

ONE BOOK GIVEN—for \$12 deposit; TWO BOOKS GIVEN—for \$24 deposit;
THREE BOOKS GIVEN—for \$36 deposit

One of the heaviest expenses of the Book-of-the-Month Club service (an expense that can be avoided) is caused by the sending out of monthly bills, and the necessity of making debit and credit entries every month on tens of thousands of subscribers' accounts.

Our auditors have calculated that when money is deposited in advance by subscribers for books they will later purchase, the resulting saving in expense enables us to make the above concession.

Subscribers who thus make a deposit in advance, retain all their present privileges. The amount paid in advance is not for any specific number of books, nor for any definite period of time, but

for \$12.00 or \$24.00 worth of books. In particular, it should be understood that it does not obligate the subscriber to buy a book every month. It can be used up as quickly or as slowly as the subscriber finds books that he wants to purchase. When it is used up, the subscriber will receive a statement of his purchases up to that date.

The advantages of paying in advance are obvious: *you receive a free book or books, and you are also saved the nuisance of paying small monthly bills.* Incidentally, by relieving the Book-of-the-Month Club of a great deal of avoidable bookkeeping, it helps in general to improve the character of the service that can be given you.

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