



JOSIAH HOWELL.

desirable, that it is practically irresistible. I also make a liberal use of the testimonials, which I find indispensable in securing and holding the attention of customers.

JOSIAH HOWELL, Reynoldton Pa.

"ITS POSSIBILITIES ARE UNLIMITED."

The "Self-Interpreting Testament" is the most valuable and the best selling book I have ever sold. It is easy to sell, no trouble to deliver, and it gives satisfaction. In five consecutive weeks I took **150** orders. More than half of these were for the half morocco binding. I have taken as high as **12** subscriptions in a day. I have taken in all **574** subscriptions. I do not know of any other publication of like price with which I could have done so well and have made as much money. Its possibilities of sale appear to me to be practically unlimited. I cannot particularize the leading features. They all lead. The photographs of places and scenery of Bible history are of course the great fascinating and convincing feature; but the entire work, taken as a whole, is so excellent and superb, so superior and

"THE MOST MERITORIOUS AND THE MOST SALABLE BOOK IN THE SUBSCRIPTION TRADE."

I am comparatively new to the book business, but I have taken **4** subscriptions for the "Self-Interpreting Testament" per day, only working with ordinary regularity, and have taken **17** subscriptions per week. In getting at the number of volumes sold you want to multiply this by four. I am positive in the belief that it is not only the most meritorious book in the subscription trade, but the most salable. I was doubtful at the beginning whether it would pay to attempt to sell a Testament in a religious community like this, where every family is already supplied; but I soon discovered that those who have Testaments of other and inferior editions are the very ones who are the most eager to possess this one, on account of its "Self-Interpreting" and magnificent illustrative features.

R. B. PARRISH, Chattanooga, Tenn.



R. B. PARRISH.