HERE IS MUST READING

HERE TO MOST KEADIN	
THE BOOK	THE USUAL PRICE
THE WRITER'S CRAFT	5.95
THE PULITZER PRIZE NOVELS	4.95
A TREASURY OF THE KINGDOM (an anthology)	3.50
THE FAMILY CHRISTMAS BOOK	2.95
RIDDING YOURSELF OF PSYCHOSOMATIC HEALTH WRECKERS	4.95
POLITICAL AND ECONOMIC STRUCTURES	4.00
BORN IN A BOOK SHOP	5.95
CROWN OF GLORY (The Life of Pope Pius XII)	4.95
WASHINGTON CONFIDENTIAL	4.00
THINK AND GROW RICH	4.95
FELL'S OFFICIAL GUIDE TO PRIZE CONTESTS AND HOW TO WIN THEM	3.95
ANTHOLOGY OF AMERICAN POETRY	3.95
THE SECRET WAR AGAINST HITLER	7.50
	5.00
HOW TO BECOME AN ADVERTISING MAN	3.00
HOUSE MAGAZINE DIRECTORY (Gebbie, 1965)	10.00
LITERARY MARKET PLACE (1964 edition of all book publishers)	6.00
GOD'S POWER WITHIN	3.95
THE MAGIC OF BELIEVING FOR YOUNG PEOPLE	2.95
PHOTOMECHANICS AND PRINTING	18.95
A TOWER IN BABEL	8.50
GUIDE TO POLICE REPORT WRITING	5.95
COMPLETE HOME IMPROVEMENT HANDBOOK	5.95
HOW OUR BIBLE CAME TO US	3.50
1965 INTERNATIONAL TELEVISION ALMANAC	6.95
HOW TO PREDICT WHAT PEOPLE WILL BUY	5.00
UNLOCK YOUR FAITH POWER	3.95
LIVE LONGER AND BETTER	3.95
RIGHTS AND WRITERS	7.50
THE VERSE BY THE SIDE OF THE ROAD	3.95
GIFT OF PROPHECY, by Jeane Dixon	4.50
BOOK PUBLISHING IN AMERICA	12.50
HUMAN PROBLEMS AND HOW TO SOLVE THEM	4.95
THE CIRCLE OF FAITH, by Marcus Bach	3.95
HIDDEN POWER FOR HUMAN PROBLEMS, by Frederick Bailes	3.95
WRITERS AT WORK, edited by Malcolm Cowley	5.00
LETTER TO MY TEACHER, by Dagobert D. Runes	2.95
THE MAGIC KEY TO SUCCESSFUL WRITING, by Maxine Lewis HOW TO WRITE FOR THE JUVENILE MARKET, by Marjorie M. Hinds THE SCHOOL LITERARY MAGAZINE, edited by B. Jo Kinnick THE BEST OF WORDS TO LIVE BY, edited by William Nicholas	3.95
THE COUCH ITTERARY MACAZINE edited by D. To Vinnick	4.95
THE BEST OF WORDS TO LIVE BY, edited by William Nicholas	1.00
MY FAIR LADY COOKS, by Emma Dempster	2.00
HOW NOT TO KILL YOUR HUSBAND, by Kenneth C. Hutchin, M.D.	1.75
HOW TO HELP YOUR HUSBAND GET AHEAD, by Mrs. Dale Carnegie	1.50
HOW TO RELAX IN A BUSY WORLD, by Floyd and Eve Corbin	
	4.95 5.00
NEWS AND NEWS WRITING, by Robert W. Neal SOME OF MY BEST FRIENDS ARE PEOPLE (the story of a press agent)	3.00
by Art Moger, dean of America's Press Agents	4.50
COCKTAIL PARTY FOR THE AUTHOR, by Alex Jackinson	4.95
INSIDE U. S. A., by John Gunther (still interesting after all	4.33
these years)	5.00
UNDERSTANDING MAGAZINES, by Roland E. Eolseley	5.95
THE AMAZING MAIL ORDER BUSINESS AND HOW TO SUCCEED IN IT,	3.75
by Howard Sparks	4.95
SHORTCUT TO SUCCESS, by Dick Relf	3.95
HOW TO WIN SWEEPSTAKES PRIZE CONTESTS, by William Danch	3.95
THIS IS MY BEST, edited by Whit Burnett (a classic)	3.,,
1,080 pages of the best of U. S. literature	6.00
A PRACTICAL GUIDE TO EFFECTIVE WRITING, by Jerome Perlmutter,	0.00
Chief of Publishing, U. S. Department of State	4.95
FICTION TECHNIQUES THAT SELL, by Louise Boggess	4.95
PRAYER CAN CHANGE YOUR LIFE, by Parker and Dare	3.95
I PROTEST, selected writings of E. W. Scripps (founder of	3.,,
Scripps-Howard Newspapers)	12.50
TRICKS & TECHNIQUES OF THE SELLING WRITER, by Dwight Swain	4.95
THE TELEVISION COPYWRITER, by Charles Anthony Wainwright	8.95
MASS MEDIA AND COMMUNICATION, edited by Charles S. Steinberg	11.50
HENRY WADSWORTH LONGFELLOW, Edward Wagenknecht	6.00
PLOTTING AND WRITING SUSPENSE FICTION, by Patricia Highsmith	4.00
A DICTIONARY OF QUOTOONS, by O. A. Battista	4.95

A BIG CHRISTMAS SPECIAL JUST FOR YOU!!!

HERE ARE BOOKS WE HAVE ON HAND and ready to send to you for Christmas present use! Remember, a good book is a present that is opened many times during a year! You need not move out of your easy chair to mark the books you want, to write the check, and to send the list and money in the enclosed envelope, which requires no postage. Because we want to sell as many of these as fast as possible, we make you this offer: If you will send us an order before December 10, you can deduct \$1 from the price of any book shown. The more you buy, the more you save. We pledge that we shall send you the book as fast as we can package and mail it. Please note, somewhere on the envelope, check, or wherever, the words -- "\$1 Christmas Special" -- so the girls will know where to look quickly for the books you wish.

SAVE \$\$\$\$\$

Send \$1 less than the price shown if you order before December 10!

SAVE \$\$\$\$\$\$

THE BOOK	THE USUAL PRICE
SUCCESSFUL WRITERS AND HOW THEY WORK, by Farrar (You can get three inscribed copies of the Farrar	\$5.95
book if you send \$12 and ask for "Farrar book."	(Big Savings)
THE TREATY OF MEDICINE LODGE, by Douglas C. Jones	5.95
CAREERS AND OPPORTUNITIES IN JOURNALISM	4.95
THE COMPLEAT POLITICIAN, by Murray B. Levin	5.00
THE ART OF STAYING HAPPILY MARRIED, by Dr. Robert W. Burns	3.95
THE JADE JAGUAR MYSTERY (for young folks)	3.00
THE CORRUPTED LAND by Fred J. Cook	5.95
HOW BASKETBALL BEGAN (for pre-teen boys)	2.00
DRAWINGS OF THE MASTERS: FRENCH IMPRESSIONISTS	4.95
SHAKESPEARE BOOKCASE GAME (wonderful for bright students)	6.99
BUSINESS WITHOUT GAMBLING	4.95
BIBLE PARTS TO LEARN BY HEART	4.95
FACTUAL TELEVISION	7.50
BIOGRAPHY OF AN IDEA: MEMOIRS OF EDWARD BERNAYS	12.95
FACE YOUR LIFE WITH CONFIDENCE (counsel for youth)	2.95
LIKE YOU'RE NOBODY	3.00
WRITING AND SELLING FACT AND FICTION, by Harry Edward Neal	5.00
WRITING THE ONE-ACT PLAY FOR THE AMATEUR STAGE	3.00
ENCYCLOPEDIA OF U. S. GOVERNMENT BENEFITS	12.00

HELP YOURSELF TO WRITE BY READING!

ADVERTISING AGENCY OPERATIONS AND MANAGEMENT FROM KITCHEN TO CAREER! PLOTTING AND WRITING SUSPENSE FICTION PSYCHOLOGY AND THE LAW THE ART OF REAL HAPPINESS THE WRITER AND HIS MARKETS HARVARD ADVOCATE CENTENNIAL ANTHOLOGY THE JOHNSON ECLIPSE	6.00 3.95 4.00 5.00 3.50 3.95 7.95 5.95
SHORTCUT TO SUCCESS	4.95
DISTILLED WISDOM, great anthology of sayings	7.50
THE RAFT	5.00
GOD ON A BATTLEWAGON	3.00
MASS MEDIA AND COMMUNICATION	11.50
HOW TO WRITE AND SELL MAGAZINE ARTICLES	4.95
THE BOOK REVOLUTION	3.50
BETTER HOMES AND GARDENS DIET BOOK	2.50
THE POWER OF POSITIVE THINKING, by Norman Vincent Peale	5.00
MINE EYES HAVE SEEN (wonderful autobiography)	5.00
ASSIGNMENT JONESVILLE (A news reporting workbook)	3.00
HOW TO WRITE FOR MONEY	5.95
KENNEDY CAMPAIGNING	5.95
THE TELEVISION COPYWRITER (How to create commercials)	8.95
NEWS AND NEWSWRITING	2.00
UNDERSTANDING MAGAZINES	4.95
THE ART OF FICTION WRITING, by Eric Heath	5.00
A DICTIONARY OF DRINK AND DRINKING	6.95
STEPHEN VINCENT BENET ON WRITING	3.95
PUTTING YOURSELF OVER IN BUSINESS	5.95