

START YOUR CHILD ON A SENSIBLE READING 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 GIFT FOR CHRISTMAS OR BIRTHDAYS (see below)

WITH A FOUR-MONTH TRIAL SUBSCRIPTION TO

Young Readers of America

A BOOK CLUB FOR BOYS AND GIRLS 8 TO 14

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

THIS PERSONAL* TRANSISTOR RADIO GIVEN TO YOUR CHILD

THE PLAN • To encourage—without pressure—a natural love of reading is the sound educational principle behind the **YOUNG READERS OF AMERICA** plan. It provides—at regular intervals, which is extremely important—authoritative books that are, above all, *fun to read*. Most of the Club's selections in history are famous **LANDMARK BOOKS**. Most of the selections in science are equally famous **ALLABOUT BOOKS**. From time to time, when it is obviously to the benefit of our young members, other books are chosen. A notable example is the Young Readers edition of **PROFILES IN COURAGE** by John F. Kennedy offered below.

THE LANDMARK BOOKS are all written by outstanding authors whose reputations were made in the field of serious adult writing—authors like John Gunther, Pearl S. Buck, Thomas B. Costain and John Mason Brown—in fact, almost every good author you can think of.

THE ALLABOUT BOOKS are comprehensive books about science written by eminently qualified science writers such as Roy Chapman Andrews, David Dietz, Jack Gould and a host of others of equal authority. All the books are profusely illustrated.

* **A FOUR-MONTH TRIAL SUBSCRIPTION** will enable you to see how your own young reader responds to the idea. To excite and inspire him immediately, he will receive, free (there is a charge for postage), the enrollment gift pictured at left. He will also receive the book you select as the first purchase from the two listed in the coupon. Also sent will be fifty handsome bookplates, in order to encourage him to build and be proud of his own library. At the end of the trial subscription, if you feel that the plan is not 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 \$1.85 each, plus a small charge for handling and postage. If you decide to subscribe to both series (one **SCIENCE** book and one **HISTORY** book each month) you will receive a discount of 10%.

SPECIFICATIONS OF THIS TRANSISTOR RADIO RECEIVER

- * **EARPHONE ONLY**—No speaker to disturb others!
- * **SUPERHETERODYNE CIRCUIT**—Two transistors, two diodes, two transformers
- * **ANTENNAS**—Built-in ferrite type and removable collapsible rod
- * **40-MILE RANGE**—540 to 1600 kilocycles
- * **VOLUME CONTROL**
- * **BATTERY SUPPLIED**—Replacements available anywhere

Also included: *Why Radio Can Go Around the World* by Jack Gould, Radio and Television Editor, *The New York Times*



50 BOOKPLATES ALSO GIVEN
TO INSPIRE
LIBRARY BUILDING

A NOTE ABOUT CHRISTMAS AND BIRTHDAYS

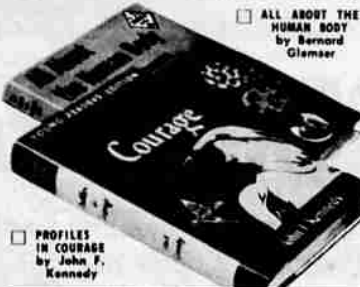
If you wish to obtain a subscription as a Christmas or birthday surprise, simply check the appropriate box in the coupon. The enrollment gifts and the first purchase will be sent in a package plainly labeled "Do not open until Christmas" or "Do not open until your birthday," as the case may be. Enclosed will be a suitable card naming you as the donor.



"Children who acquire the habit of reading are inevitably better prepared for college than non-readers—a vital matter in many families today. Good books are the most important gifts you can give your boy or girl, for birthdays, at Christmas, on any and every occasion."—GEORGE GALLUP

BEGIN WITH EITHER OF THESE—OR BOTH

- ☐ **ALL ABOUT THE HUMAN BODY**
by Bernard Glaser



- ☐ **PROFILES IN COURAGE**
by John F. Kennedy

NOTE TO PARENTS: *ALL ABOUT THE HUMAN BODY* contains perhaps the best and most sensible description of human physiology ever written for children. It includes an 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.

19-11

YOUNG READERS OF AMERICA Branch
Please enroll the child named below in a four-month trial subscription, as indicated below, to **Young Readers of America** and, with the purchase of the first book(s) specified, send him, free (there is a small charge for postage and handling), the **PERSONAL TRANSISTOR RADIO** and the fifty bookplates. I may cancel the subscription any time after receiving four shipments of books for the child.

- CHECK BELOW THE DIVISION (OR DIVISIONS) IN WHICH YOU WISH YOUR CHILD ENROLLED
- ☐ **SCIENCE**. Send one science book each month and bill me at \$1.85 (plus a small charge for postage and handling) for each book.
 - ☐ **HISTORY**. Send one history book each month and bill me at \$1.85 (plus a small charge for postage and handling) for each book.
 - ☐ **SCIENCE AND HISTORY**. Send one science and one history book each month and bill me at \$3.33—a discount of 10% (plus a small charge for postage and handling) for each shipment.

As the child's first purchase send the book (or books) checked at the left. (For combination subscription check both books.)

ORDER MUST BE FILLED IN AND SIGNED BY PARENT OR DONOR

Send books to..... Name of child—please print.....

Address.....

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

Ordered by ☐ Mr. ☐ Mrs. ☐ Miss..... Signature of parent or donor.....

Address.....

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 31.)

☐ IF YOU WANT THIS AS A BIRTHDAY GIFT, CHECK HERE. (Allow two weeks for delivery.)

NOTE: In Canada, LANDMARK (history) and ALLABOUT (science) BOOKS are \$2.00 each (\$3.45 for a combination subscription); plus postage and handling, and are shipped duty free from Toronto.

TR-43