

A Guide to the 28th annual exhibition of advertising and editorial art of the Art Directors Club of New York : the Museum of Modern Art, March 15-April 17, 1949

Date

1949

Publisher

The Museum of Modern Art

Exhibition URL

[www.moma.org/calendar/exhibitions/3249?
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The Museum of Modern Art's exhibition history—from our founding in 1929 to the present—is available online. It includes exhibition catalogues, primary documents, installation views, and an index of participating artists.

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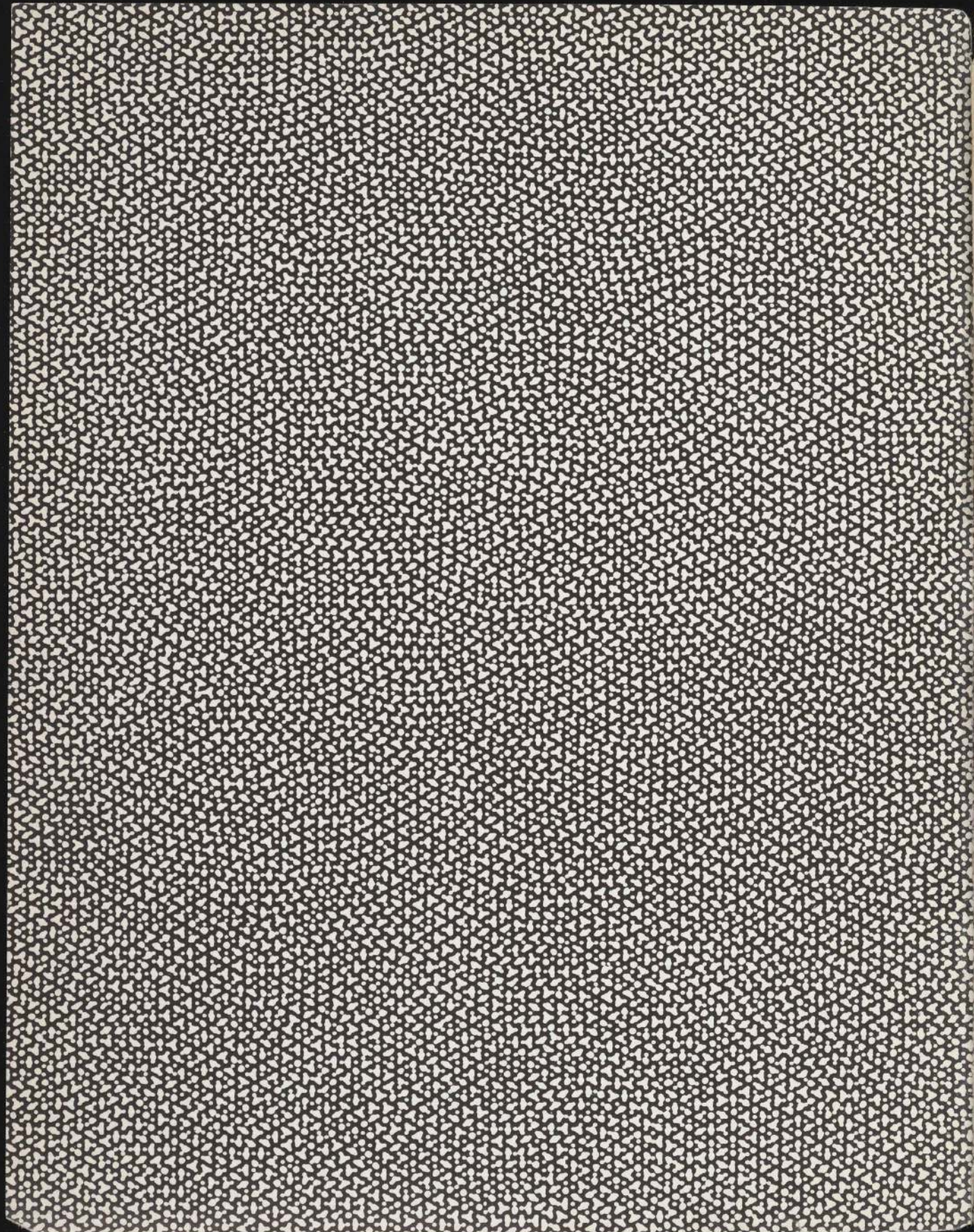
A Guide


to 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*



Art Directors Club officers 1948-1949

<i>President</i>	Lester Rondell
<i>First Vice-President</i>	Harry O'Brien
<i>Second Vice-President</i>	Richard S. Chenault
<i>Secretary</i>	Seymour Thompson
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<i>Deputy Treasurer</i>	John Jamison
<i>Executive committee</i>	Arthur T. Blomquist
	Arthur Hawkins, Jr.
	Ralph Seberhagen
	Deane Uptegrove
<i>Executive Secretary</i>	Winifred G. Karn

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Joseph B. Platt
Nathaniel Pousette-Dart
Lester Rondell
Paul Smith
Loren B. Stone
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Exhibition committee

Chairman
Will Burtin
Co-Chairman and Finance
Harry O'Brien
Publicity
Richard S. Chenault
Arthur Hawkins, Jr.
Ralph Seberhagen
Production:
Victor Trasoff
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Loren B. Stone
Co-Chairman
Robert Bode

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Jury: members

Alfred H. Barr, JR.
Director of the Museum Collections
Museum of Modern Art

Arthur T. Blomquist
Vice President, Art Director
J. Walter Thompson Co.

Will Burtin
Art Director, Fortune Magazine
Chairman Exhibition Committee

Charles T. Coiner
Vice President, Art Director
N. W. Ayer & Son, Inc.

Henry Russell Hitchcock
Art Historian and Critic
Smith College

Frank Stanton
President
Columbia Broadcasting System

Monroe Wheeler
Director of Exhibitions and Publications
Museum of Modern Art

alternates

Edgar Kaufmann, JR.
Research Associate and Consultant on Industrial Design
Museum of Modern Art

Arthur Hawkins, JR.
Art Director, Advisory Board
Art Directors Club

Harry O'Brien
Art Director, O'Brien & Dorrance
Co-Chairman Exhibition Committee

Egbert Jacobson
Director, Department of Design
Container Corporation of America

Mrs. Burton Tremaine, JR.
Art Director
The Miller Company

Philip C. Johnson
Acting Director and Consultant on Architecture
Museum of Modern Art



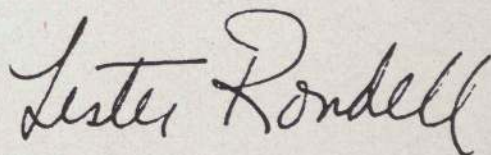
This is the 28th consecutive Annual Exhibition of Advertising and Editorial Art sponsored by the Art Directors Club of New York.

Over the years these exhibitions have reflected the varied forms of visual presentation current in advertising and publishing. The Annuals published from the exhibits are the only permanent record of the most distinguished art designed for publication. There is no other—and we are proud of their existence. Ever aware of the value of the traditional and “tried and true” forms of advertising and editorial art, we have always endeavored to keep the exhibitions representative.

In our efforts to procure the finest work, we have tried many different types of jury systems from year to year. And in the best interest of our profession we adhered to our policy of producing a yearly record of what was always something more than just a cross section.

This year the show is in the direction of the more progressive forms of design and art—a healthy stimulus for advertising and publishing.

We are grateful to the Museum of Modern Art for their interest and cooperation.

A handwritten signature in dark ink, reading "Lester Rondell". The script is fluid and cursive, with the first name "Lester" and last name "Rondell" clearly distinguishable.

Lester Rondell, President of Art Directors Club of New York



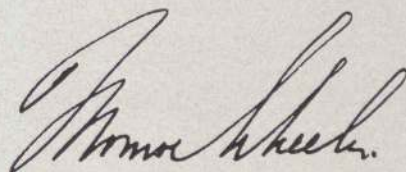
The 28th Annual National Exhibition of Advertising and Editorial Art of the Art Directors Club of New York reflects progress in one of the most active and fascinating forms of art in the modern world.

Art and commerce have frequently been linked in our own day as in the past, and cooperation between them is a satisfying achievement but by no means an easy one. The jury of this exhibition which examined 7200 entries has attempted to select examples where the demands of both art and commerce are harmoniously fulfilled. To whatever degree they succeeded you will find this an instructive, constructive exhibition.

It is illuminating and exciting to see what happens when an art director is in command of his job, when he is given the opportunity to select the best technical and artistic assistance and weld them into a creative whole. Under such happy circumstances his work will show true distinction and will not fail to focus attention surely and quickly on the client's message.

But there are many ways of catching the reader's attention and even of selling him a product or a service through advertising. If this were the end of the story, there would be little need for art directors; and no need at all

for artists or museums to be interested in art direction. The staying power of advertising art, so important to many clients, calls for a first rate subtle performance. At this point the art director rightly looks to the adventurous and inventive modern artist for inspiration. And at this point many a client balks. I think this exhibition will demonstrate that the advanced art of today is a rich vein successfully worked by many of the best art directors. If advertising clients can be persuaded by their art directors that modern design is the key to successful selling and long range prestige, it is not only the client who will benefit but also the living artist and, not least, the public at large. Certain of these entries were granted medals by the Advisory Board of the Art Directors Club. In most cases the jury was entirely in agreement with the Advisory Board's awards, but there were notable exceptions. In closing, may I say that the jury was particularly disappointed in the caliber of realistic art work presented. Realism has been developed as one of the finest forms of modern art for some twenty years; this development has shown extraordinary vitality and flexibility. Yet almost no use of this was visible in the thousands of entries reviewed; a fact puzzling in the extreme.

A handwritten signature in dark ink, reading "Monroe Wheeler". The signature is fluid and cursive, with the first name "Monroe" and last name "Wheeler" clearly distinguishable.

Monroe Wheeler, Chairman of the Jury, Director of Exhibitions and Publications, Museum of Modern Art

The Jury at Work

1—Will Burtin, Henry Russell Hitchcock, Arthur Blomquist, Frank Stanton and Monroe Wheeler—2—Arthur Blomquist, Arthur Hawkins, Jr., Edgar Kaufmann, Jr., Henry Russell Hitchcock and Frank Stanton—3—Winifred Karn, Frank Stanton and Arthur Blomquist—4—Charles Coiner, Henry Russell Hitchcock and Monroe Wheeler.

1-3

2-4





5—Foreground: Arthur Hawkins, Jr. and Lester Rondell. Background: William Irwin, Peirce Johnson, Nathaniel Pousette-Dart, Winifred Karn, Will Burtin and Paul Smith

The Advisory Board judging the medals and awards

List of Entries

- 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. Korten
 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

★★ Art Directors Club Medal

★ Award for Distinctive Merit

● Kerwin H. Fulton Medal

- 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 Kerr
 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

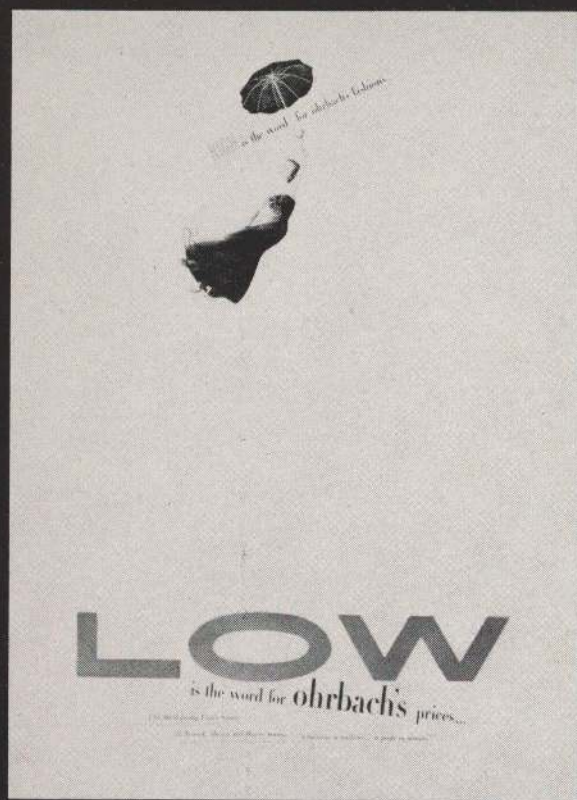
- 18 | *Art Director* Wallace W. Elton
 Artist Hank Berger
 Agency J. Walter Thompson Company
 Advertiser Ford Motor Company

- 19 | *Art Director* Arthur T. Blomquist
 Agency J. Walter Thompson Company
 Advertiser Shell Oil Company, Inc.

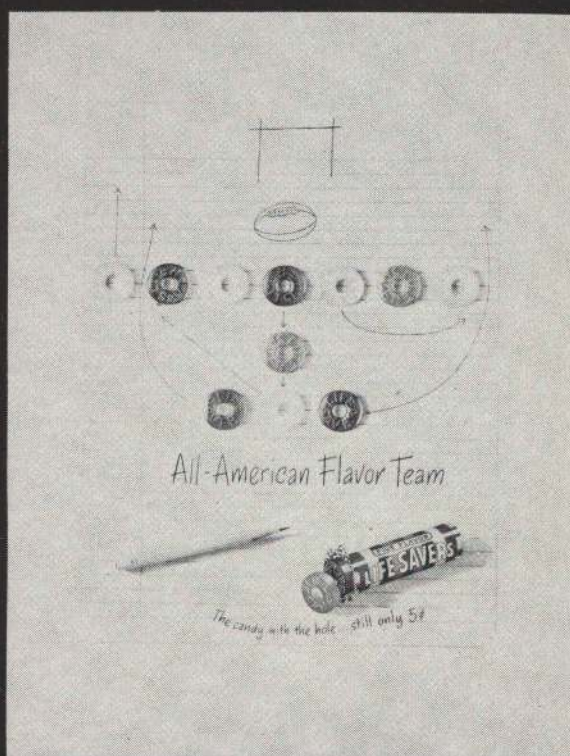
- 20 | *Art Director* Paul Rand
 Artist Paul Rand
 Agency Wm. H. Weintraub Adv. Agency
 Advertiser Disney, Inc.

- 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 Butchkes
 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 Durenceau
 Art Director Ronald Johnstone
 Agency Young & Rubicam Inc.
 Advertiser The Travellers
- 44 | *Artist* Sam Cobean
 Art Director Fred Sergenian
 Agency Young & Rubicam Inc.
 Advertiser Young & Rubicam Inc.

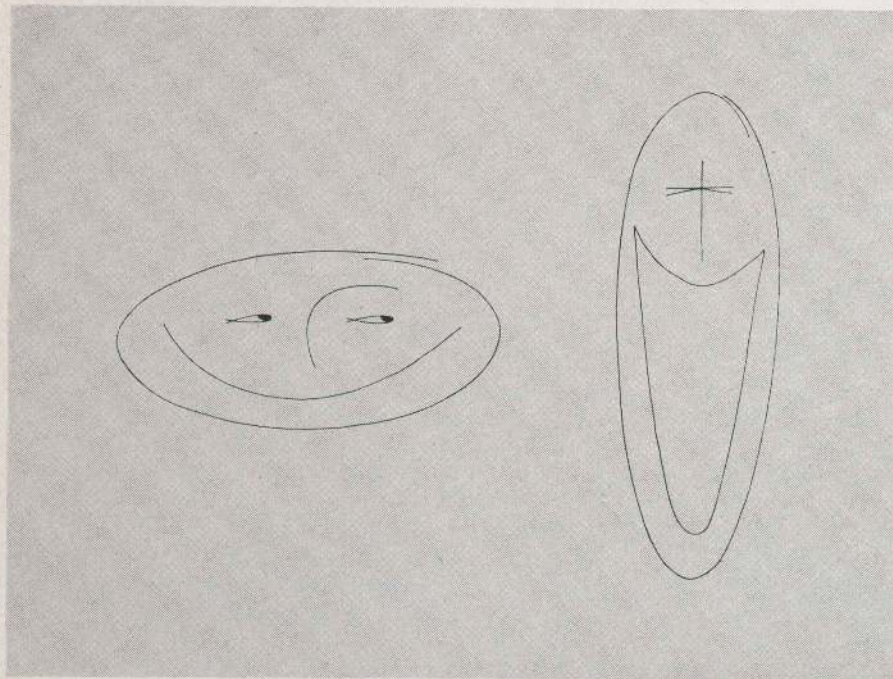


71★★

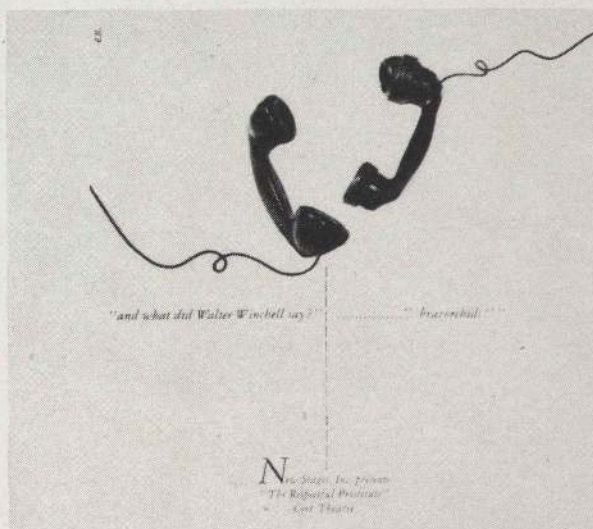


24★★

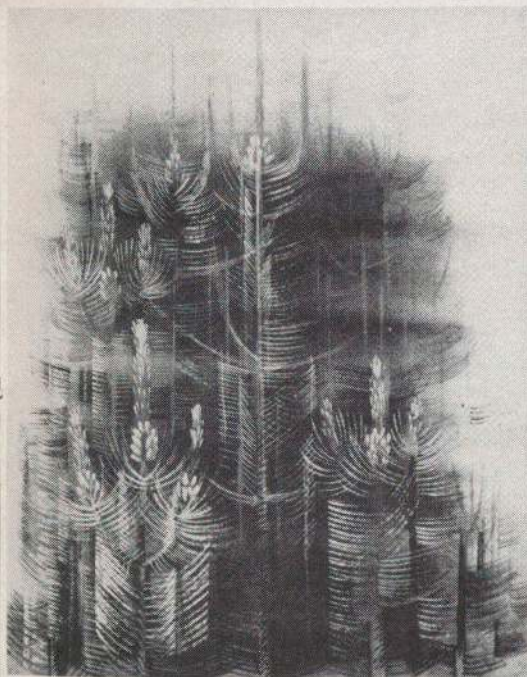
96★★



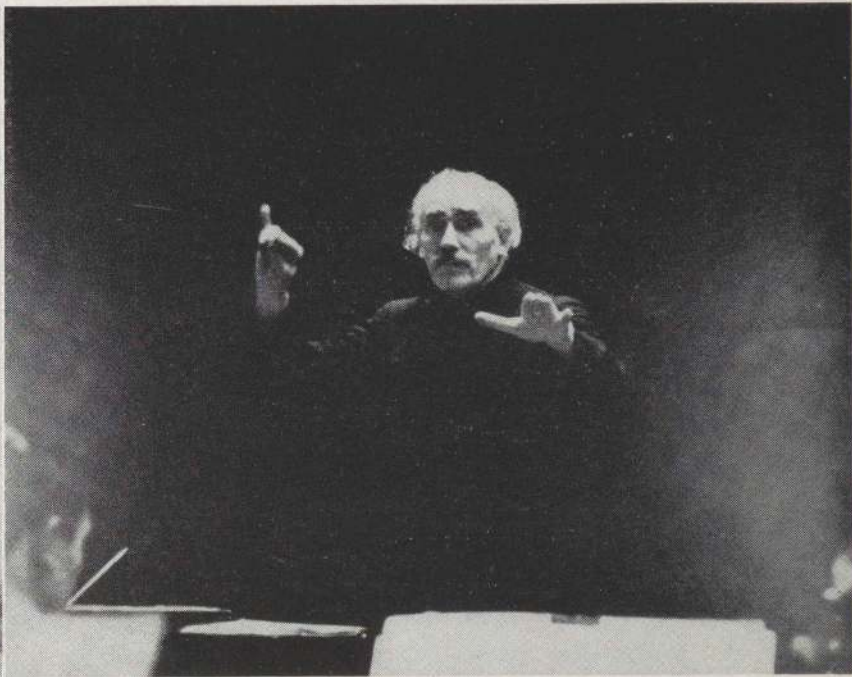
124★★



27★★



114★★



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

185★★



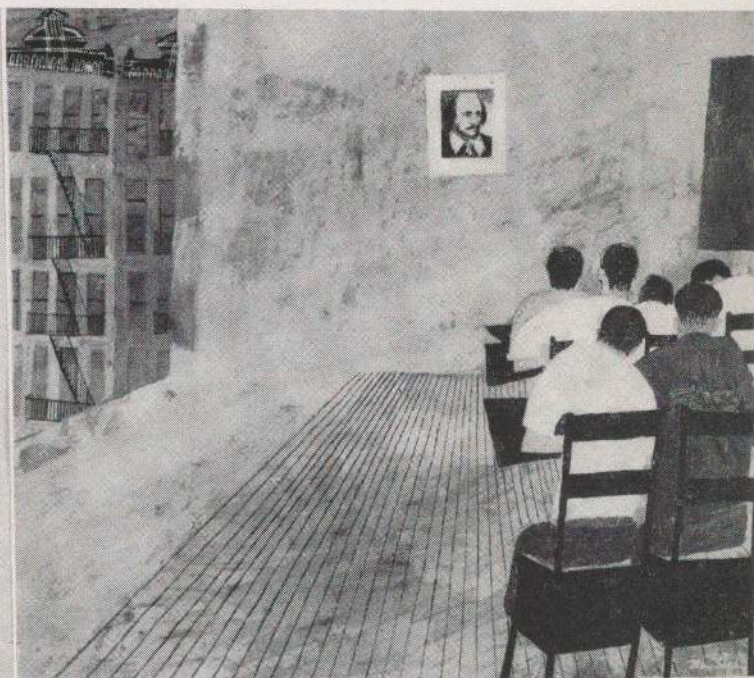
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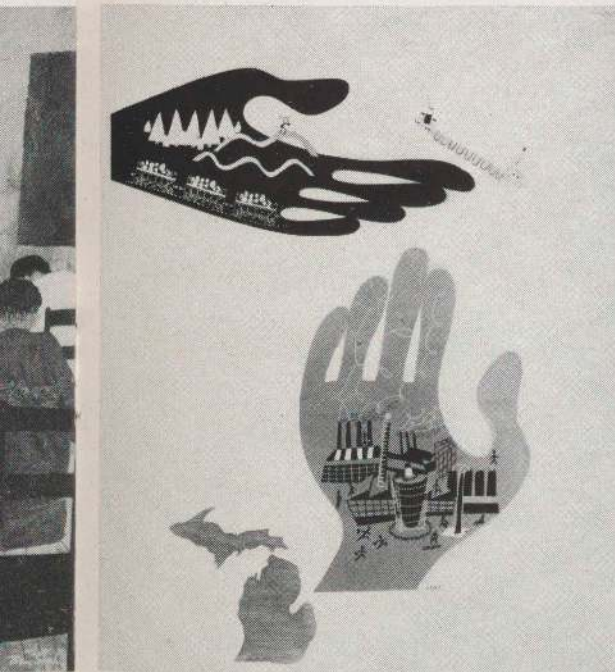
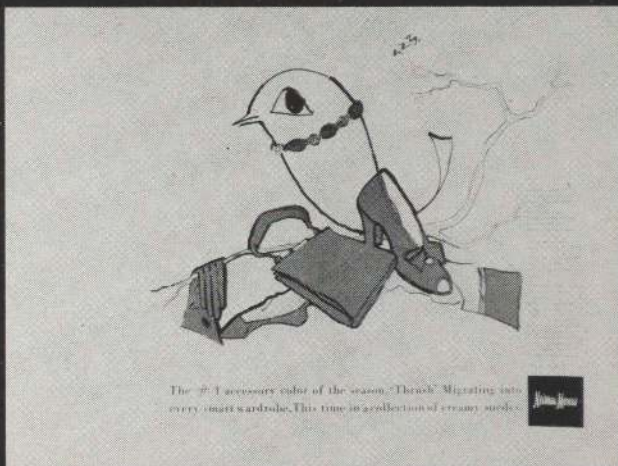
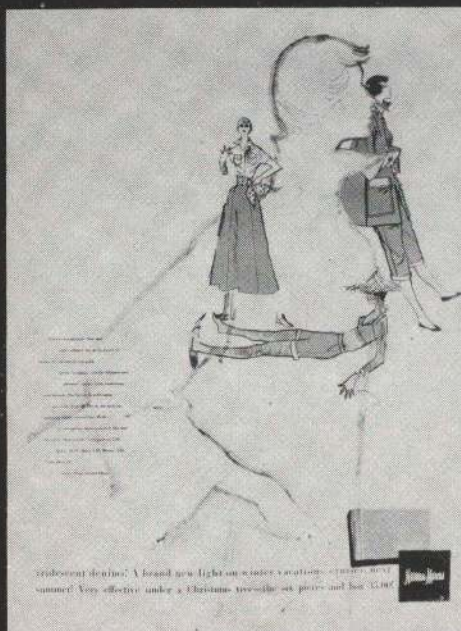
146★★



152★★



188★★



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

122 | *Art Director* Allen F. Hurlburt
 Artist John Graham
 Agency National Broadcasting Company
 Advertiser National Broadcasting Company

123 | *Art Director* Allen F. Hurlburt, Walter Van Bellen
 Artist Walter Van Bellen
 Advertiser National Broadcasting Company

124 | *Art Director* Erik Nitsche
 ★★ *Artist* Erik Nitsche
 Agency Erik Nitsche Studio
 Advertiser David Heilweil

125 | *Art Director* Erik Nitsche
 Artist Erik Nitsche
 Agency Erik Nitsche Studio
 Advertiser David Heilweil

126 | *Art Director* Arnold Roston
 Artist Arnold Roston, Jim Welgos
 Agency Anderson, Davis & Platte
 Advertiser House Beautiful

127 | *Art Director* Edward Rostock
 Artist Burma Burris
 Agency Irving Serwer Advertising, Inc.
 Advertiser Yolande Corp.

128 | *Art Director* David S. Block
 ★ *Artist* David S. Block
 Agency J. D. Tarcher & Co. Inc.
 Advertiser Seeman Bros. Inc.

129 | *Art Director* E. A. Adams
 Artist Sallie Eager Kubly
 Agency The Art Center School
 Advertiser The Art Center School

130 | *Art Director* E. A. Adams
 Artist Don Kubly, Gloria McVeigh
 Agency The Art Center School
 Advertiser The Art Center School

131 | *Art Director* Lester Beall
 Artist Lester Beall

132 | *Art Director* John Ciampi
 Artist John Ciampi
 Agency Jefferson Company
 Advertiser Jefferson Company

133 | *Art Director* Will Burtin
 ★ *Artist* Will Burtin
 Agency Davis, Delaney, Inc.
 Advertiser A-D Gallery

134 | *Art Director* William Golden
 Artist Hans Moller
 Advertiser Columbia Broadcasting System, Inc.

135 | *Art Director* Joseph Low, Hortense Mendel
 Artist Joseph Low
 Publisher The Composing Room Inc.
 Advertiser The Composing Room Inc.

136 | *Art Director* Sheldon Fink
 Artist Sheldon Fink
 Agency Sheldon Fink
 Advertiser Sheldon Fink

137 | *Art Director* Don Kubly
 Artist Don Kubly
 Publisher Hollis G. Christensen
 Publication Furniture Forum

138 | *Art Director* Jerome Gould
 Artist Jerome Gould
 Agency Jerome Gould Associates
 Advertiser Eureka Press

139 | *Art Director* Jerome Gould
 Artist Jerome Gould
 Agency Jerome Gould Associates
 Advertiser Eureka Press

140 | *Art Director* Jerome Gould
 Artist Jerome Gould
 Agency Jerome Gould Associates
 Advertiser Eureka Press

141 | *Art Director* Jerome Gould
 Artist Jerome Gould
 Agency Jerome Gould Associates
 Advertiser Eureka Press

142 | *Art Director* Muni Lieblein, J. Leonard
 Artist Muni Lieblein
 Advertiser Winthrop Products Inc.

143 | *Art Director* Victor Trasoff
 Artist Victor Trasoff, Hal Fiedler
 Agency Wm. Douglas McAdams, Inc.
 Advertiser The Upjohn Co.

144 | *Art Director* Walter Van Bellen
 Artist Richard Erdoes
 Advertiser National Broadcasting Company

145 | *Art Director* Allen F. Hurlburt, Walter Van Bellen
 Artist Walter Van Bellen
 Advertiser National Broadcasting Company



187★

156★

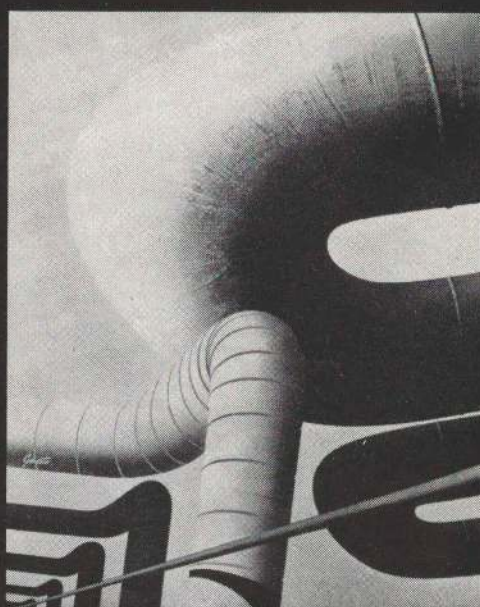
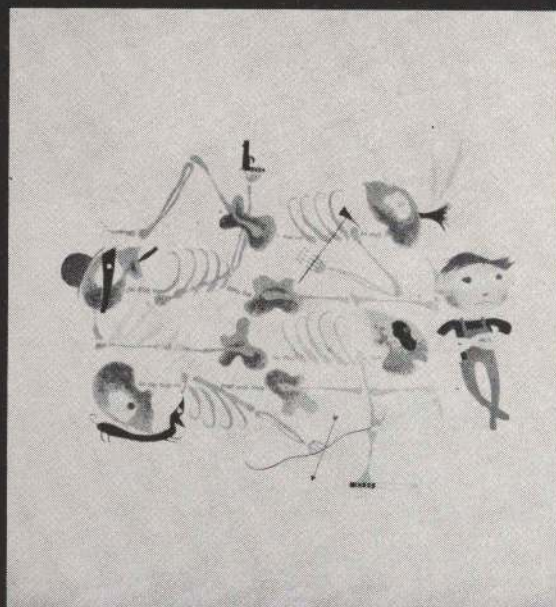


171★

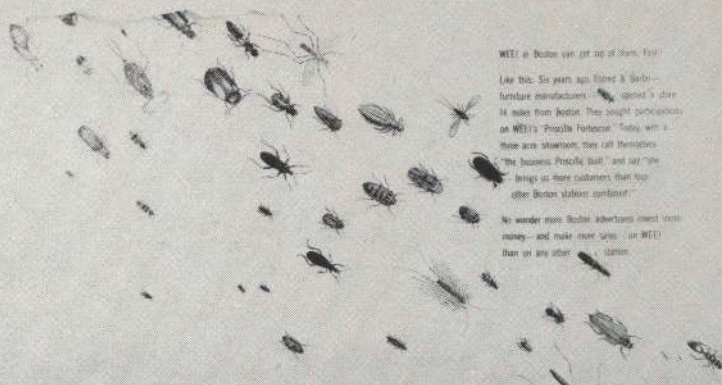
229★



MODERN MADONNA
by Clara Knapik



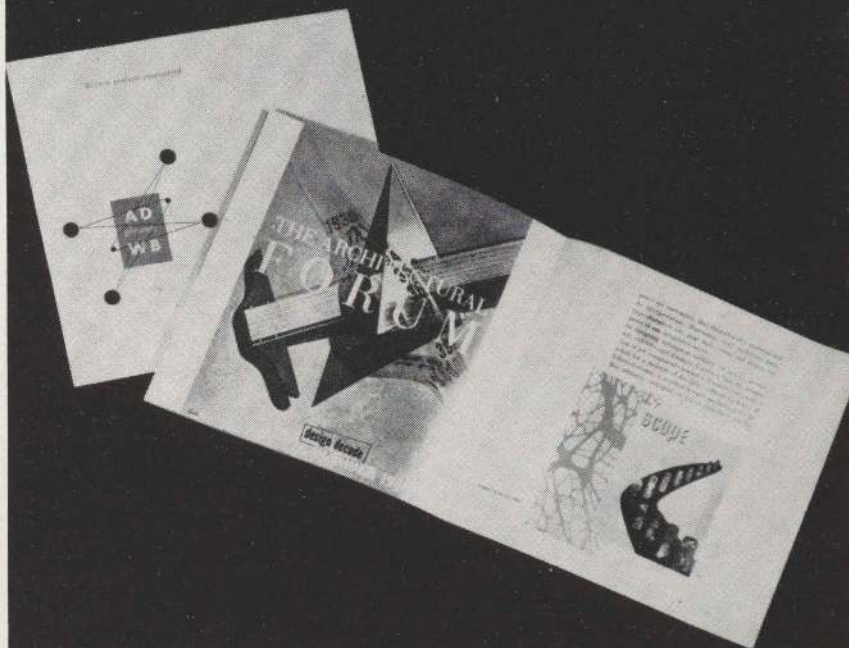
Bugs in your Boston Budget?



WEEI in Boston can get up to them, too!

Like this: Six years ago, Stone & Barber—furniture manufacturers—opened a store 14 miles from Boston. They sought participation on WEEI's "Possible Furniture" Today, with a theme: any showroom, they call themselves "the business Prescilla built," and say "she brings us more customers than four other Boston storefront combined!"

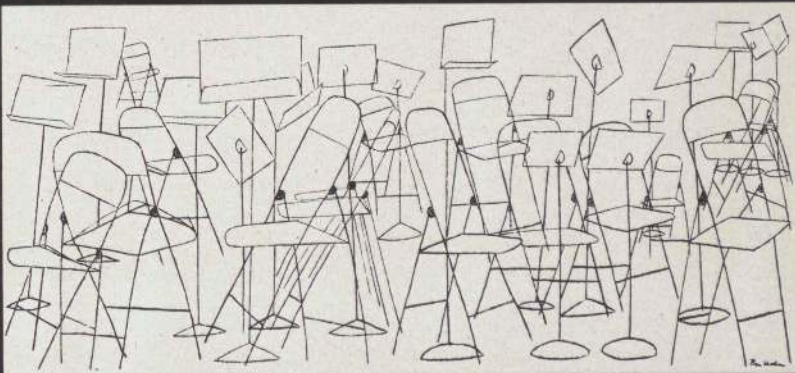
No wonder more Boston advertisers meet more money—and make more sales—on WEEI than on any other station.



**White
Rose
Tea**

a little makes a lot!

hearty!
delicious!



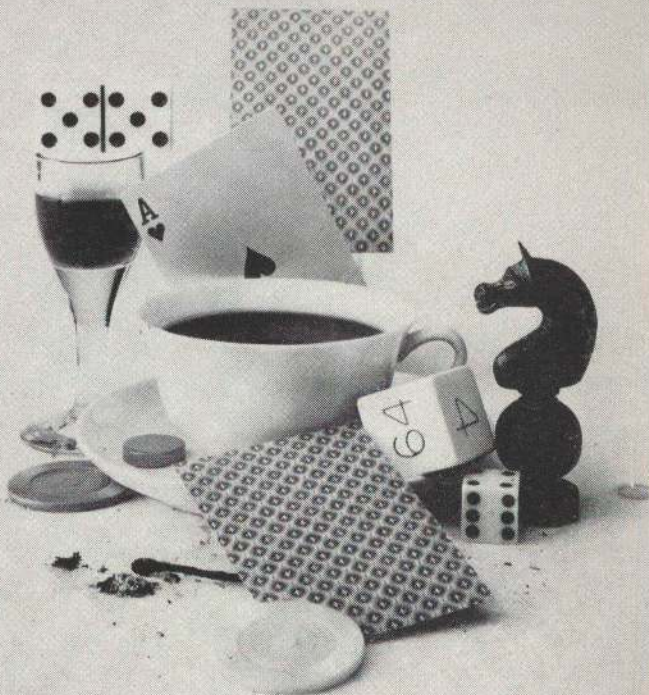
- 146 | *Art Director* Allen F. Hurlburt, Walter Van Bellen
★★ | *Artist* Walter Van Bellen
| *Advertiser* National Broadcasting Company
- 147 | *Art Director* Paul Rand
| *Artist* Paul Rand
| *Agency* Cortez F. Enloe, Inc.
| *Advertiser* Ayerst, McKenna & Harrison, Ltd.
- 148 | *Art Director* Paul Rand
| *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

- 172 | *Art Director* Lester Beall
| *Artist* Lester Beall, John Gibbs
| *Advertiser* Upjohn Company
- 173 | *Art Director* Lester Beall
| *Artist* Lester Beall
| *Advertiser* Upjohn Company
- 174 | *Art Director* Lester Beall
| *Artist* Lester Beall
| *Advertiser* Upjohn Company
- 175 | *Art Director* Don Burns
| *Artist* Charles Tudor
| *Advertiser* Standard Oil Company of New Jersey
| *Publication* The Lamp
- 176 | *Art Director* Dr. David A. Bryce
| *Artist* Herbert Lubalin, Weimer Pursell
| *Agency* Sudler & Hennessey
| *Advertiser* Lederle Laboratories Division
| American Cyanamid Company
- 177 | *Art Director* Will Burtin
| *Artist* Eric Schaal, John Florea,
| Andreas Feininger, Alfred Eisenstadt,
| Ezra Stoller
| *Publisher* Time, Inc.
| *Publication* Fortune
- 178 | *Art Director* Will Burtin
| *Artist* George Giusti, Ezra Stoller
| *Publisher* Time, Inc.
| *Publication* Fortune
- 179 | *Art Director* Will Burtin
| *Artist* Kurt Weihs
| *Publisher* Time, Inc.
| *Publication* Fortune
- 180 | *Art Director* Will Burtin
| *Artist* Rolf Klep, Nelson Morris
| *Publisher* Time, Inc.
| *Publication* Fortune
- 181 | *Art Director* Charles Tudor, Bernard Quint
| ★ *Artist* Arnold Newman
| *Publisher* Time, Inc.
| *Publication* Life
- 182 | *Art Director* Bradbury Thompson, Herbert Roan
| *Artist* Rolf Tietgens & King-Weese
| *Publisher* Street & Smith Publications, Ltd.
| *Publication* Mademoiselle's Living
- 183 | *Art Director* Cipe Pineles
| *Artist* Cipe Pineles
| *Publisher* Triangle Publications, Inc.
| *Publication* Seventeen Magazine

- 184 | *Art Director* Cipe Pineles
| *Artist* Leslie Jacobs
| *Publisher* Triangle Publications, Inc.
| *Publication* Seventeen
- 185 | *Art Director* Alexander Liberman, Priscilla Peck
| ★★ *Artist* Constantin Joffé, Raymond Burnier
| *Publisher* The Condé Nast Publications, Inc.
| *Publication* Vogue
- 186 | *Artist* David Ellinger
| *Art Director* Bradbury Thompson
| *Publisher* Street & Smith Publications
| *Publication* Mademoiselle
- 187 | *Artist* Al Parker
| ★ *Art Director* William Fink
| *Publisher* The Curtis Publishing Company
| *Publication* Ladies' Home Journal
- 188 | *Artist* Ben Shahn
| ★★ *Art Director* Cipe Pineles
| *Publisher* Triangle Publications, Inc.
| *Publication* Seventeen
- 189 | *Artist* Jacob Laurence
| *Art Director* Cipe Pineles
| *Publisher* Triangle Publications, Inc.
| *Publication* Seventeen
- 190 | *Artist* Jim Gellert
| *Art Director* Cipe Pineles
| *Publisher* Triangle Publications, Inc.
| *Publication* Seventeen
- 191 | *Artist* Ben Shahn
| *Art Director* Cipe Pineles
| *Publisher* Triangle Publications, Inc.
| *Publication* Seventeen
- 192 | *Artist* David Stone Martin
| *Art Director* Cipe Pineles
| *Publisher* Triangle Publications, Inc.
| *Publication* Seventeen
- 193 | *Artist* Robert Gwathmey
| *Art Director* Cipe Pineles
| *Publisher* Triangle Publications, Inc.
| *Publication* Seventeen
- 194 | *Artist* Amnon Rubinstein
| *Art Director* Paul Grotz
| *Publisher* Time, Inc.
| *Publication* Architectural Forum
- 195 | *Artist* Amnon Rubinstein
| *Art Director* Paul Grotz
| *Publisher* Time, Inc.
| *Publication* Architectural Forum

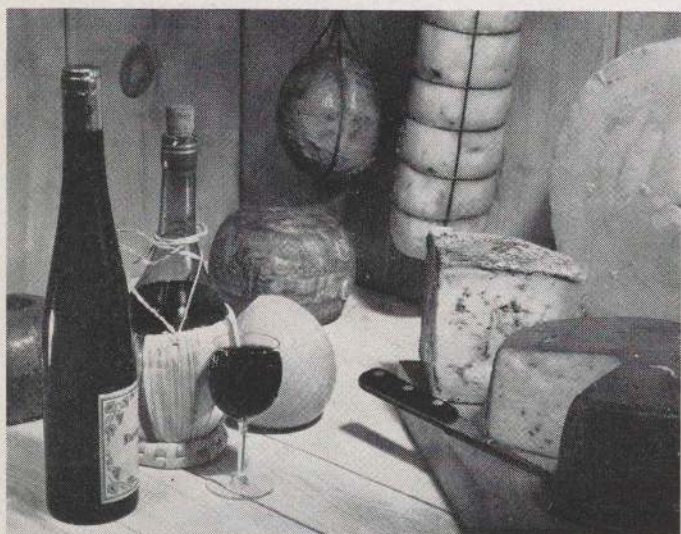


66★

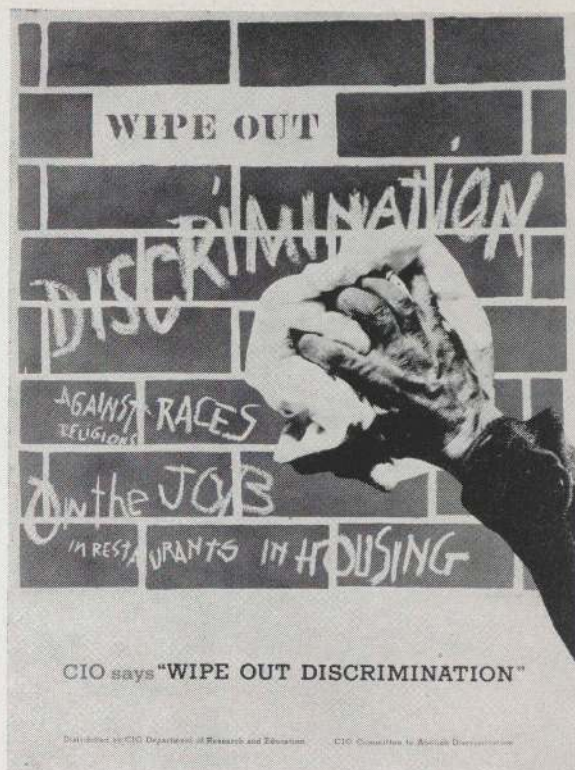


201★

35★



181★



160★

165●



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

- 220 | Artist Saul Steinberg
Art Director Souren Ermoyan
Publisher Hearst Magazines, Inc.
Publication Town and Country
- 221 | Artist Saul Steinberg
Art Director Souren Ermoyan
Publisher Hearst Magazines, Inc.
Publication Town and Country
- 222 | Artist Ewing Krainin
Art Director Souren Ermoyan
Publisher Hearst Magazines, Inc.
Publication Town and Country
- 223 | Artist Peter Piening
Art Director Laurence Lustig
Publisher Hearst Magazines, Inc.
Publication American Druggist
- 224 | Artist Saul Bass
Art Director Saul Bass
Publisher Arts & Architecture Magazine
Publication Arts & Architecture Magazine
- 225 | Artist Herbert Matter
Art Director Alexander Liberman,
Priscilla Peck, Wolfgang Fyler
Publisher The Condé Nast Publications, Inc.
Publication House & Garden
- 226 | Artist Irving Penn
Art Director Alexander Liberman,
Priscilla Peck, Wolfgang Fyler
Publisher The Condé Nast Publications, Inc.
Publication House and Garden
- 227 | Artist Irving Penn
Art Director Alexander Liberman,
Priscilla Peck
Publisher The Condé Nast Publications, Inc.
Publication Vogue
- 228 | Artist Arthur Lidov
Art Director Will Burtin
Publisher Time, Inc.
Publication Fortune
- 229 | Artist George Giusti
★ Art Director Will Burtin
Publisher Time, Inc.
Publication Fortune
- 230 | Artist Arthur Lidov
Art Director Will Burtin
Publisher Time, Inc.
Publication Fortune

- 231 | Artist Herbert Matter
Art Director Will Burtin
Publisher Time, Inc.
Publication Fortune
- 232 | Artist Herbert Matter
Art Director Will Burtin
Publisher Time, Inc.
Publication Fortune
- 233 | Artist Barrett Gallagher
Art Director Will Burtin
Publisher Time, Inc.
Publication Fortune
- 234 | Artist Arthur Lidov
Art Director Will Burtin
Publisher Time, Inc.
Publication Fortune
- 235 | Artist Gene Federico
Art Director Paul Grotz
Publisher Time, Inc.
Publication The Architectural Forum
- 236 | Artist Ernst Beadle
Art Director Alexey Brodovitch
Publisher Hearst Magazines, Inc.
Publication Harper's Bazaar
- 237 | Artist William G. Meek
Art Director Bernard Rudofsky
Publisher Whitney Publications
Publication Interiors
- 238 | Artist Ernest Costa
Art Director Bernard Rudofsky
Publisher Whitney Publications, Inc.
Publication Interiors
- 239 | Artist Jim Hansen
Art Director Verne Noll
Publisher Cowles Magazines, Inc.
Publication Look
- 240 | Artist Lawrence Beall Smith
Art Director Edward F. O'Connell
Agency United Newspapers Magazine, Inc.
Advertiser This Week
- 241 | Artist Ben Rose
Art Director Souren Ermoyan
Publisher Hearst Magazines, Inc.
Publication Town & Country
- 242 | Artist Ginnie Hofmann, John A. Wedda
Art Director John A. Wedda
Publisher United Nations World
Publication United Nations World

Catalog—fifty cents

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The Museum of Modern Art



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A Guide

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

The Art Directors Club—115 E. 40 St., New York 16