SPEAKING OF. PICTURES...

. THIS IS MURAL AMERICA
FOR RURAL AMERICANS

Shows here are the prizewinning sketches of 48 murals now have post offices in each of the 48 States. In the captions beneat the name of the post office for which it is being painted appear-winned were selected from among 1.475 designs recently submitted to the Fine Arts section of the Federal Works Agency. To the prints with an average commission of \$725 and a helpful shove to

As jural sketches, these are interesting not only in themselbaron eters by which the everyday art taste of rural America in Designed mostly for village post offices, they represent in most lective taste of the citizens of the community, together with onymon, de stating art. Stating art. Stating art. stating art. stating art. stating pulgeap are the rest.

ich pietige



EUTAW, ALA. Robert Gwathmey's vivid mural will picture Negroes unloading and packing fish taken from nearby waters.



SAFFORD, ARIZ. Seymour Fogel is painting Indians of the Southwest doing a traditional ceremonial dance for the post-office mural.



PARIS, ARK. Tenant farmer at work in his field was see ject chosen by German-born Joseph Vorst of St. Lor.



SELBYVILLE, DEL., will get William H. Calfee's mural showing a small lumber-mill scene common in southern Delaware.



DE FUNIAK SPRINGS, FLA. Thomas aughlin's design shows the boats and fishermen that are a dimmon sight in Florida.



CONYERS, GA. Prizewinning sketch by Elizabeth Ternell New York portrays typical farm scene in agricultural Seg



CORNING, IOWA. Marion Gilmore's mural depicting Sunday band concert will be changed to reflect Corning.



SENECA, KAN., in the heart of the great wheat belt, will have Joe Jones' mural to fit in with Serata's surroundings.



HICKMAN, KY. William Bunn has struck a popular note with a mural of Mississippi "packers," including the famous J. M. Wis



STOUGHTON, MASS. Jean Watson of Germantown, Pa., painted New England's rocky gullies and factories near Stoughton.



GRAND LEDGE, MICH. James Calder's mural shows a farmer visiting neighbors by car in an idealistic setting.



ST. PAUL, MINN. New post-office mural by Don Humphrey of Harland, Wis., will glorify the Northwest's \$900,000,000 milk industry



SCHUYLER, NEB. Philip von Saltza painted wild horses in a cactus field. The cactus will be changed to tall poplar trees.



YERINGTON, NEV. Adolph Gottle, a Brooklynite, traveled to Nevada to get the lonely feel of the homestead on the plains.



MILFORD, N. H., will have Philip von Saltza's other BE colorful view of log-rolling on a New Hampshire street



BOONE, N. C., in the midst of tobacco country, will get Alan Thompkins' mural of a typical tobacco plantation.



NEW ROCKFORD, N. D. Its new post office will have a cowboy mural, now being painted by Edward Bux Alreich, of New York.



BRIDGEPORT, OHIO. Prizewinner by Richard Kenah of Washington, D. C., represents a Midwestern farm some at harvest ha



WESTERLEY, R. I. Paul Sample's sketch depicts a railroad engineer and his family crossing over the tracks at station.



MULLINS, S. C. For its new post of re, Lee Gatch is painting to-bacco workers gathering the crop growing under cheesecloth.



FLANDREAU, S. D., will have Matthew Ziegler's simple moving mural of a field after the wheel has been stade

taste or the artist. Each artist was required to visit the locality for whose postoffice in tral he was competing, and to discuss possible subjects for initial treatment with local townspeople. As the several captions reveal, some citizens have
since of seted to the mural proposed for their post office and in some cases the
subject is being redesigned to suit their taste.

Appar ally rural Americans are artistic "stay-at-homes," with a preference for paintings that reproduce experiences and scenes and parts of history with which they are familiar. In spirit, many of these sketches are local American epies. Mississippians like to watch cotton wagons unloaded at the warehouse. People of the Carolinas take pride in their tobacco plantations, those of New

England in their tradition as backwoodsmen. The citizens of East Hartford, Coun., have not forgotten their Puritan heritage, and those of Dover-Foxeroft, Maine, remember Benediet Arnold's crossing the Kennebec. In the far West unaginations are still fired at the sight of Indians and spirited horses. In the Midwest, where a man's livelihood may depend on the turn of the weather, harvest time is its own justification for beauty. Significantly, the much-publicized "Main Street" atmosphere of small towns does not seem to mean so much to the people who actually live in them. And it is noteworthy that of 48 sketches only one (for New Jersey) deals with winter and only a handful suggest the possibility that the most highly industrialized nation in the world has any industry at all.



LOS BANOS, CALIF. Lew Davis' mural will be changed by popular demand to show Spanish caballeros instead of the Arizona Indians.



LITTLETON, COL. John Fraser's landscape will show a farm, cattle, a grain elevator and a freight siding in the foreground.



EAST HARTFORD, CONN. Alton Tobey's mural will show Hooker's Pilgrims praying on Connecticut River banks.



KELLOGG, IDAHO. Local residents have objected to the pessimistic atmosphere of Fletcher Martin's mining scene.



HAMILTON, ILL., in the corn-producing region, will have farm mural by Edmund D. Lewandowski of Milwaukee in its new post office.



SPENCER, IND. Joseph Meert's sketch shows a harvest scene with women (right) bringing food to the busy men.



DOVER-FOXCROFT, MAINE. Nineteen-year-old Barstow Greenbie shows Arnold's army on way up Kennebec.



EUNICE, LA. Laura Lewis' sketch of a sultry Southern scene will be changed to fit Louisiana's more active life.



ELKTON, MD. The abundance of fish, game and wild life in the Chesapeake Bay region is the theme of Alexander Clayton of Chevy Chase.



LELAND, MISS. Design by Stuart Purser of Pineville, La. shows Negroes driving wagons filled with cotton to warehouse in Leland.



JACKSON. Mo. The new post office will have Fred Conway's scene showing cattle grazing near high haystacks.



GREAT FALLS, MONT. Sketch by Mordi Gassner of New York is comparison of old and new pioneers with problems of both.



BORDENTOWN, N. J. Avery Johnson's winter scene is a rollicking skating party on the pond in Bordentown.



HOT SPRINGS, N. MEX. Boris Deutsch's amusing sketch plays off a real Indian chief against new railroad "Chief."



DELHI, N. Y. Hooded farmers who demanded lower rents in the "Rent War" are theme of Mary Earley, who studied art in New York City.



PURCELL, OKLA. This sketch by James Turnbull shows cattle being loaded on a freight train bound for the stockyards.



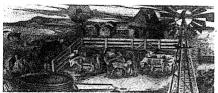
BURNS, ORE. Mural by Jack Wilkinson of San Francisco shows frontier days in Oregon, where he attended State University.



MERCER, PA. Lorin Thompson is painting a mural showing men removing tree trunks to make room for more farm land.



LENGIR CITY, TENN. David Martin's sketch of men putting up a power line near Lenoir is one of few industrial murals.



LAMPASAS, TEX. This typical farm scene is the subject of Ethel Edwards from New Orleans, La. who is only 24.



HELPER, UTAH. New post office will get Jenne Magafan's reproduction of a Western town scene in early days. Artist is Coloradan.

SPEAKING OF PICTURES

(continued)



NOEBUS, VA. William Calfee's enural will show fishermen hauling nets at 4 a.m. Chesapeake Bay. Calfee is also doing mural for the post office at Selbyville, Del.



SLAND FOND, VT. Barse Miller is painting lumbermen sawing logs on rim of Island and Miller, a Californian, has studied art in New York, Philadelphia and abroad.



ELTON, WASH. Richard Haines's design for a prairie campfire scene will be tend to show lumberjacks with whom Shelton's residents are more familiar.



ANNINGTON, WEST VA. Richard Zoellner's mural represents a placid West Virginlandscape. Zoellner, whose home is in Cincinnati, is also a water-color painter.



uton, wis. Charles Thwaites's sketch shows farmers stacking wheat. Thwaites Milwaukee-born, attended University of Wisconsin and Layton School of Art.



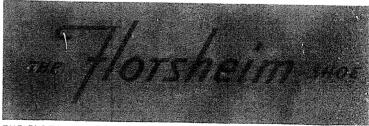
Event, wyo. Mural by Manuel Bromberg of Colorado Springs will show a praisene with cowboys singing to accompaniment of harmonica and a ukulele.

THE GREATEST FLORSHEIM VALUES IN 47 YEARS



A PREMIUM IN VALUE FOR EVERY PENNY OF THE PRICE

This year's Florsheims give you more for your money than ever before. More in stamina . . . more in style . . . more in those indefinable quality characteristics that have distinguished Florsheim leadership throughout 47 years. During almost half a century, an unfaltering urge to excel has brought improvement upon improvement to Florsheim Shoes . . . lifting Florsheim quality to new heights and Florsheim value to new standards. And so it is that, today, we offer you the finest shoes in Florsheim history. Styles illustrated above, The Highland, S-882, in tan Norwegian calf, \$11 and The Major, S-869, in chestnut brown calf, \$8.95.



THE FLORSHEIM SHOE COMPANY • MANUFACTURERS • CHICA(
Makers of Fine Shoes for Men and Women