



Smithsonian

National Museum of American History Kenneth E. Behring Center

Guide to the Lucian Bernhard Advertising Art Collection

NMAH.AC.1161

Holly Nelson

2016

Archives Center, National Museum of American History

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Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	Lucian Bernhard Advertising Art Collection
Date:	1920s-2000
Identifier:	NMAH.AC.1161
Creator:	Hollander, Bernard Bernhard, Lucian
Extent:	0.6 Cubic feet (1 box, 3 rolled items)
Language:	Collection is in English. Some materials in German.
Summary:	This collection documents Bernhard's career as an REM advertisement artist in the 1920s as well as his pursuit of canvas painting following his retirement. It contains REM advertisements and materials from posthumous exhibitions of Bernhard's paintings, as well as writings from Bernhard himself and researchers.

Administrative Information

Acquisition Information

Collection donated by Bernard Hollander.

Processing Information

Collection processed by Holly Nelson, 2016.

Preferred Citation

Lucian Bernhard Advertising Art Collection, 1920s-2000, Archives Center, National Museum of American History.

Restrictions

Collection is open for research.

Conditions Governing Use

Collection items available for reproduction, but the Archives Center makes no guarantees concerning copyright restrictions. Other intellectual property rights may apply. Archives Center cost-recovery and use fees may apply when requesting reproductions.

Biographical / Historical

Lucian Bernhard (1883-1972) was a German-American graphic artist, interior designer, industrial designer, and professor. His work in advertising art, especially his designs for Rem Cough Syrup, was highly influential and he designed several popular type fonts. Born in Germany, he moved to New York City in the early 1920s and worked prolifically in both German and American advertising. His artistic style is defined by straightforwardness, color, and simplicity. Bernhard is known as the creator of the *Sachplakat* poster style,

which features a bold lettering style paired with a simple central image and unique, non-primary colors. This style is designed to attract the viewer's eye amidst a barrage of advertising posters. Following his career as a commercial artist, he turned to canvas painting and created works until his death in 1972.

Sources

"Lucian Bernhard." ADC • Global Awards & Club. (<http://adcglobal.org/hall-of-fame/lucian-bernhard/>) Last accessed on July 05, 2016.

"Plakatstil." (<http://www.csun.edu/~pjd77408/DrD/Art461/LecturesAll/Lectures/Lecture06/Plakastil.html>) Last accessed on July 5, 2016

Scope and Contents

The collection consists of archival materials relating to the graphic artist and designer Lucian Bernhard, including a water color design drawing, five subway car cards advertising the cough syrup Rem, five advertising proofs for Rem, a 1956 magazine called *PRODUCTIONWISE* with an article about Bernhard, a folio of color reproductions advertising the sale of Bernhard's artworks, an exhibit announcement, two oversize posters, and miscellaneous printed material.

Arrangement

Collection is arranged into four series.

Series 1: Exhibitions, 1999-2000

Series 2: Publications, 1956 November

Series 3: Miscellaneous, 1920-2000

Series 4: REM Cough Syrup Advertising, 1920-2000

Names and Subject Terms

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

Subjects:

- Commercial art -- 1940-1990
- Graphic design
- Industrial design
- Patent medicines
- advertising

Types of Materials:

- Advertisements
- Articles
- Design drawings
- Posters

Container Listing

Series 1: Exhibitions, 1999 - 2000

Box 1, Folder 1	Invitation to the 1999 Berlin Exhibition Opening (Pamphlet), 1999 - 1999
Box 1, Folder 1	Invitation to the 2000 Exhibition Bernhard's Women in Palm Beach, Florida, 2000 - 2000 1 Postcard
Box 1, Folder 1	Informational Booklet from the 2000 BHD Art Works Corporation Sale of Originals and Prints titled Lucian Bernhard: "Modern Romantic" , 2000 - 2000
Box 1, Folder 1	Photograph of bronze statue of Young Woman, Bending Over, 1999 - 1999
Box 1, Folder 1	Photo Card of statue Ariadne by Lucian Bernhard, undated

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Series 2: Publications, 1956 November

Box 1, Folder 2

[Productionwise Volume 8, No. 3 \(November 1956\), 1956-11 - 1956-11](#)

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Series 3: Miscellaneous, 1999 - 2000, undated

Box 1, Folder 3 The Man Who Couldn't Draw Straight by Steven Heller (Article), undated

Box 1, Folder 3 Book Review of Lucian Bernhard-Werbung und Design im Aufbruch de 20.
Jahrhunderts (Review in English), 1999 - 1999

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Series 4: REM Cough Syrup Advertising, 1920 - 2000

Box 1, Folder 4	Six Black and White Advertising Prints for REM, undated
Box 1, Folder 4	Color Drawing for REM, undated
Box 1, Folder 4	Cartoon depicting REM Advertising, Page from The New Yorker, undated
Box 1, Folder 4	Five Large Color Cardboard Advertising Posters for REM, undated
Map-rolled 1161.1	"REM: Fast Relief for Coughs due to Colds" (Black Background), undated 1 Poster (60 in x 45.5 in)
Map-rolled 1161.2-3	"REM: Fast Relief for Coughs due to Colds" (White Background), undated 2 Posters (60 in x 45.5 in)

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