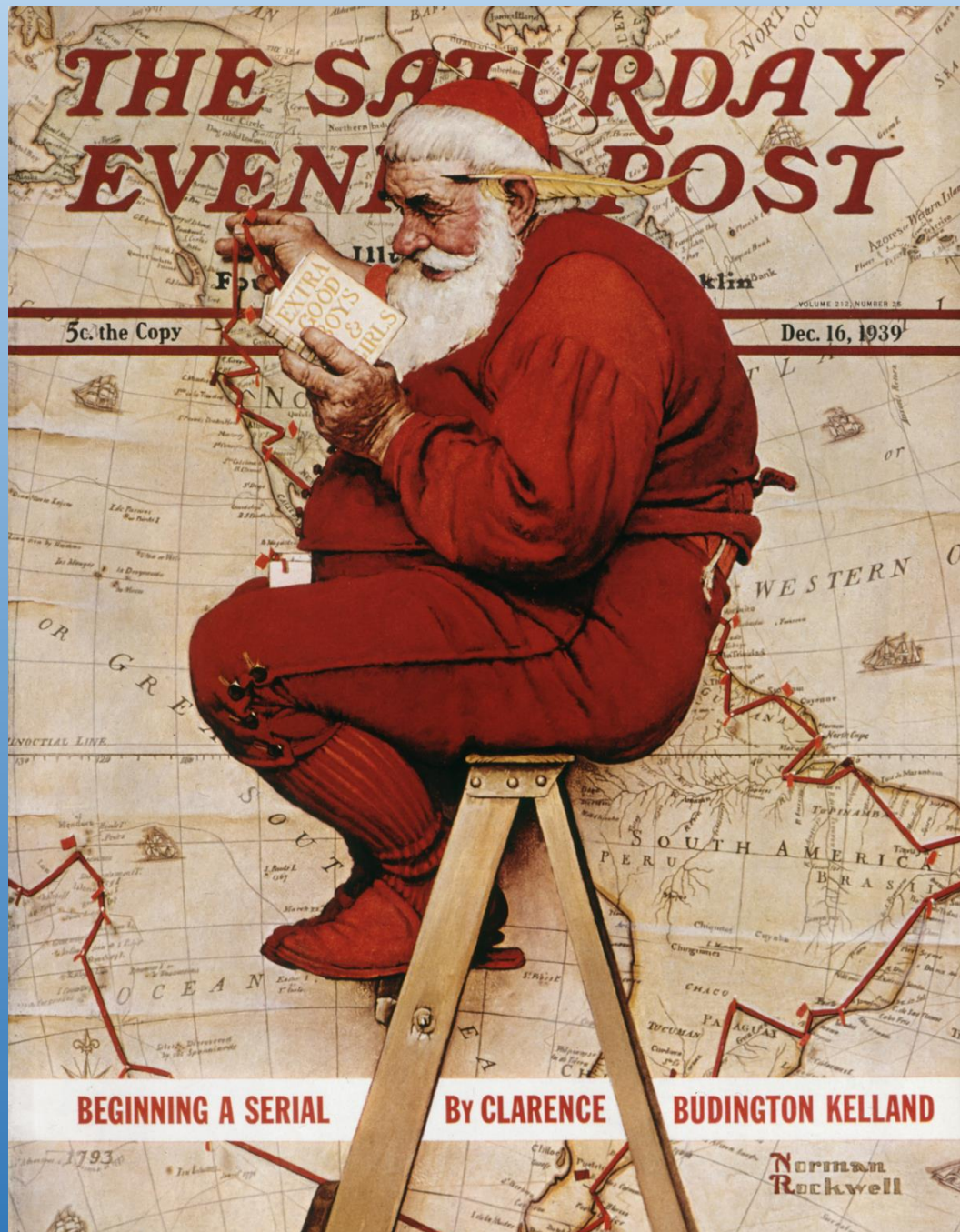


Inventing America: Rockwell & Warhol







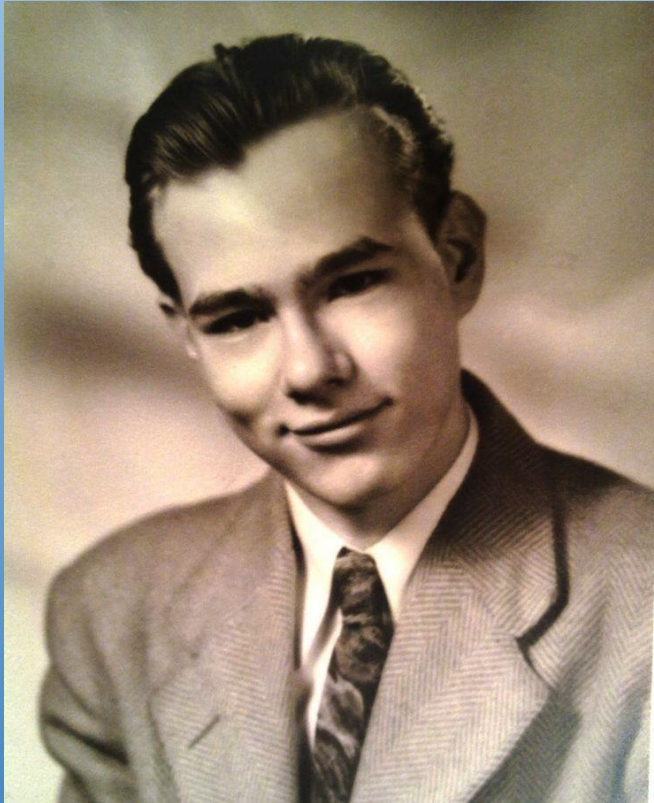
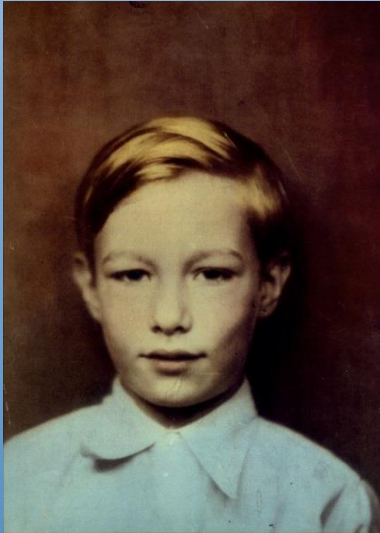
Early Life:

The Making of the Artists





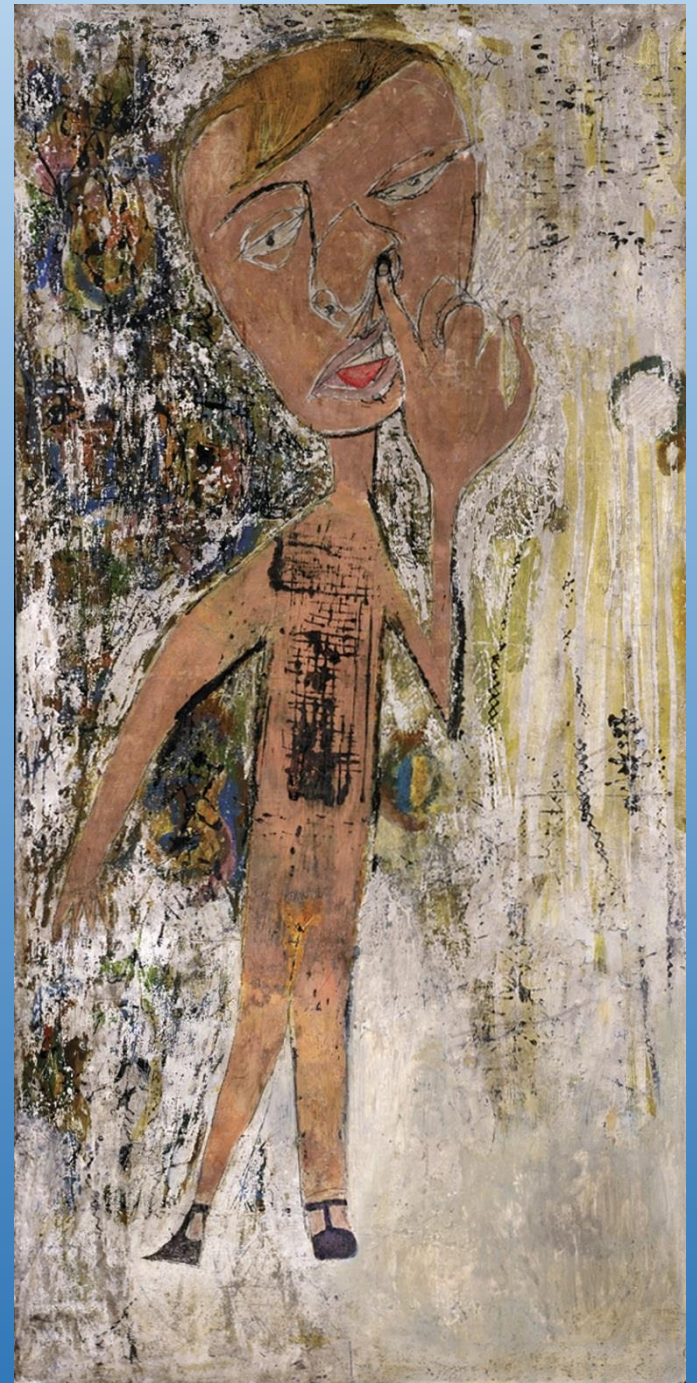




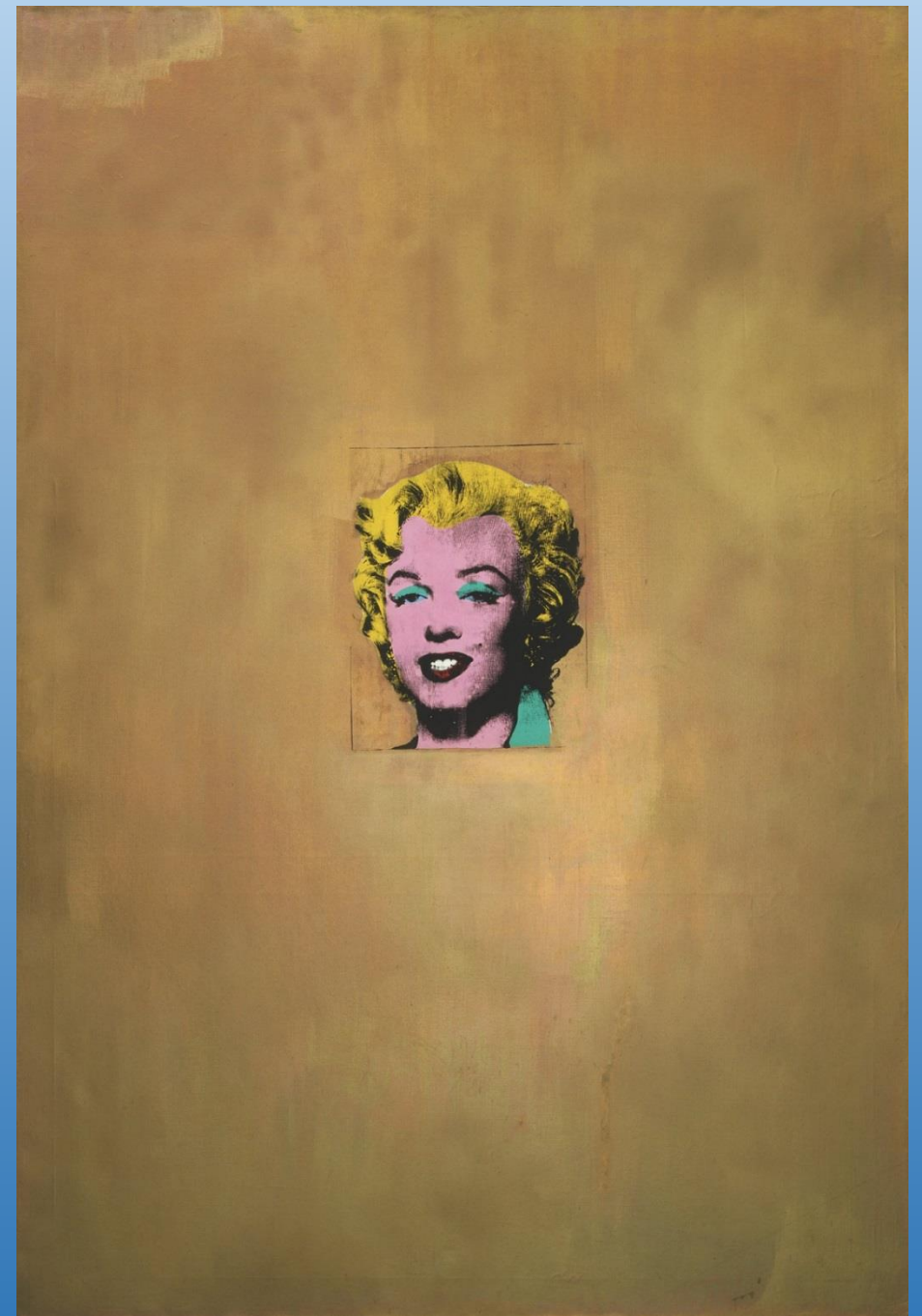


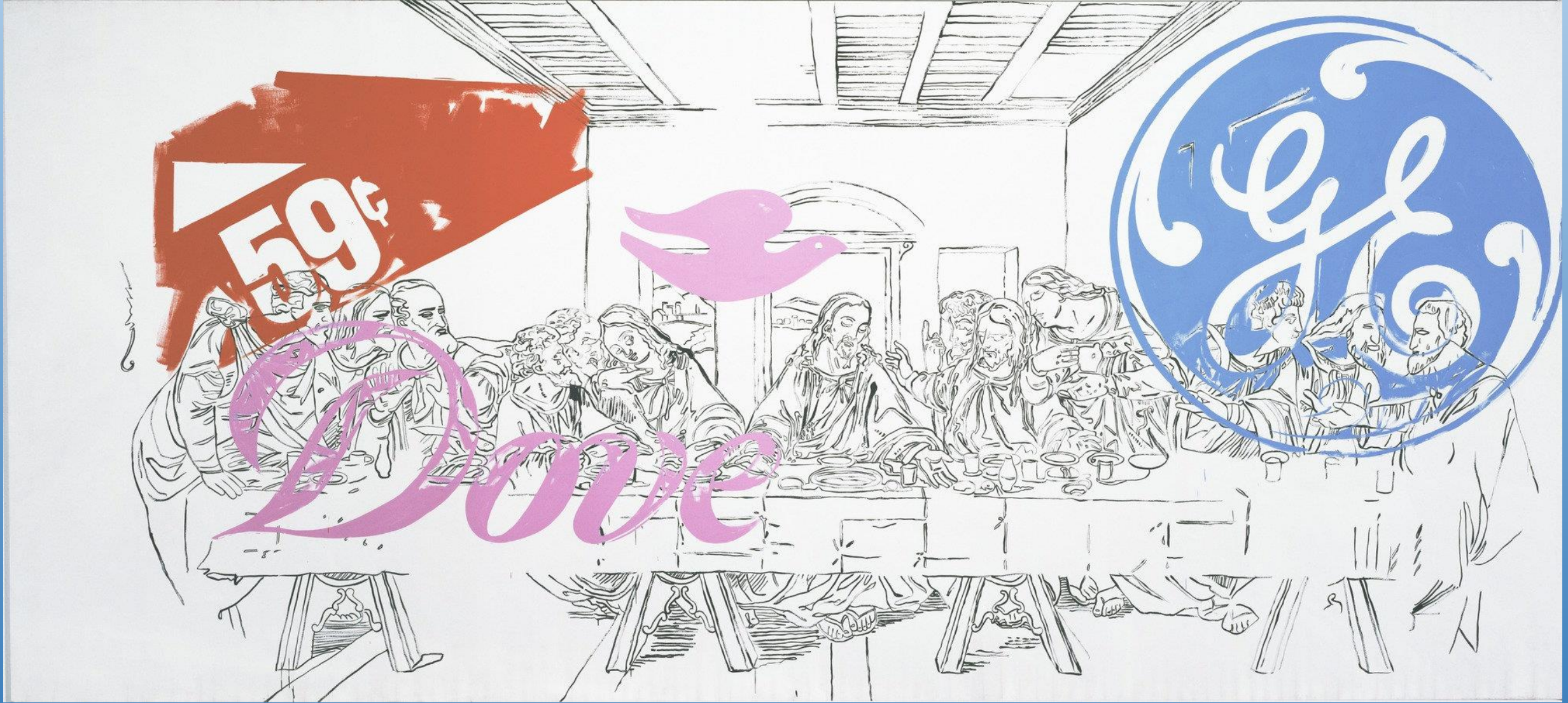








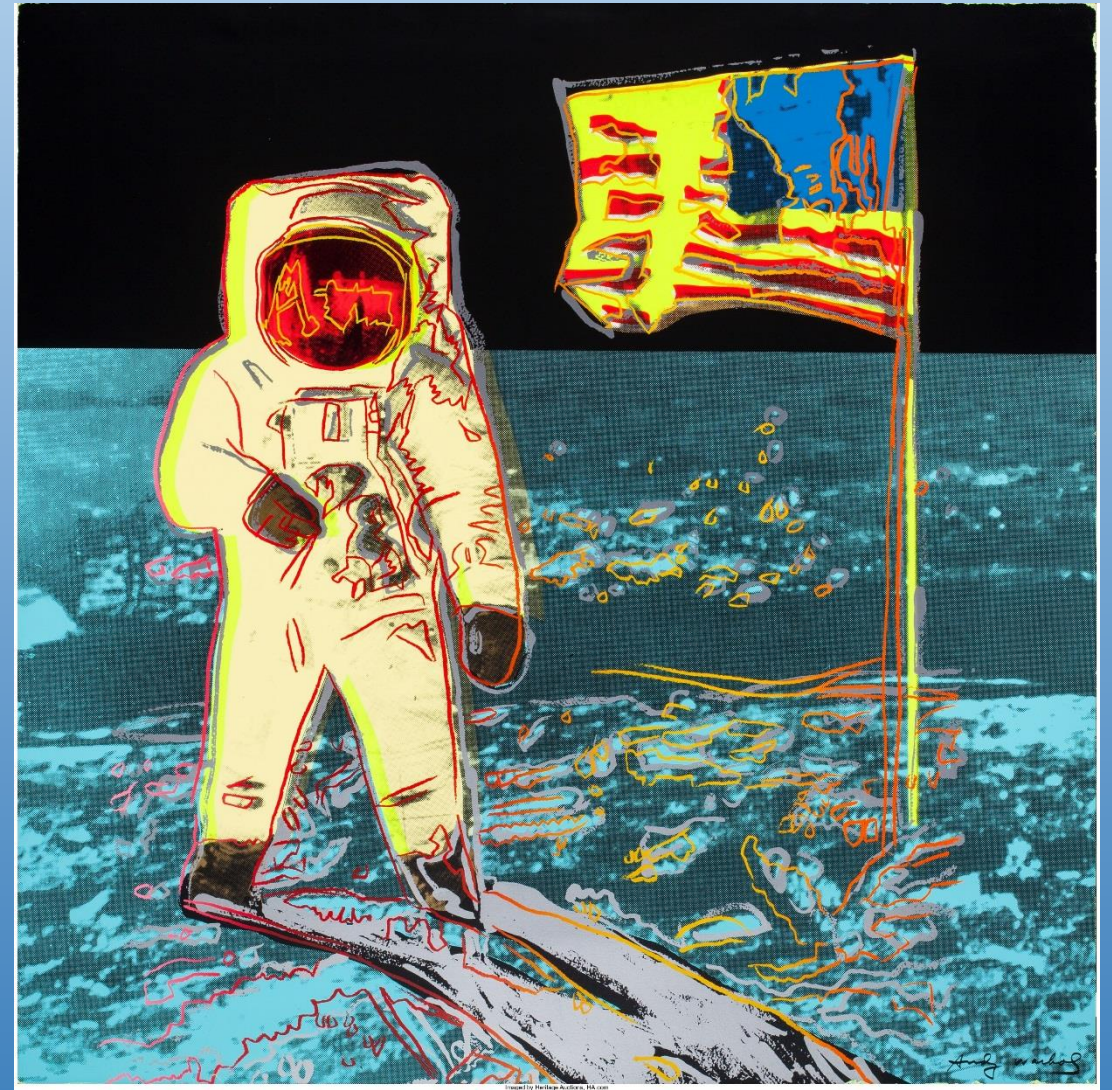
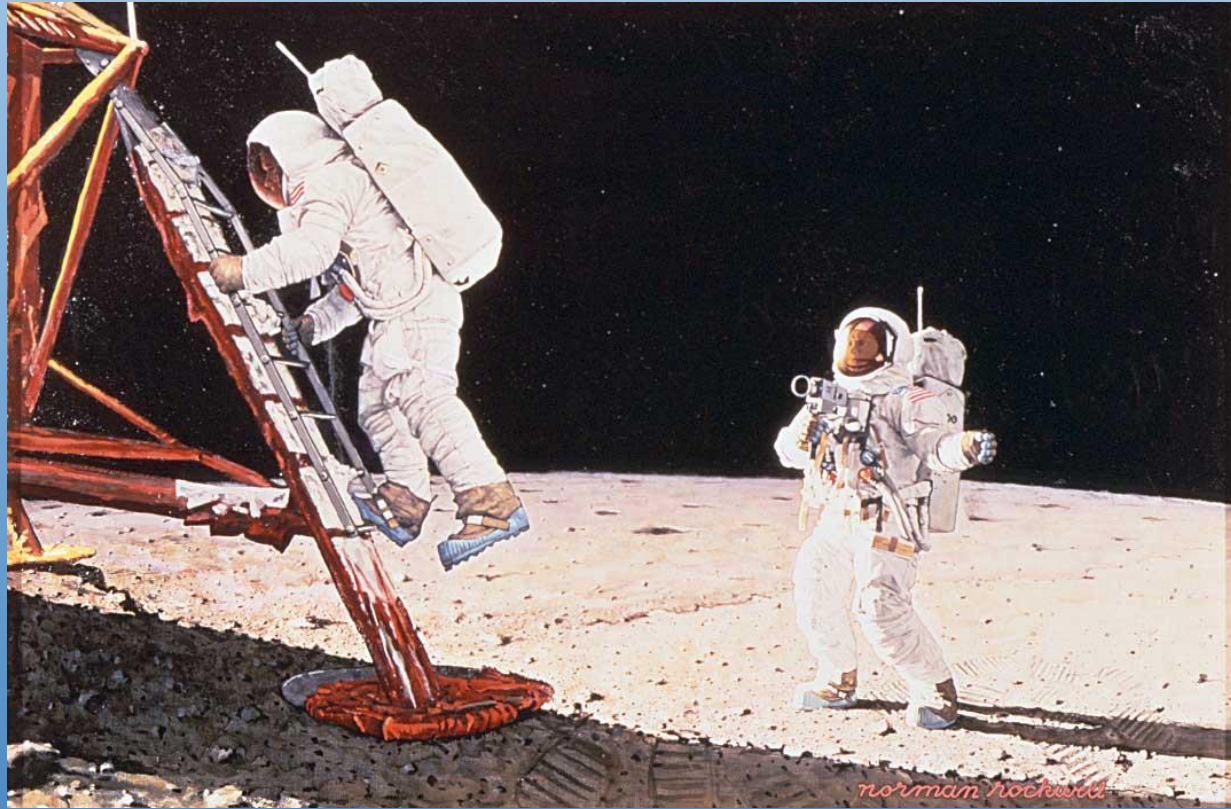






High/Low: The Elevation of the Ordinary





Without thinking too much about it in specific terms, I was showing the America I knew and observed to others who might not have noticed. My fundamental purpose is to interpret the typical American. I am a story teller.

- Norman Rockwell



The BEST LUNCH FOR A HIKE

is the one that is easiest to carry—easiest to prepare—and at the same time most appetizing and nutritious. The food that meets all these requirements is

Heinz Baked Beans

Just punch a hole in the top of a can, set by the camp fire to heat—and by the time the coffee is cooked, you have a delicious steaming lunch.

Carry a can of Heinz Baked Beans with you on your next hike. They will satisfy hunger and give you new legs for the home stretch.

Other equally good and convenient outing foods are

HEINZ SPAGHETTI

HEINZ PEANUT BUTTER

HEINZ CREAM SOUPS

TOMATO—PEA—CELERY

HEINZ TOMATO KETCHUP

HEINZ INDIA RELISH, Etc.

Send for a copy of our booklet describing all the 57 Varieties, and you will understand why they specially meet the campers' needs.

H. J. HEINZ COMPANY

PITTSBURGH, PA., U. S. A.

THE SATURDAY EVENING POST

An Illustrated Weekly
Founded August 28 by Benj. Franklin

MAY 20, 1916

5c. THE COPY



Norman
Rockwell

FROM
STANDARD OIL
Fresno, Cal.

THE EMPIRE BUILDERS—By Mary Roberts Rinehart

Have you Eyes like Frank Buck's —seeking **HAPPY ADVENTURE?**

EYES**alert for adventure**

Sparkling and wide apart beneath a rather harsh, high forehead. Brows somewhat bushy, but the hairs are long, smooth and regular. Skin surrounding eyes is wrinkled and relaxed. Deep upright furrow between the eyes.

LIPS**fond of life's good things**

Upper lip long, and curving to a rather acute point in the middle. Lower lip fuller than upper. Although the lips are not tightly "set", they are so firmly constrained at the edges that one is not always aware of the lower lip's significant fullness.

CHIN**that portrays geniality**

Deep, full and wide—particularly prominent in the middle. The lower portion of the chin projects somewhat, while the upper portion recedes... forming a hollow between the chin's base and the lower lip.



If *your* eyes, lips or chin resemble Frank Buck's...here's a happy adventure for *you*. Just taste this "*Double-Rich*" straight Bourbon made by old Kentucky distillers for lovers of luxury like you!

SCHENLEY'S
Cream of Kentucky
STRAIGHT BOURBON WHISKEY

AS PROOF
whiskey with
the Mark of
Merit. Made
in the Bluegrass Country by
master Kentucky distillers
the good old Kentucky way.
Copyright 1937, Schenley
Distributors, Inc., N.Y.C.



PERFECTION OIL HEATERS

Chase evening chill. As reliable as grandfather's clock and as portable as the cat—that's the sturdy little Perfection Oil Heater. There'll be plenty of cold snaps this winter when you'll need it upstairs and down to drive the chill from the bathroom, or to make the breakfast room livable. Good looking, durable, inexpensive both to buy and to use. Now in more than 3,000,000 homes.

You'll surely need one this year, with coal so high and natural gas apt to be scarce.

Ask your dealer. Send for free illustrated Catalog H.

THE CLEVELAND METAL PRODUCTS COMPANY
7101 Platt Avenue
Cleveland, Ohio

Also made in Canada by
The Perfection Stove Com-
pany, Ltd., Sarnia, Ontario

THE new No. 500 Perfection Heater Wick takes all the bother away from re-wicking. Comes in a carton—trimmed—burned—ready to light—fixed to a metal carrier. Slip out the old wick and carrier—slip in the new. No more oil-soaked hands.





CENTRAL
GRADE SCHOOL

To the parents of
Jane Carroll

An examination of your
child's teeth has shown:
No new cavities
since last
examination.
D. D. S.

Norman
Rockwell

“Look, Mom—no cavities!”

Crest Toothpaste stops soft spots from turning into cavities—means far less decay for grownups and children. And Crest freshens your mouth—sweetens your breath!

Crest fluoristan
TOOTH PASTE

Guaranteed by
Good Housekeeping

Fluoristan is a trademark for Procter & Gamble's exclusive fluoride tooth decay fighter. ©1958, The Procter & Gamble Co.

Painted for the Green Giant Company by Norman Rockwell



ALL THE FUN--WITHOUT THE COB

Here the famous artist, Norman Rockwell, has some fun with the table manners of Big Sister and Little Brother. But it's nothing compared to the fun they're having with those tender roastin' ears of Grandma's.

You get the same fun without the work in Niblets Brand Corn. The Green Giant has already done the mouth organ work for you. You get corn stripped for eatin' action... tender, golden kernels grown from exclusive seed (D-138) and picked and packed at the fleeting moment of perfect flavor.



Get a set of 2
**NORMAN
ROCKWELL**
"TV" TRAYS!

The painting above has been reproduced in full-color, with rich black and gold border, on steel serving trays, 17 1/4 x 12 3/4 inches. Heat and stain resistant. No advertising. Get a set of 2 trays (while they last) for \$1.00 plus 2 Niblets Brand Corn labels. Write Green Giant Co., Box E, Le Sueur, Minnesota.

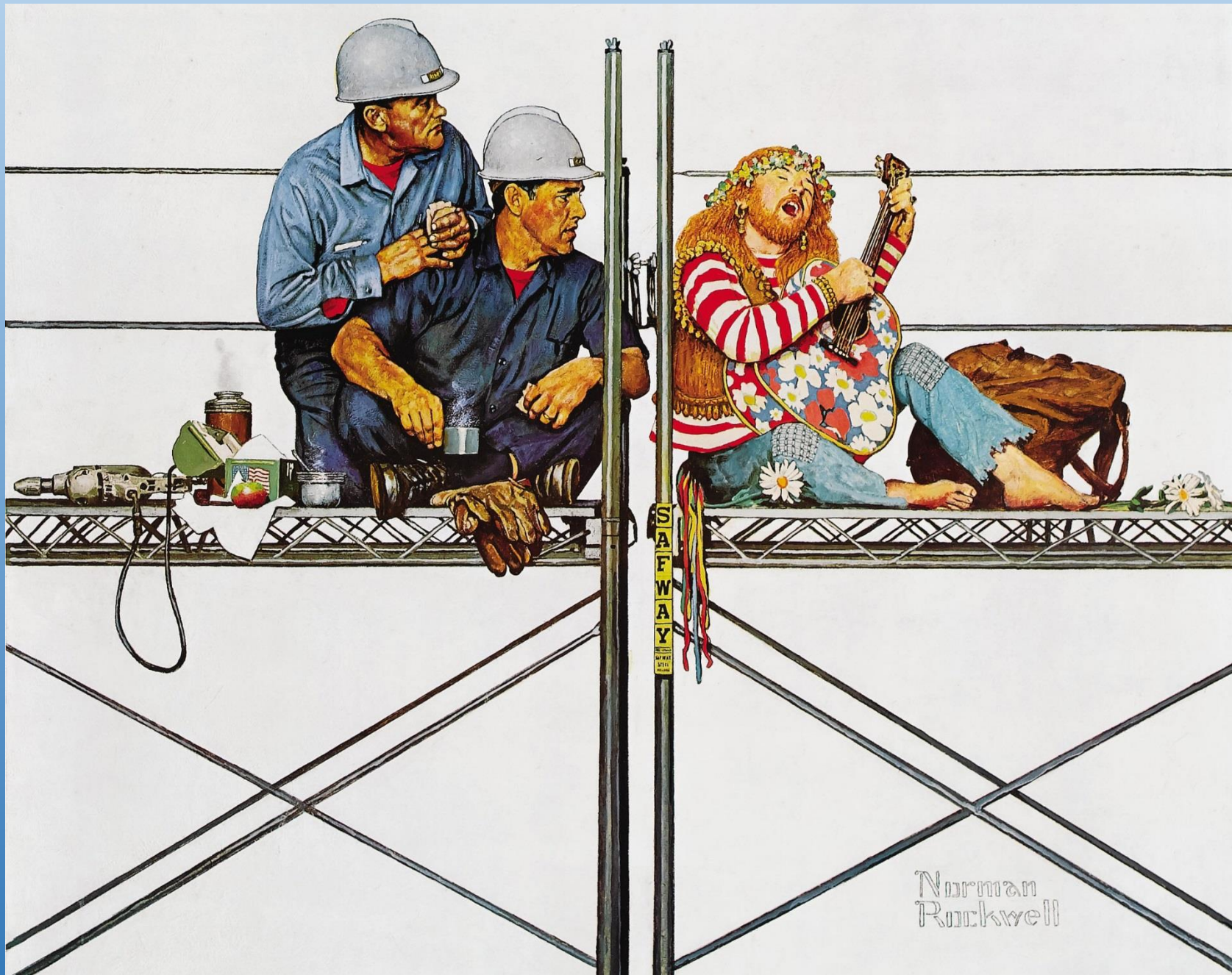
Offer expires July 1, 1953. Offer limited to Continental U. S. A. Void where prohibited, licensed or taxed.



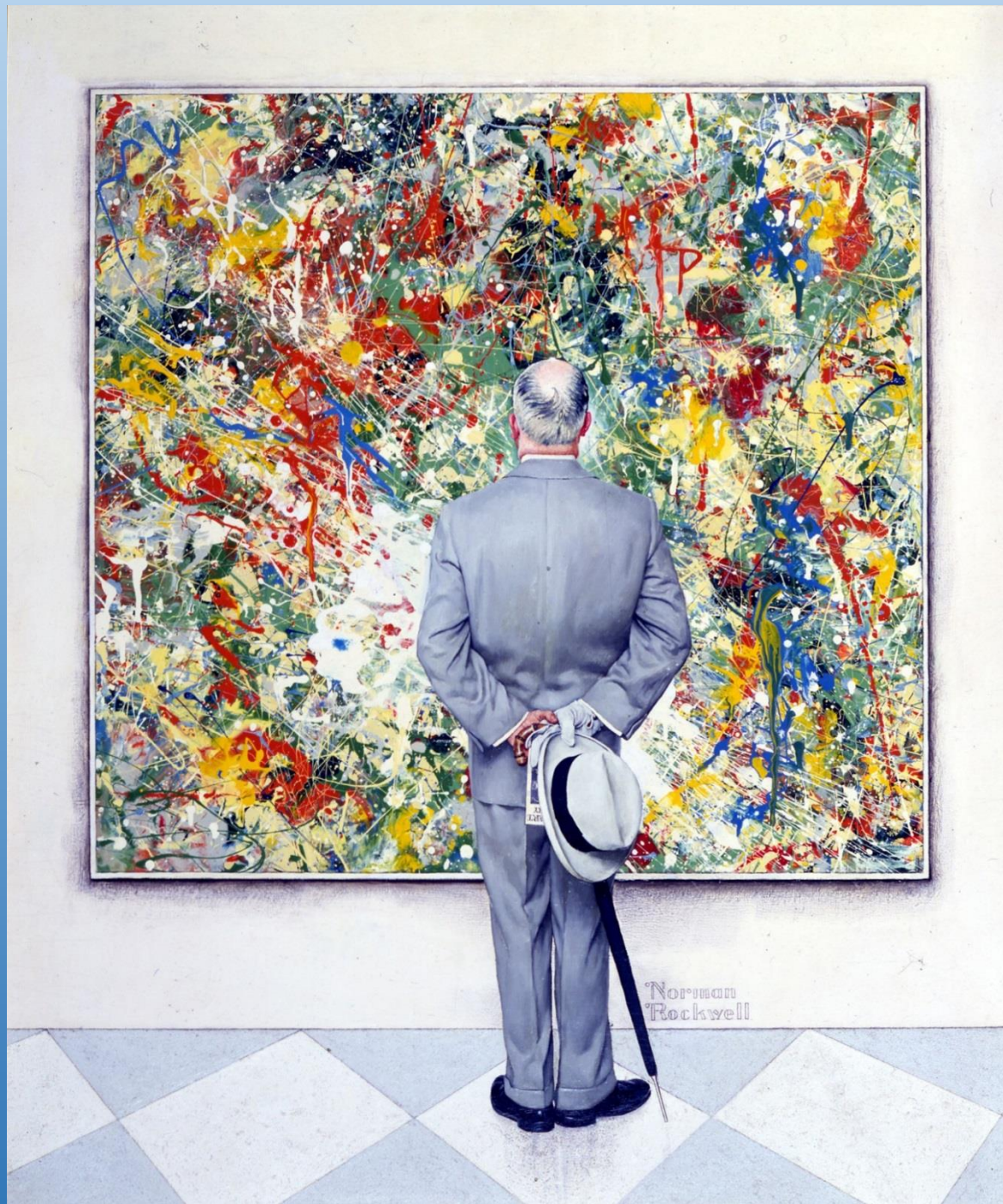
Green Giant Company, headquarters, Le Sueur, Minnesota; Fine Foods of Canada, Ltd., Toronto, Ontario.
"Niblets" Brand Reg. U. S. Pat. Off. © GGC Co.

NIBLETS
BRAND
**WHOLE
KERNEL CORN**





Norman
Rockwell





What's great about this country is that America started the tradition where the richest consumers buy essentially the same things as the poorest. You can be watching TV and see Coca-Cola, and you can know that the President drinks Coke. Liz Taylor drinks Coke, and just think, you can drink Coke, too.

- Andy Warhol



We want you to meet André Perugia and see the shoes he made for Paul Poiret in 1918, which electrified Paris and the in the light of 1956. M. Perugia will be in the I. Miller Salon at 689 Fifth Avenue on October 8th and 9th. Also in the and the exquisitely ornamented pumps he makes for us in Paris!



Our Evening Pump, star of a season that promises more dining, more dancing, more "occasion" dressing than in years. Pleated, slim-throated, and slender as a swan, you saw it in three wry, ravishing colors on the cover of September Harper's Bazaar. See it also in other satin color trios or pure black satin. 27.95. Exclusive. **I. Miller**

New York • Washington • Philadelphia • Baltimore • White Plains • Rochester • Atlantic City • Salons at Abraham & Straus, Brooklyn; L. Bonberger, Newark



New brilliance from our evening glossary: fabulous shoe buckles to light up the perfectionist pump. Just one facet of our glittering collection of dinner shoes and dancing sandals, all as gala as this most festive season. The buckles, on elastic bracelets, jewelled with rhinestones and colored brilliants, from \$3.00 to \$18.00. Exclusive, of course. **I. Miller**

New York • Washington • Philadelphia • Baltimore • White Plains • Rochester • Atlantic City • Salons at: Abraham & Straus, Brooklyn; L. Barnberger, Newark

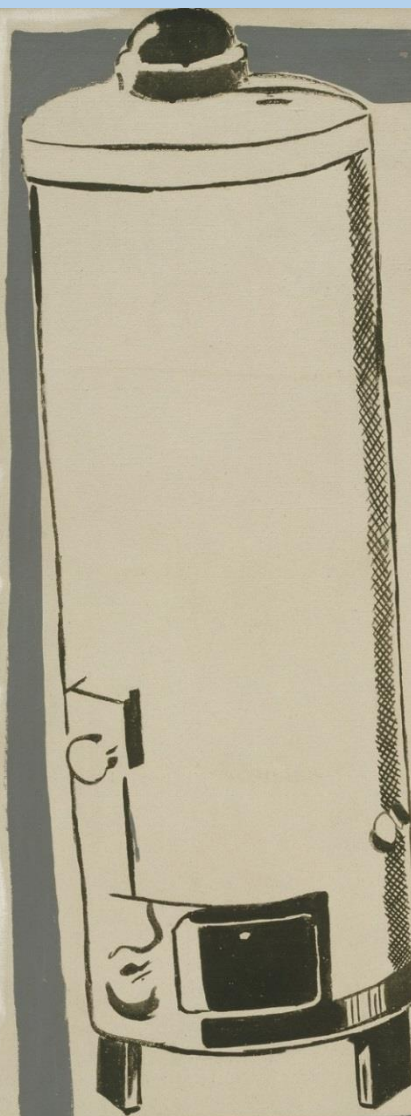
ON SALE TUES. & WED.



4 QUART ENAMEL
COOKING POT
WITH COVER
• 2 HANDLES
• WHITE WITH
-DEN.

77¢

58/60



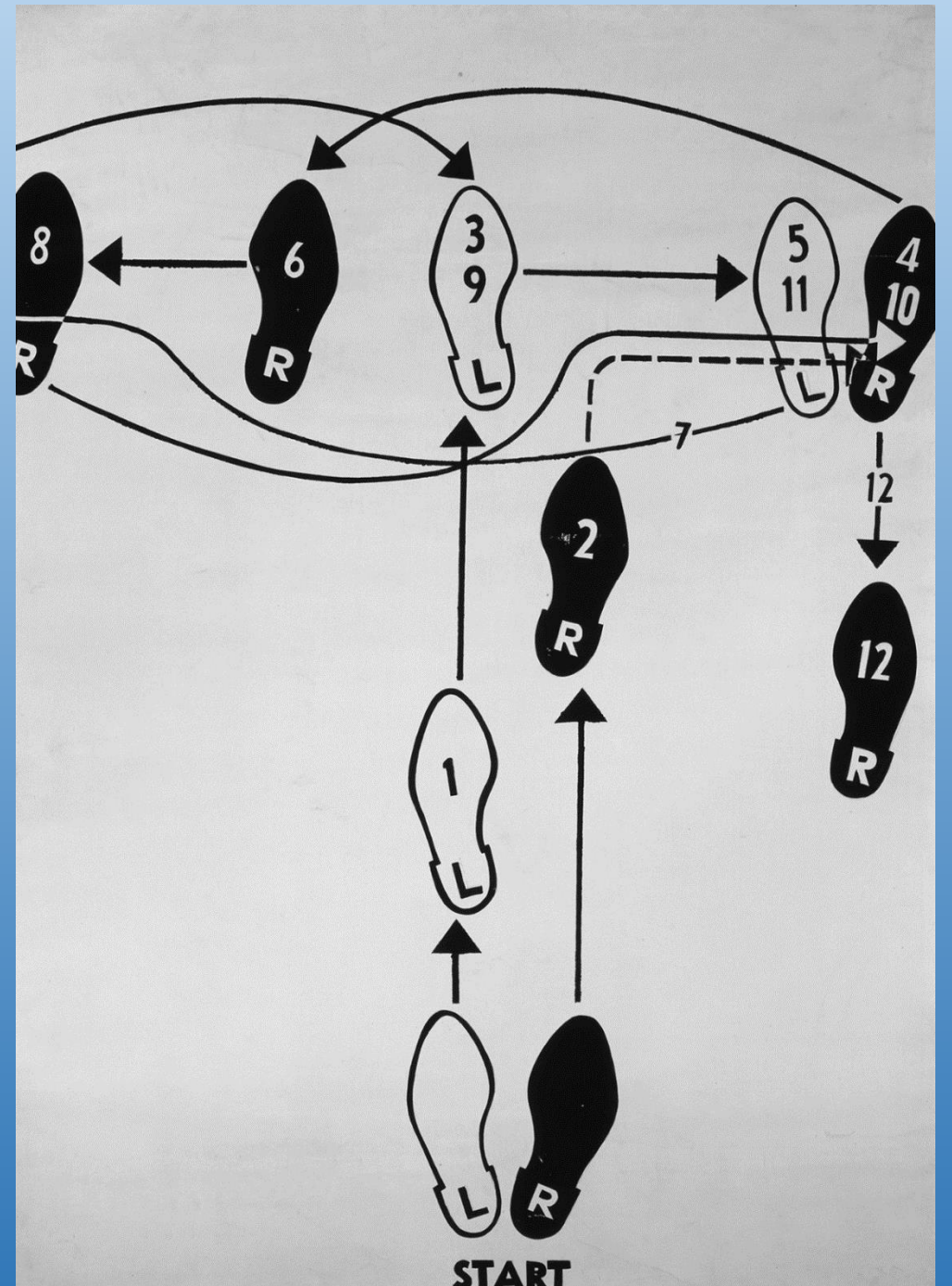
30-GAL. GAS WATER HEATER

10-yr. Tank Guar.

\$ 55

Only
Ea

All
pri





In the Magazine

Sinatra AND HIS 'Rat Pack'

TODAY: The Leader Himself (Cont'd)

WEATHER

Fog tonight.
in the 60s.
Tomorrow:
cloudy and
warm, chance
of showers.

New York Post

LATEST
STOCK
PRICES
Pages 85-88

NEW YORK, FRIDAY, NOVEMBER 3, 1961

10 Cents



See Page 3

A BOY FOR MEG



Coca-Cola

REG. U.S. PAT. OFF.

STANDARD



THE MUSEUM OF MODERN ART

NEW YORK 19

11 WEST 53rd STREET
TELEPHONE: CIRCLE 5-8900
CABLES: MODERNART, NEW-YORK

THE MUSEUM COLLECTIONS

October 18, 1956

Dear Mr. Warhol:

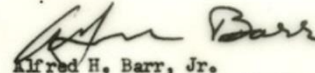
Last week our Committee on the Museum Collections held its first meeting of the fall season and had a chance to study your drawing entitled Shoe which you so generously offered as a gift to the Museum.

I regret that I must report to you that the Committee decided, after careful consideration, that they ought not to accept it for our Collection.

Let me explain that because of our severely limited gallery and storage space we must turn down many gifts offered, since we feel it is not fair to accept as a gift a work which may be shown only infrequently.

Nevertheless, the Committee has asked me to pass on to you their thanks for your generous expression of interest in our Collection.

Sincerely,



Alfred H. Barr, Jr.
Director of the Museum Collections

Mr. Andy Warhol
242 Lexington Avenue
New York, New York

AHB:bj

P.S. The drawing may be picked up from the Museum at your convenience.

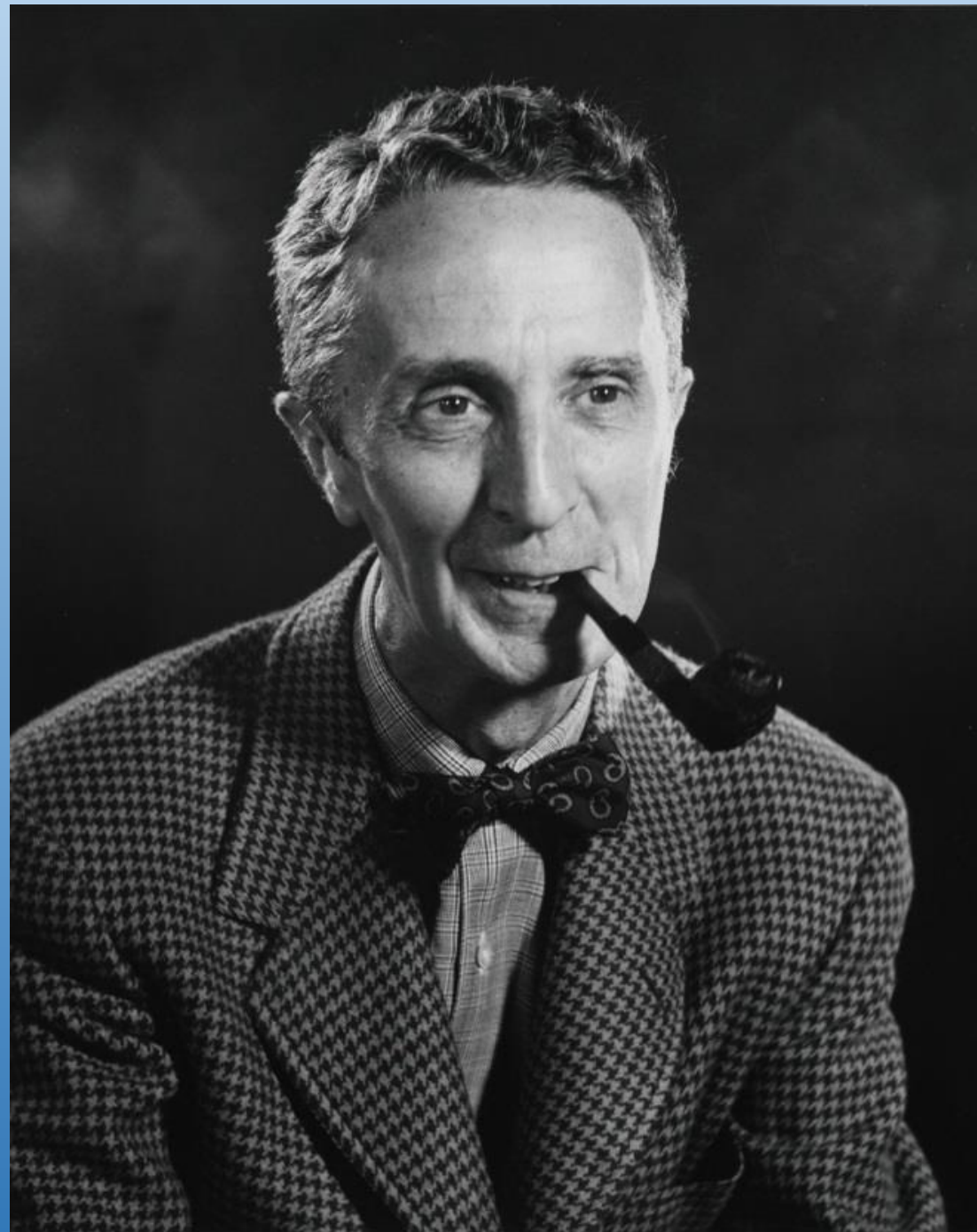


Public/Private Persona







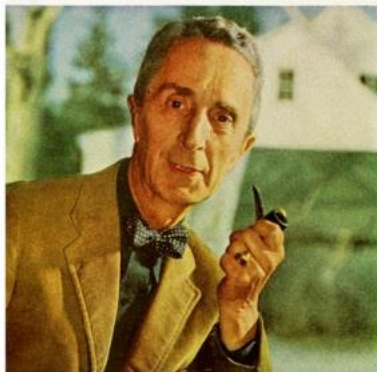




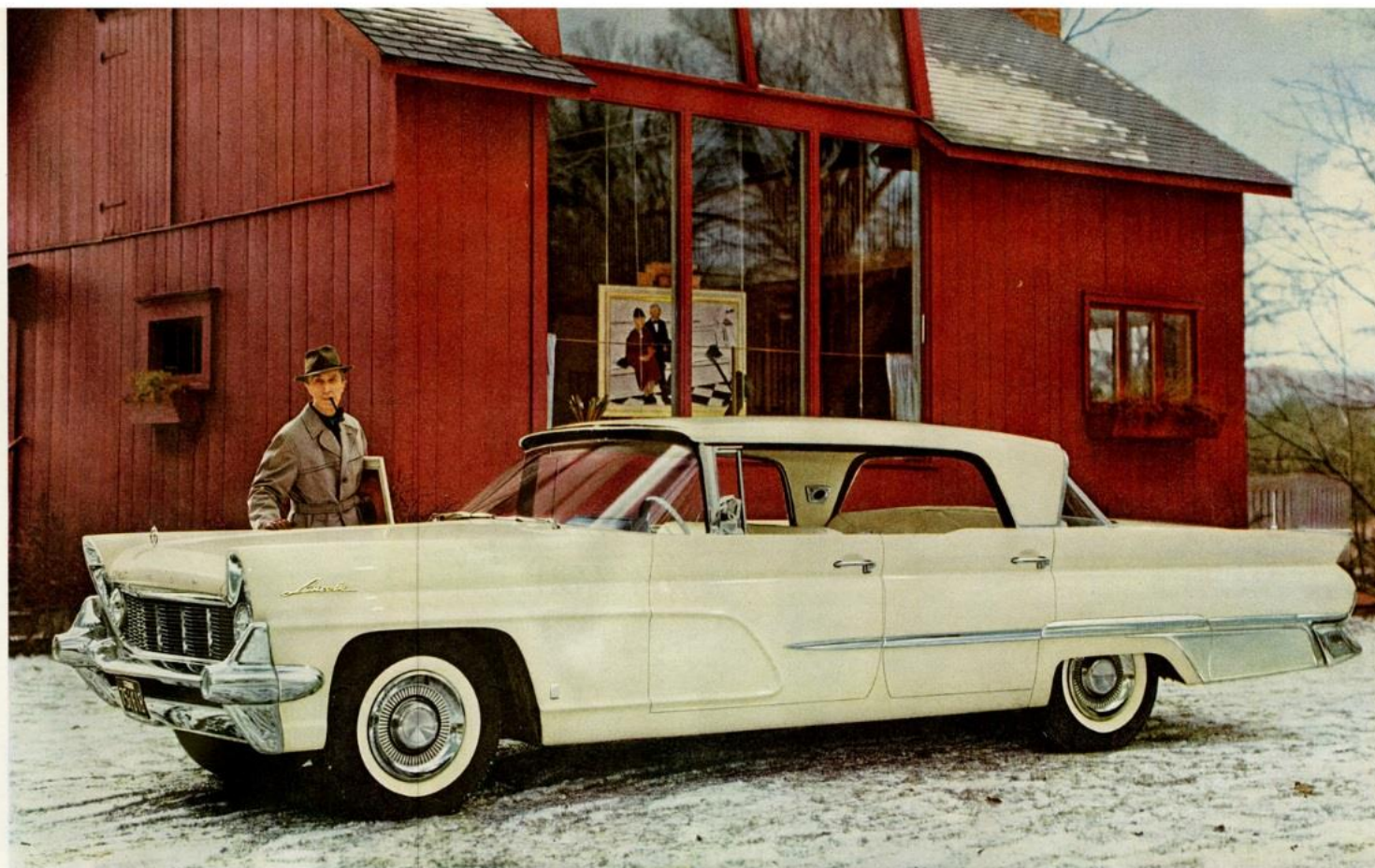


"To me,
Lincoln's clean styling
is decidedly
more impressive,"

says Norman Rockwell



*"It's a personal thing. But I prefer
Lincoln's uncluttered lines."*



Mr. Rockwell stands beside his new Lincoln Premiere Lindau parked in front of his studio in Stockbridge, Massachusetts.



"There's room for me and a gallery of pictures in this big back seat," reports America's foremost illustrator. "And at the wheel, I've never felt such response! With all of the power features that are standard on my Lincoln, driving is virtually effortless."

People who are accustomed to the finest will find it easy to agree with Norman Rockwell on the new Lincoln.

For the 1959 Lincoln offers a classic beauty that's unmistakably original. A carefully sculptured symmetry of line that brings a gleam of appreciation to the most discerning eye.

And just as the new Lincoln is unmatched for its exterior beauty, so is its interior unmatched for spaciousness and the elegance of its appointments. No other fine car in America makes it so wonderfully easy for you to step in and out. Just

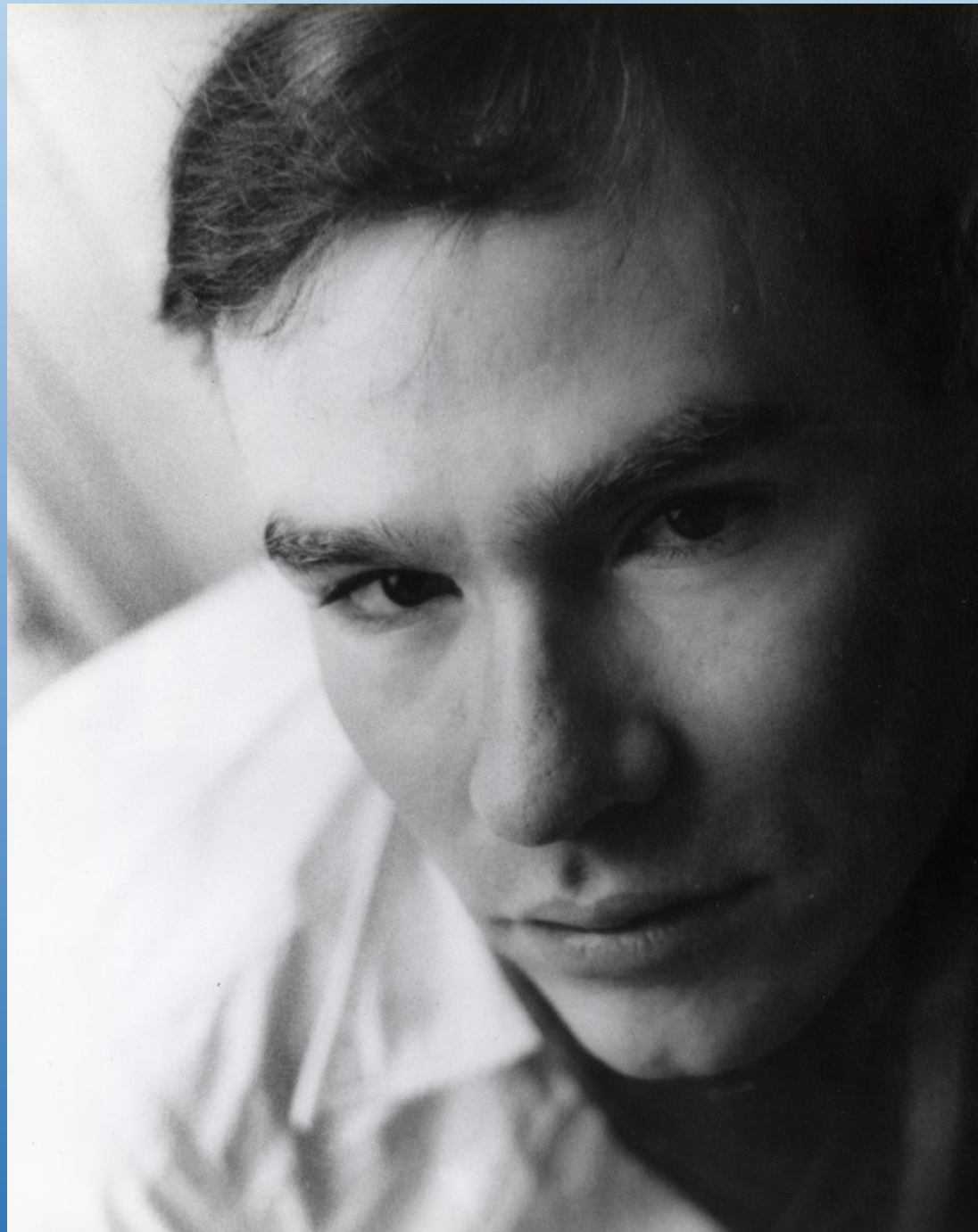
as no other car gives you as much shoulder room. As much hip room and knee room and foot room. Add the specially loomed and tailored fabrics, the handcrafted leathers soft as a glove, the superb interior coachwork—and you have comfort that is unparalleled both for its luxury and its refinement.

Lincoln is the motorcar built especially for people of taste. That's why you may find, as did Norman Rockwell, that this is the year to make the change—to Lincoln.

LINCOLN DIVISION • FORD MOTOR COMPANY

Lincoln for 1959 *Classic beauty...unexcelled craftsmanship*

Watch the New York Philharmonic Concert, Leonard Bernstein conducting, on CBS-TV, Sunday, March 22.







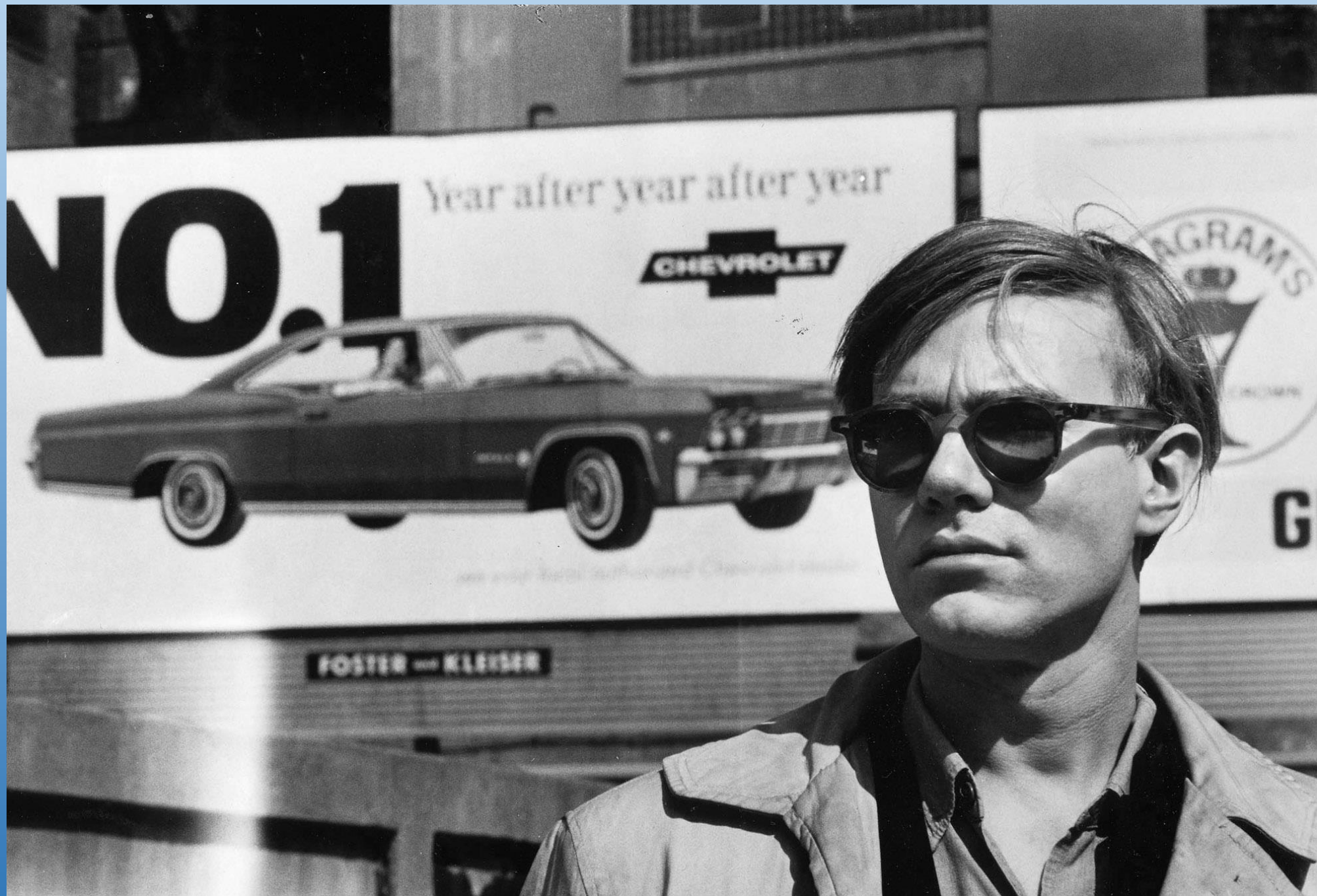
— 66

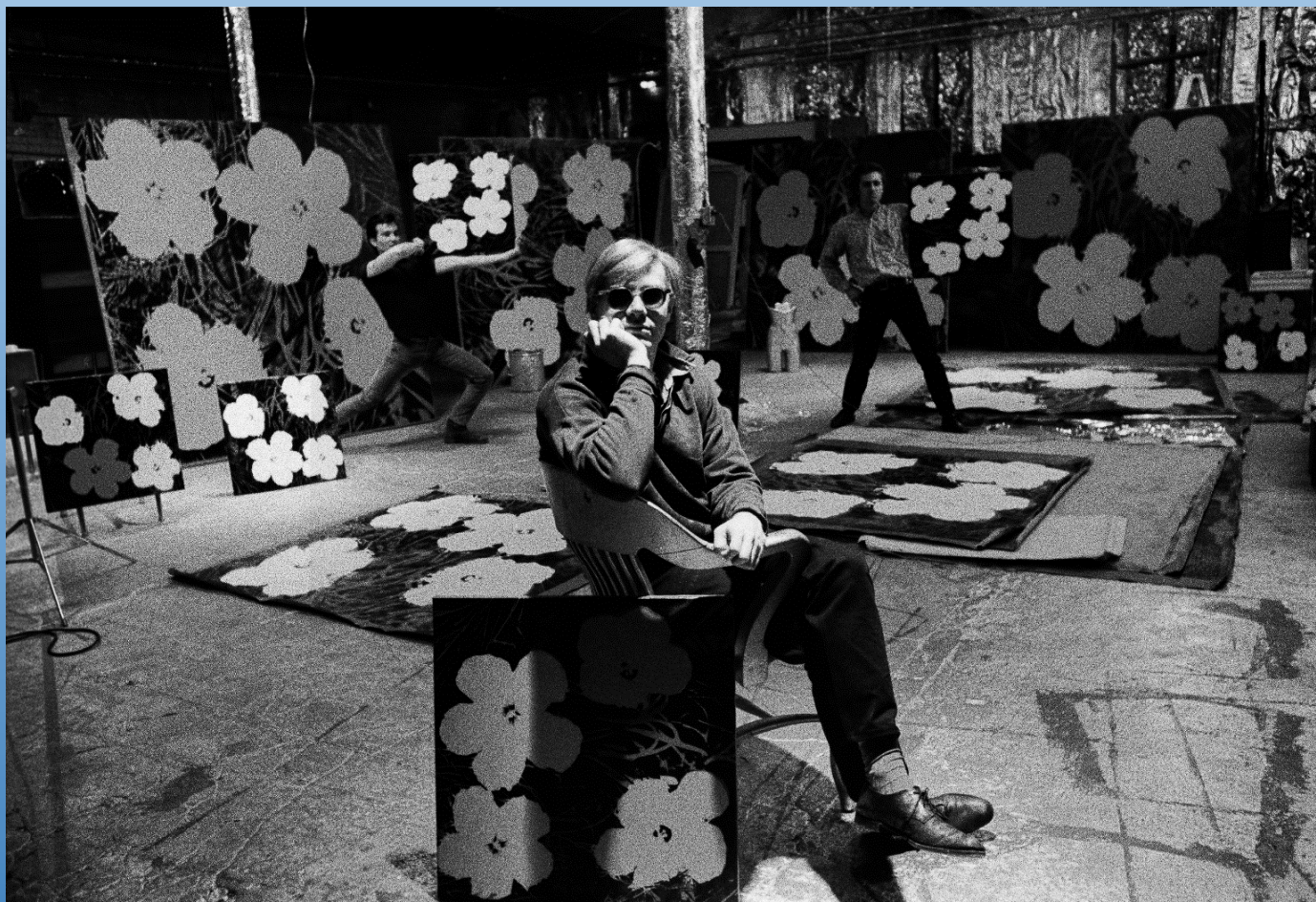
— J.C

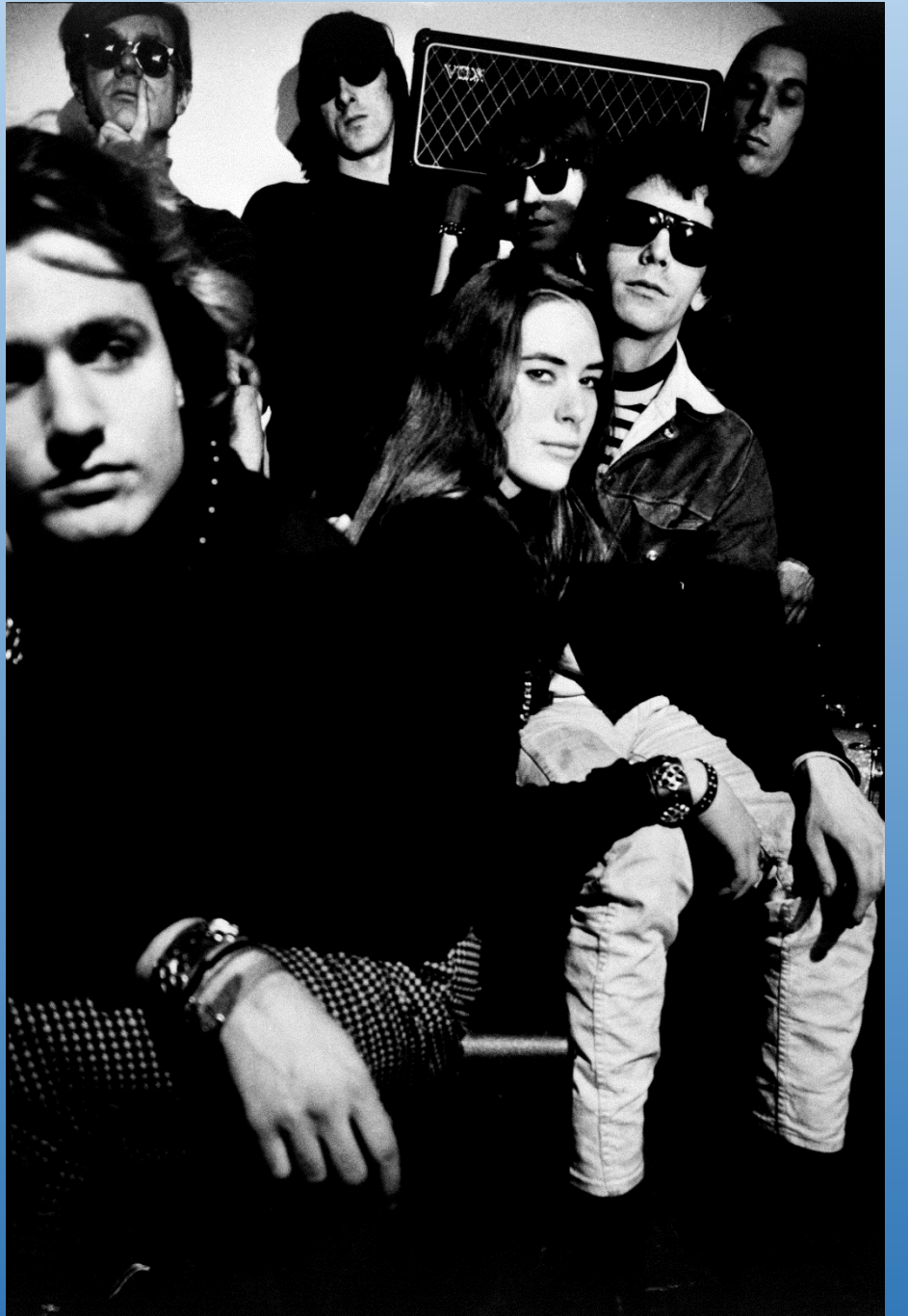
— M.D

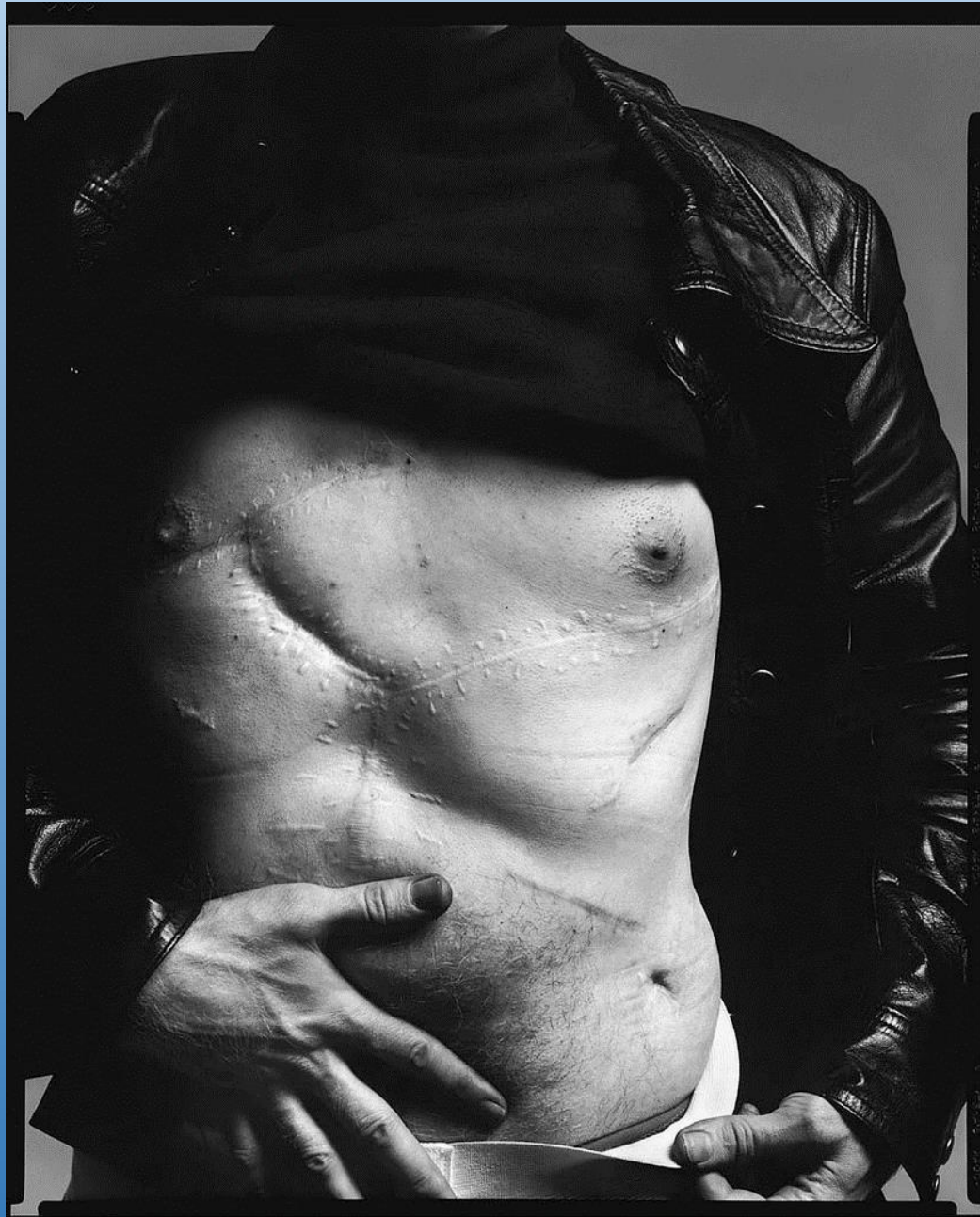
— S.L













ANDY WARHOL AND JULIA WARHOLA









Rockwell, Warhol, and the Culture of Celebrity



THE MAN WHO MADE "THE BEST
PICTURE OF 1941" PICTURES
THE MOST FASCINATING
FAMILY IN LITERATURE

The Story of Two Amberson Women and the
One Man They Loved . . . Told As Only The
Producer of "Citizen Kane" Could Tell It



*Isabel.—Her son censured
her romance*

*Eugene.—His devotion
survived a scandal*

ORSON WELLES'



*Lucy.—She wouldn't pay the
price of being an Amberson*



*George.—In love with
himself—and a girl*



*Aunt Fanny.—No one had
guessed that she was in love*

The Magnificent Ambersons

A Mercury Production

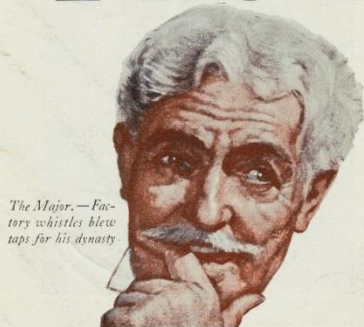
FROM THE FAMOUS NOVEL BY BOOTH TARKINGTON

With Joseph Cotten • Dolores Costello • Anne Baxter • Tim Holt

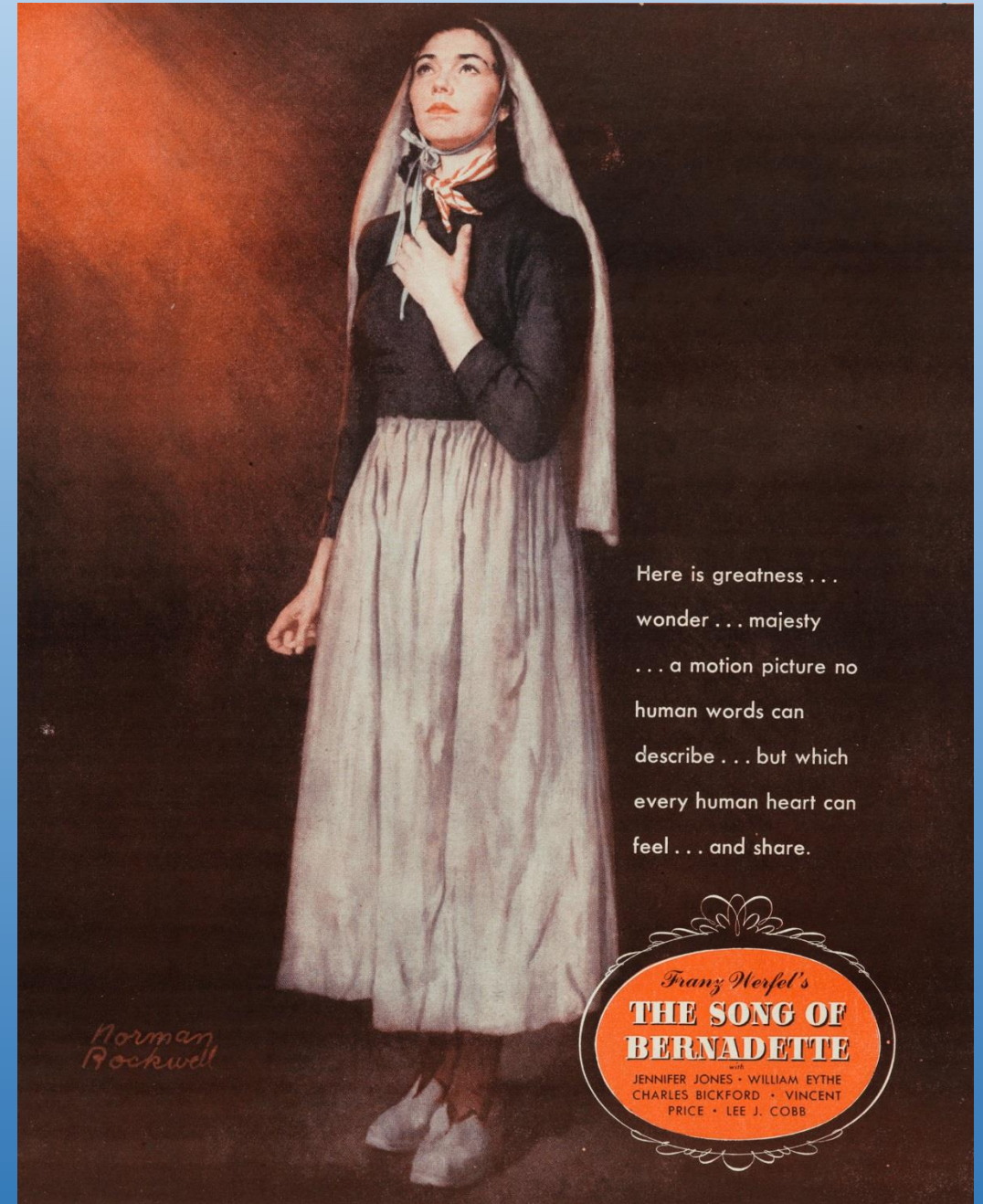
Agnes Moorehead • Ray Collins • Erskine Sanford

And Richard Bennett

AN RKO RADIO PICTURE • Screen Play, Production & Direction by ORSON WELLES

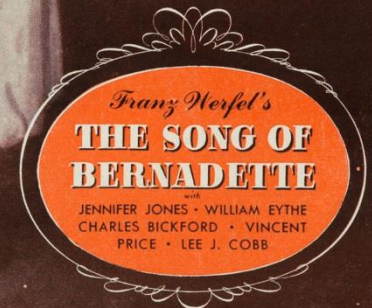


*The Major.—Fac-
tory whistles blew
taps for his dynasty*



Here is greatness . . .
wonder . . . majesty
. . . a motion picture no
human words can
describe . . . but which
every human heart can
feel . . . and share.

*Norman
Rockwell*



Franz Werfel's
**THE SONG OF
BERNADETTE**

with
JENNIFER JONES • WILLIAM EYTHE
CHARLES BICKFORD • VINCENT
PRICE • LEE J. COBB

JERRY LEWIS BRINGS A THOUSAND YEARS OF STORY-TELLING

FUN TO SPARKLING NEW LIFE ON THE SCREEN

AS

CINDERELLA

(A Jerry Lewis Production)



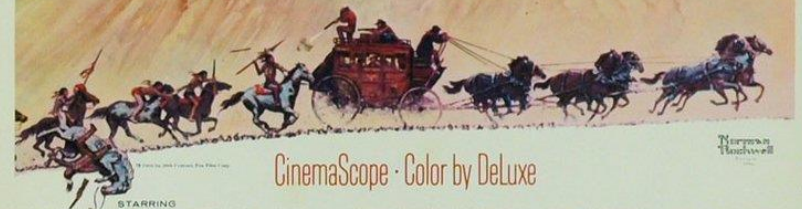
You're going to have a magic movie ball! Jerry as the poor fella kicked around by his nasty stepmother and stepbrothers—who goes all aglow at the Princess' dance—just before midnight!

co-starring
ED WYNN · JUDITH ANDERSON · HENRY SILVA
with **COUNT BASIE** and his World Renowned Band featuring Joe Williams
and **ANNA MARIA ALBERGHETTI** as "The Princess"
Produced by Jerry Lewis · Associate Producer—Ernest D. Glucksmann · Written and Directed by Frank Tashlin
Musical Numbers Staged by Nick Castle · New Songs by Harry Warren and Jack Brooks · A Paramount Release **TECHNICOLOR**

FOR THE HOLIDAY SEASON—AT YOUR FAVORITE MOTION PICTURE THEATRE!



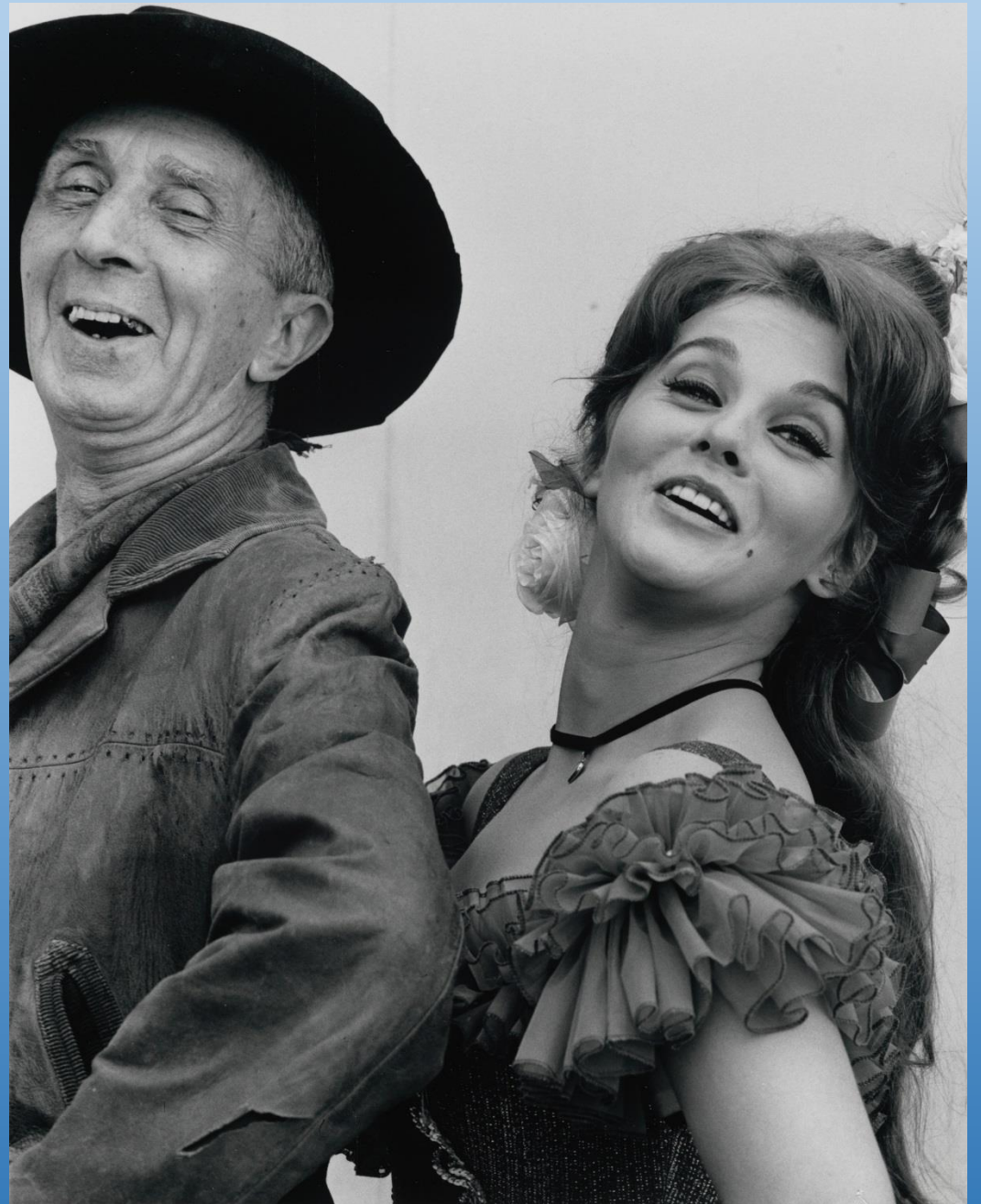
STAGECOACH



STARRING
ANN-MARGRET · RED BUTTONS · MICHAEL CONNORS · ALEX CORD · BING CROSBY
BOB CUMMINGS · VAN HEFLIN · SLIM PICKENS · STEFANIE POWERS · KEENAN WYNN
PRODUCED BY MARTIN RACKIN · DIRECTED BY GORDON DOUGLAS · SCREENPLAY BY JOSEPH LONDON · DUDLEY NICHOLS · BASED ON A SCREENPLAY BY FROM A STORY BY ERNEST HAYCOX

Property of National Screen Service Corp. (Used for studio only). In connection with the exhibition of this picture at your theatre, show the individual inseparably inseparable. Copyright © 1939 U.S.A. Copyright © 1939 by Paramount Pictures Inc. (U.S.A. All Rights Reserved). "CinemaScope" is a trademark of Paramount Pictures Inc. (U.S.A.)

66/132

















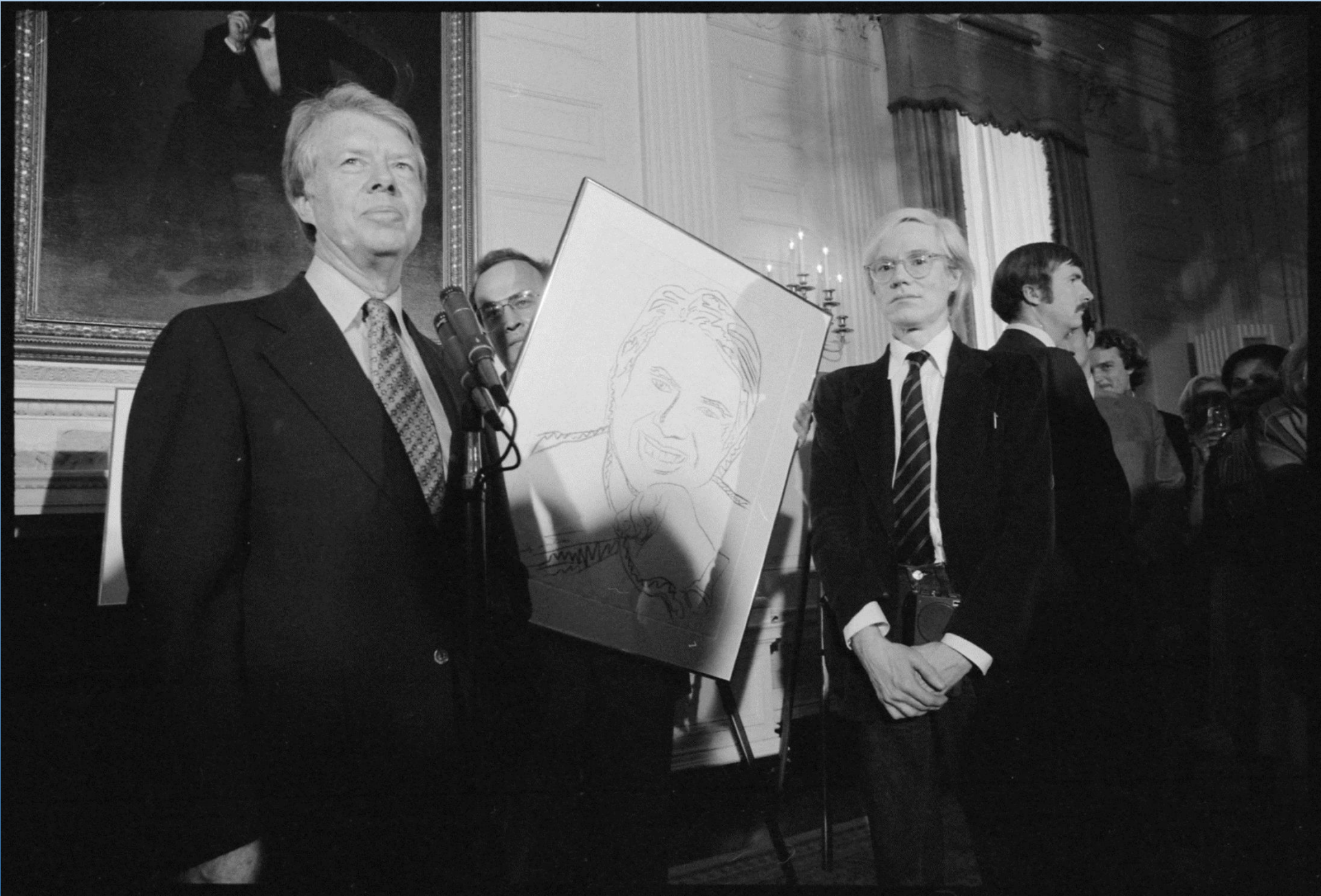










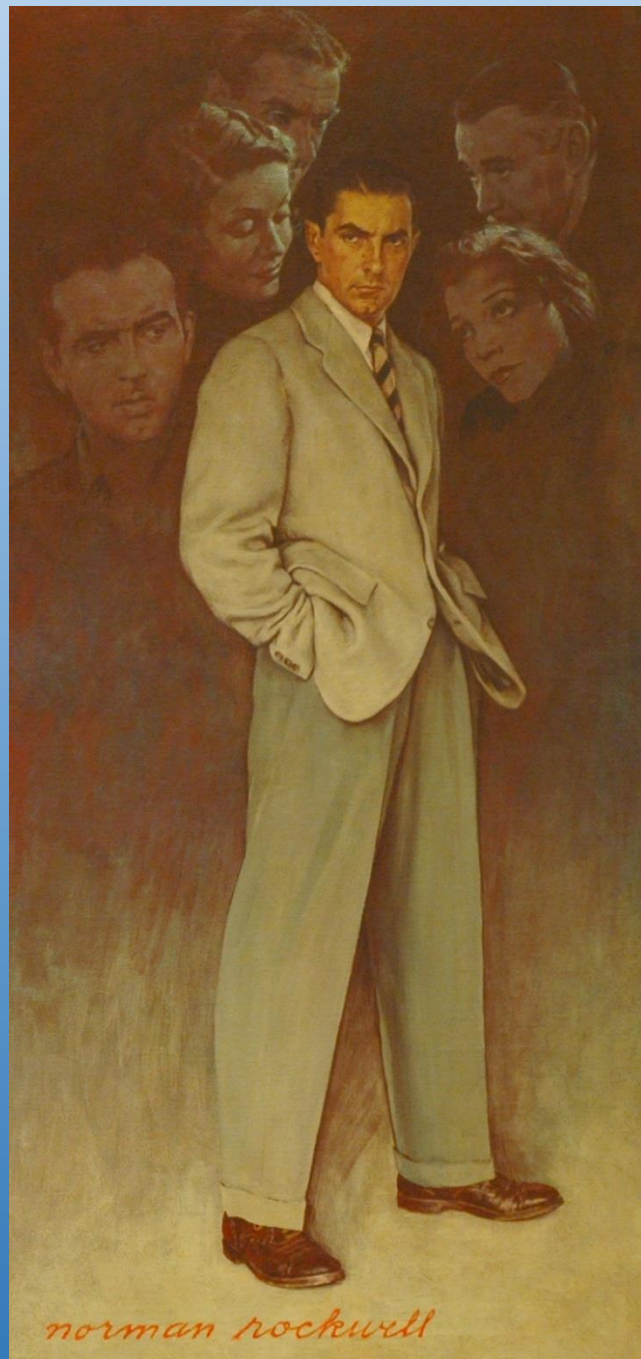








Mass Media and the Power of Visual Communication





MRS. JOHN F. KENNEDY

January 24, 1964

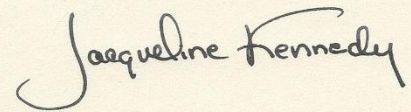
Dear Mr. Rockwell:

I was deeply touched to receive your beautiful charcoal drawing of The President.

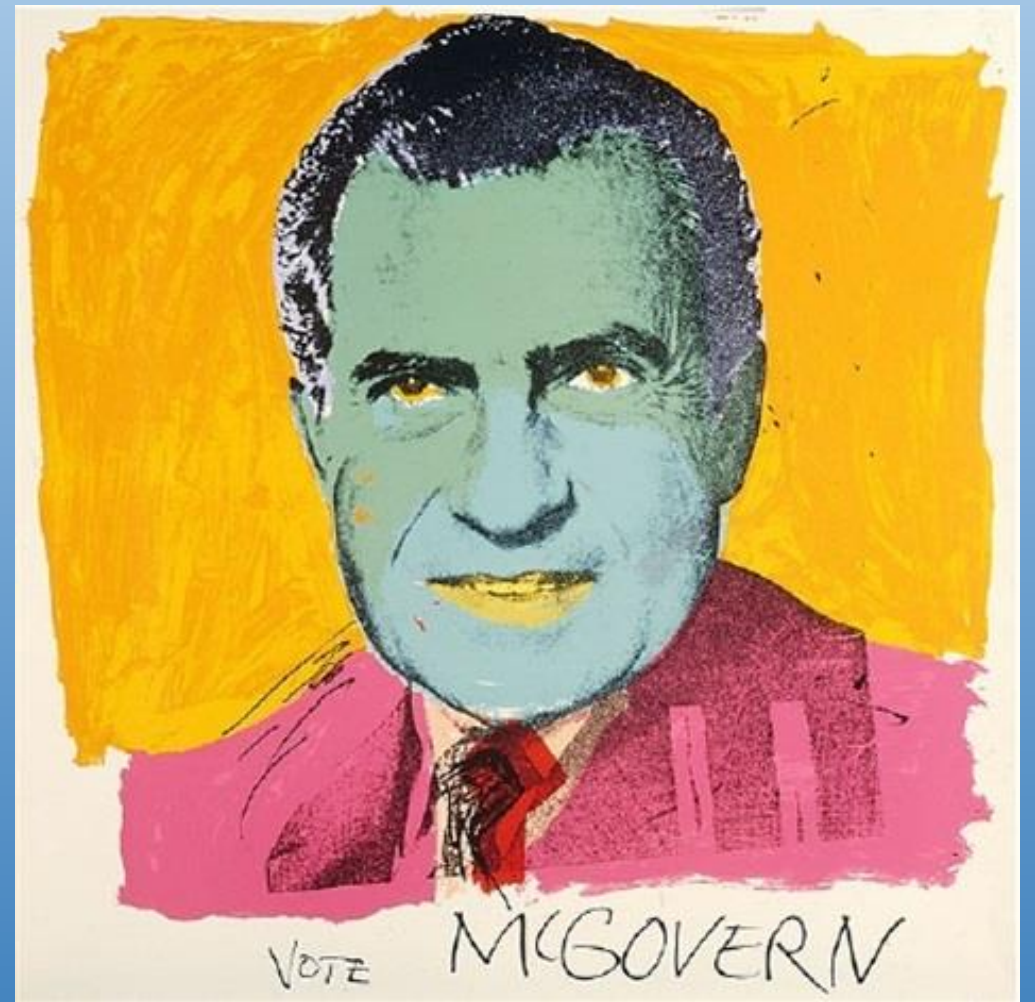
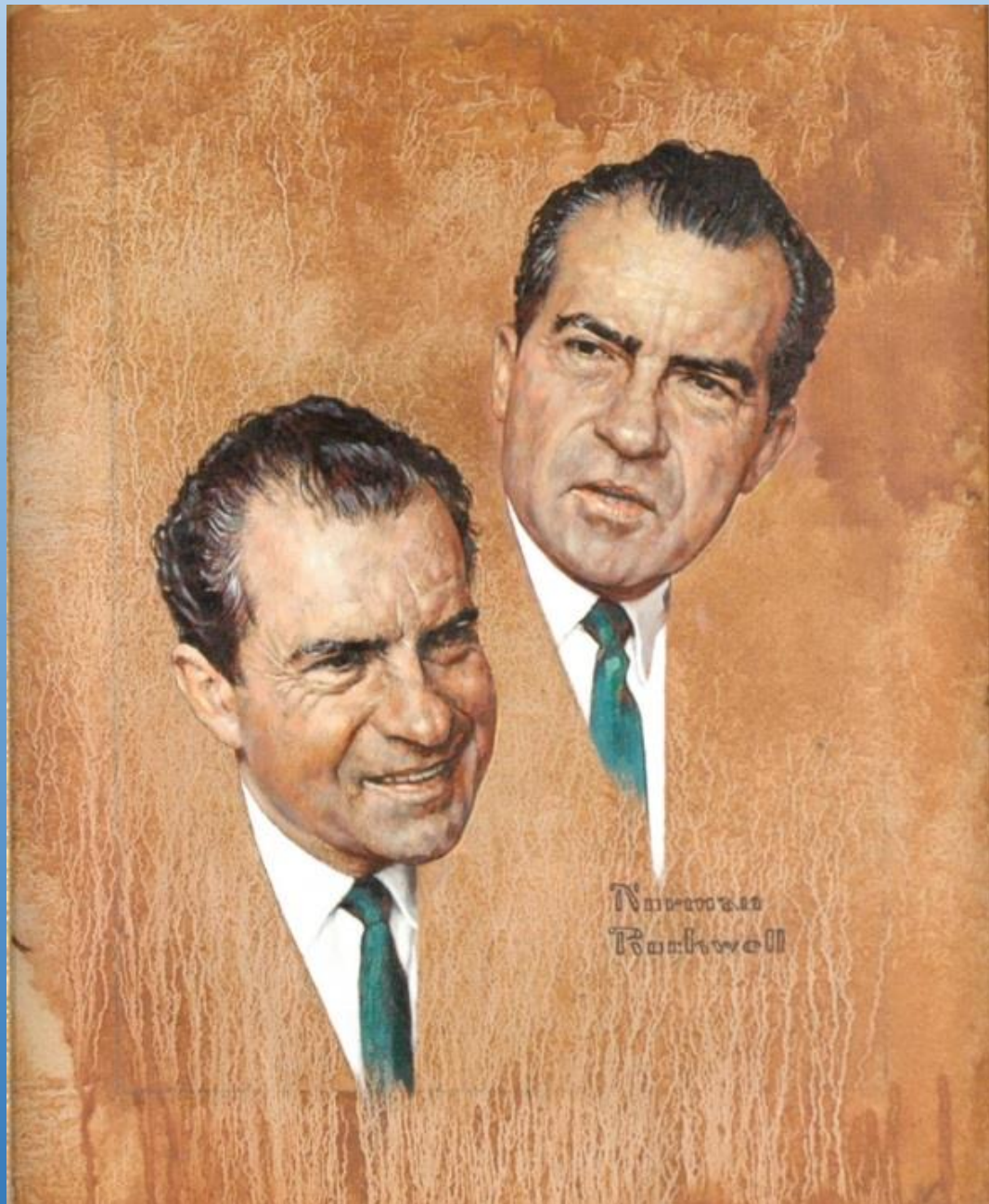
It is an excellent likeness and a portrait that I shall especially treasure. I know that there will be a perfect place for it in my new house.

Your thoughtfulness means so much.

Sincerely,

A handwritten signature in dark ink, reading "Jacqueline Kennedy". The signature is written in a cursive, flowing style with a large initial "J" and a long, sweeping underline.

Mr. Norman Rockwell
Stockbridge,
Massachusetts

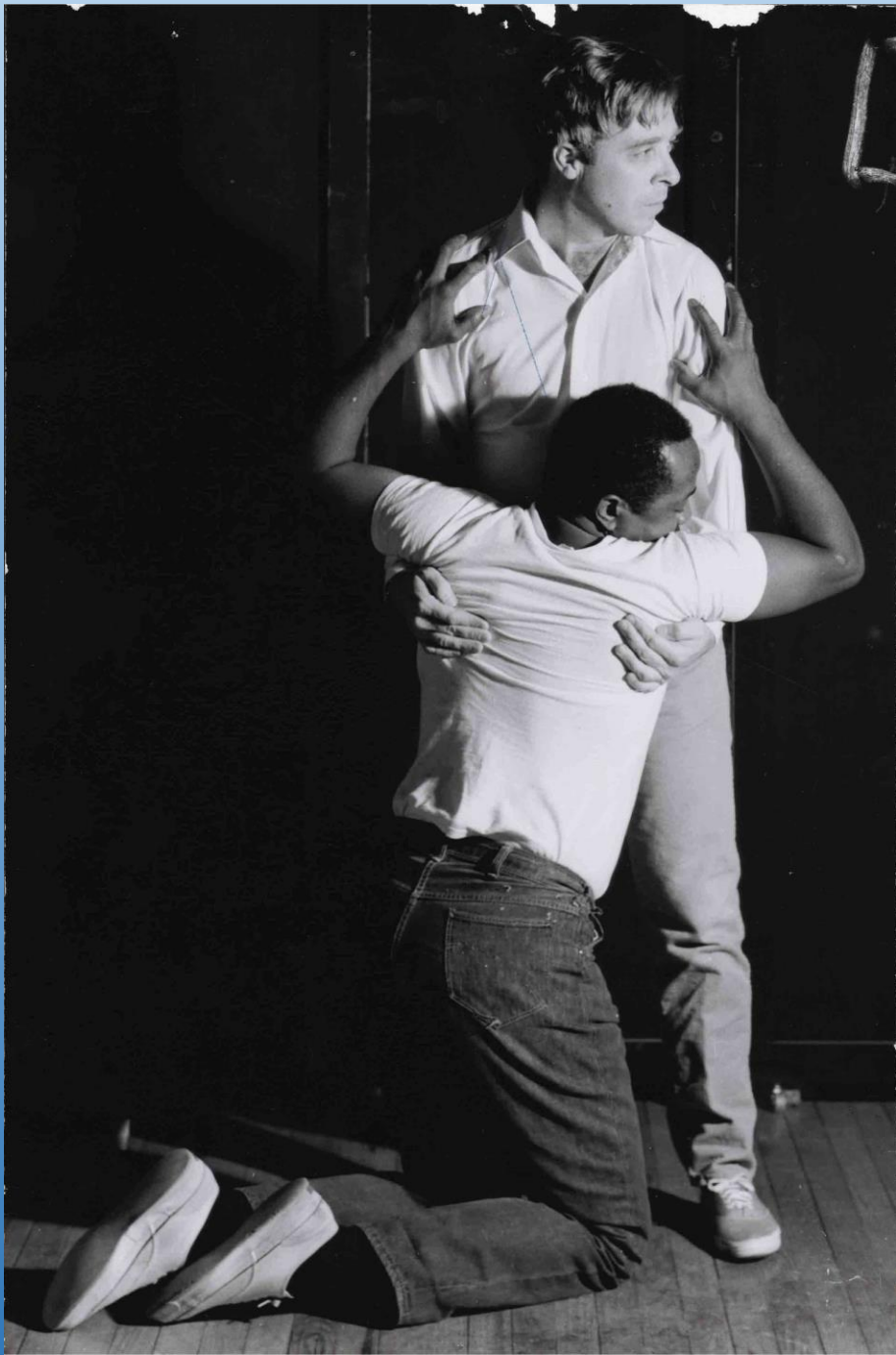








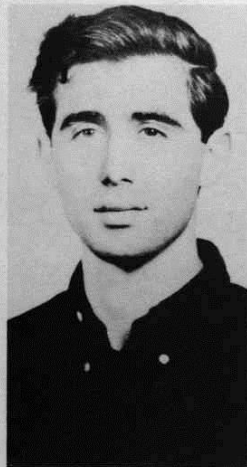




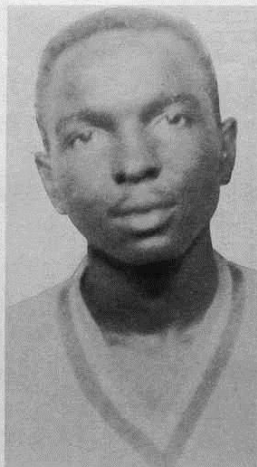
MISSING CALL FBI

THE FBI IS SEEKING INFORMATION CONCERNING THE DISAPPEARANCE AT PHILADELPHIA, MISSISSIPPI, OF THESE THREE INDIVIDUALS ON JUNE 21, 1964. EXTENSIVE INVESTIGATION IS BEING CONDUCTED TO LOCATE GOODMAN, CHANEY, AND SCHWERNER, WHO ARE DESCRIBED AS FOLLOWS:

ANDREW GOODMAN



JAMES EARL CHANEY



MICHAEL HENRY SCHWERNER



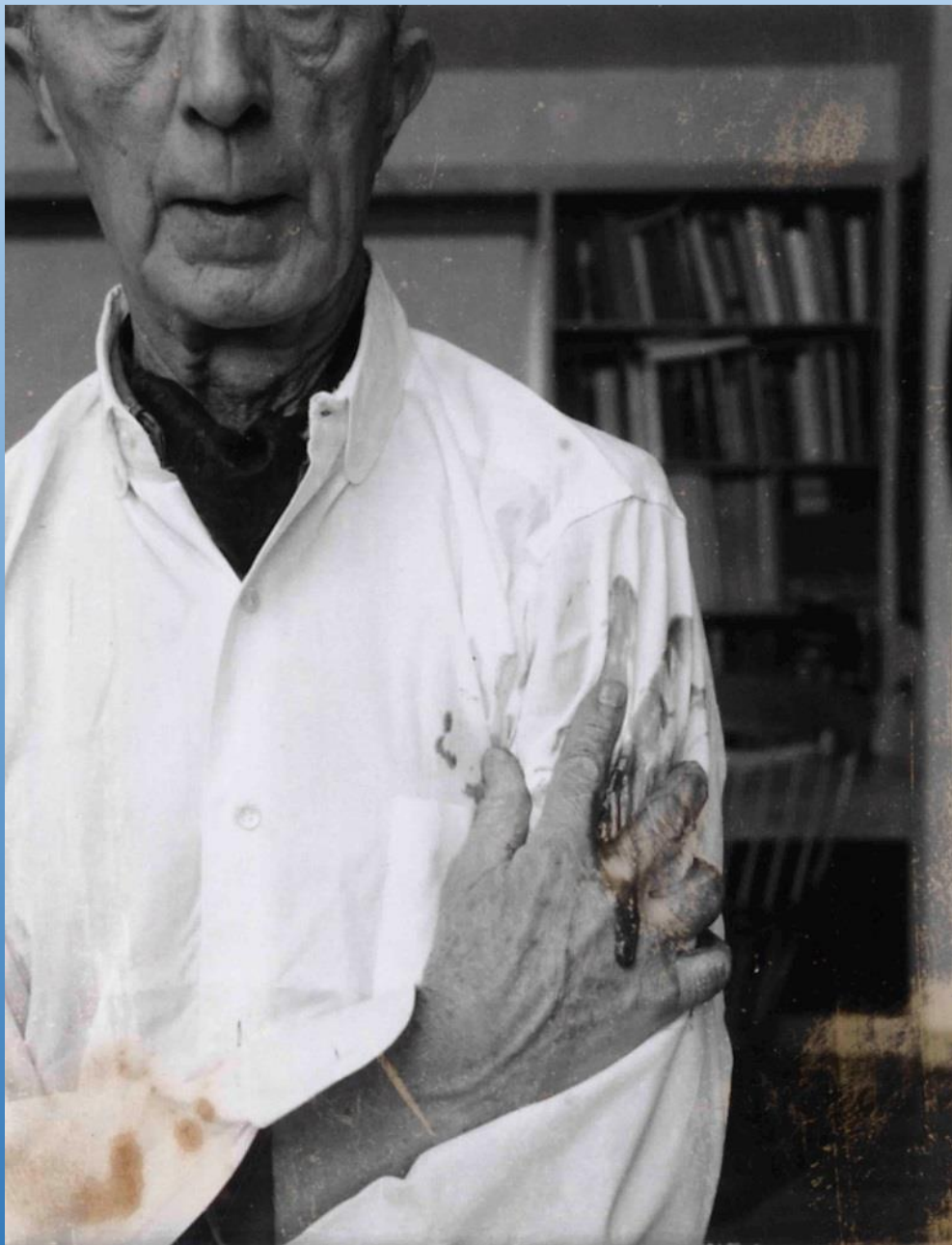
RACE:	White	Negro	White
SEX:	Male	Male	Male
DOB:	November 23, 1943	May 30, 1943	November 6, 1939
POB:	New York City	Meridian, Mississippi	New York City
AGE:	20 years	21 years	24 years
HEIGHT:	5'10"	5'7"	5'9" to 5'10"
WEIGHT:	150 pounds	135 to 140 pounds	170 to 180 pounds
HAIR:	Dark brown; wavy	Black	Brown
EYES:	Brown	Brown	Light blue
TEETH:		Good: none missing	
SCARS AND MARKS:		1 inch cut scar 2 inches above left ear.	Pock mark center of forehead, slight scar on bridge of nose, appendectomy scar, broken leg scar.

SHOULD YOU HAVE OR IN THE FUTURE RECEIVE ANY INFORMATION CONCERNING THE WHEREABOUTS OF THESE INDIVIDUALS, YOU ARE REQUESTED TO NOTIFY ME OR THE NEAREST OFFICE OF THE FBI. TELEPHONE NUMBER IS LISTED BELOW.



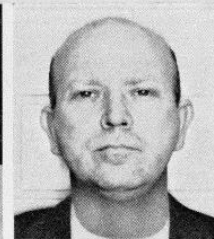
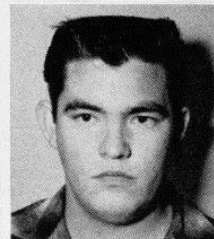
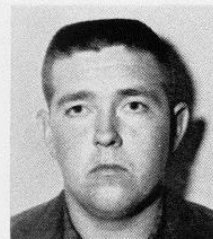
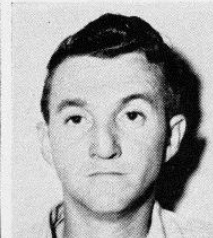
J. Edgar Hoover
DIRECTOR
FEDERAL BUREAU OF INVESTIGATION
UNITED STATES DEPARTMENT OF JUSTICE
WASHINGTON, D. C. 20535
TELEPHONE, NATIONAL 8-7117

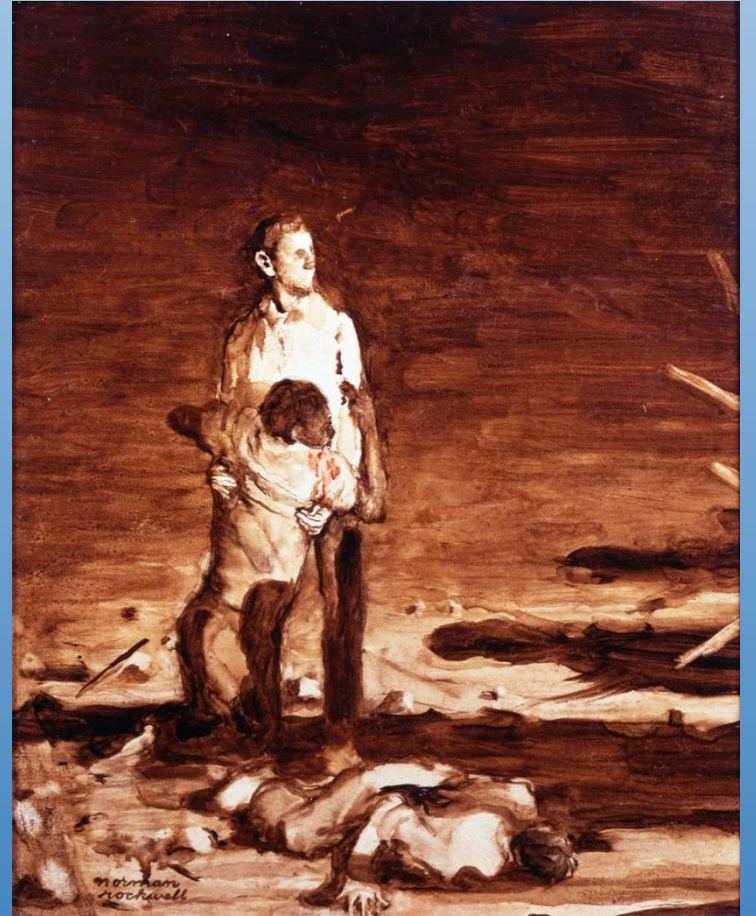
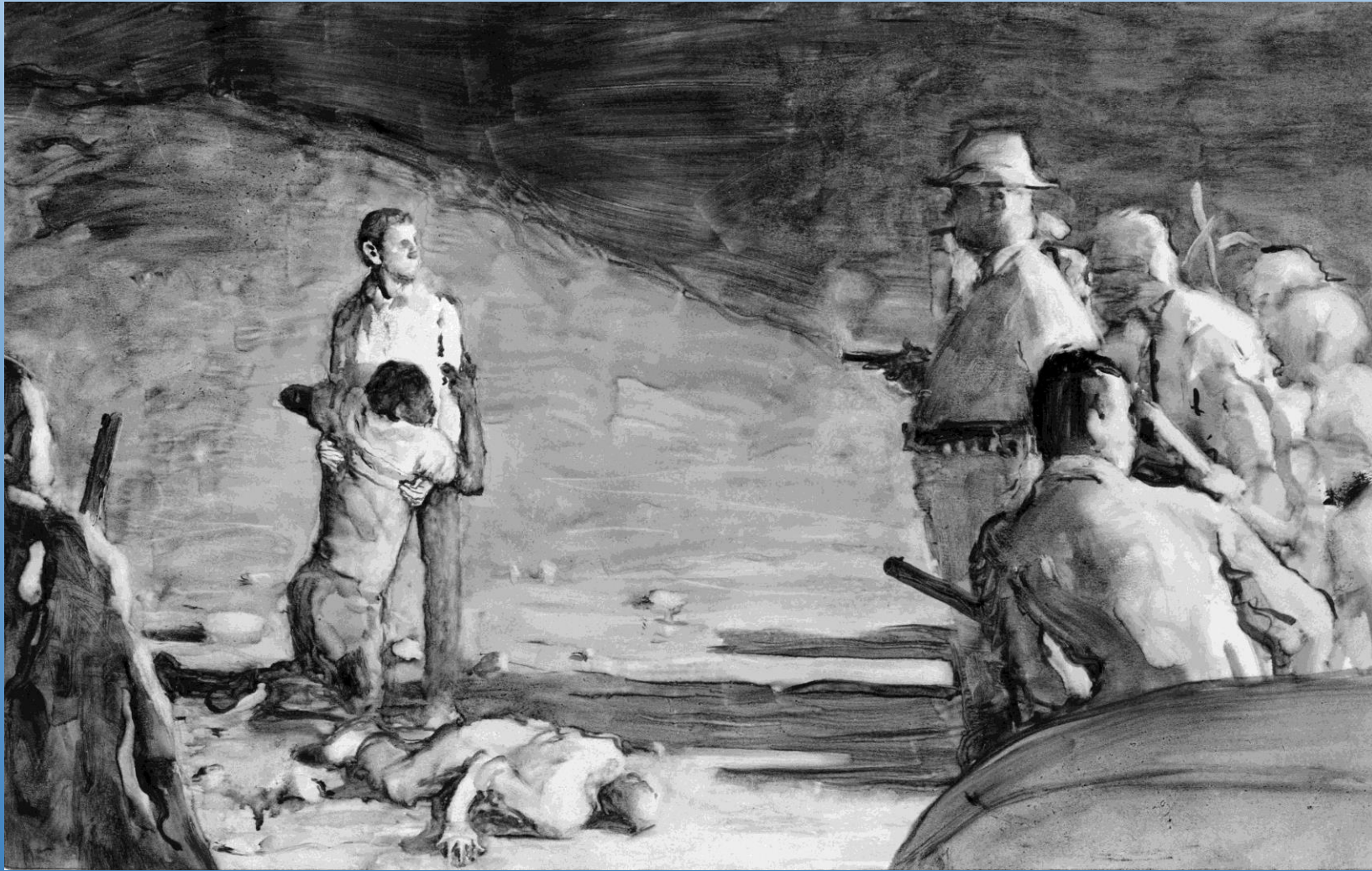
June 29, 1964



CHARGES

*These nine men—
and Deputy Price—
were named as
members of the*







1916-1919

Most of Rockwell's covers from 1916-1919 depict youths, mainly cheerful boys at play. These images influenced and were influenced by great shifts in social and cultural attitudes toward children and teenagers. Children had more leisure time than ever before and were no longer treated as little men and women. Instead, educators, psychologists, and advertisers encouraged parents to cherish their children's early years and indulge their need for play and fun.

THE SATURDAY
EVENING POST



THE EMPIRE BUILDERS - by Peter Robert Rockwell

THE SATURDAY
EVENING POST



PICCADILLY JIM - by Arthur Rockwell

THE SATURDAY
EVENING POST



BEAT OF THE FLYING SAUCER - by Peter Robert Rockwell

THE SATURDAY
EVENING POST



THE SATURDAY
EVENING POST

THE SATURDAY
EVENING POST



ALL AMERICANS - by John S. Clark

THE SATURDAY
EVENING POST



THE SATURDAY
EVENING POST

THE SATURDAY
EVENING POST



by John S. Clark

THE SATURDAY
EVENING POST



THE SATURDAY
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THE SATURDAY
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Local Programs August 15-21



15¢

How One-Parent TV Shows Affect Your Family

—A psychologist's report
page 6



Johnny Carson

norman rockwell



AGENT 99 GOES POP

15¢ • Local Programs • March 5-11

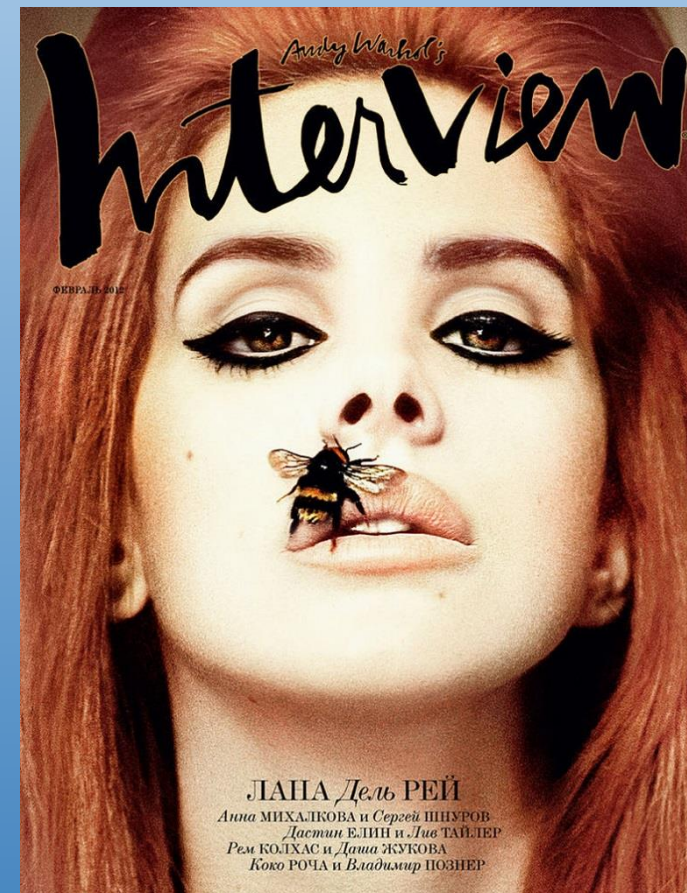
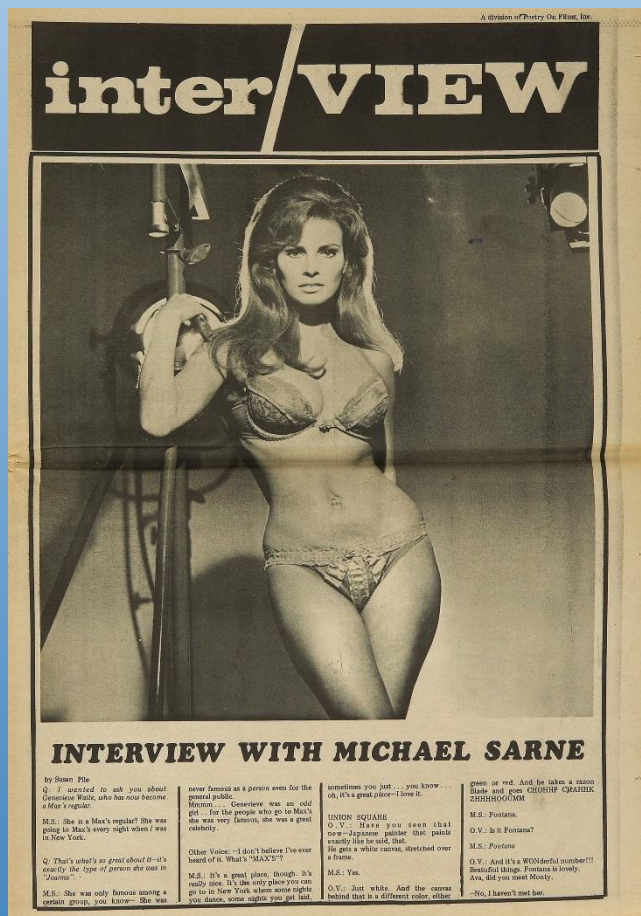
'Get Smart's Barbara Feldon as seen by *Andy Warhol*

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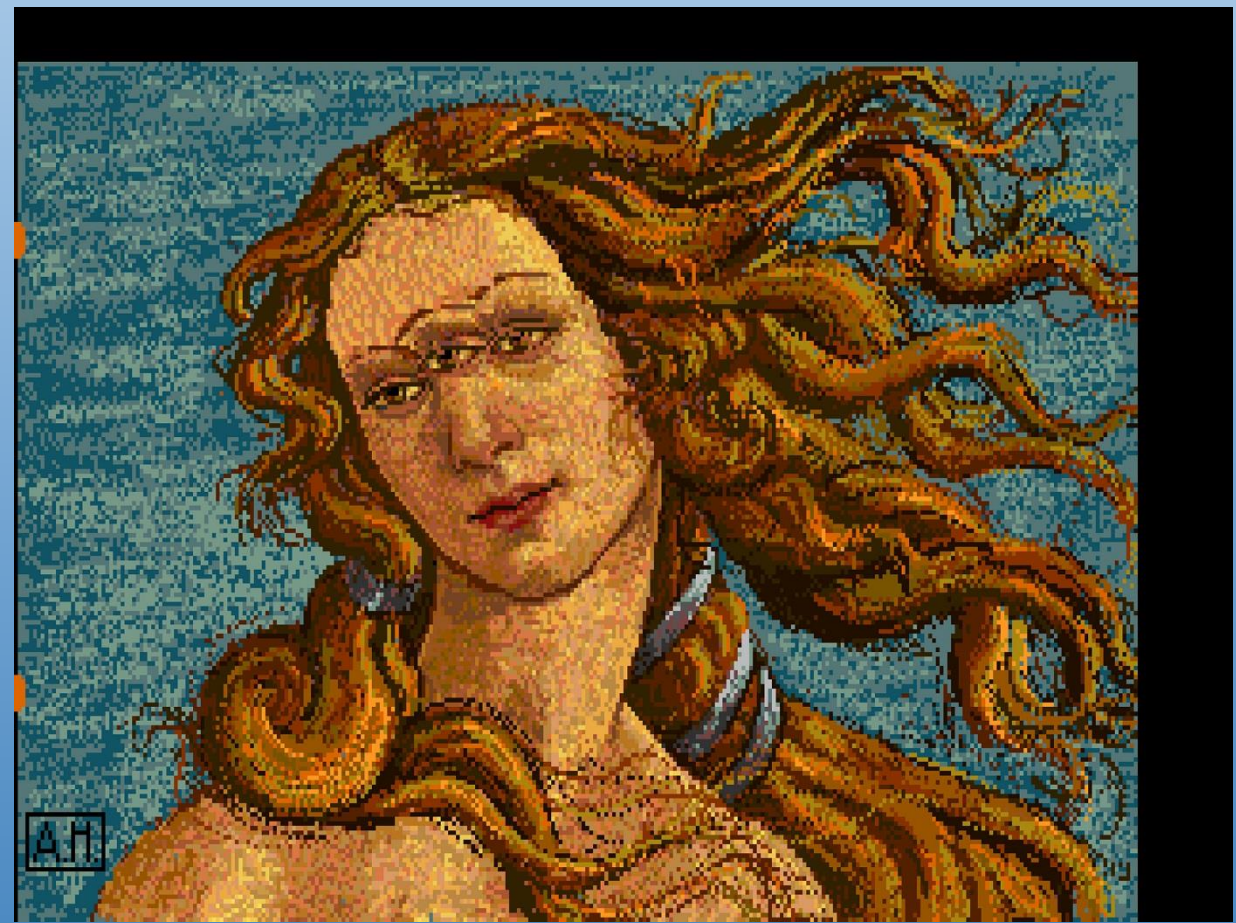




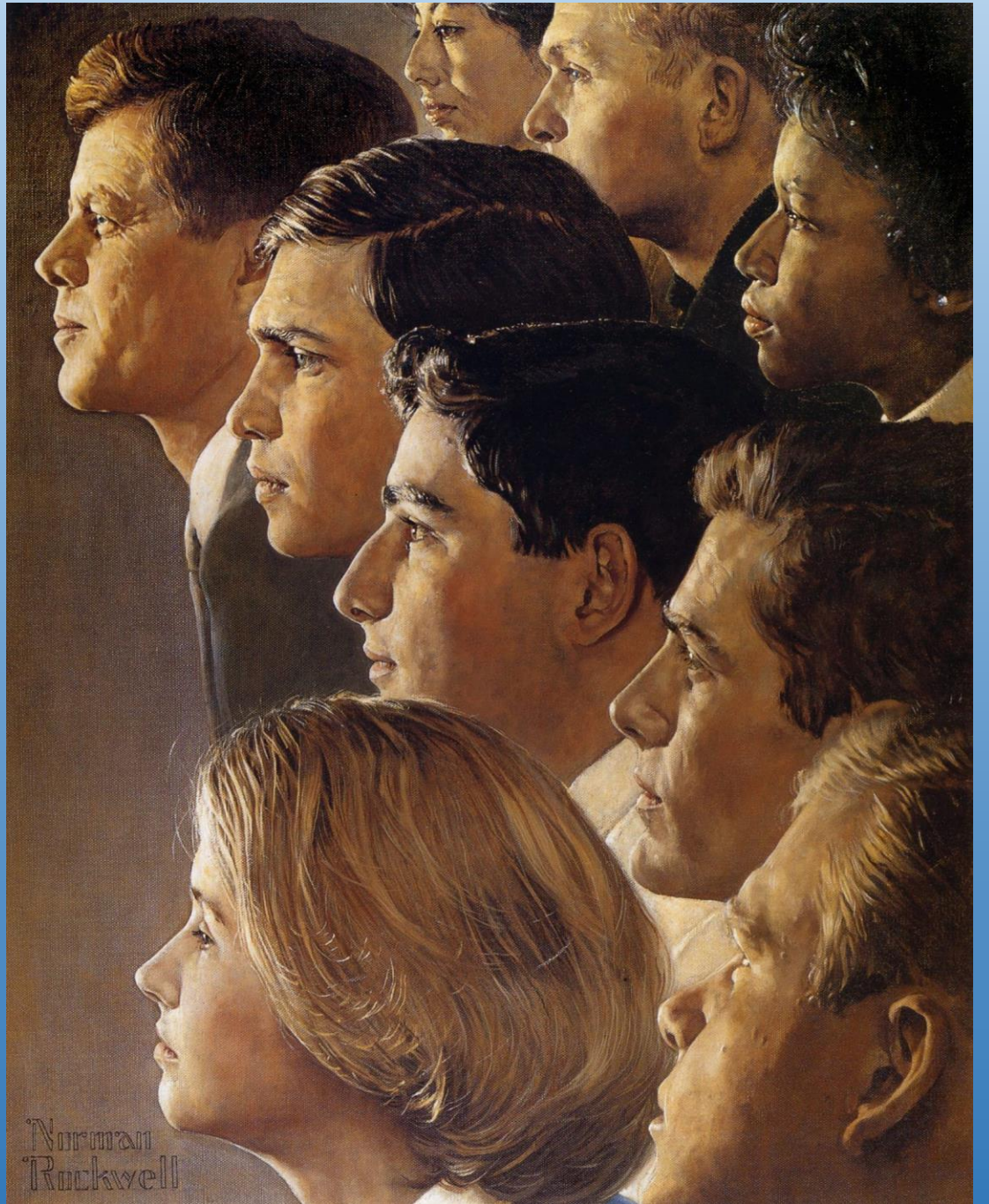




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