

17TH ANNUAL EXHIBITION ART DIRECTORS CLUB OF CHICAGO



17th annual exhibition of advertising art • The Art Institute of Chicago • November 2-16, 1949 • 17th annual exhibition of

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

classification a — design of complete advertisement or unit in:

1. magazines medal award

1 Designers-A.D.
Producer
Advertiser
Photographer

Charles R. Prilik
and Frederick W. Boulton
J. Walter Thompson Co.
Swift & Co.
Charles F. Kuoni

merit award

2 Designers-A.D.
Producer
Advertiser
Photographer

Carl J. Briese and Scott Park
Needham, Louis & Brorby, Inc.
Derby Foods, Inc.
H. I. Williams

merit award

3 Designer-A.D.
Producer
Advertiser
Artist

Dean Coyle
D'Arcy Advertising Co.
Lees Carpets
Jan Balet

merit award

4 Designer-A.D.
Producer
Advertiser
Artist

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

2. trade periodicals medal award

31 Designer-Artist
Producer
Advertiser

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

merit award

32 Designer-A.D.
Producer
Advertiser
Artist

Edith Jaffy
N. W. Ayer & Son, Inc.
Chicago Tribune
Elsie Reber

merit award

33 Designer-Artist
Producer and Advertiser

John Averill
Collins, Miller & Hutchings, Inc.

merit award

34 Designer-A.D.
Producer
Advertiser
Agency
Artist

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

3. newspapers medal award

50 Designer-Artist
Art Director
Advertiser

Rainey Bennett
Frances Owen
Marshall Field & Company

merit award

51 Designer-Artist
Art Director
Advertiser

Wilbert Meyers
Frances Owen
Marshall Field & Company

merit award

52 Designer-A.D.
Producer
Advertiser
Artist

William Wood
N. W. Ayer & Son, Inc.
Illinois Bell Telephone Co.
Joseph Kramer

4. direct mail medal award

61 Designer-A.D.
Producer
Artist
Advertiser
Dan 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
Dan 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

1. general subject matter. black and white	medal award	97	Artist Art Director Publication	James Axelrod Eileen O'Hayer Extension Magazine
	merit award	98	Artist-A.D. Producer Advertiser	Leon Karp N. W. Ayer & Son, Inc. Felt & Tarrant Mfg. Co.
2. general subject matter. color	medal award	109	Artist Art Director Advertiser	Lawrence Beall Smith Bert Ray Abbott Laboratories
	merit award	110	Artist Art Director Producer Advertiser	James Lockhart Jean Layton N. W. Ayer & Son, Inc. Container Corp. of America
	merit award	111	Artist Art Director Producer Advertiser	Mack Stanley Jean Layton N. W. Ayer & Son, Inc. Container Corp. of America
	merit award	112	Artist Art Director Producer Advertiser	Tom Hall David W. Lockwood Foote, Cone & Belding Internat'l Cellucotton Products Co.
3. product illustration. black and white	medal award	155	Artists Art Director Advertiser	Tom Sus and Henry Brennan Frances Owen Marshall Field & Company
	merit award	156	Artist Art Director Advertiser	Dorothy P. Christy Frances Owen Marshall Field & Company
4. editorial art. black and white or color	medal award	160	Artist Art Director Producer Publication	Fred Steffen R. Bruce Crippen Verne Smith, Inc. Kiwanis Magazine
	merit award	161	Artist Art Director Producer Publication	Richard E. Howard Wallace F. Hainline Meredith Publishing Co. Better Homes and Gardens

classification c—photography . . . advertising and editorial

1. general subject matter. black and white	medal award	170	Photographer Art Director Advertiser	Kenneth Heilbron Frances Owen Marshall Field & Company
	merit award	171	Photographer Art Director Producer Advertiser Agency	Dick Boyer Scott Park Kling Studio State Farm Insurance Companies Needham, Louis & Brorby, Inc.
2. general subject matter. color	medal award	174	Photographers Art Director Producer Advertiser	Advertisers Photographic Studios, Inc. Albert Quinlan Gardner Advertising Co. Monsanto Chemical Co.
3. product illustration. black and white	medal award	183	Photographer Art Director Advertiser	Kenneth Heilbron Frances Owen Marshall Field & Company
	merit award	184	Photographer Art Director Producer Advertiser Agency	Hal Bacon David W. Lockwood Wesley Bowman Studios Hiram Walker & Sons, Inc. Foote, Cone & Belding
4. product illustration. color	medal award	187	Photographer Art Director Producer Advertiser	Charles F. Kuoni John B. Breunig Foote, Cone & Belding Armour & Co.
5. editorial photography	medal award	191	Photographer Art Director Producer Advertiser Publication	Karl Oeser Bert Ray Sarra, Inc. Abbott Laboratories What's New
	merit award	192	Photographer Art Director Producer Publication	Richard Garrison Wallace F. Hainline Meredith Publishing Co. Better Homes and Gardens
	merit award	193	Photographer Art Director Publication	Phil Stern Leroy Winbush Ebony Magazine

classification a—design of complete advertisement or unit in:

1. magazines

medal 1	Designers-A.D. Producer Advertiser Photographer	Charles R. Prilik and Frederick W. Boulton J. Walter Thompson Co. Swift & Co. Charles F. Kuoni	10	Designer-A.D. Producer Advertiser Artist	William Johnston Young & Rubicam, Inc. Jos. Schlitz Brewing Co. John Falter
merit 2	Designers-A.D. Producer Advertiser Photographer	Carl J. Briese and Scott Park Needham, Louis & Brorby, Inc. Derby Foods, Inc. H. I. Williams	11	Designer-Artist Producer Advertiser	Gene Loyd Marjorie Wilten Advertising Samuel Shoe Co.
merit 3	Designer-A.D. Producer Advertiser Artist	Dean Coyle D'Arcy Advertising Co. Lees Carpets Jan Balet	12	Designer-A.D. Producer Advertiser Photographer	Charles R. Prilik J. Walter Thompson Co. Northwestern Mutual Life Ins. Co. Yousef Karsh
merit 4	Designer-A.D. Producer Advertiser Artist	Leon Karp N. W. Ayer & Son, Inc. Felt & Tarrant Mfg. Co. Roger Duvoisin	13	Designer-A.D. Producer Advertiser Artist	Wilbur Smart D'Arcy Advertising Co. The Coca-Cola Co. H. Harari
5	Designer-A.D. Producer Advertiser Artist	John E. Olson Leo Burnett Co., Inc. Santa Fe System Lines Oscar M. Bryn	14	Designer-A.D. Producer Advertiser Artist	Dean Coyle D'Arcy Advertising Co. Lees Carpets Jan Balet
6	Designer-A.D. Producer Advertiser Artist	Charles R. Prilik J. Walter Thompson Co. Parker Pen Co. Boris Artzybasheff	15	Designer-A.D. Producer Advertiser Artist	Dean Coyle D'Arcy Advertising Co. Lees Carpets Jan Balet
7	Designer-A.D. Producer Advertiser Photographer	George Baier J. Walter Thompson Co. Kraft Foods Co. Leon De Vos	16	Designers-A.D. Producer Advertiser Agency Artist	James McCray and Robert Brandt Tempo, Inc. State of Louisiana Bauerlein Advertising James McCray
8	Designer-A.D. Producer Advertiser Artist	J. B. Rodgers The Fensholt Co. McNally Pittsburgh Mfg. Corp. M. Martin Johnson	17	Designer-A.D. Producer Advertiser Photographer	George Baier J. Walter Thompson Co. Kraft Foods Co. Leon De Vos
9	Designers-A.D. Producer Advertiser Agency Artist	James McCray and Robert Brandt Tempo, Inc. State of Louisiana Bauerlein Advertising James McCray	18	Designer-A.D. Producer Advertiser Artist	John E. Olson Leo Burnett Co., Inc. Santa Fe System Lines Frederick Mizen



- 19 Designer-A.D.
Producer
Advertiser
Artist
Len Avery
McCann-Erickson, Inc.
International Harvester Export Co.
Don Mills
- 20 Designers-A.D.
Producer
Advertiser
Artist
Frederick W. Boulton
and Charles R. Prilik
J. Walter Thompson Co.
Parker Pen Co.
William Scharon
- 21 Designer
Art Director
Advertiser
Francis Foley
Frances Owen
Marshall Field & Company
- 22 Designer-A.D.
Producer
Advertiser
Artist
Robert D. Dohn
Foote, Cone & Belding
Hiram Walker & Sons, Inc.
Robert Fawcett
- 23 Designer-A.D.
Producer
Advertiser
Photographer
Carl J. Briese
Needham, Louis & Brorby, Inc.
Morton Salt Co.
H. I. Williams
- 24 Designer-A.D.
Producer
Advertiser
Photographer
Artist
John B. Breunig
Foote, Cone & Belding
Armour & Co.
Charles F. Kuoni
John Howard
- 25 Artist-A.D.
Producer
Advertiser
George A. Kossman
Leo Burnett Co., Inc.
Minnesota Valley Canning Co.
- 26 Designer-A.D.
Producer
Advertiser
Artist
Bert Ray
Tempo, Inc.
Abbott Laboratories
Gene Sharp
- 27 Producer
Advertiser
Artists
Leo Burnett Co., Inc.
Brown Shoe Co.
Bielefeld Studios, Inc.

- 28 Designer-A.D.
Producer
Advertiser
Artist
Bart West
Needham, Louis & Brorby, Inc.
Swift & Co.
Bob O'Reilly

- 29 Designer-A.D.
Producer
Advertiser
Photographers
Byron C. Drachman
Leo Burnett Co., Inc.
Pillsbury Mills, Inc.
De Vos-Van Baerle

- 30 Designer-A.D.
Producer
Advertiser
Artist
Leon Karp
N. W. Ayer & Son, Inc.
Felt & Tarrant, Ltd.
John Tenniel (Reproduction)

2. trade periodicals

- medal 31 Designer-Artist
Producer
Advertiser
Hal Smiley
Collins, Miller & Hutchings, Inc.
Chicago Federated Advertising Club

- merit 32 Designer-A.D.
Producer
Advertiser
Artist
Edith Jaffy
N. W. Ayer & Son, Inc.
Chicago Tribune
Elsie Reber

- merit 33 Designer-Artist
Producer and Advertiser
John Averill
Collins, Miller & Hutchings, Inc.

- merit 34 Designer-A.D.
Producer
Advertiser
Agency
Artist
Warren B. Wetherell
Warren Wetherell & Assoc.
Monsen-Chicago, Inc.
Jerry Bryant Advertising
Phoebe Moore

- 34a Designer-A.D.
Producer
Advertiser
Agency
Artist
Warren B. Wetherell
Warren Wetherell & Assoc.
Monsen-Chicago, Inc.
Jerry Bryant Advertising
Phoebe Moore

- 35 Designer-Artist Fred Steffen
Producer and Advertiser Collins, Miller & Hutchings, Inc.
- 36 Designer-A.D. Bert Ray
Producer Tempo, Inc.
Advertiser Abbott Laboratories
Artist James McCray
- 37 Designer-A.D. Bert Ray
Producer Tempo, Inc.
Advertiser Abbott Laboratories
Artist James McCray
- 38 Designer-A.D. Len Avery
Producer McCann-Erickson, Inc.
Advertiser International Harvester
Artist Norman Rich
- 39 Designer-Artist Morton Goldsholl
Art Director Robert Tucker
Advertiser Abbott Laboratories Export Corp.
- 39a Designer-Artist Morton Goldsholl
Art Director Robert Tucker
Advertiser Abbott Laboratories Export Corp.
- 40 Designer-A.D. Frank Johnson
Producer Foote, Cone & Belding
Advertiser Armour & Co.
Artists Whitaker-Guernsey Studio, Inc.
- 41 Designer-Artist Wynn Belford
Producer Howard H. Monk & Assoc.
Advertiser Samuel Spitz & Sons
- 42 Designer-A.D. Scott Robertson
Producer Homer J. Buckley & Assoc., Inc.
Advertiser The Veritone Co.
Artist John Averill
- 43 Designer-A.D. Scott Robertson
Producer Homer J. Buckley & Assoc., Inc.
Advertiser The Veritone Co.
Artist John Averill

- 44 Designer-A.D. Clarence N. Johnson
Producer Reincke, Meyer & Finn
Advertiser Sloan Valve Co.
Artist Fred Steffen
- 45 Designer-Artist Dorothy Mylrea
Producer and Advertiser Collins, Miller & Hutchings, Inc.
- 46 Designer-A.D. Frank Johnson
Producer Foote, Cone & Belding
Advertiser Armour & Co.
Artist Franklin McMahon
- 47 Designer-A.D. George Hamm
Producer Glenn Jordan Stoetzel Inc.
Advertiser Chicago Carton Co.
Artist Edward A. Boehmer
- 48 Designer-A.D. Frank Johnson
Producer Foote, Cone & Belding
Advertiser Armour & Co.
Artist Franklin McMahon
- 49 Designer-A.D. R. H. Milburn
Producer C. Franklin Brown Inc.
Advertiser International Minerals & Chemical Corp.
Artist Fred Steffen

3. newspapers

- medal 50 Designer-Artist Rainey Bennett
Art Director Frances Owen
Advertiser Marshall Field & Company
- merit 51 Designer-Artist Wilbert Meyers
Art Director Frances Owen
Advertiser Marshall Field & Company

merit 52	Designer-A.D. Producer Advertiser Artist	William Wood N. W. Ayer & Son, Inc. Illinois Bell Telephone Co. Joseph Kramer
53	Designer-Artist Art Director Advertiser	Faith Weis Frances Owen Marshall Field & Company
54	Designer-A.D. Art Director Producer Advertiser Artist	Paul Rohloff Kay Griffin Hoskinson, Rohloff & Assoc. Carson Pirie Scott & Co. Henry Clarkson
55	Designer-Artist Art Director Advertiser	Franklin McMahon Wallace Crawford John A. Colby & Sons
56	Designer-Artist Art Director Advertiser	Roslyn Mando Foley Frances Owen Marshall Field & Company
57	Designer-A.D. Art Director Producer Advertiser Artist	Paul Rohloff Kay Griffin Hoskinson, Rohloff & Assoc. Carson Pirie Scott & Co. Jean Jacobs
58	Designer-Artist Art Director Advertiser	Rainey Bennett Frances Owen Marshall Field & Company
59	Producer and Advertiser	Carson Pirie Scott & Co.
60	Designer-Artist Art Director Advertiser	Wilbert Meyers Frances Owen Marshall Field & Company

4. direct mail

medal 61	Designer-A.D. Producer Artist Advertiser	Dan E. Smith Poole Bros., Inc. Bruce Beck Abbott Laboratories
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merit 62	Designer-Artist Producer Advertiser	Gene Sharp Tempo, Inc. Carrier Corp.
merit 63	Designer-A.D. Producer Advertiser	Dan E. Smith Poole Bros., Inc. Collins, Miller & Hutchings, Inc.
64	Designer Art Director Producer and Advertiser	Herbert Pinzke Albert Kner Container Corp. of America
65	Designer-A.D. Producer Advertiser	Dan E. Smith Poole Bros., Inc. Collins, Miller & Hutchings, Inc.
66	Designer-Artist Producer Advertiser	Hal Smiley J. Walter Thompson Co. Chicago Federated Advertising Club
67	Designer-A.D. Producer Advertiser Artist	Bert Ray Tempo, Inc. Abbott Laboratories Dave Foster
68	Producer Advertiser Artist	Whitaker Guernsey Studio United Air Lines Dale Maxey
69	Designer-A.D. Producer Advertiser Artist	Dan E. Smith Poole Bros., Inc. Watson & Boaler Bruce Beck
70	Designer-A.D. Producer and Advertiser Artists	Stuart S. Williams Eli Lilly and Co. Paton Studios and Robert Young
71	Designer-A.D. Producer and Advertiser Artists	Bert Ray Abbott Laboratories Jan Balet and Morton Goldsholl
72	Designer-A.D. Producer Advertiser Artist	Burton Cherry The Cuneo Press, Inc. Society of Typographic Arts George McVicker

- 73 Designer-Artist
Art Director
Advertiser
Roslyn Mando Foley
Frances Owen
Marshall Field & Company
- 74 Designer-A.D.
Producer
Advertiser
Artist
Warren B. Wetherell
Warren Wetherell & Assoc.
Monsen-Chicago, Inc.
Phoebe Moore
- 75 Designer
Art Director
Advertiser
Lynne Parke
Frances Owen
Marshall Field & Company
- 76 Designer-A.D.
Producer
Advertiser
Artists
Ernest Allen
Needham, Louis & Brorby, Inc.
The Institute of Human Nutrition
and Metabolism
Doern-Etheredge Studios
- 77 Designer-A.D.
Producer and Advertiser
Photographer
Edward Boehmer
Collins, Miller & Hutchings, Inc.
Ben Larsen
- 78 Designer-Artist
Producer
Advertiser
Agency
Gene Sharp
Tempo, Inc.
Capper's Farmer
The Buchen Co.
- 79 Designer-A.D.
Producer and Advertiser
Artists
Henry J. Wenclawski
Felt & Tarrant Mfg. Co.
Elsie Reber and Henry J. Wenclawski
- 80 Designer
Art Director
Advertiser
Roslyn Mando Foley
Frances Owen
Marshall Field & Company
- 81 Designer-Artist
Art Director
Advertiser
Everett McNear
Frank Blake
Kimberly-Clark Corp.
- 82 Designer-Artist
Advertiser
Everett McNear
Illinois Power Co.
- 83 Designer-Artist
Art Director
Producer and Advertiser
Mel Linn
Albert Kner
Container Corp. of America

- 84 Designer-Artist
Advertiser
Harold Walter
Exhibition Momentum
- 85 Designer
Art Director
Producer
Advertiser
Artists
Norman Christiansen
Walter Howe
R. R. Donnelley & Sons Company
Northern Indiana Public Service Co.
Elmer Jacobs
and Norman Christiansen
- 86 Designer
Art Directors
Advertiser
Francis Foley
Francis Foley and Frances Owen
Marshall Field & Company
- 87 Designer-Artist
Art Director
Advertiser
Everett McNear
Frank Blake
Kimberly-Clark Corp.
- 88 Designer
Art Director
Producer and Advertiser
Artist
Norman Christiansen
Walter Howe
R. R. Donnelley & Sons Company
Everett C. McNear

5. display and miscellaneous

- medal 89 Designer-Artist
Art Director
Advertiser
Morton Goldsholl
Egbert Jacobson
Paul Theobald
- medal 90 Designer-Artist
Art Director
Producer
Advertiser
Jack Penson
Albert Kner
Container Corp. of America
Corning Glass Works
- merit 91 Designer-Artist
Art Director
Producer
Advertiser
Priscilla Young
Albert Kner
Container Corp. of America
Sears, Roebuck & Co.
- 92 Designer-Artist
Art Director
Producer and Advertiser
Jack Penson
Albert Kner
Container Corp. of America

92a Designer-Artist Jack Penson
 Art Director Albert Kner
 Producer Container Corp. of America
 Advertiser Corning Glass Works

6. editorial design

medal 93 Designer-A.D. Bert Ray
 Producer and Advertiser Abbott Laboratories
 Publication What's New
 Artists Doris Lee and others

95 Designer-A.D. Stuart S. Williams
 Producer and Advertiser Eli Lilly & Co.
 Artists Paton Studios

96 Designer-A.D. Bert Ray
 Producer and Advertiser Abbott Laboratories
 Publication What's New
 Artists Fred Sexton and others

classification b—art . . . advertising and editorial

1. general subject matter. black and white

medal 97 Artist James Axelrod
 Art Director Eileen O'Hayer
 Publication Extension Magazine

merit 98 Artist-A.D. Leon Karp
 Producer N. W. Ayer & Son, Inc.
 Advertiser Felt & Tarrant Mfg. Co.

99 Artist Franklin McMahon
 Art Director Phil Interlandi
 Advertiser Chicago Sun-Times
 Agency John W. Shaw Advertising, Inc.

100 Artist Jan Balet
 Art Director Bert Ray
 Advertiser Abbott Laboratories

101 Artist Lu Peters
 Art Director William L. Chadsey
 Producer Foote, Cone & Belding
 Advertiser The Toni Co.

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

103 Artist John Deloy
 Art Director W. C. Scott
 Producer McCann Erickson, Inc.
 Advertiser Griesedieck Western Brewery

104 Artist Franklin McMahon
 Art Director Wallace Crawford
 Advertiser John A. Colby & Sons

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

106 Artist Roy McKie
 Art Director Leon Karp
 Producer N. W. Ayer & Son, Inc.
 Advertiser Felt & Tarrant Mfg. Co.

107 Artist Franklin McMahon
 Art Director Frank Johnson
 Producer Foote, Cone & Belding
 Advertiser Armour & Co.

108 Artist Robert Fawcett
 Art Director Robert D. Dohn
 Producer Foote, Cone & Belding
 Advertiser Hiram Walker & Sons, Inc.

2. general subject matter. color

medal 109 Artist Lawrence Beall Smith
 Art Director Bert Ray
 Advertiser Abbott Laboratories



- | | | | | | |
|------------------|---|---|------------|--|---|
| merit 110 | Artist
Art Director
Producer
Advertiser | James Lockhart
Jean Layton
N. W. Ayer & Son, Inc.
Container Corp. of America | 119 | Artist
Art Director
Advertiser | Doris Lee
Bert Ray
Abbott Laboratories |
| merit 111 | Artist
Art Director
Producer
Advertiser | Mack Stanley
Jean Layton
N. W. Ayer & Son, Inc.
Container Corp. of America | 120 | Artist
Art Director
Advertiser | Adolph Dehn
Bert Ray
Abbott Laboratories |
| merit 112 | Artist
Art Director
Producer
Advertiser | Tom Hall
David W. Lockwood
Foote, Cone & Belding
International Cellucotton Prod. Co. | 121 | Artist
Art Director
Advertiser | James Chapin
Bert Ray
Abbott Laboratories |
| 113 | Artist
Art Director
Producer
Advertiser | Fred Steffen
Rom Rigotti
MacFarland, Aveyard & Co.
The Stewart-Warner Corp. | 122 | Artist
Art Director
Advertiser | George Schreiber
Bert Ray
Abbott Laboratories |
| 114 | Artists
Art Director
Producer
Advertiser | Norm Rich Studios
Doug. Smith
The Buchen Co.
Fairbanks-Morse | 123 | Artist
Art Director
Advertiser | Rainey Bennett
Frances Owen
Marshall Field & Company |
| 115 | Artist
Art Director
Producer
Advertiser | Hazard Durfee
Jean Layton
N. W. Ayer & Son, Inc.
Container Corp. of America | 124 | Artist
Art Director
Advertiser | Rainey Bennett
Frances Owen
Marshall Field & Company |
| 116 | Artist
Art Director
Producer
Advertiser | Robert Fawcett
Robert D. Dohn
Foote, Cone & Belding
Hiram Walker & Sons, Inc. | 125 | Artist
Art Director
Advertiser | Rainey Bennett
Frances Owen
Marshall Field & Company |
| 117 | Artist
Art Director
Producer
Advertiser | Jan Balet
Dean Coyle
D'Arcy Advertising Co.
Lees Carpets | 126 | Artist
Art Director
Producer
Advertiser | Jim McCray
Dick Cummings
N. W. Ayer & Son, Inc.
United Air Lines |
| 118 | Artist
Art Directors
Advertiser | Francis Foley
Francis Foley and Frances Owen
Marshall Field & Company | 127 | Artist
Art Director
Producer
Advertiser | Al Buell
Wilbur Smart
D'Arcy Advertising Co.
The Coca-Cola Co. |
| | | | 128 | Artist
Art Director
Producer
Advertiser | Tom Hall
John Goray
Young & Rubicam, Inc.
Jos. Schlitz Brewing Co. |

- 129 Artist Ben Cunningham
Art Director Jean Layton
Producer N. W. Ayer & Son, Inc.
Advertiser Container Corp. of America
- 130 Artist Jan Balet
Art Director Dean Coyle
Producer D'Arcy Advertising Co.
Advertiser Lees Carpets
- 131 Artist Jan Balet
Art Director Dean Coyle
Producer D'Arcy Advertising Co.
Advertiser Lees Carpets
- 132 Artist Fletcher Martin
Art Director Bert Ray
Advertiser Abbott Laboratories
- 133 Artist Fletcher Martin
Art Director Bert Ray
Advertiser Abbott Laboratories
- 134 Artist Jan Balet
Art Director Bert Ray
Advertiser Abbott Laboratories
- 135 Artist Jan Balet
Art Director Bert Ray
Advertiser Abbott Laboratories
- 136 Artist Jan Balet
Art Director Bert Ray
Advertiser Abbott Laboratories
- 137 Artist Fred Steffen
Art Director Russell Milburn
Producer Verne Smith, Inc.
Advertiser International Minerals & Chemical Corp.
Agency C. Franklin Brown

- 138 Artist Fred Steffen
Art Director Rom Rigotti
Producer Verne Smith, Inc.
Advertiser Alemite, Product of Stewart Warner
Agency MacFarland, Aveyard & Co.
- 139 Artist Fred Steffen
Art Director Rom Rigotti
Producer Verne Smith, Inc.
Advertiser Alemite, Product of Stewart Warner
Agency MacFarland, Aveyard & Co.
- 140 Artist Tom Hall
Art Director David W. Lockwood
Producer Foote, Cone & Belding
Advertiser International Cellucotton Products Co.
- 141 Artist Tom Hall
Art Director John Lynch
Producer Verne Smith, Inc.
Advertiser Hart Schaffner & Marx
Agency Batten, Barton, Durstine & Osborn, Inc.
- 142 Artist Charles Munder
Art Director Ronald E. Bean
Producer Morris F. Swaney, Inc.
Advertiser Kaiser-Fraser Corp.
- 143 Artist Dale Maxey
Art Director Charles R. Prilik
Producer J. Walter Thompson Co.
Advertiser The Parker Pen Co.
- 144 Artist Arthur Lidov
Art Director Albert F. Quinlan
Producer Gardner Advertising Co.
Advertiser Monsanto Chemical Co.

- 145 Artist
Art Director
Producer
Advertiser
Robert Fawcett
Robert D. Dohn
Foote, Cone & Belding
Hiram Walker & Sons, Inc.
- 146 Artist
Art Director
Producer
Advertiser
Rudi Schmid
Larry Stults
Kirkgasser-Drew
Eugene Dietzgen Co.
- 147 Artist
Art Director
Producer
Advertiser
Mortimer Wilson
Wilbur Smart
D'Arcy Advertising Co.
The Coca-Cola Co.
- 148 Artist
Art Director
Producer
Advertiser
Rudi Schmid
Larry Stults
Kirkgasser-Drew
Eugene Dietzgen Co.
- 149 Artist
Art Director
Producer and Advertiser
Alphonso Vila Shum
Bert Ray
Abbott Laboratories
- 150 Artist
Art Director
Producer
Advertiser
Arthur Lidov
Albert F. Quinlan
Gardner Advertising Co.
Monsanto Chemical Co.
- 151 Artist
Art Director
Advertiser
Julio de Diego
Bert Ray
Abbott Laboratories
- 152 Artist-A.D.
Producer
Advertiser
Gene Sharp
Tempo, Inc.
United States Gypsum Co.
- 153 Artist
Art Director
Producer
Advertiser
Henry Brennan
N. Lee King
Weiss & Geller, Inc.
Kuppenheimer
- 154 Artist
Art Director
Advertiser
Rainey Bennett
Frances Owen
Marshall Field & Company

- 154a Artist
Art Director
Advertiser
Agency
Stan Ekman
Frederick W. Boulton
Swift & Co.
J. Walter Thompson Co.

3. product illustration. black and white

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

4. editorial art. black and white or color

- medal 160 Artist
Art Director
Producer
Publication
Fred Steffen
R. Bruce Crippen
Verne Smith, Inc.
Kiwanis Magazine
- merit 161 Artist
Art Director
Producer
Publication
Richard E. Howard
Wallace F. Hainline
Meredith Publishing Co.
Better Homes and Gardens
- 162 Artist
Art Director
Advertiser
Bill Fleming
Ralph Williams
Chicago Tribune



- 163** Artist-A.D.
Producer
Advertiser
Allan Thomas
Richard H. Brady Co., Inc.
Whiting-Plover Paper Co.
- 164** Artist
Art Director
Publication
Robert Borja
Frank Beatty
Science Digest
- 165** Artists
Art Director
Producer
Advertiser
Tempo, Inc.
Doug. Smith
The Buchen Co.
Capper's Farmer
- 166** Artist
Art Director
Producer
Publication
Fred Steffen
R. Bruce Crippen
Verne Smith, Inc.
Kiwanis Magazine
- 167** Artist
Art Director
Producer
Publication
Fred Steffen
R. Bruce Crippen
Verne Smith, Inc.
Kiwanis Magazine
- 168** Artist
Art Director
Advertiser
Bill Fleming
Ralph Williams
Chicago Tribune
- 169** Artists
Art Director
Producer
Advertiser
Parker Heath (Interiors);
Gene Sharp (spots)
Ione Shriver
Tempo, Inc.
United States Gypsum Co.
- 169a** Artist
Art Director
Publication
Stan Ekman
John Funk
Country Gentleman

classification c—photography . . . advertising and editorial

1. general subject matter. black and white.

- medal 170** Photographer
Art Director
Advertiser
Kenneth Heilbron
Frances Owen
Marshall Field & Company

- merit 171** Photographer
Art Director
Producer
Advertiser
Agency
Dick Boyer
Scott Park
Kling Studio
State Farm Insurance Companies
Needham, Louis & Brorby, Inc.
- 172** Photographer
Art Director
Producer
Advertiser
Agency
Karl Oeser
Al Palmer
Sarra, Inc.
The Pullman Co.
Young & Rubicam, Inc.
- 173** Photographer
Art Directors
Advertiser
George Platt Lynes
Francis Foley and Frances Owen
Marshall Field & Company

2. general subject matter. color.

- medal 174** Photographers
Art Director
Producer
Advertiser
Advertisers Photographic Studios, Inc.
Albert Quinlan
Gardner Advertising Co.
Monsanto Chemical Co.
- 175** Photographer
Art Director
Producer
Advertiser
Teen Becksted
William Wood
N. W. Ayer & Son, Inc.
Caterpillar Tractor Co.
- 176** Photographer
Art Director
Producer
Advertiser
Teen Becksted
William Wood
N. W. Ayer & Son, Inc.
Caterpillar Tractor Co.

177 Photographer
Art Director
Producer
Advertiser
Agency
Karl Oeser
Bill Savin
Sarra, Inc.
Studebaker Corp.
Roche, Williams & Cleary, Inc.

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

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
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
Bauman-Greene Studio
George Allen
and Frederick W. Boulton
J. Walter Thompson Co.
Weco Products Co.
Producer
Advertiser

3. product illustration. black and white

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

merit 184 Photographer
Art Director
Producer
Advertiser
Agency

185 Photographer
Art Director
Producer
Advertiser
Agency

186 Photographer
Art Director
Producer
Advertiser

Hal Bacon
David W. Lockwood
Wesley Bowman Studios
Hiram Walker & Sons, Inc.
Foote, Cone & Belding

Hal Bacon
David W. Lockwood
Wesley Bowman Studios
Hiram Walker & Sons, Inc.
Foote, Cone & Belding

Mr. Balkin of Vogue Studio
Wynn Belford
Howard H. Monk & Assoc.
Samuel Spitz & Sons

4. product illustration. color

medal 187 Photographer
Art Director
Producer
Advertiser

188 Photographer
Art Director
Producer
Advertiser

189 Photographer
Art Director
Producer
Advertiser
Agency

Charles F. Kuoni
John B. Breunig
Foote, Cone & Belding
Armour & Co.

Charles F. Kuoni
John B. Breunig
Foote, Cone & Belding
Armour & Co.

Dave Fletcher
John Plank
Sarra, Inc.
A. H. Heisey & Co.
Howard Swink Advertising



190 Photographer
Art Director
Producer
Advertiser

Dick Boyer
William Kinzer
Kirsher, Helton, Collet
Howard Paper Mills

5. editorial photography

medal 191 Photographer
Art Director
Producer
Advertiser
Publication

Karl Oeser
Bert Ray
Sarra, Inc.
Abbott Laboratories
What's New

merit 192 Photographer
Art Director
Producer
Publication

Richard Garrison
Wallace F. Hainline
Meredith Publishing Co.
Better Homes and Gardens

merit 193 Photographer
Art Director
Publication

Phil Stern
Leroy Winbush
Ebony Magazine

194 Photographer
Art Director
Publication

Mike Shay
Leroy Winbush
Ebony Magazine

195 Photographer
Art Director
Publication

Joe Cavello
Leroy Winbush
Ebony Magazine

196 Photographer
Art Director
Publication

Wayne Miller
Leroy Winbush
Ebony Magazine

197 Photographer
Art Director
Publication

Wayne Miller
Leroy Winbush
Ebony Magazine

198 Photographer
Art Director
Publication

Wayne Miller
Leroy Winbush
Ebony Magazine

199 Photographer
Art Director
Publication

Wayne Miller
Leroy Winbush
Ebony Magazine

200 Photographer
Art Directors
Advertiser
Publication

Charles F. Kuoni
Wallace F. Hainline and Bert Dieter
Meredith Publishing Co.
Better Homes and Gardens

201 Photographers
Art Directors
Advertiser
Publication

Suter, Hedrich-Blessing Studios
Wallace F. Hainline and Bert Dieter
Meredith Publishing Co.
Better Homes and Gardens

202 Photographer
Art Directors
Advertiser
Publication

Charles F. Kuoni
Wallace F. Hainline and Bert Dieter
Meredith Publishing Co.
Better Homes and Gardens

203 Photographers
Art Director
Advertiser
Publication

Hedrich-Blessing Studios
Wallace F. Hainline
Meredith Publishing Co.
Better Homes and Gardens

204 Photographer
Art Directors
Advertiser
Publication

Charles F. Kuoni
Wallace F. Hainline and Bert Dieter
Meredith Publishing Co.
Better Homes and Gardens

205 Photographer
Art Directors
Advertiser
Publication

Charles F. Kuoni
Wallace F. Hainline and Bert Dieter
Meredith Publishing Co.
Better Homes and Gardens

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