

*Mon
Will call
tomorrow but 11 o'clock*

The Montreal Standard

November 21st, 1938.

Dr. Lewis W. Douglas,
McGill University,
Montreal.

Dear Dr. Douglas,

We are planning to offer a series of reproductions of great paintings presented with lessons in art in the form of art education for the public. The prints are extraordinarily cheap (11¢ each) and are made possible through the tremendous volume manufactured and distributed through newspaper co-operation. This is now being done through thirty papers in the U.S. and THE STANDARD has the rights for Canada.

Of course, we are anxious to have the approval of the Art Association, McGill University and the various school heads. Our representative has talked to Dean Hendel about it, and I understand he, in turn, will consult you. I very much want you to see the prints first, so I am taking the liberty of sending up a book in which they have been mounted. They are reproduced by a German lithographing process using from six to eleven colors. We shall offer them in twelve sets of four, together with art lessons for forty-four cents a set. This is the barest outline of a plan of which Dean Hendel knows all the details, and if you have a few minutes sometime I would like to talk to you about it.

Yours sincerely,

John G. McConnell
John G. McConnell

JGMcC/M.