

MAGNETIC "BRAIN" (worth \$4.95)

FREE GIFT

YOURS TO KEEP without sending money, with no obligation to buy, if you will simply inspect the first Adventure Kit offered below.

Introductory Offer from the Publishers of Famous
GOLDEN BOOKS

AMAZING QUIZZIAC

Fun for the Whole Family automatically answers hundreds of questions — permanent, built-in magnetic power source.



What Is QUIZZIAC?

Quizziac is a real question-and-answer robot. Its whirring, magnetic-powered "Memory Wheel" answers your questions automatically, unerringly. Entertaining for the lone child or adult, Quizziac also is a group game the whole family enjoys. Quizziac is even a modern teaching machine that employs principles similar to full-size classroom models.

QUIZZIAC ANSWERS QUESTIONS LIKE: How do fish breathe? Who wrote "20,000 Leagues Under the Sea"? Baseball's "Hall of Fame" is located where? What is the name of the famous Mongolian desert? What is the chemical symbol of table salt? . . . These are but a few of the more than 300 questions Quizziac can answer immediately.

QUIZZIAC COMES TO YOU COMPLETE. You get dozens of special question-disks that allow you to "program" Quizziac (much the same way scientists "feed" facts to their electronic computers). With Quizziac you also receive a complete 36-page handbook, special letter cards, and score sheets. The Quizziac outfit measures a big 18 1/2" by 12" by 2 1/4" and weighs nearly three pounds. It is regularly priced at \$4.95.

QUIZZIAC IMPORTANT PART OF PROGRAM!

If you decide to enroll your child in the Program, he will receive hundreds of extra question disks which "match" the subject matter of monthly Kits. These new disks will make each Golden Adventure more fun — far more resultful — because your child will be able to test himself on what he has learned.

Delight in your child's wide-eyed wonderment when he eagerly opens FORTHCOMING ADVENTURE

KITS LIKE THESE — EVERY MONTH!



Plus Many Others — All Guaranteed by Famous Golden Books

Let Your Child See the Marvels of Science & Nature Through These "Magic Windows"...

GOLDEN ADVENTURE PROGRAM

NOW . . . a new way to explore the endless wonders of the universe at home . . . Educational ADVENTURE KITS with authentic specimens . . . real equipment . . . scientific experiments . . . easy-to-use, fully illustrated Golden Guidebooks.

PARENTS—the world you knew as a youngster has vanished. It is gone forever. In its place is a whole new world that belongs to your child — an exciting world of atomic power, manned spaceships, whirling satellites, electronic brains. Yet the wise parent realizes that if his child takes for granted these push-button miracles . . . if he fails to grasp the meaning of nature's forces and how man harnesses them . . . he may never attain the awareness that makes life richer and more meaningful.

Too many children fall behind — in school, in college, in life — because they aren't given the chance to find out for themselves what makes things "tick." They never really sense the mystery that is nature . . . the wonderful adventure that is science!



Now, there's a fabulous new way to learn about nature and science — and have a barrel of fun, too: the Golden Adventure Program. Already more than 40,000 parents have enrolled their children! Why this huge success? Because the creators of Golden Books know how to "reach" boys and girls . . . to intrigue their minds, trigger their vast energy, satisfy their boundless curiosity.

Complete ADVENTURE KITS Thrill and Teach Your Child

This is not a disappointing sit-and-read-and-imagine "club." Each Golden Adventure brings your youngster real action . . . plenty to do (such as raising brine shrimp in a jar) . . . and see (like actual gold ore and uranium ore samples) . . . and

experience (such as forecasting weather) . . . and read, too (like the wonder-filled Golden Guidebooks that unlock nature's secrets). Learning becomes an adventure. Yes, and it awakens a lifelong eagerness to know "how" and "why." Your child's mind grows more perceptive, his thinking more alert. He gains new self-confidence, he "shines" in school, and his grades show it!

Your youngster receives monthly Golden Adventure Kits (each in its own sturdy case). They include quality equipment for safe experimenting. Also actual specimens, clear instructions — and an expertly-written, illustrated Golden Guidebook. Each Kit opens up a new "world" . . . Underwater Life, Astronomy, Birds, Nature Craft, Sea Shells, Insects, Plants, to name a few. Quizziac (with self-grading score sheets) is an important, continuing part of the Program. Each month extra question-disks reinforce your child's learning — even enable him to test himself!

Now, \$4.95 QUIZZIAC is Yours FREE Send No Money. Nothing You Must Buy!

Send the coupon now — without money. We'll rush amazing Quizziac free, yours to keep. You'll also receive the "Weather" Adventure Kit (shown at left) to inspect free for 10 days. Thus you see an actual Kit before enrolling. If you and your child are not delighted, return the Kit (Quizziac is yours to keep!) and owe nothing. Otherwise, we bill you \$3.25, plus postage and handling, for the "Weather" Kit, enroll your child in the Golden Adventure Program, and later bill you \$3.25 plus postage and handling, for each monthly Adventure Kit shipped. You may cancel membership at any time. Please mail coupon promptly.

Golden Adventure Program, Dept. GF5
239 Great Neck Road, Great Neck, N. Y.

COUPON BRINGS QUIZZIAC & "SAMPLE" KIT

Also yours FOR 10 DAYS' FREE INSPECTION "Sample" WEATHER STATION Adventure Kit

Predicting tomorrow's weather is a thrilling, never-to-be-forgotten experience! And this real weather station brings your child everything he needs to become an amateur meteorologist. Youngsters and adults share the fascination of learning how to observe, measure — and most fun of all — how to forecast weather.

You get all this equipment: Automatic Cloud Identifier with special Window Sight; Revolving Disc Humidity Computer; Wind Direction Finder (portable); Counterbalanced Wind Velocity Meter; Calibrated Thermometer; Hygrometer Humidity Gauge; Sample Weather Map; Guide to U.S. Weather Bureau Symbols; Forecaster's Log; Instruction Booklet. Sturdy Hinged-Top Case. Big 100-page Golden Guidebook answers intriguing questions like . . . What controls the earth's temperatures? What is air? How much does it weigh? What makes wind blow? Where does water come from? Why do clouds have a silver lining? How do scientists make forecasts? How are balloons, radiosondes and radar used? How space satellites help? Can man change the weather?

Send amazing Quizziac (worth \$4.95) absolutely free to the child listed at right — for him to keep and enjoy whether or not I later decide to enroll him in the Golden Adventure Program.

Golden Adventure Program, Dept. GF5
239 Great Neck Road, Great Neck, N. Y.

Also send the Weather Adventure Kit for 10 full days' free inspection. If not delighted with this "sample" Kit, I may return it, owe nothing, incur no obligation. Otherwise, bill me only \$3.25, plus postage and handling, for the Weather Kit, and enroll the child listed at right in the Golden Adventure Program. As a member he is to receive monthly Kits, for which I will be billed \$3.25 each, plus postage and handling. It is understood that I may cancel membership at any time.

Child's Name (PLEASE PRINT PLAINLY)

Address

City Zone State

My Name

Address

City Zone State