



What Is Your Boy Thinking About?

What your boy thinks about now has everything to do with what kind of man he will grow to be. He grows as he thinks. His imagination is recruited from what he hears, and sees, and reads. If his hungry mind is well fed, and properly, he will grow into the right kind of a man.

You should guard his reading as carefully as his health. Clean reading develops the kind of imagination that gives him a wholesome outlook on life, broader visions and higher aspirations. If you neglect to provide him with mind-food, he will pick it up where he can. Mongrel literature develops a "scavenger" imagination.

Here is a monthly library of good, clean, censored reading—not the "sissy" kind, but the kind that will win the heart of any regular boy. At the same time he reads it he educates his mind to think far and big and straight.

The American Boy magazine is made for boys alone. They are entitled to a publication of their own just as you are entitled to your favorite newspaper or magazine—and they need it.

THE AMERICAN BOY

This magazine is like a big, wise, sympathetic and understanding brother to a boy. It cultivates and regulates his imagination. It inspires courage and fairness. It teaches him the rudiments of business. It shapes his character. It instills manly ideals. It holds his interest and will wean him away from the desire to read trashy stuff. It develops self-management, self-reliance and resourcefulness. It helps prepare him for the time when he strikes out for himself. *It appeals to his sense rather than to his sentiments and it is not dull or preachy or wishy-washy.*

The American Boy is the RIGHT kind of magazine for the red-blooded boy who plays ball, loves nature, likes to make things. It's just a true-blue boy magazine conducted by men who know your boy and what he likes.

Everything under the sun that interests and inspires, that amazes and amuses a real boy is in The American Boy in the course of a year. There's the fourth of the series about "Mark Tidd," the favorite boy character; Indian stories by a member of the Blackfoot tribe; pirate and adventure stories; athletic stories after a boy's own heart; a month-to-month review of the war by an authority; adventures of the Canadian Mounted Police; stories of business life and practice; stories of outdoor life, camping, fishing and hunting; articles on successful business boys of today; articles telling boys how to make money; articles on gardening, poultry, on construction of toys and articles of utility; biographies; articles on science and history; departments devoted to electricity, photography, stamp collecting, invention, carpentry, natural wonders and so on, covering the whole range of boyish interests and activities. Every number has a profusion of photographs and illustrations of the kind that grip a boy. In fact, The American Boy is just the best pal any boy ever had!

Give your boy his chance. He wants to do things, but doesn't know how. Give him twelve big, happy, inspiring numbers of The American Boy, the right kind of magazine that makes the right kind of boy into the right kind of man.

If you haven't a son, you can send it to the boy of some relative or friend—or why not help that cheery little fellow who opens your office door every morning to become a big, successful man.

Christmas is coming; make some boy happy. It costs only a dollar—one dollar, little in amount, but big in results. Just pin a dollar bill to the coupon and mail at our risk.

That coupon will bring the biggest measure of Christmas joy a boy ever had!

THE SPRAGUE PUBLISHING CO.

Publishers of The American Boy

No. 334 American Building

Detroit, Michigan



This—the world's greatest Christmas gift for a boy—costs but \$1.00 and gives him a whole year of good reading—\$18.00 worth, measured by book standards.

Over 1400 Y. M. C. A. Secretaries and Public Librarians appreciate and endorse The American Boy. They say it is the most popular of all boys' magazines and the one they prefer the boys to read.

500,000 boys from 8 to 18 years read The American Boy every month. For 16 years it has been the leading boys' publication of the world.

Contents of Christmas Number

Ask your boy what he thinks of this list

This is only one issue of the twelve. It will give you a fair gauge of what the others are like:

- Cover. "Christmas Morning in our Village." By Harrison Cady.
 - The Clean Cookie. A Christmas Story with the very flavor of holly in it. By Clarence B. Kelland.
 - Chatpoint Burns. A story of the lighthouse service. By C. H. Claudy.
 - Getting a Start in the World. An interview with Andrew Carnegie. Reported by Clarence B. Kelland.
 - The Fighter. A serial story of a big-city boy who has character plus pluck. By Gardner Hunting.
 - The Preacher Who Rode for an Empire. A fascinating view of a thrilling episode in United States History. By E. Alexander Powell, F. R. G. S.
 - The Lynx's Christmas. Why a boy trapper remembered Christmas. By Harold de Polo.
 - Juan of the Hills. The life story of a wolf dog. By Vera Connolly.
 - How to Get to the United States Naval Academy. Something many boys wish to know. By Geo. G. Hill.
 - Stringing the Stranger. A tale of many laughs. By Everett McNeil.
 - Fighting the North. With Connie Morgan in the gold fields of Alaska. By James B. Hendryx.
 - The Funeral of Dr. Jackson. The adventure of two Puget Sound boys. By Paul E. Triem.
 - To Uncover the Man. The story of a boy who conquered fear and a bad horse. By Harold Titus.
 - Indian Lodge Post. A serial story of a boy's winter with the fur traders of Hudson Bay. By Dillon Wallace.
 - All Europe at War. A monthly review of the war. By Donal Hamilton Haines.
 - Dogs in Health. Interesting information for the dog owner. By Dr. J. V. Cottrill.
 - How to Make an Evening Lively. Clever indoor games. By L. E. Eubanks.
 - Trapping the Skunk and Civet Cat. The How of Trapping. By George J. Thiessen.
 - Robert O. Bailey. A Biographical sketch. By James Hay, Jr.
 - Bird Boy Art Smith. The achievements of a notable boy, in words and pictures.
 - Boys' Books Reviewed. Hints for boys seeking good reading matter.
- REGULAR DEPARTMENTS.**
- Novel Inventions and Natural Wonders. Photographs and brief descriptions of the quaint, the unusual and the new in science and nature.
 - For the Boys to Make. Useful and interesting things which a boy can make of wood, metal and concrete.
 - Everyday Electricity. How to handle electricity and how to make simple apparatus. By Don Cameron Shafer.
 - The Photographic Contest. Open to all subscribers.
 - The Stamp Collector. A page for the boy philatelist.
 - Funnybone Ticklers. A page of fun in words and clever drawings.
- Twelve numbers of The American Boy contain the equivalent of five long story books, six volumes of short stories, two volumes of articles, a volume on photography, a volume of history, a volume of humor, a volume on manual training, a volume of interesting items—eighteen books worth not less than one dollar apiece—eighteen dollars worth of reading, all for one dollar.*

This advertisement will not appear again. Fill in, cut out and mail with one dollar today.

THE SPRAGUE PUBLISHING CO.
No. 334 American Bldg., Detroit, Mich.

1915

Herewith find \$1.00 for which send THE AMERICAN BOY for one year, beginning with December, 1915, Christmas issue.

To _____ Address _____

Donor _____ Address _____

Christmas Gift Card will be sent to the boy.