

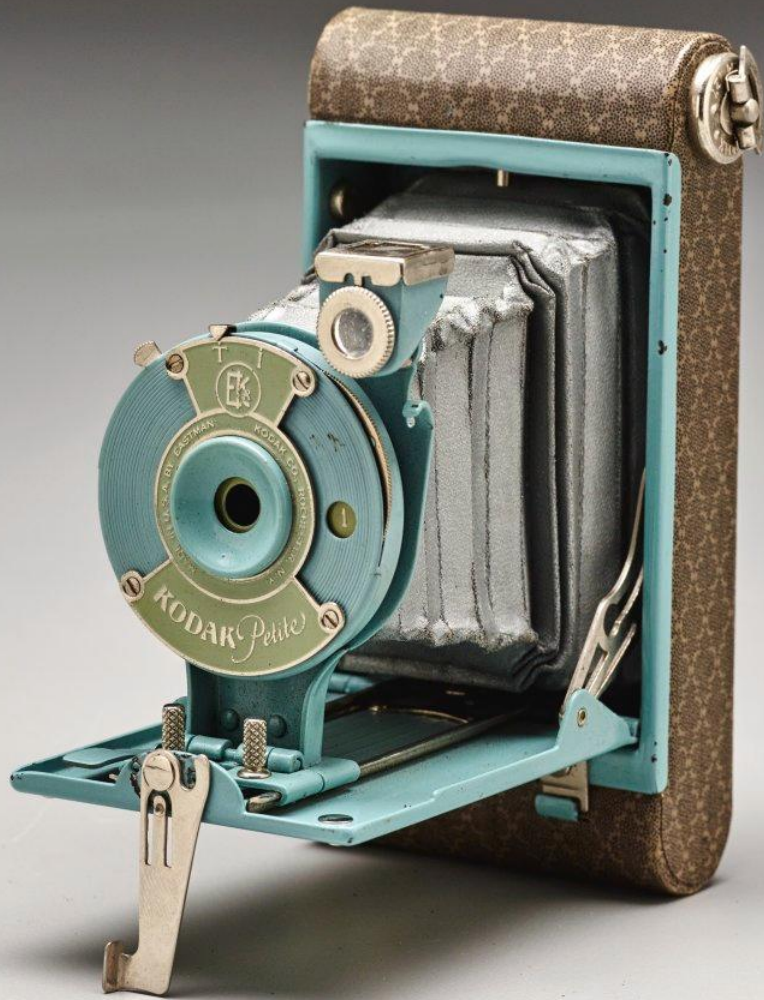
DIZAJN U AMERICI

USPON I RAZVOJ DO 70-TIH GODINA XX VEKA



VOLTER DORVIN TIG, 1883-1960.





Kodak petite, 1927.



Kodak No. 1A, 1930.



Kodak Brownie, 1930-33.



Baby Brownie, 1930-36.



Kodak Bantam Specijal, 1933-36.



"Bluebird" Radio, 1934.



"Nocturne" Radio, 1936.





Sparton Model 557, radio, 1936.



500C 'Cloisonné' Radio, 1939.



1930-40.



1939.



1930.



1937.





The National Cash Register Building, New York World's Fair, 1939.



STEINWAY & SONS MODEL M 5'7", 1953.

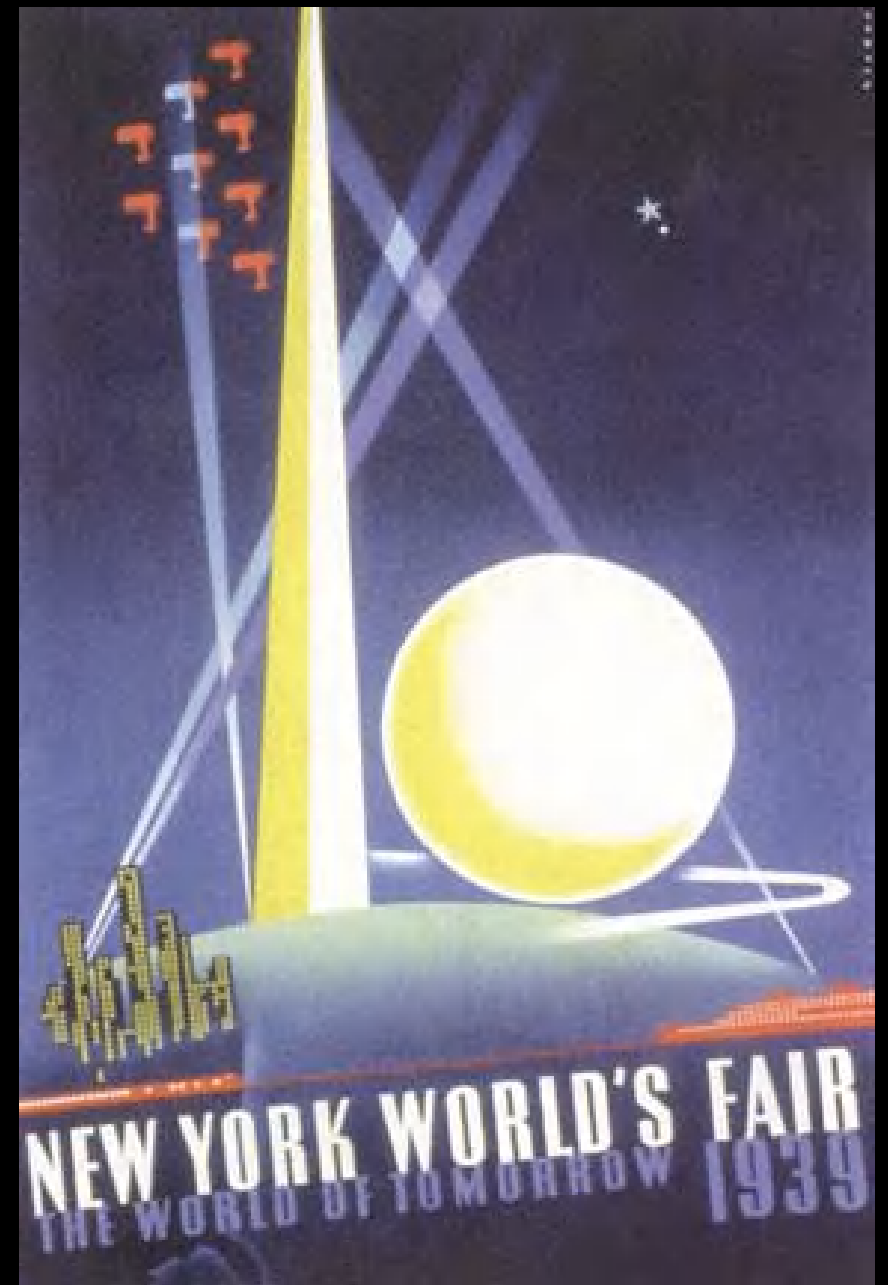


Marmon 16, 1932.



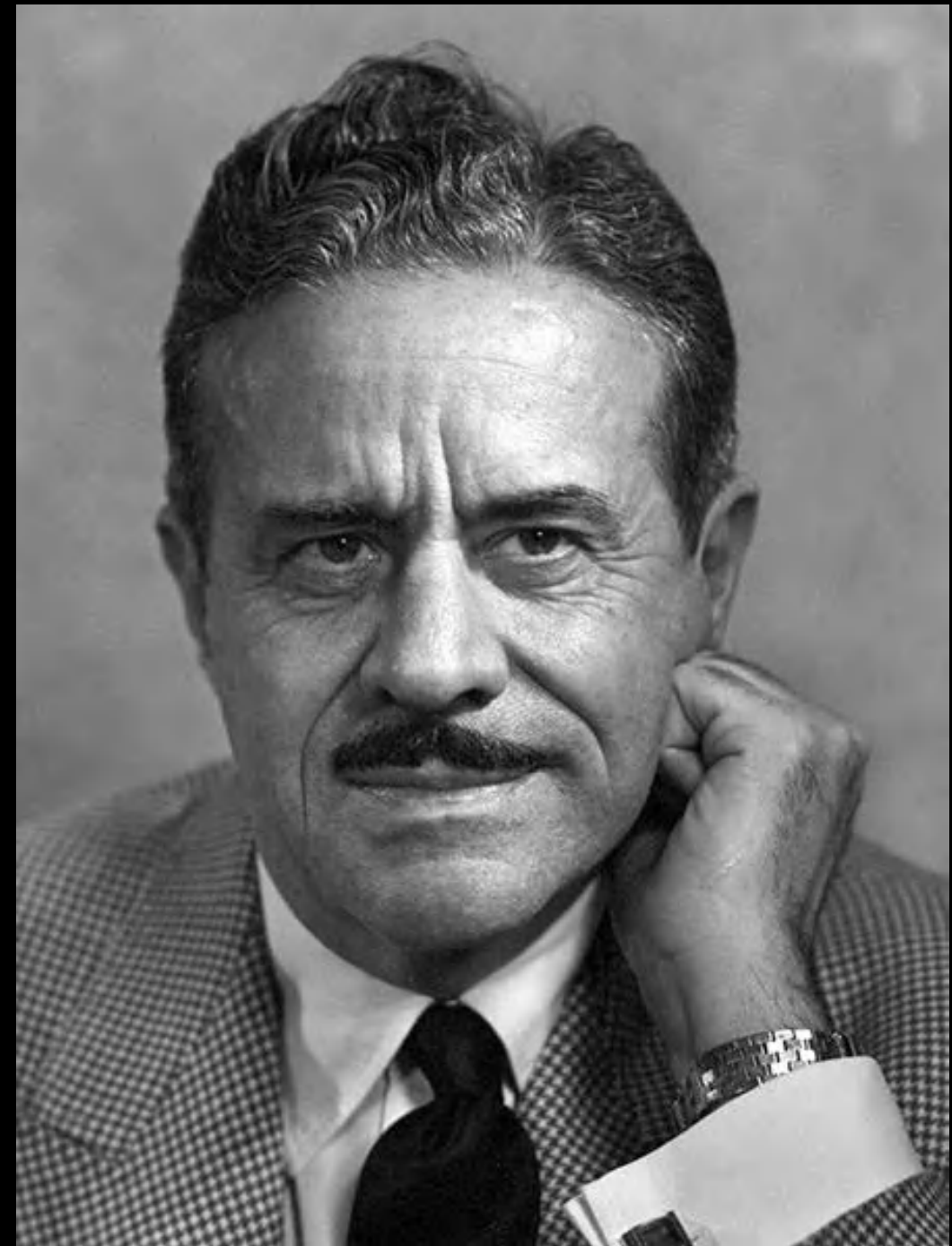
Marmon HCM V-12, 1932.

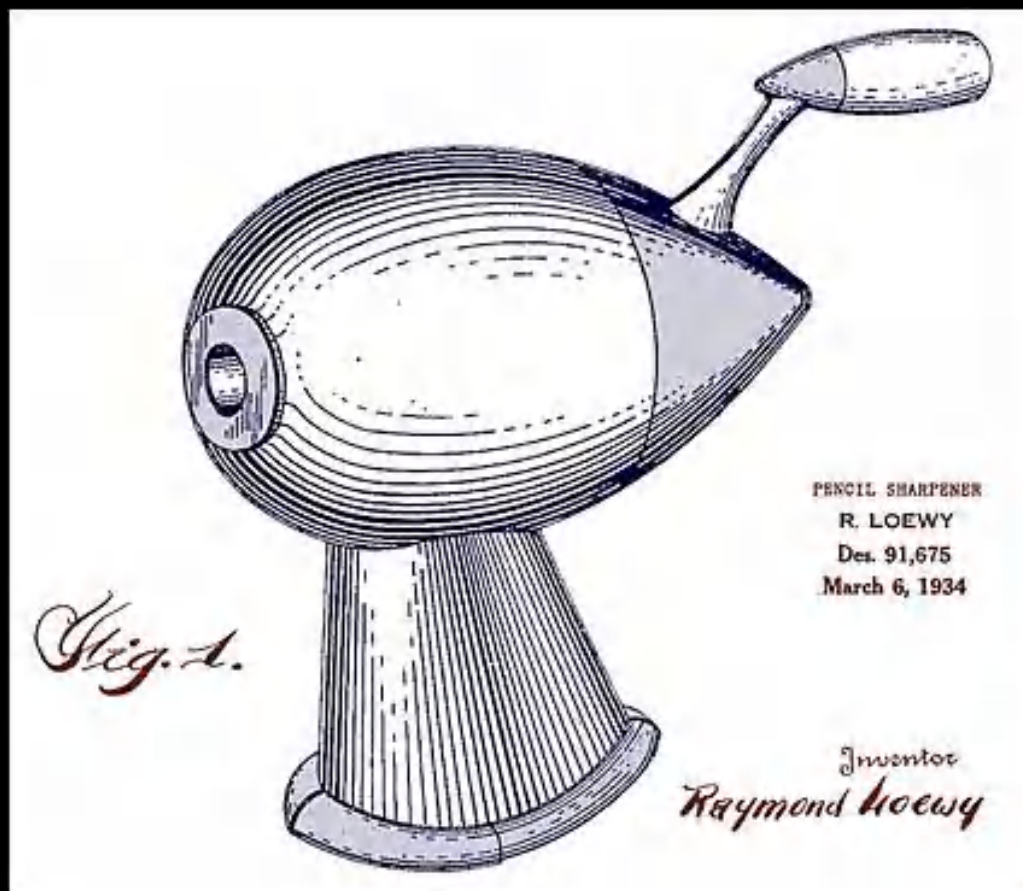






REJMOND LUI, 1893 – 1986.





1934.



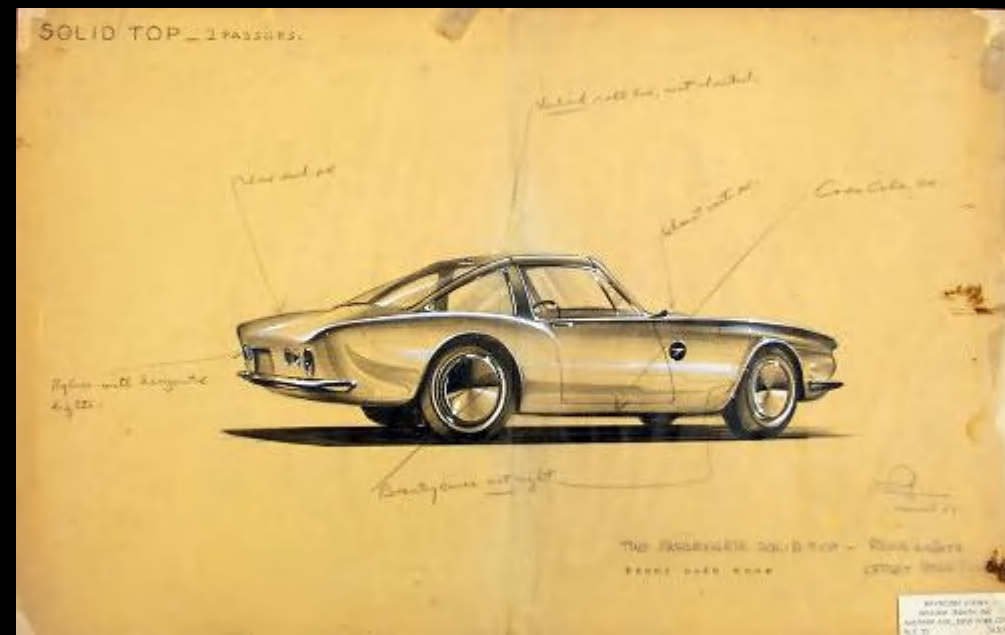
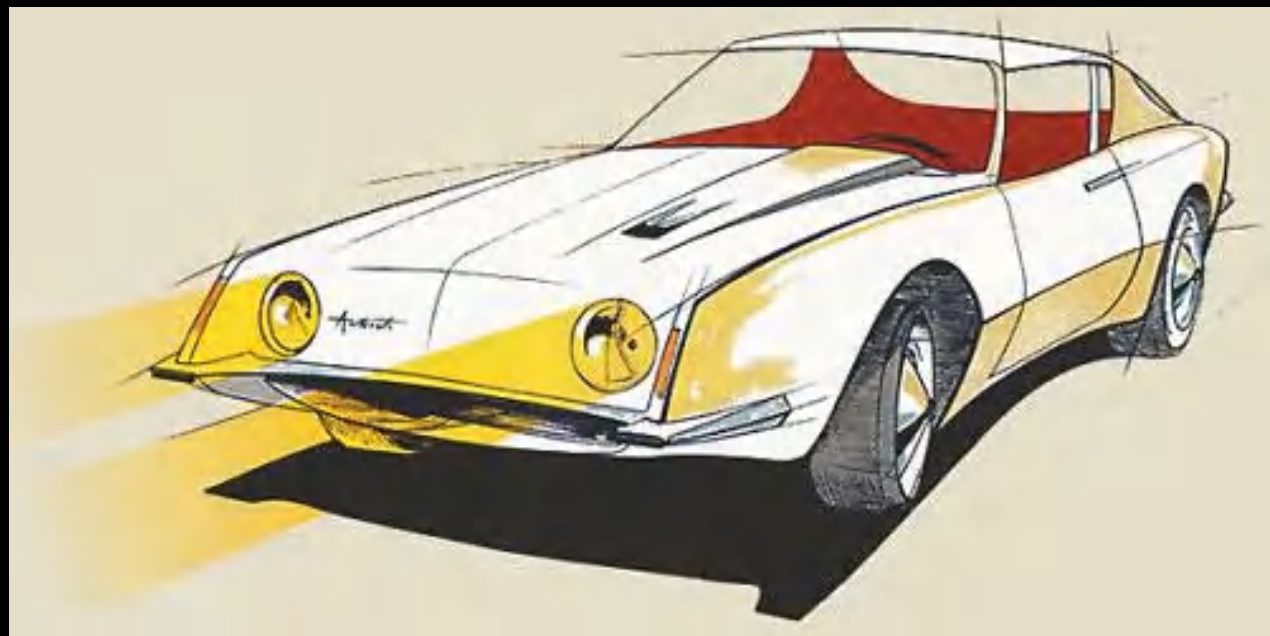
1935.



1937.

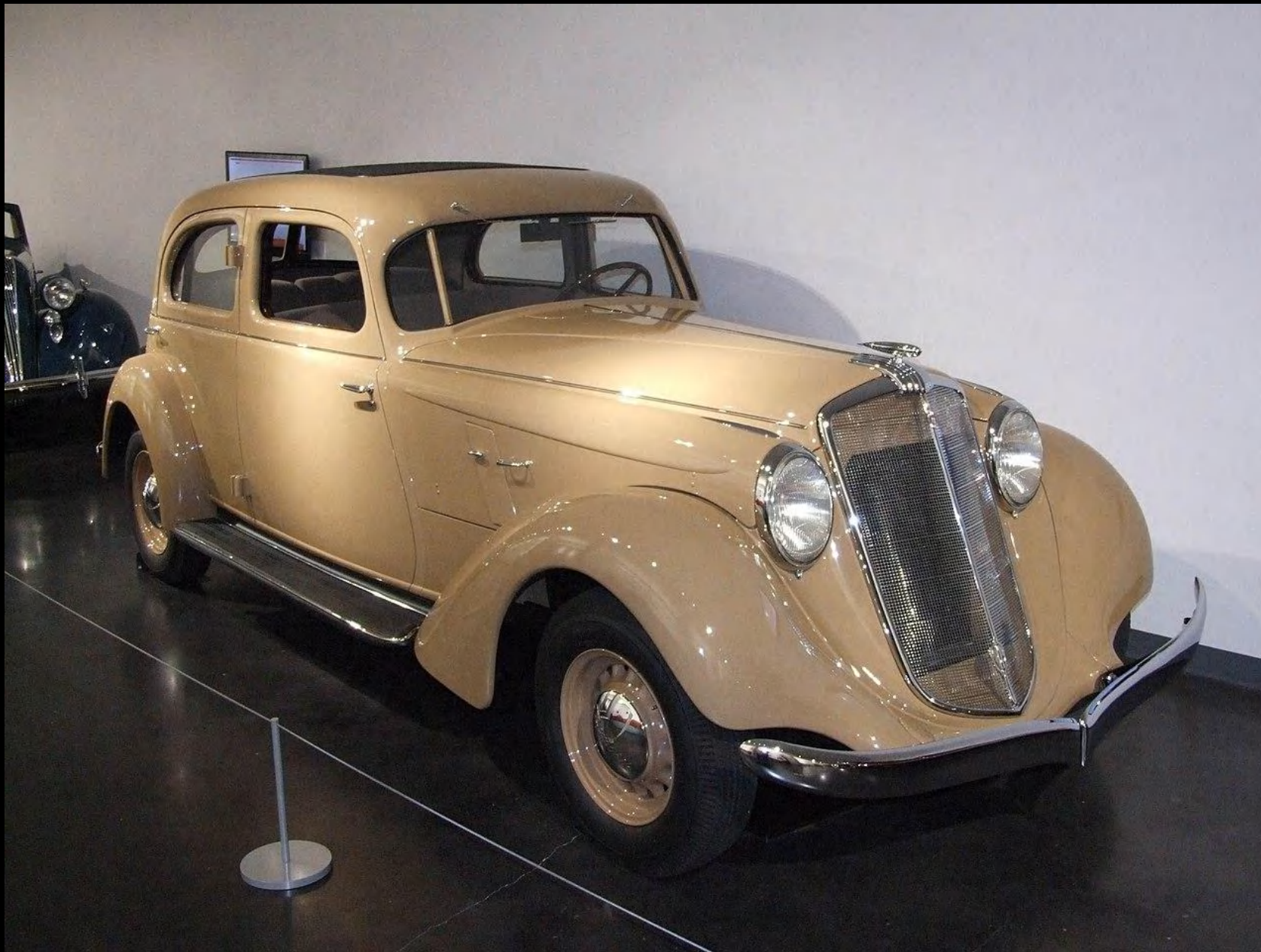


1946.





Hupmobile Model 222-F "cyclefenders,, 1932.



Hupmobile Model 527-T sedan Aerodynamic, 1935.



Lincoln Continental Coupe, 1941.



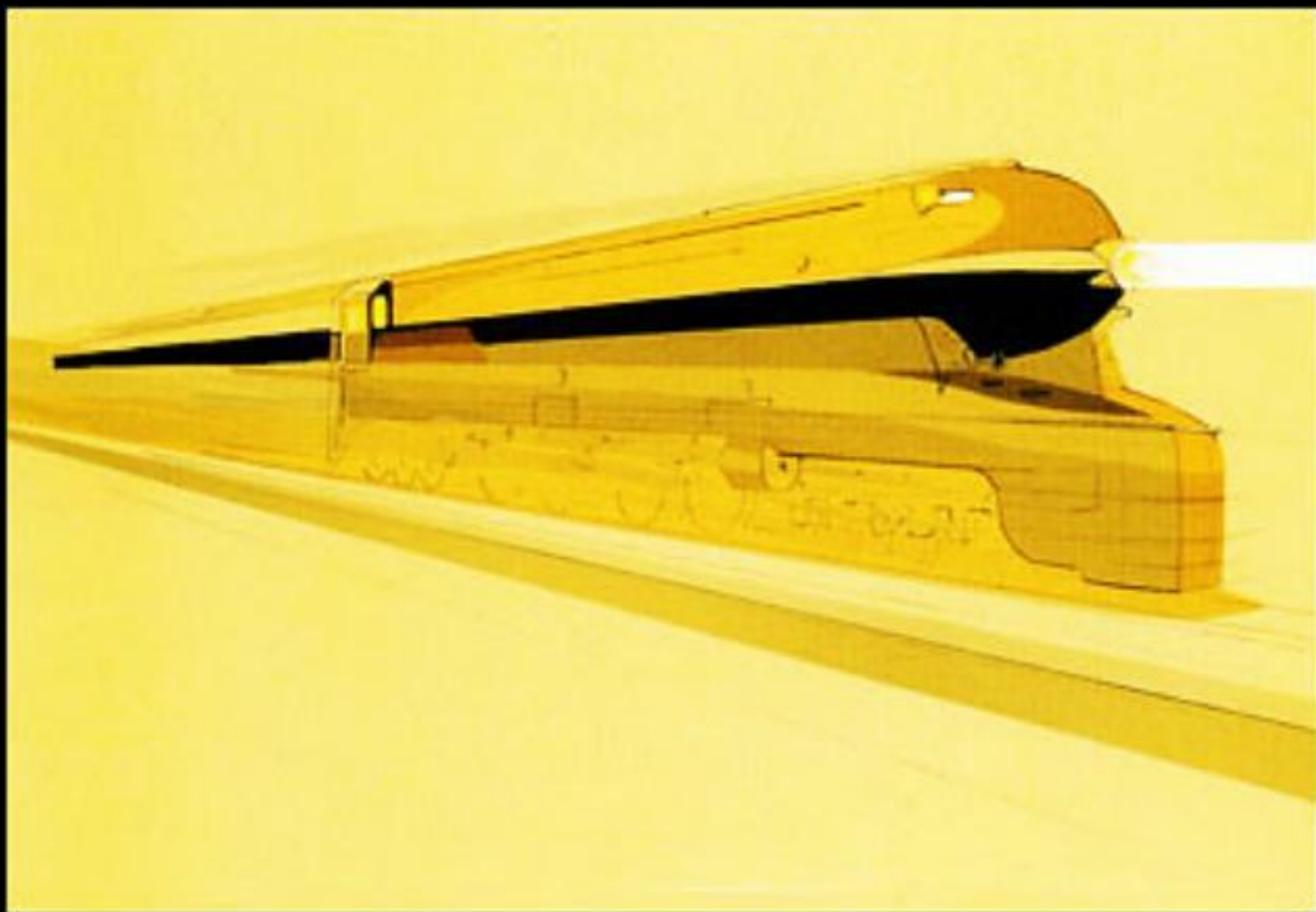
BMW 507, 1955.



Lancia *Lorajmo*, 1955.

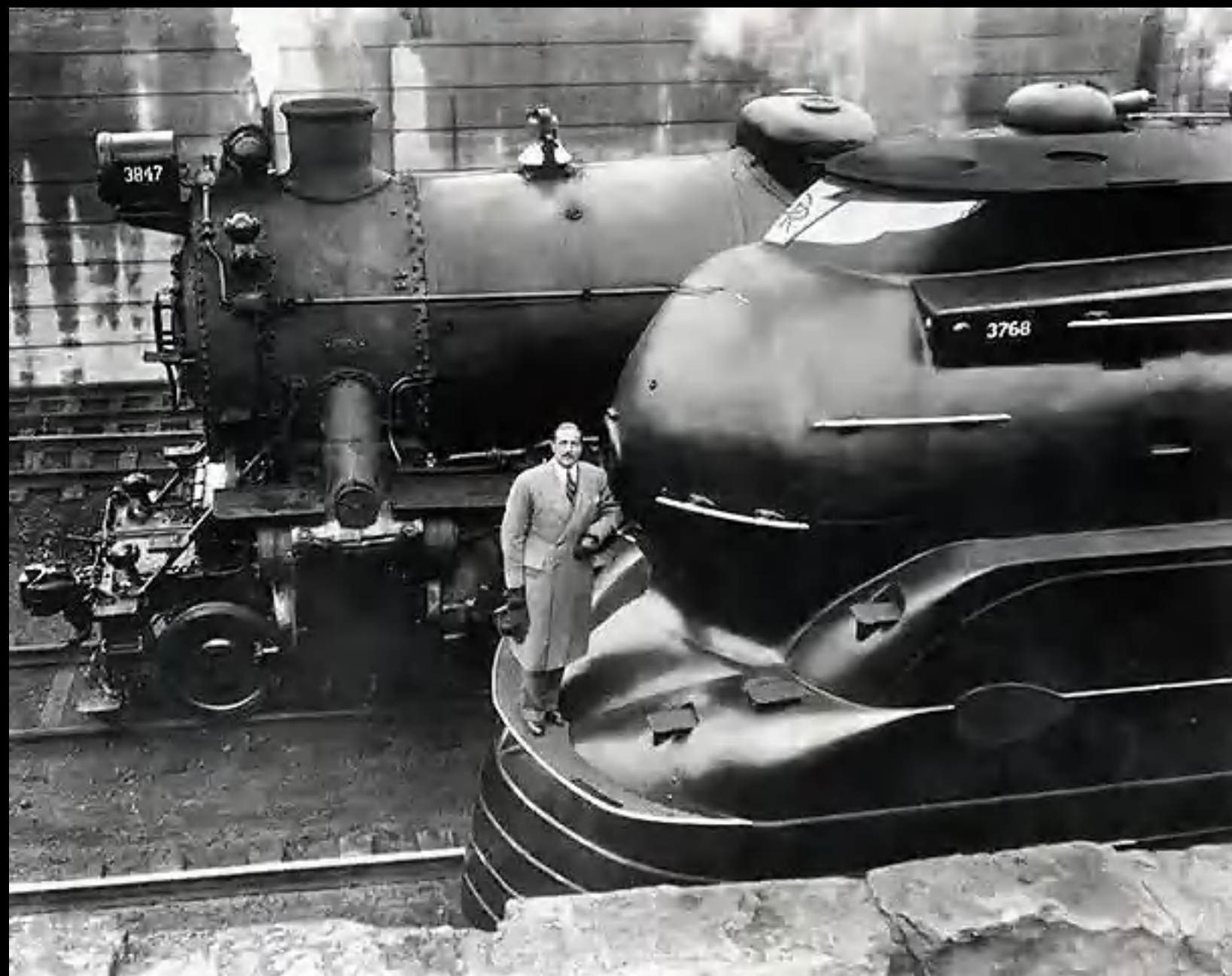


1935.





1936.



Every mile a Magnificent Mile...

every highway a strip of velvet...



Complete Washroom—with wash basin, running water, toilet, other conveniences.



Air Suspension Ride—Entire coach floats on cushions of air, in rubber-nylon bellows.



"Highway Traveler" coaches also offer Air Suspension, huge picture windows.

when you travel in the amazing new

Scenicruiser®

Here's the finest, most luxurious motor coach ever built, with features of comfort and riding ease never before found in travel . . . the brilliantly-designed Greyhound Scenicruiser!

Scores are already in service, hundreds more on their way—and only Greyhound will operate these sensational coaches—raised-level, panoramic sight-seeing, tasteful appointments, unbelievably smooth operation (Scenicruiser actually floats on air).

GREYHOUND®

FREE! FULL-COLOR PLEASURE MAP OF AMERICA WITH TOUR FACTS

Mail to Greyhound
Tour Dept., 71 W.
Lake Street, Chi-
cago 1, Ill., for full-
color trip-planning
map—with details
on 50 Greyhound
Expense-Paid Tours.

Name _____

Address _____

City & State _____

Send me special information on a tour to:



1946.



1962.



1937.



Midel T-54, 1948.



1956.







To be *refreshed*





1942.

I lead the crowd in "Dixie Dixie"
To cheer the team we like!
But when it comes to cigarettes,
I cheer for Lucky Strike!

I really am a Lucky guy,
Just you, my Oh D.,
So come to you how much I know,
L.S. for means F.T.

Be Happy- Go Lucky!

Enjoy your cigarette! Enjoy truly fine tobacco
that combines both perfect mildness and rich
taste in one great cigarette - Lucky Strike!

Perfect mildness? You bet. Scientific tests, confirmed by
three independent consulting laboratories, prove that
Lucky Strike is milder than any other principal brand.
Rich taste? Yes, the full, rich taste of truly fine tobacco.
Only fine tobacco gives you both real mildness and
rich taste. And Lucky Strike means fine tobacco. So en-
joy the happy blending that combines perfect mildness
with a rich, true tobacco taste. Be Happy-Go Lucky!

LS/M.F.T.
Lucky Strike
Means Fine Tobacco

Some claim this and some claim that.
But when it's all said and done...
For full, rich taste and mildness too,
Lucky Strike's the one!

LUCKY STRIKE
"IT'S TOASTED"
CIGARETTES
L.S./M.F.T.

LUCKY STRIKE
AMERICA!
BUY
DEFENSE
BONDS

because...

COPR., THE AMERICAN TOBACCO COMPANY

Be Happy - Go Lucky!

When fishing I just don't see fish. It seems so much like fish. Perhaps because I use Lucky LS/MFT.

ENJOY YOUR CIGARETTE!... If you're not happy with your present brand (and a 38-city survey shows that millions are not), smoke Lucky! You'll get the happy-blending of perfect mildness and rich taste that fine tobacco, and only fine tobacco, can give you. Remember, Lucky Strike means fine tobacco. So get complete smoking enjoyment. Be Happy - Go Lucky today!

All in line for a Lucky hit. Or girls they can't resist. But here at Lucky Strike Mean LS/MFT.

The longest around the globe with gold. Even New York to New York. And I can tell you Lucky Strike is the finest cigarette!

LS/MFT. Lucky Strike Means Fine Tobacco

To keep a slender figure No one can deny...

Reach for a
LUCKY
instead of a
sweet

LUCKY STRIKE
CIGARETTES

"It's toasted"
No Throat Irritation - No Cough.



A vintage advertisement for Lucky Strike cigarettes featuring actress Lilli Palmer. She is depicted in a dark, off-the-shoulder dress, holding a cigarette in her right hand. To her left is a pack of Lucky Strike cigarettes, which is white with a red circular logo containing the words "LUCKY STRIKE" and "IT'S TOASTED". Below the logo, it says "CIGARETTES" and "L.S./M.F.T.". Above Palmer, a large red circle contains the text "Smoke a LUCKY For that milder, fresher taste". Below this circle, a quote from Lilli Palmer reads: "LILLI PALMER says: 'Luckies are really smooth!'". At the bottom of the advertisement, a red banner contains the text "L.S./M.F.T. - Lucky Strike Means Fine Tobacco".

Smoke a
LUCKY
For that milder,
fresher taste

LILLI PALMER says:
"Luckies are
really smooth!"

**LUCKY
STRIKE**
"IT'S TOASTED"
CIGARETTES
L.S./M.F.T.

L.S./M.F.T. - Lucky Strike Means Fine Tobacco



A vintage advertisement for Lucky Strike cigarettes featuring actor John Gilbert. He is shown in a close-up portrait, wearing a suit and tie, with a mustache. To his left is a pack of Lucky Strike cigarettes, which is green with a red circular logo containing the words "LUCKY STRIKE" and "IT'S TOASTED". Below the logo, it says "CIGARETTES". Above Gilbert, a red banner contains the text "Reach for a Lucky - instead of a sweet". To the right of Gilbert, a speech bubble contains the text "Toasting takes out that bite and throat irritation". At the bottom of the advertisement, a large black banner contains the text "It's toasted" in a large, bold font, followed by "No Throat Irritation - No Cough." in a smaller font. A signature "John Gilbert" and the text "John Gilbert Celebrated Screen Star" are visible to the right of Gilbert's head.

"Reach for a Lucky - instead of a sweet"

John Gilbert
John Gilbert
Celebrated Screen Star

**LUCKY
STRIKE**
"IT'S TOASTED"
CIGARETTES

Toasting
takes out that
bite and throat
irritation

"It's toasted"
No Throat Irritation - No Cough.

*L.S./M.F.T.
Lucky Strike means Fine Tobacco*



**Lucky Strike presents The Man Who Knows -
*The Tobacco Auctioneer***

"I'VE SOLD more than 240 million pounds of tobacco, and at every auction I've attended, I've seen the makers of Lucky Strike buy fine quality tobacco . . . that fine, ripe-smokin' leaf that makes a smooth, mild smoke."

L. H. Purdom

L. H. Purdom, independent tobacco auctioneer of Springfield, Ky., has been a Lucky Strike smoker for 22 years



LUCKY STRIKE MEANS FINE TOBACCO
So round, so firm, so fully packed — so free and easy on the draw

COPIED BY THE AMERICAN TOBACCO COMPANY



LUCKY STRIKE
CIGARETTES

Luckies

They Taste Better

SURPRISE VALLEY DRUG



You trust
its quality



Coca Cola od 1899 – 1957.



1945.





Luiev redizajn 1955.







1900



1904



1909



1930



1948



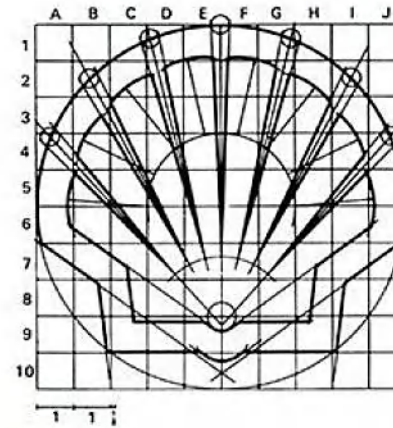
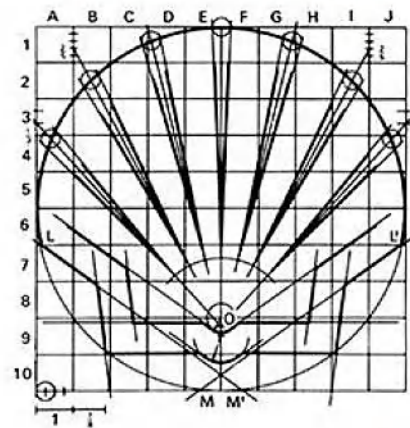
1955



1961



1971



1971.





1966.







1965.



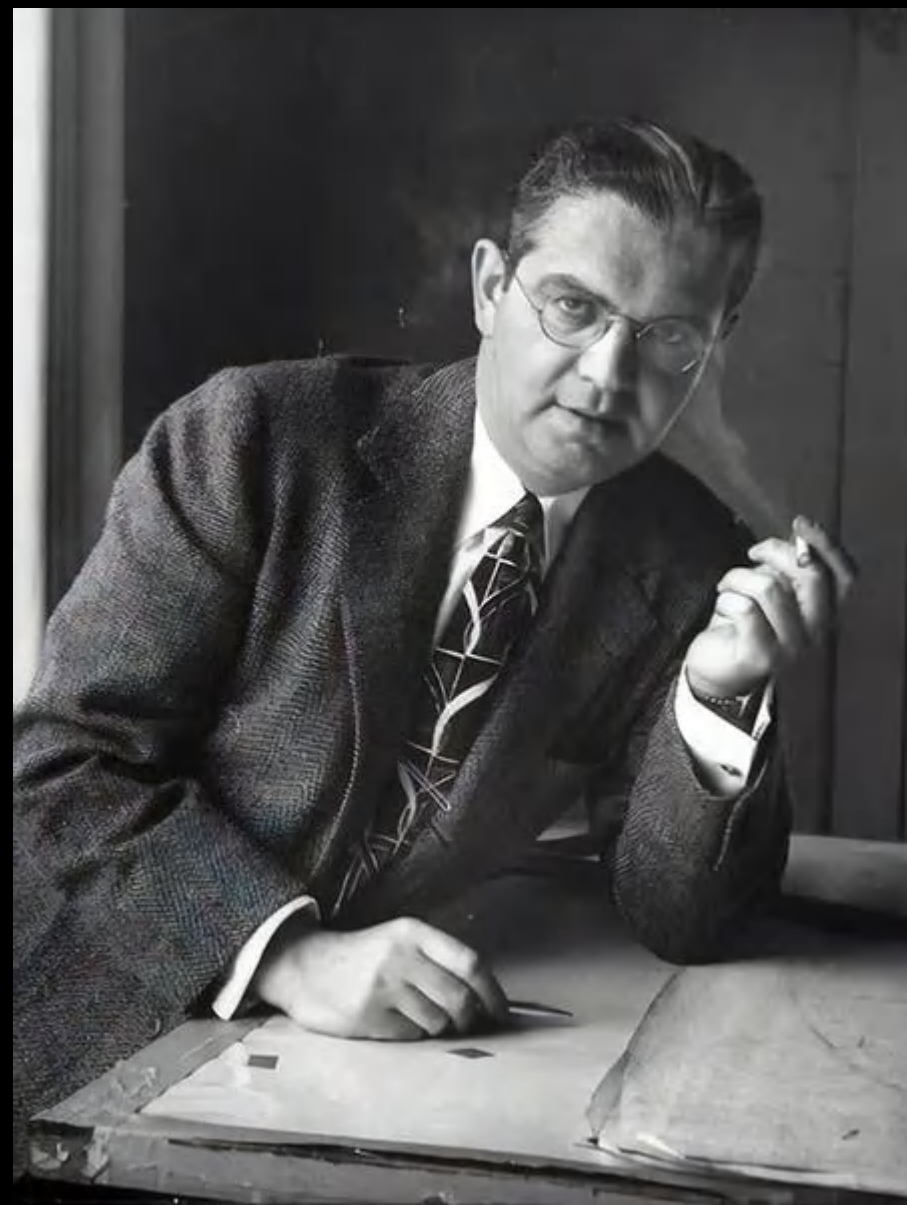




1960.



HENRI DRAJFUS, 1904-1972.



„Ako tačka kontakta između proizvoda i ljudi postane tačka trenja, onda je dizajner propao. Ako, s druge strane, kontaktom sa proizvodom ljudi postaju sigurniji, opušteniji, željniji kupovine, efikasniji – ili jednostavno srećniji – onda je dizajner uspeo.”

H. Drajfus



1930.



1932.



1933.



Announcing the **newest** *triple-action* **HOOVER**

It beats, as it sweeps, as it cleans...Automatic rug thickness adjustment...

Angle Conversion for easier above-the-floor cleaning...New lightweight Veriflex hose...

Extra quiet...Extra low...Extra power...Styled by Henry Dreyfuss

Why don't you join the proud company of Hoover users? What better time to do so than with this new model? Powerful Triple Action gets the dirt that dulls the colors and the grit that cuts the nap. New angle conversion makes above-the-floor cleaning easier than ever. Cleaner follows around the room as you clean. See this great new Hoover soon. Hoover Cleaners are sold only by leading local merchants. See the classified section of your phone book. Call today for a home showing, without obligation, of any of Hoover's three great Triple-Action cleaners or two new AERO-DYNE tank cleaners.

THE HOOVER COMPANY, North Canton, Ohio; Hamilton, Ontario, Canada; Perivale, England.



Hoover Model 29... **87⁹⁵**
Low down payment, easy monthly terms. Cleaning tools in handy kit, with new Veriflex hose, \$13.95.

*You'll be happier
with a Hoover*



Prices slightly higher in Canada
Prices subject to change without notice

1940.



1958/61.



1948.



1946.





1938.



1940.



1953.



1941.



1948.



1935.



Zajedno sa Džejmsom Konerom, 1965.



Zajedno sa Džejmsom Konerom, 1972.



1946.



1950.



1959/62.



In white, beige, pink, blue and turquoise — attractively priced

it's little!... it's lovely!... it lights!



Small size is one reason why the Princess is so popular. It fits where you didn't have room for an extension before—on table, desk or kitchen counter.



Graceful styling lets you put the Princess anywhere in your home and be sure that its lovely lines and the color you choose will blend in beautifully.



Lighted dial glows in the dark, brightens for easy dialing when you lift the receiver. Order from our Business Office or ask your telephone man.

BELL TELEPHONE SYSTEM





1964.



1968.



1937.



1950.

AMERICAN EXPORT LINES

AMERICAN EXPORT LINES

*THE NEW
AMERICAN LUXURY LINERS*

Independence and Constitution





1951.



1954.



1956.

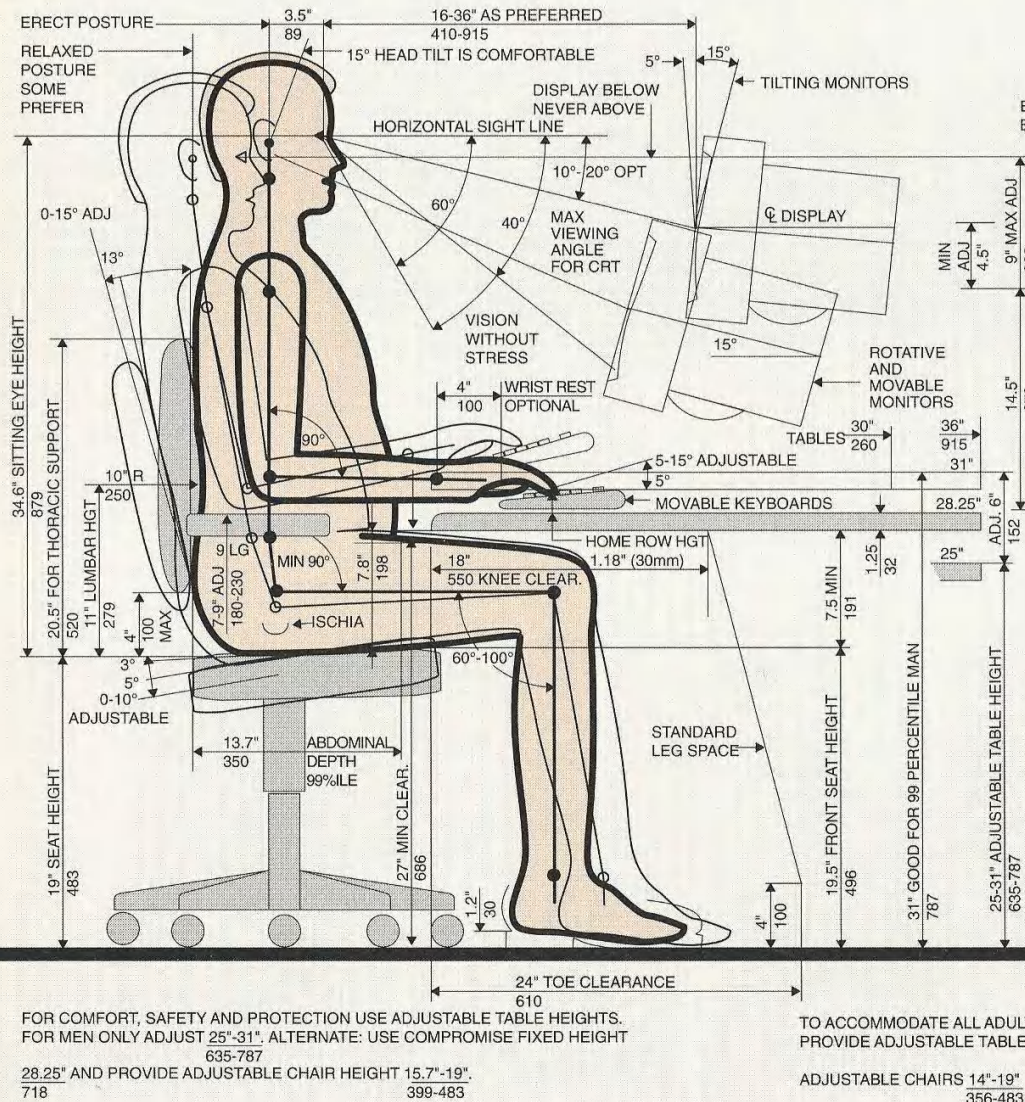


Pulman sklopive stolice, 1938.

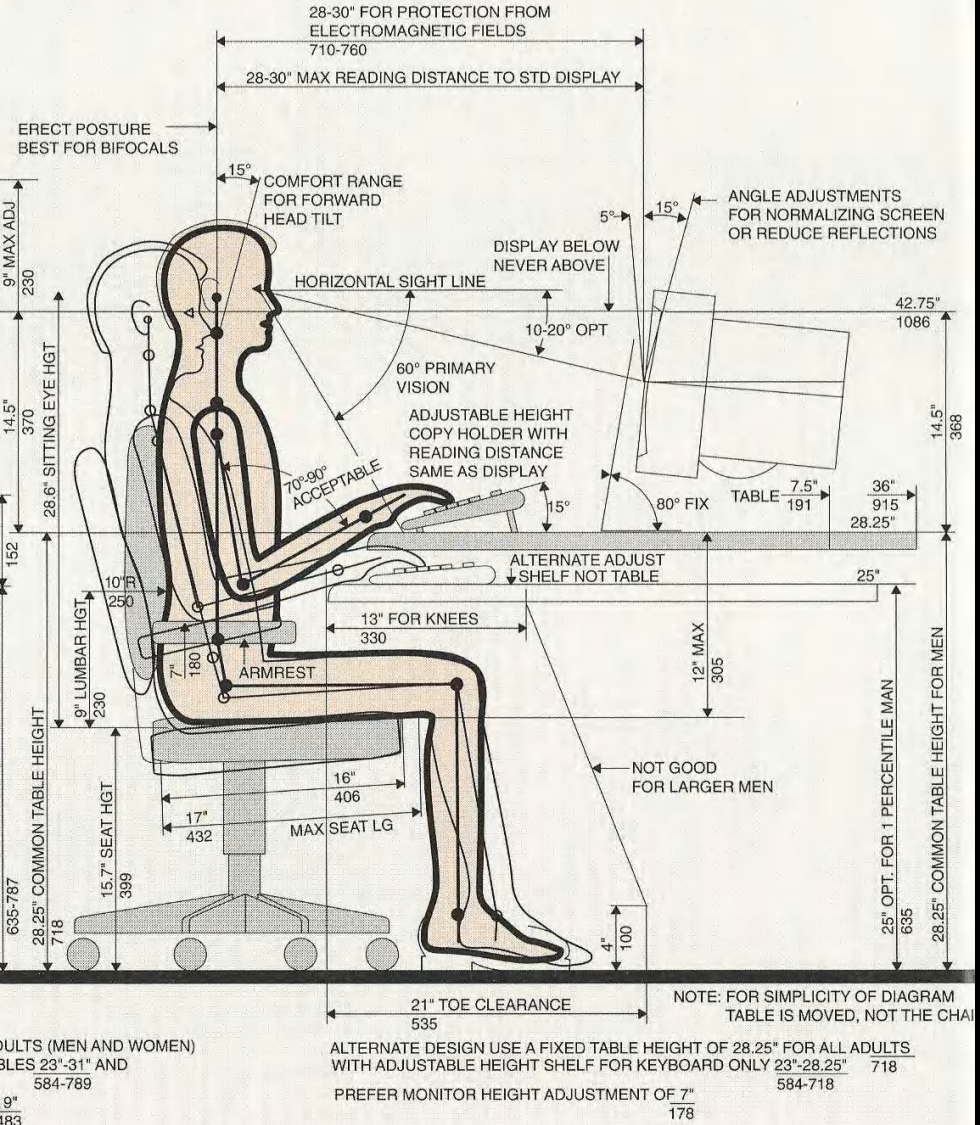


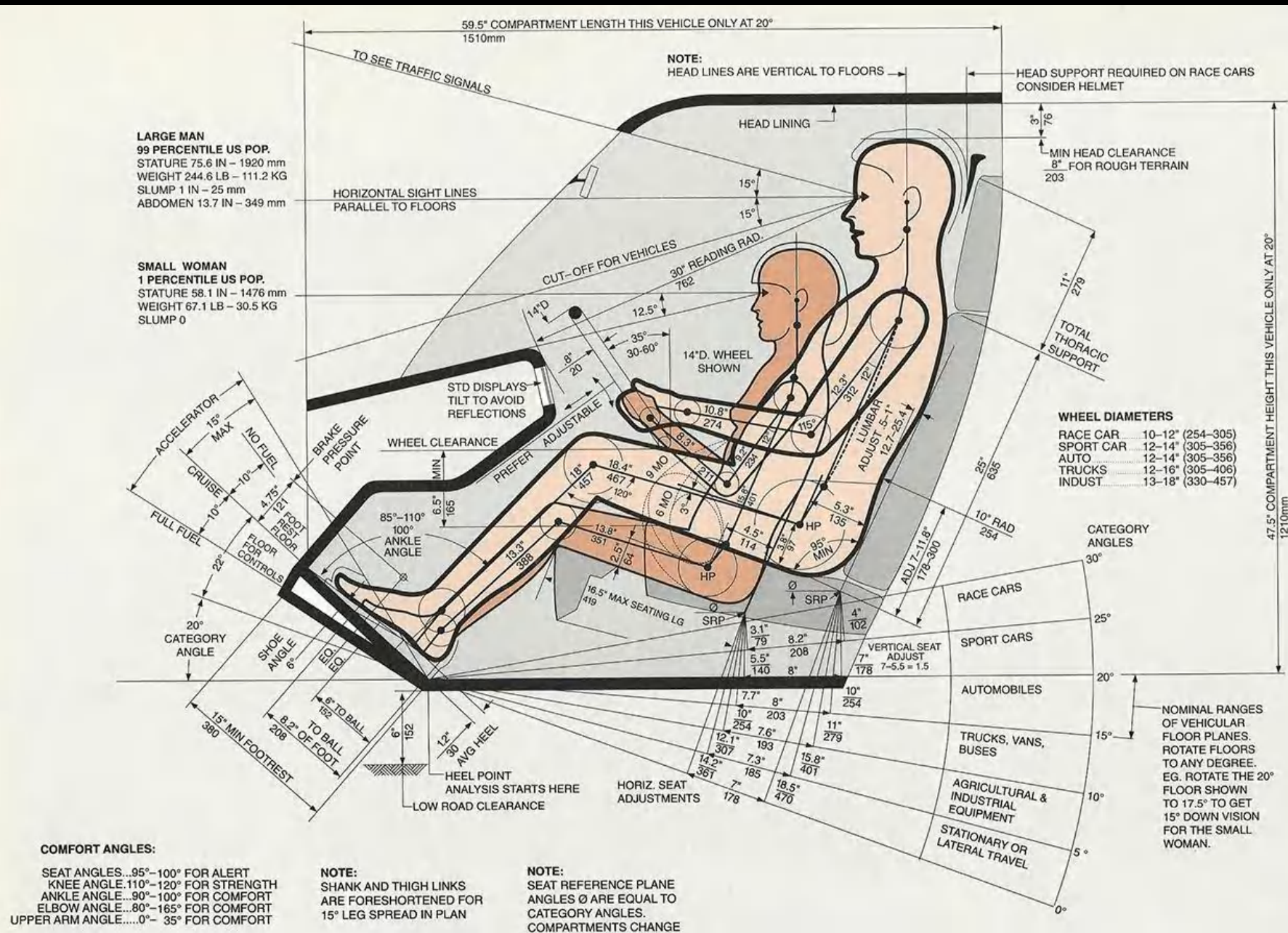


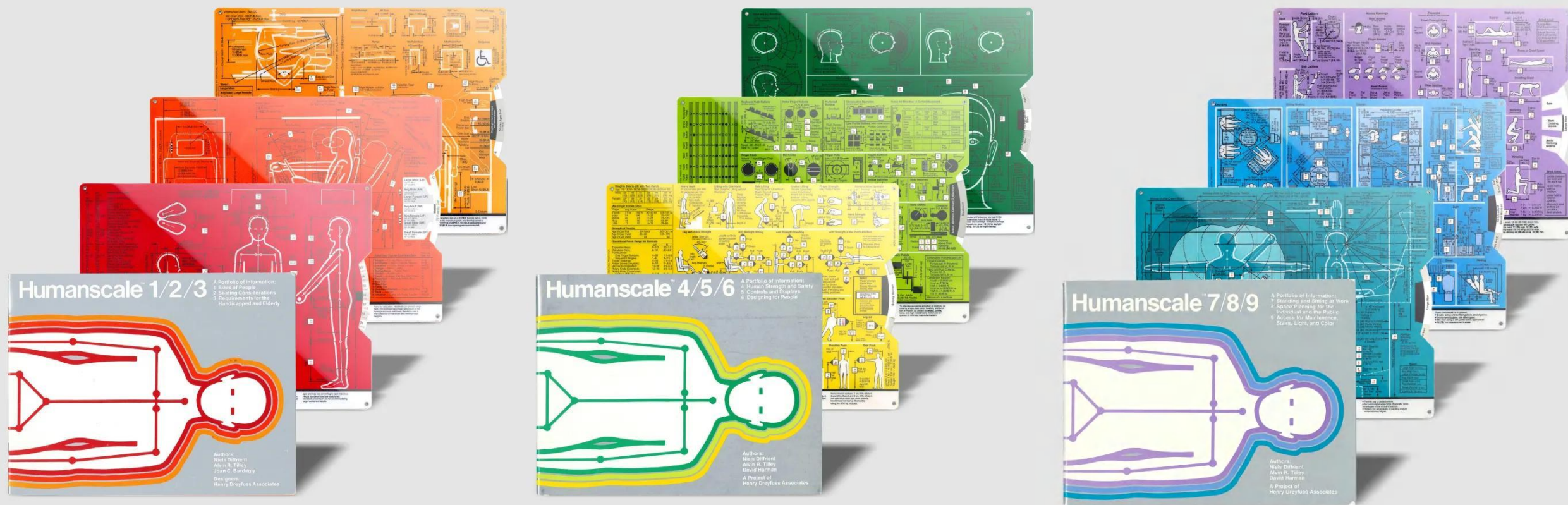
LARGE MAN 99 PERCENTILE US POPULATION



SMALL MAN 1 PERCENTILE US POPULATION



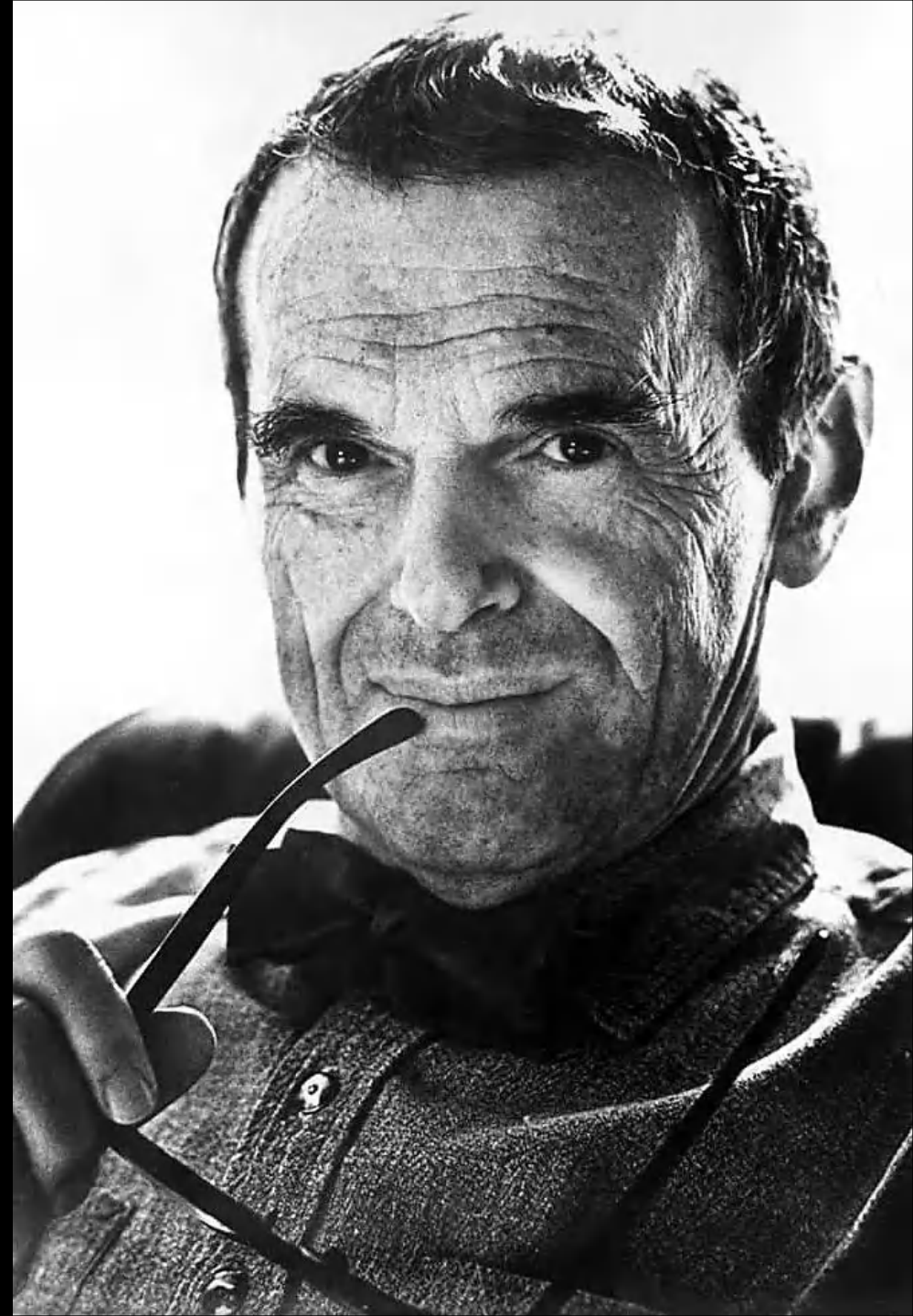




Ergonomija „Mera čoveka“, 1974.

ČARLS EJMS, 1907-1978.

„Prepoznavanje potreba je primarni uslov za dizajn“





ČARLS I REJ EJMS





Nožna proteza za ranjenike, 1940/41.



1939/40, zajedno sa Erom i Elijel Sarinen



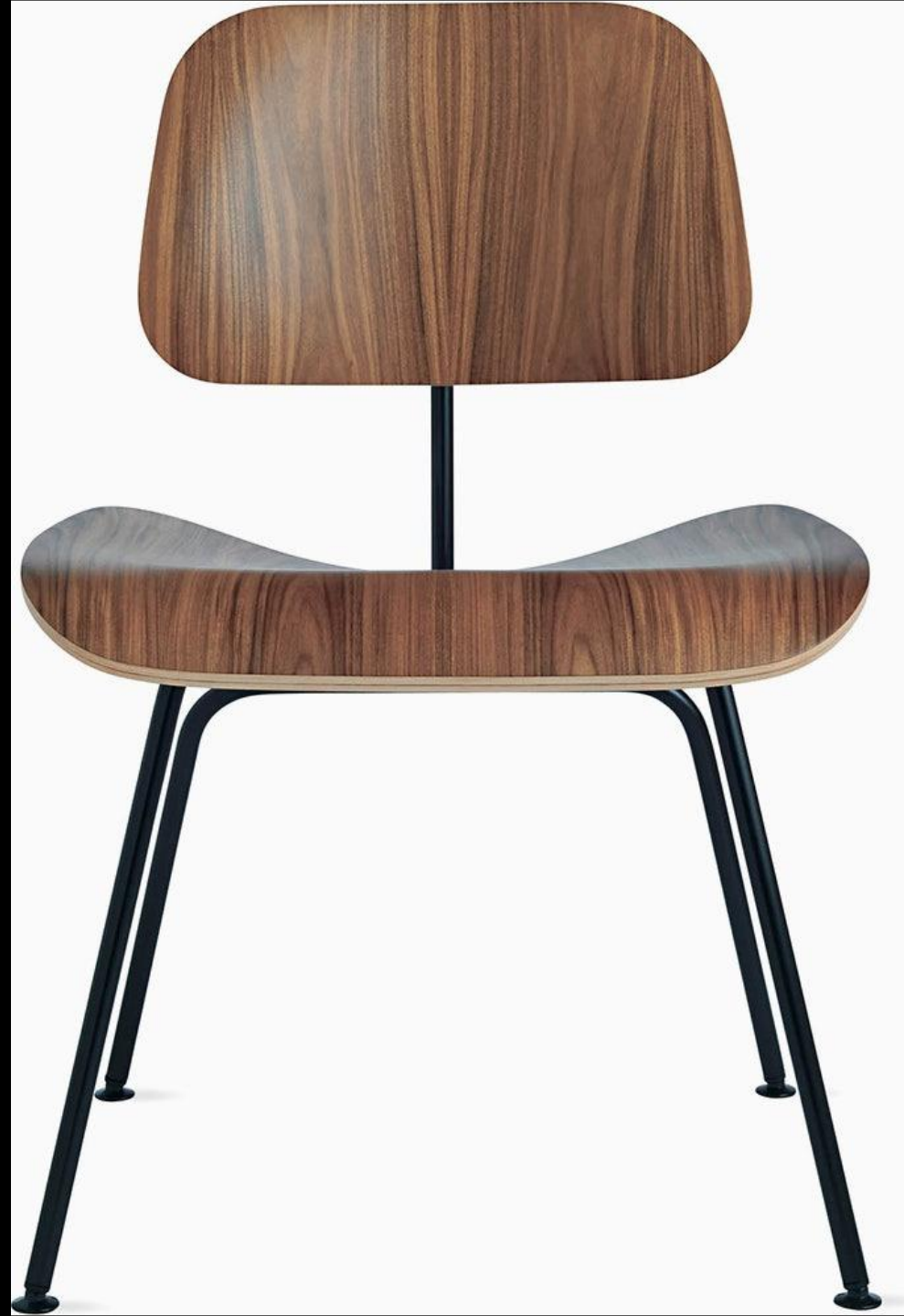
1940, zajedno sa Erom Sarinenom



1940, zajedno sa Erom Sarinenom



Prototip pilotske stolice, 1943.



1943/46.



1944.



1945.









1945/46.



1946.



1946.



1946/47.



1950.



1945/46.



1945/46.



1948.



1948.



1948/50.



1948/50.



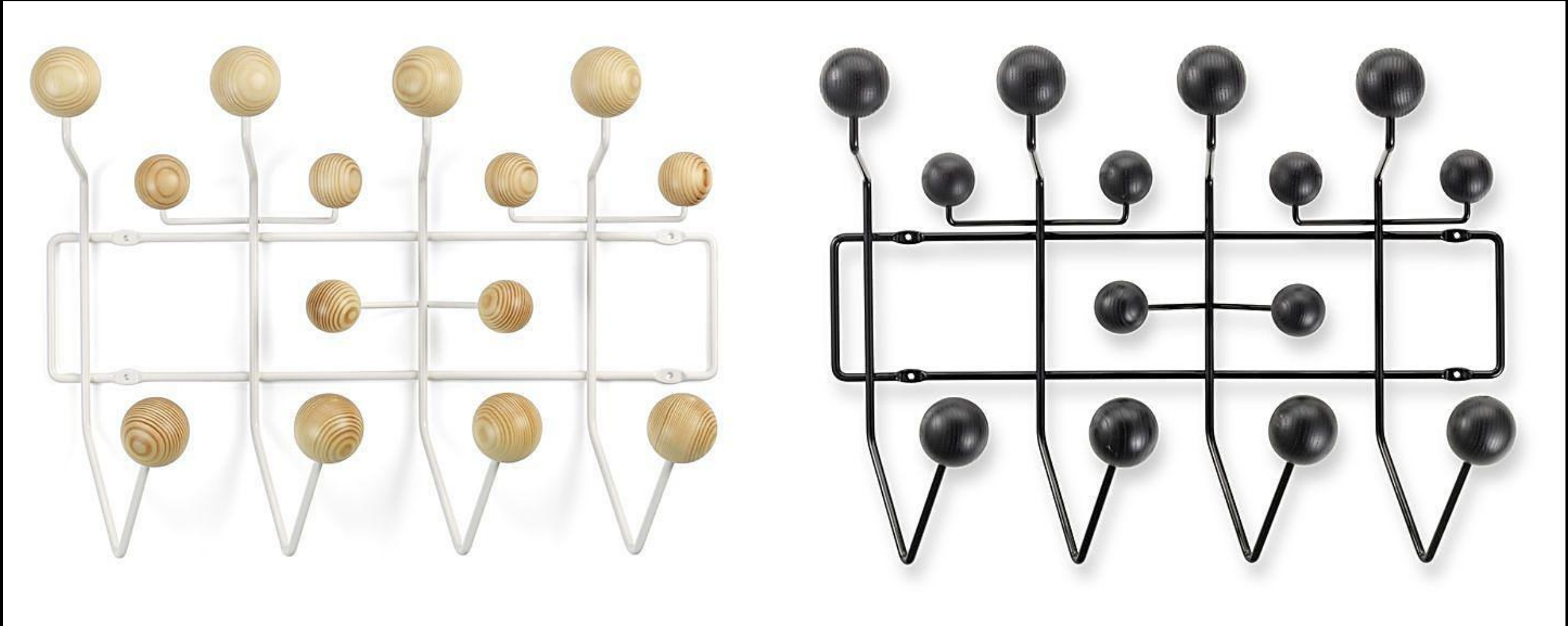
1950.



1950/53.



1951/53.



1953.



1956.



1958.



1960.



1961.



1964.



1968.



1969.



1954.



1953.



1940.



1946.

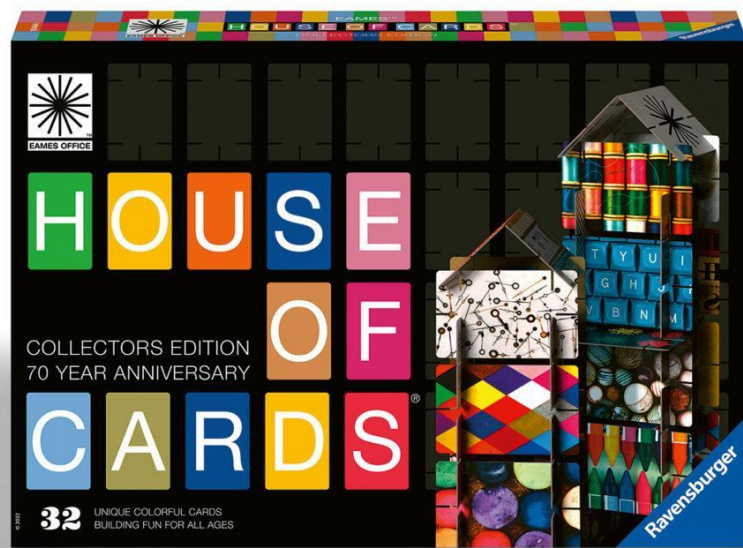


1946.



1951.





1952.





1955.





1956.



DŽORDŽ NELSON, 1908-1986.





1952.



1954.



1955.



1956.



1958.



1958.



1964.



1946.



1949/52.



1958.



1960.



1945/46.



1955.



1959.



1952.



1965.



1954.



1956.



Zajedno sa Irvinom Harperom, 1960.



1960.



1960.

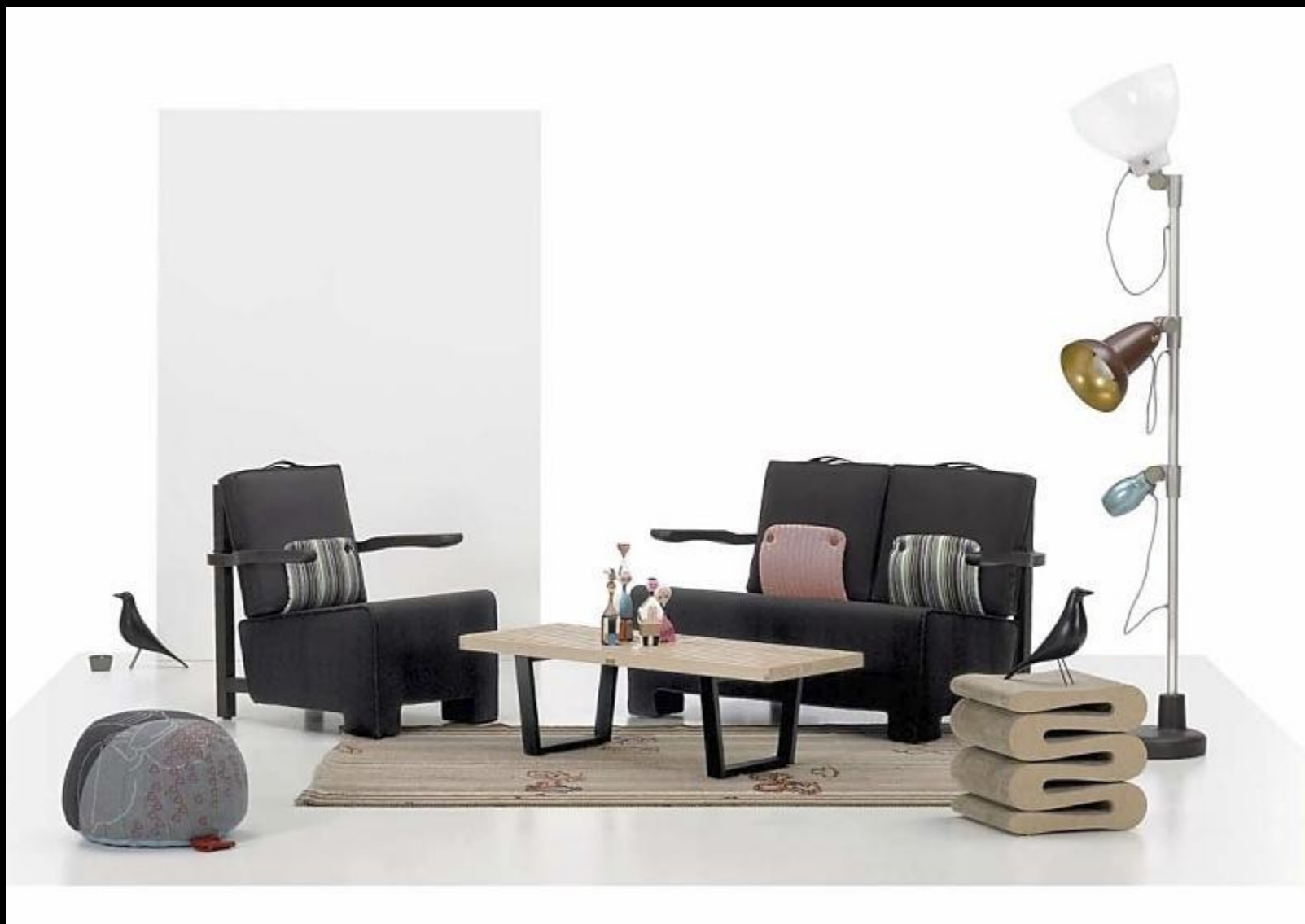


1958.



1960.









1947.

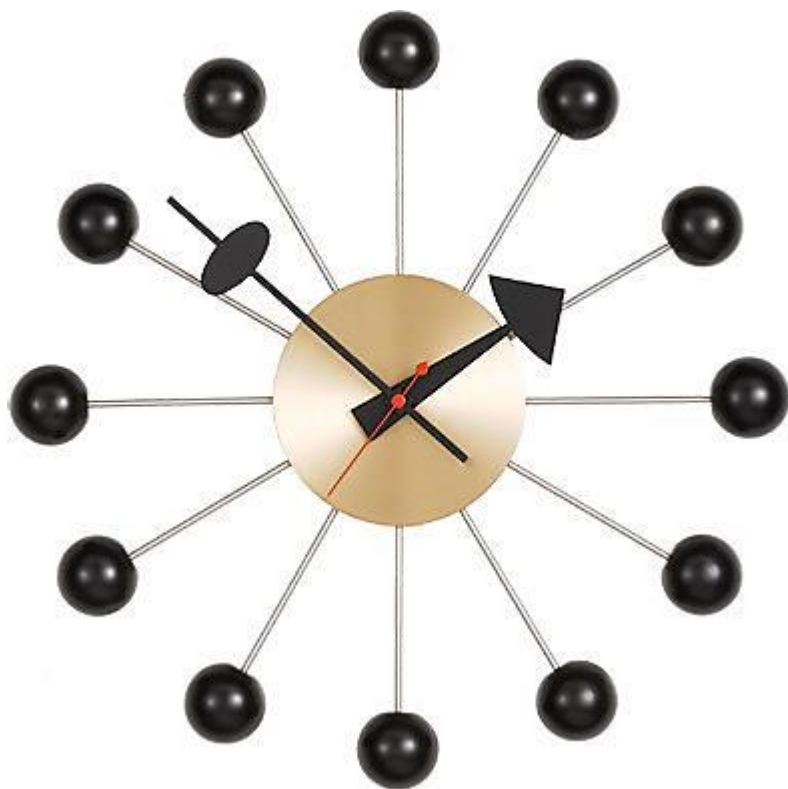


1947.

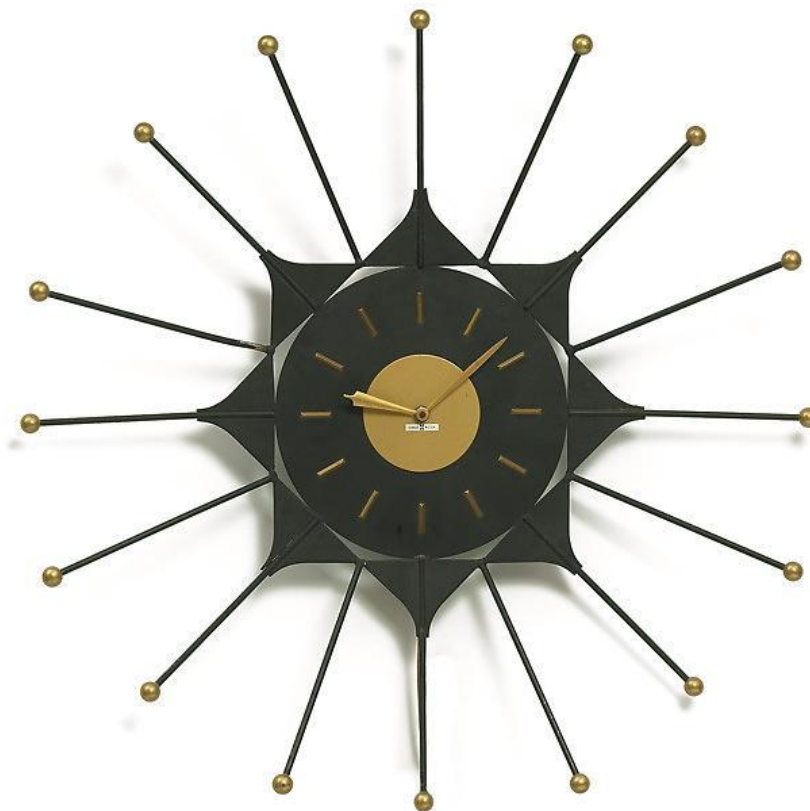


1952.

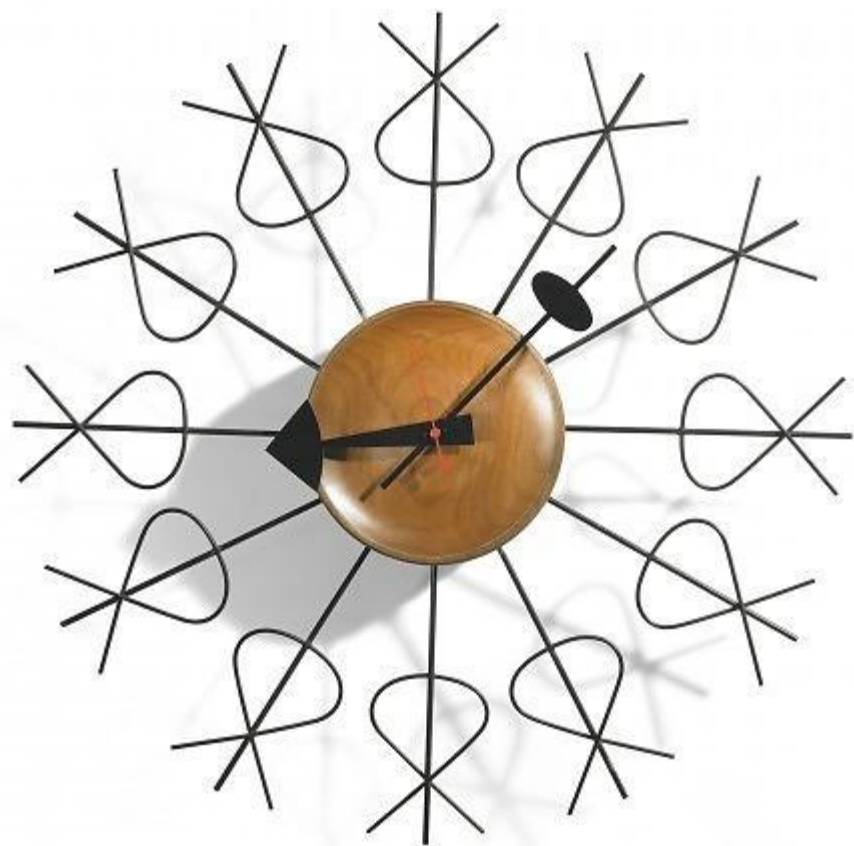




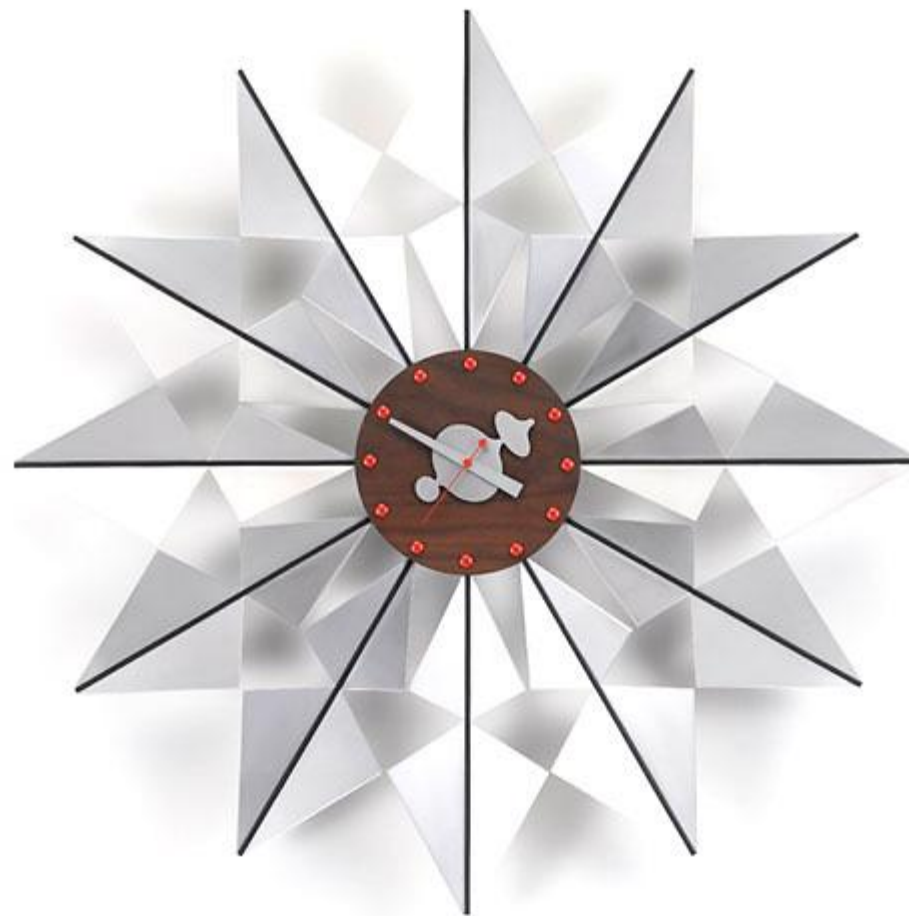
1947.



1950.



1952.



1955.



1958.



1950/60.

"What do you mean, 'modern'?" he demanded. "I mean we're not ancestors," she replied with customary logic as customary tears welled up.





1950.

EJROU SARINEN, 1910-1961.





Muzička hala, Bafalo, Njujork, 1940.



Irvin Junion banka, Kolumbus, Indijana, 1954



Kapela MIT, Kembridž, Masačusets, 1955.



Tehnički centar Dženeral Motors, Voren, Mičigen, 1956.



Kuća Miler, Kolombus, Indijana, 1957.



Enterijer Miler kuće, zajedno sa Žirardom i Kilejem



Ratni memorijalni centar okruga Milvoki, Milvoki, 1957.



Dejvid Ingals Rink, klizalište, Nju Hejven, Konektikat, 1958.



Ambasada SAD u Londonu, 1960.



Bell kompleks, Holmdel, Nju Džersi, 1962



Terminal JFK, Njujork, 1962.





Aerodorom Vašington Dales, Dales, Virdžinija, 1962.



Severna hrišćanska crkva, Kolumbo, Indijana, 1964.



Linkoln centar, sa Belušijem, Bunšaftom i Džonsonom, Njujork, 1965.



Zgrada CBS, Njujork, 1965.



Kapija Arh, St. Luis, 1965.



1940.



1947/48.



FOR MORE INFORMATION ASK KNOLL

KNOLL ASSOCIATES, INC.

FURNITURE AND TEXTILES

No. 18 Cherry Lane 100-101 100-102

110 PARK AVENUE, NEW YORK 22



1947.



1946.



1946/50.

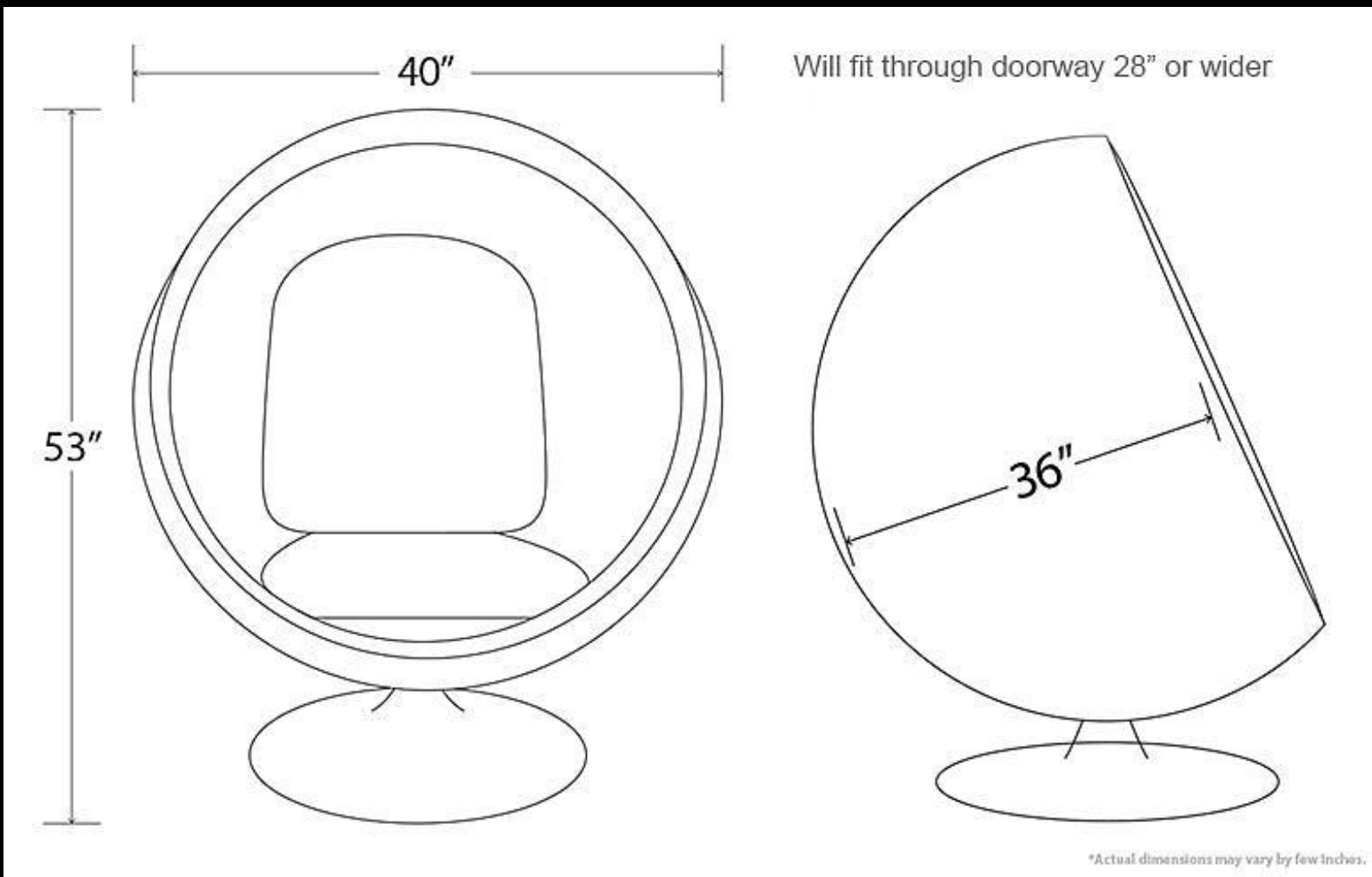
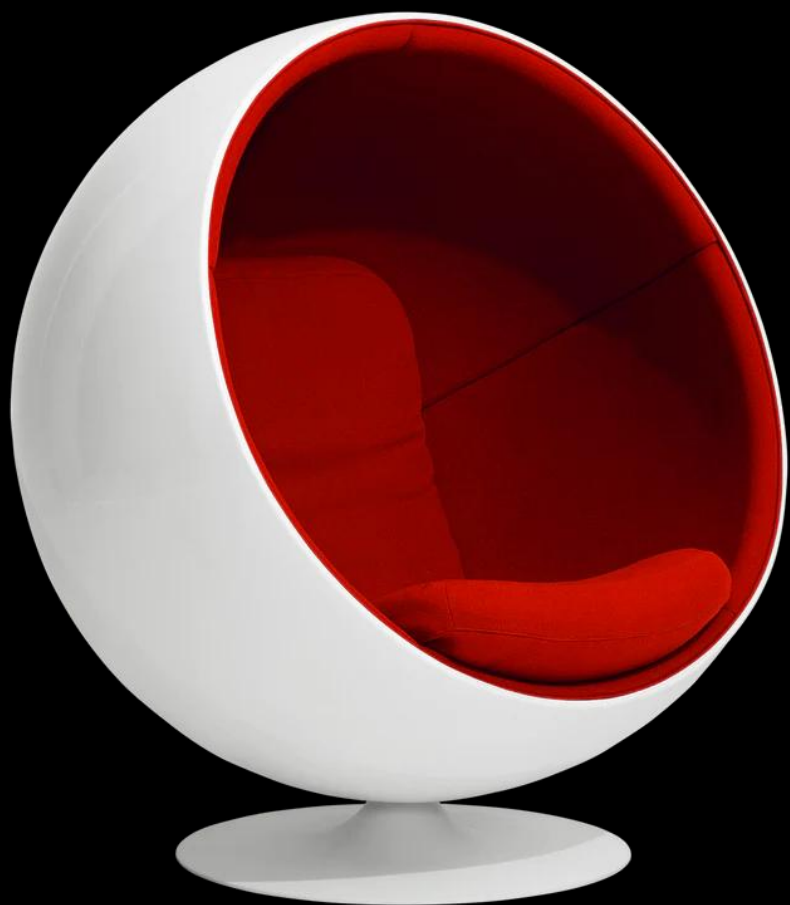


1946/50.



1955/56.





1963.



**ALEKSANDAR ŽIRARD,
1907-1993.**





1967.



1950/67.



1967.



1967.



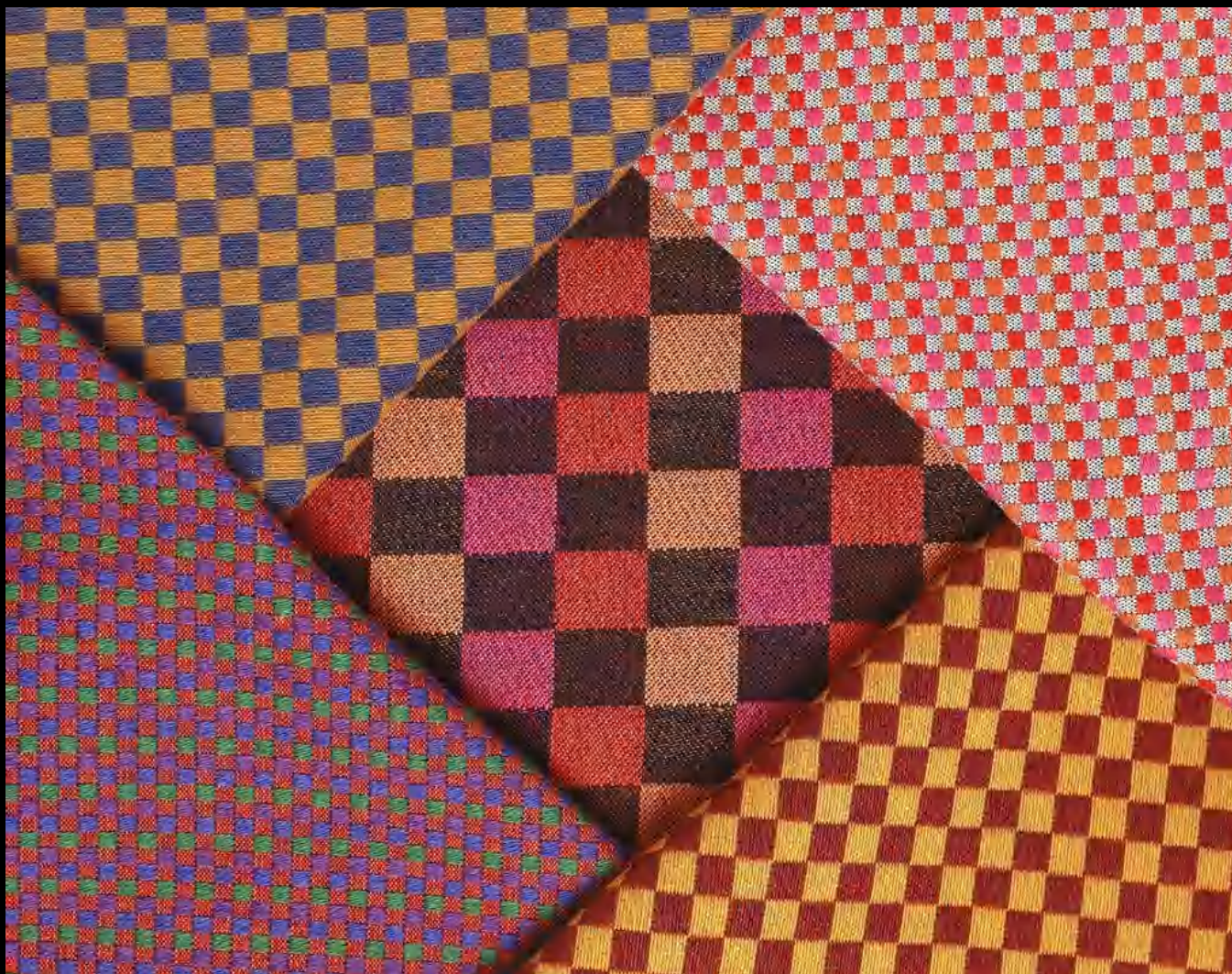
1968.



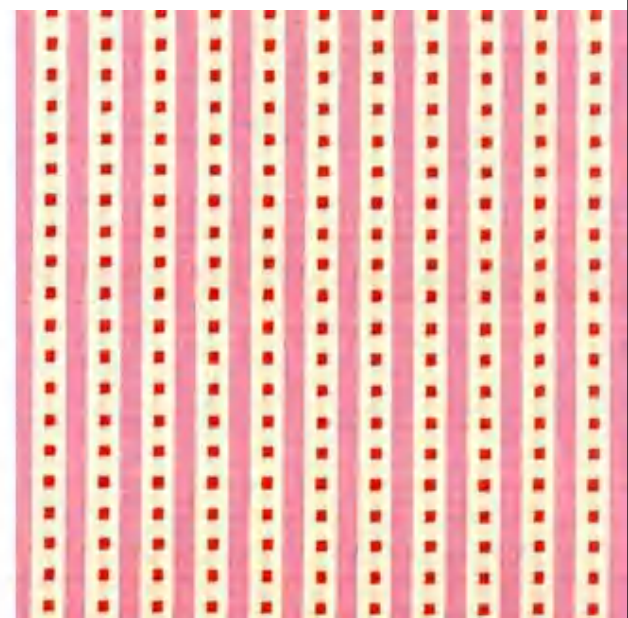
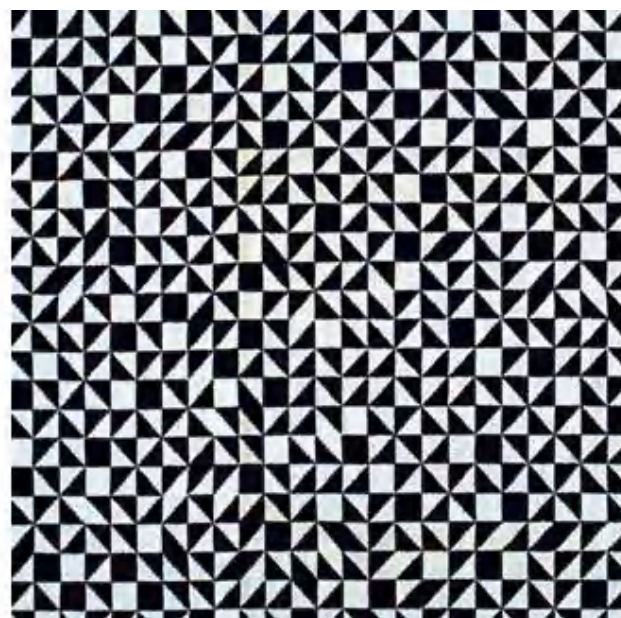
1952.



Drvene lutke



Dizajn tekstila, 1965.





Dizajn za restoran *La Fonda del Sol*, Menhetn, 1961.





1



2



3



4



5



11



12



13



14



15 *



6



7



8



9



10



21



22



23



24



25



26



27 *



28



29



30



31



32



33 *



34



35



36



37



38



39



40





Girard Script

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890 { 1/2 1/4 3/4 % } [\$ £ € ¥ ¢] (© ® ? ! +)

Girard Sansusie

A A B C D E E F F G G H I J K K L M N O P Q Q

a b c d e e f f g h i j k l m n o p q r s s t t u v w w x y y z

1 2 3 3 4 5 5 6 6 7 8 9 0 { 1/2 1/4 3/4 } (© ? ! &) [\$ £ € ¥ ¢]

GIRARD SLAB

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

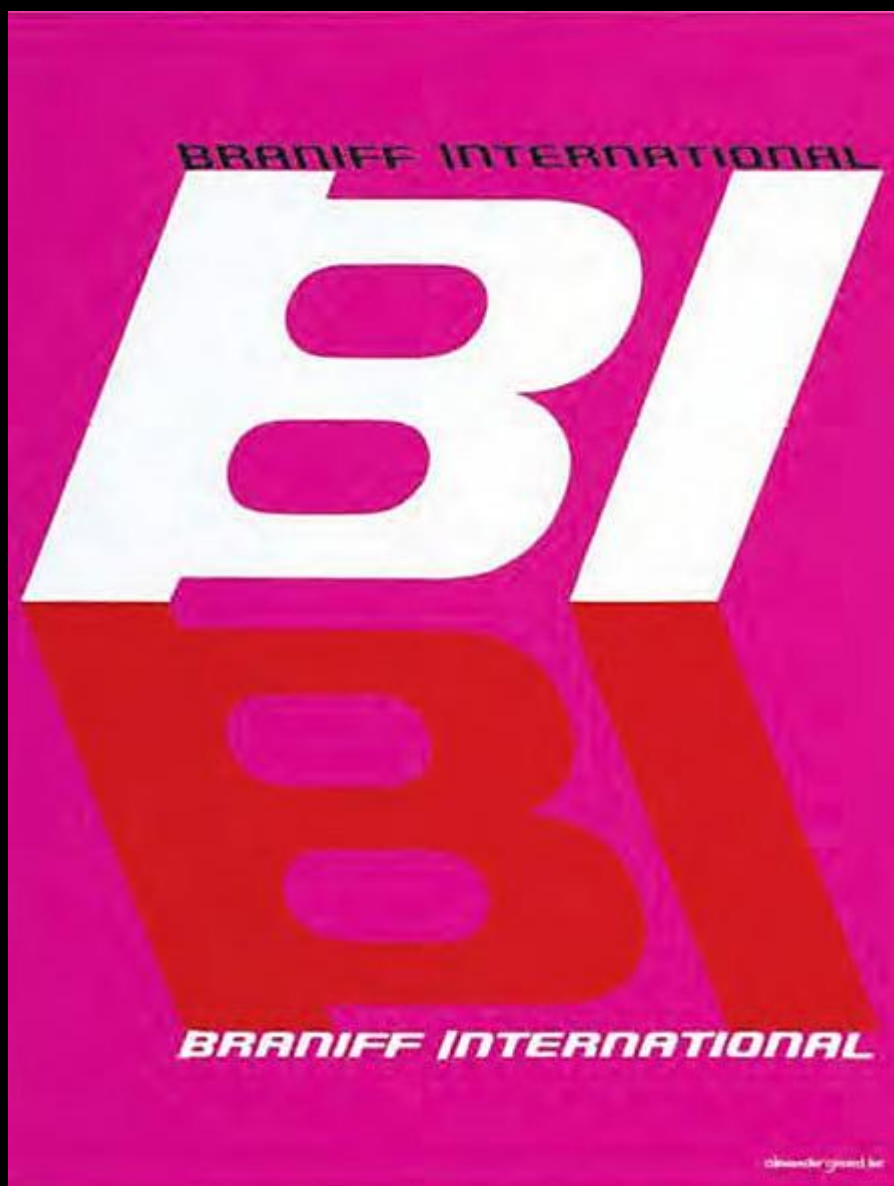
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GIRARD SKY

AaBbCcDdEeFfGgHhIiJjKk

AaBbCcDdEeFfGgHhIiJjKk

1234567890 1234567890



BRANIFF INTERNATIONAL



© 1964 Braniff International Airways

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© 1964 Braniff International Airways











1971.







Kolekcija Alberta Krimlera inspirisana Žirardom







FLORENS KNOLL, 1917-2019.





1950.



1950.



1950/59.



1954.



1954.



1954.



1954.



1954.



1954.



1960.



1950/60.



1960.



1961.

DIZAJN U AMERIČKOJ AUTOMOBILSKOJ INDUSTRIJI



Packard 180, 1941.



Jeep Willy MB, 1941.



Studebaker Speedster, 1955.



Kadilak *Eldorado*, 1955.



Kadilak Kupe DeVill, 1959.



Pontiac Sedan, 1956.



Plymouth Belvedere, 1958.



Ševrolet Delux, 1954.



Ševrolet *Corvette*, 1963.

CHEVROLET'S NEW CORVETTE

FUN!



EVERY INCH
A **CHAMPION!**



© 1956—Chevrolet Motor Division,
General Motors Corporation



THE '49 FORD!



Ford Custom Club Coupe



WHITE SIDEWALL TIRES, AS ILLUSTRATED,
OPTIONAL AT EXTRA COST.



Ford Sedan, 1949.



Ford *Mustang*, 1965.



Ford Tanderbird Kabriolet, 1958.



Dodž Čardžer Kupe, 1969.

DIZAJN AMERIČKIH „IKONA“



Aparati za sipanje goriva na benzinskim pumpama, 1940/50.







Džuboks, 1930.



Džuboks, 1947/48.



1950.



1950.



1950.



Džuboks, 1951.



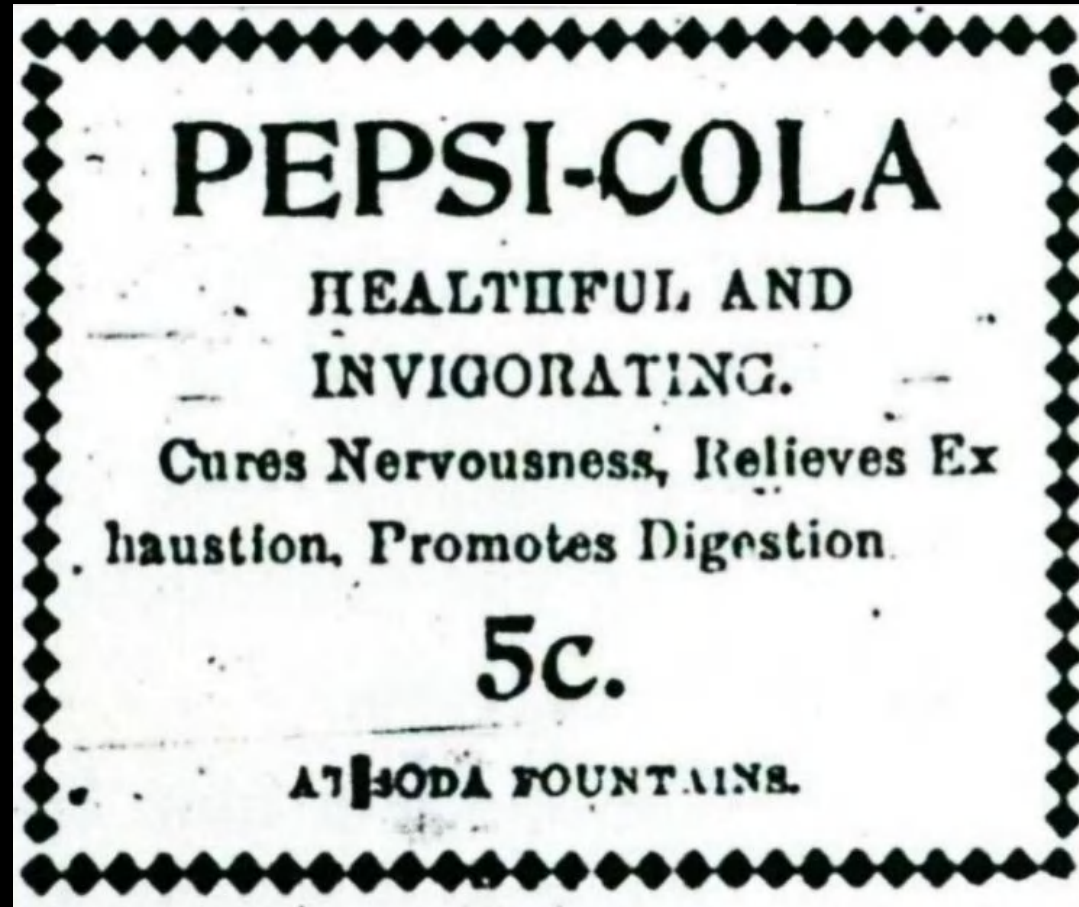
Džuboks, 1958.



S. Gibbons & Dž.Stenli, 1927.







Prva reklama za Pepsi Colu, 1902.

A SPARKLING BRACING BEVERAGE *Serve with*
- CRACKED ICE -

PEPSI-COLA

TRADE MARK

TWO
LARGE
GLASSES
IN EACH
BOTTLE

10¢

Small Deposit on Bottle



Girl meets joy!



And what a joy! 'Cause
Pepsi-Cola rates first for flavor and
there's 12 full ounces in every big, big bottle.
Can't beat *that* . . . so treat yourself today in
a *big* way!

PEPSI-COLA

★ Pepsi-Cola is made only by Pepsi-Cola Co., Long Island City, N. Y. Bottled locally by

Authorized Bottlers. ★



For those who know — those who take their
pleasures pleasantly — it's Pepsi-Cola every time.

Truly delicious, Pepsi-Cola lends grace to every occasion —
it's the drink that's *more than refreshing*.



the refreshment of friendship

Pepsi-Cola is bottled in the United Kingdom under appointment from Pepsi-Cola Ltd.

*You'll like drinking
Pepsi-Cola it's
MORE than refreshing!*



*There's **PEP-PEP-PEP***
in 

Pepsi-Cola has it — that extra-special something that makes you want it next time. We call it refreshment plus, but whatever you call it, Pepsi's a drink in a million.

Just take Pepsi's points: it's got a taste to enjoy,
it's a thirst quencher that really quenches,
and it leaves you brighter than it found you.

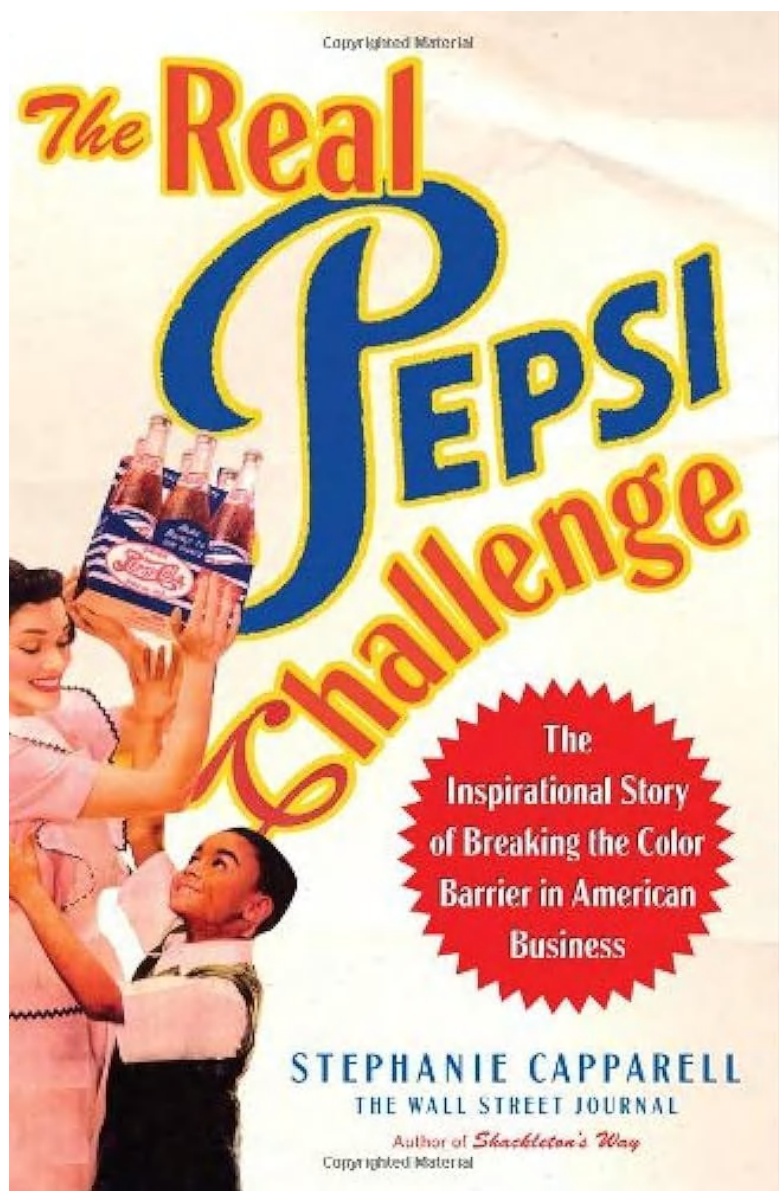
Try a Pepsi when you're thirsty.

Pepsi-Cola is bottled in the United Kingdom under appointment from Pepsi Cola Limited.

Maligayang Pasko...



... Buhat sa
Pepsi-Cola
*Ibayo Ang Dami ng LAMAN
Kailanma'y Lazong Mabuti Ang URI*



Lin Bekham i Bob Pik, Reklame za Pepsi colu, 1959.

THE SATURDAY EVENING POST September 13, 1959

The Sociables



They find fun in many things and Pepsi-Cola is always a part of their fun. Pepsi refreshes without filling—adds pleasure to every occasion. Why not join The Sociables—and start enjoying the modern taste of Pepsi-Cola now.



**Be Sociable,
Have a Pepsi**
Refresh without filling

THE SATURDAY EVENING POST December 12, 1959

THE SOCIABLES prefer Pepsi



They surround themselves with friends and part of their fun is Pepsi-Cola. It refreshes without filling. You're one of The Sociables. Have a Pepsi anywhere — at play, at home or at your favorite soda fountain.



**Be Sociable,
Have a Pepsi**
Refresh without filling

THE SOCIABLES prefer Pepsi



They have a talent for friendship and a liking for fun. And, of course, a liking for Pepsi. It refreshes without filling... adds to any pleasant moment. You're one of The Sociables. Have a Pepsi anywhere—at play, at home or at your favorite soda fountain.

©1960 Pepsi-Cola Company, Inc. All rights reserved. PEPSI-COLA, PEPSI, & P are trademarks of PEPSI-COLA COMPANY, INC. & P are registered.


**Be Sociable,
Have a Pepsi**
Refresh without filling

THE SOCIABLES prefer Pepsi



They go to all the smart events, and enjoy the smart refreshment: Pepsi-Cola. It refreshes without filling. You're one of The Sociables. Have a Pepsi anywhere—at play, at home or at your favorite soda fountain.



**Be Sociable,
Have a Pepsi**
Refresh without filling

THE SOCIABLES prefer Pepsi



They entertain the modern way and they serve the modern refreshment: Pepsi-Cola. It refreshes without filling. You're one of The Sociables. Have a Pepsi anywhere—at play, at home or at your favorite soda fountain.

© 1959 PEPSI-COLA BOTTLING CO. PEPSI-COLA AND THE PEPSI BOTTLE ARE TRADEMARKS OF PEPSI-COLA BOTTLING CO. U.S. PAT. OFF.



**Be Sociable,
Have a Pepsi**

Refresh without filling

THE SOCIABLES prefer Pepsi



Their friendliness makes them welcome —their presence adds to the fun. Their choice in refreshment is the same as yours, Pepsi-Cola. It refreshes without filling. You're one of The Sociables. Have a Pepsi anywhere—at play, at home or at your favorite soda fountain.

© 1961 PEPSI-COLA BOTTLING CO. PEPSI-COLA AND THE PEPSI BOTTLE ARE TRADEMARKS OF PEPSI-COLA BOTTLING CO. U.S. PAT. OFF.



**Be Sociable,
Have a Pepsi**

Refresh without filling

ER. Hats, nized Win- t.	The Photographer. PICTURE FRAMES MADE TO ORDER. COCA-COLA. DELICIOUS! REFRESHING! EXHILARATING! INVIGORATING!	FRID HO! S At Ad
--	---	---

Prva reklama za Coca Colu iz 1886.

THE Ideal Brain Tonic

Delightful Summer and Winter Beverage.

Specific for
HEADACHE,

Relieves
MENTAL &
PHYSICAL
EXHAUSTION.



Coca-Cola

DRINK Coca-Cola

TRADE MARK

Delicious

Refreshing



Cures Headache. Relieves Exhaustion.

AT SODA FOUNTAINS 5¢



Delicious AND Refreshing

AT ALL SODA FOUNTAINS

1901 JANUARY 1901

SUN.	MON.	TUES.	WED.	THUR.	FRI.	SAT.
4 FULL MOON	5 LAST QUAR.	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	19 NEW MOON	20 FIRST QUAR.





Come over for Coke



Here's hospitality everybody understands. Your circle of friends will welcome it.

Keep Coke in the coldest spot in your refrigerator and serve ice-cold... right in the bottle.

WALTON'S MAGAZINE, AUGUST 19, 1931

Thirst asks nothing more



Coca-Cola has the flavor of purity. It is brewed with the finest of the finest, and a flavor of purity. So the human mind, even from the depths of space, has the right to know that this is the only drink that is as good as a real drink. Thirst asks nothing more.

Drink
Coca-Cola
Delicious and Refreshing

5¢

THE PAUSE THAT REFRESHES

Make your place in the sun a cool one. Just dip a frosty bottle of Coca-Cola to your lips. Coca-Cola, ice-cold, is cooling...so cooling. You thrill to its taste and the happy after-sense of refreshment that follows.

Picture Post, 1 May, 1954 Registered at the G.P.O. as a Newspaper.

Come on - let's have a 'COKE'!



Coca-Cola is real refreshment for everybody any time of day. Out and about, or at home with the family, it's always the right place for a wholesome, delicious and refreshing. Coca-Cola is the one drink in the world. Enjoy 'Coke' whenever you feel like a 'break'—and return to it when you want.

Call it 'Coke' or Coca-Cola—it's the same delicious drink

'Coca-Cola' and 'Coke' are the registered trade marks of The Coca-Cola Company



Thirst asks nothing more

Yes sir, everybody knows
ice-cold Coca-Cola
is delicious and refreshing.



COPYRIGHT 1954, THE COCA-COLA COMPANY

It's the real thing



DRINK

Coca-Cola

TRADE-MARK REG. U.S. PAT. OFF.

A vintage Coca-Cola advertisement featuring a woman in a crown and white dress holding a Coca-Cola bottle. The top left corner has a red circle with the word 'DRINK' in white and the cursive 'Coca-Cola' logo below it, with 'REG. U.S. PAT. OFF.' in small text. The woman is smiling and holding the bottle. The bottom of the ad has a red background with the text 'Refresh... add zest' in yellow. In the bottom right corner, there is small white text that reads 'Coca-Cola BRAND'.

DRINK
Coca-Cola
REG. U.S. PAT. OFF.

Refresh... add zest

Coca-Cola BRAND

AMERIČKI PLAKAT

SAUL BAS, 1920-1996.



„Pokušavam da napravim geštalt u kome nedostaje jedan element. I taj element mora da popuni gledalac. Želim da ga uvučem u igru, igru asocijacija.”

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890



THE
MAN
WITH
THE
GOLDEN
ARM





ALFRED HITCHCOCK
PRESENTS

VERTIGO

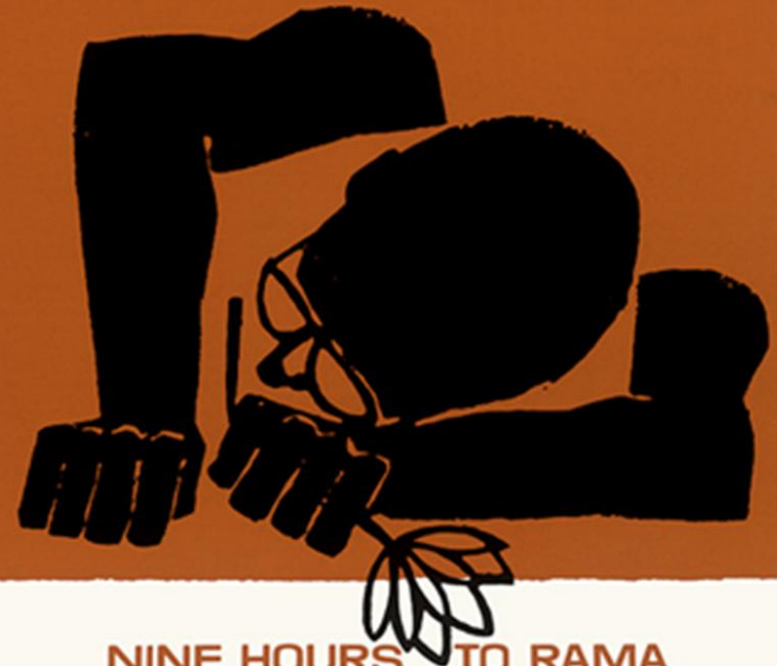
JAMES STEWART KIM NOVAK





BONJOUR TRISTESSE

HORST BUCHHOLZ, VALERIE GEARON, DIANE BAKER, DON BORISENKO, ROBERT MORLEY AND JOSE FERRER
SCREENPLAY BY NELSON GIDDING BASED ON THE NOVEL 'NINE HOURS TO RAMA' BY STANLEY WOLPERT
A RED LION FILM FOR TWENTIETH CENTURY-FOX RELEASE — PRODUCED AND DIRECTED BY MARK ROBSON



NINE HOURS TO RAMA



Directed by Claude Berri with Michel Simon and Alain Cohen • A Cinema V presentation

THE HUMAN FACTOR





SECONDS

A JOHN FRANKENHEIMER FILM • ROCK HUDSON • SALOME JENS • WILL GEER • JOHN RANDOLPH • JEFF CORY
WESLEY ADDY • MURRAY HAMILTON • KARL SWENSON • KHIGH DHIGH • FRANCIS REID • RICHARD ANDERSON
SCREENPLAY BY LEWIS JOHN CARLINO • BASED ON A NOVEL BY DAVID ELY • MUSIC BY JERRY GOLDSMITH
PRODUCED BY EDWARD LEWIS • DIRECTED BY JOHN FRANKENHEIMER • A JOEL PRODUCTIONS RELEASE



THE MAGNIFICENT SEVEN • DIRECTED BY JOHN STURGES

THE CARDINAL

AN OTTO PREMINGER FILM



THE CARDINAL STARRING TOM TRYON, BONY SCHNEIDER, CAROL LYNLEY, JILL HAWORTH, RAY VALLONE, JOHN SARDI, JOSEF WEINRAD, BURGESS MEREDITH, GIGUE DAVID, DOROTHY GISH, TULLIO CARMIGNO, MAGGIE WALKMAN, BILL HAYES, CECIL KELLARAY AND JOHN HUSTON AS GLENNON. ALSO BOBBY (MORSE) & HIS ADORA BELLES & SCREENPLAY BY ROBERT BIDER, BASED ON THE INTERNATIONAL BEST SELLER BY HENRY MORTON ROBINSON. MUSIC BY JEROME MORRIS. PRODUCTION DESIGNED BY LYLE WHEELER. PHOTOGRAPHED BY LEON SHARROFF IN TECHNICOLOR® AND PANAVISION 70°. PRODUCED AND DIRECTED BY OTTO PREMINGER. A COLUMBIA RELEASE.



AN OTTO PREMINGER FILM • DYAN CANNON, JAMES COCO, JENNIFER O'NEILL, KEN HOWARD
NINA FOCH, LAURENCE LUCKINBILL, LOUISE LASSER, BURGESS MEREDITH, SAM LEVINE, WILLIAM
REDFELD • SCREENPLAY, ESTHER DALE BASED ON DAVID SHABER'S ADAPTATION OF THE NOVEL
BY LOIS GOULD • MUSIC BY THOMAS Z. SHEPARD • PRODUCED AND DIRECTED BY OTTO PREMINGER



HIGH FIDELITY
RECORDING



Purple, The Schemer / Billy May

Yellow, The Laughter / Jeff Alexander

Brown, The Earthbound / Jeff Alexander

Orange, The Gay Deceiver / Nelson Riddle

White, The Young In Heart / Victor Young

Gold, The Greedy / Nelson Riddle

Gray, The Gaunt / Alec Wilder

FRANK SINATRA CONDUCTS

TONE POEMS OF COLOR

Red, The Violent / Andre Previn

Silver, The Patrician / Elmer Bernstein

Green, The Lover / Gordon Jenkins

DESIGNED BY DAVID BAKER

Blue, The Dreamer / Alec Wilder

Black, The Bottomless / Victor Young





OTO STORČ, 1913-1999.



„Dobra umetnička režija ne dolazi od nesigurne osobe. Sposoban sam za intenzivan osećaj i bio sam spreman da izgubim takmičenje u popularnosti sa urednicima odeljenja kada je to potrebno. Vizuelna odgovornost časopisa bila je moja.”



MAKE
FASHIONS
FRESH
AS
PAINT

Brightest news of summer: color, clear and intense, with a wonderful fresh-from-the-palette look. Our favorite shades: tropic yellow, clear orange, and rich ripe melon. Left to right: Matchlessly matched—a slim skirt and eased, sleeveless overblouse of Crestwood rayon-and-cotton homespun. McCall's pattern 5746. Double order of contrasting polka dots—the yellow top has a semihalter effect; the separate skirt is full and whirling. Of Lowenstein Signature cotton print. McCall's pattern 5419. Marvelous reefer coat, worn over the yellow dress, comes in the same pattern envelope. Checked Crestwood homespun. McCall's pattern 5746. Flower-splashed date dress with deep scoop neckline, full skirt. Wamsutta cotton pique. McCall's pattern 5777.



McCALL'S PATTERNS



BLACK

Glorifying the Vamp Look—a sultry, slinky, slightly wicked look we love for evening, greatest, we think, in jet black or stark white. Here, an outrageously becoming swizzle-skirt dress, with a skin-fitting black wool top above rows of taffeta ruffles. By Betty Carol for Mam'selle. McCall's FASHION DEPARTMENT / VIRGINIA STEELE editor HELEN FREEMAN, MARCELLE BURNHAM associates



PHOTOGRAPHS BY WINGATE PAINE / EARRINGS BY BRANJA; RING BY MARVELLA;
SHOES BY FIDENTINA / FOR STORES WHERE THESE FASHIONS MAY BE SEEN, SEE PAGE 214



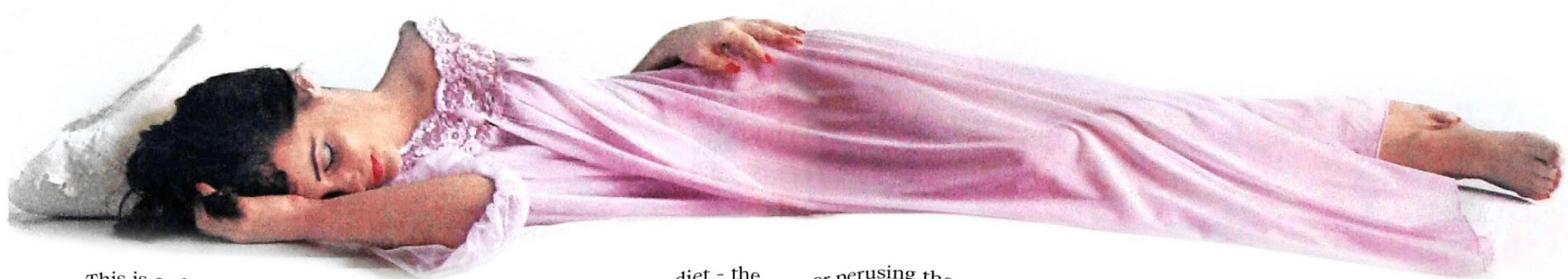
Any time her telephone rings, the "Hello, Louella" may be Marilyn Monroe, Judy Garland, or Lana Turner

I have always
 claimed a story isn't a story unless I
 got it first. Ask Bob Hope. He knows. During World
 War II, when Bob was on the first of his many trips to en-
 tertain troops, he had to fill out an official form that asked: "Who
 should be notified in case of accident?" "Louella would never forgive
 me if she wasn't the first to know," Bob quipped, as he wrote down my name.
 I've never been hauled into court to reveal the source of any of my stories; but
 if I were, I wouldn't tell. I'd have to incriminate too many people—volunteer tipsters
 from all over the world, in all walks of life, government bureaus, travel agencies, a
 lowly clerk, a high official, a beauty-parlor operator, a hotel clerk, a justice of the peace,
 a laboratory technician. You name 'em; they've all called me. One day, I received a report
 that Teresa Wright, who was married to writer Niven Busch at the time, was going to have a
 baby. I immediately called to congratulate her. Instead of thanking me, she said somewhat
 angrily, I thought, for an expectant mother, "That's not true, Louella." "But, Teresa." I
 protested, "I have it on good authority." "I think I'm the best authority," she said, empha-
 sizing each syllable. I was about to retreat as tactfully as possible when she said, "Excuse
 me a moment. My other phone is ringing." A minute later, she was back on the line laugh-
 ing uproariously. "I'll never doubt you again, Louella," she said. "I *am* going to have a
 baby. I'm glad you told me first. That was my doctor on the phone. He just got the lab
 report."...A small-town girl at heart (from Dixon, Illinois), I'm an incurable
 romantic. Unfortunately, life doesn't work out that way, on or off the screen.
 Especially off the screen and right in Hollywood, my adopted home town.
 Those klieg lights Hollywood is so famous for shine brightest on our
 own luminous folk. What do they eat? Why do they eat what they
 eat? Where do they sleep? How do they sleep? Why do
 they sleep? How much money do they make? How
 do they spend the money they make?

turn to page 126

with another sensational Hollywood exclusive. A condensation of her forthright forthcoming book

the forty-winks reducing plan



This is a plan for growing slimmer and shapelier. It involves a diet - the only way to lose pounds is to take in fewer calories. It involves exercise - the most effective way to slough off inches is by toning muscles. But this plan has a third ingredient, which supplies what most plans lack - a feeling of comfort and well-being while you lose weight. The secret: a half-hour nap every afternoon. Your first reaction may be one of disbelief. You've probably always heard that sleeping puts on weight, but this is not true - nothing adds weight except eating. What rest can do for most people is reduce the compulsion to eat. Tired and tense, you feel you need the midmorning pastry or afternoon sandwich for energy to keep going; rested and relaxed, you're less likely to want it. Perhaps a nap seems out of the question - you could never find the time, or you couldn't fall asleep in the middle of the day. These are common problems. Some women may choose a time while the children are in school or while the baby, too, naps. Others may enlist the cooperation of another family member or exchange services with a neighbour. It may mean cutting down on the time you spend over coffee in the morning

or perusing the newspaper, so your work gets done a little earlier. It will certainly take some juggling, and it won't be a cinch for most women, who are pretty overwhelmed with household chores; but for many, we believe it can be managed. As for imagined inability to fall asleep, that can be remedied. The exercise on pages 78 to 81 should relax and just pleasantly tire your body, and the yawning trick described on page 80 is new magic. (No reason you shouldn't use it at night, too.) We know it's easy to prepare all sorts of plans and assume, impractically, that all women have the time to follow them. But we feel this plan has such special merit that we hope it can be tried out by a majority of our readers. Here's what we propose: At a given time each afternoon, muffle the telephone, and retire to your bedroom. Spend about twenty minutes doing the non strenuous exercise, and be sure to do them in order. Then pull down the shades; go through the yawning routine; and sleep or, at least, doze for the balance of the hour. Practice this for one week; at the end of that time, we predict you'll be noticeably slimmer and prettier, and you will have no gnawing pangs as you follow the diet on page 192.

BY A STROKE OF BEAUTY

As any professional make-up man will tell you, the most effective way to apply cosmetics is with a brush. The feathery stroke of a brush can distribute power with a light, even touch, without disturbing foundation or other make-up. Or it can paint a fine line to shape lips or dramatize the eyes. It can separate the lashes at it darkens them, blend dry rouge to an almost indiscernible blush, or remove excess of make-up without smudging or smearing. The collection of brushes shown larger than life on these pages gives you an idea of the variety available today. The five brushes at left are for making up your eyebrows and lashes. The tiny one is used to apply mascara. Longer handled, thicker brushes can be used for several purposes: to soften and blend the strokes of an eyebrow pencil and to train and shape the eyebrows. There's even a double-duty brush-comb - the comb side parts the lashes and removes any surplus mascara. Your eyelashes and eyebrows profit from daily brushing (just as your hair does), and we recommend using a little pomade or oil for training purposes. Brushes for applying eyeshadow and eyeliner, like the group at right, come in many shapes and sizes - most with soft sable tips. Broader tipped brushes apply and blend shadow.



Some are fan-shaped to sweep cooler up and out. Those with fine tips create a fine line of colour on upper lids and come with liquid eyeliner. Fan, also, for lining eyes is a Chinese writing brush. Two-way brush applies both cream mascara and shadow. Powder and rouge brushes, left, are used to create a look of translucency. Powder should be put on with a puff or cotton, then brushed gently to distribute evenly and to remove any excess. Always brush with downward strokes. Large, curved brush covers cheeks, forehead, and neck evenly and smoothly. Flat paintbrush shapes and little pompon brush are fashioned to slip into crevices under eyes and at the side of the nose. Use the paintbrush type for dusting on dry rouge too. Lip brushes, right, come in varied sizes. There are long-handled versions for your dressing table, smaller brushes with retractable tips to carry in your purse. Lipstick applied with a brush gives a clearer, prettier shade to the mouth and last longer. A brush is a must if you want to alter the natural shape of your lips. Mascara and liquid eyeliner brushes should be rinsed immediately in hot water and wiped dry. When powder and rouge brushes become soiled, wash in warm water and detergent.

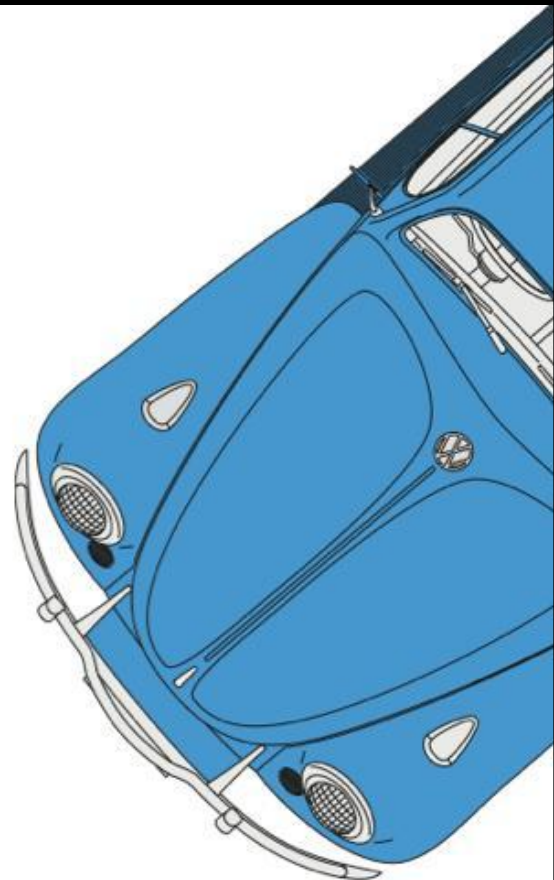
MACALL'S BEAUTY DEPARTMENT
WILLIAM C. DUFFIN, FRANCHISEE
BONNIE CRAIG, ASSISTANT
JOAN KANGER, ASSISTANT
PHOTOGRAPHS BY GUY AROLD
STYLING BY GUY AROLD AND GUY AROLD
STYLING BY GUY AROLD

Although designed in the 1930s, due to World War II, civilian Beetles only began to be produced in significant numbers by the end of the 1940s. The car was then internally designated the Volkswagen Type 1, and marketed simply as the Volkswagen. Later models were designated Volkswagens 1200, 1300, 1500, 1302, or 1303, the former three indicating engine displacement, the latter two derived from the model number. The car became widely known in its home country as the Kifer (German for "beetle") and was later marketed under that name. The original 25 hp Beetle was designed for a top speed around 100 km/h (62 mph), which would be a viable cruising speed on the Autobahn system. As Autobahn speeds increased in the postwar years, its output was boosted to 35, then 40 hp, the configuration which lasted through 1966 and became the "classic" Volkswagen motor. The original concept behind the first Volkswagen, the company, and its name, is the notion of a people's car—a car affordable and practical enough for common people to own. Hence the name, which is literally "people's car."



By 2002, over 21 million Type 1s had been produced, but by 2003, annual production had dropped to 30,000 from a peak of 1.3 million in 1971. VW announced the end of production citing decreasing demand, and the final original Type 1 VW Beetle rolled off the production line at Puebla, Mexico, on 30 July 2003, 45 years after its launch. Though extremely successful in the 1960s, experiencing its greatest sales growth in North America between 1960 and 1965, the Beetle was increasingly faced with stiff competition from more modern designs globally. The Japanese had refined rear-wheel-drive, water-cooled, front-engine, small cars including the Datsun 510 and Toyota Corona, whose sales in the North American market grew rapidly at the expense of Volkswagen in the late 1960s. Honda introduced the N600, based on the space-efficient transverse-engine, front-wheel-drive layout of the original Austin Mini, to the North American market in late 1969, and upgraded the model to the Honda Civic in 1972.





Plus PERFECT PARFAITS

DIVINE TO EAT, EASY TO MAKE, AND BEAUTIFUL TO LOOK ON: ELEGANT PARFAITS. THERE ARE TWO TYPES: THE FRENCH, WHICH IS A CREAMY, DELICATE, COOL (BUT NOT ICY) MIXTURE WITH A BASE OF SUGAR, EGGS, CREAM, FRUIT AND/OR FLAVORINGS; AND THE AMERICAN, MADE WITH COMMERCIAL ICE CREAMS OR SHERBETS OR BOTH WITH A SURPRISE INGREDIENT, SUCH AS FRUITS, CORDIALS, COGNAC, NUTS, SAUCES (SEE McCALL'S FINE SAUCE RECIPES ON PAGE 131). WITH AMERICAN PARFAITS, YOUR IMAGINATION CAN HAVE FREE REIN. WITH THE FRENCH, HOWEVER, YOU MUST FOLLOW RECIPE DIRECTIONS TO THE LETTER. PARFAIT MEANS, OF COURSE, PERFECT. AND WE CAN IMAGINE FEW MORE PERFECT DESSERTS, ESPECIALLY IF YOU WANT TO SHOW OFF. FOR THESE ARE TRULY SHOW-OFF RECIPES! FROM THE COOK'S STANDPOINT, THERE IS A REAL ADVANTAGE IN SERVING FROZEN DESSERTS. FOR THE OBVIOUS REASON, THEY MUST BE MADE WELL AHEAD AND REFRIGERATED. THUS, THE BIG DESSERT PROBLEM IS OUT OF THE WAY WHEN IT'S TIME TO PREPARE THE MAIN PART OF THE MEAL. AT FAR RIGHT, YOU SEE AN AMERICAN PARFAIT, VANILLA ICE CREAM LAYERED WITH PISTACHIO AND TOPPED WITH WALNUTS AND WHIPPED CREAM. THE STRAWBERRY AND APRICOT PARFAITS ARE BOTH CLASSIC FRENCH. FOR THE RECIPES, TURN TO PAGE 131, WHERE YOU WILL FIND THE FRENCH AS WELL AS GOOD VARIATIONS OF THE QUICK AND POPULAR AMERICAN PARFAITS.



GET BITTEN BY THE BUG

ALTHOUGH DESIGNED IN THE 1930S, DUE TO WORLD WAR II, CIVILIAN BEETLES ONLY BEGAN TO BE PRODUCED IN SIGNIFICANT NUMBERS BY THE END OF THE 1940S. THE CAR WAS THEN INTERNALLY DESIGNATED THE VOLKSWAGEN TYPE 1, AND MARKETED SIMPLY AS THE VOLKSWAGEN. LATER MODELS WERE DESIGNATED VOLKSWAGEN 1200, 1300, 1500, 1302, OR 1303, THE FORMER THREE INDICATING ENGINE DISPLACEMENT. THE LATTER TWO DERIVED FROM THE MODEL NUMBER. THE CAR BECAME WIDELY KNOWN IN ITS HOME COUNTRY AS THE KÄFER (GERMAN FOR "BEETLE"), AND WAS LATER MARKETED UNDER THAT NAME. THE ORIGINAL 25 HP BEETLE WAS DESIGNED FOR A TOP SPEED AROUND 100 KM/H (62 MPH), WHICH WOULD BE A VIABLE CRUISING SPEED ON THE REICHAUTODAHN SYSTEM. AS AUTODAHN SPEEDS INCREASED IN THE POSTWAR YEARS, ITS OUTPUT WAS BOOSTED TO 36, THEN 40 HP, THE CONFIGURATION WHICH LASTED THROUGH 1966 AND BECAME THE "CLASSIC" VOLKSWAGEN MOTOR. THE ORIGINAL CONCEPT BEHIND THE FIRST VOLKSWAGEN, THE COMPANY, AND ITS NAME, IS THE NOTION OF A PEOPLE'S CAR—A CAR AFFORDABLE AND PRACTICAL ENOUGH FOR COMMON PEOPLE TO OWN. HENCE THE NAME, WHICH IS LITERALLY "PEOPLE'S CAR."



McCall's Patterns

This year the biggest, most gaudy news on the holiday dance floor will be the altogether of your skirt. Witness this very young, very feminine three tier version in tremulous bright red cloth by A. P. Sisk. McCall's pattern 5125



Start stage. Billowing. A pour of creamy white satin by Bianchini, topped with a demure, very covered-up Crompton rayon-velvet bodice. Big this winter: black and white, unrelieved, long, slim sleeves for evening. McCall's pattern 5218

PROUDLY BY ELLEN HENK. ALL JEWELRY BY HENK. GIVE HENK, THIS DAY. MORE PATTERNS, THIS DAY. BUT McCall's PATTERNS AT YOUR LOCAL STORE, OR ORDER THEM BY MAIL. PATTERN FROM McCall's CORPORATION, PATTERNS 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100. PAPER FROM McCall's CORPORATION, PATTERNS 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100.

ALTHOUGH DESIGNED IN THE 1930S, DUE TO WORLD WAR II, CIVILIAN BEETLES ALTHOUGH ONLY BEGAN TO BE PRODUCED IN SIGNIFICANT NUMBERS BY THE END OF THE 1940S. THE CAR WAS THEN INTERNALLY DESIGNATED THE VOLKSWAGEN TYPE 1, AND MARKETING SIMPLY AS THE VOLKSWAGEN.



LATER MODELS WERE DESIGNATED VOLKSWAGEN 1200, 1300, 1500, 1302, OR 1303, THE FORMER THREE INDICATING ENGINE DISPLACEMENT, THE LATTER TWO DERIVED FROM THE MODEL NUMBER. THE CAR BECAME WIDELY KNOWN IN ITS HOME COUNTRY AS THE BEETLE AND WAS LATER MARKETING UNDER THAT NAME.

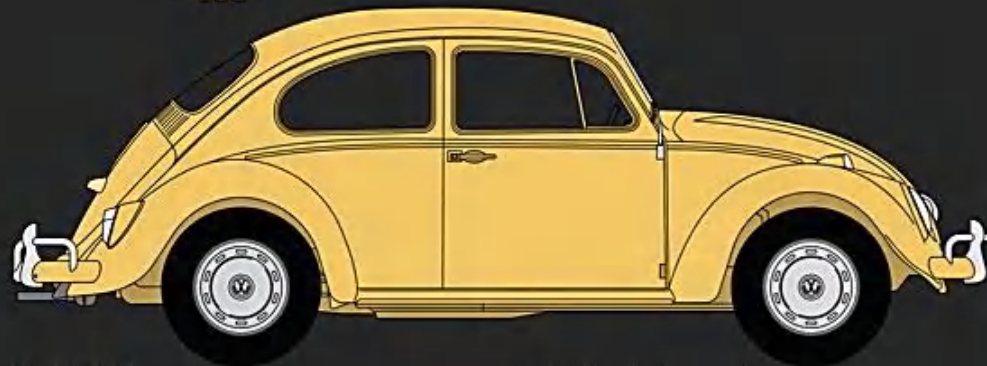
ON
THE
COB
OR
OFF:
YOU
CAN'T
BEAT
SWEET
HOT
OLD-
FASHIONED
CORN



The Indians loved it. The Pilgrims loved it. Everybody loves it. Plump, tender corn, well buttered, salted and peppered is without a doubt, a favourite American vegetable. Boil it, roast it, scrape it, pickle it, eat it straight, or combine it with other foods—it's wonderful, no matter how... only, get it from the garden to the pot as rapidly as possible, to preserve that heavenly hear-of-the-summer taste. If you think that corn is best boiled and buttered (and most people would agree with you), cook it in a tightly covered skillet instead of a deep kettle. Lay the ears flat in three fourths inch of balling water, and boil hard for really tender, memorable corn

Do you recall wistfully the taste of corn coated outdoors? If you'll forgo starry skies and the smell of smoke, we'll tell you how to get nearly the same taste indoors. Dot disked ears with butter; sprinkle with salt, pepper, seasoned salt; wrap each ear in aluminium foil. Roast on the rack of a 400-degree oven until tender—about half an hour. It's just plain marvellous! And for delicious corn off the cob, combine four cups of kernels, a cup of heavy cream, a teaspoon of sugar, half teaspoon of salt, dash of pepper, and a quart cup of butter or margarine, and simmer ten minutes in a covered saucepan. This serves six. For more ways with corn see page 172.

GET
BITTEN
BY
THE
BUG



The Volkswagen Beetle—officially the Volkswagen Type 1—is a two-door economy car manufactured by VW (Volkswagen) until 2003.

Although designed in the 1930s, due to World War II, civilian Beetles only began to be produced in significant numbers by the end of the 1940s. The car was then internally designated the Volkswagen Type 1, and marketed simply as the Volkswagen.

Later models were designated Volkswagen 1200, 1300, 1500, 1302, or 1303, the former three indicating engine displacement, the latter two derived from the model number. The car became widely known in its home country as the Käfer (German for "beetle,") and was later marketed under that name.

The original 25 hp Beetle was designed for a top speed around 100 km/h (62 mph), which would be a viable cruising speed on the Reichsautobahn system. As Autobahn speeds increased in the postwar years, its output was boosted to 36, then 40 hp, the configuration which lasted through 1966 and became the "classic" Volkswagen motor.

The original concept behind the first Volkswagen, the company, and its name, is the notion of a people's car—a car affordable and practical enough for common people to own. Hence the name, which is literally "people's car."

By 2002, over 21 million Type 1s had been produced, but by 2003, production had dropped to 30,000. VW announced the end of production and the final Type 1 VW Beetle rolled off the line on 30 July 2003, 65 years after its launch.

