

Saturday Review

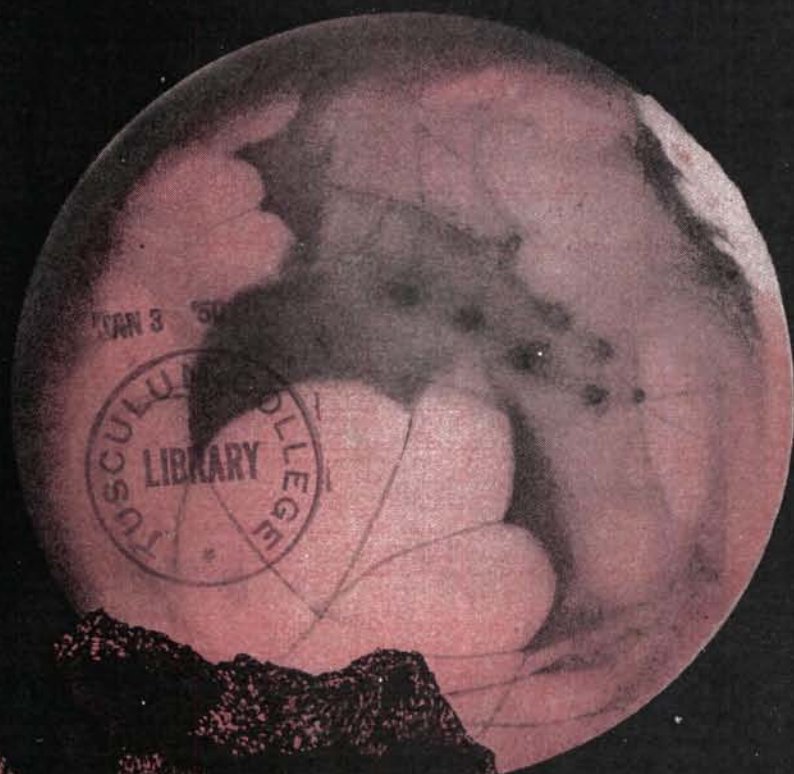
of LITERATURE

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TWENTY CENTS



Space travel — something revolutionary about to happen to the human spirit. (See page 9)

Science Fiction & Fantasy - 1949

*More People
want*

More Books

for Christmas in 1949!

In the latest of its surveys on what people would like for Christmas, Sales Management Magazine has discovered that more men and women hope to receive books as holiday gifts in 1949 than ever before.

Here are some of the changes in Americans' Christmas-gift wishes as revealed by this year's survey:*

(Figure indicates change this year in per-cent of total number of those queried who want each kind of gift)

MEN WANT		WOMEN WANT
+ 5%	Books	+ 3%
+ 2%	Radio TV	- 1%
+ 1%	Sporting Goods	+ 1%
-15%	Wearing Apparel	- 9%
- 8%	Jewelry	- 6%
- 4%	Household Goods	- 6%



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*Survey by National Analysts, Inc.