

# CAMOUPEDIA

## a compendium of research on art, architecture and camouflage

"[This is] scholarly research and writing that is readable—nothing is hidden."

—Richard Zakia

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by Roy R. Behrens  
author of FALSE COLORS:  
*Art, Design and Modern Camouflage\**

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**Fade Away**  
Deliberate erosion of edges

The term "fade away" was in popular use around 1900 and later to refer to images in which some (not all) of the edges of a figure were deliberately omitted, allowing the partial merger of a figure with its background. Among the best known examples of these were advertising images of fashionable women, known as "Fade Away Girls," created by Coles Phillips and other illustrators for the covers of *Life*, *Good Housekeeping*, and *Century Magazine*, in addition to countless magazines. This technique then in common use among artists, designers and others, including the Reggiani brothers, Ludwig Hohlwein, J.C. Leyendecker, and Robert Gibbons. Its purpose was

to create a Comptone effect.

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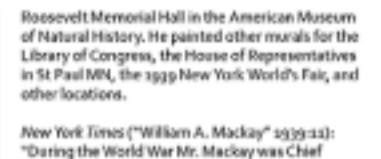
**Camerapedia**  
Kenneth (Stevens) MacLaine  
(1889-1979)  
American painter and sculptor

MacLaine was born in Boston, where he studied at the Boston Museum of Fine Arts School, and the Architectural Club School of Design. During World War I, he worked under Everett L. Warner as a member of the staff of artists who designed US ships for the U.S. Shipping Board. It is stated that "The war began in the model room, where about half a dozen skilled men under Everett Kenneth MacLaine were kept constantly busy in the production of miniature wooden models, which were accurately made to a scale from blueprints of the vessels required. The reader may get a general idea of the size of these models from the dimensions of the first President's ship, the USS George Washington. It was one of the largest of them, and measured about twenty-two and a half inches in length."

Following the war, MacLaine lived in Washington, DC for about ten years, then moved to Hollywood, where he was known for his portraits of film stars and other celebrities.



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New York Times ("William A. Mackay" 29[39-42]; "During the World War Mr. Mackay was Chief Camouflage Artist, Second District, United States Army.")

Mackay invented one of five ship camouflage schemes (referred to then as "measures") approved by the US Shipping Board during World War I for use on merchant ships.

New York Times ("Shows New Camo Painting" 14[2-3]; "In a Navy exhibition at the Electrical Show at the Grand Central Palace in New York, there are) two navy (ship) models, prepared by William Mackay, who has been making experiments in lessening visibility by color effects. One ship is painted flake gray, the conventional navy war paint. The other is painted with the new war paint. Back of the two ships is a scene representing the sea and sky. At thirty feet away the difference in the visibility of the two ships is noticeable, the gray one standing out against the scene behind, while the other fades into the background."

In Whiting (1948), there are repeated references to Mackay in relation to his duties as the head of the camouflage section for the US Shipping Board.



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William Andrew Mackay  
(1879 July 20, 1959)  
American naval painter

Born in Philadelphia, Mackay was educated at City College in New York, the Académie Julian in Paris, and the American Academy in Rome. In 1925, he completed three large murals commemorating the achievements of Theodore Roosevelt for the

