

PARENTS, TEACHERS, AND TOTS ACROSS THE LAND ARE SAYING:

Thank You, Dr. Seuss!

**For Giving Us Books That Even Beginners
Can Read All By Themselves**

Must books written simply enough for first, second and third graders necessarily be dull? It was always assumed so... until the beloved DR. SEUSS created "The Cat in the Hat." The kids loved it, and parents and teachers were thrilled to see their children reading joyously and unaided. Now the idea has been expanded by Dr. Seuss and other gifted writers and artists into a whole program of irresistible BEGINNER BOOKS.

To introduce you and your child to the new

Beginning Readers' Program



WE INVITE YOU TO ACCEPT

These 3 Beginner Books

including the delightful new

DR. SEUSS story, "HOP ON POP"

the "simplest Seuss for youngest use"

for
\$49
WITH TRIAL
ENROLLMENT

You'll know something special is happening the first time your youngster turns, wide-eyed, from the wonderful cartoon creatures and their hilarious antics to the words that tell the story. Word by word, phrase by phrase, he will follow the print. Excitement grows and grows until the secret can be kept no longer. "Mommy! Daddy! Come and listen. I can read it myself." And so the great adventure begins, moving from page to page, book to book—until the words that were once hard to read become easy—understanding comes more quickly—and vocabulary grows by leaps and bounds. All because he has discovered reading is fun, when he can do it himself.

BOOKS OF ADVENTURE, HUMOR, KNOWLEDGE—

WRITTEN IN WORDS HE ALREADY KNOWS OR CAN QUICKLY LEARN

The importance of the BEGINNING READERS' PROGRAM goes far beyond the glorious illustrations and fascinating stories. Each book makes reading more fun, and easier than ever, because it is written in 50 to 275 basic words your child has already learned, or can quickly pick up. All are written and illustrated by gifted writers and artists who know where a child's heart is. There's a story on whales, the tale of a city boy who becomes a cowboy, a little girl who flew an airplane... even a trip to the moon. No wonder TV and comic books soon step aside!



BEGINNER BOOKS are durably designed to live with a small child. Printed in at least three bright colors and in large readable type, they're just long enough for a child's attention span. As a member, your child will receive a



BEGINNER BOOK every month and you will be billed only \$1.49 plus a small mailing charge, instead of the publisher's retail price of \$1.95. After four selections, you may cancel any time.

Our Introductory Trial Offer

We invite you to prove the benefits of the BEGINNING READERS' PROGRAM by accepting the three books shown here—a \$5.85 value at the publisher's retail price—for \$1.49. Even this small investment in your child's reading and school progress carries no risk.

Ten days' trial must convince you that the program will stimulate his appetite for reading, or you may return the three introductory books and owe nothing. If we prove our point, have you ever seen a greater bargain? Fill out and return the coupon now, to

THE BEGINNING READERS' PROGRAM

A Division of Grelier Enterprises Inc.

575 Lexington Avenue, New York, N. Y. 10022

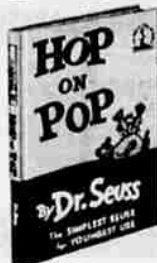


"HOP ON POP" © 1963 Dr. Seuss

HOP POP

We like to hop.
We like to hop
on top of Pop.

Excerpt and
drawing from
"HOP ON POP"
© 1963 Dr. Seuss



HOP ON POP

by Dr. Seuss

Wonderful nonsense for the youngest readers of all. As The New York Times Book Review says, "Dr. Seuss is bent on removing reading frustrations before they start and he deserves a special fanfare for 'HOP ON POP'... Should turn any reading lesson into a ball, especially when the children see the illustrations."



TEN APPLES UP ON TOP!

by Theo. LeSieg

Illustrated by Roy McKie
Take ten apples, some extraordinarily dexterous animals, and an author who can toss words around as deftly as a juggler tosses his clubs. The result: a delightful tale told in rhyme—and a vocabulary of just 75 simple words. Wild and wonderful pictures add to the fun.



ARE YOU MY MOTHER?

by P. D. Eastman

An odd young bird hatches out of his egg and into a series of feather-raising adventures. At the brink of disaster, fate smiles (and your lot will laugh with pleasure and relief) as our hero is rescued by a snorting steam shovel. All this in funny pictures and a vocabulary of 100 simple words!

MAIL COUPON TODAY

THE BEGINNING READERS' PROGRAM, Dept. FW-3
A Division of Grelier Enterprises Inc.
575 Lexington Avenue, New York, N. Y. 10022

Please enroll my child in the BEGINNING READERS' PROGRAM and send him or her the three BEGINNER BOOKS pictured here, for which you will bill me only \$1.49 plus a small mailing charge. If not delighted, I may return these books within 10 days, and owe nothing. Otherwise, each month thereafter, you will send my child another BEGINNER BOOK for which I will pay only \$1.49 plus a small mailing charge (instead of the publisher's retail price of \$1.95). I may cancel this enrollment any time after purchasing four monthly selections.

Child's Name _____ Age _____
(please print)

Parent's Name _____

Address _____

City _____ Zone _____ State _____

Canadian residents please send coupon to Beginning Readers' Program,
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