

NOW ON SALE AT

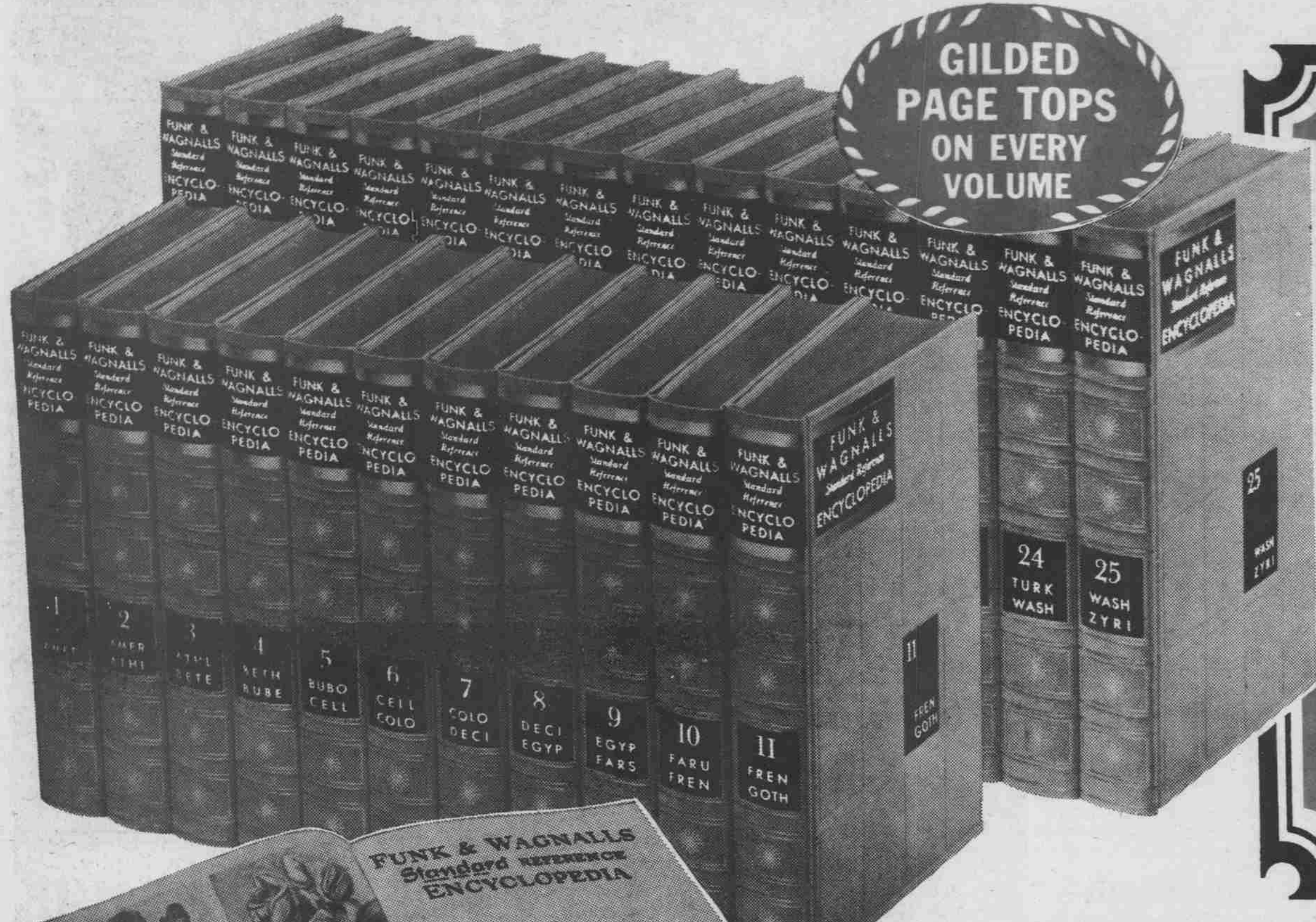


An Amazing Value—YOURS—A Book A Week!

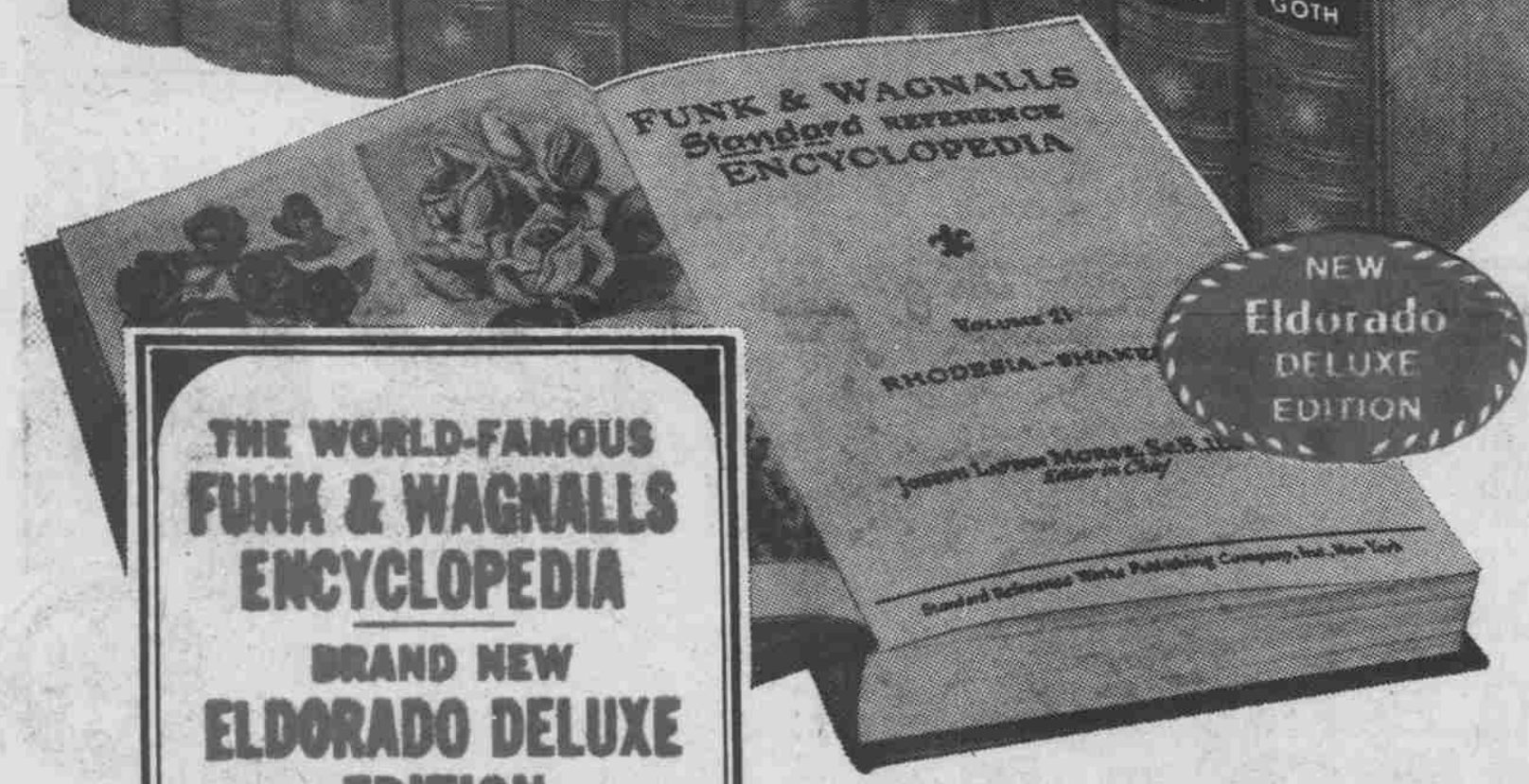
FUNK & WAGNALLS ENCYCLOPEDIA

in the NEW Eldorado Deluxe Edition

GILDED PAGE TOPS ON EVERY VOLUME



NOW—
50% OFF
PUBLISHER'S EDITION



NEW Eldorado DELUXE EDITION

**THE WORLD-FAMOUS
FUNK & WAGNALLS
ENCYCLOPEDIA**
BRAND NEW
**ELDORADO DELUXE
EDITION**
GILDED PAGE TOPS
25 Magnificent Volumes
7,000,000 WORDS
30,000 ARTICLES
**AUTHORITATIVE!
COMPREHENSIVE!
LATEST EDITION!**

The volumes of this world-famous encyclopedia, in a slightly more costly binding, now sell for \$2.79 apiece (plus 21¢ postage) when ordered by mail directly from the publisher. In this special offer, you can buy the volumes at any one of our stores at HALF THAT PRICE — including gold page tops, exclusive in our Eldorado deluxe binding.
And Volume 1 is yours for only 49¢! Why? So that you won't be able to resist buying a copy — to take home with you — show your family and friends — and then, decide whether you want the other vol-

umes of the set or not.
So, pick up Volume 1 today. Then, collect the others of the set, a book each week, as they are placed on sale. The price for Volumes 2 to 25 is only \$1.49 each.
Volume 1 is now on sale. Each week thereafter a new volume is placed on sale so that if you collect your volumes a book each week in only a few short months you will own a complete set.
So get Volume 1 this week. Then make it a habit to pick up an additional volume each time you visit one of our stores.

Huge Treasury of Knowledge—Magnificent New Edition

Think what it would mean for you and your family to have this great reference work ready at hand to answer all questions in every field of knowledge.

A fine encyclopedia is the one set of books most important for the home — an absolute necessity where there are school children or college students. And no encyclopedia in existence is finer than this one, or more useful, or better for family use.

Each volume has the contents of three ordinary books. The complete set contains SEVEN MILLION WORDS in all, in nearly ten thousand double-columned pages, covering over

THIRTY THOUSAND different subjects embracing a condensation of all man's knowledge!

This newest Eldorado Deluxe Edition is really gorgeous, bound in creamy simulated leather, stamped in red, black and gold, with special end-papers, full-color frontispieces, thousands of photographs, drawings, and diagrams illustrating the text, and full-color maps of every country on the globe, comprising a complete World Atlas. Most beautiful of all, the page-tops of all the volumes are gilded, as only really expensive books are gilded, making the set a superbly luxurious ornament for any home.

FOR YOUR HOME, YOUR FAMILY, YOUR CHILDREN AT A PRICE YOU CAN AFFORD!

VOLUME NO. 1 IS NOW ON SALE AT

Eastgate Shopping Center



RECOMMENDED*
By Highest Authority
"Especially for Home and Family Use"

Official endorsement has been granted to the Funk & Wagnalls Encyclopedia by the highest authority on books offered for use in schools and libraries. The official recommendation, of which we are proud, has been extended to NO OTHER ENCYCLOPEDIA SELLING FOR LESS THAN TWO AND A HALF TIMES THE PRICE OF THE FUNK & WAGNALLS.

LOWEST PRICED

Yes, other recommended encyclopedias sell for \$130.00 and up, but this great Funk & Wagnalls Encyclopedia, in the beautiful new Eldorado Deluxe Edition, can be yours for a FRACTION of that price — only 49¢ for Volume No. 1 and \$1.49 each for the other volumes of the set.

So, get Volume No. 1 this week. Then, make it a habit to pick up an additional volume every time you shop.

*Name of authority and quotation from review printed in brochure available from publisher.

