

GIVE your children the priceless heritage of daily association with these

# 48 Famous Paintings

Now available to you through

## The Oregon Statesman

in collaboration with the

NATIONAL COMMITTEE FOR ART APPRECIATION



Rembrandt's "The Noble Slav"

THE NOBLE SLAV by REMBRANDT VAN RIJN (1606-1669). The man who posed for this picture was neither a noble nor a Slav. He was simply a friend whom Rembrandt cajoled into his studio where he had turbans and other "properties" which he used to dress up sitters to make them famous characters of history or fiction. . . . Rembrandt painted the greatest series of portraits of all time. He was fond of painting himself, 62 self-portraits being on record. . . . The recent film "Rembrandt" told how he crashed from fame into bankruptcy by making enemies of the Amsterdam Civic Guard. Commissioned to paint these important men, he put half their faces in shadow and their vengeance ruined him. Then his dead wife's relatives tried to take away his son Titus and the legacy she had left him. So he moved into the slums, but there he created most of the works which have made him immortal.

JOSEPH MALLARD WILLIAM TURNER (1775-1851) is the Dr. Jekyll-Mr. Hyde of painting. Only after his death did his double existence become known. Then it was discovered that he had lived for many years in a London boarding house as "Admiral Booth", a retired sailor, charming and popular. On Queen Anne Street, he was the great painter, but surly, irritable, mean, stingy. . . . The son of a barber and living all his life in squalor, he left an estate of \$700,000. He was the world's most prolific painter, single-handedly producing 2,000 finished pictures and 19,000 water colors, sketches and drawings during 60 years of painting. Rubens with his many assistants left 3,000. He began at 10, exhibited at 15, and was famous at 25.



Turner's "Grand Canal"

YOU never had to teach your boy to play baseball, did you? Or your small daughter to love pretty clothes? Try and stop them!

That's because boys live baseball from the day they're able to toddle after their big brothers around the back lot. And girls get clothes-conscious the day they put on their first party dress.

The love for beauty, for color, harmony of line and form as expressed in fine paintings, is as natural to children as the love of sports and clothes. This splendid offer enables you to surround your children with beauty—with the finest paintings of the world, selected by outstanding art critics and reproduced with all the fine color and feeling of the originals.

Now, in their formative years, let your children absorb the knowledge of art which will enable them to hold their own in cultured circles in years to come. Start now—by clipping the Art Certificate below!

### The FEELING of Originals

It is no exaggeration to say that many of these reproductions actually look like originals from a short distance away. They are printed by a revolutionary multi-color process that makes it possible to retain all the depth of tone and mood which are present in truly great paintings. Until now, even prints which could not reproduce so many colors have cost several dollars. Now, thanks to a fortune spent in experimentation, these remarkably faithful reproductions are available to you for less than ten cents each.

## 12 SIMPLE LESSONS IN ART APPRECIATION FREE!

Children understand easily the things that are made part of their every-day life. Each weekly envelope of four Famous Paintings contains a Lesson in Art Appreciation by Bernard Myers, Ph.D., well-known writer and lecturer on art. Dr. Myers tells interesting human bits about the paintings and the artists who created them. The lessons are profusely illustrated with other pictures by the artists of the series, and trace in unforgettable fashion the development of art through the five centuries since the Italian Renaissance. Each lesson refers specifically to the paintings it accompanies. Both you and your children will find them fascinating, understandable, and a splendid basis for future conversation with friends who know about Art.

### TEACHERS!

It is your responsibility and your pleasure to make beauty a part of classroom life. This fine series of Famous Paintings offers an excellent and inexpensive means of acquainting your students with the best art of all ages. Let the children clip coupons for a set for the classroom. Urge them to get sets for their homes. Make this beauty a part of your own life, too—get a set for yourself.

"I learned to understand great paintings by living with them."  
—RUSKIN.

### FREE A COLLECTORS PORTFOLIO Keep your pictures in circulation



Keep your child's interest in art alive by keeping these Famous Paintings always within reaching distance, in this durable, decorative Collectors Portfolio. Change the paintings on the walls occasionally, and keep them fresh between-times in the portfolio. Size 11 1/2 x 14 1/2 inches. Bound in neutral browns. FREE to all who complete the set of 48 Famous Paintings. Save the Portfolio Certificates on the face of each weekly envelope.

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### HOW TO OBTAIN These 48 Masterpieces:

Here is Art Certificate No. 1. Hereafter you will find these Art Certificates on Page 2 each day. Each Certificate has a different number.

Clip and save these Art Certificates. When you have six differently numbered Certificates, bring them to the office of this newspaper with only 39 cents (46 cents if by mail), which will entitle you to the first week's Set of Four Paintings and the first Lesson in Art Appreciation.

Do the same for 28 weeks to get the entire collection of these 48 superb reproductions. The Art Portfolio will be given free to those who get the complete collection and who save the Portfolio Certificates which will be sent to you with each week's set of pictures.

4 PAINTINGS Only 39 cents

The pictures shown on this page are not the actual size of those you will receive. Each reproduction is large, measuring about 11 x 14 inches, the right size for the modern home.

### LIST OF ARTISTS

(Subject to Change)

Homer	Vermeer	Courbet
Eakins	Hals	Daumier
Cassatt	Rembrandt	Degas
Benton	Rubens	Monet
Da Vinci	Turner	Renoir
Titian	Bonington	Cezanne
Michelangelo	Gainsborough	Van Gogh
Raphael	Reynolds	Gauguin
Breughel	Boucher	Matisse
Holbein	Greuze	Picasso
Dürer	Fragonard	Derain
Massys	Watteau	Marc
El Greco	David	Curry
Caravaggio	Delacroix	Wood
Lorrain	Corot	Burchfield
Velasquez	Millet	Hopper

### ART CERTIFICATE

No. 1

THIS CERTIFICATE and five others, all differently numbered, entitle you to one week's Set of Four Pictures upon payment of only 39c (46c if by mail).

#### IMPORTANT

Be sure to order Set No. 1—if you have that or subsequent sets, order the next numbered Set of Four.