Ziff-Davis Publishing Company 1950.1951

Masterpieces
185 NORTH WABASH AVENUE
CHICAGO 1, ILLINOIS • TELEPHONE ANDOVER 3-5200

July 21, 1950

Mr. Duncan Philips
President and Director
Philips Memorial Gallery
1600 Twenty-first Street, N. W.
Washington 9, D. C.

Dear Mr. Philips:

In mid-October the Ziff-Davis Publishing Company will present its first issue of MASTERPIECES, the biggest art "bargain" that has ever been offered to the American public. This periodical will be 9-3/4x12-3/4 in size--approximately that of Vogue Magazine--and will contain 156 pages overall, including a four-color cover and 24 full color plates. In addition, it will include about 150 reproductions in black and white of our outstanding masterpieces of Western paintings as available in the great public collections in the U.S.A. The price will be $1.00.

We have already secured the enthusiastic cooperation of the leading museums and galleries in the country. Indeed, without such cooperation MASTERPIECES would not have been possible. To support the selections, which range from the Italian Renaissance through the Flemish and Dutch, Spanish, German, English, French, and American schools, we have had written a variety of articles which will enhance the reader's appreciation of the illustrations.

Our lead article, "What Is a Masterpiece?" by Bartlett Hayes, sounds the keynote. To explain the newer techniques Emily Genauer has contributed "How to Look at Modern Art." C. J. Bulliet has set forth the American side of the story in an article entitled "A Half-Century of Art in the U.S.A." We are also preparing, especially for this issue, a handsome two-color "Art Map of the U.S.A." locating all the important public museums and galleries in the land.

Our aim is to make MASTERPIECES the first of a series of "Home Guides to Art." From our experience distributing periodicals via selected newsstands across the continent we know that the public eagerly desires all the information it can get on cultural matters. For that reason we are anxious to offer two special features that will present authoritative listings of (a) The World's Greatest Masterpieces and (b) The Outstanding Modern Masterpieces.

Mr. Duncan Philips July 21, 1950

We should, therefore, welcome your cooperation. Will you nominate your own selections on the forms attached herewith? You may list your choices on the form, or in a letter, if you prefer, and return the same to us in the postage prepaid envelope enclosed. We would, of course, want your permission to quote you on your choices, but that is entirely optional. We would not publish your nominations individually without your express permission to do so.

On publication you will, of course, receive a copy of MASTERPIECES for your personal pleasure.

Sincerely yours,

Louis Zara

Louis Zara
Vice-President

NOMINATIONS FOR MASTERPIECES

(The figure "ten" is merely a suggestion. You may, of course, list more, or less, as you prefer)

1. I nominate the following as the 10 outstanding masterpieces of painting available in any museum or public collection throughout the world:

   1. _____
   2. _____
   3. _____
   4. _____
   5. _____
   6. _____
   7. _____
   8. _____
   9. _____
   10. _____

2. I nominate the following as the 10 outstanding masterpieces of painting available in the public collections of the U.S.A.:

   1. _____
   2. _____
   3. _____
   4. _____
   5. _____
   6. _____
   7. _____
   8. _____
   9. _____
   10. _____

3. The following are the most outstanding masterpieces of painting in our museum:

   1. _____
   2. _____
   3. _____
   4. _____
   5. _____

4. Judging from the reaction to pictures we have exhibited, the following have received the greatest public approbation:

   1. _____
   2. _____
   3. _____
   4. _____
   5. _____

5. I nominate the following as the 10 most outstanding modern works of painting available anywhere in any museum or public collection throughout the world:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

6. I nominate the following as the 10 most outstanding modern works of painting in the public collections of the U.S.A.:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

7. Here is my list of painters living today who are most likely to be the "old masters" of the future:

1. _____
2. _____
3. _____
4. _____
5. _____

*Name _____

Institution _____

Position _____

*Optional

Masterpieces

ZIFF-DAVIS PUBLISHING COMPANY · 185 NORTH WABASH AVENUE · CHICAGO 1, ILLINOIS · ANDOVER 3-5200

October 30, 1950

Mr. Duncan Phillips, Director
Phillips Memorial Gallery
1600 Twenty-First Street, N.W.
Washington 9, D.C.

Dear Mr. Phillips:

Under separate cover we are sending you a complimentary copy of MASTERPIECES: THE HOME COLLECTION OF GREAT ART, which goes on sale November 3rd.

Appending is a list of paintings we have included from your collection. Under the caption, accompanying each picture, you will find the proper credit to your institution.

I hope you will have an opportunity to read MASTERPIECES and to enjoy the beautiful full color, gravure and letterpress reproductions. We, of course, believe that, not only because of its low price, but also because of the high quality of the reproductions, MASTERPIECES will be in great demand this fall and winter. We would suggest that you place MASTERPIECES on sale at your own print desk. MASTERPIECES will be a source of delight not only to connoisseurs; it will help to open a new world of art to many of your visitors.

Needless to say, we are deeply grateful for your cooperation.

Sincerely yours,

Louis Zara
Vice-President

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Cable Address: ZIFFDAVIS

New York Los Angeles

ZIFF-DAVIS PUBLISHING COMPANY

185 North Wabash Avenue • Chicago 1, Illinois • Phone Andover 3-5200

May 1, 1950

Director
Phillips Memorial Gallery
Washington, D.C.

Dear Sir:

We are at present planning a newsstand publication which will include representative masterpieces from the world's greatest art in both color and black and white. For this purpose we are soliciting the cooperation of art galleries across the country.

Can you tell us whether the Phillips Memorial Gallery has color plates of the outstanding masterpieces in its collections, and whether we would be able to secure the rental of such plates, or the loan of them, for the making of our plates? Also, do you have good black and white photographs of many of your other paintings and sculptures suitable for reproduction, and how can we secure such glossies?

Needless to say, proper credit would be given, as well as our assurances that only the finest quality of printing would be used.

In addition to the lists of the four-color plates and the black and white photographs, would you please send us copies of your catalogs of the paintings and sculptures in your collections, and, of course, bill us for the same?

Trusting that I may hear from you, I am

Sincerely yours,

Louis Zara

Louis Zara
Vice-President

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Cable Address: ZIFFDAVIS

New York Los Angeles

ZIFF-DAVIS PUBLISHING COMPANY

185 North Wabash Avenue • Chicago 1, Illinois • Phone Andover 3-5200

June 9, 1950

Director
Phillips Memorial Gallery
Washington, D.C

Dear Sir:

You will be pleased to know, I am sure, that we are proceeding with our projected arts periodical entitled MASTERPIECES. We are planning to publish it in mid-October at a price of $1.00 per copy. The format will be 9-3/4 x 12-3/4. It will contain 156 pages, of which 24 will be in full color. The first printing will be 300,000.

For the above project, we would appreciate 8 x 10 black and white glossies of the following paintings in your collection:

1. Renoir - Luncheon of the Boating Party
2. Marin - Fifth Avenue and 42nd Street
3. Bonnard - The Palm.

Needless to say, we should be happy to pay for these photographs. Will you also let us know how you wish acknowledgment made to the Phillips Memorial Gallery?

If you have a catalogue of your collections, would you kindly send us a copy and bill us for the same, so that our editors may study it with a view to additional selections.

Sincerely yours,

Louis Zara
Vice-President

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Masterpieces
185 NORTH WABASH AVENUE
CHICAGO 1, ILLINOIS • TELEPHONE ANDOVER 3-5200

July 12, 1950

Miss Elmira Bier
Assistant to Director
Phillips Memorial Gallery
1600 Twenty-First Street, N.W.
Washington 9, D.C.

Dear Miss Bier:

Thank you for sending us the three prints (Renoir, Marin, Bonnard).

May we also have a black and white glossy (8x10 if possible) of

Sisley, Louveciennes, Winter?

Your immediate attention would be greatly appreciated.

Sincerely yours,

Louis Zara
Vice-President

CR

Sent

July 3, 1950

Mr. Louis Zara,
Vice-President,
Ziff - Davis Publishing Co.,
185 North Wabash Avenue,
Chicago 1, Illinois.

Dear Mr. Zara:

Under separate cover we are sending photographs for three of our paintings which you requested in your letter of June 9.

I am sorry there has been a delay in getting them to you and trust they reach you in ample time to be included in your forthcoming arts periodical entitled Masterpieces.

Please have the credit line read: The Phillips Collection.

At present we have no catalogue of our Collection but are working on one now, and hope to have it appear early next year.

Sincerely yours,

EB:ls

Enclosure: 3

1. Renoir - Luncheon of the Boating Party
2. Marin - Fifth Avenue and 42nd Street
3. Bonnard - The Palm.

Masterpieces

185 NORTH WABASH AVENUE

CHICAGO 1, ILLINOIS • TELEPHONE ANDOVER 3-5200

February 20, 1951

Dear Sir:

Do you sell color prints, postcards, reproductions of art objects, etc. at your sales desk? Every museum in the country has found such art merchandise a pleasant source of extra revenue.

Do you know about MASTERPIECES? Of course you have seen it: MASTERPIECES: The Home Collection of Great Art in the large generous 9-3/4 x 12-3/4 format, 154 pages, 26 full color plates, each in four or five colors to bring out the gemlike clarity of the originals, with a total of 182 great paintings, in sparkling gravure and clear letterpress; also with valuable popular articles on art, including "What is a Masterpiece?" by Bartlett H. Hayes, Jr., Director of the Addison Gallery of Art; "A Half-Century of Modern Art in the U.S." by C. J. Bulliet, and "How to Look at Modern Art," plus crisp, informative sketches of the lives of artists and on the great schools of painting.

As of this moment MASTERPIECES has already sold, via the newsstands, more copies than any art publication published anywhere in the world at any price.

Many museums and bookstores have been quick to seize the opportunity to feature MASTERPIECES at their sales desks. Carnegie Institute of Technology Book Store, Pittsburgh, ordered 500 copies ... The National Gallery of Art in Washington ordered 100 copies and almost immediately reordered an additional 200 copies. Others, like the City Art Museum of St. Louis are ordering large quantities of MASTERPIECES. Some museums have reordered three and four times. MASTERPIECES is selling!

Now the publishers have decided to make a special offer to museums that have not yet taken advantage of the vast popularity of MASTERPIECES. The retail price per copy is $1.00. At our regular charge, copies would cost you 70¢ each in quantities of 100 or more. BUT, FOR THE NEXT TEN DAYS THE COST TO YOU FOR 101 TO 500 COPIES WILL BE 60¢ PER COPY; ON ORDERS OF 501 OR MORE THE COST TO YOU WILL BE 50¢ PER COPY.

Act now! Everyone, collector, student, teacher, art lover, or merely someone who is curious about great paintings, is a potential customer. Use the enclosed postage reply envelope for immediate service.

Sincerely yours,

Louis Zara

Louis Zara
Vice-President

CR