21.2. GLUYAS WILLIAMS (1888-1982)

CLEAN LINE.

During 1935 and 1936 the company Bissell’s from Great Rapids, Michigan, utilized Williams’ cartoons to advertise their Bissell mechanical sweeper. They dealt with different stories about daily life focusing on the cleanliness of the home and the effectiveness of the sweeper in cleaning tasks. The stories were developed and embedded in modulations of four, five or seven vignettes, depending on the format of the advertising space hired.

45. (opposite page) Advertisement published in McCall’s magazine, May 1935.
46. (on the left) Advertisement published in Good Housekeeping magazine, April 1, 1936.
STORAGE.

Around 1936, Williams illustrated the advertisement shown here for the storage and furniture company The Manhattan Storage and Warehouse Co. from New York.

47. Advertisement published in an unidentified journal, c. 1936.
In 1937, Gluyas Williams participated, along with other regularly contributing illustrators with *The New Yorker* such as Peter Arno (1904-1968) and Otto Soglow (1900-1975), in the press advertising campaign for the textile brand Real Silk's gift services. In the vignettes shown above, the character Fred Perley reappears to demonstrate the advantages and time savings of the proposed service.

Here are 17 questions. They are not just brain-teasers posed for your amusement. The answers have a real bearing on the profits you are making—or not making. A few years ago no advertiser would have asked his agency such questions. Times change. Today more and more men who pay out advertising dollars are not only asking these questions but demanding the answers.

1. In what month of the year does the public do the most reading, clip and mail the most coupons?

2. There are at least a dozen methods of copy-testing in use today. Among these are: Buried Offer Test, Recognition Test, Sales Area Test.

   ... how many others can you name?

3. When you test copy, how can you be sure that you are not merely testing a number of mediocre appeals against each other and finding out which one is least bad?

4. For twenty years advertising men have debated the relative readership of positive and negative appeals in copy. What are the facts as revealed by definite check in 1938?

5. Is it possible to pre-test accurately the sales effectiveness of advertisements by means of a series of checking points?

6. Here are three sure-fire attention-getting ingredients for an advertisement: News, Animals, Famous People.

   ... how many others can you name?

7. What is the trend in so-called Humorous Advertising over the past few years:

   ... is there more of it?

   ... is there less of it?

8. If you could have any position you wanted in a magazine (covers excepted) for an advertisement with a coupon, what page would you choose?
21.2. GLUYAS WILLIAMS (1888-1982)

BBDO. The advertising agency Batten, Barton, Durstine & Osborn, Inc. also employed the subtle illustrations of Gluyas Williams to expose to potential clients and advertisers —via 17 basic questions—the advantages of utilizing their services.

21.2. GLUYAS WILLIAMS (1888-1982)

BELL TELEPHONE.

In the early 1940s, Williams illustrated advertisements and other publicity material for the American Telephone & Telegraph Co, and their telephone services offered through the Bell Telephone System. The brochure on the left contained, in addition to what was on the cover, different interior illustrations signed by the artist.

50. Advertisement published in the magazine *The American City*, 1941.
51. Brochure about Bell Telephone System services, c. 1940.
THE COMPTOMETER. During the decade of the forties, the company Felt & Tarrant from Chicago promoted their flagship product, the Comptometer, through an extensive press campaign in which different advertisements were illustrated by some of the most recognized cartoonists of the moment. Gluyas Williams was included in the list of the chosen, along with other regular collaborators of The New Yorker such as Ludwig Bemelmans (1898-1962), Charles Addams (1912-1988) and Canadian-born cartoonist Richard Denison Taylor (1902-1970). The Comptometer was a type of mechanical calculator used in numerous sectors that was capable of performing sums and other mathematical operations.

21.2. GLUYAS WILLIAMS (1888-1982)

GASOLINE AND GLUYAS.

Between 1940 and 1942 Gluyas Williams made nine different illustrations for the Texaco fuel campaign “Sky Chef” by The Texas Company. The distinctive character of these advertisements consists of the presence of color applied in two inks — red and black — an element that was probably made by another illustrator with the author’s consent.

53-54. Full-page advertisements published in Life magazine, January 29 and June 24, 1940.

21.2. GLUYAS WILLIAMS (1888-1982)

Proving that Sky Chief gasoline starts quicker than a jack-rabbit!

Yes, Sky Chief will snap your car into action on the coldest mornings.

Get the jump on winter with... this fast-starting luxury gasoline!

Yes, Sky Chief gasoline starts quick-as-a-wink!

No April Fooling!

You, too, will get quick winter action from Texaco Sky Chief Gasoline...

56-59. Full-page advertisements published in Life magazine, February 10 and February 24, 1941; and February 2 and April 6, 1942.
EVERYDAY STEEL. Throughout 1941, Gluyas Williams was the artist chosen to illustrate the full-page full color advertisements and the advertising modules—vertical half-page in two inks, black and red—that comprised the extensive press campaign launched by the United States Steel Corporation. It dealt with a campaign to reinforce the U.S. Steel brand, inviting consumers to look for this label, a symbol of quality, in articles of daily use.

21.2. GLUYAS WILLIAMS (1888-1982)

61. Illustration by Gluyas Williams, detail of a full-page advertisement published in The Saturday Evening Post, September 13, 1941.

62-63. Two vertical half-page advertising modules, published in an unidentified journal, 1941.
"Anything you'd like to know about banks, Bertha?"

Yes, Bertha, it's all there... in that big Blue Book, the Rand McNally Bankers Directory.

A glance through just a few of its 2,600 pages and you realize why thousands of bank officials always keep this volume handy. Most important, of course, Rand McNally's Bankers Directory contains complete information on officers, directors, and statements for bank after bank after bank.

How many in all? For every bank in the United States and Canada, and for all banks in other parts of the world insofar as is possible.

If that makes you whistle, note this. Between those blue covers are complete lists of Bankers Associations and their officers—a digest of all banking laws for each state and for Canada—discontinued bank titles—complete information on all government banking agencies—and many other facts of daily use to banks.

All such information is compiled, revised, and brought up to date every six months.

Rand McNally Bankers Directory is only one of many services which this pioneer publishing and printing establishment has rendered American Banks for the better part of a century.

RAND McNALLY & COMPANY

Established 1856

NEW YORK • CHICAGO • SAN FRANCISCO • WASHINGTON

Schoolbooks • School Maps • Children's Books • Road Maps
Travel Folders • Tickets • Coupon Books • Maps • Atlases
Globes • Bankers Monthly • Bankers Directory
ON VACATION.

The publishing company Rand McNally, apart from editing different kinds of publications, was dedicated to providing services and products related to travel and transport and they were popularly known for their atlases, travel guides and maps. Williams contributed his subtle sense of humor to the theme of traveling by resorting to his usual repertoire of characters—who were lost and disoriented—and everyday situations.

64. (opposite page) Advertisement published in Time magazine, October 11, 1943.

65-68. Advertisements published in Time magazine, June 8, 1942, November 22 and December 6, 1943, July 10, 1944.
There’s no such thing as putting anyone over the jumps, when they call at any office of The Bristol Brass Corporation...no running through desks as thick as task-traps.

You get straight to the man who knows what you want to know...the man who will handle your business from then on. And you will get your answers straight from him, any time you have questions to ask him. We appreciate it when we are treated this way...and we have found a lot of good customers who appreciate the same kind of treatment from us.

It saves a lot of time, a lot of mistakes, and a lot of good hitting edges ground off teeth...when all the useless and outworn protocol, pomp and circumstance of business is by-passed.

Then business can be done on a friendly, easy, "do-it-now" basis...and a lot more of it will get done. Agreed?

THE

BRISTOL BRASS
 CORPORATION

Makers of Brass since 1850 - Bristol, Conn.
**BRILLIANT.** In 1945, for the personality to be featured in cartoons advertising General Electric’s GE lamps—incandescent bulbs and fluorescent tubes—, Williams resorted to his fetish character, the popular Fred Perley, already a veteran in advertising assignments.

**70.** Advertisement published in *Time* magazine, October 8, 1945. Illustrated by Gluyas Williams.
WHAT CAN I DO? Below, the pamphlet published by the United States Office of Civilian Defense in 1942, with the aim of raising awareness and instructing citizens on how to contribute to the Government-promoted war effort in their daily behavior. The drawings of Williams exposed those situations clearly, with a humorous, friendly and engaging tone.

71-73. Detail of one of the drawings, cover and inner page of the book *What Can I Do? The Citizen’s Handbook for War*, 1942. All illustrations of the pamphlet were made by Gluyas Williams.
Could this be you?

DON’T TRAVEL—UNLESS YOUR TRIP HELPS WIN THE WAR

TESTIMONIES. The above image presents one of the few posters that is known to be illustrated by Gluyas Williams. This case deals with a United States Office of Defense Transportation commission to illustrate an advertisement for patriotic and public awareness propaganda. It shows four examples of people adopting inappropriate attitudes and wasteful behavior in times of war.

74. Could This Be You? Do Not Travel, Unless Your Trip Helps Win the War. Poster by Gluyas Williams, 65.8 x 46.7 cm; 1943.
You have 84 chances out of 100 of going farther on Michelin Tires!

Mother, why does daddy always pick the middle of the street for a blow-out?
On the left, a typical example of advertisements for the Michelin Tire Company in Milltown published in The Saturday Evening Post and illustrated by Gluyas Williams for the 1926 and 1927 press advertising campaigns. In this series, the character of Bibendum is omnipresent and plays different roles. Here we see him as a typical driver—could be anyone of us—in contrast to the prominently inept motorist that does not use Michelin tires.

75. Illustration of the full-page advertisement published in The Saturday Evening Post, March 26, 1927.
76. Detail of a Michelin advertisement published in 1927.
FULL-PAGE ADVERTISEMENTS.

On September 25, 1926, the first Michelin advertisement signed by Gluyas Williams was published, following the long period marked by the graphic style of Arthur Edrop. The clean, linear and consistent graphics, the absence of color and limited use of lettering for dialogues in vignettes, identified the graphic tone of the 1926 and 1927 campaigns.

1926

1927

77. This double page shows all the full-page advertisements published in *The Saturday Evening Post* in the 1926 (3) and 1927 (4) campaigns.

*They represent all the advertisements for the entire campaign, which I personally verified by reviewing number by number the different copies of *The Saturday Evening Post* for those years, in a collection kindly put at my disposal by a private collector.*
21.2. GLUYAS WILLIAMS (1888-1982)

84% said Michelin Tires gave more mileage

*This statement is based on facts. Our investigators secured written reports from over 1,000 motorists picked at random except that they were all using Michelin Tires against other make. 84% said they obtained more mileage from Michelin than from any of the other makes tested.

The world's first pneumatic automobile tire was a Michelin— and today Michelin Tires are still first.

84% of all who try them say MICHELIN TIRES give more mileage

*This statement is based on facts. Our investigators secured written reports from over 1,000 motorists picked at random except that they were all using Michelin Tires against other makes. 84% said they obtained more mileage from Michelin than from any of the other makes tested.

The world's first pneumatic automobile tire was a Michelin— and today Michelin Tires are still first.
MODULAR ADVERTISEMENTS.

On November 6, 1926, the first Michelin modular advertisement illustrated by Gluyas Williams was published, which would total up to nineteen distinct ones being published between 1926 and September 1927. The reduction of the advertising budget obliged the Michelin Tire Co. in Milltown to preferably resort to publishing modules rather than entire pages, which were always produced in austere black and white.

78. The following two pages present sixteen of the nineteen* modular advertisements published in the generalist magazine The Saturday Evening Post, in successive campaigns for 1926 (4) and 1927 (15).

*They represent all the advertisements for the entire campaign, which I personally verified by reviewing number by number the different copies of The Saturday Evening Post for those years, in a collection kindly put at my disposal by a private collector.
21.2. GLUYAS WILLIAMS (1888-1982)

ADAPTATIONS. The advertisements illustrated by Gluyas Williams, exclusively published in one magazine—The Saturday Evening Post—were adapted to different formats of advertising modules for publication in local journals and newspapers by the establishments associated with Michelin’s commercial network.

79-80. Advertising modules published in the following newspapers:
The Portsmouth Daily Times, April 25, 1927 and The Bridgeport Telegram, May 13, 1927.

81-82. (opposite page) Advertising modules published in the following newspapers:
The Daily Northwestern, May 20, 1927 and The Kingston Daily Freeman, June 20, 1927.
21.2. GLUYAS WILLIAMS (1888-1982)

How can I make this sweeping promise? Well, just consider the facts:

**FACT 1**—Written reports have been secured from over 1,500 motorists picked entirely at random except that all were testing various makes of tires against those made by Michelin. 88% of those tested preferred Michelin from their Michelin than from the other tires they were using.

**FACT 2**—In Detroit, the home of the automobile, in a vote taken among all of the 1920 new dealers, more dealers voted for Michelin than for any other make.

**FACT 3**—During the past three years Michelin sales have grown three times as fast as the tire industry as a whole. Something more than words did that.

**FACT 4**—Records covering over a million miles show that, on an average, Michelin gives 36% more mileage than other tires.

**FACT 5**—Back in 1895 Michelin was the world's first pneumatic auto tire. Today Michelin is still first, and over 25,000 new builders are keeping busy trying to supply the great world-wide demand for Michelin.

But in addition to quality there's another factor—Price. I call Michelin at the price of standard tires. Think of that. Then ask yourself: *Don't I owe it to myself to give this fellow a chance?*

**FACT 6**—In Detroit, the home of the automobile, in a vote taken among all of the 1984 tire dealers, more dealers voted for Michelin than from the other tires they were using.

**FACT 7**—In Detroit, the home of the automobile, in a vote taken among all of the 1984 tire dealers, more dealers voted for Michelin than from the other tires they were using.

**FACT 8**—During the past three years Michelin sales have grown three times as fast as the tire industry as a whole. Something more than words did that.

**FACT 9**—Records covering over a million miles show that, on an average, Michelin gives 36% more mileage than other tires.

**FACT 10**—Back in 1895 Michelin was the world's first pneumatic auto tire. Today Michelin is still first, and over 25,000 new builders are keeping busy trying to supply the great world-wide demand for Michelin.

But in addition to quality there's another factor—Price. We sell Michelin at the price of standard tires. Think of that. Then ask yourself: *Don't I owe it to myself to give this fellow a chance?*
83. Models of advertising slides for screening in shows and theaters, forming part of the catalog of promotional items offered to establishments affiliated with Michelin’s commercial network, 1927.

84. On occasion, the Michelin advertisements illustrated by Williams coincided on the same page as his humorous panels. Here, an example is shown on the page from the newspaper *The Port Arthur News* (Port Arthur, Texas), June 3, 1927.
21.2. GLUYAS WILLIAMS (1888-1982)

85. Promotional cardboard fan for Michelin tires, 1927. Illustration by Gluyas Williams taken from one of his press advertisements.

86. Promotional postcards, 1927. Illustrated by Gluyas Williams.
LUCKY TIRES.
During 1925, the Racine Horseshoe Tire Company, a manufacturer of automobiles tires, advertised themselves with a series of unsigned humorous illustrations. They were similar to the style of clear line drawing that was employed by Gluyas Williams—who was not their author. The scenes recreated unforeseen moments right before an impending disaster, under the slogan “ALWAYS you’ll have better luck with HORSESHOES.”

88. Advertisement in an unidentified magazine, 1925.
MEN, WOMEN ... AND TIRES. In 1928, the Goodyear tire company published a series of humorous postcards illustrated by John Held Jr. (1889-1958), illustrator and cover artist for *Life*, famous for portraying with his casual and markedly Art Deco style the renowned “roaring twenties.”

In 1928 the manufacturer Firestone published a series of humorous postcards in which they promoted their new tires “Gum Dipped” and their official service network, using, on occasion, the advertising character Mr. Most Miles Per Dollar, who represented automobile repair mechanics. The drawing style of the illustrations is similar to that used by Gluyas Williams in his Michelin campaign.

84-87. Three examples from the promotional postcards series, 1928.

88. Promotional postcard. French version of the original American campaign, 1929.
THE POLYGLOT TIRE. The French division of the manufacturer Goodrich published a series of promotional postcards with caricature and humorous illustrations, a campaign that was employed in a variety of neighboring countries such as Spain.

89-91. Three examples from the series of French postcards, c. 1930. 92. Spanish version of the original postcards, c. 1930.