

# Stores Are Loving Barbour's New GREAT BOOKS Under \$5 PROGRAM!



*...I can say that it is one of our bestselling product lines. It is great for Sunday school teachers to give to their classes, and I have several people who buy them to put in their gift boxes for underprivileged children. Great little gift for someone who needs encouragement because they are in the hospital or going through rehab. People like them because it's very affordable, just add a bookmark, and you have a great gift that's under \$10.00!*

LAMBERT'S BIBLES & GIFTS, Debra – BOAZ AL

*On a whim, after receiving an informational email about them, I decided to order the spinner display of devotionals for an inexpensive \$5 gift idea. We received them a couple months before Christmas last year and placed it in a high traffic area. I was pleasantly surprised to sell out and have to reorder before December even came! Since then, we place an order at least once a month, sometimes more often, and keep it fresh by adding new titles as one sells out. I have been very happy with the return on investment for the very small footprint that it takes up!*

ALYSSA'S ANTIQUE DEPOT, Alyssa B. Schepper – PACE, FL

*The Barbour \$5 devotional book rack is a great asset to the store. Not only is there something for everyone, the books are packaged well and very giftable. Most people buy one for themselves and one for their friends or family. It is one of our most visited and most refilled displays. I also personally use this brand of devotional for my quiet time.*

CLEARFORK MEDIA GROUP DBA/NOTEWORTHY, Callie Metler – STAMFORD, TX

*Our rep Jenni told us about a new little devotional book line and display unit that Barbour added last year. We got it in the store last fall, and it has been a nice addition and well received by our customers. The price point is great and the pet lover and family books have been the most popular for us. We also like how they add new titles every so often to keep the display filled, and it is easy to move around to various spots in the store. If customers are looking for a gift under \$5, I always point out this display unit to them and they usually get a book or two.*

THE WASH HOUSE GIFT SHOP, Ann – WEST OKOBOJI, IOWA

*The small devotionals sell very well for us. I have the attractive spinner at our checkout desk. Customers will browse the rack during checkout, which usually results in one or two books (or more!) added to their purchase. The titles for the kids and teens do especially well - Moms don't seem to mind purchasing them at this price point when their kids ask for them. A quality item for an excellent price! (Just wish we had a couple titles for men - people have been asking)*

CHRISTIAN HOMESTEAD, Diane Dye – ORRVILLE, OH

*The \$4.99 books are perfect for gift baskets or for someone needing several gifts at one time. A great way to share God's word, encourage, and give a sweet gift. Thank you for this WONDERFUL collection.*

NONIE'S BOUTIQUE, GIFTS, & CUSTOME FRAME SHOPPE, Tonia – UNION, S.C.



# ... Testimonials for Barbour's GREAT BOOKS Under \$5 PROGRAM!



*Your Great Books Under \$5 is a great seller for us. We have them next to the checkout waiting line and, after putting them on the floor, the display is usually almost completely empty in about 3 weeks. They are such a great gift for the people who come to many conferences throughout the year.*

THE CHAPEL STORE, Glenda Eades – CHINO, CA

*These books make excellent gifts and are the perfect price point for impulse sales. With titles to fit almost every age and group, they are just right for our customers and are written to fit seamlessly into this fast paced world.*

BIBLE HOUSE, Karmen – SEARCY, AR

*This display and books are a great add-on gift for our customers. We have them close to the register, so it's easy to grab one while checking out. They are a pretty addition to any purchase. Love that Barbour added these.*

CELEBRATIONS AND INVITATIONS, Kathy Hodges – FLOWER MOUND, TX

*I love the under \$5 books. I have people come into my store looking for an inexpensive gift that would encourage someone. I show them these books, and most of the time they will buy one. Beautiful covers and books for all ages.*

GLOW: A CHRISTIAN BOOKSTORE, Denise Henke – SHIPSHAWANA, IN

*It is so nice to offer something that is under \$5. They are just what some customers are looking for! We sell them even better than the sale tables we used to have because the rack gives them a value. Thanks! I love Barbour Books!*

KATHRYN'S PARK AVE BOOKSTORE, Terrie Crabtree – LAKE WALES, FL

*Join in the Excitement*—ORDER YOUR DEAL TODAY!

**INCLUDES:**

4 each (16 titles) of initial stock  
and 4 each (9 titles) of core stock

**DEAL:**

50% Discount • \$75 Rack Charge  
60-Day Billing • Free Freight