

FREE! YOUR CHOICE

ANY ONE OF THESE 4 WONDERFUL SELECTIONS



We make this generous FREE offer to all parents who realize how important the benefits of good reading are to their children NOW and in the future. We're confident that once you sample this plan for your child, you'll want to continue its benefits. But that's entirely up to you. There is NO obligation to take any more books. Your choice of a FREE volume (up to \$2.95 publisher's list value) will be sent to your child as a GIFT from you. The beautiful, hardbound, fully-illustrated book is his or hers to KEEP free.

Young Peoples Book Club is an exciting, planned program of good reading in various fields of interest for BOYS and GIRLS from eight to their early teens. It has proved its worth to more than 200,000 satisfied families in nine years of successful operation.

Parents: Start your BOY or GIRL on a Planned Program of Good Reading Now—When it's Needed Most!

Young Peoples Book Club Plan is simple. Give your boy or girl the FREE GIFT selection of your choice by just filling out the convenient coupon form provided. This automatically starts your child on a Trial Enrollment which entitles him or her to receive the current selection each month.

Selections are made from among these great series: SCIENCE . . . SIGNATURE . . . and WE WERE THERE books. All are especially written and illustrated to delight BOYS and GIRLS, cultivate their taste for good reading and develop their interests in possible careers for the future. Young people love this plan because it gives them a chance to build their very own library. Parents have expressed great satisfaction with the program because it enables them to encourage their children on the path of learning without constant pushing or forcing. Teachers enthusiastically approve, since reading develops proficiency in the primary skill so necessary to the child's progress in schoolwork. All in all, this complete, well-rounded program is designed to constantly widen your child's interests and knowledge naturally, easily and enjoyably.



YOUNG PEOPLES BOOK CLUB
226 North Cass Avenue • Westmont, Illinois



YES

- 1 The Story of MARK TWAIN
- 2 WE WERE THERE on the Nautilus
- 3 Story of FLORENCE NIGHTINGALE
- 4 SCIENCE, SCIENCE, SCIENCE

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Start my child with the FREE GIFT SELECTION checked below which is his or hers to KEEP:

Name of Child _____ (PLEASE PRINT)
Address _____
City _____ Zone _____ State _____
My Name _____ (PLEASE PRINT)
Address _____
City _____ Zone _____ State _____

I understand that, along with the FREE GIFT, I will also receive the next regular Y.P.B.C. selection for a free 10-day trial examination. If I like it, all I need pay is the low members' price of only \$1.69 plus postage and handling. Otherwise, I KEEP the free volume, return the second volume and owe nothing. The decision to continue this Trial Membership will be solely up to me. (This generous offer must necessarily be limited to one to a family.)

Fill
out
and
Mail
Today

FW-100