

# The Finest Culture of the Age —

**E**VERYWHERE we turn, we find the background of fundamental science. It surrounds our most intimate lives. On it health and hygiene is based. It enters our homes. Nutrition and diet, foods and food-handling are governed by it.

The great questions of the day, social and moral; marriage and divorce, "better babies," our social institutions, statecraft and politics—in all we are seeking and finding the scientific fundamentals.

Our understanding of the great world of nature has increased manifold. Our ideas and concepts are infinitely more exact.

Books of science today are much more than works of reference, much more than merely to give information on specific points. They represent the highest culture in this Age of Science. None can claim a well-rounded culture without some understanding of scientific background. None can pretend even to a glimmering of what the modern world is about, unless he can share the calm dispassionate view of the scientist.

In an adjoining column a handful of books are suggested. They are books to read for the sake of good reading, for general culture of the mind and understanding. They require no technical training. They are representative of the best in modern culture.

Their presence on your library table marks you as one who knows the modern world, who endeavors to keep abreast of the advanced thought of our day.

## Cultural Books on Many Subjects

### **The Backs of Books—Bishop \$4.00**

A friendly book on the science of books, for booklovers. A pretty gift for a friend who is a librarian.

### **Five Years in Turkey—von Sanders \$3.50**

The story of the Gallipoli and Palestine campaigns in the Great War from the German side. Important for a full understanding of stirring events.

### **Light and Health—Luckiesh and Pacini \$5.00**

A narrative account for the general reader of the importance of light to hygiene and general welfare. A subject of many fascinating ramifications.

### **Social Psychology—Dunlap \$3.00**

Gives a better understanding of what forces are at work in moulding the social order—and why we behave as we do. No use talking about "mob psychology" unless you know what it is.

### **Man and His Affairs—Polakov \$2.50**

Einstein's theory is far-reaching. This book tells how mathematical thinking can alter the social code and *mores*. A book you will read at least twice. Distinctly modern.

### **Problems in Human Reproduction—Popenoe \$2.50**

We hear a lot about eugenics and race improvement. This gives the scientific background in non-technical language. Tells what can and what cannot be expected from the eugenics movement.

### **Conservation of the Family—Popenoe \$3.00**

The biological reason why for the oldest of our social institutions. A sane and orderly discussion in sane and ordinary terms.

### **Fundamental Concepts of Physics—Heyl \$2.00**

The present century has produced a world of new ideas about the structure of matter, the universe and all that therein is. Here is a philosophical summary of the advances of the last three centuries.

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