

Garden Checklist

1. Plant vegetables. All of your summer favorites can go in now.
2. Feed lawns frequently. A light application monthly is better than heavy feedings every second or third month.
3. Feed tuberous begonias with liquid fish. Every two weeks for plants grown in pots, monthly for plants in the garden.
4. Use an iron chelate on camellias, azaleas, hibiscus, hydrangeas if foliage has a tendency to yellow.
5. Plant carnations and chrysanthemums from nursery containers. Be sure to stake them when you set them out in the garden.

1. Plant a hedge this month Your nurseryman can suggest the best hedging material for your particular needs.

2. The happiest roses are the most pampered roses. They are most beautiful when watered, fed and sprayed regularly.

3. Hibiscus likes a rich root run — leaf mold or peat moss are both helpful — and plenty of food and water.

4. Plant Dwarf Dahlias now for summer-long bloom.

5. Make another planting of gladiolus for mid-summer bloom.

ing their work to other painters and making invalid judgments as to their own worth. One who paints may be a student for many years before he realizes what it is all about. Needless to say, the majority of students overprice their work — mostly through ignorance of reputable pricing methods.

A "realistic" pricing of a painter's production should depend on several factors. The reputation of the painter is important. This reputation is gradually built up over a period of years with some kind of academic background as a foundation. Then the number and importance of exhibitions he has, of awards that he receives, and collections that he is represented in, are all contributing factors in developing the reputation. The size of the painting, as well as the media employed, may be a factor in the pricing. The real payoff in the determination of the price, however, is the age-old law of supply and demand. As one's reputation in

Los Angeles Man Gets State Post

Capitol News Service
SACRAMENTO — Walter Coombs, 45, executive director of the Los Angeles World Affairs Council, has been appointed director of international affairs for the California State College System. Coombs will coordinate existing and new programs, such as foreign aid, international study and student faculty exchange programs.



...Let's Go

By LARRY MACARY

A business executive who had expressed interest in Sunday painting was given a box of oils and brushes with the following instructions: "Take the palette from the box, squeeze some paint from the tubes, dip your brush in to it, then apply it to the canvas. Remember, Goya, Rembrandt and other artists used this method."

This is about the only similarity that amateur painters have with any of the old masters — or the new masters. The word "amateur" is derived from the Latin "amator" — one who loves. More and more Americans are falling in love with painting every day. They think it is easy and fun and that anyone can do it. The damage wrought by color books and numbered painting sets is finally bearing fruit.

There are many well-known personalities who have found enjoyment behind the easel. Jack Paar, Arlene Francis, Alfred Hitchcock, Dick Van Dyke, Bill Dana, Phyllis Diller and Jonathon Winters are only a few of movie and TV stars who paint. Whatever their reasons — relaxation, therapy, fun, ego-building or you-name-it — they are still amateurs, students or beginners.

DURING THE past several months, I have had occasion to meet and talk with hundreds of amateur painters. What I discovered frightens me. Not one of these painters

considers himself an amateur or beginner — on the contrary, they all refer to themselves as "artists." The fact that I might call one of them an amateur is almost as though I would be calling him a four-letter word.

The word "artist" has been and is still a much maligned term. I can't count the number of "business cards" that have been pressed into my hands by an over-anxious amateur. The word "artist" is always in very large type, right underneath the name. Almost always, three names for more dramatic effect. An "artist" in what, I'm wondering? Do you suppose Picasso carries a business card with the word "artist" on it?

A hilarious outgrowth of the narrow minded vision of the amateur who considers himself an artist is the price structure that is employed in the attempted sale of his paintings. There is no doubt that the artist himself must place a price on his own work, but there is no market value for this work until someone desires to buy it. There are so many amateurs, and I have seen many of them lately, who ask hundreds of dollars for such feeble efforts that it is ridiculous.

SERIOUS STUDENTS of Art are somewhat different from the amateur because they do have qualified teachers to rely on. But they also make the mistake of compar-

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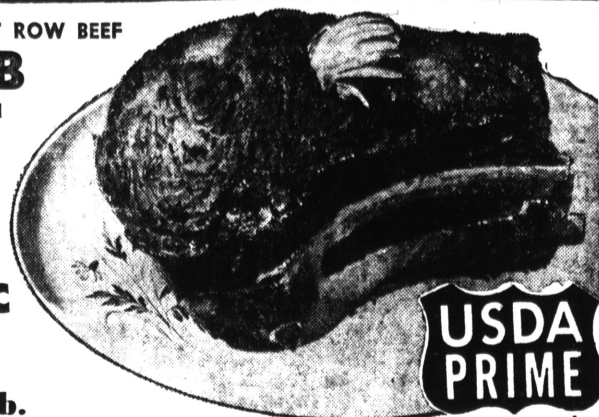
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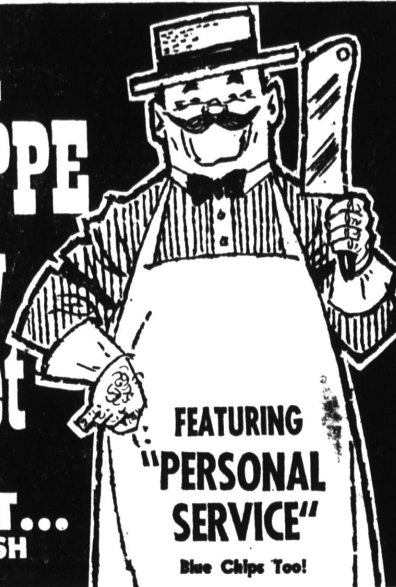
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