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In order to get the best value for your money when you buy books you need to have three conditions in your favour.

*You must be comfortable, for discomfort means haste, and haste means waste.*

*You must have an absolute guarantee of quality.*

*You must find low prices.*

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You can buy at home. The Book Club is the only circulating library which gives you the option of keeping any volume you want, after you have read it, instead of returning it. The ordinary library could not do this, for the books it sends you are labelled or stamped, and therefore unsaleable. In your home you are tranquil, you can select and reject at your ease, you can discuss the book and its price with other members of your household. If you decide to buy, you simply send the Book Club the little order card which is inserted at the end of each volume; you need not even write a cheque or send a postal order, for the book will be charged to your account.

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Does not such a test supply the best guarantee of quality?

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Are these not low prices?

Does not the art of buying books consist of joining "The Times" Book Club?

## Form of Subscription to "The Times," including membership of the Book Club.

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