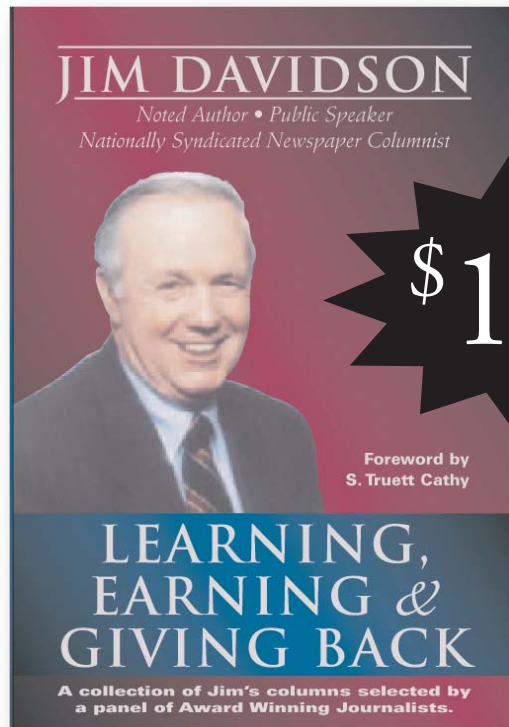


A New Symbol for Literacy in America



\$15⁹⁵

Dear Fellow American: Would you be willing to buy a great book if you knew that ALL the profits would be used to improve literacy in America? The people who need help the most are children in low-income families, because most of these families do not own any books. If they don't learn to read, many will grow up to continue the cycle of poverty and dependence. These children have tremendous potential to achieve success, if people like you who can read, are willing to help them.

In Conway, Arkansas a group of local citizens, all volunteers, are doing something about this problem by building quality oak bookcases and giving a starter set of "gently used" books to many of these children. They are also reading to these deserving children each week to insure that their efforts are not in vain. This is 'grassroots' at its very best. We do not need another layer of bureaucracy where you have salaries, rent, telephone, postage and other expenses. Rather, we need parents and grandparents, along with others in the community, who want to help win the battle against illiteracy.

This book was written by Nationally Syndicated Columnist Jim Davidson and here is how the money is being used. It sells for \$15.95 and \$3 goes to buy wood to build bookcases, \$3 goes to the Newspaper in Education program in our schools, \$3 goes to fund Journalism Internships (Jim's way of giving back) and the balance to spread the project to other communities. When this book becomes a "Symbol" for literacy in America, and each time someone buys a book they know where the money is going, we will begin to win the battle. This book makes a great gift for any occasion.

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Book Ordering Information: Name of Newspaper, Civic Club, Literacy Council, etc.
Locations where book may be purchased.