

Exhibit 4

The INTERNATIONAL POSTER - CONTEST

OF THE LATHAM FOUNDATION FOR
THE PROMOTION OF HUMANE EDUCATION



PURPOSE

To inculcate the higher principles of Humaneness, upon which the peace and happiness of the world depend; to promote the character building of the child by an understanding of universal kinship; to foster a deeper sympathy with man's relations—the animals—who cannot speak for themselves.

THE LATHAM FOUNDATION FOR THE PROMOTION OF HUMANE EDUCATION was founded by Milton Latham and his sister, Edith Latham, as a memorial to their parents who were prominently identified with the early history of California. The Foundation was incorporated in 1918 and its headquarters are located in the Latham Square Building, Oakland, California.

Its work is supported by a special fund which has been provided by the founders and is held in trust in perpetuity by the Fifth Avenue Bank of New York. But with the rapid expansion of activities, the work is fast outgrowing its endowment. Extension support is sorely needed to meet the great demands in new fields of effort.

This is the fifteenth year that the Latham Foundation has made the poster contest an important feature of its work. Starting modestly within a restricted home area it spread to other parts of the state, then to other states, and finally, under the able direction of John T. Lemos, it has grown to such proportions that at present every state in the union is represented.

Humane education which may be broadly defined to eliminate every expression of cruelty, whether to man or beast, by the constructive teaching of Universal Kindness, is eloquently inter-



By JOHN AND MIRIAM LEMOS

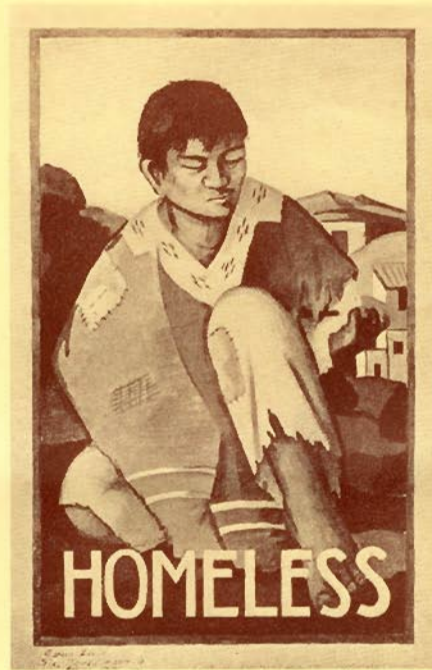
preted through the poster by thousands of varied concepts. The small child in first grade is asked to express the thought of kindness to animals, and however immature the expression of unskilled hands, the seed of the thought has been sown which with more nurturing becomes a guiding principle. A surprising degree of originality by school children of tender years has been one of the inspiring pleasures of watching the subject grow among the thousands of children who are today receiving our instruction in the public schools.

The above panel, designed by Mr. and Mrs. Lemos, shows the progressive steps followed by the Latham Foundation in developing good will. First the boys and girls are taught kindness to birds and animals. This is the first step.

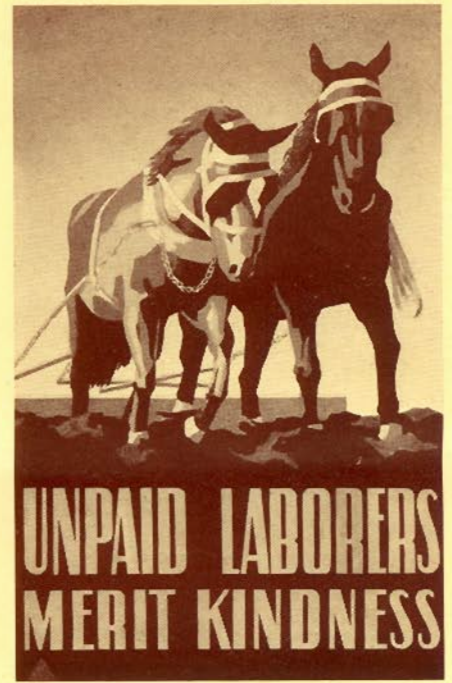
Next comes the development of good will toward playmates and associates in school life. This naturally leads to the idea of kindness and consideration of those in one's neighborhood or community.



By HELEN MACKAY
Group 4 Drew School
San Francisco California



By CARMEN LAVIN
Mexico City Mexico



By THERESA DI MARCO
Moore Institute
Philadelphia Pennsylvania



By HELEN ROBERTSON
California College of Arts and Crafts
Oakland California



By JOHN HALES
Los Angeles Junior College
Los Angeles California



By M. LYNN GURNEY
Federal Schools, Minneapolis, Minn.
Auckland New Zealand

The steps are all logical ones, leading finally to the objective that all right-minded people desire—that of International Friendliness and Good Will.

Says Mr. Lemos: "We have many plans advocated for preventing future wars. If there is any possible way to mold the viewpoints of the younger generation, this will have a deep effect on whether or not we have more wars. The plan, therefore, of developing good will through the poster contest should be very far-reaching."

Due to his nation-wide affiliations, Mr. Lemos successfully initiated a new idea in traveling poster exhibits. Systematized according to group classifications from grade schools to art institutes, the best posters entered in the contests are used for the wide cultivation of the purposes for which the contest is promoted. The boxes, forty in number, each containing one hundred or more posters, are routed to all parts of the country from the Pacific to the Atlantic seaboard free of charge except transportation cost. They are subscribed for by universities, art institutes, public and



By MYRTLE M. DITTMER
Federal School
Minneapolis Minnesota



By DOROTHY J. BROWN
Washington School of Art, Washington, D. C.
Westmount Montreal Canada



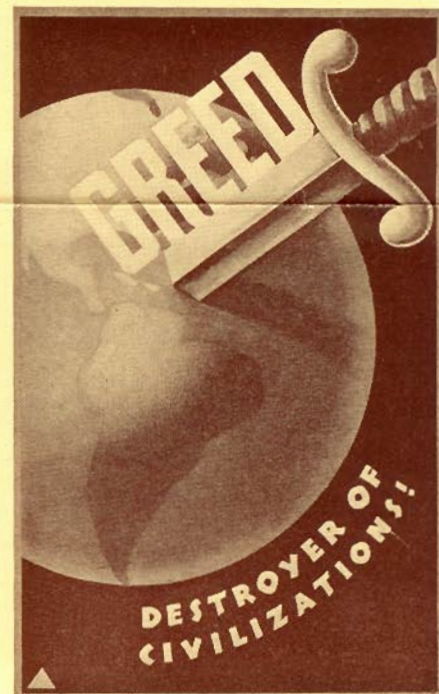
By CHUNG NGAT POR
National Institute of Arts
Hangchow China



By RALPH A. CLARK
Canadian Institute of Associated Arts
Vancouver British Columbia



By ERNEST J. HARDING
H. Faulkner Smith School of Art
Vancouver British Columbia



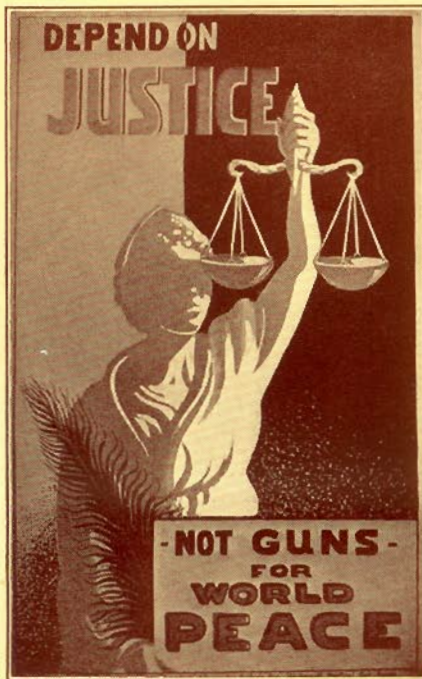
By SANTINO GOVERNALE
National Academy of Design
New York New York

parochial schools, and libraries. Not only do these posters help to develop interest in humane education and international good will, but they are also of unusual value and interest from the art standpoint. A sheaf of unsolicited letters attests the enormous value of these exhibits.

All the grades of public and parochial schools, high schools and art schools are eligible to enter the contest.

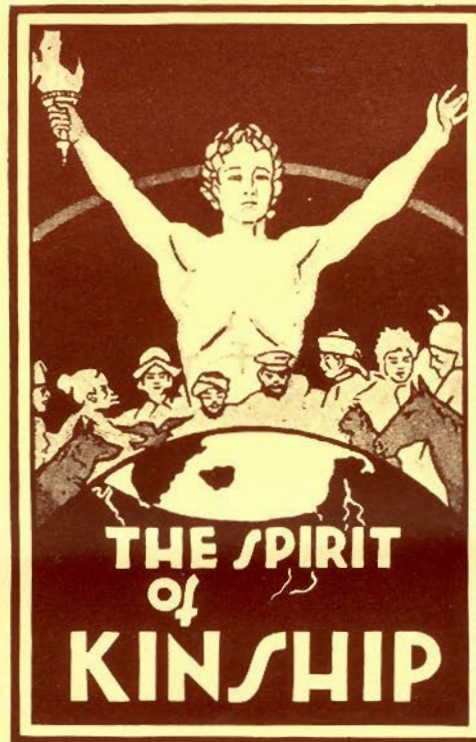
The Poster Contest is absolutely non-commercial. The material is used exclusively for educational purposes. Many letters are received from participants expressing satisfaction that they have been instrumental in furthering the long-routed message of the humane movement.

In addition to its poster contest and traveling exhibits the Latham Foundation sponsors many other activities, including programs which correlate with curriculum studies.



By DOROTHY J. BROWN

Washington School of Art, Washington, D. C.
Westmount Mt. Quebec Canada



By WILLIAM TUMMINS

Milbrook, Greenwich Connecticut



By ARTHUR B. CARNES

Group 5, Federal Schools
Minneapolis Minnesota

Awards in America consist of 141 cash prizes, ranging from \$1.00 to \$50.00, 1500 Certificates of Merit and scholarships in the following leading art schools, which are generously donated for talented pupils. Readers are invited to send for free prospectus.

American Academy of Art, Chicago, Illinois.

Bradley School of Fine and Applied Art, Peoria, Illinois.

California College of Arts and Crafts, Oakland (two scholarships).

Canadian Institute of Associated Arts, Vancouver, Canada.

California School of Fine Arts, San Francisco.

Chicago Academy of Fine Arts, Chicago, Illinois.

Chouinard School of Art, Los Angeles, California.

Federal Schools, Minneapolis, Minn. (two scholarships).

H. Faulkner Smith School of Applied and Fine Art, Vancouver, B. C.

National School of Fine and Applied Art, Washington, D. C.

New York School of Fine and Applied Art, New York City.

Ringling School of Art, Sarasota, Florida.

School of Industrial Arts, Trenton, New Jersey (four scholarships).

School of Professional Arts, New York City.

Washington School of Art, Washington, D. C. (two scholarships).

HUMANE EDUCATION AND THE PROBLEMS OF TODAY

RADIO PROGRAM OF THE LATHAM FOUNDATION

By DR. WALTER F. DEXTER, California State Superintendent of Public Instruction

The enlightenment of mankind can be measured by the tendency of individuals to appreciate and properly evaluate all forms of life. Many centuries ago Plutarch said "Hunt not Animals" and throughout the ages great leaders have stressed our responsibility toward them. Civilization could not have been built without them. They have carried our burdens and given their lives that we might eat and be warm. Through their companionship and loyalty they have brought comfort to many lonely people, and through their courage and sacrifice they have saved countless human lives. For all this, we owe them appreciative attention and protection from needless pain. We are less than human, we are less than beasts, if we do not make every effort to repay the debt we owe.

Out of the realization of these facts has grown the custom of setting aside a period of time each year in which to create and develop a general attitude of kindness toward animals. Such a custom deserves the consideration and support of all citizens and I am glad to have a part in the observance of "Be Kind to Animals Week."

However, the attitudes and habits of kindness will not be formed in a week. The specially set aside time dramatizes the need for Humane Education, which is education for kindness, and directs attention to it, but it is the every day, week in and week out work of teachers and other interested leaders, which will get results. In this connection, the value of the activities of the Latham Foundation cannot be over-estimated. Through the poster and essay contests, scrapbooks, Kind Deeds Clubs, and direct school visits by trained leaders, the Foundation has developed a program of Humane Education which is widely acclaimed.

Educators, because they are charged first of all with character development, are deeply interested in such a program, which functions

every week in the year. Simple kindness is the one quality which illumines and gives worth to all the other attributes of character. Without it, other virtues are sterile. It is the essence of both peace and cooperation, upon which the progress of our civilization depends. For this reason any project which will help develop this quality fundamental to good citizenship is of primary concern to those who are engaged in the great work of education. Little children naturally love animals. No one who has ever seen the spontaneous response of a group of children to the appearance of a rabbit, a kitten, a white rat, or any of the other small animals frequently brought to a school room, can doubt this. Children are often cruel, but it is usually through lack of understanding. As they learn what makes the animals happy, they find increasing pleasure in caring for and protecting their helpless friends. The attitude of consideration spreads to their playmates, and many teachers have testified that pets in the schoolroom, plus guidance in humane treatment of them, have resulted in a gentler atmosphere on the playground and on the street. The teaching of kindness to animals is the first step in the development of the larger spirit of kinship with all life, which is the aim of Humane Education. Such education has a wider application in the solution of the world's problems than might at first be supposed. In so far as we can develop individuals who are motivated by attitudes of kindness we will have social organizations which reflect the same attitudes. Today, when our peace and security are constantly threatened by the conflict of selfish groups, we realize anew that not in coercion or authority lies our hope, but in the hearts of human beings.

"So many gods, so many creeds
So many paths that wind and wind
When just the art of being kind
Is all this sad world needs."

THE LATHAM FOUNDATION FOR THE PROMOTION OF HUMANE EDUCATION
THE LATHAM SQUARE BLDG., OAKLAND, CALIFORNIA