James Montgomery Flagg (1877-1960), “The Champagne Toast”, Ink and watercolor on board. Published in Cosmopolitan or Good Housekeeping Magazine, late 1930s. Flagg worked in media ranging from fine art painting to cartooning, but is best remembered for his World War I political posters. Created to encourage recruitment in the United States Army, it showed Uncle Sam pointing at the viewer with the caption “I Want YOU for U.S. Army”. Image from the Society of Illustrators Permanent Collection.