

Readers become Leaders



Reading, as nothing else, fires a child's imagination, shapes healthy social attitudes, permits vicarious experience and opens new horizons. It provides a magic carpet to ride to far-off lands... demonstrates patterns of success established by heroic people... fosters a deeper appreciation of our American heritage. Many famous leaders—doctors, lawyers, teachers, statesmen—say their first inspiration came from books read when they were children.

Every advance a child makes in school, from early grades through college, depends primarily upon his ability to read and understand what he reads. The child who develops a reading facility while in grade school will have an added advantage when he enters high school or college. A sure way to make certain that your child becomes a "reader" and potential "leader" is to help him acquire an early love of reading for pleasure, because the child who enjoys learning to read will almost certainly enjoy reading to learn.

YOUNG PEOPLE'S BOOK CLUB

YPBC, now in its 5th year, brings to children, 8 years old through early teens, a planned reading program designed to entertain while teaching great lessons in history and successful living... to awaken young minds to the challenge of great ideals as well as great deeds. More than 100,000 families have enrolled their children in this reading program... approved by many teachers. You could not present your child a more worthwhile gift than a membership in YPBC, which has been planned to tie in with many school reading programs.

Bookcase and Free Book for Joining

This beautiful bookcase and one of the fine books shown below will be sent as a gift to your child when he joins. With them will come the Club's current selection for which you will be billed the regular club price of \$1.69, plus postage and handling. Be sure to check the book desired on the coupon.

The Club Plan is Simple

There are absolutely no dues or fees for joining. The membership may be cancelled after 3 months. You alone must be the judge. If you find that your child looks forward eagerly to each monthly selection; if he lends them with pride to friends; if he speaks excitedly of the pleasure found in their pages, you will know that his club membership is a worthwhile investment. A new selection is automatically sent to your child each month until his club membership is cancelled. **BEGIN YOUR CHILD'S MEMBERSHIP TODAY!**

ONLY \$1.69 TO MEMBERS
each

- At least 35 pages of exciting illustrations by noted artists are a distinguished feature of each club selection
- "Signature" and "We Were There" books are written by outstanding authors trained to write for boys and girls, and are recommended by many educators and librarians
- Club selections are especially planned and written to teach as they entertain
- Each book is handsomely bound and colorfully jacketed. Printed in large, easy-to-read type



An illustration from
BUFFALO BILL



An illustration from
FLORENCE NIGHTINGALE



Bookcase
FREE
To New Members

Handsome, sturdy 2 shelf bookcase stands 28½ inches high and holds 26 full-size library books. Durable constructed of 275-lb. test-strength corrugated fiberboard. Beautifully finished, inside and out, with a luxurious linen design to harmonize with the furnishings of any room. A welcome addition to the carefree atmosphere of any child's room.

It is a thrilling experience for a child to know pride of ownership and this will be his bookcase for his books. Your child will be anxious to fill it quickly with a whole treasure chest of literature that he can enjoy and share with friends.



Books and accessories not included

USE THIS COUPON

TO ENROLL A BOY
OR GIRL TODAY!

FILL IN NAME, ADDRESS;
TEAR OUT AND MAIL.

ALSO FREE!

FREE!

The Story of ANNIE OAKLEY
By Edmund Collier.

Illustrated by Leo Gregori. Her rise from humble childhood to world-wide fame as greatest of all sharpshooters.

OR

FREE!

We Were There with THE PONY EXPRESS
By William O. Steele.

Illustrated by Frank Vaughn. Western adventure of a boy and girl in the days of daring Pony Express riders.



YOUNG PEOPLE'S BOOK CLUB

Division of Spencer Press, Inc.
183 N. Michigan Ave., Chicago 1, Illinois

1. Please send free the handsome sturdy bookcase, and the free new enrollment book, checked below. The monthly current selection will be shipped with free enrollment book.

2. Please enroll my child named below as a member of YOUNG PEOPLES BOOK CLUB. I understand that a new Signature or We-Were-There Book will be sent each month. For each selection I will send only \$1.69 plus a few cents for shipping and handling. I understand that I may cancel this trial membership after 3 months.

Check One Free Book

The Story of ANNIE OAKLEY There With THE PONY EXPRESS

Name of Child _____

Address _____

City _____ Zone _____ State _____

My Name _____

Address _____

City _____ Zone _____ State _____