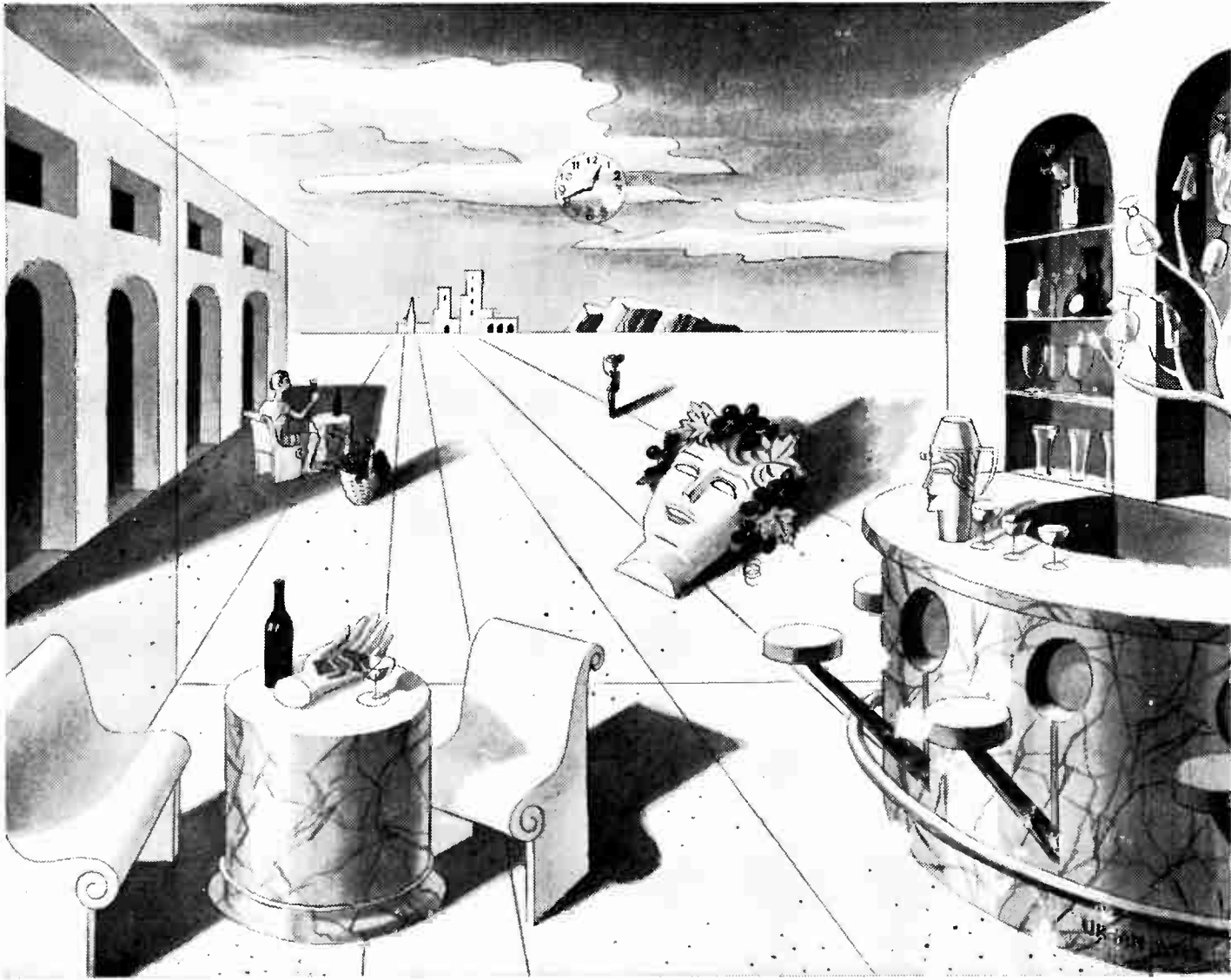


**16<sup>TH</sup>**

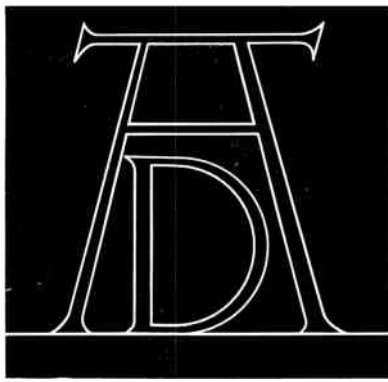
**ANNUAL OF  
ADVERTISING ART**

SIXTEENTH ANNUAL OF ADVERTISING ART





Artist Urban Weis  
Art Directors Jere Whitehead, Stuart Campbell  
Agency Kenyon & Eckhardt, Inc.  
Client W & J Sloane



# SIXTEENTH ANNUAL OF ADVERTISING ART

Illustrations in this volume are reproductions of the exhibits of advertising art displayed by the  
**ART DIRECTORS CLUB**  
of New York at their annual exhibition in the Spring of 1937

Published by, **THE BOOK SERVICE COMPANY**, 15 East 40th St., New York





**COPYRIGHT DECEMBER 1937 BY ART DIRECTORS CLUB  
MANUFACTURED IN THE UNITED STATES OF AMERICA**

**“GEBRAUCHSGRAPHIK” VERLAG BERLIN SW 68.  
SOLE AGENTS FOR CONTINENTAL EUROPE**

# THE ART DIRECTOR

This volume which is now before your—we hope—enchanted gaze represents the 16th link in an unbroken chain of Art Directors Club Art Annuals extending back to 1921.

This in itself might be of minor moment to you, were it not for the constantly increasing reliance that advertising places on illustration to tell its story. Thumb through almost any periodical of the early Welsbach burner period, then turn quickly to your current magazines and you will appreciate how true this is. Each succeeding year has seen the illustration itself of greater importance and a knowledge of illustration and of layout of corresponding importance to everyone even remotely connected with the advertising business.

It goes without saying that this book is an invaluable tool to the art director and the student. But it has a far wider application. The account executive who sells advertising and the advertiser who buys it could well spend a few thoughtful hours with this series of annuals, the better to understand and appreciate the most important ingredient of modern advertising.

To this end, the following pages reproduce the exhibits hung in last year's Art Directors' Exhibition. In the back of the book you will see how the advertisements in which each appeared were laid out by the art director to tell the advertiser's story to best advantage. The illustrations were selected for their pictorial merit from over 6000 entrants by a committee of 20 professional art directors. The layouts do not represent an academic study but are the practical solution of actual problems.

In this respect, the Annual is unique. It is not one author's opinion on what is good in advertising art and layout, but the combined judgment of a large and—believe me, unbiased group. And while this is in itself a rather fascinating picture book, more than a casual glance will show you that it has a far deeper significance. It is, for instance, a chapter in the continuous history of advertising; a reflection of the past in which—if you study intently—you might see the future. And so, as such, this volume is respectfully dedicated to you the reader, by its author, the Art Directors Club.

**DEANE UPTEGROVE**

President of the Art Directors Club



# F O R E W O R D

With the exception of this brief, and I very much fear inadequate statement that is called a foreword, this Annual of Advertising Art is a picture book. Within the pages of this beautiful volume are reproduced the outstanding examples of paintings, drawings and photographs that were made for commerce and originally exhibited at the current annual exhibition of The Art Director's Club.

First presented in 1921, these annual exhibitions have presented a glamorous and imposing record of the advance in thinking and craftsmanship achieved in the technique of advertising art.

Year after year these exhibitions have been staged for the purpose of comparison, study and critical review by Art Directors, advertising executives, artists and students. A not unimportant objective of this exhibition, and subsequently the Annual to make permanent the exhibition, is to preserve these exhibits for leisurely study—to attract more talented artists to the field of commercial art and to call to public attention the serious consideration that is given to making more beautiful the vast tonnage of printed matter that comes under the heading of advertising.

The illustrations herein reproduced were originally conceived and produced not with the freedom and abandon of art created solely for the aesthetic satisfaction of a temperamental artist . . . but primarily to sell goods or emphasize a selling idea.

These annuals are also an expression of the art directors' pride in their work. They also prove that good advertising demands—and is getting—the best that our best talent can produce. Finally, these annuals are a constant challenge—a spur to better work.

**LOWELL THOMAS**

President of The Advertising Club of New York

# 1937 MEDALS



## THE ART DIRECTORS CLUB MEDAL

### COLOR PAINTINGS AND DRAWINGS

Artist C. Peter Helck Page 14  
Art Director Hugh I. Connet  
Agency Federal Advertising Agency, Inc.  
Client Thomas A. Edison, Inc.

### PHOTOGRAPHIC ILLUSTRATIONS

Artist Lejaren Hiller-Underwood & Underwood Page 23  
Art Director Myron C. Perley  
Agency Lennen & Mitchell, Inc.  
Client Scripps Howard Newspapers

### BLACK AND WHITE ILLUSTRATIONS

Artist Robert Riggs Page 79  
Art Director F. Sergenian  
Agency Young & Rubicam, Inc.  
Client Parke, Davis & Co.

### DESIGN OF COMPLETE ADVERTISEMENT

Artist Lester Beall Page 105  
Art Director Lester Beall  
Agency Fletcher & Ellis, Inc.  
Client Hiram Walker & Sons, Inc.

## THE BARRON G. COLLIER MEDAL

### FOR CAR CARDS

No Award

## THE KERWIN FULTON MEDAL

### FOR TWENTY-FOUR SHEET POSTERS

Artist Howard Scott Page 43  
Art Directors Stanford Briggs, Howard Scott  
Agency McCann-Erickson, Inc.  
Client Ford Motor Company

# AND AWARDS

## AWARDS FOR DISTINCTIVE MERIT

### MASS PUBLICATIONS

#### COLOR PAINTINGS AND DRAWINGS

Artist Pierre Brissaud Page 36  
Art Director Robert E. Wilson  
Agency Young & Rubicam, Inc.  
Client The Travelers Insurance Co.

#### BLACK AND WHITE ILLUSTRATIONS

Artist Fred Ludekens Page 63  
Art Director Fred Ludekens  
Agency Lord & Thomas  
Client Californians, Inc.

#### PHOTOGRAPHIC ILLUSTRATIONS

Artist E. J. Steichen Page 50  
Art Director Myran C. Perley  
Agency Lennen & Mitchell, Inc.  
Client Jahn H. Waadbury, Inc.

#### COMPLETE ADVERTISEMENT

Art Director William Strasahl Page 80  
Agency J. Walter Thampson Co., Inc.  
Client Eastman Kodak Company

### CLASS PUBLICATIONS

#### COLOR PAINTINGS AND DRAWINGS

Artist Pierre Brissaud Page 15  
Art Directors { Charles T. Cainer,  
Vincent Benedict  
Agency N. W. Ayer & San, Inc.  
Client French Line

#### BLACK AND WHITE ILLUSTRATIONS

Artist Robert Riggs Page 49  
Art Director Walter K. Nield  
Agency Young & Rubicam, Inc.  
Client Young & Rubicam, Inc.

#### PHOTOGRAPHIC ILLUSTRATIONS

Artist Henry Waxman Page 24  
Art Director Jahn Zwinak  
Agency Young & Rubicam, Inc.  
Client World Peaceways, Inc.

#### COMPLETE ADVERTISEMENT

Artist Arthur O'Neill Page 48  
Art Directors { Fred Banagura,  
Paul E. Newman  
Agency Erwin Wasey & Co., Inc.  
Client I. Magnin & Co.

### NEWSPAPERS

#### COLOR PAINTINGS AND DRAWINGS

Artist George E. Greene Page 19  
Art Director George E. Greene  
Agency J. R. Flanagan  
Client Saks Fifth Ave.

### BLACK AND WHITE ILLUSTRATIONS

Artist Lester Beall Page 26  
Art Directors { Rollin C. Smith,  
Charles T. Cainer  
Agency N. W. Ayer & San, Inc.  
Client Bavril of America, Inc.

### PHOTOGRAPHIC ILLUSTRATIONS

Artist Jane Miller Page 45  
Art Director George E. Greene  
Agency J. R. Flanagan  
Client Saks Fifth Ave.

### COMPLETE ADVERTISEMENT

Artist Gaald Studia Page 112  
Art Directors { Herbert Lenz,  
Paul Hallister  
Client R. H. Macy & Co., Inc.

### TRADE PUBLICATIONS

#### COLOR PAINTINGS AND DRAWINGS

Artist Jahn Atherton Page 76  
Art Director Robert E. Wilson  
Agency Young & Rubicam, Inc.  
Client Franc, Strahmenger & Cawan, Inc.

#### BLACK AND WHITE ILLUSTRATIONS

Artist Ely Page 62  
Art Director L. E. McGivena  
Client The News, New York's Picture  
Newspaper

#### PHOTOGRAPHIC ILLUSTRATIONS

No Award

#### COMPLETE ADVERTISEMENT

Artist George Krikorian Page 71  
Art Director Roger McDonald  
Agency Fletcher & Ellis, Inc.  
Client Hiram Walker & Sons, Inc.

### CONTINUITY and COMIC STRIPS

#### FIRST AWARD

Artist Robert J. Day Page 84  
Art Director Jack Anthony  
Agency Young & Rubicam, Inc.  
Client Cluett, Peabody & Co., Inc.

#### SECOND AWARD

Artist Floyd M. Davis Page 25  
Art Director Gustave Sigriz  
Agency Young & Rubicam, Inc.  
Client General Foods

#### THIRD AWARD

Artist Gilbert Bundy Page 39  
Art Director Herbert Bishop  
Agency Young & Rubicam, Inc.  
Client Fels & Company

### COMPLETE ADVERTISEMENT

Artist Gilbert Bundy Page 17  
Art Director Gustave Sigriz  
Agency Young & Rubicam, Inc.  
Client General Foods

### BOOKLETS, BROCHURES AND DIRECT MAIL

#### COLOR PAINTINGS AND DRAWINGS

Artist Jahn Pratt Page 56  
Art Director Bert Ray  
Agency Runkle-Thampson-Kavats  
Client Abbott Laboratories

#### BLACK AND WHITE ILLUSTRATIONS

Artist Jahn Averill Page 20

#### PHOTOGRAPHIC ILLUSTRATIONS

Artist New York X-Ray, Inc. Page 65  
Art Director Harry F. O'Brien  
Client Columbia Broadcasting System, Inc.

#### COMPLETE ADVERTISEMENT

Artist Lester Beall Page 105  
Art Director Lester Beall  
Agency Fletcher & Ellis, Inc.  
Client Hiram Walker & Sons, Inc.

### POSTERS

#### OUTDOOR ADVERTISING

Artist Harold Anderson Page 67  
Art Director William A. Irwin  
Agency J. Walter Thampson Co.  
Client P. Ballantine & Sons

#### CAR CARDS

Artist William P. Welsh Page 57  
Art Director Arthur Sullivan  
Agency Charles Daniel Frey Company  
Client The Pullman Company

#### DISPLAY POSTERS

Artist Stuart Graves Page 66  
Art Directors { Stuart Graves,  
Charles T. Cainer  
Agency N. W. Ayer & San, Inc.  
Client Stetsan Shae Company

#### MAGAZINE COVERS

Artist Pierre Brissaud Page 16  
Art Director Dr. M. F. Agha  
Client Hause & Garden  
(Cande Nast Publications, Inc.)

#### COMPLETE ADVERTISEMENT

Artist Howard Scatt Page 43  
Art Directors { Stanford Briggs,  
Howard Scatt  
Agency McCann-Erickson, Inc.  
Client Fard Matar Company



Artist Wolf Feiler  
Art Directors H. R. Hyman, Wolf Feiler  
Client Condé Nast Publications, Inc.

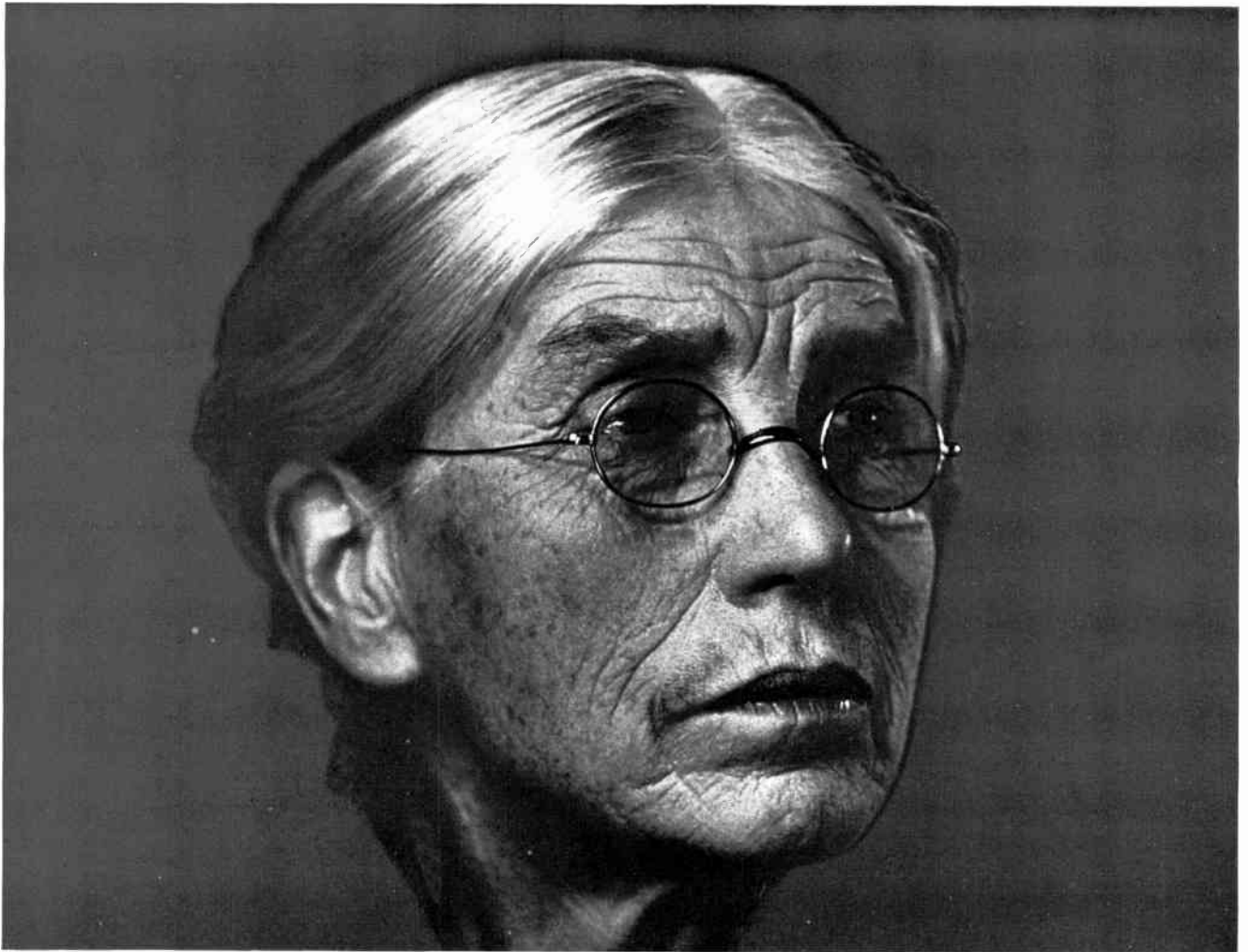




Artists D. Young, B. Mildwoff  
Art Director Myron Kenzer  
Client Bonwit Teller

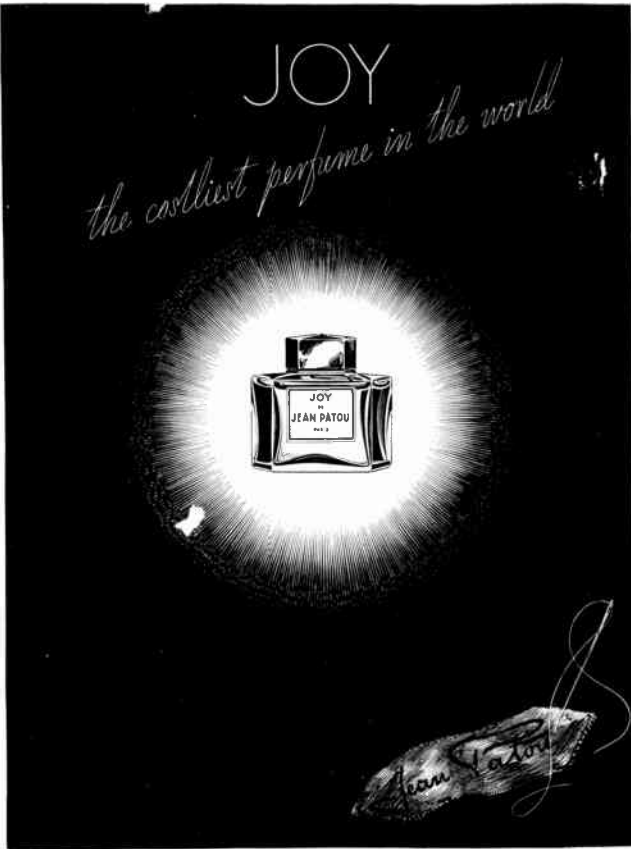


Artist John Atherton  
Art Director Roger McDonald  
Agency Fletcher & Ellis, Inc.  
Client Hiram Walker & Sons, Inc.

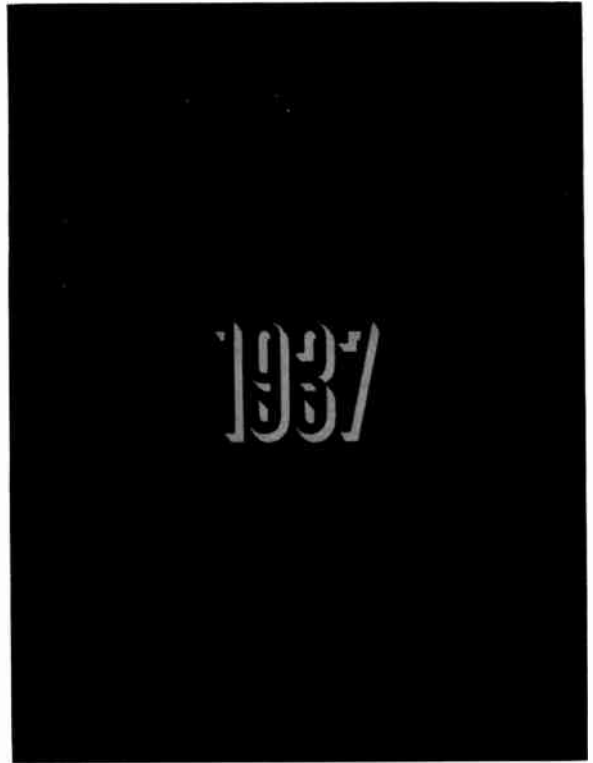


Artist John Somerset Murray  
Art Director Paul E. Newman  
Agency Erwin Wasey & Co., Inc.  
Client Lydia E. Pinkham Medicine Company





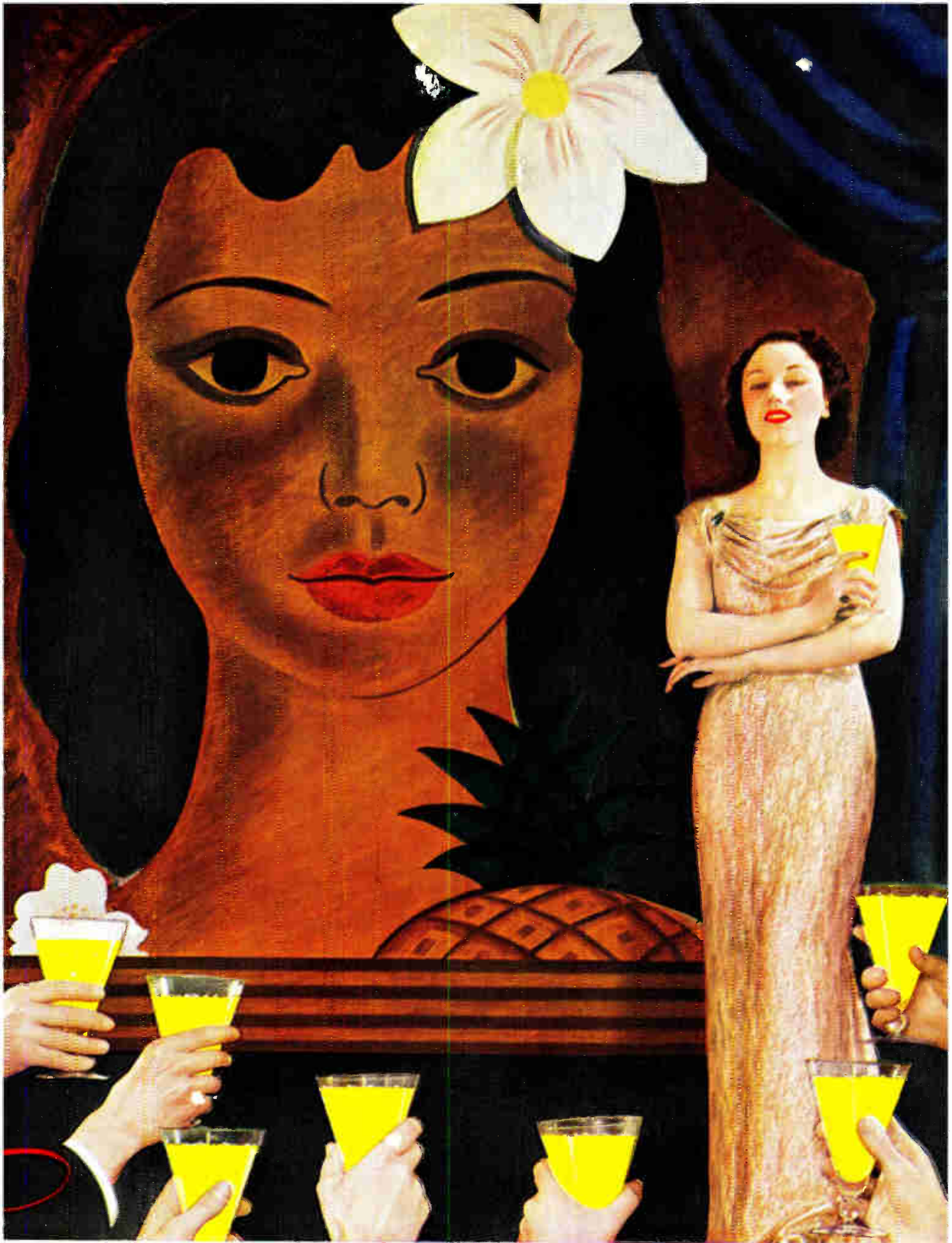
Artist H. R. Worch  
 Art Director William Sporer  
 Agency Albert Frank-Guenther Law  
 Client Jean Patou, Inc.



Artist Weimer Pursell  
 Art Director Bert Ray  
 Agency Runkle-Thompson-Kovats  
 Client Art Directors Club of Chicago



Artist John Betts  
 Art Director Carl Lins  
 Agency Young & Rubicam, Inc.  
 Client The Borden Company



Artists Patterson & Sullivan, James Doolittle  
Art Directors Paul Froelich, Roy Faulconer, Charles T. Coiner  
Agency N. W. Ayer & Son, Inc.  
Client Hawaiian Pineapple Co., Ltd.





Artist C. Peter Helck  
Art Director Hugh I. Connet  
Agency Federal Advertising Agency, Inc.  
Client Thomas A. Edison, Inc.

Artist Pierre Brissaut  
Art Directors Charles T. Coiner, Vincent Benedict  
Agency N. W. Ayer & Son, Inc.  
Client French Lin



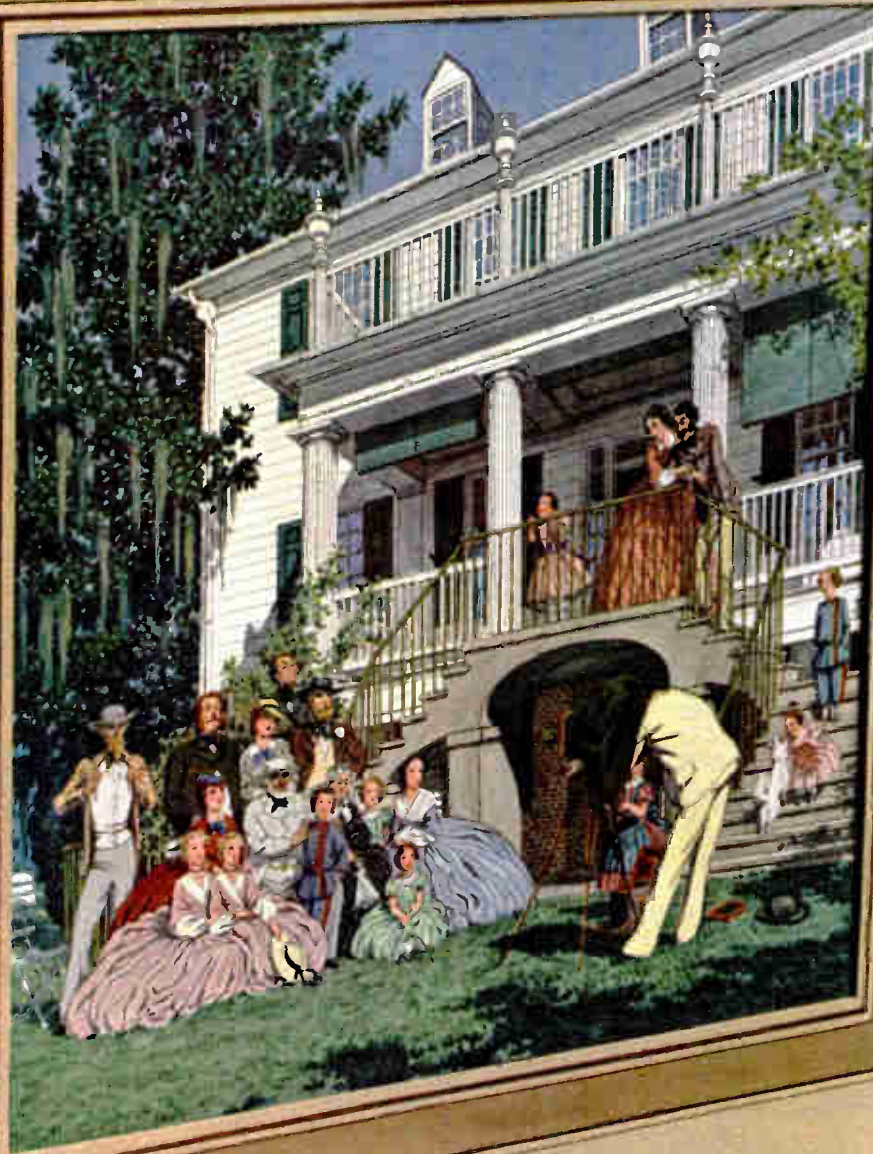


# Paris

IN *Spring*

*French Line*





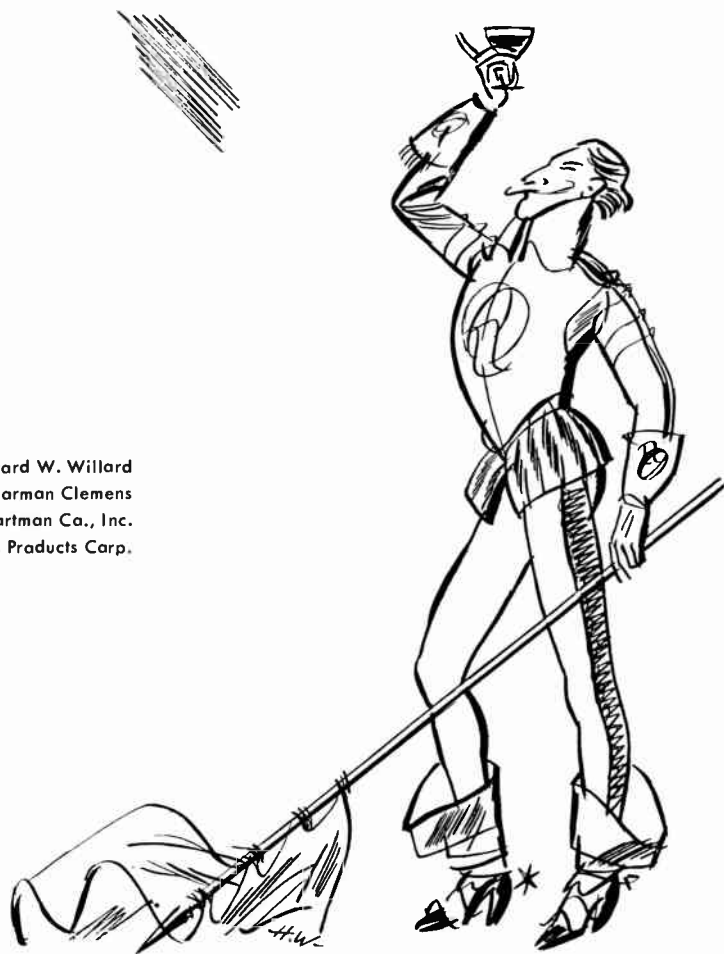
Artist Pierre Brissaud  
Art Director Dr. M. F. Agha  
Client House & Garden (Candé Nast Publications, Inc.)



Artist Gilbert Bundy  
 Art Director Gustave Sigritz  
 Agency Young & Rubicam, Inc.  
 Client General Foods



Artist Irwin Smith  
 Art Director Paul E. Newman  
 Agency Erwin Wasey & Co., Inc.  
 Client Erwin Wasey & Co., Inc.



Artist Howard W. Willard  
 Art Director Norman Clemens  
 Agency L. H. Hartman Co., Inc.  
 Client National Distillers Products Corp.



vogue incorporating Vanity Fair



Eastern Fashions: January 1, 1934: Price 35 cents. \* \* \* THE CONNOR HAST PUBLICATIONS, INC.

Artist Horst  
Art Director Dr. M. F. Agha  
Client Vogue (Condé Nast Publications, Inc.)

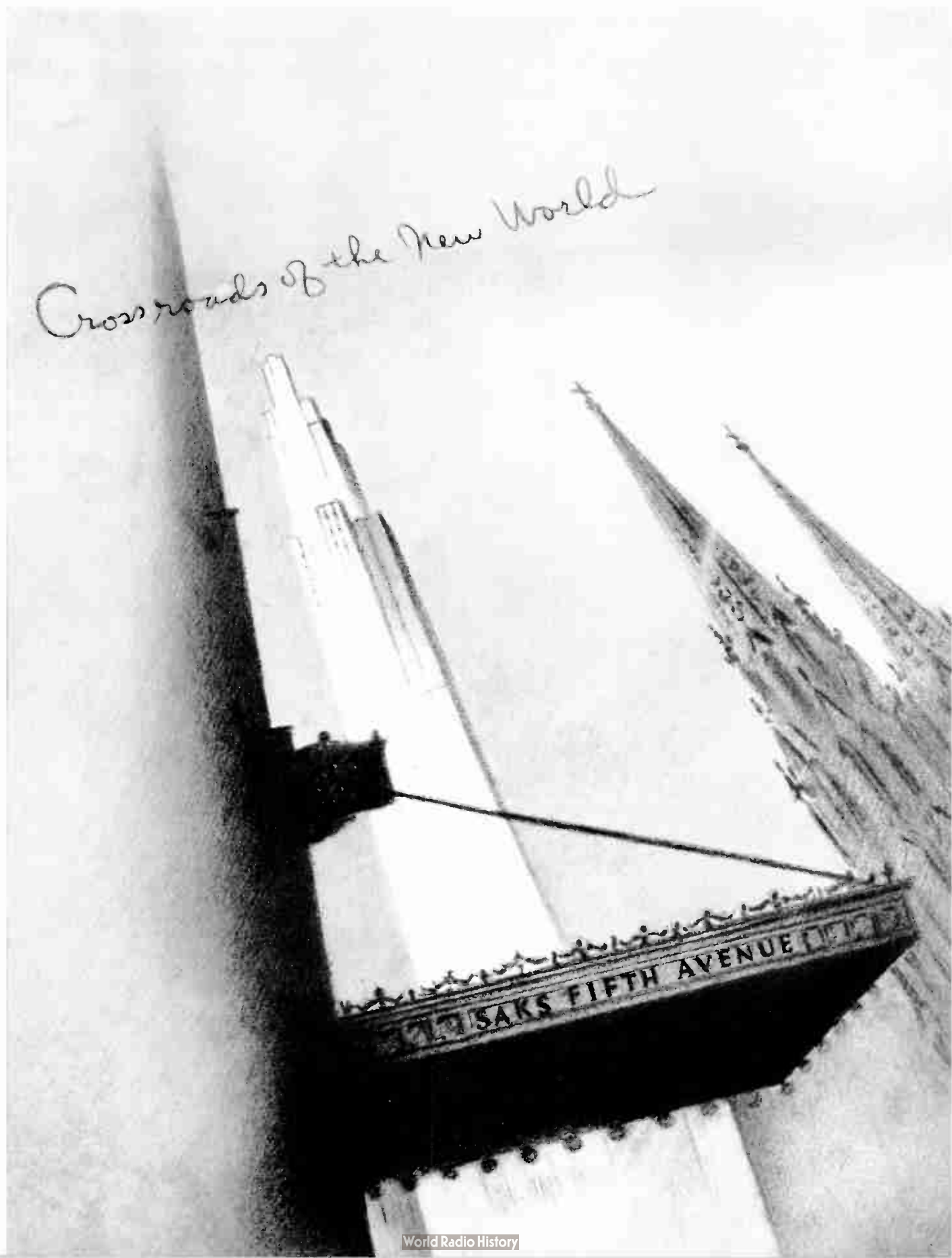


Artist John Averill  
Art Directors Herbert Strauss, John Averill  
Client Riggs Optical Company

*It's always smooth sailing when you take aboard the Riggs' Rx crew. Your orders are our commands and all hands work wholeheartedly to help you chart your patients' course to better vision and satisfaction by filling your prescriptions promptly and accurately. You'll not only find it pleasant but also profitable to climb on board the good ship Rovo for a voyage to success.*

Artist George E. Greene  
Art Director George E. Greene  
Agency J. R. Flanagan  
Client Saks Fifth Avenue

*Crossroads of the New World*





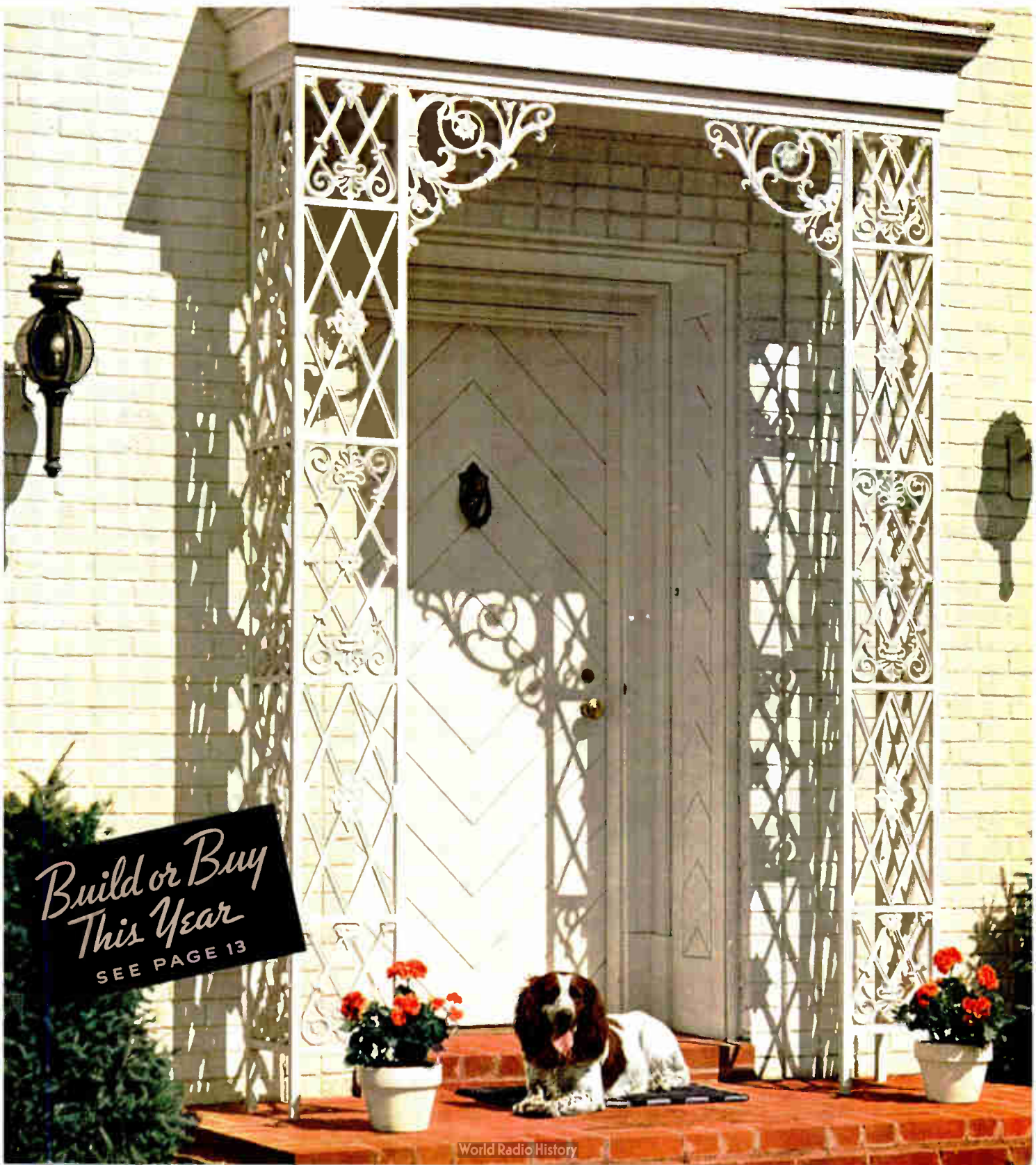


Artist Roy Spreter  
Art Directors Frank Bliss, Stanford Briggs  
Agency McCann-Erickson, Inc.  
Client The Bon Ami Co.



Artist John Averill

Artist R. R. Donnelley & Sons Company  
Art Director Wallace F. Hainline  
Client Better Homes & Gardens

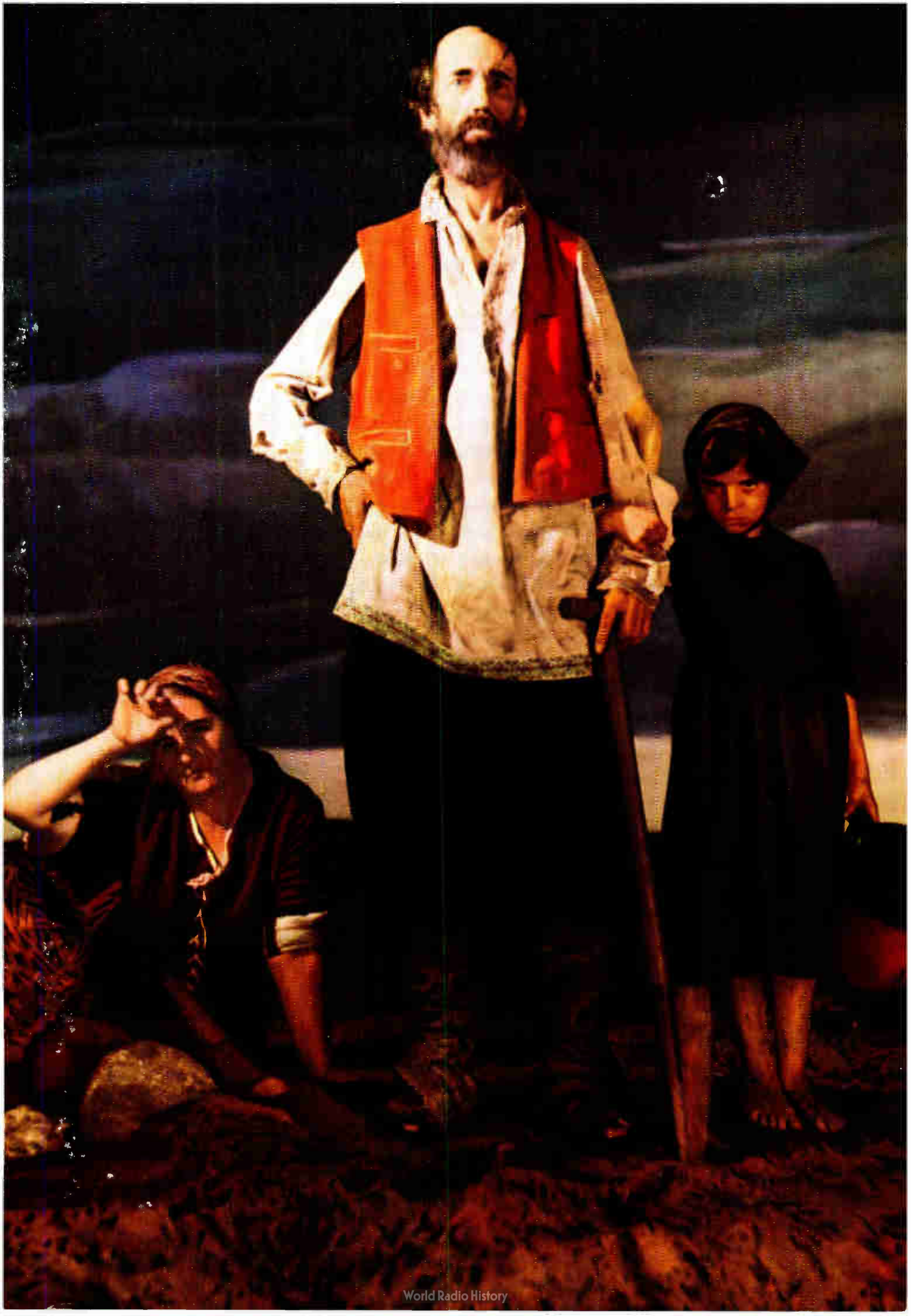






Artist Pierre Brissaud  
Art Director Charles Chappell  
Agency Arthur Kudner Inc.  
Client National Distillers Products Corp

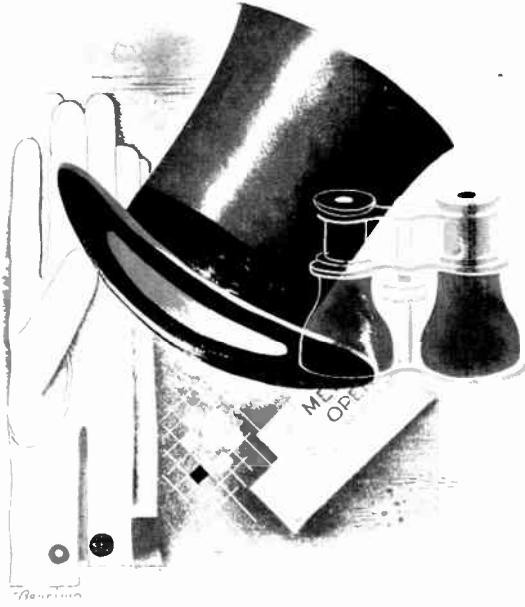
Artist Lejaren Hiller-Underwood & Underwood  
Art Director Myron C. Perley  
Agency Lennen & Mitchel  
Client Scripps Howard Newspaper







Artist Henry Waxman  
Art Director John Zwinok  
Agency Young & Rubicam, Inc.  
Client World Peceeways, Inc.



Artist Tom Benrimo  
 Art Director J. Burton Stevens  
 Agency Lord & Thomas  
 Client R. C. A. Victor



Artist James Williamson  
 Art Directors Thomas H. Collard, Charles T. Coiner  
 Agency N. W. Ayer & Son, Inc.  
 Client Eaton Paper Corporation

Artist Floyd M. Davis  
 Art Director Gustave Sigriz  
 Agency Young & Rubicam, Inc.  
 Client General Foods





# SUCCESSFUL FARMING

The Magazine of FARM BUSINESS and FARM HOMES



Artist Lester Beoll  
Art Directors Rollin C. Smith, Charles T. Coiner  
Agency N. W. Ayer & Son, Inc.  
Client Bovril of America, Inc.

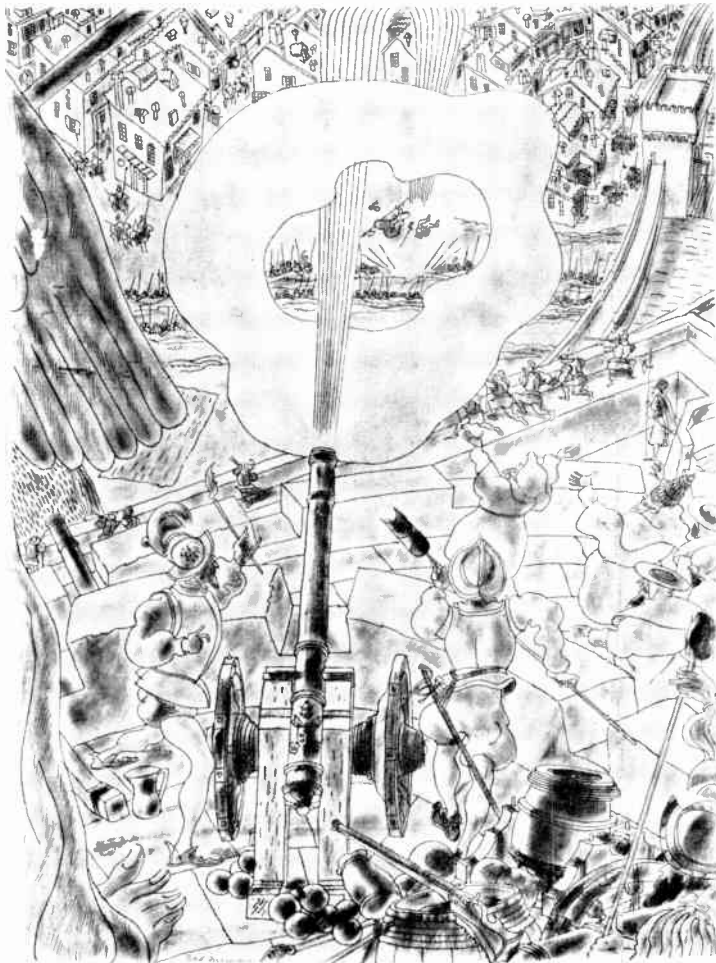
MARCH 1937 • 5 CENTS  
Met—A Seed Corn Crisis  
MEREDITH PUBLISHING COMPANY, DES MOINES, IOWA

Artist R. R. Donnelley & Sons Company  
Art Director Wallace F. Hoinline  
Client Successful Farming

Artist Herbert Roesse  
Art Director Deone H. Uptegrove  
Agency Alley & Richards  
Client United States Pipe & Foundry Co.



Artist Harry Beckhoff  
Art Director Edward F. Molyneux  
Agency Newell-Emmett Co., Inc.  
Client White Rock Mineral Spring Co.



Artist Fred Freeman  
Art Director William Anton Lang  
Agency The Merrill Anderson Company  
Client Dennison & Sons



*new* du pont rayon



Artists George Platt Lynes, Beatrice Dwon  
 Art Director George McAndrew  
 Agency Botten, Borton, Durstine & Osborn, Inc.  
 Client I. E. du Pont de Nemours & Co., Inc.



Artist Robert B. Freeman  
 Art Director Eugene Heffel  
 Agency G. M. Bosford Company  
 Client Tide Water Associated Oil Co.

# PERSIANS



Artist V. Bobri  
 Art Director Henry Koplan  
 Client The Shirtcraft Co., Inc.



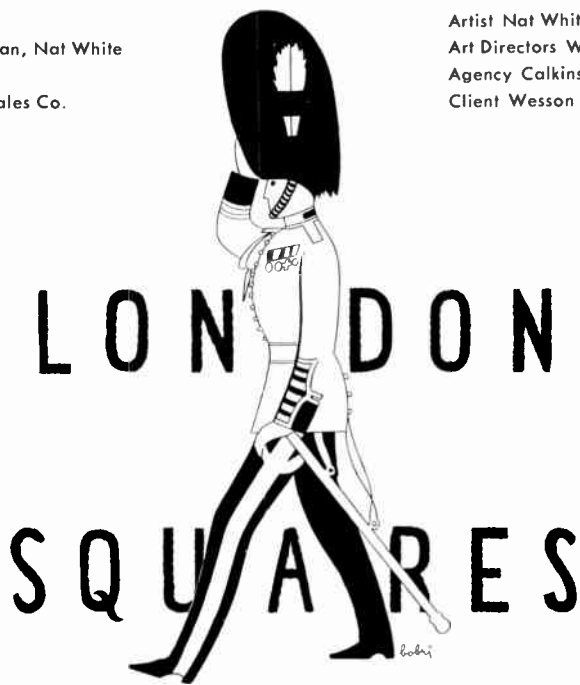
**Snowdrift's locked-in goodness  
for best results**

Artist Nat White  
Art Directors Walter B. Geoghegan, Nat White  
Agency Calkins & Holden  
Client Wesson Oil & Snowdrift Sales Co.



**Only Snowdrift  
has locked-in goodness**

Artist Nat White  
Art Directors Walter B. Geoghegan, Nat White  
Agency Calkins & Holden  
Client Wesson Oil & Snowdrift Sales Co.



Artist V. Bobri  
Art Director Henry Kaplan  
Client The Shirtcraft Co., Inc.

Artist Donald Gardner  
Art Director Winslow H. Case  
Agency Newell-Emmett Co.  
Client Liggett & Myers Tobacco Company





Artist B. Mildwoff  
Art Director Myron Kenzer  
Client Bonwit Teller



Artist John Gannam  
Art Directors Norman Vickery, Charles F. Marschalek  
Agency Donovan-Armstrong  
Client The Philadelphia Evening Bulletin





Artist Warren Baumgartner  
 Art Director Winslow H. Case  
 Agency Newell-Emmett Co.  
 Client Liggett & Myers Tobacco Co.

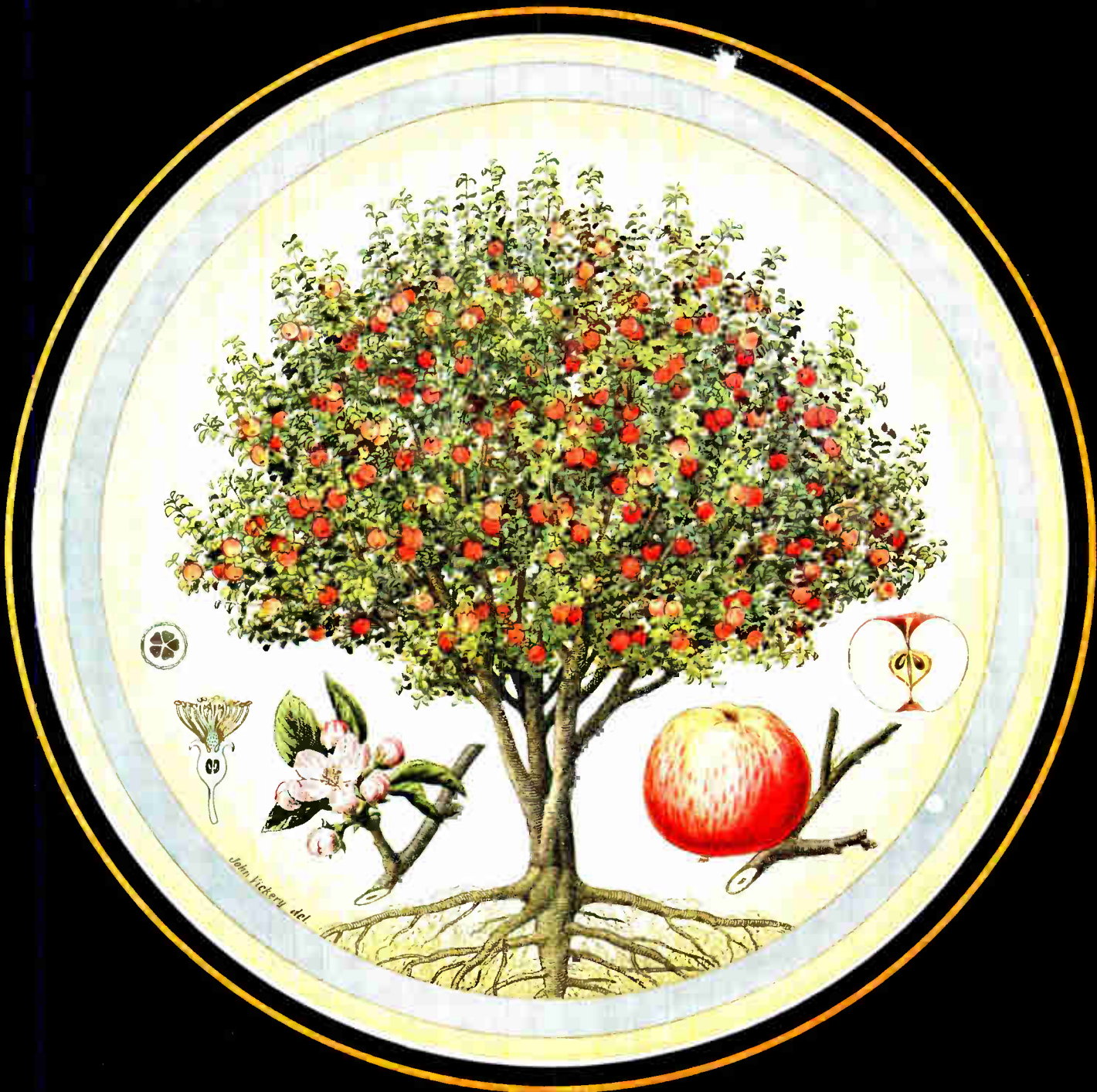
Artist Fred Freeman  
 Art Directors William Stroschl, Arthur Blomquist  
 Agency J. Walter Thompson  
 Client The Fleischmann Distilling Corp.





Artist Herbert Matter  
Client The Composing Room, Inc.





Artist John Vickery  
Art Directors Harry Smith, Harvey G. Luce  
Agency MacManus, John & Adams, Inc.  
Client The Dow Chemical Co.



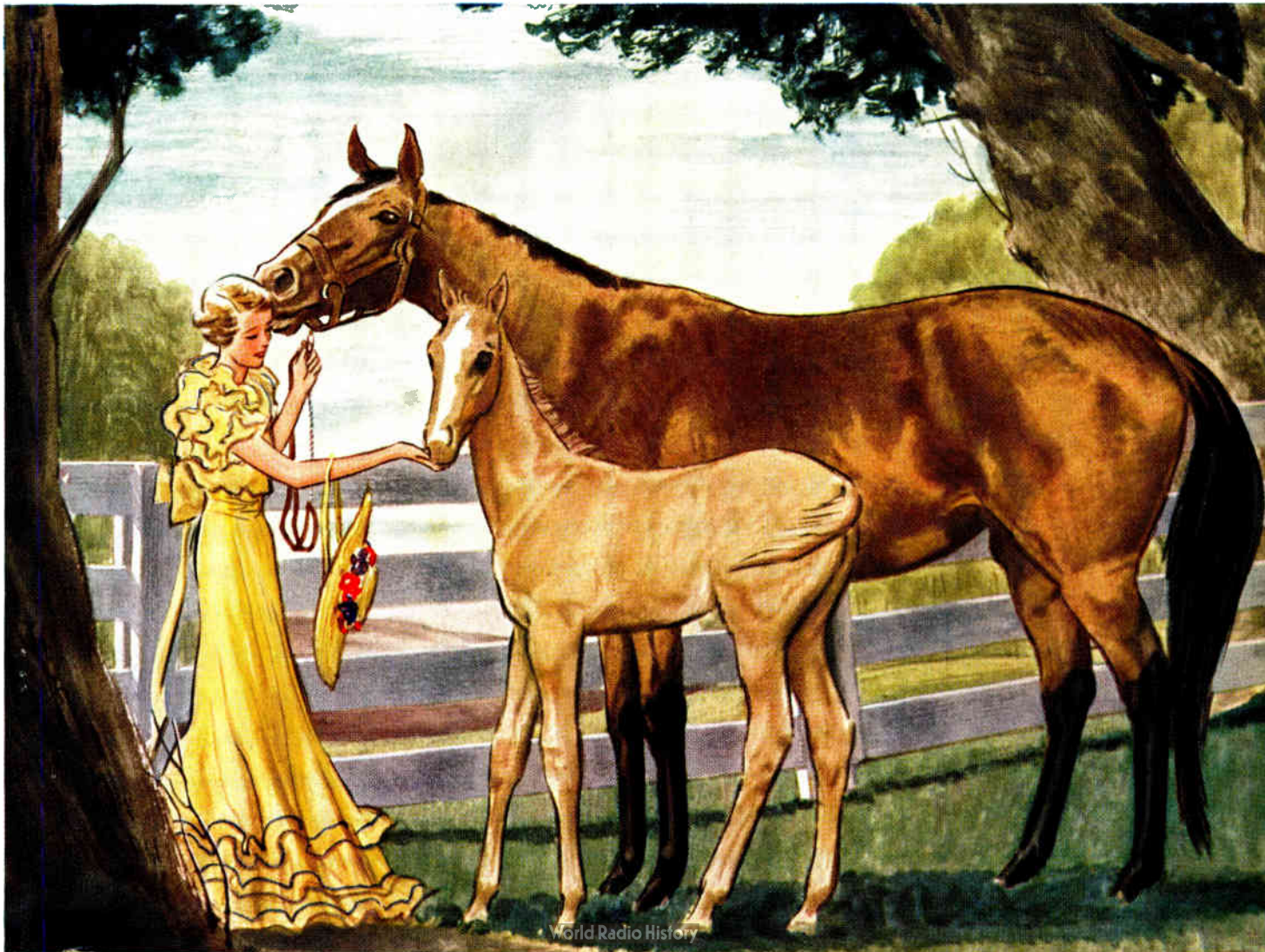


Artist Will Hollingsworth  
Art Director H. Herbert Breneman  
Agency Geare-Morston, Inc.  
Client Schieffelin & Co.

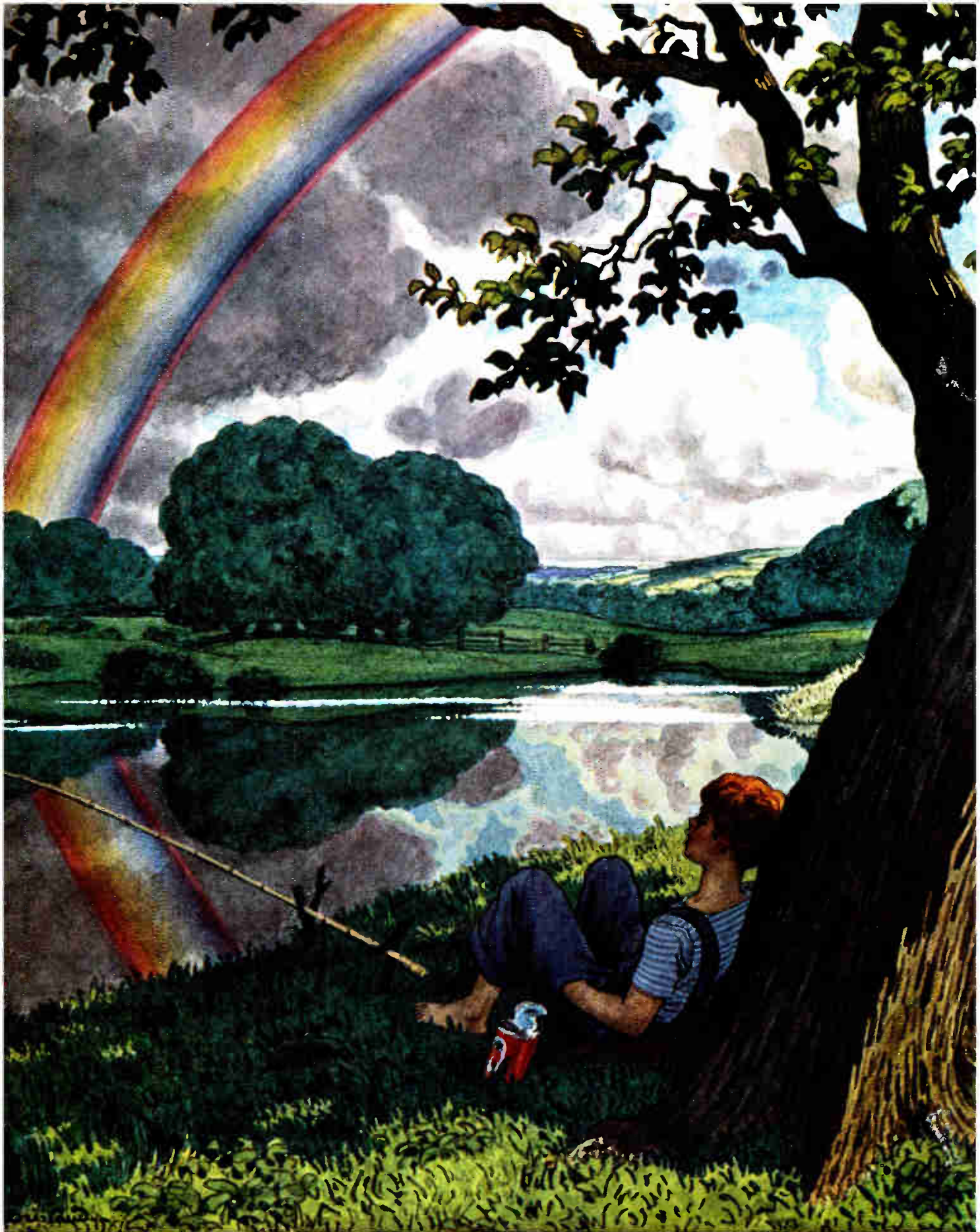




Artist J. W. Williamson  
Art Director Herbert Bishop  
Agency Young & Rubicam, Inc.  
Client Fronkfort Distilleries, Inc.







Artist Pierre Brissoud  
Art Director Robert E. Wilson  
Agency Young & Rubicam, Inc.  
Client The Travelers Insurance Co.

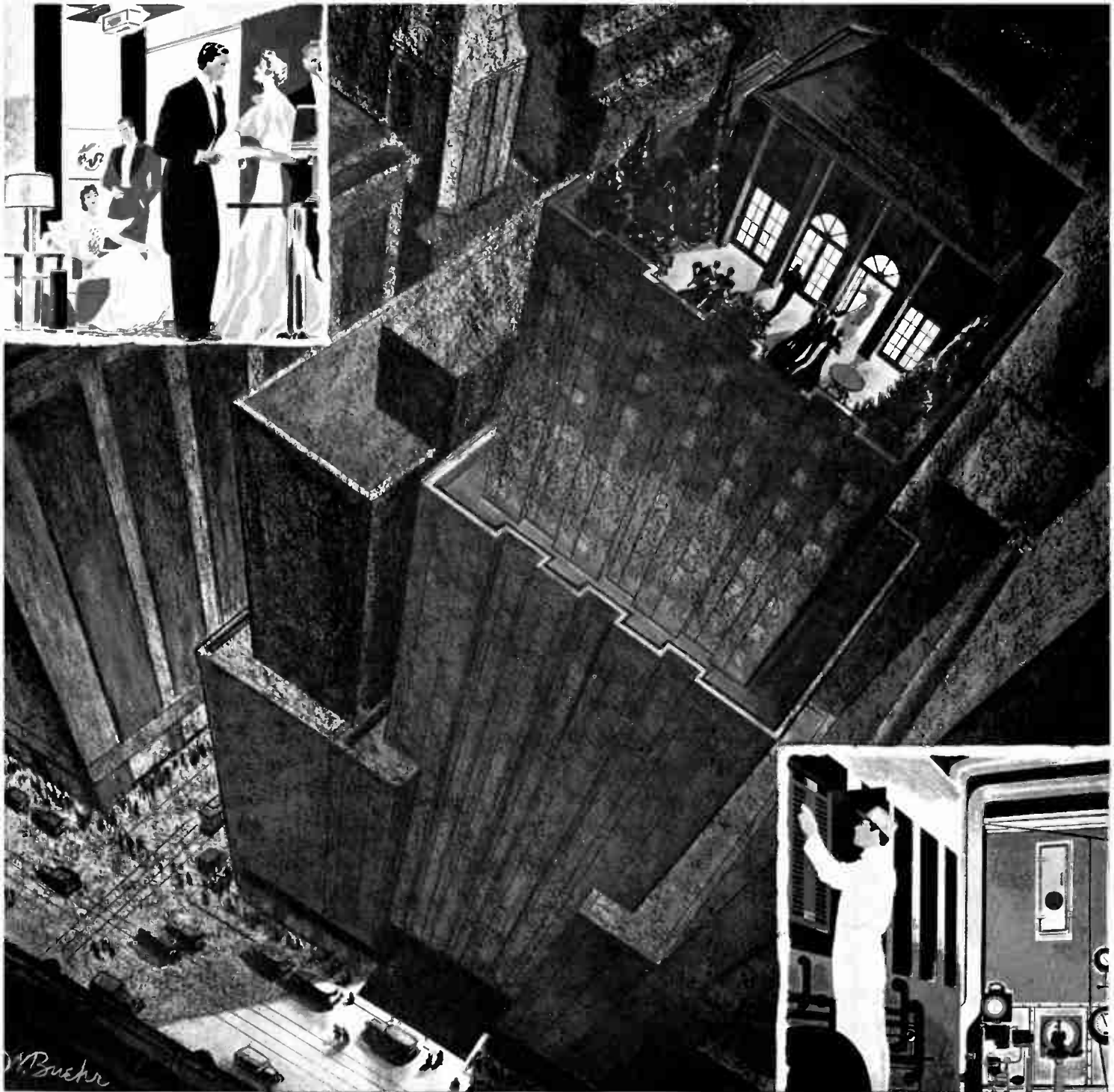


Artist Norman Kenyon  
Art Director Kenneth Paul  
Agency Botten, Barton, Durstine & Osborn, Inc.  
Client E. I. du Pont de Nemours & Co., Inc.

Artists A. Lester Gobo, Ruzzie Green  
Art Director William Horris  
Agency The Butterick Company  
Client Delineator Magazine







Artists Walter Buehr, Fred Freeman  
Art Director Byron Musser  
Agency Rickard & Company, Inc.  
Client Bakelite Corp.



*Everybody's shouting—"Congratulations!"* by Gilbert Bundy



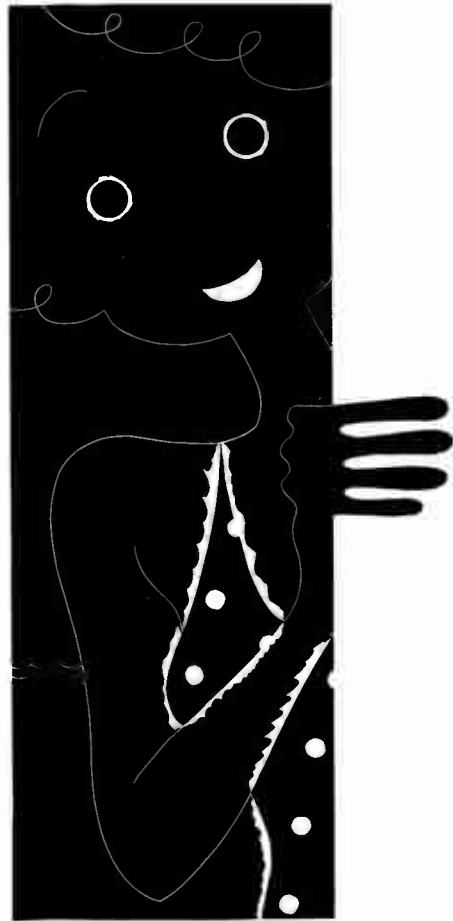
Artist Gilbert Bundy  
 Art Director Herbert Bishop  
 Agency Young & Rubicam, Inc.  
 Client Fels & Company



Artist Stuart Graves  
 Art Directors Stuart Graves, Charles T. Coiner  
 Agency N. W. Ayer & Son, Inc.  
 Client Cannon Mills, Inc.



Artist Tom Benrimo  
 Art Director J. Burton Stevens  
 Agency Lord & Thomas  
 Client R. C. A. Victor



Artist Stuart Graves  
Art Directors Stuart Graves, Charles T. Coiner  
Agency N. W. Ayer & Son, Inc.  
Client Cannon Mills, Inc.

Artist Fred Freeman  
Art Director Harold A. Bowman  
Agency Kimball, Hubbard & Powell  
Client Strathmore Paper Company



Artist Mac-Mee Studios  
Art Director Winslow H. Case  
Agency Newell-Emmett Company  
Client Liggett & Myers Tobacco Co.





Artist A. M. Cassandre  
 Art Director Alexey Brodovitch  
 Client Harper's Bazaar

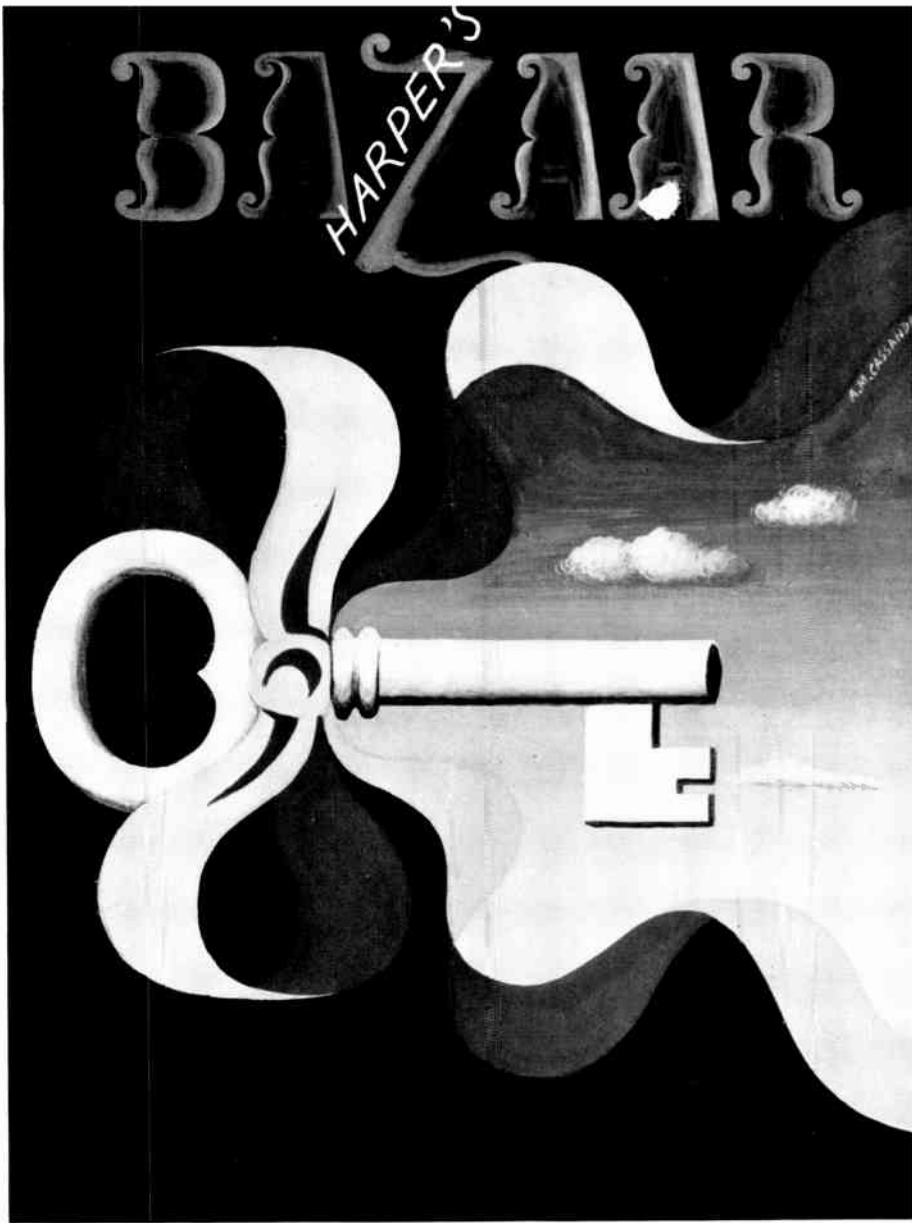


Artist Ted Sandler  
 Art Director Ted Sandler  
 Client Prince Matchabelli, Inc.



Artist Harry O. Diamond  
 Art Directors Edwin Macon, Edmund Ridley  
 Agency Brown & Tarcher, Inc.  
 Client Seeman Bros., Inc.

Artist A. M. Cassandre  
Art Director Alexey Brodovitch  
Client Harper's Bazaar



Artist Howard Scott  
Art Directors Stanford Briggs, Howard Scott  
Agency McCann-Erickson, Inc.  
Client Ford Motor Company





Artists Courtney Owen, Lester Kahn  
Art Director William Messerschmidt  
Agency Geyer, Cornell & Newell, Inc.  
Client Oneida, Ltd.



Artist Harry Beckhoff  
Art Director Edward F. Molyneux  
Agency Newell-Emmett Co., Inc.  
Client White Rock Mineral Spring Co.





Artist Jane Miller  
 Art Director George E. Greene  
 Agency J. R. Flanagan  
 Client Saks Fifth Avenue



Artists Jane Miller, John Kanelous  
 Art Director Lewis P. Ritter  
 Client B. Altman & Co.



Artist Fred Freeman  
 Art Director Paul E. Newman  
 Agency Erwin Wasey & Company, Inc.  
 Client W. F. Young, Inc.



Artist Victor Keppler  
Art Director Harold C. McNulty  
Agency Batten, Barton, Durstine & Osborn, Inc.  
Client United States Steel Corporation

Artist V. Bobri  
Art Director Groce M. Jones  
Client Nolde & Horst Sales Co., Inc.



Artist Harrison Miller  
Art Directors Poul Froelich, Charles T. Coiner  
Agency N. W. Ayer & Son, Inc.  
Client Edward G. Budd Manufacturing Co.





Artist V. Bobri  
Art Director Grace M. Jones  
Client Nolde & Horst Sales Co., Inc.



Artist Arthur O'Neill  
Art Directors Fred Bonagura, Paul E. Newman  
Agency Erwin Wasey & Co., Inc.  
Client I. Magnin & Co.





Artist Robert Riggs  
Art Director Walter K. Nield  
Agency Young & Rubicam, Inc.  
Client Young & Rubicam, Inc.



Artist John Falter  
Art Director Fred Sergenian  
Agency Young & Rubicam, Inc.  
Client Gulf Oil Corporation

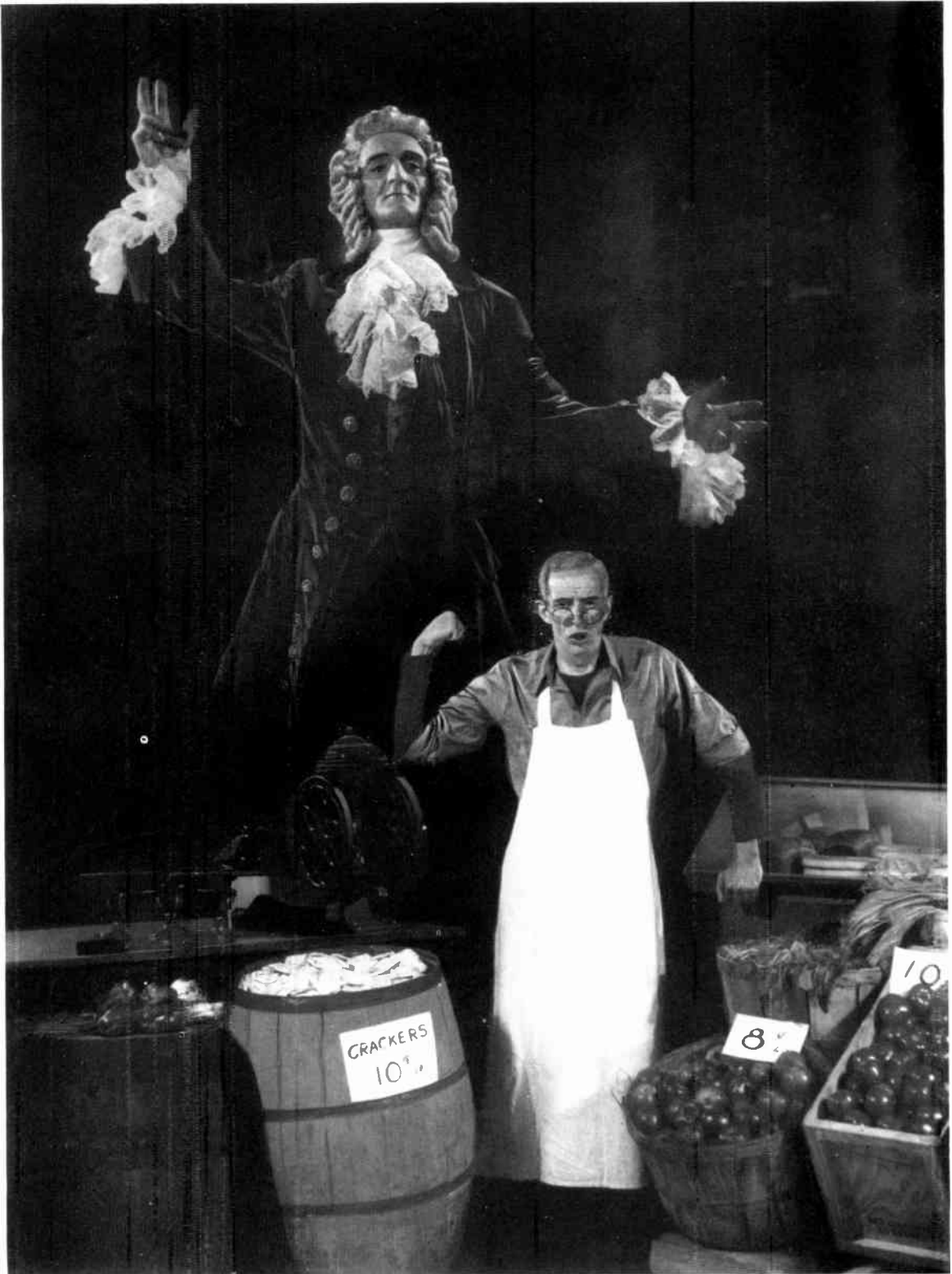
Artist E. J. Steichen  
Art Director Myron C. Perley  
Agency Lennen & Mitchell, Inc.  
Client John H. Woodbury, Inc.







Artist Victor Keppler  
Art Director Harold C. McNulty  
Agency Batten, Barton, Durstine & Osborn, Inc.  
Client United States Steel Corporation



Artist Lejaren Hiller (Underwood & Underwood)  
Art Director Myron C. Perley  
Agency Lennen & Mitchell  
Client Scripps Howard Newspapers



Artist Leslie Saalburg  
Art Directors Walter Reinsel, Charles T. Cainer  
Agency N. W. Ayer & Son, Inc.  
Client Lincoln Motor Company



Artist Tom Benrimo  
Art Director Hal Clark  
Agency Gardner Advertising Co.  
Client McKesson & Robbins, Inc.



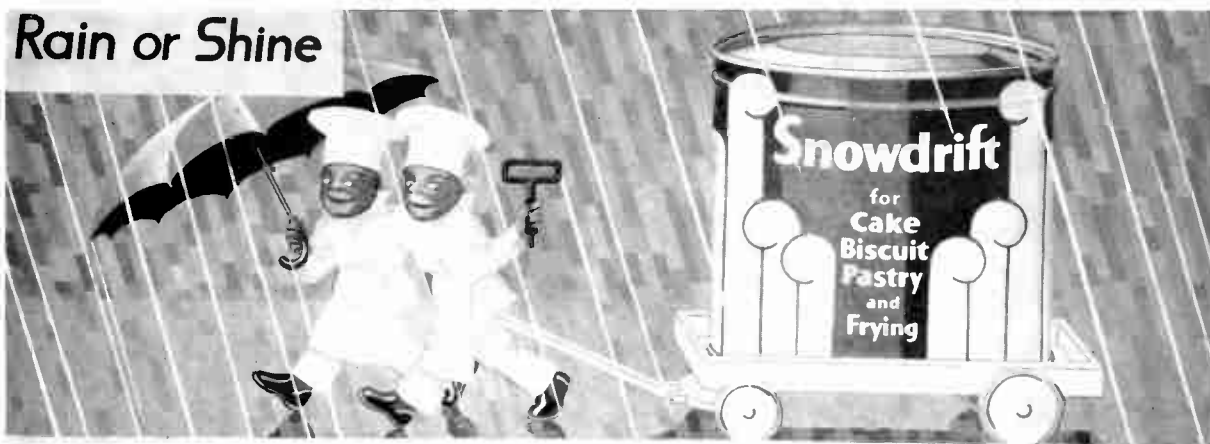


Artist Edwin A. Georgi  
Art Directors Walter B. Geoghegan, W. L. Chaussé  
Agency Calkins & Holden  
Client Crane & Company

Artist Ruzzie Green (Nicholas Muray Studios)  
Art Directors Leon Karp, Charles T. Coiner  
Agency N. W. Ayer & Son, Inc.  
Client Cannon Mills, Inc.



Artist René Clarke  
Art Directors René Clarke, Walter B. Geoghegan  
Agency Calkins & Holden  
Client Wesson Oil & Snowdrift Sales Co.



**Its locked-in goodness always the same**



KOO...  
KOOOL



... IT'S TIME YOU TRIED THEM!

Y... it's time you tried them! And there's...  
... you can't get them...  
... it's time you tried them! And there's...  
... you can't get them...  
... it's time you tried them! And there's...  
... you can't get them...



... it's time you tried them! And there's...  
... you can't get them...  
... it's time you tried them! And there's...  
... you can't get them...

TURN ON Jack Frost (Barn  
Man hours) 7PM. Star  
...  
Monday 9PM to 10PM E.S.T.

Artist George Rupprecht  
Art Director Harry Payne  
Agency Batten, Barton, Durstine & Osborn, Inc.  
Client Brown & Williamson Tobacco Corp.

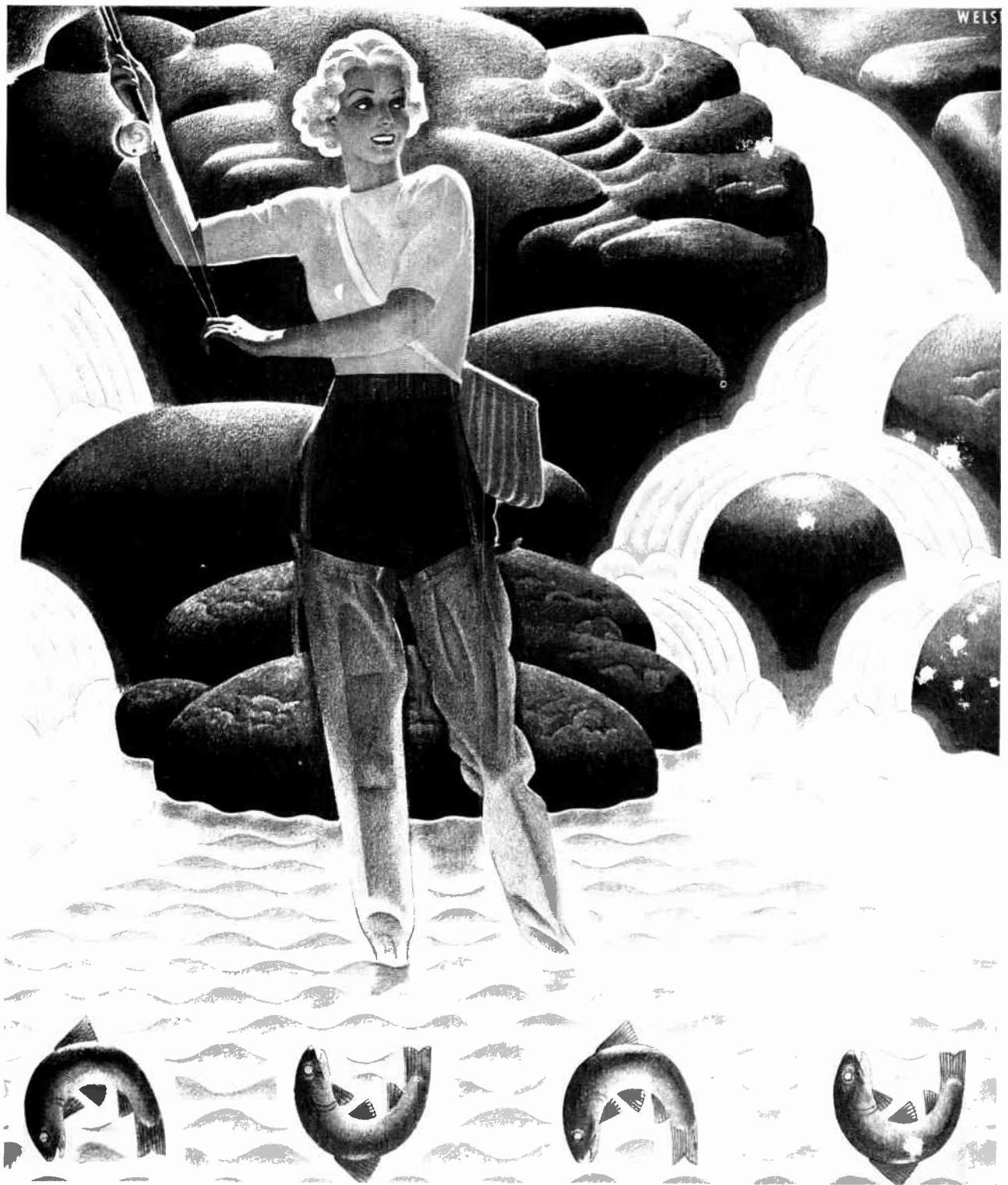


Artist John Pratt  
Art Director Bert Ray  
Agency Runkle-Thompson-Kovats  
Client Abbott Laboratories



Artist Wolf Feiler  
Art Directors H. R. Hyman, Wolf Feiler  
Client Condé Nast Publications, Inc.





Artist William P. Welsh  
Art Director Arthur Sullivan  
Agency Charles Daniel Frey Company  
Client The Pullman Company



Artist C. Peter Helck  
 Art Director Harvey G. Luce  
 Agency MacManus, John & Adams, Inc.  
 Client Champion Spark Plug Company

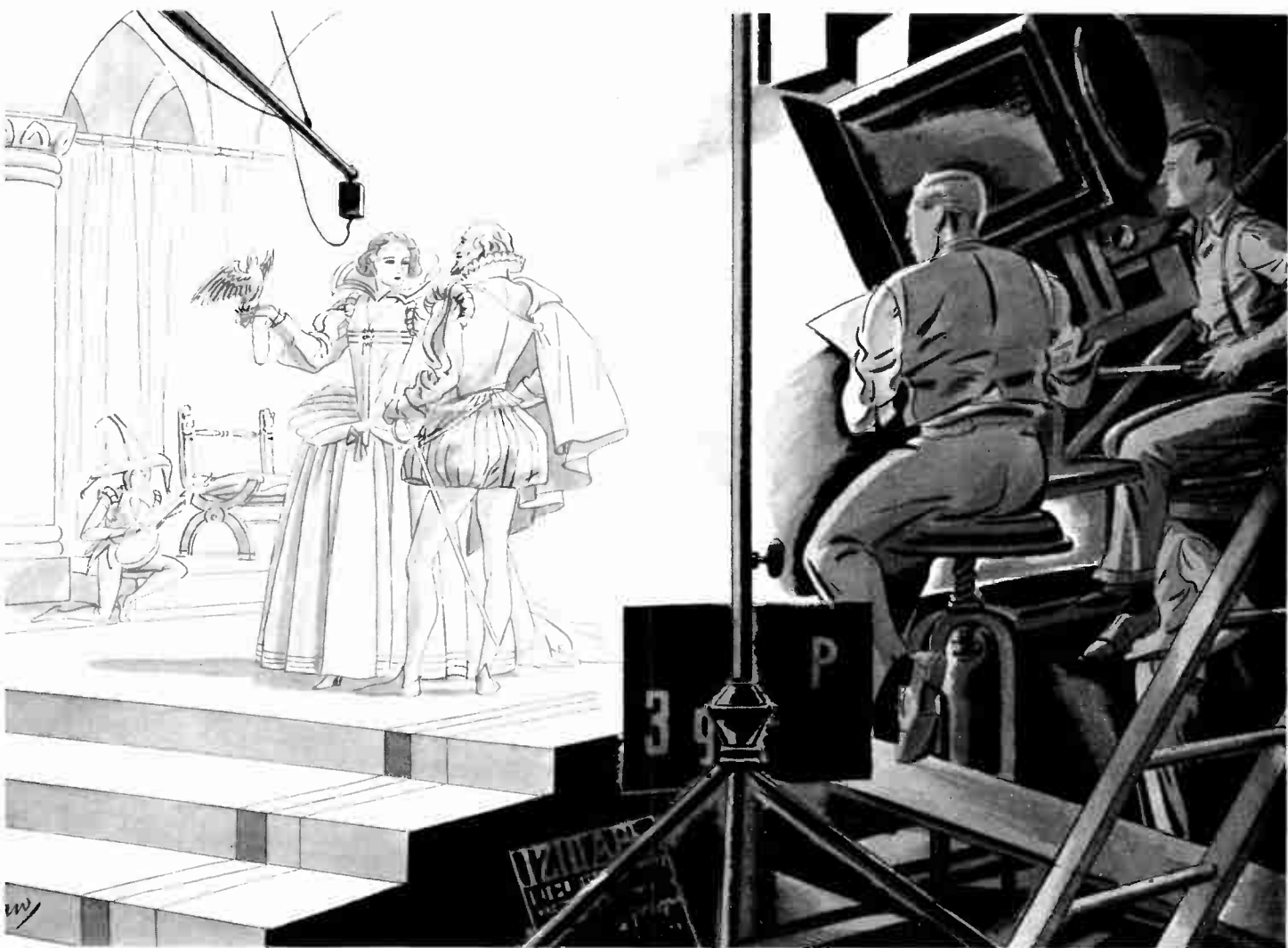


Artist Howard Willk  
 Art Directors Kenwood E. Dixon, Stuart Campbell  
 Agency Kenyon & Eckhardt, Inc.  
 Client Canadian Pacific Railway Company

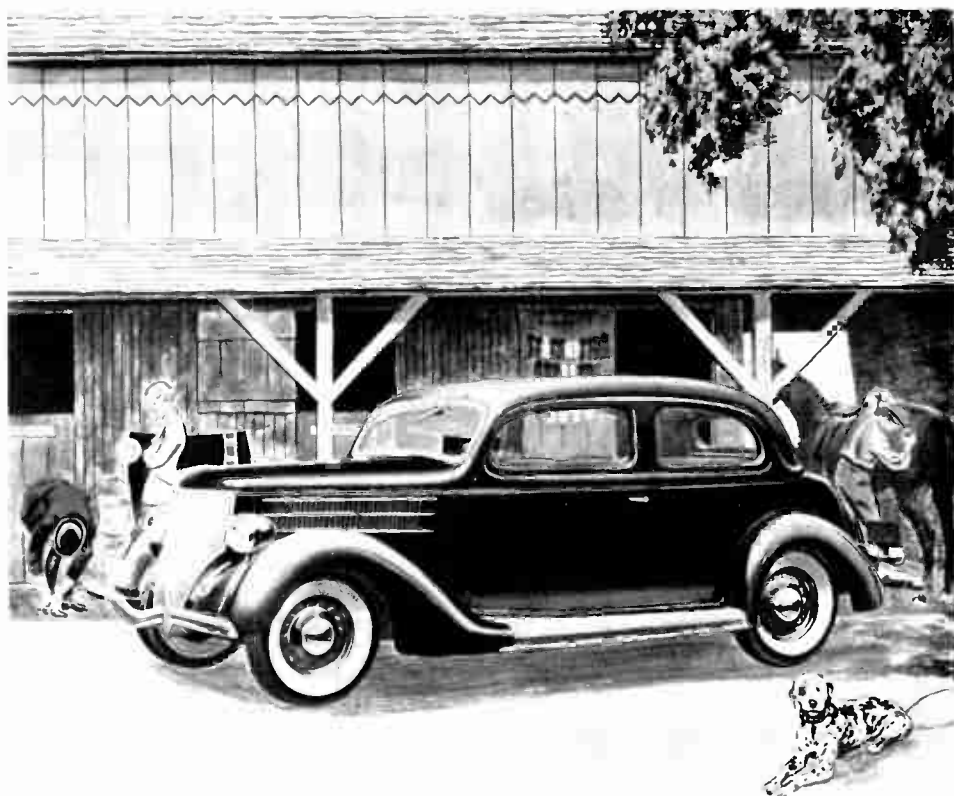


Artist Albert Dorne  
 Art Director Robert E. Wilson  
 Agency Young & Rubicam, Inc.  
 Client The Travelers Insurance Co.





Artist Edward A. Wilson  
 Art Director Walter B. Geoghegan  
 Agency Calkins & Holden  
 Client Rag Content Paper Manufacturers



Artist James Williamson  
 Art Directors Thomas H. Collard, Charles T. Coiner  
 Agency N. W. Ayer & Son, Inc.  
 Client Ford Motor Company





Artist Victor Keppler  
Art Director Harold McNulty  
Agency Batten, Barton, Durstine & Osborn, Inc.  
Client The Curtis Publishing Co.



Artist Al Parker  
 Art Director Charles Faldi  
 Agency Benton & Bowles  
 Client Colgate Palmolive Peet Co.



Artist Wolf Feiler  
 Art Director Jerome Wagner  
 Agency Typographic Service Co.  
 Client Celanese Corp. of America



Artist Lejaren Hiller (Underwood & Underwood)  
 Art Directors Wallace Elton, Charles T. Coiner  
 Agency N. W. Ayer & Son, Inc.  
 Client Otis Elevator Company

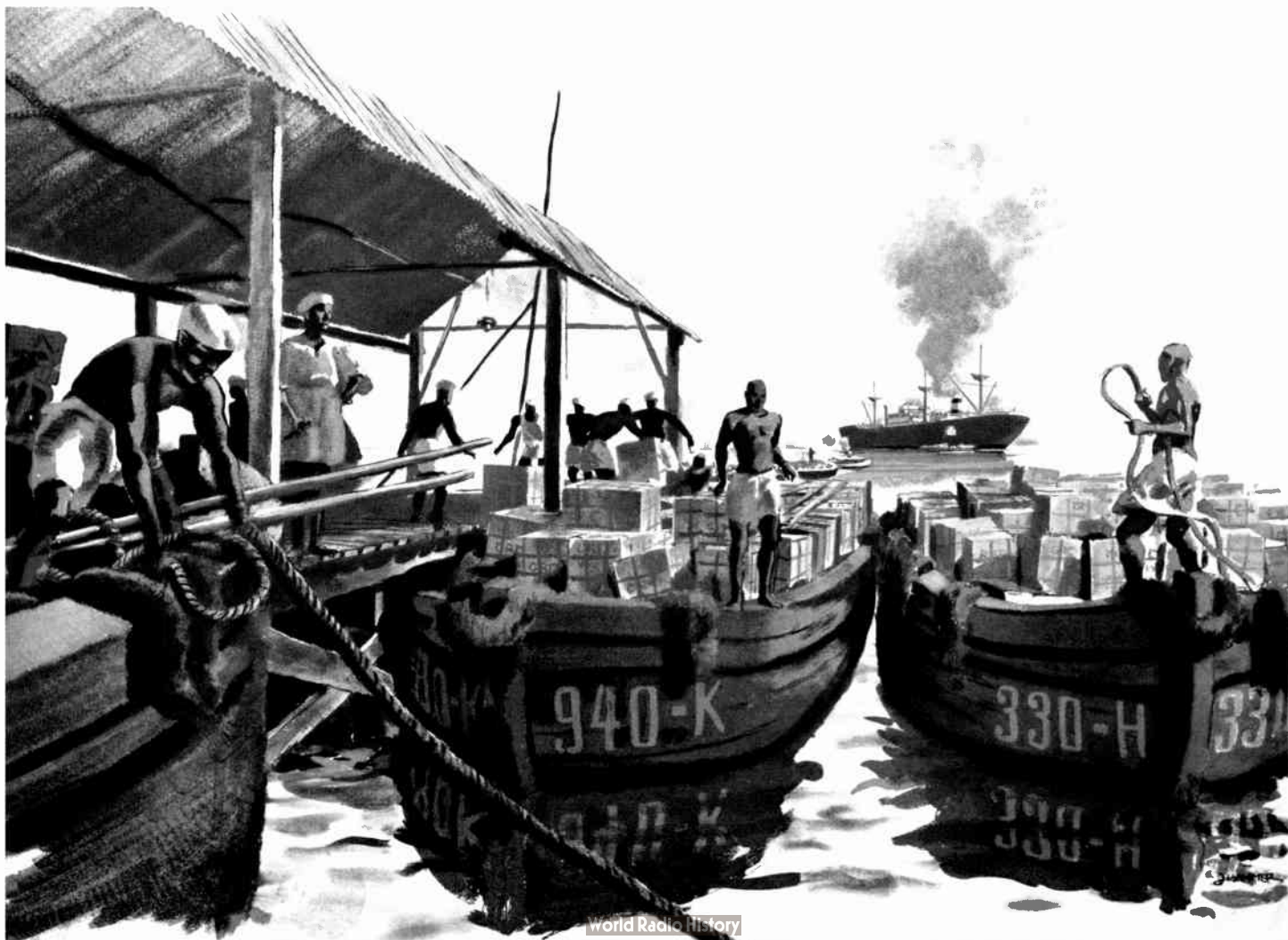


Artist John Averill  
 Art Director James T. Mangan  
 Agency Mills Novelty Company Press  
 Client Mills Novelty Company

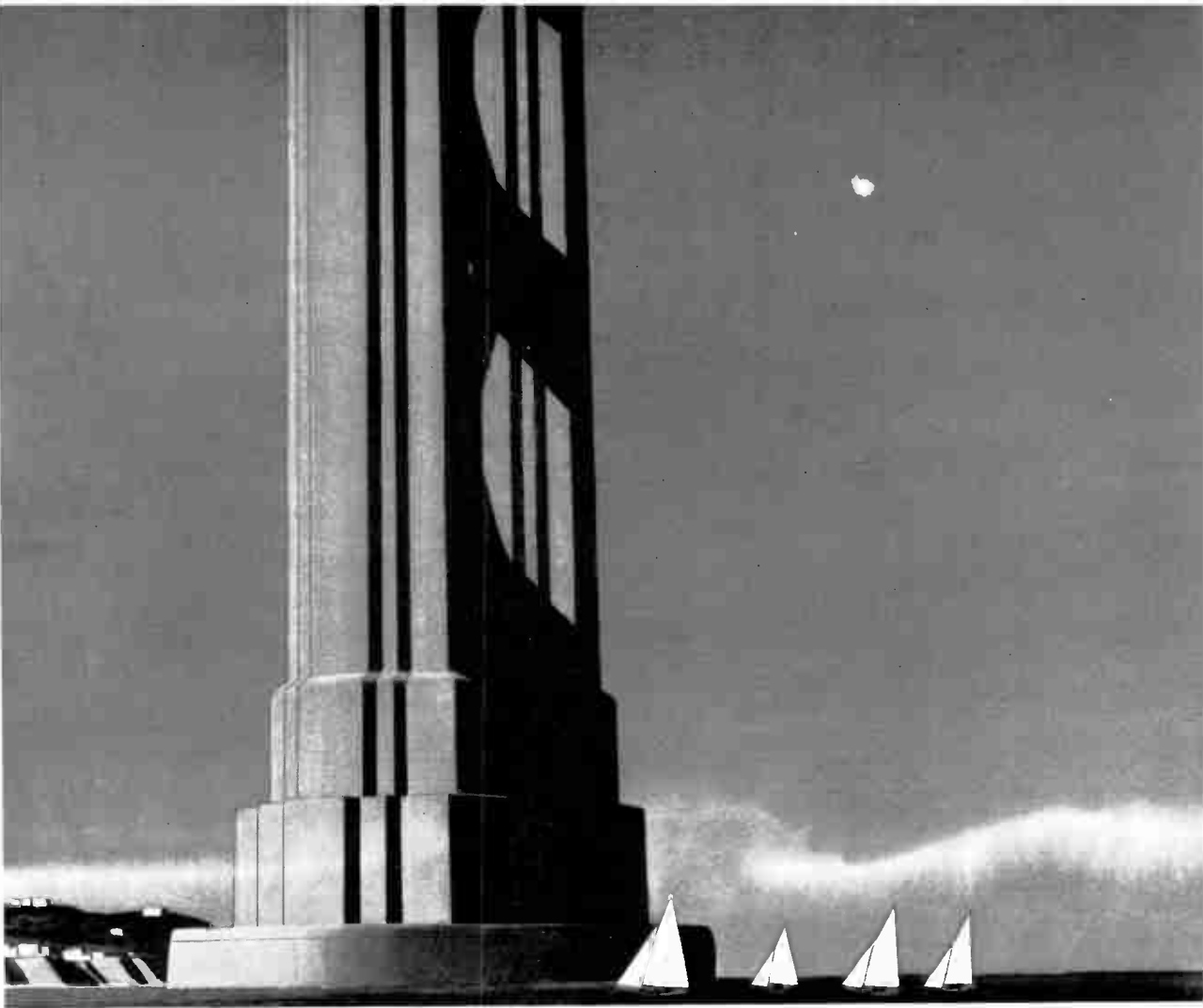


Artist Ely  
 Art Director L. E. McGivena  
 Client The News, New York's Picture Newspaper

Artist John Hammer  
 Art Director Eldred C. Jackson  
 Agency Doremus & Company  
 Client Atlantic Mutual Insurance Co.







Artist Fred Ludekens  
Art Director Fred Ludekens  
Agency Lord & Thomas  
Client Californians, Inc.



Artist Valentino Sarra  
Art Director Bert Ray  
Agency Runkle-Thompson-Kovats  
Client Abbott Laboratories



Artist Victor Keppler  
Art Directors Jerry Stocker, Victor Keppler  
Client The New York Woman, Inc.

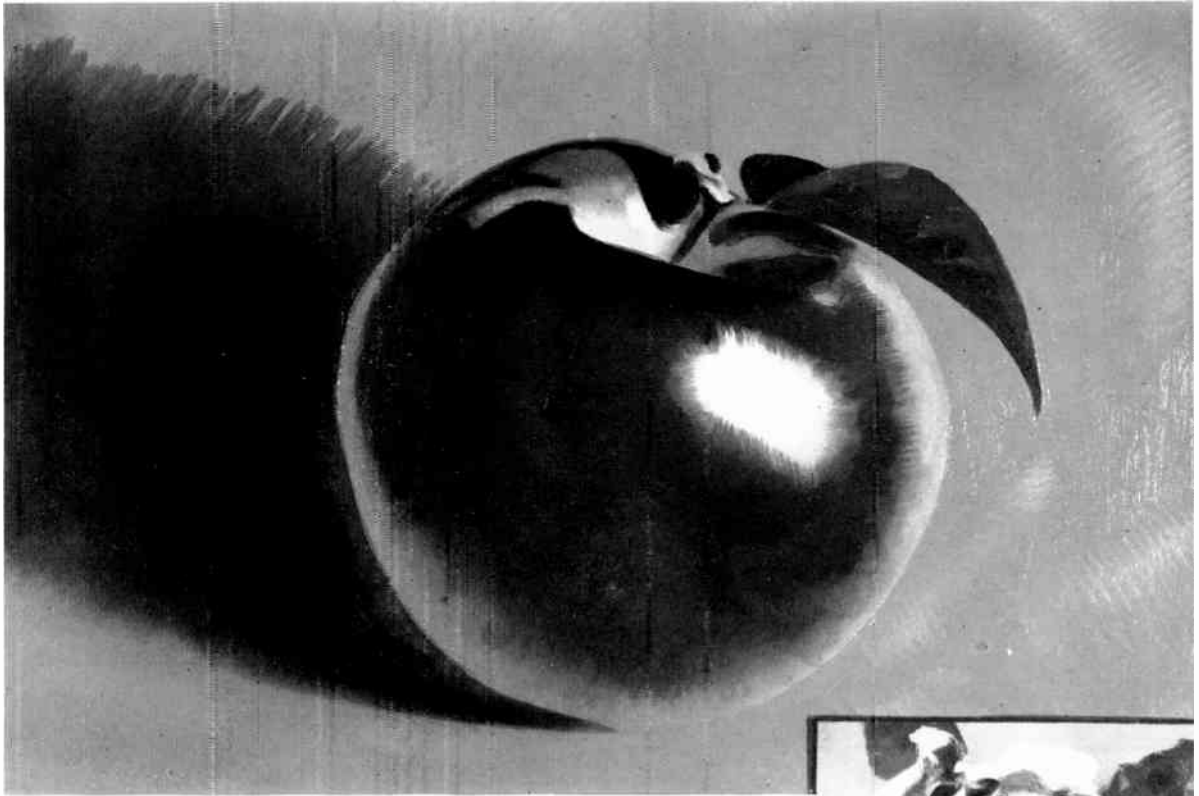
Artist Leslie Saalburg  
Art Director Walter B. Geoghegan  
Agency Calkins & Holden  
Client Distilled Liquors Import Co., Inc.





Artist New York X-Ray, Inc.  
Art Director Harry F. O'Brien  
Client Columbia Broadcasting System, Inc.





Artist Joseph Allwarthy  
Art Director E. Willis Janes  
Agency Needham, Lavis & Barby, Inc.  
Client S. C. Johnson & Son, Inc.



Artist Stuart Graves  
Art Directors Stuart Graves, Charles T. Cainer  
Agency N. W. Ayer & Son, Inc.  
Client Stetson Shoe Company



Artist Harold Anderson  
Art Director William A. Irwin  
Agency J. Walter Thompson Co.  
Client P. Ballantine & Sons

Artist James Williamson  
Art Directors Thomas H. Collard, Charles T. Coiner  
Agency N. W. Ayer & Son, Inc.  
Client Ford Motor Company



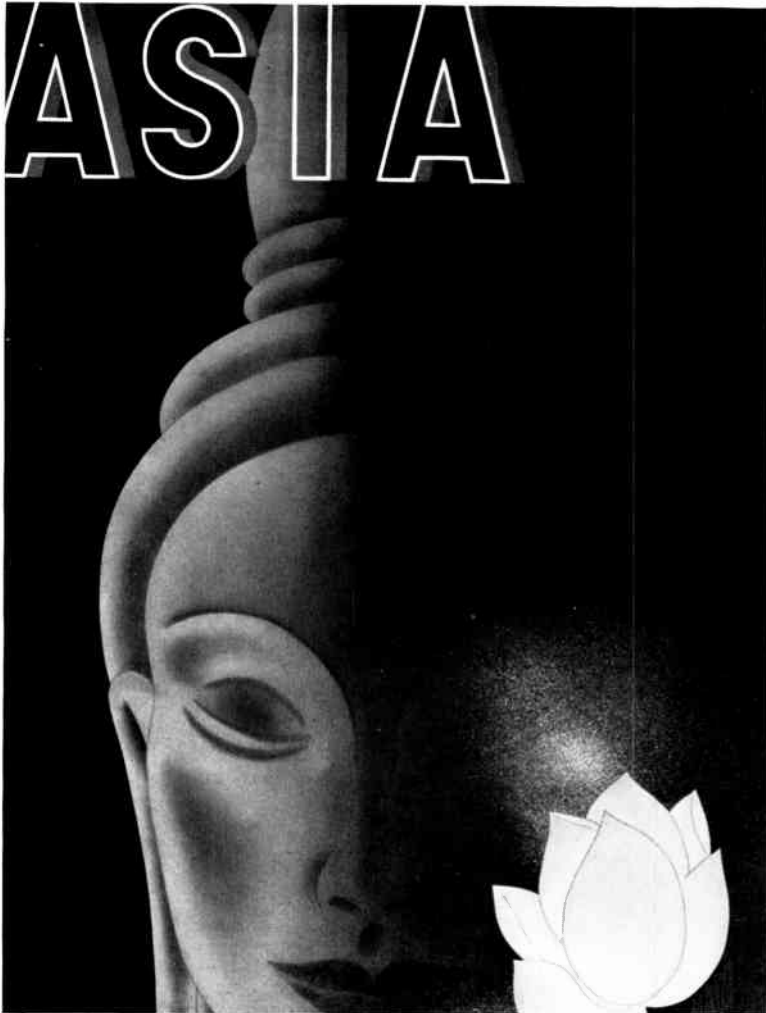


Artist Ruzzie Green  
Art Director William Harris  
Client Delineator Magazine





Artist John Atherton  
Art Director Gene Davis  
Client Pictorial Review Magazine



Artist Frank McIntosh  
Art Director J. Wolter Flynn  
Client Asia Magazine



Artist Paul Hesse  
Art Director Roger McDonald  
Agency Fleicher & Ellis, Inc.  
Client: Heitm Walker & Sons, Inc.

Artist Edwin Georgi  
Art Director Lester Jay Loh  
Agency J. M. Mathes, Inc.  
Client Maryland Casualty Company



**DUPLICATE** **INDIVIDUAL INCOME TAX RETURN**  
 FOR NET INCOME FROM SALARIES OR WAGES OF MORE THAN \$5,000  
 AND INCOME FROM BUSINESS, PROFESSION, RENTS, OR SALE OF PROPERTY  
**For Calendar Year 1935**

**DUPLICATE**  
 IF YOU NEED ASSISTANCE  
 IN PREPARING THIS  
 RETURN, WRITE TO A  
 DEPT. OF THE  
 TREASURY

DETACH AND RETAIN  
 THIS COPY AND  
 THE INSTRUCTIONS

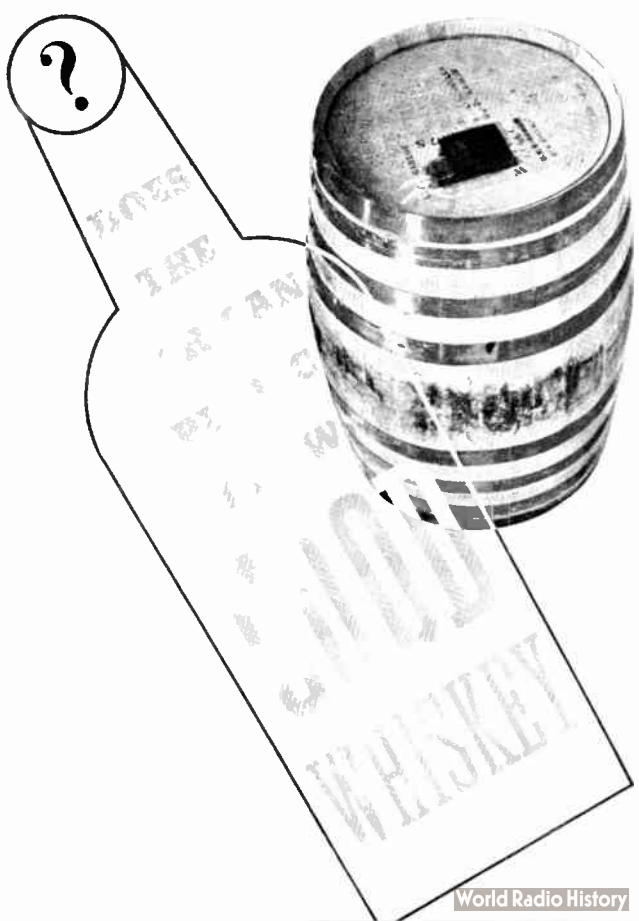
- 1 App. from 80%
- 2 If you had a return in 1934
- 3 Income from Business or Profession
- 4 Interest on Bonds
- 5 Interest on Tax
- 6 Income from Property
- 7 Dividends and Interest
- 8 Profit from Sale of Stock
- 9 Taxable Interest on Life
- 10 Unpaid Dividends
- 11 Other Income
- 12 Total Income
- 13 Interest Paid
- 14 Total Paid



WIGGIN

Artist Marian Wiggin  
 Art Directors Daniel W. Keefe, Stanford Briggs  
 Agency McCann-Erickson, Inc.  
 Client Borden Farm Products, Division of The Borden Company

Artist George Krikorian  
 Art Director Roger McDonald  
 Agency Fletcher & Ellis, Inc.  
 Client Hiram Walker & Sons, Inc.



It certainly does, if sales figures are any indication - for whiskey-buyers are quick to purchase again and again the whiskeys with the finest flavor.

Many alert rectifiers and bottlers are turning this to their advantage by buying in bulk from Hiram Walker's precision-produced young whiskeys and Hiram Walker's aged, well-matured stocks.

They can be sold straight under the rectifier's label, or combined to produce blends of rich mellowness.

Prices on the aged Canadian stocks have never been lower, due to tariff revision, lower port duties, and lower shipping costs.

And the world's largest distillery with tremendous production facilities assures you of low prices on the young stocks.

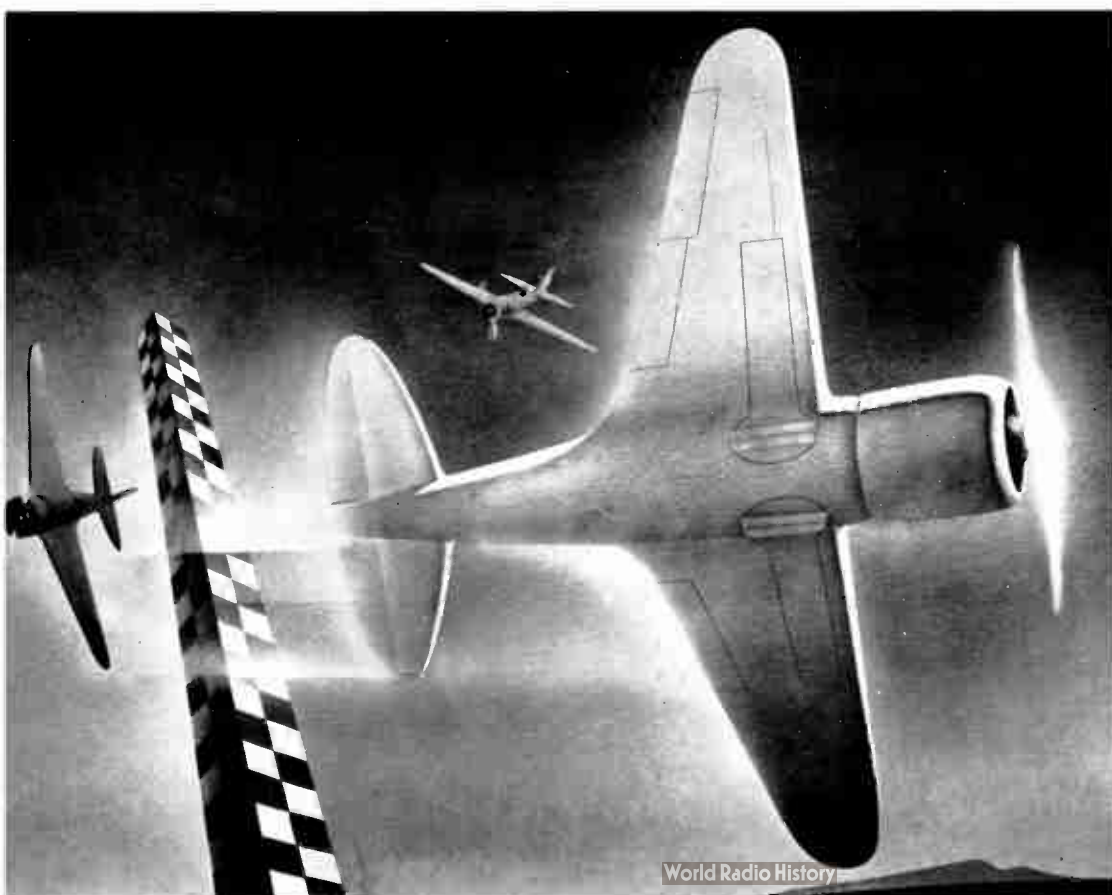






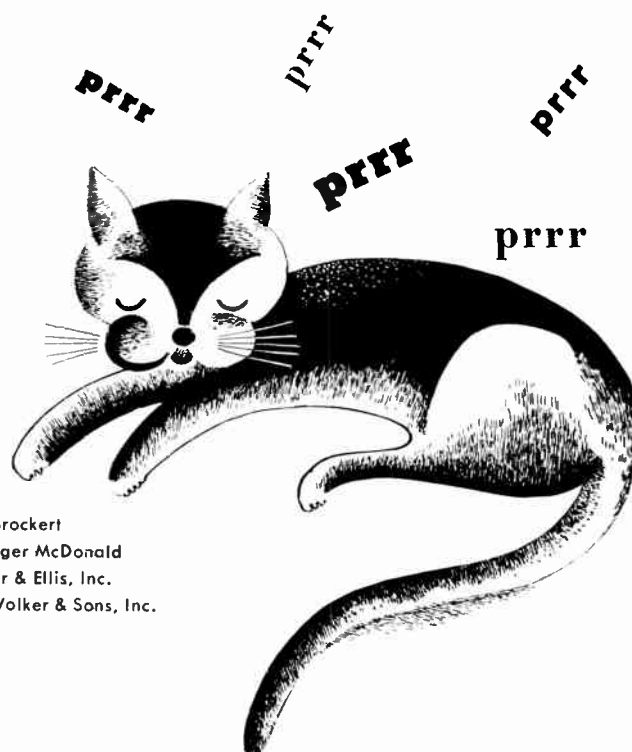
Artist Rudolph Pott  
Art Directors Charles T. Coiner, Paul Darrow  
Agency N. W. Ayer & Son, Inc.  
Client Bermuda Trade Development Board

Artist John Atherton  
Art Director F. Sergenian  
Agency Young & Rubicam, Inc.  
Client Gulf Oil Corporation





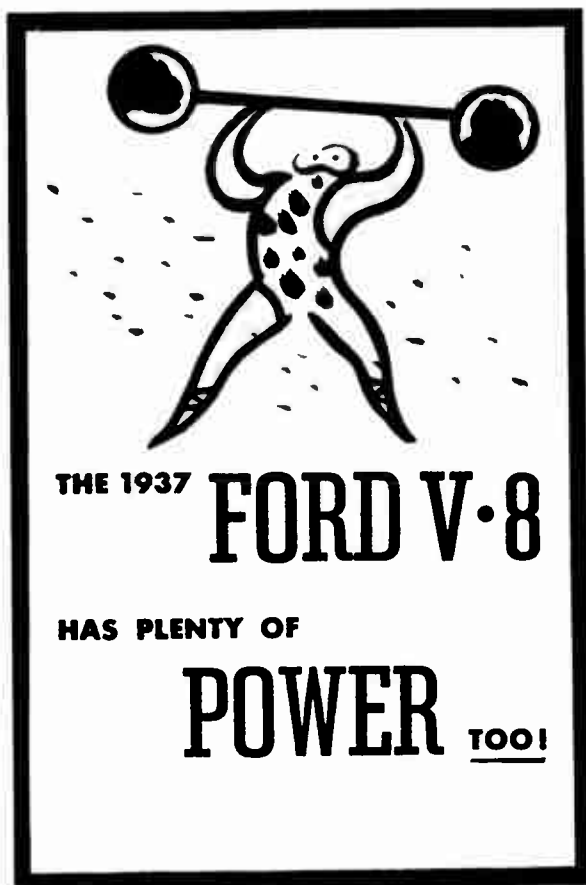
Artist E. A. Geogi  
Art Director H. Herbert Brenemon  
Agency Geore-Morston, Inc.  
Client J. P. Stevens & Co., Inc.



Artist Morion Brockert  
Art Director Roger McDonald  
Agency Fletcher & Ellis, Inc.  
Client Hirom Wolker & Sons, Inc.



Artist Floyd M. Davis  
 Art Directors John Hepburn Tinker Jr., Lester Jay Loh  
 Agency J. M. Mathes, Inc.  
 Client Canada Dry Ginger Ale, Inc.



Artist Lester Beall  
 Art Directors Rollin C. Smith, Charles T. Coiner  
 Agency N. W. Ayer & Son, Inc.  
 Client Ford Motor Company



Artist F. Marshall  
 Art Director J. C. Prentis  
 Agency Cecil, Warwick & Cecil, Inc.  
 Client Elizabeth Arden





Artist Janet Kegg  
Art Director George E. Greene  
Agency J. R. Flanagan  
Client Saks Fifth Ave.



Artist Bertrand Zadig  
Art Director Walter G. Morris  
Agency Rickard & Company, Inc.  
Client United Chromium, Inc.



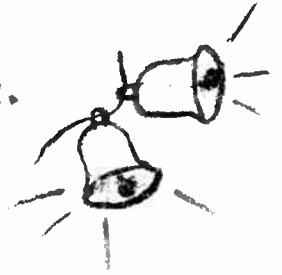
Artists G. P. Lynes, A. Klein  
Art Director G. F. McAndrew  
Agency Batten, Barton, Durstine & Osborn, Inc.  
Client E. I. du Pont de Nemours & Co., Inc.



Artist John Atherton  
 Art Director Robert E. Wilson  
 Agency Young & Rubicam, Inc.  
 Client Franc, Strohenger & Cowan, Inc.

Dear daddy--  
 Happy New year.

LOVE  
 ANN.



Artist E. Johnson  
 Art Director Robert .. Wilson  
 Agency Young & Rubicam, Inc  
 Client The Travelers Insurance Co.



Artist A. Halpert Art Staff  
 Art Directors Edwin Macon, Edmund Ridley  
 Agency Brown & Tarcher, Inc.  
 Client Seeman Bros., Inc.

Artist Fred Chance  
Art Director Jack R. Smith  
Agency N. W. Ayer & Son, Inc.  
Client Container Corp. of America

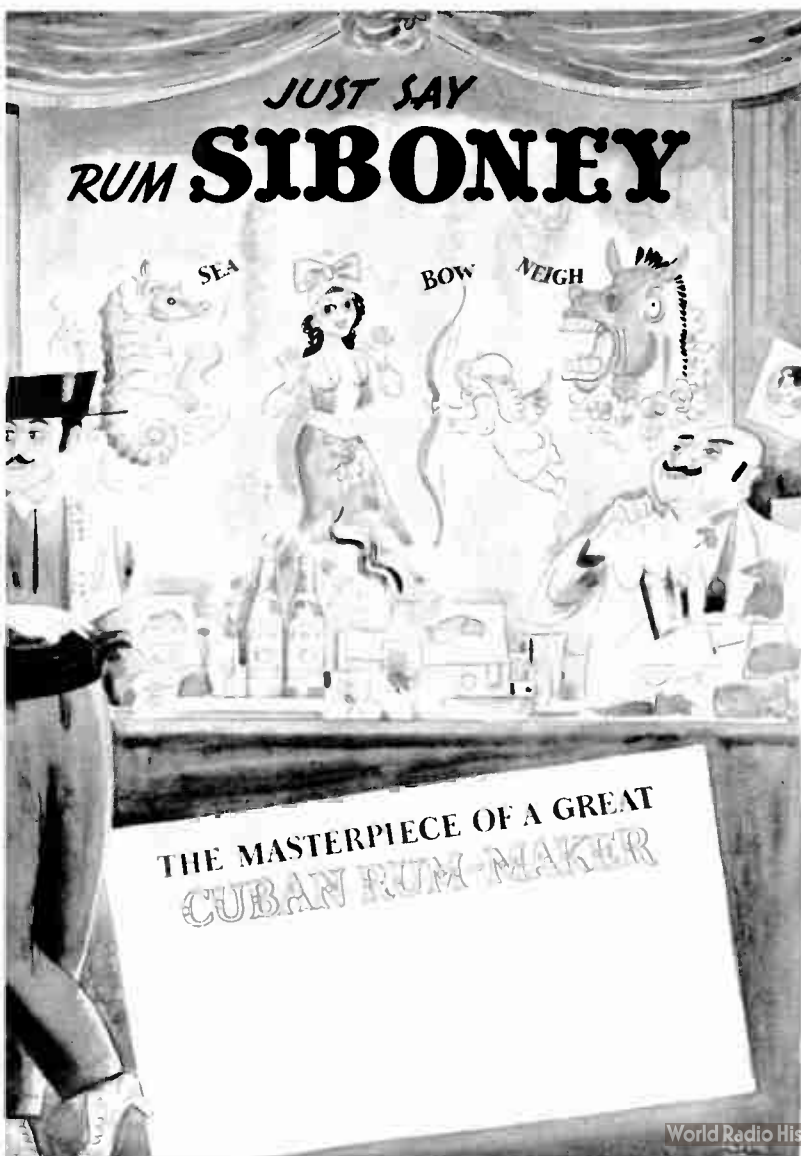


Artist Nickolas Murcy  
Art Director L. H. Ingwersen  
Agency J. Walter Thompson Company  
Client Swift & Company





Artist René Clarke  
 Art Directors René Clarke, Walter B. Geoghegan  
 Agency Calkins & Holden  
 Client Wesson Oil & Snowdrift Sales Co.



Artist David Green  
 Art Director James T. Mangan  
 Agency Mills Novelty Company Press  
 Client Mills Novelty Company

Artist Ervine Metz  
 Art Director Stuart Campbell  
 Agency Kenyon & Eckhardt, Inc.  
 Client A. K. Hamilton & Company



Artist Peter Helck    Art Directors Harry Reschke, Stanley E. Staffeld    Agency Campbell-Ewald Company    Client Delco Remy Division, General Motors Sales Corporation

Artist Robert Riggs    Art Director F. Sergenian    Agency Young & Rubicam, Inc.    Client Parke, Davis & Co.







PRESENTLY SHE CAST A DRUG INTO  
THE WINE WHEREOF THEY DRANK, A  
DRUG TO LULL ALL PAIN AND ANGER,  
AND BRING FORGETFULNESS OF EVERY  
SORROW — THE ODYSSEY, BOOK IV



Art Director Bert Ray  
Agency Runkle-Thompson-Kovats  
Client Abbott Laboratories

Across fifty centuries the Mycenaean bard sings of long-dead gods and heroes — AND OF A SEDATIVE DRUG! "Medicines of great virtue had Helen," he continues, "cunning drugs given her by Polydamna, a woman of Egypt . . . where every man is a physician skilled beyond all human-kind." • Even in Homer's time, Mother Egypt had long since learned the poppy's siren secret. For — back to history's dim beginning — physicians have always recognized the need for sedatives and sedation. Whether accomplished by word, wine or lulling drug, it has eased the patient's fear and pain; and, by increasing his physician's task less difficult. • Today, thanks to the str chemistry, new safety makes possible a host of new uses f to this advance, has been the development of Nembut research laboratories. • Nembutol, Abbott, is a borbituri ministered orally or rectally, exerts an extremely rapid sedative effect from a dosage only about one-half that small dose is rapidly destroyed and eliminated, resulting i also by about one-half. Thus, clinically, Nembutol is on

The snapshots you'll want Tomorrow —  
you must take Today

*See Mother I was glad  
to get that snapshot of  
Bingo in your last letter.  
He sure looks lonesome, the  
poor old guy You tell him  
I'm coming home this week -  
and if I have to walk.*

A SNAPSHOT says things that can't be put into words — a baby's smile, the look in the eyes of your dog, or the thrill of a wonderful day. Get your snapshots in the opportune moment — keep the moment immortal. And don't take chances — load your camera with Kodak Verichrome Film. The double-coated film gives the picture when ordinary film fail. Your snapshots come out clearer, truer, more lifelike. Are camera lenses coated with Verichrome — use Kodachrome. — Eastman Kodak Company, Rochester, N.Y.

Art Director William Strosahl  
Agency J. Walter Thompson Co.  
Client Eastman Kodak Company







Artist Charles E. Kaiser  
Art Director Ralph Mutter  
Agency Marschalk & Pratt, Inc.  
Client National Lead Company

Artist J. W. Williamson  
Art Director Jack Anthony  
Agency Young & Rubicam, Inc.  
Client Cluett, Peabody & Co., Inc.





Artist Anton Bruehl  
 Art Director William Messerschmidt  
 Agency Geyer, Carnell & Newell, Inc.  
 Client Oneida Ltd.



Artist Irwin Smith  
 Art Director Paul E. Newman  
 Agency Erwin Wasey & Co., Inc.  
 Client Erwin Wasey & Co., Inc.

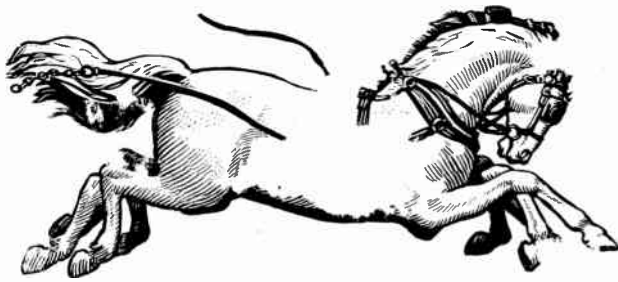


Artist Merritt Currier  
 Art Director Paul E. Newman  
 Agency Erwin Wasey & Co., Inc.  
 Client Consolidated Cigar Co.



Artist Walter Cole  
 Art Director Paul E. Newman  
 Agency Erwin Wasey & Co., Inc.  
 Client Liebmann Breweries, Inc.



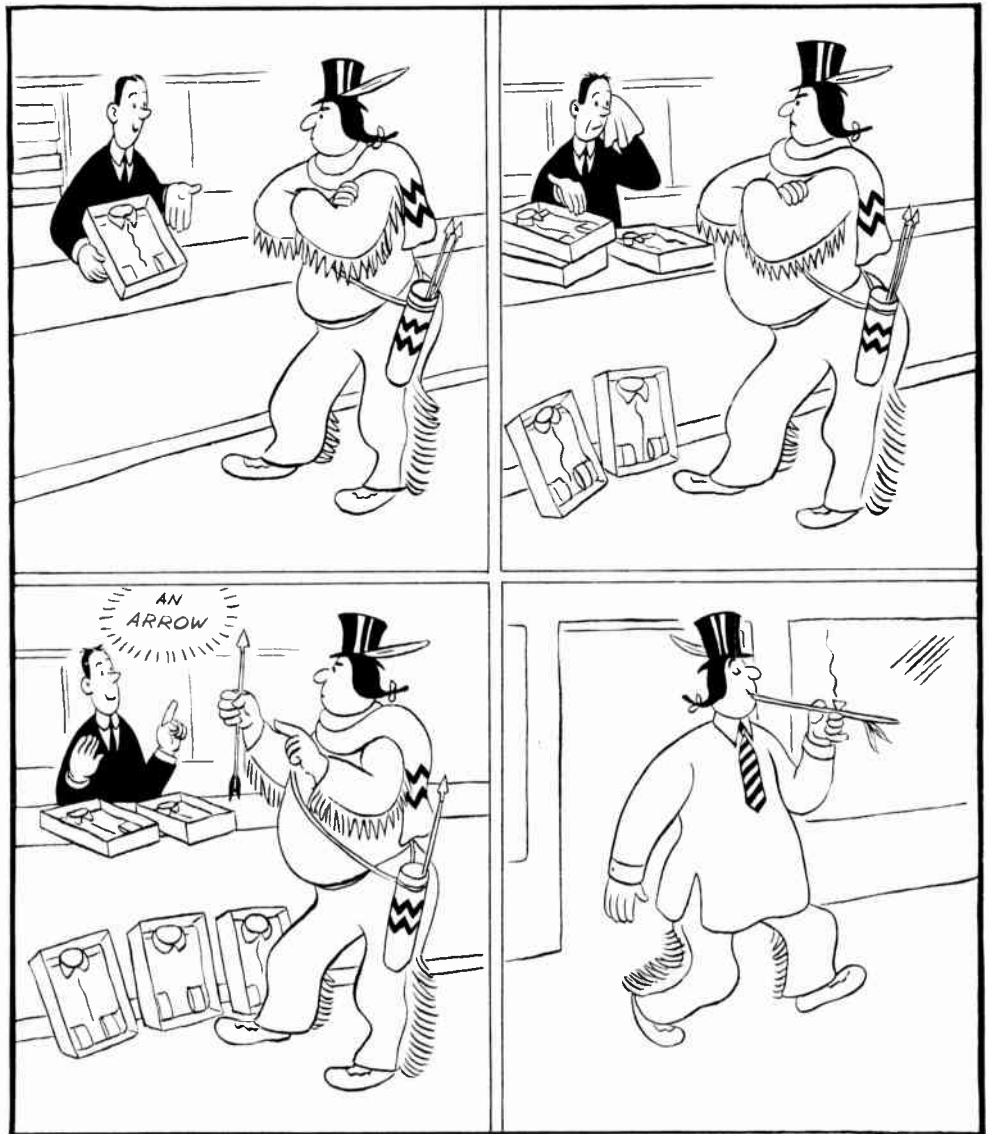


Artist Morton C. Honsen  
 Art Director Robert E. Wilson  
 Agency Young & Rubicam, Inc.  
 Client The Trolvelers Insuronce Co.



Artist John Averill





Artist Robert J. Day  
 Art Director Jack Anthony  
 Agency Young & Rubicam, Inc.  
 Client Cluett, Peabody & Co., Inc.



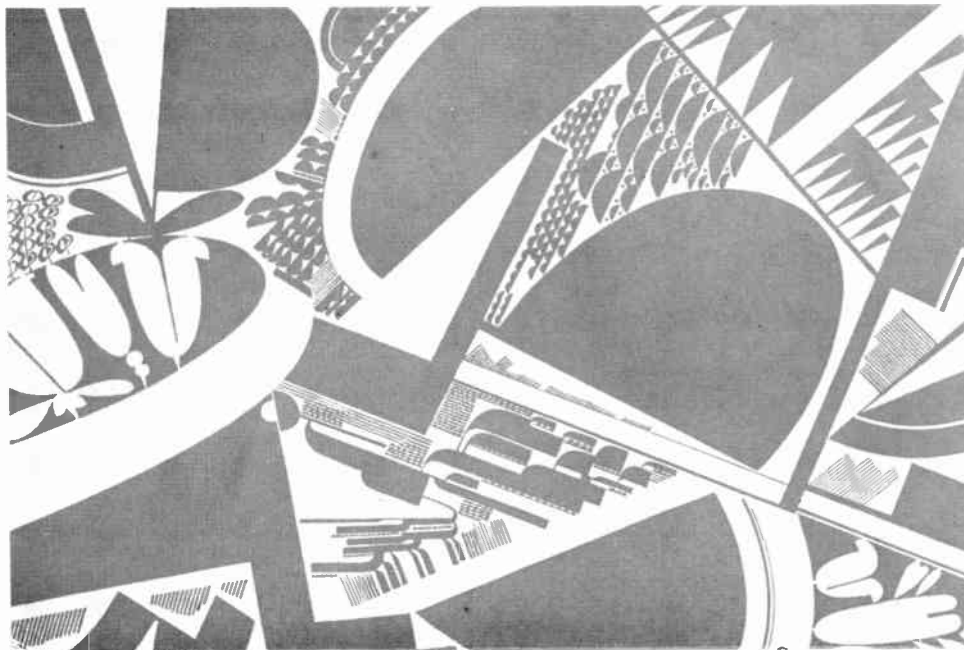
Artist John Averill



Artist Tammi Parzinger  
 Art Directors John Hepburn Tinker Jr., Lester Jay Lah  
 Agency J. M. Mathes, Inc.  
 Client Imperial Paper & Color Corp.



Artist Wallace Margan  
 Art Director Walter B. Geaghegan  
 Agency Calkins & Holden  
 Client Wesson Oil & Snowdrift Sales Co.



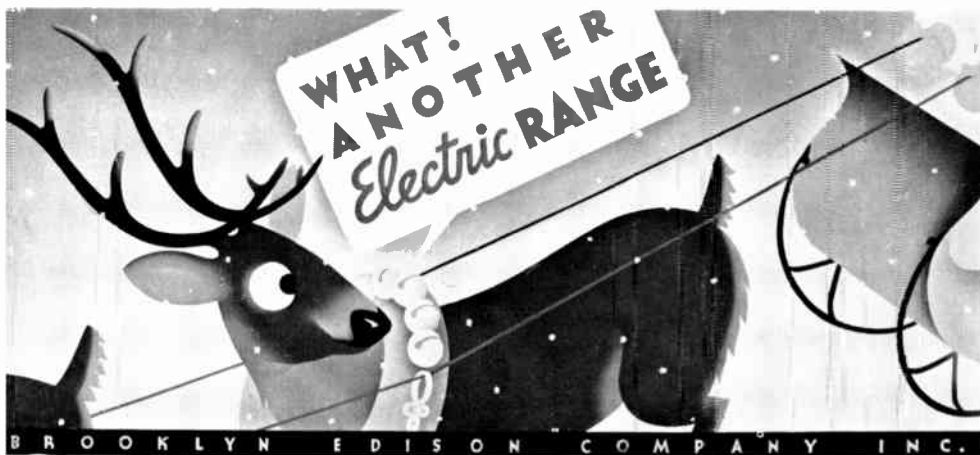
Artist W. A. Diggins  
 Art Director W. A. Diggins  
 Client Mergenthaler Linotype Company



Artist Willard Cox  
 Art Director Fred Ludekens  
 Agency Lord & Thomas  
 Client Rainier Brewing Company

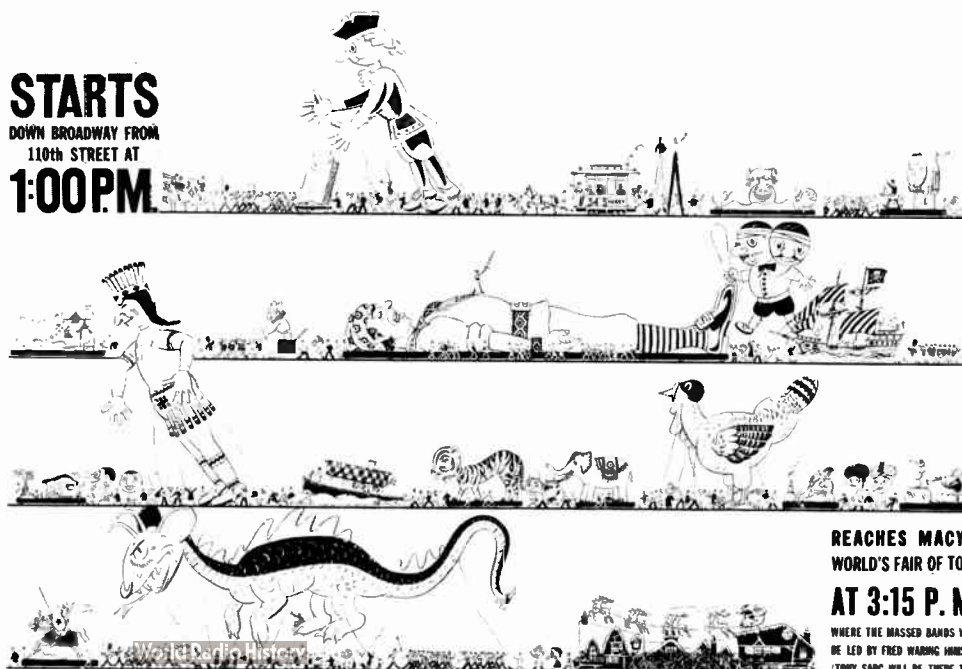


Artist Robert Gellert  
 Art Director Walter B. Geoghegan  
 Agency Calkins & Holden  
 Client Gulf Oil Corporation



Artist W. Seifert  
 Art Director H. McNulty  
 Agency Batten, Barton, Durstine & Osborn, Inc.  
 Client Consolidated Edison Co. of N. Y.

Artist Gig Goodenow  
 Art Directors Herbert Lenz, Paul Hollister  
 Client R. H. Macy & Co., Inc.



REACHES MACY'S  
 WORLD'S FAIR OF TOYS  
 AT 3:15 P. M.  
 WHERE THE MASSES BANDS WILL  
 BE LED BY FRED WARING HIMSELF  
 (TONY SARG WILL BE THERE TOO)



Within these pages...

# "THE GREATEST SHOW ON EARTH"



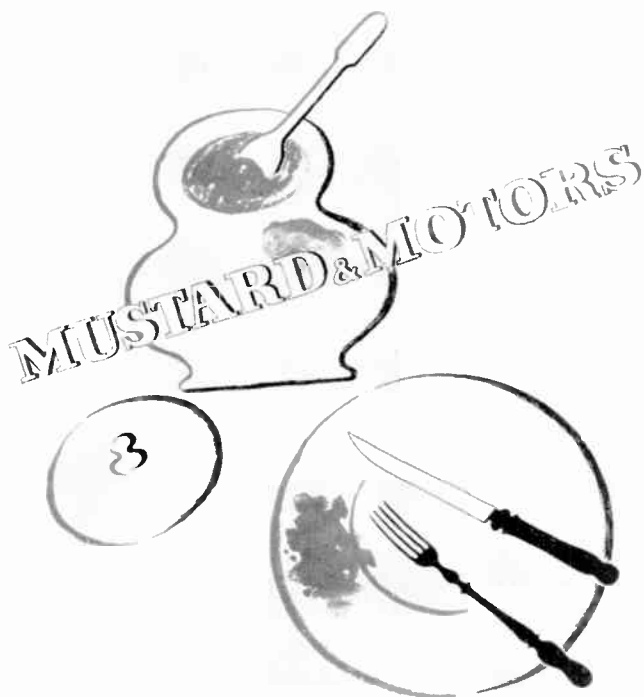
Artist LeVine Purfield  
Art Director Lester Jay Loh  
Agency J. M. Mathes, Inc.  
Client Fawcett Publications, Inc.



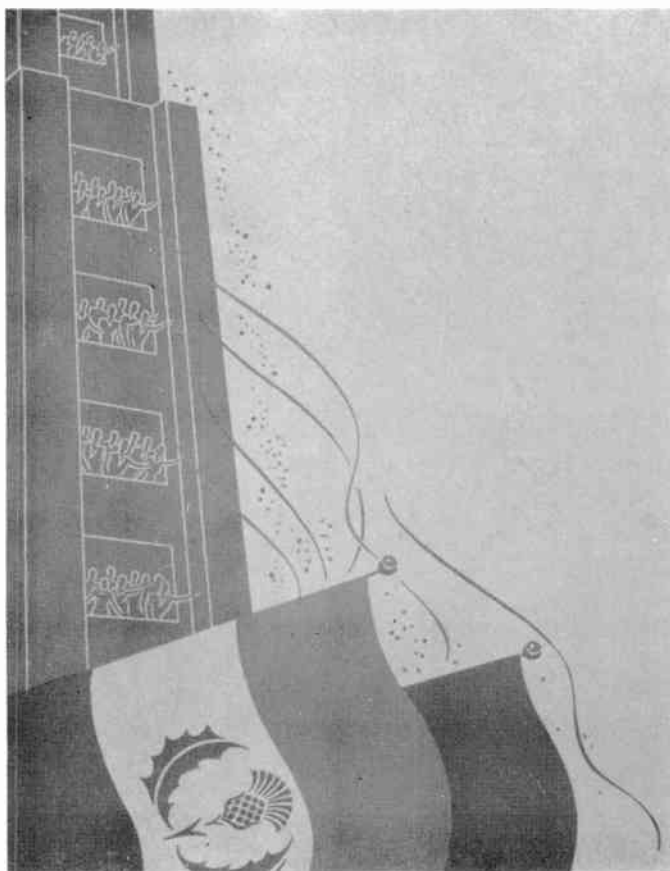
Double  
Deckle

STRATHMORE

Artist Jean R. Hammond  
Art Director Abbott Kimball  
Agency Kimball, Hubbard & Powell  
Client Strathmore Paper Company

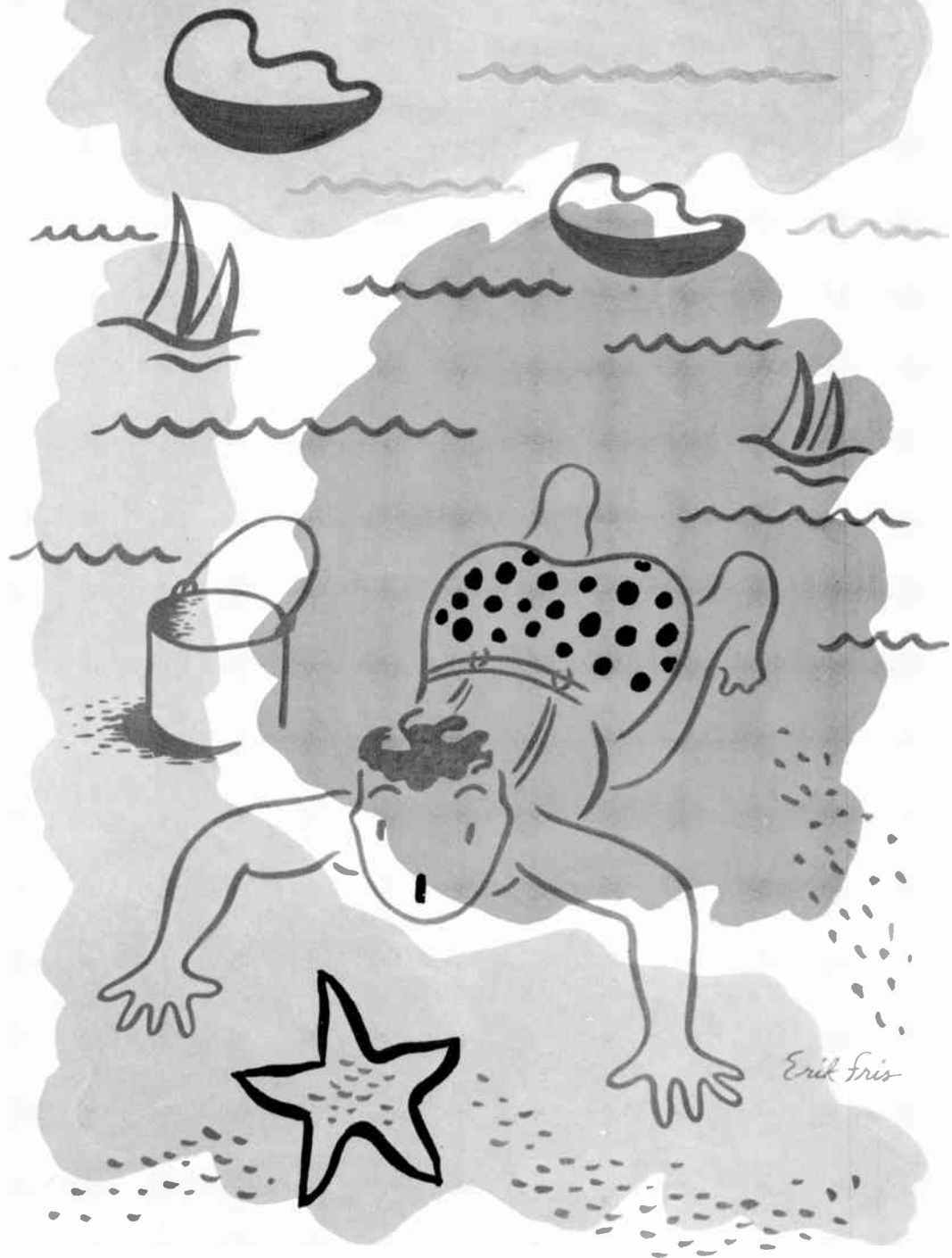


Artist Wolf Feiler  
Art Directors Wolf Feiler, H. R. Hyman  
Client The Condé Nast Publications, Inc.

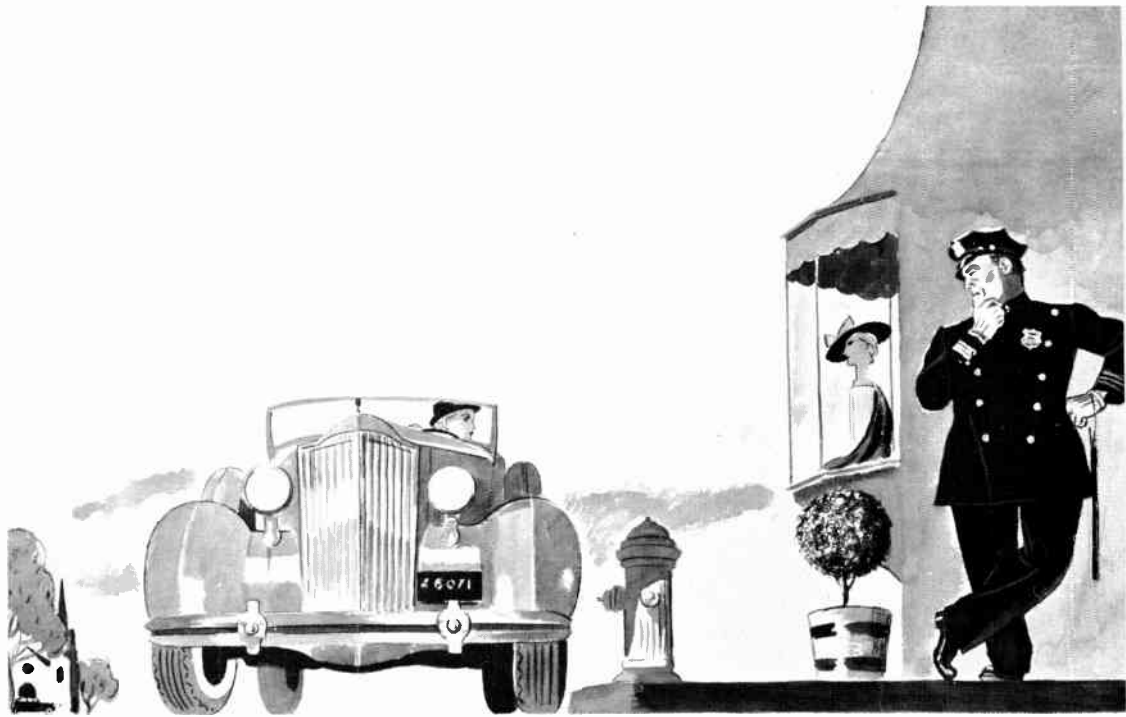


Artist Richard F. Bartlett  
Art Director Bert C. Chambers  
Client Strathmore Paper Company

# Jr. Beach Shop **FOURTH FLOOR**



Artist Eric Fris  
Art Director Howard Richmond  
Client R. H. Macy & Co., Inc.



Artist Ray Prahaska  
 Art Director Gustave Sigriz  
 Agency Young & Rubicam, Inc.  
 Client General Foods

Artists Kenneth Stuart, Martin Bruehl

Art Directors Paul Fraelich, Charles T. Cainer

Agency N. W. Ayer & San, Inc.

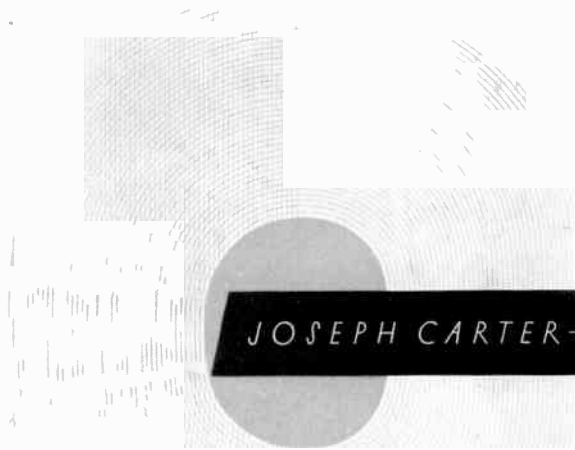
Client Yardley & Co., Ltd.







Artist Stone-Wright Studios  
Art Director Herbert Lenz  
Client R. H. Macy & Co., Inc.



Artist Joseph Carter



Artist V. Bobri  
 Art Director Grace M. Jones  
 Client Nolde & Horst Sales Co., Inc.

Artist Janet Kegg  
 Art Director George E. Greene  
 Agency J. R. Flanagan  
 Client Saks Fifth Ave.



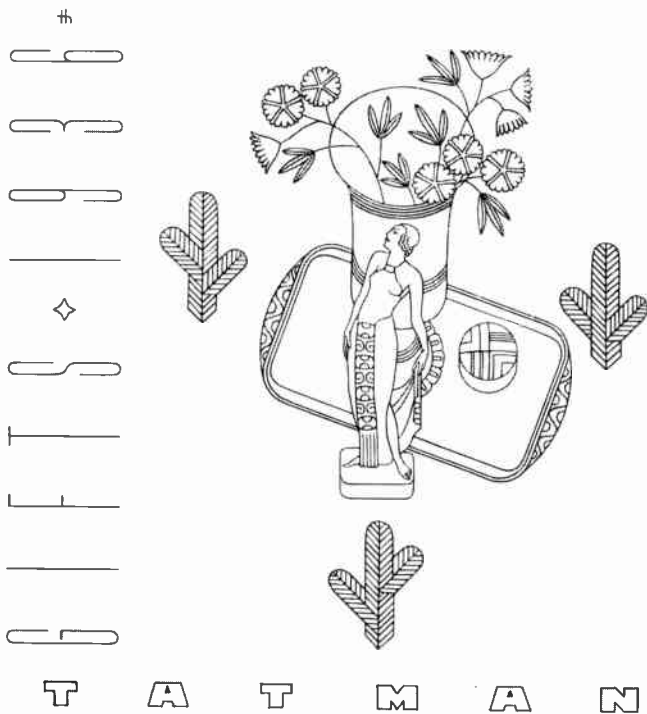
*Children's Clothes  
 Fall-Winter 1936-37*



Artist Wolf Feiler  
 Art Directors Wolf Feiler, H. R. Hyman  
 Client The Condé Nast Publications, Inc.



Artist James Mac Andrew  
 Art Director Bert Ray  
 Agency Runkle-Thompson-Kovats  
 Client Abbott Laboratories

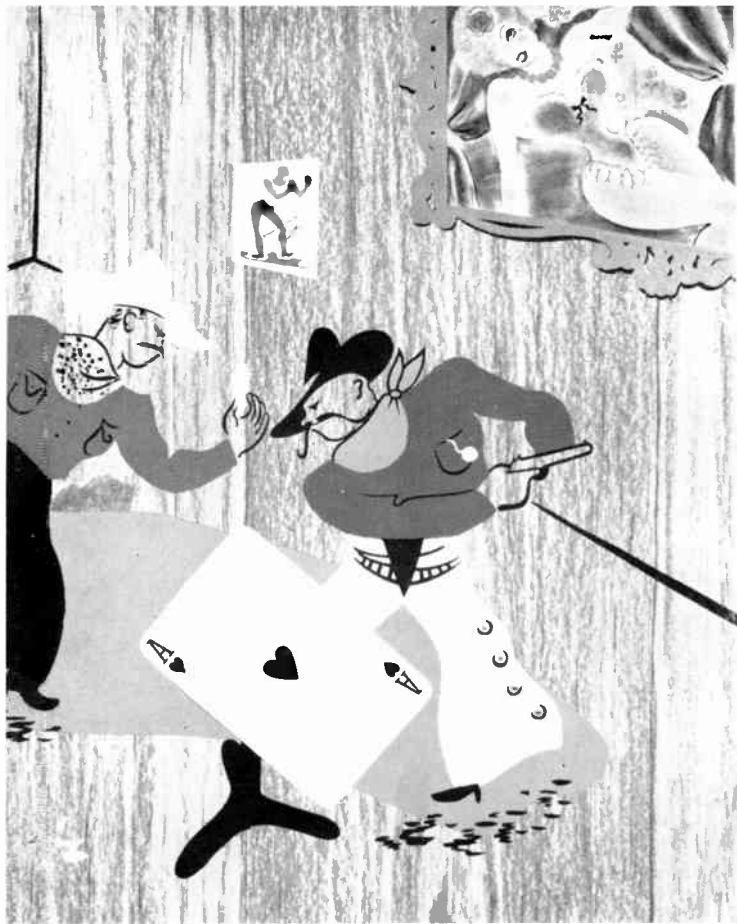


Artist Henry Harringer  
 Art Director W. A. Kittredge  
 Agency R. R. Donnelley & Sons Company  
 Client Tatman



Artist Lena Rue  
 Art Director Fred Halpert  
 Agency Young & Rubicam, Inc.  
 Client The Centaur Company

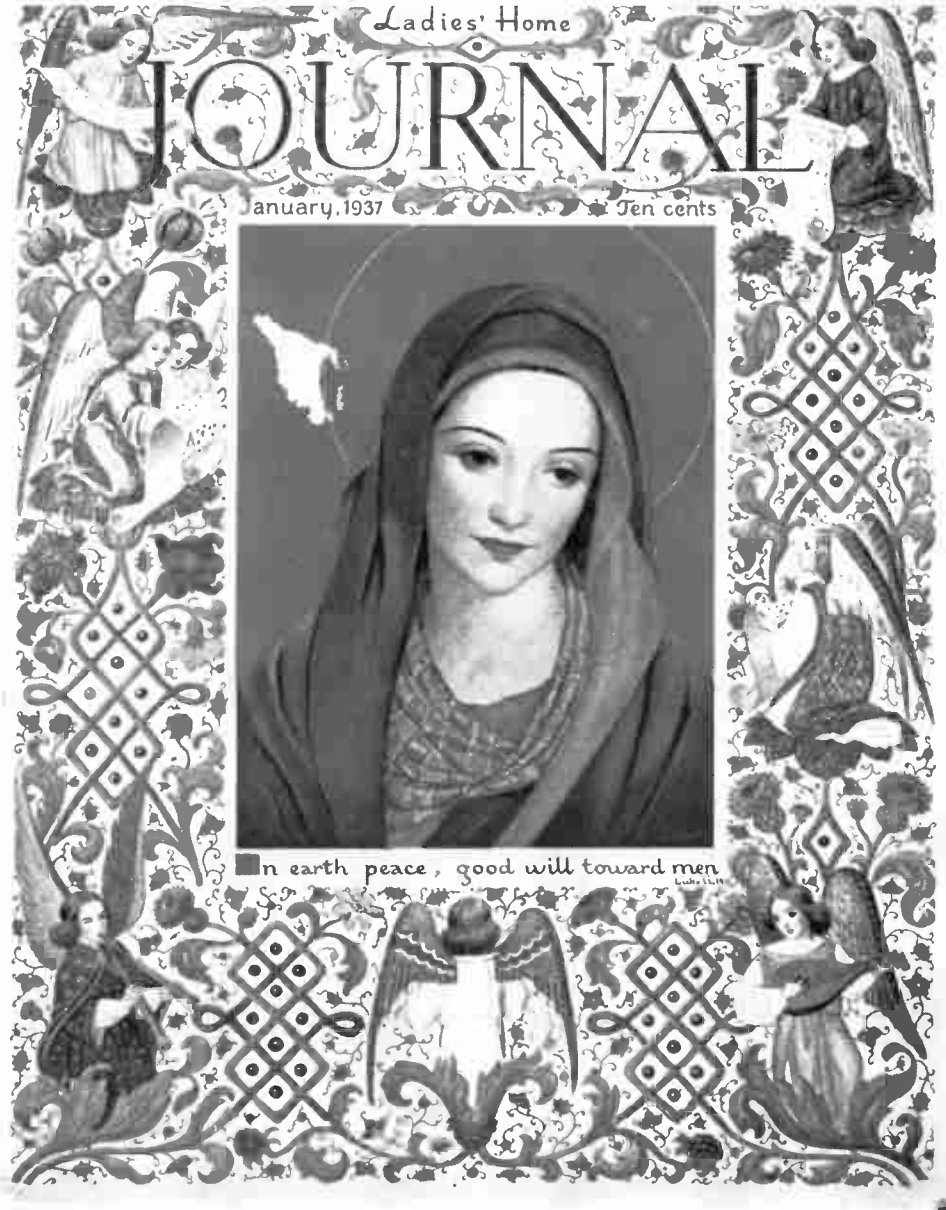




Artist James K. Mac Andrew  
 Art Director Bert Ray  
 Agency Runkle-Thompson-Kovats  
 Client Abbott Laboratories



Artist J. H. Tinker Jr.  
 Art Director J. H. Tinker Jr.  
 Agency J. M. Mathes, Inc.  
 Client Fawcett Publications, Inc.



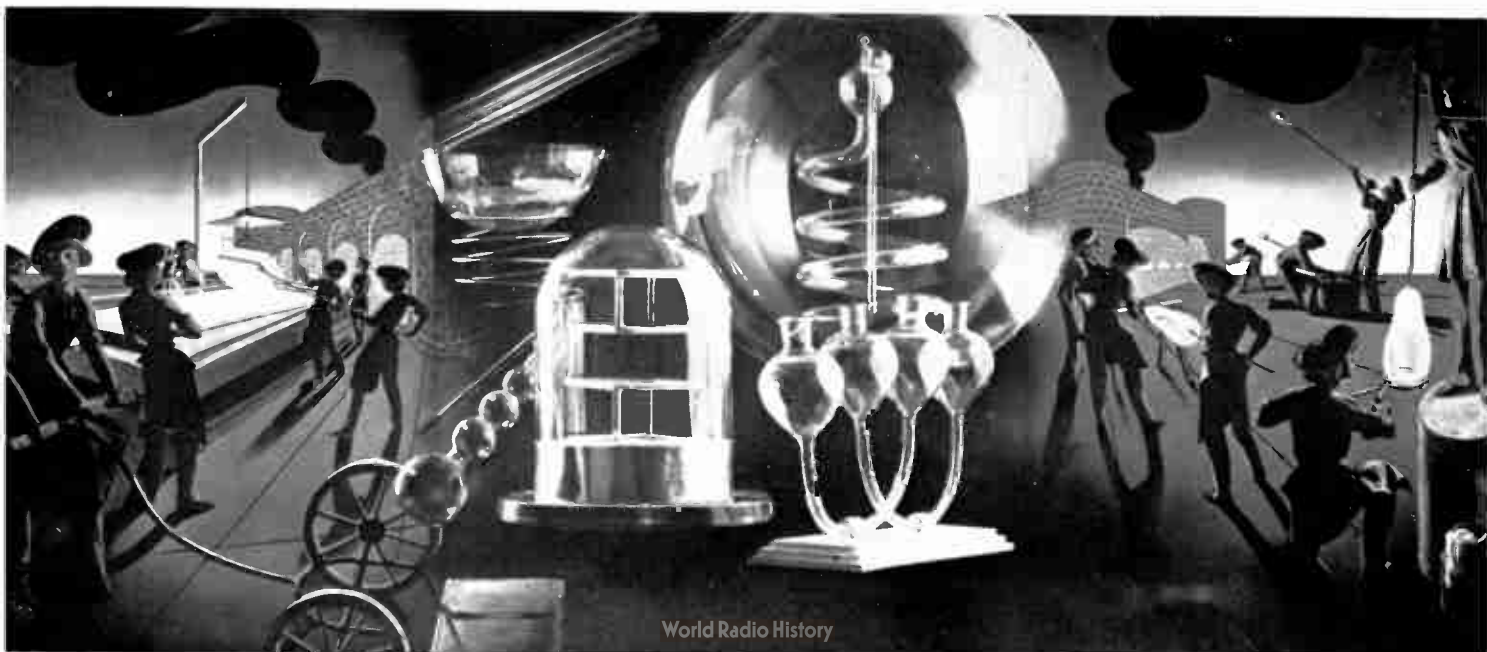
Artist Malte Hasselriis  
 Art Director Frank Eltonhead  
 Client Ladies' Home Journal (The Curtis Publishing Co.)

Artist H. R. Worch

Art Director A. G. Hoffman

Agency Rogers-Kellogg-Stillson

Client West Virginia Pulp & Paper Co.



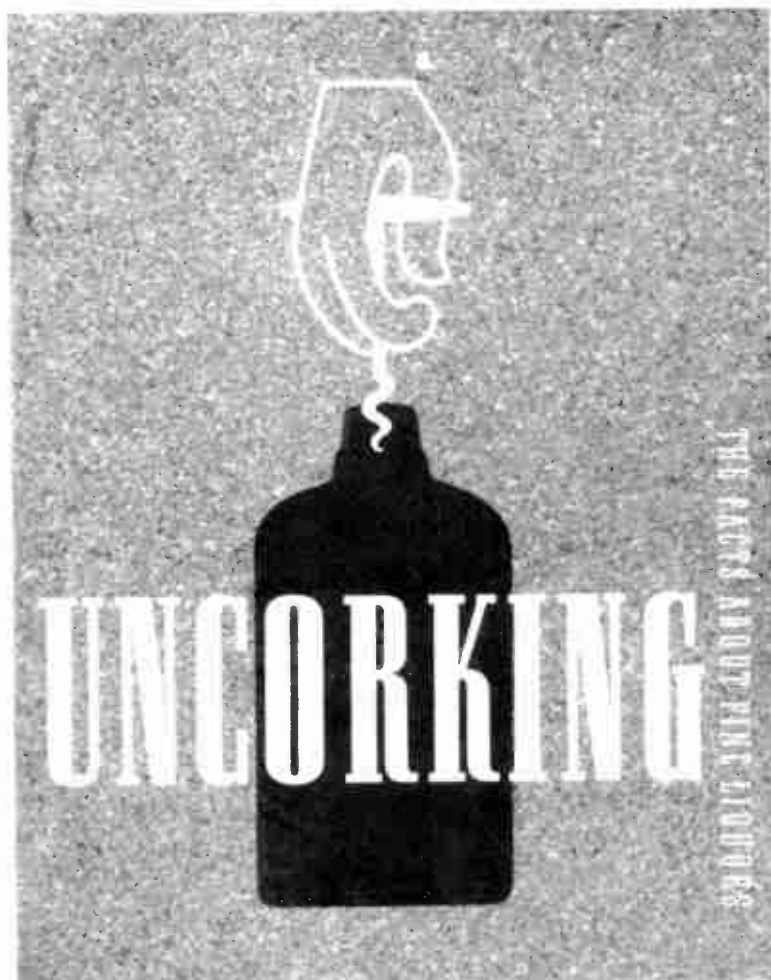




Artist Sout Tepper  
 Art Director Charles Choppell  
 Agency Arthur Kudner, Inc.  
 Client General Motors Corporation



Artist Frank Mutz  
 Art Directors Lester Jay Loh, John Hepburn Tinker Jr.  
 Agency J. M. Mathes, Inc.  
 Client Imperial Paper & Color Corporation



Artist Lester Beall  
 Art Director Lester Beall  
 Agency Fletcher & Ellis  
 Client Hiram Walker & Sons, Inc.





Art Director Bert Ray  
 Agency Runkle-Thompson-Kovals  
 Client Abbott Laboratories

**SPLIT A HAIR TEN TIMES** • Too fine for the naked eye, air-mist measurements make new car tires custom-made to an inch or tenth a hundredth of an inch thick, a just-as-illuminated Academy Award trophy, a Lincoln Zephyr radiator. Distinguishing the building of the car is the television page used to check all shop and working pages. The blocks of steel are accurate within two millionths of an inch to the Lincoln V-12, customer cars precision method to their highest expression. In the Lincoln Zephyr V-12 precision principles are also applied to the medium-price field.





Artist John Little  
 Art Directors John Hepburn Tinker Jr., Lester Jay Loh  
 Agency J. M. Mathes, Inc.  
 Client Imperial Paper & Color Corp.



Artists J. Graham Kaye, Fowler & Bagby  
 Art Director Robert S. Varol  
 Agency Grey Advertising Agency  
 Client Waldes Koh-I-Nor, Inc.

Art Directors Charles T. Coiner, Walter Reinsel  
 Agency N. W. Ayer & Son, Inc.  
 Client Lincoln Motor Company



greater power



**THE NEW HAVEN RAILROAD**

Artist Sascha A. Maurer  
Client The New Haven Railroad

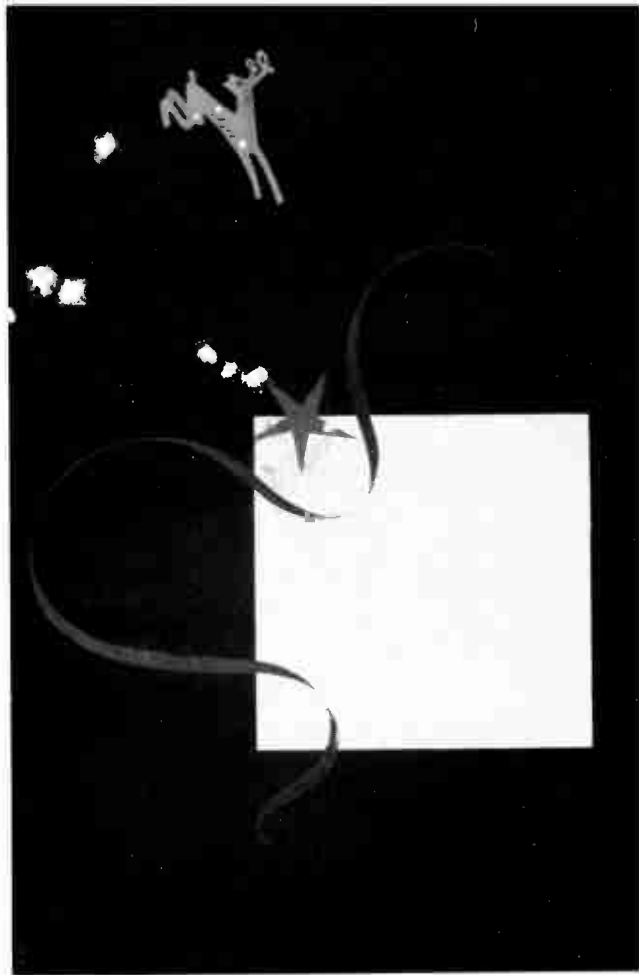




26 Artists

Art Director Paul A. Bennett

Client Mergenthaler Linotype Company



Artist Paul Rand

Client Associated Merchandising Corp.

Artist Harrison Miller

Art Directors John Fischer, Charles T. Coiner

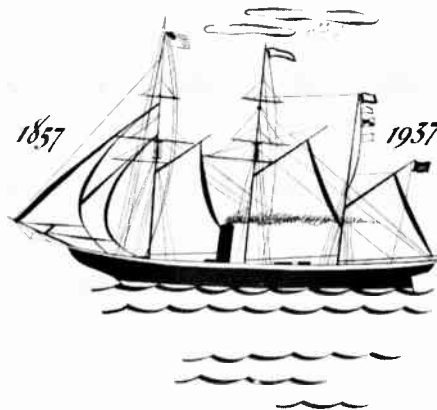
Agency N. W. Ayer & Son, Inc.

Client Lincoln Motor Company



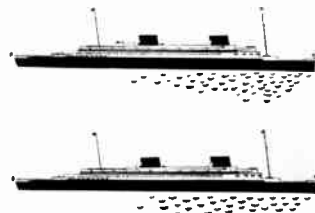
Artist Gotham-Barclay Studio  
 Art Director H. A. Donderi  
 Client Hamburg-American Line, North German Lloyd

*Bremen*



*Europa*

HAMBURG - AMERICAN LINE . . . NORTH GERMAN LLOYD



Artist Charles Kaiser  
 Art Director Paul E. Newman  
 Agency Erwin Wasey & Co., Inc.  
 Client Lydia E. Pinkham Medicine Company



**HAMBURG-AMERICAN LINE**  
**NORTH GERMAN LLOYD**



Artist John Rosmini  
 Agency Batten, Barton, Durstine & Osborn, Inc.  
 Client New York Herald Tribune



Artist S. Garnett Goesle  
 Art Director H. A. Donderi  
 Client Hamburg-American Line, North German Lloyd



Artist Floyd Davis  
 Art Directors Daniel W. Keefe, Stanford Briggs  
 Agency McCann-Erickson, Inc.  
 Client Hookless Fastener Co.



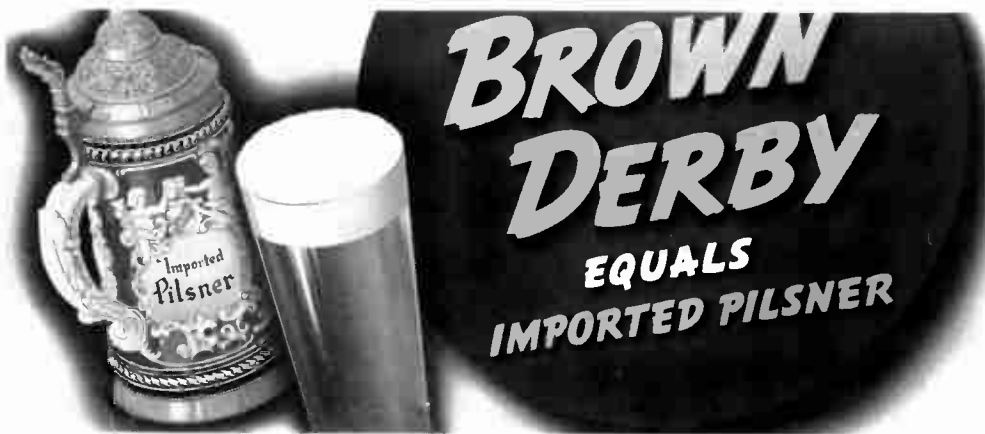




**YOU'LL BE SAFER ON  
U.S. ROYALS**

**DEALER'S NAME HERE**

Artist Leonard London  
Art Directors William McNabb, Leonard London  
Agency Campbell Ewald Company of New York, Inc.  
Client United States Rubber Company



**BROWN  
DERBY**  
EQUALS  
IMPORTED PILSNER

Artist Maurice Mayer  
Art Director Burton E. Goodloe  
Agency J. Walter Thompson Company  
Client Safeway Stores



**GO FARTHER  
BEFORE THE FIRST  
SQUEAK**

**QUAKER STATE *Superfine* GREASES**

Artist Garrett Orr  
Art Director Stuart Campbell  
Agency Kenyon & Eckhardt, Inc.  
Client Quaker State Oil Refining Corp.



BUY TWO  
and have enough!



A product of  
**NATIONAL BISCUIT**  
World Radio History NY

Artist Howard Scott  
Art Directors Stanford Briggs, Howard Scott  
Agency McCann-Erickson, Inc.  
Client National Biscuit Company





“The air bites shrewdly . . . .”

”

*Hamlet, Act 1, Scene 4*

A new generation gives new meaning to Shakespeare.

*“The Air. . . .”* It is now a concert-hall, a herald of news, a public forum, a field of sport, a hall of learning, a carnival of music, of laughter. All the world’s its stage, and all the nation its audience.

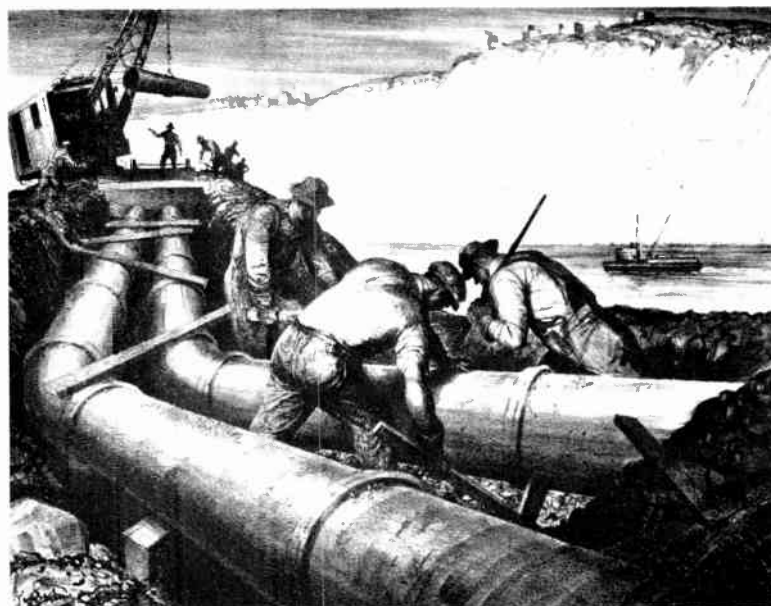
In an instant it spans a continent, knitting town and city and farm together. Into millions of homes, it brings the world’s work and the world’s play, the world’s voice and thought and drama.

*Today’s Air is height with magic Shakespeare never dreamed of, unannounced at the will of the listener . . . and the touch of a dial.*

**COLUMBIA BROADCASTING SYSTEM**

*John Howard as Hamlet*

Artist Suttan & Stevensan  
Art Director Harry F. O’Brien  
Client Columbia Broadcasting System, Inc.



Artist James Allen  
Art Director Deane Uptgrave  
Agency Alley & Richards Co.  
Client United States Pipe & Foundry Co.



Artist William P. Welsh  
 Art Director Arthur Sullivan  
 Agency Charles Daniel Frey Company  
 Client The Pullman Company



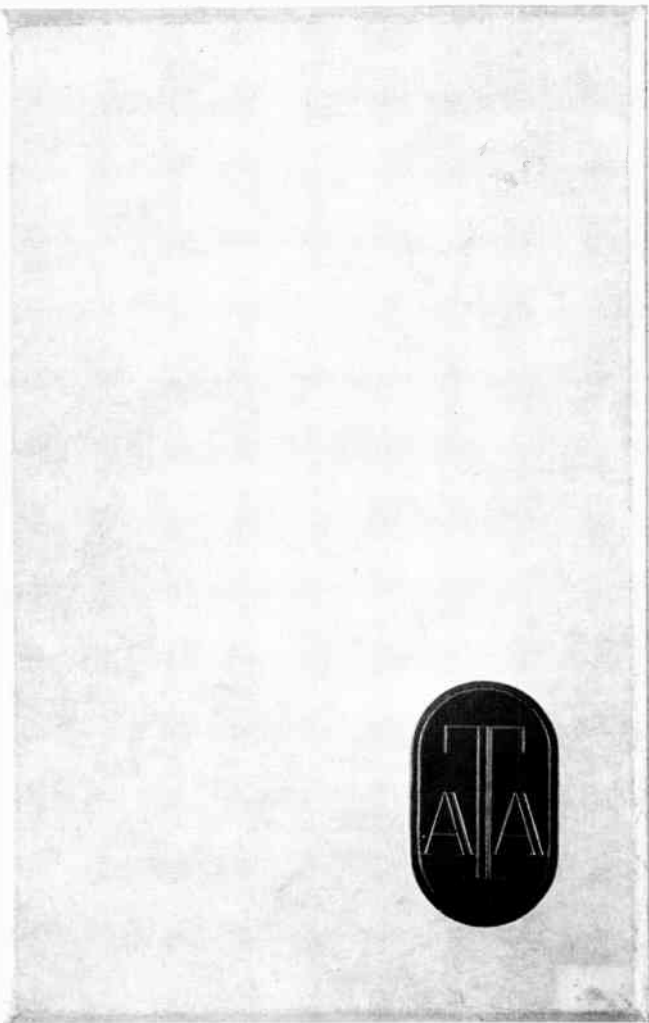
Artist Joseph Burgess  
 Art Director Edward F. Brown  
 Client Milk Research Council

DEPARTMENT OF HEALTH  
 CITY OF NEW YORK

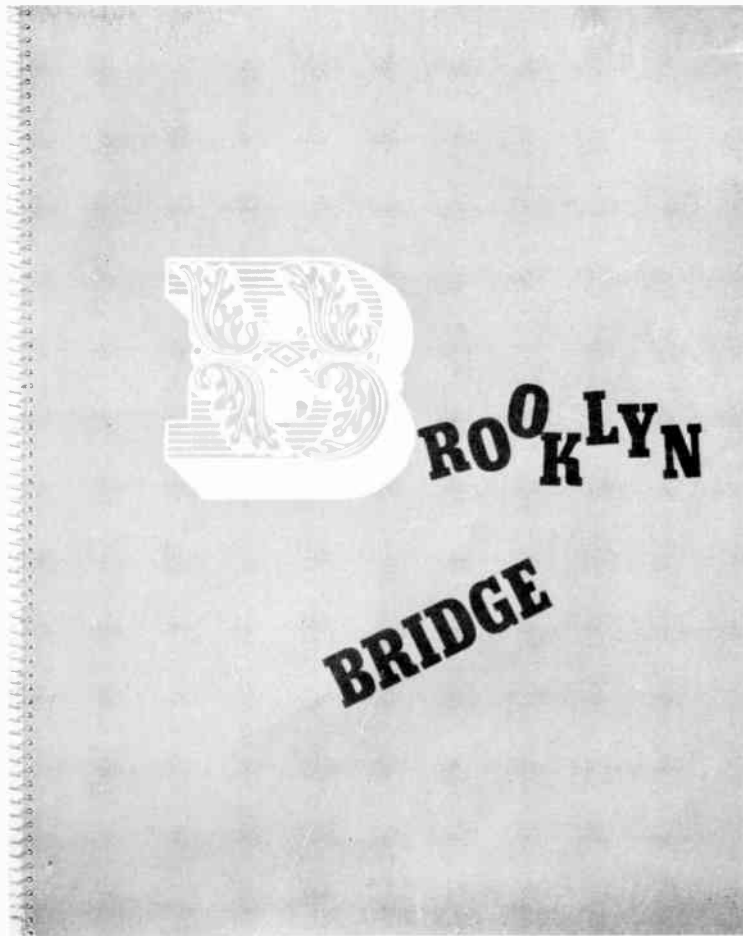
*John L. Rice MD*  
 COMMISS. ONER OF HEALTH

World Radio History





Art Director Kurt H. Volk  
Agency Kurt H. Volk, Inc.  
Client Adv. Typographers Ass'n of America



Artist Lester Beall  
Art Director Lester Beall  
Agency Fletcher & Ellis, Inc.  
Client Hiram Walker & Sons, Inc.

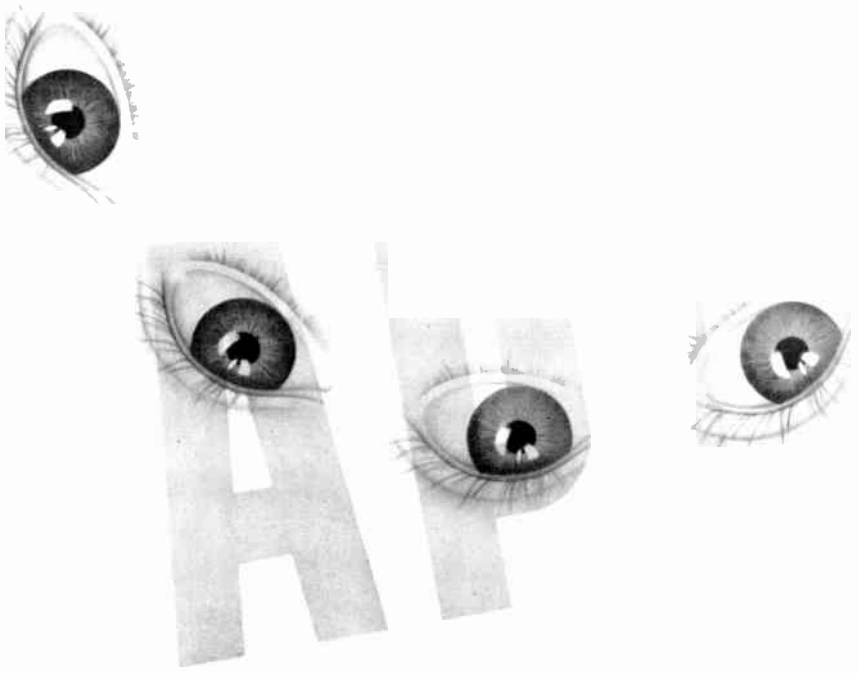
Artist Hoyden Hayden  
Art Director Walter B. Geoghegan  
Agency Calkins & Holden  
Client Gulf Oil Corporation





# The A-P-L comes to The Composing Room

Artist Herbert Motter  
Client The Composing Room, Inc.



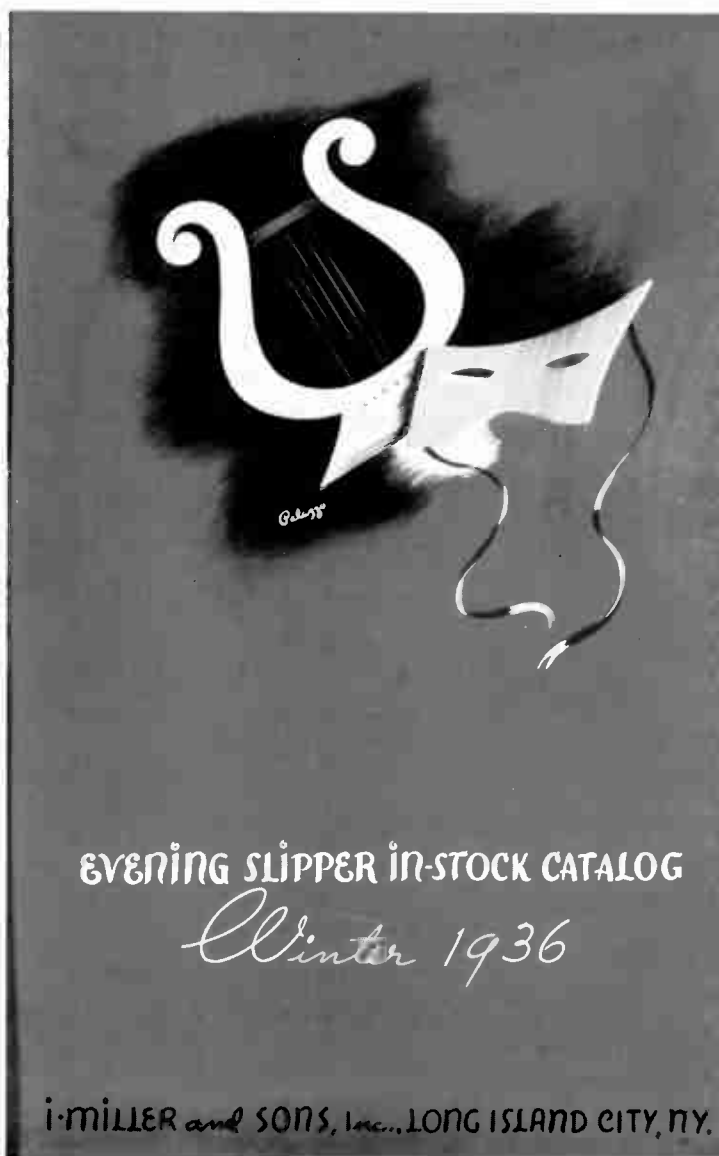
Artist Wolf Feiler  
Art Directors H. R. Hymon, Wolf Feiler  
Client Condé Nast Publications, Inc.





Artist V. Bobri  
 Art Director Stuart Graves  
 Agency N. W. Ayer & Son, Inc.  
 Client Stetson Shoe Company

Artist Robert Carroll  
 Art Director Ernest Capobianco  
 Client Columbia Broadcasting System, Inc.



Artist Tony Palazzo  
 Art Director R. S. Buckbinder  
 Client I. Miller & Sons, Inc.

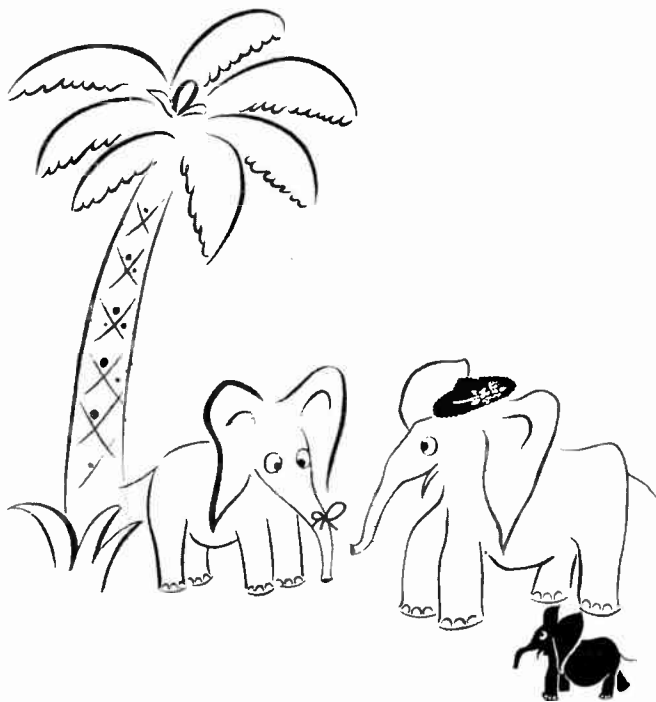




Artist Alexandre Jacovleff  
 Art Director V. A. Hinzenberg  
 Client Nicolas Publishing Co., Inc.



Artist Gilbert Bundy  
 Art Director Herbert Bishop  
 Agency Young & Rubicam, Inc.  
 Client Fels & Company



Artists Robert Carroll, Harry F. O'Brien  
 Art Director Harry F. O'Brien  
 Client Columbia Broadcasting System, Inc.



Artists Buk Ulreich, Anton Bruehl  
Art Directors P. Froelich, R. Faulconer  
Agency N. W. Ayer & Son, Inc.  
Client Hawaiian Pineapple Co., Ltd.



Artist John Scott  
 Art Directors John Hepburn Tinker Jr., Lester Jay Loh  
 Agency J. M. Mathes, Inc.  
 Client Maryland Casualty Company



Artist John Averill  
 Art Director James T. Mangan  
 Agency Mills Novelty Company Press  
 Client Mills Novelty Company

Artist E. A. Georgi  
 Art Director H. Herbert Breneman  
 Agency Geare-Marston, Inc.  
 Client J. P. Stevens & Co., Inc.

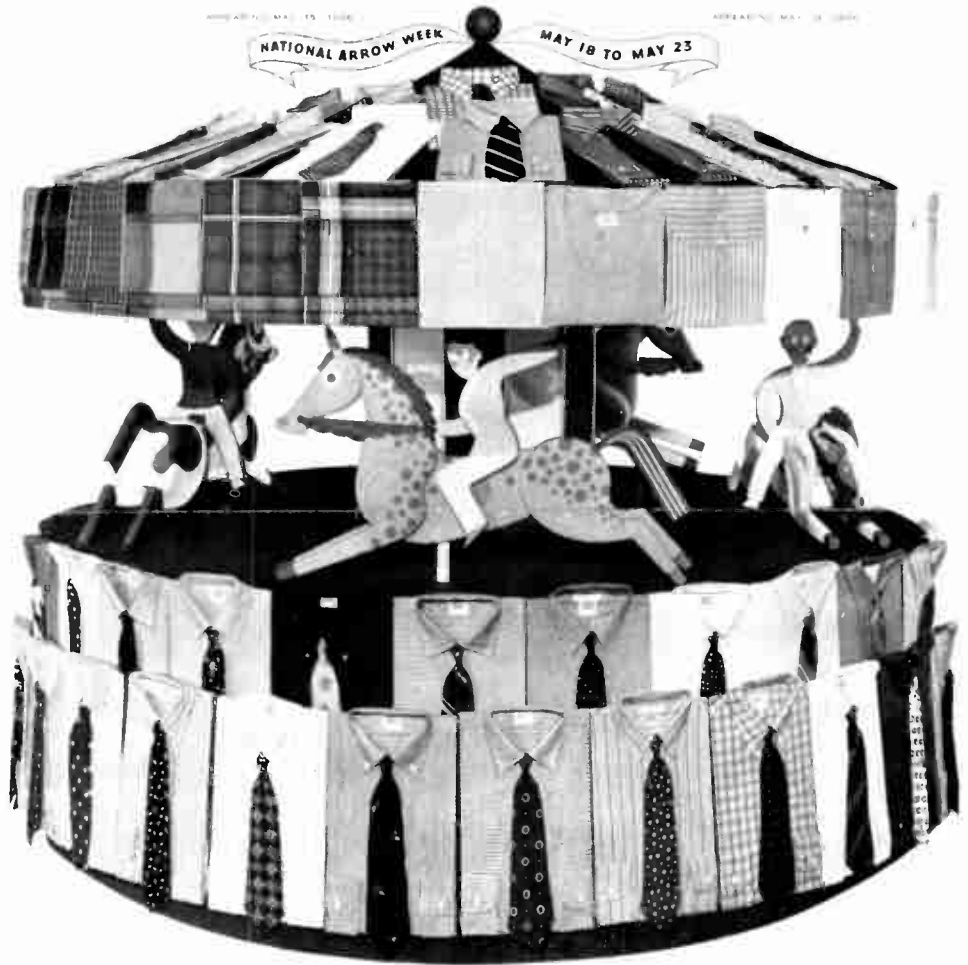




Artist Victor Keppler  
Art Director Arthur Deerson  
Agency Cecil, Warwick & Cecil, Inc.  
Client Seagram Distillers Corp.







Artist Anton Bruehl  
 Art Director Herbert Bishop  
 Agency Young & Rubicam, Inc.  
 Client Cluett, Peabody & Co., Inc.



It rallied old comrades  
 round WASHINGTON'S fireside

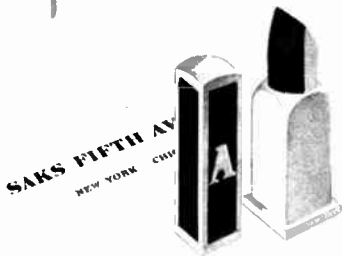
Artist Tudor Studios  
 Art Director Charles Chappell  
 Agency Arthur Kudner Inc.  
 Client National Distillers Products Corporation





Artist Herbert Motter  
Client The Composing Room

# Lipstick by Antoine



The same Antoine de Paris who created new glory for women's hair, does them an equal service for beauty of skin and coloring with the exquisite cosmetics that carry his famous name. He presents the Antoine lipstick in seven flattering shades, *Audacious*, *Vivant*, *Exotique*, *Profond*, *Mystereux*, *Excitant*, *Flamboyant*, 1.25 and 1.50. The double two tone lip tick, 2.00

Artist Vertés  
Art Director George E. Greene  
Agency J. R. Flonogon  
Client Soks Fifth Avenue

Artist Kuniyoshi  
Art Director L. W. Froelich  
Client Bouer Type Foundry





Artist Anton Bruehl  
Client Pictorial Review  
Art Director Gene Davis



Artist Paul Hesse  
Art Director Roger McDonald  
Agency Fletcher & Ellis, Inc.  
Client Hiram Walker & Sons, Inc.



# THE 4000 YEAR QUEST

Artist Lester Beall  
Art Director Lester Beall  
Client Abbott Laboratories



Artist V. Bobri  
Art Director Grace M. Jones  
Client Nolde & Horst Sales Co., Inc.



*"It must be the  
vitamins in  
ALDERNEY MILK*



*Desha*

Artist Desha  
 Art Director Ronald L. Wilson  
 Agency Anderson, Davis & Platte, Inc.  
 Client Alderney Dairy Company

Artist Ray Prohaska  
 Art Director Fred Sergenian  
 Agency Young & Rubicam, Inc.  
 Client Gulf Oil Corporation



*"You've made my trip twice as interesting"*

*[Faded, illegible text from a newspaper clipping]*



The following pages show reproductions of the complete advertisements. The figures refer to the pages where the artists' work is shown.

**COFFEE TRAININGS** **WHY WHO BOOBS THE GOVERNMENT OF**

*VanCate Sleep*

THE FIRST BRAND OF TROUSERS IN THE LAST WORD IN TROUSERS

55



*This fact about shirts may surprise you*

**ARROW SHIRTS**

81



There is only one... **ARROW SHIRTS**

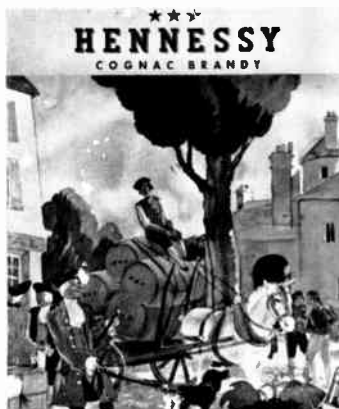
36



*Fruit Brand* FOR FINEST FRUIT



33



**HENNESSY** COGNAC BRANDY

**PREMIER CRU AUBIGNY**

MADE IN FRANCE

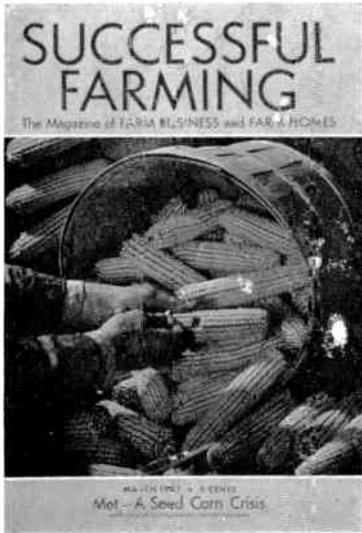
34



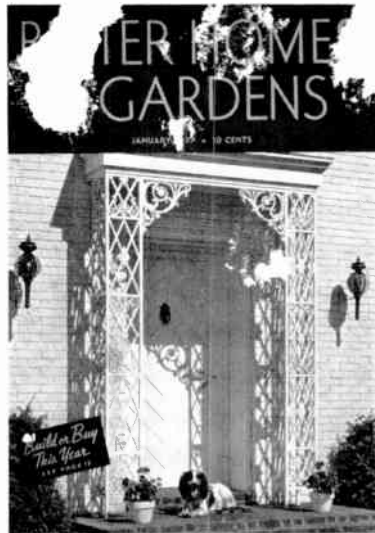
*The Aviation Trinity*



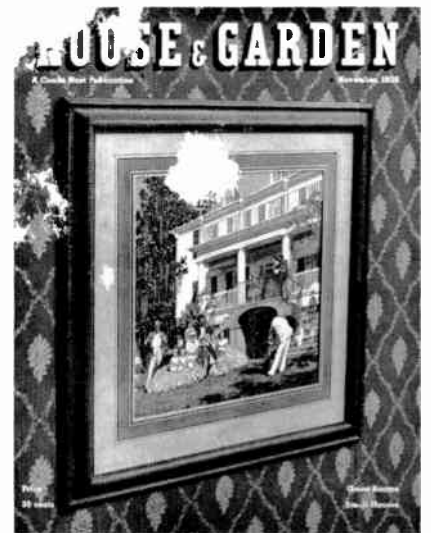
72



26



21



16



111



73



117



74



78



41





TAKE A PEG OF *John Begg*

**MEET JOHN BEGG, HE'S WORTH KNOWING** - John Begg comes to America unaccompanied by the best people in the British Isles... it is known as a Scotch Scotch, yet it has never possessed an as passion in severity... a modest price is part of its unique reputation... in fact, you can't tell from the title that it costs how great a Scotch it is!

YOU'LL BE GLAD YOU MET JOHN BEGG. Royal Exchange Standard Scotch Whisky. 100% proof.

IMPORTED BY  
*Distilled Liquors Import Co. Inc.* 271 Madison Avenue, New York, N.Y.

64



**WOMEN WERE MEANT TO SUFFER**

...this is one of the greatest how-to-get "staying through" with...  
Lipstick, Powder, Vegetable Compound

11

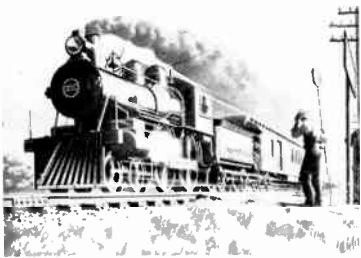


*Winter Symphony*

...the winter... the winter... the winter...  
The winter... the winter... the winter...  
The winter... the winter... the winter...

In Philadelphia, *severely everybody reads*, *The Evening Bulletin*

30



**SALUTE TO THE '999'!**



**EDW. G. BOGDAN MANUFACTURING COMPANY**

47



**Shadowed!**

**TAYCHO & BUSCHMAN, INC.**

49

...the shadow... the shadow... the shadow...  
The shadow... the shadow... the shadow...  
The shadow... the shadow... the shadow...

92

**This man impresses his own French cooks...**

**This man says: "Give me ham and eggs..."**

**For BOTH there's a good Hiram Walker Whiskey**

**Hiram Walker**

11

**The FIELD of the CLOTH of GOLD**

**STRATHMORE**

40

*The Story of the Policeman and the Lady*

**SINCLAIR COPPER**

89

"Unforeseen events... need not change and shape the course of man's affairs"



Passport to Safety

THE MARYLAND

THE MARYLAND

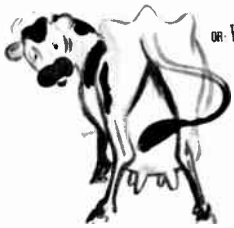
70

THE 1937 FORD V-8  
HAS PLENTY OF POWER TOO!  
YOUR FORD DEALER

74

"Greatest Thing they ever did to Pants!"

101



OR WHY A COW HAS four faucets!

THE NEWS  
New York's Picture Newspaper

62



"This elevator must have a flat wheel!"

OTIS  
MODERNIZATION

61



TOMORROW ... GET THE ARROW!

SEVENTEEN MORE... NEW SHIRTS IN ONE SHIRTS

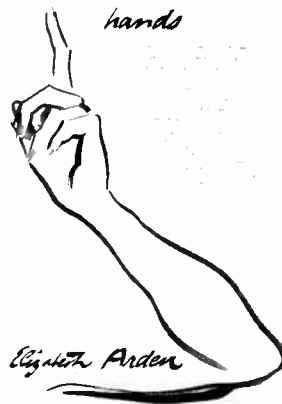
84



OVERHEARD WHILE WAITING FOR THE TRAFFIC LIGHT

THE MARYLAND

58



74

The Merchant's Lament

P.S. These verses were written for The Traveler in 1865. Seventy years have changed the story, but the moral remains the same: Invest in The Traveler.

83







ART  
LITHOGRAPHING  
PRINTING  
BINDING

WHY DENNISON? Because we have the most complete line of lithographic supplies in the world. We have the best quality materials and the most experienced craftsmen. We have the most modern equipment and the most efficient methods. We have the most complete service and the most reasonable prices. We have the most complete line of lithographic supplies in the world.

**DENNISON & SONS**  
SINCE 1869  
LITHOGRAPHY

27

WHO SERVES PROGRESS SERVES AMERICA!

"He shall stand before kings"

YOUR MONEY GOES FARTHER IN A GENERAL MOTORS PRODUCT

95



From a note in a student's textbook came the world's finest motor oil

**GULF PRIDE**  
THE WORLD'S FINEST MOTOR OIL

50

"Men get so excited about the smallest things. This morning my husband fairly bellowed from the station platform. *Hey, Watson... don't forget now, I want a mineral water... a mineral water on the Italian side... and I mean White Rock!*"

**White Rock**  
BETTER FOR YOU

44

JUST SAY  
**RUM SIBONEY**

THE MASTERPIECE OF A GREAT  
**CUBAN RUM-MAKER**

78



52

They saw Si Putney but they heard Voltaire!

W

SCRIPPS · HOWARD  
NEWSPAPERS



"WATER COLOR"

MORE THAN THAT  
IT'S NATURAL MINERAL WATER

27





HOW TO HELP MAKE THIS WISH COME TRUE

76



YARDLEY'S Crown Perfumery

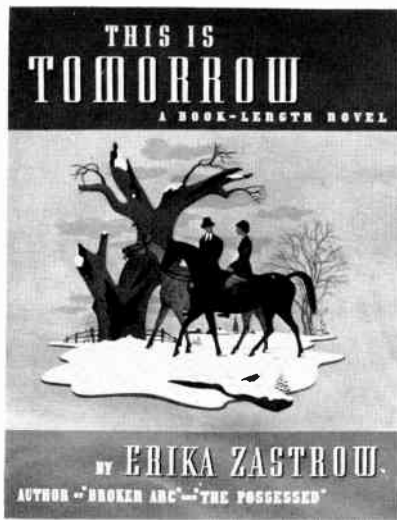
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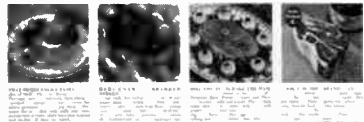
69



113



SWIFT'S PREMIUM: brand name of the finest meats



77



22



14





*It will be a long day, as the advertisement*

...and the advertisement...  
 ...and the advertisement...  
 ...and the advertisement...



**CRUISE COLORS**

We can help you...  
 ...and the advertisement...  
 ...and the advertisement...

**NOLDE & HORST**

...and the advertisement...  
 ...and the advertisement...



*"Unforeseen events...  
 ...often change and shape the course of man's affairs."*

...and the advertisement...  
 ...and the advertisement...

**MARYLAND CASUALTY COMPANY**

...and the advertisement...

**The old way and the new**



It was a sure sign of summer in "Little Old New York" to see the good people "rushing the growler" of Rheingold from the beer taps to their homes.

Today folks who want brewer's fresh Rheingold buy it in those convenient cans to chill modern cans.

**Reibmann**  
 BREWERS SINCE 1855

.... Bottles 100!



**SANKA GÖLLE**

...and the advertisement...

**JUST A FUNNY OLD SONG EVERYBODY KNOWS**



...and the advertisement...



...until her letter comes



There's an unmistakable difference when it's **SANDEMAN**

**SANDEMAN**  
 SHERRIES AND PORTS

Produced and bottled in Spain and Portugal  
 ALLEGSON & FORBES, INC., N. Y. SOLE AGENTS FOR THE U. S.







**Molly Magic PLAYS CUPID**

WANT TO ENJOY YOUR DATE? TRY MOLLY MAGIC TODAY!

IF YOU WANT THE DATE TO ENJOY YOU, TRY MOLLY MAGIC TODAY!

ONE OF OUR REELS HAS AN UNUSUAL PULL ON BOY FAVORITE CANDY, BUT BE CAREFUL, YOU MAY FIND YOUR FAVORITE CANDY PROUDLY IN THE DOOR!

IT WILL BE BETTER WASH AWAY YOUR EYES AND WIP AWAY YOUR SWEAT. BRUSH AWAY YOUR TEARS AND WIP AWAY YOUR SWEAT. IT NEVER FAILS!

WANT TO PRESENTING UP ALREADY? MORE LOVE, MORE FUN! IT'S BEEN ON THE STOVE!

5 MINUTES! 5 MINUTES! 5 MINUTES! 5 MINUTES! 5 MINUTES!

YOUR LOOKING HANDSOME, MARY, AND SAU-SHET CAKE? GET YOU RIGHT! ALWAYS THERE AND IN CONVINCE PROUDLY BE GROUND AS THAT?

TWO WEEKS LATER

IT'S ONLY IF I KNOW THE REASON... I DON'T KNOW YOUR BOOK OF MAGIC REASONS. IT'S FULL OF REASONS FOR YOU TO TRY!

MAGIC REELS HOLD IN CAN

STAY IN THE NEW AGE

STAY IN THE NEW AGE

FREE! A new edition now ready of our most popular...  
 1. The Book of Magic  
 2. The Book of Magic  
 3. The Book of Magic  
 4. The Book of Magic  
 5. The Book of Magic  
 6. The Book of Magic  
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 99. The Book of Magic  
 100. The Book of Magic

12

**Try my DO? Salute**

You will find that my DO? Salute is a rare treasure to your taste. This is especially so with the DO? Salute which I have taken great pains to create. I ask you to try DO? Salute and I give you this recipe. It is this:

1. Take one (1) DO? Salute  
 2. Add one (1) glass of water  
 3. Stir well  
 4. Drink

When you have finished up and made it you will find that you are not only refreshed but also that you are enjoying the DO? Salute. It is a rare treasure to your taste. This is especially so with the DO? Salute which I have taken great pains to create. I ask you to try DO? Salute and I give you this recipe. It is this:

1. Take one (1) DO? Salute  
 2. Add one (1) glass of water  
 3. Stir well  
 4. Drink

DO? SALUTE BEER CO. PHOENIX, ARIZONA

17

**you'll purr with CONTENTMENT over the flavor of Strain Walker's TEN HIGH BOURBON WHISKEY**

10¢ per quart  
 1.30 per gallon

HEWLETT, ALABAMA

73

**TAKE A RED VACATION THIS YEAR**

**WORLD TOURS** \$656

**WORLD TOURS** \$583

**HAWAIIAN TOUR** \$275

**AUSTRALIA TOUR** \$600

**TO THE ORIENT** \$240

**Canadian Pacific**

58

**LEARN TO RELAX**

When the coffee is poured at the end of a meal and you want to relax, light a Dutch Masters Cigar. It is a thought you're not a regular cigar smoker, you will be delighted with the peace and sense of well being you find in that fragrant curling smoke.

**DUTCH MASTERS Cigar**

the pleasure's all yours

10¢ each up

82

**RADIOGRAM**

**Off on a new cruise**

Carrying more pleasure to more people... getting smokers what they want...  
 From the Air Island...  
 Pacific Ocean...  
 World Radio History

At this school that alternates the Cruise...  
 Coast...  
 they smokers find out the good...  
 making the well do

31







**SNOWDRIFT'S**  
 just as pure and fresh as the flower  
 that unfolded its petals this morning.

29



It takes a *fresh* shortening to make a  
 tasty piecrust. **SNOWDRIFT'S**  
 freshness is locked-in. Snowdrift comes  
 to you as fresh as the day it was made.

29



57

# THE ART DIRECTORS CLUB

OFFICERS · 1937-1938

**DEANE UPTEGROVE**  
President

**PARK BERRY**  
First Vice President

**RALPH WHITNEY**  
Second Vice President

**FREDERICK A. SMITH**  
Secretary

**WINSLOW H. CASE**  
Treasurer

## Executive Committee

**GUY GAYLER CLARK**

**WALTER GEOGHEGAN**

**EDWARD F. MOLYNEUX**

**LOREN B. STONE**

OFFICERS · 1936-1937

**DEANE UPTEGROVE**  
President

**WALTER GEOGHEGAN**  
First Vice President

**BYRON MUSSER**  
Second Vice President

**H. J. TORGESEN**  
Secretary

**WINSLOW H. CASE**  
Treasurer

## Executive Committee

**GORDON AYMAR**

**HEYWORTH CAMPBELL**

**GUY GAYLER CLARK**

**EDWARD F. MOLYNEUX**

## Exhibition Committee

**PARK BERRY**  
Chairman

**LESTER JAY LOH**  
Vice-Chairman

**RISA HEYMAN**  
Executive Secretary

**M. F. AGHA**

**ERNEST BUTTON**

**WINSLOW H. CASE**

**HAL CLARK**

**CHARLES T. COINER**

**ROBERT S. COX**

**GENE DAVIS**

**KENWOOD DIXON**

**WALTER GEOGHEGAN**

**LEONARD LONDON**

**ROGER McDONALD**

**WILLIAM McNABB**

**LOREN B. STONE**

**RALPH WHITNEY**

## Members—1937

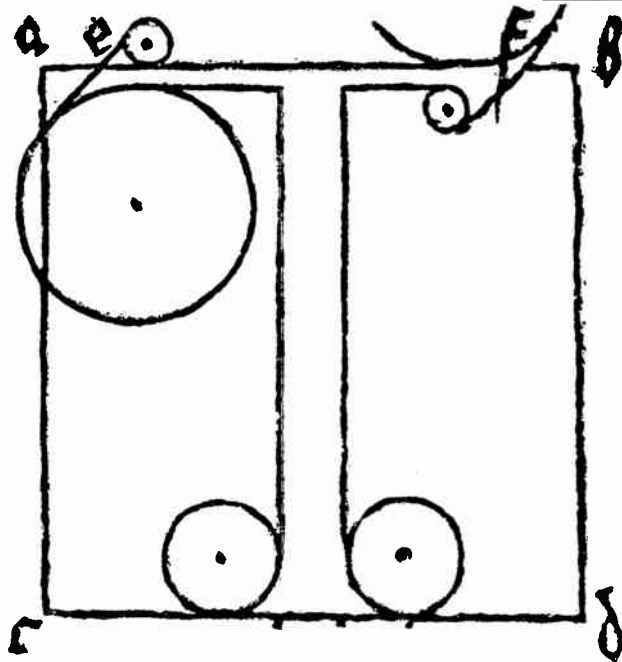
Herbert Abbey  
W. A. Adriance, Jr.  
M. F. Agha  
Carl J. H. Anderson  
A. Armando  
Gordon Aymar  
Cecil Baumgarten  
Charles W. Beck, Jr.  
Harry B. Beck  
Thomas Benrimo  
Park Berry  
James C. Boudreau  
Douglas Boyd  
R. Howard Brauns  
Stanford Briggs  
Alexey Brodovitch  
Dee Carlton Brown  
Carl Burger  
Ernest Button  
Ernest Elmo Calkins  
Joseph Campanaro  
Heyworth Campbell  
Stuart Campbell  
Frank J. Carroll  
Winslow H. Case  
Paul B. Cavanagh  
Joseph Hawley Chapin  
Wilfred Chausse  
Guy Gayler Clark  
W. R. Claxton, Jr.

Mahlon A. Cline  
Charles T. Coiner  
W. A. Cole  
Benjamin F. Collins  
Hugh I. Connet  
C. H. Cottingham  
Robert E. Cox  
R. W. Criddle  
Parmelee W. Cusack  
J. Clarence Damron  
Halsey Davidson  
Gene Davis  
C. C. Dean  
F. R. Deppe, Jr.  
Rocco Di Marco  
Kenwood Dixon  
Hugh Donnell  
Lester C. Douglas  
Edwin J. Eberman  
Robert J. C. Engel  
Thomas Erwin  
Roswell F. Field  
J. Walter Flynn  
O. A. Garson  
A. R. Gaydell  
Walter B. Geoghegan  
Carl H. Georgi  
Edwin A. Georgi  
Richard B. Gillis  
H. H. Grandy

Lurette V. A. Guild  
Charles R. Hagn  
A. Halpert  
William Hammell  
Harry Harding  
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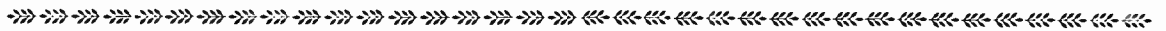


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PALETTE  
OF  
SPECTRUM COLORS**

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ORANGE YELLOW • ORANGE  
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TURQUOISE • SEAGREEN  
GREEN • LEAF*

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RUSSET • INDIGO  
ALSO  
BLACK • NEUTRAL TINT  
WHITE*

THIS is what the inside of a watch looks like when it is taken apart by so imaginative an artist as Alexey Brodovitch and put together on paper by air-brush. More and more artists are using the air-brush technique and many of them are finding Higgins American Drawing Inks the perfect medium, whether in black or white or in color. Higgins flows freely ... never clogs ... retains its brilliance, and no white is necessary to mix.

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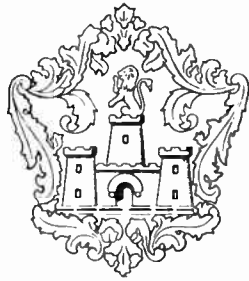
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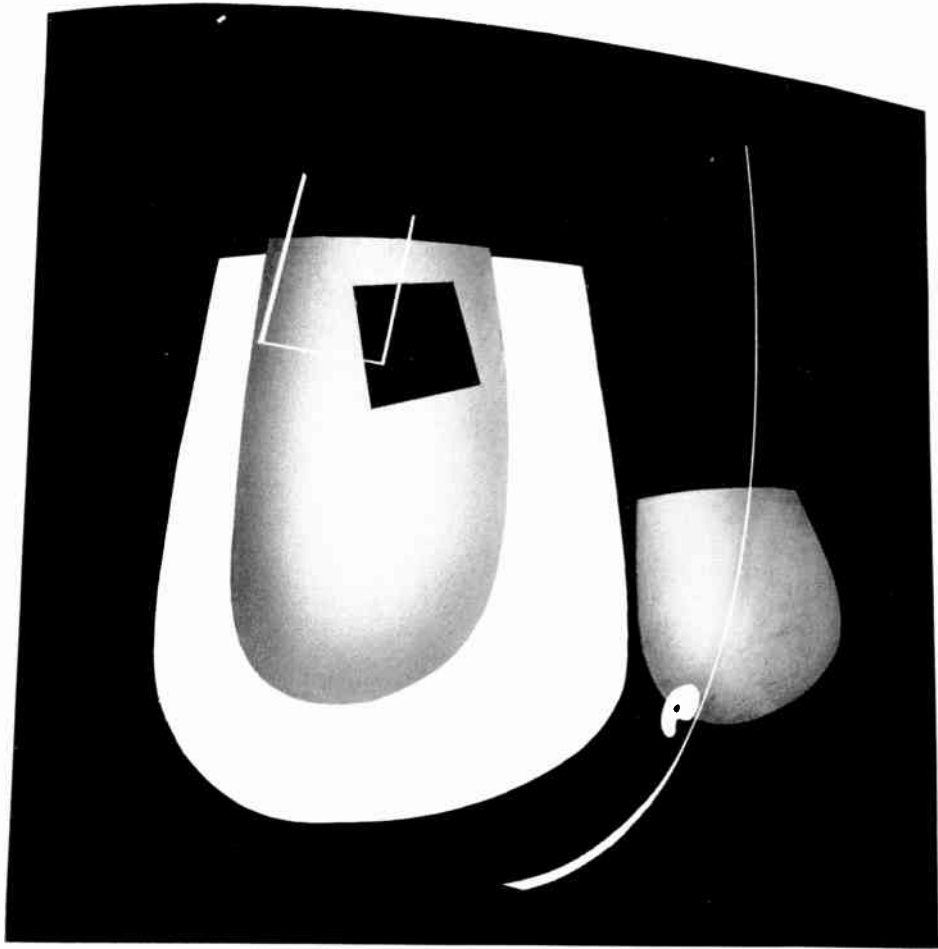
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PUBLICITY MANAGER

November 9, 1937

Mr. Robert Frank  
The Book Service Company  
15 East 40th Street  
New York, N. Y.

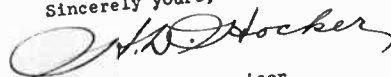
Dear Mr. Frank:

Long before this, we should have put in writing our appreciation for the fine job being done in "Gebrauchsgraphik". The many issues that have come to us have not been considered as file copies to be cleaned out periodically but as library text books covering the whole field of graphic arts.

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Sincerely yours,



Advertising Supervisor

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**JOHNSTONE**  
COMIC ART STUDIO

**155 EAST 44<sup>th</sup> St.**  
**NEW YORK CITY**

Murray Hill 2-6550

**DIZZY DATES** — By Buzz

PLUCK OF BEING JUST AN OUTDOOR GIRL! I WANT TO DANCE AND DATE! BUT WHAT CHANCE HAVE I GOT WITH THESE BREAKDOWN HICKIES!

PLENTY HICKS! JUST FOLLOW ME!

BETTY! TELL US WHAT TO DO SHE GOT RID OF AN AWKWARD BATCH OF HICKIES!

THOSE FLEISCHMANN YEAST CAKES'LL HELP CHANGE EM, FAT! BUT BE SURE YOU EAT THREE A DAY - ONE BEFORE EVERY MEAL!

YOU BET I WILL! WE'RE ON OUR WAY TO GET THEM THIS VERY MINUTE!

COON-LOON! YOU CAN GET A BOX OF ARTHUR MURRAY FOR TROT LESSONS - FREE AND A NEW RING THAT SINGS - IF YOU SAVE THE YEAST LABELS!

THANKS TO YOU AND BETTY FOR TELLING ME ABOUT THOSE YEAST CAKES - IT'S TOO TERRIBLE HOW THEY HELPED TO CLEAR UP MY SKIN!

OH BUT IT'S AWKWARD! YOU LOOK LIKE A MILLION DOLLARS!

ARTHUR MURRAY DANCE BOOM - THE VERY LATEST FOR TROT STEPS

MURRAY-GO-ROUND SPANNING RINGS MAN ON ONE SIDE - GIRL ON OTHER - WHEN THEY DANCE TOGETHER WHIRLY YOU SPIN IT!

ALL 3 FREE TO MEMBERS - GO-ROUND DANCE

3 A DAY FOR ONLY 27 DAYS

THESE ARTHUR MURRAY FOR TROT LESSONS ARE KNOCKOUTS! TRY!

SAV THE SPANNING RINGS A LITTLE C'MON LET'S TRY THE BIG APPLE

LOOKS AND RHYTHM'S A MEAN COMBINATION - BUT YOU BURE GOT BOTH!

I KNEW YOU'D BE A GOOD DANCER, TOO WHEN I SAW YOUR MURRAY-GO-ROUND DANCING!

3 CAKES A DAY HELP CHANGE PIMPLES AWAY!

BEGIN TO CLEAR UP YOUR SKIN TODAY AND THE MURRAY-GO-ROUND GO PLACES!

RECEIVE YOUR RECOMMENDATION FROM USED LABELS ON THE MURRAY-GO-ROUND CARD YOUR GREAT GIVE AWAY PRIZES!

1 MURRAY GO ROUND SPANNING RING

YOU 2 NEW FOR TROT LESSONS BY GET 1

FREE

IF YOUR ORDER HAS NO SHIPPING CHARGE CARD YOUR YEAST LABELS AND RING WILL BE TO YOU! NO POSTAGE! NO SALES TAX! NO STATE TAX!

**THE YOUNG MARRIED SET** — Was He Cruel? By Urfer

DARLING, YOUR HANDS ARE TOO ROUGH AS MY CHIN BEFORE SPANNING.

WHY TOM?

WHY HANDS WOULDN'T BE SO ROUGH AS I DON'T HAVE TO WASH DISHES FOR YOU!

DEAR, I'M SORRY, LET'S GO TO THE DANCE AND FORGET ABOUT IT!

MY EYES ARE STILL RED FROM CRYING OVER WHAT TOM SAID ABOUT MY HANDS.

DON'T FRET, ALICE CHANGE TO IVORY SOAP IN YOUR DISHPAN, AND YOUR HANDS WILL BE SMOOTH IN A COUPLE OF WEEKS.

I CAN ALMOST FEEL MY HANDS GETTING SMOOTH IN THESE IVORY SOAPS. NO MORE PARSHAWY DISHPAN, AND YOUR HANDS WILL BE SMOOTH IN A COUPLE OF WEEKS.

2 WEEKS LATER

DON'T FRET WITH ME! YOU KNOW I LIKE TO SHOW OFF MY SOFT HANDS.

IT COSTS LESS TO USE PLUMB IVORY FOR DISHES THAN ORDINARY WASHING SOAP AND POWDERS. - 48% MORE SOAP IN PLUMB IVORY SOAP - 99% PURE 1/2 PLUMB

**TERRY AND TED** — Windy Catches a Ghost By Dick Mackay

BAH! THERE AIN'T NO SUCH ANIMAL AS GHOSTS!

GEE, THEY SAY THAT HOUSE IS HAUNTED!

GHOSTS? HA! I'VE KNOTS IN THEIR NIGHTGOWNS!

GOOSH! I'M SCARED OF GHOSTS!

Eeeee Yow!

LOOKIT WINDY THIS GHOST LIKES BOND BREAD!

SAVE SOME FOR WINDY - HE NEEDS SOME PEPPING UP!

I DON'T STAND A CHANCE WHEN HUNGRY GUYS FIND ME IN THE BREAD BOY. THEY KNOW I'M THE REAL THING!

**THE WISE CRAX** — At A Dance Buy CRAX

WELL WE TROP THE LIGHT FANTASTIC?

THE LIGHT FANTASTIC? WHICH ONE IS SHE?

WHEN I DANCE WITH YOU I FEEL AS IF I'M TREADING ON CLOUDS.

DON'T KID YOURSELF, THOSE ARE MY FEET!

AM! THE REFRESHMENT TABLE! MAY I SIT ON YOUR RIGHT HAND?

NO SIT ON A CHAIR I WANT TO USE MY HAND TO EAT THESE DELICIOUS CRAX.

DO YOU THINK ONE CRAX AND THEN MUST FEAR BEFORE YOU'RE THROUGH... THERE AIN'T NO MORE!

EDUCATOR CRAX

PERFECT WITH ANY LIQUID REFRESHMENT... CRAX... THE GOOD-TIME CRACKER!

**A Hair-breadth Escape** — EDGAR BERGEN AND CHARLIE MCCARTHY

— SO YOU MET A BEAUTIFUL BLONDE TODAY?

— YES, BUT I THINK I HANG A DATE WITH HER - I ALMOST DID, BUT I DIDN'T - I WAS TOO CAREY - I WAS TOO SHARTY FOR HER.

WHY DID YOU PING UP A GOOD CHANCE LIKE THAT, CHARLIE?

— SI-S-S-S-I FOUND OUT SHE DRINKS SLEAZ COFFE!

THAT'S RIDICULOUS, CHARLIE - YOU COUGHT NOT TO SPREAD A RUMOR LIKE THAT!

IT'S NOT A RUMOR - I SAW IT IN HER HOUSE!

HOW DID YOU HAPPEN TO BE IN HER HOUSE IF YOU PROFFY HANG A DATE, CHARLIE?

— I GET AHEAD! I GOT IN A WINDOW!

— IT MUST HAVE BEEN A SHOCK TO YOU!

— WELL, YES - AND NO - BEFORE I SAW THE COFFE, I SAW THE BOTTLE OF PARADISE AND THE FINEST EYEGLASSES - BOY WAS I LUCKY!

— STILL, YES - AND NO - BEFORE I SAW THE COFFE, I SAW THE BOTTLE OF PARADISE AND THE FINEST EYEGLASSES - BOY WAS I LUCKY!

— STILL, YES - AND NO - BEFORE I SAW THE COFFE, I SAW THE BOTTLE OF PARADISE AND THE FINEST EYEGLASSES - BOY WAS I LUCKY!

**JOHNSTONE**  
*FOR Comics!*



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This book is the 16th issue of the Art Directors' Annual—and the 15th consecutively produced in our organization. A good example of sustained, intelligent cooperation between a printing organization and art directors.

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