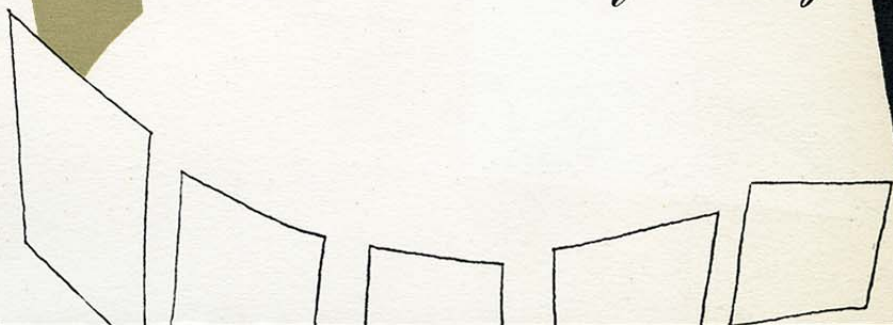


16th

Annual Exhibition Art Directors Club of Chicago



ART DIRECTORS CLUB OF CHICAGO

16TH EXHIBITION OF ADVERTISING ART

ART INSTITUTE OF CHICAGO MAY 1948

PRESENTED TO

*Name
of Award
Winner*

CLASSIFICATION: DESIGN OF COMPLETE ADVERTISEMENT IN TRADE PERIODICALS

JOHN AVERILL DESIGNER-ARTIST

HOMER J. BUCKLEY & ASSOCIATES PRODUCER

VERITONE COMPANY ADVERTISER

PRESIDENT

GENERAL CHAIRMAN

JURY CHAIRMAN

*Douglas M. Smith
E. W. Welling
Jack Kles*

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16TH

ANNUAL EXHIBITION
OF ADVERTISING ART
THE ART INSTITUTE OF
CHICAGO MAY 3-16, 1948

OCC

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*

Awards

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.

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

<i>Artist</i>	Fred Steffen
<i>Art Director</i>	Ted Adams
<i>Producer</i>	C. Franklin Brown, Inc.
<i>Advertiser</i>	United Electric Coal Companies

2. GENERAL SUBJECT MATTER. Color.

MEDAL AWARD

<i>Artist</i>	Joseph Feher
<i>Art Director</i>	Gene Raven
<i>Producer</i>	Tempo Studio
<i>Advertiser</i>	United Airlines

MERIT AWARD

<i>Artist</i>	Umberto Romano
<i>Art Director</i>	Bert Ray
<i>Advertiser</i>	Abbott Laboratories

MERIT AWARD

<i>Artist</i>	Jan Balet
<i>Art Director</i>	M. F. Agha
<i>Producer</i>	Leo Burnett Co., Inc.
<i>Advertiser</i>	Brown Shoe Co.

3. PRODUCT ILLUSTRATION. Black and white.

MEDAL AWARD

<i>Artist</i>	Ruth Conerly
<i>Art Director</i>	Frances Owen
<i>Advertiser</i>	Marshall Field & Co.

4. PRODUCT ILLUSTRATION. Color

MEDAL AWARD

<i>Art Director</i>	Boris Artzybasheff
<i>Artist</i>	Charles R. Prilik
<i>Producer</i>	J. Walter Thompson
<i>Advertiser</i>	The Parker Pen Co.

MERIT AWARD

<i>Artist</i>	Henry Maust
<i>Art Director</i>	L. H. Ingwersen
<i>Producer</i>	J. Walter Thompson
<i>Advertiser</i>	Kraft Foods Co.

5. EDITORIAL ART.

MEDAL AWARD

<i>Artist</i>	Mary Blair
<i>Art Director</i>	Tony Palazzo
<i>Publication</i>	Coronet Magazine

MERIT AWARD

<i>Artist</i>	Thurloe Connolly
<i>Art Director</i>	Bert Ray
<i>Publication</i>	Abbott Laboratories

MERIT AWARD

<i>Artist</i>	Ben Stahl
<i>Art Director</i>	Tony Palazzo
<i>Publication</i>	Esquire Magazine

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 of Abbott Laboratories

MEDAL AWARD

Photographer Stephen Deutch
Art Director Leroy Winbush
Publication of 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 Weco 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

TRADE PERIODICALS

20

Designer—A. D. Ted Adams
Designer—A. D. Jim McCray
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.

33

Designer—A. D. Helmut Boenisch
Producer Behel-Waldie-Briggs, Inc.
Advertiser Paul M. Wiener
 Foundry Co.
Artist Howard Mueller

34

Designer—A. D. Harvey Olsen
Producer Needham, Louis &
 Brorby, Inc.
Advertiser Derby Foods, Inc.
Artist Whitaker Guernsey Studio
Engraver Collins, Miller &
 Hutchings, Inc.
Typographer Bertsch & Cooper

35

Designer—A. D. Patrick D. McCain
Producer John W. Shaw
 Advertising, Inc.
Advertiser Peter Fox Brewing Co.
Engraver Chicago Tribune
Typographer Monsen-Chicago

36

Designer—A. D. Albert A. Schmid
Producer McCann-Erickson, Inc.
Advertiser Standard Oil Co. (Ind.)
Artist William A. Johnston Studios

NEWSPAPERS • LOCAL**37**

Designer—A. D. Clarence N. Johnson
Producer Reincke, Meyer & Finn
Advertiser Henrici's Restaurant
Artist Monroe Melavitz
Engraver Rogers Engraving
Typographer J. M. Bundscho, Inc.

38

Designer—A. D. Ralph Breeding
Producer J. Walter Thompson Co.
Advertiser Ford Motor Co.
Artist Flo Stephenson

39

Designer—A. D. Paul Rohloff
Producer Hoskinson & Rohloff
Advertiser Baskin

40

Designer Bracken & Tyler Studio
Art Director Harry F. Lambert
Producer D'Arcy Advertising Co.
Advertiser St. Louis Globe-Democrat
Artist Trent Eberts
Typographer Warwick Typographers

41

Designer—A. D. Donald C. Allen
Producer McCann-Erickson, Inc.
Advertiser Minneapolis Gas Light Co.

42

<i>Designer</i>	Willa Menzel
<i>Art Director</i>	Hoskinson & Rohloff
<i>Advertiser</i>	Carson Pirie Scott & Co.
<i>Artist</i>	Henry Clarkson
<i>Engraver</i>	Washington Photo Engraving
<i>Typographer</i>	Typographic Craftsmen

★ 43

<i>Designer—Artist</i>	Rainey Bennett
<i>Art Director</i>	Frances Owen
<i>Advertiser</i>	Marshall Field & Co.
<i>Engraver</i>	Dot Engravers
<i>Typographer</i>	Runkle-Thompson-Kovats

☆ 44

<i>Designer—Artist</i>	Lester Beall
<i>Art Director</i>	Frances Owen
<i>Advertiser</i>	Marshall Field & Co.
<i>Engraver</i>	Newsprint Engraving Co.

DIRECT MAIL**45**

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

46

<i>Designer—Artist</i>	DeForest Sackett
<i>Advertiser</i>	Carson Pirie Scott & Co.
<i>Engraver</i>	Washington Photo Engraving
<i>Typographer</i>	Typographic Craftsmen
<i>Printer</i>	Spitz Printing Co.

★ 47

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

48

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

49

<i>Designer—Artist</i>	Richard Lemen
<i>Art Directors</i>	Sig Sivertson and James T. Mangan
<i>Producer</i>	L'Esperance, Sivertson & Beran
<i>Advertiser</i>	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.

POSTERS AND CAR CARDS☆ **62**

Designer—A. D. Victor B. Wells
Producer B. W. Schenker
Advertiser The Sheldon-Claire Co.
Photographer Fred G. Korth; Coloring—
 Benjamin S. Kanne
Typographer Herman Typographers
Printer Arandell Litho Corp.

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.

68

Designer—A. D. Al Palmer
Producer Young & Rubicam, Inc.
Advertiser The Pullman Co.
Photographer Karl Oeser
Printer R. R. Donnelley & Sons Co.

69

Designer—A. D. Victor B. Wells
Producer B. W. Schenker
Advertiser The Sheldon-Claire Co.
Photographer Victor B. Wells;
 coloring—Benj. S. Kanne
Typographer Herman Typographers
Printer Arandell Litho Corp.

72

Designer Harry Slutkin
Art Director Sibley McCaslin
Producer Kling Studios, Inc.
Advertiser P. Lorillard Co., Inc.
Artist Roswell Brown
Engraver Newman-Rudolph Co.
Printer Newman-Rudolph Co.

73

Designer Dave Chapman
Art Director Harold J. Bensemann
Producer Kay, Inc.
Advertiser Jos. Schlitz Brewing Co.

DISPLAY PIECES**70**

Designer—Artist Everett B. Eckland
Art Director James T. Mangan
Advertiser Mangan & Eckland
Printer Lion Match Co.

★ 71

Designer—Artist Morton Goldsholl
Advertiser Brunswick Balke
 Collender Co.
Printer Vanguard Co.

EDITORIAL DESIGN**74**

Designer W. Dwight Smith
Art Director Robert D. Tucker
Advertiser Abbott International
Engraver Premier Engraving Co.
Printer Runkle-Thompson-Kovats

75

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

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 Regensteiner 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

CLASSIFICATION **B** Art . . . Advertising and Editorial

GENERAL SUBJECT MATTER
BLACK AND WHITE

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-Telander
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

GENERAL SUBJECT MATTER COLOR

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
Advertiser Bismarck Hotel

★ **107**

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

★ **108**

Artist Umberto Romano
Art Director Bert Ray
Producer Abbott Laboratories
Advertiser Abbott Laboratories

109

Artist Fletcher Martin
Art Director Bert Ray
Producer Abbott Laboratories
Advertiser Abbott Laboratories

110

Artist Joseph Hirsch
Art Director Bert Ray
Producer Abbott Laboratories
Advertiser Abbott Laboratories

111

Art Director Lawrence Beall Smith
Artist Bert Ray
Producer Abbott Laboratories
Advertiser Abbott Laboratories

112

Artist Nura
Art Director Bert Ray
Producer Abbott Laboratories
Advertiser Abbott Laboratories

113

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

114

Artist Earl Gross
Art Director Ted Adams
Producer C. Franklin Brown, Inc.
Advertiser International Minerals & Chemical Co.

115

Artist Francis Chase
Art Director Walter Howe
Producer R. R. Donnelley & Sons Co.
Advertiser Eli Lilly & Co.

116

Artist Joseph Feher
Art Director Walter Howe
Producer R. R. Donnelley & Sons Co.
Advertiser Eli Lilly & Co.

118

Artist Joseph Feher
Art Director Walter Howe
Producer R. R. Donnelley & Sons Co.
Advertiser Eli Lilly & Co.

119

Artist Raymond Breinin
Art Director Walter Howe
Producer R. R. Donnelley & Sons Co.
Advertiser Eli Lilly & Co.

120

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

121

Artist
Art Director
Producer
Advertiser

Douglas Anderson
 Jason Harvey
 Needham, Louis &
 Brorby, Inc.
 Alston-Lucas Paint Co.

122

Artist
Art Director
Producer
Advertiser

Rudy Potts
 John B. Breunig
 Foote, Cone & Belding
 Armour & Co.

123

Artist
Art Director
Producer
Advertiser

Albert Dorne
 Robert D. Dohn
 Foote, Cone & Belding
 Hiram Walker & Sons, Inc.

124

Artist
Art Director
Producer
Advertiser

Fred Ludekens
 Robert D. Dohn
 Foote, Cone & Belding
 Hiram Walker & Sons, Inc.

125

Artist
Art Director
Producer
Advertiser

Bee Johnson
 John B. Breunig
 Foote, Cone & Belding
 Armour & Co.

126

Artist
Art Director
Producer
Advertiser

Tom Hall
 John B. Breunig
 Foote, Cone & Belding
 Armour & Co.

127

Artist
Art Director
Producer
Advertiser

Sam Bates
 John B. Breunig
 Foote, Cone & Belding
 Armour & Co.

128

Artist
Art Director
Producer

Advertiser

A. E. Brotman
 Paul Meyers
 Brooks, Smith, French &
 Dorrance, Inc.
 Bundy Tubing Co.

129

Artist
Art Director
Producer

Advertiser

Frederic Tellander
 William H. Savin
 Roche, Williams &
 Cleary, Inc.
 The Studebaker Corp.

130

Artist
Art Director
Producer
Advertiser

Fred Ludekens
 Frederick W. Boulton
 J. Walter Thompson Co.
 Swift & Co.

131

Artist
Art Director
Producer
Advertiser

Tom Hall
 Roy Larson
 Foote, Cone & Belding
 Kimberly-Clark Corp.

132

Artist
Art Director
Advertiser

Rainey Bennett
 Frances Owen
 Marshall Field & Co.

133

Artist
Art Director
Advertiser

Fran Foley
 Frances Owen
 Marshall Field & Co.

134A

Artist
Art Director
Advertiser

Fran Foley
 Frances Owen
 Marshall Field & Co.

134B

Artist
Art Director
Advertiser

Rainey Bennett
 Frances Owen
 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.

PRODUCT ILLUSTRATION
COLOR

139

Artist Dave Mink
Art Director Luther Johnson
Producer Batten, Barton,
 Durstine & Osborn
Advertiser Wilson Brothers

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 Gerding
Art Director J. E. Schiffer
Producer Aubrey, Moore &
 Wallace, Inc.
Advertiser International Harvester Co.

★ 143

Artist Boris Artzybasheff
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

146

Artist Stan Ekman
Art Director William Chessman
Producer Crowell-Collier
Advertiser Colliers Magazine

147

Artist Paul Wehr
Art Director Tony Palazzo
Producer Coronet Magazine

148

Artist Peter Helck
Art Director Tony Palazzo
Producer Coronet Magazine

★ **149**

Artist Mary Blair
Art Director Tony Palazzo
Producer Coronet Magazine

150

Artist Peter Helck
Art Director Tony Palazzo
Producer Coronet Magazine

151

Artist Elmer Jacobs
Art Director H. J. Higdon
Producer Phoenix Metal Cap Co.

★ **152**

Artist Thurloe Connolly
Art Director Bert Ray
Producer Abbott Laboratories

153

Artist Haddon Sundblom
Art Director Frank Eltonhead
Producer Ladies Home Journal

★ **154**

Artist Ben Stahl
Art Director Tony Palazzo
Producer Esquire Magazine

155

Artist Leslie Saalburg
Art Director Tony Palazzo
Producer Esquire Magazine

156

Artist Leslie Saalburg
Art Director Tony Palazzo
Producer Esquire Magazine

157

Artist Gustav Rehberger
Art Director Tony Palazzo
Producer Esquire Magazine

158

Artist—A. D. Franklin McMahon
Producer Franklin McMahon Studio
Publisher Bligh-Palmer & Co.

159

Artist Susan Perl
Art Director Wallace Hainline & Bert Dieter
Producer Meredith Publishing Co.
Publication Better Homes & Gardens

160

Artist Harry Brown
Art Director Wallace Hainline & Bert Dieter
Producer Meredith Publishing Co.
Publication Better Homes & Gardens

CLASSIFICATION **C** Photography . . . Advertising and Editorial

GENERAL SUBJECT MATTER BLACK AND WHITE

161

Photographer George Hukar
Art Director Jason Harvey
Producer Needham, Louis &
Advertiser Brorby, Inc.
Eagle-Picher Co.

162

Photographer Underwood & Underwood
Art Director Moe Kelly
Producer Maxon, Inc.
Advertiser United Palestine Appeal

★ 163

Photographer Kenneth Heilbron Studio
Art Director Hoskinson Rohloff & Assoc.
Advertiser Carson Pirie Scott & Co.

164

Photographer Stanley Johnson
Art Director Ed. Mullieu
Producer Perris & Pert
Advertiser Sarra, Inc.

165

Photographer Filmgraphics
Art Director J. C. Barcanic
Producer Tatham-Laird, Inc.
Advertiser Bendix Home
Appliances, Inc.

Photographer
Art Director
Producer
Advertiser

166

Wesley Bowman Studio
David W. Lockwood
Foote, Cone & Belding
Hiram Walker & Sons, Inc.

167

Photographer
Art Director
Producer
Advertiser

Wesley Bowman Studio
David W. Lockwood
Foote, Cone & Belding
Hiram Walker & Sons, Inc.

168

Photographer
Art Director
Producer
Advertiser

Wesley Bowman Studio
David W. Lockwood
Foote, Cone & Belding
Hiram Walker & Sons, Inc.

169

Photographer
Art Director
Producer
Advertiser

Wesley Bowman Studio
David W. Lockwood
Foote, Cone & Belding
Hiram Walker & Sons, Inc.

170

Photographer
Art Director
Producer
Advertiser

Kenneth Heilbron Studio
Henry Billsten
Earle Ludgin & Co.
Carson Pirie Scott & Co.

171

Photographer
Art Director
Producer
Advertiser

E. G. McGrath
Everett Brodhage
M. L. Hirsch Adv. Co.
Gimbels, Milwaukee

172

Photographer
Art Director
Producer
Advertiser

Stephen Heiser
Hal Klau
Abbott Kimball Co., Inc.
Imperial Pearl
Syndicate, Inc.

GENERAL SUBJECT MATTER **COLOR**

173

Photographer Underwood & Underwood
Art Director William Kinzer
Producer Kircher, Helton & Collett, Inc.
Advertiser Howard Paper Mills, Inc.

174

Photographer Victor Keppler
Art Director Wilbur Meese
Advertiser Eli Lilly & Co.

175

Photographer Paul Hesse
Art Director William H. Savin
Producer Roche, Williams & Cleary, Inc.
Advertiser The Studebaker Corp.

176

Photographer Karl Oeser
Art Director Don Avery
Producer Hill Blackett
Advertiser Morton Salt

177

Photographer Victor Keppler
Art Director Richard Reins
Producer Brooke, Smith French & Dorrance, Inc.
Advertiser Jas. Barcaly & Co., Ltd.

178

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

179

Photographer Charles Burgess
Art Director Ben Larsen
Producer McCann-Erickson, Inc.
Advertiser Pillsbury Mills, Inc.

180

Photographer Charles Burgess
Art Director Ben Larsen
Producer McCann-Erickson, Inc.
Advertiser Pillsbury Mills, Inc.

181

Photographer Pennebaker-Ryan
Art Director Ken White
Producer Needham, Louis & Brorby
Advertiser S. C. Johnson & Son, Inc.

182

Photographer Reed Wallace
Art Director Dwight Reynolds
Producer Henri Hurst McDonald
Advertiser Bell & Howell

183

Photographer Stephen Heiser
Art Director Hal Klau
Producer Abbott Kimball Co., Inc.
Advertiser The Haeger Potteries, Inc.

184

Photographer Stephen Heiser
Art Director Hal Klau
Producer Abbott Kimball Co., Inc.
Advertiser The Haeger Potteries, Inc.

185

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

186

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

187

Photographer Victor Keppler
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
Advertiser Harris-Seybold Co.

PRODUCT ILLUSTRATION
BLACK AND WHITE

190

Photographer Stephen Heiser
Art Director Hal Klau
Producer Abbott Kimball Co., Inc.
Advertiser Doctor Dress Co.

191

Photographer Pennebaker & Ryan
Art Director Hal Klau
Producer Abbott Kimball Co., Inc.
Advertiser The Haeger Potteries, Inc.

192

Photographer Stephen Heiser
Art Director W. W. Johnston
Producer Young & Rubicam, Inc.
Advertiser Hammond Instrument Co.

193

Photographer Stephen Heiser
Art Director W. W. Johnston
Producer Young & Rubicam, Inc.
Advertiser Hammond Instrument Co.

194

Photographer Emelie Danielson Nicholson
Art Director Tom Ross
Producer Ketchum, MacLeod & Grove, Inc.
Advertiser The Duncan & Miller Glass Co.

195

Photographer Emelie Danielson Nicholson
Art Director Tom Ross
Producer Ketchum, MacLeod & Grove, Inc.
Advertiser The Duncan & Miller Glass Co.

196

Photographer Emelie Danielson Nicholson
Art Director Tom Ross
Producer Ketchum, MacLeod & Grove, Inc.
Advertiser Duncan & Miller Glass Co.

197

Photographer Charles F. Kuoni
Art Director A. A. Schmid
Producer McCann-Erickson, Inc.
Advertiser Camfield Manufacturing Co.

198

Photographer Stephen Heiser
Art Director Hal Klau
Producer Abbott Kimball Co., Inc.
Advertiser The Haeger Potteries, Inc.

199

Photographer Stephen Heiser
Art Director Hal Klau
Producer Abbott Kimball Co., Inc.
Advertiser Imperial Pearl Syndicate

★ **200**

Photographer Emelie Danielson Nicholson
Art Director Tom Ross
Producer Ketchum, MacLeod & Grove
Advertiser Duncan & Miller Glass Co.

PRODUCT ILLUSTRATION
COLOR

201

Photographer Bauman-Greene
Art Director Frederick W. Boulton
Producer J. Walter Thompson Co.
Advertiser Weco Products Co.

202

Photographer Pennebaker & Ryan
Art Director Richard Reins
Producer Brooke, Smith,
French & Dorrance
Advertiser The Sparks-Withington Co.

203

Photographer Pennebaker & Ryan
Art Director O'Cal Hanson
Producer W. W. Garrison Co.
Advertiser W. A. Shaeffer Pen Co.

204

Photographer Paul Hesse
Art Director William H. Savin
Producer Roche, Williams & Cleary
Advertiser The Studebaker Corp.

205

Photographer H. I. Williams
Art Director Harvey Olsen
Producer Needham, Louis & Brorby
Advertiser Derby Foods, Inc.

206

Photographer H. I. Williams
Art Director Harvey Olsen
Producer Needham, Louis & Brorby
Advertiser Derby Foods, Inc.

207

Photographer H. I. Williams
Art Director Harvey Olsen
Producer Needham, Louis & Brorby
Advertiser Swift & Co.

208

Photographer H. I. Williams
Art Director Harvey Olsen
Producer Needham, Louis & Brorby
Advertiser Derby Foods, Inc.

209

Photographer Horace Hime
Art Director W. W. Johnston
Producer Young & Rubicam
Advertiser The Borden Co.

210

Photographer Horace Hime
Art Director Marvin Potts
Producer Young & Rubicam, Inc.
Advertiser John F. Jelke Co.

211

Photographer Horace Hime
Art Director Marvin Potts
Producer Young & Rubicam, Inc.
Advertiser John F. Jelke Co.

212

Photographer Charles F. Kuoni
Art Director A. A. Schmid
Producer McCann-Erickson, Inc.
Advertiser Canfield Manufacturing Co.

213

Photographer
Art Director
Producer
Advertiser

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

214

Photographer
Art Director
Producer
Advertiser

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

215

Photographer
Art Director
Producer
Advertiser

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

216

Photographer
Art Director
Advertiser

Karl Oeser
 William D. Crooks
 Eli Lilly & Co.

217

Photographer
Art Director
Producer
Advertiser

Stephen Heiser
 Kenneth G. Boehnert
 Maxon, Inc.
 The Magnavox Co.

218

Photographer
Art Director
Producer
Advertiser

Stephen Heiser
 Kenneth G. Boehnert
 Maxon, Inc.
 The Magnavox Co.

219

Photographer
Art Director
Producer
Advertiser

Stephen Heiser
 Kenneth G. Boehnert
 Maxon, Inc.
 The Magnavox Co.

220

Photographer
Art Director
Producer
Advertiser

Stephen Heiser
 Kenneth G. Boehnert
 Maxon, Inc.
 The Magnavox Co.

221

Photographer
Art Director
Producer
Advertiser

Stephen Heiser
 Kenneth G. Boehnert
 Maxon, Inc.
 The Magnavox Co.

222

Photographer
Art Director
Producer
Advertiser

Stephen Heiser
 Kenneth G. Boehnert
 Maxon, Inc.
 The Magnavox Co.

223

Photographer
Art Director
Producer
Advertiser

Stephen Heiser
 Kenneth G. Boehnert
 Maxon, Inc.
 The Magnavox Co.

224

Photographer
Art Director
Producer
Advertiser

H. I. Williams
 John E. Olson
 Leo Burnett Co., Inc.
 Brewing Corporation
 of America

225

Photographer
Art Director
Producer
Advertiser

Stanley Johnson
 Florence Mitchell
 J. Roland Kay
 H. W. Gossard Co.

226

Photographer
Art Director
Producer
Advertiser

Leon De Vos
 Lee King
 Weiss & Geller
 International

Photographer H. I. Williams
Art Director George Kossman
Producer Leo Burnett Co., Inc.
Advertiser American Meat Institute

★ 227

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

☆ 228

EDITORIAL PHOTOGRAPHY

Photographer Charles Kuoni
Art Director Wallace Hainline & Gordon Elliott
Producer Meredith Publishing Co.
Publication Successful Farming

229

Photographer George DeGennaro
Art Director Wallace Hainline
Producer Meredith Publishing Co.
Publication Better Homes & Gardens

230

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

231

Photographer H. I. Williams
Art Director Wallace Hainline & Bert Dieter
Producer Meredith Publishing Co.
Publication Better Homes & Gardens

232

Photographer Ezra Stoller
Art Director Wallace Hainline & Bert Dieter
Producer Meredith Publishing Co.
Publication Better Homes & Gardens

233

Photographer Wayne Miller
Art Director Leroy Winbush
Producer Ebony Magazine

234

Photographer Wayne Miller
Art Director Leroy Winbush
Producer Ebony Magazine

235

Photographer Wayne Miller
Art Director Leroy Winbush
Producer Ebony Magazine

236

Photographer H. I. Williams
Art Director Wallace Hainline
Producer Meredith Publishing Co.
Publication Better Homes & Gardens

237

Photographer Peter Gowland
Art Director Wallace Hainline
Producer Meredith Publishing Co.
Publication Better Homes & Gardens

238

Photographer Sarra, Inc.
Art Director Bert Ray
Producer Abbott Laboratories

★ 239

Photographer Stephen Deutch
Art Director Leroy Winbush
Producer Ebony Magazine

★ 240

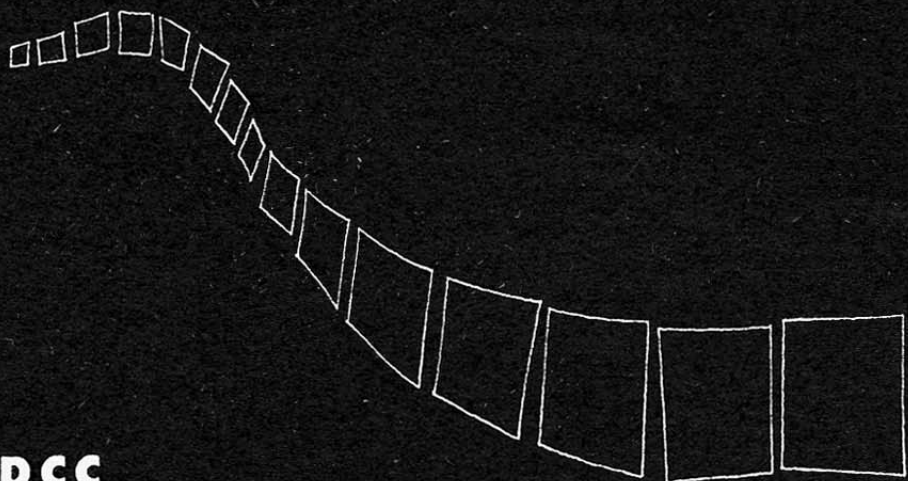
AWARDS DINNER



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

1932



1948

DCCADCCADCC

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 Photol"
- ☆ *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 Catton Rich; Award presentation.
- ☆ *Information Please*; Host, Whitaker-Guernsey 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.

PRESIDENT'S MESSAGE

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.

Douglas M. Smith, *President*, The Art Directors Club of Chicago

A handwritten signature in black ink, reading "Douglas M. Smith", followed by a long horizontal flourish line.

OFFICERS FOR 1947-48

Douglas M. Smith • *President*
 William H. Clark • *Vice President*
 Rom Z. Rigotti • *Vice President*
 J. C. Barcanic • *Secretary*
 Fred Fisher • *Treasurer*

BOARD OF DIRECTORS

William H. Savin • *Chairman*
 John Breunig
 Warren Shuster
 Dan E. Smith
 Walter L. Howe
 Albert Kner

HONORARY MEMBERS

Frank Lloyd Wright • *Taliesin, Spring Green, Wisconsin*
 Daniel Catton Rich • *Director, Art Institute of Chicago*

RESIDENT MEMBERS

- Eugene Adair • *Gene Adair & Assoc.*
 Gudrun Alcock • *Chicago 11, Ill.*
 Ernest Allen • *Needham, Louis & Brorby, Inc.*
 Jack Amon • *Grant Adv. Inc.*
 Howard W. Anderson • *Charles Daniel Frey*
 R. Howard Armstrong • *Aubrey Moore & Wallace*
 John Averill • *Chicago 14, Ill.*
 J. C. Barcanic • *Tatham-Laird, Inc.*
 Ronald S. Bean • *Trade Development*
 Harriet R. Beckman • *Kuttner & Kuttner, Inc.*
 Paul E. Beem • *The W. E. Long Co.*
 C. Donald Benge • *Roy Knipschild & Co., Inc.*
 Gus Berkus • *Esquire Inc.*
 Frank I. Betley • *Koopman-Neumer*
 Garnet E. Bockmeyer • *Peoples Book Club*
 Kenneth G. Boehnert • *Maxon, Inc.*
 Herman R. Bollin • *Ziff-Davis Publ. Co.*
 Fred Boulton • *J. Walter Thompson Co.*
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