Early days of American poster art recalled

The American art poster, born in 1893, was designed to promote mag-azine sales. The poster immediately became a "hot" item among collec-

became a "hot" item among collectors.

This is the period surveyed in "American Posters of the "Gay Nineties" at Detroit Institute of Arts. Approximately 90 original posters and magazine covers from the muscum's permanent collection are on display through Sunday, Sept. 18, in the Schwartz Graphic Arts Galleries. In 1893, Harper & Brothers publishers made the momentous decision to promote Harper's Monthly Magazine with monthly placards. Edward Penificial, the young director of Harper's art department, designed this first popular poster.

THE BOLD SIMPLICITY of Pen-THE BOLD SIMPLICITY of Pen-field's design revolutionized the art of the poster and commercial design in America. Soon other publishers were employing young artists to de-sign posters and covers for their pe-riodicals. In addition to Penfield's



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fring this ad in for...

20FF any Large Pizza or Large Antipasto or Large Greek Salad

The bold simplicity of Penfield's design revolutionized the art of the America.

Referred to as the American Beardstey, Bradley distilled the current artistic styles of England, most notably the work of the Arts and Crafts Movement. Penfleld, on the other hand, drew from the French humor and design sensibility of Bonard, Vuillard, and Toulouse-Lautree.

To accommodate public demand. To accommodate public demand, publishers announced that the posters could be purchased directly from the firm or would be included as a bonus to subscribers. As early as 1995, exhibitions of the new American art posters took place—including one in Detroit's Hotel Cadillac organized by the Women's Exchange and Decorative Arts Society of Detroit.

By 1899, the craze was over. Many small publishing houses went out of business as economical photomechanical processes replaced the commercial relief and lithographic techniques for the production of posters and covers.

Penfield continued to produce monthly posters for Harper's until August of 1899.

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poster and commercial design in

work, the images of Will H. Bradley are particularly influential.

Referred to as the American Beardslev. Bradlev distilled the curves standards for future decades.

Along with Bradley and Penfield, artists represented in the exhibition include Epith Brown Bradley and Penfield, artists represented in the exhibition include Epith Brown Braden William L. Fayette Bragdon, William L. Carqueville, doeph Christian Leyen-decker, Florence Lundborg, Blanche McManus, Maxifold Parrish, Ethel Reed, Louis John Rhead, Henry Mortika Rosenberg, Rob Wagner and Charles Herbert Woodbury.

The exhibit is open during regular museum hours, 9:30 a.m. to 5:30 p.m. Tuesday-Sunday.

David Kichl, associate curator of prints and photographs, the Metro-politan Museum of Art, will discuss the exhibition in a lecture at 8 p.m. Wednesday, Sepl. 14.



Commerical lithograph by Edward Penfield issue of Harper's, it belongs to the collection of (American, 1866-1925), is from the March 1897 the Detroit Institute of Arts.

Rare autos gather on hall's lawn

The sleekest, fastest and most exotic automobiles ever built will be
gathering Sunday on the rolling
lawns of Meadow Brook Hall, Ostland University in Rochester Hilts.
One of America's premier events
for automobile enthusiasts, the
Meadow Brook Concours d'Elegance
raditionally draws more than 10,000
spectators to view the more than 200
invited automobiles from the vintage, classic and contemporary eras.

This year's featured "marque" (automobile) is the Auburn, with nearly two dozen handcrafted examples of these exotic road cars on display and on the move in full throaty, throttle. The featured sports car marque is Porsche, with several rare

carly models in attendance.

Held in conjunction with the
Meadow Brook Concours are two
other weekend events — the Meadow Brook Historic Races at Waterford Hill Racecourse held SaturdaySunday, and the Meadow Brook Concours of Elegance Art Exhibition,
which is held on the grounds of
Meadow Brook Hall on Sunday.

THE MEADOW BROOK Historic Races feature race cars from the turn of the century through the con-temporary cra. The art exhibit fea-tures the works of 12 automotive artists.

Highlights of this year's Concours will include one of just six 1934 12-

cylinder Packards ever produced.
Sidney Greenstreet's 1946 Chrysler
Inperial, the King Day Chrysler
1933 Cadillae Phaeton, the 1912 Auburns, Including a 1929 Auburn
Inperial, the King Day Chrysler
1933 Cadillae Phaeton, the 1912 Auburns, Including a 1929 Auburn
2013 Satisfied Phaeton, the 1912 Chrysler
Maserati, and the 1956 Forsche 550A
RS Spyder, with serial number one, which Wolfgang von Tripps made legendary during the 1956-57 European racing gaseons.

Honorary chairman for this year's
Meadow Brook Concours is Richard
Kughn, Detroit businessman and where of Llouel Trains, Kughn's
Carail Museum houses more than







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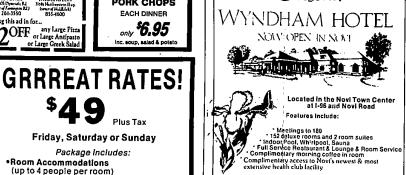
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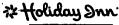
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