

Object of the Month-November 2011
Sheila-Marie Untiedt

A "Bear" Chance
Philip R. Goodwin
1907
Gallery 301
70.64



Medium: Paintings, Painting | Oil on canvas

Size: 36 x 26 in. (91.4 x 66.0 cm)

Culture: North America, United States

Style: 20th century

Credit: Collection Minneapolis Institute of Arts; Gift of the National Biscuit

Company

Accession Number: 70.64

I use this painting on children's tours frequently, often asking them how they would learn today about a new cereal brand or a new clothing company. The answers are of course, TV ads, radio ads, billboards, magazine ads, internet pop-up ads, websites, even text messages. I then connect this was the primary way to sell a new product to buyers only 100 years ago. This painting was commissioned by a cereal company, Cream of Wheat, in 1905 to appear in magazines and newspapers to sell their new cereal. Kids are amazed Cream of Wheat still exists and often many have tried it.

*Philip R. Goodwin (1881-1935) was an American painter and illustrator who specialized in depictions of wildlife, the outdoors, fishing, hunting and the Old American West. He provided illustrations for numerous books and magazines, as well as for commercial items, such as posters, advertisements and calendars. He illustrated Jack London's *The Call of the Wild* and provided the cover art for many issues of *Outdoor Recreation / Outdoor Life Magazine* during the 1920s and early 1930s. He is also the artist who designed the Horse & Rider Trademark of the Winchester Repeating Arms Company.*

Goodwin became good friends with painter Charles Russell, staying with him at Russell's Lazy KY Ranch and his Bull Head Lodge and also traveling with him on painting, hunting and fishing expeditions. On these expeditions, Russell and Goodwin influenced each others painting techniques.

Animals are used in advertising frequently. Older icons are Tony the Tiger, Charley the Tuna and Smokey Bear. A current and very familiar icon is the Geico Gecko.

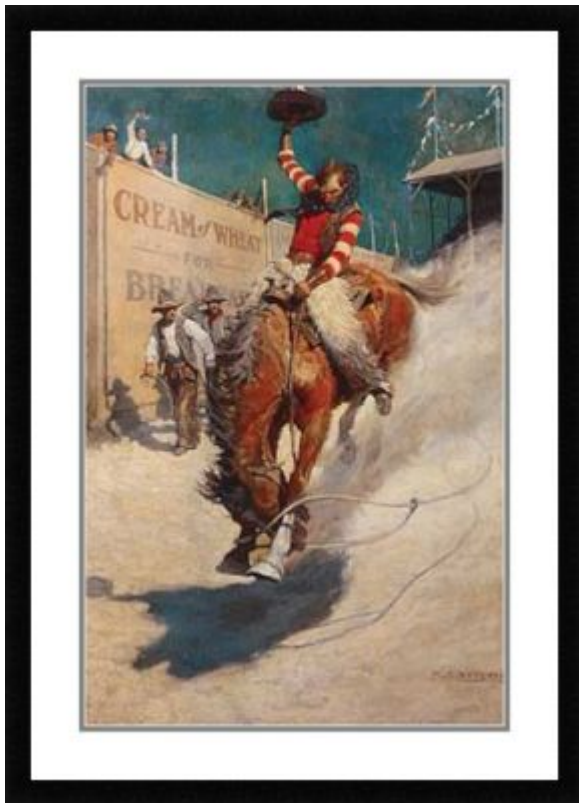
This particular bear should be hibernating during the winter but of course Cream of Wheat is enough to even wake a sleeping bear. The bear as depicted is a good example of anthropomorphism also. The bear uses his paws as hands, he seems to be smiling, he is focused on his meal..ever been to an Old Country Buffet?

*A 'Bear' Chance is also an Art Adventure item. It is included in the *Amazing Animals in Art* series. The series guide is available in the tour office for additional research.*

The following two pieces hang as companion pieces in Gallery 301. Note the accession numbers are sequential. The set are a triptych works very well.



Rural Delivery (Where the Mail Goes, "Cream of Wheat" Goes)
Newell Convers Wyeth
70.63



Bronco Buster
Newell Convers Wyeth
70.62

Additional pieces by Goodwin follow. Compare the bears in "The Surprise" to the bear in "Bear Chance".



Deer in Stream, no date
Philip R. Goodwin (United States, 1881 - 1935)
Oil on Canvas, 28 1/4 x 22 1/4 inches
JKM Collection®, National Museum of Wildlife Art



The Surprise, (A Reel Adventure) no date
Philip R. Goodwin (United States, 1881 - 1935)
Oil on Canvasboard, 30 x 39 1/2 inches
JKM Collection®, National Museum of Wildlife Art



Exalted Ruler, Charles Russell

<http://artvintage.tripod.com/philipgoodwin2.html>

This website is not well laid out but has a series of images of prints that are available, all Goodwin images.