

NATIONAL GALLERY OF ART

NEWS RELEASE

SIXTH STREET AT CONSTITUTION AVENUE NW WASHINGTON DC 20565 • REpublic 7-4215 extension 248

FOR IMMEDIATE RELEASE

WASHINGTON, D.C., September 18, 1964. John Walker, Director of the National Gallery of Art, announced today a new service to be provided by the Gallery. A single great painting will be discussed over the radio each Sunday night, and in order to help listeners follow the discussion, the Gallery will provide color reproductions of the paintings on a subscription basis.

The radio Picture of the Week will be broadcast during the intermissions of the National Gallery concerts. The series begins October 4th and runs through February 28th. During the intermission of the broadcast that opens the concert season, September 27th, there will be a special program describing the project.

"A similar scheme has proven very successful in the Netherlands," Mr. Walker said, "and I have high hopes for it here. It allows a large number of people to hear the discussion of a masterpiece with a color picture in front of them; and to have the reproduction, together with a short summary of the discussion, as theirs to keep. I hope that at the same time it will stimulate the listener's curiosity to develop his acquaintance with the originals that can be seen, and truly known, only here at the National Gallery."

The broadcasts may be heard over WGMS-AM (570) and WGMS-FM (103.5). Sunday Concerts begin at 8:00 p.m., with the intermission about 8:40 p.m. At the end of each intermission, Mr. Richard Bales, Assistant to the Director and Conductor of the National Gallery Orchestra, will give a commentary on the music being played.

The cost of the reproductions, which are printed on 11"-x-14" heavy paper, suitable for framing, is 25 cents each. Subscriptions for the entire series of twenty-two (\$5.50), or by the month (\$1.00 or \$1.25, depending on the number of Sundays) may be sent to N.G.A. Publications Fund, National Gallery of Art, Washington, D.C. 20565. (There is a 25-cent handling charge on orders of less than \$1.00.) Each picture comes with a short text. A check list of the pictures in the series is attached.

During the week following the broadcast, there will be a discussion in front of the original painting in the galleries twice a day every day but Monday at 12:00 and 2:00 on weekdays, and 3:30 and 6:30 the following Sunday.

End

SUBJECTS FOR RADIO PICTURES OF THE WEEK

- Bellows, The Lone Tenement
Botticelli, Portrait of a Youth
Cézanne, House of Père Lacroix
Cézanne, Vase of Flowers
Constable, Wivenhoe Park, Essex
Daumier, Advice to a Young Artist
van Eyck, The Annunciation
Fragonard, A Young Girl Reading
Giorgione, The Adoration of the Shepherds
El Greco, Saint Martin and the Beggar
Homer, Breezing Up
Manet, Gare Saint-Lazare
Masolino, The Annunciation
Monet, Palazzo da Mula, Venice
Raphael, St. George and the Dragon
Rembrandt, A Girl with a Broom
Rembrandt, The Mill
Renoir, Madame Henriot
Romney, Miss Willoughby
Stuart, George Washington (Vaughan Portrait)
Tintoretto, Christ at the Sea of Galilee
Watteau, Italian Comedians