

Get this REMARKABLE COLLECTION OF World-famous Masterpieces for Your Home



The Most Famous Picture in the World

MONA LISA by LEONARDO DA VINCI (1452-1519). Hanging in the Louvre, Paris, this picture has probably been seen by more people than any other painting. The *Mona Lisa* was stolen in 1911 and for two years the whole world searched for it. In 1913 it was found in the home of an obscure workman who carried it out of the Louvre under his coat. It is alleged he stole it for the Italian poet Gabriele d'Annunzio who had fallen in love with the lady's haunting smile. The pleasing, fleeting smile has defied description through the centuries. . . . 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."

READ THE DETAILS OF THIS EXCITING OFFER

"If photograph records of the classics could be put out at 25 cents, it would be equally revolutionary!" said a famous musician when told of this amazing new plan to bring great art to millions of American homes.

This NCAA program is really revolutionary. It brings you perfect "records" of the finest art of five centuries—not for \$1.00 to \$3.00, as color prints of this size heretofore had cost, but for less than ten cents a picture! And in such exquisite reproductions that you get the full color and "feeling" of the original.

What the photograph and the radio have done for music, what books have done for great literature, this program does for the world of art.

What You Get

The NCAA plan offers you 48 Famous Paintings, beautifully reproduced in full original colors, with a color surface of approximately 11 by 14 inches. The series is divided into groups of four, in a sequence which illustrates the development of art through the five centuries since the Italian Renaissance in the 1500's. See the list to the right of the page.

12 Lessons in Art Appreciation Free

With each week's set of four pictures, you receive free an eight-page lesson in Art Appreciation, by Dr. Bernard Myers of the Fine Arts Department of New York University. These lessons are generously illustrated, and tell in a simple informal style why these pictures and artists are great.

Handsome Portfolio Free

You will want every one of these 48 pictures as a permanent part of your library. A specially designed Collectors Portfolio, bound attractively in brown, large enough to hold pictures and lessons, will be presented free to those who complete the entire series of 48 Paintings. (Send 15 cents if ordered by mail.)

Teachers! Parents! Women's Clubs!

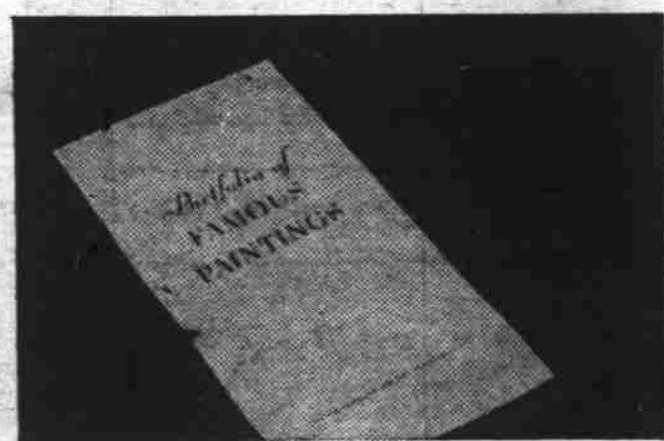
It's smart to talk art these days, and every youngster and grown-up, too, will find this plan gives him just the material he needs to keep up in any conversation. Teachers, use the pictures and the lessons in your classes. Parents, get them for decoration and conversation in the home. Women's Clubs, have your program chairman plan a series of fascinating discussions with this plan as a basis.

Frame as Originals

These prints are so fine they deserve the best possible framing. Frame the reproductions of watercolors with mats as you would a real watercolor. Varnish (with dull finish) those which are reproductions of oils and frame them close, as you would a canvas.

Shift the Pictures with the Furniture

Women love to change the furniture around. If the family gets bored with the idea, try changing the pictures, too. Even father will sit up and take notice as these beautiful paintings pass in procession on the walls of your home.



An exclusive offer by The Oregon Statesman

In collaboration with the NATIONAL COMMITTEE FOR ART APPRECIATION

48 Famous Paintings

exquisitely reproduced in their full original colors—selected by a committee of distinguished art authorities as significant examples of the

GREATEST ART of FIVE CENTURIES

At last it has come—the day of art for your sake!

As part of a nation-wide program sponsored by the National Committee for Art Appreciation, this newspaper is proud to offer you this truly unprecedented opportunity to gather a collection of the world's finest art for your very own.

These pictures have been selected by a committee of art and educational authorities as representative works of the world's great painters, to illustrate the development of art through the past five centuries—from the golden age of Michelangelo to modern American art of today.

A Wonderful Gift for your Children

All children have a natural love for art. Encourage yours to absorb during their early formative years a knowledge of truly great paintings which will mean so much to them in later life.

Not Ordinary Prints!

Art critics have written us to say how amazed they were at the remarkable excellence of these reproductions. Educators are thrilled at this plan to bring art within the reach of homes of modest means.

Do not make the mistake of judging the prints by their low price. This is made possible only through nation-wide distribution in hundred-thousand quantities instead of the usual few hundred lots.

Have your own Art Collection

Never before has there been such a program of "art for the public's sake." You will find it a fascinating feature to follow. Read the details of the program, below. Watch for the pictures each week. Come in and see the prints in color. Clip the certificates regularly and get this beautiful art collection as a fitting companion to your finest books and furnishings.

COMPLETE LIST of the 48 FAMOUS PAINTINGS

One group each week—in the order named

- GROUP 1—Modern American Painting**
 Homer _____ Bahamas Tornado
 Sokine _____ Woman with Sitter
 Cassatt _____ Mother and Child
 Benton _____ Lassoing Horses

(Going back to trace Art through five centuries)

- 2—Italian Renaissance (16th Century)**
 Da Vinci _____ Mona Lisa
 Titian _____ Duke of Ferrara
 Michelangelo _____ Creation of Adam
 Raphael _____ Madonna Tempi

- 3—Renaissance in Northern Europe (16th Century)**
 Brueghel _____ Peasant Wedding
 Holbein _____ Anne of Cleves
 Durer _____ View of Trent
 Massey _____ Banker and His Wife

- 4—Baroque Painting (17th Century)**
 El Greco _____ View of Toledo
 Caravaggio _____ The Lute Player
 Velasquez _____ The Ford
 Velasquez _____ Infanta Margarita Teresa in Red

- 5—Flemish and Dutch Painting (17th Century)**
 Vermeer _____ Young Woman with Water Jug
 Hals _____ The Bohemian Girl
 Rembrandt _____ The Noble Slave
 Rubens _____ Fox and Wolf Hunt

- 6—English Painting (18th Century)**
 Turner _____ Grand Canal, Venice
 Gainsborough _____ Mrs. Elliott
 Reynolds _____ Col. George Cusumaker
 Bonington _____ Seascape

- 7—French Rococo Painting (18th Century)**
 Boucher _____ Mme. de Pompadour
 Greuze _____ Broken Eggs
 Fragonard _____ Girl with a Marmot
 Watteau _____ Le Mesetin

- 8—Classicism and Romanticism (18th—19th Century)**
 David _____ Mlle. Charlotte du Val D'Ognon
 Delacroix _____ Hamlet and Horatio
 Corot _____ A Wheelwright's Yard
 Millet _____ Autumn

- 9—Realism and Impressionism (Late 19th Century)**
 Courbet _____ After the Hunt
 Degas _____ Third Class Carriage
 Monet _____ The Seine near Argenteuil
 Dupas _____ Two Dancers

- 10—Post-Impressionism (Late 19th Century)**
 Renoir _____ By the Seashore
 Cezanne _____ The Blue Vase
 Van Gogh _____ The Draw Bridge
 Gauguin _____ Tahitian Women

- 11—20th Century European**
 Matisse _____ Odalisque
 Picasso _____ Motherhood
 Van Gogh _____ The Blue Oak
 Franz Marc _____ Blue Horses

- 12—20th Century American**
 Curry _____ Line Storm
 Wood _____ Arbor Day
 Hopper _____ Rooftop on Cobb's Barn
 Kent _____ Equinox

ART, EDUCATIONAL LEADERS PRAISE THIS PLAN

I am much impressed with the value that may be derived from this program of wide education in art appreciation and I wish to commend the discernment exercised in formulating the plan. C. C. WILLIAMS, President Lehigh University

The quality of the reproductions and the lesson far surpass my fondest hopes and expectations. Congratulations. THOMAS C. COLT, JR., Director Virginia Museum of Fine Arts

I want to tell you that the reproductions ex-

ceed even my anticipations both in quality of color and in general excellence. Their generous size makes them ideal for a variety of uses and they lend themselves beautifully to artistic mounting. LEO T. DOHERTY, Director of Art Worcester Public Schools

It is only through daily contact with the better works of art that a more discriminating taste may be formed. BRUCE M. DONALDSON, Chairman Fine Arts Department University of Michigan

The process of reproducing these Famous Paintings is supervised personally by Herman J. Wechsler, director of the Fine Art Reproductions Gallery of New York, and art director of the National Committee for Art Appreciation

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 12 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 one of which accompanies each week's set of four pictures. (Send 15¢ if ordered by mail.)

Entire Series

\$4.68

(\$4.95 by Mail)

Purchasers calling at The Statesman office may obtain any set of pictures for 39 cents and one certificate clipped from Page 2 of The Statesman. To obtain the portfolio, there is no extra charge but the "portfolio certificates" must be clipped from all 12 envelopes and turned in.

By mail the price of each single set is 46 cents, but the entire series may be obtained by mail for \$4.95, including the portfolio. Persons who have obtained some of the sets by mail and wish to get the remaining sets and the portfolio, should send in the "portfolio certificates" from the sets they have. In buying more than four sets at a time by mail, send 39 cents for each set plus 27 cents as a mailing charge.

"We ought to form the habit of looking at a beautiful picture every day." - Goethe