Albert Schiller type pictures, 1927-1964
KA.0060

This finding aid was produced using the Archivists' Toolkit
November 09, 2017
Describing Archives: A Content Standard
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Collection Overview

Repository Kellen Design Archives

Creator - Typographer Schiller, Albert, ca. 1899-1970

Title Albert Schiller type pictures

Date [inclusive] 1927-1964

Extent 2.6 linear ft: 2 oversize boxes

Abstract Typographer Albert Schiller (1898-1970) created artworks using pre-cast metal type elements. The collection is comprised of 35 type pictures and printing samples featured in a 1976 exhibition at Parsons School of Design.
Biographical note

Albert Schiller was born in Russia in 1898 and immigrated to the United States in 1904. He began working in a Harlem print shop at the age of 17, and, around 1918, joined the staff of the J. Walter Thompson Agency as a type director. In 1924, Schiller became the art director of Advertising Agencies' Service Company, a post from which he retired in 1959. Shortly after retiring, he established Typographic Laboratory as a consulting firm for the advertising industry.

Schiller's typographic compositions were exhibited nationally during his lifetime. An exhibition held at the Los Angeles Library in 1970 resulted in a gift of his work to the institution.

Albert Schiller died in 1970. One of his two sons, Hillel Schiller, taught at Parsons School of Design and arranged for the school to host an exhibition of his father's work in 1976.

Scope and Contents of Collection

The collection represents a sample of typographer Albert Schiller's "type pictures" and graphic design samples produced by Advertising Agencies' Service Company, Inc. Included are 16 type pictures, two imaginary newspapers, a poster for a 1948 exhibition at Long Island University, a clipping from the New York Post graphically depicting how Schiller created the type pictures, and sample bookmarks, business cards, and greeting cards.

These items were featured in a posthumous 1976 exhibition held in the library of Parsons School of Design. All items in the collection are glued to mats with some mats containing multiple items.

Organization and Arrangement

Matboards are arranged in chronological order by the items adhered to them. When more than one item appears on a board, the earliest date is used.
Administrative Information

Publication Information
Kellen Design Archives January 13, 2011

Revision Description
Extent, box and folder numbers in collection inventory updated to reflect re-housing actions. November 1, 2017

Conditions Governing Access note
Collection is open for research use. Please contact archivist@newschool.edu for appointment.

Use Restrictions
To publish images of material from this collection, permission must be obtained in writing from the New School Archives. Please contact: archivist@newschool.edu.

Immediate Source of Acquisition
Documentation indicates that materials were donated to Parsons School of Design in 1976 prior to the establishment of an archives unit at the university and in 2005.

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Related Materials

The Los Angeles Public Library and the Rochester Institute of Technology hold related collections of Albert Schiller's work. A reference file on Albert Schiller is available in the New School Archives' Designer files collection (PC.08.04.01).

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Keywords for Searching Related Subjects

Corporate Name(s)
- Advertising Agencies' Service Company.

Genre(s)
- Bookmarks.
- Christmas cards.
- Exhibition records.
- Newsletters.
- Samples.
Subject(s)

- Advertising layout and typography.
- Graphic design (Typography).
- Printing -- Specimens.

Other Finding Aids note

For selected item-level description and images from the Albert Schiller type pictures, see The New School Archives Digital Collections at http://digitalarchives.library.newschool.edu/index.php/Detail/collections/KA0060.

Collection Inventory

<table>
<thead>
<tr>
<th>Item Description</th>
<th>Box</th>
<th>Folder</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bookmarks featuring poetry quotations, before 1964</td>
<td>OSxxx-1</td>
<td>1</td>
</tr>
<tr>
<td>A Christmas Most Merry [poster], after 1938</td>
<td>OSxxx-1</td>
<td>2</td>
</tr>
<tr>
<td>Second Church, 1927</td>
<td>OSxxx-1</td>
<td>3</td>
</tr>
<tr>
<td>The Machine, 1927</td>
<td>OSxxx-1</td>
<td>4</td>
</tr>
<tr>
<td>Printing samples, 1928-1950</td>
<td>OSxxx-1</td>
<td>5</td>
</tr>
<tr>
<td>The Mandarin, 1930</td>
<td>OSxxx-1</td>
<td>6</td>
</tr>
<tr>
<td>The Fountain, 1931</td>
<td>OSxxx-1</td>
<td>7</td>
</tr>
<tr>
<td>A Toast at Christmas, 1934</td>
<td>OSxxx-1</td>
<td>8</td>
</tr>
<tr>
<td>At the Opera, 1935</td>
<td>OSxxx-1</td>
<td>9</td>
</tr>
<tr>
<td>Approach to the City, 1937</td>
<td>OSxxx-1</td>
<td>10</td>
</tr>
<tr>
<td>Isometric City, Typewasset holiday card, 1937, 1951</td>
<td>OSxxx-2</td>
<td>1</td>
</tr>
<tr>
<td>The Antique Shop, 1938</td>
<td>OSxxx-2</td>
<td>2</td>
</tr>
<tr>
<td>From a Penthouse Window, 1939</td>
<td>OSxxx-2</td>
<td>3</td>
</tr>
<tr>
<td>New York Post clipping &quot;Fire the Artist and Buy a Robot,&quot; 1938 Jan 11</td>
<td>OSxxx-2</td>
<td>4</td>
</tr>
<tr>
<td>The Ampersand Machine, 1940</td>
<td>OSxxx-2</td>
<td>5</td>
</tr>
<tr>
<td>Poster for retrospective exhibition at Long Island University, 1948</td>
<td>OSxxx-2</td>
<td>6</td>
</tr>
<tr>
<td>A Christmas Broadway, 1950</td>
<td>OSxxx-2</td>
<td>7</td>
</tr>
<tr>
<td>Type Talks Newsletter, New York Chimes newsletter, 1950, 1964</td>
<td>OSxxx-2</td>
<td>8</td>
</tr>
<tr>
<td>Totems in the Great Northwest, 1952</td>
<td>OSxxx-2</td>
<td>9</td>
</tr>
</tbody>
</table>