



Guide to the Howard Scott Papers, 1921-1984 and undated, bulk 1930s-1950s

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Summary

Collection Title:

Howard Scott papers, 1921-1984 and undated, bulk 1930s-1950s

Source:

John W. Hartman Center for Sales, Advertising & Marketing History

Creator:

Scott, Howard

Extent:

4 Linear Feet
600 Items

Language:

English.

Collection ID:

RL.01157

Permalink:

<https://idn.duke.edu/ark:/87924/m1wh3n>

Preferred Citation

[Identification of item], Howard Scott Papers, David M. Rubenstein Rare Book & Manuscript Library, Duke University

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Background

Scope and Content

The **Howard Scott Papers** span the years 1921-1984, although the bulk of materials covers the period from the 1930s to the 1950s, documenting Scott's career in outdoor advertising as a billboard designer and graphic artist. The papers include correspondence (including two letters from Norman Rockwell), newspaper and magazine clippings, awards, and school yearbooks relating to Scott's personal and professional life, in addition to photographs, sketches, lithographs and reprints of outdoor advertising images for clients such as Amoco, Chesterfield (Liggett and Myers), Esso and Mobil oil products, DeSoto, Ford, and Nash automobiles, H.J. Heinz Co., Lever Brothers, Pabst and Schlitz

beers, World War II-era programs such as the USO and Navy recruitment, and the 1939-1940 World's Fair. The collection is arranged into four series--the **General Papers Series**, the **Photographs Series**, the **Graphic Design, Artwork and Sketches Series**, and the **Memorabilia Series**.

The **General Papers Series** includes correspondence, biographical information, clippings, sketches, school yearbooks, publications and certificates of recognition. Included are articles about "Elmer," the character created by Scott to help promote the 1940 World's Fair.

The **Photographs Series** includes approximately 100 prints and transparencies depicting billboard images for a variety of products, such as Esso oil and gasoline, Heinz ketchup, Knickerbocker beer, Swan (Lever Brothers) soap and Twenty Grand cigarettes. Several of the photographs show models in poses which served as the basis for billboard images. Some of the images are signed by artists other than Scott. In addition, approximately 20 photographs depict Scott at various ages, and at work in his studio.

The **Graphic Design, Artwork, and Sketches Series** includes sketches and proof sheets for billboards and outdoor advertising campaigns created by Scott, as well as a sampling of outdoor poster work by other artists. Major clients include Chesterfield cigarettes; Knickerbocker, Pabst and Schlitz beers; DeSoto, Ford and Nash automobiles; Amoco and Mobil gas and oil; along with a sampling of World War II poster designs including Navy recruiting and the USO. Media include pencil and ink sketches, watercolors, lithographs, and oil paintings. A large mixed media painting depicts an award-winning outdoor design for Ford, with the slogan "He's Doing Fine...He Bought a Ford V-8."

The **Memorabilia Series** includes awards and trophies that Scott won for his advertising artwork and reflects the esteem with which Scott's work was held by his peers in the outdoor advertising industry.

Closely related collections include: the Outdoor Advertising Association of America (OAAA) Archives; the Garrett Orr Papers; the John Paver Papers; the Strobridge Lithographing Company Advertisements; the Outdoor Advertising Association of America (OAAA) Slide Library; the War Effort Mobilization Campaign Poster Collection; and the R.C. Maxwell Records.

Biographical/Historical

| Date | Description |
|-------------|---|
| Circa 1902 | Born, Holyoke, Mass. |
| 1921 | Graduated from Holyoke High School; illustrated the school yearbook |

| Date | Description |
|-------------|--|
| 1925 | Graduated from Pratt Institute program in general art; attended Art Students League in New York |
| 1935 | Created award-winning poster for Ford, "It's no use, Mac, it's a Ford V-8" |
| 1942 | Served in the U.S. Navy during World War II; produced patriotic posters for the U.S. War Information Service |
| 1948 | Won the top two awards at the 16th Annual Exhibition of Outdoor Advertising, presented by the Art Directors Club of Chicago--the gold medal for a Heinz poster and the silver for a Nash Motors poster |
| Circa 1955 | Worked with Outdoor Advertising Inc. to raise standards of poster boards; worked with Raymond Loewy to improve billboard structures |
| 1956 | Founded Verilux, Inc., which researched full-spectrum lighting systems for artists and the printing industry; developed the Trucolite lighting system. |
| 1965 | Received a U.S. patent for the Verilux light bulb, a full spectrum bulb that simulates natural lighting |
| 1983 | Died August 17, in Greenwich, Conn. |

Howard Scott was one of the foremost graphic artists working in outdoor advertising during the 1930s-1950s and the recipient of numerous outdoor advertising industry design awards.

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Administrative Information

Publication Statement

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Access Restrictions

Collection is open for research.

Use Restrictions

The copyright interests in this collection have not been transferred to Duke University. For more information, consult the copyright section of the Regulations and Procedures of the David M. Rubenstein Rare Book & Manuscript Library.

Acquisition Information

The Howard Scott Papers were donated to the David M. Rubenstein Rare Book & Manuscript Library through a gift in 1996.

Processing Information

Processed by Richard Collier

Completed March 2003

Encoded by Richard Collier

Processing was supported in part by the National Endowment for the Humanities.

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Names and Subjects

- DeSoto automobile
- Clippings (information artifacts)
- United Service Organizations (U.S.)
- World War, 1939-1945 -- Propaganda
- New York World's Fair (1939-1940)
- United States. Navy -- Recruitment, enlistment, etc. -- History
- Sketches
- Posters -- Design
- Drawing -- 20th century
- Posters, American -- 20th century -- United States
- Advertising -- Beer -- United States
- Advertising -- Cigarettes -- United States
- Billboards -- United States
- Billboards
- Advertising, Outdoor -- History
- Frazer Nash automobile
- Photographic prints
- Advertising, Outdoor -- United States
- Lithographs
- Advertising, Outdoor -- Posters
- Esso Petroleum Company, ltd
- Ford Motor Company
- H.J. Heinz Company
- John W. Hartman Center for Sales, Advertising & Marketing History
- Amoco Corporation
- Amoco Oil Company
- Rockwell, Norman, 1894-1978
- Pabst Brewing Company
- Scott, Howard
- Lever Brothers Company
- Jos. Schlitz Brewing Co.
- Mobil Oil Corporation
- Liggett & Myers Tobacco Company

Collection Inventory

General Papers Series, 1921-1984 and undated

Scope and Contents note

Correspondence (two letters from Norman Rockwell), biographical information, clippings, sketches, school yearbooks, publications and certificates of recognition. Included are articles about "Elmer," the character created by Scott to help promote the 1940 World's Fair. Arranged alphabetically.

| | |
|--|-------|
| Awards and notices, 1938 | Box 1 |
| Biographical information and obituary notices, 1983-1984 and undated | Box 1 |
| Clippings, 1942-1947, 1956 and undated | Box 1 |
| Physical Description: 2 folders | |
| "Elmer" character created for 1940 World's Fair, 1940 | Box 1 |
| Holyoke High School class of 1921 alumni list, 1921 | Box 1 |
| Letters from Norman Rockwell 1962, 1972 | Box 1 |
| Publications | |
| Prattonia, 1925 | Box 1 |
| Scope and Contents note | |
| [Pratt Institute student publication] | |
| Miscellaneous, 1929-1962 | Box 1 |
| Speeches and presentations, 1956-1964 | Box 1 |
| Yearbook [Holyoke High School?], 1921 | Box 1 |

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Photographs Series, 1930s-1950s and undated

Scope and Contents note

Approximately 100 prints and transparencies depicting billboard images for a variety of products, such as Esso oil and gasoline, Heinz ketchup, Knickerbocker beer, Swan soap and Twenty Grand cigarettes. Several of the photographs show models in poses which served as the basis for billboard images. Some of the images are signed by artists other than Scott. In addition, approximately 20 photographs depict Scott at various ages, and at work in his studio. Arranged alphabetically.

| | |
|--|-------|
| Contact sheets for billboard advertisements, undated | Box 2 |
| Poster designs, undated | |
| Banks | Box 2 |
| Esso | |
| Gasoline | Box 2 |
| Motor fuel | Box 2 |
| Motor oil | Box 2 |
| Oil burner | Box 2 |
| Knickerbocker beer | Box 2 |
| Poster House, Ltd. design for generic home repair loan billboard | Box 2 |
| Roth's Black Hawk bacon | Box 2 |
| SOHIO | Box 2 |
| Swan soap | Box 2 |
| Twenty Grand cigarettes | Box 2 |
| Scott, Howard, 1930s-1950s | Box 2 |
| Physical Description: Folders 1-4 of 6 | |
| Scott, Howard, 1930s-1950s (continued) | Box 3 |
| Physical Description: Folders 5-6 of 6 | |
| Miscellaneous photographs, 1949 and undated | Box 3 |

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Graphic Design, Artwork and Sketches Series, 1937-1950s and undated

Scope and Contents note

Sketches and proof sheets for billboards and outdoor advertising campaigns created by Scott, as well as a sampling of outdoor poster work by other artists. Media include pencil and ink sketches, watercolors, lithographs, and oil paintings. A large mixed media painting depicts an award-winning outdoor design for Ford, with the slogan "He's Doing Fine...He Bought a Ford V-8." Arranged alphabetically by genre type.

Advertisements and periodical covers,
1920s-1950s

Box 4

Physical Description: 3 folders

Scope and Contents note

[Includes AandP, Amoco gas and oil, Arrow collars, Calvin Klein, Campbell's soup, DeSoto automobiles, Fleetwood cigarettes, forest fire prevention, Golfer's, Holsum bread, Ivory soap, Jantzen swimwear, Kemp's ice cream, Lay's potato chips, Mail Pouch tobacco, Mobil gas and oil, Nash automobiles, Palmolive soap, Saturday Evening Post, Schlitz beer, Wings, World War II]

Billboard and poster designs, 1937-1950s and
undated

Box 5

Physical Description: 3 folders

Scope and Contents note

[Includes designs for banks (generic designs), Democrats for Wilkie, Dieldrin (Shell) insecticide, Drake's Cakes, Ford, Ivory soap, Laymen's National Committee, Liberty Loans, Navy recruiting, Pabst beer, Rath's Black Hawk bacon, U.S.O., World War II]

Billboard and poster designs, 1940s-1950s and
undated (continued)

Box 10

Scope and Contents note

[Includes designs for Breck shampoo, Chesterfields cigarettes, Cott beverages, Knickerbocker beer, Nash automobiles, Paul Jones bourbon, U.S.O.]

Billboard art and poster designs, 1940s-1950s
(continued)

Box 11

Scope and Contents note

[Includes designs for Nash automobiles, Saturday Evening Post, U.S.O., World War II]

Billboard art and poster designs, 1940s-1950s
(continued)

Oversize-folder 3

Scope and Contents note

[Includes designs for Nash automobiles, Saturday Evening Post, U.S.O., World War II]

Billboard and poster designs, 1940s-1950s

Oversize-folder 4

Scope and Contents note

[Includes Old Gold cigarettes, Petri wine, Sherlock Holmes films]

Original art

Billboard and poster backgrounds, undated

Box 9

Billboard and poster designs, undated

Box 10-11

Scope and Contents note

[Includes designs for Cadillac, Cott beverages, Nabisco (Ritz crackers) and Nash automobiles]

Painting for Ford billboard, "He's Doing Fine...He Bought a Ford V-8," circa 1938

Oversize-folder 5

Paintings and sketches, 1920s-1950s and undated

Box 6

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Memorabilia Series, 1935-1958

Scope and Contents note

Awards and trophies that Scott won for his advertising artwork. Arranged alphabetically by competition title and type of award, and chronologically therein.

Annual Exhibit of Outdoor Advertising Art
Certificates, 1947-1958

Box 7

Medals and trophies

Box 8

| | |
|--|-------|
| 1935, First Place | Box 8 |
| 1937, Second Place | Box 8 |
| 1941, Honorable Mention | Box 8 |
| Circa 1942, Honorable Mention (plaque) | Box 7 |
| 1948 | Box 8 |
| First Award-Food products | Box 8 |
| First Grand Award | Box 8 |
| Second Grand Award | Box 8 |
| 1951, Food products | Box 8 |
| 1952, Gasoline and oils | Box 8 |
| Kerwin H. Fulton Award, 1937 | Box 8 |

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