

A. Randall Vinitzky Papers
3.75 linear feet (1 MB, 3 OS)
1921-1956 (bulk 1924-39)

Walter P. Reuther Library, Wayne State University, Detroit, MI

Finding aid written by Kathy Makas on August 2, 2011.

Accession Number: LP000400

Creator: A. Randall Vinitzky

Acquisition: Materials were donated to the Reuther Library by Mrs. Vinitzky on July 17, 1970.

Language: Material entirely in English.

Access: Collection is open for research.

Use: Refer to the Walter P. Reuther Library *Rules for Use of Archival Materials*

Notes: Citation style: "A. Randall Vinitzky Papers, Box [#], Folder [#], Archives of Labor and Urban Affairs, Wayne State University"

Related Material: UAW Chrysler Department Records, UAW Local 7 Records

Abstract

A. Randall Vinitsky was an advertising artist active from the 1920s to 1950s. He began his career in Detroit at the Franklin Press, but moved on to Oklahoma City in 1920 to work for the Southwestern Advertising Company. He also owned his own company, Vinitsky Art Studio, and was known for creating movie displays at the Criterion and Capitol Theaters. In Oklahoma he belonged to the Oklahoma City Advertising Club, where he headed The Problem Pirates and the Gridiron Committee. In 1925 he moved back to Detroit, first working at Meinzinger Studios and then for Chrysler Corporation where he produced artwork for promotions from the 1930s to 1950s.

The A. Randall Vinitsky collection includes correspondence, newsletters, flyers and articles from Vinitsky's membership in the Oklahoma City Advertising Club, and samples of his work in advertising and also movie posters and promotions in Oklahoma City from the 1920s. It also includes sales promotions, pamphlets, and ads for Chrysler from the 1930s to 1950s. Of particular note are the war production and war bond propaganda posters he created in the 1940s for use in Chrysler factories. Produced for the Labor-Management Committee and directed at war plant workers, the collection contains black-and-white reproductions and preliminary sketches of the original silk-screened color posters.

Important Subjects:

Advertising art

Advertising – Automobiles – United States

Chrysler Corporation

War Propaganda – United States

Arrangement

Folders are listed by their location within each box. They are primarily arranged in their original order as they were found in bound scrapbooks.

Box 1

1. Oklahoma City Advertising Club, 1921-25
2. Oklahoma City Advertising Club, The Gridiron Griddle, 1924
3. Samples of Early Work, Oklahoma City, 1921-25
4. Going Away Messages by Pirate Members
5. Correspondence, 1924-28

Box 2

1. Chrysler Corporation War Posters, 1943-45

Box 3

1. Chrysler Retail Sales Promotions, 1932-49
2. Chrysler Corporation Export Division; Wholesale and Retail Sales Promotions, 1956-58

Box 4

1. Cosmopolitan Studios Automotive Layouts, Lettering, Drawings, Illustrations and Designs, c. 1930s-50s