

FELLOWSHIPS

NEW SOUTH

Today - in the South - movements toward preventing the erosion of our soil, preventing the waste of our natural resources, and developing our cultural potentialities are steadily gathering momentum.

But the projects for developing our cultural life are comparatively isolated, each working single-handed.

There remains the need for something further - a more embracing action, a group action.

Out of this need and as a part of the forward force has come New South.

New South is designed to provide a common meeting ground for the creator and the audience.

It is designed to stimulate native production, encourage amateur participation, enliven our market for arts and crafts:
it is designed to enrich our cultural life.

New South includes in its plan

a gallery for exhibition and sale of the products of artists and craftsmen

a theater for lectures, plays, discussion forums, concerts, moving pictures

workshops for instruction and production in all arts and crafts

a library for reading and reference, for lending books, paintings, and phonograph records

a store for books, artists supplies, products of artists and craftsmen.

New South is a call to the musician, writer, sculptor, painter, weaver, bookbinder, printer, potter, photographer; artist and craftsman, amateur, and layman

a call to cooperate - produce and consume - unite

that the South may realize its cultural possibilities, that our daily lives may be impregnated with our own living arts.

New South is for you - its growth depends on our working together.

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207¹/₂ Dexter Avenue
Montgomery, Alabama

New South is designed as a non-profit organization democratically controlled by its members who act as sponsors to the project. Anyone who is vitally interested in the development of the project and would like a voice in its government and the formation of its policies has the opportunity of becoming a member.

The finance group believes commissions on sales, fees for classes, donations and an annual membership fee of \$2.50 will successfully finance the project.

Everyone is invited to come and see the current exhibits of work by Southern people and to discuss the project.

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