

A Generous Offer From  THE AMERICAN GEOGRAPHICAL SOCIETY

This Exciting "Guided Tour" Through ITALY

Plus GIANT FULL-COLOR WALL MAP OF THE WORLD

Yours 10¢

FOR ONLY

A \$3.00 VALUE

To Introduce You and Your Children to A Wonderful New Way to Learn About...

Our Fascinating World

Your Children Will be Greatly Enriched in Mind and Spirit
By This New Educational Hobby The Entire Family Can Share



YES, TAKE THIS exciting "guided tour" of ITALY—plus a giant, full-color World Map—a \$3 value for only 10¢ in this generous introductory offer!

We make this offer to demonstrate an exciting way for young and old to learn about the many lands and peoples of our wonderful world. This revolutionary new program in home education, sponsored by THE AMERICAN GEOGRAPHICAL SOCIETY, is like a "guided tour" around the world, conducted by outstanding authorities on each region's history—geography—trade—customs—landmarks—native crafts—flags, stamps, currency—and many other subjects.

How Your Family "Visits" a Different Land Each Month

Each month you receive a set of full-color photographs and an informative, illustrated guidebook album with spaces for mounting the color prints. By means of these prints and albums, prepared under the guidance of American Geographical Society experts, you and your family "visit" a different country every month. You explore the country's famous landmarks and natural wonders. You go sight-seeing in the strange cities. In quaint little villages you stop to observe native costumes, customs, and crafts. An expert on the history of the region spins stories of the great battles, the national heroes,

the ancient legends. You pore over maps showing the principal cities, rivers, mountains. You actually learn MORE about these foreign lands than many tourists do!

Helps Children in School—and in Later Life, Too!

Here is an educational hobby that will draw the whole family together—for there's something in it for everybody. Grade school children will enjoy the pictures and captions; yet high school students will find much of the text a valuable supplement to their studies in history, geography, social science, etc. This knowledge will give them a tremendous advantage in life, as they grow up in a world where other countries are only hours away by air. And Mom and Dad will find this an enjoyable way of planning trips—or re-living memorable journeys.

Mail Coupon With Only Ten Cents

To acquaint yourself with this new project, accept the offer described above. There is no obligation—this is merely a "demonstration" offer. If, however, you are delighted with your trial package and do wish to continue on your "trip around the world," you pay only \$1 for each monthly "tour" thereafter. And you may cancel at any time. Mail the coupon now!—AMERICAN GEOGRAPHICAL SOCIETY'S Around The World Program, Dept. FW-5, Garden City, N. Y.



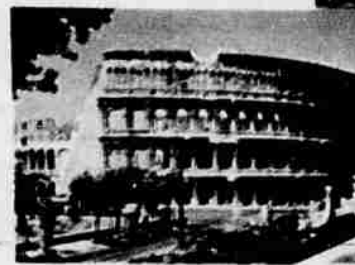
EGYPT — Arabs in prayer turning toward Mecca before the Great Sphinx, which guards the entrance to the Nile Valley.



(above) ITALY—home of the famous, much-visited Leaning Tower of Pisa, where the astronomer Galileo is said to have tested the speed of falling objects.



SIAM — Famous image of Buddha, festooned with golden ornaments and jewels, stands in magnificent temple at Bangkok.



FAMOUS COLOSSEUM IN ROME—Here, in ancient times, fearless gladiators fought to the death to amuse the populace.



Here's What You Get for Only A DIME:

(Total Value \$3.00)

- 25 breathtaking FULL-COLOR prints of Italy's most fascinating sights.
- The authoritative album on Italy in which to mount your pictures, plus informative text on Italy's history, customs, arts, legends, famous landmarks, natural wonders, geography, etc.
- A giant MAP OF THE WORLD, in beautiful full color, prepared especially by leading geographical experts for this program. Opens up to 3½ feet wide! A magnificent wall decoration, invaluable guide for students or armchair explorers. Retail value \$2.00.

In addition, if you decide to continue, you will receive as a free bonus, a beautiful green-and-copper colored album case (pictured above) large enough to hold a number of albums.

Yes, all this (total value \$3.00) is yours for ONLY ONE DIME to introduce you to the Around the World Program.



AMERICAN GEOGRAPHICAL SOCIETY'S Around the World Program Dept. FW-5, Garden City, N. Y.

I enclose ten cents. Please enroll me as a member of the "Around the World Program" and send me at once my introductory package consisting of (1) the informative "guidebook album" on ITALY, (2) 25 beautiful full-color reproductions to mount in the album, and (3) the giant 3½ ft. wide full-color Map of the World.

I understand you plan to issue a new "Around the World" guidebook album and a set of color-prints each month for only \$1 plus shipping. After examining my introductory package, I'll notify you if I do not wish to continue. I am not obligated to take any minimum number of albums and I am free to resign at any time.

Name..... (PLEASE PRINT)

Address.....

City..... Zone..... State.....

(Offer good only in U.S.A.)