



THE FLOWERING OF  
*American  
Folk Art*

1776 - 1876

VIRGINIA MUSEUM APRIL 24 - JUNE 2

ORGANIZED BY THE WHITNEY MUSEUM OF AMERICAN ART  
SPONSORED BY PHILIP MORRIS INCORPORATED



It is most appropriate that *The Flowering of American Folk Art 1776-1876* is being shown in Richmond, the home of Philip Morris Incorporated. We are deeply grateful to this far-sighted organization for its continued generous support of the arts. The Virginia Museum is also indebted to John I. H. Baur, Director of the Whitney Museum of American Art, for offering to share this exhibition with Virginia, and to Alice Winchester and Jean Lipman for organizing the exhibition. With the Bicentennial near at hand, it is especially timely that this exhibition is now being presented to make us renew our awareness of the rich heritage of our country's past.

*James M. Brown*  
Director  
Virginia Museum





As a heartland of America's great heritage—both political and cultural—Virginia for many years has been a friendly and salutary home for Philip Morris Incorporated.

It thus gives us a profound sense of pride and satisfaction to further our participation in the Commonwealth's rich cultural life by sponsoring this exhibition of America's evolving creative spirit, as exemplified in the work of our so-called "folk artists" during the first century of our nation's existence.

A corporation, like an individual, derives its vitality from its creative spirit. Accordingly, it is part of the Philip Morris purpose to nurture and encourage cultural sensibilities for the enjoyment and edification of us all.

*Clifford H. Goldsmith*  
President  
Philip Morris, U.S.A.

