Books as Holiday Presents: Why You Should Buy Books?

A man is known not only by the company that he keeps, but by his book companions. An observant person can often judge a man’s character by his possessions of books— or their lack—and by their characters. For books, since the advent of the printing press, are no longer a luxury but a necessity.

Books Are Ornamental As Well As Useful

There are few things that so ornament a room as do books, for they breathe not only of material things, but of soul. Books upon the table, beautiful in content, with dust and illustrations, give charm to a room, however simply its other appointments. And nothing more attractive than the bookcase, filled with books, well bound, for frequent use, and with others more haphazardly made up for rarer hours, their difference in color, size and shape lending variety and completeness to the furnishing of the library.

Books Are Reference Are Valuable

Among the true necessities in establishing a new home, are surely a dictionary, an atlas, and an encyclopedia. These form the foundation of a home library, rivaled by none and yet, when once the children, these will form the books of their reading. But the children need another book, the imagination and for instruction especially, are needed, although a mistake is made if they are fed with too much predigested book knowledge.

Men in Service Want Books

Here’s a book from a good friend with good luck thrown.

Picture the reception a book or two bearing such a message would receive! Why not read one of the many books to be found here—scatter friendly comments through it and give it to some man in Service?

A Good Book Is An Honest Friend

Books are to be viewed not only as necessities but as valued friends. They are friends who will not desert us if fortune turns upon us, as old shoulder and other friends forsake. But to derive the best results from their friendship, the longer our familiarity with them, the better. Hence it is best to cultivate their acquaintance day by day, that in the hour of need, care and joy, one may know to what a turn for sympathy. Here are essays, poems, stories, books alive with wise counsel, and inspiration, stimulation, books religious and philosophic, books serious and books laughing with graceful fancy or merry wit, all for our service, if we will but know them. And how attached we grow to the books her sisters and husbands! What joy, after long sharing of old books and dishes, to be able to buy that volume on which the heart has been long set. How truly we feel that a new friendship has been established!

Books Stimulate the Mind

Yes, we need books to feed both mind and soul. The ambitious man needs the standard books treating of his trade, occupation or profession, with its history and underlying principles and its details informing him about latest progress, developments and inventions, otherwise he is likely to be left behind by his more wide-awake rivals.

Books as a Christmas Gift

The only true equalizers in the world are books; the only treasure house open to all, to all is, the only wealth which will not decay with knowledge.—A. L. Angland.

BOOKS FOR WAR-TIME READING

With Our Soldiers in France, by Sherwood Eddy. Price, $1.00.
A War Nurse’s Diary—Sketches From a Belgian Field Hospital, by Joseph L. Monbeigh. Price, $1.25.
The Love of an Unknown Soldier, Found in a Dog. Price, $1.25.
Winning and Wasting Shoulder Straps, by Charles F. Martin. Price, $1.00.

DERE MABLE

Love Letters of a Soldier

The furnished book the War has produced—so genuine a humorous sense as "Billie Baxter’s Letters". Price.

Letters from a "simple soldier" to his best girl. The one book to send every soldier—and to every soldier’s mother, father, and sister, and sweetheart. They’ll read it—live with the book through all his experiences, through all his adventures, through all his work, live with him and laugh with him—and at last! 56 full-page illustrations. Cover in colors.