



THE PERFECT PRESENT

THE SERIES

THE COLLECTION

THE BABY LIBRARY



Just!
the!
Right
Book®



Every reader is a mystery.

Literary tastes are like fingerprints. Subtly and uniquely, they sum up who we are. Yet unlike fingerprints, reading tastes change, eluding all but the mysterious reader herself.

A book that keeps you awake, enlightens your mind, and leavens your life might be easy enough to find for yourself. But hardly ever for other people—even those with whom you've shared a bookcase or two. Too often, your search has ended with a gift certificate. Until now.

Clues we can use.

By signing up for a Just the Right Book® program at R.J. Julia, you'll spare yourself the pain of guesswork while cultivating the pleasure of reading in a spouse, friend, child, colleague, or significant other.

Simply tell us their likes, dislikes, peeves and passions. Then, relax. The books we choose will conform perfectly to the whorls of your reader's mind.



We're not mind readers. But close enough.

We're avid, passionate readers, and selecting books for people is our main obsession. Fortunately, we have thousands of titles at our fingertips. Many have been enjoyed and reviewed by our staff.

With the clues you provide, we'll make sure your history-loving aunt receives the political slant that will inform, not provoke. We'll send your favorite stage buff the right mix of bio, brio and Broadway. And your mystery-mad granddaughter won't have to read yet another Nancy Drew book, unless she really wants to.



Solved.

You provide the clues. We'll provide the solutions. But first, choose the program that best fits the gift-giving occasion as well as your reader:

I.

THE PERFECT PRESENT

One perfect book, elegantly wrapped in one of our classic papers and mailed to your reader. Beyond sending a great read selected with care, you're providing the wonderful sense of anticipation that accompanies a posted parcel. What your reader opens is always a mystery. Then it becomes a good friend.

2.

THE SERIES

Our popular year-long book-giving program. Treat your reader to a book four, six or twelve times a year—simply complete our easy enrollment form. The suspense will be half the fun: your reader will look forward to each new book we mail.

The price ranges from \$65 to \$395—it all depends on the number of books and how they're bound (hardcover or paperback).

And that's entirely up to you.

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3.

THE COLLECTION

Great reads thoughtfully chosen for someone celebrating a special occasion. (A wedding. A new baby. A graduation sendoff. A retirement party. A recuperation.) Name the occasion and describe the person. We'll provide the literary delights, wrapped and ribboned.

Our collections range in tone from earnest to light-hearted. We make them affordable, starting at \$75. And we make them portable: our classic canvas bag comes in black or red.

4.

THE BABY LIBRARY

A young reader's mind is a relatively blank page. Fill it with care.

With this program, each bundle of books is selected by our expert readers especially for upstarts – the perfect way to put classics, new and old, into a baby's or child's hands.

For \$250 to \$500, you'll be giving a treasure that can teach, comfort and outlast the latest toy. And you will have helped build a library that will charm a child from birth to age five (maybe forever).



Thrill someone.

Whether your reader loves a page-turner or polished prose is anyone's guess. With Just the Right Book, these and other mysteries will be solved. And you'll receive some great reviews.

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Or visit www.rjulia.com and click on Just the Right Book. You can sign up, right there, on-line.

Or, if you prefer, we'd be delighted to assist you in our store.



"I just received my first book and it's perfect. Not one of the mainstream books I cynically expected, but a quiet gem."

Michael Park

Thrill someone with a gift she can't put down. For successful book-giving to readers of all ages, tastes and opinions, choose Just the Right Book.

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And elevate the art
of giving books.*

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