THE next time you find yourself in a college boy's room look around the walls for a college poster. If you find one and examine it closely the chances are it will be signed by John E. Sheridan.

Jack (nobody calls him "Mr.") Sheridan's lifelong specialty has been posters. He thinks posters, he sleeps posters, he lives posters. His first contributions to the art, drawn as an undergraduate, made an instantaneous success the country over. Since those college days Jack has been very, very busy making many, many poster drawings for national advertisers and for covers of leading magazines. Whether the subject is a motor truck, a fashion figure, a magneto or a pretty girl, you can count on it as being a thoroughly worthwhile job before Jack's square "S" goes down in the corner.

When the government organized a Department of Pictorial Publicity, Jack Sheridan was one of the original committee selected by Charles Dana Gibson, and served with this group of patriotic artists in the direction and production of the posters produced during the war. His posters for the Food Administration, the Emergency Fleet Corporation and the American Library Association were billboarded everywhere and attracted unusually favorable comment. You remember, of course, his food campaign poster, "Food Is Ammunition; Don't Waste It." New Yorkers have seen him, clad in his old gray sweater, perilously perched on a scaffold in front of the Library working over a gigantic Liberty Loan canvas.

"In Flanders Field," the poster on the left, is reproduced here for the first time. It was drawn during the last Liberty Loan drive for the Philadelphia Sketch Club and after completion was auctioned off to the highest bidder in Liberty Bonds. Its value as an artistic achievement was immediately recognized and after spirited bidding was acquired by Mr. J. E. Cope Morton, who paid the government many thousands of dollars for the privilege of hanging it in his gallery, and who, because of his admiration for the poster and the artist who drew it, gave his permission to reproduce it here.

Motor boat enthusiasts will recognize the colorful bit below as the poster used to advertise the last Motor Boat Show at the Garden.

To Jack Sheridan in a large measure is due the splendid success of those one-night stands that the Society of Illustrators hold every year. If you've ever attended one of these exclusive stags you'll remember how Jack's living magazine covers and poster tableaux were the hit of the evening.

Jack Sheridan Paint brushes in one hand, a "roll your own" in the other, old gray spats, contagious smile and everything—John *Poster* Sheridan on the job in his attractive little top-floor studio in East Thirty-fourth Street. *Photo by C. Curtis*