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400 of the World's Greatest Songs in a Single Book—Never Before Sold for Less Than \$2.50 Per Copy

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The Portland Oregonian

to its READERS—one of

**JOE MITCHELL CHAPPLE'S
\$10,000 Prize Books**

400 songs selected by more than
20,000 people all over the world.

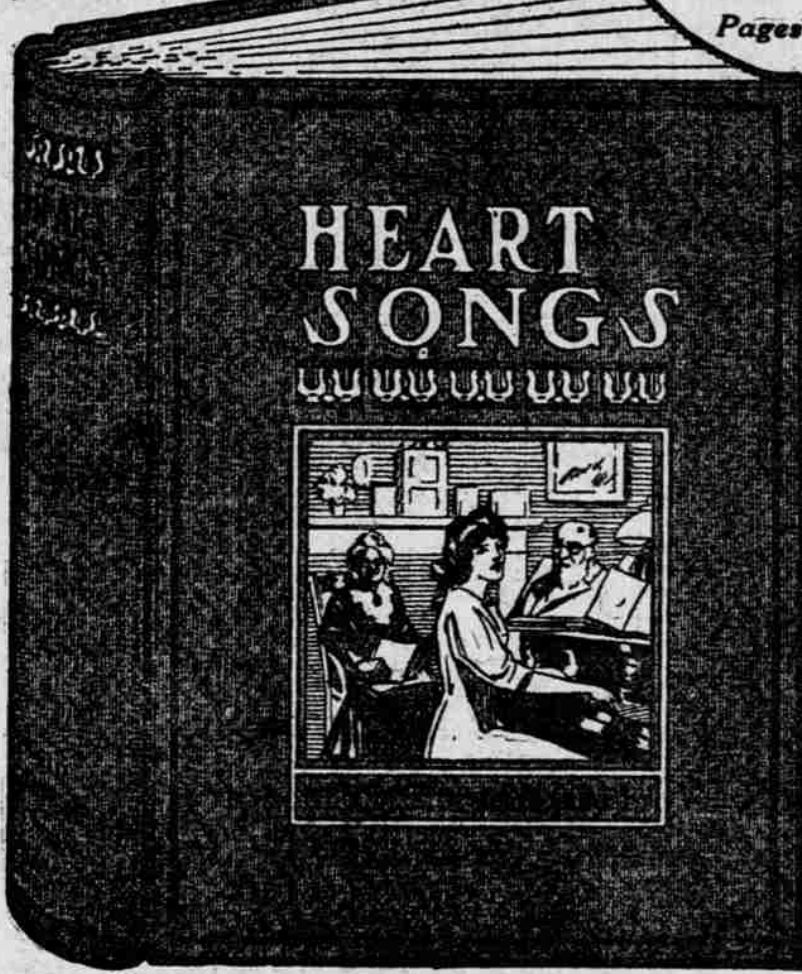
Prizes Awarded by

VICTOR HERBERT, one of America's
most popular composers and conduct-
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G. W. CHADWICK, one of the greatest
native American composers, and
Director of the New England Conserva-
tory of Music.

Over 400 Complete Songs
with Words and
Music

Over
500
Pages



Greatly Reduced Size. Full Size, 7"x9 1/2" inches

The Heart Songs of 90,000,000 People

Many of these songs cannot be found in any other collection. They came in yellow, time-worn, tear-stained sheets—that had been sacredly treasured from childhood—others were written out from memory—some were given by titles only—or remembered verses, involving a long search to obtain the whole.

Of the thousands received it is safe to say that the several hundred finally selected—as having the largest number of votes and the highest endorsement—represent today the taste of the American people in its choice of music.

We believe that the distribution of this unrivalled song collection will bring more happiness into the homes of our Readers; will do more to make them attractive to young and old; do more to inculcate a love for music; to soften, elevate, and refine the home life; to cultivate the nobler and higher virtues of the fireside—than any other means we could adopt.

Favorite songs from the song-lore of the

English	Irish	Scotch
German	Italian	Spanish
French	Swedish	Norse
Danish	American	Negro

Filled with the memories, the longings, the regrets, the hopes, the fears, the smiles, the tears, that make up the warp and woof of human life—with all its changing lights and shadows.

EVERY READER ENTITLED TO A COPY OF THIS GREAT BOOK

More Than 400 Songs

EVERY SONG chosen for some personal association; some tender memory; some life-lasting effect; for the haunting beauty of its words; for the lilting music of its melody. The familiar songs of the long-ago, that are treasured in the heart forever.

Over 500 Pages

FOUR YEARS of song gathering to obtain the correct words and music of this unrivalled collection—many of them Folk songs only here published for the first time. Others never before found in a home volume. The real heart songs of 90,000,000 people.

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THE only songbook written and arranged in low key so that every member of the family can join in the singing. Many pieces harmonized and adapted for the first time to mixed voices. A veritable treasury of words wedded to music that is not for a day but for all time. For the family—for parties—for social gatherings.

HERE IS THE OREGONIAN'S SPECIAL OFFERING TO YOU!

We consider it a great privilege to be able to place before our readers this marvelous offer. With more than 100,000 copies already sold at \$2.50 each—it was no easy matter to persuade the publishers to consent to a great daily newspaper practically giving away thousands of copies. Yet we have done this and they now agree with us that it will enormously increase the demand for their work.

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