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- **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. This one-time Registration Fee is good for life, and you need never renew. (See Footnote 2.)

#### HOW TO ORDER AT FULL CARD DISCOUNTS

Simply look up selection(s) in either the ABC CATALOG & GUIDE TO U.S. PUBLISHERS (provided free with Card; see description below) or the PUBLISHERS DISCOUNT OPTION LIST (mailed to you regularly as ready). If there, note the order-number beside each book or LP record album.

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 request any book sold in bookstores, whether you have seen it on the shelf or reviewed or advertised in any publication. Then — simply send in your order.

#### HOW MUCH YOU SAVE IN DOLLARS AND CENTS

A survey has shown that card discounts have averaged almost 40% off list or original publishers' prices. Remember, this is an average — many discounts are much, much higher, as shown in chart below. (See Footnote 4.)

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

Title	Orig. Pub. Price	Card Price
1. AMERICAN HERITAGE DICT. ....	\$ 8.95	\$ 6.93
2. THE FEMALE EUNUCH .....	6.95	5.59
3. THE NEW WEBSTER ENCYCLOPEDIA DICT. OF THE ENGLISH LANG. ‡ .....	39.95	9.94
5. THE SENSUOUS MAN .....	6.00	4.83

#### COMPUTER CONTROL CENTER

Currently serving 200,000 book-lovers, it bypasses conventional retail bookstores. Shares savings of direct-from-publisher ordering with Cardholders through CATALOG & GUIDE TO U.S. PUBLISHERS and PUBLISHERS DISCOUNT OPTION LIST (mailed to you regularly as ready). Also permits Cardholders (if they wish) to order any British books in print for additional service charge.



6. LAROUSSE ENCYCL. OF MYTHOLOGY ‡ .....	17.95	9.89
7. FINE ART OF CHINESE COOKING ‡ .....	4.00	1.98
8. BIRDS OF PREY OF THE WORLD ‡ .....	25.00	9.93
9. FUNK & WAGNALL NEW STD. ENCYCL., 3 boxed vols, unabridged .....	59.95	15.79
11. THE BELL JAR .....	6.95	5.59
12. TREASURY OF WITCHCRAFT ‡ .....	10.00	2.98
13. DICTIONARY OF ECOLOGY ‡ .....	10.00	4.98
14. PICTURE BOOK OF SEXUAL LOVE: A Photographic Guide .....	15.00	9.94

(cont'd top of next col.)

**FOOTNOTE 1** — ABC CATALOG & GUIDE TO U.S. PUBLISHERS is sent free with your Card. 75% of all titles in CATALOG offered at discounts of 40% or more off list or orig. pub. price. Even books not listed in CATALOG but sold in bookstores may be purchased at discounts of at least 10% provided they are still in print. At additional cost, if you so desire: You are also entitled to request "BOOKS & BOOKMEN," the British Book Guide (not an ABC publication) and order any British books in print sold in any London bookstore, as well as obtain price quotations and bibliographic searches for research and scholarly purposes.

**FOOTNOTE 2** — Cardholders may amortize their \$5 Registration Fee from savings on their first order alone. (N.B. It actually costs ABC more than this small fee to defray cost of respondent materials, acquisition, and programming your name and order-number into Computer Control Center of IBM/360-S computers 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 200,000 booklovers, it is the only such facility of its kind in existence.)

**FOOTNOTE 3** — Cardholders ordering new books receive only genuine publishers editions. (Conventional book clubs often print up special "club editions"—i.e., economy printings using cheaper paper, smaller type, flimsier bindings. Our discounts are not achieved in this way. All current books are brand new and bindery fresh — the same item selling for full price in the "bookstore around the corner".) On reprints of older or rare books, we offer only the finest editions available.

**FOOTNOTE 4** — Discounts stated exclusive of postage and handling. We don't surprise you with any "hidden" charges. Postage and handling is a pleasantly low (below cost) 40¢ per item. Period.

15. JAMES BEARD'S OUTDOOR COOKBOOK ‡ .....	12.50	6.95
16. OXFORD ENGLISH DICT., 13 vols, unabridged .....	300.00	239.96
17. GROVE'S DICT. OF MUSIC & MUSICIANS, 10 vols, unabridged .....	60.00	43.77
18. ENCYCL. OF ASTROLOGY .....	10.00	4.98
19. COMPLETE ILLUS. BOOK OF YOGA ‡ .....	10.00	3.95
20. FUTURE SHOCK .....	8.95	7.19
21. THE NEW ENGLISH BIBLE .....	8.95	6.98

	Comp. value*	Card Price
4. COMPLETE PIANO MUSIC OF BEETHOVEN, 21 stereo LPs, boxed .....	100.00	19.89

10. COMPLETE ORGAN MUSIC OF BACH, 18 stereo LPs, boxed .....	90.00	19.94
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22. COMPLETE SYMPHONIES OF MOZART, 15 stereo LPs, boxed .....	75.00	19.95
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\*Comp. value of boxed sets calculated by adding together records of comparable quality, purchased unboxed.

‡Orig. pub. price may not be current retail price.

#### HOW THESE LARGE DISCOUNTS ARE ACHIEVED

Your orders need not pass through a conventional bookstore. Our Computer Control Center not only helps slash normal retail bookstore markups but also "mediates" in substantial savings through large-volume purchases direct from publishers' stocks, as well as through special imports, reprints and remainders. Resultant savings are passed on to Cardholders as in table above and via ABC CATALOG and the PUBLISHERS DISCOUNT OPTION LIST. (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 satisfy you completely or you may return it for a full refund.

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

### FREE WITH YOUR CARD

ABC CATALOG & GUIDE TO U.S. PUBLISHERS (unobtainable outside book trade except for Cardholders) includes all subject categories: bestsellers, fiction and non-fiction, reference works, encyclopedias, unabridged dictionaries, multi-volume sets, publisher specials, remainders, imports, options, etc. 75% of titles in CATALOG offered you at 40% or more BELOW list or orig. pub. price. 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 ABC CATALOG & GUIDE TO U.S. PUBLISHERS (free of extra charge) and mail me regular PUBLISHERS DISCOUNT OPTION LISTS as ready. I understand that accepting this Card does not obligate me to buy anything. But it does entitle me to full discount privileges on all books in print as described above, plus a small charge for postage and handling. Enclosed is my one-time Registration Fee of only \$5 — good for life. If not satisfied I may return Card within 10 days for a full refund of Registration Fee. But CATALOG will be mine to keep free, whether I decide to remain a Cardholder or not.

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261