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ALL-BOOK/ ALL-PUBLISHER DISCOUNT CARD

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- **COMPUTER REGISTERED** in bearer's name for life (or until de-registration is requested).
- **ENTITLES BEARER** to purchase any book in print sold in any bookstore in the United States or its Territories (or listed in the Master Catalog of American Books) at guaranteed discounts up to 81% across the board. (See Footnote 1 below)
- **THIS DISCOUNT PRIVILEGE INCLUDES** all books in print. E.g., all best sellers such as *The Peter Principle*, *The Godfather*, *The Inheritors*, *The Graham Kerr Cookbook*, *Andromeda Strain*, *I Ching*; all fiction and non-fiction, hard cover and paper back, scientific and technical, political, historical, biographical, religious, philosophical, art, even reference works, unabridged, dictionaries, encyclopaedia sets, college texts, and professional books. No exclusions.
- **THIS DISCOUNT PRIVILEGE ALSO INCLUDES** all books of all publishers, without exception. E.g., *Random House*, *Knopf*, *Doubleday*, *Harper & Row*, *Simon & Schuster*, *Harvard University Press*, *Oxford University Press*, etc. Even rare or "specialist" publishers. No exclusions.
- **ACCEPTING THIS CARD** involves absolutely no obligation or commitment to purchase anything, at any time, for any reason.
- **COMPLETE COST** of the All-Book/All-Publisher Discount Card, with full privileges, is \$5. There are no other charges. This one-time Registration Fee is good for life. You need never renew or pay another fee for as long as you live. (See Footnote 2 below)

HOW TO ORDER AT DISCOUNTS UP TO 81%

Simply look up selection(s) you want in the Master Catalog of American Books (provided free; see description below) and note the order number listed beside each book. Or, you may prefer to order a book currently offered by some other book club (that, too, is perfectly all right). Or, feel free to copy down the name of any book reviewed or advertised in any publication or sold in any bookstore. Then simply send in your order—accompanied, of course, by your membership number.

HOW MUCH CAN YOU SAVE IN DOLLARS AND CENTS?

If you order at the maximum discount of 81%, then the price you formerly paid for only one book will now bring you up to five books. Or, said another way: five \$5.95 books, normally retailing for a total of \$29.75, might now be purchased (provided you have a card) for as little as \$5.96. A total saving of \$23.79. In any event, no cardholder will ever pay full price for any item purchased with his card.

Here are some typical orders processed by our IBM-S/360 computers during the week of April 14 to April 20. (No comment, criticism or endorsement of any book, publisher or author is implied or intended. Prices subject to change.)

Title	List Price	Card Price
GLOSSARY OF THE CONSTRUCTION, DESIGN & USE OF ARMS & ARMOR, Stone. (Brussel)	\$50.00	\$ 9.95
PORTNOY'S COMPLAINT, Philip Roth. (Random House)	6.95	4.89
BIRDS OF PREY OF THE WORLD, Grossman & Jamlet. (Bonanza)	25.00	9.93
JAMES BEARD OUTDOOR COOKBOOK, Beard. (Ridge Press)	12.50	5.89
MYRA BRECKENRIDGE, Gore Vidal (Little, Brown)	5.95	2.95
THE ANTI-SEX, Masters & Lea	8.50	3.89
A SMALL TOWN IN GERMANY, John Le Carre	6.95	4.89

(cont'd top of next col.)

FOOTNOTE 1 Master Catalog of American books is sent free with your card. (You are also entitled to receive the Master Catalog of British Books and—if you so desire—to order any and all British books in print, as well as obtain book quotations and bibliographic searches for research and scholarly purposes, at a slight additional service fee.)

FOOTNOTE 2 We do not profit from your \$5 Registration Fee (which, incidentally, cardholders generally "amortize" many times over on their first order alone). This goes at once to defray the considerable cost of programming your name and order-number into the battery of IBM-S/360 computers comprising our new Computer Control Network, which can store over 1½ BILLION characters of information, scan and process book orders at rate of TWO MILLION CHARACTERS PER MINUTE. Currently servicing orders for more than 100,000 booklovers, it is the only such network of its kind in existence.

FOOTNOTE 3 Cardholders receive only genuine publishers editions. Conventional book clubs often send members "club editions"—i.e., special "economy" printings using cheaper paper, smaller type, flimsier bindings. Our discounts are never achieved this way. All books are publishers' editions and are guaranteed brand new and bindery fresh—the same item that may be selling for up to four times the price in the "bookstore around the corner."

THE MEMOIRS OF CASANOVA, 6 Vols. (Putnam)	30.00	7.89
LAROUSSE ENCYCLOPEDIA OF THE EARTH (Prometheus)	17.50	9.89
COMPLETE PIANO MUSIC OF BEETHOVEN, Zubin Mehta, others. 21 stereo LP records. Boxed. With analysis and program notes 100.00	100.00	19.89
THE RICH & THE SUPER RICH, Lundberg. (Stuart)	15.00	8.79
HANDWRITING ANALYSIS, Bunker. (Nelson-Hall)	10.00	2.49
DICTIONARY OF APHRODISIACS, Wedeck. (Philosophical Library)	10.00	5.88
COMPLETE STRING QUARTETS OF BEETHOVEN. Fine Arts Quartet. 9 stereo LP records. Boxed.	40.00	9.79
COMPLETE ILLUSTRATED BOOK OF YOGA, Vishnudavananda (Bell)	10.00	2.49
THE MONEY GAME, "Adam Smith". (Random House)	6.95	4.89
PICTORIAL HISTORY OF MAGIC & THE SUPERNATURAL, Bessey. (Sprint)	10.00	5.89

HOW THESE LARGE DISCOUNTS ARE ACHIEVED

A newly activated Computer Control Network (picture below) bypasses virtually all "middlemen" (and "mark-ups") in the normal book distribution chain. The resultant savings are then passed on to cardholders in the form of discounts up to 81%. (See footnote 3 below)

YOU MUST BE SATISFIED OR MONEY REFUNDED

If for any reason after receiving it you feel your card is not as valuable as we have led you to believe (or even if you have simply changed your mind), you are free to return it within 10 days for a full refund of your Registration Fee. (Please tear card in half before returning it.) Naturally, any book you purchase with your card must also satisfy you completely or you may return it for a full refund—no questions asked.

To apply for an ALL-BOOK/ALL-PUBLISHER DISCOUNT CARD, complete and mail the form below. (Should your application not be approved, your Registration Fee will be returned to you at once.) Mail form to ALL-BOOK/ALL-PUBLISHER DISCOUNT CARD, American Book Club, Hazleton, Pa. 18201.

FREE WITH YOUR CARD

Master Catalog of American Books (unobtainable outside book trade except for cardholders) lists full 20,000 books in print at guaranteed discounts up to 81%. An invaluable reference work, it is indexed by subject, author, title and publisher. You never pay full price for any book you order, under any circumstances. This 350-page Master Catalog remains yours—free and without obligation—even if you later decide to return your card for a refund.



APPLICATION FORM

Mail to: ALL-BOOK/ALL-PUBLISHER DISCOUNT CARD
American Book Club, Hazleton, Pa. 18201

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Please send a registered ALL-BOOK/ALL-PUBLISHER DISCOUNT CARD in my name. (Also forward Master Catalog of American Books free of extra charge.) I understand that acceptance of this card does not obligate me to buy anything. But it entitles me to order any books in print at discounts up to 81%, plus shipping. Enclosed is my one-time Registration Fee of \$5 to defray computer programming. There are no other charges for the rest of my life. If not satisfied, I am free to return card within 10 days for a full refund of my Registration Fee. But the Master Catalog of American Books will be mine to keep free, whether I decide to remain a cardholder or not.

Name _____ Initial
Address _____ here. I am not a
City _____ State _____ Zip _____ book dealer, and
will not resell
books purchased
with card at a
higher price.

• If your card is lost or stolen please notify American Book Club at above address without delay.

COMPUTER CONTROL NETWORK

Links thousands of current cardholders with all major publishers in the U. S. via electronic computer. Bypasses jobbers, wholesalers, distributors, bookstores, virtually all "middlemen" and "markups". Passes the savings of "direct-from-publisher" ordering (up to 81%) on to cardholder. Also permits cardholders (if they wish) to order any British books in print for a slight additional service charge.

