



ELEVENTH ANNUAL OF ADVERTISING ART





HOWARD TRAFTON, Cover Design - North German Lloyd - Smith, Sturgis & Moore - MEDAL
Printed by Printype, Inc., New York

ELEVENTH ANNUAL OF ADVERTISING ART

*REPRODUCTIONS OF THE EXHIBITS DISPLAYED
AT THE ELEVENTH EXHIBITION OF THE ART
DIRECTORS CLUB, NEW YORK, IN THE SPRING
OF NINETEEN HUNDRED AND THIRTY-TWO*

*The Annual is published for the Art Directors Club by
The Book Service Company, 15 East Fortieth Street, New York*

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PHOENIX ILLUSTRATIONSDRUCK UND VERLAG, BERLIN SW 61
SOLE AGENTS FOR EUROPEAN CONTINENT

F O R E W O R D

Here are gathered some two hundred examples of Advertising Art produced during the past unlamented business year. In judging the entries submitted the jury was concerned primarily with the quality of craftsmanship displayed. This apparently is a point that needs belaboring a trifle.

So let it be conceded here and now, this exhibition makes no pretense of presenting the art work of the past year's advertisements which sold the most goods. (It would be a brave, and naive, jury that would essay that!)

Obviously, not pictures, but selling ideas, determine the sales results of advertisements. And the most skilfully executed pictures can no more suffice to transform ill conceived copy themes into sales successes than can bad art work prevent the success of a

ten-strike copy theme—however much pictures may assist or impede in either case. By a large, Art Directors and Artists have relatively little hand in the conception of copy themes anyway. So, uncourageous as it may be, this year's jury has followed the modest precedent of previous juries in judging not advertising but art work.

Advertising art has as its sole purpose the hawking of the multifarious products and wares of our Republic—a fact which establishes boundaries clearly distinct and different from those of the fine arts, but this fact need not, and does not, prevent really talented artists from plying this interesting craft.

That many artists of solid talent do give their time and energies to advertising work is amply demonstrated by this annual exhibition. Indeed, many of the drawings and photographs shown here are invested with a degree of imagination, gaiety, and invention that may well be envied by many of the "art artists" who devote themselves exclusively to easel canvases.

The present-day crop of advertising illustrators are a more literate and sophisticated lot than their predecessors. Many of them show

a technical awareness of all that has transpired in the studios of Paris and Aix and Arles since the inspired insurgents of the eighties and nineties first propounded the premise that an artist's job is "not to copy things—but to MAKE something."

The preoccupation of the painter, with the recreation in his plastic short hand of the beauty, tragedy and poetry of the visible world, is not the job of these men and women. Their gifts are dedicated to speeding the lagging distribution of Detroit's motors and Pittsburgh's beans—and who shall say that this is not an essential activity in the world we live in at the moment? And, quite inadvertently, they do succeed in making our magazine much more diverting.

Most of the illustrators represented in this show would probably denounce as "pure spinach" the solemn cant propagated by certain individuals to the effect that advertising art is as high and consequential an art as any. They need no such alibi. They are doing a useful job and doing it astonishingly well.

Their handiwork, with all its craftsmanship and virtuosity is as ephemeral as the current month's magazines. In these exhibitions

the obliterating hand of time is stayed for a moment. And this Annual gives us a permanent record of these often beautiful and sometimes gay, tokens of commerce.

It's a droll thought, but isn't it barely possible that the historians of say, the Twenty-second Century, might find one of these Annuals as helpful, at least, as a gallery of Carnegie Canvases in determining the state of human affairs in North America in 1932?

THOMAS ERWIN

ELEVENTH EXHIBITION AWARDS

MEDAL OF AWARDS DESIGNED BY PAUL MANSHIP



PHOTOGRAPH BY ELLIS - THAYER

1. COLOR PAINTINGS AND DRAWINGS OF FIGURES

CARL ERICKSON. Medal for painting made for Phoenix Hosiery Company through J. Walter Thompson Company. Page 21.

LESLIE SAALBURG. Honorable Mention for painting made for French Line through N. W. Ayer & Son. Page 69.

MAY MULVANY. Honorable Mention for painting made for International Printing Ink Corporation through The Blackman Company. Page 5.

PIERRE BRISSAUD. Honorable Mention for painting made for Procter & Gamble Co. through The Blackman Company. Page 72.

2. COLOR PAINTINGS AND DRAWINGS, MISCELLANEOUS

BUK ULREICH. Medal for painting made for International Printing Ink Corporation through The Blackman Company. Page 4.

PIERRE BRISSAUD. Honorable Mention for painting made for Armstrong Cork Company through Batten, Barton, Durstine & Osborn, Inc. Page 47.

V. BOBRI. Honorable Mention for painting made for Cannon Mills through N. W. Ayer & Son. Page 41.

LESLIE SAALBURG. Honorable Mention for painting made for Ford Motor Co. through N. W. Ayer & Son. Page 67.

3. BLACK-AND-WHITE ILLUSTRATIONS FOR HALFTONE REPRODUCTION

B. KIMBERLY PRINS. Medal for illustration made for General American Tank Car Corp. through Fitzgerald Advertising Agency. Page 25.

GALBRAITH. Honorable Mention for illustration made for Cluett, Peabody & Co. through Young & Rubicam, Inc. Page 23.

CHARLES GARNER. Honorable Mention for illustration made for Literary Digest through N. W. Ayer & Son. Page 52.

ROBERT FAWCETT. Honorable Mention for illustration made for Young & Rubicam, Inc. Page 93.

4. BLACK-AND-WHITE ILLUSTRATIONS FOR LINE REPRODUCTION

PAUL FROELICH. Medal for illustration made for Collins & Aikman Corp. through N. W. Ayer & Son. Pages 58 and 59.

ERVINE METZL. Honorable Mention for illustration made for Cluett, Peabody & Company through Batten, Barton, Durstine & Osborn, Inc. Page 64.

JOHN ATHERTON. Honorable Mention for illustration made for French Line through Batten, Barton, Durstine & Osborn, Inc. Page 77.

MARIAN WILDMAN POWELL. Honorable Mention for illustration made for Julius Kayser & Co. through Young & Rubicam, Inc. Page 54.

5. POSTERS, CAR CARDS, MAGAZINE COVERS AND BOOK JACKETS

ALEXEY BRODOVITCH. Medal for poster

made for The Pennsylvania Museum of Art. Page 79.

FRED LUDEKINS. Barron Collier Medal for poster made for American Legion through Campbell-Ewald Co. Page 48.

LUCIEN BERNHARDT. Honorable Mention for poster made for Atlantic Refining Co. through Outdoor Advertising Co. Page 49.

V. BOBRI. Honorable Mention for jacket made for E. P. Dutton & Co. Insert opposite page 40.

6. DECORATIVE DESIGN

HOWARD TRAFTON. Medal for design made for North German Lloyd through Smith, Sturgis & Moore, Inc. End Sheets.

ERVINE METZL. Honorable Mention for design made for Bigelow-Sanford Carpet Co. through Newell-Emmett Company. Page 43.

V. BOBRI. Honorable Mention for design made for Thos. Cook & Son through L. D. Wertheimer Co. Page 75.

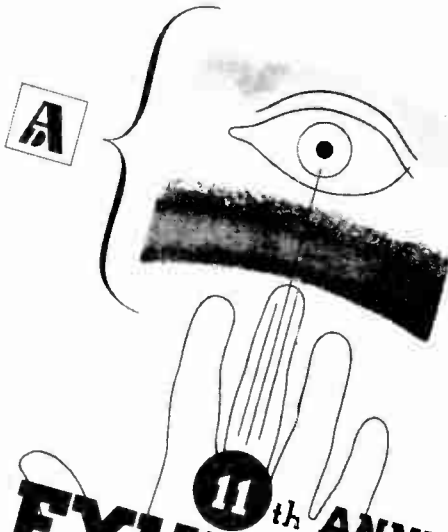
ALEXEY BRODOVITCH. Honorable Mention for design made for International Printing Ink Corp. through The Blackman Company. Page 63.

7. PHOTOGRAPHS

PAUL OUTERBRIDGE, JR. Medal for photograph made for McCann-Erickson, Inc. Page 35.

JOHN SCOTT. Honorable Mention for photograph made for Johns-Manville through J. Walter Thompson Company. Page 37.

EDWARD J. STEICHEN. Honorable Mention for photograph made for The Ponds Extract Co. through J. Walter Thompson Company. Page 34.



**11th ANNUAL
EXHIBITION**

ART CENTER · 65 EAST 56th ST.
FROM APRIL 23rd TO MAY 14th

SHOWN BY THE ART DIRECTORS CLUB

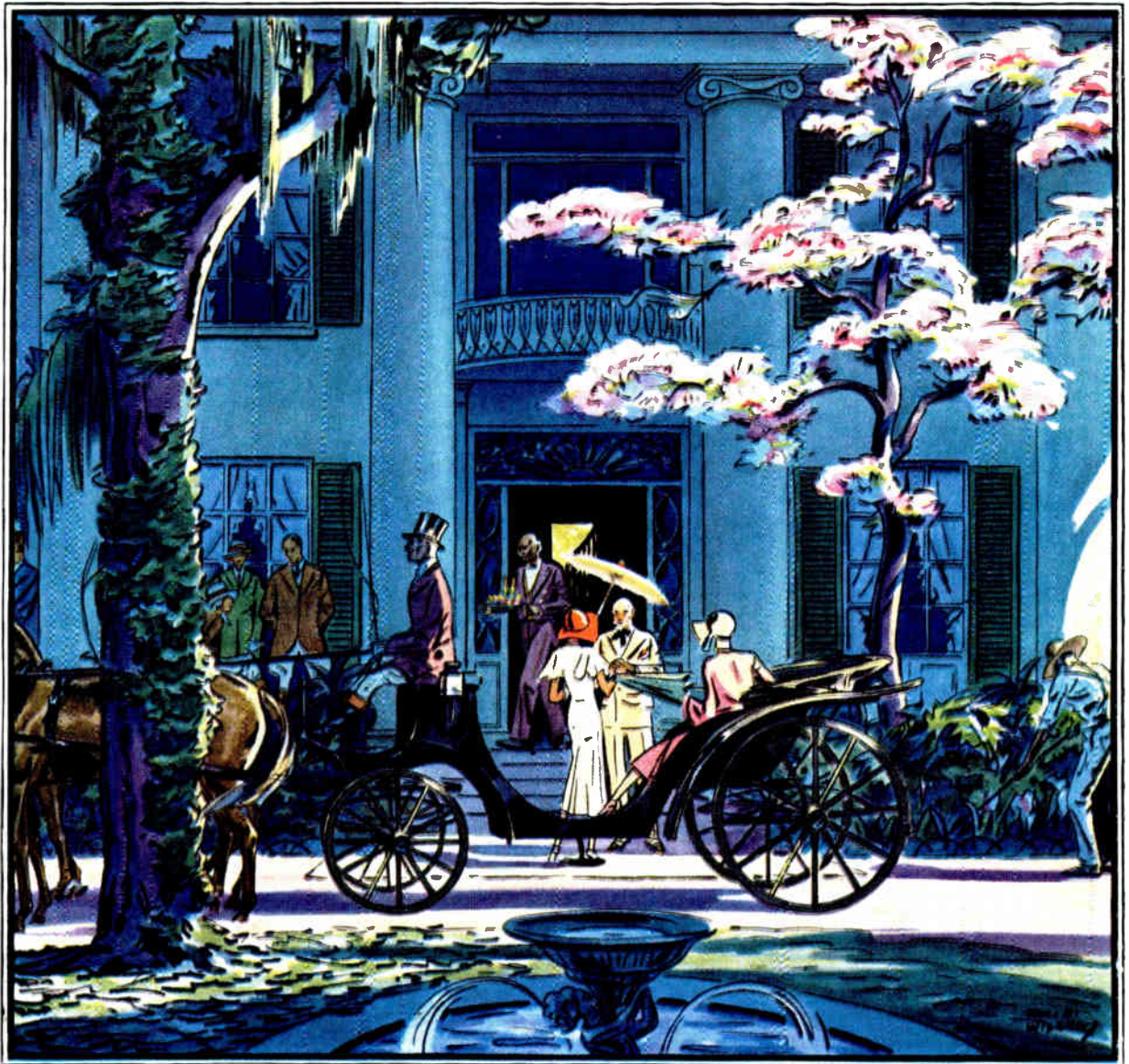
...ADVERTISING ART

TRAFON ●



1

PLUMER, INC. (V. SARRA)—Johnson's Wax S. C. Johnson & Son, Inc. Needham, Louis & Brorby, Inc. (Color Photography)



EDWARD WILSON – Ginger Ale
Canada Dry Ginger Ale, Inc.
N. W. Ayer & Son

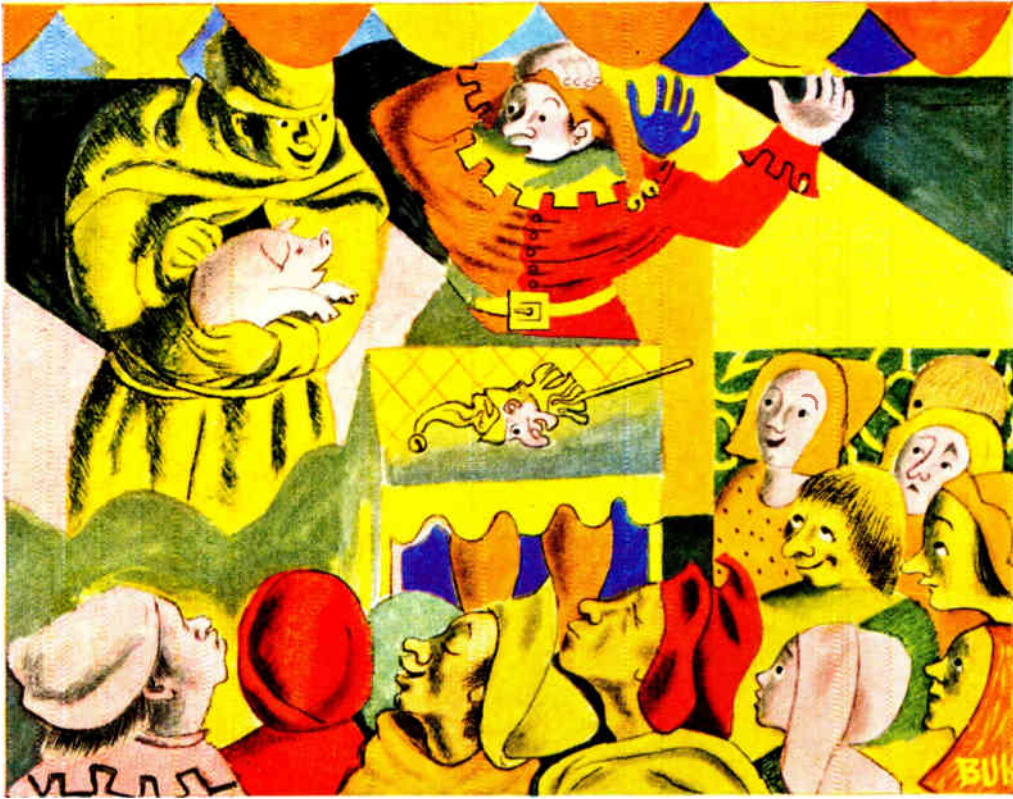


EVERETT HENRY – Insulating Cane Board
The Celotex Company
Batten, Barton, Durstine & Osborn, Inc.

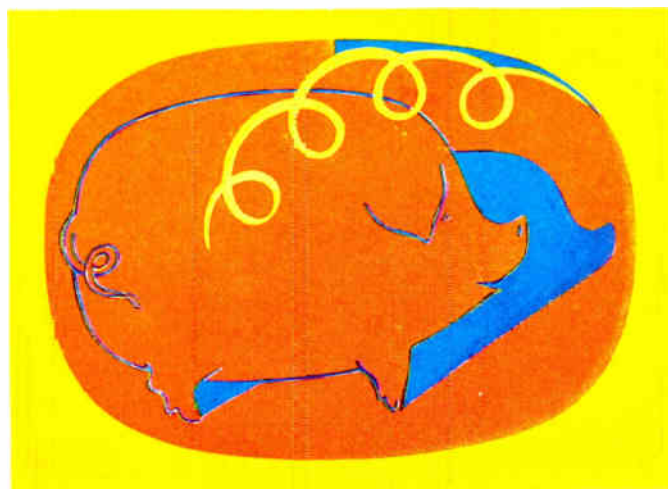


ipi

V. BOBRI - Ink
International Printing Ink Corporation
The Blackman Company



BUK ULREICH – Inks
International Printing Ink Corporation
The Blackman Company
Medal



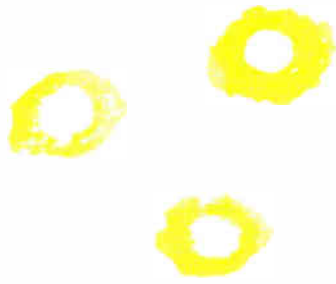
BUK ULREICH – Inks
International Printing Ink Corporation
The Blackman Company



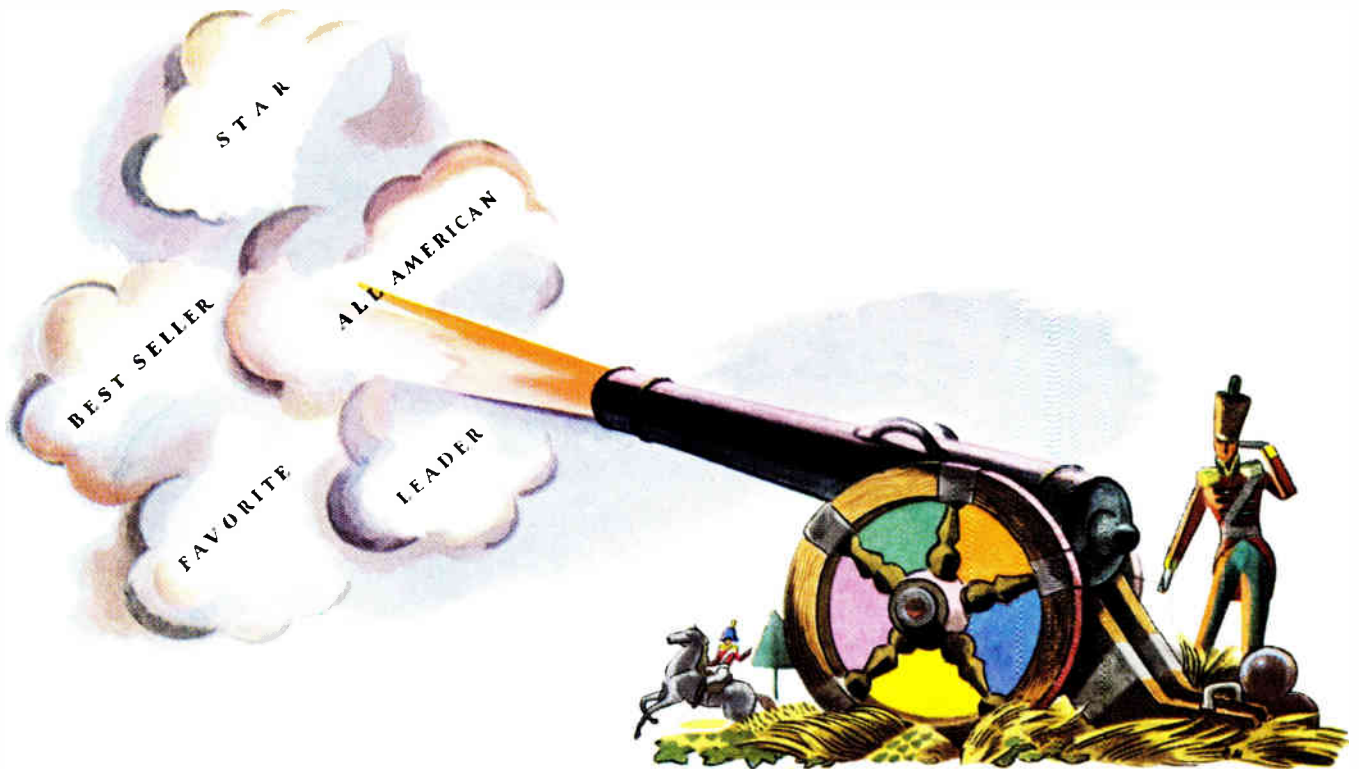
Honorable Mention



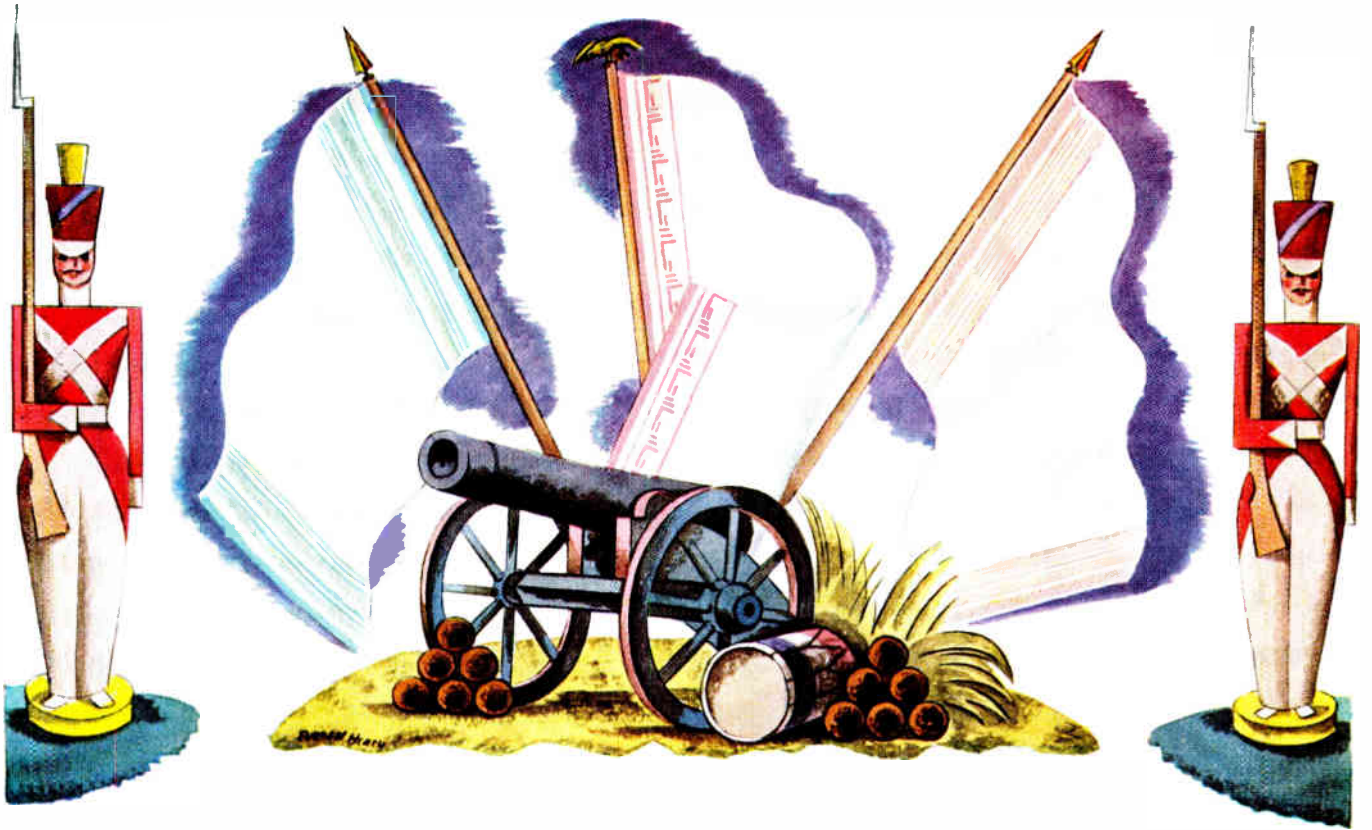
MAY MULVANY – Inks International Printing Ink Corporation The Blackman Company



EVERETT HENRY - Towels
Cannon Mills, Inc.
N. W. Ayer & Son



EVERETT HENRY - Towels Cannon Mills, Inc. N. W. Ayer & Son

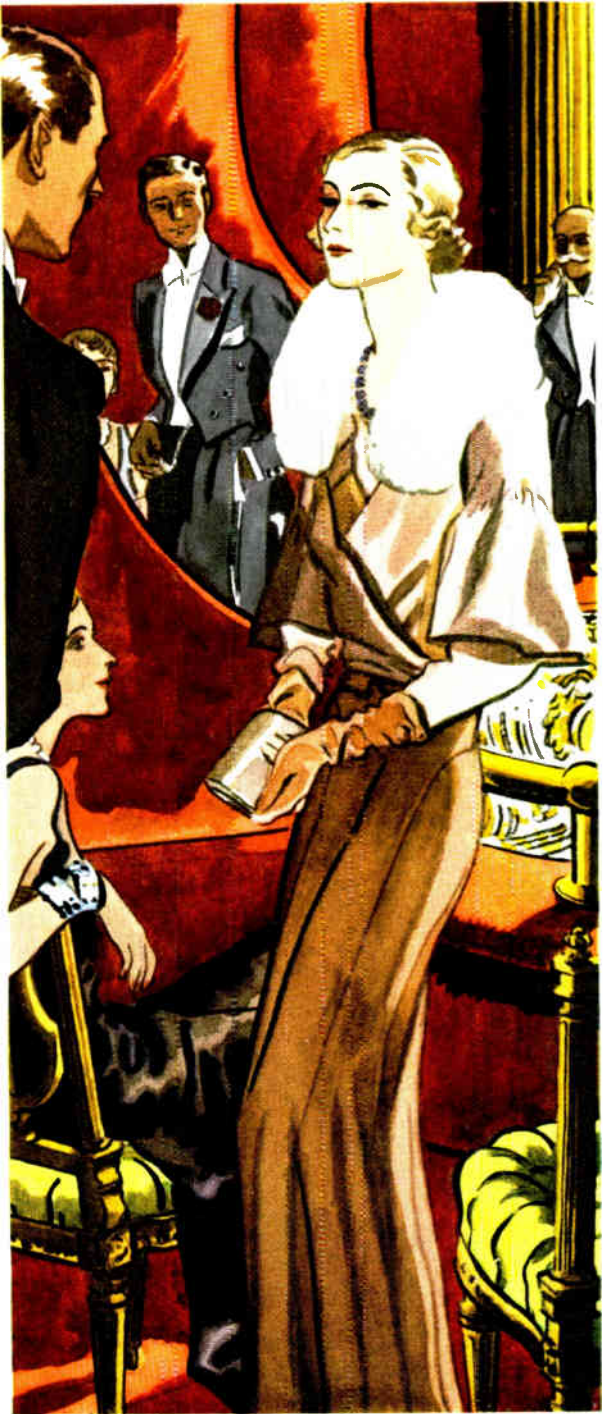


EVERETT HENRY - Towels Cannon Mills, Inc. N. W. Ayer & Son



EVERETT HENRY - Towels Cannon Mills, Inc. N. W. Ayer & Son

FLOYD DAVIS—Camay Soap
Procter & Gamble Company
Pedlar & Ryan, Inc.



LESLIE SAALBURG—Camay Soap
Procter & Gamble Company
Pedlar & Ryan, Inc.



F. L. AMBERGER—Men's Hosiery
Holeproof Hosiery Co.
Printed by M. B. Brown Printing & Binding Co.

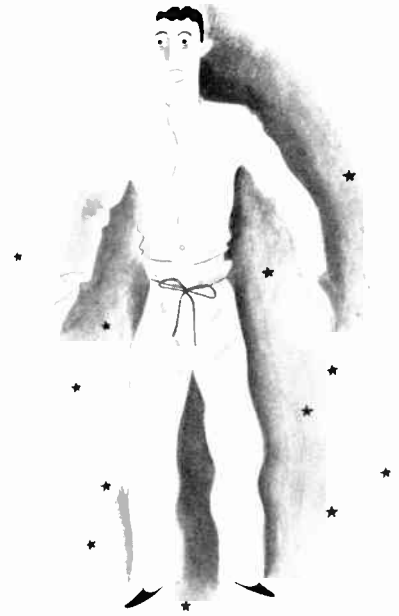


GUY ARNOUX – Travel (Color) French Line Batten, Barton, Durstine & Osborn, Inc.



GUY ARNOUX – Lord Pepperell's Shirts (Color)
Pepperell Manufacturing Co.
Batten, Barton, Durstine & Osborn, Inc.

JOHN ATHERTON—Nobelt Pajamas
Faultless Manufacturing Co.
N. W. Ayer & Son

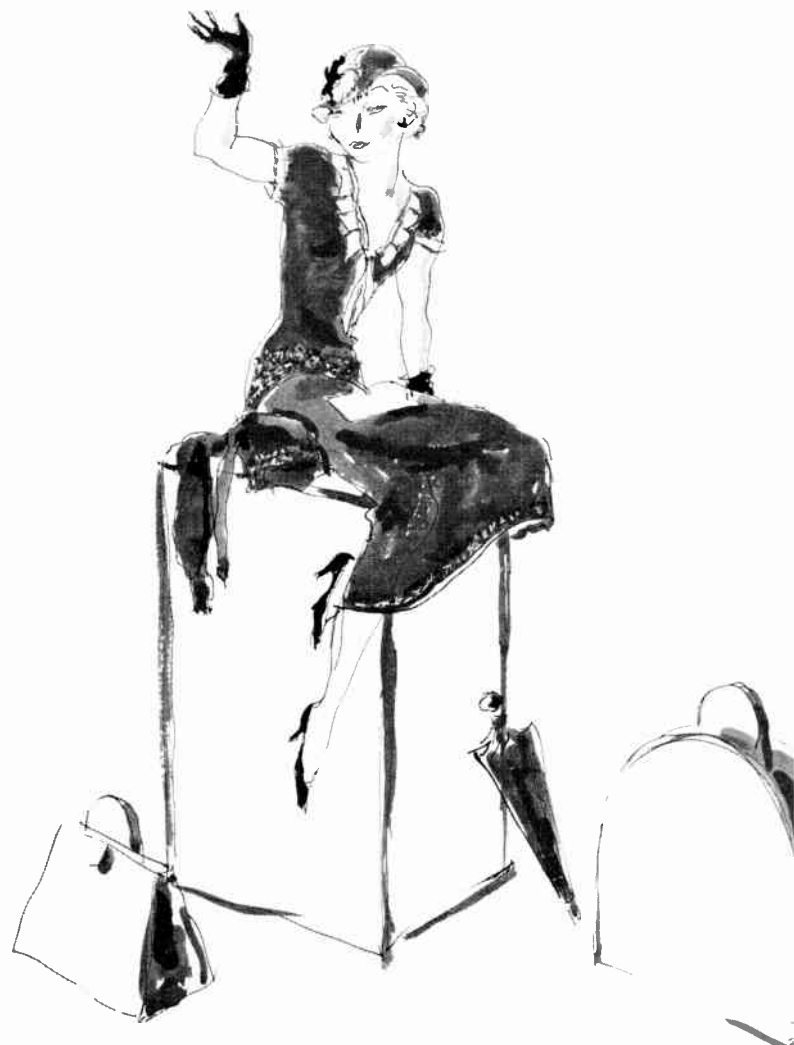


JOHN ATHERTON—Walk-Over Shoes
Geo. E. Keith Company
Ferry-Hanly Advertising Co.



MELISSE—Fashion
Lord & Taylor

JOHN ATHERTON – Nobelt Pajamas
Faultless Manufacturing Co.
N. W. Ayer & Son



HELEN JAMESON HALL – Sport Clothes
Peck & Peck
Pedlar & Ryan, Inc.



MELISSE – Fashion
Lord & Taylor



SIGRID GRAFSTROM—Du Barry Beauty Preparations
Richard Hudnut
Calkins & Holden



SIGRID GRAFSTROM—Du Barry Beauty Preparations
Richard Hudnut
Calkins & Holden



LESLIE SAALBURG—Ipana Tooth Paste Bristol-Myers Co. Pedlar & Ryan, Inc.

GLADYS ROCKMORE DAVIS—Peacock Shoes
Boyd-Welsh Shoe Company
Hazard Advertising Corporation



HARRIET MESEROLE—Dobbs Hats
Crofut & Knapp
Calkins & Holden

DOROTHY SEYMOUR – The Accessory Shop
Macy's

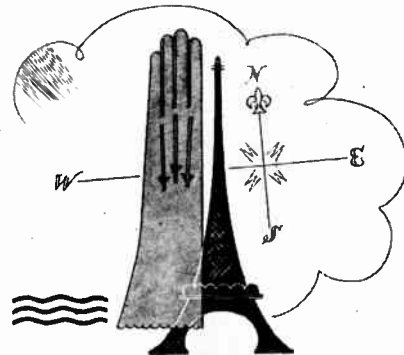


MARGARET SOMMERFELD – Women's Apparel
Abraham & Straus, Inc.

ROBERT FAWCETT – Automobiles (Silver and black)
 Cadillac Motor Car Co.
 Campbell-Ewald Co.



RAYMOND BRET-KOCH – Christmas Gifts
 Bonwit Teller



CHARLENE DARROW – Gloves
 Van Raalte Co.
 N. W. Ayer & Son



G. BOLIN -- Dobbs Hats
Crofut & Knapp
Calkin. & Holden



GEORGE RUPPRECHT -- National Safety Paper
Geo. La Monte & Sons
Calkins & Holden



SIGRID GRAFSTROM—Furs
C. G. Gunther's Sons
Kenyon & Eckhardt, Inc.



ROBERT FAWCETT—Automobiles
Cadillac Motor Car Co.
Cambell-Ewald Co.



THELMA MORTIMER – Sable Coats (Color)
B. Altman & Co.
Bartlett-Aldus Press



SIGRID GRAFSTROM – Furs
C. G. Gunther's Sons
Kenyon & Eckhardt, Inc.



LESLIE SAALBURG — Camay Soap (Color)
The Procter & Gamble Company
Pedlar & Ryan, Inc.



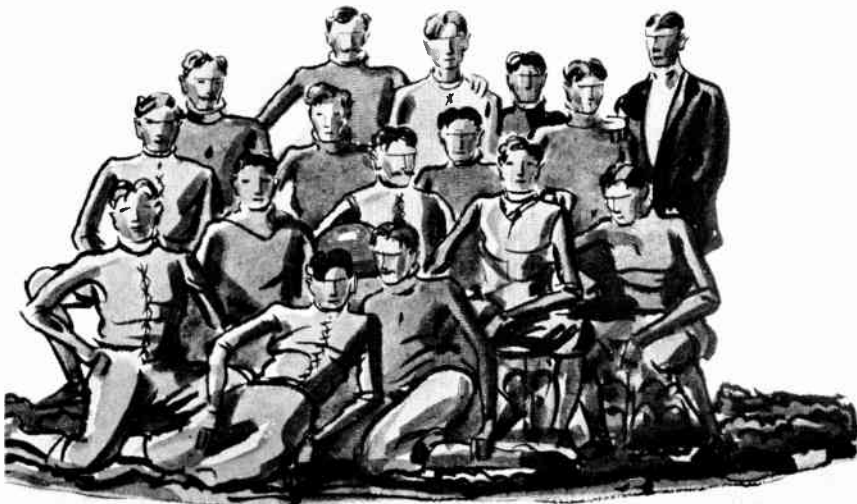
FLOYD DAVIS — Camay Soap (Color)
The Procter & Gamble Company
Pedlar & Ryan, Inc.



CARL ERICKSON – Hosiery (Color)
Phoenix Hosiery Company
J. Walter Thompson Company
Medal



GALBRAITH—Arrow Shirts
Cluett Peabody & Co.
Young & Rubicam, Inc.



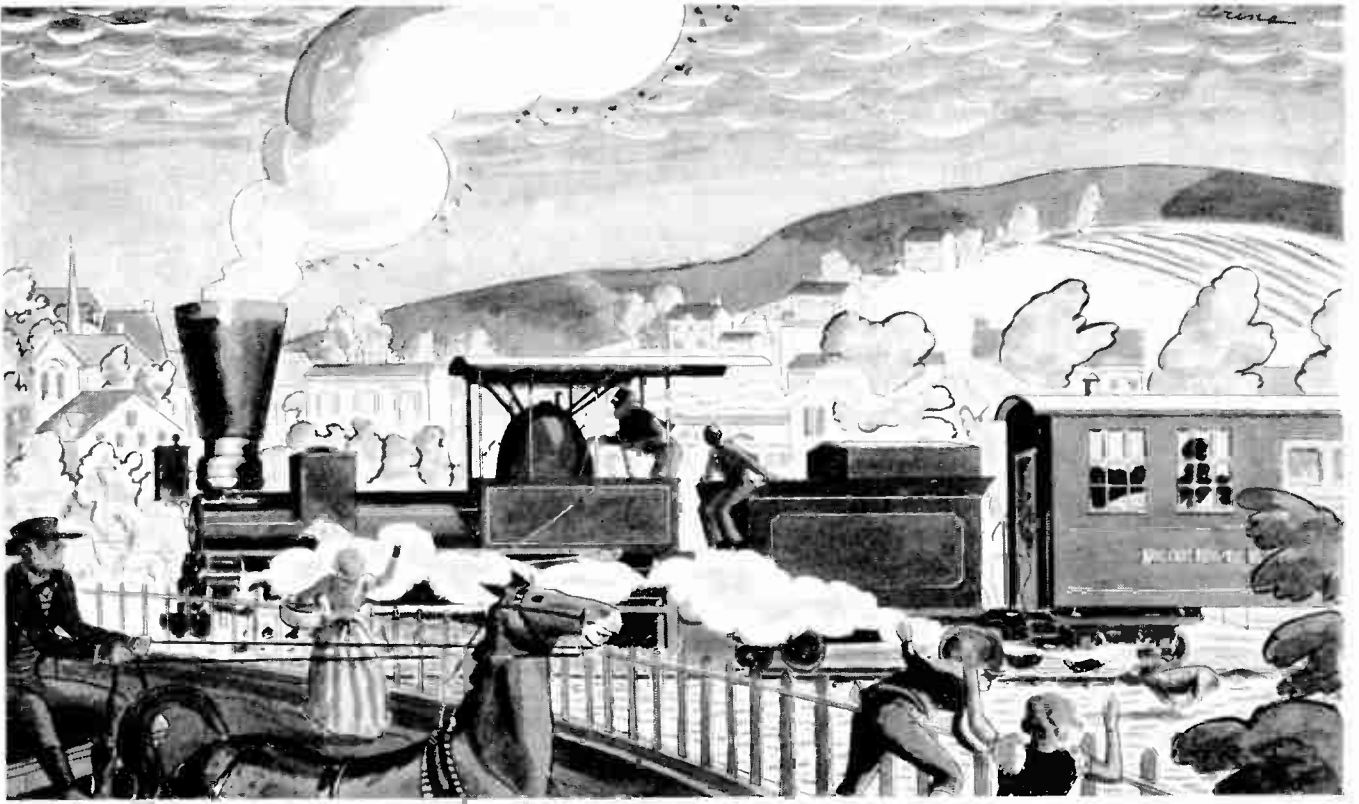
EDWARD WILSON—Ginger Ale (Color)
Canada Dry Ginger Ale, Inc.
N. W. Ayer & Son



GALBRAITH—Arrow Shirts
 Cluett Peabody & Co.
 Young & Rubicam, Inc.
 Honorable Mention



GALBRAITH—Arrow Shirts
 Cluett Peabody & Co.
 Young & Rubicam, Inc.

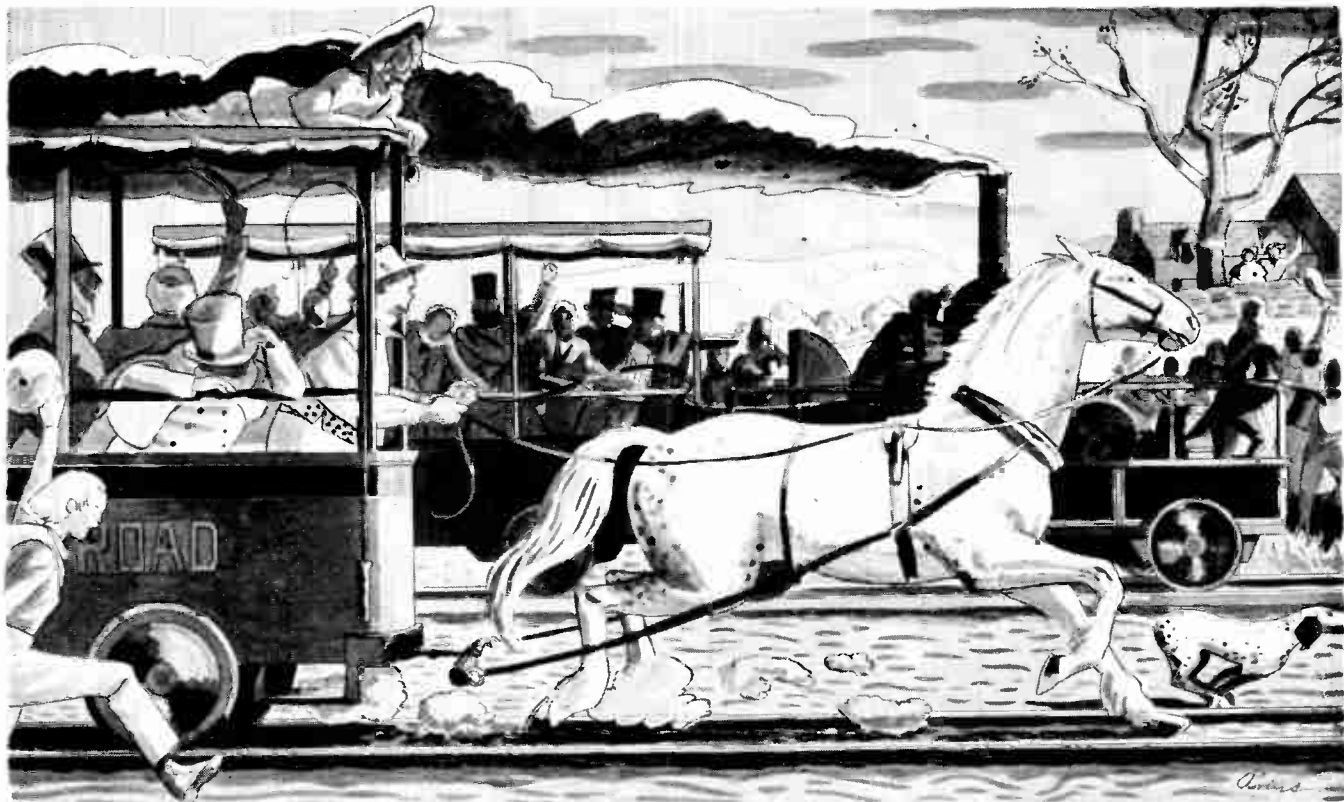


B. KIMBERLY PRINS — Railroad Freight Cars
General American Tank Car Corporation
Fitzgerald Advertising Agency



B. KIMBERLY PRINS — Railroad Freight Cars
General American Tank Car Corporation
Fitzgerald Advertising Agency





B. KIMBERLY PRINS—Railroad Freight Cars
 General American Tank Corporation
 Fitzgerald Advertising Agency
 Medal



B. KIMBERLY PRINS—Railroad Freight Cars
 General American Tank Corporation
 Fitzgerald Advertising Agency

ROBERT RIGGS—Automobiles Ford Motor Car N. W. Ayer & Son

World Radio History





UNDERWOOD & UNDERWOODS—Young & Rubicam Advertising (Photo) Young & Rubicam, Inc.



ANTON BRUEHL—Magazine Cover (Photo)
Advertising Arts



BRADLEY STUDIOS—Stehli Silks (Photo)
Stehli Silks Corporation
Riegel & Leffingwell Inc.



EDWARD J. STEICHEN—Ladies Home Journal (Photo)
Curtis Publishing Co.
J. Walter Thompson Company



GRANCEL FITZ—Winx (Photo)
Ross Company
Homman, Tarcher & Sheldon



GRANCEL FITZ—Paramount Pictures (Photo)
Paramount-Publix Corporation
Hanff-Metzger, Inc.



GRANCEL FITZ—Lux Flakes (Photo)
Lever Bros.
J. Walter Thompson Company

EDWARD J. STEICHEN—Lotion (Photo) The Andrew Jergens Co. J. Walter Thompson Company





EDWARD J. STEICHEN – Lotion (Photo) The Andrew Jergens Co. J. Walter Thompson Company



ROBERT S. MACK – Lux Flakes (Photo)
Lever Bros.
J. Walter Thompson Company



EDWARD J. STEICHEN—Lotion (Photo)
The Andrew Jergens Co.
J. Walter Thompson Company



EDWARD J. STEICHEN—Scott Tissue (Photo)
Scott Paper Co.
J. Walter Thompson Company



EDWARD J. STEICHEN – Hexylresorcinol Solution (Photo)
 Sharpe & Dohme
 J. Walter Thompson Company



ELWOOD WHITNEY – Cleansing Cream (Photo)
 Kathleen Mary Quinlan
 J. Walter Thompson Company



EUGENE HUTCHINSON – Velo-Derma (Photo)
 Velo-Derma Company
 Erwin, Wasey & Co.



EDWARD J. STEICHEN –Pond's Products (Photo) The Pond's Extract Co. J. Walter Thompson Company
Honorable Mention



PAUL OUTERBRIDGE, Jr. — McCann-Erickson, Inc.
 McCann-Erickson, Inc.
 Medal



SARA PARSONS — Glassware (Photo)
 Gilman Collamore, Inc.
 Riegel & Leffingwell, Inc.



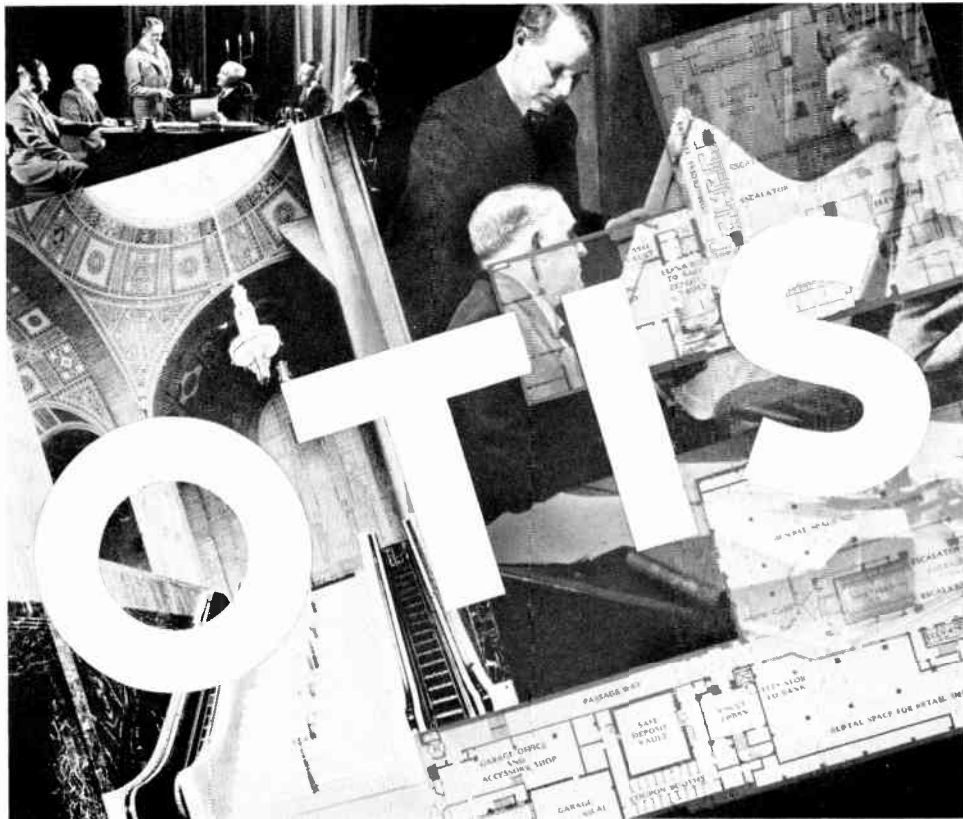
HENRY WAXMAN — Perfumes (Photo)
 Guerlain Perfume Corp.
 Bartlett-Aldus Press



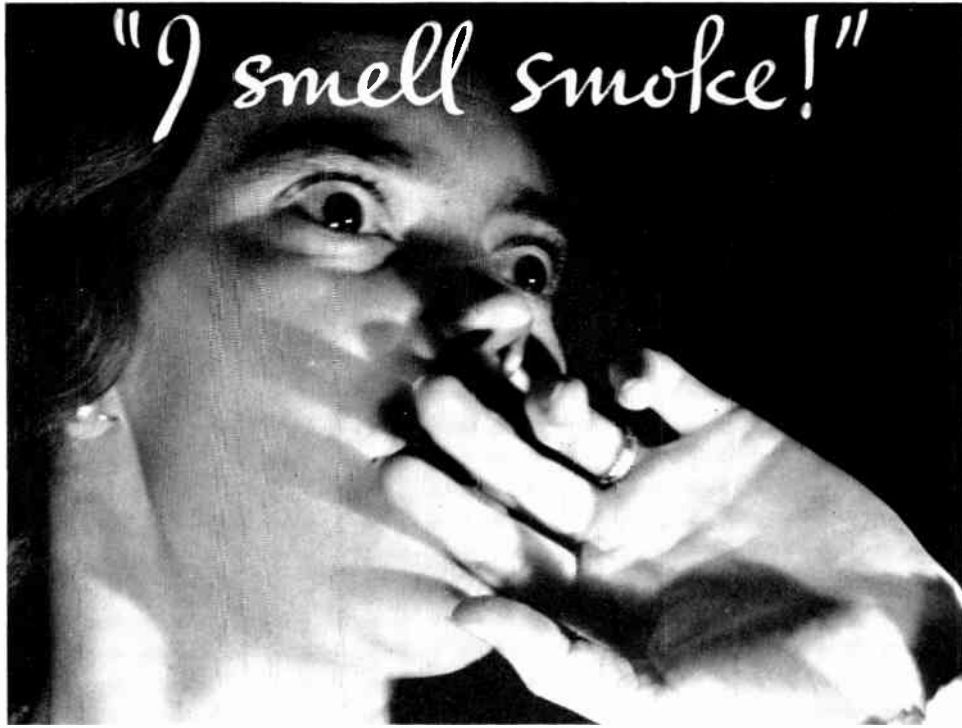
ANTON BRUEHL —Pianos (Photo)
Steinway & Sons
N. W. Ayer & Son



PAUL HESSE & GUSTAV PERNOD—Camel Cigarettes
(Photo)
R. J. Reynolds Tobacco Co.
Erwin, Wasey & Company



W. H. HOEDT STUDIOS—Elevators (Photo)
Otis Elevator Co.
N. W. Ayer & Son



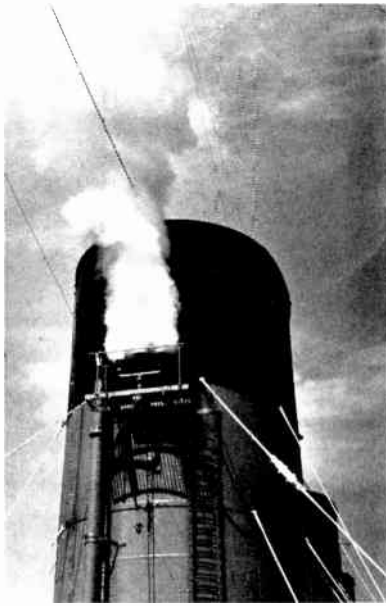
JOHN SCOTT —Roofs (Photo)
Johns-Manville
J. Walter Thompson Company
Honorable Mention



ANTON BRUEHL —N. Y. Evening Post (Photo)
Curtis Publishing Co.
Erwin, Wasey & Co.



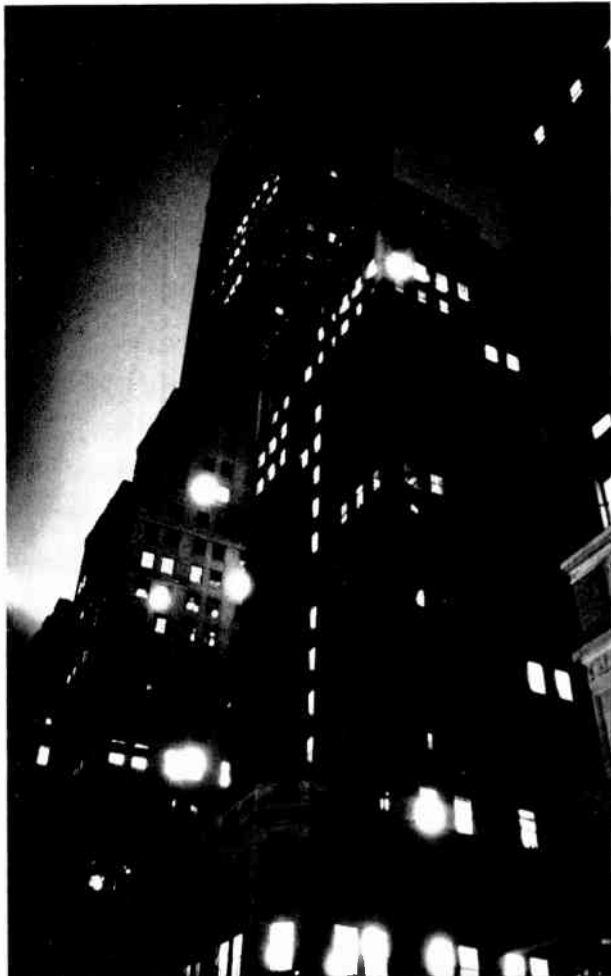
GRANCEL FITZ —Lux Flakes (Photo)
Lever Bros.
J. Walter Thompson Company



MARGARET BOURKE-WHITE – Travel (Photo)
French Line
Batten, Barton, Durstine & Osborn, Inc.



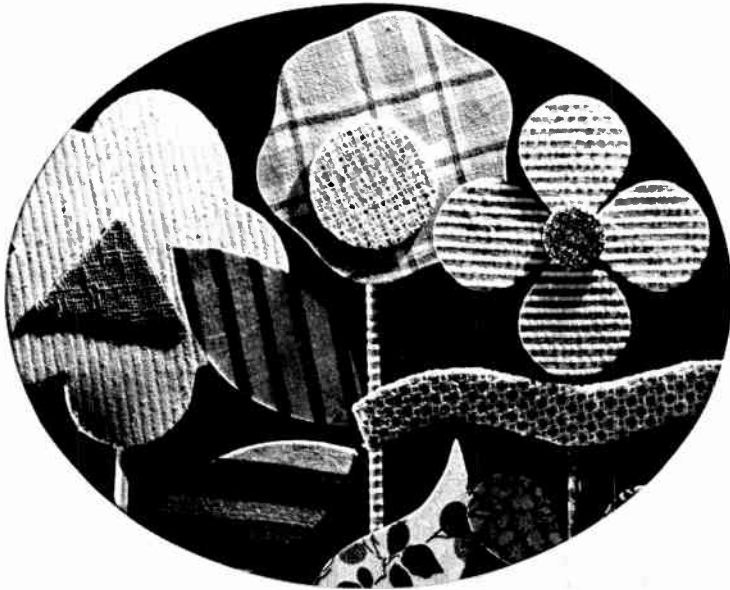
WM. RITTASE – Autogiro (Photo)
Pitcairn Aircraft, Inc.
The Simpser Company



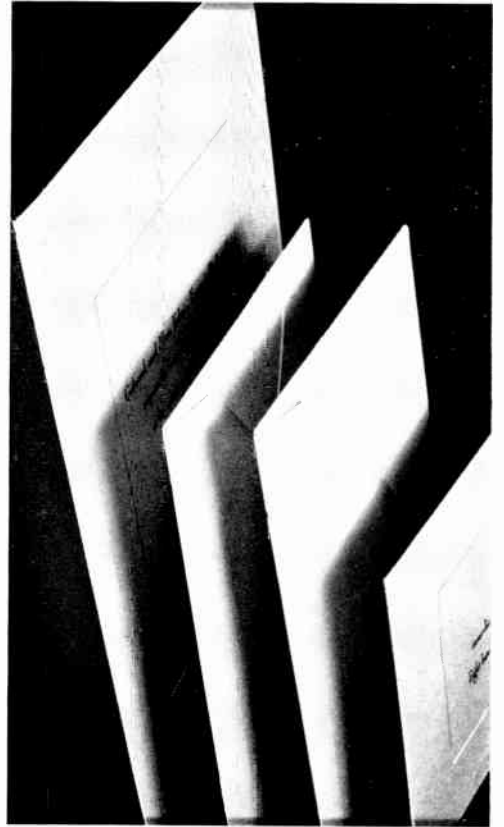
ANTON BRUEHL – Printing Papers (Photo)
Linweave Association
Lewis and Magee, Inc.



DRIX DURYEA – Style Consultant Service (Photo)
Mrs. George Draper
Bartlett-Aldus Press



ROBERT S. MACK—Lux Flakes (Photo)
Lever Bros.
J. Walter Thompson Company



KURT MEISSNER—Wedding Papers (Photo)
Strathmore Paper Co.
Federal Advertising Agency

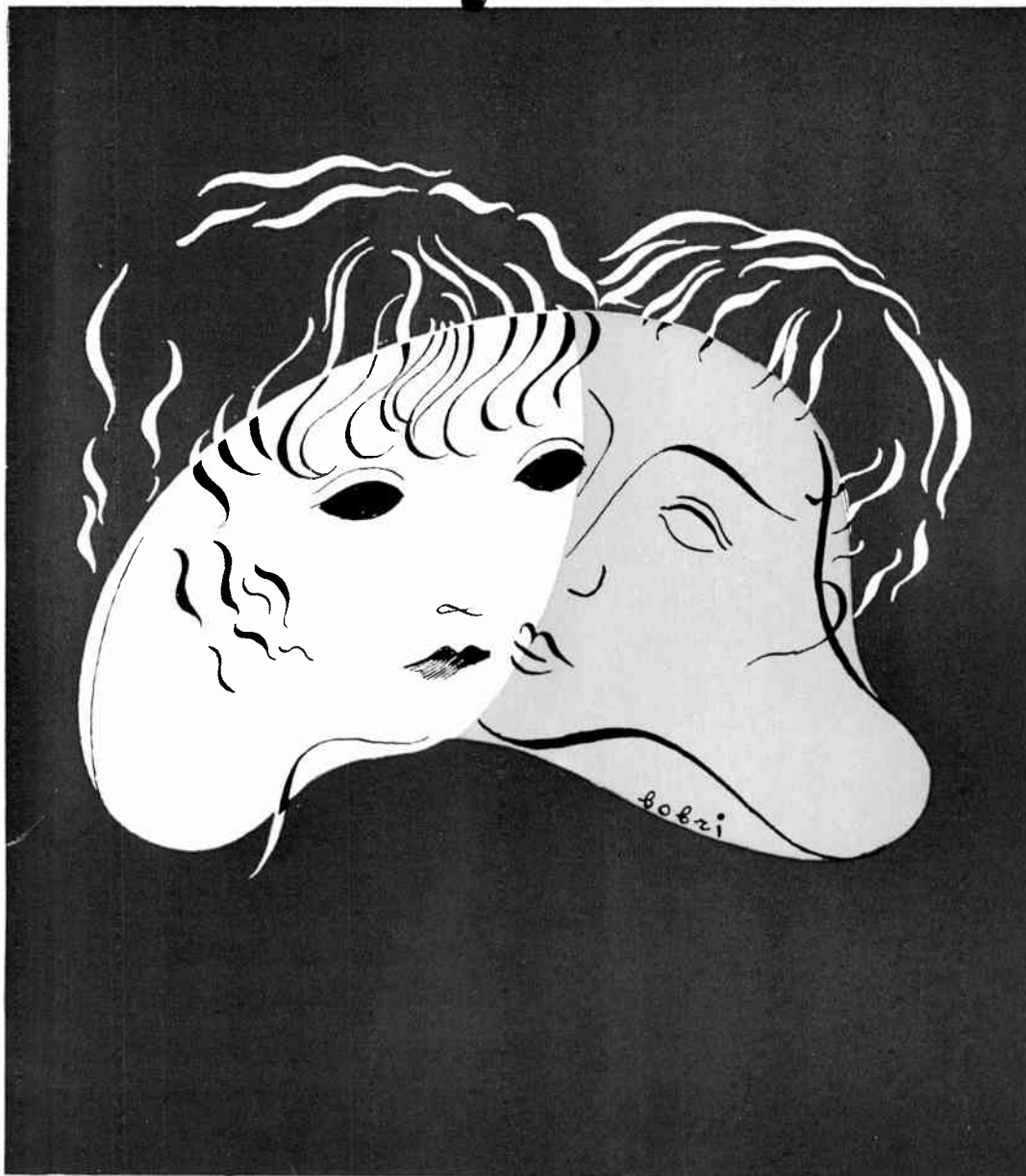


HORACE SCANDLIN—Chesterfield Cigarettes (Photo)
Liggett & Myers Tobacco Company
Newell-Emmett Company



ANTON BRUEHL – Knitted to Order Sport Clothe; (Photo)
Bonwit Teller

the story of a love



ivan chmelov

V. BOBRI — Book Jacket
E. P. Dutton & Co.
De Pamphilis Press
Honorable Mention



V. BOBRI—Towels Cannon Mills, Inc. N. W. Ayer & Son
Honorable Mention



JOHN ATHERTON – Automobile Bodies
Fisher Body Corporation
Campbell-Ewald Company



RUTH S. GRAFSTROM — Ipana Tooth Paste
 Bristol-Myers Co.
 Pedlar & Ryan, Inc.

Lively Wool



S P R I N G S B A C K U N D E R F O O T

ERVINE METZL — Rugs
 Bigelow-Sanford Carpet Co.
 Newell-Emmett Company
 Honorable Mention



CHARLES GARNER—Ginger Ale
Canada Dry Ginger Ale, Inc.
N. W. Ayer & Son



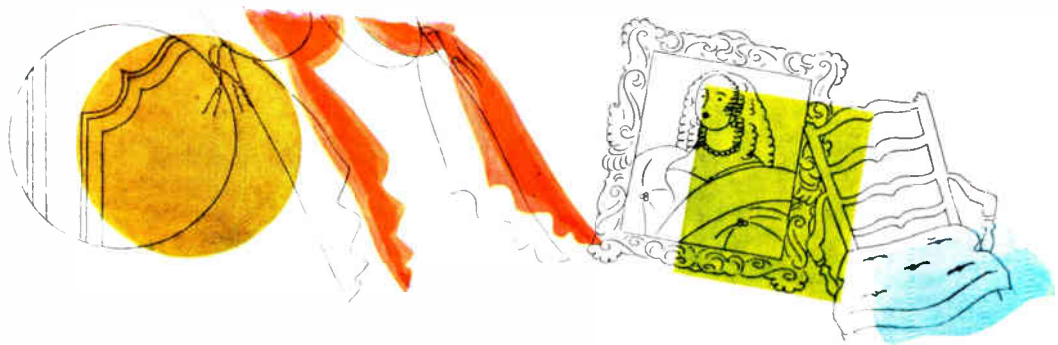
COLOR PHOTOGRAPHY, INC. —Food Stuffs
Sprague, Warner & Company
Batten, Barton, Durstine & Osborn, Inc.



ALLEN SAALBURG — Johnson's Wax
S. C. Johnson & Son
Needham, Louis & Brorby, Inc.



PIERRE BRISSAUD—Linoleum Armstrong Cork Company Batten, Barton, Durstine & Osborn, Inc.
Honorable Mention



ALLEN SAALBURG—Rugs
Bigelow-Sanford Carpet Co.
Newell-Emmett Company



THE BIG PARADE IS TO DETROIT

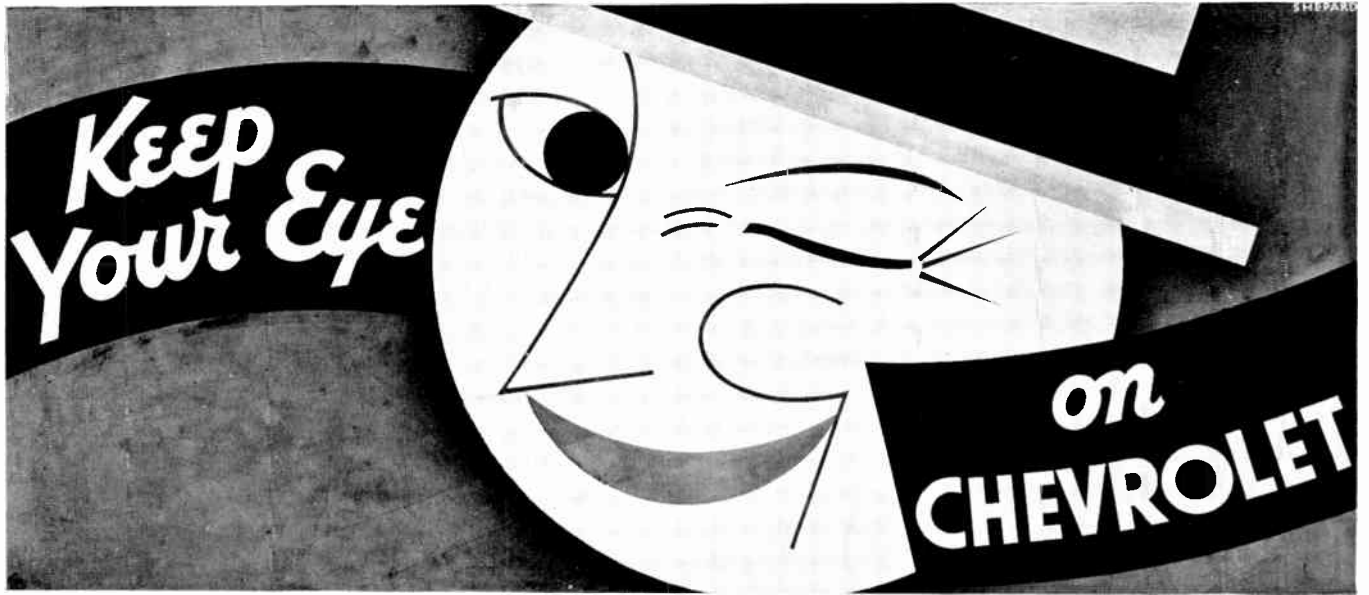
AMERICAN LEGION
« SEPTEMBER 21 TO 24 »

POSTER · COURTESY FISHER BODY CORP., DETROIT

FRED LUDEKINS -- Convention American Legion Campbell-Ewald Company
Barron Collier Medal



LUCIEN BERNHARDT -- Gasoline
Atlantic Refining Co.
Outdoor Advertising Co., Inc.



OTIS SHEPARD—Automobiles (Color) Chevrolet Motor Co. Campbell-Ewald Company



LUCIEN BERNHARD—Gasoline (Color) Atlantic Refining Co. Outdoor Advertising Co., Inc.
Honorable Mention

BARNEY TOBEY —Poster (Color)
Gimbel Brothers

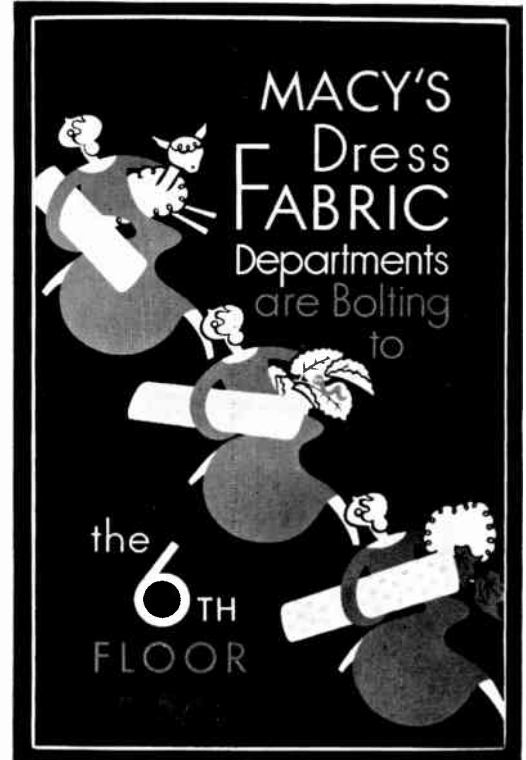


ISABELLE CARPENTER —Poster (Color)
Gimbel Brothers

CARMEN BROWN—Poster (Color)
Macy's

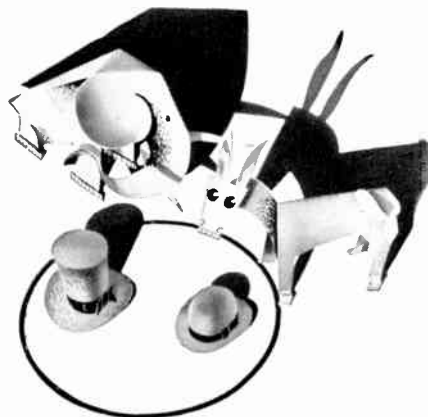
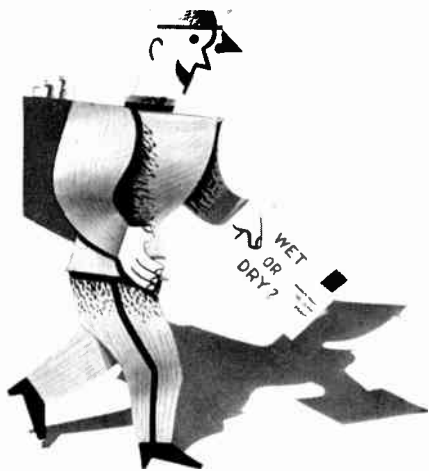


ELY GINSBERG—Poster (Color)
Macy's



ELY GINSBERG—Poster (Color)
Macy's

PETER ARNO—Week-End Cruises
Cunard Steam Ship Co., Ltd.
L. D. Wertheimer Co., Inc.



CHARLES GARNER—Magazine
The Literary Digest
N. W. Ayer & Son
Honorable Mention



LUDWIG BELEMANS – Jello-O (Color)
General Foods Corporation
Young & Rubicam, Inc.

MARX BROTHERS MAKE NEW HIT



CONSTANTIN ALAJALOV – Motion Picture "Monkey Business" (Color)
Paramount-Publix Corporation

FAMOUS DATES IN HISTORY*



ERVINE METZL—Chase & Sanborn's Coffee
Standard Brands, Inc.
J. Walter Thompson Company



JEFFERSON MACHAMER—Automobiles (Color)
Chevrolet Motor Co.
Campbell-Ewald Company



MARIAN WILDMAN POWELL—Hosiery, Gloves,
Underwear
Julius Kayser & Co.
Young & Rubicam, Inc.
Honorable Mention



JAMES SCHUCKER—Fels-Naphtha
Fels & Co.
Young & Rubicam, Inc.



V. BOBRI—World Cruise
 Cunard Steam Ship Co., Ltd.
 L. D. Wertheimer Co., Inc.

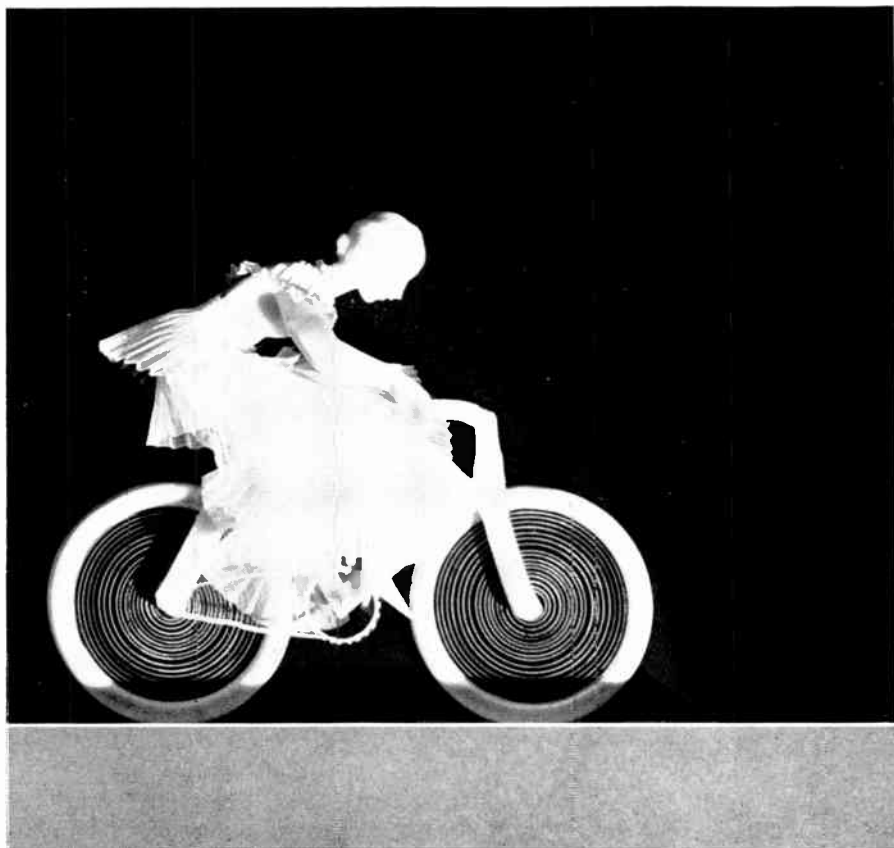
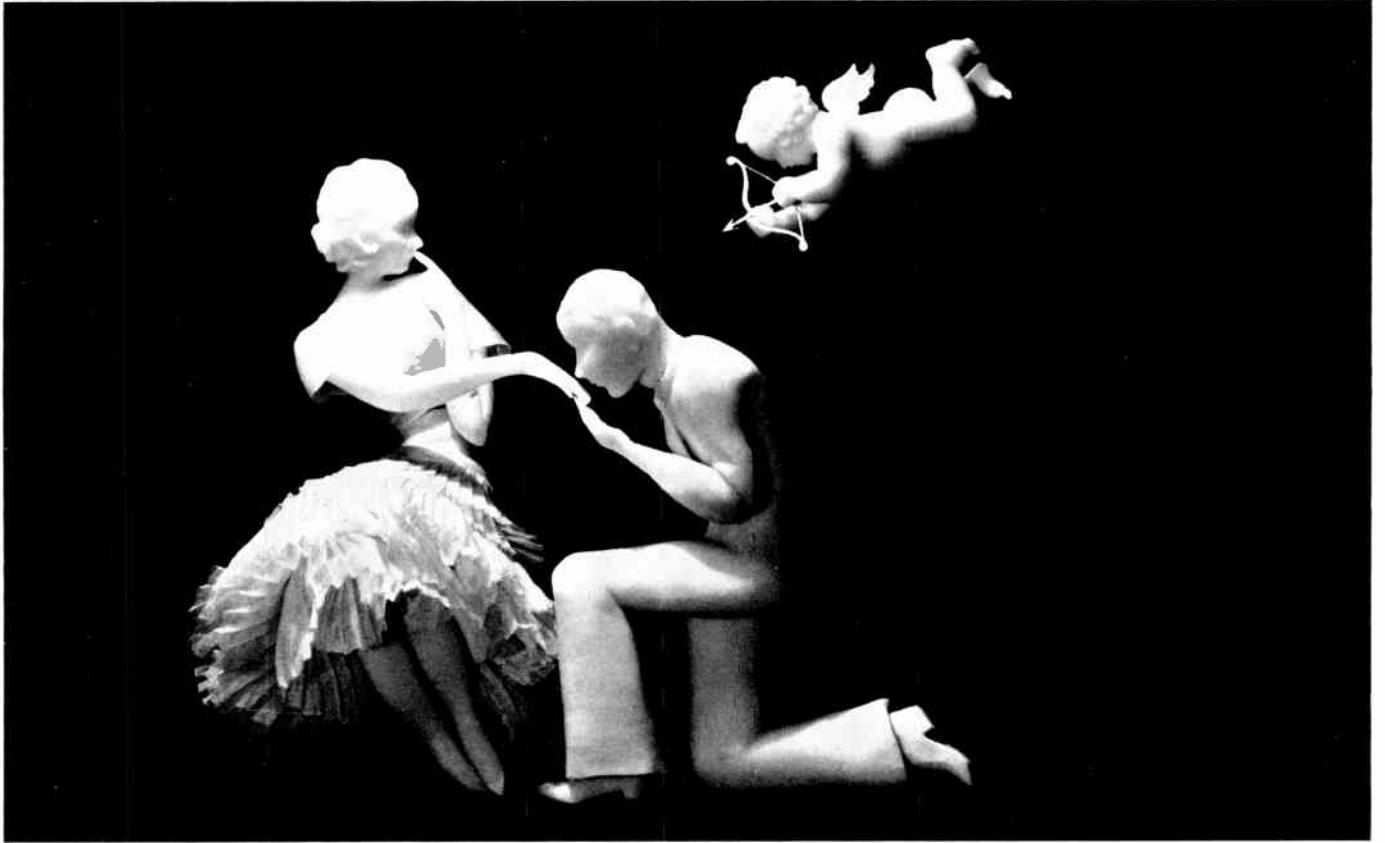


V. BOBRI—World Cruise
 Cunard Steam Ship Co., Ltd.
 L. D. Wertheimer Co., Inc.





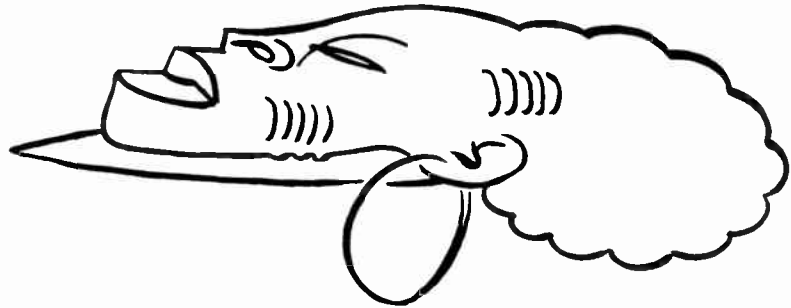
LESTER GABA – Ivory Soap (Sculpture) F



er & Gamble Co. The Blackman Company



R. SIGRID GRAFSTROM—Face Powder
Coty, Inc.
P. K. Frowert Co., Inc.



ALEXANDER KING—Printing Papers
Linweave Association
Lewis and Magee, Inc.



PAUL FROELICH—Velvets
Collins & Aikman Corporation
N. W. Ayer & Son
Medal



PAUL FROELICH – Velvets
Collins & Aikman Corporation
N. W. Ayer & Son
Medal

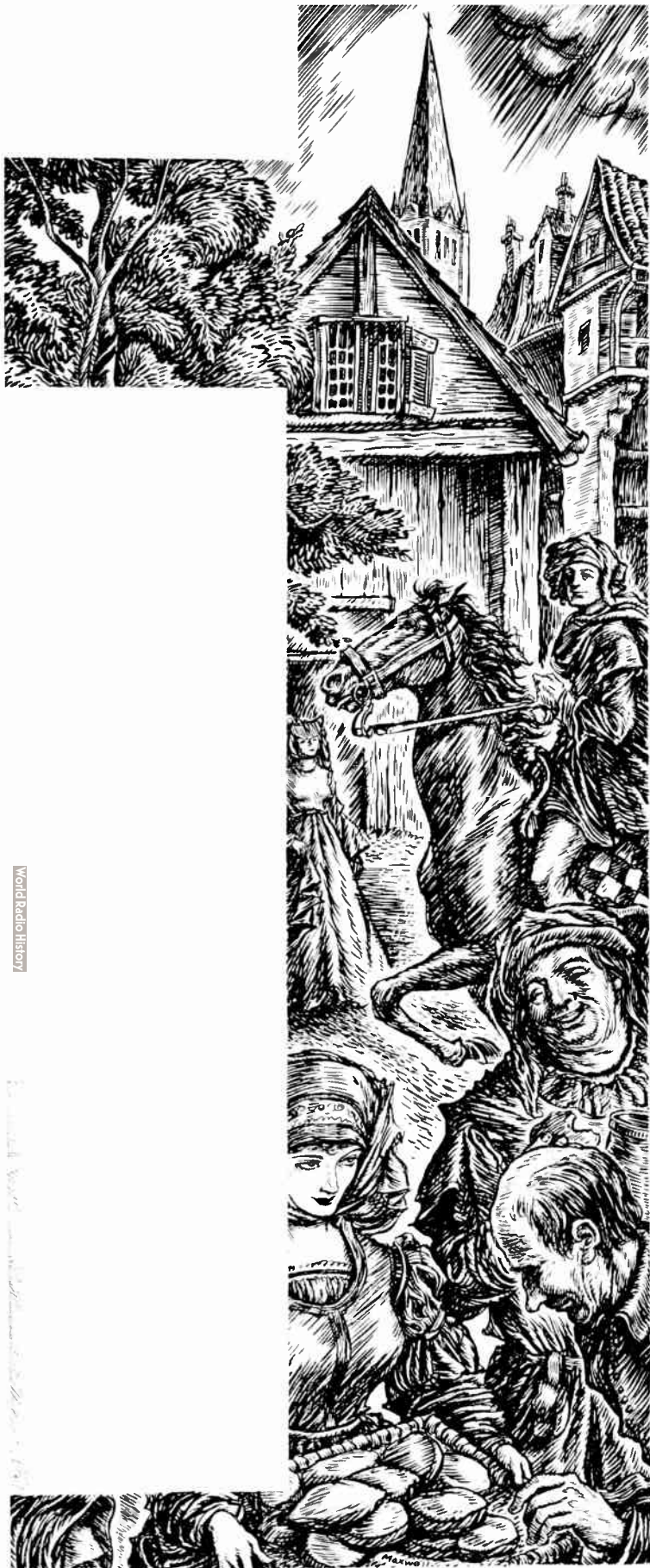


LENA RUE – Art Metal
Art Metal Construction Co.
Batten, Barton, Durstine & Osborn, Inc.



MAXIMILLIAN VOX – Leather Goods
Hermes of Paris, Inc.
P. K. Frowert Co., Inc.

JOHN ALAN MAXWELL—Railway Travel in England
Great Western & Southern R'ways of England
Caples Co.



KAHN-ROMAN STUDIOS—Cement
Lehigh Portland Cement Co.
The Blackman Company

JOHN ALAN MAXWELL – Railway travel in England
Great Western & Southern R'ways of England
Caples Co.



KAHN-ROMAN STUDIOS – Pharmaceutical Products
Parke-Davis & Co.
The Blackman Company



KAHN-ROMAN STUDIOS – Cement
Lehigh Portland Cement Co.
The Blackman Company





ALEXEY BRODOVITCH—Singlette (Color)
 Van Raalte
 N. W. Ayer & Son



ALEXEY BRODOVITCH—Inks (Terra-cotta and Silver)
 International Printing Ink Corporation
 The Blackman Company

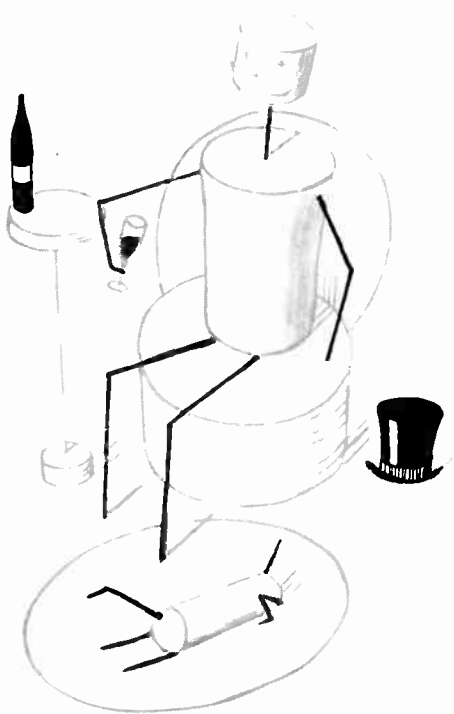


ALEXEY BRODOVITCH—Inks (Terra-cotta and Silver)
International Printing Ink Corporation
The Blackman Company
Honorable Mention

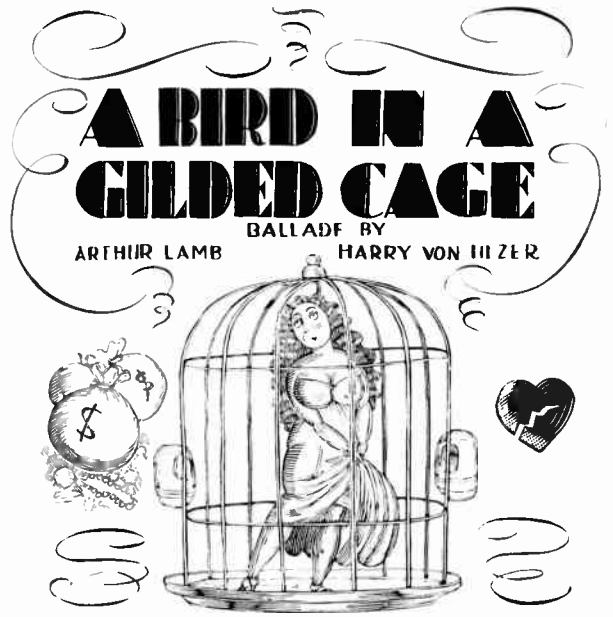


Honorable Mention

ERVINE METZL — Arrow Shirts
 Cluett Peabody & Company
 Batten, Barton, Durstine & Osborn, Inc.

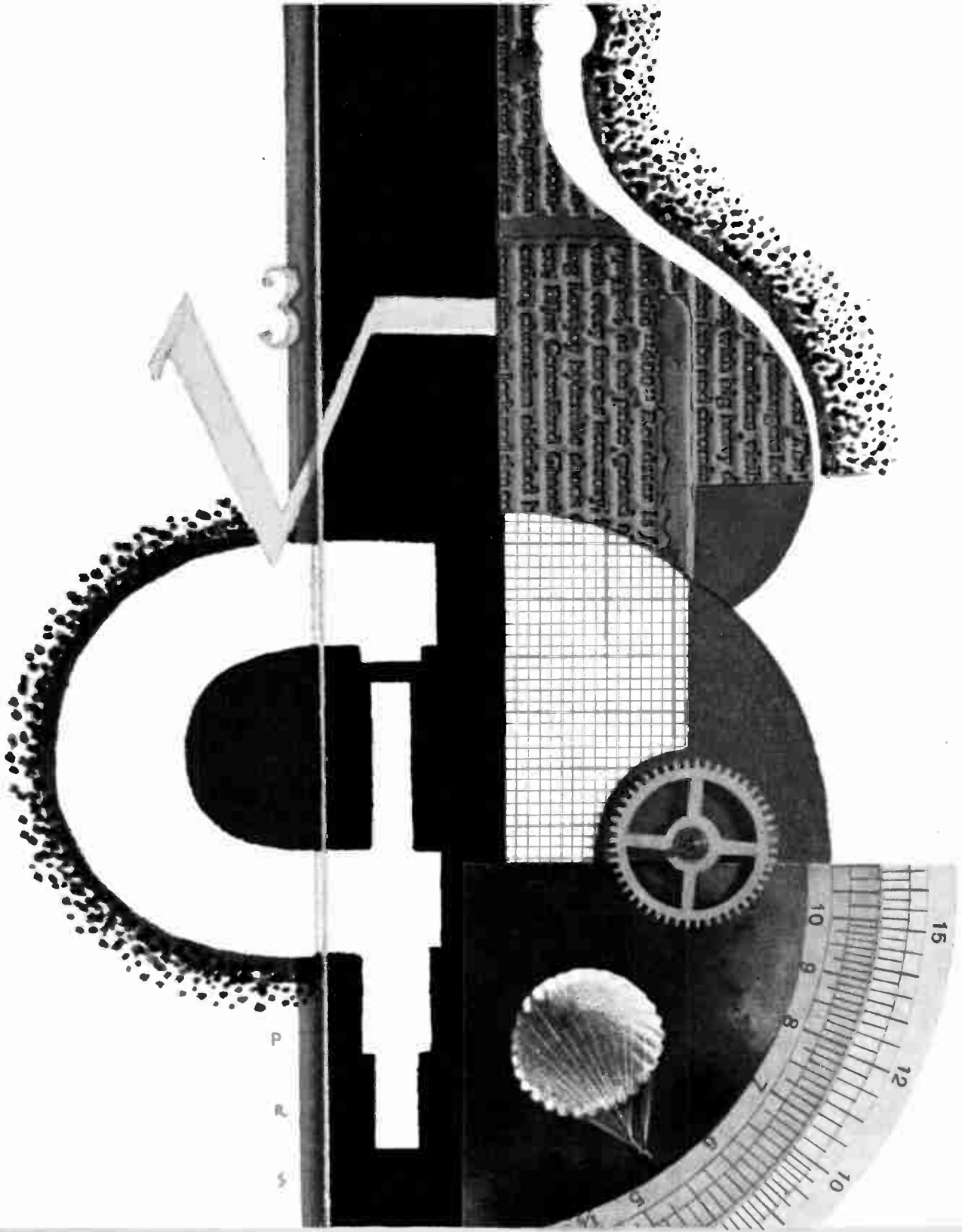


JAMES D. HERBERT — Vintages
 Vine-Glo Corp. of N. Y.
 Calkins & Holden



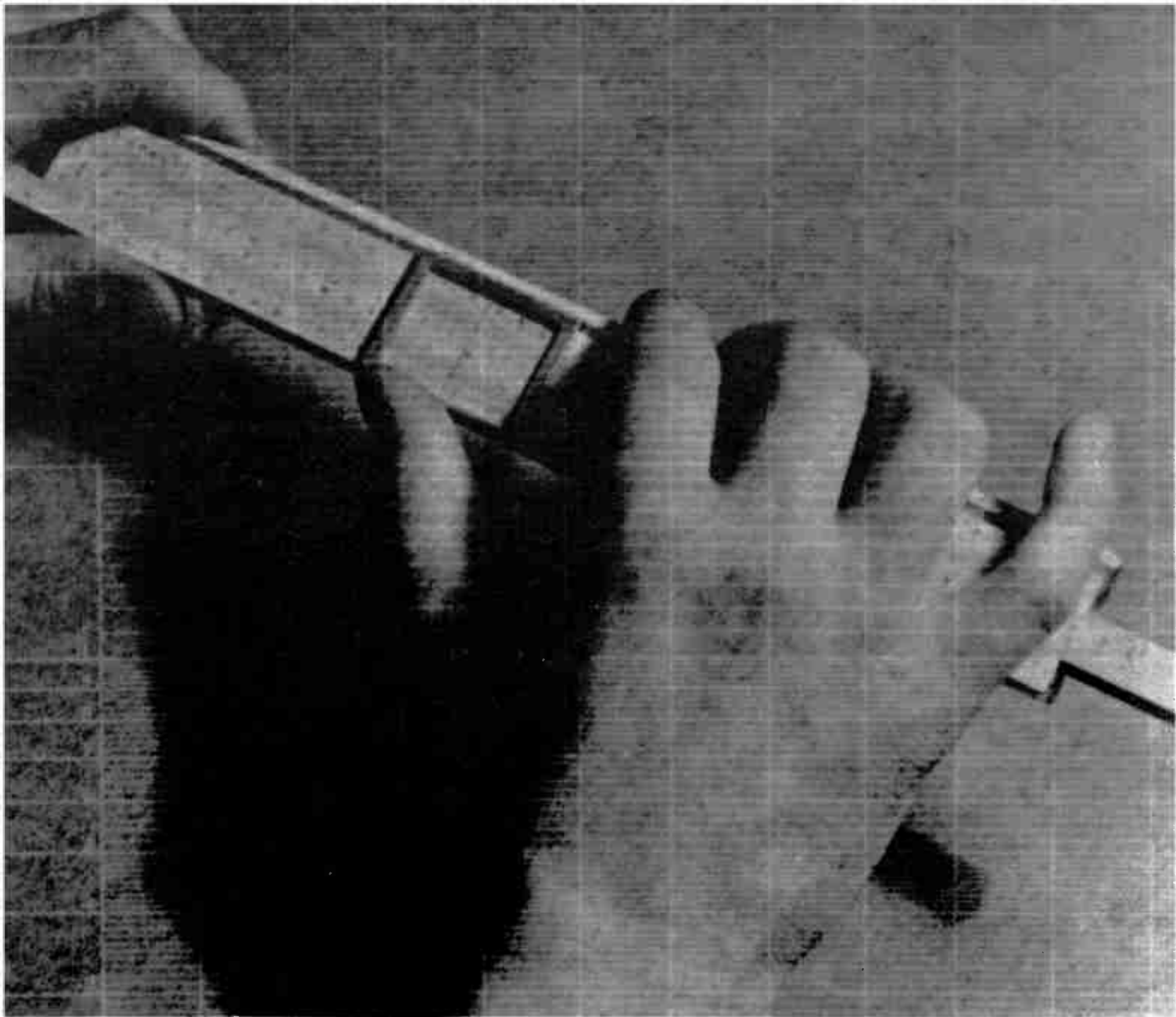
THE ILLUSTRATIONS ENGRAVED BY JOHN HELD, JR.
 IN HIS OWN INIMITABLE MANNER; THE WHOLE PRINTED WITH
 FEELING BY HAL MARCHBANKS AT THE MARCHBANKS PRESS.
 THE PAPER IS LINWEAVE ROMNEY, IVORY.
 LINWEAVE LIMITED EDITIONS
 1931

JOHN HELD, JR. — Printing Papers
 Linweave Association
 Lewis and Magee, Inc.



TO A HAIR'S BREADTH

PAUL R. SMITH—Printing
Walton & Spencer Co.
Wm. H. Rankin Co.
Printed by Walton & Spencer Co., Chicago



PAUL R. SMITH—Printing

Walton & Spencer Co.

Wm. H. Rankin Co.



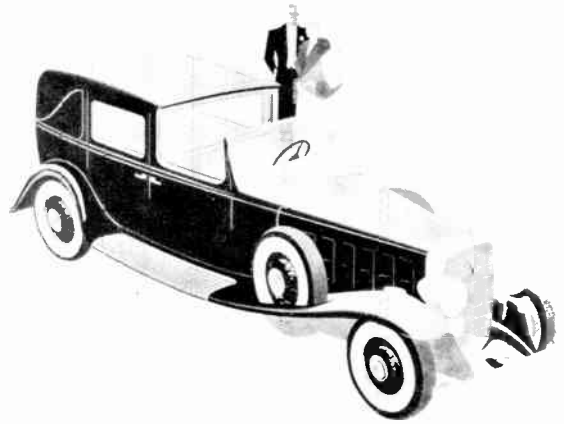
EDWIN A. GEORGI – Tomato Ketchup (Color)
H. J. Heinz Co.
Calkins & Holden



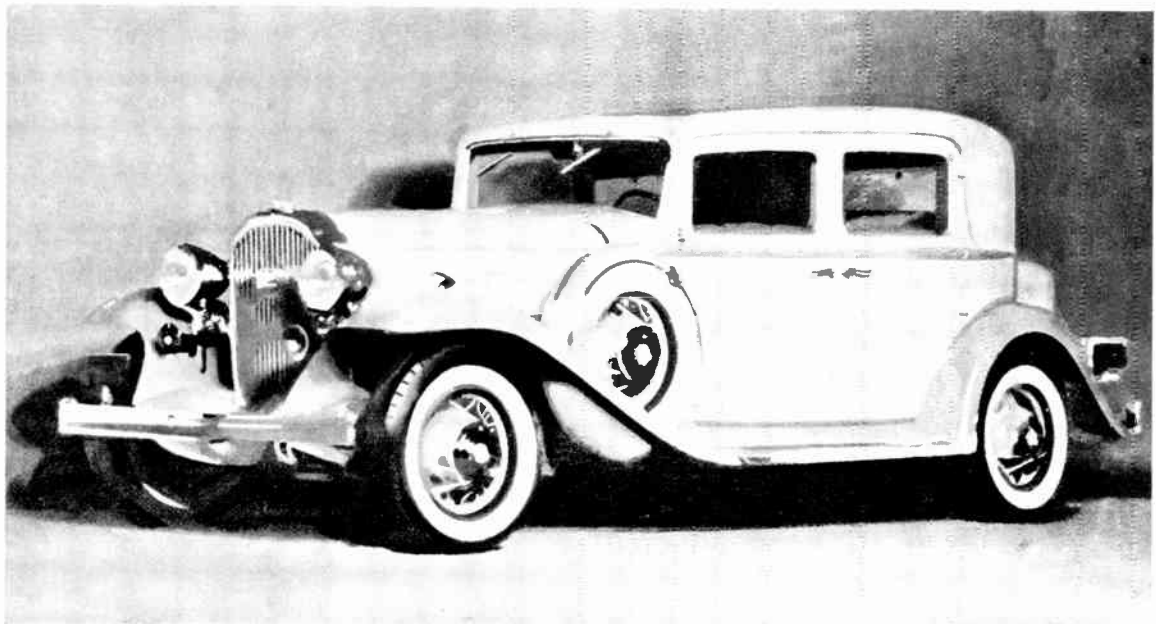
EDWIN A. GEORGI – Tomato Soup (Color)
H. J. Heinz Co.
Calkins & Holden



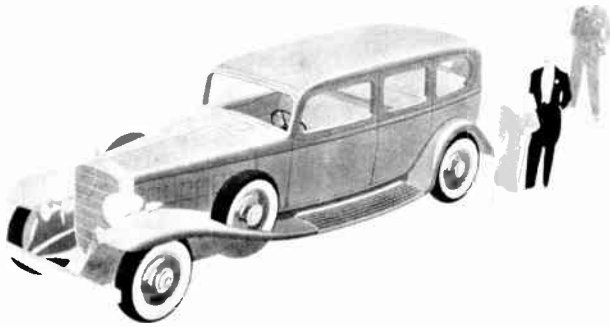
LEON BENIGNI — LaSalle Automobiles (Color)
 Cadillac Motor Car Co.
 Campbell-Ewald Co.



ROBERT FAWCETT — Automobiles (Color)
 Cadillac Motor Car Co.
 Campbell-Ewald Co.



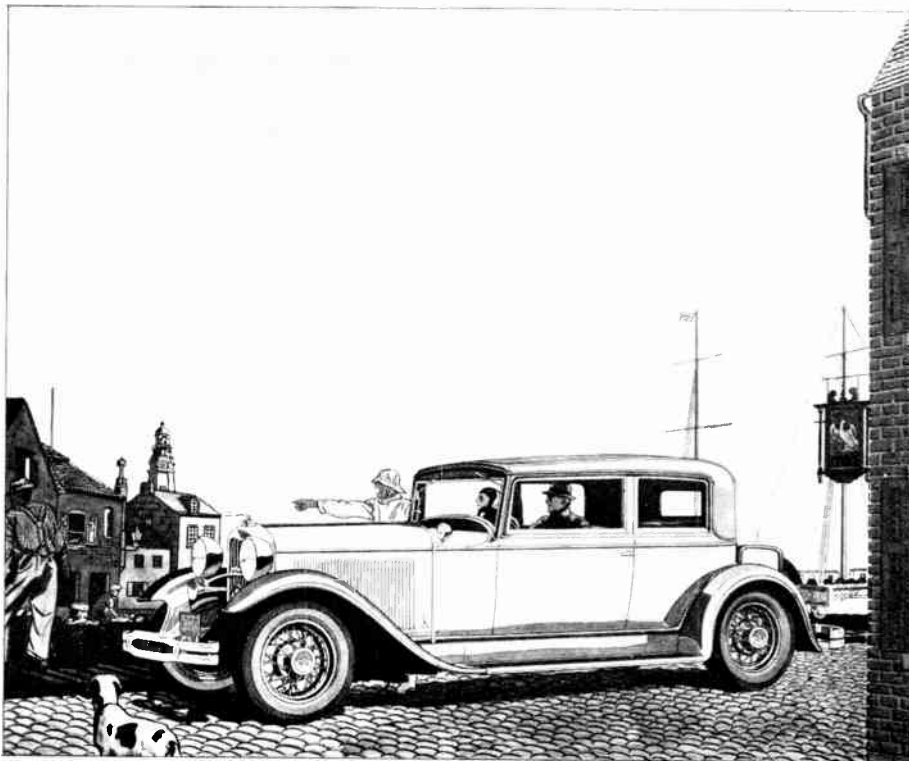
JOSEPH ALWORTHY — Automobiles (Color)
 Buick Motor Co.
 Campbell-Ewald Co.



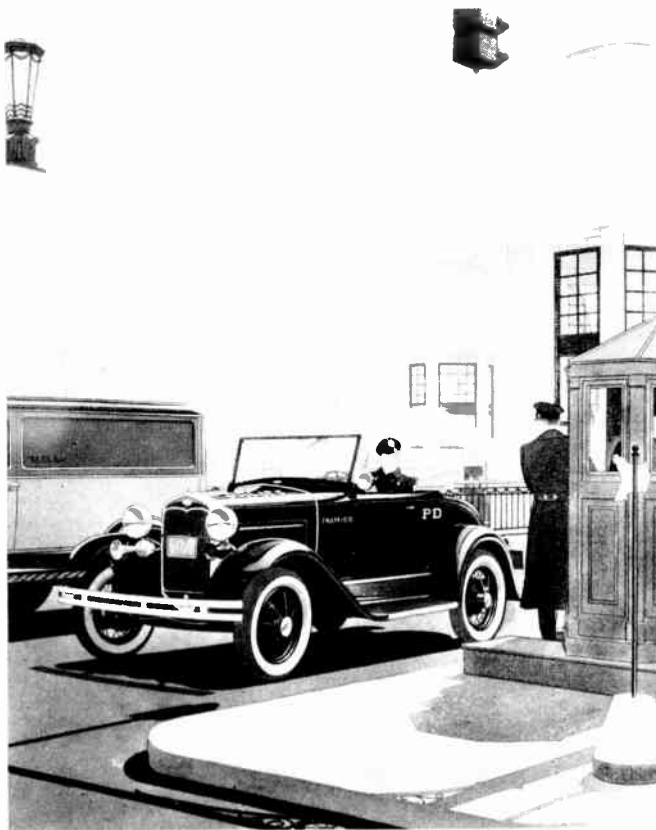
ROBERT FAWCETT – Automobiles (Color)
 Cadillac Motor Car Co.
 Campbell-Ewald Co.



LEON BENIGNI – Automobiles (Color)
 Cadillac Motor Car Co.
 Campbell-Ewald Co.



LESLIE SAALBURG – Automobiles (Color)
 Ford Motor Co.
 N. W. Ayer & Son
 Honorable Mention



J. W. WILLIAMSON – Automobiles (Color)
Ford Motor Co.
N. W. Ayer & Son



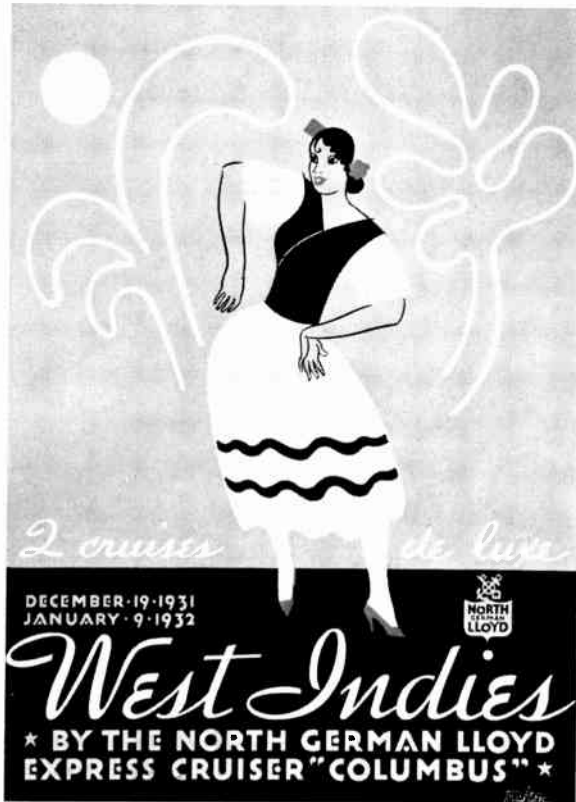
LESLIE SAALBURG – Towels (Color)
Cannon Mills, Inc.
N. W. Ayer & Son



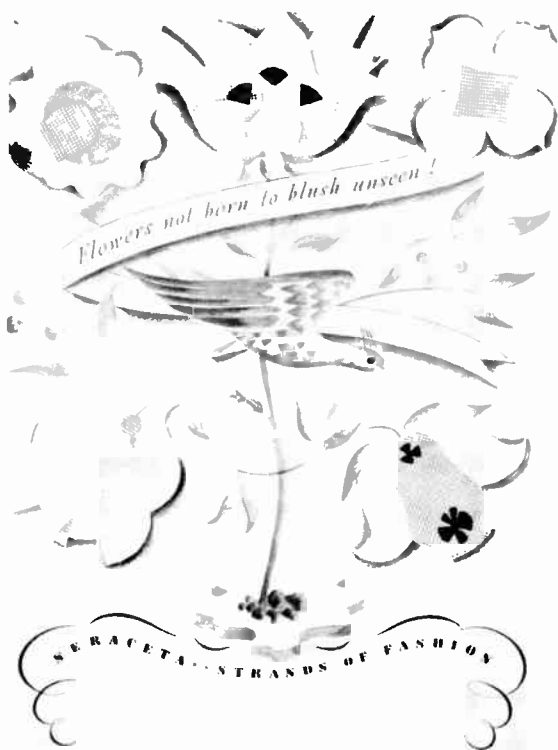
ROY SPRETER — Automobiles (Color)
Buick Motor Co.
Campbell-Ewald Co.



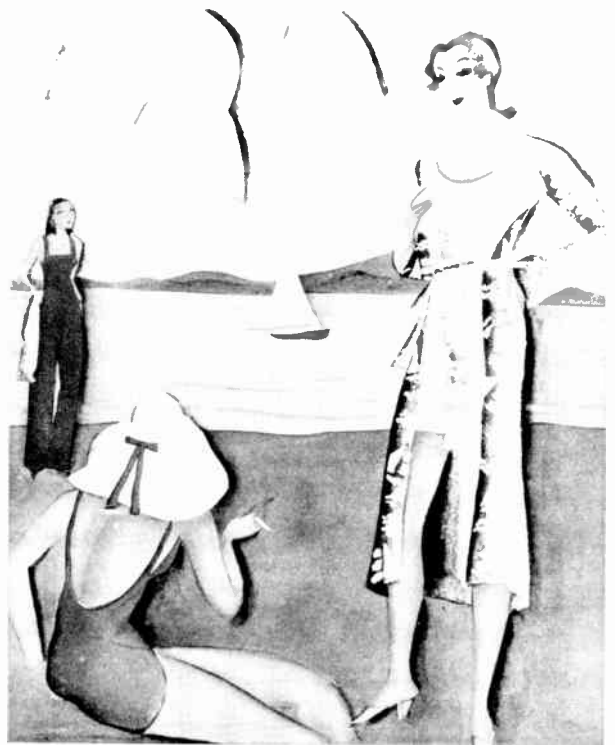
LESLIE SALLBURG — Travel (Color)
French Line
N. W. Ayer & Son
Honorable Mention



HOWARD TRAFTON—Cruises (Color)
 North German Lloyd
 Smith, Sturgis & Moore



EVERETT HENRY—Rayon Thread (Color)
 The Viscose Co.
 N. W. Ayer & Son



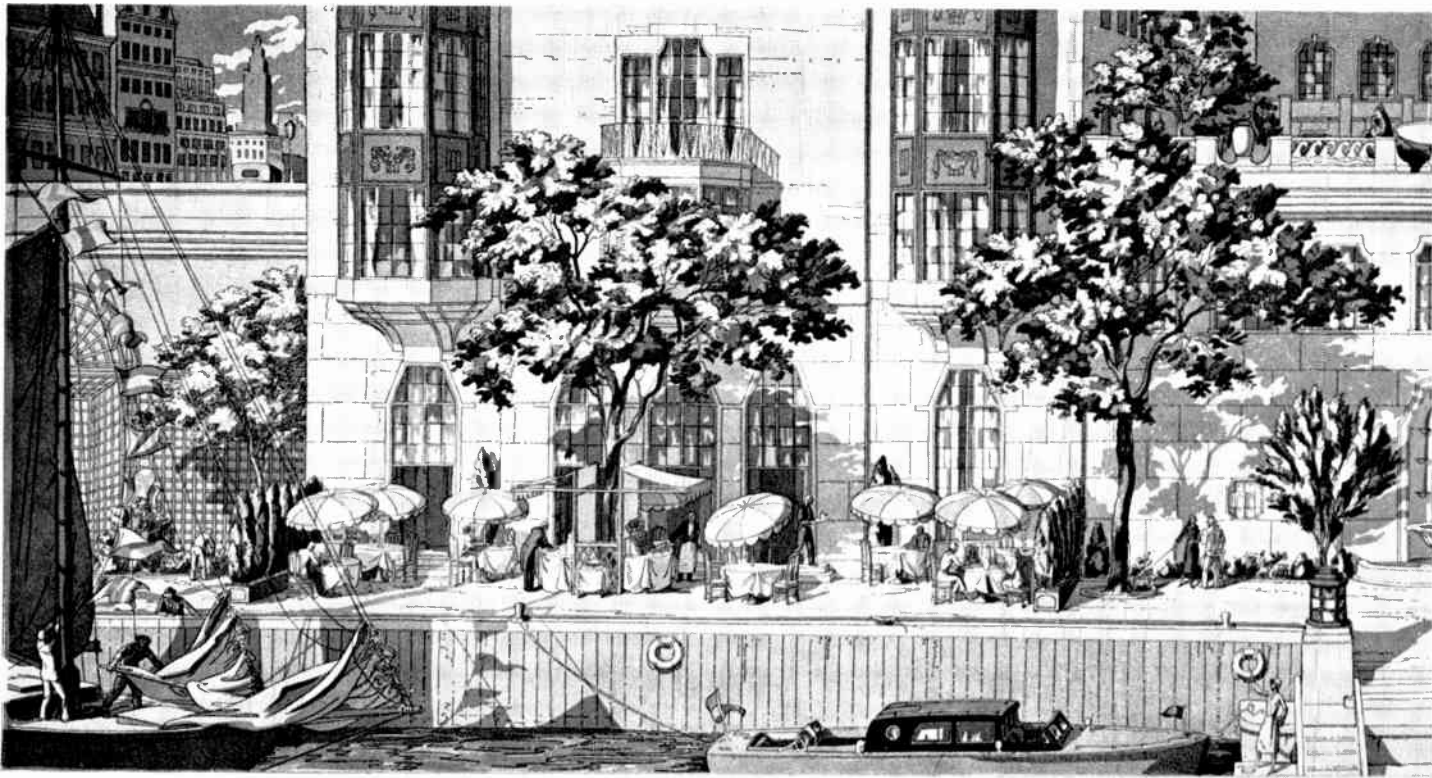
CATHARINE MELLEEN—Wearing Apparel (Color)
 Franklin Simon & Co.
 Bartlett-Aldus Press



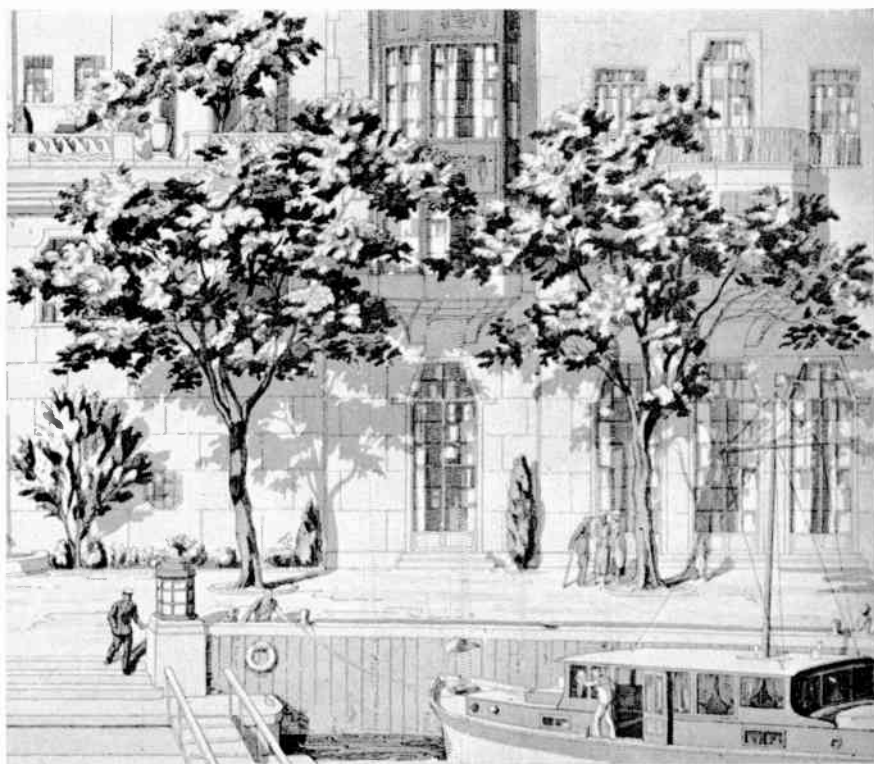
CAROLYN EDMUNDSON – Printing Papers
Linweave Association
Lewis and Magee, Inc.



V. BOBRI – Cruises (Color)
Cunard Steam Ship Co., Ltd.



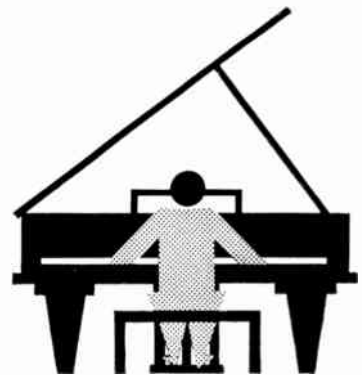
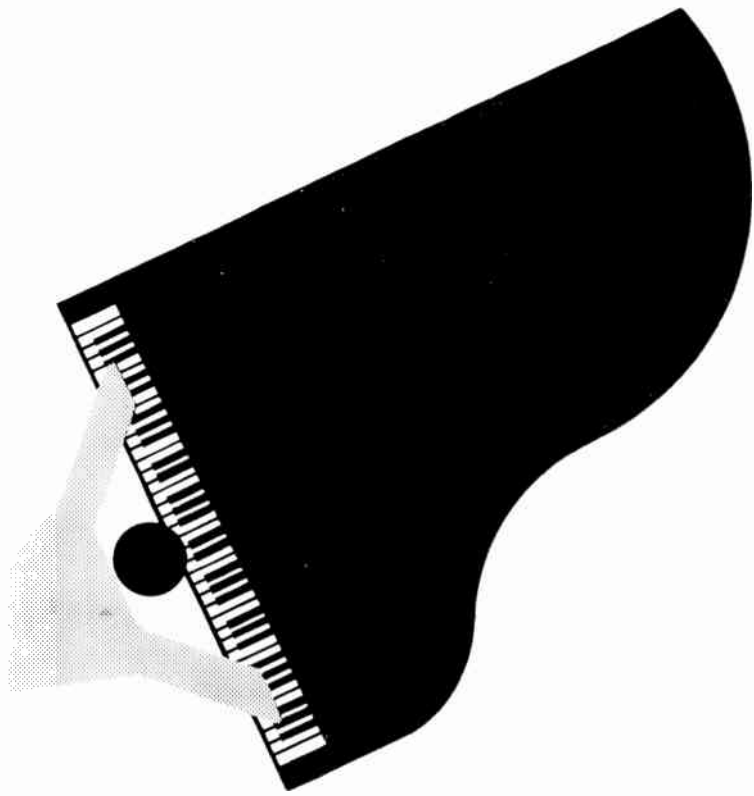
PIERRE BRISSAUD – Naphtha Soap (Color)
Procter & Gamble Co.
The Blackman Company
Honorable Mention



T. M. CLELAND—River House, Cooperative Apts. (Color)
James Stewart & Co.
Bartlett-Aldus Press



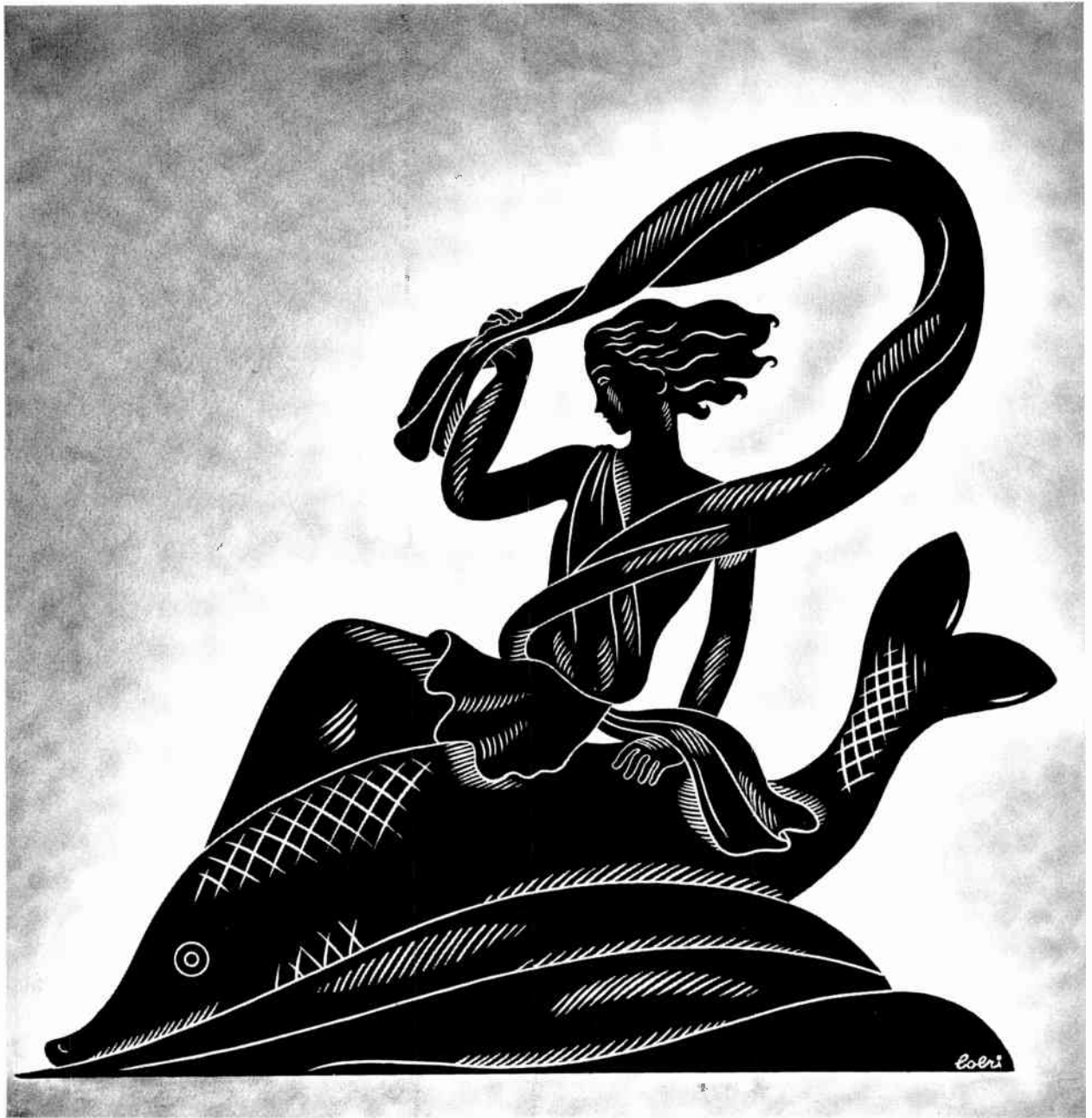
V. BOBRI—Cover Design (Color) Marshall Field & Company



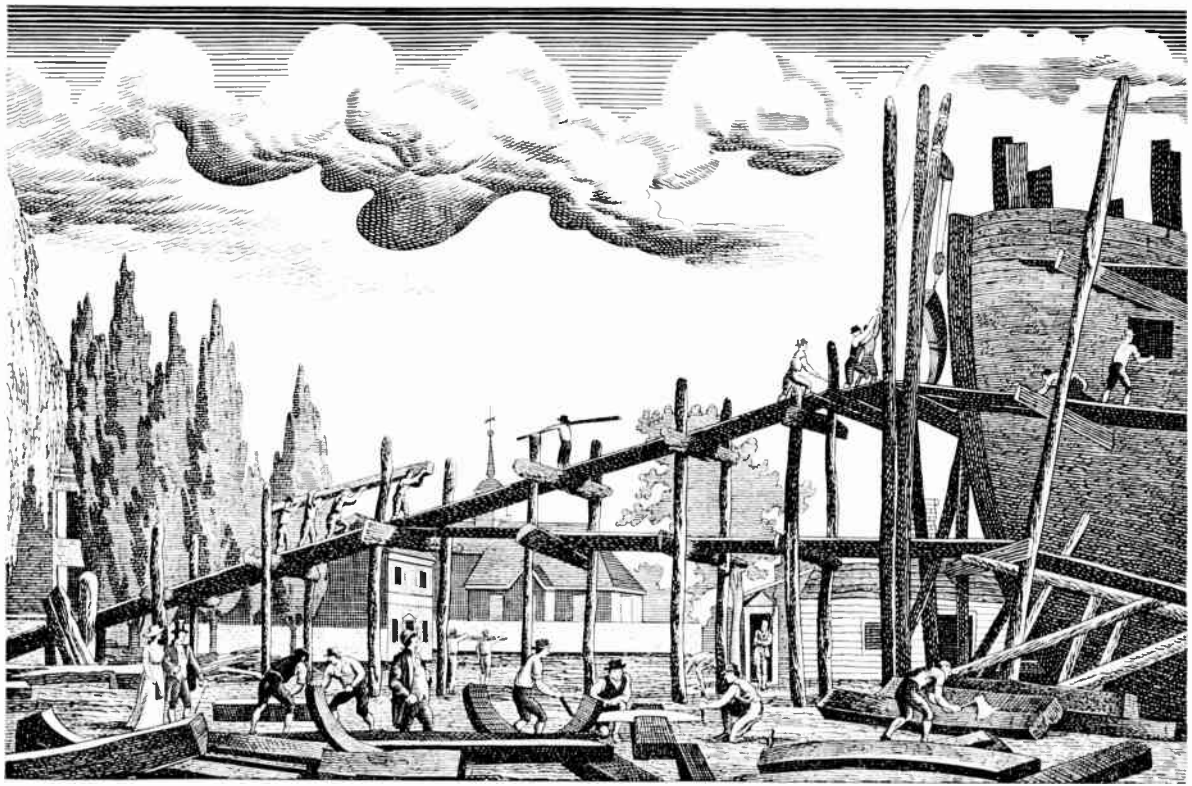
F. L. AMBERGER—Pianos Sohmer & Co. S. T. Seidman



GEORGE RUPPRECHT—Yachts
American Car & Foundry Co.
Calkins & Holden



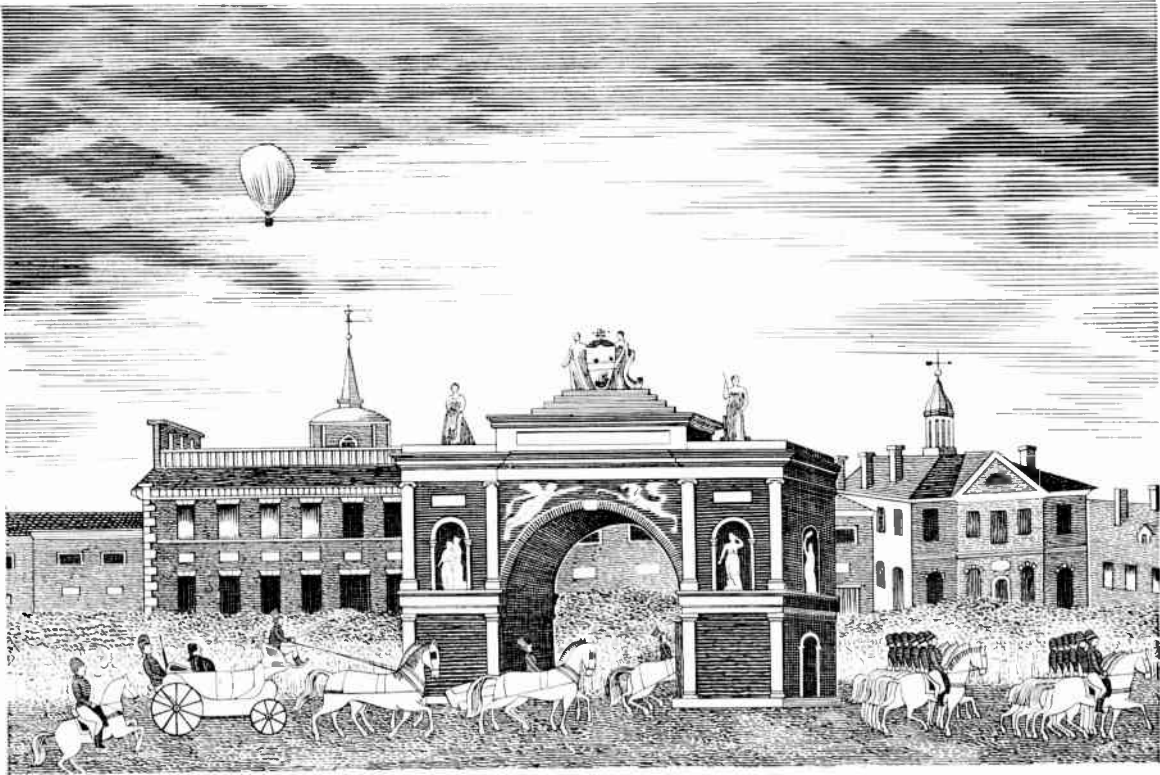
V. BOBRI—Travel Service Thos. Cook & Son L. D. Wertheimer Co., Inc.
Honorable Mention



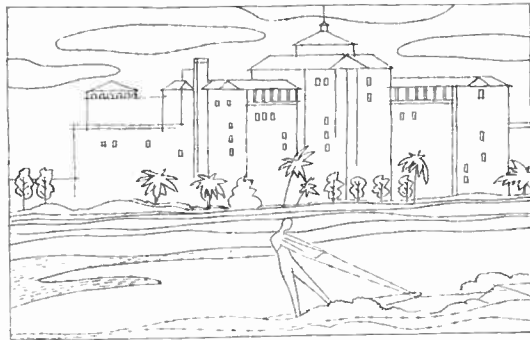
RAY ROHN—Milk Supplee Milk Co. N. W. Ayer & Son



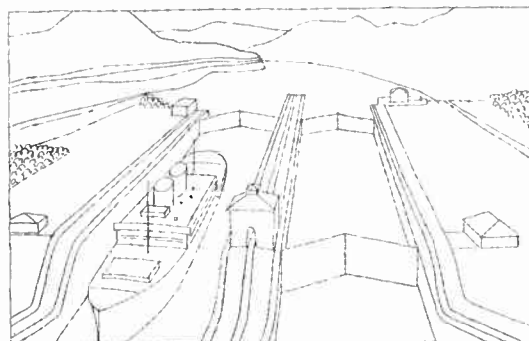
WALTER STUART—Stationery
Linweave—U. S. Envelope Co.
N. W. Ayer & Son

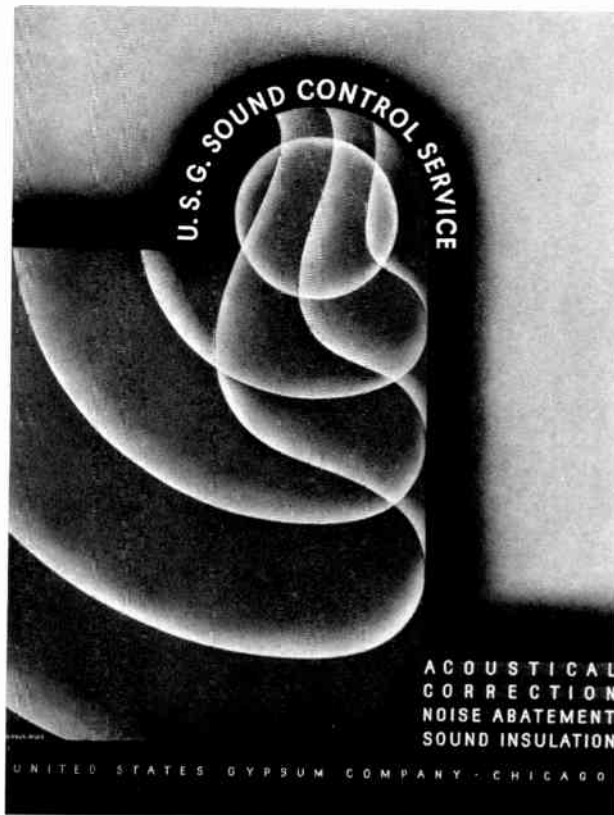


RAY ROHN—Milk Supplee Milk Co. N. W. Ayer & Son

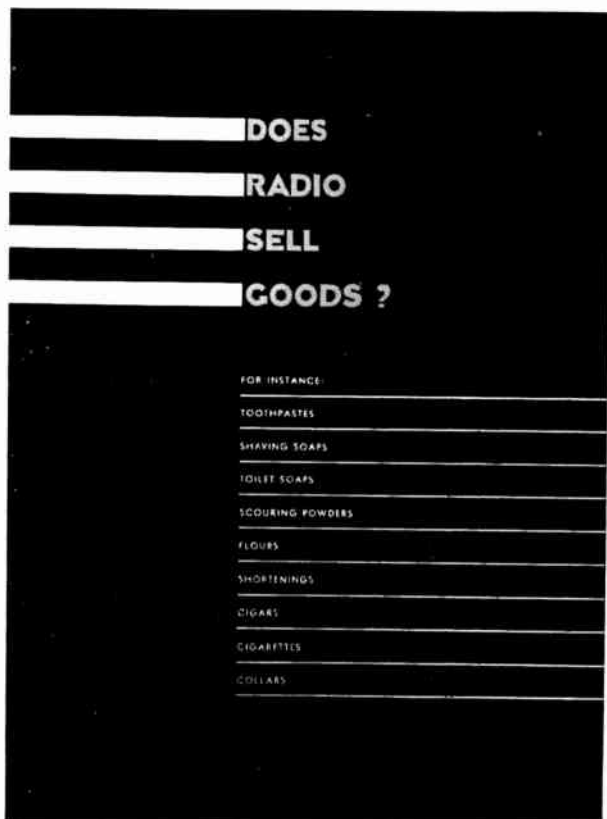


JOHN ATHERTON—Travel
French Line
Batten, Barton, Durstine & Osborn, Inc.
Honorable Mention





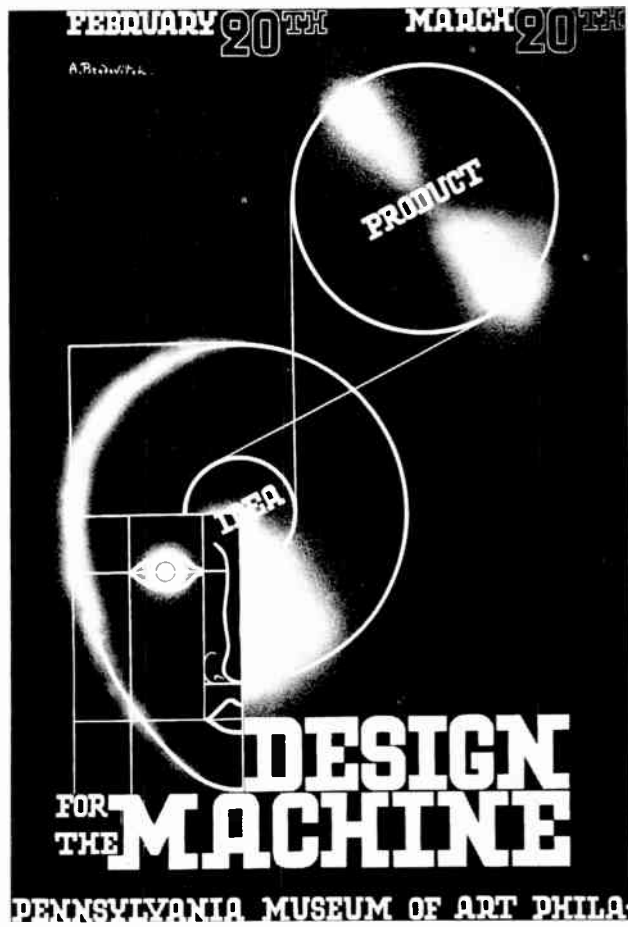
HARRINGER-JACOBSON-COLVIN—Cover Design (Color)
United States Gypsum Company



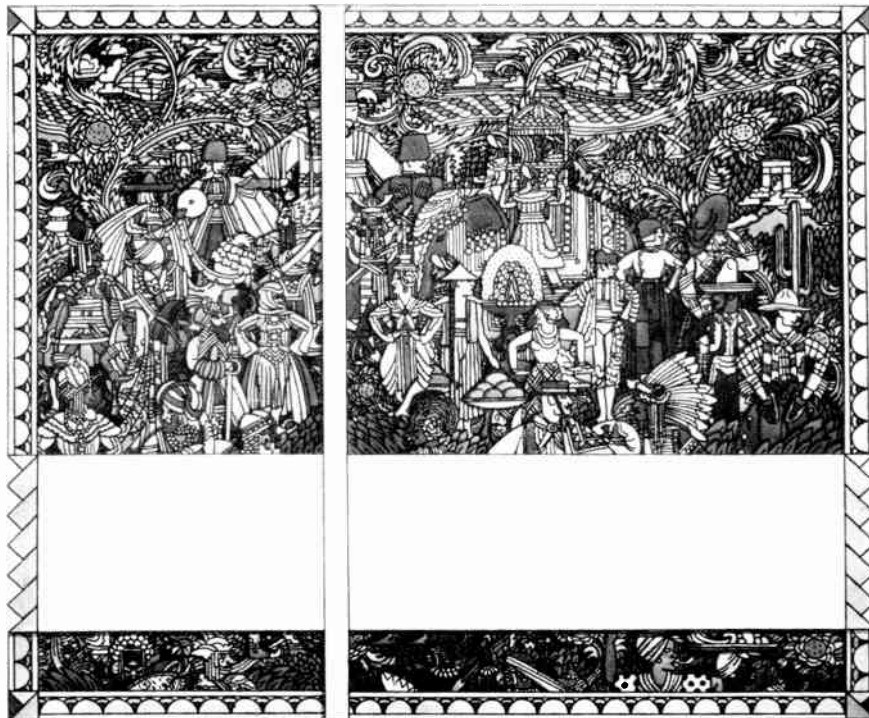
HARRY F. O'BRIEN—Broadcasting (Color)
Columbia Broadcasting System



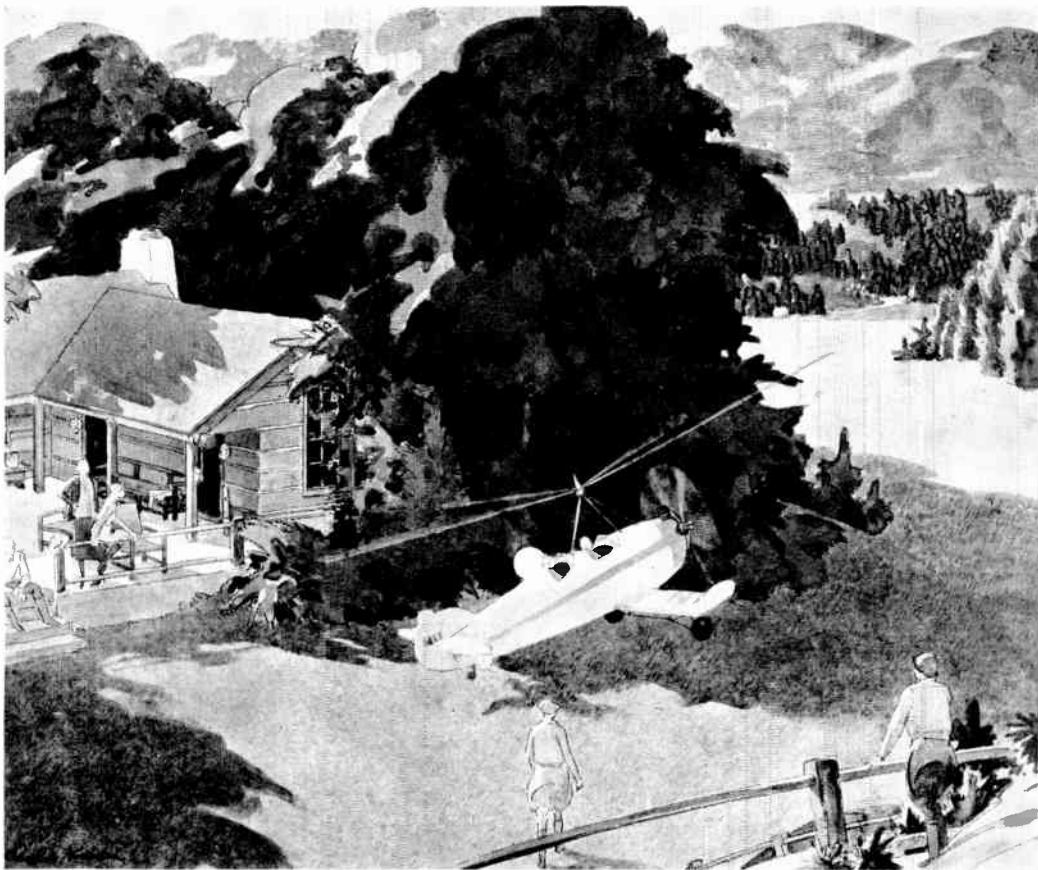
HERBERT NOXON—McCann-Erickson, Inc.
McCann-Erickson, Inc.



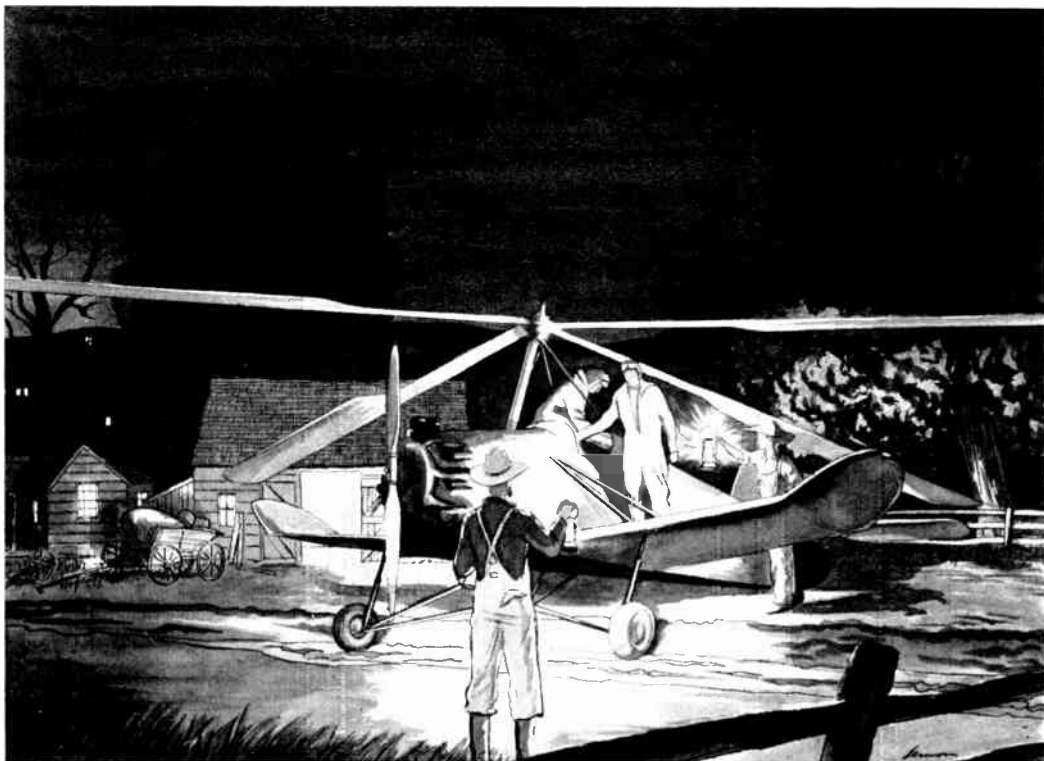
ALEXEY BRODOVITCH — Exhibition Poster
 Pennsylvania Museum of Art
 Medal



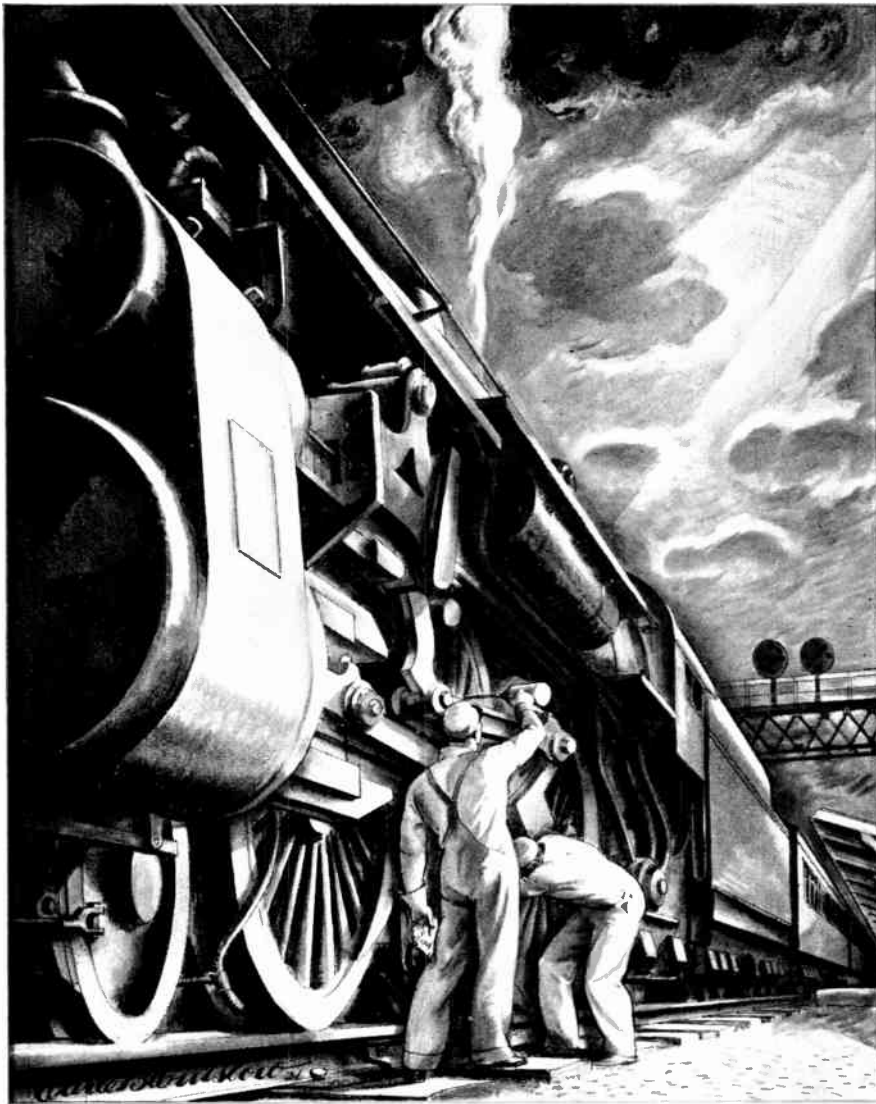
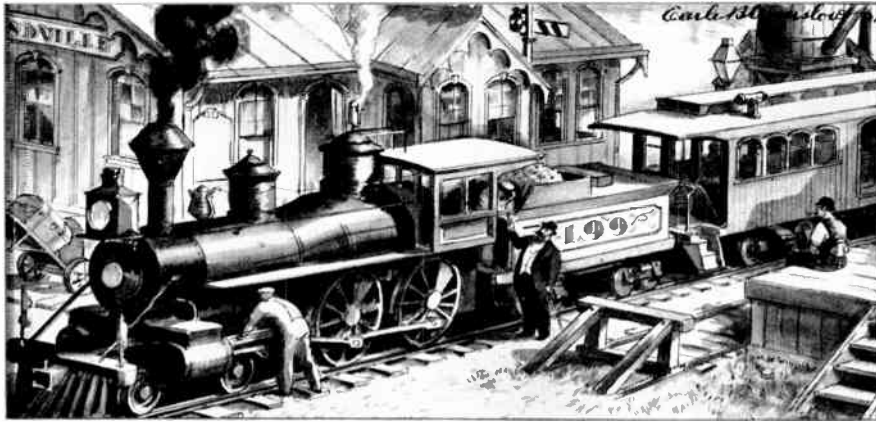
LOUIS FANCHER — Paper (Color)
 West Virginia Pulp & Paper Co.
 Rogers-Kellogg-Stillson Company



CHARLES KAISER – Autogiro (Color)
Pitcairn Aircraft, Inc.
The Simperts Company



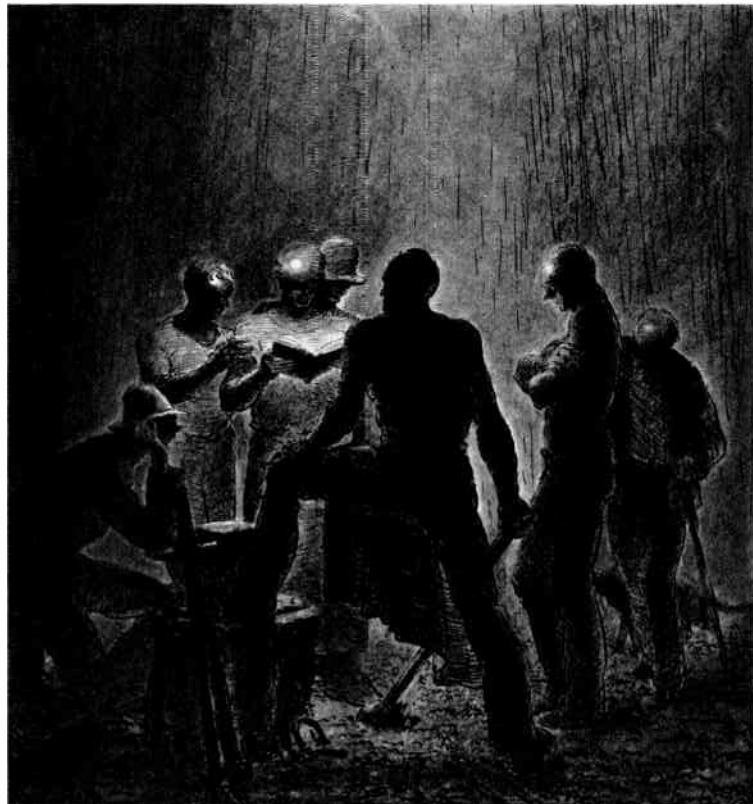
FRANK LEMON – Autogiro
Autogiro Company of America
The Simperts Company



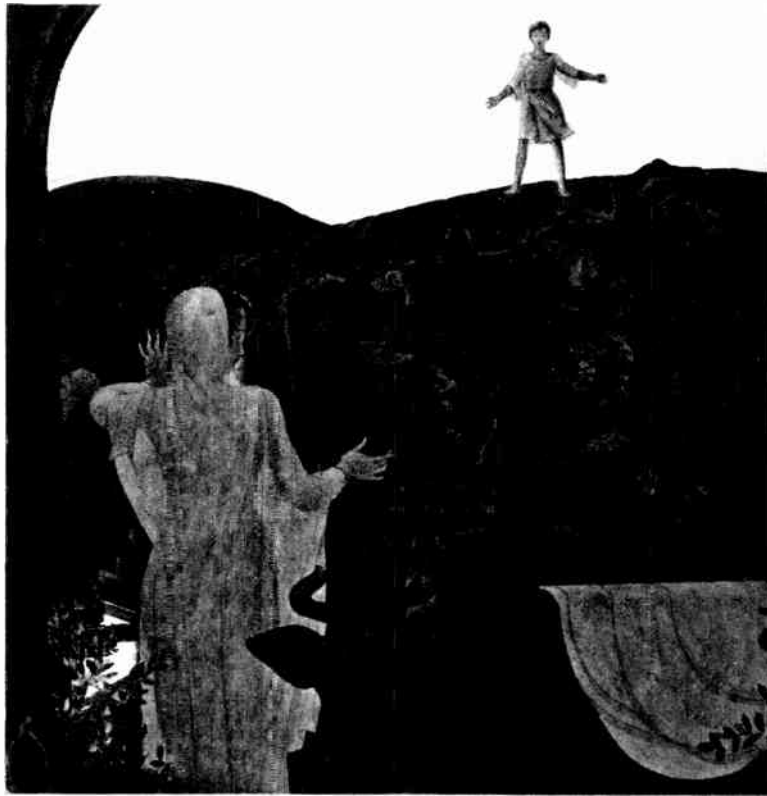
EARLE B. WINSLOW — Stock Shares
Cumulative Trust Shares
Louis C. Pedlar Corporation



EDWIN A. GEORGI—Redbook Magazine
The McCall Co.
Calkins & Holden



EDWIN A. GEORGI—Redbook Magazine
The McCall Co.
Calkins & Holden



EDWIN A. GEORG'—McCall Magazine
The McCall Co.
Calkins & Holden



EDWIN A. GEORGI—Redbook Magazine
The McCall Co.
Calkins & Holden



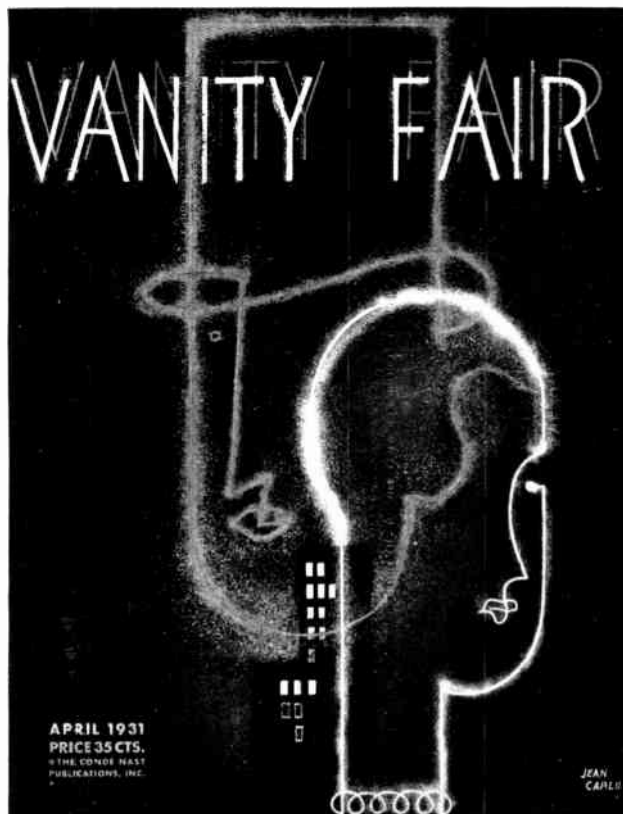
JEAN CARLU—Vanity Fair Cover (Color)
The Conde Nast Publications



PAUL R. SMITH—Dental Casting Gold (Color)
Coe Laboratories, Inc.
Wm. H. Rankin Co.



DYNEVOR RHYS—Magazine Cover (Color)
Delineator



JEAN CARLU – Vanity Fair Cover (Color)
The Conde Nast Publications

MAY 1931

NOW 10 CENTS

DELINEATOR



DYNEVOR RHYS – Magazine Cover (Color)
Delineator



JEAN PAGES – Vogue Cover (Color)
The Conde Nast Publications



C. PETER HELCK—Automobile Bodies (Color)
Fisher Body Corporation
Campbell-Ewald Co.



CARLOTTA PETRINA—Paper (Color)
West Virginia Pulp & Paper Co.



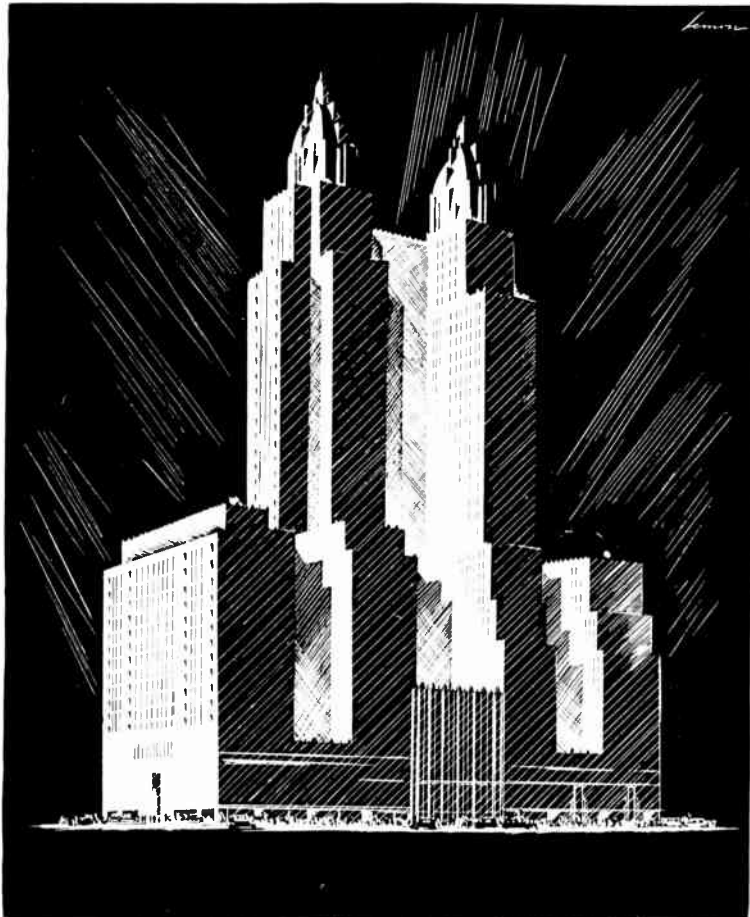
ROBERT FAWCETT – Automobiles (Color)
Cadillac Motor Car Co.
Campbell-Ewald Co.



CARLOTTA PETRINA – Paper (Color)
West Virginia Pulp & Paper Co.

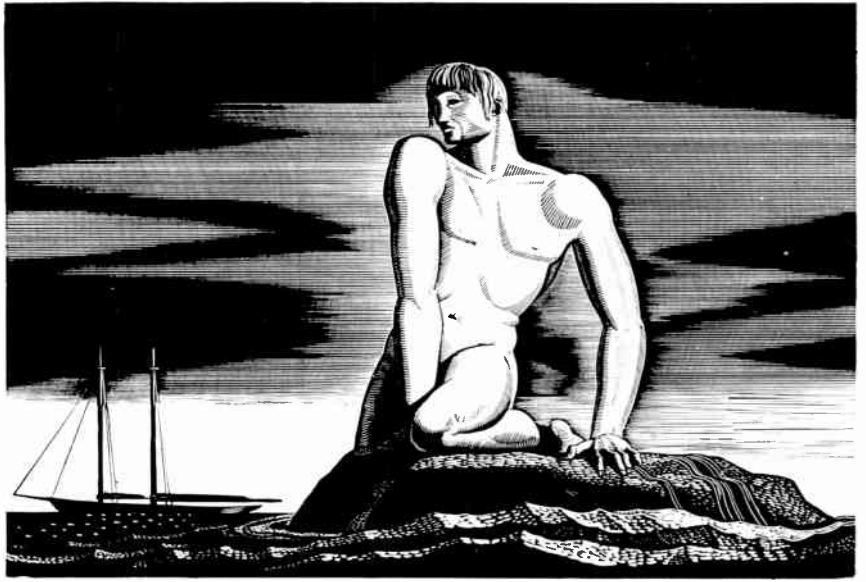


INGWALD MYRE—Medicinal Chemicals
Merck & Co.
Charles W. Hoyt Company, Inc.



FRANK LEMON—Hotel
Waldorf Astoria Corporation
Kenyon & Eckhardt, Inc.

ROCKWELL KENT—Yachts
American Car & Foundry Co.
Calkins & Holden



ROBERT FAWCETT—Travel
N. Y. K. Line (Japan Mail)
Caples Co.



RUSSELL PATTERSON—Mobilgas
Vacuum Oil Company
Batten, Barton, Durstine & Osborn, Inc.



ROY SPRETER—Overseas Telephones
American Tel. & Tel. Co.
N. W. Ayer & Son



SAUL TEPPER—Lysol
Lehr & Fink, Inc.
Batten, Barton, Durstine & Osborn, Inc.



JOHN ATHERTON—Automobile Bodies
Fleetwood Body Corporation
Campbell-Ewald Company



THE OPTIMIST SAYS:
"1932 WILL BE BETTER"

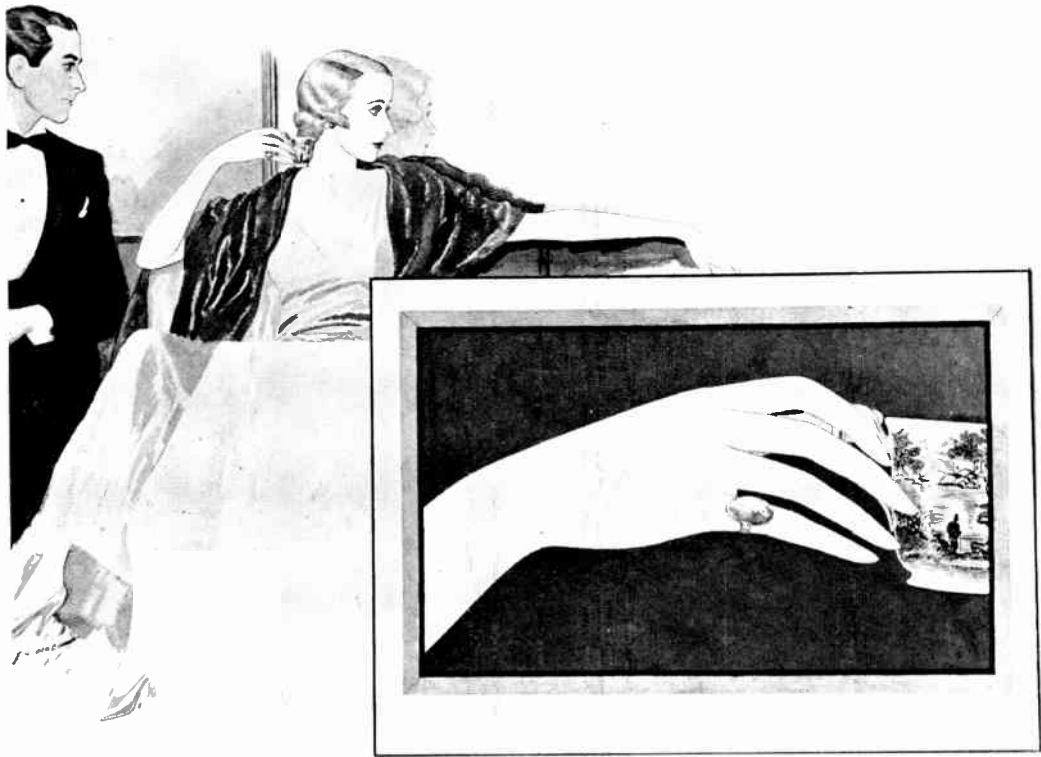
THE PESSIMIST SAYS:
"1932 WILL BE WORSE"

WE SAY THIS:

Whether Business is better or worse, 1932 will be a year of strenuous, stubborn competition. Success, as always, will go to the side with the heaviest sales artillery. To the company that offers honest values . . . that has an energetic sales organization . . . that obtains the best advertising.

YOUNG & RUBICAM, INC. Advertising
NEW YORK PHILADELPHIA CHICAGO

ROBERT FAWCETT—Young & Rubicam, Inc.
Young & Rubicam, Inc.
Honorable Mention



FLOYD M. DAVIS—Ivory Soap (Color)
Procter & Gamble Co.
The Blackman Company



FLOYD M. DAVIS—Camay Soap (Color)
Procter & Gamble Co.
Pedlar & Ryan, Inc.

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

UNION FOR
EMANCIPATION

38

"Hitch four Windows to a Plow
in the Dead of Night"

Lysol

91

What's really you need?

I know that every woman will be lovelier
who uses this new Make-Up Lotion

33

IT'S THE NEW STYLE

Art Metal

59

NOW

THE LAFAYETTE

THE CRUISE

TWO VARI

60

Everybody's using **IVORY SNOW** to wash silks



WASH IN LUBRICATION WATER

56

GIVE 'EM THE GUN!

...the only one that's been around since 1852...

THEY WON'T KNOW - THEY WON'T CARE!
HOW LITTLE YOU SPEND IF YOU GIVE
Common towels in sets ...

CANNON TOWELS

6

Old friends ...
New friends ...

...all agree on the outstanding value
of Canada Dry in the new low price.

CANADA DRY

22

For a long...
A YEAR FULL OF THE VERY NICEST ...

CANNON TOWELS

41

Take care of the pennies ... the towels
will take care of themselves!

CANNON TOWELS

68

...the only one that's been around since 1852...

29.50

16.50

LORD & TAYLOR
1137 AVENUE

10

Hands play their part



Jergens Lotion

30

for folks who want facts



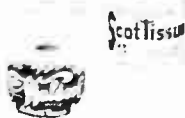
Getting World's most well known paper, but it's not just for confidence. That's why the *Post* never stops to give you more facts. The people who want the facts are the people who read the *Post* every day.

New York Evening Post

37



...and the trouble began with harsh toilet tissue



Scott Tissues

32

From the chemist's lips she heard the thrilling story



From the chemist's lips she heard the thrilling story

The story of the discovery of the element Radium...

Now a part of the history of science...



33



MIDSUMMER SMARTNESS

by Sara Topham



37

Bequiling! soft girlish hands



...the most important thing is to have soft, smooth hands. Jergens Lotion is the perfect solution for dry, cracked skin. It's gentle, fragrance-free, and absorbs quickly. For more information, visit us online at www.jergens.com.

Jergens Lotion

31

BONWIT TELLER

...for your beauty

LUX



31

He loves your petals, soft, girlish hands



But there's only one concern in the feel of harsh dry fingers...



Jergens Lotion is the perfect solution for dry, cracked skin. It's gentle, fragrance-free, and absorbs quickly. For more information, visit us online at www.jergens.com.

Jergens Lotion

32

*Across
the* **Kalahari Desert**
in a Ford

26

LET'S TAKE A BOLD STEP

58

FRANCONIA
WORLD CRUISE

CUNARD LINE
THOS COOK & SON

55

Sisters go week-ending

CUNARD

52

FINE LIVING....

WALDORF ASTORIA

WALDORF ASTORIA

35

Paris, New York, Paris

VAN RAALTE

16

FRANCONIA
WORLD CRUISE

CUNARD LINE
THOS COOK & SON

55

EMPLOYED

THE APPLE

35

FRANCONIA
WORLD CRUISE

CUNARD LINE
THOS COOK & SON

55

FRANCONIA
WORLD CRUISE

CUNARD LINE
THOS COOK & SON

You are in a Beauty Contest every day of your Life



CAMAY
THE SOAR OF BEAUTIFUL WOMEN

8 20

Has your Advertising its "Achilles Heel"?



ipi
THE INTERNATIONAL PRINTING INK CORPORATION

63



If you
wear the only
custom-made

ipi

The International Printing Ink Corporation

5

No one can high-hat us
about our Hands. IF.



92

YOU'LL NEED
THE
**BIG
GUN**
THIS YEAR



CANNON
TOWELS

6



Don't forget your CAMELS

Camel cigarettes are the most popular in the world. They are the only cigarettes that are made in the United States. They are the only cigarettes that are made in the United States. They are the only cigarettes that are made in the United States.

CAMELS
THE CIGARETTE AUTHORITY

Smoke a fresh cigarette

36



Restoring must be more
than Honest

ipi

The International Printing Ink Corporation

4

THE ART DIRECTORS CLUB, Inc.

•

OFFICERS, 1932

EDWARD F. MOLYNEUX, *President*
JOSEPH PLATT, *First Vice-President* NATHANIEL POUSETTE-DART, *Secretary*
EDWIN A. GEORGI, *Second Vice-President* WILLIAM LONGYEAR, *Treasurer*

EXECUTIVE COMMITTEE, 1932

GEORGE L. WELP LURELLE V. A. GUILD
ELWOOD WHITNEY C. HALSTEAD COTTINGTON

OFFICERS, 1931

EDWARD F. MOLYNEUX, *President*
RENE CLARKE, *First Vice-President* H. THURLAND HANSON, *Secretary*
DEE CARLTON BROWN, *Second Vice-President* DENISON M. BUDD, *Treasurer*

EXECUTIVE COMMITTEE, 1931

GORDON C. AYMAR C. HALSTEAD COTTINGTON
STUART CAMPBELL PEIRCE JOHNSON

EXHIBITION COMMITTEE, 1932

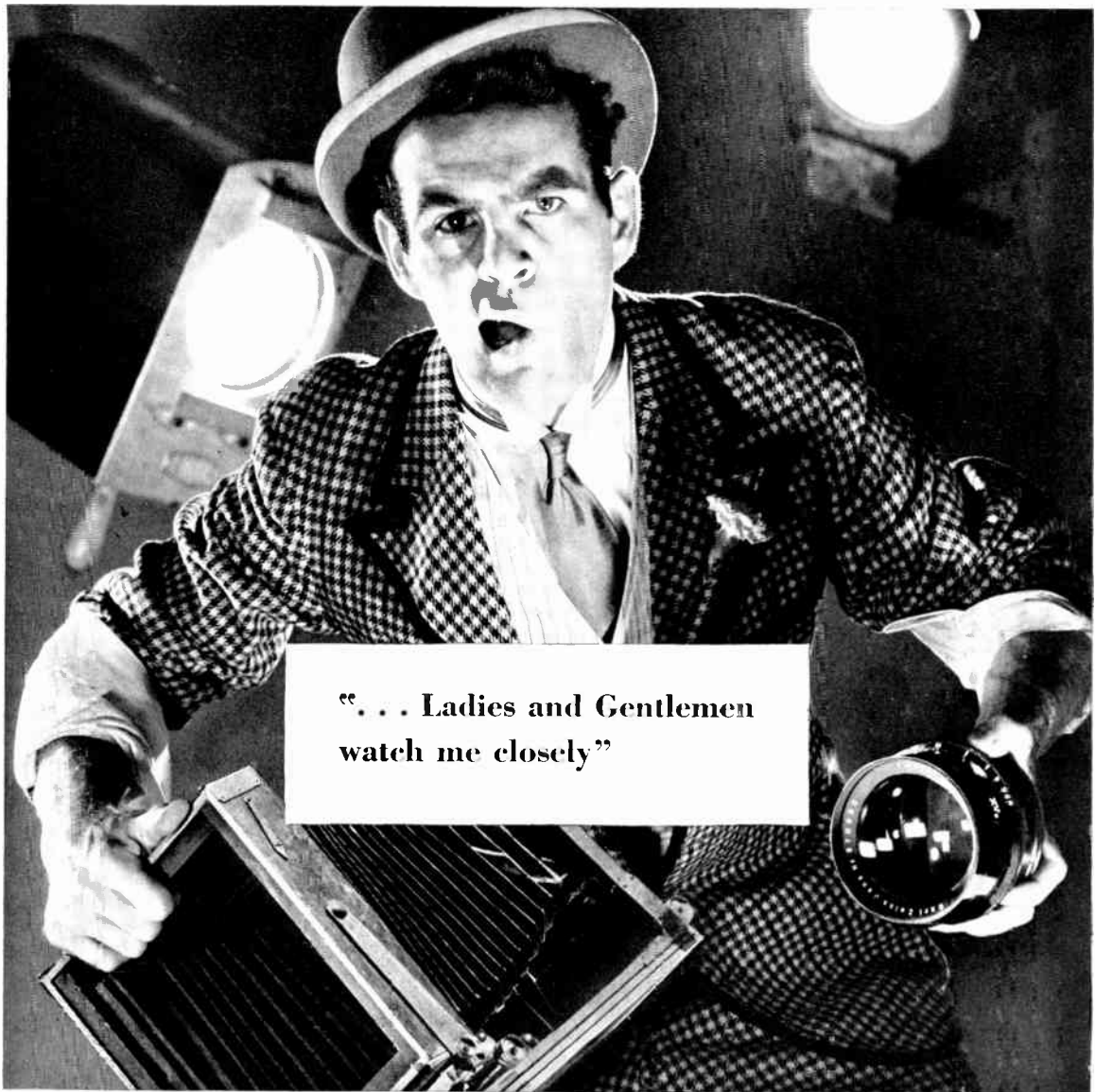
ELWOOD WHITNEY, *Chairman*
JACK TARLETON, *Vice-Chairman*
WILFRED CHAUSEE
THOMAS ERWIN ABBOTT KIMBALL
FRED FARRAR LOREN STONE
CAROLINE FLEISCHER, *Exhibition Secretary*

JURY OF AWARDS, 1932

FREDERICK C. KENDALL
JOSEPH B. PLATT ALEXANDER BROOK

IN CHARGE OF ANNUAL

ROBERT FRANK



**“... Ladies and Gentlemen
watch me closely”**

A GREAT MANY PEOPLE still believe this business of photography is just a bag of tricks and it is true that many exponents of this art still continue to work that way.

Here at Leo Aarons good photography, we believe, is simply a matter of clear thinking. Understanding of what advertising is all about. You're selling gasoline? You want your pictures to say "Speed". Selling motor

cars? You want \$700 to look like \$1700. Selling baking powder... cake flour? Your cakes want to be good enough to eat right off the printed page!

You don't get that just thru camera tricks... angles... soft focus stunts. You get it by intelligence. And by intelligence we mean knowing how to make the camera record love... pain... fear... grief... the living emotions of real, living people. And that's what we have to sell!

Intimate contact with the best agencies and experience on the largest accounts give us a point of view about advertising and our relation to it which you will find crisp and efficient.

Whether the job is a photograph to fit an ad, or ads to fit photographs, or everything starting from scratch, you'll find a standard of workmanship which we are proud of and which we know you'll like.

THE STUDIO OF LEO AARONS 120 LEXINGTON AVENUE • NEW YORK CITY



Advertising Arts . . . for art directors, photographers, artists and advertising men.
Advertising Arts . . . the only magazine published in America devoted exclusively to all phases of art in advertising, packaging, displays and industrial design.
Advertising Arts . . . whose pages are always open to intelligent discussion and whose contributors include: Dr. M. F. Agha, Bobri, Arton Bruchl, Joseph Sinel, W. A. Dwiggins, Rene Clarke, Gustav Jensen, Lucian Bernhard, Vaughn Flannery, Charles Coiner, W. D. Teague, Lester Gaba, Edgmont Arens and others.
Advertising Arts . . . a bi-monthly authority of typographic style and a medium for design forecasting.
Advertising Arts is published six times a year as a separately bound supplement to Advertising & Selling. If you wish these issues, please send your check for three dollars to Advertising & Selling, 9 East 38th Street, New York City and mention this advertisement.

The rebirth of the creative spirit, which has flamed through

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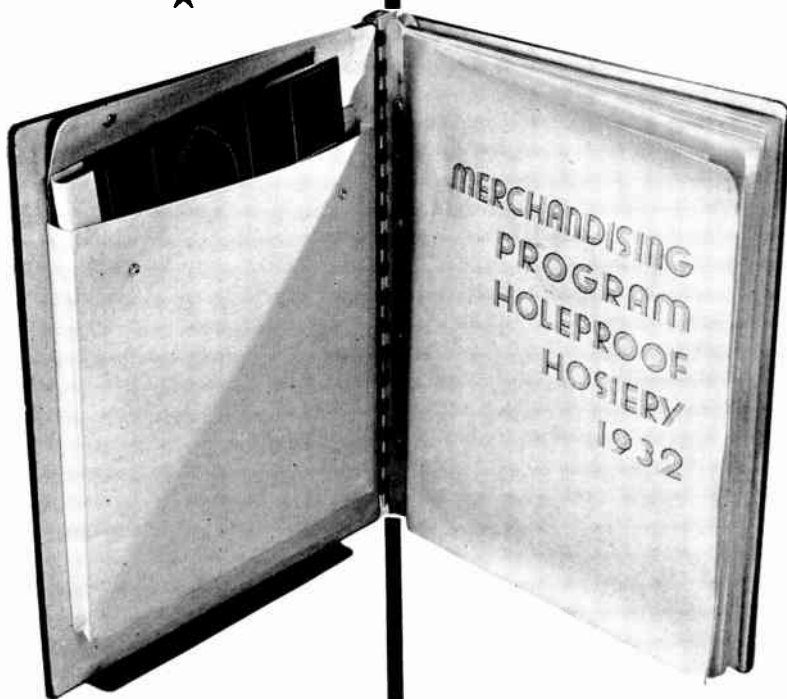
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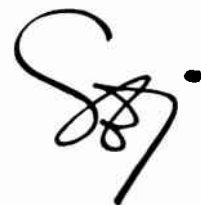
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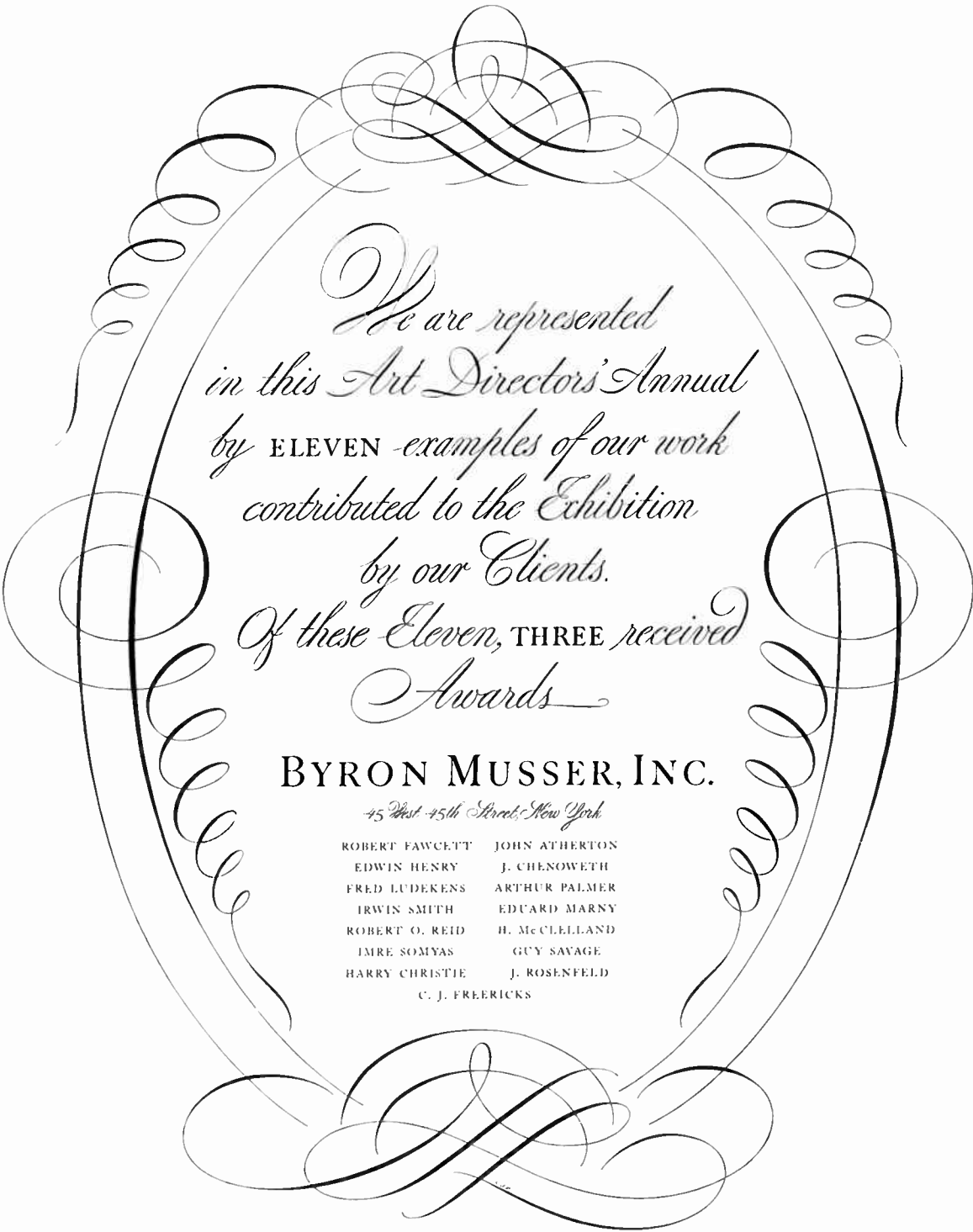
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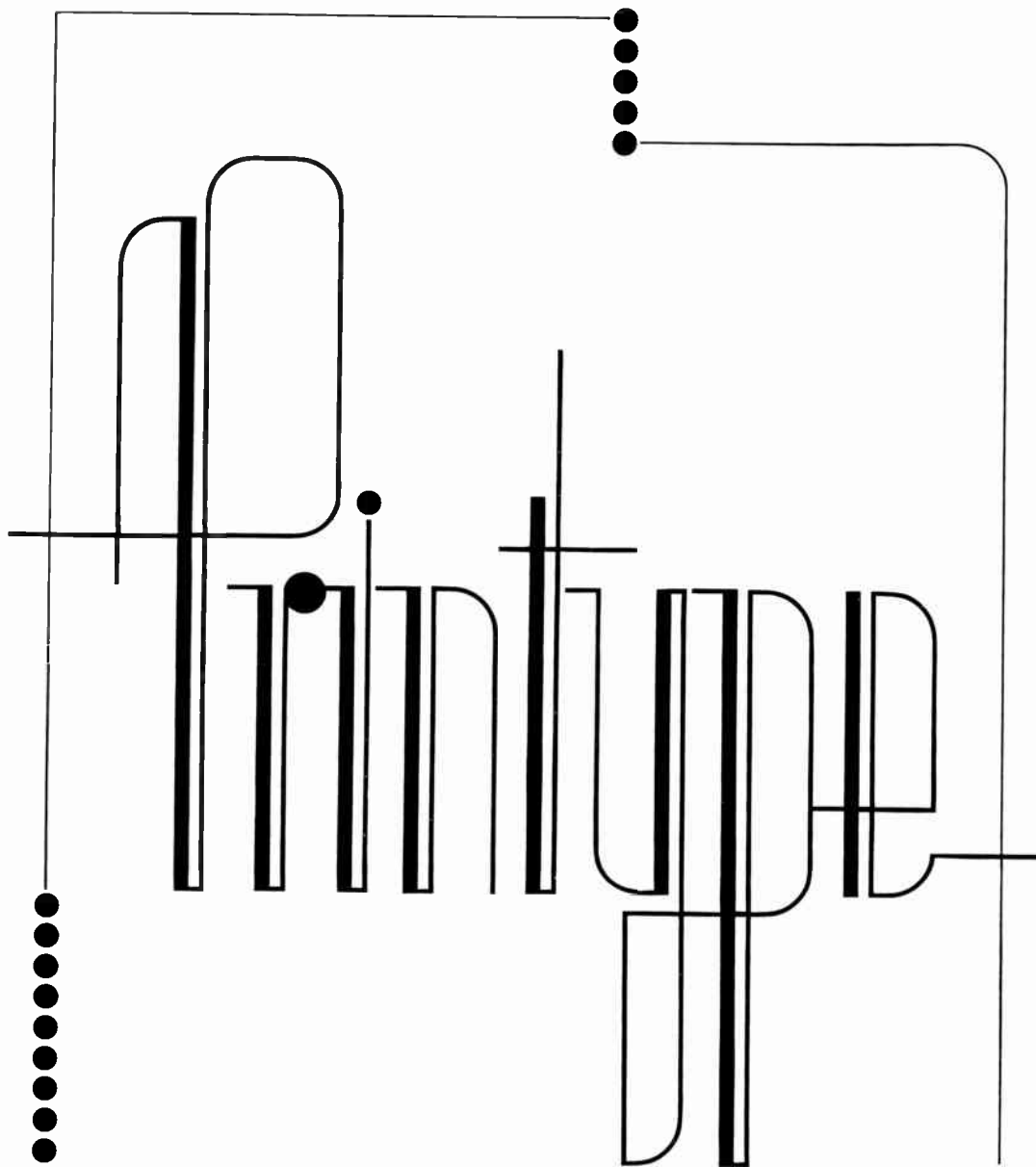


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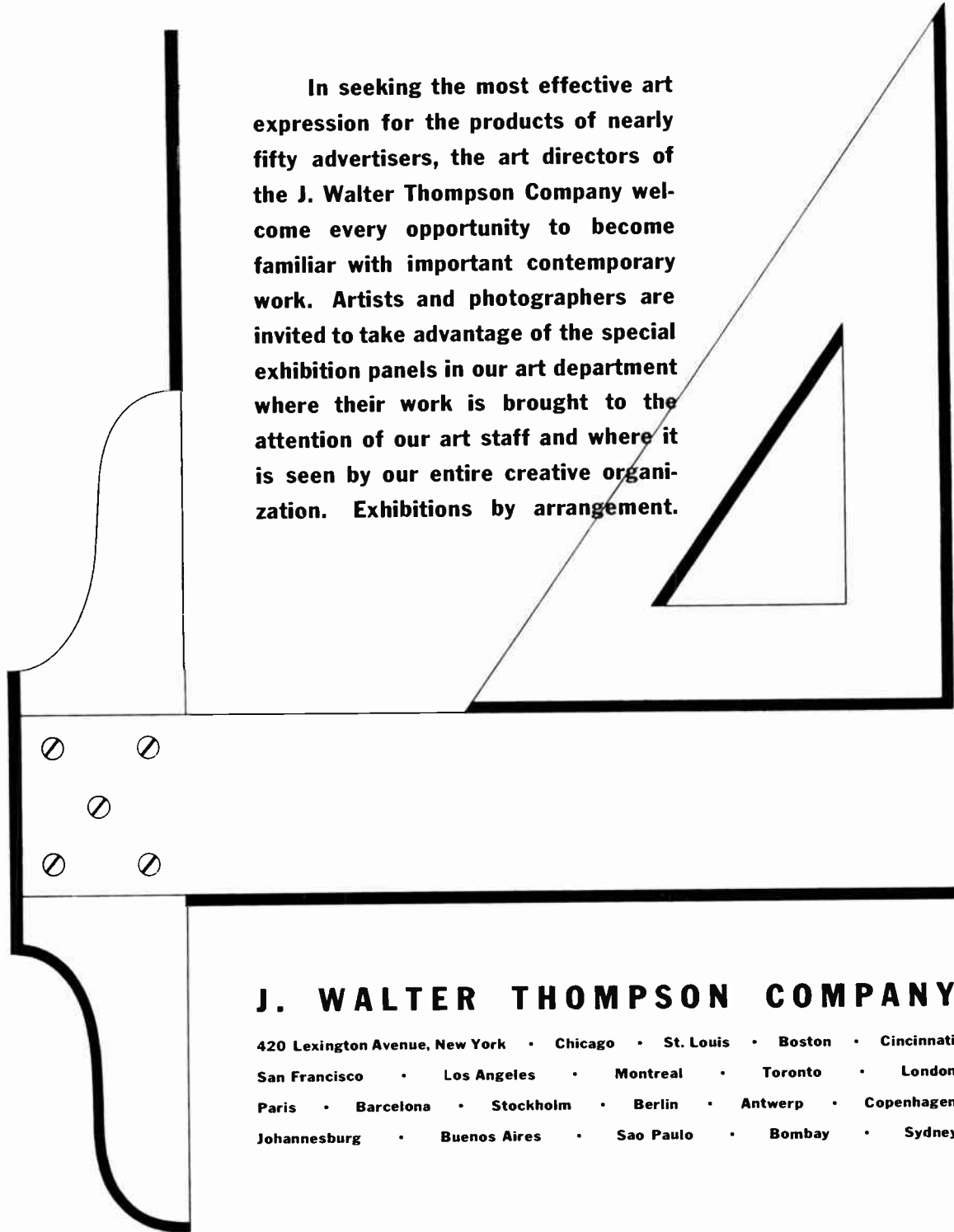
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