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1918

## School of Practical Art Course Catalog (1918-1919)

School of Practical Art

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**REPRODUCTION**

*Boylston Studios  
711 Boylston St.  
Boston, Mass.*

1891



School of  
Practical Art

711 Boylston Street  
Boston  
Tel. Back Bay 58338

Decoration by  
first year Student

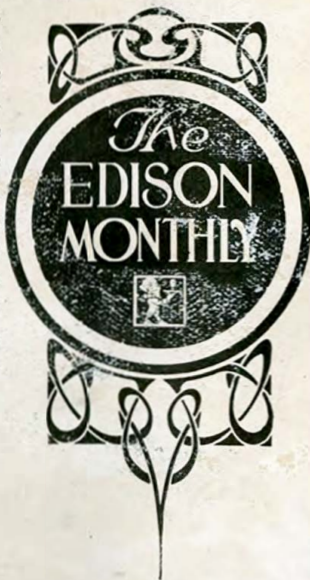


Two Color Drawing for Shoe  
Catalogue by third year Student

**T**HE School of Practical Art as its name implies is devoted entirely to the teaching of only such branches of drawing as have a commercial value and fills a long felt want among art students with a living to make.

By a new and direct method of instruction which is entirely individual, the student may acquire in a remarkably short time the really practical knowledge of modern Commercial Art; its application in all its branches; its rendering in all the various mediums etc., which is absolutely necessary to pursue art as a business with any assurance of success.

The field for Commercial Art is enormous and ex-

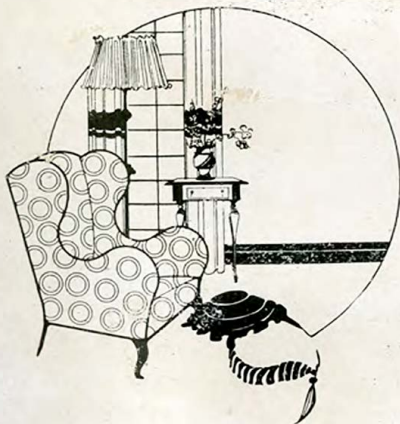


Decor-Design by  
first year Student

ceedingly lucrative, but its demands are practical to a degree. Therefore the artist with but a theoretical knowledge of art is greatly handicapped and finds himself unable to meet its requirements. Hence the necessity of a school that gives practical training is evident and the success of our students is the best testimony which we could offer that the School of Practical Art gives this training.

The course includes the following subjects

any of which may be specialized in: drawing in pen and ink, wash, crayon, tempera, oil and water color for advertisements, magazine and newspaper illustrations, book plates, trade marks, fashions,



Furniture Illustration  
by second year Student



Strong Pen Drawing for Automobile Advertisement  
by second year Student

caricatures, posters, cover designs, letter heads, lettering, etc.

The illustrations in this booklet were drawn and many of them sold by students of this school and while space does not permit us to show every branch of the work here; these are fairly representative of its variety and quality.





TRADE MARK

EST. 1850

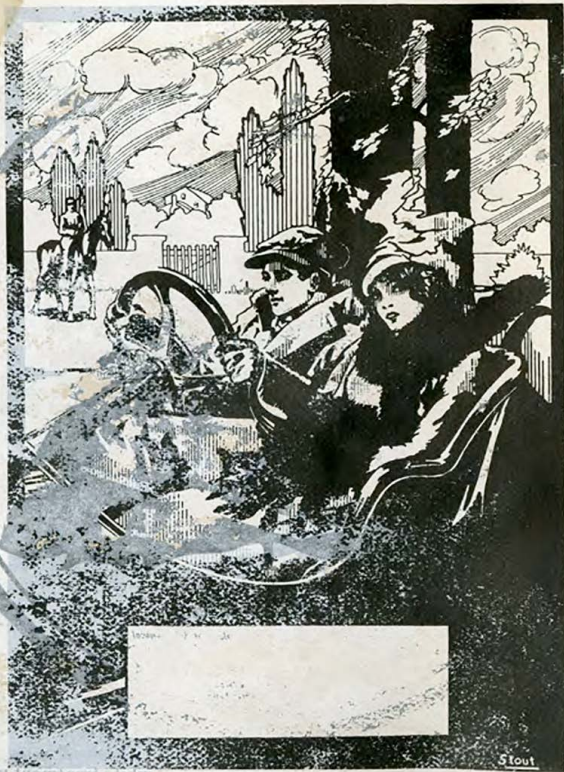
Just the Ale for YOUR Cottage.

Wholesome, Old Home Good Cheer in every glass of this ale. Specify BREWERY BOTTLED of your DEALER or our Bottling Department.

**BOWLER BROTHERS, Limited -- WORCESTER, MASS.**

Also Brewers of Hatches Pilsner,  
Old Style Ale, and Heidelberg Lager.

Black and ...  
Newspaper A...



Stout  
Live Cover Design in black and white  
by second year Student



Drawn by second year Student  
for the Moxie Company

*The quality satisfies  
The price pleases*



# SUPERBA

Canned Goods  
Teas and Coffee

*Delicious, Wholesome, Tasty, Decidedly Unusual.*

Our experience covering many years assures that the very best materials obtainable are put up under the SUPERBA labels.

You desire excellence as the leading line simply because our experience proves them to be the best.

TRY THEM TODAY.

MELIKEN TOMLINSON CO. Distributors, Portland, Maine.

Practical handling and use of a Still Life Study  
by first year Student



Drawn in pen and ink and wash for Magazine Advertisement  
by first year Student



Charcoal Drawing by first year Student

# SHREVE & COMPANY

POST STREET AND GRANT  
AVENUE SAN FRANCISCO

*All out of town patrons are  
extended the same ad-  
vantages for obtaining the  
newest and most desirable  
merchandise at minimum  
prices through our Mail....  
Order Department as are  
those who call in person. &  
most extensive and fully....  
equipped factory assures a  
minimum price and prompt  
service for articles pur-  
chased.*



Hand Lettered Advertisement  
by first year Student



Fashion Illustration  
by first year Student



## TUITION FEES

Fees are payable in advance and will accrue from date to date. No deductions will be made for non-attendance except in cases of prolonged illness.

### TERMS FOR ALL-DAY CLASS

10 A. M. TO 4 P. M.

Per Month	\$15.00
Three Months	40.00
Season	110.00

### TERMS FOR HALF-DAY CLASS

9 A. M. TO 12 OR 1 P. M. TO 4 P. M.

Per Month	\$10.00
Three Months	27.00
Season	70.00

### EVENING CLASS

7 P. M. TO 10 P. M.

Per Month (2 classes a week)	\$6.00
Season	42.00

Special terms for irregular attendance

School opens early  
in September and  
closes the latter part  
of June.

No examination  
or previous study is  
necessary to enter the  
school. Students may  
enter at any time,  
providing there are  
vacancies.

Address all com-  
munications to

THE SCHOOL OF  
PRACTICAL ART

717 Boylston St.,

Boston, Mass.

Decorative Fashion Drawing



## A NEW METHOD OF TEACHING ART

### School of Practical Art Has Indorsement of Large Buyers

—The school itself gives one the impression of a busy art department of some publishing house or newspaper rather than an art school, as the inevitable class in charcoal grouped around a model is missing. However, the numerous advertising illustrations, cover designs, fashion drawings, posters in colors, etc., many of which have found a market, give evidence of the students' industry.

The school is conducted by Roy Atherton Davidson, who has had a wide experience in advertising art and has had marked success in applying that practical knowledge in his teaching.

This seems to be a school for students of moderate means who wish to make art a business and it has the indorsement of some of the largest buyers of commercial art in the city.

Extract from the Boston Herald



ARTHUR E. COOK  
Printer  
200 Dartmouth St.  
Boston

