### **Popular Myths** About Animals . . . Refuted!

Test yourself-how many of these statements are true?

	Man stands at the peak of evo- lution in terms of physical de- velopment.
	Gorillas are peace-loving, sociable animals.
	Snakes can dle of their own poison.
	Earthworms can be trained.
	Aesthetic appreciation is a purely human capacity not shared by any other animal.

Answer: The first and last are false; the rest, true.

You'll find the full fascinating facts about every animal, living and extinct, Grzimek's Animal Life Encyclo-

Find out for yourself why Theodore H. Reed, D.V.M., Director, National Zoological Park, Smithsonian Institution, Washington, D.C., writes of this set:

"Here at last is a set of books with basic information from mlcroscopic to the greatest animals . . . will be a source of information and enjoyment for many, many years."

### William Hoff, former Director, St. Louis, Missouri, Zoological Park, adds:

"Hobbyists and animal enthusiasts will learn more about the animal kingdom through these books, technically brilliant, but simply and inter-estingly written, than they could dis-cover in years of reading from other sources."

Not an "ivory tower" study—the result of original in-the-field observations of day-to-day habits of wildlife on every continent by expert observers who make you feel their thrill of discovery!

#### An Outstanding Bargain, **Even At Many Times the** Low Price!

You can own Grzimek's Animal Life Encyclopedia at a remarkably low price, only because it is being published in many countries and in several languages, thus reducing the production cost for the English language set. Even without recouping a penny of the cost of the many thousands of editorial hours invested, if the U.S. edition had to meet the full cost of just the 1,300 full-color pages, each set would have to sell for \$1,600.00! But because this encyclopedia is truly the new world standard, and other language editions share the cost, you can add Grzimek's Animal Life Encyclopedia to your permanent library not for \$1,600; not for \$1,000; not even \$800, but for only \$390 for the entire set. You can, if you prefer, pay as you enjoy these beautiful, fascinating volumes.

Dr. Bernhard Grzimek-"MR. ZOO" the only man honored with the Gold Medal by both the New York Zoological

Society and the World Wildlife Fund — is Director of the world-fa-mous Frankfurt Zoo, and Trustee of the National Parks of Tanzania, East Africa.



## Why Does a Charging Bull Stop When the Toreador Waves His Cape?

The first comprehensive, lavishly illustrated, definitive animal encyclopedia in 100 years . . .

By any measure, this set is exceptional. There are 230 authors, each one of the world's leading experts in a specific type of animal or animal behavior
. . . over 1,300 pages in full color—
an unequalled art gallery of the wonderfully varied and colorful birds, beasts, insects, and fishes of every continent and ocean-rich beyond belief in abundance and oddities; plus thousands of line drawings and maps, and even a four-language lexicon (English, Rus-sian, German, French) of the animals in each volume.

Answers instantly, accurately, fullyin clear English - any question about the animal world you or your children are likely to have.

A fascinating exploration of the entire world of animals—including Man. A prestigious addition to your library indispensable in every home and to everyone who wants to know and un-derstand both animal and human development and behavior.

You'll get some measure of the great value of Grzimek's Animal Life Encyclopedia when you compare it with the three biggest selling sets in its field:

Total pages	of text	Color plates		
GRZIMEK'S	7,200	GRZIMEK'S	8,000	
Set A	2,688	Set A	2,500	
Set B	3,000	Set B	2,400	
Set C	2,500	Set C	1,800	
		• not al	color	

# Grzimek's ANIMAL LIFE ENCYCLOPEDIA

is "a Masterly Work" —Sir Julian Huxley

Browse through one exciting 600-page volume for two weeks at our risk. Roam the globe spying on wild animals, thrill to the superb color plates (hundreds in every volume) that bring rare beasts to startling life-then return it, if you can, and owe nothing!

Do Antelopes Really Protect Their Females and Young — or Are They Defending Their "Private Territory"?

How ferocious is the African hyena? Does he really laugh?

You'll find the answers while you live these first-person adventure stories along with their world-famous authors in the pages of Grzimek's Animal Life Encyclopedia.

You're suddenly there-

- raising baby orangutans by hand with Barbara Harrisson in Sarawak, Borneo
- witnessing chimpanzee's tool-making with Jane Goodall
- in an "affluent heron rookery" studying social disintegrations with Dr. Otto Koenig
- capturing a white rhinoceros in the Umfolosi game preserve with Dr. Heinz Kloes
- observing free-living gorillas in Africa with the Bronx Zoo's Dr. George B. Schaller, author of Year of the
- or side-stepping a giant tortoise in the Galapagos in time with another of the 188 outstanding scientistauthors of Grzimek's Animal Life Encyclopedia.

Three Nobel Prize winners, including Dr. Konrad Lorenz, author of King Solomon's Ring, are among the editors and writers who created this unique, traditionbreaking work.

Grzimek's is the only animal encyclopedia ever to give proper importance to animal behavior, ecology, and conservation . . . the most complete, scientifically accurate, and fascinating work in its field since Buffon's Encyclopedia, nearly 100 years ago!

Encompassing the behavior, intelligence, evolution, and community relationships of all animals from singlecell creatures to man himself, Grzimek's Animal Life Encyclopedia will remain the authority for generations to come.



13 big volumes Nearly a Yard of Knowledge and Entertainment!

Enjoy Your First Volume for 14 Days—FREE! Use This No-Obligation Coupon to Reserve Your Complete Set

Van Nostrand Reinhold Publishing Co., Inc., Dept. IH 450 W. 33rd Street New York, New York 10001

Please send my inspection volume of GRZIMEK'S ANIMAL LIFE ENCYCLOPEDIA. I understand that I may examine it for two weeks and, if not completely delighted, return it and owe nothing.

If I decide to complete my set I will remit \$30 (plus \$1.39 postage and handling, along with local tax) for the first volume, and for each of the 12 remaining volumes, within 30 days of delivery. Volumes will be shipped to me one at a time, each upon receipt of payment for the previous volume. (Total payment for all 13 volumes will be \$390 plus postage and handling and local tax.)

I also have the option, if I wish, of making a single payment of \$390 plus local tax after inspecting the first volume and deciding to complete my set. In this case, I will receive the 12 remaining volumes in one shipment, with the publisher paying all postage and handling costs, saving me \$18.07.

(PLEASE PRINT)		
Name		
Street Address		
City		
StateZIP		
Signature		