

9th January 1925.

BEAUX ARTS GALLERY.
Bruton Place, Bond St., W.

Telephone: Mayfair 2573.

30 GUINEAS EXHIBITION.

Dear Sir,

In view of the very successful Exhibition of Pictures by Leading Artists, all priced exactly alike at 30 guineas that I held in January and February last, I have been urged by my artist friends no less than by the public to hold another similar exhibition this year. Special efforts are made in this exhibition to secure extensive publicity, and a new section of the public that does not take much interest in art habitually is gradually being attracted, and it is felt that this is a movement that the artists themselves would do well to encourage. The success was brought about very largely by the artists sending me such excellent pictures at the moderate price. I shall be much obliged if you will please send me a picture for the exhibition under the following conditions:-

1. Pictures may be in oils, watercolours or black and white. The largest outside measurement must not be over 3 feet. The Pictures must be delivered at the Gallery not later than January 15th.
2. The Pictures will, as formerly, be priced exactly alike at 30 guineas.
3. A commission of 20% on all sales is chargeable by the Gallery. No other charge is made to artists who are, however, expected to deliver and collect their works.
4. The Gallery, while taking every precaution, is not to be held liable for damage or loss. Any such danger should be covered by insurance.

The Exhibition will open in the last week of January and close at the end of February.

Yours faithfully,

F. Lessor