

Boris Artzybasheff



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Boris Artzybasheff

(1899 - 1965)

Fought with anti-communist White Russians before immigrating to US (he spoke no English and arrived with 14 cents). A chameleon, able to adapt different styles, from children's books to portraits. Renowned for his ability to turn machines into living beings (and living beings into who-knows-what). Advisor to the Psychological Warfare branch during WW II. A profuse illustrator for the majors: Life, Fortune, and Time (producing 200+ covers for the last). Illustrated 50 books, including those he wrote himself, notably "As I See." Plentiful ad work for Xerox, Shell Oil, Pan Am, Casco Power Tools, Alcoa Steamship lines, Parke Davis, Avco Manufacturing, Scotch Tape, Wickwire Spencer Steele, Vultee Aircraft, World Airways, and Parker Pens. Mechanics Illustrated profiled him with a cover story in 1954, "When Machines Come to Life."

Special thanks to author, Hiroshi Aramata for helping with this page.

Infantilism (1950s) - Artzybasheff 001A



Parker Pen (1944) - Artzybasheff 002

Munition of morale... but shell fuzes come ahead of Parker "51"

YOUR letters are moral food and ammunition for your man in service! And the pen that forms the welcome news of "home" is indeed a munition of morale.

No pen could be more ideally suited to this—and every writing service—than the Parker "51".

Perfectly balanced, it cradles comfortably in your hand... alert and ready for action the instant you touch its protected point to paper. It glides with silken smoothness.

But the distinguished Parker "51" is scarce.

By government order all pen production has been reduced and today our first concern is to create precision fuzes for bombs, artillery shells and other projectiles.

However, we still make a limited number of Parker "51"s which are rationed fairly to dealers.

This pen is worth the wait! And when it is finally yours—do this, please. Get a bottle of the new Parker "51" ink. This miracle ink actually dries as you write, so that no blotter is needed. It is made only for the Parker "51".

Of course, you can use the Parker "51" with any ink if you so desire... but you won't "so desire". Colors: Black, Blue Cedar, Dove Gray, Cordovan Brown, \$12.50 and \$15.00. Pencils to match, \$1.00 and \$7.50. World-famous Parker Vacuumatic pens, \$8.75. Pencils, \$4.00.

GUARANTEED BY LIFE CONTRACT: Parker's Blue Diamond ink pen is our greatest mechanical guarantee—any service for the owner's life, without cost other than \$10 charge for postage, insurance, and handling. If pen is not immediately changed and is returned complete to The Parker Pen Company, Jacksonville, Wisconsin.

Make your dollars fight—BUY WAR BONDS NOW!



"Writes dry with wet ink!"



Parker "51"



Parker "51"

"Writes dry with wet ink!"

Skeleton Hand and Skull Silhouette (19??) - Artzybasheff 003A



To the fortunate few who will receive Parker 51's this Christmas...

It's yours... a sleek, beautiful Parker "51". You follow it, feather-light in your hand, and admire its luster and gleam... a pen you'll use with pride.

Then you try it for the first time. In response is triggerfast. It warms your heart as it glides with effortless smoothness. And you think, "I'm in luck to own this Parker 51!"

You have yours only because someone placed a reservation order with his local Parker dealer some time ago. For this finest of writing

instruments is really as scarce as it is popular.

Long before the government ordered all pen makers to limit their production of pens, Parker had voluntarily gone into war production. Currently, we are devoting most of our efforts to turning out shell fuzes, primers, submarine and aircraft pens, and many similar items.

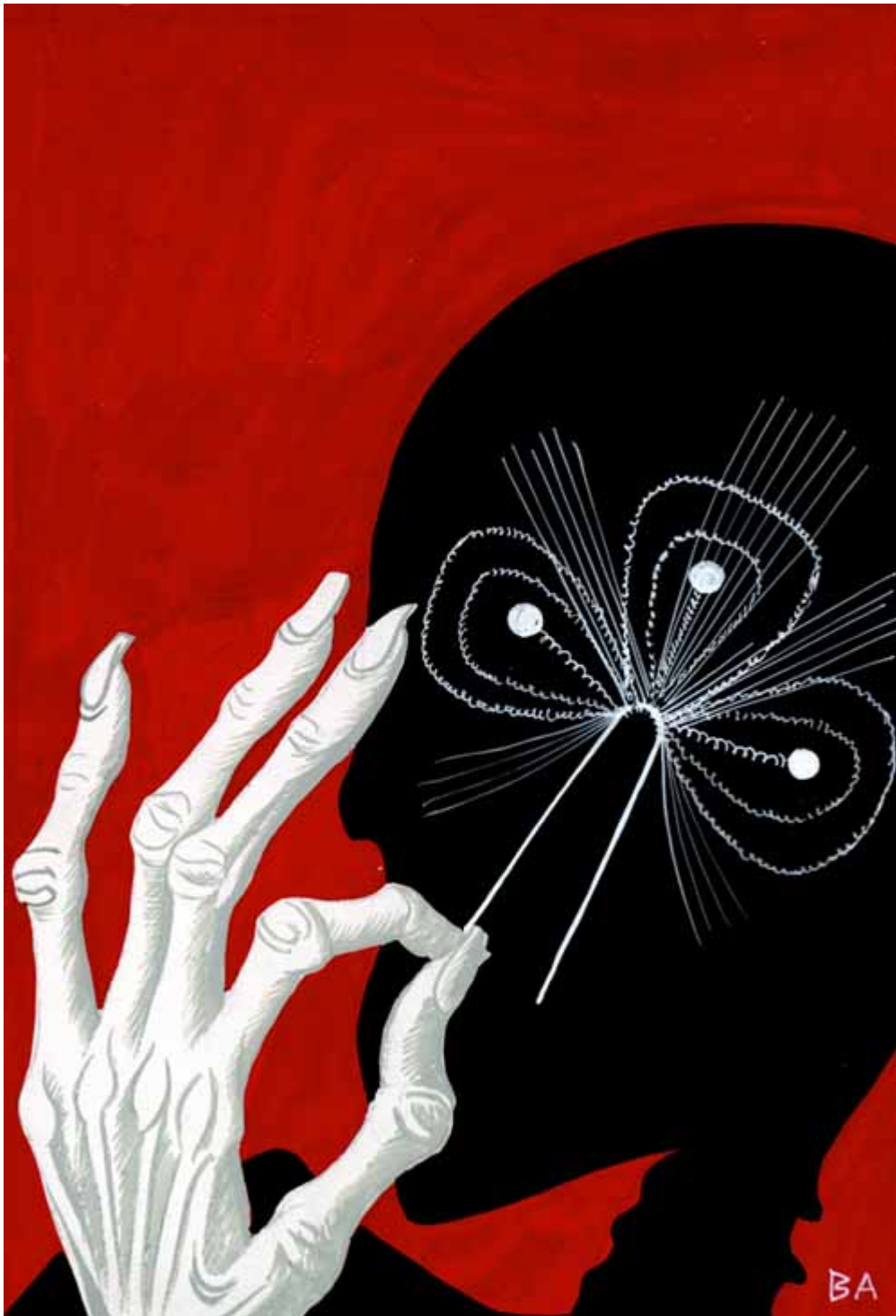
Now, here's a tip... to get from your new Parker "51" the miracle of true dry writing, fill it with Parker "51" Ink. This amazing writing fluid that actually dries as it writes can

be used only in the Parker "51". Of course, you can use the Parker "51" with any ink if you so desire, but you won't "so desire."

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Judge cartoon (1923) - Artzybasheff 004



Arrested Development (1950s) - Artzybasheff 005A



ARRESTED DEVELOPMENT

Shell Oil (1951) - Artzybasheff 006



New Alkaline Shell X-100 Motor Oil counteracts Acid Action

If you are a typical motorist, in a normal day's driving—a pint or more of acid is formed and passes through your car's engine, and it's acid action, not friction, that causes 90% of your engine wear. To neutralize the harmful effect of this acid, Shell Research has produced an alkaline motor oil—Shell X-100. Fortified with alkaline "N" safety factors, it neutralizes the acid action, prolonging the life of your engine.

The new Shell X-100 is a Premium Motor Oil. It is a Heavy Duty Motor Oil. In addition, it contains positive cleaning factors that help protect hydraulic valve lifters and other vital parts from fouling deposits.

Shell X-100 is the finest motor oil money can buy. Let your Shell dealer give your engine the protection of this new alkaline Shell X-100 Motor Oil today.

It's Incomparable!



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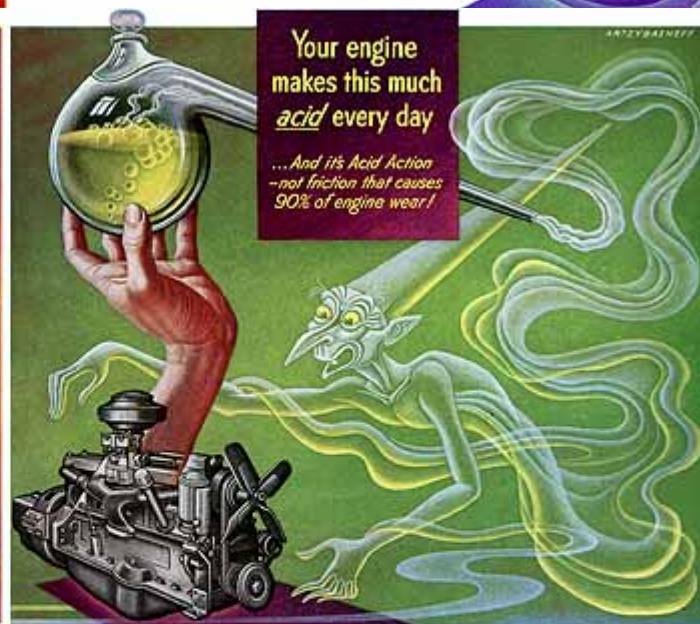
NEW alkaline Shell X-100 Motor Oil neutralizes Acid Action

It's not friction but acid action that causes 90% of engine wear! To neutralize the harmful effect of the pint or more of acid formed in average daily driving, Shell Research has produced an alkaline motor oil—Shell X-100. Fortified with alkaline "N" safety factors, it neutralizes the acid action, prolonging the life of your engine.

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Funnybone Alley (1927) - Artzybasheff 007



Parke, Davis, "Disturbing Emotions" (1954) - Artzybasheff 008



EVERYONE knows how these and other disturbing emotions can play havoc with our mental poise. But not everyone realizes that such emotional disturbances can also make us *physically* ill. For we can actually worry ourselves into stomach ulcers, high blood pressure, allergies, and other disorders. And, of course, if we already have any of these disorders, nervous distress can make them worse.

So if you find yourself, or any member of your family, becoming overburdened by emotional

problems, or fearful of physical ills, do not drift along and try to cope with these problems alone. The wise thing to do is to see your doctor.

It may surprise you to know how many of your physician's patients come to him with the same emotional burdens . . . how much he understands and sympathizes with such problems . . . and how wisely he can counsel you on the true causes of your condition, and the best remedial measures to take for your physical and mental well-being.

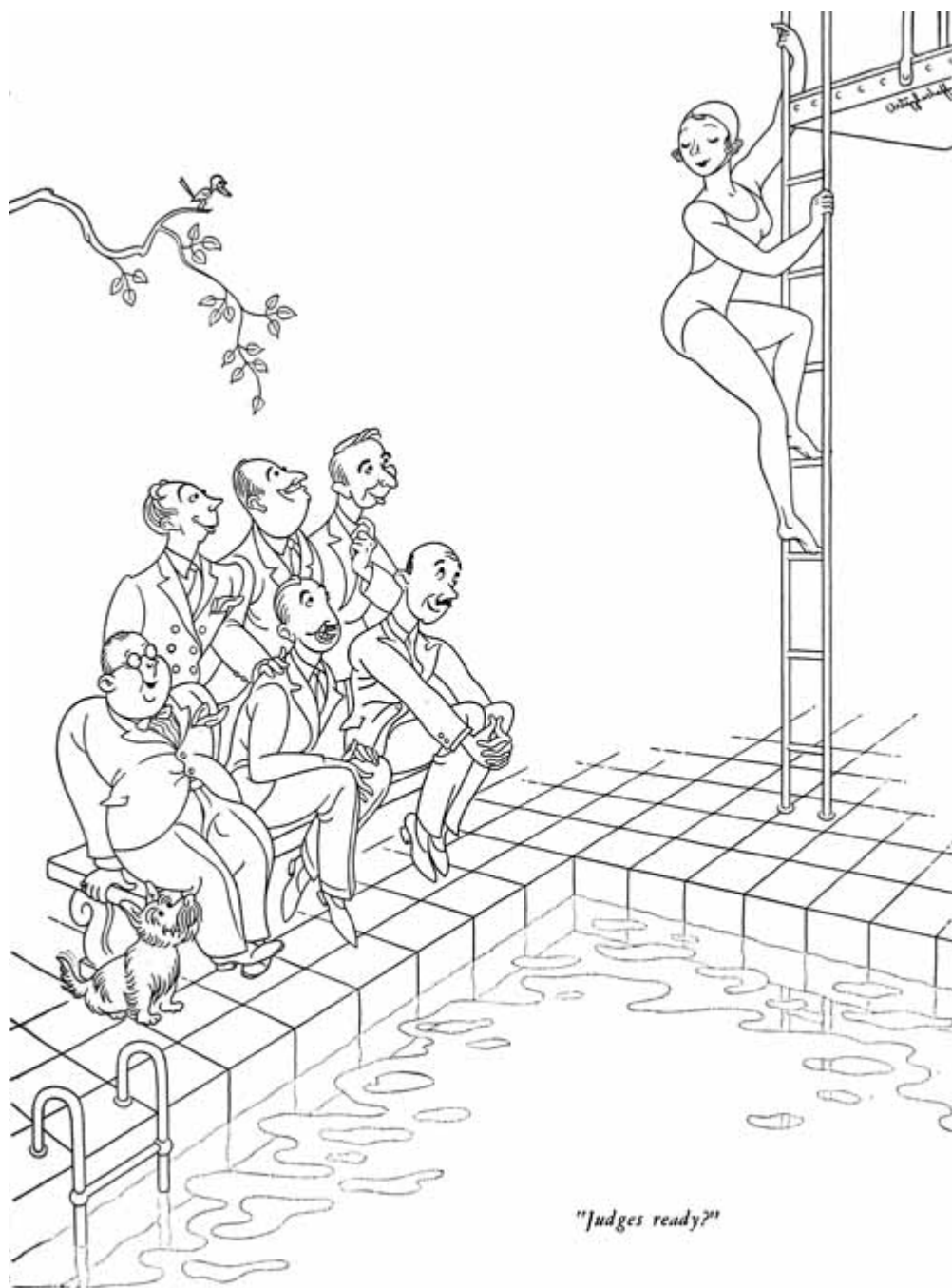
Copyright 1932 - Parke, Davis & Company

PARKE, DAVIS & COMPANY

Research and Manufacturing Laboratories, Detroit 32, Michigan

Who are Parke, Davis—what do they make? Parke, Davis & Company are makers of medicines prescribed by physicians and dispensed by pharmacists. Among the hundreds of products bearing the world-famous Parke, Davis label are Antibiotics, Biologics, Chemotherapeutic Agents, Endocrines, Pharmaceutical Preparations, Surgical Dressings, and Vitamin Products.

Life (1932) - Artzybasheff 009



Alcoa (1948) - Artzybasheff 010

Cross a gangplank to Caribbean Adventure

Relax luxuriously in your deck chair. Watch gulls wheeling lazily in the sky, as your ship ploughs a foaming furrow southward. Soon you're in the blue Caribbean—rich in the turbulent history of the Carib Indians, Spanish Conquistadors and bloody buccaneers. Then comes a parade of ports . . . Kingston, Curacao, La Guaira, Puerto Cabello, Guanta, Port of Spain and Ciudad Trujillo. And you discover how distinctively different each one is. There's so much to see and do when you cruise the Caribbean on an air conditioned Alcoa ship out of New Orleans. Write today for booklet. Alcoa Steamship Company, Inc., Dept. B, 17 Battery Place, New York 4, N. Y. or Dept. B, One Canal Street, New Orleans 16, La.

ALCOA

sails the CARIBBEAN

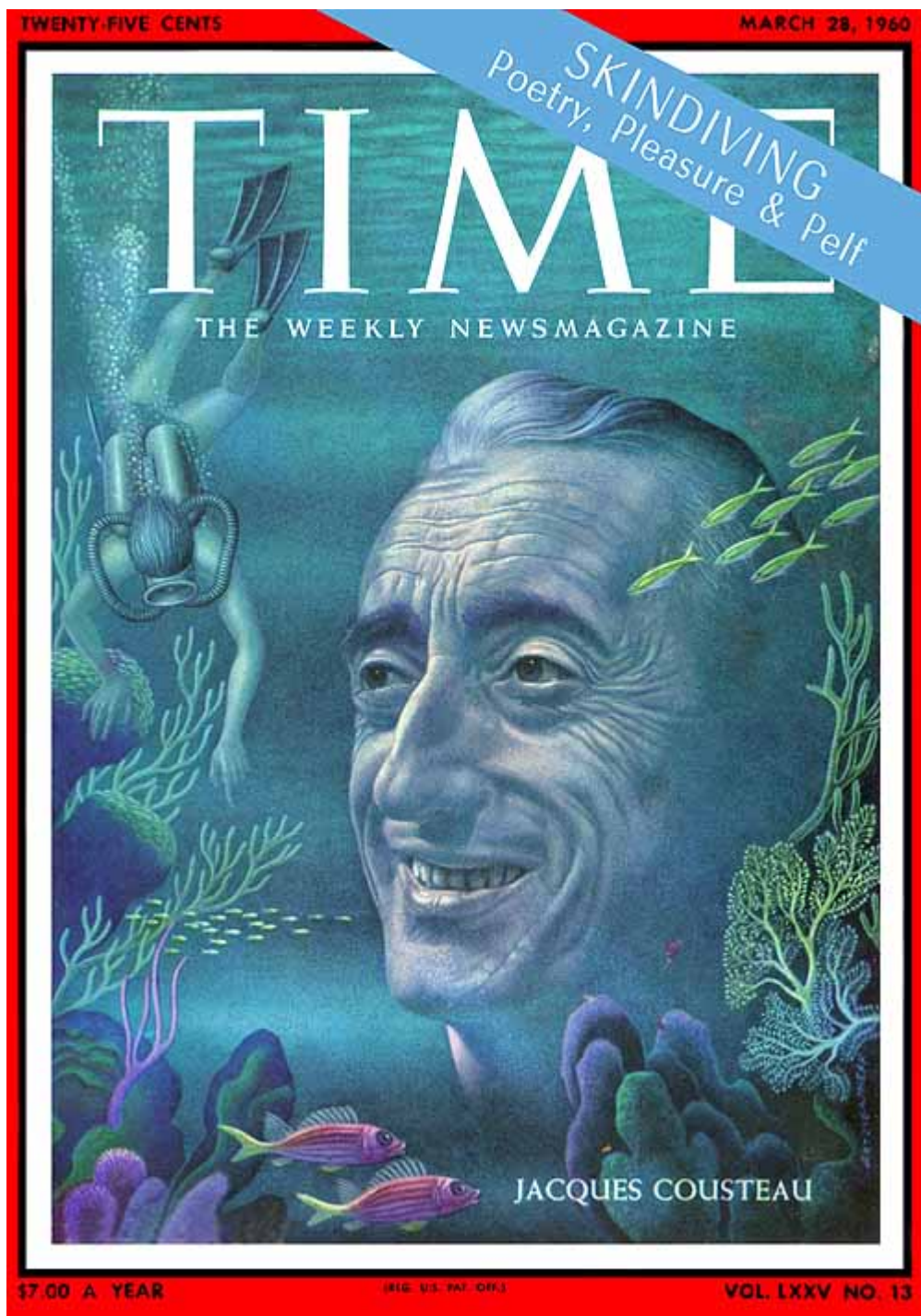


THE CARIB INDIANS . . . were for years fierce defenders of their islands against an engulfing flood of Spanish, English, French and others. Today, only a dwindling handful of pure Caribs remain to grace this colorful, tropical region that so proudly bears their name.

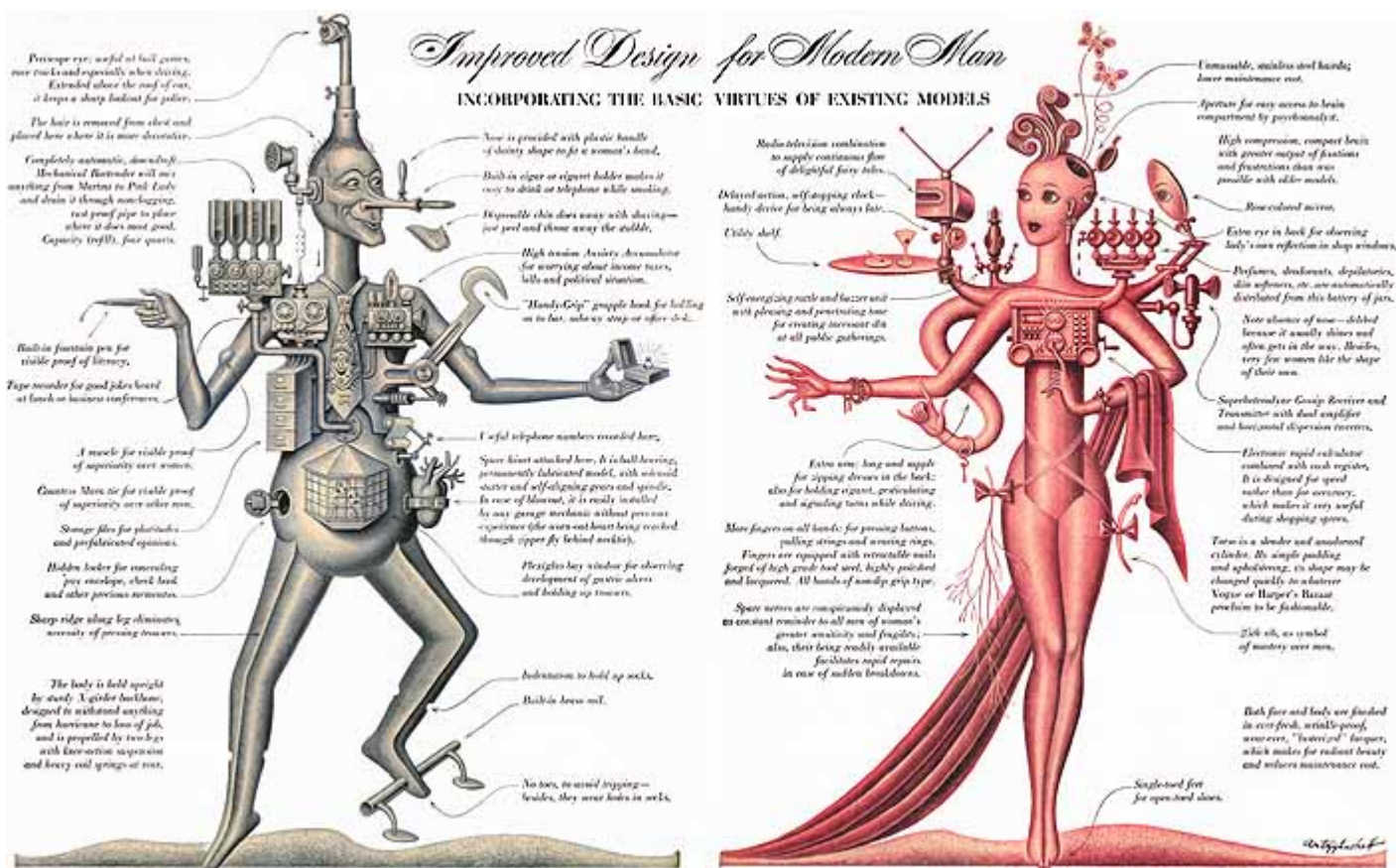


ALCOA STEAMSHIP COMPANY, INC. OFFICES IN: BALTIMORE, CHICAGO, HOBBE, MONTREAL, NEW ORLEANS, NEW YORK, NORFOLK, ST. LOUIS, TORONTO

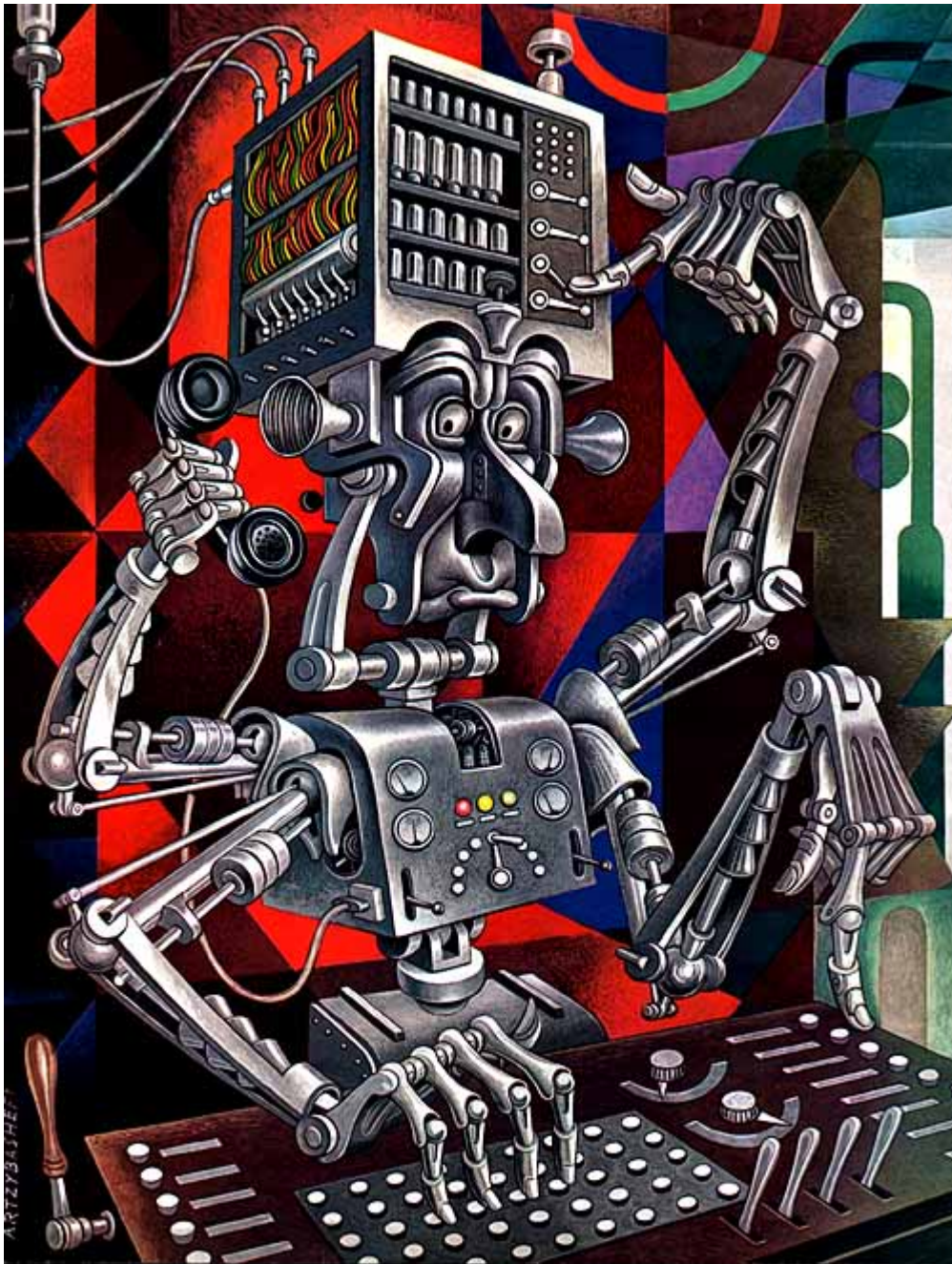
Time, "Skindiving" (1960) - Artzybasheff 011



Life, "Improved Design for Modern Man" (19??) - Artzybasheff 012



Esquire, "Cybernetics" (1952) - Artzybasheff 013



Casco (1946) - Artzybasheff 014



Meet the Gwolphs of Saturn

Meet Pa Gwolph. (And you may do it sooner than you think—via the new atom drive space liner.) He's a good family man—the kind who always goes to the park on Sundays with the wife and kids.

Meet Ma Gwolph. She's an alert young modern. First her to pick up the latest wrinkle from catnip—such as an electric heating pad for warmth, comfort and the relief of aches and pains.

Meet Junior Gwolph. He's the one who's luxuriating under that lovely blue electric heating pad. The temperature's always right—but there are not one, not three, but 30 levels here! No wonder Junior coos so beguilingly!

Meet the Casco Electric Heating Pad—the only pad of its kind in the universe. Besides 30 level heats it has a completely waterproof cover (safe for use over wet packs, proof against perspiration and water accidents) and a "Nite Lite" illuminated dial that enables you to "tune in" your temperature in the dark.

And you can buy it right now at your favorite drug, department or electrical store! In that way you'll be sure to meet everyone else with heat as you want it, when you want it, for as long as you want it! • • • Casco Products Corp., Bridgeport 2, Connecticut.



CASCO

for new and unusual contributions to better living



Meet the New Mars-9, 1946 Deluxe Model

Considering a new car, eh?

Just wait till you get to the planet Mars on an atom-drive space ship . . . and sit behind the "stick" of a new Mars-9.

In an instant you'll be coasting along comfortably at 175 miles an hour (for the first 500 miles—after that, it warms up)—gliding smoothly and natively on your special spiral spring wheels. You'll be riding high, wide and handsome with ray's a thought of running out of gas; all Mars-9's are powered by a central energy station through receiving antennae on the rear.

And convenience? Brother, you said it! Why, every single

car comes equipped with a Casco "Pop-Out" Dashboard Cigarette Lighter. (Why not?—this is our ad.) It's the lighter that pops out automatically when it's ready to light your cigarette . . . the lighter that was standard equipment on ninety per cent of American cars before the war.

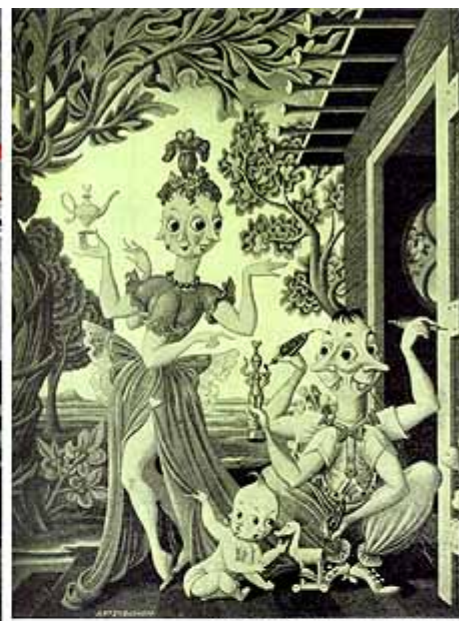
Any time any cars are made anywhere, Casco will be right there with "pop-out" lighters . . . adding extra convenience with spotlights . . . with rubber bladed fans and feather touch steering controls. Look for our automobile accessories shortly—for safer, happier motoring, Casco Products Corp., Bridgeport 2, Conn.



CASCO "POP-OUT" AUTOMOBILE LIGHTER

CASCO

for new and unusual contributions to better living



"I, too, used to have trouble in getting my husband to help around the house"

says Mrs. Athena Thinkle of You

Take a tip from this good neighbor—a mere 26,000,000 miles away. Take a trip to Venus yourself—as soon as the new atom drive space ship is completed. Chances are you'll find a planet much like earth—with much the same people having much the same problems. Read further! Find out how Mrs. Thinkle solved hers!

"The atom drive was half of it, though. Our wedding present presents were still waiting. But would they do anything about it? Not on your doorstep! Then I read about the Casco Power Tool Kit."

Good thinking, Mrs. Thinkle! The Casco Power Tool is hand-tuned, goes into small places, makes tiny holes or great big ones, has 35 attachments that do everything from polishing the silver to engraving the glassware. But let Mrs. Thinkle tell it in her own words.

"Only because as fond of my Casco Power Tool, he developed several worth while hobbies. Sculpting is just one of them. He has made me some lovely brooches out of metal coins. His plastic book ends are the envy of the neighborhood. And our house never cracks, leaks or squeaks. I'm the happiest woman in Venus! Don't you think I should try?"

Shortly, you, too, will be able to get your men folk to do magic. We guarantee they'll like it. We guarantee you'll love the results. Keep an eye on husbands, electrical and department stores. They'll be the first to have the Casco Electric Cash Power Tool Kit. Casco Products Corp., Bridgeport 2, Conn.



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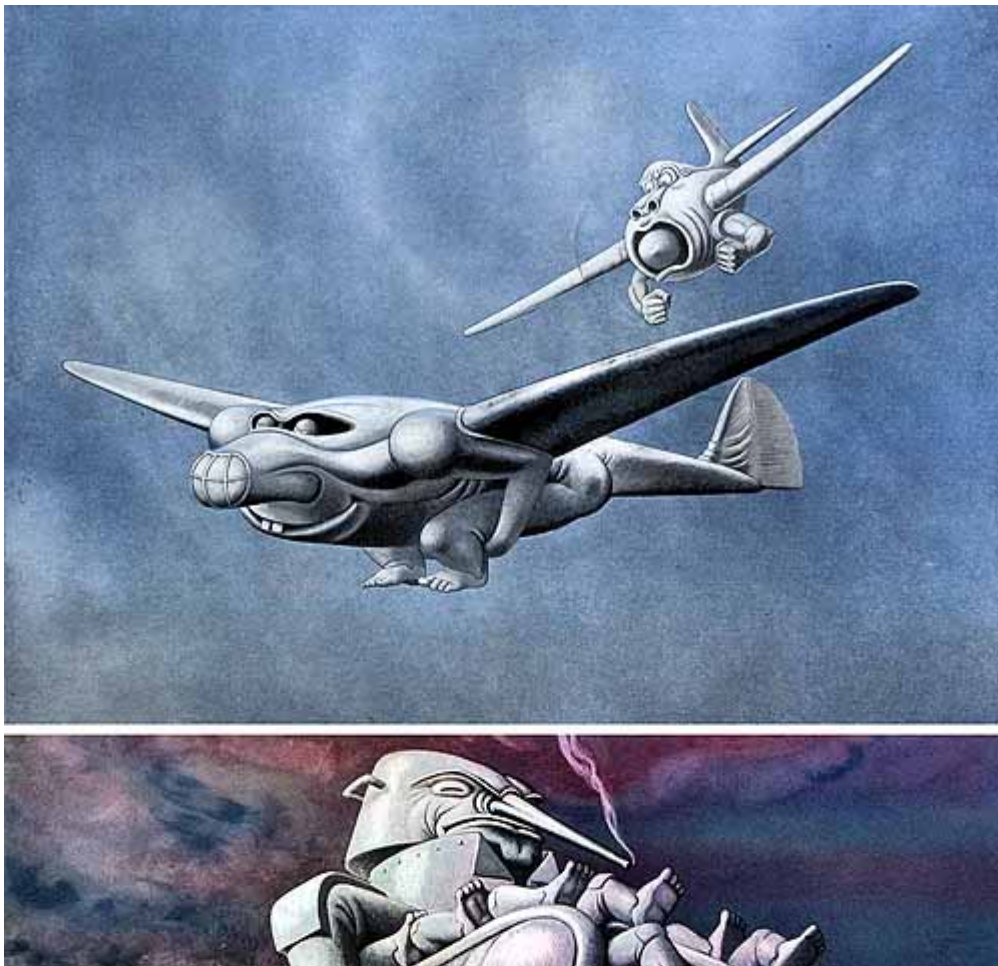
As I See (1954) - Artzybasheff 015

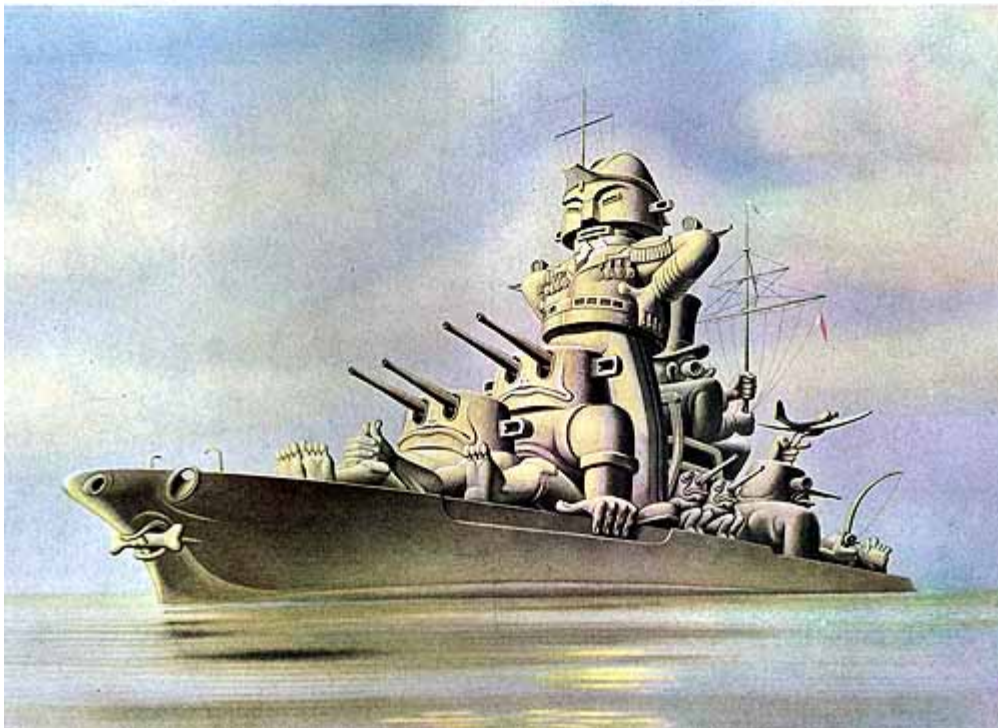


As I See, "Exploration of Space" and
"Origin of the Flying Saucers" (1954) - Artzybasheff 016



Life, "Modern War Machines" (1941) - Artzybasheff 017





Ajax and Aero, "I Am Always Waiting" (1943) Artzybasheff - 018



I am always waiting

I am Disease . . . the shadow at every man's elbow . . . You know me from away back . . . me and my germ-laden mouth-to-mouth drinking cup. In the Dark Ages, I laid men low by the thousands. Dark Ages?

As recently as 1918, my tally in America was 600,000 souls. Remember?

It is not so easy now. You found ways to defeat me. You discovered the individual paper drinking cup . . . a simple thing, but a stone wall in my path, so long as you remember to provide it . . .

Sometimes I think you are forgetting. At war plants, I see pails and dippers on outside jobs. I see drinking devices where men rinse their mouths and leave germs to breed only inches from the next who drinks. That encourages me . . . But when I see that neat dispenser of white paper cups I am discouraged, for I cannot flourish there.

Ways to reduce absenteeism and improve workers' health and morale are discussed in a new booklet "Half of your Drinking is Done in Public." The makers of AJAX and AERO Paper Drinking Cups will be glad to send you a copy—free!

AJAX AND AERO

Sanitary Paper Drinking Cups

LOGAN DRINKING CUP CO.

85 Franklin Street, Waltham, Mass.

PACIFIC COAST ENVELOPE CO.

416 Second Street, San Francisco, Calif.

Divisions of United States Envelope Co.



PAPER DRINKING CUPS • ENVELOPES • WRITING PAPERS • LINWEAVE PAPERS • NOTE BOOKS
TRANSPARENT CONTAINERS • WAR PRODUCT PACKAGING • TOILET TISSUE • PAPER TOWELS

Vultee, "Hitler Came The Closest..." (1943) Artzybasheff - 019



Hitler came the closest... by using the air

Recurring attempts to conquer the world bloody the pages of history. Let us take the tale: When the ancient *flat* world bordered the middle ocean, the Mediterranean, conspicuous contenders were the Carthaginians and Romans. With the discovery that the earth is *round*, attempts at world-conquest grew in intensity on a widening scale: Philip II, Louis XIV, Napoleon, William of Hohenzollern! Until World War I, battles were confined to the earth's *surface*. Then came the dress rehearsal, in Spain, for World War II, with

aviation the dominant factor. "It was the handwriting, not on the wall of Belshazzar's Palace, but upon the universal sky for all mankind to read." This, the first global-war, is the birth pain of the human race entering its greatest era, the Air Age. To hasten victory, our entire aviation industry continues to perform miracles of warplane production. But the ocean of air will remain after this war, and we must remain dominant in it. To that end too Vultee labors, because the Air Age has just begun.



VULTEE AIRCRAFT, INC., VULTEE FIELD, CALIFORNIA
Builder of Fighters, Dive Bombers and Fighters
Builder of Victory War Production Company, Inc.

Mechanix Illustrated, cove story (1954) Artzybasheff - 020

MECHANIX ILLUSTRATED®

THE HOW-TO-DO MAGAZINE

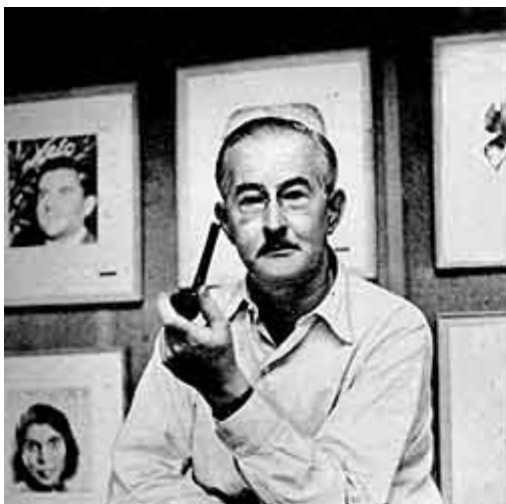
NEW

25¢
OCT.



When Machines Come to Life
Page 84

EXCLUSIVE! SECRETS OF ENEMY SABOTAGE
HOW TO SHOOT AERIAL PHOTOS FROM THE GROUND



Boris Artzybasheff, left, created the helicopter above to demonstrate how, why the rotors operate.

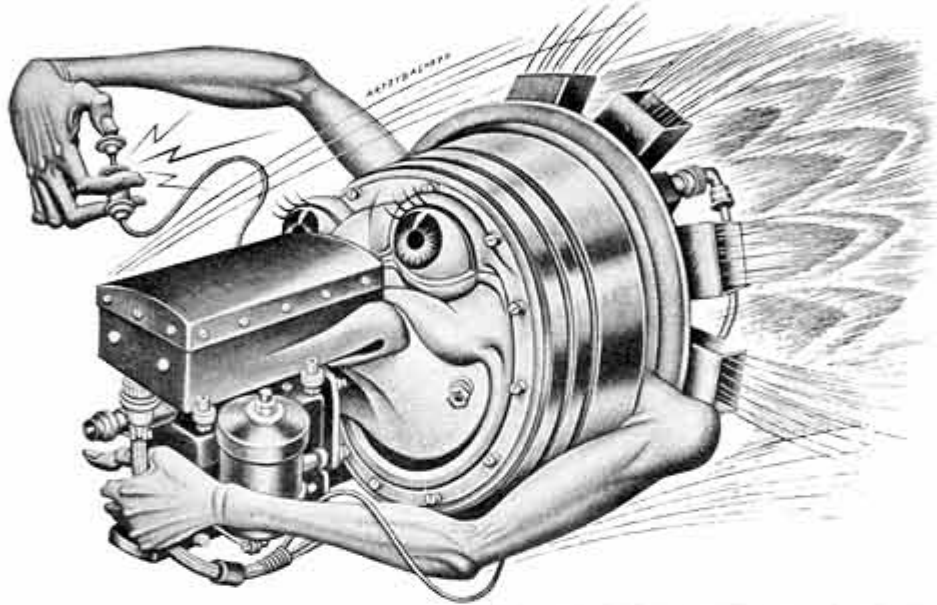
THE transformation of harsh, cold machines into alert-looking, hard-working gremlins with faces, hands and feet is the unique achievement of cartoonist Boris



It is not difficult to analyze the success of the animated machines. They convert a highly-specialized subject into one that everyone can understand and enjoy. This helps to sell a product and a company name. What more could an advertiser want? •

He Brings Machines to Life

Even a jet engine starter takes on personality under the artist's touch.



COVER STORY



This portable power generator with legs conveys a feeling of far-reaching availability.

