

## **FURTHER OBSTACLES TO THE "DAWNS."**

WHEN UNLAWFULLY cut off from the cheap rates for mailing the paper-covered *Dawns*, we did the next best thing, and availed ourselves of the special rates granted on this class of matter, in ten pound lots, by the Express Companies. Thus we have been enabled, up till now, to send the *Dawns*, in packs of ten or more, to any Express office in the United States at the rate of thirteen cents per volume.

But now this, too, is changed. The Express Companies, finding us at their mercy; have adopted the same rule as the Post Office. Undoubtedly they would be willing to raise their rates on books and everything – just as high as Post Office competition will permit.

In view of these facts, we have been obliged to increase the wholesale rates on *Dawns*. It may be argued that the increased price will make no difference to us, as the *Dawns* are sold at cost anyway; but we answer that our object is to put as large a number into circulation as possible – hoping that, by and by, they will be more sought and more studied by the masses than now; – and we well know that the lower the cost the more can be circulated.

We propose meeting the issue by supplying our readers with the cloth-bound *Dawns* (prepaid to any part of the world) for twenty-five cents per volume. By having the binding done in very large quantities we hope to nearly get out whole; but if at a slight loss we will consider it money well spent in the wider circulation of the truth.

One good result will be the better appearance the books will make, wherever they may go; another, their greater durability; and, additionally, they will appear more frequently on the bookshelf, and thus become the better known. Order hereafter in cloth binding.

The *retail* price of *Dawns* will hereafter be 35 cents, plus postage, 10 cents; but all *Watch Tower* subscribers are welcome to the wholesale rate as above.

