Guide to the Lucian Bernhard Advertising Art Collection

NMAH.AC.1161
Holly Nelson
2016
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Collection Overview

Repository: Archives Center, National Museum of American History
Title: Lucian Bernhard Advertising Art Collection
Identifier: NMAH.AC.1161
Date: 1920s-2000
Extent: 0.6 Cubic feet (1 box, 3 rolled items)
Creator: Hollander, Bernard
Bernhard, Lucian
Language: English
Some materials in German.
Collection is in English.

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

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


"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
   Design, Industrial
   Graphic design
Patent medicines advertising

Types of Materials:
- Advertisements
- Articles
- Design drawings
- Posters
# Container Listing

## Series 1: Exhibitions, 1999 - 2000

<table>
<thead>
<tr>
<th>Box 1, Folder 1</th>
<th>Invitation to the 1999 Berlin Exhibition Opening (Pamphlet), 1999 - 1999</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Image(s)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Box 1, Folder 1</th>
<th>Invitation to the 2000 Exhibition <em>Bernhard's Women</em> in Palm Beach, Florida, 2000 - 2000</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1 Postcard</td>
</tr>
<tr>
<td></td>
<td>Image(s)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Box 1, Folder 1</th>
<th>Informational Booklet from the 2000 BHD Art Works Corporation Sale of Originals and Prints titled <em>Lucian Bernhard: &quot;Modern Romantic&quot;</em>, 2000 - 2000</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Image(s)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Box 1, Folder 1</th>
<th>Photograph of bronze statue of <em>Young Woman, Bending Over</em>, 1999 - 1999</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Image(s)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Box 1, Folder 1</th>
<th>Photo Card of statue <em>Ariadne</em> by Lucian Bernhard, undated</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Image(s)</td>
</tr>
</tbody>
</table>

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Series 2: Publications, 1956 November

Box 1, Folder 2 Productionwise Volume 8, No. 3 (November 1956), 1956-11 - 1956-11

Image(s)

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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  

*Return to Table of Contents*
Series 4: REM Cough Syrup Advertising, 1920 - 2000

Box 1, Folder 4  Six Black and White Advertising Prints for REM, undated
                  Image(s)

Box 1, Folder 4  Color Drawing for REM, undated
                  Image(s)

Box 1, Folder 4  Cartoon depicting REM Advertising, Page from The New Yorker, undated
                  Image(s)

Box 1, Folder 4  Five Large Color Cardboard Advertising Posters for REM, undated
                  Image(s)

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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