

THE BIGGEST OFFER EVER MADE TO MODEL AIRPLANE BUILDERS

For a long time we've been developing plans for an extraordinary enterprise. We knew it must be done—and because this hobby of designing authentic model airplanes is a very serious business with us, we decided that we were the ones to do it. Countless numbers of letters have come to us from model builders, offering to subscribe to a regular service on latest model informa-

tion and data every model builder should have. In some of our literature of the past we have touched lightly on these important subjects, but never as deeply or thoroughly as we would have like to—space did not permit. **So now the time is ripe for a magazine to be published by Cleveland Model & Supply Co.** It's already under way and the first issue will be ready for distribution early in December. It has been named—

"CLEVELAND MODELMAKING NEWS and Practical Hobbies"

It's to be just packed with the kind of model information you get nowhere else—and on top of that we have a real surprise in store for you. Plenty of illustrations—plenty of absorbing data on all phases of model airplane building and information on other kinds of modelmaking and hobbies that are practical. This magazine is being written for you. It is your magazine. We are going to run the articles you want us to run in it, but in starting we are going to list what we think you want most.

"CLEVELAND MODELMAKING NEWS and Practical Hobbies" is for boys and men honestly interested in practical hobby work and in this line we hope to make this little magazine a real goldmine of pleasant and helpful assistance for spare time work that is truly educational. Furthermore, it will also serve as a national

meeting place of opinions, discoveries and achievements of model-builders everywhere. It is an ambitious project indeed, but it is only true to form to a prophecy made a long time ago, that we were preparing much interesting information for model-builders for a good many years and that we would later release this information. We feel that we have now reached the point where we are ready to do this.

You'll not want to miss one single issue if you expect to keep abreast of the latest developments in fine model work—but equally important because you'll want to be in on a gift offer that no model-builder has ever been offered before or one that he can really afford to miss.

Six or more 3/4 inch Scale Drawings Given FREE within one year!

With each issue of "CLEVELAND MODELMAKING NEWS and Practical Hobbies"—it will be published every other month, January, March, May, July, September and November—you will receive a standard Cleveland-designed 3/4" scale completely detailed drawing of some famous airplane drawn to full scale with all necessary patterns and all information needed to build this model. Not a puny little drawing, but a very fine large sheet—17"x44"—folded inside of every issue. This does not mean that you must buy the materials to build them from us—**absolutely no strings whatever attached to this offer.**

Just stop and think what a value this is! Separately these drawings would be sold at \$1.00 each, yet we guarantee to give you six of them, all different, one with each issue of the magazine—all for the magazine's small subscription price of \$1 a year. This offer goes to every subscriber of "CLEVELAND MODELMAKING NEWS and Practical Hobbies" magazine. In the event of a price change or increase in the number of issues per year, you will receive full benefit of this offer and receive at least six drawings. Never be-

fore was there such an attractive offer made to model making enthusiasts.

Then if you're interested enough to help the magazine along by getting additional subscribers for us to warrant placing **more** than one full 3/4" drawing in each issue, (as we are doing in the first two issues) we will do so without hesitation as we want boys everywhere to use Cleveland-Designed drawings. We must have subscribers and plenty of 'em for this magazine is strictly a Cleveland Model magazine and **will not** be sold on newsstands.

Many will wonder how we can offer such a wonderful set of drawings for only \$1.00. The answer is very simple. With a large number of subscribers, the cost of producing authentic drawings, building up models, photographing them to help builders along, etc. is comparatively small and it will be entirely worth our while to do this. But the whole thing is, we must get many subscribers in order to keep up this service year after year. So—show this literature to your friends, get them enthused and have them get their dollars into us at once. As for yourself,

Don't Miss the First Issue—Act at Once!

In order to know how many copies of the first issue we must instruct our printers to publish, we must get some idea of how many model enthusiasts are ready to go into this with us.

Talk to your Mother and Dad now—insist that this be one of their Christmas presents to you, but tell them it must be ordered NOW! Remember, at least six drawings guaranteed per year, all

high-grade Cleveland-Designed 3/4" scale drawings—and you know what that alone means. All year long you'll be enjoying the information you will receive periodically. So slip a dollar bill in an envelope and mail it with the coupon below without a minute's delay. Remember—once this first issue is published, there will be no extra copies run off. For the first issue here is a real surprise—

Given Absolutely Free!

Two 3/4-in. Scale Standard Cleveland-Designed Model Drawings (size 16 1/2 x 43-in.) of . . .

JIMMIE DOOLITTLE'S 1932 Gee-Bee Super-Sportster (Span 18 3/4-in.) and HEATH Parasol (Span 23 3/8-in.).

Also for beginners 3/8" Scale Primary Training Glider (Span 13 1/2"). All in addition to the great many smaller scale drawings of various objects including three or more airplane outline drawings and a 1/32" scale Ship Model. In the March issue we plan to give you two 3/4" scale drawings again, the Lockheed Orion

and the Monocoupe, and for beginners an advanced Soaring Glider model, in addition to the many other drawings. So help us to know immediately how many to print—right away—act today. Time is short, the printer is waiting for his order—and—we want to hear from you. This is \$1.00 you will never regret mailing as long as you live. **Rush the coupon!**

Here's my dollar bill * for a year's subscription of six issues of the "CLEVELAND MODELMAKING NEWS and Practical Hobbies." This guarantees my receiving at least 6 (possibly 12) large 17-inch by 44-inch Cleveland-Designed detailed drawings, one with each issue—absolutely FREE.

*It is safer to send a check or money order.

**Cleveland Model & Supply Company,
1866 West 57th Street, Cleveland, Ohio.**

Name
Address Age
City and State Model Experience