

THE OMAHA BEE'S FREE BOOK DISTRIBUTION

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, followed 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 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 and describing 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.

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.

Compelled to attempt 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.

CIT 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.

Table listing various book titles and authors across multiple columns. Categories include: Memoirs, Biographies, Letters, Social Science, Fine Arts, Adventure, Juvenile Fiction, Fiction, History, Poetry, Religious, Travel, Music and Drama, Natural Science, Politics and Government, and Philosophy.