

PLEASE RETURN THIS BOOK TO

Gerry H. Finch
Dept. ~~91~~ 140-37-1
The Upjohn Company.

Location of Paintings Owned by The Upjohn Company

(Sizes shown for paintings include frames)

Information on each painting is on page opposite
from painting.

1938 Vitamin Window Display

Spreter (artist)

Purchased through MacManus, John & Adams, Detroit.
Displays made by Forbes Lithograph Company, Boston.

4 small paintings destroyed.

1 large painting of mother giving cod liver oil to little
girl intact.

6-16-47 Marion Harris' office, 1st floor, Bldg. 24.

12-3-47 Barney Newell's office, 1st floor, Bldg. ⁴¹~~25~~ - Employment Section

11-59

morque

UPJOHN
Natural
VITAMIN
PRODUCTS



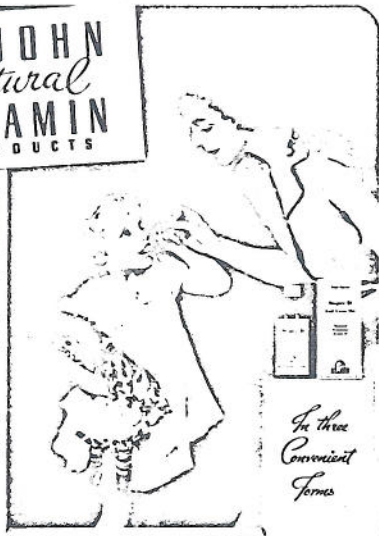
LIQUID



DROPS



PERLES



*In three
Convenient
Forms*

MAKERS OF FINE PHARMACEUTICALS SINCE 1886

**SUPER D
COD LIVER OIL**
AN UPJOHN PRODUCT

*For Every Member
of The Family*

NATURAL VITAMINS
A & D

UPJOHN PHARMACEUTICALS

**SUPER D
CONCENTRATE**
AN UPJOHN PRODUCT

*Drops of
Natural Vitamin*

A CONCENTRATE
OF COD LIVER OIL

**SUPER D
COD LIVER OIL**

**SUPER D
CONCENTRATE**

UPJOHN
Natural
VITAMIN
PRODUCTS

MAKERS OF FINE PHARMACEUTICALS SINCE 1886

**SUPER D
PERLES**

**SUPER D
PERLES**
AN UPJOHN PRODUCT

The Tactful Way

CONTAINS CAPSULES
PROVIDING
A CONCENTRATE
OF HIGH POTENCY
COD LIVER OIL
FOR CHILDREN AND ADULTS

**CONCENTRATE
WITH B-C-E**

**CONCENTRATE
WITH B-C-E**
AN UPJOHN PRODUCT

*Two Keynotes
Food Factors
IN ONE CAPSULE*

LOCAL WHOLESALE
DEPARTMENTS
STATIONERS & E.
TELEPHONE BUREAUS
AND VITAMIN D & E
DEPT. 1001 IN
CONCENTRATED FORM
CONCENTRATED

1940-41 Vitamin Window Display - "The Country Doctor"

1944-45 Vitamin Window Display
(Painting used again)

Norman Rockwell, artist

Purchased through Forbes Lithograph Company, Boston;
Jerald Pickney, Kalamazoo representative.

6-16-47 ~~C.V. Patterson's office, 3rd floor, Bldg. 24.~~⁴⁴

Lobby - Bldg. 34

11-59



1939-40 Vitamin Window Display - "Super D Tommy"

Norman Rockwell, artist

Purchased through Forbes Lithograph Company, Boston.

Prior to 5-6-47 Marion Harris' office, 1st floor, Bldg. 24.

5-6-47 Sent to William Douglas McAdams agency for use in
consumer ad on growth standards No. 47-L-26,
"He's going to be taller than dad ..."

9-12-47 Returned to Marion Harris' office, 1st floor, Bldg. 24

11-1-59 Marion Harris' office, 1st floor, Bldg. 24



May 12
- Sep. 3
- October 20

W. H. R. Co.
Rochester, N. Y.

1941-42 Vitamins Window Display - "The Muscleman"

Norman Rockwell, artist

Purchased through Forbes Lithograph Company, Boston.

6-16-47 Marion Harris' office, 1st floor, Bldg. 24.

11-59

1942-43 Vitamin Window Display "Doctor Examining Dolly"

Norman Rockwell, artist

Purchased through Forbes Lithograph Company, Boston; Jerald Pinckney,
Kalamazoo representative.

6-16-47 R.C. Byce's office, 1st floor, Bldg. 24.

11-59- W.H. De Lee 1-41



Upjohn
VITAMIN PRODUCTS



Upjohn
VITAMIN PRODUCTS
SOLUBLE VITAMIN PRODUCTS

Upjohn
VITAMIN PRODUCTS
ORIGINAL VITAMINS

Liquid
Tablet

Upjohn
VITAMIN PRODUCTS
SOLUBLE VITAMIN PRODUCTS

Upjohn
VITAMIN PRODUCTS
SOLUBLE VITAMIN PRODUCTS

Upjohn's is the most complete vitamin product available in any form

Vitamins A and D
in a most palatable form

Upjohn
VITAMIN PRODUCTS
SOLUBLE VITAMIN PRODUCTS

1943-44 Vitamin Window Display "Weighing the Baby"

Norman Rockwell, artist

Purchased through Forbes Lithograph Company, Boston;
Jerald Pinckney, Kalamazoo representative.

4-23-54 - A.C. Scott - 1st flr. - Bldg: 24
John Sikma's closet - 24-1

11-59

11-18-54 Storage - Bldg. 41

Norman Rockwell, artist "Doctor Examining Boy"

(The Boy's Back)

Used as Saturday Evening Post cover. Given to The Upjohn Company,
but cannot be used as advertising in any way.

6-16-47 Owen Baughman's office, ^{2nd} floor, Bldg. 24.

11-59 A. E. DePaul 3-24

1945-46 Vitamin Window Display "Boy by Bath Tub"

Douglass Crockwell, artist

Purchased through Forbes Lithograph Company, Boston;
Jerald Pinckney, Kalamazoo representative.

6-16-47 Robert Jackson's office, 1st floor, Bldg. 24.

1949 - Dec., 1949, to Munson-Williams-Proctor Institute,
Utica, N.Y., for exhibition.

1950 - J. C. G.'s office (Jan.)

Feb, 1950, Robt. Jackson. Bldg. ~~24~~ flr. 2
33-

11-59

1946-47 Vitamin Window

"Family looking at baby in nursery"

Douglass Crockwell, artist

Purchased through Forbes Lithograph Company, Boston;
Jerald Pinckney, Kalamazoo representative.

6-16-47 J.C. Gauntlett's office, 1st floor, Bldg. 24.

1948 L. D. Harrop's office, 3rd floor, Bldg. 24.

1949- Dec., 1949 to Munson-Williams-Proctor
Institute, Utica, N.Y., for exhibition

1950- Jan., 1950, ~~L.D.H.~~'s office
R.H. Hascick's

11-59.



Upjohn
VITAMIN PRODUCTS



Fine Pharmaceuticals Since 1886

Upjohn
VITAMIN PRODUCTS

Super D

Super D

Fine Pharmaceuticals Since 1886

Upjohn
VITAMIN PRODUCTS

Super D

Super D

Fine Pharmaceuticals Since 1886

Upjohn
VITAMIN PRODUCTS

Super D

Super D

Fine Pharmaceuticals Since 1886

Upjohn
VITAMIN PRODUCTS

Super D

Super D

Fine Pharmaceuticals Since 1886

1947-48 Window Display

Douglass Crockwell, artist

"Twins being measured by doctor"

Purchased through Forbes Lithograph Company, Boston;
Jerald Pinckney, Kalamazoo representative.

1948 J. C. Gauntlett's office, 2nd floor, Bldg. 24.

1949- Dec., 1949, to Munson-Williams-Procter Institute,
Utica, N.Y., for exhibition

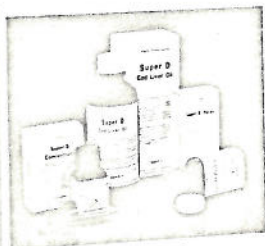
1950 - Jan., 1950, - J.C.G.'s office

1959 - R.O. Hutchinson's office - 2nd fl., Bldg. 24

Upjohn



Upjohn



In 3 Forms

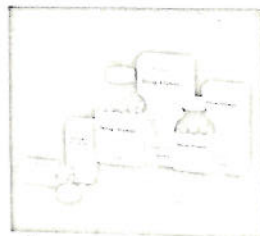
LIQUID — DROPS — PERLES

SUPER D¹⁰ FOR LIVER OIL
SUGAR-FREE
A VITAMIN PREPARATION
WITH NEUTRAL FLAVOR

SUPER D¹⁰ PERLES
SUGAR-FREE
A VITAMIN PREPARATION
WITH NEUTRAL FLAVOR

SUPER D¹⁰ CONCENTRATE
APPROXIMATELY 40 TIMES THE USUAL POTENCY
REGULATED BY THE U.S. FOOD & DRUG ADMINISTRATION
SUGAR-FREE SOLUTION IN A FLAVORFUL SWEETENER
WITH 20 PERCENT OF THE LIVER OIL

Upjohn



Unicap - Vitamins

ONE UNICAP VITAMIN CAPSULE
A DAY

A
D
C

B₁
B₂
B₆

UNICAP VITAMIN CAPSULE
CONTAINS: VITAMIN A, VITAMIN C, VITAMIN D, VITAMIN E, VITAMIN K, VITAMIN B₁, VITAMIN B₂, VITAMIN B₆, NICOTINAMIDE, CALCIUM PANTOTHENATE



1948-49 Vitamin Window Display

Douglass Crookwell, artist "Doctor measuring boy's chest while
Mother looks on"

Purchased through Forbes Lithograph Company, Boston;
Jerald Pinckney, Kalamazoo representative

1948 R S J's office.

1949 - To Munson-Williams-Proctor Institute,
Utica, N.Y. for exhibition (Dec., 1949)

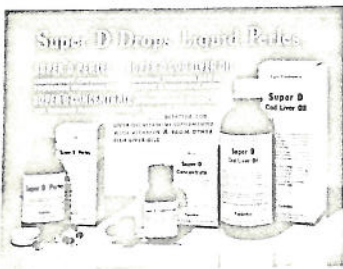
1950 - January, 1950 - R. S. J.'s office.

Upjohn

VITAMIN PRODUCTS



Upjohn



VITAMIN PRODUCTS

The Pharmaceutical Company

Upjohn



VITAMIN PRODUCTS

The Pharmaceutical Company

UNICAP VITAMINS

SUPER D COD LIVER OIL

SUPER D PERLES

SUPER D CONCENTRATE



1949-50 Vitamin Window Display

Douglass Crockwell, artist

"Boy with black eye looking in mirror
while mother and father look on"

Purchased through Forbes Lithograph Company, Boston;
Jerald Pinckney, Kalamazoo representative

1949 J. C. G.'s office

1949 - December, 1949, to Munson-Williams-Proctor Institute Art Gallery
Utica, New York, for exhibition

1950 - January, 1950, - J.C.G.'s office

February, 1950 - Dr. Scriber, Bldg. 24, fl. 2.

Upjohn

Medicine produced with care - designed to help

Upjohn



A and D Vitamin Preparations

Super D[®] Concentrate
Super D[®] Cod Liver Oil
Super D[®] Perles

FINE PHARMACEUTICALS SINCE 1886



DR. EDWIN C. HANCOCK'S CLASSIC MEDICINE

Upjohn



Multi-Vitamin Preparations

Unicap[®] Vitamins
Zymadrops[®]

FINE PHARMACEUTICALS SINCE 1886

Norman Rockwell, artist

"Pharmacist"

W. C. Sugg's office Bldg. 24 - Floor 1

11-59

11-16-59 sent by W.C. Sugg to:
Mr. Wesley J. Middleton
20 East Center Street
Rutland, Vermont

Norman Rockwell, artist

"Doctor and boy looking at thermometer"

Used a centerpiece of window display in 1956 (?)

John Deal's office - Bldg. 41 - Floor 2.

11-59

Lay Advertisements No. 41-NL-1 through No. 44-L-27
September, 1941, through May, 1944.

Purchased through Campbell-Ewald agency, Detroit;
Karl Pittelkow, account executive.

Cost - approximately \$500 each.

All original paintings in Roy S. Hambleton's stockroom,
4th floor, Bldg. 12, except those shown on following
pages.

Lay Ad No. 41-NL-5 "In many skills, your doctor trained himself"

Purchased through Campbell-Ewald Company, Detroit; Karl Pittlekow,
account executive.

January, 1942

6-16-47 Medical secretaries' office, *Medical Building*
~~11th floor, Bldg. 25.~~



Lay Ad No. 44-L-28

"The Easy Way"

Purchased through Campbell-Ewald Company, Detroit;
Karl Pittelkow, account executive.

Artist, Frederic Stanley

September, 1944

\$1000 - cost

~~6-16-47~~ ~~W.O. Miller's office, 1st floor, Bldg. 24.~~

~~1948~~ ~~Statistical office - 3rd floor - Bldg. 24~~

1954 Stockroom - Bldg. 41.

Available



Lay Ad No. 44-L-29

"A Case of Nerves"

Lawrence Wilbur, artist

October, 1944

Purchased through Campbell-Ewald Company, Detroit;
Karl Pittelkow, account executive.

Cost - \$1000

~~6-16-47 W.O. Miller's office, 1st floor, Bldg. 24.~~

~~1948 Statistical office, 3rd floor, Bldg. 24~~

1954 Stockroom - Bldg. 410

Available



Lay Ad No. 44-L-30

"Often a puzzle to parents"

Lawrence Wilbur, artist.

November, 1944.

Cost - \$1000

Purchased through Campbell-Ewald Company, Detroit;
Karl Pittelkow, account executive.

6-16-47 W.O. Miller's office, 1st floor, Bldg. 24.

6-1-49 Dr. Burbige's office, medical building (mortuary)



Lay Ad No. 44-L-1

"Do you ever think of him in uniform"

(Blood Plasma)

Waldo Peirce, artist December, 1944

\$1500 *Size - 3' x 4'*

Purchased through William Douglas McAdams, Inc., Miss Helen Liebman, account executive.

6-16-45 Traveling with Upjohn Collection of Contemporary American Painting.

3-10-50 RSH's - Bldg. 41

~~2-20-51 F. J. Bergman's office - 3rd flr. Bldg. 41~~

~~2-20-51 F. J. Bergman's office - 3rd flr., Bldg. 24~~

12-13-51 - R.S.H. - Bldg. 41

Available

3/66 Bldg 88 - 1 - Book of Clara Marie Wetmore



Painted by Waldo Peirce

Lay Ad No. 45-L-2

"We've come a long, long way in pneumonia"

Wilford S. Conrow, artist

January, 1945

\$750 - reproduction rights only.

Reproduction rights bought from Purdue University who own the painting of Bruce Rogers, famous typographer, Painting was not purchased outright.

1945 - Returned to Purdue University from where it was borrowed for production of the ad.

October, 1945 - Borrowed from Purdue University to join Upjohn traveling exhibit.

March, 1946 - Returned to Purdue for 55th reunion of Bruce Rogers' graduating class. Decided to leave the painting at Purdue permanently.

October, 1946 - Borrowed painting from Purdue to produce 1947 institutional window display.

January - 1947 - Painting returned to Purdue University.

~~3-10-50 - ASH'2 - Bldg. 41~~



Painted by Wilford S. Conroy

Lay Ad No. 45-L-3

"The 266 greatest days of her life"

Julien Binford, artist

February, 1945

\$750

Size - 23" x 27"

Purchased through William Douglas McAdams, Inc., Miss Helen Liebman, account executive.

6-16-45 Traveling with Upjohn collection of contemporary American painting.

~~3-10-50 ASH's. Bldg. 41~~

12-13-51 - Janette Askam & Pearl Vanderulik's office - 1-24.

11-59

*Donated
art center
1/66*



Painted by Julien Binford

Lay Ad No. 45-L-4

"What if you could make almost sure she'd never
get whooping cough?"

Simka Simkhovitch, artist March, 1945

\$900

Size 32" x 38"

Purchased through William Douglas McAdams, Inc., Miss Helen Liebman,
account executive.

1945 Traveling with Upjohn collection of contemporary American
painting.

3-10-50 RSH's. Bldg. 41

~~4-15-51 G.V.P. Bldg. 24, Flr. 1~~

12-13-51 - J. Roskam + P. Wundershild's office - Bldg. 24 - Flr. 1

11-59

2/62

Bldg 88 - Vacant office
west of International office



Painted by S. Simkhovitch

Lay Ad No. 45-L-5

"You'd never guess he had a cancer five years ago"

Karl Anderson, artist

April, 1945

\$1000

Size - 3'4" x 3'9"

Purchased through William Douglas McAdams, Inc., Miss Helen Liebman,
account executive.

1945 Traveling with Upjohn collection of contemporary American
painting.

3-10-50 RSH's, Bldg. 41

Available

3/62

Bldg 88 - Back of Lou Carter



Painted by Karl Anderson

Lay Ad No. 45-L-6

"Have you ever seen a child with a crippled heart?"

John Koch, artist

May, 1945

\$700

Size - 36" x 40" } ? 40 30

Purchased through William Douglas McAdams, Inc., New York; Miss Helen Liebman, account executive.

1945 Traveling with Upjohn collection of contemporary American painting.

April, 1947 Denver Art Museum, Denver, Colorado

October, 1947 National Wholesale Druggists Assn. convention, Atlantic City, N.J.

November, 1947 Upjohn collection of contemporary American painting

3-10-50, ASH's Bldg. 41
~~ASH's~~

Fall - 1955 - Stenographic Dept - 2nd fl., Bldg. 24
11-59

Donated
art Center
1/66



Painted by John Koch

+

Lay Ad No. 45-L-7 "Why fear the storms of the forties?"

Paul Clemens, artist September, 1945

\$750 *Size - 21" x 25"*

Purchased through William Douglas McAdams, Inc., New York; Miss Helen Liebman, account executive.

1945 Traveling with Upjohn collection of contemporary American painting.

3-10-50 RSH's. Bldg. 41

Available

*Donated
Art Center
1/66*

STANDARD B & P "NEED-IT"

P "NEED-IT"



Painted by Paul Clemens