

PICTURES

THE ARTISTS' portraits in paint and the printers' superb productions in ink have played a vital part in the shaping of the destinies of the world and the individual.

Pictures inspire either good or evil—they constitute a force of silent suggestion that is beyond verbal description. The cultured in castle or cottage select paintings and pictures that tend to elevate the mind. In the domiciles of those with a fondness for wicked things you will find the kind of pictures that suggest pleasure in degradation.

The masterpieces are too costly to be in the possession of the ordinary wage-earner, but modern commercialism brings excellent copies within the reach of the humblest home.

There are too few original paintings to go around, but there are millions of excellent reproductions and the wealth of a picture that is beyond the appraisal of wealth invariably becomes the possession of the humble toiler who may enjoy its inspiration though it is only a "print." What fuller appreciation could an artist ask for than that which is bestowed upon his conception of an ennobling motive by those millions who are without the means to own it done "in oil?"

The picture that is most widely known to those in the common walks of life has the highest value. Publishers of papers and books have long recognized the value of the picture. The educator knows its educational worth and the clergyman finds the edifice without it lacking in its inspirational power. "To unlock the average mind use the pictorial key" says the advertising specialist. Quoting Sir Joshua Reynolds "a room hung with pictures is a room hung with thoughts" and in the language of Ben Jonson "Whosoever loves not a picture is injurious to truth, for the picture is the invention of heaven."

Place a few good pictures on the walls of your home or your room to take the place now vacant or decorated with pictures of a doubtful meaning. Many people whom you ask to enter will judge you by your pictures.



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