

## THE NATIONAL ART SOCIETY

The National Art Society is a non-profit membership organization dedicated to public participation in the arts. Its program combines the forces of radio, color reproductions, art publications of all kinds and an art information service.

Every person who subscribes to any three of the four series of reproductions offered in connection with ART FOR YOUR SAKE automatically becomes a member of the National Art Society and entitled to receive all membership benefits.

Should you wish to obtain further membership information, you may do so by writing the National Art Society at 30 Broad Street, New York.

The National Art Society's distinguished board of trustees is composed of Dr. James Rowland Angell, Educational Counsellor of the National Broadcasting Company and President-Emeritus of Yale University; Herbert E. Winlock, Director-Emeritus of the Metropolitan Museum of Art; F. Trubee Davidson, Director of the Museum of Natural History; and Frederick T. Fisher, Professional Director.

The commentator on the series ART FOR YOUR SAKE will be Dr. Bernard Myers of New York University, well-known critic, lecturer, and NBC "Art In The News" commentator. He is also author of the critical brochures accompanying the reproductions.

For purposes of identifying stations of the NBC Red Network, we list the following:

### BASIC RED

**WEAF** New York, N. Y.  
**WNAC** Boston, Mass.  
**WTIC** Hartford, Conn.  
**WJAR** Providence, R. I.  
**WTAG** Worcester, Mass.  
**WCSH** Portland, Maine  
**KYW** Philadelphia, Pa.  
**WDEL** Wilmington, Del.  
**WFBR** Baltimore, Md.  
**WRC** Washington, D. C.  
**WGY** Schenectady, N. Y.  
**WBEN** Buffalo, N. Y.  
**WCAE** Pittsburgh, Pa.  
**WTAM** Cleveland, Ohio  
**WWJ** Detroit, Mich.  
**WIRE** Indianapolis, Ind.  
**WMAQ** } Chicago, Ill.  
**WCFL** }  
**KSD** St. Louis, Mo.  
**WTMJ** Milwaukee, Wis.  
**KSTP** Minneapolis-St. Paul  
**WHO** Des Moines, Ia.  
**WOW** Omaha, Neb.  
**WDAF** Kansas City, Mo.  
**WFBG** Altoona, Pa.  
**WJAC** Johnstown, Pa.

### SUPPLEMENTARY BASIC RED

**WEEU** Reading, Pa.

**WRAW** Reading, Pa.  
**WMBG** Richmond, Va.

### RED SOUTHCENTRAL GROUP

**WMC** Memphis, Tenn.  
**WSB** Atlanta, Ga.  
**WBRC** Birmingham, Ala.  
**WJDX** Jackson, Miss.  
**WSMB** New Orleans, La.

### RED SOUTHWESTERN GROUP

**KVOO** Tulsa, Okla.  
**WKY** Oklahoma City, Okla.  
**WFAA** Dallas, Tex.  
**WBAP** Fort Worth, Tex.  
**KTBS** Shreveport, La.  
**KARK** Little Rock, Ark.  
**KPRC** Houston, Tex.  
**WOAI** San Antonio, Tex.

### RED MOUNTAIN GROUP

**KOA** Denver, Colo.  
**KDYL** Salt Lake City, Utah

### RED COAST GROUP

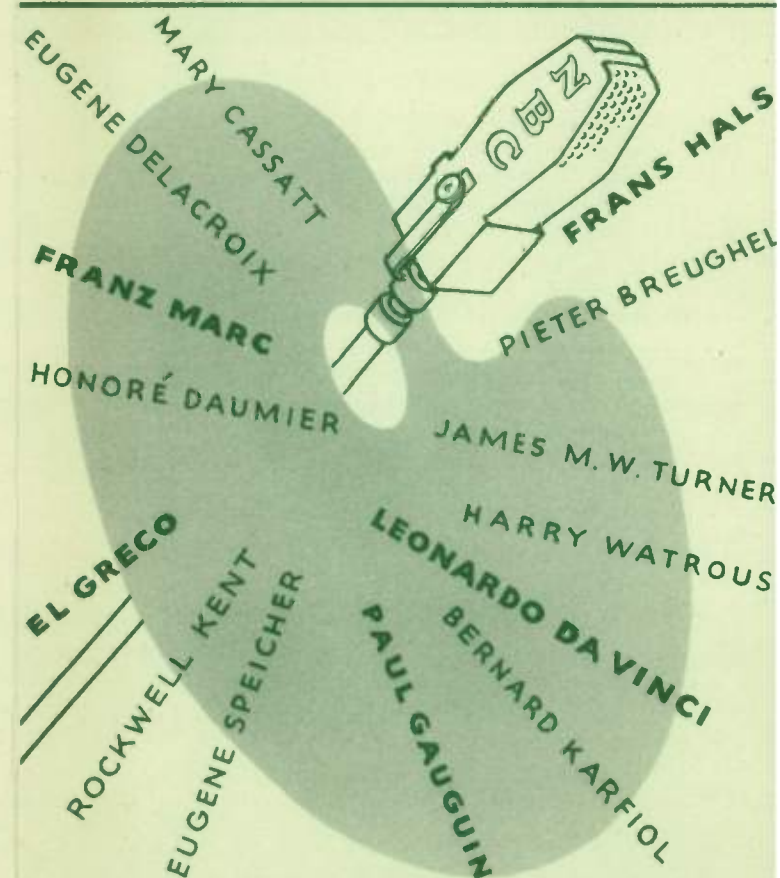
**KPO** San Francisco, Cal.  
**KFI** Los Angeles, Cal.  
**KGW** Portland, Ore.  
**KOMO** Seattle, Wash.  
**KHQ** Spokane, Wash.  
**KMJ** Fresno, Cal.

## NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

# ART

## FOR YOUR SAKE



## ART APPRECIATION

A PROGRAM FOR EVERYONE... DRAMATIZED LIVES OF FAMOUS PAINTERS—FROM THE PAST TO THE PRESENT

AN NBC PUBLIC SERVICE FEATURE

1940

# "ART HATH AN ENEMY CALLED IGNORANCE"

—BEN JONSON

## ART FOR YOUR SAKE—*First Series*

● These programs begin with a dramatization of a present day artist, Rockwell Kent, then return to the past for purpose of explaining the tradition that lies behind the art of today. After tracing the entire course of art development, the broadcasts return to the present.

OCTOBER 14

### ROCKWELL KENT—"Winter, Monhegan, Maine"

One of the best known American artists of our time, who has distinguished himself in many fields of activity and whose life-story is a challenge to the weak and dispirited.

OCTOBER 21

### LEONARDO DA VINCI—"Mona Lisa"

The work of this remarkable genius marks the beginning of the High Renaissance. His "Mona Lisa" was only one of the great accomplishments in his "myriad minded" activity.

OCTOBER 28

### PIETER BREUGHEL—"The Peasant Wedding"

The painter known as "Peasant" Brueghel was also one of the greatest artists of the Northern European tradition. His sympathetic interpretations of the people and countryside of Flanders remain as monuments to his genius.

NOVEMBER 4

### EL GRECO—"View of Toledo"

The mysterious Greek who became the most typical painter of the Spanish religious upheavals of the counter-Reformation is shown in all his ascetic fury.

NOVEMBER 11

### FRANS HALS—"The Bohemian Girl"

The lustiest of the 17th century Dutch painters is shown in one of his lustiest moods.

## COLOR REPRODUCTIONS FOR LISTENERS

An unusual feature of this series of dramatizations on the world's great artists and their paintings, is that each broadcast ties in with a series of fine color reproductions of paintings which the National Art Society makes available to listeners at nominal cost.

As each program deals with a single artist and one of his famous works, it is necessary, in order to derive the fullest benefit from ART FOR YOUR SAKE, for listeners to have these fine reproductions before them during the broadcasts.

Each group of reproductions includes additional colored examples of the art of the period represented by the artist dramatized on the program, and printed art lessons with illustrations—offering, in concentrated form, an inexpensive yet liberal education in the history of painting.

The first group of sixteen framing-size reproductions (11 x 14 inches), covering the first four broadcasts, are available to listeners for \$1.00; the second and third groups, covering the remainder of the twelve broadcasts in the first series, are also obtainable for \$1.00 each. A fourth group of sixteen reproductions dealing with the second series of programs, American Art of Today, is on sale for \$1.00. These groups can be ordered singly or the four groups can be purchased for \$4.00—postpaid from the National Art Society, 30 Broad Street, New York. To insure that the material is received prior to the inauguration of the program, your order should be sent in immediately.

Available for teachers who order a complete set of reproductions is a classroom study manual. This includes a bibliography and selected questions. It is necessary to ask for this manual when you send in for your reproductions.

NOVEMBER 18

### FRANCOIS BOUCHER—"Mme. de Pompadour"

The elegant French rococo painting of the eighteenth century as applied to one of its great patronesses.

NOVEMBER 25

### JAMES M. W. TURNER—"Grand Canal, Venice"

One of the most important ancestors of modern Impressionism and the most exciting English landscapist visits Venice.

DECEMBER 2

### EUGÈNE DELACROIX—"Hamlet and Horatio"

The greatest of the 19th century Romantics interprets one of the most moving scenes in Shakespeare.

DECEMBER 9

### HONORÉ DAUMIER—"Third Class Carriage"

Realism and social-consciousness in the hectic life of a great modern. The first and best of the great newspaper cartoonists.

DECEMBER 16

### PAUL GAUGUIN—"Tahitian Women"

The exotic art of the painter who fled from modern civilization to Oceania. The pressure of modern business once again leads to escape.

DECEMBER 23

### FRANZ MARC—"The Blue Horses"

Modern Expressionism as interpreted by a modern mystic. The short but brilliant career of a young German who was killed in the first World War.

DECEMBER 30

### MARY CASSATT—"Mother and Child"

Europe begins to affect America in the work of one of the world's greatest women painters. From Philadelphia to Paris in the life of an American Impressionist.

**A Second Series of Thirteen Programs—  
American Art Today—Begins January 6.**

**Listen To ART FOR YOUR SAKE Every Saturday—7:30-8:00 p.m. E.S.T.—NBC RED NETWORK**