



The Border Land

WHO doesn't know the wishes of the Out-o'-Door people—their eagerness to cross the Border Land and collect for themselves a heartful of happiness from the forests and lakes, the mountains and streams?

In the Winter, in the city, when they have done with work and barter, and the sparkle of Christmas is in the stars, their spirit leaps into the open, over the frozen fields and glistening hills.

They hear the same music in the fall of the snow and the crackle of the fire-logs that they heard among the whispering pines and babbling trout brooks.

So give them at Christmas what they yearn for—something that helps in their enjoy-

ment of playtime, Winter or Summer, and draws you closer into the circle of their comradeship.

Remember that sportsmen are sportsmen, indoors and out—boy, man, woman and girl—Arabs all, who prefer the blue steel of a rifle to the sparkle of the Koh-i-noor.

This is the Post on the Border Land, where jungle and town come together for news—where sportsmen and their wives stop for their tweeds and buckskins, their moose guns and country house games.

Its latch-string is hanging out, the key to seven hospitable floors of gifts.

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