

Help your child's reading **now** **BEFORE** it's too late!



A camera and
FREE FILM
for one whole year!



Adjustable focus
BINOCULARS
with carrying strap

for your child

BOTH THESE WONDERFUL GIFTS

...TO PROVE OUR CONFIDENCE IN THE YOUNG PEOPLES BOOK CLUB

A Plan for boys and girls from 8 to early teens—under the direction of American Peoples Press, Inc.

EVERY PARENT, teacher and educator knows the time to build a sound foundation for future education is when the student is young. This was brought home forcefully when a parent asked American Peoples Encyclopedia Editor-in-Chief Ruth C. Hunt, a leader in the educational field, this plaintive question:

"We are very anxious for our son to pass his college entrance examination which he will take soon. We are worried because he never was much of a reader. How can we help him prepare for his exams?"

"Encourage your son to read, read, read," Miss Hunt answered, "starting ten years ago!"

It is sad but true. When opportunity knocks, it's too late to start preparing. The time to help your child is *now*, in the formative years.

This simple principle—so basic to sound educational progress—is the heart of the **YOUNG PEOPLES BOOK CLUB** Plan. It provides young people with good reading on a regular, consistent schedule. It instills the idea of books

as the source of authoritative information as well as constructive, pleasurable and interesting recreation. Finally, it provides the means for the child to develop the ability to read and the capacity for better understanding.

YOUNG PEOPLES BOOK CLUB selections are chosen from two great series for boys and girls: 1) "SIGNATURE" BOOKS are about the great men and heroic women of *Science, The Arts and History*. These exciting stories of great people and their important contributions to the world will leave lasting impressions, bound to have profound and beneficial effects on the character and ambitions of your child. 2) "WE WERE THERE" BOOKS capture the excitement and detail of true *historic events*. Imagine the added educational benefits your child will get from studying history as though he himself were living it and seeing it made! Authoritatively written, these books capitalize on youngsters' natural love of adventure and drama while increasing their knowledge and understanding.

All books in both series are full-sized, beautifully printed and bound in hard covers. Colorfully jacketed, they're inviting to read and attractively illustrated throughout.

YOU ARE INVITED to enroll your child with a three-month trial membership. We're so convinced your child will respond enthusiastically to this exciting Plan that we will give him or her absolutely **FREE** the wonderful gifts shown above. The camera with **FREE** film for one whole year and the binoculars will be sent to your child personally addressed as gifts from you. This will capture your child's interest immediately and give him or her a head start in the Plan.

Your child will also receive the first selection you choose from the books shown below. After the three-month trial, you may cancel at any time.

THE PLAN IS SIMPLE. Your child will receive a book addressed to him or her personally on a regular once-a-month schedule. Imagine how eagerly he or she will look forward to its arrival at your home! These books are yours for only \$1.69 each plus postage and handling.

Don't wait until it's too late. Start your child on this Plan of good reading **TODAY!** Help him or her form important educational habits now while there's still time to prepare for the opportunities of the future.

SEND NO MONEY

YES... I want to start my child on a lifetime of good reading

I have checked my first selection in the appropriate box

- ☐ **We Were There At the Battle of the Alamo**
- ☐ **The Story of Mark Twain**
- ☐ **We Were There With Florence Nightingale**
- ☐ **The Story of Marco Polo**

YOUNG PEOPLES BOOK CLUB
153 North Michigan Avenue, Chicago 1, Illinois

I will receive **FREE** the camera and **FREE** film for one whole year plus the binoculars. I will also receive my child's first book (selection marked at left) which will be billed to me for only \$1.69 plus postage and handling. I am enrolling my child on a 3-month trial basis. I understand that, after receiving three selections, I may cancel if not fully satisfied, and that every selection is **FULLY GUARANTEED**.

NAME OF CHILD _____ Please Print
ADDRESS _____
CITY _____ ZONE _____ STATE _____
MY NAME _____ Please Print
ADDRESS _____
CITY _____ ZONE _____ STATE _____

mail
this
coupon
today



CHOOSE YOUR FIRST SELECTION