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& no records were made

the 28th Annual Exhibition of Advertising and Editorial Art of the New York Art Directors Club



The Museum of Modern Art — New York



The Museum of Modern Art

March 15—April 17, 1949

Mon. through Sat. 12-7 • Sun. and Hol. 1-7

A Guide to the 28th Annual Exhibition

of Advertising and Editorial Art

of The Art Directors Club of New York

List of Entries

★★ Art Directors Club Medal

★ Award for Distinctive Merit

● Kerwin H. Fulton Medal

- | | | | | | | |
|----|--------------|----------------------------|------------|----------------------------------|-------------|--|
| 1 | Art Director | Leon Karp | Agency | N. W. Ayer & Son, Inc. | Advertiser | American Telephone & Telegraph Company |
| 2 | Art Director | Leon Karp | Artist | Elsie Reber | Agency | N. W. Ayer & Son, Inc. |
| | | | Advertiser | Felt & Tarrant Manufacturing Co. | | |
| 3 | Art Director | Leon Karp | Artist | Horace Paul | Agency | N. W. Ayer & Son, Inc. |
| | | | Advertiser | Felt & Tarrant Manufacturing Co. | | |
| 4 | Art Director | Leo Lionni | Artist | C. F. Kortzen | Agency | N. W. Ayer & Son, Inc. |
| ★ | | | Advertiser | Container Corporation of America | | |
| 5 | Art Director | Jean Layton | Artist | Herbert McClure | Agency | N. W. Ayer & Son, Inc. |
| | | | Advertiser | Container Corporation of America | | |
| 6 | Art Director | Paul W. Darrow | Artist | Herbert Matter | Agency | N. W. Ayer & Son, Inc. |
| | | | Advertiser | DeBeers Consolidated Mines, Ltd. | | |
| 7 | Art Director | Leo Lionni | Artist | E. Nofziger | Agency | N. W. Ayer & Son, Inc. |
| | | | Advertiser | Personal Products Corporation | | |
| 8 | Art Director | Paul W. Darrow | Artist | Tana Hoban | Agency | N. W. Ayer & Son, Inc. |
| | | | Advertiser | Steinway & Sons | | |
| 9 | Art Director | John Groen | Artist | Erik Miller | Agency | Foote, Cone & Belding |
| | | | Advertiser | Lockheed Aircraft Corporation | | |
| 10 | Art Director | Richard Gangel | Artist | Richard Gangel | Publication | Cue Magazine |
| 11 | Art Director | Richard Gangel | Artist | Richard Gangel | Agency | Time, Inc. |
| | | | Advertiser | Life International | | |
| 12 | Art Director | Barry E. Thompson | Artist | George Giusti | Agency | Benjamin Eshleman Company |
| | | | Advertiser | The Davison Chemical Corporation | | |
| 13 | Art Director | Arthur P. Weiser | Artist | John Rawlings | Agency | Grey Advertising Agency, Inc. |
| | | | Advertiser | A. Hollander & Son, Inc. | | |
| 14 | Art Director | Robert T. Gage | Artist | Robert T. Gage | Agency | Grey Advertising Agency, Inc. |
| | | | Advertiser | B. Blumenthal & Co. Inc. | | |
| 15 | Art Director | Joseph O. Wallace | Artist | Fred Siebel | Agency | Kenyon & Eckhardt, Inc. |
| | | | Advertiser | Quaker State Oil Refining Corp. | | |
| 16 | Art Director | Bernard T. Grant, Kay Kern | Artist | Ernst Beadle | Agency | J. R. Flannagan |
| | | | Advertiser | Neiman Marcus Company | | |
| 17 | Art Director | John Cook | Artist | Fred Siebel, Carl Paulson | Agency | J. Walter Thompson Company |
| | | | Advertiser | P. Ballantine & Sons | | |
| 18 | Art Director | Wallace W. Elton | Artist | Hank Berger | Agency | J. Walter Thompson Company |
| | | | Advertiser | Ford Motor Company | | |
| 19 | Art Director | Arthur T. Blomquist | Agency | J. Walter Thompson Company | Advertiser | Shell Oil Company, Inc. |
| 20 | Art Director | Paul Rand | Artist | Paul Rand | Agency | Wm. H. Weintraub Adv. Agency |
| | | | Advertiser | Disney, Inc. | | |

- 21 | *Art Director* Paul Rand
| *Artist* Paul Rand
| *Agency* Wm. H. Weintraub Adv. Agency
| *Advertiser* Goodman & Theise, Inc.
- 22 | *Art Director* Paul Darrow
| *Artist* Arthur Williams, Ben Somoroff
| *Agency* N. W. Ayer & Son, Inc.
| *Advertiser* DeBeers Consolidated Mines, Ltd.
- 23 | *Art Director* Harlow Rockwell, James Elliott
| *Artist* John Rawlings
| *Agency* Young & Rubicam Inc.
| *Advertiser* Cannon Mills, Inc.
- 24 | *Art Director* Harlow Rockwell
★★ | *Artist* Robert Geissmann
| *Agency* Young & Rubicam Inc.
| *Advertiser* Life Savers, Inc.
- 25 | *Art Director* Harlow Rockwell
| *Artist* Robert Geissmann
| *Agency* Young & Rubicam Inc.
| *Advertiser* Life Savers, Inc.
- 26 | *Art Director* Harlow Rockwell
| *Artist* H. J. Fybel
| *Agency* Young & Rubicam Inc.
| *Advertiser* The Travellers
- 27 | *Artist* Morris Graves
★★ | *Art Director* Leo Lionni
| *Agency* N. W. Ayer & Son, Inc.
| *Advertiser* Container Corporation of America
- 28 | *Artist* Mark Tobey
| *Art Director* Leo Lionni
| *Agency* N. W. Ayer & Son, Inc.
| *Advertiser* Container Corporation of America
- 29 | *Artist* Sydney Butches
| *Art Director* Leo Lionni
| *Agency* N. W. Ayer & Son, Inc.
| *Advertiser* Container Corporation of America
- 30 | *Artist* Sol Mednick
| *Art Director* Milton Weiner
| *Agency* N. W. Ayer & Son, Inc.
| *Advertiser* Carrier Corporation
- 31 | *Artist* Teen Becksted
| *Art Director* William B. Wood
| *Agency* N. W. Ayer & Son, Inc.
| *Advertiser* Caterpillar Tractor Company
- 32 | *Artist* Roy McKie
| *Art Director* Roy McKie
| *Agency* N. W. Ayer & Son, Inc.
| *Advertiser* Ladies' Home Journal
- 33 | *Artist* Ben Rose
| *Art Director* William Golden
| *Advertiser* Columbia Broadcasting System, Inc.
- 34 | *Art Director* Erik Nitsche
| *Agency* Dorland, Inc.
| *Advertiser* F. Ducharme Silk Company
- 35 | *Artist* Victor Keppler
★ | *Art Director* Herbert A. Smith, Jr.
| *Agency* Fuller & Smith & Ross, Inc.
| *Advertiser* Harris-Seybold
- 36 | *Artist* John Atherton
| *Art Director* Herbert A. Smith, Jr.
| *Agency* Fuller & Smith & Ross, Inc.
| *Advertiser* Westinghouse Electric Corporation
- 37 | *Artist* Tadeus Lipski, Joe del Sorbo
| *Art Director* Daniel de Koven
| *Agency* Hirshon-Garfield, Inc.
| *Advertiser* Burlington Mills Inc.
- 38 | *Artist* Lemuel B. Line
★ | *Art Director* Jean Layton
| *Agency* N. W. Ayer & Son, Inc.
| *Advertiser* Joyce Shoe Co. Inc.
- 39 | *Artist* John H. Tinker, Jr.
| *Art Director* John H. Tinker, Jr.
| *Agency* McCann-Erickson, Inc.
| *Advertiser* American Mutual Liability Insurance Company
- 40 | *Artist* Peter Nyholm
| *Art Director* Harry F. O'Brien, Robert W. Cowan
| *Agency* O'Brien & Dorrance, Inc.
| *Advertiser* Fortune Magazine
- 41 | *Artist* Frank Golden
| *Art Director* Adelaide Stevens
| *Agency* J. Walter Thompson Company
| *Advertiser* Shell Oil Company, Inc.
- 42 | *Artist* Anton Bruehl
| *Art Director* Walter Glenn
| *Agency* Young & Rubicam Inc.
| *Advertiser* Frankfort Distillers
- 43 | *Artist* Andre Durenceanu
| *Art Director* Ronald Johnstone
| *Agency* Young & Rubicam Inc.
| *Advertiser* The Travellers
- 44 | *Artist* Sam Cobeau
| *Art Director* Fred Sergenian
| *Agency* Young & Rubicam Inc.
| *Advertiser* Young & Rubicam Inc.

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|----|--|----|--|
| 45 | Artist Teen Becksted
Art Director William B. Wood
Agency N. W. Ayer & Son, Inc.
Advertiser Caterpillar Tractor Company | 56 | Artist Fred Siebel
Art Director Arthur T. Blomquist
Agency J. Walter Thompson Company
Advertiser Textron, Inc. |
| 46 | Artist Ginnie Hoffman
Art Director Milton Weiner
Agency N. W. Ayer & Son, Inc.
Advertiser Personal Products Corporation | 58 | Artist Martin Bauman
Art Director F. W. Boulton, G. R. Allen
Agency J. Walter Thompson Company
Advertiser Weco Products Company |
| 47 | Artist Ben Somoroff
Art Director Edith Jaffy
Agency N. W. Ayer & Son, Inc.
Advertiser Telechron, Inc. | 59 | Artist Martin Bauman
Art Director F. W. Boulton, G. R. Allen
Agency J. Walter Thompson Company
Advertiser Weco Products Company |
| 48 | Artist John Rawlings
Art Director Arthur P. Weiser
Agency Grey Advertising Agency, Inc.
Advertiser Schnefel Bros. Corp. | 60 | Artist Pagano-Bluestone
Art Director Edmund Smith
Agency J. Walter Thompson Company
Advertiser The United Playing Card Company |
| 49 | Artist Victor Keppler
Art Director Don Shure
Agency Kenyon & Eckhardt, Inc.
Advertiser Manhattan Shirts | 61 | Artist John Rawlings
Art Director Wilbur L. Thomas
Agency Thomas & Delehanty, Inc.
Advertiser Harry Winston, Inc. |
| 50 | Artist Lemuel B. Line
Art Director Jean Layton
Agency N. W. Ayer & Son, Inc.
Advertiser Joyce Shoe Co., Inc. | 62 | Artist John Rawlings
Art Director Arthur P. Weiser
Agency Grey Advertising Agency, Inc.
Advertiser Burlington Mills Inc. |
| 51 | Artist Hi Williams
Art Director John H. Tinker, Jr.
Agency McCann-Erickson, Inc.
Advertiser National Biscuit Company | 63 | Artist John Rawlings
Art Director Arthur P. Weiser
Agency Grey Advertising Agency, Inc.
Advertiser Burlington Mills Inc. |
| 52 | Artist Ernst Beadle
Art Director Bernard T. Grant, Kay Kerr
Agency J. R. Flannagan
Advertiser Neiman Marcus Company | 64 | Artist John Rawlings
Art Director Arthur P. Weiser
Agency Grey Advertising Agency, Inc.
Advertiser Burlington Mills Inc. |
| 53 | Artist "Dick" Whittington
Art Director Nick Silva
Agency Abbott Kimball Company of California
Advertiser Thomas Shirt | 65 | Artist Mitchell Bliss
Art Director Ambrose J. Kennedy
Agency Lester Harrison, Inc.
Advertiser Norman Blum Co. |
| 54 | Artist Al Baxter, S. B. Valentine
Art Director Wallace W. Elton
Agency J. Walter Thompson Company
Advertiser Ford Motor Company | 66 | Artist Lee Batlin, Rouben Samberg
★ Art Director Lee Batlin
Agency Harry Serwer, Inc.
Advertiser Shirley Fabrics Corporation |
| 55 | Artist Fred Siebel
Art Director Arthur T. Blomquist
Agency J. Walter Thompson Company
Advertiser Textron, Inc. | 67 | Artist Gene Fenn
Art Director Virginia Thoren
Agency The Albert Woodley Company
Advertiser Mutation Mink Breeders Association |
| | | 68 | Art Director William Golden
Artist CBS Photographic Department
Advertiser Columbia Broadcasting System, Inc. |

- 69 | *Art Director* William Golden
 Artist Jan Balet; Mort Rubenstein
 Advertiser Columbia Broadcasting System, Inc.
- 70 | *Art Director* William Taubin
 Artist Tino Nivola, Ben Schultz
 Advertiser Franklin Simon
- 71 | *Art Director* Robert T. Gage
 ★★ *Artist* Joe de Casseres
 Agency Grey Advertising Agency, Inc.
 Advertiser Ohrbach's
- 72 | *Art Director* Robert T. Gage
 Artist Joe de Casseres
 Agency Grey Advertising Agency, Inc.
 Advertiser Ohrbach's
- 73 | *Art Director* Robert T. Gage
 Agency Grey Advertising Agency, Inc.
 Advertiser Ohrbach's
- 74 | *Art Director* Ralph Mutter, Harry F. O'Brien
 Artist Fred Chance
 Agency Marshchalk & Pratt Company
 Advertiser Standard Oil Company of New Jersey
- 75 | *Art Director* Frances Owen
 Artist Rainey Bennett
 Advertiser Marshall Field and Company
- 76 | *Art Director* Charles Gruen
 Artist Charles Gruen
 Advertiser Neiman Marcus Company
- 77 | *Art Director* Charles Gruen
 Artist Merle Bassett
 Advertiser Neiman Marcus Company
- 78 | *Art Director* Charles Gruen
 Artist Margaret Neal
 Advertiser Neiman Marcus Company
- 79 | *Art Director* Charles Gruen
 Artist Merle Bassett
 Advertiser Neiman Marcus Company
- 80 | *Art Director* Charles Gruen
 Artist Merle Bassett
 Advertiser Neiman Marcus Company
- 81 | *Art Director* Paul Rand
 Artist Paul Rand
 Agency Wm. H. Weintraub Adv. Agency
 Advertiser Frank H. Lee Company
- 82 | *Art Director* Paul Rand
 Artist Paul Rand
 Agency Wm. H. Weintraub Adv. Agency
 Advertiser Kaiser-Frazer Corporation

- 83 | *Art Director* Paul Rand
 Artist Paul Rand
 Agency Wm. H. Weintraub Adv. Agency
 Advertiser Kaiser-Frazer Corporation
- 84 | *Art Director* Paul Rand
 Artist Paul Rand
 Agency Wm. H. Weintraub Adv. Agency
 Advertiser Kaiser-Frazer Corporation
- 85 | *Artist* Merle Bassett
 ★ *Art Director* Charles Gruen
 Advertiser Neiman Marcus Company
- 86 | *Artist* Merle Bassett
 Art Director Charles Gruen
 Advertiser Neiman Marcus Company
- 87 | *Artist* Merle Bassett
 ★ *Art Director* Charles Gruen
 Advertiser Neiman Marcus Company
- 88 | *Artist* Merle Bassett
 Art Director Dorothy Marootian, Charles Gruen
 Advertiser Neiman Marcus Company
- 89 | *Artist* Bernard Pfriem
 Art Director Ralph Daddio
 Advertiser Bonwit Teller
- 90 | *Artist* Sylvia Brauerman
 Art Director Juke Goodman
 Advertiser Saks Fifth Avenue
- 91 | *Artist* Sylvia Brauerman
 Art Director Juke Goodman
 Advertiser Saks Fifth Avenue
- 92 | *Art Director* Gerald Novorr, Robert Guidi
 Artist Robert Guidi
 Advertiser Art Directors Club of Los Angeles
- 93 | *Art Director* Robert Pliskin
 Artist Robert Pliskin
 Agency Anderson, Davis & Platte
 Advertiser House Beautiful
- 94 | *Art Director* Robert Pliskin
 Artist Robert Pliskin
 Agency Anderson, Davis & Platte
 Advertiser House Beautiful
- 95 | *Art Director* Edith Jaffy
 Artist Elsie Reber
 Agency N. W. Ayer & Son, Inc.
 Advertiser Chicago Tribune

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|-----|--------------|------------------------------------|-----|--------------|------------------------------------|
| 96 | Art Director | William Golden | 108 | Artist | David Stone Martin |
| ★★ | Artist | William Golden, Lou Dorfman | | Art Director | William Golden |
| | Advertiser | Columbia Broadcasting System, Inc. | | Advertiser | Columbia Broadcasting System, Inc. |
| 97 | Art Director | William Golden | 109 | Artist | Ben Shahn |
| ★ | Artist | old engravings | ★ | Art Director | William Golden |
| | Advertiser | Columbia Broadcasting System, Inc. | | Advertiser | Columbia Broadcasting System, Inc. |
| 98 | Art Director | William Golden | 110 | Artist | Erich Kastan |
| | Artist | old engravings | | Art Director | William Golden |
| | Advertiser | Columbia Broadcasting System, Inc. | | Advertiser | Columbia Broadcasting System, Inc. |
| 99 | Art Director | Seymour Douglas | 111 | Artist | Hans Moller |
| | Artist | Joseph Karov | | Art Director | William Golden |
| | Agency | Fairchild Publications | | Advertiser | Columbia Broadcasting System, Inc. |
| | Advertiser | Retailing Daily | 112 | Artist | Serge Balkin |
| 100 | Art Director | Arnold Roston | | Art Director | Leroy F. Lustig |
| | Artist | Arnold Roston, Jim Welgos | | Agency | Lustig Advertising Agency |
| | Agency | Anderson, Davis & Platte | | Advertiser | Serbin, Inc. |
| | Advertiser | House Beautiful | 113 | Artist | Richard Erdoes |
| 101 | Art Director | George Fox, Lawrence K. Skora | | Art Director | Frederick Veit |
| | Artist | George Fox | | Advertiser | National Broadcasting Company |
| | Agency | Ben Sackheim, Inc. | 114 | Artist | Adrian Siegel |
| | Advertiser | Haire Publishing Company | ★★ | Art Director | Allen Hurlburt |
| 102 | Art Director | Lawrence Skora, Joseph Karov | | Advertiser | National Broadcasting Company |
| | Artist | Joseph Karov | 115 | Artist | Lucio Lopez-Rey |
| | Agency | Ben Sackheim, Inc. | | Art Director | Ben Collins, C. P. Elston |
| | Advertiser | Haire Publishing Company | | Advertiser | West Virginia Pulp and Paper Co. |
| 103 | Art Director | Estelle Ellis, Rosalind Taylor | 116 | Art Director | Howard Chanler |
| | Artist | Naiad Giblan | | Artist | Kenneth O. Richards |
| | Agency | Triangle Publications, Inc. | | Advertiser | Abraham & Straus, Inc. |
| | Advertiser | Seventeen Magazine | 117 | Art Director | Howard Chanler |
| 104 | Artist | Alice Meisenheimer | | Artist | Kenneth O. Richards |
| | Art Director | Alice Meisenheimer | | Advertiser | Abraham & Straus, Inc. |
| | Agency | N. W. Ayer & Son, Inc. | 118 | Art Director | Irving Miller, William Golden |
| | Advertiser | N. W. Ayer & Son, Inc. | | Artist | Joe Schindelman |
| 105 | Artist | Roy McKie | | Advertiser | Columbia Broadcasting System, Inc. |
| | Art Director | Leon Karp | 119 | Art Director | Irving Miller |
| | Agency | N. W. Ayer & Son, Inc. | | Artist | Joe Schindelman |
| | Advertiser | Felt & Tarrant Manufacturing Co. | | Advertiser | Columbia Broadcasting System, Inc. |
| 106 | Artist | Unobtainable | 120 | Art Director | Eric Mulvaney, Gene Federico |
| | Art Director | Howard Henry | | Artist | Gene Federico |
| | Agency | N. W. Ayer & Son, Inc. | | Agency | EMR Advertising Consultants |
| | Advertiser | General Electric X-Ray Corporation | | Advertiser | Kaufman Carpet Co. Inc. |
| 107 | Artist | Roy McKie | 121 | Art Director | Richard Ackerman, Abram Greiss |
| | Art Director | Milton Weiner | | Artist | Charles Clement |
| | Agency | N. W. Ayer & Son, Inc. | | Agency | Morton Freund Advertising Inc. |
| | Advertiser | Ladies' Home Journal | | Advertiser | Kolmer-Marcus |

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|-----|--------------|--------------------------------------|-----|--------------|--------------------------------------|
| 122 | Art Director | Allen F. Hurlburt | 134 | Art Director | William Golden |
| | Artist | John Graham | | Artist | Hans Moller |
| | Agency | National Broadcasting Company | | Advertiser | Columbia Broadcasting System, Inc. |
| | Advertiser | National Broadcasting Company | | | |
| 123 | Art Director | Allen F. Hurlburt, Walter Van Bellen | 135 | Art Director | Joseph Low, Hortense Mendel |
| | Artist | Walter Van Bellen | | Artist | Joseph Low |
| | Advertiser | National Broadcasting Company | | Publisher | The Composing Room Inc. |
| | | | | Advertiser | The Composing Room Inc. |
| 124 | Art Director | Erik Nitsche | 136 | Art Director | Sheldon Fink |
| | Artist | Erik Nitsche | | Artist | Sheldon Fink |
| | Agency | Erik Nitsche Studio | | Agency | Sheldon Fink |
| | Advertiser | David Heilweil | | Advertiser | Sheldon Fink |
| 125 | Art Director | Erik Nitsche | 137 | Art Director | Don Kubly |
| | Artist | Erik Nitsche | | Artist | Don Kubly |
| | Agency | Erik Nitsche Studio | | Publisher | Hollis G. Christensen |
| | Advertiser | David Heilweil | | Publication | Furniture Forum |
| 126 | Art Director | Arnold Roston | 138 | Art Director | Jerome Gould |
| | Artist | Arnold Roston, Jim Welgos | | Artist | Jerome Gould |
| | Agency | Anderson, Davis & Platte | | Agency | Jerome Gould Associates |
| | Advertiser | House Beautiful | | Advertiser | Eureka Press |
| 127 | Art Director | Edward Rostock | 139 | Art Director | Jerome Gould |
| | Artist | Burma Burris | | Artist | Jerome Gould |
| | Agency | Irving Serwer Advertising, Inc. | | Agency | Jerome Gould Associates |
| | Advertiser | Yolande Corp. | | Advertiser | Eureka Press |
| 128 | Art Director | David S. Block | 140 | Art Director | Jerome Gould |
| ★ | Artist | David S. Block | | Artist | Jerome Gould |
| | Agency | J. D. Tarcher & Co. Inc. | | Agency | Jerome Gould Associates |
| | Advertiser | Seeman Bros. Inc. | | Advertiser | Eureka Press |
| 129 | Art Director | E. A. Adams | 141 | Art Director | Jerome Gould |
| | Artist | Sallie Eager Kubly | | Artist | Jerome Gould |
| | Agency | The Art Center School | | Agency | Jerome Gould Associates |
| | Advertiser | The Art Center School | | Advertiser | Eureka Press |
| 130 | Art Director | E. A. Adams | 142 | Art Director | Muni Lieblein, J. Leonard |
| | Artist | Don Kubly, Gloria McVeigh | | Artist | Muni Lieblein |
| | Agency | The Art Center School | | Advertiser | Winthrop Products Inc. |
| | Advertiser | The Art Center School | | | |
| 131 | Art Director | Lester Beall | 143 | Art Director | Victor Trasoff |
| | Artist | Lester Beall | | Artist | Victor Trasoff, Hal Fiedler |
| | | | | Agency | Wm. Douglas McAdams, Inc. |
| | | | | Advertiser | The Upjohn Co. |
| 132 | Art Director | John Ciampi | 144 | Art Director | Walter Van Bellen |
| | Artist | John Ciampi | | Artist | Richard Erdoes |
| | Agency | Jefferson Company | | Advertiser | National Broadcasting Company |
| | Advertiser | Jefferson Company | | | |
| 133 | Art Director | Will Burtin | 145 | Art Director | Allen F. Hurlburt, Walter Van Bellen |
| ★ | Artist | Will Burtin | | Artist | Walter Van Bellen |
| | Agency | Davis, Delaney, Inc. | | Advertiser | National Broadcasting Company |
| | Advertiser | A-D Gallery | | | |

- 146
★★ | *Art Director* Allen F. Hurlburt, Walter Van Bellen
| *Artist* Walter Van Bellen
| *Advertiser* National Broadcasting Company
- 147 | *Art Director* Paul Rand
| *Artist* Paul Rand
| *Agency* Cortez F. Enloe, Inc.
| *Advertiser* Ayerst, McKenna & Harrison, Ltd.
- 148 | *Art Director* Paul Rand
| *Artist* Paul Rand
| *Agency* Cortez F. Enloe, Inc.
| *Advertiser* Ayerst, McKenna & Harrison, Ltd.
- 149 | *Art Director* Lee Batlin
| *Artist* Lee Batlin
| *Agency* Perlowin Studios, Inc.
| *Advertiser* Perlowin Studios, Inc.
- 150 | *Art Director* H. Lon Ross, Ladislav Sutnar
| *Artist* Ladislav Sutnar
| *Agency* Sutnar and Hall
| *Advertiser* Kay, Inc.
- 151 | *Art Director* William A. Weber
| *Artist* William A. Weber, Abner Graboff
| *Agency* Collier's Promotion Dept.
| *Advertiser* Collier's
- 152
★★ | *Artist* David Stone Martin
| *Art Director* William Golden
| *Advertiser* Columbia Broadcasting System, Inc.
- 153 | *Artist* Ben Shahn
| *Art Director* William Golden
| *Advertiser* Columbia Broadcasting System, Inc.
- 154 | *Artist* Richard Erdoes
| *Art Director* George Kalmar
| *Publisher* Time, Incorporated
| *Publication* Time Magazine
- 155 | *Artist* Jerome Gould
| *Art Director* Jerome Gould
| *Agency* Jerome Gould Associates
| *Advertiser* Eureka Press
- 156
★ | *Artist* Walter Van Bellen
| *Art Director* Allen F. Hurlburt, Walter Van Bellen
| *Advertiser* National Broadcasting Company
- 157 | *Artist* Walter Van Bellen
| *Art Director* Allen F. Hurlburt, Walter Van Bellen
| *Advertiser* National Broadcasting Company
- 158 | *Artist* Walter Van Bellen
| *Art Director* Walter Van Bellen
| *Advertiser* National Broadcasting Company
- 159 | *Artist* Paul Rand
| *Art Director* Paul Rand
| *Agency* Cortez F. Enloe
| *Advertiser* Ayerst, McKenna & Harrison, Ltd.
- 160
★ | *Art Director* Milton Ackoff
| *Artist* Milton Ackoff, Ben Rose
| *Agency* National Labor Service
| *Advertiser* Committee of Industrial Organizations
- 161 | *Art Director* Robert B. Thorpe, Raymond C. Lewis
| *Artist* Seymour Nydorf
| *Advertiser* American Cancer Society, Inc.
- 162 | *Art Director* John Groen
| *Artist* Jo Henninger
| *Agency* Foote, Cone & Belding
| *Advertiser* Lockheed Aircraft Corporation
- 163 | *Art Director* *Melville E. Stone 2d
| *Artist* Jean Carlu
| *Advertiser* Pan American World Airways
- 164 | *Art Director* Carl Maas
| *Artist* Ladislav Sutnar
| *Advertiser* Standard Oil Company of New Jersey
- 165
● | *Art Director* Commander John B. Shipman, USN
| *Artist* Rex Reichert
| *Advertiser* Navy Department
- 166 | *Art Director* Paul Rand, Helen Federico
| *Artist* Helen Federico
| *Agency* Wm. H. Weintraub Advertising Agency
| *Advertiser* Kaufmann's Department Stores
- 167 | *Art Director* Paul Rand
| *Artist* Paul Rand
| *Agency* Wm. H. Weintraub Advertising Agency
| *Advertiser* Kaiser-Frazer Corporation
- 168 | *Art Director* Paul Rand
| *Artist* Paul Rand
| *Agency* Wm. H. Weintraub Advertising Agency
| *Advertiser* Kaiser-Frazer Corporation
- 169 | *Art Director* Paul Rand
| *Artist* Paul Rand
| *Agency* Wm. H. Weintraub Advertising Agency
| *Advertiser* Kaiser-Frazer Corporation
- 170 | *Art Director* Paul Rand
| *Artist* Paul Rand
| *Agency* Wm. H. Weintraub Advertising Agency
| *Advertiser* Frank H. Lee Company
- 171
★ | *Art Director* Bert Ray
| *Advertiser* Abbott Laboratories

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|-----|--------------|---------------------------------------|--|-----|--------------|------------------------------------|--|
| 172 | Art Director | Lester Beall | | 184 | Art Director | Cipe Pineles | |
| | Artist | Lester Beall, John Gibbs | | | Artist | Leslie Jacobs | |
| | Advertiser | Upjohn Company | | | Publisher | Triangle Publications, Inc. | |
| | | | | | Publication | Seventeen | |
| 173 | Art Director | Lester Beall | | 185 | Art Director | Alexander Liberman, Priscilla Peck | |
| | Artist | Lester Beall | | ★★ | Artist | Constantin Joffé, Raymond Burnier | |
| | Advertiser | Upjohn Company | | | Publisher | The Condé Nast Publications, Inc. | |
| | | | | | Publication | Vogue | |
| 174 | Art Director | Lester Beall | | 186 | Artist | David Ellinger | |
| | Artist | Lester Beall | | | Art Director | Bradbury Thompson | |
| | Advertiser | Upjohn Company | | | Publisher | Street & Smith Publications | |
| | | | | | Publication | Mademoiselle | |
| 175 | Art Director | Don Burns | | 187 | Artist | Al Parker | |
| | Artist | Charles Tudor | | ★ | Art Director | William Fink | |
| | Advertiser | Standard Oil Company of New Jersey | | | Publisher | The Curtis Publishing Company | |
| | Publication | The Lamp | | | Publication | Ladies' Home Journal | |
| 176 | Art Director | Dr. David A. Bryce | | 188 | Artist | Ben Shahn | |
| | Artist | Herbert Lubalin, Weimer Pursell | | ★★ | Art Director | Cipe Pineles | |
| | Agency | Sudler & Hennessey | | | Publisher | Triangle Publications, Inc. | |
| | Advertiser | Lederle Laboratories Division | | | Publication | Seventeen | |
| | | American Cyanamid Company | | 189 | Artist | Jacob Laurence | |
| 177 | Art Director | Will Burtin | | | Art Director | Cipe Pineles | |
| | Artist | Eric Schaal, John Florea, | | | Publisher | Triangle Publications, Inc. | |
| | | Andreas Feininger, Alfred Eisenstadt, | | | Publication | Seventeen | |
| | | Ezra Stoller | | | | | |
| | Publisher | Time, Inc. | | 190 | Artist | Jim Gellert | |
| | Publication | Fortune | | | Art Director | Cipe Pineles | |
| 178 | Art Director | Will Burtin | | | Publisher | Triangle Publications, Inc. | |
| | Artist | George Giusti, Ezra Stoller | | | Publication | Seventeen | |
| | Publisher | Time, Inc. | | 191 | Artist | Ben Shahn | |
| | Publication | Fortune | | | Art Director | Cipe Pineles | |
| 179 | Art Director | Will Burtin | | | Publisher | Triangle Publications, Inc. | |
| | Artist | Kurt Weihs | | | Publication | Seventeen | |
| | Publisher | Time, Inc. | | 192 | Artist | David Stone Martin | |
| | Publication | Fortune | | | Art Director | Cipe Pineles | |
| 180 | Art Director | Will Burtin | | | Publisher | Triangle Publications, Inc. | |
| | Artist | Rolf Klep, Nelson Morris | | | Publication | Seventeen | |
| | Publisher | Time, Inc. | | 193 | Artist | Robert Gwathmey | |
| | Publication | Fortune | | | Art Director | Cipe Pineles | |
| 181 | Art Director | Charles Tudor, Bernard Quint | | | Publisher | Triangle Publications, Inc. | |
| ★ | Artist | Arnold Newman | | | Publication | Seventeen | |
| | Publisher | Time, Inc. | | 194 | Artist | Amnon Rubinstein | |
| | Publication | Life | | | Art Director | Paul Grotz | |
| 182 | Art Director | Bradbury Thompson, Herbert Roan | | | Publisher | Time, Inc. | |
| | Artist | Rolf Tietgens & King-Weese | | | Publication | Architectural Forum | |
| | Publisher | Street & Smith Publications, Ltd. | | 195 | Artist | Amnon Rubinstein | |
| | Publication | Mademoiselle's Living | | | Art Director | Paul Grotz | |
| 183 | Art Director | Cipe Pineles | | | Publisher | Time, Inc. | |
| | Artist | Cipe Pineles | | | Publication | Architectural Forum | |
| | Publisher | Triangle Publications, Inc. | | | | | |
| | Publication | Seventeen Magazine | | | | | |

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|-----|---|-----|---|
| 196 | <p><i>Artist</i> Hi Williams
 <i>Art Director</i> Wallace Hainline, Bert Dieter
 <i>Publisher</i> Meredith Publishing Company
 <i>Publication</i> Better Homes and Gardens</p> | 208 | <p><i>Artist</i> John Vachon
 <i>Art Director</i> Will Burtin
 <i>Publisher</i> Time, Inc.
 <i>Publication</i> Fortune</p> |
| 197 | <p><i>Artist</i> Mrs. Mila Gorlanoff
 <i>Art Director</i> Alexander Liberman, Tina Fredericks
 <i>Publisher</i> The Condé Nast Publications, Inc.
 <i>Publication</i> Glamour</p> | 209 | <p><i>Artist</i> Jerry Cooke
 <i>Art Director</i> Will Burtin
 <i>Publisher</i> Time, Inc.
 <i>Publication</i> Fortune</p> |
| 198 | <p><i>Artist</i> H. P. Horst
 <i>Art Director</i> Alexander Liberman, Wolfgang Fyler
 <i>Publisher</i> The Condé Nast Publications, Inc.
 <i>Publication</i> House & Garden</p> | 210 | <p><i>Artist</i> Bauman Greene
 <i>Art Director</i> Budd Hemmick
 <i>Publisher</i> Hearst Magazines, Inc.
 <i>Publication</i> Good Housekeeping</p> |
| 199 | <p><i>Artist</i> H. P. Horst
 <i>Art Director</i> Alexander Liberman, Wolfgang Fyler
 <i>Publisher</i> The Condé Nast Publications, Inc.
 <i>Publication</i> House & Garden</p> | 211 | <p><i>Artist</i> Paul D'Ome
 <i>Art Director</i> Budd Hemmick
 <i>Publisher</i> Hearst Magazines, Inc.
 <i>Publication</i> Good Housekeeping</p> |
| 200 | <p><i>Artist</i> Robert Damora
 <i>Art Director</i> Alexander Liberman, Wolfgang Fyler
 <i>Publisher</i> The Condé Nast Publications, Inc.
 <i>Publication</i> House & Garden</p> | 212 | <p><i>Artist</i> Bauman Greene
 <i>Art Director</i> Budd Hemmick
 <i>Publisher</i> Hearst Magazines, Inc.
 <i>Publication</i> Good Housekeeping</p> |
| 201 | <p><i>Artist</i> Irving Penn
 ★ <i>Art Director</i> Alexander Liberman, Priscilla Peck
 <i>Publisher</i> The Condé Nast Publications, Inc.
 <i>Publication</i> Vogue</p> | 213 | <p><i>Artist</i> Miss Lillian Bassman
 <i>Art Director</i> Alexey Brodovitch
 <i>Publisher</i> Hearst Magazines, Inc.
 <i>Publication</i> Harper's Bazaar</p> |
| 202 | <p><i>Artist</i> Irving Penn
 <i>Art Director</i> Alexander Liberman, Priscilla Peck
 <i>Publisher</i> The Condé Nast Publications, Inc.
 <i>Publication</i> Vogue</p> | 214 | <p><i>Artist</i> Leslie Gill
 <i>Art Director</i> Alexey Brodovitch
 <i>Publisher</i> Hearst Magazines, Inc.
 <i>Publication</i> Harper's Bazaar</p> |
| 203 | <p><i>Artist</i> Richard Erdoes
 <i>Art Director</i> Joe Jones
 <i>Publisher</i> Cue Publishing Co.
 <i>Publication</i> Cue</p> | 215 | <p><i>Artist</i> Richard Avedon
 <i>Art Director</i> Alexey Brodovitch
 <i>Publisher</i> Hearst Magazines, Inc.
 <i>Publication</i> Harper's Bazaar</p> |
| 204 | <p><i>Artist</i> Yousuf Karsh
 <i>Art Director</i> George Samerjan
 <i>Publisher</i> Esquire, Inc.
 <i>Publication</i> Esquire</p> | 216 | <p><i>Artist</i> Miss Toni Frissell
 <i>Art Director</i> Alexey Brodovitch
 <i>Publisher</i> Hearst Magazines, Inc.
 <i>Publication</i> Harper's Bazaar</p> |
| 205 | <p><i>Artist</i> Joe Jones
 <i>Art Director</i> Will Burtin
 <i>Publisher</i> Time, Inc.
 <i>Publication</i> Fortune</p> | 217 | <p><i>Artist</i> Jose Bartoli
 <i>Art Director</i> James Yates
 <i>Publisher</i> Curtis Publishing Company
 <i>Publication</i> Holiday</p> |
| 206 | <p><i>Artist</i> Arnold Newman
 <i>Art Director</i> Will Burtin
 <i>Publisher</i> Time, Inc.
 <i>Publication</i> Fortune</p> | 218 | <p><i>Artist</i> Fritz Goro
 <i>Art Director</i> Charles Tudor
 <i>Publisher</i> Time, Inc.
 <i>Publication</i> Life</p> |
| 207 | <p><i>Artist</i> Charles Sheeler
 <i>Art Director</i> Will Burtin
 <i>Publisher</i> Time, Inc.
 <i>Publication</i> Fortune</p> | 219 | <p><i>Artist</i> Jerome Snyder
 <i>Art Director</i> Bradbury Thompson, Herbert Roan
 <i>Publisher</i> Street & Smith Publications, Inc.
 <i>Publication</i> Mademoiselle's Living</p> |

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|-----|--------------|-----------------------------------|-----|--------------|----------------------------------|
| 220 | Artist | Saul Steinberg | 231 | Artist | Herbert Matter |
| | Art Director | Souren Ermoyan | | Art Director | Will Burtin |
| | Publisher | Hearst Magazines, Inc. | | Publisher | Time, Inc. |
| | Publication | Town and Country | | Publication | Fortune |
| 221 | Artist | Saul Steinberg | 232 | Artist | Herbert Matter |
| | Art Director | Souren Ermoyan | | Art Director | Will Burtin |
| | Publisher | Hearst Magazines, Inc. | | Publisher | Time, Inc. |
| | Publication | Town and Country | | Publication | Fortune |
| 222 | Artist | Ewing Krainin | 233 | Artist | Barrett Gallagher |
| | Art Director | Souren Ermoyan | | Art Director | Will Burtin |
| | Publisher | Hearst Magazines, Inc. | | Publisher | Time, Inc. |
| | Publication | Town and Country | | Publication | Fortune |
| 223 | Artist | Peter Piening | 234 | Artist | Arthur Lidov |
| | Art Director | Laurence Lustig | | Art Director | Will Burtin |
| | Publisher | Hearst Magazines, Inc. | | Publisher | Time, Inc. |
| | Publication | American Druggist | | Publication | Fortune |
| 224 | Artist | Saul Bass | 235 | Artist | Gene Federico |
| | Art Director | Saul Bass | | Art Director | Paul Grotz |
| | Publisher | Arts & Architecture Magazine | | Publisher | Time, Inc. |
| | Publication | Arts & Architecture Magazine | | Publication | The Architectural Forum |
| 225 | Artist | Herbert Matter | 236 | Artist | Ernst Beadle |
| | Art Director | Alexander Liberman, | | Art Director | Alexey Brodovitch |
| | | Priscilla Peck, Wolfgang Fyler | | Publisher | Hearst Magazines, Inc. |
| | Publisher | The Condé Nast Publications, Inc. | | Publication | Harper's Bazaar |
| | Publication | House & Garden | 237 | Artist | William G. Meek |
| 226 | Artist | Irving Penn | | Art Director | Bernard Rudofsky |
| | Art Director | Alexander Liberman, | | Publisher | Whitney Publications |
| | | Priscilla Peck, Wolfgang Fyler | | Publication | Interiors |
| | Publisher | The Condé Nast Publications, Inc. | 238 | Artist | Ernest Costa |
| | Publication | House and Garden | | Art Director | Bernard Rudofsky |
| 227 | Artist | Irving Penn | | Publisher | Whitney Publications, Inc. |
| | Art Director | Alexander Liberman, | | Publication | Interiors |
| | | Priscilla Peck | 239 | Artist | Jim Hansen |
| | Publisher | The Condé Nast Publications, Inc. | | Art Director | Verne Noll |
| | Publication | Vogue | | Publisher | Cowles Magazines, Inc. |
| 228 | Artist | Arthur Lidov | | Publication | Look |
| | Art Director | Will Burtin | 240 | Artist | Lawrence Beall Smith |
| | Publisher | Time, Inc. | | Art Director | Edward F. O'Connell |
| | Publication | Fortune | | Agency | United Newspapers Magazine, Inc. |
| 229 | Artist | George Giusti | | Advertiser | This Week |
| ★ | Art Director | Will Burtin | 241 | Artist | Ben Rose |
| | Publisher | Time, Inc. | | Art Director | Souren Ermoyan |
| | Publication | Fortune | | Publisher | Hearst Magazines, Inc. |
| 230 | Artist | Arthur Lidov | | Publication | Town & Country |
| | Art Director | Will Burtin | 242 | Artist | Ginnie Hofmann, John A. Wedda |
| | Publisher | Time, Inc. | | Art Director | John A. Wedda |
| | Publication | Fortune | | Publisher | United Nations World |
| | | | | Publication | United Nations World |