

Dexter Renick

TURN THE PAGE
TO SEE
ELIZABETH TAYLOR'S
GREATEST LOVE.

THIS IS LIZA
SEE PAGE 118

With the risk of jeopardizing his career, George Lois revolutionized magazine covers using eye-catching, visceral images with messages that pressed Americans to confront social issues including racism, feminism, and the Vietnam War. From 1962 to 1972, Lois designed ninety-two magazine covers for Esquire magazine, several of which featured prominent public figures from Muhammad Ali to Richard Nixon. Lois's covers are regarded as some of the best ever made, which is evident today by designers attempts to emulate the powerful messages Lois displayed in his work.

NEU 2022

George Lois

The magazine covers pressing Americans to confront the Vietnam War

One of Lois's earlier controversial covers was a simply designed cover that read in a large typeface "Oh my God—we hit a little girl". This cover was featured on the front of Esquire in August 1966, which was a time when tensions around the Vietnam war were high in America. No major media source was willing to put out such a bold take on the Vietnam war, until Esquire thanks to George Lois.

The quote comes from John Sack, an associate producer at CBS News who was assigned to cover military life and the brutality of combat.

Most of Lois' covers features a captivating image with minimal text, but this cover is the opposite. This quote does not explicitly take any side in the war on Vietnam, but, at the time, most Americans did not have accurate understandings of what the war looked like. Lois brings out empathy in readers by drawing their attention to the dark reality of the war. Through the years of the Vietnam war, Lois continued to critique the war efforts in several other Esquire covers.

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