



Smithsonian

National Air and Space Museum

William J. Heaslip Aviation Reference Files

Jessamyn Lloyd

2022

National Air and Space Museum Archives
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Collection Overview

Repository:	National Air and Space Museum Archives
Title:	William J. Heaslip Aviation Reference Files
Date:	1894-1940s (bulk 1920s to 1940s)
Identifier:	NASM.2022.0036
Creator:	Heaslip, William (William John), 1898-1970
Extent:	4.82 Cubic feet (12 boxes)
Language:	English .
Summary:	William John Heaslip (1898--1970) was a prominent artist whose aviation-themed work, especially during World War II, was known for its accuracy and detail. This collection consists of approximately 4.82 cubic feet of reference files used Heaslip in the creation of his art.

Administrative Information

Acquisition Information

Megan Blake, Gift, 2022, NASM.2022.0036.

Processing Information

Arranged, described, and encoded by Jessamyn Lloyd, 2022.

Preferred Citation

William J. Heaslip Aviation Reference Files, NASM.2022.0036, National Air and Space Museum, Smithsonian Institution.

Restrictions

No restrictions on access

Conditions Governing Use

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Biographical / Historical

William John Heaslip (1898--1970) was a prominent artist whose aviation-themed work, especially during World War II, was known for its accuracy and detail. Heaslip began his formal training in 1912 at the London Industrial and Art School in Ontario, Canada. In 1913, he began work as an engraver for Lawson & Jones Printers and Lithographers. In 1917, Heaslip enlisted in the Royal Flying Corps and was sent for training in ground observation and aerial gunnery at Camp Taliaferro, Texas under a reciprocity agreement between the US Signal Corps Aviation Section and the Royal Flying Corps. Heaslip received further training at the Royal

Flying Corps' Beamsville School School of Aerial Fighting and Gunnery in Ontario before being discharged in December 1918. In 1919, Heaslip enrolled as a student in the National Academy of Design in New York where he was awarded the Suyden Medal (Silver) for Drawing from Life in 1920. In the fall of that year, Heaslip left the Academy and enrolled in courses at the Art Students League taught by John Sloan and Wallace Morgan. In 1926, Heaslip opened his own studio in Manhattan and began work as a freelance illustrator, contributing illustrations to American Legion Monthly, a collaboration that would continue until the 1950s. In September 1928, Heaslip attended a meeting of the Ancient Order of Quiet Birdmen and also that year joined the Society of Illustrators. He began to receive commissions for aviation related work including illustrating a series on aviation in American Boy magazine. By 1929, Heaslip had added an abstract logo of an aircraft to his signature which would remain. With much of his work received from advertising agencies, Heaslip created a very well known series of advertisements (later published as a promotional calendar) for Berry Brothers "Berryloid" aircraft finishes in which aircraft were portrayed with colorful paint schemes inspired by the plumage of various birds. Heaslip's work appeared in many publications, including Aero Digest, and he served as the consulting art director for Sportsman Pilot from 1931 to 1938. From the period of the late 1920s through the early 1940s, Heaslip was also a frequent contributor to Boys' Life magazine. In 1933, Heaslip was commissioned by the Franklin Institute to create a painting to commemorate the thirtieth anniversary of the Wright Brothers first flight which resulted in the piece, The First Flight, and throughout the 1930s Heaslip was also active working on mural projects with the Works Progress Administration (WPA). Heaslip began work in printmaking in the 1930s with Associated American Artists and was known for work that focused on the human aspect of aviation. He won the J. W. Robinson Trophy for prints exhibited at the International Aeronautical Art Exhibition in February 1937 and demonstrated the processes of etching and aquatint at the New York World's Fair of 1939--1940. With the advent of World War II, Heaslip shifted to patriotic work designed to inform and mobilize the country for the war effort. Heaslip was selected as the artist for a series of illustrations published in the early 1940s by the New York Times/Wide World syndicate designed to inform readers about the major battles and events of the war. The work could be grueling, with illustrations sometimes needing revised right up until publication due to changing information. From 1941-1946, Heaslip collaborated with the Coca-Cola Company on various projects to promote their work supplying Coke to the troops, including serving as the artist for Set No. 2 and Set No. 3 of airplane trading cards and illustrating an aircraft recognition guide produced by the company. During the war years, Heaslip also had work appear in Look magazine, provided art work to the US Marine Corps Public Relations Department, did work for the Office of Civilian Defense including creating a new version of the Civil Defense Logo, and illustrated an aircraft recognition guide for the War Department, Bureau of Public Relations. After World War II, Heaslip moved to Hackettstown, New Jersey where he took occasional commissions, painted and sold landscapes, and taught art classes.

Scope and Contents

This collection consists of approximately 4.82 cubic feet of reference files used by William J. Heaslip in the creation of his art. It appears that Heaslip gathered and organized this material in order to have detailed information to work from when illustrating various aviation related projects which contributed to the accurate and highly detailed nature of his work. Files contain a variety of materials including photographs, news clippings, brochures, and three-view drawings. A large portion of the collection consists of files organized by manufacturer and there are also files on various topics including military, airports, equipment, balloons, and specific aircraft types. Some of the material in the collection is oversized.

Arrangement

The collection arrived with a clear organization that had been imposed by its creator and it was kept in that order. A large portion of the collection consists of files on aircraft organized first by country and then alphabetically by manufacturer. There are also files on various topics including military, airports, equipment, balloons, and specific aircraft types. Original folder titles were maintained, any additional information added

or folder titles created by the archivist are in brackets. Oversized material was housed at the end of the collection.

Names and Subject Terms

This collection is indexed in the online catalog of the Smithsonian Institution under the following terms:

Subjects:

- Aeronautics
- Airplanes
- Airports

Types of Materials:

- Files

Occupations:

- Artists

Container Listing

Files by Manufacturer

Manufacturers, USA

Box 1, Folder 1	Aeronca, USA
Box 1, Folder 2	Airistocrat, USA
Box 1, Folder 3	American Gyro, USA
Box 1, Folder 4	Arup, USA
Box 1, Folder 5	Beechcraft, USA
Box 1, Folder 6	Bell, USA
Box 1, Folder 7	Bell P-39, USA
Box 1, Folder 8	Bell P-63, USA
Box 1, Folder 9	Bellanca, USA
Box 1, Folder 10	Bird, USA
Box 1, Folder 11	Boeing B-29 Superfortress, USA
Box 1, Folder 12	Boeing 314 Clipper, USA
Box 1, Folder 13	Boeing, Fighters, USA
Box 1, Folder 14	Boeing, Mailplanes, USA
Box 1, Folder 15	Boeing, Transports, USA
Box 1, Folder 16	Buhl, USA
Box 1, Folder 17	Burnelli, USA
Box 1, Folder 18	Butler, USA
Box 1, Folder 19	Cessna, USA
Box 1, Folder 20	Clark, USA

Box 1, Folder 21	Consolidated, USA
Box 1, Folder 22	Consolidated, Commercial Transports, USA
Box 1, Folder 23	Curtiss-Wright, General, USA
Box 1, Folder 24	Curtiss, Attack, USA
Box 1, Folder 25	Curtiss, Cabin (Light and Private), USA
Box 1, Folder 26	Curtiss, Dive Bombers, USA
Box 1, Folder 27	Curtiss, Hawk Fighters, USA
Box 2, Folder 1	Curtiss, Observation and Trainers, USA
Box 2, Folder 2	Curtiss, Scout Observation, USA
Box 2, Folder 3	Curtiss, Transports, USA
Box 2, Folder 4	Corben, USA
Box 2, Folder 5	Dart, USA
Box 2, Folder 6	Davis, USA
Box 2, Folder 7	Douglas, Observation, USA
Box 2, Folder 8	Douglas, Transports, USA
Box 2, Folder 9	Fairchild, USA
Box 2, Folder 10	Federal, USA
Box 2, Folder 11	Fleet (Consolidated Fleet), USA
Box 2, Folder 12	Fleetwings, USA
Box 2, Folder 13	Ford, USA
Box 2, Box 14	Fokker, USA
Box 2, Folder 15	Gee Bee, Racers, USA
Box 2, Folder 16	Great Lakes, USA
Box 2, Folder 17	Grumman, Commercial, USA

Box 2, Folder 18	Grumman, Bombers-Scout, USA
Box 2, Folder 19	Gwinn, USA
Box 2, Folder 20	Hall (Hall-Aluminum), USA
Box 2, Folder 21	Hamilton, USA
Box 2, Folder 22	Hammond, USA
Box 2, Folder 23	Heath, USA
Box 2, Folder 24	Howard, USA
Box 2, Folder 25	Interstate, USA
Box 2, Folder 26	Jones, USA
Box 2, Folder 27	Kellett (Autogiro), USA
Box 2, Folder 28	Keystone, USA
Box 2, Folder 29	Keystone-Loening, USA
Box 2, Folder 30	Kinner, USA
Box 2, Folder 31	Kreider-Reisner, USA
Box 2, Folder 32	Kreutzer, USA
Box 2, Folder 33	Laird, USA
Box 2, Folder 34	Loening, USA
Box 2, Folder 35	Lockheed, USA
Box 2, Folder 36	Lockheed, Transports, USA
Box 2, Folder 37	Luscombe, USA
Box 2, Folder 38	Luscombe "Silvaire," USA
Box 3, Folder 1	Martin, USA
Box 3, Folder 2	McDonnell, USA [Empty Folder]
Box 3, Folder 3	Miller, USA

Box 3, Folder 4	Monoaircraft (Monocoupe), USA
Box 3, Folder 5	North American, Trainers and Observation, USA
Box 3, Folder 6	Pasped, USA
Box 3, Folder 7	Phillips, USA
Box 3, Folder 8	Piper Cub (See also Taylor), USA
Box 3, Folder 9	Pitcairn (Autogiro), USA
Box 3, Folder 10	Pitcairn, Mailplanes, USA
Box 3, Folder 11	Porterfield, USA
Box 3, Folder 12	Rearwin, USA
Box 3, Folder 13	Rose, USA
Box 3, Folder 14	Ryan, USA
Box 3, Folder 15	Seversky (See also Republic), USA
Box 3, Folder 16	Sikorsky, Flying Boats, USA
Box 3, Folder 17	Spartan, USA
Box 3, Folder 18	Sperry, Lawrence, USA
Box 3, Folder 19	Stearman, USA
Box 3, Folder 20	Stinson, USA
Box 3, Folder 21	Taylor Cub (See also Piper), USA
Box 3, Folder 22	Taylor Craft, USA
Box 3, Folder 23	Thomas-Morse, USA
Box 3, Folder 24	Timm, USA
Box 3, Folder 25	Travel Air, USA
Box 3, Folder 26	United Aircraft, General and Misc., USA
Box 3, Folder 27	Uppercu Burnelli, USA

Box 3, Folder 28	Verville, USA
Box 3, Folder 29	Vought, USA
Box 3, Folder 30	Vought-Sikorsky, USA
Box 3, Folder 31	Vultee, USA
Box 3, Folder 32	Waco, USA
Box 3, Folder 33	Waterman, USA
Box 3, Folder 34	Welch, USA
Box 3, Folder 35	Wendt, USA
Box 3, Folder 36	Wright, USA

Manufacturers, Great Britain

Box 3, Folder 37	Great Britain [General]
Box 3, Folder 38	Airspeed, Great Britain
Box 3, Folder 39	Armstrong-Whitworth, Great Britain
Box 3, Folder 40	Autogiro, Great Britain
Box 4, Folder 1	Avro Avian, Great Britain
Box 4, Folder 2	Avro, Great Britain
Box 4, Folder 3	Blackburn, Great Britain
Box 4, Folder 4	Boulton-Paul, Great Britain
Box 4, Box 5	Bristol, Great Britain
Box 4, Folder 6	Burnelli, Great Britain
Box 4, Folder 7	de Havilland, Great Britain
Box 4, Folder 8	Fairey [1], Great Britain
Box 4, Folder 9	Fairey [2], Great Britain
Box 4, Box 10	General Aircraft, Great Britain

Box 4, Folder 11	Gloster, Great Britain
Box 4, Folder 12	Handley Page, Great Britain
Box 4, Folder 13	Hawker, Great Britain
Box 4, Folder 14	Mayo, Great Britain
Box 4, Folder 15	Miles, Great Britain
Box 4, Folder 16	Noordyun, Great Britain
Box 4, Folder 17	Percival, Great Britain
Box 4, Folder 18	Saunders-Roe (Saro), Great Britain
Box 4, Folder 19	Short, Great Britain
Box 4, Folder 20	Supermarine, Great Britain
Box 4, Folder 21	Vickers, Great Britain
Box 4, Folder 22	Vickers-Supermarine, Spitfire, Great Britain
Box 4, Folder 23	Westland, Great Britain

Manufacturers, France

Box 4, Folder 24	France [General]
Box 4, Folder 25	Amiot, France
Box 4, Folder 26	Beta-Minor, France
Box 4, Folder 27	Breguet, France
Box 4, Folder 28	Couzinet, France
Box 4, Folder 29	Dewoitine, France
Box 4, Folder 30	Farman, France
Box 4, Folder 31	Leo, France
Box 4, Folder 32	Lioré et Olivier, France
Box 4, Folder 33	Morane-Saulnier, France

Potez, France

Box 4, Folder 34

Manufacturers, Germany

Box 4, Folder 35	Germany [General]
Box 4, Folder 36	Arado, Germany
Box 4, Folder 37	Blohm und Voss, Germany
Box 4, Folder 38	Dornier, Germany
Box 4, Folder 39	Fieseler Storch, Germany
Box 4, Folder 40	Focke-Wulf, Germany
Box 4, Folder 41	Gotha, Germany
Box 4, Folder 42	Heinkel, Germany
Box 4, Folder 43	Henschel, Germany
Box 4, Folder 44	Junkers, Germany
Box 4, Folder 45	Messerschmitt, Germany

Manufacturers, Italy

Box 4, Folder 46	Italy [General]
Box 4, Folder 47	Breda, Italy
Box 4, Folder 48	Cant, Italy
Box 4, Folder 49	Caproni, Italy
Box 4, Folder 50	Fiat, Italy
Box 4, Folder 51	Savoia-Marchetti, Italy

Manufacturers, Japan

Box 4, Folder 52	Japan [General]
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Box 4, Folder 53	Kawasaki, Japan
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Box 4, Folder 54	Mitsubishi, Japan
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Box 4, Folder 55	Nakajima, Japan
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Manufacturers, Netherlands

Box 4, Folder 56	Netherlands [General]
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Koolhoven, Netherlands

Box 4, Folder 57

Box 4, Folder 58	Fokker, Netherlands
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Manufacturers, Russia

Box 4, Folder 59	Russia [General]
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Box 4, Folder 60	Maxim-Gorky, Russia
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Files by Topic

Engines

Box 5, Folder 1	Engines [General]
Box 5, Folder 2	Aeronca
Box 5, Folder 3	Allison
Box 5, Folder 4	Bristol
Box 5, Folder 5	Cirrus
Box 5, Folder 6	Continental
Box 5, Box 7	Franklin
Box 5, Folder 8	Jacobs
Box 5, Folder 9	Lycoming
Box 5, Folder 10	Menasco
Box 5, Folder 11	Napier
Box 5, Folder 12	Pratt & Whitney

Ranger

Box 5, Folder 13

Box 5, Folder 14	Warner
Box 5, Box 15	Wright

Military

Box 5, Folder 16	Air Force
Box 5, Folder 17	Navy, USA
Box 5, Folder 18	Air Patrol - Naval
Box 5, Folder 19	Preflight Training, Navy

US Coast Guard

Box 5, Folder 20

Box 5, Folder 21 Aircraft Carriers - Foreign

Box 5, Folder 22 Air Evacuation

Air Transport

Box 5, Folder 23 Air Mail - Express

Box 5, Folder 24 Air Patrol - Civil

Box 5, Folder 25 Airports - USA

Box 5, Folder 26 Airports - Asia, Far East, S. Pacific

Box 5, Folder 27 Airports - Europe

Box 5, Folder 28 Airports - North and South America, Africa

Box 5, Folder 29 Airports - All Countries/Air Mail Plane, Beacons, Etc.

Box 5, Folder 30 Airports - Construction

Box 5, Folder 31 Airports - Control Towers

Box 5, Folder 32 Airports - Equipment

Box 5, Folder 33 Airports - Hangars

Box 5, Folder 34 Airports - Lights and Night

Box 5, Folder 35 Airports - Military Flight Strips

Box 5, Folder 36 Airports - Seadromes

Box 5, Folder 37 Air Terminals

Other Topics

Box 6, Folder 1 American Planes

Box 6, Folder 2 Armament

Box 6, Folder 3 Autogiros

Box 6, Folder 4 Auto Pilot

Box 6, Folder 5 Aviators

Blind Flight

Box 6, Folder 6

Box 6, Folder 7 British Aeroplanes

Box 6, Folder 8 Cameras, Aerial

Box 6, Folder 9 Camouflage

Box 6, Folder 10 Catapult

Box 6, Folder 11 Clothes (Flying)

Box 6, Folder 12 Clouds - Sky and Weather

Box 6, Folder 13 Crashes and Battle Damage

Box 6, Folder 14 De-Icers and Ice

Box 6, Folder 15 Early Birds

Box 6, Folder 16 Engine Accessories

Box 6, Folder 17 Engine Overhaul

Box 6, Folder 18 Engine Test Block

Box 6, Box 19 Engineers and Drafting Rooms

Box 6, Folder 20 Examinations, Flight Medical

Box 6, Folder 21 Factories, Interior

Box 6, Folder 22 Flying Tigers

Box 6, Folder 23 Formations - Aerial, Army

Box 6, Folder 24 Formations - Aerial, Navy and Marine

Box 6, Folder 25 [Miscellaneous Loose Material]

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Oversized Materials

Box 7, Folder 1	US Army Air Corps
Box 7, Folder 2	[US] Navy, American
Box 7, Folder 3	US Navy - Dive Bomber
Box 7, Folder 4	US Navy - Planes
Box 7, Folder 5	Airports and Aerial Maps, also Aerial Views in General
Box 8, Folder 1	Balloons
Box 8, Folder 2	Beautiful Britain [Werner Co. of Chicago, 1894]
Box 8, Folder 3	Clippers, All Types
Box 8, Folder 4	Commercial Planes and Famous Flights
Box 8, Folder 5	Foreign Aeroplanes [1 of 2]
Box 9, Folder 1	Foreign Aeroplanes [2 of 2]
Box 9, Folder 2	Foreign Planes
Box 9, Folder 3	Miscellaneous
Box 9, Folder 4	The Sphere [London, January 11, 1941]
Box 9, Folder 5	War Time Planes, 1914-1918
Box 10, Folder 1	Wartime Planes
Box 10, Folder 2	World Scenes
Box 11, Folder 1	[Miscellaneous Loose Items]
Box 12, Folder 1	Scientific American, Development of the US Navy since the Spanish War [1901]

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