

"Whose Magazine is this anyway?"



THERE is always a good natured fight for possession when the Post-man brings ST. NICHOLAS. Jack wants it, Betty wants it, Mother wants it, Dad wants it. Wherever it goes, it is unquestionably the most looked for and most read of all the magazines. The youngsters "just love" ST. NICHOLAS. They enjoy every page of it—the stories, the articles, the pictures, the departments, the contests, the puzzles. The grown-ups like ST. NICHOLAS, too, because it entertains them as much as it entertains the youngsters. More than that, they like it because they cannot help but see the real good that ST. NICHOLAS does. For, after all, that is the big idea behind ST. NICHOLAS; to instill in the youngster the highest ideals; to give the child the right kind of reading matter, knowing that good reading is the greatest of all the influences in the development of a child's character. That youngster of yours will "just love" ST. NICHOLAS, and after you see the good influence of ST. NICHOLAS in your own home over your own child you are bound to like it yourself.

A FEW OF THE GOOD THINGS FOR NEXT YEAR

- "UNDERSTOOD BETSY," by Dorothy Canfield—a serial story of American life, from which young folks and grown-ups may learn many things.
- "UNDER BOY SCOUT COLORS," by Joseph Ames—a delightful serial, telling of the actual aims and methods of the great Boy Scout organization.
- "THE GIRL NEXT DOOR"—a new mystery story by Augusta Hulell Seaman, the author of "The Boarded-up House" and "The Sapphire Signet."
- "BETTY'S BEST CHRISTMAS"—a two-part story by Alice Hegan Rice, author of "Mrs. Wiggs of the Cabbage Patch" and other world-famous stories.
- "THE ORIGIN OF A PROVERB," by Ralph Henry Barbour—a story filled to the brim with irresistible humor and keen characterization.
- "THE GREAT UPHEAVAL," by Albert Bigelow Paine, relates the author's experience while in Switzerland at the time the Great War began.
- "HEROES OF TO-DAY" and "HEROINES OF SERVICE"—brief, crisp narratives of the successful careers of prominent men and women of to-day.
- "THE WATCH TOWER," a department of current history, The Nature and Science Department, The Book-Reading Department and The St. Nicholas League, with its monthly competitions in prose-writing, verse, photography, drawing and puzzles.

WHAT ST. NICHOLAS HAS MEANT TO THEM

- Mary Roberts Rinehart, Author:** Oct. 10, 1916. "Of course I took ST. NICHOLAS. I was extremely small when I began it, but I can still remember certain illustrations and many stories with absolute clearness. For many years my boys have received ST. NICHOLAS on Christmas, and I am proud to say that I still pick them up with something of the old thrill."
- Ex-President WM. H. TAFT:** Sept. 14, 1916. "We took ST. NICHOLAS in our family for our children, and they were always delighted with it. It exercises a very healthful influence in forming family opinions."
- Rear Admiral ROBERT E. PEARY:** Oct. 6, 1916. "I consider ST. NICHOLAS in a class entirely by itself. I know of no other publication so clean, so fresh, so instructive, so attractive. There is no publication so beneficial in every way in its effect upon the young."
- GIFFORD PINCHOT, President National Conservation Association:** August 14, 1916. "Among the books which were the hardest used and most dilapidated in the small library of my early boyhood were some bound volumes of ST. NICHOLAS, and I read them almost to pieces; and I remember to this day the thrill of the present-laden return of the rich uncle of those and her six or eight or ten cousins. ST. NICHOLAS was a benefaction to me then, and I am glad to testify to it now."
- F. M. DOUBLEDAY, Publisher:** Sept. 11, 1916. "ST. NICHOLAS was the friend and companion of my youth, and I can still look back to the influence that it had upon me. Its effect upon my wife was even greater, as she lived on it and 'ate it' for breakfast, lunch and dinner; and I have no doubt that it is largely responsible for her present success as a wife and mother, not to say an author of some importance."



YOU
Parents, Uncles, Aunts,
Grandparents, and
Friends and Neighbors

Make THIS Your Christmas Gift

You could not select a more enjoyable Christmas gift for your child than ST. NICHOLAS. It will be appreciated more than anything else. A toy or a book will soon be laid aside and forgotten. ST. NICHOLAS will renew each month, twelve times a year, the joy of Christmas morning. It will be the one gift that will be a source of real delight and constant pleasure throughout the year. And don't forget the big idea behind ST. NICHOLAS. It aims to give the youngster good, wholesome reading matter, which is as essential to the healthy development of a child's mind and morals as good food is essential to the development of its body. ST. NICHOLAS is the ideal solution of your Christmas gift problem. Send us your order to-day.

St. Nicholas,
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New York, N. Y.

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Send a Christmas card with this name on it

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I enclose \$3.00 to pay for this gift subscription.

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If you are not familiar with ST. NICHOLAS buy a copy at your nearest newsstand. Or, ask us to send you a sample. We will do it gladly.

ST. NICHOLAS 353 FOURTH AVENUE
NEW YORK

THE fiction of ST. NICHOLAS is clean and fresh and real. A child's mind is molded by what he reads. He thinks as he reads and acts as he thinks. The stories of ST. NICHOLAS make him think right.

EVERY branch of athletics is covered by ST. NICHOLAS. Baseball, tennis, football, skating, golf, sailing, motor boating—and the articles are written by men and women who are experts in these sports—Farke Davis, Mollie Bjurstedt, Billy Evans, Grantland Rice, Francis Guimet and others.

EXPERT FOOTBALL FOR THE SPECTATOR

THE WATCH TOWER interprets the world's important events for young folks. It tells them in the simplest language what the world is doing and creates an accurate background for their opinions of to-morrow.

THE TEMPLE OF CHEMISTRY

NATURE AND SCIENCE FOR YOUNG FOLKS

NATURE AND SCIENCE FOR YOUNG FOLKS is one of the interesting departments of ST. NICHOLAS. Here the youngsters can read authoritative discussions of the interesting phases of nature and science. Other ST. NICHOLAS Departments equally as interesting are Books and Reading, The Stamp Club, The Letter Box, The Riddle Box, Things to Eat, What We Wear, Good Fun.

NATURE AND SCIENCE FOR YOUNG FOLKS

THE ST. NICHOLAS LEAGUE is one of the great educational forces in the country to-day. By its offering of prizes and medals of honor in competitions in verse, prose, photography, drawing, etc., it capitalizes the play instinct in children and encourages them to cultivate early in life the talents that they have. George Barr McCutcheon says that his attempts at story writing for ST. NICHOLAS at the age of 11 were the beginning of his literary career.

THE ST. NICHOLAS LEAGUE