

Placed in your hand so that you can't miss it

- that new book which you are so anxious to read!



F you are the average person, you fail to read many of the outstanding new books. You miss them because you are either too busy or too neglectful to go out and buy them. "I certainly want to read that book!" you say to yourself, when you read a favorable review or hear a book praised highly. But, more frequently than not, you

Henry Seidel Canhy

Heywood

Broun

never "get around to it." The Book-of-the-Month Club takes cognizance of this procrastination that forever causes you to miss

the best books; when you decide you want a certain book, it is handed to you by the postman, so that you can't overlook getting it; and you have a "guar-antee of satisfaction" that it will please you, or you need not keep it.

How do you decide whether or not you want a certain book? The plan is simplicity itself. Every month, in advance of publication, the publishers of the country submit their forthcoming books to our Selecting Committee, a distinguished group of five critics. They select twelve



to fifteen of the most readable and important books every month—fiction and non-fiction. They also choose what they consider the "outstanding" book every month. This is called the-book-of-the-month."

But, if you are a subscriber, before you get the book-of-the-month, or any book, you receive a full report about it. If you judge, from this report, that you want it, you let it come to you.

You receive it by mail, on or shortly after the publication date, so that you can't overlook getting it.

If one of the other books reported upon appeals to you more strongly, you specify that that one be sent.

And if none of them appeal to you in

any month, you take none at all! Moreover, if you decide to let any book come to you and then find you are disappointed, you may exchange it for any other book you prefer.

Over 50,000 of the most notable eople in this country-in every line of endeavor—now guard them-selves, by means of this service, against missing the new books they want to read. Why don't you try i?

Christopher Morley

The cost of this unique and convenient service is nothing!There are no fees, no dues, no extra charges

of any kind. You pay only for the books you keep, and for them you pay the same price as if you got them from the publisher himself by mail!

Is it possible to give book readers a more complete and valuable service? If you are interested, mail the coupon below for complete information as to how this service operates. Your request for information will involve you in no obligation.



William Allen White

BOOK-OF-THE-MONTH CLUB, Inc. 218 West 40th Street, New York, N.Y.	36-A
Please send me, without cost, a booklet outlinir the Book-of-the-Month Club operates. This r involves me in no obligation to subscribe to service.	equest
Name	
Address	
CityState	