

Imagine "Touring" ITALY

for only **10¢**

THE AMERICAN  GEOGRAPHICAL SOCIETY

invites you to accept this "sample"
of its **Around The World Program**

PLUS A GIANT FULL-COLOR WALL MAP OF THE WORLD

A \$3.00 Value for only 10¢

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

Our Fascinating World

In color reproductions you see fascinating sights in Sunny Italy. For example, as shown here: Leaning Tower, Pisa; Painting pottery, Amalfi; Procession in Florence; Colosseum, Rome; Grand Canal, Venice.

YES, JUST ONE DIME takes you on a "magic carpet" tour of Italy. Without stirring from your home you skim along the Grand Canal in Venice... stand at the foot of the Tower of Pisa... roam through the wondrous Colosseum in Rome and the ruins of Pompeii... see the Opera at La Scala and the beautiful blue waters of Capri. You will get to know more about the people, customs, art, and culture of Italy than many tourists who actually visit there in person.

Your host, THE AMERICAN GEOGRAPHICAL SOCIETY, makes this generous offer to acquaint you with a new kind of home education hobby which you and your family can now enjoy. It is called The Around the World Program—an exciting way for young and old to learn about the people and lands of our wonderful world.

How Your Family Can Continue on A "Guided Tour" Around the World

Your "visit" to Italy and the giant World Map—both yours for

only 10¢—can be the beginning of a great family adventure that is like a "guided tour" around the world.

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 become familiar with the national flag and currency. You even learn to speak some words and phrases of the native language.

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 below. 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-12, Garden City, N. Y.

THIS COUPON WORTH \$2.90

American Geographical Society's
Around the World Program

Dept. FW-12, Garden City, N. Y.

I enclose ten cents. Please send me at once my introductory package consisting of (1) the informative "guidebook album" on ITALY, (2) twenty-five beautiful full-color reproductions to mount in the album, and (3) the giant 3½ foot wide full-color Map of the World.

I understand you plan to issue an "Around the World Program" guidebook album complete with 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.....

Same Offer in Canada. Address 105 Bond St.,
Toronto 2. (Offer good only in U.S.A. and Canada)

Here's What You Get for Only A Dime:
(Total Value \$3.00)

- 1 25 breathtaking FULL-COLOR prints of Italy's most fascinating sights.
- 2 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.
- 3 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.