jury of awards

design of complete advertisement or unit

Maurice H. Needham
President, Needham, Louis & Brorby, Inc.

Carl Jacoby
Designer, Art Director — Grant-Jacoby Studios

Frederick W. Boulton
Vice President, Art Director, J. Walter Thompson Co.

Albert Kner
Art Director, Container Corporation of America

E. Willis Jones
Art Director

art—advertising and editorial

George Burtin Cumming
Director, Milwaukee Art Institute, Milwaukee, Wisconsin

Earle Ludgin
President, Earle Ludgin & Company

Wallace F. Hainline
Art Director, Meredith Publishing Company, Des Moines, Iowa

Howard Guernsey
Designer, Art Director, Whitaker-Guernsey Studio

Earl Gross
Artist, Stevens-Gross Studios

photography—advertising and editorial

Fairfax M. Cone
Vice President, Foote, Cone & Belding

Serge Chermayeff
President, The Institute of Design

Charles F. Kuoni
Photographer

Taylor Poore
Designer, Art Director, Tempo, Inc.

Don McCray
Art Director
foreword—You will have a better understanding of this show, and possibly a greater appreciation of its contents, if you keep one thing foremost in mind as you view it. Please remember that all these exhibits are designed for advertising . . . and advertising is designed to do one thing—sell a product or an idea. The seller employs advertising as a means of presenting his product to the buying public. And of course he wants to present it in the finest possible showcase. It is the function of the Art Director to provide this showcase. He must work with the facts about the product and the market, and with the words which the copywriter uses to make a convincing sale. With his knowledge of design, and with the use of drawings, photography, type and other devices, the Art Director combines all the visual appeals at his command into a dramatic, interesting, readable presentation. In the School of the Art Institute, and in all the other art schools of this area are the future artists and Art Directors. To these people particularly, we hope this exhibit will provide a source of information and of inspiration. To the general public, we hope it will serve to illustrate some of the interesting things which go on behind the scenes in the creation of the advertising pages of magazines and newspapers and of booklets, circulars and other advertising literature. Art Directors Club of Chicago, Malcolm A. Jennings, Exhibit Chairman
| 1. magazines | medal award | Designer-Ad. | Charles R. Prilik and Frederick W. Boulton |
|              |            | Producer     | J. Walter Thompson Co. |
|              |            | Advertiser   | Swift & Co. |
|              |            | Photographer | Charles F. Kuoni |
|              | merit award | Designer-Ad. | Carl J. Brise and Scott Park |
|              |            | Producer     | Neecham, Louis & Brorby, Inc. |
|              |            | Advertiser   | Derby Foods, Inc. |
|              |            | Artist       | H. I. Williams |
|              | merit award | Designer-Ad. | Dean Coyle |
|              |            | Producer     | D'Arcy Advertising Co. |
|              |            | Advertiser   | Lees Carpets |
|              |            | Artist       | Jan Balet |
|              | merit award | Designer-Ad. | Leon Karp |
|              |            | Producer     | N. W. Ayer & Son, Inc. |
|              |            | Advertiser   | Felt & Tarrant Mfg. Co. |
|              |            | Artist       | Roger Duvoisin |
|              | 2. trade periodicals | Designer-Artist | Hal Smiley |
|              | medal award | Producer     | Collins, Miller & Hutchings, Inc. |
|              |            | Advertiser   | Chicago Federated Advertising Club |
|              | merit award | Designer-Ad. | Edith Jaffy |
|              |            | Producer     | N. W. Ayer & Son, Inc. |
|              |            | Advertiser   | Chicago Tribune |
|              |            | Artist       | Elsie Reber |
|              | merit award | Designer-Artist | John Averill |
|              |            | Producer and Advertiser | Collins, Miller & Hutchings, Inc. |
|              | merit award | Designer-Ad. | Warren B. Wetherell |
|              |            | Producer     | Warren Wetherell & Assoc. |
|              |            | Advertiser   | Monsen-Chicago, Inc. |
|              |            | Agency       | Jerry Bryant Advertising |
|              |            | Artist       | Phoebe Mooro |
|              | 3. newspapers | Designer-Artist | Raine Bennett |
|              | medal award | Art Director | Frances Owen |
|              |            | Advertiser   | Marshall Field & Company |
|              | merit award | Designer-Artist | Wilbert Mayers |
|              |            | Art Director | Frances Owen |
|              |            | Advertiser   | Marshall Field & Company |
|              | merit award | Designer-Ad. | William Wood |
|              |            | Producer     | N. W. Ayer & Son, Inc. |
|              |            | Advertiser   | Illinois Bell Telephone Co. |
|              |            | Artist       | Joseph Kramer |
4. Direct Mail medal award 61
   Designer-A.D.
   Producer
   Artist
   Advertiser
   Don E. Smith
   Poole Bros., Inc.
   Bruce Beck
   Abbott Laboratories

merit award 62
   Designer-Artist
   Producer
   Advertiser
   Gene Sharp
   Tempo, Inc.
   Carrier Corporation

merit award 63
   Designer-A.D.
   Producer
   Advertiser
   Don E. Smith
   Poole Bros., Inc.
   Collins, Miller & Hutchings, Inc.

5. Display and Miscellaneous medal award 89
   Designer-Artist
   Art Director
   Advertiser
   Morton Goldsholl
   Egbert Jacobson
   Paul Theobald

medal award 90
   Designer-Artist
   Art Director
   Producer
   Advertiser
   Jack Penson
   Albert Kner
   Container Corp. of America
   Corning Glass Works

merit award 91
   Designer-Artist
   Art Director
   Producer
   Advertiser
   Priscilla Young
   Albert Kner
   Container Corp. of America
   Sears, Roebuck & Co.

6. Editorial Design medal award 93
   Designer-A.D.
   Producer and Advertiser
   Publication
   Artists
   Bert Ray
   Abbott Laboratories
   What's New
   Doris Lee and others
classification b—art... advertising and editorial
classification of photography ... advertising and editorial
### 1. Magazines

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<td>Designers-A.D.</td>
<td>Carl J. Briese and Scott Park</td>
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<td>Dean Coyle</td>
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19 Designer-A.D. 
Producer 
Advertiser 
Artist 

19 Len Avery 
McCann-Erickson, Inc. 
International Harvester Export Co. 
Don Mills 

20 Designers-A.D. 
Producer 
Advertiser 
Artist 

20 Frederick W. Boulton 
and Charles R. Prilik 
J. Walter Thompson Co. 
Parker Pen Co. 
William Scharon 

21 Designer 
Art Director 
Advertiser 

21 Francis Foley 
Frances Owen 
Marshall Field & Company 

22 Designer-A.D. 
Producer 
Advertiser 
Artist 

22 Robert D. Dohn 
Foote, Cone & Belding 
Hiram Walker & Sons, Inc. 
Robert Fawcett 

23 Designer-A.D. 
Producer 
Advertiser 
Photographer 

23 Carl J. Briese 
Needham, Louis & Brorby, Inc. 
Morton Salt Co. 
H. I. Williams 

24 Designer-A.D. 
Producer 
Advertiser 
Photographer 
Artist 

24 John B. Brunnig 
Foote, Cone & Belding 
Armour & Co. 
Charles F. Kuoni 
John Howard 

25 Artist-A.D. 
Producer 
Advertiser 

25 George A. Kossman 
Leo Burnett Co., Inc. 
Minnesota Valley Canning Co. 

26 Designer-A.D. 
Producer 
Advertiser 
Artist 

26 Bert Ray 
Tempo, Inc. 
Abbott Laboratories 
Gene Sharp 

27 Producer 
Advertiser 
Artists 

27 Leo Burnett Co., Inc. 
Brown Shoe Co. 
Bielefeld Studios, Inc. 

28 Designer-A.D. 
Producer 
Advertiser 
Artist 

28 Bart West 
Needham, Louis & Brorby, Inc. 
Swift & Co. 
Bob O'Reilly 

29 Designer-A.D. 
Producer 
Advertiser 
Photographers 

29 Byron C. Drachman 
Leo Burnett Co., Inc. 
Pillsbury Mills, Inc. 
De Vos-Van Boerle 

30 Designer-A.D. 
Producer 
Advertiser 
Artist 

30 Leon Karp 
N. W. Ayer & Son, Inc. 
Felt & Tarrant, Ltd. 
John Tennial (Reproduction) 

2. Trade periodicals 

modal 31 Designer-Artist 
Producer 
Advertiser 

modal 31 Hal Smiley 
Collins, Miller & Hutchings, Inc. 
Chicago Federated Advertising Club 

merit 32 Designer-A.D. 
Producer 
Advertiser 
Artist 

merit 32 Edith Jaffy 
N. W. Ayer & Son, Inc. 
Chicago Tribune 
Elsa Reber 

merit 33 Designer-Artist 
Producer and Advertiser 
Artist 

merit 33 John Averill 
Collins, Miller & Hutchings, Inc. 

merit 34 Designer-A.D. 
Producer 
Advertiser 
Agency 
Artist 

merit 34 Warren B. Wetherell 
Warren Wetherell & Assoc. 
Monsen-Chicago, Inc. 
Jerry Bryant Advertising 
Phoebe Moore 

34a Designer-A.D. 
Producer 
Advertiser 
Agency 
Artist 

34a Warren B. Wetherell 
Warren Wetherell & Assoc. 
Monsen-Chicago, Inc. 
Jerry Bryant Advertising 
Phoebe Moore
35 Designer-Artist
    Producer and Advertiser
    Fred Steffen
    Collins, Miller & Hutchings, Inc.

36 Designer-A.D.
    Producer
    Advertiser
    Bert Ray
    Tempo, Inc.
    Abbott Laboratories
    James McCray

37 Designer-A.D.
    Producer
    Advertiser
    Artist
    Bert Ray
    Tempo, Inc.
    Abbott Laboratories
    James McCray

38 Designer-A.D.
    Producer
    Advertiser
    Artist
    Len Avery
    McCann-Erickson, Inc.
    International Harvester
    Norman Rich

39 Designer-Artist
    Art Director
    Advertiser
    Morton Goldsholl
    Robert Tucker
    Abbott Laboratories Export Corp.

39a Designer-Artist
    Art Director
    Advertiser
    Morton Goldsholl
    Robert Tucker
    Abbott Laboratories Export Corp.

40 Designer-A.D.
    Producer
    Advertiser
    Artists
    Frank Johnson
    Foote, Cone & Belding
    Armour & Co.
    Whitaker-Guernsey Studio, Inc.

41 Designer-Artist
    Producer
    Advertiser
    Wynn Belford
    Howard H. Monk & Assoc.
    Samuel Spitz & Sons

42 Designer-A.D.
    Producer
    Advertiser
    Artist
    Scott Robertson
    Homer J. Buckley & Assoc., Inc.
    The Veritone Co.
    John Averill

43 Designer-A.D.
    Producer
    Advertiser
    Artist
    Scott Robertson
    Homer J. Buckley & Assoc., Inc.
    The Veritone Co.
    John Averill

44 Designer-A.D.
    Producer
    Advertiser
    Artist
    Clarence N. Johnson
    Reinecke, Meyer & Finn
    Sloan Valve Co.
    Fred Steffen

45 Designer-Artist
    Producer and Advertiser
    Dorothy Mylrea
    Collins, Miller & Hutchings, Inc.

46 Designer-A.D.
    Producer
    Advertiser
    Artist
    Frank Johnson
    Foote, Cone & Belding
    Armour & Co.
    Franklin McMahon

47 Designer-A.D.
    Producer
    Advertiser
    Artist
    George Hamm
    Glenn Jordan Stoetzel Inc.
    Chicago Car ton Co.
    Edward A. Boehmer

48 Designer-A.D.
    Producer
    Advertiser
    Artist
    Frank Johnson
    Foote, Cone & Belding
    Armour & Co.
    Franklin McMahon

49 Designer-A.D.
    Producer
    Advertiser
    Artist
    R. H. Milburn
    C. Franklin Brown Inc.
    International Minerals & Chemical Corp.
    Fred Steffen

3. newspapers

total 50 Designer-Artist
    Art Director
    Advertiser
    Rainey Bennett
    Frances Owen
    Marshall Field & Company

merit 51 Designer-Artist
    Art Director
    Advertiser
    Wilbert Meyers
    Frances Owen
    Marshall Field & Company
|    | Producer     | Joseph Kramer |
| 53 | Designer-Artist | Faith Weiss | Frances Owen |
|    | Art Director | Marshall Field & Company |
| 54 | Designer-A.D. | Paul Rohlff | Kay Griffin |
|    | Art Director | Hoskinson, Rohlff & Assoc. |
|    | Producer     | Carson Pirie Scott & Co. |
|    | Advertiser   | Henry Clarkson |
| 55 | Designer-Artist | Franklin McMahon | Wallace Crawford |
|    | Art Director | John A. Colby & Sons |
| 56 | Designer-Artist | Roslyn Mando Foley | Frances Owen |
|    | Art Director | Marshall Field & Company |
| 57 | Designer-A.D. | Paul Rohlff | Kay Griffin |
|    | Art Director | Hoskinson, Rohlff & Assoc. |
|    | Producer     | Carson Pirie Scott & Co. |
|    | Advertiser   | Joan Jacobs |
| 58 | Designer-Artist | Rainey Bennett | Frances Owen |
|    | Art Director | Marshall Field & Company |
| 59 | Producer and Advertiser | Carson Pirie Scott & Co. |
| 60 | Designer-Artist | Wilbert Meyers | Frances Owen |
|    | Art Director | Marshall Field & Company |

4. direct mail

| 61 | Designer-A.D. | Dan E. Smith | Poole Bros., Inc. |
|    | Producer     | Bruce Beck |
|    | Advertiser   | Abbott Laboratories |

| 62 | Designer-Artist | Gene Sharp | Tempo, Inc. |
|    | Producer     | Carrier Corp. |
| 63 | Designer-A.D. | Dan E. Smith | Poole Bros., Inc. |
|    | Producer     | Collins, Miller & Hutchings, Inc. |
| 64 | Designer | Herbert Pinzke | Albert Kneer |
|    | Art Director | Container Corp. of America |
| 65 | Designer-A.D. | Dan E. Smith | Poole Bros., Inc. |
|    | Producer     | Collins, Miller & Hutchings, Inc. |
| 66 | Designer-Artist | Hal Smiley | J. Walter Thompson Co. |
|    | Producer     | Chicago Federated Advertising Club |
| 67 | Designer-A.D. | Bert Ray | Tempo, Inc. |
|    | Producer     | Abbott Laboratories |
|    | Advertiser   | Dave Foster |
| 68 | Producer     | Whitaker Guernsey Studio | United Air Lines |
|    | Advertiser   | Dale Maxey |
| 69 | Designer-A.D. | Dan E. Smith | Poole Bros., Inc. |
|    | Producer     | Watson & Boaler |
|    | Advertiser   | Bruce Beck |
| 70 | Designer-A.D. | Stuart S. Williams | Eli Lilly and Co. |
|    | Producer and Advertiser | Paton Studios and Robert Young |
| 71 | Designer-A.D. | Bert Ray | Abbott Laboratories |
|    | Producer and Advertiser | Jan Balet and Morton Goldsby |
| 72 | Designer-A.D. | Burton Cherry | The Cuneo Press, Inc. |
|    | Advertiser   | Society of Typographic Arts |
|    | Artist       | George McVicker |
| 73 | Designer-Artist | Roslyn Monda Foley  
Art Director  
Adviser  
Marshall Field & Company |
| 74 | Designer-A.D.  
Producer  
Adviser  
Monsen-Chicago, Inc.  
Artists  
Phoebe Moore |
| 75 | Designer  
Art Director  
Adviser  
Marshall Field & Company |
| 76 | Designer-A.D.  
Producer  
Adviser  
The Institute of Human Nutrition  
and Metabolism  
Doorn-Etheredge Studios |
| 77 | Designer-A.D.  
Producer and Adviser  
Photographer  
Collins, Miller & Hutchings, Inc.  
Ben Larsen |
| 78 | Designer-Artist  
Producer  
Adviser  
The Buchen Co. |
| 79 | Designer-A.D.  
Producer and Adviser  
Artists  
Felt & Tarrant Mfg. Co.  
Elise Reber and Henry J. Wenclawski |
| 80 | Designer  
Art Director  
Adviser  
Marshall Field & Company |
| 81 | Designer-Artist  
Art Director  
Adviser  
Kimberly-Clark Corp. |
| 82 | Designer-Artist  
Art Director  
Adviser  
Illinois Power Co. |
| 83 | Designer-Artist  
Art Director  
Producer and Adviser  
Container Corp. of America |
| 84 | Designer-Artist  
Adviser  
Harold Walter  
Exhibition Momentum |
| 85 | Designer  
Art Director  
Producer  
Artists  
R. R. Donnelley & Sons Company  
Norman Christiansen  
Walter Howe  
Elmer Jacobs  
and Norman Christiansen |
| 86 | Designer  
Art Directors  
Adviser  
Francis Foley  
Francis Foley and Frances Owen  
Marshall Field & Company |
| 87 | Designer-Artist  
Art Director  
Adviser  
Everett McNear  
Frank Blake  
Kimberly-Clark Corp. |
| 88 | Designer  
Art Director  
Producer and Adviser  
Artists  
R. R. Donnelley & Sons Company  
Norman Christiansen  
Walter Howe  
Everett C. McNear |

| 89 | Designer-Artist  
Art Director  
Adviser  
Morton Goldsholl  
Egbert Jacobson  
Paul Theobald |
| 90 | Designer-Artist  
Art Director  
Producer  
Adviser  
Container Corp. of America  
Corning Glass Works |
| 91 | Designer-Artist  
Art Director  
Producer  
Adviser  
Sears, Roebuck & Co. |
| 92 | Designer-Artist  
Art Director  
Producer and Adviser  
Container Corp. of America |
92a Designer-Artist
Art Director
Producer
Advertiser

Jack Penson
Albert Knir
Container Corp. of America
Corning Glass Works

6. editorial design

model 93 Designer-A.D.
Producer and Advertiser
Publication
Artists

Bert Ray
Abbott Laboratories
What's New
Doris Lee & others

95 Designer-A.D.
Producer and Advertiser
Artists

Stuart S. Williams
Eli Lilly & Co.
Paton Studios

96 Designer-A.D.
Producer and Advertiser
Publication
Artists

Bert Ray
Abbott Laboratories
What's New
Fred Sexton and others

classification b—art ... advertising and editorial

1. general subject matter. black and white

model 97 Artist
Art Director
Publication

James Axelrod
Eileen O'Hayer
Extension Magazine

merit 98 Artist-A.D.
Producer
Advertiser

Leon Karp
N. W. Ayer & Son, Inc.
Felt & Tarrant Mfg. Co.

99 Artist
Art Director
Advertiser
Agency

Franklin McMahon
Phil Interlandi
Chicago Sun-Times
John W. Shaw Advertising, Inc.

100 Artist
Art Director
Advertiser

Jan Balat
Bert Ray
Abbott Laboratories

101 Artist
Art Director
Producer
Advertiser

Lu Peters
William L. Chadsey
Foote, Cone & Belding
The Toni Co.

102 Artist
Art Director
Producer
Advertiser

Fred Steffen
Ernest C. Allen
Needham, Louis & Brorby, Inc.
Rand McNally & Co.

103 Artist
Art Director
Producer
Advertiser

John Deboy
W. C. Scott
McCann Erickson, Inc.
Griesedieck Western Brewery

104 Artist
Art Director
Advertiser

Franklin McMahon
Wallace Crawford
John A. Colby & Sons

105 Artist
Art Director
Producer
Advertiser

Fred Steffen
Ernest C. Allen
Needham, Louis & Brorby, Inc.
Rand McNally & Co.

106 Artist
Art Director
Producer
Advertiser

Roy McKee
Leon Karp
N. W. Ayer & Son, Inc.
Felt & Tarrant Mfg. Co.

107 Artist
Art Director
Producer
Advertiser

Franklin McMahon
Frank Johnson
Foote, Cone & Belding
Armour & Co.

108 Artist
Art Director
Producer
Advertiser

Robert Fawcett
Robert D. Dahn
Foote, Cone & Belding
Hiram Walker & Sons, Inc.

2. general subject matter. color

model 109 Artist
Art Director
Advertiser

Lawrence Beall Smith
Bert Ray
Abbott Laboratories
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| 154a | Artist               | Stan Ekman            |
|      | Art Director         | Frederick W. Boulton  |
|      | Advertiser           | Swift & Co.           |
|      | Agency               | J. Walter Thompson Co.|

3. product illustration: black and white

| medal 155 | Artists  | Tom Sus and Henry Brennan |
|           | Art Director | Marshall Field & Company |
|           | Advertiser | Marshall Field & Company |
| merit 156 | Artist    | Dorothy P. Christy       |
|           | Art Director | Frances Owen            |
|           | Advertiser | Marshall Field & Company |
| 157      | Artist    | Adelaide Kelly           |
|           | Art Director | Frances Owen            |
|           | Advertiser | Marshall Field & Company |
| 158      | Artist    | Adelaide Kelly           |
|           | Art Director | Frances Owen            |
|           | Advertiser | Marshall Field & Company |
| 159      | Producer and Advertiser | Carson Pirie Scott & Co. |

4. editorial art: black and white or color

| medal 160 | Artist | Fred Steffen |
|           | Art Director | R. Bruce Crippen |
|           | Producer | Verne Smith, Inc. |
|           | Publication | Kiwanis Magazine |
| merit 161 | Artist | Richard E. Howard |
|           | Art Director | Wallace F. Hainline |
|           | Producer | Meredith Publishing Co. |
|           | Publication | Better Homes and Gardens |
| 162      | Artist | Bill Fleming |
|           | Art Director | Ralph Williams |
|           | Advertiser | Chicago Tribune |
163 Artist-A.D.
Producer
Adviser
164 Artist
Art Director
Publication
165 Artists
Art Director
Producer
Adviser
166 Artist
Art Director
Producer
Publication
167 Artist
Art Director
Producer
Publication
168 Artist
Art Director
Adviser
169 Artists
Art Director
Producer
Adviser
169a Artist
Art Director
Publication

merit 171 Photographer
Art Director
Producer
Adviser
Agency

172 Photographer
Art Director
Producer
Adviser
Agency

173 Photographer
Art Directors
Adviser

classification e—photography . . . advertising and editorial

1. general subject matter. black and white.

medal 170 Photographer
Art Director
Adviser

2. general subject matter. color.

medal 174 Photographers
Art Director
Producer
Adviser

175 Photographer
Art Director
Producer
Adviser

176 Photographer
Art Director
Producer
Adviser

Dick Boyer
Scott Park
Kling Studio
State Farm Insurance Companies
Needham, Louis & Brorby, Inc.

Karl Oser
Al Palmer
Sarra, Inc.
The Pullman Co.
Young & Rubicam, Inc.

George Platt Lynes
Francis Foley and Frances Owen
Marshall Field & Company

Advertisers Photographic Studios, Inc.
Albert Quinlan
Gardner Advertising Co.
Monsanto Chemical Co.

Teen Backsted
William Wood
N. W. Ayer & Son, Inc.
Caterpillar Tractor Co.

Teen Backsted
William Wood
N. W. Ayer & Son, Inc.
Caterpillar Tractor Co.
177 Photographer
Art Director
Producer
Advertiser
Agency
Karl Oeser
Bill Savin
Studebaker Corp.
Roche, Williams & Cleary, Inc.

178 Photographers
Art Directors
Producer
Advertiser
Bauman-Greene Studio
George Allen
and Frederick W. Boulton
J. Walter Thompson Co.
Weico Products Co.

179 Photographer
Artists
Art Director
Producer
Advertiser
Charles F. Kuoni
Bielefeld Studios, Inc.
Stuart H. Rae
LeVally, Inc.
Marathon Corp.

180 Photographer
Artist
Art Director
Producer
Advertiser
Charles F. Kuoni
Harry Farrell
Bert Ray
Abbott Laboratories

181 Photographers
Art Director
Producer
Advertiser
Advertisers Photographic Studios
Albert F. Quinlan
Gardner Advertising Co.
Monsanto Chemical Co.

182 Photographers
Art Directors
Producer
Advertiser
Bauman-Greene Studio
George Allen
and Frederick W. Boulton
J. Walter Thompson Co.
Weico Products Co.

183 Photographer
Art Director
Advertiser
Kenneth Heilbron
Frances Owen
Marshall Field & Company

184 Photographer
Art Director
Producer
Advertiser
Agency
Hal Bacon
David W. Lockwood
Wesley Bowman Studios
Hiram Walker & Sons, Inc.
Foote, Cone & Belding

185 Photographer
Art Director
Producer
Advertiser
Agency
Hal Bacon
David W. Lockwood
Wesley Bowman Studios
Hiram Walker & Sons, Inc.
Foote, Cone & Belding

186 Photographer
Art Director
Producer
Advertiser
Mr. Balkin of Vogue Studio
Wynn Belford
Howard H. Monk & Assoc.
Samuel Spitz & Sons

4. Product illustration. color

187 Photographer
Art Director
Producer
Advertiser
Charles F. Kuoni
John B. Brau nig
Foote, Cone & Belding
Armour & Co.

188 Photographer
Art Director
Producer
Advertiser
Charles F. Kuoni
John B. Brau nig
Foote, Cone & Belding
Armour & Co.

189 Photographer
Art Director
Producer
Advertiser
Dave Fletcher
John Plank
Sarra, Inc.
A. H. Halsey & Co.
Howard Swink Advertising

3. Product illustration. black and white

183 Photographer
Art Director
Advertiser
Kenneth Heilbron
Frances Owen
Marshall Field & Company
5. editorial photography

model 191 Photographer
Art Director
Producer
Adviser
Publication
Dick Boyer
William Kinzer
Kirsher, Helton, Collet
Howard Paper Mills

merit 192 Photographer
Art Director
Producer
Adviser
Publication
Karl Osor
Bert Ray
Sorra, Inc.
Abbott Laboratories
What's New

merit 193 Photographer
Art Director
Publication
Phil Stern
Leroy Winbush
Ebony Magazine

merit 194 Photographer
Art Director
Publication
Mike Shay
Leroy Winbush
Ebony Magazine

merit 195 Photographer
Art Director
Publication
Joe Cavillo
Leroy Winbush
Ebony Magazine

merit 196 Photographer
Art Director
Publication
Wayne Miller
Leroy Winbush
Ebony Magazine

merit 197 Photographer
Art Director
Publication
Wayne Miller
Leroy Winbush
Ebony Magazine

merit 198 Photographer
Art Director
Publication
Wayne Miller
Leroy Winbush
Ebony Magazine

merit 199 Photographer
Art Director
Publication
Wayne Miller
Leroy Winbush
Ebony Magazine

merit 200 Photographer
Art Directors
Adviser
Publication
Charles F. Kuoni
Wallace F. Hainline and Bert Dieter
Meredith Publishing Co.
Better Homes and Gardens

merit 201 Photographers
Art Directors
Adviser
Publication
Suter, Hedrich-Blessing Studios
Wallace F. Hainline and Bert Dieter
Meredith Publishing Co.
Better Homes and Gardens

merit 202 Photographer
Art Directors
Adviser
Publication
Charles F. Kuoni
Wallace F. Hainline and Bert Dieter
Meredith Publishing Co.
Better Homes and Gardens

merit 203 Photographers
Art Director
Adviser
Publication
Hedrich-Blessing Studios
Wallace F. Hainline
Meredith Publishing Co.
Better Homes and Gardens

merit 204 Photographer
Art Directors
Adviser
Publication
Charles F. Kuoni
Wallace F. Hainline and Bert Dieter
Meredith Publishing Co.
Better Homes and Gardens

merit 205 Photographer
Art Directors
Adviser
Publication
Charles F. Kuoni
Wallace F. Hainline and Bert Dieter
Meredith Publishing Co.
Better Homes and Gardens
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engravings by Newsprint

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at cost or less.

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Bill Johnston

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Frances Owen

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Ray Hosford

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