

FREE BOOK DISTRIBUTION

OF 1,000,000 BOOKS, INCLUDING OVER 1,100 DIFFERENT TITLES.

These books are offered the readers of THE OMAHA BEE free of charge, save alone postage and mailing expenses. Following are the details of THE BEE's unprecedented presentation to its subscribers, prefaced by a brief statement showing how it is enabled, by a peculiar combination of trade conditions, to undertake this remarkable "Free Book Distribution" to its readers.

1,000,000 BOOKS.

It is but a few years since the popular "library" form of book publication came into existence. It was the beginning of the revolt against extravagant prices for books.

CONDITIONS AND METHODS OF THE DISTRIBUTION.

To reduce to a minimum the considerable expense necessarily involved in the distribution of so large a number of books to so many persons, scattered over an area of so many states, the work will be done in strict accordance with the following carefully considered rules and regulations:

1. The free book distribution is to the subscribers—new and old alike—of the Omaha Bee, identity of the subscriber must therefore be established. To do this cut out and mail to the office of the paper, one CERTIFICATE, attesting subscription to the Bee, like the one printed in this announcement. One of these CERTIFICATES will appear in every issue of the Bee until further notice.

2. The distribution will be made by mail only—no books will be delivered at the office of the paper, as it would

manifestly be impracticable to handle such an immense volume of detail work at the paper's counter.

3. Subscribers will mail to the office of the Bee the CERTIFICATE cut from the paper, and with it 5 cents in coin, to cover postage and mailing expense, and give the number of the book wanted.

4. Book must be ordered by number as given in the catalogue, and not by the name of the book. Every order for a book should contain at least three numbers, indicating the first, second and third choice, so that if the first choice should happen to be out of stock, another book to the subscriber's taste can be sent instead. If the order is for more than one book at a time, then three times as many numbers as there are books ordered should be given in the order of preference, and so far as the stock in hand will allow the same sequence will be observed in filling the

order. When the number is preceded by a letter—thus A 48 or B 6—be sure that the letter as well as the number is given in the order.

Write name and address of subscriber distinctly.

5. How many books can a subscriber send for? As the stock of books is limited, the plan of distribution is arranged so as to give each subscriber an equal opportunity to get as many books as any other subscriber. In the aggregate an average of ONE VOLUME EACH DAY is all any one subscriber can obtain. This restriction is secured by the fact that only one CERTIFICATE is printed each day and one CERTIFICATE must be sent for each volume selected by the subscriber. But certificates may be accumulated and a single order sent at one time may include as many volumes as there are certificates sent with the order.

6. Can a subscriber send in more than one order for books? Yes, as many as may be desired, provided each order is accompanied by the required number of CERTIFICATES and money as explained above.

7. Can more than one book be ordered at a time? Yes, provided a CERTIFICATE and money are sent for each volume, as explained above, all the certificates being of different dates.

8. Whenever an order is received for a book the supply of which has been exhausted by earlier orders and the same is one of the substitutes named in the order, the BEE will fill the order with some other book from the list at its own discretion and without correspondence or other explanation than this statement. This rule is deemed necessary, as it would be manifestly impracticable to assume the burden and expense of expediting correspondence in matters involving such small amounts of money.

9. No books will be exchanged.

10. The BEE's catalogue does not in all cases include all the works of the author. Only such can be supplied as are named in the catalogue.

11. Orders will be filled as promptly as the great amount of clerical work involved makes possible. Subscribers should wait two weeks before making complaint of non-receipt of books.

12. The Free Book Distribution will be continued until the entire stock is distributed and is open to new and old subscribers alike.

13. In case a book consists of two or more volumes, the entire book must be ordered at the rate of one CERTIFICATE, and 5 cents for each volume, complete. There may be in some cases an abrasion of the shell, but the egg within is whole and sound.

All orders should be addressed to

The Omaha Bee, Omaha, Neb.

FREE BOOK DEPARTMENT.
FREE BOOK DISTRIBUTION.

CUT COUPON ALONG LINE OF BORDER

CERTIFICATE.

Anticipating the Right
of the Subscriber to Participate in

THE OMAHA BEE'S

FREE BOOK

DISTRIBUTION

SATURDAY, May 4.

ONE CERTIFICATE, with five cents to cover postage, mailing and electrical expenses, entitles the subscriber to receive, during the year, 1,100 books selected from the printed catalogue of the Omaha Bee Free Book Distribution. Send coin; no stamps. ADDRESS

Publisher The Omaha Bee,
FREE BOOK DEPARTMENT,
Omaha, Neb.

compelled to absorb in order to destroy competition was lately forced into the market by a receiver for sale at any price that would convert it into ready cash. THE BEE has taken advantage of the opportunity and has been enabled, at a merely nominal cost, to place a portion of the stock at the disposal of its readers. To this there have been added other advantageous purchases of standard works in editions now for the most part withdrawn from the market. In the aggregate, this stock thus secured, amounts to a million volumes and includes over 1,100 different titles—and originally sold by the publishers at prices ranging from 10 cents to 50 cents per volume—comprising science, history, biography, travel, fiction poetry, theology and economics, by almost all the leading writers in the English language as well as translations from many of the most celebrated foreign authors, ancient and modern.

It was a trade revolution of immeasurable value to the people, inasmuch as it brought the literature of the world, ancient and modern, within the reach of all, rich and poor alike. Books that had formerly cost dollars could now be had for as many dimes. The logical result was an immense increase in book consumption; a corresponding increase in their manufacture; then an overproduction, followed by an undue trade competition, and finally the apparently inevitable trade device—the "trust." The publishers of the popular and low-priced "libraries" consolidated their business into "The International Book Company."

But the International Book Company failed in its undertaking to control the market for cheap books. It went into the hands of a receiver and the immense stock which it had been

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