

26 Rue de la Gare CHATILLON / BAGNEUX. SEINE, FRANCE.

9 May. 1938

G Fosdick.

FLAMMA

Dear Mr. Fosdick.

I note your letter of April 25.

I enclose a report March - April from the Roerich Society

Of course I shall be quite pleased to get you out a report every month. As to Flamma and a branch I think one should go gradually and first get the right sort of connections.

I am living here in a large garden half an hour from Paris, but if you like to adopt the address for Flamma correspondence I will deal with it as best I can. Dr. Chklaver is overworked so that I will relieve him in this way. I have no clear idea of what you are doing so you might let me hear of what you have tried so far. If the idea is to help creative artists of all types and encourage Art creations and their study then the time is difficult since people are all worried with money troubles and very busy. I suggest the best method would be to take a shop if not in New York, elsewhere. There you could present works of members for sale which would encourage subscription, help to pay expenses, make genuine artists better known and anxious to join you. I mean of course something unusual, not a shopkeepers shop, but a centre in the form of a shop. Of course you would have to have control over the quality of members and their work, with the right of refusal if it went against beauty or morality. This might after all be most economic and attractive method.

Yours sincerely,

(sig.) Barnett D. Conlan.

COPY

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313 E. Union St.,
Liberty, Indiana
May 20, 1938.

Mr. Barnett D. Conlan
26 Rue de la Gase,
CHATILLON / B'GNEUX,
SEINE? FRANCE.

Dear Mr. Conlan:

Thank you so much for your letter of May 8th with the enclosed notes on the activity of the French Roerich Society. Also for the excellent ideas you outline regarding a "Shop of Culture" if I grasp your idea. Here as you suggest it might be possible to accept, on consignment, works of true artists for sale.

At the Dayton Art Institute in Dayton Ohio, USA., they have an interesting addition to the fundamental idea you have put forward. There they accept these works from member artists and put them out into the homes of resident subscribing members who pay something like \$10.00 per month to have a real painting hanging in their home. These paintings are kept in circulation, hanging in each member home 30 days (of course this and other details could be changed) each member receiving a new painting each month and passing his on to the next person on the list as entitled to the service. In this way people are made acquainted with real art who couldn't afford to pay thousands of even hundreds of dollars for a real work. Also many of these are sold - persons become attached to them and can not stand to see them pass out of their home. The Dayton Art Institute retains a small profit for operating expenses and the bulk goes to the artists. I think a routing of public school might be arranged along this same manner. In any case I am forwarding a copy of your letter to Prof. Roerich along with your "Notes" for our quarterly. The printing will be done in India and after this you will be in direct correspondence with Mr. Shibayev, who is taking charge of publication, also of distribution for Europe and Asia. If your "Notes" do not reach him in time for the first issue he will use them undoubtedly for the Autumn issue. In any case I will ask him to come in touch with you at once. Sincerely,