

Press Release
Immediate Release
Community News

**Photographer Robert Wood Brings to Life 1940's era
Illustrations ... "For the Boys"**

August 28, 2007- Glen Mills, PA - Robert Wood, CPP, owner Robert Wood Photography, is the only Delaware County photographer to donate his time and talents for the "For the Boys – Pin-ups for the Troops" premier book—inspired by Gil Elvgren's pin-up illustrations—to raise money for the wounded soldiers.

A prolific artist from 1930 to 1972, Elvgren was the "best pin-up artist in the history of American Illustration*" and created over 500 images during an era when periodical and magazine publishers wanted art to grace their pages to increase circulation. For twenty-five years, Elvgren's art appeared in advertisements, billboards and store displays for Coca-Cola.

Elvgren, a contemporary of Norman Rockwell, is best known for his "pin-up" art, combining the "girl next door with the girl of your dreams*." In 1937, Dow Co., a leading calendar publisher, repackaged 12 of Elvgren's prints to produce wall calendars and mailed them to GI's abroad to "encourage the troops." The calendars were hung up or "pinned up" inside lockers, on walls, aboard ships, and glued to knapsacks. "In wartime, they gave soldiers spirit and hope, and reminded them of their girls back home*." Seventy years later, the heartwarming goal resurfaces with 78 pin-up illustrations from the 30's and 40's shown adjacent to their photographic recreations in a handy keepsake book designed to fit in a backpack.

As Elvgren was a master in portraying American beauty, Robert Wood is a master at capturing the essence of his subjects, from brides and babies to executives and families. According to Robert Wood, "I jumped on the opportunity! I am very passionate about getting the word out about this project because it's such a worthwhile cause."

What was once portrayed in oils on canvas is now immortalized digitally. Robert Wood, together with his model and stylist, skillfully recreated seven scenes emulating the fashions, hairstyles, accessories and furnishings of the 30's and 40's.

According to the book's publisher, Frank Monahan, —who comes from a military family—“It is a work of love... for the art, for the cause, for the boys.” Books can be purchased online at www.forthetroopsonline.com for \$19.95. Proceeds from the books benefit the Fischer House, a home-away-from-home for veterans' families. The wounded soldiers recuperating at the V.A. Hospital will find comfort knowing their loved ones are nearby for support and encouragement.

For more contact, Robert Wood, CPP, Robert Wood Photography at 484-840-1495 or go to www.robertwoodphotography.com.

NOTE: Photo is enclosed for publication.

Photo Caption: Gil Elvgren's “Now, Here's a Cute Little Number” 1947 pin-up illustration is recreated in a color photograph by Robert Wood, CPP, of Glen Mills.

Gil Elvgren Illustrations are the property of Brown and Bigelow, Inc. Saint Paul, Minnesota.

*Quotes from “Gil Elvgren All his glamorous American pin-ups” published by Taschen.