Annual Exhibition Art Directors Club of Chicago
16th Annual Exhibition of Advertising Art
The Art Institute of Chicago May 3-16, 1948
JURY OF AWARDS

DESIGN OF COMPLETE ADVERTISING OR UNIT
Fairfax M. Cone, Vice President Foote, Cone & Belding
Walter Howe, Art Director R. R. Donnelley & Sons Co.
John E. Olsen, Vice President, Art Director Leo Burnett Co., Inc.
Lawrence B. Sizer, Vice President Marshall Field & Company
Rainey Bennett, Artist

ART—ADVERTISING AND EDITORIAL
Melvin Brorby Vice President Needham, Louis & Brorby, Inc.
Edgar Miller, Artist and Designer
Bert Ray, Art Director Runkle-Thompson-Kovats, Inc.
Howard Mueller, Artist
Charles S. Downs, Vice President Abbott Laboratories

PHOTOGRAPHY—ADVERTISING AND EDITORIAL
Egbert Jacobson, Director, Dept. of Design Container Corporation of America
Mrs. Moholy-Nagy, Institute of Design
Edward Johnson, Director of Photography Chicago Tribune
John Averill, Artist
Earl W. Clements, Vice President Campbell-Ewald Company
FOREWORD

Last year over 15,000 people viewed the show... so it has definitely become the public’s and not just ours of the advertising business. Which is as it should be—for advertising has increasingly become an influence in everyone’s life.

One of the original purposes of the Art Directors Club of Chicago was “to foster the use of better art in advertising”. During its first year ten one-man shows were sponsored and the first of the annual exhibitions was held. Efforts of the club in the ensuing years have been mainly directed toward that original purpose. The present exhibition should demonstrate that great progress has been made in the use of better art but this year something new has been emphasized... a something that has come to be recognized as equal in importance to effective drawing or photography. This ingredient in the successful advertising recipe is known as “Design”. One third of the exhibited pieces feature the entire advertisement with the purpose of directing more attention to the value of this phase of the art of advertising.

No one knows better than the art director that an advertisement must be the result of team work by many. Plan, idea, copy must come first. Then the Art Director must fuse these into a visual whole that will arrest attention and get reading. He becomes the architect of the piece, visualizing the total effect before the art, photography, typography and mechanical production are executed. Directing these skillfully to produce a well ordered, successful result has become a highly specialized art... “design”.

This sixteenth exhibition exhibits work produced between February 15, 1947 and the same date this year. Geographical limits are the Gulf to Canada, Denver to Pittsburgh. The nearly 2400 pieces submitted have been regretfully narrowed to 239... regretfully, for there were many fine pieces eliminated for lack of space. The jury of awards have selected 32 to receive Medal and Merit Awards. The club deeply appreciates the increasing interest shown in these annual exhibitions. We extend congratulations to the exhibitors, to their clients for fostering advertising of this caliber, to the artists, photographers, and art directors for their fine work... and to the winners, all hail!

E. Willis Jones, General Chairman
CLASSIFICATION A

DESIGN OF COMPLETE
ADVERTISEMENT OR UNIT IN:

1. MAGAZINES

MEDAL AWARD

designer—A. D. Roy Larsen
producer Foote, Cone & Belding
advertiser Kimberly-Clark Corp.
artist Francis Chase

MERIT AWARD

designer—A. D. Wm. H. Savin
producer Roche, Williams & Cleary, Inc.
advertiser The Studebaker Corp.
photographer Paul Hesse

2. TRADE PERIODICALS

MEDAL AWARD

designer—artist John Averill
producer Homer J. Buckley & Assoc.
advertiser Veritone Co.

MERIT AWARD

designer—artist Edward Boehmer
art director George Hamm
producer Evans Associates Co.
advertiser Chicago Carton Co.
AWARDS

3a. NEWSPAPERS (National)

MEDAL AWARD
Designer—A. D. Victor B. Wells
Art Director Paul E. Beem
Producer W. E. Long Co.
Advertiser Betsy Ross Bread

3b. NEWSPAPERS (Local)

MEDAL AWARD
Designer—Artist Rainey Bennett
Art Director Frances Owen
Advertiser Marshall Field & Co.

MERIT AWARD
Designer—Artist Lester Beall
Art Director Frances Owen
Advertiser Marshall Field & Co.

4. DIRECT MAIL

MEDAL AWARD
Designer—Artist Morton Goldsholl
Advertiser Society of Typographic Arts

MERIT AWARD
Designer Doug Lang
Art Director Walter Howe
Advertiser R. R. Donnelley & Sons Co.
Photographer Dr. John P. Benus

5. POSTERS

MEDAL AWARD
Designer—A. D. Sol Berger
Producer Vision, Inc.
Advertiser Canadian Ace Brewing Co.
Artist Fred Denzler

MERIT AWARD
Designer—A. D. Victor B. Wells
Producer B. W. Schenker
Advertiser Sheldon-Claire Co.
Photographer Fred Korth

6. DISPLAY AND MISCELLANEOUS

MEDAL AWARD
Designer—Artist Morton Goldsholl
Advertiser The Brunswick-Balke-Collender Co.

7. EDITORIAL DESIGN

MEDAL AWARD
Designer—Artist W. Dwight Smith
Art Director Robert Tucker
Publication of Abbott International Co.

MERIT AWARD
Art Director Bert Ray
Publication of Abbott Laboratories
Artist George McVicker
AWARDS

CLASSIFICATION B

ART...ADVERTISING AND EDITORIAL

1. GENERAL SUBJECT MATTER. Black and white.

MEDAL AWARD
Artist          Fred Steffen
Art Director    Ted Adams
Producer        C. Franklin Brown, Inc.
Advertiser      United Electric Coal Companies

MERIT AWARD
Artist          Joseph Feher
Art Director    Gene Raven
Producer        Tempo Studio
Advertiser      United Airlines

2. GENERAL SUBJECT MATTER. Color.

MEDAL AWARD
Artist          Umberto Romano
Art Director    Abbott Laboratories
Advertiser      Tempo Studio

MERIT AWARD
Artist          Jan Balet
Art Director    M. F. Agha
Producer        Leo Burnett Co., Inc.
Advertiser      Brown Shoe Co.

3. PRODUCT ILLUSTRATION. Black and white.

MEDAL AWARD
Artist          Ruth Conerly
Art Director    Frances Owen
Advertiser      Marshall Field & Co.

4. PRODUCT ILLUSTRATION. Color

MEDAL AWARD
Artist          Boris Arzybasheff
Art Director    Charles R. Prilik
Producer        J. Walter Thompson
Advertiser      The Parker Pen Co.

5. EDITORIAL ART.

MEDAL AWARD
Artist          Henry Maust
Art Director    L. H. Ingwersen
Advertiser      Kraft Foods Co.

MERIT AWARD
Artist          Mary Blair
Art Director    Tony Palazzo
Publication     Coronet Magazine

MERIT AWARD
Artist          Thurloe Connoly
Art Director    Bert Ray
Publication     Abbott Laboratories

MERIT AWARD
Artist          Ben Stahl
Art Director    Tony Palazzo
Publication     Esquire Magazine
AWARDS

CLASSIFICATION C

PHOTOGRAPHY . . . ADVERTISING AND EDITORIAL

1. GENERAL SUBJECT MATTER. Black and white.
   MEDAL AWARD
   Photographer     Kenneth Heilbron Studio
   Art Director     Hoskinson, Rohloff
   Advertiser       Carson Pirie Scott & Co.

2. GENERAL SUBJECT MATTER. Color (2 or more)
   MEDAL AWARD
   Photographer     Ruzzie Green
   Art Director     Robert D. Dohn
   Producer         Foote, Cone & Belding
   Advertiser       Pepsodent Co.

   MERIT AWARD
   Photographer     Victor Keppler
   Art Director     Herbert A. Smith
   Producer         Fuller & Smith & Ross
   Advertiser       Harris-Seybold Co.

3. PRODUCT ILLUSTRATION. Black and white.
   MEDAL AWARD
   Photographer     Emelie Danielson Nicholson
   Art Director     Tom Ross
   Producer         Ketchum, MacLeod & Grove, Inc.
   Advertiser       The Duncan & Miller Glass Co.

4. PRODUCT ILLUSTRATION. Color (2 or more)
   MEDAL AWARD
   Photographer     H. I. Williams
   Art Director     George Kossman
   Producer         Leo Burnett Co.
   Advertiser       American Meat Institute

   MERIT AWARD
   Photographer     A. George Miller
   Art Director     Frank Johnson
   Producer         Foote, Cone & Belding
   Advertiser       Armour & Co.

5. EDITORIAL PHOTOGRAPHY
   MEDAL AWARD
   Photographer     Sarra, Inc.
   Art Director     Bert Ray
   Publication       Abbott Laboratories

   MEDAL AWARD
   Photographer     Stephen Deutch
   Art Director     Leroy Winbush
   Publication       Ebony Magazine
CLASSIFICATION A Design of Complete Advertisement or Unit In:

MAGAZINES

1
Designer—A. D. Roy Larsen
Producer Foote, Cone & Belding
Advertiser Kimberly-Clark Corp.
Artist Francis Chase
Engraver Foote, Cone & Belding
Typographer Lettering, Inc.

2
Designer—A. D. Robert D. Dohn
Producer Foote, Cone & Belding
Advertiser Pepsodent Co.
Photographer Ruzzie Green
Engraver Foote, Cone & Belding

3
Designer—A. D. Douglas M. Smith
Producer The Buchen Co.
Advertiser Crane Co.
Artist Roswell Brown
Engraver Superior Engraving Co.
Typographer J. M. Bundscho, Inc.

4
Designer—A. D. Ben Larsen
Producer McCann-Erickson, Inc.
Advertiser Pillsbury Mills, Inc.

5
Designer—A. D. Ernest Allen
Producer Needham, Louis & Brorby, Inc.
Advertiser Rand McNally & Co.
Artist Fred Steffen
Engraver Thos. F. McGrath & Assoc.
Typographer J. M. Bundscho, Inc.

6
Designer—A. D. Harvey Olsen
Producer Needham, Louis & Brorby, Inc.
Advertiser Derby Foods, Inc.
Artist H. I. Williams
Engraver Collins, Miller & Hutchings, Inc.
Typographer Bertsch & Cooper

7
Designer—A. D. Leonard Lionni
Producer N. W. Ayer & Son, Inc.
Advertiser Felt & Tarrant Mfg. Co.
Artist Charles Addams
Engraver Chestnut St. Engr. Co.
Typographer N. W. Ayer & Son, Inc.
8
Designer—A. D. John E. Olsen
Producer Leo Burnett Co., Inc.
Advertiser Santa Fe System Lines
Designer—Artist Walter Reed
Engraver Rogers Engraving Co.
Typographer J. M. Bundscho, Inc.

9
Designer—A. D. Harry J. Cordesman
Producer Leo Burnett Co., Inc.
Advertiser Brown Shoe Co.
Artist Brinton Turkle
Engraver John & Ollier Engraving Co.
Typographer J. M. Bundscho, Inc.

10
Designer—A. D. M. F. Agha
Producer Leo Burnett Co., Inc.
Advertiser Minnesota Valley Canning Co.
Artist M. F. Agha
Engraver Collins & Alexander, Inc.
Typographer J. M. Bundscho, Inc.

11
Designer—A. D. Don Gerhardt
Producer Batten Barton Durstine & Osborn
Advertiser Westclox
Photographer Rodney Heetfield
Engraver Rogers Engraving Co.
Typographer J. M. Bundscho, Inc.

12
Designer—A. D. John Wilmarth
Producer Earle Ludgin & Co.
Advertiser Lucien Lelong, Inc.
Artist Susan Perl

13
Designer—A. D. Hoyt Howard
Producer Gardner Advertising Co.
Advertiser Johnson, Stephen & Shinkle Shoe Co.
Artists Jules Sacks & Sophi
Theodore
Engraver Rogers Engraving Co.
Typographers George Morgan and
Warwick Typographers

14
Art Directors Frederick W. Boulton,
George Allen
Producer J. Walter Thompson Co.
Advertiser Weaco Products Co.
Photographer Bauman-Greene

15
Designer—A. D. Charles R. Prilik
Producer J. Walter Thompson Co.
Advertiser Parker Pen Co.
| 16 | Designer—A. D. | J. Bob Wilson  
Producer | Wilhelm-Laughlin-Wilson & Assoc.  
Advertiser | Hughes Tool Co.  
Artist | John Pemberton Cowan  
Engraver | Southwestern Engraving Co.  
Typographer | Heavin & Hannah |
|---|---|---|---|---|---|
| 17 | Designer—A. D. | Harriet R. Beckman  
Producer | Kuttner & Kuttner  
Advertiser | Johnnye, Jr. and J. P. Allen & Co.  
Photographer | Richard Aredon  
Typographer | Monsen-Chicago |
| 18 | Designer—A. D. | Wm. H. Savin  
Producer | Roche, Williams & Cleary  
Advertiser | The Studebaker Corporation  
Photographer | Paul Hesse  
Engraver | Rogers Engraving Co.  
Typographer | J. M. Bundscho |
| 19 | Designer—A. D. | Lee King  
Producer | Weiss & Geller, Inc.  
Advertiser | Kuppenheimer Co.  
Engraver | Central Engraving  
Typographer | J. M. Bundscho |
| 20 | Designer—A. D. | Ted Adams  
Producer | C. Franklin Brown, Inc.  
Advertiser | International Minerals & Chemical Corp.  
Artist | Jim McCray  
Engraver | Collins, Miller & Hutchings, Inc.  
Typographer | Frederick Ryder & Co. |
| 21 | Designer—A. D. | Joseph Kubricht  
Producer | McCann-Erickson, Inc.  
Advertiser | International Harvester Co.  
Artist | Potter-Zeigler Studios |
| 22 | Designer—A. D. | A. A. Schmid  
Producer | McCann-Erickson, Inc.  
Advertiser | Camfield Manufacturing Co.  
Photographer | Charles F. Kuoni |
| 23 | Designer | Norman Christiansen  
Art Director | Walter Howe  
Producer | R. R. Donnelley & Sons Co.  
Advertiser | R. R. Donnelley & Sons Co. |
24
Designer—A. D. Edw. Mittelstadt
Producer H. M. Gross Co.
Advertiser Apex Smelting Co.
Artist Wm. Poenetz
Engraver Faithorn
Typographer Graphic Arts

25
Designer Elaine Stahl
Art Director Ralph Weir, Jr.
Producer Ralph Weir & Assoc.
Advertiser Leich Sales Corp.
Photographer Doris Calkins

* 26
Designer—Artist John Averill
Advertiser Veritone Co.

27
Designer Leonard Lionni
Art Director John Urbain
Producer N. W. Ayer & Son, Inc.
Advertiser Felt & Tarrant Mfg. Co.
Artist Jerome Snyder
Engraver Chestnut St. Engr. Co.
Typographer N. W. Ayer & Son, Inc.

* 28
Designer—Artist Edward Boehmer
Art Director George Hamm
Producer Evans Associates Co.
Advertiser Chicago Carton Co.
Photographer Stephen Deutch

29
Designer—Artist John Averill
Producer & Eng. Collins, Miller & Hutchings, Inc.

NEWSPAPERS • NATIONAL

30
Designer—A. D. Clark Maddock
Producer McCann Erickson, Inc.
Advertiser Standard Oil Co. of Ohio
Artist Richard Hook
Engraver Art Engraving & Colortype
Typographer Bohme & Blinkmann, Inc.

31
Designer—A. D. John E. Olson
Producer Leo Burnett Co., Inc.
Advertiser Santa Fe System Lines
Artist Sam Bates
Typographer Western Newspaper Union

* 32
Designer Victor B. Wells
Art Director Paul E. Beem
Producer The W. E. Long Co.
Advertiser Betsy Ross Bread
Artist Robert Rutherton
Engraver Liberty Engraving Co.
Typographer J. M. Bundscho, Inc.
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<tr>
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**NEWSPAPERS • LOCAL**

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<td>J. Walter Thompson Co.</td>
<td>Ford Motor Co.</td>
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<td>Paul Rohloff</td>
<td>Hoskinson &amp; Rohloff</td>
<td>Baskin</td>
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<td>Bracken &amp; Tyler Studio</td>
<td>Harry F. Lambert D’Arcy Advertising Co.</td>
<td>St. Louis Globe-Democrat Trent Eberts Warwick Typographers</td>
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<td>Donald G. Allen</td>
<td>McCann-Erickson, Inc.</td>
<td>Minneapolis Gas Light Co.</td>
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42
Designer Willa Menzel
Art Director Hoskinson & Rohloff
Advertiser Carson Pirie Scott & Co.
Artist Henry Clarkson
Engraver Washington Photo
Typographer Typographic Craftsmen

* 43
Designer—Artist Rainey Bennett
Art Director Frances Owen
Advertiser Marshall Field & Co.
Engraver Dot Engravers
Typographer Runkle-Thompson-Kovats

* 44
Designer—Artist Lester Beall
Art Director Frances Owen
Advertiser Marshall Field & Co.
Engraver Newsprint Engraving Co.

45
Designer—Artist Morton Goldsholl
Advertiser Art Institute of Chicago
Engraver Jahn & Ollier
Printer R. R. Donnelley & Sons Co.

46
Designer—Artist DeForest Sackett
Advertiser Carson Pirie Scott & Co.
Engraver Washington Photo
Typographer Typographic Craftsmen
Printer Spitz Printing Co.

* 47
Designer—Artist Morton Goldsholl
Producer Society of Typographic Arts
Engraver R. R. Donnelley & Sons Co.
Typographer R. R. Donnelley & Sons Co.
Printer Philip G. Reed
Paper McIntosh Paper Co.

48
Designer Howard Guernsey
Art Director Dan E. Smith
Producer Poole Bros. Inc.
Advertiser Link Belt Co.
Artist Whitaker Guernsey
Engraver Blomgren Bros.
Printer Poole Bros., Inc.

49
Designer—Artist Richard Lemen
Art Directors Sig Sivertson and James T. Mangan
Producer L’Esperance, Sivertson & Beran
Advertiser Mangan & Eckland
50
Designer—A. D.  Dan E. Smith
Producer       Poole Bros., Inc.
Advertiser    Tube Turns, Inc.
Artist        Whitaker Guernsey
Engraver     National Engraving
Printer       Poole Bros., Inc.

51
Designer—A. D.  Victor B. Wells
Producer       B. W. Schenker
Advertiser    The Sheldon-Claire Co.
Artist        Graphic Illustrators
Typographer  Herman Typographers
Printer       I. S. Berlin Printing & Lithographing Co.

52
Designer        Grant-Jacoby Studios
Art Director    Warren Wetherell
Producer       Jerry Bryant Advertising
Advertiser    Monsen-Chicago
Typographer  Monsen-Chicago
Printer       Veritone Co.

53
Designer—A. D.  Dan E. Smith
Advertiser    Poole Bros., Inc.
Artist        Ralph Johnstone
Engraver     National Engraving
Printer       Poole Bros., Inc.

54
Designer—A. D.  Arthur F. Erickson
Producer       Bielefeld Studios
Advertiser    Florsheim Shoe Co.
Photographer  Edward Rinker
Typographer  Hayes Lochner
Printer       Inland Lithograph Co.

55
Designer        Roslyn Mando Foley
Art Director    Frances Owen
Advertiser    Marshall Field & Co.
Artists       F. Willming; W. Bowman
Engraver     Jahn & Ollier
Printer       Geo. F. McKiernan & Co.

56
Designer—Artist  John Averill
Typographer    Hayes-Lochner, Inc.
Printer        Veritone Co.

57
Designer        Dan Smith
Art Director    Wilbur Meese
Producer       Poole Bros., Inc.
Advertiser    Eli Lilly and Co.
Typographer  Poole Bros., Inc.

58
Designer        Norman Christiansen
Art Director    Walter Howe
Producer       R. R. Donnelley & Sons Co.
Advertiser    Northern Indiana Public Service Co.
59
Designer—A. D. Ray W. Dennis
Producer E. F. Schmidt Co.
Artist Richard Jansen
Printer E. F. Schmidt Co.

60
Designer Doug Lang
Art Director Walter Howe
Advertiser R. R. Donnelley & Sons Co.
Photographer Dr. John P. Benus

61
Designer—A. D. E. Willis Jones
Advertiser Bismarck Hotel
Artist Joseph Feher
Typographer Bertsch & Cooper
Printer McCormick & Henderson, Inc.

63
Designer—Artist Cal Dunn
Advertiser Sears, Roebuck & Co.
Printer M. L. Franklin Co.

64
Designer—A. D. Don Louis Ruf
Producer Foote, Cone & Belding
Advertiser Armour & Co.
Artist Jack White
Printer Oval & Koster

65
Designer—A. D. Harvey Olsen
Producer Needham, Louis & Brorby
Advertiser Swift & Co.
Artists Bill Fleming and H. I. Williams
Lithographer I. S. Berlin Printing Co.

66
Designer—A. D. Sol J. Berger
Producer Vision, Inc.
Advertiser Canadian Ace Brewing Co.
Artist Fred Denzler
Printer 3 Dimensions

67
Designer—A. D. Al Palmer
Producer Young & Rubicam, Inc.
Advertiser The Pullman Co.
Photographer Karl Oeser
Printer R. R. Donnelley & Sons Co.
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<td>Photographer</td>
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<td>Designer—Artist</td>
<td>Morton Goldsholl</td>
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<td>Designer</td>
<td>Harry Slutkin</td>
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<td>Sibley McCaslin</td>
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<td>Artist</td>
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<td>Engraver</td>
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<td>Premier Engraving Co.</td>
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<td>75</td>
<td>Designer—A. D.</td>
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76
Designer—A. D. Mal Ahlgren
Producer Ben W. Schenker
Advertiser Belnap and Thompson, Inc.
Photographer Commercial Illustrators, Inc.
Engraver Pontiac Engraving Co.
Typographer Monsen-Chicago
Printer Regenstein Inc.

77
Designer William Fleming
Art Director Robert D. Tucker
Advertiser Abbott Laboratories International
Engraver Premier Engraving Co.
Typographer Runkle-Thompson-Kovats, Inc.
Printer Runkle-Thompson-Kovats, Inc.

78
Designer—A. D. Ione Shriver
Producer Tempo Inc.
Advertiser United States Gypsum

79
Designer—Artist Hoffman and Patterson
Art Director Bert Ray
Advertiser Abbott Laboratories
Engraver Premier Engraving Co.
Printer Runkle-Thompson-Kovats, Inc.

80
Designer—A. D. Bert Ray
Advertiser Abbott Laboratories
Artist George McVicker
Engraver Collins Miller & Hutchings, Inc.
Printer Runkle-Thompson-Kovats, Inc.

81
Designer—A. D. Wilbur Meese
Producer R. R. Donnelley & Sons Co.
Advertiser Eli Lilly & Co.
Artist Joseph Feher

82
Designer W. Dwight Smith
Art Director Robert D. Tucker
Advertiser Abbott International
Engraver Premier Engraving Co.
Printer Runkle-Thompson-Kovats
83
Artist  Felix Palm
Art Director  Orville Sheldon
Producer  Kuttner & Kuttner, Inc.
Advertiser  Richheimer Coffee Co.

84
Artist  Sol Berger
Art Director  Mort Wilson
Producer  Hamilton Advertising Agency
Advertiser  General Portland Cement Co.

85
Artist  Clement Cykowski
Art Director  Clement Cykowski
Producer  Lang, Fisher & Stashower
Advertiser  The Montefiore Home for the Aged

86
Artist  Ed Pivo
Art Director  William H. Savin
Producer  Roche, Williams & Cleary, Inc.
Advertiser  The Studebaker Corp.

87
Artist  Azio Martinelli
Art Director  Leon Karp
Producer  N. W. Ayer & Son, Inc.
Advertiser  Felt & Tarrant Mfg. Co.

88
Artist  Howard Mueller
Art Director  Tom Wess
Producer  Needham, Louis & Brorby
Advertiser  Swift & Co.

89
Artist  Fred Steffen
Art Director  Ernest Allen
Producer  Needham, Louis & Brorby
Advertiser  Rand McNally & Co.

90
Artist  Fred Steffen
Art Director  Fred Bager, Jr.
Producer  Scott-Tefander
Advertiser  Evinrude Motors

* 91
Artist  Fred Steffen
Art Director  Ted Adams
Producer  C. Franklin Brown, Inc.
Advertiser  United Electric Coal Companies

92
Artist  Norman Christiansen
Art Director  Taylor Poore
Producer  Tempo, Inc.
Advertiser  Tempo, Inc.
93
Artist Fred Steffen
Art Director Fred Steffen
Producer Leo Burnett Co., Inc.
Advertiser The Rudolph Wurlitzer Co.

94
Artist Eddie Bedno
Art Director Mort Levin
Advertiser Kroch's Bookstores

95
Artist Joseph Feher
Art Director Gene Raven
Producer Tempo, Inc.
Advertiser United Airlines

* 96
Artist Joseph Feher
Art Director Gene Raven
Producer Tempo, Inc.
Advertiser United Airlines

97
Artist Haddon Sundblom
Art Director A. Blomquist
Producer J. Walter Thompson Co.
Advertiser Association of Breweries

98
Artist Edward A. Wilson
Art Director Walter Howe
Producer R. R. Donnelley & Sons Co.
Advertiser Eli Lilly & Co.

99
Artist Dale Nichols
Art Director Walter Howe
Producer R. R. Donnelley & Sons Co.
Advertiser Eli Lilly & Co.

100
Artist Edward A. Wilson
Art Director Walter Howe
Producer R. R. Donnelley & Sons Co.
Advertiser Eli Lilly & Co.

101
Artist Rainey Bennett
Art Director Walter Howe
Producer R. R. Donnelley & Sons Co.
Advertiser Eli Lilly & Co.

102
Artist Ken Clarkson
Art Director Tom Ross
Producer Ketchum, MacLeod & Grove, Inc.
Advertiser Koppers Co., Inc.

103
Artist James McCray
Art Director Ted Adams
Producer C. Franklin Brown, Inc.
Advertiser International Minerals & Chemicals

104
Artist James McCray
Art Director Dan Smith
Producer Tempo, Inc.
Advertiser Trans Continental Passenger Assoc.

105
Artist Joseph Feher
Art Director E. Willis Jones
Advertiser Bismarck Hotel
106
Artist: Joseph Feher
Art Director: E. Willis Jones
Adviser: Bismarck Hotel

107
Art: Ian Balet
Art Director: M. F. Agha
Producer: Leo Burnett Co., Inc.
Adviser: Brown Shoe Co.

108
Art: Umberto Romano
Art Director: Bert Ray
Producer: Abbott Laboratories
Adviser: Abbott Laboratories

109
Art: Fletcher Martin
Art Director: Bert Ray
Producer: Abbott Laboratories
Adviser: Abbott Laboratories

110
Art: Joseph Hirsch
Art Director: Bert Ray
Producer: Abbott Laboratories
Adviser: Abbott Laboratories

111
Art Director: Lawrence Beall Smith
Art: Bert Ray
Producer: Abbott Laboratories
Adviser: Abbott Laboratories

112
Art: Nura
Art Director: Bert Ray
Producer: Abbott Laboratories
Adviser: Abbott Laboratories

113
Artist: Haddon H. Sundblom
Art Director: Wilbur Smart
Producer: D'Arcy Advertising Co.
Adviser: The Coca-Cola Co.

114
Art: Earl Gross
Art Director: Ted Adams
Producer: C. Franklin Brown, Inc.
Adviser: International Minerals & Chemical Co.

115
Art: Francis Chase
Art Director: Walter Howe
Producer: R. R. Donnelley & Sons Co.
Adviser: Eli Lilly & Co.

116
Art: Joseph Feher
Art Director: Walter Howe
Producer: R. R. Donnelley & Sons Co.
Adviser: Eli Lilly & Co.

118
Art: Joseph Feher
Art Director: Walter Howe
Producer: R. R. Donnelley & Sons Co.
Adviser: Eli Lilly & Co.

119
Art: Raymond Breinin
Art Director: Walter Howe
Producer: R. R. Donnelley & Sons Co.
Adviser: Eli Lilly & Co.

120
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Art Director: Gene Raven
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Adviser: United Airlines
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| 122 | Artist | Rudy Potts  
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| 123 | Artist | Albert Dorne  
| Art Director | Robert D. Dohn  
| Producer | Foote, Cone & Belding  
| Advertiser | Hiram Walker & Sons, Inc.  
| 124 | Artist | Fred Ludekens  
| Art Director | Robert D. Dohn  
| Producer | Foote, Cone & Belding  
| Advertiser | Hiram Walker & Sons, Inc.  
| 125 | Artist | Bee Johnson  
| Art Director | John B. Breunig  
| Producer | Foote, Cone & Belding  
| Advertiser | Armour & Co.  
| 126 | Artist | Tom Hall  
| Art Director | John B. Breunig  
| Producer | Foote, Cone & Belding  
| Advertiser | Armour & Co.  
| 127 | Artist | Sam Bates  
| Art Director | John B. Breunig  
| Producer | Foote, Cone & Belding  
| Advertiser | Armour & Co.  
| 128 | Artist | A. E. Brotman  
| Art Director | Paul Meyers  
| Producer | Brooks, Smith, French & Dorrance, Inc.  
| Advertiser | Bundy Tubing Co.  
| 129 | Artist | Frederic Tellander  
| Art Director | William H. Savin  
| Producer | Roche, Williams & Cleary, Inc.  
| Advertiser | The Studebaker Corp.  
| 130 | Artist | Fred Ludekens  
| Art Director | Frederick W. Boulton  
| Producer | J. Walter Thompson Co.  
| Advertiser | Swift & Co.  
| 131 | Artist | Tom Hall  
| Art Director | Roy Larson  
| Producer | Foote, Cone & Belding  
| Advertiser | Kimberly-Clark Corp.  
| 132 | Artist | Rainey Bennett  
| Art Director | Frances Owen  
| Advertiser | Marshall Field & Co.  
| 133 | Artist | Fran Foley  
| Art Director | Frances Owen  
| Advertiser | Marshall Field & Co.  
| 134A | Artist | Fran Foley  
| Art Director | Frances Owen  
| Advertiser | Marshall Field & Co.  
| 134B | Artist | Rainey Bennett  
| Art Director | Frances Owen  
| Advertiser | Marshall Field & Co.  

| 135 | Artist       | Dave Mink         |
|     | Art Director | Ted Adams         |
|     | Producer     | C. Franklin Brown, Inc. |
|     | Advertiser   | International Minerals Chemical Corp. |

**PRODUCT ILLUSTRATION**
**BLACK AND WHITE**

| 136 | Artist       | Charles McBarron |
|     | Art Director | Luther Johnson   |
|     | Producer     | Batten, Barton, Durstine & Osborn |
|     | Advertiser   | Wilson Brothers |

| 137 | Artist       | John McCormack   |
|     | Art Director | John B. Breunig  |
|     | Producer     | Foote, Cone & Belding |
|     | Advertiser   | Armour & Co.     |

| 138 | Artist       | Ruth Conerly     |
|     | Art Director | Francis Owen     |
|     | Producer     | Marshall Field & Co. |

| 140 | Artist       | Tom Hall         |
|     | Art Director | Luther Johnson   |
|     | Producer     | Batten, Barton, Durstine & Osborn |
|     | Advertiser   | Hart Schaffner & Marx |

| 141 | Artists      | Len McCulloch and Tran Mawicke |
|     | Art Director | Zygmunt Karchevski |
|     | Producer     | Brooke, Smith, French & Dorrance, Inc. |
|     | Advertiser   | Hudson Motor Car Co. |

| 142 | Artist       | John Howard      |
|     | Art Director | Robert D. Dohn   |
|     | Producer     | Foote, Cone & Belding |
|     | Advertiser   | Hiram Walker & Sons, Inc. |

| 117 | Artist       | Paul Gerdinger   |
|     | Art Director | J. E. Schiffer   |
|     | Producer     | Aubrey, Moore & Wallace, Inc. |
|     | Advertiser   | International Harvester Co. |

| 143 | Artist       | Boris Artybasheff |
|     | Art Director | Charles R. Prilik |
|     | Producer     | J. Walter Thompson Co. |
|     | Advertiser   | The Parker Pen Co. |

| 144 | Artist       | Lyman Simpson    |
|     | Art Director | John E. Olson    |
|     | Producer     | Leo Burnett Co., Inc. |
|     | Advertiser   | Pillsbury Mills, Inc. |

| 145 | Artist       | Henry Maust      |
|     | Art Director | L. H. Ingwersen  |
|     | Producer     | J. Walter Thompson Co. |
|     | Advertiser   | Kraft Foods Co.  |
### Editorial Art

**Black and White or Color**

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**Photographer**
Underwood & Underwood

**Art Director**
William Kinzer

**Producer**
Kircher, Helton & Collett, Inc.

**Advertiser**
Howard Paper Mills, Inc.

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### 174
**Photographer**
Victor Keppler

**Art Director**
Wilbur Meese

**Producer**
Eli Lilly & Co.

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### 175
**Photographer**
Paul Hesse

**Art Director**
William H. Savin

**Producer**
Roche, Williams & Cleary, Inc.

**Advertiser**
The Studebaker Corp.

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### 176
**Photographer**
Karl Oeser

**Art Director**
Don Avery

**Producer**
Hill Blackett

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morton Salt

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### 177
**Photographer**
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**Art Director**
Richard Reins

**Producer**
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**Advertiser**
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### 178
**Photographer**
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**Art Director**
Herbert A. Smith

**Producer**
Fuller & Smith & Ross

**Advertiser**
Harris-Seybold Co.

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### 179
**Photographer**
Charles Burgess

**Art Director**
Ben Larsen

**Producer**
McCann-Erickson, Inc.

**Advertiser**
Pillsbury Mills, Inc.

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### 180
**Photographer**
Charles Burgess

**Art Director**
Ben Larsen

**Producer**
McCann-Erickson, Inc.

**Advertiser**
Pillsbury Mills, Inc.

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### 181
**Photographer**
Pennebaker-Ryan

**Art Director**
Ken White

**Producer**
Needham, Louis & Broerby

**Advertiser**
S. C. Johnson & Son, Inc.

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### 182
**Photographer**
Reed Wallace

**Art Director**
Dwight Reynolds

**Producer**
Henri Hurst McDonald

**Advertiser**
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### 183
**Photographer**
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**Art Director**
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**Producer**
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### 184
**Photographer**
Stephen Heiser

**Art Director**
Hal Klaau

**Producer**
Abbott Kimball Co., Inc.

**Advertiser**
The Haeger Potteries, Inc.

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### 185
**Photographer**
Ruzzie Green

**Art Director**
Robert D. Dohn

**Producer**
Foote Cone & Belding

**Advertiser**
Pepsodent Co.

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### 186
**Photographer**
Ruzzie Green

**Art Director**
Robert D. Dohn

**Producer**
Foote Cone & Belding

**Advertiser**
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Art Director: Victor B. Wells  
Producer: B. W. Schenker  
Advertiser: The Sheldon-Claire Co.

* 188
Photographer: Ruzzie Green  
Art Director: Robert D. Dohn  
Producer: Foote Cone & Belding  
Advertiser: Pepsodent Co.

* 189
Photographer: Victor Keppler  
Art Director: Herbert A. Smith  
Producer: Fuller & Smith & Ross  
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Photographer: Stephen Heiser  
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Producer: Young & Rubicam, Inc.  
Advertiser: Hammond Instrument Co.

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Photographer: Emelie Danielson Nicholson  
Art Director: Tom Ross  
Producer: Ketchum, MacLeod & Grove, Inc.  
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Photographer: Emelie Danielson Nicholson  
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196
Photographer: Emelie Danielson Nicholson  
Art Director: Tom Ross  
Producer: Ketchum, MacLeod & Grove, Inc.  
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Producer: McCann-Erickson, Inc.  
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199
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Art Director  John B. Breunig
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Advertiser  Armour and Co.

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Photographer  Charles Kuoni
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Producer  Foote, Cone & Belding
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Photographer  Karl Oeser
Art Director  William D. Crooks
Producer  Eli Lilly & Co.
Advertiser

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Photographer  Stephen Heiser
Art Director  Kenneth G. Boehnert
Producer  Maxon, Inc.
Advertiser  The Magnavox Co.

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Photographer  Stephen Heiser
Art Director  Kenneth G. Boehnert
Producer  Maxon, Inc.
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Photographer  Stephen Heiser
Art Director  Kenneth G. Boehnert
Producer  Maxon, Inc.
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Photographer  Stephen Heiser
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Producer  Maxon, Inc.
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Photographer  Stephen Heiser
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Photographer  Stephen Heiser
Art Director  Kenneth G. Boehnert
Producer  Maxon, Inc.
Advertiser  The Magnavox Co.

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Photographer  H. I. Williams
Art Director  John E. Olson
Producer  Leo Burnett Co., Inc.
Advertiser  The Magnavox Co.

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Wayne Miller
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Wallace Hainline
Producer
Meredith Publishing Co.
Publication
Better Homes & Gardens

231
Photographer
Charles Kuoni
Art Director
Wallace Hainline & Bert Dieter
Producer
Meredith Publishing Co.
Publication
Better Homes & Gardens

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Photographer
H. I. Williams
Art Director
Wallace Hainline & Bert Dieter
Producer
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Publication
Better Homes & Gardens
AWARDS DINNER

This year for the first time, announcement of award winners has been withheld until the dinner on the theory that suspense and surprise adds zest to such occasions. We are honored to have as our guests Mr. and Mrs. Frank Lloyd Wright of Spring Green, Wisconsin, Mr. and Mrs. Joseph Binder of New York City and members of the Jury of Awards.
HIGHLIGHTS OF 1947-48

September
☆ Information Please; Opening session of monthly Educational feature, 7 PM; Host, Container Corporation; Subject “Packaging.”
☆ Regular Monthly Luncheon Meeting. Tavern Club; Guests: Connie Seaman and models; “Oh for the Life of a Model.”

October
☆ Information Please; Host, Poole Bros.; “A Trek thru the Printing Processes.”
☆ Regular Luncheon Meeting; Guests of honor, Hays MacFarland and ADCC Charter Members; “Our 15th Anniversary.”
☆ ADCC Class in Speaking; Opening Session (continued every Monday evening thru March).

November
☆ Information Please; Host, Frank Lewis Studios; “Making Starch Ratings Work for You.”
☆ Regular Luncheon Meeting; Guests of honor, officers and directors of newly formed Agency Production Men’s Club.

December
☆ Regular Luncheon Meeting; Guest of honor, Sterling Peacock; “Faculties to look for in an A.D.”
☆ Information Please; Host, Bielefeld Studios; “We pick up your job... but then what?”

January
☆ Information Please; Host, Kuban-Nicholson; “What can be done with Silk Screen?”
☆ Regular Luncheon Meeting; Guest of honor, Harry Burke; “Do it with Type... but right!”

February
☆ Inception of a Joint Council for Graphic Arts, a new coordinating body of all graphic art interests.
☆ Information Please; Host, Lawrence, Inc.; “The Photo Engraving process.”
☆ Regular Luncheon Meeting; Guests of honor, members of Joint Council for Graphic Arts; “What is the Council and What Will It Do?”

March
☆ Information Please; Host, Kling Studios; “What Price Layout?”
☆ Regular Luncheon Meeting; Guest of honor, Valentino Sarra; “Getting That Photo!”
☆ Special Luncheon at Wedgewood Room; Awards Presentation, 16th Annual Exhibit of Outdoor Posters. Guest of honor, George Walker.

April
☆ Information Please; Host, Lettering, Inc., “Hand Lettering and Photo Type.”
☆ Regular Luncheon Meeting; Guest of honor, Jean O. Reinecke; “Product Design.”

May
☆ 16th Annual Exhibit of Advertising and Editorial Art, Art Institute of Chicago, May 3-16.
☆ Annual Awards Dinner, Red Lacquer Room; Guests of honor, Frank Lloyd Wright, Joseph Binder, Daniel Caton Rich; Award presentation.
☆ Information Please; Host, Whitaker-Guerney Studios; “What can ADCC do for the Art Director and... likewise!”
☆ Inception of ADCC Speakers Bureau; Lecture service on Graphic Arts, available soon.

June
☆ Annual Meeting and Election of Officers, closes the ADCC official club year.
With one of the largest and finest exhibits of Advertising Art in its history . . . the Art Directors Club of Chicago reached its climax of the Club year 1947-'48.

This has been a big year for the Club. A year that sees our membership at an all-time high . . . our program of activities on an ever expanding trend . . . participation by members exceeding all expectation.

To meet today's demand for even greater versatility in his work . . . the Art Director seeks knowledge in the field of selling, in market research, public speaking, business administration and the constant technical advances in printing and reproduction processes, as well as progress in his own field of art and photography.

Through educational activities, such as "Information Please," with its field tours, panel discussions and technical clinics . . . the Club provides invaluable opportunity for its membership to gain experience in all these.

While ADCC enjoys the usual social activities, with a luncheon meeting every month and several affairs through the year . . . it is far from being a "social" club. Our long-range program lays down many worthy objectives, some of them even of a civic nature. In all of these, we acknowledge our responsibilities to Advertising, the Graphic Arts, the Schools and the Community.

Fired by the underlying principles and objectives of our Club, every Art Director-member faces the future with the confidence born of a capacity to handle. And achievement . . . far beyond the usual . . . may be expected, individually in his own job and collectively as ADCC. The fine calibre of this year's 16th Annual Exhibit of Advertising Art, attests to this.

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This catalog was designed by Eva Hoffman; composed and printed by Poole Bros. Inc.; engravings by Collins, Miller & Hutchings. 1500 copies for exhibitors, members and friends of ADCC.

The Certificates of Award were designed by E. Willis Jones; composed and printed by Philip Reed at October House; the calligraphy is by Joseph Carter.

The above are all thanked for their cooperation and for production at cost or less.
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