Catalogue of
Commercial Art Exhibition

September 23 to
October 24, 1920
Exhibition of Commercial Art

Assembled by the Society of Art Directors under the auspices of the Art Institute of Chicago. On view from September twenty-third to October twenty-third.
Jury of Acceptance

Benjamin F. Appleck
George W. Edwards
Frank G. Logan
Charles Everett Johnson
Theodore J. Keane
Myron C. Perley
Walter Whitehead
FOREWORD

The object of this exhibition is to invite the public behind the scenes to become acquainted with the interesting work involved in the production of illustrated advertisements.

The pictures and designs here displayed were not created to compete with the so-called fine arts, but to portray an aesthetic emotion; neither were they intended for gallery exhibitions to be purchased by art dealers and collectors.

The individuals responsible for their creation, made them solely as the contributing factors to the merchandising of some commodity or idea; and with that end in view, their reproductions have often been hung in the past from the billboards in newspapers, magazines and from the billboards.

In most instances, the illustrated and decorated advertisement which the public sees, represents the work of a number of persons. An art director generally plans the "layouts" or arrangement of the various units as they are to appear in the final advertisement, i. e.—scheme of picture, its treatment, style of hand lettering to be employed, decorative elements, borders, panels, and so forth, including the space which is to receive the "copy" or text matter.

A number of arrangements are submitted in the form of what are termed idea sketches and from these is selected the plan to be followed. As the work progresses, it often undergoes many changes at the request of the client. Occurrences of this kind are both provocative of, and known as, "grief." When an advertisement includes a number of elements to be pictured, various specialists contribute to its production.

The figures are made by an illustrator. Photographs requiring retouching and machinery necessitating a realistic portrayal are the work of a mechanical specialist. The designer executes the borders and lettering, and a typographer sets the type composition for the text that has been prepared by the man who writes the "copy." The ultimate appearance of the work is dependent upon the men who make the plates for reproduction, the color man who inks the plates and the pressman who finishes the "job," while the selection of the paper stock is an important element.

The physical appearance of an advertisement should be in keeping with the character of the article presented as well as exemplifying the policy of the merchandising campaign.

As will be noted from the various exhibits on view, an unusual degree of invention, technical skill and thought are necessary to produce an effective advertisement.

The work assembled in this exhibition represents some of the advertising accounts handled in Chicago, and with a few exceptions were produced by men and women who are residents of the city.

We trust that you enjoy the exhibition and hope that in the future the printed page will have an added interest for you.

SOCIETY OF ART DIRECTORS.
BERTSCH & COOPER

10. Advertisement—Brat's Candy. Loaned by Henri, Hurst and McDonald.
15. Proof of Composition showing Cooper Old Style type.

J. M. BUNDSCHO

Exhibit of typography and process of development of an advertising page.
20. Proof of red and green plates combined. Engravings by Peerless Engraving Co.
21. Original manuscript. Loaned by J. Walter Thompson Co.
22. Proof of type with silverprint from drawing.
23. Complete proof as sent to the publication.
24. Finished advertisement as it appeared in The Saturday Evening Post.
25. Imposing stone, with plates and type locked up for electrotype luxury.

ALFRED DECKER AND COHN

26. Original painting of group of three, with reproductions showing its application in advertising. Artist, Leon Gordon.
27. Section of 24 sheet poster. Lithography by Illinois Lithographing Co.
28. Window card.
30. Magazine advertisement and small window card. Engravings by Howard McCormick.
31. Magazine advertisement in four colors.
32. Folder to Dealers.
33. Street Car card.
34. Merchandise envelope.
35. Newspaper advertisement.
CHARLES DANIEL FREY COMPANY
37 Finished proof of above.
39 Finished proof of above.
40 Diamond Field—Oil. Loaned by Bauer and Black. Artist, Philip Lyford.
41 Finished proof of above.
43 (a) Proof (b) Border (c) Idea sketch.
45 Finished proof of above.
47 Finished proof of above.
48 System Magazine—Oil. Loaned by Williams & Cunningham Co. Artist, Kenneth Ballantyne.
49 Finished proof of above.
50 “A Million Miles from Dull Care.” Loaned by Jordan Motor Car Co. Artist, Frank Godwin.
51 Proof—Two color (red and blue) reproduction.
52 “A Scrap of Gossip at the Ferry.” Loaned by Jordan Motor Car Co. Artist, Carl Ericson.
53 Reproduction in Saturday Evening Post.
54 “The Street of Rare Adventure.” Loaned by Jordan Motor Car Co. Artist, Carl Ericson.
55 Reproduction in The Saturday Evening Post.
57 Finished proof of above.
59 Above folder with illustrations showing development of work.
61 Finished proof of above.
63 Plate and two proofs.
65 Photograph. Loaned by D. B. Fad Company. Photographic, James Wilkins Pritchard.
66 Three proofs. Three proofs.
68 Maymon Car. Loaned by Nordyke and Marmon.
69 Two original—one actual size and one proof.
71 Proof of above.
72 Drawing. Loaned by Federal Rubber Co., Cadillac, Mich. Figure details, Kenneth Ballantyne.
76 Dealers' Enclosures. Loaned by Federal Rubber Co., Cutlery, Wis. Figure details, Kenneth Hallamayne.
77 Dealers' Enclosures. Loaned by Federal Rubber Co., Cutlery, Wis. Illustration, Mayo Banker.
80 Hayes Automobile—Win. H. Rankin Co. Illustration, Warren Baumgartner.
83 Coca Cola—Outside the Big Top. Loaned by D'Arcy Advertising Co. Artist, Lee Mero.
84 Coca Cola—Street Crossing. Artist, Lee Mero.
87 Mississipi Heat Regulator Co.—Winter. Loaned by Byron & Learned Co., Minneapolis, Minn. Artist, Philip Lyford.
90 Cadillac Book—Special Body. Photography, Frank Fassio.
91 Edison Book.

MARSHALL FIELD & COMPANY

93 Silk Poster printed in five colors and black from zinc plates. Artist, Hogard. Printed by Monroe & Southworth.
94 Menu of Men's Grill, M. F. & Co. Four pen drawings and booklet showing their reproduction by two zinc plates. Artist, Hoekzner. Printed by Monroe & Southworth.
95 Etching made for fur poster and fur poster. Artist, Pierre Nuytinck, Hemstead.
99 Newspaper campaign for Spring Exposition, 1919, showing art director's original layouts, pen drawings and reproductions. Hand lettering and type by Bertsch and Cooper. Artwork, Bonsford, Garrett, Ont.
100 Cathedral of all the Stores—Pen drawing and hand lettering.
101 Cover design—August number of “Fashions of the Hour,” its reproduction by four-color halftone plates and small original color sketch. Artist, Bonsford. Printed by R. R. Danslcy and Sons.
103 Back and Front covers of "Fashions of the Hour" and progressive color proofs of front cover showing four-color half tone reproduction. Plates by the Franklin Company.

104 Booklet—The Store of Service and one original dry brush drawing and its reproduction. One reproduction of pen drawing and one color zinc plate. Artists, Plag & Co.

105 Newspaper campaign, Store for Men. Art Director's original layout sent to artist and copy writer; hand drawings of final advertisement. Artist, Orr.


108 "Americonization"—A pen drawing and its reproduction.

109 Four photographs—Heliogravure process. Photographs by Eugene Hutchinson.

110 Examples of hand lettered announcements. One printed on French paper, one on Japanese paper.

111 Two furniture drawings for newspaper reproduction—Pen and wash combined. Artist, Van Bialek.


113 Art Director's accurate layout for "Fashions of the Hour," showing pages where some photos are to be cut out and enclosed by narrow Ben Day borders.

114 Example of photograph retouched to illuminate realistic background.

115 Store for Men newspaper advertisement. Example of highlight half-tone reproductions and original drawings. Artists, W. C. Both.

116 Indianan Poster. A hand colored enlargement made from small pen drawing.

117 Two sauces of the Juvenile World newspaper showing also the original pen drawings and photographs. Two proofs showing the difference between glossy proofs and dull or blacks as the zinc proofs in the newspaper.

118 Pen and wash drawings and half-tone reproduction of newspaper page and original pen and Ben Day drawings of furniture. Artists, Dills, Patterson.


120 Painting of Marshall Field & Company. Retail Store.

121 Silk Booklet and original drawing. Artist, Hoekzema.


123 Zion Lasic original drawing. Marshall Field Drapery Fabric Studios.


126 Silk Beau Monde Label. Artist, Bolegerd.


GRAUMAN COMPANY

HART SCHAFFNER & MARX

130  "Geraniums."  Artist, John Sheridan.
134  "Ice-boating."  Artist, Herbert Paus.
135  "Pumpkin Pie."  Artist, Herbert Paus.
137  "Her First Flings."  Artist, Samuel Nelson Abbott.
139  "Sir Galahad."  Artist, Edward Penfield.
140  "The Hunters."  Two pictures, Artist, Samuel Nelson Abbott.
141  "Nesting Time."  Artist, John Sheridan.

ILLUSTRATION STUDIOS

143  Vogue Publications. Artist, Frederic Dallymple.
150  Ladies' Moccasin. Artist, R. G. Jones.
151  Men's Summerwear. Loaned by Becker, Beach, Wiley Co.  Artist, Frank Bening.
153  Colonial Silverware. Loaned by Fuller & Smith Co.  Artist, Frederic Dallymple.
155  "My Sewing Table Scene." Loaned by Free Sewing Machine Co.  Artist, Frederic Dallymple.

THE CHARLES EVERETT JOHNSON COMPANY

160  Instructo Trunks—Oil. Loaned by Green, Fulton, Cunningham.  Artist, Charles Everett Johnson Company.
175 Heine's Candles—Opaque water color. Loaned by Brach Candy Company. Artists, Charles Everett Johnson Company.
180 Houses Motor City—Pen and ink line drawing. Loaned by Bobel & Bryant. Artists, Charles Everett Johnson Company.
181 Kuppenheimer Clothes—Oil. Artists, Charles Everett Johnson Company.
183 Brach's Candles—Opaque water color. Loaned by Brach Candy Company. Artists, Charles Everett Johnson Company.

190 Martin & Martin. Artists, Charles Everett Johnson Co.

191 Martin & Martin. Artists, Charles Everett Johnson Co.

B. KUPPENHEIMER & CO.

192 Helmet Scene. Artist, J. C. Leyendecker.


195 Naval Officer. Artist, J. C. Leyendecker.


198 Cover Design—Soldier's Hat. Artist, J. C. Leyendecker.

199 Typewriter Scene. Artist, J. C. Leyendecker.

200 Hockey and Skating Scene. Artist, J. C. Leyendecker.

201 Snow Scene. Artist, J. C. Leyendecker.

202 Snow Scene (1). Artist, J. C. Leyendecker.

203 Snow Scene (2). Artist, J. C. Leyendecker.

204 Play Scene. Artist, J. C. Leyendecker.

H. W. KASTOR & SONS ADVERTISING CO.

207 Q. R. S. Player Roll—Wash drawing of Tapestry Background. Artists, Graphic Art Studios. Plates by McGrath Engraving Company.


MONTGOMERY WARD & COMPANY


266 Teddy Bears. Drawing and Plates by Crescent Engraving Company.


MONTGOMERY WARD & COMPANY

218 Men's Clothing. Drawing by Advertiser Illustrations Co. Color plates and printing by Columbian Col. Company.

219 Men's Clothing. Drawing by Advertisers Illustrations Co. Plates by Crescent Engraving Company.

WM. H. RANKIN CO.

220 Chasney Photographe Co.—Oil. Loaned by Wm. H. Rankin Co. Artists, Joseph Chernowth.

221 Chasney Photographe Co.—Oil. Loaned by Wm. H. Rankin Co. Artists, Joseph Chernowth.
WILL RANSOM

222 Four Merchandise Envelopes—Engraver's Proofs. Plates by Johns and Iller.
223 Certificate of Membership—(Art Alliance of America).
224 End Sheet for Jewelry Catalog. Plates and printing by
225 STREET RAILWAYS ADVERTISING COMPANY
226 Car Card. Loaned by Chauv, Pullady & Company, Inc.
227 Car Card. Loaned by O'Sullivan's Heels. Artists, Ward
228 Car Card. Loaned by N. K. Fairbanks Co. Artist, C. J.
229 Car Card—Ivy Soap. Loaned by Proctor and Gamble.
231 Car Card. Loaned by Sunshine Biscuit Co. Artists,
232 Car Card. Loaned by Libby, McNeill & Libby. Artist,
233 Car Card—Lux. Loaned by J. Walter Thompson. Artists,
234 WALTER THOMPSON COMPANY
235 Wadsorth Watch Case Co.—Vogue four-color page proof.
236 Wadsorth Watch Case Co.—Vogue four-color proof.
237 Libby, McNeill & Libby—Libby's Milk, two-color Saturday
238 Libby, McNeill & Libby—Cased mat, four-color page,
239 Libby, McNeill & Libby—Cased mat, four-color page,
240 Libby, McNeill & Libby—Four-color page, Women's Home
241 Libby, McNeill & Libby—Four-color page, Women's Home
242 Davey Tree Expert Co.—Four-color page proof, Country
243 Davey Tree Expert Co.—Four-color page proof, Country
244 Davey Tree Expert Co.—Landscape for four-color page
245 Swift & Company—Swift Premium Ham, four-color page
246 Crowell Publishing Company—Proof, Farm & Fireside,
247 Crowell Publishing Company—Proof, Farm & Fireside,


Quaker Oats Co.—Quaker Quakers. Original oil painting. Artist, Paul Horner. Lettering by Bertuch and Cooper.

Quaker Oats Co.—Quaker Quakers. Original oil painting. Artist, Paul Horner. Lettering by Bertuch and Cooper.


Quaker Oats Co.—Quaker Quakers. Two-color proof, Saturday Evening Post. Illustration by Paul Horner. Lettering by Bertuch & Cooper. Plates by Peerless Engraving Co.


Quaker Oats Co.—Petitjou Food. Original ink drawing. Artist, Frank Hoffman.

Quaker Oats Co.—Three Petitjou ads, Woman’s Home Companion. Illustrations by Frank Hoffman. Lettering by Bertuch & Cooper.

Quaker Oats Co.—One Petitjou ad, Literary Digest. Illustration by Frank Hoffman. Lettering by Bertuch & Cooper.

Crowell Publishing Co.—Original ink drawing by Bob Williams of W. O. Fluing Company. Farm & Fireside.


Aunt Jenimina Mills Co.—Pancake Flour. Original oil by N. C. Wyeth.

Aunt Jenimina Mills Co.—Pancake Flour. Original oil by N. C. Wyeth.


274 Green Guild Watches—Original proof. Wood engraving by Howard McCormick.


VOGUE STUDIOS

281 Catalog Cover—Chicago Mail Order Company.

282 Progressive proofs of above.

WILLIAMS & CUNNYNGHAM

283 Still-life—Featuring “Westcove America” alarm clock, with basket of vegetables. Laid on Western Clock Co. Artist, Joseph Chasenoff.

284 Still-life—Featuring “Big Ben” on ladies desk. Laid on Western Clock Co. Artist, Joseph Chasenoff.

285 Still-life—Featuring “Big Ben” with sunflower and dishes of fruit. Laid on Western Clock Co. Artist, Joseph Chasenoff.

THE BURLEIGH WITHERS COMPANY


287 Automoblie—Laid on Husbands & Thomas, Inc. Artist, E. Martin Hennings.


291 A Store Interior—Laid by The Royal Tailors. Artist, E. Martin Hennings.