THE ART DIRECTORS CLUB
OF CHICAGO
1945 EXHIBITION ADVERTISING ART
MAY 1 TO MAY 30
BLACKSTONE HALL
THE ART INSTITUTE
OF CHICAGO
Art With a Purpose

Art which has nothing to say cannot be great art. The art presented in this exhibition has much to say. This is no inarticulate art. The primary function of advertising art is to move people, make them do things, buy things, and believe in the message presented. Art with such a purpose could never be uninteresting. The art presented in this exhibition has already been seen in printed form by millions. These millions have cast their ballots in favor of this art into the cash registers of our business world. Artists have become a definite part of our industry, they stimulate sales and the manufacturing of products which might otherwise never be produced. The artists today are playing a key part in the task of keeping alive the reputations of manufacturers and their products which might otherwise have been lost during the war.

Advertising art in the post war era will carry the new load of making even greater sales and the marketing of new products, creating more jobs and a greater prosperity. The part of the artist in our economic life has never been measured and seldom mentioned because we take it for granted that art moves people. From the earliest religious paintings to today’s blood bank posters artists have produced Art with a Purpose.

Harold C. Jensen, Pres.
A Note of Appreciation

The Art Directors Club of Chicago takes this opportunity to thank the Artists, Art Directors, Advertising Agencies and the Advertisers who have made this exhibit possible. We also wish to thank The Art Institute of Chicago and its directors for their continued hospitality, and interest in this exhibition.

We wish to extend welcome and our appreciation this year to the many galleries who will exhibit our show for the first time.

☆ THE WALKER ART CENTER, MINNEAPOLIS
☆ THE CHARLES A. WUSTOM MUSEUM, RACINE, WIS.
☆ LAYTON ART GALLERY, MILWAUKEE, WIS.
☆ THE TOLEDO MUSEUM OF ART—TOLEDO, OHIO
☆ WILLIAM ROCKHILL NELSON GALLERY OF ART, KANSAS CITY, MO.
☆ ATKINS MUSEUM OF FINE ARTS, KANSAS CITY, MO.

The Art Directors Club of Chicago wishes to pay tribute also to these suppliers who have helped make this book and this exhibit possible.
Cover design by Peter Koch, Bielefeld Studios, plates by Faithorn, typography, Munsen-Chicago, printing, Albin O. Horn.
Other material for the exhibit prepared by—J. M. Bundscho, typographers, PhotoPress, Excello Press, Collins Miller & Hutchings, Lake Shore Engraving . . . and thanks to Frank Lewis Studios—our exhibition headquarters.
# Jury of Award

**MASS MAGAZINES, Drawings**
- Sidney A. Wells, A.D., McCann-Erickson, Inc.
- Earl Gross, Artist
- Maurice H. Needham, Pres., Needham, Louis & Brophy

**MASS MAGAZINES, Photographs**
- William Savin, A.D., Roche, Williams & Cleary, Inc.
- A. George Miller, Photographer
- James Aubrey, President, Aubrey, Moore & Wallace

**TRADE MAGAZINES, Business Papers**
- Glenn Johnson, A.D., International Harvester Company
- Don McCray, Artist

**DIRECT MAIL AND CATALOGS**
- M. Sekleman, A.D., Montgomery Ward & Company
- Martin Johnson, Artist
- Robert C. Jacobson, Container Corporation of America

**NEWSPAPERS**
- Reilly Bird, A.D., Mandel Brothers
- Howard Guernsey, Artist
- Jerome Byrnes, Chicago Tribune

**POSTERS**
- George Straub, G.O.A.
- Harold Eves, Outdoor Advertising Assn.
- Haddon Sundblom, Artist

**DESIGN OF COMPLETE ADVERTISEMENT**
- John E. Olson, A.D., Leo Burnett Company, Inc.
- E. G. Johnson, Ties., J. M. B andscho, Inc.
- E. Willis Jones, Artist

**VICTORY ART**
- A. O. Garson, A.D., Armour & Company
- Col. Chester Fordney, U.S.M.C.
- Col. Thomas DeMint, U.S.A.
- Lt. Q. W. Fifer, U.S.N.
- Stanley Erman, Artist
Exhibition Committee

Chairman  Ken White, Foote, Cone & Belding
Juries     Harold C. Jensen,
           Batten, Barton, Durstine & Osborn, Inc.
Exhibits   Don McCray
Dinner     William Savin, Roche, Williams & Cleary
Treasurer  William Scott, McCann, Erickson, Inc.
Secretary  Douglas Smith, The Buchen Company
Awards

**MEDAL AWARD**
Artist, Stevan Dohanos; Art Director, Paul Smith
Agency, D'Arcy Advertising Co.; Advertiser, The Coca-Cola Company

**MERIT AWARDS**
Artist, William Griffith; Art Director, L. R. Ingwersen
Agency, J. Walter Thompson Company
Advertiser, Kraft Cheese Company

Artist, Robert Riggs; Art Director, Scott Runge

Artist, Serge Sovdeikine; Art Director, Walter Reinsel

**MEDAL AWARD**
Photographer, Ben Rose; Art Director, Scott Runge

**MERIT AWARDS**
Photographer, H. I. Williams; Art Director, John E. Olson
Agency, Leo Burnett Company, Inc.; Advertiser, American Meat Institute

Photographer, Sarra, Inc.; Art Director, W. W. Johnston
Agency, Young & Rubicam, Inc.; Advertiser, Pullman Company

Photographer, Pennebaker and Ryan; Art Director, John H. Kies
Agency, Needham, Louis & Brorby, Inc.
Advertiser, State Farm Insurance Companies
Awards

BUSINESS PAPERS

MEDAL AWARD
Artist, Joe Feher; Art Director, Joe Feher
Produced by Collins, Miller & Hutchings
Advertiser, Collins, Miller & Hutchings

MERIT AWARDS
Photographer, Lejaren a’Hiller; Art Director, William D. Crooks
Studio, Underwood & Underwood; Advertiser, Eli Lilly & Co.

Artist, Ralph Weir; Art Director, Ralph Weir
Studio, Ralph Weir & Associates; Advertiser, Leich Sales Corp.

Artist, Steven Skibo; Art Director, Clarence N. Johnson
Agency, Reincke-Ellis-Younggren & Finn
Advertiser, Cooperative Wire Rope Manufacturers

NEWSPAPERS

MEDAL AWARD
Illustration
Artist, Marge Steinhardt; Art Director, Reilly Bird
Produced by: Mandel Brothers; Advertiser, Mandel Brothers

Artist, Dora De Vries; Art Director, Frances Owen
Produced by: Marshall Field & Company
Advertiser, Marshall Field & Company

Artists, Ethel Frost—Dorothy P. Christy
Art Director, Frances Owen

Artist, Fred Steffen; Art Director, Jerome B. Leve
Agency, Schwimmer & Scott; Advertiser, Rudolph Wurlitzer Co.
Awards

NEWSPAPERS

Photographer, Arthur Dailey; Studio, Kaufman & Fabry
Art Director, M. Scklemian; Produced by, Montgomery Ward & Company
Advertiser, Community and War Fund of Chicago

Posters

Photographer, Harry Watts Studio; Art Director, W. W. Johnston
Agency, Young & Rubicam; Advertiser, John F. Jelke

MEDAL AWARD

MEDAL AWARD

Artist, H. Sundblom; Art Director, Harry Lambert
Agency, D’Arcy Advertising Company; Advertiser, The Coca-Cola Company

Merit Award

Artist, Frank Lewis, Inc.; Art Director, William J. Sanning
Produced by, Kroger Adv. & Display Dept.
Advertiser, Kroger Grocery & Baking Company

Artist, Lyman Simpson; Art Director, Jos. Benge
Agency, Maxon, Inc.; Advertiser, Heinz Company

Artist, Paul Wehr; Art Director, Fred Boulton
Agency, J. Walter Thompson Company; Advertiser, Ford Motor Company

DIRECT MAIL CATALOGS

MEDAL AWARD

ARTIST, Howard A. Guernsey; Art Director, Howard A. Guernsey
Produced by, Whitaker Christensen Studios
Advertiser, Transcontinental & Western Air Inc.

MERIT AWARDS

Artist, Dorothy P. Christy; Art Director, Frances Owen
Produced by, Marshall Field & Company
Advertiser, Marshall Field & Company
DIRECT MAIL CATALOGS

MERIT AWARDS (con't)

Artist, Taylor Poore; Art Director, W. A. Kittredge
Produced by: R. R. Donnelley & Sons Co.
Advertiser, United States Gypsum Company

Artist, Dan Smith; Art Director, Dan Smith
Produced by: Poole Bros. Inc.; Advertiser, Graphic Arts
Clinic and Merchandisers' Club of St. Joseph Valley

VICTORY ART

MEDAL AWARD

Artist, Haddon Sundblom; Art Director, Fred Boulton
Agency, J. Walter Thompson Company
Advertiser, Swift & Company

MERIT AWARDS

Artist, Stan Ekman; Art Director,
Advertiser, U. S. Army—6th Service Command

Artist, Ruth Conerly Smith; Art Director, Frances Owen
Produced by, Marshall Field & Company
Advertiser, Marshall Field & Company

Artist, Stevan Dohanos; Art Director, Scott Runge
Agency, N. W. Ayer & Son; Advertiser, Caterpillar
Tractor Co.

DESIGN OF COMPLETE
ADVERTISEMENT

MEDAL AWARD

Artist, Bev Johnson; Art Director, Frances Owen
Advertiser, Marshall Field & Company

MERIT AWARDS

Artist, Bolin; Art Director, John E. Olson
Agency, Leo Burnett Company, Inc.; Advertiser, Brown
Shoe Company

Artists, Judy Pesman—Don May; Art Director, Don May
Produced by: Design Counsel; Advertiser, Esquire

Artist, Stan Ekman; Art Director, Ernest R. Roose
Produced by: Keeling & Co. Inc.; Advertiser,
## MASS MAGAZINES, Drawings

| Art | Artist, Francis Chase  
Art Director, Fred Boulton  
Produced by, J. Walter Thompson Company  
Advertiser, Swift & Company |
|----|--------------------------------------------------|
| 2. | Artist, Bob Skemp  
Art Director, Fred Boulton  
Produced by, J. Walter Thompson Company  
Advertiser, Swift & Company |
| 3. | Artist, James Sessions  
Art Director, Charles McCarty—Fred Boulton  
Produced by, J. Walter Thompson Company  
Advertiser, Borg-Warner Corporation |
| 4. | Artist, Don Mills  
Art Director, Fred Boulton  
Produced by, J. Walter Thompson Company  
Advertiser, Ford Motor Company |
| 5. | Artist, Grant  
Art Director, John E. Olson  
Produced by, Leo Burnett Company, Inc.  
Advertiser, Minnesota Valley Canning Co. |
| 6. | Artist, Grant  
Art Director, John E. Olson  
Produced by, Leo Burnett Company, Inc.  
Advertiser, American Meat Institute |
| 7. | Artist, Paul Wehr  
Art Director, Fred Boulton  
Produced by, J. Walter Thompson Company  
Advertiser, Ford Motor Company |
| 8. | Artist, Boris Artzybasheff  
Art Director, Fred Boulton  
Produced by, J. Walter Thompson Company  
Advertiser, The Parker Pen Company |
| 9. | Artist, William Griffith  
Art Director, L. R. Ingwersen  
Produced by, J. Walter Thompson Company  
Advertiser, Kraft Cheese Company |
| 10. | Artist, Bielefeld Studios  
Art Director, John E. Olson  
Produced by, Leo Burnett Company, Inc.  
Advertiser, A. B. Dick Company |
| 11. | Artist, William Griffith  
Art Director, L. R. Ingwersen  
Produced by, J. Walter Thompson Company  
Advertiser, Kraft Cheese Company |
| 12. | Artist, Robert Riggs  
Art Director, Scott Runge  
Produced by, N. W. Ayer & Son, Inc.  
Advertiser, Felt & Tarrant Manufacturing Co. |
| 13. | Artist, Ross Wetzell  
Art Director, Marvin C. Patts  
Produced by, Young & Rubicam, Inc.  
Advertiser, Northern Paper Mills |
14. Artist, Walter Richards
   Art Director, Rocco Di Marco
   Produced by, Maxon, Inc.
   Advertiser, Magnavox Company

15. Artist, Harry Anderson
   Art Director, Rocco Di Marco
   Produced by, Maxon, Inc.
   Advertiser, Magnavox Company

16. Artist, Walter Richards
   Art Director, Rocco Di Marco
   Produced by, Maxon, Inc.
   Advertiser, Magnavox Company

17. Artist, Walter Richards
   Art Director, Rocco Di Marco
   Produced by, Maxon, Inc.
   Advertiser, Magnavox Company

18. Artist, Al Capp
    Art Director, A. H. Clague
    Produced by, Batten, Barton, Durstine & Osborn, Inc.
    Advertiser, Cream of Wheat Corp

19. Artist, Carmella Cioni
    Art Director, Charlotte Cooper
    Produced by, Grant Advertising, Inc.
    Advertiser, Lenel

20. Artist, J. Francis Chase
    Art Director, Doug Smith
    Produced by, The Buchen Company
    Advertiser, Foot Bros.

21. Artist, David Mine
    Art Director, Luther Johnson
    Produced by, Hart, Schaffner & Marx
    Advertiser, Hart, Schaffner & Marx

22. Artist, Reno Biondi
    Art Director, E. Willis Jones
    Produced by, McJunkin Advertising Co.
    Advertiser, Schlitz Brewing Co.

23. Artist, Sergei Sovdeikine
    Art Director, Walter Reinsel
    Produced by, N. W. Ayer & Son, Inc.
    Advertiser, Farnsworth Television & Radio Corp.

24. Artist, Buk
    Art Director, Walter Reinsel
    Produced by, N. W. Ayer & Son, Inc.
    Advertiser, Farnsworth Television & Radio Corp.

25. Artist, Bernard Lamotte
    Art Director, Walter Reinsel
    Produced by, N. W. Ayer & Son, Inc.
    Advertiser, Farnsworth Television & Radio Corp.

26. Artist, Don Mills
    Art Director, Fred Boulton
    Produced by, J. Walter Thompson Company
    Advertiser, Ford Motor Company

27. Artist, Don Mills
    Art Director, Fred Boulton
    Produced by, J. Walter Thompson Company
    Advertiser, Ford Motor Company

28. Artist, Maude Tousey Fangel
    Art Director, Fred Boulton
    Produced by, J. Walter Thompson Company
    Advertiser, Swift & Company

29. Artist, Boris Artzybasheff
    Art Director, C. R. Przik–Fred Boulton
    Produced by, J. Walter Thompson Company
    Advertiser, The Parker Pen Company
MASS MAGAZINES, Drawings

30. Artists, Francis Chase—Charles Heinzelling
Art Director, George Baier
Produced by, J. Walter Thompson Company
Advertiser, Libby, McNeill & Libby

31. Artist, Arnold Armitage, Stevens-Gross
Art Director, Fred Boulton
Produced by, J. Walter Thompson Company
Advertiser, Ford Motor Company

32. Artist, Paul Gerding
Art Director, Fred Boulton
Produced by, J. Walter Thompson Company
Advertiser, Ford Motor Company

33. Artist, Paul Gerding
Art Director, Fred Boulton
Produced by, J. Walter Thompson Company
Advertiser, Ford Motor Company

34. Artist, Albert Dorne
Art Director, David W. Lockwood
Produced by, Foote, Cone & Belding
Advertiser, Frigidaire, Division of General Motors

35. Artist, Albert Dorne
Art Director, David W. Lockwood
Produced by, Foote, Cone & Belding
Advertiser, Frigidaire, Division of General Motors

36. Artist, Amos Sewell
Art Director, George B. Croll
Produced by, Sherman K. Ellis & Co.
Advertiser, Hiram Walker & Sons, Inc.

37. Artist, Jack Wittkup
Art Director, George B. Croll
Produced by, Sherman K. Ellis & Co.
Advertiser, Hiram Walker & Sons, Inc.

38. Artist, Ronald McKenzie
Art Director, George B. Croll
Produced by, Sherman K. Ellis & Co.
Advertiser, Hiram Walker & Sons, Inc.

39. Artist, Albert Staehle
Art Director, George B. Croll
Produced by, Sherman K. Ellis & Co.
Advertiser, Hiram Walker & Sons, Inc.

40. Artist, Bud Smith
Art Director, Bud Smith
Produced by, McCann Erickson, Inc.
Advertiser, Chrysler

41. Artist, Alfred Buell
Art Director, Sidney Wells
Produced by, McCann Erickson, Inc.
Advertiser, The Maytag Company

42. Artist, Hugh McBarron
Art Director, Sidney Wells
Produced by, McCann Erickson, Inc.
Advertiser, Pillsbury Flour Mills Co.

43. Artist, Melbourne Brindle
Art Director, Sidney Wells
Produced by, McCann Erickson, Inc.
Advertiser, Pillsbury Flour Mills Co.

44. Artist, Jerry Carveth
Art Director, Sidney Wells
Produced by, McCann Erickson, Inc.
Advertiser, The Maytag Company

45. Artist, Runchie
Art Director, Reilly Bird
Produced by, Mandel Brothers
Advertiser, Mandel Brothers

46. Artist, John Averyll
Art Director, Clarence M. Gotsch
Produced by, Howard H. Monk & Associates
Advertiser, Marathon Corporation
MASS MAGAZINES, Drawings

47. Artist, R. SKEPP—
   STEVEN-GROSS STUDIO
   Art Director, Glen V. Johnson
   Produced by, Aubrey, Moore & Wallace, Inc.
   Advertiser, International Harvester Co.

48. Artist, DONALD MILL—
   BENDelow & ASSOC.
   Art Director, Glen V. Johnson
   Produced by, Aubrey, Moore & Wallace, Inc.
   Advertiser, International Harvester Co.

49. Artist, PAUL GERDING—
   BIELEFELD, INC.
   Art Director, Glen V. Johnson
   Produced by, Aubrey, Moore & Wallace, Inc.
   Advertiser, International Harvester Co.

50. Artist, PAUL GERDING—
    BIELEFELD, INC.
    Art Director, Glen V. Johnson
    Produced by, Aubrey, Moore & Wallace, Inc.
    Advertiser, International Harvester Co.

51. Artist, ALBERT STAEBLE
    Art Director, George B. Croll
    Produced by, Sherman K. Ellis & Co.
    Advertiser, Hiram Walker & Sons, Inc.

52. Artist, AMOS SEWELL
    Art Director, George B. Croll
    Produced by, Sherman K. Ellis & Co.
    Advertiser, Hiram Walker & Sons, Inc.

53. Artist, AMOS SEWELL
    Art Director, George B. Croll
    Produced by, Sherman K. Ellis & Co.
    Advertiser, Hiram Walker & Sons, Inc.

54. Artist, STEVAN DOLANOS
    Art Director, Paul Smith
    Produced by, D'Arcy Advertising Co.
    Advertiser, The Coca-Cola Company

55. Artist, WILLMARTH
    Art Director, William B. Collier
    Produced by, The Caples Company
    Advertiser, Union Pacific Railroad

56. Artist, FRED STEPPEN
    Art Director, Jerome B. Leve
    Produced by, Schwimmer & Scott
    Advertiser, Rudolph Wurlitzer Co.

57. Artist, HYMAN ANDERSON
    Art Director, T. W. Dealey
    Produced by, D'Arcy Advertising Co.
    Advertiser, Anheuser-Busch, Inc.

58. Artist, BILL RANDALL
    Art Director, Jerome B. Leve
    Produced by, Schwimmer & Scott
    Advertiser, Rudolph Wurlitzer Co.

59. Artist, MELBOURNE BRIDLE
    Art Director, Fred Boulton
    Produced by, J. Walter Thompson Company
    Advertiser, Borg-Warner Corporation

60. Artist, E. SHOOK
    Art Director, Jerome B. Leve
    Produced by, Schwimmer & Scott
    Advertiser, Rudolph Wurlitzer Co.

61. Artist, SAUL TEPPER
    Art Director, Paul Smith
    Produced by, D'Arcy Advertising Co.
    Advertiser, The Coca-Cola Company

62. Artist, GEORGES SCHREIBER
    Art Director, Paul Smith
    Produced by, D'Arcy Advertising Co.
    Advertiser, The Coca-Cola Company

63. Artist, SAUL TEPPER
    Art Director, Paul Smith
    Produced by, D'Arcy Advertising Co.
    Advertiser, The Coca-Cola Company
MASS MAGAZINES, Drawings

64. Artist, Irving Nubick
Art Director, Kenneth R. White
Produced by, Foote, Cone & Belding
Advertiser, International Cellucotton

65. Artist, Cluyas Williams
Art Director, Carl J. Briese
Produced by, Needham, Louis & Brophy, Inc.
Advertiser, Rand McNally & Company

66. Artists, Otto Schuth & Augustiny
Art Director, George S. Lyman
Produced by, Roche, Williams & Cleary, Inc.
Advertiser, Kohler of Kohler

67. Artist, H. S. Stevens
Produced by, Yale & Towne Mfg. Co.
Advertiser, Yale & Towne Mfg. Co.

68. Artist, R. Skemp
Art Director, Wm. H. Savin
Produced by, Roche, Williams & Cleary, Inc.
Advertiser, The Milwaukee Road

69. Artist, Elgren
Art Director, Wm. H. Savin
Produced by, Roche, Williams & Cleary, Inc.
Advertiser, The Milwaukee Road

70. Artist, Chas. Addams
Art Director, Ernest R. Roose
Produced by, Keeling & Co., Inc.
Advertiser, American Thermos Bottle Co.

71. Artist, F. Tellander
Art Director, Wm. H. Savin
Produced by, Roche, Williams & Cleary, Inc.
Advertiser, The Studebaker Corp.

72. Artist, Paul Randall
Art Director, Wm. H. Savin
Produced by, Roche, Williams & Cleary, Inc.
Advertiser, The Studebaker Corp.

73. Artist, F. Tellander
Art Director, Wm. H. Savin
Produced by, Roche, Williams & Cleary, Inc.
Advertiser, The Studebaker Corp.

74. Artist, Richard Taylor
Art Director, Ernest R. Roose
Produced by, Keeling & Co., Inc.
Advertiser, American Thermos Bottle Co.

75. Artist, Paul Randall
Art Director, Wm. H. Savin
Produced by, Roche, Williams & Cleary, Inc.
Advertiser, Scaled Power Corporation

76. Artist, Harry Anderson
Art Director, Wm. H. Savin
Produced by, Roche, Williams & Cleary, Inc.
Advertiser, Scaled Power Corporation

77. Artist, Frederic Tellander
Art Director, Wm. H. Savin
Produced by, Roche, Williams & Cleary, Inc.
Advertiser, The Studebaker Corp.

78. Artist, Harold Eldridge
Art Director, Paul Smith
Produced by, D'Arcy Advertising Co.
Advertiser, The Coca-Cola Company

79. Artist, F. Tellander
Art Director, Wm. H. Savin
Produced by, Roche, Williams & Cleary, Inc.
Advertiser, Hershey-Hershey Corporation
MASS MAGAZINES, Drawings

80. Artist, Frederic Tellander
Art Director, Wm. H. Savin
Produced by, Roche, Williams & Cleary, Inc.
Advertiser, The Studebaker Corporation

81. Artist, Albert Dorne
Art Director, A. B. Sullivan
Produced by, Charles Daniel Frey Adv. Agency
Advertiser, Pullman-Standard Car Manufacturing Co.

82. Artist, Albert Dorne
Art Director, A. B. Sullivan
Produced by, Charles Daniel Frey Adv. Agency
Advertiser, Pullman-Standard Car Manufacturing Co.

83. Artist, Harry Dobie
Art Director, Andrew P. Olsen
Produced by, Goodkind, Joyce & Morgan
Advertiser, H. B. Glover Company

84. Artist, Harry Dobie
Art Director, Andrew P. Olsen
Produced by, Goodkind, Joyce & Morgan
Advertiser, H. B. Glover Company

85. Artist, Irving Nussick
Art Director, Kenneth R. White
Produced by, Foote, Cone & Belding
Advertiser, International Cellulose

86. Artist, Bill Griffith
Art Director, Malcolm A. Jennings
Produced by, MacFarland, Aveyard & Co.
Advertiser, Stewart-Warner Corporation

87. Artist, Stan Ekman
Art Director, A. B. Sullivan
Produced by, Charles Daniel Frey Adv. Agency
Advertiser, The New York Air Brake Company

88. Artist, John Clymer, USMCR
Art Director, Produced by, Westheimer and Co.
Advertiser, Universal Match Corporation

89. Artist, Norman Price
Produced by, Westheimer Co.
Advertiser, Universal Match Corporation

90. Artist, Fred Mizen
Studio, Burleigh Withers, McCallum Stearns
Produced by, Meldrum & Pewsmit Advertising, Gilbert Paper Co.

91. Artist, Geoffrey Biggs
Art Director, T. W. Dealey
Produced by, D'Arcy Advertising Co.
Advertiser, Anheuser-Busch, Inc.

92. Artist, James Bingham
Art Director, T. W. Dealey
Produced by, D'Arcy Advertising Co.
Advertiser, Anheuser-Busch, Inc.

93. Artist, Walter Richards
Art Director, T. W. Dealey
Produced by, D'Arcy Advertising Co.
Advertiser, Anheuser-Busch, Inc.

94. Artist, Walter Richards
Art Director, T. W. Dealey
Produced by, D'Arcy Advertising Co.
Advertiser, Anheuser-Busch, Inc.
MASS MAGAZINES, Drawings

95. Artist, DOUGLASS CROCKWELL
   Art Director, C. R. Prilix
   Produced by, J. Walter Thompson
   Company
   Advertiser, The Parker Pen Company

96. Artist, ROY SPEZER
   Art Director, Sidney Wells
   Produced by, McCann Erickson, Inc.
   Advertiser, The Maytag Company

97. Artist, HADDON SUNDELOM
   Art Director, Sidney Wells
   Produced by, McCann Erickson, Inc.
   Advertiser, The Maytag Company

98. Artist, BEN PRINS
   Art Director, Sidney Wells
   Produced by, McCann Erickson, Inc.
   Advertiser, The Maytag Company

99. Artist,
   Art Director, Jack Tinker
   Produced by, McCann Erickson, Inc.
   Advertiser, Chrysler Corporation

100. Artist, GLEN GROHE
    Art Director, W. W. Johnston
    Produced by, Young & Rubicam, Inc.
    Advertiser, The Pullman Company

101. Artist, CARL SETTERBORG
    Art Director, George B. Croll
    Produced by, Sherman K. Ellis & Co.
    Advertiser, Hiram Walker & Sons, Inc.

MASS MAGAZINES, Photographs

102. Photographer, ERWIN BLUMENFELD
    Art Director, Herman R. Bollin
    Produced by, Ziff-Davis Publishing Co.

103. Photographer, H. J. WILLIAMS
    Art Director, John E. Olson
    Produced by, Leo Burnett Co., Inc.
    Advertiser, American Meat Institute

☆ 104. Photographer, H. J. WILLIAMS
   Art Director, John E. Olson
   Produced by, Leo Burnett Co., Inc.
   Advertiser, American Meat Institute

105. Photographer, CHARLES BURGESS
    Art Director, Ben Larsen
    Produced by, McCann Erickson, Inc.
    Advertiser, Pillsbury Mills, Inc.

106. Photographer, BEN ROSE
    Art Director, Scott Runge
    Produced by, N. W. Ayes & Son, Inc.
    Advertiser, Felt & Tarrant Mfg. Co.

107. Photographer, LEJAREN A'HILLER
    Art Director, H. C. Jensen
    Produced by, Batten, Barton, Durstine
    & Osborn
    Advertiser, Westclox

108. Photographer, JOHN PAUL PENNBACHER
    Art Director, Charlotte Cooper
    Produced by, Pennebaker & Ryan
    Advertiser, Mars, Inc.

109. Photographer, RAWLINGS
    Art Director, George Allen
    Produced by, J. Walter Thompson
    Company
    Advertiser, Weco Products Company
MASS MAGAZINES, Photographs (Con’t)

110. Photographer, Rawlings
Art Director, George Allen
Produced by, J. Walter Thompson Company
Advertiser, Weco Products Company

111. Photographer, LeJaren a’Hiller
Art Director, Howard Henry
Produced by, N. W. Ayer & Son
Advertiser, Goodyear Tire & Rubber Co.

112. Photographer,
Gabriel Moulin Studio
Art Director, George Buer
Produced by, J. Walter Thompson Company
Advertiser, Ford Motor Company

113. Photographer, Leon de Vos
Art Director, Howard Henry
Produced by, N. W. Ayer & Son
Advertiser, Goodyear Tire & Rubber Co.

114. Art Director,
William R. Collier
Produced by, The Caples Company
Advertiser, Union Pacific Railroad

115. Photographer, Leon de Vos
Art Director, Leon Karp
Produced by, N. W. Ayer & Son
Advertiser, Goodyear Tire & Rubber Co.

116. Photographer,
Art Director, William R. Collier
Produced by, The Caples Company
Advertiser, Union Pacific Railroad

117. Photographer, Pacano, Inc.
Art Directors,
George Allen—Fred Boulton
Produced by, J. Walter Thompson Company
Advertiser, Weco Products Co.

118. Photographer,
Eugene Hutchinson
Art Director, Leonard Lionni
Produced by, N. W. Ayer & Son
Advertiser, Chrysler Corporation

119. Photographer,
Louise Dahl-Wolfe
Art Director, H. Merillat
Produced by, H. W. Kastor & Sons
Advertiser, Procter & Gamble

120. Photographer,
Wesley Bowman
Art Director, Oren Smith
Produced by, J. Walter Thompson Company
Advertiser, The Seven-Up Company

121. Photographer, Pacano
Art Director, A. H. Clague
Produced by, Batten, Barton, Durstine & Osborn
Advertiser, General Mills, Inc.

122. Photographer, Don Berc
Art Director, Art Bell
Produced by, Batten, Barton, Durstine & Osborn
Advertiser, Minneapolis Star-Journal & Tribune

123. Photographer, Victor Keppler
Art Director, A. H. Clague
Produced by, Batten, Barton, Durstine & Osborn
Advertiser, General Mills, Inc.

124. Photographer, Pacano, Inc.
Art Directors, George Allen—Fred Boulton
Produced by, J. Walter Thompson Company
Advertiser, Weco Products Company
MASS MAGAZINES, Photographs (Con’t)

125. Photographer, SARRA, INC.
Art Director, W. W. Johnston
Produced by, Young & Rubicam, Inc.
Advertiser, Pullman Company

126. Photographer, SARRA, INC.
Art Director, W. W. Johnston
Produced by, Young & Rubicam, Inc.
Advertiser, Pullman Company

127. Photographer, KARL OESEK
Art Director, Ben Larsen
Produced by, McCann Erickson, Inc.
Advertiser, Pillsbury Mills, Inc.

128. Photographer, KARL OESEK
Art Director, Geo. L. DeVille
Produced by, Howard H. Monk & Associates
Advertiser, Strombeck-Becker Mfg. Co.

129. Photographer,
EMELIE DANIELSON
Art Director, Tom Ross
Produced by, Ketchum, MacLeod & Grove, Inc.
Advertiser, Duncan & Miller Glass Co.

130. Photographer,
EMELIE DANIELSON
Art Director, Tom Ross
Produced by, Ketchum, MacLeod & Grove, Inc.
Advertiser, Duncan & Miller Glass Company

131. Photographer, SHIGETA-WRIGHT
Art Director, Fred Boulton
Produced by, J. Walter Thompson Company
Advertiser, Ford Motor Company

132. Photographer,
Art Director, William R. Collier
Produced by, The Caples Company
Advertiser, Union Pacific Railroad

133. Photographer,
JOHN PAUL PENNEBAKER
Art Director, Sidney Wells
Produced by, McCann Erickson, Inc.
Advertiser, Pillsbury Mills, Inc.

134. Photographer, KARL OESEK
Art Director, Mr. Kauffman
Produced by, McCall Corporation
Advertiser, McCall Corporation

135. Photographer,
JOHN PAUL PENNEBAKER
Art Director, Charlotte Cooper
Produced by, Grant Advertising, Inc.
Advertiser, Vanette Hosier Co.

136. Photographer, HORACE HIME
Produced by, Henri, Hurst & McDonald
Advertiser, Red Goose Div., International Shoe Co.

137. Photographer, BEN ROSE
Art Director, Scott Rung
Produced by, N. W. Ayer & Son, Inc.
Advertiser, Felt & Tarrant Mfg. Co.

138. Photographer,
JOHN PAUL PENNEBAKER
Art Director, Dan Raf
Produced by, Hamilton Advertising Agency
Advertiser, Allen B. Wrisley Co.

139. Photographer, CHARLES KUONI
Art Director, C. R. Prilik
Produced by, J. Walter Thompson Company
Advertiser, Swift & Company

140. Photographer,
H. ARMSTRONG ROBERTS
Art Director, Fred Boulton
Produced by, J. Walter Thompson Company
Advertiser, Ford Motor Company

★
MASS MAGAZINES, Photographs (Con't)

141. Photographer,  
John Paul Pennebaker  
Art Director, Lee King  
Produced by, Weiss & Celler  
Adviser, Imperial Pearl Syndicate

142. Photographer,  
John Paul Pennebaker  
Art Director, Charlotte Cooper  
Produced by, Grant Advertising, Inc.  
Adviser, Mars, Inc.

144. Photographer,  
Underwood & Underwood  
Art Director, Gustave Siegertz  
Produced by, Kircher, Lyttle, Helton & Collett  
Adviser, General Motors Corp.

145. Photographer, Charles Kuoni  
Art Director, David W. Lockwood  
Produced by, Fonse, Cone & Belding  
Adviser, Armour and Company

146. Photographer, Karl Oeser  
Art Director, D. Reynolds  
Produced by, Henri, Hurst & McDonald  
Adviser, Perfect Circle Companies

147. Photographer, Sol Ellertson  
Art Director, Ben Lison  
Produced by, McCann Erickson, Inc.  
Adviser, Pillsbury Mills, Inc.

148. Photographer,  
Wesley Bowman  
Art Director, G. S. Lyman  
Produced by, Roche, Williams & Cleary  
Adviser, Hardware Mutuals

149. Photographer,  
Paul Guillumette  
Art Director, W. H. Savin  
Produced by, Roche, Williams & Cleary  
Adviser, Hardware Mutuals

150. Photographer, Stanley Lazarus  
Art Director, G. S. Lyman  
Produced by, Roche, Williams & Cleary  
Adviser, Hardware Mutuals

151. Photographers,  
Pennebaker and Ryan  
Art Director, John H. Kies  
Produced by, Needham, Louis & Borby, Inc.  
Adviser, State Farm Insurance Companies

152. Photographer, Charles Kuoni  
Art Director, Lee King  
Produced by, Weiss and Celler  
Adviser, Cory Glass Coffee Brewer Co.

153. Photographer, John Rawlings  
Art Director, Lee King  
Produced by, Weiss and Celler  
Adviser, Elgin American

TRADE MAGAZINES

154. Artist, Dave Mink  
Art Director, Lee King  
Produced by, Weiss and Celler  
Adviser, Leland Electric Co.

155. Photographer, Lujaren a'Hiller  
Art Director, William D. Crooks  
Adviser, Eli Lilly & Co.

156. Artist, Sarra  
Art Director, Ernest R. Roose  
Produced by, Keeling & Co., Inc.  
Adviser, Hastings Mfg. Co.

157. Photographer, Don McCray  
Art Director, Sidney Wells  
Adviser, Gordon Varney Co.
TRADE MAGAZINES

158. Photographer, FRANK LEWIS, INC.
Art Director, Taylor Poore
Produced by, Collins, Miller & Hutchings
Advertiser, Collins, Miller & Hutchings

159. Artist, R. B. McMillin STUDIO STANDARD STUDIOS
Art Director, Clarence N. Johnson
Produced by, Reincke-Ellis-Younggreen & Finn
Advertiser, Chicago Vitreous Enamel Product Co.

160. Photographer, A. GEORGE MILLER
Art Director, Don McCay
Produced by, Collins, Miller & Hutchings
Advertiser, Collins, Miller & Hutchings

161. Art Director, LAZLO WELLINGER
Produced by, Herman R. Bollin
Advertiser, Ziff-Davis Publishing Co.

162. BALDWIN
Art Director, G. S. Lyman
Produced by, Roche, Williams & Cleary
Advertiser, Diamond T Motor Car Co.

163. BALDWIN
Art Director, G. S. Lyman
Produced by, Roche, Williams & Cleary
Advertiser, Diamond T Motor Car Co.

164. Photographer, A. GEORGE MILLER
Art Director, Don McCay
Produced by, Collins Miller & Hutchings
Advertiser, Collins Miller & Hutchings

165. Artist, DON MAY
Art Director, Don May
Produced by, Evans Associates
Advertiser, Delco Valve Co.

166. Artist, RALPH WEIR
Art Director, Ralph Weir
Produced by, Ralph Weir & Associates
Advertiser, Leich Sales Corp.

167. Artist, RALPH WEIR
Art Director, Ralph Weir
Produced by, Ralph Weir & Associates
Advertiser, Leich Sales Corp.

168. Artist, LES LANTZ
Art Director, Clay Timon
Produced by, Buchanan Adv. Agency
Advertiser, Day-Lite Screen

169. Artist, LES LANTZ
Art Director, Clay Timon
Produced by, Buchanan Adv. Agency
Advertiser, Day-Lite Screen

170. Artist, JOHN AVERILL
Art Director, John Averill
Produced by, Collins Miller & Hutchings
Advertiser, Collins, Miller & Hutchings

171. Artist, PAUL PINSON
Art Director, Bill Johnston
Produced by, Young & Rubicam, Inc.
Advertiser, Pullman Company

172. Artist, PAUL PINSON
Art Director, W. W. Johnston
Produced by, Young & Rubicam, Inc.
Advertiser, John F. Kelce

173. Artist, SHIRLEY KAHN
Art Director, Howard A. Guernsey
Produced by, Paton Connelley Studios
Advertiser, Eli Lilly and Company

174. Artist, STAN EKMAN
Advertiser, Eli Lilly and Company
TRADE MAGAZINES

175. Artist, WHITNEY DARROW, JR.
Art Director, J. J. Holcomb
Produced by, Ketchum, MacLeod & Grove, Inc.
Advertiser, Heppenstall Company

176. Artist, SOL BERGER
Art Director, Clarence N. Johnson
Produced by, Reinecke-Ellis-Younggreen & Finn
Advertiser, Hazard Wire Rope Division

177. Artist, GEORGE LIGHTY
Art Directors, Sidney Wells—William C. Scott
Produced by, McCann Erickson, Inc.
Advertiser, Standard Oil Company

178. Artist, PAULINE PROCHIL
Art Director, George Allen
Produced by, J. Walter Thompson Company
Advertiser, Weco Products Company

179. Artist, JAMES DWYER
Art Director, William Kinser
Produced by, Kircher, Lytle, Helton & Collett
Advertiser, Hobart Mfg. Co.

180. Artist, JOE FEHER
Art Director, Joe Feher
Produced by, Collins Miller & Hutchings
Advertiser, Collins Miller & Hutchings

181. Artist, FELDKAMP-MALLOY
Art Director, Doug Smith
Produced by, The Buchen Company
Advertiser, Fairbanks, Morse & Co.

182. Artist, MUCHLER
Art Director, Bob Flatley
Produced by, The Buchen Company
Advertiser, General Box Company

183. Artist, STEVEN SKIBO
Art Director, Clarence N. Johnson
Produced by, Reinecke-Ellis-Younggreen & Finn
Advertiser, Cooperative Wire Rope Manufacturers

184. Artist, STEVEN SKIBO
Art Director, Clarence N. Johnson
Produced by, Reinecke-Ellis-Younggreen & Finn
Advertiser, Cooperative Wire Rope Manufacturers

185. Artist, RUDY SCHMID
Art Director, Sidney Wells
Produced by, McCann Erickson, Inc.
Advertiser, Pillsbury Feed Mills

186. Artist, DAVID MINK
Art Director, Howard A. Guernsey
Produced by, Whittaker-Christensen Studios
Advertiser, Abbott Laboratories

187. Artist, STAN EKMAN
Art Director, Wm. Kraus, Jr.
Advertiser, Eli Lilly Company

188. Artist, GEORGE ENGLERT
Art Director, Gustave Sigrist
Produced by, Kircher, Lytle, Helton & Collett
Advertiser, Howard Allied Paper Mills

NEWSPAPERS

189. Artist, LOIS HIRTZINGER
Art Director, Archie M. Schrom
Produced by, Harry Atkinson, Inc.
Advertiser, Stevens Hotel

190. Artist, FRED STEFFEN
Art Director, Jerome B. Leve
Produced by, Schwimmer & Scott
Advertiser, Rudolph Wurlitzer Co.
NEWSPAPERS

191. Artist, Fred Steffen
Art Director, Jerome B. Leve
Produced by, Schwimmer & Scott
Advertiser, Rudolph Wurlitzer Co.

192. Artist, Fred Steffen
Art Director, Jerome B. Leve
Produced by, Schwimmer & Scott
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195. Artist, Fred Steffen
Art Director, Jerome B. Leve
Produced by, Schwimmer & Scott
Advertiser, Rudolph Wurlitzer Co.

196. Artist, John Averill
Art Director, Jerome B. Leve
Produced by, Schwimmer & Scott
Advertiser, Peter Fox Brewing Co.

197. Artist, John Averill
Art Director, Jerome B. Leve
Produced by, Schwimmer & Scott
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198. Artist, John Averill
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200. Artist, John Averill
Art Director, Jerome B. Leve
Produced by, Schwimmer & Scott
Advertiser, Peter Fox Brewing Co.

201. Artist, John Averill
Art Director, Jerome B. Leve
Produced by, Schwimmer & Scott
Advertiser, Peter Fox Brewing Co.

202. Artist, Earl Gross
Produced by, Chapwck & Harriman
Advertiser, Dean’s Milk

203. Artist, Walter Parke
Produced by, Chapwck & Harriman
Advertiser, Dean’s Milk

204. Artist, Wally Reed
Art Director, Michael Sarisky
Produced by, McCann-Erickson, Inc.
Advertiser, Standard Oil Company

205. Artist, Norman Rich
Art Director, Alfred Festen
Produced by, George H. Hartman Co.
Advertiser, Sawyer Biscuit Company

206. Artist, Burmah Burris
Art Director, Frances Owen
Advertiser, Marshall Field & Company

207. Artist, Lucianna Peters
Art Director, Virginia Fleetwood
Advertiser, Carson Pirie Scott & Co.

208. Photographer, Horace Hime
Art Director, W. W. Johnston
Produced by, Young & Rubicam, Inc.
Advertiser, The Pullman Company

209. Artist, Marge Steinhardt
Art Director, Reilly Bird
Produced by, Mandel Brothers
Advertiser, Mandel Brothers
NEWSPAPERS

210. Artist, Marge Steinhardt
   Art Director, Reilly Bird
   Produced by, Mandel Brothers
   Advertiser, Mandel Brothers

211. Artist, Don Young
   Art Director, James M. Hoskinson
   Advertiser, Carson Pirie Scott & Co.

212. Artist, Burman Burris
   Art Director, Frances Owen
   Advertiser, Marshall Field & Company

213. Artist, Dora De Vries
   Art Director, Frances Owen
   Advertiser, Marshall Field & Company

214. Artist, Suzanne Simons
   Art Director, Frances Owen
   Advertiser, Marshall Field & Company

215. Artist, Dora De Vries
   Art Director, Frances Owen
   Advertiser, Marshall Field & Company

216. Artist, David Mink
   Art Director, Howard A. Guenrey
   Produced by, N. W. Ayer & Son, Inc.
   Advertiser, United Air Lines

217. Artist, George Lichte
   Art Directors, Sidney Wells—
   William C. Scott
   Produced by, McCann Erickson, Inc.
   Advertiser, Standard Oil Co. (Ind.)

218. Artist, George Lichte
   Art Directors, Sidney Wells—
   William C. Scott
   Produced by, McCann Erickson, Inc.
   Advertiser, Standard Oil Co. (Ind.)

219. Photographer,
    Harry Watts Studio
    Art Director, W. W. Johnston
    Produced by, Young & Rubicam, Inc.
    Advertiser, John F. Jelke

220. Photographer,
    Harry Watts Studio
    Art Director, W. W. Johnston
    Produced by, Young & Rubicam, Inc.
    Advertiser, John F. Jelke

221. Photographer,
    Eugene Hutchinson
    Studio, Underwood & Underwood
    Illustration Studios
    Art Director, W. C. Schneider
    Produced by, Knox Reeves Advertising
    Advertiser, General Mills

222. Artist, Wynn Christy
    Art Director, Frances Owen
    Advertiser, Marshall Field & Company

223. Artists, Ethel Frost—
    Dorothy P. Christy
    Art Director, Frances Owen
    Advertiser, Marshall Field & Company

224. Studio,
    Underwood & Underwood
    Illustration Studios
    Art Director, C. Thomas Mattin
    Produced by, Stockton-West-Burkhardt
    Advertiser, The Ohio Oil Co.

225. Artist, William Randall
    Art Director, W. W. Johnston
    Produced by, Young & Rubicam, Inc.
    Advertiser, The Borden Co.

226. Artist, Jeanne Gerhardt
    Art Director, L. R. Ingwersen
    Produced by, J. Walter Thompson
    Company
    Advertiser, Bowman Dairy Company

227. Photographer, News Source
    Art Director, M. Scklemian
    Produced by, Montgomery Ward & Co.
    Advertiser, Community and War Fund
    of Chicago
NEWSPAPERS

228. Photographer, Arthur Dailey
   Studio, Kaufmann and Fabry
   Art Director, M. Sekleman
   Produced by, Montgomery Ward & Co.
   Advertiser, Community and War Fund
   of Chicago

229. Artist, Gig Goodenow
   Art Director, George B. Croll
   Produced by, Sherman K. Ellis &
   Co., Inc.
   Advertiser, Himan Walker & Sons, Inc.

230. Artist, John Averill
   Art Director, George B. Croll
   Produced by, Sherman K. Ellis &
   Co., Inc.
   Advertiser, Himan Walker & Sons, Inc.

231. Artist, Lucia Larner
   Art Director, Reilly Bird
   Produced by, Mandel Brothers
   Advertiser, Mandel Brothers

232. Artist, Carmella Cirone
   Art Director, James M. Hoskinson
   Produced by, Hoskinson Roblack &
   Assoc.
   Advertiser, Carson Pirie Scott & Co.

233. Artist, E. P. Couse
   Art Director, Paul Smith
   Produced by, D'Arcy Advertising Co.
   Advertiser, The Coca-Cola Company

POSTERS

234. Artist, Victor B. Wells
   Art Director, Victor B. Wells
   Produced by, B. W. Schenker
   Advertiser, The Sheldon Claire

235. Artist, Stan Eisman
   Art Director, Paul Ikes
   Advertiser, Curtiss Candy Company

236. Artists, Jean—Modesitt—
    Sundblom—Anderson Studio
   Art Director, Jos. Benge
   Produced by, Maxon, Inc.
   Advertiser, Griesedieck Western Brewery

237. Artist,
   Art Director, Jerome B. Leve
   Produced by, Schwimmer & Scott
   Advertiser, Fox De Luxe Breweries

238. Artist, Victor B. Wells
   Art Director, Paul E. Beem
   Produced by, W. E. Long Co.
   Advertiser, Holsum Bread

239. Artist, Frank Lewis, Inc.
   Art Director, William J. Sanning
   Produced by, Kroger Adv. & Display Dept.
   Advertiser, Kroger Grocery & Baking Co.

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   Art Director, William J. Sanning
   Produced by, Kroger Adv. & Display Dept.
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242. Artist, Frank Lewis, Inc.
   Art Director, William J. Sanning
   Produced by, Kroger Adv. & Display Dept.
   Advertiser, Kroger Grocery & Baking Co.

243. Artist, Frederic Mizen
   Art Director, John H. Kes
   Produced by, Needham, Louis &
   Broby, Inc.
   Advertiser, Peoples Gas Light & Coke Co.
POSTERS

244. Artist, Lyman Simpson
Art Director, Jos. Benge
Produced by, Maxon, Inc.
Advertiser, Heinz Co.

245. Artist, Lyman Simpson
Art Director, Jos. Benge
Produced by, Maxon, Inc.
Advertiser, H. J. Heinz Co.

246. Artist, Charles Heinzerling
Art Director, Oren Smith
Produced by, J. Walter Thompson Co.
Advertiser, Swift & Company

247. Artist, Norman Rich
Art Director, William Miller
Produced by, Oltan Adv. Agency
Advertiser, Edelweiss Beer

248. Artist, Lyman Simpson
Produced by, Aubrey, Moore & Wallace
Advertiser, Orange Crush Co.

249. Artist, Ross Wetzels
Art Director, Marvin C. Potts
Produced by, Young & Rubicam, Inc.
Advertiser, Northern Paper Mills

250. Artist, Ross Wetzels
Art Director, Marvin C. Potts
Produced by, Young & Rubicam, Inc.
Advertiser, Northern Paper Mills

251. Artist, Walt Otto
Produced by, D'Arcy Advertising Co.
Advertiser, Budweiser

252. Artist, C. Hawes
Art Director, George B. Croll
Produced by, Sherman K. Ellis & Co.
Advertiser, Hiram K. Walter & Sons, Inc.

253. Artist, Paul Wehr
Art Director, Fred Boulton
Produced by, J. Walter Thompson Co.
Advertiser, Ford Motor Company

254. Artist, C. Heinzerling
Art Director, Harry Lambert
Produced by, D'Arcy Advertising Co.
Advertiser, The Coca-Cola Company

255. Artist, H. H. Sundblom
Art Director, Harry Lambert
Produced by, D'Arcy Advertising Co.
Advertiser, The Coca-Cola Company

256. Artist, Harry Anderson
Art Director, Harry Lambert
Produced by, D'Arcy Advertising Co.
Advertiser, The Coca-Cola Company

257. Artist, Harry Anderson
Art Director, Harry Lambert
Produced by, D'Arcy Advertising Co.
Advertiser, The Coca-Cola Company

258. Artist, Douglas Crockwell
Art Director, E. Willis Jones
Produced by, McJunkin Advertising Co.
Advertiser, Schlitz Brewing Co.

259. Artist, Gil Elvgren
Studio, Stevens & Gross
Produced by, Aubrey, Moore & Wallace
Advertiser, Orange Crush Co.

260. Artist, Victor B. Wells
Art Director, Paul E. Beem
Produced by, W. E. Long Co.
Advertiser, Holsum Bread
261. Artist, Dan Smith  
Art Director, Dan Smith  
Advertiser, Foole Bros. Inc.

262. Artist, Frank Riley  
Art Director, Grant F. Shay  
Produced by, Mills Industries, Inc.  
Advertiser, Mills Industries, Inc.

263. Artist, M. Martin Johnson  
Art Directors, Harold Fritzlen–Bert Ray  
Advertiser, Abbott Laboratories

264. Artist, Leon de Vos, Under Studio, Underwood & Underwood  
Art Director, Gustave Signitz  
Produced by, Kircher, Lytle, Helton & Collett  
Advertiser, Aeroproductions Div. G.M.C.

265. Artist, Karl Peter Koch  
Art Director, Karl Peter Koch  
Advertiser, J. M. Bundescho, Inc.

266. Artist, Jos. Fehrer  
Art Director, E. Willis Jones  
Advertiser, Standard Rate & Data Service

267. Artist, Pauline Proehl  
Art Director, Bert Ray  
Advertiser, Abbott Laboratories

268. Artist, Dan Smith  
Art Director, Dan Smith  
Advertisers, Graphic Arts Clinic and Merchandisers' Club of St. Joseph Valley

269. Artist, James Bishop  
Studio, Whitaker Christenson Studios  
Art Director, Dan Smith  
Produced by, Batten, Barton, Durstine & Osborn  
Advertiser, Hart Schaffner & Marx

270. Artist, Don May  
Studios, Standard Studios—Lillian Sater  
Art Director, Don May  
Produced by, Design Counsel  
Advertiser, Victor Adding Machine Co.

271. Artist, Archie M. Schrom  
Art Director, Archie M. Schrom  
Produced by, Harry Atkinson, Inc.  
Advertiser, Stevens Hotel

272. Artist, Paul Pinson  
Art Director, Paul Pinson  
Advertiser, Standard Studios, Inc.

273. Artist, Whitaker-Christenson Studios, Inc.  
Art Director, Einar Lundquist  
Produced by, Howard H. Monk Assoc.  
Advertiser, Osmio Mfg. Co.

274. Artist, Taylor Poore  
Art Director, W. A. Kittredge  
Produced by, R. R. Donnelley & Sons  
Advertiser, United States Gypsum Company

275. Artist, Bielefeld Studios  
Art Director, W. A. Kittredge  
Produced by, R. R. Donnelley & Sons  
Advertiser, C. D. Peacock

276. Artist, Bendelow Studios  
Art Director, W. A. Kittredge  
Produced by, Foote Cone & Belding  
Advertiser, Public Service Co. of Northern Illinois

277. Artist, Norman Christiansen  
Art Director, W. A. Kittredge  
Produced by, Lamport, Fox, Press & Dolk, Inc.  
DIRECT MAIL & CATALOGS

278. Artist, Burton Cherry
Art Director, W. A. Kittredge
Produced by, R. R. Donnelley & Sons
Advertiser, The Pullman Company

279. Artist, Felix Palm
Art Director, E. Willis Jones
Produced by, Poole Bros., Inc.
Advertiser, Canada Steamship Lines

280. Artist, Warren Shuster
Art Director, Warren Shuster
Produced by, William Hart Adler, Inc.
Advertiser, Coach & Car Equipment Co.

281. Artist, Lillian Sader
Art Director, Howard A. Guernsey
Produced by, Paton Connelley Studios
Advertiser, Eli Lilly and Company

282. Artist, Dorothy P. Christy
Art Director, Frances Owen
Produced by, Marshall Field & Company
Advertiser, Marshall Field & Company

283. Artists, Christy, Frost, Wilming, Shigeta, Sarra
Art Director, Frances Owen
Produced by, Marshall Field & Co.
Advertiser, Marshall Field & Company

284. Artist, Bea Johnson
Art Director, Frances Owen
Produced by, Marshall Field & Co.
Advertiser, Marshall Field & Company

285. Artists, David Mink—James Bishop
Studio, Whitaker Christenson Studios
Art Director, Dan Smith
Advertiser, Hart, Schaffner & Marx

286. Artists, David Mink—James Bishop
Studio, Whitaker Christenson Studios
Advertiser, Hart, Schaffner & Marx
Art Director, Luther Johnson

287. Artist, Howard A. Guernsey
Art Director, Howard A. Guernsey
Produced by, Whitaker-Christenson Studio
Advertiser, Transcontinental & Western Air, Inc.

288. Artist, Cory Whitmore
Art Director, William Kinzer
Produced by, Kircher, Lytle, Helton & Collett
Advertiser, Hobart Mfg. Co.

289. Artist, Jerome B. Leve
Produced by, Schwimmer & Scott
Advertiser, Rudolph Wurlitzer Co.

VICTORY ART

290. Artist, Stan Ekman

291. Artist, Ruth Conerly Smith
Art Director, Frances Owen
Produced by, Marshall Field & Co.
Advertiser, Marshall Field & Company

292. Artist, Ruth Conerly Smith
Art Director, Frances Owen
Produced by, Marshall Field & Co.
Advertiser, Marshall Field & Company

293. Artist, Ruth Conerly Smith
Art Director, Frances Owen
Produced by, Marshall Field & Co.
Advertiser, Marshall Field & Company
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<tr>
<th>Artist</th>
<th>Art Director</th>
<th>Art Director, M. Seckleman</th>
<th>Produced by</th>
<th>Montgomery Ward &amp; Co. Adv. Dept.</th>
<th>Advertiser, Community and War Fund of Chicago</th>
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<td>Karl Oser</td>
<td>Dan Smith</td>
<td>Batten, Barton, Durstine &amp; Osborn</td>
<td>Hart, Schaffner &amp; Marx</td>
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<td>Hart, Schaffner &amp; Marx</td>
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<th>Artist</th>
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<th>Art Director, Wm. H. Savin</th>
<th>Produced by</th>
<th>Roche, Williams &amp; Cleary</th>
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VICTORY ART

311. Artist, Fredman
Art Director, Bob Flatley
Produced by, The Bunchen Company
Advertiser, Michigan National Bank

312. Artist, Glenn Grohe
Art Director, Fred Boulton
Produced by, J. Walter Thompson Company
Advertiser, Borg Warner Corporation

313. Artist, Fredman
Art Director, Bob Flatley
Produced by, The Bunchen Company
Advertiser, Michigan National Bank

314. Artist, Haddon Sundblom
Art Director, Fred Boulton
Produced by, J. Walter Thompson Company
Advertiser, Swift & Company

315. Artist, Edward Rinker
Art Director, Victor B. Wells
Produced by, H. W. Schenker
Advertiser, The Sheldon Claire Co.

316. Artist, Palmer
Art Director, Victor B. Wells
Produced by, H. W. Schenker
Advertiser, The Sheldon Claire Co.

DESIGN OF COMPLETE ADVERTISEMENT

317. Artists, Archie M. Schrom—William Fleming
Art Director, Archie M. Schrom
Produced by, Harry Atkinson, Inc.
Advertiser, Stevens Hotel

318. Artist, Wilfrid M. Duehren
Art Director, Howard O. Burns
Produced by, Morrison Adv. Agy., Inc.
Advertiser, Milwaukee Advertising Club

319. Artist, Francis Chase
Art Director, Fred Boulton
Produced by, J. Walter Thompson Company
Advertiser, Ford Motor Company

320. Artist, Stan Ekman—
This is a Group of Five Entries
Art Director, Ernest R. Roose
Produced by, Keeling & Co., Inc.

321. Artist, Frank Riley
Art Director, Grant F. Shay
Advertiser, Mills Industries, Inc.

322. Art Director, John E. Olson
Produced by, Leo Burnett Co., Inc.
Advertiser, The Hoover Company

323. Artist, Frank Riley
Photographer, Torkel Korling
Art Director, Grant F. Shay
Advertiser, Mills Industries, Inc.

324. Artist, Walter Calvert
Art Director, Scott Runge
Produced by, N. W. Ayer & Sons, Inc.
Advertiser, Felt & Tarrant Mfg. Co.

325. Artist, Bissfield Studio
Art Director, John E. Olson
Produced by, Leo Burnett Co., Inc.
Advertiser, Brown Shoe Company

326. Artist, Phoebe Hansen
Art Director, Don May
Advertiser, Esquire

327. Art Director, Fred Boulton
Produced by, J. Walter Thompson Company
Advertiser, Ford Motor Company
**Design of Complete Advertisement**

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<th>328. Artist, Palenske Young</th>
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