

at \$3.00 a volume, or \$15.00 a set-a good buy compared to other

Giant heart and lungs give Bison endurance to tire-out 3 sets of

sets selling much higher. Instead, we bound all 5

FREE-Trial Coupon NOW! BOOK DIVISION, Wild Life Press, Dept. 2514 Box 707, F. D. Roosevelt Sta., New York 10022

books as one big volume and slashed the price

way down to only \$5.95 complete. 5 Books in 1 at price of 1! Enjoy it 10 days Free. If you

keep it, remit only \$2 monthly. Other-

wise, simply return and owe nothing.

Entire edition is going fast. Mail

LIFE" prepaid. After 10 days I will either return book and owe nothing; or keep it and send only \$2 a month until bargain price of \$5.95 plus mailing cost is paid. SAVE MORE Check here mail only \$6 now for each book ordered and we stand all charges on 3-lb, shipments. Re-Address City. turn privilege prompt refund guaranteed. Zip. State. COMPANION VOLUME: Check to also enjoy Free Trial of "WILD LIFE THE WORLD OVER" to be shipped when ready. This volume completes set: covers the fascinating wild life of entire earth! 640 pages-380 pictures! Only \$5.95 plus shipping, same terms, Circle No. 2 on Reader's Service Card

BOOKS with a "Difference



Suddenly you're



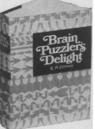
Now, you can make hanging, swinging, rocking, swirling, spinning, swooping, dancing MOBILES! Decorate your home with the extra dimensions of motion, sound and flashing color. Here it is—a basic handbook by an expert on this fast-growing pastime—a creative art form that is inexpensive, amazingly simple to do, and uniquely satisfying.

Work with bright colored paper . . . string . . . wire . . . wood . . . gleaming glass and plastics . . . shimmering metals, etc. Get stunning effects with wall ornaments, tree ornaments, chandeliers, and so on, endlessly. Here is an art to enjoy instantly as you expand your originality, creativity and ingenuity.

making mobiles by Guy Williams

OVER 100 Detailed Diagrams & Photos Only \$4.95 Postpaid • 10-Day Money-Back Guar.

Brain Puzzler's Delight



By E. R. Emmet

A treasury of unique A freasury of unique mind-stretching puzzles that can be solved by straight, logical thinking and reasoning. No specialized math. Offers the pleasures of discovering solutions through use of ingenuity, imagination, insight, and logic. Stimulates and refreshes the mind. Fascinating, entertaining puzzles, arranged in order of difficulty, with (some amazing!) solutions and full explanations at end of book.

II I USTRATED Order Now! \$4.95 Postfree • 10-Day Money-Back Guarantee

FIX CLOCKS & WATCHES

FOR FUN & PROFIT!
Fascinating new Handbook by master craftsman H. G. Harris gives you the kind of knowledge skilled watchmakers learn. OVER 200 ILLUSTRATIONS show how to install hands, dials, crystals, mainsprings, stems... rehouse old movements in modern cases... speedily cure many troubles by demagnetizing or cleaning, etc. INSTRUCTIONS COVER every popular watch and clock, chimes, grandfathers, cuckoo, everyday alarm and clock, chimes, grandfathers, cuckoo, everyday alarm and clock, chimes, grandfathers, cuckoo, everyday alarm and clock chimes, grandfathers, cuckoo, everyday alarm and clock chimes, grandfathers, fuckoo, everyday alarm and clock chimes, grandfathers, fuckoo, everyday alarm and clocks considered to the speed of the spee

PAINT NOW, LEARN LATER



Start right now creating and hanging original oils!

FAMOUS ARTIST SHOWS HOW!

If you would like to paint but have been scared off because you didn't know the "rules"—this book is for you!

LET RULES COME LATER! Guy Williams, famous teacher and highly successful artist, says the FUN OF PAINTING should start right away. That's why he starts you painting—and enjoying it—the very first day. Don't worry about rules! Great artists break them every day! Of course you'll learn them later from the book. But right now, Williams insists you take up oils, water-colors, pastels, charcoal, crayon, ink, or pencil—and see how easily human figures, still-life compositions, and natural scenes take shape on your paper or canvas.

positions, and natural scenes take shape on your paper or canvas.

YOU'LL BE AMAZED how quickly the techniques of painting come to you with the help of Guy Williams' experienced guidance. It's almost like working in his studio, feeling his hand on yours as he explains how to handle perspective... how to show dimension, light and shadow... how to use line and color to portray moods of sadness, joy, speed, languor, youth age, day, night, etc.

Paint Now, Learn Later by Guy Williams LAVISHLY ILLUSTRATED • ORDER NOW! \$4.95 Postfree • 10-day Money-back Guarantee

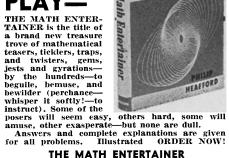
The Golf Secret*

By H. A. Murray. Your left shoulder makes the amazing difference! Sweeping, utterly different study of the golf swing. Startling discovery by a medical doctor, based on anatomy. Drops golf scores far, fast. Fully illustrated. Order this remarkable book now! Only \$4.95 Postfree. Money-back guarantee. *P.S. You probably will want Dr. Murray's companion book, too, MORE GOLF SECRETS. Also \$4.95 postfree. Same money-back guarantee, of course.

The Math

Entertainer

GAMES MATH **BUFFS** PLAY-



THE MATH ENTERTAINER By Philip Heafford 10-day Money Back Guarantee. \$4.95 Postfree.

Math "Bug" You? No Problem!

From Simple Numbers to Calculus

Now comes a new and completely different kind of self-teaching math "course"—one that yields truly amazing results!
"The author assumes no previous acquaintance with

ing results!

"The author assumes no previous acquaintance with mathematics . . He advances the reader to some mathematical notions of 'college' level . . . The near-miracle is accomplished by patient, carefully-phrased exposition and by buiding the discussion step-by-step . . . The book is intended for study without the aid of a teacher"—New Technical Books (of the New York Public Library).

If you have despaired of ever "licking;" mathematics, if lack of methematical knowhow is holding you back, if you have tried other methods and found they simply did nothing for you, then perhaps you would wish to try the remarkable Colerus method. It is guaranteed to satisfy your expectations, or full purchase price refunded. Not a tutored math course that stands you anywhere from \$150 to \$300, but a self-instruction manual that costs a mere \$4.95—if you decide to keep it. ORDER NOW!

MATHEMATICS FOR EVERYMAN

by Egmnont Colerus

\$4.95 Postfree 10-Day Money-Back Guarantee

Paper Capers

-for cut-ups!

Now, a unique manual to give you all the basic and elementary techniques of paper folding, plus the more advanced forms in three dimensions known as "paper sculpture."

more advanced forms in three dimensions known as "paper sculpture."

It includes folding, Origami, paper cuts, animal and figure cutouts, curling and waving, weaving, geometric solids, paper sculpture as reliefs and in-the-round, etc.

You are taught to create original designs as well as how to fashion a great variety of objects: Dancing figures, animals, hats, toys, masks, holiday ornaments, etc. There are suggestions for displays, gifts, decorations, stage sets and costumes.

Directions are simple, clear and detailed: Patterns and step-by-step illustrations by the hundred are a great help. Splendid photos show the wonderful complexity and striking beauty of paper objects.

DAPER FOLDING & PAPER SCIII PTIRE

PAPER FOLDING & PAPER SCULPTURE

By Kenneth Ody

369 drawings, 25 photos, \$5.95 postfree ER NOW! 10-Day Money-Back Guarantee ORDER NOW!

How to Argue and Win!

Here is a clear simply written basic guide to logical thinking, showing how to spot the fallacies, the prejudices and emotionalism, the inappropriate analogies, etc., in the other fellow's argument and how to watch for and avoid the irrational in your own judgments. The author makes plain not only how but also why people resist facing the truth.

A tool for clear thinking as well as for convincing

A tool for clear thinking as well as for convincing others.

ORDER NOW:

THE ART OF ARGUMENT By Giles St. Aubyn

\$4.95 Postfree • 10-Day Money-Back Guarantee

ORDER NOW! All prices postfree 10-Day Money-Back Guarantee



EMERSON BOOKS, Inc., Dept. 404-S 251 West 19 Street, New York 10011