

Free! this magnificent \$7.50 Volume "OUR WORLD in SPACE and TIME"

You are invited to participate in a daring new approach to knowledge — and accept, as our gift to you, this exciting new \$7.50 volume

Simply sign and mail the coupon without delay, and you will promptly receive "Our World in Space and Time" free of all cost

THERE is no comparable series of books... anywhere... to provide the home enrichment needed to cope with life in the world today... to prepare for the world of tomorrow. This daring new publishing venture takes you right up to the edge of Man's

FRONTIERS OF KNOWLEDGE

In the last hundred years, the frontiers of knowledge have been pushed back more than in all the previous centuries put together. In the last twenty years, breathtaking new discoveries, new concepts have outdated even many "modern" ideas. Now new breakthroughs in knowledge are almost an everyday occurrence.

This sudden acceleration of Man's conquest of the unknown presents an opportunity and a challenge to participate in this exploration of our world, to share the thrills our scientists and scholars feel as they probe into new realms of knowledge.

To meet the challenge, the publishers of 8 nations have joined together to sponsor one of the most ambitious educational projects of our time.

These publishers have commissioned a task force of outstanding scholars and artists to tell the story of Man's

present-day knowledge in words and full-color pictures so exciting that no reader will be able to resist them! The style is easy, almost conversational, yet the basic facts are all there for everyone to enjoy.

Unlike a regular encyclopedia, the series of volumes planned for the INTERNATIONAL PICTORIAL TREASURY OF KNOWLEDGE will be made not for "looking up" but for reading and browsing. The story of the stars and the planets... animals and plants... rise and fall of civilizations... modern industries... will be made so gripping that anyone in the family will want to "curl up" on the sofa with one of these fascinating volumes just as he might with a rattling good adventure story!

The first volume, "OUR WORLD IN SPACE AND TIME," is ready now. Additional volumes will be made available at two-month intervals. You may collect these volumes, as they are published, at a Special Subscriber Price — with impressive savings over the regular price.

We believe that when you read "Our World in Space and Time" you will want to receive the remaining five books of the International Pictorial Treasury of Knowledge. Produced under the editorial supervision of world-renowned scientist and author, Dr. Ashley Montagu, the series displays all of Man's knowledge in an exciting new way — for instant understanding.

A Fascinating Adventure Story

Using the scientific new "Visual-Unit" technique, the free first volume makes the life story of this amazing planet of ours seem like a fascinating adventure story. You'll see...

...the first men learning to harness fire — making their first feeble attempts to record history with primitive drawings on the walls of their caves.

...how the courageous voyages of the Phoenicians, the

Vikings, Columbus drew the world closer together. ... Henry Stanley meeting Dr. Livingstone in darkest Africa. Sir James Ross first setting foot in the icy Antarctic.

... how the peoples of the world live — from the Eskimo in the frozen wastes of the North to the nomadic Arab in the parched desert.

Yes, "Our World in Space and Time" is a marvelous book — guaranteed to thrill and enthrall everyone in your family, no matter the age. Its wonderful new "knowledge-absorbing" technique excites and tempts the reader to travel on to further exploration into the vast realms of knowledge. You will be surprised at how much can be absorbed in so little time.

You see, most heavily illustrated books have pictures and captions sprinkled helter-skelter throughout the book. The main text runs around the pictures making it difficult for the reader to concentrate. He must usually labor through the entire book before he can understand the overall idea.

The Pictorial Treasury series embodies a revolutionary new principle which gives the reader an instant understanding of each unified subject. All pictures are on the right hand page. The facing left hand page contains a full and complete description of the picture opposite. In seeking to know more about each fascinating illustration, the reader is drawn into the text which presents in an easy "conversational" style a clear discussion of the topic at hand. All the basic facts are there, cleverly presented for easy understanding. In this way the reader learns easily and is tempted to go on and learn more.

That is exactly the effect this Series is designed to have — to increase our fund of knowledge... to instill in everyone a love of learning and the thrill of seeking knowledge.

Joint Effort of Publishers Throughout the World

And that is why publishers in 8 nations — United States, Denmark, Spain, Belgium, Italy, England, Australia and Canada — are embarking on this daring and enlightened program at the cost of more than \$1,000,000 — before printing the first copy!



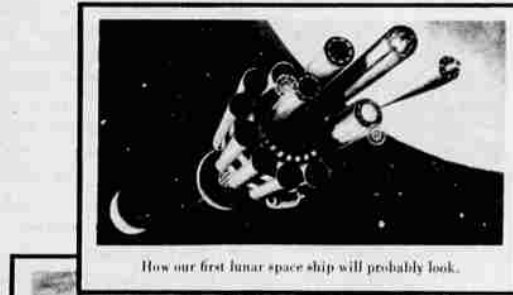
To assemble this wonderful set, no fewer than 25 artists worked full time for months preparing original color paintings which alone cost over \$100,000. The plates for this art work cost another \$540,000. Research, writing, editing and typography added another \$100,000 or more to the total expense. You can see just how staggering the cost of producing this set was!

So, by indicating your interest now, you will help us plan our printing requirements. That is why you may have Volume I absolutely without cost. What's more you reserve the right to see any of the remaining five volumes on 10-Day Free Trial — in the coming months — and then keep them, if you wish, at substantial Subscriber Savings.

Mail Coupon Today. No Obligation!

Mail the coupon now, and "Our World in Space and Time" will come to you promptly along with Volume II — "Life and Its Marvels," which tells the story of the marvelous science of life... the secret forces and laws that animate and govern all living things from birth to death. Examine both volumes for 10 days. If they do not surpass your greatest expectations, simply return Volume II at our expense... BUT VOLUME I IS YOURS TO KEEP — FREE!

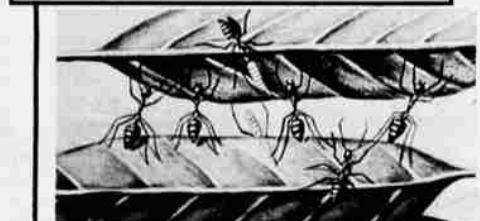
If you decide to keep Volume II, simply pay the Special Subscriber Price of \$4.95 plus a few cents postage and handling — a saving to you of \$2.55. Then, every two months, you will receive another of the four volumes remaining in the Series. Examine each and either return it in 10 days, if you decide not to keep it — or pay the same low Subscriber Price of only \$4.95 (even though the regular retail price is \$7.50). It's a clear saving to you of \$20.25 for the 6-Volume Series.



How our first lunar space ship will probably look.



Men learned to navigate the seas nearly 10,000 years ago.



Ants stitching leaves together.



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