Nebraska State Historical Society
FOUNDATION

Coming Soon, April 6, 2012
Nebraska History Museum
Exhibition Opening

***The Illustrator's Pencil: John Falter from Nebraska to the* Saturday Evening Post**

Born and raised in Nebraska, John Falter became one of the most successful American illustrators of the 1930s through the 1960s. The sketches, cartoons, and caricatures he drew while growing up as a clothier's son in Falls City reveal the skills and sense of humor that would lead to later success. Advertising clients included such corporate giants as General Motors, Packard, Pall Mall, and Campbell's Soups. His art graced the pages of pulp classics, mainstream magazines like *Good Housekeeping* and *McCall's*, and well over one hundred *Saturday Evening Post* covers.

On his death in 1982, Falter's widow donated his complete studio and many works to the Nebraska State Historical Society. Now the NSHS is planning a new exhibition to share the talents and humor of this noted Nebraskan with museum visitors of all ages. Studio artifacts, select works from other collections, and more than two hundred items from the NSHS will trace one creative artist's journey from Nebraska to the *Saturday Evening Post*.

Would YOU like to help sponsor the exhibition?

For more information please contact: Jodi Knight, Development Director, 402-435-3535 or Jodik@nshsf.org

Preliminary sketch for *Lover's Lane.* NSHS RG10645-4916

***Lovers' Lane, Falls City, Nebraska,* cover of the *Saturday Evening Post,* May 24, 1947.**