



Smithsonian Institution

Archives of American Art

Celebrating 175: Frederick Hammersley Diary, 1940-1943

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Artist should be sole investor of layout for that is his business to make it sell. Client should have no say in actual construction of layout. (One doesn't tell a lawyer how to plead his case)

SEPTEMBER 16

Mon 1940 - sunny (2nd week) Up 7.45. dressed. breakfast. (card from Clary in Carmel) to school. Jepson life class. did fair home. lunch. to Moore color class. very interesting. making color wheel. home. rested. sup. finished Gorham layout on tracing paper. finished houseplan for Silverman cleaned up. bed around 11.

Tues 1941- (cool, sun) Up 8. ex'd. shaved. breakfast. read paper in room all morn working on color ruffs for Gillette ad. to tennis courts & watched for 1/2 hr. lunch. to school. back home to get ruffs. Advert. had beer label to design (contest). ~~home~~ worked 1 1/2 hr in dark room. home sup. to illustration class. coming fairly well. home. read some. not quite as tired. bed. 11.20

Wed 1942-Up 9. (cool, overcast, fog) dressed. breakfast together. Dads vacation starts today. read paper. in garden. made lattice with Sis. read some. lunch. dishes. all to Mt. Davis. all rested 1st landing. even napped. returned another way. letter from Chouinard & camouflage info. to library. sup. all of us walked to Parkside theatre Allan Lad & Veronica Lake "Gun for Hire" A- or B+ & Judy Canova "True to the Army" D+ walked home. bath. bed. 11.30

Thurs 1943- Up 530 cold reville chow. cleaned up. to work. (dont recall details, writing this-20) chow & work again home. retreat & chow then show Fred Astaire B Benchley "Sky's the Limit" C+ home bed 1015

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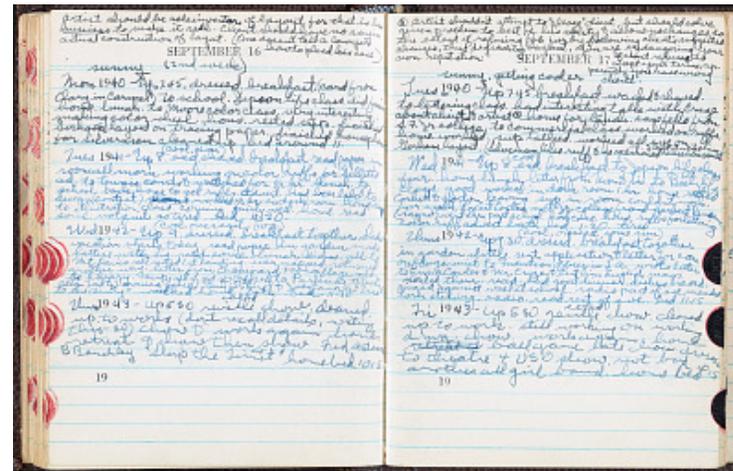
X Artist shouldn't attempt to "please" client, but should solve given problem to best of his ability & allow no changes, to the extent of refusing job for by following client's suggested changes, thus degrading layout, you are endangering your own reputation. If client refuses to accept your terms, apparently you have wrong client.

SEPTEMBER 17

Tues 1940 - sunny, getting cooler Up 7.45 breakfast. washed & shaved. to lettering class. had interesting talk with Cruze about clients & artist. X home for lunch. saw fello from S.F. Jr. College. to commercial class. worked on ruffs. home. worked. sup. talked. worked all eve on Gorham layout. (Silverman like ruff & he mentioned remembursment I left it up to him

Wed 1941- (cool) Up 8 exd. breakfast. to Jepson life class fair. home. lunch. letter from Mom & Sis. to Beetz life class. good. worked in dark room 1 hr. home. rested. Corbett & Horton leaving. sup. in room. couldnt work. for walk to Art Center met jr. college friend Herbert Rendburn (Rayno) went thru part school. had coke. home. ruffs for lettering color ruff advert bath bed. 1.20. tired

Thurs 1942 - (cool, overcast, some sun) Up 9.30. dressed. breakfast



together in garden alittle. sent application & letter for camouflage unit to Induction offices in L.A. wrote letter to Emma Cowles & Mr Cruze & sent him English mags. mailed them. read. had good dinner. dishes. read. pinged against wall at school. radio part of eve. mended torn etching. radio. read rest of eve. bed 11.15

Fri 1943- Up 530 cold reville chow. cleaned up. to work. still working on working on working drwg. chow. work again. home ~~retreat ch~~ ball game late chow dressed to theatre 4 USO show. not bad another all girl band. home bed 1015

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