

JOSEPH ROBERT COWLES

Portfolio

A sampler of recent projects.





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squeezing into parking spaces a breeze. Then there are those little extra features like heated seats front and rear, push button starting, Blue Link telematics, optional 8-inch touchscreen navigation, panoramic sun roof, privacy glass rear windows ... and hundreds of other features and niceties. Come to Parr Hyundai in Bremerton for a test drive of the all-new 2013 Santa Fe and you're sure to be smiling too. (Be prepared to fall in love.)

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Display Ad Design and Production



Condé Montrose Nast



David Mackenzie Ogilvy

If it doesn't sell, it isn't creative.

CreativeTempo has been inspired by the works of two innovators whose teachings shaped publishing and advertising philosophy. They are Condé Nast and David Ogilvy. Both men achieved remarkable worldwide success.

Condé Montrose Nast (1873-1942), American founder of Condé Nast Publications, became famous for producing highly successful magazines such as *Vogue*, *The New Yorker*, *Vanity Fair* and *House & Garden*.

David Mackenzie Ogilvy (1911-1999), born in England of Scottish-Irish parents, became an American businessman often referred to as "The Father of Advertising." Founder of the global Ogilvy & Mather agency, his work included campaigns for clients such as Rolls Royce, Sears, Hathaway Shirts, Schweppes Tonic, Dove Soap, Puerto Rico, and the World Wildlife Fund.

Many informative articles about these men and their work can be found elsewhere. What we wish to share with you are these fundamental elements of their philosophies:

Condé Nast declared that publishers must determine whether to edit a publication for the entire reading population (such as a newspaper), or attract a segment of it—a niche audience.

He pointed out that publications serve their readers and advertisers best by concentrating circulation within a specific group of pursuits and interests. This practice enables advertisers to spend less, while reaching the greatest concentration of readers interested in the type and quality of goods and services they offer.

"The publisher, the editor, the advertising manager and the circulation man," stressed Condé Nast, "must conspire not only to get *all* their readers from the one particular class to which the magazine is dedicated, *but rigorously to exclude all others.*"

David Ogilvy built his international marketing empire on the

principle that the function of advertising is to *sell*, and that successful advertising for any product or service is based on knowing as much as possible about its consumers. Ogilvy liked big ideas, but emphasized that it's useless to be a creative, original thinker, unless you can sell what you create.

The objective of *CreativeTempo* is to identify the interests of our readers and match them to the goods and services of our advertisers, making it possible to advertise in a magazine that produces bountiful results.

Northwestern Washington is an ideal environment in which to put the teachings of Nast and Ogilvy to work. Our community boasts a remarkable collection of creative talents: novelists and poets, musicians, playwrights and filmmakers, actors and actresses, illustrators and designers, watercolorists, and painters, photographers, sculptors, welders, potters, printers, jewelers, weavers, woodcarvers, architects, cooks, gardeners, boat designers, home builders—an endless assortment of goods and crafts and arts.

As a showcase for these talents, *CreativeTempo* is also able to focus market interest on the galleries, theaters, stores and shops, support industries, materials providers, and other services that keep our arts vital and productive. Never has there been a publication more supportive of our local creativity.

CreativeTempo magazine brings together articles and pictorial information specific to this area. Our photographers and writers know and love the creative arts, and strive to excite all who passionately believe in and support the innovative, traditional and indigenous arts of our community. *CreativeTempo* is where readers will find the best, the most imaginative and moving, the unusual, and the unique—in arts and crafts and performance.



Copywriting and Marketing Consultation

Event Horizon Press
Bilingual Reading Books

Real People, Real Stories

Cuéntame un Cuento, Abuelita.



V
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V

Print-On-Demand Book Covers

Mistress of Monterey

A STORY OF LOST ROMANCE IN EIGHTEENTH CENTURY CALIFORNIA

VIRGINIA STIVERS BARTLETT

What the critics said:

"Historical novels about early California are usually quite soft; this one violates the rules."

— *Des Moines Register*

"The drama Mrs. Bartlett works out of known historical facts is pleasant and entertaining. The details on the whole are as convincing as they are lively."

— *Boston Transcript*

"Mrs. Bartlett succeeds admirably . . . she shows an understanding."

— *Buffalo Evening News*

"Virginia Stivers Bartlett writes historical tales with such obvious authenticity . . . that *Mistress of Monterey* supplements literary merit with informative value. The author so cleverly interweaves plot and description that the colorful background of early California gleams through without retarding narrative interest. The story would appeal equally to men and women as an exciting saga of a picturesque era."

— *Portland Oregon Sunday Journal*

"Mrs. Bartlett's book can be accepted almost as a historical document. One need go no further than the bibliography to find the author has gone to the sources . . . The book is a valuable addition to Americana and should be read."

— *San Francisco Call Bulletin*

"The atmosphere of time and place is believable, the narrative readable."

— *Baltimore Sun*

"Mrs. Bartlett lives in California, knows its history and legends, and writes of it both lovingly and with descriptive skill. Her romance is full of life and color."

— *Washington Sunday Star*

"*Mistress of Monterey* is a good story."

— *The New York Times*



EVENT HORIZON PRESS



HISTORICAL NOVEL

Mistress of Monterey VIRGINIA STIVERS BARTLETT



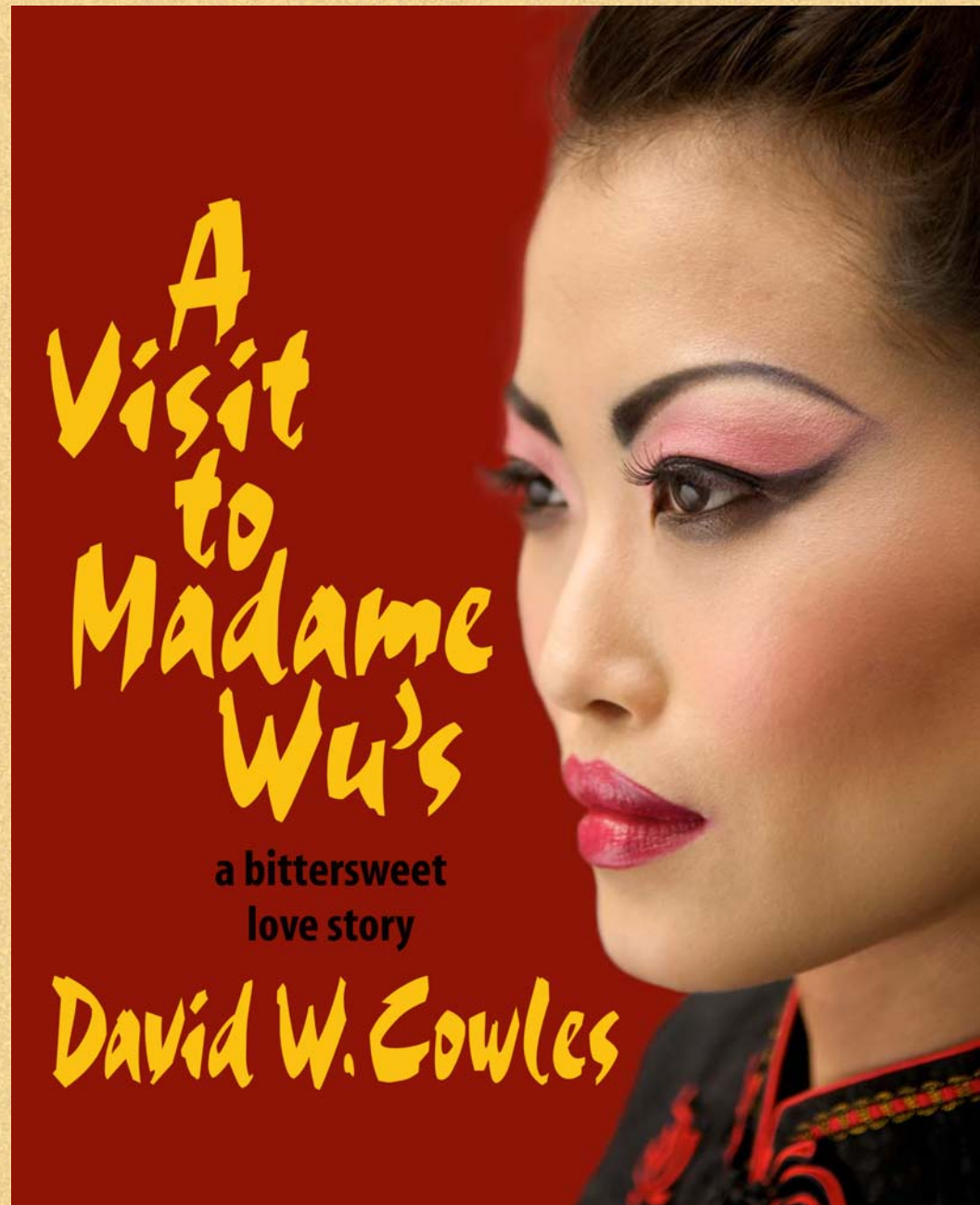
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A STORY OF LOST ROMANCE IN EIGHTEENTH CENTURY CALIFORNIA

VIRGINIA STIVERS BARTLETT

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Book Publishing



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Menus

Carl Barks

Issue Number 54

FAN CLUB NEWSLETTER

Summer 2013

RECOLORING CARL:

Beyond the Pinnacles Where the Condors Fly.

by Joseph Robert Cowles, CBFC Special Projects Coordinator

TWO SUMMERS AGO we reported that Fantagraphics Books was preparing to introduce a new series of hardcover reproductions of Disney comic book stories by The Good Artist. The first three titles in this collection, *Lost in the Andes*, *Only a Poor Old Man*, and *A Christmas for Sbacktown*, proudly reside in my library, along with *The Old Castle's Secret*, the latest Fantagraphics offering. Now I'm eagerly awaiting *Christmas on Bear Mountain* (scheduled to be published 10 November 2013, in time for holiday gifting). Each of these collections takes the title of its lead tale and is packed with well more than 200 pages of stories, commentary and art.

As a hard-core, demanding, lifetime fan of Carl's work (who became literate while sitting on his sainted Myther's lap as she read aloud from *Walt Disney's Comics and Stories* and other wholesome funnies, pointing to each word in the dialogue balloons as she spoke it), I tended to disdain the trimmed-down Gold Key "Reprinted by Popular Demand" comic book editions that began appearing in the early 1960s. Although printing technologies had greatly advanced in the two-plus decades I'd been a faithful follower of D. Duck and his cohorts, the printed quality of the slimmed-down reproductions wasn't particularly good and I felt somehow cheated. But that's



The ducks discover that their dream of being in Old California is filled with many dangers.

the way things were in those days and I was grateful to occasionally come across a reprint that filled an empty spot in my not particularly pristine stack of Barks books. (By that time I'd learned his name, we had met, and we'd developed a friendship that included his talented wife, Garé.)

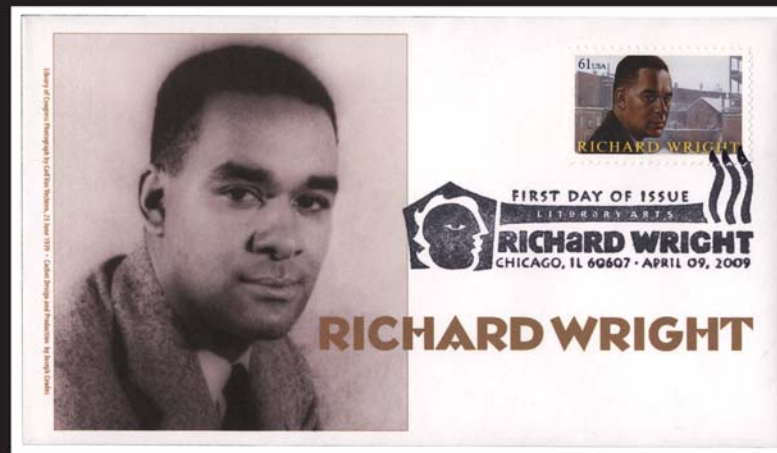
ONE OF THE EARLIEST discussions I was privileged to share with Carl concerned the

matter of quality. The conversation opened with a comment by Garé that Carl was almost always disappointed in how his work appeared in the books. He'd of course drawn the pictures much larger than they were printed, and as I've reported in previous CBFC newsletters, his original art was crisp and clean and truly masterful. When reduced to forty percent

Richard Wright First Day Cover

Chicago First Day Pictorial Cancellation

Cachet Design: Joseph Cowles



Richard Wright was an American Author who worked in the Chicago Postal System as a clerk and letter carrier From 1927 to 1931.

KEY ITEM

First Day of Issue
Cachet Designs
and Display Panels
for Stamp Collector's
Exhibit Boards.



Specialty Items



Vintage 1896
Cabinet Card
studio photo
restored for
genealogy
collection.

V
V
V

Image Restoration



Small 1916
studio photo
restored for
genealogy
collection.

Image Restoration

