

# READY FOR YOU TODAY

To win a Million NEW FRIENDS for CUNNINGHAM'S DRUG STORES

We are practically **GIVING AWAY**

THIS MAGNIFICENT—12 VOLUME SET OF

THE **WORLD'S POPULAR ENCYCLOPEDIA**



for the **SENSATIONAL GIFT PRICE OF**  
**39¢**  
PER VOLUME  
AT ALL CUNNINGHAM'S DRUG STORES

### YOU WILL BE PROUD TO OWN THIS BEAUTIFUL SET

This impressive library of information on every conceivable subject will enrich your every-day life. Every member of your FAMILY, your FRIENDS, your OFFICE STAFF will benefit from the FACTUAL—ENTERTAINING—EDUCATIONAL data contained within these twelve comprehensive volumes.

### GIVE YOUR CHILDREN THE HELP THIS ENCYCLOPEDIA WILL BE TO THEM

Thoroughly up-to-date, edited for 1937... this reference library of information will aid your children in their school and college studies. A panorama of the World, its People and Events is lucidly presented... from Adam to President, Franklin D. Roosevelt and Boulder Dam!

### Cunningham's Make It Possible For Everyone to Have This Popular Encyclopedia

Ordinarily, you would have to pay many times this first price for a truly fine encyclopedia. The purpose of this most unusual offer is TO WIN A MILLION NEW FRIENDS.

### GET YOUR FIRST VOLUME TODAY... AT YOUR NEAREST CUNNINGHAM'S DRUG STORE

THRILLING FACTS FROM THE FOUR CORNERS OF THE WORLD

GREAT PERSONALITIES PAST AND PRESENT

40,000 SUBJECTS 3,000,000 WORDS

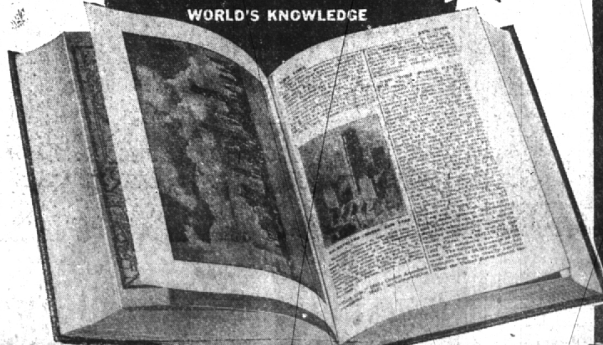
LITERATURE CULTURE

GOVERNMENT ECONOMICS

HISTORY GEOGRAPHY

SCIENCE THE ARTS

A PRICELESS COMPENDIUM OF THE WORLD'S KNOWLEDGE



**NO COUPONS  
NO CONTESTS  
NO RED TAPE  
ONCE-IN-A-LIFETIME OPPORTUNITY**

CHALLENGING any book offer ever made to the public... Cunningham's Drug Stores virtually give you this luxuriously-bound 12 volume, wonder edition of the renowned World's Popular Encyclopedia... TO WIN A MILLION NEW FRIENDS!

You owe it to yourself—your family—actually to have this authoritative source of the world's knowledge at your fingertips. This imposing, up-to-date encyclopedia is the very foundation of the home library.

Edited by eminent authorities, the World's Popular Encyclopedia gives you and your children a veritable treasure chest of the world's wisdom and knowledge—the essence of a college education in twelve wondrous volumes.

**GET YOUR FIRST VOLUME TODAY!  
A VOLUME A WEEK  
A COMPLETE SET IN NO TIME**

IMPORTANT! You can ORDER by mail, if it is more convenient. Use the coupon below. Mail it without delay to insure getting your set. After all, though the edition is large, the number of sets is necessarily limited.

CUNNINGHAM'S DRUG STORES  
1237 12th ST., DETROIT  
Send me the first volume of the 12-volume World's Popular Encyclopedia at your gift price of 39¢ per volume.  
NAME \_\_\_\_\_  
ST. ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_  
I enclose 39¢, 1¢ Michigan Sales Tax and 10¢ postage, a total of 50¢.

# Cunningham's

DRUG STORES