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Booster Posters

Lew Shalett, a stocky and aggressive Chicagoan, runs the Sheldon Claire Co., which he calls "an advertising agency's advertising agency" because other agencies farm out jobs to him. Named for his 17-year-old son Sheldon and his 18-year-old daughter Claire, the firm also prepares war posters for employee morale, notable for their human appeal. One of his most popular numbers reproduces a photograph of a comely war worker which first appeared exclusively on the cover of the Feb. 16 issue of NEWSWEEK.

Shalett sells the posters in sets of 30—one a week for 30 weeks. Many large companies, including Carnegie-Illinois Steel Corp., have bought up to 500 sets. And although his is purely a commercial venture he has won the government's approval: Vaughn Flannery, chief of the OFF's graphics division, recently wired him: "They are among the finest war posters prepared by anyone to date. Congratulations."



"Every rivet we drive — every bolt we turn — every ounce we sweat, brings victory a little closer. Breaking production records is the American way of doing things!"

PRODUCE FOR VICTORY!



"Man for man, America's workers and America's soldiers are the best in the world! We helped them build our nation . . . we'll help them defend it."

PRODUCE FOR VICTORY!



"America is great because liberty-loving Americans have made it great. You've got to want freedom to work for it — to fight for it — to die for it."

PRODUCE FOR VICTORY!