

Do It Early—By Mail

BOOKS undoubtedly are highly satisfactory as Christmas remembrances. The presentation of a book is not only an acknowledgment of the Season, not only an expression of good will. It is a subtle compliment to the intelligence of the recipient. It is, moreover, an implication of intelligence in the donor.

The compliment is heightened if the book be a serious one. Such a gift expresses the assurance that the recipient is capable of appreciating and enjoying solid mental material, even in a holiday mood.

Each of the books listed below makes a distinctive gift, a relief from the commonplace.

For the Lover of Animals

A book about **The Beaver**, its work and ways, by Edward R. Warren of the Roosevelt Wild Life Forest Experiment Station. Seventy-eight illustrations and a tale pleasingly told concerning the most interesting wild animal of North America, its dams and lodges. The specialized instincts of the beaver make it a study of unusual fascination. **\$3.00**

For the Lover of Nature

Fogs and Clouds contribute much to the glory and beauty of the out-of-doors. In W. J. Humphreys' book bearing this title, nearly a hundred of the finest cloud photographs ever taken are assembled—a veritable "picture gallery of the heavens." The text presents a really lucid explanation and classification of cloud forms and cloud splendors. **\$4.00**

For the Lover of Books

The Backs of Books is the title selected by W. W. Bishop, Librarian of The University of Michigan for a series of essays which will delight anyone who

has the love of books. Studies of the Vatican Library, of Training in the Use of Books, of the Record of Science, of Fashions in Books are included. Especially suitable for the librarian and bibliophile. **\$4.00**

For the Lover of History

In **Five Years in Turkey**, General Liman von Sanders of the German general staff tells the other side of the story of Allenby and Lawrence. It is a tale told with unusual candor and frankness. What was happening behind the Turkish lines in Gallipoli and Palestine during the Great War. **\$3.50**

For the Lover of "Gowff"

The hazards and bunkers aren't all on the links. Some of them are in the mind. In **Mental Handicaps in Golf**, Theodore B. Hyslop, member of the Medical Golfing Society, explains some of these kinks. It is a little book full of subtle humor and amusing anecdote—and withal a real help in the playing of the game. **\$1.50**

For the Star-Gazer

Meteors is a beautifully bound and illustrated volume, by Charles P. Olivier of the Leander McCormick Observatory. It is the first general treatment of these visitants from outer space in fifty years. The amateur observer as well as the professional will appreciate such a unique book. **\$6.00**

Each of these books is eminently suitable as a Christmas remembrance. Shopping by mail is so easy. Get them into your own hands. Examine them. If not entirely satisfied with them, return what you don't like. No hurried decision. No battling with the crowd. Act now.

For the Patriot

Old Americans, a quantitative study by Ales Hrdlicka, discusses the American type par excellence—the descendants of the white pioneers who settled this continent. A library on Americana is scarcely complete without it. Illustrated with many portraits of "Old Americans"—those whose parents and grandparents are all native born. A book which has been much discussed in the press. **\$10.00**

For the Radio Fan

B. Francis Dashiell's **Popular Guide to Radio** will come from press December 1. Thoroughly up-to-date it tells all about radio as it is today, from underlying principles to the latest apparatus. A special treatment of the effect of weather is included. **\$3.50**

For the Young

And the old as well. **Popular Research Narratives**, gathered by Director Flynn of Engineering Foundation are two volumes of 50 five-minute stories each about modern invention discovery and research. They produce the scientific atmosphere. They are authentic. Volume I, **50c.** Volume II, **\$1.00**

For the Very Young

A little book of French lessons—stories, verses—for juveniles. Quite unique. Opposite each story is a blank page, provided for self-illustration by the young student. The title is **Petits Contes Faciles** and the author, M. C. Smallwood. **\$1.25**

CHECK LIST

For your convenience in ordering

The Beaver	\$3.00
Fogs and Clouds	4.00
The Backs of Books	4.00
Five Years in Turkey	3.50
Mental Handicaps in Golf	1.50
Meteors	6.00
Old Americans	10.00
Popular Guide to Radio	3.50
Research Narratives—I	.50
Research Narratives—II	1.00
Petits Contes Faciles	1.25

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