



art
directors
club of
chicago

annual
exhibition
at the
art institute
of chicago
may 20 to
june 2, 1947

1947 1947

1947 1947 1947

1947 **ANNUAL EXHIBITION**

1947 1947 1947

1947 1947

adcc

exhibition committee

chairman	John B. Breunig <i>Foote, Cone & Belding</i>
co-ordinator	Art Thayler <i>Schwimmer & Scott, Inc.</i>
juries	Stuart Rae <i>Dancer, Fitzgerald and Sample</i>
exhibits	Don McCray <i>Design and Photography</i>
photography	William Clark <i>Hamilton Advertising Agency</i>
awards dinner	David W. Lockwood <i>Foote, Cone & Belding</i>
publications	Walter Howe <i>R. R. Donnelley & Sons Co.</i>
treasurer	Ken White <i>Needham, Louis & Brorby</i>
secretary	Douglas M. Smith <i>The Buchen Company</i>

Fifteen years ago a group of Chicago art directors formed a club. The purposes were hazy, the members few—eight, I think. We met once a month in a near-north-side restaurant, had dinner together (and maybe a drink or two), played ping-pong on a rickety table in the back room.

When our membership grew to eighteen or twenty we expanded our activities to include music with our dinner. The music always included an accordian player because somehow they were the easiest performers to get for free. Those were the good old days, but they're much better now.

The Art Directors Club of Chicago now has a membership of almost 300, of which 48 joined within this last year.

Our activities have expanded enormously and the regular monthly luncheon meetings are now generously interlaced with important dinner meetings which have included such speakers as Thomas Hart Benton, Rockwell Kent, Al Parker, Harold von Schmidt, Austin Briggs, John Gannam, Ken Stuart and Frank Lloyd Wright.

In addition, there were special classes organized, such as a course in public speaking and an educational series. Several of our members are sharing their knowledge and experience with the "young bloods" at Northwestern University, Roosevelt College and The American Academy.

Five of our members are leading a series of discussions on layout before a group of advertising men and women.

Representative members of our Club have spoken the good word on various phases of advertising design to groups both locally and out-of-town. The Secretary of the ADCC is general chairman of the awards committee of the Chicago Federated Advertising Clubs for 1946.

The ADCC is now an affiliate of the newly formed National Society of Art Directors. A collection of "Sunday" paintings by our members is on exhibition in New York, along with the "fine art" efforts of members of affiliated Art Directors Clubs throughout the country.

The aims and activities of our Art Directors Club of Chicago are expanding steadily. Its membership is growing, its hopes are high.

WILLIAM H. SAVIN,
President, The Art Directors Club of Chicago

1946

June 25—Speaker: George Finnegan, Art Director, Woman's Home Companion

Sept. 19—Speaker: Frank San Hamil, Chicago Daily News Artist

Oct. 9—Speakers: Edmond Witalis, Art Director, Arthur Gordon, Editor, Cosmopolitan Magazine, John Gannam, Illustrator

Oct. 28—Speaker: Don May, former Art Director of Holiday Magazine

Nov. 8—Speaker: Lt. Col. William P. Welsh, Artist

Nov. 22—Speaker: Capt. William Eddy. Television night.

Dec. 12—Speaker: Herb Drown, Public Speaking Authority

1947

Jan. 9—Speaker: Albert Kner, Director of Design Laboratory, Container Corp.

Jan. 22—Cosmopolitan prize Award Dinner. Speakers: Al Parker, Austin Briggs and Harold von Schmidt, Illustrators; Edmond Witalis, Art Director

Feb. 7—Speaker: Edgar Miller, Artist, Sculptor, Designer

March 13—Outdoor Advertising Awards Luncheon

April 10—Speaker: Sidney Wells, Art Director

April 23—Speaker: William Miller, Art Director

May 13—Speaker: Serge Chermayeff, Director, Institute of Design

May 20—Annual Awards Dinner, ADCC Exhibition
Speakers: Norman Rockwell, Mead Schaeffer, Illustrators; Ken Stuart, Art Director, Saturday Evening Post

mass magazines illustration	Charles W. Bracken, Artist <i>Bracken & Tyler Studio</i> Fairfax M. Cone Chairman of Executive Committee <i>Foote, Cone & Belding</i> Howard Guernsey, Artist <i>Whitaker-Guernsey Studio</i>
mass magazines photographs	Harvey Olsen, Art Director <i>Needham, Louis & Brorby, Inc.</i> J. Kenneth Laird, Vice-President <i>Tatham-Laird, Inc.</i> Horace Hime, Photographer <i>Kling Studios, Inc.</i>
trade publications	William W. Johnston, Art Director <i>Young & Rubicam</i> E. F. Hascall, Vice-President <i>Henri Hurst & McDonald, Inc.</i> Fred Steffen, Artist <i>Vernon-Stevens-Hall Studio</i> Claude Taylor, Jr., Art Director <i>Ruthrauf & Ryan</i>
direct mail	Herbert A. Knight, President <i>J. M. Bundscho, Inc.</i> Peter Koch, Artist <i>Bielefeld Studio, Inc.</i> Ray Coudret, Art Director <i>Photo-Press, Inc.</i>
newspapers	Don McCray, Photographer <i>Don McCray Studio</i> James M. Woodman, Account Executive <i>Roche, Williams & Cleary, Inc.</i> A. J. Bremner, Vice-President <i>Foote, Cone & Belding</i>
editorial art	Robert D. Dohn, Art Director <i>Foote, Cone & Belding</i> Douglas M. Smith, Art Director <i>The Buchen Co.</i> Earl Gross, Artist <i>Stevens-Gross Studio</i>
design of complete advertisement	Frederick W. Boulton, Art Director <i>J. Walter Thompson Co.</i> Frances Owen, Art Director <i>Marshall Field & Company</i> Taylor Poore, Artist <i>Tempo, Inc.</i>

jury of award

awards

mass magazines color illustrations

medal award

Artist Charlotte J. Sternberg
Art Director Leonard Lionni
Produced by N. W. Ayer & Son
Advertiser Container Corp. of America

merit awards

Artist Ben Stahl
Art Director Robert D. Dohn
Produced by Foote, Cone & Belding
Advertiser Hiram Walker & Sons, Inc.

Artist Tom Hall
Art Director David W. Lockwood
Produced by Foote, Cone & Belding
Advertiser Internat'l Cellucotton Co.

Artist Jan Balet
Art Director Harry J. Cordesman
Produced by Leo Burnett Company, Inc.
Advertiser Brown Shoe Company

mass magazines color photographs

medal award

Photographer Allan Fontaine
Art Director Barbara Holmes
Produced by Aubrey, Moore & Wallace, Inc.
Advertiser Evyan Division, Associated Products, Inc.

merit awards

Photographer Stephen Heiser
Art Director Ken Boehnert
Produced by Maxon, Inc.
Advertiser Magnavox Company

Photographer Valentino Sarra
Art Director Frederick W. Boulton
Produced by J. Walter Thompson Co.
Advertiser Swift & Co.

Photographer Nicholas Muray
Art Directors Albert F. Quinlan and Peter Geist
Produced by Gardner Advertising Co.
Advertiser Monsanto Chemical Co.

awards

mass magazines black and white illustrations

medal award

Artist Ed. Pivo
Art Director Paul C. Rohloff
Produced by Carson Pirie Scott & Co.
Advertiser Carson Pirie Scott & Co.

merit awards

Artist Leonard Lionni
Art Director Leonard Lionni
Produced by N. W. Ayer & Son
Advertiser Felt & Tarrant Mfg. Co.

Artist John McCormach
Art Director Lee King
Produced by Weiss & Geller
Advertiser General American
Transportation Corp.

mass magazines black and white photographs

medal award

Photographer Wesley Bowman Studio
Art Director David W. Lockwood
Produced by Foote, Cone & Belding
Advertiser Hiram Walker & Sons, Inc.

merit awards

Photographer Stephen Heiser
Art Director David W. Lockwood
Produced by Foote, Cone & Belding
Advertiser Frigidaire Division,
General Motors Corp.

Photographer Stephen Hesier
Art Director Ken White
Produced by Needham, Louis & Brorby, Inc.
Advertiser Eagle-Picher

Photographer Leigh Charell
Art Director Harriet R. Beckman
Produced by Kuttner & Kuttner
Advertiser Katzenberg & Rivkin

awards

trade publications

medal award

Photographer Valentino Sarra
Art Director Edmund Witalis
Produced by Sarra, Inc.
Advertiser Cosmopolitan Magazine

merit awards

Artist Brinton Turkle
Art Director Robert Tucker
Produced by Abbott Laboratories
Advertiser Abbott Laboratories
International Co.

Artist Ralph Johnstone,
Whitaker-Guernsey Studio
Art Director Bert Ray
Produced by Abbott Laboratories
Advertiser Abbott Laboratories

Artist Fred Steffen
Art Director Lee Stanley
Produced by Leo Burnett Company, Inc.
Advertiser The Rudolph Wurlitzer Co.

direct mail

medal award

Artist Parker Heath
Art Director Taylor Poore
Produced by Fulton Morrissey
Advertiser Watson & Boaler

merit awards

Artist Joseph Feher
Art Director Walter Howe
Produced by R. R. Donnelley & Sons Co.
Advertiser H. P. Zimmerman

Artist Norman Christensen
Art Director Taylor Poore
Produced by Tempo, Inc.
Advertiser Cadillac Motor Car Division,
General Motors Corp.

Artist Graphic Illustrators
Art Director C. N. Johnson
Produced by Reincke, Meyer & Finn, Inc.
Advertiser Burlington Railroad

awards

newspapers color

medal award

Photographer A. George Miller
Retouching Nelson-Wells-Tiedman
Art Director W. W. Johnston
Produced by Young & Rubicam, Inc.
Advertiser Ice Cream Division,
 Borden Co.

merit awards

Artists Lu Peters,
 Hoskinson-Rohloff Studio
 Ed Gordon,
 Whitaker-Guernsey Studio
Art Director Frank Livingston
Produced by Dancer-Fitzgerald-Sample, Inc.
Advertiser Proctor & Gamble Co.

newspapers black and white

medal award

Artist Dorothy Christy
Art Director Frances Owen
Produced by Marshall Field & Company
Advertiser Marshall Field & Company

merit awards

Artist Fred Steffen
Art Director Lee Stanley
Produced by Leo Burnett Company, Inc.
Advertiser The Rudolph Wurlitzer Co.

Artist Fred Steffen
Art Director Lee Stanley
Produced by Leo Burnett Company, Inc.
Advertiser The Rudolph Wurlitzer Co.

awards

editorial art

medal award

Artist Peter Helck
Art Director Tony Palazzo
Produced by Esquire Magazine
Advertiser Esquire Magazine

merit awards

Artist Ben Stahl
Art Director Tony Palazzo
Produced by Esquire Magazine
Advertiser Esquire Magazine

Artist Tyrus Wong
Art Director Tony Palazzo
Produced by Coronet Magazine
Advertiser Coronet Magazine

Artist Joseph Feher
Art Directors Wallace F. Hainline
 and Gordon Elliott
Produced by Successful Farming
Advertiser Successful Farming

design of complete advertisement

medal award

Artist John Averill
Art Director John Averill
Produced by Collins, Miller & Hutchings
Advertiser Collins, Miller & Hutchings

merit awards

Photographer Charles F. Kuoni
Art Director Frederick W. Boulton
Produced by J. Walter Thompson Co.
Advertiser Swift & Co.

Artist Francis Foley
Art Director Frances Owen
Produced by Marshall Field & Company
Advertiser Marshall Field & Company

Artist Guissman
Art Director Lee Stanley
Produced by Leo Burnett Company, Inc.
Advertiser Minnesota Valley Canning Co.

exhibition

★ medal award ☆ merit award

mass magazines • color illustrations

Artist
Art Director
Produced by
Advertiser

1
Haddon H. Sundblom
Stewart McCormack
D'Arcy Advertising Co.
Anheuser-Busch

☆
Artist
Art Director
Produced by
Advertiser

2
Jan Balet
Harry J. Cordesman
Leo Burnett Company, Inc.
Brown Shoe Company

Artist
Art Director
Produced by
Advertiser

3
Michael
Richard Reins
Brooke, Smith, French
& Dorrance, Inc.
Sparks-Withington Co.

Artist
Art Director
Produced by
Advertiser

4
Henry Brennan
C. A. Mathisson
H. C. Mulberger, Inc.
Miller Brewing Company

Artist
Art Director
Produced by
Advertiser

5
Haddon H. Sundblom
Paul Smith
D'Arcy Advertising Co.
The Coca-Cola Company

Artist
Art Director
Produced by
Advertiser

6
Roswell Brown,
Kling Studio
Douglas M. Smith
The Buchen Co.
The Crane Co.

Artist
Art Director
Produced by
Advertiser

7
Howard Forsberg
C. Thomas Martin
Stockton-West-Burkhart, Inc.
U. S. Shoe Corporation

Artist
Art Director
Produced by
Advertiser

8
Henry Heier
Webb Smart
D'Arcy Advertising Co.
Glenmore Distilleries Co.

Artist
Art Director
Produced by
Advertiser

9
Michael
George Allen
J. Walter Thompson Co.
Weco Products Company

☆
Artist
Art Director
Produced by
Advertiser

10
Ben Stahl
Robert D. Dohn
Foote, Cone & Belding
Hiram Walker & Sons, Inc.

Artist
Art Director
Produced by
Advertiser

11
Henry Maust
L. H. Ingwersen
J. Walter Thompson Co.
Kraft Food Company

Artist
Art Director
Produced by
Advertiser

12
Harry Anderson
William H. Savin
Roche, Williams & Cleary, Inc.
Sealed Power Corporation

13
Artist Ralph Johnstone,
Art Director Whitaker-Guernsey Studio
Produced by Barton G. West
Advertiser Foote, Cone & Belding
Marshall Field & Company

14
Artist R. Fitzpatrick and
Art Director J. Bingham
Produced by Ed Smith
Advertiser J. Walter Thompson Co.
Ford Motor Company

15
Artist Anna Marie Runchey
Art Director Morton Wilson
Produced by Hamilton Adv. Agency, Inc.
Advertiser Allen B. Wrisley Co.

16
Artist Coby Whitmore
Art Director David W. Lockwood and
Produced by Don L. Ruf
Advertiser Foote, Cone & Belding
Int. Cellucotton Co.

☆ **17**
Artist Tom Hall
Art Director David W. Lockwood
Produced by Foote, Cone & Belding
Advertiser Int. Cellucotton Co.

18
Artist Paul Randall
Art Director William H. Savin
Produced by Roche, Williams & Cleary, Inc.
Advertiser The Studebaker Corp.

☆ **19**
Artist Guissman
Art Director Lee Stanley
Produced by Leo Burnett Company, Inc.
Advertiser Minn. Valley Canning Co.

20
Artist Jon Whitcomb
Art Director Robert D. Dohn
Produced by Foote, Cone & Belding
Advertiser Pepsodent Co.

21
Artist Larry Andrews
Art Director Ralph H. Breeding
Produced by J. Walter Thompson Co.
Advertiser Ford Motor Company

22
Artist Harry Anderson
Art Director Martin M. Krein
Produced by Foote, Cone & Belding
Advertiser Hall Brothers

23
Artist Thornton Utz
Art Director Lee Stanley
Produced by Leo Burnett Company, Inc.
Advertiser The Rudolph Wurlitzer Co.

24
Artist Paul Ware and Otho Schuth
Art Director Sidney A. Wells, Ben Larsen
Produced by McCann-Erickson, Inc.
Advertiser Swift & Company

25
Artist Howard Mueller,
Art Director Whitaker Guernsey Studio
Produced by John B. Breunig
Advertiser Foote, Cone & Belding
Armour and Company

★ **26**
Artist Charlotte J. Sternberg
Art Director Leonard Lionni
Produced by N. W. Ayer & Son
Advertiser Container Corp. of America

adcc

Artist
Art Director
Produced by
Advertiser

27
John Howard
Don L. Ruf
Foote, Cone & Belding
Luxor, Ltd.

Photographer
Art Director
Produced by
Advertiser

28
Pagano Studio
Richard Reins
Brooke, Smith, French
& Dorrance, Inc.
Jas. Barclay & Co., Ltd.

Photographer
Art Director
Produced by
Advertiser

29
Jim Crotzer,
Wesley Bowman Studio
Norman Phelps
Ruthrauff & Ryan, Inc.
Dana Perfumes, Inc.

Photographer
Art Director
Produced by
Advertiser

30
Ruzzie Green
Barton G. West
Foote, Cone & Belding
Marshall Field & Company

Photographer
Art Director
Produced by
Advertiser

31
H. I. Williams
Harvey Olsen
Needham, Louis &
Brorby, Inc.
Derby Foods, Inc.

Photographer
Art Director
Produced by
Advertiser

32
Paul Hesse
William H. Savin
Roche, Williams &
Cleary, Inc.
The Studebaker Corp.

☆
Photographer
Art Director
Produced by
Advertiser

33
Stephen Heiser
Ken Bochnert
Maxon, Inc.
Magnavox Company

Photographer
Art Director
Produced by
Advertiser

34
H. I. Williams
Harvey Olsen
Needham, Louis &
Brorby, Inc.
Derby Foods, Inc.

Photographer
Art Director
Produced by
Advertiser

35
Paul Hesse
William H. Savin
Roche, Williams &
Cleary, Inc.
The Studebaker Company

Photographer
Art Director
Produced by
Advertiser

36
Eugene Hutchinson,
Underwood & Underwood
Dick Cummings
N. W. Ayer & Son
Goodyear Tire & Rubber Co.

Photographer
Art Director
Produced by
Advertiser

37
Pennebaker-Ryan
Jack Kies
Needham, Louis &
Brorby, Inc.
Derby Foods, Inc.

Photographer
Art Director
Produced by
Advertiser

38
Valentino Sarra
Charles McCarty
J. Walter Thompson Co.
Seven-Up Company

Photographer
Art Director
Produced by
Advertiser

39
Eugene Hutchinson,
Underwood & Underwood
Dick Cummings
N. W. Ayer & Son
Goodyear Tire & Rubber Co.

☆
Photographer
Art Director
Produced by
Advertiser

40
Valentino Sarra
Frederick W. Boulton
J. Walter Thompson Co.
Swift & Co.

- 41**
Photographer Ruzzie Green
Art Director Robert D. Dohn
Produced by Foote, Cone & Belding
Advertiser Pepsodent Co.
- 42**
Photographer Karl Oeser, Sarra, Inc.
Art Director William H. Savin
Produced by Roche, Williams & Cleary, Inc.
Advertiser The Studebaker Corp.
- 43**
Photographer Eugene Hutchinson,
Underwood & Underwood
Art Director John Zwinak
Produced by Arthur Kudner, Inc.
Advertiser Fisher Body Corporation
- 44**
Photographer Sarra, Inc.
Art Director Harriet R. Beckman
Produced by Kuttner & Kuttner
Advertiser Korach Brothers
- ★ **45**
Photographer Allan Fontaine
Art Director Barbara Holmes
Produced by Aubrey, Moore & Wallace, Inc.
Advertiser Evyan Division,
Associated Products, Inc.
- 46**
Photographer Pennebaker-Ryan
Art Director Jack Kies
Produced by Needham, Louis & Brorby, Inc.
Advertiser Derby Foods, Inc.
- 47**
Photographer Nicholas Muray
Art Director Peter Geist
Produced by Gardner Advertising Co.
Advertiser Monsanto Chemical Co.

- 48**
Photographer Charles F. Kuoni
Art Director Ben Larsen
Produced by McCann-Erickson, Inc.
Advertiser Pillsbury Mills, Inc.
- 49**
Photographer Karl Oeser, Sarra, Inc.
Art Director William H. Savin
Produced by Roche, Williams & Cleary, Inc.
Advertiser The Studebaker Corp.
- 50**
Photographer H. I. Williams
Art Director Norman Houk
Produced by Gardner Advertising Co.
Advertiser Stokely-Van Camp, Inc.
- 51**
Bauman-Greene
Don L. Ruf
Foote, Cone & Belding
Luxor, Ltd.
- ☆ **52**
Photographer Nicholas Muray
Art Director Albert F. Quinlan and Peter Geist
Produced by Gardner Advertising Co.
Advertiser Monsanto Chemical Co.
- 53**
George Hurrell
Barbara Holmes
Aubrey, Moore & Wallace, Inc.
Evyan Division,
Associated Products, Inc.
- 54**
Photographer Charles F. Kuoni
Art Director Charles R. Prilik
Produced by J. Walter Thompson Co.
Advertiser Swift & Co.

adcc

- 55**
Photographer Charles Burgess
Art Director Ben Larsen
Produced by McCann-Erickson, Inc.
Advertiser Pillsbury Mills, Inc.
- 56**
Photographer Sarra, Inc.
Art Director Morton Wilson
Produced by Hamilton Adv. Agency, Inc.
Advertiser Allen B. Wrisley Company
- 57**
Photographer Jim Crotzer,
Wesley Bowman Studio
Art Director Lee King
Produced by Weiss & Geller, Inc.
Advertiser Shwayder Bros., Inc.
- 58**
Artist Jan Balet
Art Director John E. Olson
Produced by Leo Burnett Company, Inc.
Advertiser Brewing Corp. of America
- 59**
Artist Stan Ekman
Art Director Ernest R. Roose
Produced by Keeling & Co., Inc.
Advertiser Hastings Mfg. Co.
- 60**
Artist Richard Taylor
Art Director Ernest R. Roose and
Larry E. Trissel
Produced by Keeling & Co., Inc.
Advertiser American Thermos Bottle Co.
- 61**
Artist William Steig
Art Director Ernie Allen
Produced by Needham, Louis &
Brorby, Inc.
Advertiser Rand McNally & Co.

- ☆
Artist Leonard Lionni
Art Director Leonard Lionni
Produced by N. W. Ayer & Son
Advertiser Felt & Tarrant Mfg. Co.
- 63**
Artist Jan Balet
Art Director Rudolph Czufin
Produced by Gardner Advertising Co.
Advertiser Ralston Purina Co.
- ★
Artist Ed Pivo
Art Director Paul C. Rohloff
Produced by Carson Pirie Scott & Co.
Advertiser Carson Pirie Scott & Co.
- 64**
Ed Pivo
Paul C. Rohloff
Carson Pirie Scott & Co.
Carson Pirie Scott & Co.
- 65**
Artist Larry Andrews
Art Director Ralph H. Breeding
Produced by J. Walter Thompson Co.
Advertiser Ford Motor Company
- 66**
Artist Ed Pivo,
Hoskinson-Rohloff Studio
Art Director Barbara Holmes
Produced by Aubrey, Moore &
Wallace, Inc.
Advertiser Belle-Sharmer Division,
Wayne Knitting Mills
- 67**
Artist Robert Riggs
Art Director Leonard Lionni
Produced by N. W. Ayer & Son
Advertiser Felt & Tarrant Mfg. Co.
- 68**
Artist Brinton Turkle
Art Director Taylor Poore
Produced by H. C. Mulberger
Advertiser Miller High Life

69

Artist

Joan Blume,
Hoskinson-Rohloff Studio

Art Director

Barbara Holmes

Produced by

Aubrey, Moore &
Wallace, Inc.

Advertiser

Mme. Huntingford, Inc.

70

Artist

Alfred Buell

Art Director

Rom Z. Rigotti

Produced by

MacFarland, Aveyard & Co.

Advertiser

The Formfit Company

71

Artist

Arthur Sarnoff

Art Director

Eldon Roths

Produced by

Brooke, Smith, French
& Dorrance, Inc.

Advertiser

Timken Silent
Automatic Division

☆

Artist

John McCormach

Art Director

Lee King

Produced by

Weiss & Geller

Advertiser

General American Trans-
portation Corporation

73

Artist

Leonard Lionni

Art Director

Leonard Lionni

Produced by

N. W. Ayer & Son

Advertiser

Felt & Tarrant Mfg. Co.

74

Artist

Irving Nurick

Art Director

Don L. Ruf

Produced by

Foote, Cone & Belding

Advertiser

Int. Cellucotton Co.

75

Artist

Ben Stahl

Art Director

Frederick W. Boulton

Produced by

J. Walter Thompson Co.

Advertiser

Elgin National Watch Co.

76

Artist

Ed. Pivo,
Hoskinson-Rohloff Studio

Art Director

Barbara Holmes

Produced by

Aubrey, Moore &
Wallace, Inc.

Advertiser

Belle-Sharmeer Division,
Wayne Knitting Mills

77

Artist

Oskar Borshak

Art Director

David W. Lockwood

Produced by

Foote, Cone & Belding

Advertiser

Int. Cellucotton Co.

78

Photographer

Pennebaker-Ryan

Art Director

Don Gerhardt

Produced by

Needham, Louis &
Brorby, Inc.

Advertiser

State Farm Insurance Co.

79

Photographer

Constance Bannister

Art Director

George S. Lyman

Produced by

Roche, Williams &
Cleary, Inc.

Advertiser

Hardware Mutual
Casualty Co.

80

Photographer

Todd Studio

Art Director

Harry Lambert

Produced by

D'Arcy Advertising Co.

Advertiser

St. Louis Globe Democrat

81

Photographer

Karl Oeser, Sarra, Inc.

Art Director

Bill Johnson

Produced by

Young and Rubicam

Advertiser

Hammond Instrument Co.

82

Photographer

Ewing-Galloway

Art Director

Leonard Lionni

Produced by

N. W. Ayer & Son

Advertiser

Felt & Tarrant Mfg. Co.

adcc

☆

Photographer
Art Director
Produced by

Advertiser

☆

Photographer
Art Director
Produced by
Advertiser

☆

Photographer
Art Director
Produced by
Advertiser

Photographer

Art Director
Produced by

Advertiser

Photographer
Art Director
Produced by
Advertiser

Photographer
Art Director
Produced by
Advertiser

Photographer

Art Director
Produced by

Advertiser

83

Stephen Heiser
Ken White
Needham, Louis &
Brorby, Inc.
Eagle-Picher

84

Stephen Heiser
David W. Lockwood
Foote, Cone & Belding
Frigidaire Division,
General Motors Corp.

85

Leigh Charell
Harriet R. Beckman
Kuttner & Kuttner
Katzenberg and Rivkin

86

Torkel Korling, Lawson
Studio and Schreiner-
Bennett Studio
George S. Lyman
Roche, Williams &
Cleary, Inc.
The Milwaukee Road

87

Stephen Heiser
David W. Lockwood
Foote, Cone & Belding
Frigidaire Division,
General Motors Corp.

88

Ewing Krainin
Harriet S. Beckman
Kuttner & Kuttner
Tailored Lass

89

Gene Idaka,
Bill Richardson & Asso.
Harvey Olsen
Needham, Louis &
Brorby, Inc.
Eagle-Picher

Photographer
Art Director
Produced by
Advertiser

Photographer
Art Director
Produced by
Advertiser

Photographer
Art Director
Produced by
Advertiser

Photographer
Art Director
Produced by
Advertiser

Photographer
Art Director
Produced by
Advertiser

Photographer
Art Director
Produced by
Advertiser

Photographer
Art Director
Produced by
Advertiser

90

Tom Kelly
Barton G. West
Foote, Cone & Belding
Marshall Field & Company

91

Hal Reiff
Barbara Holmes
Aubrey, Moore &
Wallace, Inc.
The Julian & Kokenge Co.

92

Leigh Charell
Harriet S. Beckman
Kuttner & Kuttner
Katzenberg & Rivkin

93

Karl Oeser, Sarra, Inc.
Bill Scott
McCann-Erickson, Inc.
Columbia Records

94

Stephen Heiser
David W. Lockwood
Foote, Cone & Belding
Frigidaire Division,
General Motors Corp.

95

Wesley Bowman Studio
Andrew P. Olsen
Goodkind, Joice & Morgan
Eisendrath Glove Co.

96

Torkel Korling, Lawson
Studio
George S. Lyman
Roche, Williams &
Cleary, Inc.
The Milwaukee Road

★
Photographer
Art Director
Produced by
Advertiser

97
 Wesley Bowman Studio
 David W. Lockwood
 Foote, Cone & Belding
 Hiram Walker & Sons, Inc.

Photographer
Art Director
Produced by
Advertiser

98
 Paul Radkai
 Harriet S. Beckman
 Kuttner & Kuttner
 Junior Guild—Gilbert

Photographer
Art Director
Produced by
Advertiser

99
 Emelie Danielson Nicholson
 Tom Ross
 Ketchum, MacLeod
 & Grove, Inc.
 Duncan and Miller
 Glass Co.

Photographer
Art Director
Produced by
Advertiser

100
 George Platt Lynes
 Barton G. West
 Foote, Cone & Belding
 Marshall Field & Company

Photographer
Art Director
Produced by
Advertiser

101
 Paul Radkai
 Harriet S. Beckman
 Kuttner & Kuttner
 Junior Guild—Gilbert

Photographer
Art Director
Produced by
Advertiser

102
 Emelie Danielson Nicholson
 Tom Ross
 Ketchum-MacLeod
 & Grove, Inc.
 Duncan & Miller Glass Co.

Artist
Art Director
Produced by
Advertiser

103
 Town Studio
 Tom Ross
 Ketchum, MacLeod
 & Grove, Inc.
 Mackintosh-Hemphill Co.

☆
Artist
Art Director
Produced by
Advertiser

104
 Brinton Turkle
 Robert Tucker
 Abbott Laboratories
 International Co.
 Abbott Laboratories
 International Co.

☆
Artist
Art Director
Produced by
Advertiser

105
 Ralph Johnstone,
 Whitaker-Guernsey Studio
 Bert Ray
 Abbott Laboratories
 Abbott Laboratories

Artist
Art Director
Produced by
Advertiser

106
 Sam Bates,
 C. R. Grauman Studio
 Roy Larsen
 Foote, Cone & Belding
 Kimberly-Clark Corp.

Photographer
Art Director
Produced by
Advertiser

107
 Karl Oeser, Sarra, Inc.
 Bill Crooks
 Eli Lilly
 Eli Lilly

Photographer
Art Director
Produced by
Advertiser

108
 W. S. Baldwin
 George S. Lyman
 Roche, Williams &
 Cleary, Inc.
 The Diamond T Motor
 Car Company

Artist
Art Director
Produced by
Advertiser

109
 Roland Rodegast
 Harry Lambert
 D'Arcy Advertising Co.
 St. Louis Globe Democrat

Artist
Art Director
Produced by
Advertiser

110
 John Gaydos
 Hal Johns Benson
 Ketchum, MacLeod
 & Grove, Inc.
 Koppers Company, Inc.

Photographer

Art Director
Produced by
Advertiser

111

Hugh Hazelrigg,
Underwood & Underwood
Gustave Sigriz
Kircher, Helton & Collett
Howard Paper Mills

Photographer

Art Director
Produced by
Advertiser

112

Lé Jaren A. Hiller,
Underwood & Underwood
Gustave Sigriz
Kircher, Helton & Collett
Howard Paper Mills

Artist
Art Director
Produced by
Advertiser

113

Norman Rich
Norman Rich
The Buchen Co.
Chain Belt Company

Photographer
Art Director
Produced by
Advertiser

114

Francis Lapine
Ted Johnson
Van Auken-Ragland
Norberg Mfg. Co.

★
Photographer
Art Director
Produced by
Advertiser

115

Valentino Sarra
Edmund Witalis
Sarra, Inc.
Cosmopolitan Magazine

Photographer
Art Director
Produced by
Advertiser

116

Vogue-Wright Studios, Inc.
Charles Doner
Beaumont-Hohman, Inc.
Tru-Ade, Inc.

Photographer
Artist
Art Director
Produced by
Advertiser

117

A. George Miller
Charles Kuderna
William C. Scott
McCann-Erickson, Inc.
Camfield Mfg. Co.

Artist

Art Director
Produced by
Advertiser

118

James Weathers,
Whitaker-Guernsey Studio
Frank Johnson
Foote, Cone & Belding
Armour and Company

Artist

Art Director
Produced by
Advertiser

119

Ed Bochner
G. E. Hamm
Evans Associates Co.
Chicago Carton Co.

Artist

Art Director
Produced by
Advertiser

120

Dan Smith
Dan Smith
Collins, Miller & Hutchings
Collins, Miller & Hutchings

☆

Artist
Art Director
Produced by
Advertiser

121

Fred Steffen
Lee Stanley
Leo Burnett Company, Inc.
The Rudolph Wurlitzer Co.

Artist

Art Director
Produced by
Advertiser

122

W. Dwight Smith
Frank Riley
Bell-o-Matic Corporation
Bell-o-Matic Corporation

Artist

Art Director
Produced by
Advertiser

123

Fred Cole
Ralph H. Breeding
J. Walter Thompson Co.
Ford Motor Company

Artist

Art Director
Produced by
Advertiser

124

Ed Snow
Helmuth Bayer
Roche, Williams &
Cleary, Inc.
The Girdler Corporation

125

Artist
Art Director
Produced by
Advertiser
Sol Berger, Feldkamp-Malloy, Inc.
Douglas M. Smith
The Buchen Co.
UARCO, Inc.

126

Photographer
Art Director
Produced by
Advertiser
H. Armstrong Roberts
Carl Briese
Needham, Louis & Brorby, Inc.
Kraft Parkay

127

Photographer
Art Director
Produced by
Advertiser
Stanley Lazarus
Ray Dolan
Roche, Williams & Cleary, Inc.
American Seating Co.



128

Artist
Art Director
Produced by
Advertiser
John Averill
John Averill
Collins, Miller & Hutchings
Collins, Miller & Hutchings

129

Artist
Art Director
Produced by
Advertiser
Sol Berger
Morton Wilson
Hamilton Adv. Agency
Trinity Portland Cement Division

130

Artist
Art Director
Produced by
Advertiser
Hugh Ferriss
Francis X. O'Beirne
Roche, Williams & Cleary, Inc.
Portland Cement Assn.

131

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

132

Artist
Art Director
Produced by
Advertiser
Anna Edwards Long
Herb Sigler
Harry C. Phibbs Co.
Lakeside Laboratories

133

Artist
Art Director
Advertiser
Dan Smith—designer and Whitaker-Guernsey Studio
Dan Smith
George Fry & Associates

134

Artist
Art Director
Produced by
Advertiser
Frank Riley
Frank Riley
Bell-o-Matic Corporation
Bell-o-Matic Corporation



135

Artist
Art Director
Produced by
Advertiser
Norman Christensen
Taylor Poore
Tempo, Inc.
Cadillac Motor Car Division,
General Motors Corp.

136

Artist
Art Director
Produced by
Advertiser
Gus Rehberger
Gus Rehberger
Standard Studios, Inc.
Standard Studios, Inc.

137

Artist
Art Director
Produced by
Advertiser
Willard Grayson Smythe
Willard Grayson Smythe
Hotel Continental
Hotel Continental

138

Artist
Art Director
Produced by
Advertiser
Brinton Turkle
Taylor Poore
R. R. Donnelley & Sons Co.
R. R. Donnelley & Sons Co.

Artist
Art Director
Produced by
Advertiser

139

Roslyn Mando
Frances Owen
Marshall Field & Company
Marshall Field & Company



Artist
Art Director
Produced by
Advertiser

140

Joseph Feher
Walter Howe
R. R. Donnelley & Sons Co.
H. P. Zimmerman

Artist
Art Director
Produced by
Advertiser

141

James McCray
Taylor Poore
Tempo, Inc.
United Airlines

Artist
Art Directors

Produced by
Advertiser

142

Richard Munsell
Bert Ray and
Harold Fritzen
Abbott Laboratories
Abbott Laboratories

Artist
Art Director
Produced by
Advertiser

143

Stephen Heisen
Dan Smith
Poole Brothers, Inc.
Artists Guild of Chicago



Artist
Art Director
Produced by
Advertiser

144

Parker Heath
Taylor Poore
Fulton Morrissey
Watson & Boaler

Artist
Art Directors

Produced by
Advertiser

145

Frederico Castellon
Bert Ray and
Harold Fritzen
Abbott Laboratories
Abbott Laboratories

Artist
Art Director
Produced by
Advertiser

146

Tom Ross
Tom Ross
Ketchum, MacLeod
& Grove, Inc.
Koppers Company, Inc.

Artists
Art Director
Produced by
Advertiser

147

Anna Marie Long and
Julie Morgan
Robert Tucker
Abbott Laboratories
International Co.
Abbott Laboratories
International Co.

Artist
Art Director
Produced by
Advertiser

148

Whitaker-Guernsey Studio
Dan Smith
Poole Bros.
Link Belt Company

Artists
Art Director
Produced by
Advertiser

149

Lu Peters and Si Simon
Paul C. Rohloff
Carson Pirie Scott & Co.
Carson Pirie Scott & Co.

Artist
Art Director
Produced by
Advertiser

150

James McCray
Taylor Poore
Tempo, Inc.
United Airlines

Artist
Art Director
Produced by
Advertiser

151

John Averill
Dan Smith
Poole Bros., Inc.
Artist Guild of Chicago

Artist
Art Director
Produced by
Advertiser

152

Anna Edwards Long
Robert Tucker
Abbott Laboratories
International Co.
Abbott Laboratories
International Co.

153

Artist
Art Director
Produced by
Advertiser

Pittsburgh Ad-Art
Tom Ross
Ketchum, MacLeod
& Grove, Inc.
Koppers Company, Inc.

154

Artist
Art Director
Produced by
Advertiser

Hal Reif, Dorothy Christy,
Mrs. Nowicke
Vogue-Wright Studio
Frances Owen
Marshall Field & Company
Marshall Field & Company



155

Artist
Art Director
Produced by
Advertiser

Graphic Illustrators
C. N. Johnson
Reincke, Meyer & Finn, Inc.
Burlington Railroad

156

Artist
Art Director
Produced by
Advertiser

Dan Smith
Dan Smith
Poole Bros., Inc.
Girdler Corporation

157

Artist
Art Director
Produced by
Advertiser

Dan Smith
Dan Smith
Poole Bros., Inc.
Art Directors Club
of Chicago

158

Artist
Art Director
Produced by
Advertiser

Joan Blum
Paul C. Rohloff
Carson Pirie Scott & Co.
Carson Pirie Scott & Co.

159

Artist
Art Director
Produced by
Advertiser

Susanne Suba
F. Peter Sachs
N. W. Ayer & Son, Inc.
Book Trade

Artist
Art Director
Produced by
Advertiser

Artist
Photographer
Art Directors

Produced by

Advertiser



Photographer
Retouching
Art Director
Produced by
Advertiser



Artists

Art Director
Produced by
Advertiser

Artist
Art Director
Produced by

Advertiser

Photographer

Art Director
Produced by
Advertiser

Photographer

Art Director
Produced by
Advertiser

160

Frank H. Bercker
Frank H. Bercker
Abbott-Kimball
Rhea Manufacturing Co.

161

Bill Fleming
Charles F. Kuoni
Harvey Olsen and
Don Gerhardt
Needham, Louis &
Borby, Inc.
Swift Ice Cream

162

A. George Miller
Nelson-Wells-Tiedman
W. W. Johnston
Young & Rubicam, Inc.
Ice Cream Div. Borden Co.

163

Lu Peters, Hoskinson-
Rohloff, and Ed. Gordon,
Whitaker-Guernsey Studio
Frank Livingston
Dancer-Fitzgerald-Sample, Inc.
Proctor & Gamble Co.

164

Henry Maust
Scott Park
Needham, Louis &
Borby, Inc.
Phenix-Pabst-ett

165

Eugene Hutchinson,
Underwood & Underwood
William C. Schneider
Knox Reeves Adv. Agency
General Mills

166

Eugene Hutchinson,
Underwood & Underwood
William C. Schneider
Knox Reeves Adv. Agency
General Mills

Photographer

Art Director
Produced by
Advertiser

Artists

Art Director
Produced by

Advertiser

Artists

Art Director
Produced by
Advertiser

Photographer
Art Director
Produced by

Advertiser

Artists

Art Director
Produced by
Advertiser

☆

Artist
Art Director
Produced by
Advertiser

Artist

Art Director
Produced by
Advertiser

167

Eugene Hutchinson,
Underwood & Underwood
William C. Schneider
Knox Reeves Adv. Agency
General Mills

168

Euclid Shook and
Ralph Johnstone
Ernie Allen
Needham, Louis &
Borby, Inc.
Swift & Company

169

Ed Gordon, Whitaker-
Guernsey Studio and Lu
Peters, Hoskinson-Rohloff
Studio
Frank Livingston
Dancer-Fitzgerald-Sample, Inc.
Proctor & Gamble Co.

170

Pennebaker-Ryan
Jack Kies
Needham, Louis &
Borby, Inc.
Derby Foods, Inc.

171

Lyman Simpson,
Norman Rich Studio
Alfred Festen
George H. Hartman & Co.
E. J. Brach & Sons

172

Fred Steffen
Lee Stanley
Leo Burnett Company, Inc.
The Rudolph Wurlitzer Co.

173

Howard Mueller,
Whitaker-Guernsey Studio
Martin M. Krein
Footc, Cone & Belding
Hall Brothers

Artist

Art Director
Produced by
Advertiser

Artist

Art Director
Produced by
Advertiser

Artist

Art Director
Produced by

Advertiser

Photographer
Art Director
Produced by

Advertiser

Artist

Art Director
Produced by
Advertiser

Artist

Art Director
Produced by
Advertiser

Artist

Art Director
Produced by
Advertiser

174

Stluka, McMillin Studios
William R. Collier
Caples Co.
Illinois Central Railroad

175

Jean Gerhart
George Mallory
J. Walter Thompson Co.
Illinois Power Company

176

Fred Steffen
Ernie Allen
Needham, Louis &
Borby, Inc.
S. C. Johnson & Son, Inc.

177

Sarra, Inc.
Harvey Olsen
Needham, Louis &
Borby, Inc.
Swift & Company

178

Howard Mueller,
Whitaker-Guernsey Studio
Martin M. Krein
Footc, Cone & Belding
Hall Brothers

179

Fred Steffen
Lee Stanley
Leo Burnett Company, Inc.
The Rudolph Wurlitzer Co.

180

Henry Clarkson
Paul C. Rohloff
Carson Pirie Scott & Co.
Carson Pirie Scott & Co.

Artist
Art Director
Produced by
Advertiser

181

Dorothy Christy
Frances Owen
Marshall Field & Company
Marshall Field & Company

☆
Artist
Art Director
Produced by
Advertiser

182

Fred Steffen
Lee Stanley
Leo Burnett Company, Inc.
The Rudolph Wurlitzer Co.

Artist
Art Director
Produced by
Advertiser

183

Ed Pivo,
Hoskinson-Rohloff Studio
Paul C. Rohloff
Carson Pirie Scott & Co.
Carson Pirie Scott & Co.

Artist
Art Director
Produced by
Advertiser

184

Fred Steffen
Ernie Allen
Needham, Louis &
Brorby, Inc.
Swift & Company

★
Artist
Art Director
Produced by
Advertiser

185

Dorothy Christy
Frances Owen
Marshall Field & Company
Marshall Field & Company

Artist
Art Director
Produced by
Advertiser

186

Rainey Bennett
Frances Owen
Marshall Field & Company
Marshall Field & Company

Artist
Art Director
Produced by
Advertiser

187

Dorothy Christy
Frances Owen
Marshall Field & Company
Marshall Field & Company

☆

Artist
Art Director
Produced by
Advertiser

188

Francis Foley
Frances Owen
Marshall Field & Company
Marshall Field & Company

Artist
Art Director
Produced by
Advertiser

189

Dorothy Christy
Frances Owen
Marshall Field & Company
Marshall Field & Company

Artist
Art Director
Produced by
Advertiser

190

Francis Foley
Frances Owen
Marshall Field & Company
Marshall Field & Company

Artist
Art Director
Produced by
Advertiser

191

J. Frederick Smith
Tony Palazzo
Esquire Magazine
Esquire Magazine

Artist
Art Director
Produced by
Advertiser

192

Coby Whitmore
Tony Palazzo
Esquire Magazine
Esquire Magazine

☆
Artist
Art Director
Produced by
Advertiser

193

Ben Stahl
Tony Palazzo
Esquire Magazine
Esquire Magazine

Artist
Art Director
Produced by
Advertiser

194

Harper Goff
Tony Palazzo
Esquire Magazine
Esquire Magazine

editorial art

adcc

Artist
Art Directors

Produced by
Advertiser

195

G. Bolin
Wallace F. Hainline and
Gordon Elliott
Successful Farming
Successful Farming

Artist
Art Director
Produced by
Advertiser

196

Harper Goff
Tony Palazzo
Esquire Magazine
Esquire Magazine

Artist
Art Director
Produced by
Advertiser

197

Peter Helck
Tony Palazzo
Esquire Magazine
Esquire Magazine

Artist
Art Director
Produced by
Advertiser

198

Howard Mueller,
Whitaker-Guernsey Studio
Bert Ray
Abbott Laboratories
Abbott Laboratories

Photographer
Art Directors

Produced by
Advertiser

199

Stanley
Wallace F. Hainline and
Gordon Elliott
Successful Farming
Successful Farming

★
Artist
Art Director
Produced by
Advertiser

200

Peter Helck
Tony Palazzo
Esquire Magazine
Esquire Magazine

☆
Artist
Art Directors

Produced by
Advertiser

201

Joseph Feher
Wallace F. Hainline and
Gordon Elliott
Successful Farming
Successful Farming

Artist
Art Director
Produced by
Advertiser

202

Stan Ekman
Tony Palazzo
Coronet Magazine
Coronet Magazine

☆
Artist
Art Director
Produced by
Advertiser

203

Tyrus Wong
Tony Palazzo
Coronet Magazine
Coronet Magazine

Artist
Art Director
Produced by
Advertiser

204

Peter Helck
Tony Palazzo
Coronet Magazine
Coronet Magazine

Artist
Art Director
Produced by
Advertiser

205

Sheilah Beckett
Tony Palazzo
Coronet Magazine
Coronet Magazine

Artist
Art Directors

Produced by
Advertiser

206

Frank Riley
Frank Riley and
James T. Mangan
A. M. I. Incorporated
A. M. I. Incorporated

Artist
Art Director
Produced by
Advertiser

207

Bracken and Tyler
Charles W. Bracken
D'Arcy Advertising Co.
American Wine Company

Artist
Art Director
Produced by

Advertiser

208

Vernon-Stephens-Hall
Wynn Bedford
Howard H. Monk and
Associates
Ray-o-vac Company

design of complete advertisement

209

Artist
Art Director
Produced by
Advertiser

Nura
Bert Ray
Abbott Laboratories
Abbott Laboratories

210

Photographer
Art Director
Produced by
Advertiser

Valentino Sarra
Albert F. Quinlan
Gardner Advertising Co.
Monsanto Chemical Co.

211

Artist
Art Director
Produced by
Advertiser

Roland Rodegast
Harry Lambert
D'Arcy Advertising Co.
St. Louis Globe Democrat

212

Artist
Art Director
Produced by
Advertiser

Richard Bergere
Bert Ray
Abbott Laboratories
Abbott Laboratories

213

Photographer
Art Director
Produced by
Advertiser

Ruzzie Green
Robert D. Dohn
Foote, Cone & Belding
Pepsodent Co.

214

Artist
Art Director
Produced by
Advertiser

Roswell Brown, Kling Studio
Douglas M. Smith
The Buchen Co.
Crane Co.

215

Artist
Art Directors

Produced by
Advertiser

C. R. Grauman Studio
Albert A. Schmid and
George Kossman
McCann-Erickson, Inc.
Standard Oil Co. of Indiana

216

Artist
Art Directors

Produced by
Advertiser

Karl Oeser, Sarra, Inc.
Sidney A. Wells and
William C. Scott
McCann-Erickson, Inc.
The Maytag Company

217

Artist
Art Directors

Produced by
Advertiser

Karl Oeser, Sarra, Inc.
Sidney A. Wells and
William C. Scott
McCann-Erickson, Inc.
The Maytag Company

218

Artist
Art Director
Produced by
Advertiser

A. George Miller
Peter Geist
Gardner Advertising Co.
Monsanto Chemical Co.

219

Artist
Art Director
Produced by
Advertiser

Valentino Sarra
Peter Geist
Gardner Advertising Co.
Monsanto Chemical Co.

220

Artist
Art Director
Produced by
Advertiser

Pascal Scihetta
A. O. Davies
Harry C. Phibbs Co.
White Laboratories, Inc.

221

☆
Photographer
Art Director
Produced by
Advertiser

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

adcc

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The Art Institute of Chicago for its continued interest and co-operation.

The Curtis Publishing Company for making it possible to have such distinguished guest speakers at the Awards Dinner.

The distinguished guests, Norman Rockwell, Mead Schaeffer and Kenneth Stuart for coming so far and giving so much.

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