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Bosnitch, Katherine (2000) *A little on the wild side : Eaton's prestige fashion advertising published in the Montreal Gazette, 1952-1972*. Masters thesis, Concordia University.



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Abstract

Beginning in the 1950s, a team of three artists working for Eaton's of Montreal developed an innovative new style of fashion illustration which would quickly attract the attention of the design art world and continue to captivate it for more than twenty years. The prestige fashion ads which Eugenie Groh, Jack Parker and Georgine Strathy created for the Gazette newspaper received international acclaim, both for their unusual design and complex use of color. Over a hundred awards and countless accolades, including mentions from Women's Wear Daily (New York), The Art Directors Club of New York, Graphis (Zurich), Communication Arts (Palo Alto), and Idea (Tokyo), are testimony to the extent of their impact. This text outlines the events leading to this important period in Canadian fashion illustration history, and explains how through the pioneering work of three artists, the Eaton's advertisements published in the Gazette would become recognized as some of the best in the world. The evolution of the new Eaton's style is analyzed by studying the fashion art, both domestic and foreign, that preceded it. A careful examination of the original works, printed copies, newspaper articles, magazines, annuals specialized in the communication arts, as well as interviews with the artists and their contemporaries who remember the art, provide the basis for a broad review of these outstanding fashion advertisements.

Divisions: [Concordia University](#) > [Faculty of Fine Arts](#) > [Art History](#)

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down: women's fashion features in the Toronto Daily Press, 1890-1900 / Barbara M. Freeman -- The fashion of writing, 1985-2000: fashion-themed television's impact on the Canadian fashion press / Deborah Fulsand -- A little on the wild side: Eaton's prestige fashion advertising published in the Montreal Gazette, 1952-1972 / Katherine Bosnitch. South Side, in whose establishment Algren picked up stories for the novel's brothel scenes. Whereas The Man with the Golden Arm was built, he said, sentence by sentence, the new novel, Algren told an interviewer at the time, was 'plotted a great deal more than any other... I'm trying to write a reader's book, more than my own book... The novel is at its most alive describing the ensemble casts of its brothels and jailhouse. For A Walk on the Wild Side is in the end not a novel about its hero, Dove Linkhorn, nor a naturalistic rendering, precisely drawn, of Depression-era New Orleans poverty. There is little sense of the physicality of New Orleans, its heat, its stench, its polyglot nature. Montreal Gazette, Montreal, Quebec. 191K likes. The Montreal Gazette, founded in 1778, has reported on events dating back to the French Revolution. The... The Montreal Gazette is one of the oldest newspapers in North America. It was founded in 1778, and h See More. CommunitySee All. The prestige fashion ads which Eugenie Groh, Jack Parker and Georgine Strathy created for the Gazette newspaper received international acclaim, both for their unusual design and complex use of color. Over a hundred awards and countless accolades, including mentions from Women's Wear Daily (New York), The Art Directors Club of New York, Graphis (Zurich). This text outlines the events leading to this important period in Canadian fashion illustration history, and explains how through the pioneering work of three artists, the Eaton's advertisements published in the Gazette would become recognized as some of the best in the world. The evolution of the new Eaton's style is analyzed by studying the fashion art, both domestic and foreign, that preceded it. A Walk on the Wild Side is a 1956 novel by Nelson Algren, also adapted into the 1962 film of the same name. Set in Depression era, it is "the tragi-comedy of Dove Linkhorn", a naive Texan drifting from his hometown to New Orleans.

Algren noted, "The book asks why lost people sometimes develop into greater human beings than those who have never been lost in their whole lives. Why men who have suffered at the hands of other men are the natural believers in humanity, while those whose part has been