

START YOUR CHILD ON THIS SENSIBLE PLAN based on exciting books about **SCIENCE** and **HISTORY**... designed to instill a lifetime love of good books and to assist him—without pressure—with his school work

AN IDEAL CHRISTMAS GIFT (see below)

A TRIPLE TURRET MICROSCOPE KIT—"SCHOOL SIZE"

GIVEN TO YOUR CHILD

WITH A FOUR-MONTH TRIAL SUBSCRIPTION TO

Young Readers of America

A BOOK CLUB FOR BOYS AND GIRLS (FROM 8 TO 14)

UNDER THE DIRECTION OF **Book-of-the-Month Club**



NOT A TOY!
THIS FINE OPTICAL INSTRUMENT IS LARGER THAN SHOWN
Three Turrets:
100x • 200x • 300x



Through this fine instrument your youngsters can view the world's tiniest animals, plants, feathers, gemlike crystals, etc. Comes with manual and other equipment illustrated below.

THE PLAN • To encourage—without pressure—a natural love of reading is the sound educational principle of the **YOUNG READERS OF AMERICA*** plan. It provides—at regular intervals, which is extremely important—authoritative books that are, above all, *fun to read*. The "library building" habit thus acquired in childhood is the most precious that can be developed in any child. There are two separate series involved, one covering history and the other science. You can subscribe to either one for your child, or to both at a 10% discount.

THE KIT YOU GET INCLUDES: Carrying case, the microscope, instruction manual, 10 prepared slides, 5 blank slides, slide covers, magnifying glass, tweezers, spatula.

ELECTRICALLY ILLUMINATED
(BATTERIES INCLUDED)



(1) THE ALLABOUT BOOKS are comprehensive books about **SCIENCE**. Each of these volumes—from dinosaurs and astronomy to atoms and sputniks—is written by an eminently qualified science writer and is accurately and profusely illustrated.

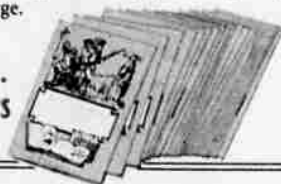
(2) THE LANDMARK BOOKS about American and world **HISTORY** are written by outstanding authors whose reputations were made in the field of serious adult writing—authors like John Gunther, Pearl Buck, Thomas B. Costain, John Mason Brown and many others.

* A **FOUR-MONTH TRIAL SUBSCRIPTION** is suggested, in order to see how your own young reader responds to the idea. To excite and inspire him immediately, he will receive, *free*, the enrollment gift pictured at left. He will also receive the **ALLABOUT** or **LANDMARK BOOK** you select as the first purchase from the two listed in the coupon. At the end of the trial subscription, if you do not feel that the plan is succeeding with your child, you are free to cancel.

* **THE SYSTEM IS SIMPLE**—each month your child will receive a book addressed to him personally. The price to subscribers, *lower than the regular retail price*, is only \$1.75 each, plus a small charge for mailing.

* **IF YOU DECIDE** to subscribe to both series (one **ALLABOUT** and one **LANDMARK BOOK** each month) you will receive a discount of 10%, making the special combined price \$3.15, plus the postage and handling charge.

**ALSO GIVEN...
50 BOOKPLATES**



NOTE ABOUT CHRISTMAS: If you wish the subscription to begin as a Christmas surprise, simply check the proper box in the coupon. The enrollment gift and the first purchase will be sent in packages plainly labeled "Do not open until Christmas." Enclosed will be a card naming you as the donor.

*Trademark of Book-of-the-Month Club, Inc.

BEGIN WITH ONE OF THESE—OR BOTH



DANIEL BOONE
by John Mason Brown

ALL ABOUT THE HUMAN BODY
by Bernard Glenser

NOTE TO PARENTS: **ALL ABOUT THE HUMAN BODY** is recommended by the American Library Association and contains perhaps the best and most sensible description of human physiology ever written and pictured for children. It includes a simple illustrated explanation of the process of reproduction that has been called "a model of clarity and dignity."

Book-of-the-Month Club, Inc., 345 Hudson Street, New York 14, N. Y.

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YOUNG READERS OF AMERICA Branch

Please enroll the child named below in a four-month trial subscription to **Young Readers of America** and send him, free (there is a charge for postage), the "SCHOOL SIZE" TRIPLE TURRET MICROSCOPE KIT and the fifty bookplates with the purchase of the first book(s) indicated. You are to send the child:

- one **ALLABOUT BOOK** each month and bill me at \$1.75 (plus a small charge for postage and handling) for each book. } Check one
 one **LANDMARK BOOK** each month and bill me at \$1.75 (plus a small charge for postage and handling) for each book.
 one **ALLABOUT** and one **LANDMARK BOOK** each month and bill me at \$3.15 (plus a small charge for postage and handling) for each shipment.

I may cancel the subscription any time after receiving four shipments of books. As the child's first purchase send the book (or books) checked at the left. (For combination subscription check both books.) This order must be filled in and signed by **PARENT** or **DONOR**

SEND BOOKS TO.....
Name of Child—Please Print

Street.....

City..... Zone..... State.....

ORDERED BY Mr. }
Mrs. }
Miss }
Signature of Parent or Donor

Street.....

City..... Zone..... State.....

IF YOU WANT THIS AS A CHRISTMAS GIFT CHECK HERE. PACKAGE WILL ARRIVE IN TIME FOR CHRISTMAS IF ORDER IS RECEIVED BY DECEMBER 1 YR 32
NOTE: In Canada, LANDMARK and ALLABOUT BOOKS are \$1.75 each (\$3.42 for a combination subscription) plus postage and handling, and are shipped duty free from Toronto.