

Bell Editions

NEW YORK / SANTA FE

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Telephone: (505) 982-8715
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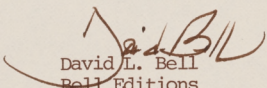
Ms. Laura Gilpin
409 Camino del Monte Sol
Santa Fe, New Mexico 87501

Dear Laura:

I thought you might like to see the accompanying material as an indication of the activity of Bell Editions, which got under way in art publishing last Autumn. Issued to date have been a series of reproductions of Georgia O'Keeffe paintings and a limited edition portfolio of dye transfer prints, "Birds in Flight," by Eliot Porter. Other projects are in the works in art and photography, with the emphasis on quality and limitation.

If for any reason you have use for additional copies of the accompanying brochure, just let me know.

Sincerely,



David L. Bell
Bell Editions



Folio, Inc./P.O. Box 1943/Scottsdale, Arizona 85252

August 15, 1978

Dear Collector,

All of us have experienced, at one time or another, the thrill of discovery -- particularly if what we have discovered is unique and precious. This is your personal invitation to share in a most exciting discovery.

Beginning in 1929, and continuing periodically until 1952, a distinguished French publisher, C. Szwedzicki of Nice, issued portfolios of traditional American Indian painting by some of the most important artists from the Kiowa, Pueblo, Sioux and other tribes. The portfolios were remarkable for the superlative hand-crafted quality of the editions -- and for the vital artistry of their contents.

Extremely limited editions of the five portfolios of paintings were published by Szwedzicki. These volumes soon vanished, and the prints were unavailable outside a few libraries and private collections. Complete sets, which rarely came on the market, commanded increasingly high prices.

The existence of the material came to the attention of the noted American Indian art historian Jamake Highwater, who felt that the paintings were so important, both as Native American fine art, and as authentic historical documentation of the way in which Indians perceive their lives and environment, that the portfolios deserved renewed attention by everyone interested in American Indian art and history.

Folio, Inc., in cooperation with Bell Editions, is pleased to announce publication of MASTERPIECES OF AMERICAN INDIAN PAINTING: a series of facsimile editions of the five portfolios issued originally by C. Szwedzicki. The new editions will be manufactured to the most exacting requirements, reproducing faithfully the quality and content of the originals and providing new, scholarly introductions to the material.

The first portfolio, KIOWA INDIAN ART, is a compilation of 30 exceptional works of the five Kiowa Indian artists known as "the Kiowa boys". Working in the 1920's at the University of Oklahoma School of Art, under the tutelage of its director, Oscar Brousse Jacobsen, these artists (who included one woman) exemplify the resurgence of traditional American Indian painting that began with the ledger art of Indian prisoners of war in the 1870's.

KIOWA INDIAN ART will highlight the work of Monroe Tsatoke, Steven Mopope, Jack Hokeah, Spencer Asah, and Bougetah (Louise) Smokey. Also included with the 30 full-color plates are the introduction by Oscar Brousse Jacobsen that was part of the original edition, and a new introduction by Jamake Highwater, commissioned specially for this edition.

KIOWA INDIAN ART will be published December 1, 1978, and the other volumes will follow at approximately quarterly intervals until the series of five is complete. PUEBLO INDIAN PAINTING contains early, often unknown, work by the major painters who developed under the guidance of Dorothy Dunn at the Studio of the Santa Fe Indian School. SIOUX INDIAN PAINTING features the work of Amos Bad Heart Buffalo in one volume and that of other important Sioux and Plains painters in the other. AMERICAN INDIAN PAINTERS offers a large, rich and varied collection of the work of painters of many tribes. Finally, NORTH AMERICAN INDIAN COSTUMES provides color illustrations by Oscar Howe of both artistic and anthropological merit. In addition to all the original color plates and a replica of the original portfolio case, each volume of the series will include the original introduction and list of illustrations, as well as a new introduction and notes by Jamake Highwater.

These volumes are precious not only for the superior quality of their production, but because the original paintings from which the portfolios were created have virtually disappeared. Some are known to be in public collections, but the whereabouts of the great majority of these paintings is unknown.

Jamake Highwater speaks eloquently to the importance of the material when he says, "these beautiful and rare Indian paintings perfectly illuminate the bounds and diversities of the native soil and the native vision, making Americans rich in the possession of one land and many worlds."

With the publication of MASTERPIECES OF AMERICAN INDIAN PAINTING, the opportunity to own all five of these magnificent portfolios is extended beyond a handful of institutions and collectors to the larger number of connoisseurs, scholars and investors who are cognizant of the value of such material.

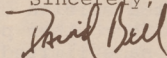
KIOWA INDIAN ART will be published December 1, 1978, in a strictly limited edition of 750, at the issue price of \$350. The four other portfolios will each be published in the same limited edition of 750 at intervals of approximately three months at issue prices of \$500 for each portfolio. The total issue price for the series of five portfolios will be \$2350. If you choose to be a charter subscriber to the entire series, you will receive a \$400 discount from the \$2350, making the series subscription price \$1950. Your check or money order for \$100 mailed by October 31, 1978, will insure, at your choice, your reservation for either the entire series of five portfolios or for KIOWA INDIAN ART, the first portfolio in the series.

Painstaking attention to quality will be the hallmark of these new editions. The unique pochoir (hand-stenciled) effects of the original portfolios will be effectively preserved by the finest contemporary printing processes and materials. An unusual six-color offset lithography process, including varnishing with an archival paper, will assure brilliant reproduction, durability and a lifetime of enjoyment from the portfolios.

To provide maximum quality control of both printing and binding, as well as to assure the rarity and investment value of the new editions, each title will be limited to 750 copies, to be numbered and signed by Jamake Highwater.

MASTERPIECES OF AMERICAN INDIAN PAINTING is indeed something precious. You can own the complete series of five portfolios for less than the current value of only one title of the previous edition. When you see the first portfolio, KIOWA INDIAN ART, no doubt you will applaud the remarkable power, vivid colors and exquisite artistry of these paintings.

Sincerely,

A handwritten signature in dark ink, appearing to read "David Bell". The signature is fluid and cursive, with the first name "David" being more prominent than the last name "Bell".

FOLIO, INC./BELL EDITIONS
David Bell