By LARRY MACARAY

tion of Art.

As everyone across the na-tion knows by now, Sears, Roe-buck and Co. commissioned Price to select original works

Last week Bill Robison, Kyle Gogh. Kyle's preference Workman, and I were invited by the local Sears store to preview the Vincent Price Collection of Art. contemporary Spanish artist. I bought an original Miro lithograph the last time that I was in Paris and it is one of my

buck and Co. commissioned Price to select original works of art for exhibit and sale. Literally thousands of oils, water-colors, etchings, lithographs, sketches, gauaches, and pastels have been purchased by Price, not only from contemporary artists here and abroad, but also from art dealers everywhere.

Many people feel that perhaps this is a very wrong way to buy art. The fact that Price sees many thousands of paintings, etc. in his quest for fine art should in no way deter from his trained ability and judgment. Certainly it is true that most people suffer from a minor to extreme case of "indecision" concerning even the ordinary activities of life. How,



PREVIEW SHOWING . . . Kyle Workman, El Camino art student; Joseph Via Cava, merchandise manager for Sears Torrance; and Ronald Allison, of Sears' management department, take an early look at some of the original art which will go on display to the public here Wednesday. An invitational has been scheduled by Sears officials for Tuesday evening. (Bill Robinson Photo)

being make many rapid selections and emerge with hundreds of works of art to be sold

question the program. The ma-jority of work that finally gets to or is discovered by Price is "good." His experience as an art collector affords him the capacity to make valid and rapid judgments, and a remarkably impressive array of original art is the result,

Upon viewing the 134 pieces that comprise the local showing. I'm sure that many people will feel that there should be more oils in the should be more oils in the showing I can't agree with this either We Americans, in our recent search for something resem-bling "culture," have learned to recognize that an oil painting is the criteria of "good art."

HOW FAR this is from reality. Other media of art besides oil painting must be considered, viewed, understood and appreciated. I own an original lithograph by Pablo Piscasso that I enjoy as much as any oil painting that I have.

Bill Robison was good enough to come along and take some photos of the collection that for our purposes was spread out in one of the storerooms. One of his photos is shown along with this article. Bill's favorite was an oil painting by Louis Amaly showing a typical European HOW FAR this is from real-

painting by Louis Amalyy showing a typical European countryside in a manner quite resembling that of Vincent Van

they ask, can another human | Wednesday. Hope everyone in reds of works of art to be sold by Sears.

I DISAGREE with those who question the program. The market price and below so you certainly would be assured of a fair deal.

TO TRY and push your interest toward the graphic arts—etching, drypoint, woodcut, engraving, aquatint, lithography and others.—here's a little bit of information that may interest you. The graphic may interest you. The graphic arts are artists' solutions



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they limited the number of personal direction. There are appeal to everyone, prints for a plate by choice or many reproductions done to-

JULY 7, 1963 turning out more than one that it comes directly from the own enjoyment, and not even example of their work. Usually artist's hand or was under his all the greatest masterpieces

prints for a plate by choice or because the plate wore out.

The signing of etchings and other graphic works began ony in the last century. It originated partly from snob appeal and partly because artists wanted to be sure to differentiate between their own work and that done by reproduction processes. Whistler signed some of his works, others he didn't. Rembrandt and Goya signed none, only the plate so that the signature is printed.

AN ORIGNAL work of art denotes the all-important fact

many reproductions done to day to fool the purchaser. It's very difficult to tell the real from the false — but one has far to buy while I am in Europe and will be happy to show them to anyone who might be interested. If you write to me in Europe, I will send you a postcard from whatmuseums, galleries, bookstores, and individual artists.

After you've looked, decide on what you want. The name of the artist should be secondary in the consideration of his work. Keep in mind that every our favorite in the Sears Collection.



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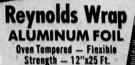


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