

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 employe 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!"

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"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."

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"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."

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