

The Wonderful World of Children's Good Reading...for YOU to Explore and Enjoy!

FREE

...IF YOU JOIN NOW

...this handsome bookcase for your room

Handsome, sturdy 2 shelf bookcase stands 28½ inches high and holds 26 full-size library books. Durably 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.



Books and accessories not included



The Famous
**YOUNG PEOPLES
BOOK CLUB**
*begins its
6th Year*
of successful service with this
dramatic offer to new members.

ALSO FREE Your Choice of
TO NEW MEMBERS... One of These Two
Exciting Books



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 sharp-
shooters.



We Were There With
THE PONY EXPRESS
by William O. Steele.

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

YOUNG PEOPLES BOOK CLUB

YPBC, now in its 6th 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 150,000 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 Now

This beautiful bookcase and one of the fine books shown above 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.

Have your own library of fine books like these—new titles—fiction by famous authors

- 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.



USE THIS COUPON

TO ENROLL A BOY
OR GIRL **TODAY!**
FILL IN NAME, ADDRESS:
TEAR OUT AND MAIL.

THE YOUNG PEOPLES BOOK CLUB PLAN is Simple, Economical

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.

ONLY \$1.69 EACH TO MEMBERS

A new selection is automatically sent to your child each month until his club membership is cancelled.

BEGIN YOUR CHILD'S MEMBERSHIP TODAY!

YOUNG PEOPLES BOOK CLUB Division of Spencer Press, Inc. 175 N. Michigan Ave., Chicago 1, Illinois

1. Please send from 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 _____