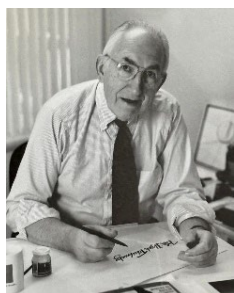


## Kenneth Lavey Class of 2024



Born in Palermo in 1922, Kenneth Lavey graduated from Oroville High School (OHS) in 1941. He was editor of the Nugget Yearbook staff in his senior year and sang in the Glee Club as a freshman and sophomore. Having started painting at age three, Kenneth's "Will" in the Nugget read, *"I will my defense of those gobs of paint on the art room door to any struggling artists of the present and the future."*

Upon graduation, he attended the California College of Arts and Crafts, graduating in 1945, and then earned a second degree from Pratt Institute in New York City. He served in the United States Army but was found to be flatfooted, so the Army had him paint murals.

Over the next 46 years, Kenneth worked for three different companies in the medical advertising field. In 1949 he was hired as art director by L.W. Frolich and Company, where for two decades he progressed through the ranks to become the creative director and the company became the largest pharmaceutical company in the world.

Upon the death of L.W. Frolich, the company was dissolved and Kenneth, along with co-workers, Bruce Wolff and John Swift, founded Lavey, Wolff, Swift Inc. (L/W/S). He was responsible for the launch campaigns that L/W/S conducted for such notable products as AZT (Burroughs Wellcome) and Tenormin (Zeneca). He had an unlimited capacity for creation and his talent radiated throughout the industry.

*In his long career, Kenneth either personally produced or supervised thousands of advertisements and promotional pieces. His sense of design and application for quality graphics infused this great quality of work, hoping to set a high standard for the industry. His influence, however, went beyond the work in that, over the years, he came in contact with hundreds of artists, writers, account persons, and client executives on whom he left his mark by his advocacy of the creative spirit. Ken's impact was also felt in the training he provided to young designers, many of whom went on to productive careers in pharmaceutical and consumer advertising. (Internet)*

*In a field noted for flamboyant salesmanship, Lavey "let the work speak for itself." He was direct, without artifice – a quality that endeared him to clients. He was a tall man, over 6'3", with a Lincolnesque gentleness that was seen in the consideration he gave to his colleagues. Anyone who worked with him will recall how at the key moment he would take charge of a presentation and, hunched over his drawing board, sketch in broad strokes the direction the work should take, usually creating the central campaign himself. (internet)*

Typical of a career filled with productive work, he retired early in 1996 and passed away later that same year.

In 1999, Kenneth was posthumously inducted into the Medical Advertising Hall of Fame and recognized as one of the most influential persons in the world in the 20<sup>th</sup> Century, in the field of Medical Advertising.

*Always a gentle man, Ken had a gift for listening. He was able to interpret and respond to the need behind the words. For his clients, this translated into grand designs; for his friends, family, and colleagues, it signified a willingness to share his time and empathy. GRAND DESIGN*

*Those who worked with Ken carry the memory of him at his drawing board, seated at a round table rather than at a desk...an image that speaks volumes about his character and perception of himself in relation to others. GRAND DESIGN*

He is survived by his son Neil of New York, and grandson, Kenneth Wade. Also surviving is a niece, Carolyn Mason, whose father, George Lavey, Kenneth's brother, also graduated from OHS. George's daughter, Mary, was a stepsister to Joe High, OUHSD Hall of Fame, Class of 2012.