

START YOUR CHILD ON THIS SENSIBLE PLAN based on exciting books about SCIENCE and HISTORY... designed to instill a lifetime love of good books and to assist him—without pressure—with his school work. AN IDEAL CHRISTMAS GIFT (see below)



A "TRIPLE TURRET" JUNIOR MICROSCOPE KIT
and a GENUINE ACHROMATIC TELESCOPE

BOTH GIVEN TO YOUR CHILD

WITH A FOUR-MONTH TRIAL SUBSCRIPTION TO

Young Readers of America

A BOOK CLUB FOR BOYS AND GIRLS (FROM 8 TO 14)

UNDER THE DIRECTION OF **Book-of-the-Month Club**

24-PAGE INSTRUCTION BOOK INCLUDED

Tools for Discovery helps youngsters make exciting experiments with these fine instruments... NOT TOYS. The Junior Microscope magnifies 100x-200x-300x. The Telescope is 25x power with color-corrected lens.



You can subscribe to either series... or to both at a 10% discount

THE PLAN • Parents frequently overlook an obvious truth, even when they are most concerned about their child's progress: *children who love to read do better in school.* To encourage—without pressure—a natural love of reading is the sound educational principle behind the YOUNG READERS OF AMERICA plan. It provides—at regular intervals, which is extremely important—authoritative books that are, above all, *fun to read.* As many educators point out, children who learn to love books in this way usually make the best and most interested students. And, of course, the "library-building" habit acquired in childhood will benefit them always.

(1) THE ALLABOUT BOOKS are comprehensive books about SCIENCE. Says *The New York Times*: "They have won an enthusiastic audience among fact-hungry young people... Lively and informal in style, but not superficial." Each of these volumes—from dinosaurs and astronomy to atoms and sputniks—is written by an eminently qualified science writer and is accurately and profusely illustrated.

(2) THE LANDMARK BOOKS about American and world HISTORY "have fired the imaginations and held the attention of tens of thousands of young people" (*N. Y. Times*). These remarkable books are written by outstanding authors whose reputations were made in the field of serious

adult writing—authors like John Gunther, Pearl Buck, Thomas B. Costain, John Mason Brown and many others.

★ **A FOUR-MONTH TRIAL SUBSCRIPTION (IT CAN BEGIN CHRISTMAS DAY, IF YOU WISH)** is suggested, in order to see how your own young reader responds to the idea. To excite and inspire him immediately, he will receive, *free*, the enrollment gifts pictured above. With them he will receive the ALLABOUT or LANDMARK BOOK you select as the first purchase from the two listed in the coupon. Also included will be fifty handsome bookplates to encourage him to build his own library. At the end of the trial subscription, if you do not feel that the plan is succeeding with your child, you are free to cancel at any time.

★ **THE SYSTEM IS SIMPLE** — each month your child will receive a book addressed to him personally, always an exciting moment in any home. The price to subscribers, lower than the regular retail price, is only \$1.75 each, plus a small charge for mailing.

★ **IF YOU DECIDE** to subscribe to both series (one ALLABOUT and one LANDMARK BOOK each month) you will receive a discount of 10%, making the special combined price \$3.15, plus the postage and handling charge. In this case, check both the ALLABOUT and LANDMARK BOOKS pictured in the coupon as your first purchase.

BEGIN WITH ONE OF THESE—OR BOTH



ALL ABOUT
SATELLITES AND
SPACE SHIPS
by David
Dietz

DANIEL
BOONE
by John
Mason Brown

Book-of-the-Month Club, Inc., 345 Hudson Street, New York 14, N. Y. 19-11
YOUNG READERS OF AMERICA* Branch

Please enroll the child named below in a four-month trial subscription to *Young Readers of America* and send him, free, the "TRIPLE TURRET" JUNIOR MICROSCOPE KIT and a GENUINE ACHROMATIC TELESCOPE with the purchase of the first book(s) indicated. You are to send the child:

- one ALLABOUT BOOK each month and bill me at \$1.75 (plus a small charge for postage and handling) for each book.
- one LANDMARK BOOK each month and bill me at \$1.75 (plus a small charge for postage and handling) for each book.
- one ALLABOUT and one LANDMARK BOOK each month and bill me at \$3.15 (plus a small charge for postage and handling).

Check one

I may cancel the subscription any time after buying four books for the child. At the child's first purchase send the book (or books) checked at the left. (For combination subscription check both books.)

Information requested on this order should be filled in by parent or donor—PLEASE PRINT

SEND BOOKS TO..... Name of Child

Street.....

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

ORDERED BY Mr. } Name of Parent or Donor
Mrs. }
Miss }

Street.....

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

IF YOU WANT THIS AS A CHRISTMAS GIFT, CHECK HERE AND MAIL THE COUPON IN TIME TO REACH US BY DECEMBER 1. YR-31

NOTE: In Canada, LANDMARK and ALLABOUT BOOKS are \$1.95 each (\$3.45 for a combination subscription) plus postage and handling, and are shipped duty free from Toronto.

ALSO GIVEN...
50 BOOKPLATES



NOTE ABOUT CHRISTMAS: If you wish the subscription to begin as a Christmas Day surprise, check the proper box in the coupon. The enrollment gifts and the first purchase will be sent in packages plainly labeled "Do not open until Christmas." Enclosed will be a card naming you as the donor. However, because of the limited time, the coupon should be mailed at once (if you are very far from New York it should be sent via air mail), so that it will reach us no later than December 1.

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