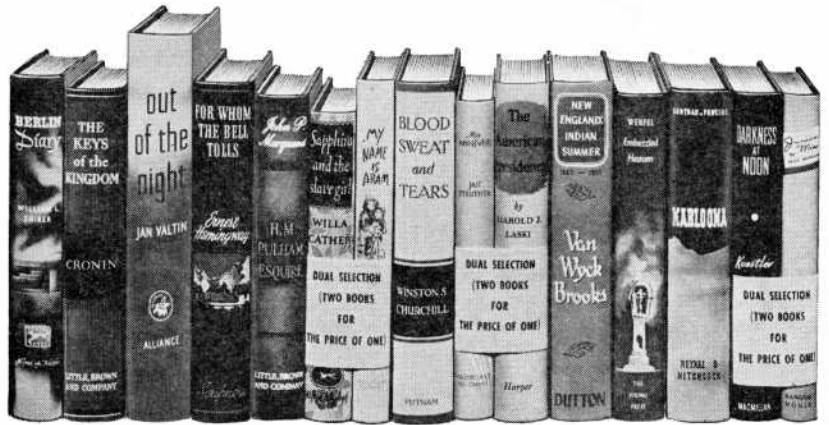


It costs you nothing

TO BELONG TO THE BOOK-OF-THE-MONTH CLUB

Yet, in the past year

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YOU WOULD HAVE RECEIVED *Six of these books Free*

Pictured here are the most recent books that were Club Selections and Book-Dividends. Members do not have to take the selection every month; they may buy as few as four a year. But whenever they do buy the Club's selections they receive one book-dividend FREE for every two selections they buy.

OVER 425,000 families—thus at the very least, over a million discriminating book-readers—now belong to the Book-of-the-Month Club. They do so, in order to keep themselves from missing the important new books they are really interested in.

Time and again you buy the "book-of-the-month"—not knowing it has previously been chosen by our judges—merely because some discerning friend has said warmly: "There's a book you must not miss." How sensible to get these books from the Club, since you pay no more for the books you buy, and save enormously in other ways.

LIST OF SELECTIONS SHOWN ABOVE

- BERLIN DIARY, *William L. Shirer*
- THE KEYS OF THE KINGDOM
Dr. A. J. Cronin
- OUT OF THE NIGHT, *Jan Valtin*
- FOR WHOM THE BELL TOLLS
Ernest Hemingway
- BLOOD, SWEAT AND TEARS
Winston Churchill
- H. M. PULHAM, ESQUIRE
John P. Marquand
- DARKNESS AT NOON, *Arthur Koestler*
- JUNIOR MISS, *Sally Benson*
- KABLOONA, *Gontran de Poncins*
- SAPPHIRA AND THE SLAVE GIRL
Willa Cather
- MY NAME IS ARAM, *William Saroyan*
- EMBEZZLED HEAVEN, *Franz Werfel*
- NEW ENGLAND: INDIAN SUMMER
Van Wyck Brooks
- THE AMERICAN PRESIDENCY
Harold J. Laski
- MRS. MINIVER, *Jan Struther*

you merely sign and mail a slip, saying, "Don't want it."

Scores of other careful recommendations are made to help you choose among all new books with discrimination. If you want to buy one of these, you merely ask for it.

In addition, there is a great money-saving. For every two books-of-the-month you buy you receive, free, one of our book-dividends.



LIST OF BOOK-DIVIDENDS SHOWN AT THE RIGHT

- BARTLETT'S FAMILIAR QUOTATIONS (special thin paper edition).....\$6.00
- READERS DIGEST READER (the best articles and features of the past 18 years in The Reader's Digest Magazine) \$3.
- OXFORD BOOK OF ENGLISH VERSE (new revised edition, boxed).....\$3.00
- A TREASURY OF THE WORLD'S GREAT LETTERS Edited by M. Lincoln Schuster.....\$3.75
- LEAVES OF GRASS (new illustrated edition) by *Walt Whitman* \$5.00
- SHORT STORIES FROM THE NEW YORKER (a collection of sixty-eight stories from The New Yorker Magazine).....\$3.00
- JOSEPH IN EGYPT (2 volumes, boxed) by *Thomas Mann* \$5.00
- DON QUIXOTE DE LA MANCHA by *Cervantes* (specially illustrated with woodcuts).....\$5.00
- ANNA KARENINA (2 vols. illustrated) by *Leo Tolstoy*.....\$5.00

During 1940 over \$5,000,000 worth of free books (figured at retail value) were given to the Club's members—given, not sold! You pay no yearly sum to belong. You pay nothing, except for the books you buy—and you pay for these no more than the regular retail price (frequently less) plus 10¢ to cover postage and other mailing charges. Your only obligation is to buy four books-of-the-month a year.

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