

Fine Pictures: the keynote of a cultured home

To a guest entering your home, your character and taste are revealed at a glance by the pictures you have chosen to hang on your walls.

The charm of fine furniture, beautiful rugs, a clever color scheme, may all be spoiled by a poor reproduction of some fine painting or an original by an inferior artist.

Think of a Breughel, a Rembrandt, a Van Gogh, over the mantelpiece in your living room. Or a colorful Cezanne as the dominant note in your library.

Think of having 48 masterpieces of yesterday and today to keep as your permanent, private collection. Think what it will mean to you and your family to have all this beauty as part of your every-day life.

The Oregon Statesman

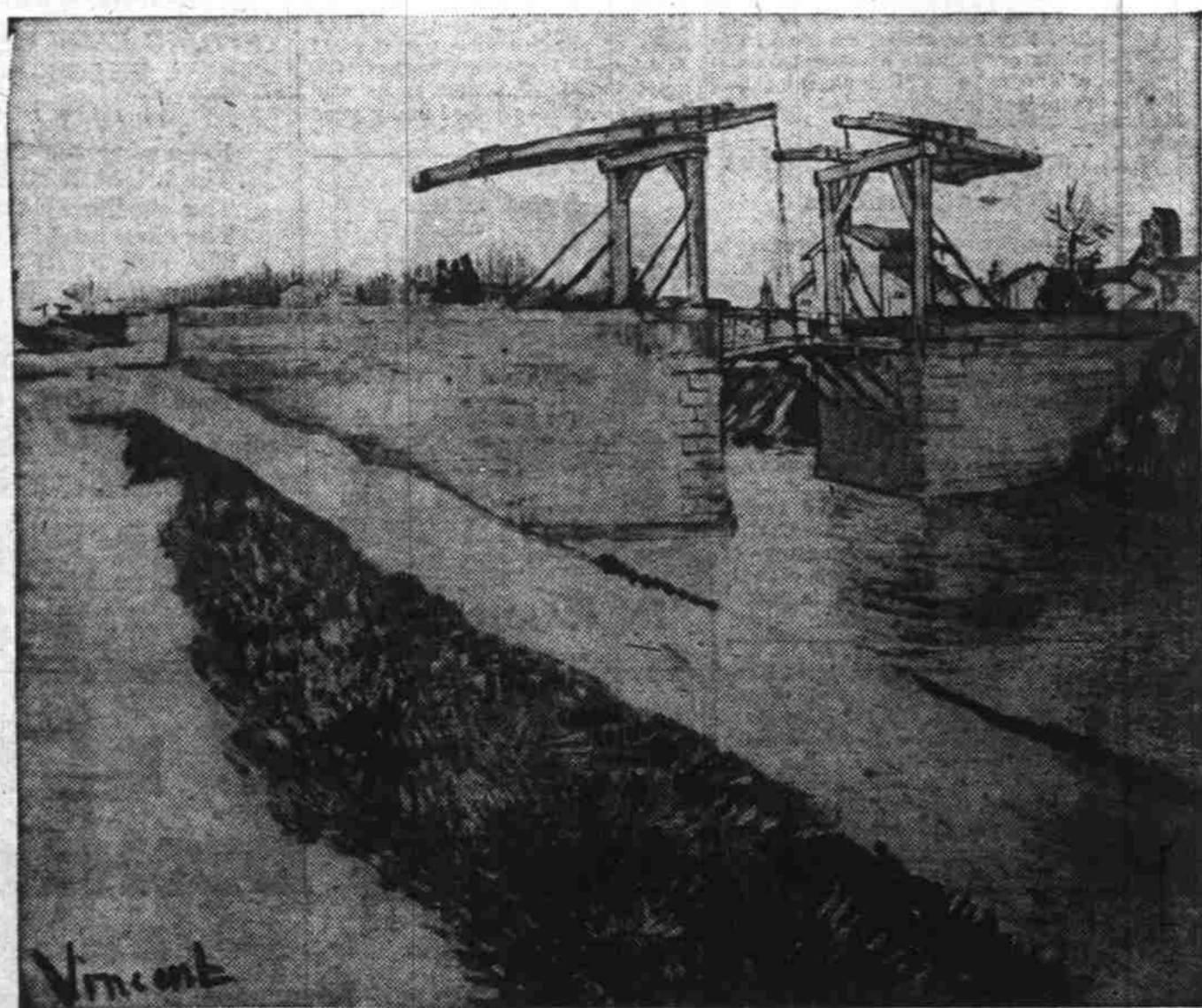
in collaboration with the

NATIONAL COMMITTEE FOR ART APPRECIATION

offers you exquisite full-color reproductions of

48 Famous Paintings

for less than ten cents each



Van Gogh's "Draw Bridge"

VAN GOGH (1853-1890) had the most individual style of the last 500 years, the easiest at a glance to recognize. He has never been equalled as a painter of sunlight in landscapes. The sun burned itself into his consciousness in the cloudless heat of Arles, and he transferred this brilliance to canvas... A painting of his today is priceless; yet during his lifetime, he did not sell a single picture... His pathetic life perhaps is the most tragic in art. His early years were a nightmare of poverty relieved only by his love for his brother Theo. (The book of his letters, "Dear Theo", is one of the most beautiful literary documents of his period.) He became insane at 30 and during his last seven crazed years, produced his greatest masterpieces... In a frenzy after a quarrel with his friend Gauguin, whom he worshipped, he cut off his ear and sent it to his mistress...

LIST OF ARTISTS

(Subject to Change)

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



Da Vinci's "Mona Lisa"

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GOOD TASTE is not a matter of money, but of training. You can learn to like only the finest.

MONA LISA by LEONARDO DA VINCI (1452-1519). This is probably the world's most famous painting. Hanging in the Louvre, it has been seen by more people than any other painting. The pleasing, fleeting smile has defied description through the centuries... The Mona Lisa and The Last Supper, both by Leonardo, are perhaps the two most priceless paintings on earth. At auction, either would bring a kingdom. There are only half a dozen undisputed Leonardos on record... Da Vinci is said to have had the finest mind yet given to man. He was an architect, engineer, mathematician, anatomist, scientist, inventor, sculptor, poet and musician. He invented an army tank and made drawings of aeroplanes... History says there was no romance in his life. There is no mention of a beloved in his "Notebook."

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 11 inches, the right size for the modern home.

12 EXCITING LESSONS IN ART APPRECIATION FREE

By Dr. Bernard Myers of New York University

Maybe you know what you like in art. But do you know why you like it? And why some paintings you may not care for are called masterpieces? These Lessons in Art Appreciation explain all these seeming mysteries—they tell you interesting, human things about the artists and their pictures that will give you a new, and natural understanding of both. One lesson is sent FREE with each week's set of four paintings.

Like having REAL MASTERPIECES in your home—

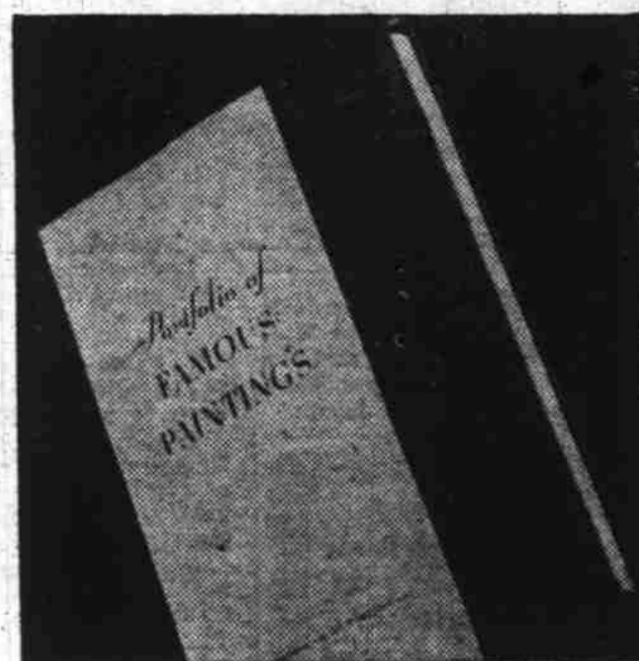
You probably never dreamed of having a real masterpiece on the walls of your home. But the revolutionary NACAA process of multi-color printing enables you to get the same effect for almost nothing. Some of these prints have baffled even experienced art critics who could not tell the copies from the originals a few feet away. You would expect prints like these to cost many dollars, but thanks to a fortune spent to bring this process to a mass-production basis, you can get them for less than ten cents each!

TEACHERS!

Fine pictures are the keynote of a cultured schoolroom, too. This offer brings them within easy reach of all. Let your pupils save the Art Certificates for the prints. Urge them to tell their parents how to get them for their homes. And of course we don't need to emphasize what a wonderful opportunity this is for you to get the collection for yourselves.

THIS BEAUTIFUL COLLECTORS PORTFOLIO FREE!

Of course only a few of the 48 paintings will hang on your walls at one time. Keep the others fresh and conveniently available as connoisseurs do, in this beautiful collectors portfolio, which will be given FREE to those who get the complete group of 48 pictures. Bound in soft brown. Size 11 1/2 by 14 1/2 inches. Save the Portfolio Certificate on each weekly envelope.



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

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The Art Portfolio will be given free to those who get the complete collection and who save the Portfolio Certificate which will be sent to you with each week's set of pictures.

ART CERTIFICATE
No. 1

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

IMPORTANT: This is only an introductory certificate and can be clipped only once. Clip further certificates from page 2 of this newspaper regularly. Your six coupons must be differently numbered but not necessarily consecutive.