx  
Agency, Batten, Barton, Durstine & Osborn  
Art Director, Dan Smith

229 Artist, Anne Edwards  
Advertiser, Abbott Laboratories  
Agency, Packit Envelope & Bag Co.  
Art Director, Harold Fritzel

230 Artists, Anne Edwards  
Robert Long  
Advertiser, Abbott Laboratories  
Agency, Packit Envelope & Bag Co.  
Art Director, Harold Fritzel

231 Artist, Lee Teeman  
Advertiser, Rit Products Corp.  
Agency, Earle Ludgin, Inc.  
Art Directors, J. H. Willmuth, H. Billsten

232 Artist, Lee Teeman  
Advertiser, Rit Products Corp.  
Agency, Earle Ludgin, Inc.  
Art Directors, J. H. Willmuth, H. Billsten

233 Artist, H. Armstrong Roberts  
Advertiser, Chicago Title & Trust Co.  
Agency, Earle Ludgin, Inc.  
Art Directors, J. H. Willmuth, H. Billsten
<table>
<thead>
<tr>
<th>Artist</th>
<th>Advertiser, Artist, Agency, or Art Director</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walt Otto</td>
<td>Alka Seltzer</td>
</tr>
<tr>
<td>Jack Merryweather</td>
<td>Beckley Cardy Co.</td>
</tr>
<tr>
<td>Taylor Poore</td>
<td>Hart Schaffner &amp; Marx</td>
</tr>
<tr>
<td></td>
<td>Batten, Barton, Durstine &amp; Osborn</td>
</tr>
<tr>
<td></td>
<td>Art Director, Dan Smith</td>
</tr>
<tr>
<td>James J. Jicka</td>
<td>Milton Sturm Co.</td>
</tr>
<tr>
<td>George DeLoory</td>
<td>Stevens Gross Studios, Inc.</td>
</tr>
<tr>
<td></td>
<td>Standard Oil Co. (Ind.)</td>
</tr>
<tr>
<td></td>
<td>McCann-Erickson</td>
</tr>
<tr>
<td></td>
<td>Art Director, Sidney A. Wells</td>
</tr>
<tr>
<td>Stan Ekman</td>
<td>General Mills, Inc.</td>
</tr>
<tr>
<td></td>
<td>Knox Reeves Adv. Agency</td>
</tr>
<tr>
<td></td>
<td>Art Director, William Schneider</td>
</tr>
<tr>
<td>Stan Ekman</td>
<td>General Mills, Inc.</td>
</tr>
<tr>
<td></td>
<td>Knox Reeves Adv.</td>
</tr>
<tr>
<td></td>
<td>Art Director, William Schneider</td>
</tr>
<tr>
<td>Frederick Mizem</td>
<td>M. K. Goetz</td>
</tr>
<tr>
<td>Brewing Co.</td>
<td></td>
</tr>
<tr>
<td>Frederick Mizem</td>
<td>M. K. Goetz</td>
</tr>
<tr>
<td>Brewing Co.</td>
<td></td>
</tr>
<tr>
<td>Lyman M. Simpson</td>
<td>Pixlie &amp; Ehlers</td>
</tr>
<tr>
<td></td>
<td>Art Director, Lyman M. Simpson</td>
</tr>
<tr>
<td>Henry Brenman</td>
<td>Stevens Gross Studios, Inc.</td>
</tr>
<tr>
<td></td>
<td>Hart Schaffner &amp; Marx</td>
</tr>
<tr>
<td></td>
<td>Batten, Barton, Durstine &amp; Osborn</td>
</tr>
<tr>
<td></td>
<td>Art Director, Dan Smith</td>
</tr>
<tr>
<td>R. R. Donnelley &amp; Sons Co.</td>
<td>Meredith Publication Co.</td>
</tr>
<tr>
<td></td>
<td>Batten, Barton, Durstine &amp; Osborn</td>
</tr>
<tr>
<td></td>
<td>Art Director, Wallace &amp; Haneline</td>
</tr>
<tr>
<td>G. Don Ball</td>
<td>Hallierbers Co.</td>
</tr>
<tr>
<td></td>
<td>Burton Browne, Inc.</td>
</tr>
<tr>
<td></td>
<td>Art Director, G. Don Ball</td>
</tr>
<tr>
<td>Merlin Enabnit</td>
<td>General Cigar Co.</td>
</tr>
<tr>
<td></td>
<td>J. Walter Thompson Co.</td>
</tr>
<tr>
<td></td>
<td>Art Director, P. Berdanier</td>
</tr>
<tr>
<td>Stanley Ekman</td>
<td>Advertising, U. S. Army Air Corps</td>
</tr>
<tr>
<td></td>
<td>Art Director, Stanley Ekman</td>
</tr>
<tr>
<td>Stanley Ekman</td>
<td>D. F. Keller Co.</td>
</tr>
<tr>
<td></td>
<td>Art Director, Stanley Ekman</td>
</tr>
<tr>
<td>Whitaker-Christensen Studio</td>
<td>Art Directors</td>
</tr>
<tr>
<td></td>
<td>Club of Chicago</td>
</tr>
<tr>
<td></td>
<td>Art Director, Charles Magers</td>
</tr>
</tbody>
</table>

This catalogue was produced in the Department of Advertising and Printing Design of the School of The Art Institute of Chicago. Cover design by Isadore Simon. Cover printed by George C. Domke. Typographic layout by Park Phipps and Robert Gatechair. Printing by Parker-Wonn, Inc.