

A Special Invitation
Offer From The
AMERICAN
GEOGRAPHICAL SOCIETY

...This Fabulous "Sight-Seeing Tour" of NEW YORK CITY

Yours
FOR JUST **10¢**

Now You and Your Family
Can Visit Every Glorious State
with these New Educational
Album Guides to America!

YES, You Get All This for ONE DIME!

THIRTY breathtaking natural color photos of New York's most popular tourist attractions.
A COLORFUL ALBUM in which to mount the photos—plus on informative 7500-word text.
A GIANT WALL MAP—IN COLOR—of the U. S., especially prepared for the American Geographical Society. It opens out to more than three feet wide.
IN ADDITION, if you decide to continue, you get—as a Free Bonus—a handsome red-white-and-blue pull-drawer library case to protect your albums.
ALL THIS—total value \$2.00—is yours for just 10¢ on this introductory offer!



"ART GALLERY—"PICNIC" STYLE! Each Spring and Fall, the artists of Greenwich Village encircle Washington Square with a colorful outdoor showing of paintings, sculpture and craft-works. There's so much to see in New York—museums, concerts, movie premieres, Broadway "first nights"—and the KNOW YOUR AMERICA PROGRAM shows you all of them.



"I LOVE A PARADE" might be New York's motto. Macy's gala Thanksgiving parade is nationally televised. Others include mighty military spectacles, Air Force "parades in the sky", and the famous St. Patrick's Day march.



"THE LITTLE CHURCH AROUND THE CORNER", This is the favorite church of actors and theater people—and it's also popular for weddings. On "busy" days, a marriage is performed every fifteen minutes!



VISIT THE U. N. HEADQUARTERS, Manhattan's huge ultra modern United Nations Building, where delegates from 60 countries gather together to work and to debate... and where turbans, saris and tarbooshes are everyday attire!



A BIT OF OLD NEW YORK. You'll see relics of the past—like this taxi stand near Central Park where top-hatted cabbies still wait with their horse-drawn carriages, just as they did in the "Gay '90's."



"SLOT-MACHINE!" RESTAURANT. Most visitors to New York can't resist a meal in the Automat, where you feed nickels into a slot, and the machine feeds you—anything from a bun to a full meal.



TIMES SQUARE is called the crossroads of the world—and it is the center of the world's greatest "melling pot"! More Irishmen live in New York than in Dublin, more Jews than in Israel, more Italians than any other city but Rome! You can watch cricket played in the city parks—see bagpipe contests—attend celebrations of "foreign" holidays you never heard of! You'll visit them all, through your KNOW YOUR AMERICA PROGRAM.

A New Program that Takes You on a Different "Tour" Each Month!

NEW YORK CITY is the delight of millions of tourists every year. Now you can "come along" on a thrilling guided tour of the world's most glamorous city—for just ten cents!

Yes, for just a dime, you are invited to join the thousands of American families who are now enjoying the American Geographical Society's new KNOW YOUR AMERICA program. To introduce you to this wonderful new idea in education and entertainment, the Society offers to send you the valuable Gift Package shown and described above. But your best send for it before the supply is exhausted.

You Can "Travel" As Far As You Want

The Society will send you this \$2.00-value gift to acquaint you with a new program of things-to-know and things-to-see in our marvelously varied country. Once you have enjoyed your unique picture-tour of New York City, you can continue your trip through every glorious state of our great land. You can learn fascinating historical facts about America's past... visit out-of-the-way places and scenic wonders... develop fresh understanding of our customs and traditions.

Here is how this new educational program works: Once each month the Society issues a colorful, informative album containing a 7500-word picture-text on some aspect of the American scene,

especially written by an expert in the field. With each album you also receive a magnificent set of about 30 full-color photo-prints, gummed and perforated, beautifully illustrating the subject covered in the text. These lovely prints can be mounted right into the album—thus enabling you and your family to gain a full knowledge of the subject covered—and at the same time have a lot of fun!

You build a priceless collection of facts and folklore about the people and places that make our country so exciting to know... a collection that will help your children at school and be a stimulating educational experience for the whole family. And the total cost is so very trifling: only \$1.00 for each set, plus a few cents shipping. You are under no obligation—and you may stop at any time.

Mail Coupon with Just Ten Cents

To acquaint yourself with this new program, simply accept the \$2.00 demonstration set—your guided tour of New York City—for only ten cents. There is no obligation. However, if you are delighted with your trial package and do wish to continue with the program for a while, you pay only \$1.00 for each monthly "tour" thereafter. But quantities are limited. Mail the coupon today to The American Geographical Society's "Know Your America" Program, Dept. 8-FWJ-8, Garden City, New York.



13 MILLION VISITORS A YEAR come to admire Rockefeller Center's fountains, towers, fabulous hanging gardens... and uncountable other attractions you'll see on this exciting "tour."

AMERICAN GEOGRAPHICAL SOCIETY'S
Know Your America Program
Dept. 8-FWB-8, Garden City, N. Y.

I enclose ten cents. Please send me at once my introductory package consisting of (1) the informative album "New York City"; (2) twenty-nine full-color reproductions to mount in the album, and (3) a giant 28 x 40 inch Wall Map of the U. S.

I understand you plan to issue a new "Know Your America" Program album and a set of color prints each month, for only \$1 plus shipping. After examining my introductory package, I'll notify you if I do not wish to continue. I am not obligated to take any minimum number of albums and I am free to resign at any time.

Name _____
Address _____
City _____ Zone _____ State _____

MAIL COUPON PROMPTLY WITH ONLY 10¢
(Offer good only in Continental U. S. A.) K-13