1925

School of Practical Art Course Catalog (1925-1926)

School of Practical Art

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A Personal Message

If you like to draw and are interested in art, you have talent. You may possibly go into some other business or profession because you think it will take too long to develop this talent. But no matter what you choose or how successful you may become in the venture, your talent for drawing will persist in finding expression. Failure to find expression may cause you to become dissatisfied with your hurriedly chosen work. Enrollment in a practical art course where a livelihood is assured upon completion would solve the problem for all time.

The School of Practical Art provides such a course. It is the only school in the state which specializes exclusively in commercial art. The original methods of instruction and the close personal association with newspapers and commercial houses using art work have contributed very largely to its success.

As you advance in your work you are furnished with actual orders for commercial art. What more valuable aid could you have in the production of professional work?

ROYATHERTON DAVIDSON • DIRECTOR
WHOM WE TEACH

THE School of Practical Art is maintained for all persons who have an innate love for and interest in art, and who desire to confine their study to commercial art; whose amateur efforts in drawing show a talent sufficient to make admission advisable.

No examination or previous study is necessary, unless the student wishes to enter upon advanced work. Students are received at any time, providing there are vacancies.

The student will be given every encouragement and constant help. Personal ability will determine progress and the nature of the work pursued. Students will always be given the benefit of our frank judgment. Thus, if you do not in the judgment of the Director show sufficient talent to warrant continuing, you will be notified, allowed to drop the work, and all unused tuition will be refunded.

WHAT WE TEACH

THE courses offered by the School apply strictly to commercial art and cover thoroughly the following subjects:

<table>
<thead>
<tr>
<th>Illustration</th>
<th>Composition</th>
<th>Costume Designing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising</td>
<td>Pictorial</td>
<td>Fashion Drawing</td>
</tr>
<tr>
<td>Newspaper</td>
<td>Layouts</td>
<td>Lettering</td>
</tr>
<tr>
<td>Magazine</td>
<td>Perspective</td>
<td>Embossing</td>
</tr>
<tr>
<td>Catalog</td>
<td></td>
<td>Theory of Color</td>
</tr>
<tr>
<td>Book</td>
<td>Designing</td>
<td>Interior Decoration</td>
</tr>
<tr>
<td>Cartooning</td>
<td>Catalog covers</td>
<td></td>
</tr>
<tr>
<td>Commercial</td>
<td>Book covers</td>
<td></td>
</tr>
<tr>
<td>Newspaper</td>
<td>Book plates</td>
<td></td>
</tr>
<tr>
<td>Poster Work</td>
<td>Trademarks</td>
<td></td>
</tr>
<tr>
<td>Street car cards</td>
<td>Labels</td>
<td></td>
</tr>
<tr>
<td>Window display cards</td>
<td>Letterheads</td>
<td></td>
</tr>
<tr>
<td>Posters</td>
<td>Monograms</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Title pages</td>
<td></td>
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<tr>
<td></td>
<td>Borders</td>
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</table>

These subjects bring into use all practical mediums, including oils in full color, and black and white.

While the complete course is given to every student, the opportunity is also given to specialize in any one branch of the work.
NEWSPAPER ADVERTISEMENTS LIKE THE ABOVE REPRODUCTIONS OF STUDENTS’ WORK ARE ALWAYS IN GREAT DEMAND. VALUES FROM $10 TO $50
OWING to the diversity of natural ability among students we find that each presents a separate problem, to be solved in a way best suited to his particular needs.

For this reason it is our policy to give you individual attention. This entitles you to personal assistance as many times during the day as is necessary and precludes the possibility of your working in error for several days as often occurs under the customary two-criticisms-a-week method.

In this way your progress is not retarded by the lesser ability of other members of the class, and instructors are able to follow your progress more comprehensively and to plan your work accordingly.

When you become advanced in the work you often find yourself working out your own problems in a professional way irrespective of what the rest of the class is doing. This arrangement of your work encourages the development of originality, something which often seems hopeless to the beginner but which can always be developed by scientific instruction.
REPRODUCED FROM AN ORIGINAL OIL PAINTING IN FULL COLOR. MAGAZINES ARE ALWAYS IN THE MARKET FOR ORIGINAL COVER DESIGNS
WHERE WE TEACH

The new home of the School of Practical Art is located at 797 Boylston Street, at the corner of Fairfield, two minutes’ walk from Copley Square and in the art center of the city. The new studios of the school are unusually light and airy and impress one immediately as ideal for the study of art.

WHY WE TEACH

COMMERCIAL ART

We presume that upon graduation you wish to follow your chosen calling with some assurance of financial success. Therefore, we have included in our curriculum only such lines of endeavor as our many years of experience have taught us will make your financial success a certainty.

Commercial art practically means advertising art. Considering the stupendous amount of illustrated advertising being used today, and the countless drawings and designs required in newspapers, magazines, catalogs, folders, house organs, posters, letterheads, etc., it is easy to appreciate the tremendous possibilities for you when properly trained in commercial art.
THE FIELD FOR CATALOG AND BOOK COVER DESIGNS IS LARGE AND VARIED. THE ABOVE ARE REPRODUCED FROM STUDENTS' ORIGINAL COLOR SKETCHES. VALUES FROM $1.50 TO $50.
LEARNING to draw is essentially a large part of your training. Equally important is learning to draw in practical mediums.

The School of Practical Art is the only school in New England which develops and requires professional proficiency in the practical mediums.

Life Drawing. This work embraces drawing from the human figure, from memory, and rapid sketching for action and proportion. These drawings are later used as material for original advertisements and illustrations.

Color. The Munsell Color System used in the School not only equips you with a theory of color which is invaluable to the artist, but will also be of great assistance to you in determining proper color relations and balance in dress, interior decoration and wherever color is used.

A special course in color may be taken by those who do not desire a complete commercial art course.

RESULTS

THE School maintains an employment department for the benefit of graduates who wish positions. There is no charge for this service.

The following is a partial list of firms who have satisfactorily employed graduates of the School in their art departments. Many of them have voluntarily sent us letters expressing their satisfaction and in some cases expressing surprise that a student direct from an art school could be so practically trained that he could immediately meet the requirements and enter into the routine of a commercial art department.

Boston Herald  Doughty-Davidson Co.
Boston Globe  New York
Boston Telegram  Gin-Wol Company
Boston Advertiser  Gilchrist's
Worcester Telegram Gazette  Dennison Mfg. Co.
Seaver Howland Press  Central Engraving Co.
Franklin Engraving Co.  Dowd-Wylie & Olson
F. O. Clarke Engraving Co.  Illustrators, Hartford, Conn.
P. R. Warren Co.  Kimball Art Service
Donovan & Sullivan, Engravers  Wright Engraving Co.
Howard Wesson Co., Worcester  Tolman Print Co.
Craig Scene Art  Suffolk Engraving Co.
American Engraving Co.  Griffith Stillings Press
Folsom Engraving Co.  Nashua Gummed & Coated Paper Co.
Proctor Engraving Co., Lynn  Brockton Photo Engraving Co.
Shepard Stores  Jacobs & Co., South Carolina
Bob Robinson Studios
THESE CARTOONS ARE THE WORK OF J. ALBERT BANKS, A GRADUATE OF THIS SCHOOL
WHOSE COMICS AND SPORT CARTOONS ARE WIDELY KNOWN. REPRODUCED
WITH PERMISSION OF THE WORCESTER EVENING GAZETTE
THE School of Practical Art is organized to give you every opportunity to work. You must adhere to all prevailing rules and regulations. Visiting, idling, or noise will not be tolerated. The School reserves the right of expulsion for misconduct and in such cases no tuition will be refunded.

The number of students entering the School each term is necessarily limited. A permanent desk will be assigned to you which will be reserved and charged for during absences.

We cannot state definitely how long you will have to study to complete the course as so many personal qualities enter into each case.

Many questions may occur to you which have not been answered in this catalog. If so, write us a letter or call at the School so that we may have an opportunity to discuss your particular problem with you.

It is especially recommended that students who live in the vicinity of Boston call at the School for an interview with the Director and get a personal insight into the character of the work which is being done.
STUDENT'S ORIGINAL DECORATIVE FASHION DRAWING. THIS TYPE OF DESIGN, FOR WHICH A HIGH PRICE IS PAID, IS VERY POPULAR AMONG MAGAZINES DEVOTED TO DRESS.
FEES

Aside from tuition fees a payment of five dollars for registration and four dollars for use of locker for the year covers all fees except cost of materials, which is very slight.

Materials particularly selected for their adaptation to our work may be purchased at the school.

The above applies to the night students except the locker item which is optional.

All payments count from date to date and must be made in advance.

Make checks payable to the School of Practical Art.

**TERMS FOR ALL-DAY CLASSES**

**HOURS**
9 to 11:30 A.M.; 1 to 3:30 P.M.

<table>
<thead>
<tr>
<th>Description</th>
<th>Per month</th>
<th>Three months</th>
<th>Season</th>
</tr>
</thead>
<tbody>
<tr>
<td>Per month</td>
<td>$25</td>
<td>$70</td>
<td>$175</td>
</tr>
<tr>
<td>Three months</td>
<td>$35</td>
<td>$95</td>
<td>$195</td>
</tr>
<tr>
<td>Season</td>
<td>$50</td>
<td>$125</td>
<td>$250</td>
</tr>
</tbody>
</table>

**SUMMER TERM**
July 1 to August 29

**TERMS FOR HALF-DAY CLASSES**

**HOURS**
9:00 to 11:30 A.M. or 1:00 to 3:30 P.M.

<table>
<thead>
<tr>
<th>Description</th>
<th>Per month</th>
<th>Three months</th>
<th>Season</th>
</tr>
</thead>
<tbody>
<tr>
<td>Per month</td>
<td>$18</td>
<td>$50</td>
<td>$95</td>
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<tr>
<td>Three months</td>
<td>$27</td>
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<tr>
<td>Season</td>
<td>$40</td>
<td>$100</td>
<td>$175</td>
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</table>

**EVENING CLASSES**
Monday, Wednesday (Life), Friday

**HOURS**
6:30 to 9 P.M.

<table>
<thead>
<tr>
<th>Description</th>
<th>2 nights per week</th>
<th>3 nights per week</th>
</tr>
</thead>
<tbody>
<tr>
<td>Per month</td>
<td>$10</td>
<td>$12</td>
</tr>
<tr>
<td>Three months</td>
<td>27</td>
<td>33</td>
</tr>
<tr>
<td>Season</td>
<td>86</td>
<td>95</td>
</tr>
</tbody>
</table>

The school will not be open on Saturday.
Special terms for irregular attendance.

Interesting Examples of Monogram and Book-Plate Work
STUDENT'S ORIGINAL PEN DRAWING FOR MILLINERY ADVERTISEMENT
ACCOMMODATIONS

Out-of-town students may secure accommodations at the following places: The Boston Student’s Union, 81 St. Stephen’s Street, Boston; the Y.W.C.A., 40 Berkeley Street, Boston; the Franklin Sq. House, Boston; the Student’s House, 96 Fenway; and the Y.M.C.A., Huntington Ave., Boston.

For further lists of suitable boarding places and rooms, apply to the Women’s Industrial and Educational Union, 264 Boylston Street, Boston.

SCHOOL ACTIVITIES

Athletics constitute an important factor in the life of a school and the student.

The School of Practical Art heartily endorses athletic endeavor as conducive to school rivalry and school spirit, which are healthy elements.

The basketball and baseball teams of the School made an excellent record this past season and next year many of the stellar lights of the high school and prep school teams will be wearing our colors.

The School orchestra offers opportunity to those musically inclined and recreation for all.

School activities are so arranged that they do not interfere with the working hours of the School.
I am getting wonderful experience and plenty of outside work here in Clinton, S.C. I just delivered a painting for which I received two hundred dollars. There is a wonderful opportunity here and I am trying to make good. I want to say that I greatly appreciate your help and teaching and patience with me.

Yours sincerely,
P. H. Burroughs
Clinton, S.C.

Your school was recommended to me by the Mass. Institute of Technology and now after two years of your instruction I hold a very good position on the Art Staff of the Boston Advertiser. I want to thank you for the efficient training I received and for securing this position for me.

Lewis M. Ayer

We have an opening for a young man who is particularly adapted to making commercial designs.

If you have anyone going through or who has finished a course of this nature or if you have any one in mind as a past graduate, we would be pleased to have you communicate with us.

McKenzie Engraving Co.
C. F. Sollows, Sec.

We wish to acknowledge your attention to our recent letter and would say that Mr. Carroll Ellis has called upon the writer and after looking at his samples we think that he would readily fit into the groove that we have. He is starting with us Wednesday morning.

Thanking you for your kind attention.

McKenzie Engraving Co.
C. F. Sollows, Sec.

I want you to know that recently I obtained a position in the Art Department of Dowd-Wyllie & Olson, Engravers and Illustrators. We receive a wide variety of work and I draw all the original layouts.

Thanks to the two years of training at the School of Practical Art the firm is more than satisfied with my work as my salary has already been increased.

Success to the school
Louis Denault

We have used a great many of your commercial drawings in the past eleven years with exceptional satisfaction. It is seldom that an idea even in the rough fails to appeal to our clients.

However, the work as per specifications above is for a new customer and a fussy one so we shall expect something out of the ordinary.

H. Wesley Curtis

Well, I am still the official fashion artist for the Boston Globe. I suppose you see my "masterpieces" in the paper every day.

I hope to get up to see you with those original drawings soon.

From your former "star" pupil
Gertrude Bowen
Boston Globe

Your organization has furnished us with art work for more than ten years now — and we think we know something of values in art work.

J. W. Barber Adv. Agency
Harold F. Barber, P.C.

The student is indeed fortunate who can claim affiliation with this school.

Boston Post
SCHOOL OF PRACTICAL ART

Registration Blank

I wish to attend the __________________________ class, (Day, half day or evening)

commencing __________________________

(Date you expect to start)

Please find enclosed $5.00 for registration and reservation of desk.

Registrations are acted upon in order of their receipt.

Name __________________________

Street __________________________

City __________________________ State __________________________