

# TO-DAY is the **LAST DAY** of the **OFFER**

The success of the Newfoundland sale of the new, 11th, edition of the Encyclopaedia Britannica points to the likelihood of there still being many who, intending to take advantage of the present low prices, have postponed their decision to the last moment.

To them this advertisement is specially addressed. There is still time to fill in the order form at the bottom of this page and post to the Cambridge University Press, Box 990, to-day.

## The Cheapness of the Present Edition At the Present Rate.

In assuming control of the Encyclopaedia Britannica, the Syndics of the Cambridge University Press regarded its sale at a low price an inherent characteristic of the undertaking.

To place the work within the reach of the greatest number of readers, by naming the lowest price, was, in their estimation, to be accounted an essential element of their trust.

They believe that in respect of cheapness no publication can be compared with the 11th edition of the Encyclopaedia Britannica at the present price.

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A single volume of the new (11th) edition of the Encyclopaedia Britannica contains some 1,000 pages, and over one million words, and is sold at \$4.00 a volume in the cheapest form.

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The accepted scale of book prices is, in fact, too different to afford a satisfactory comparison, and the only true criterion in the matter, is the price of the 9th edition of the Encyclopaedia Britannica. This was originally sold at 30s. (\$7.50) a volume, although each volume contained 100 pages less than do those of the new edition, which may now be purchased (in the same style), at little more than half that price.

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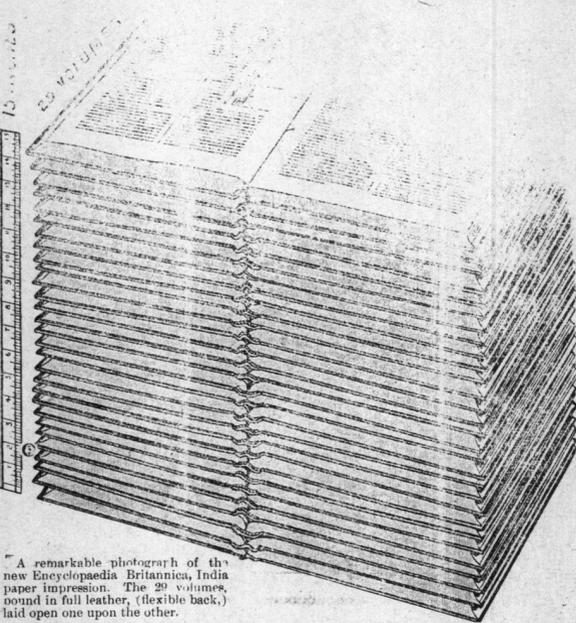
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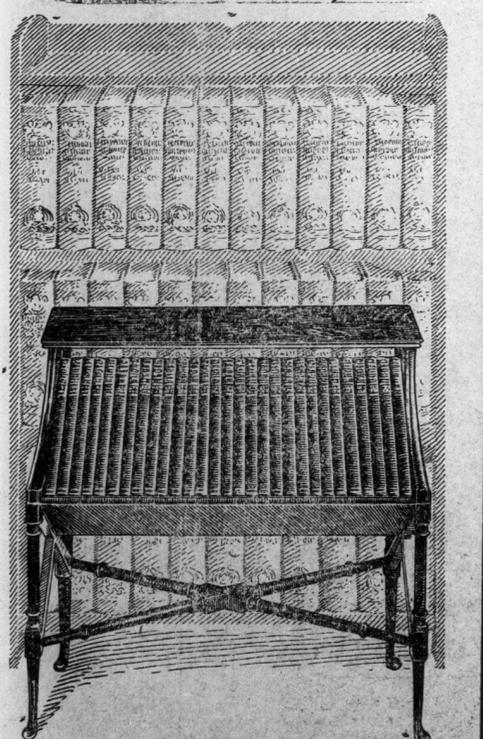
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