

# Famous educators and art authorities hail ART for your sake

## WORLD-FAMOUS GAINSBOROUGH PORTRAIT

THOMAS GAINSBOROUGH (1727-1788), the first of the distinctly English school of painting, was the most celebrated society painter of all time. His procedure was to have his sitter patiently wait while he painted the most attractive woman he could imagine. After that he began to work down to a point that approached the appearance of the lady in question. When she began to see a resemblance, he quit. He confessed to George III that he preferred to paint landscapes, his works of which as art rank as high or higher than his portraits, but his wife's extravagant demands made him turn to the more lucrative portrait painting. Gainsborough portraits are in clear and transparent tones of blue and green. His *Blue Boy* was recently sold for \$780,000, perhaps the highest price ever paid for a painting less than 200 years old. The famous *Duchess of Devonshire*, stolen in 1876 and lost to art records for many years, reappeared in about 1901, and later was purchased by J. P. Morgan.



Gainsborough's "Mrs. Elliott"

## MASSYS— GREAT FLEMISH MASTER

QUENTIN MASSYS (1466-1530) in *The Banker and His Wife* illustrates the tradition in Flemish painting known as "the microscopic point of view". Detail and more detail, each one rendered perfectly, distinguishes his style. Carefully and faithfully, Massys painted each feature of the two faces and lavished no less care upon the tiniest object in the room. In his early years, he was a blacksmith and ironworker, then falling in love with an artist's daughter he turned to painting and became one of the Masters of all time. Two monarchs, King Phillip II and Queen Elizabeth, bid against each other for *The Entombment*, but the people of Antwerp refused to let it go. Bidding reached 40,000 florins (\$50,000) for this picture Massys had sold for 300 florins.



Massys' "The Banker and His Wife"

## MATISSE— BRILLIANT MODERN

ODALISQUE by HENRI MATISSE (1869- ) has movement, exuberant color and flowing design. These are the specific attributes of Matisse. . . . For ten years he worked painstakingly in the Louvre copying masterpieces for the French government. He learned all that the masters could teach him. . . . But that was only the beginning. He began to experiment and became one of the originators of the "Modernist Movement". The world that laughed at him in 1905, stopped nevertheless to look, and later to buy—at increasing prices—until today he is one of the richest living artists. . . . It is best not to look for subject matter or story in the works of this still active and lively French modern master. Rather one must expose oneself freely to his work as one is exposed to the harmonies of music. Approached in this open-minded spirit, there is a thrilling reaction at the sight of a Matisse canvas.



Matisse's "Odalisque"

You seem to have gotten hold of the spirit of these years—the popular renaissance which has been going forward with increasing sureness since 1929.

PROFESSOR J. H. HUDDILSTON  
University of Maine

I think the project which you are sponsoring is a very interesting and worth while one which will allow people in moderate circumstances to have a knowledge of art which they might not otherwise be able to acquire.

C. POWELL MINNIGERODE, Director  
The Corcoran Gallery of Art, Washington, D. C.

—“a fine opportunity”

It seems to me that your plan, as outlined, will afford a fine opportunity to promote a greater appreciation of art among the people of this country.

JAMES D. HOSKINS, President  
University of Tennessee

We believe your program will mean more to this generation in developing art appreciation and art knowledge than any effort ever before undertaken.

MAUDE G. SCHOLLENBERGER, President  
Wichita Art Association

It is only through daily contact with the better works of art that a more discriminating taste may be formed.

BRUCE M. DONALDSON, Chairman  
Department of Fine Arts, University of Michigan

—“a genuine service”

After an examination of the pictures, I am in complete agreement that 48 prints for \$4.68 is a very genuine service. The lectures which accompany them are equally good.

JOHN LEE CLARKE, JR., Director  
Springfield (Mass.) Museum of Fine Arts

Your plan is one of the most stimulating developments in art education for the public.

WILL S. TAYLOR, Professor of Fine Arts  
Brown University

The project being undertaken by your committee should do much toward helping us to use our leisure for self-fulfillment.

J. W. STUDEBAKER, U. S. Commissioner of Education

—“excellent reproductions”

I want to tell you that the reproductions exceed even my anticipations both in quality of color and in general excellence.

LEO T. DOHERTY, Director of Art  
Worcester Public Schools

The prints are really quite fine. This impresses me as quite a worth while undertaking.

REGINALD POLAND, Director  
Fine Arts Gallery, San Diego

It seems to be a most worth while project and I shall be very happy to cooperate with you in any way possible.

PAUL GARDNER, Director  
William Rockhill Nelson Gallery of Art, Kansas City

Gone forever are the days of “art for art's sake!” Here are masterpieces of five centuries—exquisitely reproduced in full color—with the real feeling of originals—available for the first time at a price within the reach of all.

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### LIST OF ARTISTS

Homer	Vermeer	Daumier
Eakins	Hals	Courbet
Cassatt	Rembrandt	Monet
Benton	Reubens	Degas
Da Vinci	Turner	Renoir
Titian	Bonington	Cezanne
Michelangelo	Gainsborough	Van Gogh
Raphael	Reynolds	Gauguin
Breughel	Boucher	Matisse
Holbein	Greuze	Picasso
Dürer	Fragonard	Derain
Massys	Watteau	Marc
El Greco	David	Curry
Caravaggio	Delacroix	Wood
Lorrain	Corot	Kent
Velasquez	Millet	Hopper

### HOW TO OBTAIN

#### These 48 Masterpieces:

Here is Art Certificate No. 1. Hereafter you will find these Art Certificates on Page 2 each day. Each Certificate has a different number.

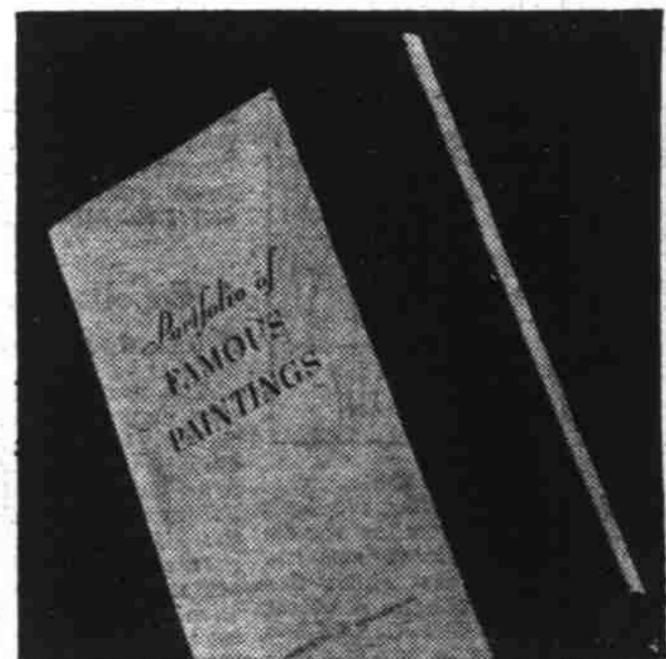
Clip and save these Art Certificates. When you have six differently numbered Certificates, bring them to the office of this newspaper with only 39 cents (46 cents if by mail), which will entitle you to the first week's Set of Four Paintings and the first Lesson in Art Appreciation.

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The Art Portfolio will be given free to those who get the complete collection and who save the Portfolio Certificates, one of which accompanies each week's set of four pictures. (Send 15¢ if ordered by mail.)

### COLLECTORS PORTFOLIO FREE

We've thought of everything, including the fact that of course you can't hang all these beautiful paintings at one time, and that you'll want to keep them fresh and flat between thumbings-over. So we're offering this handsome Collector's Portfolio, in neutral tones, FREE to all those who secure the complete set of 48 Famous Paintings. Save the Portfolio Certificate with each weekly envelope. (Send 15¢ if ordered by mail.)



## Eleven Sets Now Here

Eleven out of the 12 sets of pictures are now on hand and may be purchased. The 12th set is expected early next week. Watch for announcement. Cost of each set is 39 cents and cost plus mailing remains 46 cents on single sets. On orders of more than three sets, the mailing charge is 27 cents, so that the charge for the entire series of 48 pictures, to be mailed out, is \$4.95, including the portfolio.

# To know great art is an important part of living!