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Here are some typical orders processed by our IBM-S/360 computers during a typical week. (Note: No comment, criticism or endorsement

## COMPUTER CONTROL CENTER

Currently serving 150,000 booklovers, it bypasses conventional retail bookstores. Shares savings of our "direct-from-publisher" ordering with cardholders through MASTER RATE CATALOG & GUIDE TO U.S. PUBLISHERS & WHOLESALE BOOK OUTLETS. 75% of all titles listed in MASTER RATE CATALOG are 50% to 81% below original publisher's prices.) Also permits cardholders (if they wish) to order any British books in print for additional service charge.



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Title	Pub. at	Card Price
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(cont'd top of next col.)

**FOOTNOTE 1** Club's MASTER RATE CATALOG & GUIDE TO U.S. PUBLISHERS & WHOLESALE BOOK OUTLETS is sent free with your card. Cardholders discount schedule: 75% of all titles in CATALOG are 50% to 81% below original publisher's prices; 18% of titles are 20% or more below original publisher's prices. Even books not listed in MASTER RATE CATALOG may be ordered at discounts up to 10% provided they are still in print. You are also entitled to request, at slight additional cost, the Master Catalog of British Books and—if you so desire—to order any and all British books in print, as well as obtain price quotations and bibliographic searches for research and scholarly purposes.

**FOOTNOTE 2** Your \$5 Registration Fee (which, incidentally, cardholders generally "amortize" many times over on their first order alone) helps defray cost of respondent materials, acquisition, and programming your name and order-number into battery of IBM-S/360 computers comprising new Computer Control Center 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 150,000 booklovers, it is the only such facility of its kind in existence.

**FOOTNOTE 3** Cardholders receive only genuine publisher's 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, brand new and bindery fresh—the same item selling for full price in the "bookstore around the corner".

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## HOW THESE LARGE DISCOUNTS ARE ACHIEVED

Your orders need not pass through a conventional bookstore. Our Computer Control Center and large-volume purchasing helps slash the costs and "mark-ups" of normal book distribution procedures. Resultant savings are passed on to cardholders as discounts of up to 81% off original publisher's prices shown in MASTER RATE CATALOG. (See Footnote 3.)

## YOU MUST BE SATISFIED OR MONEY REFUNDED

If for any reason 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.) 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

Club's MASTER RATE CATALOG & GUIDE TO U.S. PUBLISHERS & WHOLESALE BOOK OUTLETS (unobtainable outside book trade except for cardholders) includes all subject categories: best sellers, fiction and non-fiction, reference works, encyclopedias, unabridged dictionaries, multi-volume sets, publisher specials, remainders, options, etc., at up to 81% BELOW original publishers' prices. Breakdown: approximately 75% of titles in MASTER RATE CATALOG priced 50% to 81% below orig. pub. prices; approximately 18% of titles priced 20% or more below orig. pub. prices. Cardholders never pay full price. MASTER RATE CATALOG remains yours free, 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

Please send a registered ALL-BOOK/ALL-PUBLISHER DISCOUNT CARD in my name. (Also forward Club's MASTER RATE CATALOG & GUIDE TO U.S. PUBLISHERS & WHOLESALE BOOK OUTLETS free of extra charge.) I understand that accepting this card does not obligate me to buy anything. But it does entitle me to order books from MASTER RATE CATALOG at discounts up to 81% off orig. pub. prices, plus shipping. Enclosed is my one-time Registration Fee of only \$5. 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 MASTER RATE CATALOG will be mine to keep free, whether I decide to remain a cardholder or not.

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