



At Schillay & Rehs, Inc., paintings are everywhere . . .

Meeting the rising demand for good art:

Wholesale Source for 18th and 19th

■ IT WASN'T so long ago that the Mona Lisa drew the biggest crowds in history to a New York museum; The Pieta was seen by more people at the World's Fair than any other exhibit. Why?

Because America is waking up to art. Traditionally, people have been afraid to investigate the possibilities of buying original old works - and no wonder, with newspapers running stories of fabulous auction prices ranging up to two million dollars for a single painting!

Yet much 18th and 19th century art can be purchased at prices well within your customers' means, and the country is beginning to take advantage of it.

The problem for antiques dealers is locating a reliable, well stocked wholesale source. One of the best known is *Schillay & Rehs, Inc.*, 386 Park Avenue South, New York City, a firm that imports approximately 600 paintings a month and currently has nearly 900 of them on hand. The principals of the business are Joseph Rehs, Richard Schillay, and Ruth Schillay, widow of M. Edwin Schillay who founded the firm 30 years ago.

Schillay & Rehs, Inc. imports nothing but 18th and 19th century paintings, and sells them exclusively to the trade. The paintings in stock are by known and listed European artists,

and represent portraits, landscapes, and in fact all subjects. Prices range from \$20 to \$500 and up, and there's always a wide selection in each price range.

Perhaps of greatest importance to dealers, all paintings are restored, cleaned and beautifully framed before leaving the premises.

The demand for art is soaring. Amateurs and students abroad are

turning out mountains of worthless paintings to meet the demand. The public is learning that its best hedge against this worthless output is *old art*.

Stocking imported 18th and 19th century paintings represents a real profit opportunity for antiques dealers - and Schillay & Rehs, Inc. is a good wholesale source from which to purchase your initial stock.



The Antiques Dealer for March, 1968



... even in the firm's attractive private offices.



All paintings are restored and cleaned

Century Paintings

WHAT TO TELL YOUR CUSTOMERS ABOUT INVESTING IN 18TH & 19TH CENTURY ART:

Much as we seek definite guidelines, there remain no magic formulas that one can apply to arrive at a fixed rating of a painting's quality. The most knowing experts and connoisseurs do not feel quite the same way about any given painting. *No two people do.* And this is as it should be. What we see and enjoy in a painting remains, in the end, a highly personal experience. In selecting an oil painting, have faith in your judgment for art is individual in appreciation.*

When purchasing an 18th or 19th Century oil painting for your home, you need not be concerned with the compatibility of the painting you desire and the decor of your room. A work of art which enlarges and intensifies our experiences has an identity all its own, inde-

pendent of the decor. It need not coincide with any period of furniture, nor fit in with any color scheme. A well executed painting cultivates beauty and grace in any setting.

The traditional 18th and 19th Century oil painting has proven to be an excellent investment for its owner. Over the past decade paintings of the 19th Century Romantic School have quadrupled in value. This situation is a natural reaction due to increased demand and the rapid depletion of the art wealth of old European Manor houses.

You can feel confident that your purchase requires minimum care to retain its natural beauty. The very nature of oil on canvas or panel will preserve the painting for many centuries.

*Portions of this paragraph are taken from *WHAT IS A PAINTING*—published by the Metropolitan Museum of Art (1958).

