

ADVERTISING ARTISTS

Coincidence played a part in the selection of these examples of American art as well as in the fact that all the five artists represented, live in Chicago. This collection, thus chosen at random, is primarily intended to show that America possesses advertising artists of outstanding talent and inventive power, who are doing work

EVERYTHING BEGINS WITH AN IDEA

Inspired by Benjamin Disraeli, 1804-1881, Famous Prime Minister of England.

Copyright by LEONARD A. HENNING

DISRAELI believed that the way to do a thing is to get an idea, evolve it into a plan and then put the plan into action. Using this principle he made Queen Victoria the Empress of India and also secured control of the strategic Suez Canal for Great Britain. Naturally, every achievement must be an idea before it can become a reality. Morse had an idea which gave us the telegraph. Bell had an idea which gave us the telephone. The Wright brothers had an idea which gave us the airplane. Now, right in the field of each of us there is an idea factory. The ideas and equipment used are our imagination, observation and study. The materials used are the opportunities which exist in our present world. The cost of operating this idea factory is our own desire and effort to progress. The customer for our products—the one for which we are working. The profits of this idea factory are obtained through our own achievement and success in our daily work.

THERE IS NO SUBSTITUTE FOR HARD WORK

By Thomas A. Edison, 1847-1931, One of the Greatest Inventors in History.

1938 SEPTEMBER 1938							1938 OCTOBER 1938							1938 NOVEMBER 1938						
SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT
													1							
4	5	6	7	8	9	10	2	3	4	5	6	7	8	6	7	8	9	10	11	12
11	12	13	14	15	16	17	9	10	11	12	13	14	15	13	14	15	16	17	18	19
18	19	20	21	22	23	24	16	17	18	19	20	21	22	20	21	22	23	24	25	26
25	26	27	28	29	30		23	24	25	26	27	28	29	27	28	29	30			
							30	31												

Service Spring Company • Indianapolis, Ind • U.S.A.
 MANUFACTURERS OF SPRINGS ESPECIALLY FOR ALL MAKES OF CARS, TRUCKS, BUSES AND TRAILERS
 America's Finest Chassis Springs

RAYMOND F. DABOLL