

PARENTS, TEACHERS, AND TOTS ACROSS THE LAND ARE SAYING:

Thank You, Dr. Seuss!

For Giving Us Books That Even Beginners
Can Read All By Themselves

Most books written simply enough for first, second and third graders necessarily be dull? It was always assumed so... until the beloved DR. SEUSS created "The Cat in the Hat." The kids loved it, and parents and teachers were thrilled to see their children reading joyously and unaided. Now the idea has been expanded by Dr. Seuss and other gifted writers and artists into a whole program of irresistible BEGINNER BOOKS.



"The Cat in the Hat" © 1967 Dr. Seuss

To introduce you and your child
to the new

Beginning Readers' Program



Look at me!
Look at me!
Look at me now!
It is fun to have fun
But you have to know how!

Excerpt from
"The Cat in the Hat"
© 1967 Dr. Seuss



WE INVITE YOU TO ACCEPT These 3 Beginner Books

Including the delightful
DR. SEUSS story "THE CAT IN THE HAT"

The sunniest, funniest tale your youngster ever read all by himself!

for only
\$ 49
WITH TRIAL
ENROLLMENT

You'll know something special is happening the first time your youngster turns, wide-eyed, from the zany cartoon creatures and their hilarious antics to the words that tell the story. Word by word, phrase by phrase, he will follow the print. Excitement grows and grows until the secret cannot be kept a second longer. "Mommy! Daddy! Come and listen. I can read it myself!" And so the great adventure begins, moving from page to page, book to book - until the words that were once hard to read become easy - understanding comes more quickly - and vocabulary grows by leaps and bounds. All because he has discovered reading is fun, when he can do it himself!

BOOKS OF ADVENTURE, HUMOR, KNOWLEDGE -
WRITTEN IN WORDS HE ALREADY KNOWS OR CAN QUICKLY LEARN

The importance of the BEGINNING READERS' PROGRAM goes far beyond the glorious illustrations and fascinating stories. Each book makes reading more fun, and easier than ever, because it is written in 50 to 275 basic words your child has already learned, or can quickly pick up. All are written and illustrated by gifted writers and artists who know where a child's heart is. There's a story on whales, the tale of a city boy who becomes a cowboy, a little girl who flew an airplane... even a trip to the moon. No wonder TV and comic books soon step aside!

BEGINNER BOOKS are durably designed to live with a small child. Printed in at least three bright colors and in large readable type, they're just long enough for a child's attention span. As a

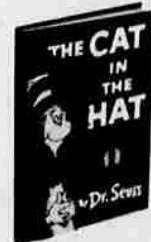


member, your child will receive a BEGINNER BOOK every month and you will be billed \$1.49 plus a small mailing charge, instead of the \$1.95 retail price. After 4 selections, you may cancel any time.

Our Introductory Trial Offer

We invite you to prove the benefits of the BEGINNING READERS' PROGRAM by accepting the three books shown here - a \$5.85 value - for only \$1.49. Even this small investment in your child's reading and school progress carries no risk.

Ten days' trial must convince you that the program will stimulate his appetite for reading, or you may return the three introductory books and owe nothing. If we prove our point, have you ever seen a greater bargain? Fill out and return the coupon now.



THE CAT IN THE HAT
By Dr. Seuss
Mommy was out and there was nothing to do until the magical "Cat in the Hat" walked in to entertain Sally and her brother. Then - oh, what a meal! How the cat fixed it all up before Mommy got back makes a Dr. Seuss story your child will love!



GO, DOG, GO!
By P. D. Eastman
What child doesn't love dogs - especially wildly colored dogs that ski, drive cars, skate, sail boats! P. D. Eastman's funny words and pictures will delight your child - and give him mastery of 75 simple words.



PUT ME IN THE ZOO
By Robert Loeb
A polka-dot animal wants to get into a zoo, but they won't take him. Where he does wind up is a real surprise for beginning readers. Written in rhyme for added word retention, this memorable book contains just 100 different words your child already knows or will quickly learn.

MAIL COUPON TODAY

THE BEGINNING READERS' PROGRAM, Dept. FW-2
A Division of Guller Enterprises Inc.
575 Lexington Avenue, New York 22, N. Y.

Please enroll my child in the BEGINNING READERS' PROGRAM and send him at once the three BEGINNER BOOKS pictured here, for which you will bill me only \$1.49 plus a small mailing charge. If not delighted, I may return these books within 10 days, and owe nothing. Otherwise, each month thereafter, you will send my child another BEGINNER BOOK for which I will pay \$1.49 plus a small mailing charge (instead of the regular \$1.95 retail price). I may cancel this enrollment any time after purchasing four monthly selections.

Child's Name _____ Age _____
(please print)
Parent's Name _____
Address _____
City _____ Zone _____ State _____

Canadian residents please mail coupon to Beginning Readers' Program, A Div. of The Guller Group Ltd., 2547 Danforth Ave., Toronto 13, Ont. M2C



Illustrations © 1968, 1960 Dr. Seuss