"I do express the hope that, by possessing and controlling such a book as this Encyclopaedia Britannica, Cambridge may become, more than it has ever been in the past, an inspiring centre of world-wide intellectual life, and able to carry out not only its national but also its international function."

The late S. H. Butcher, Pres. of the British Academy, M.P. for the University of Cambridge.

PUBLISHED

The Christmas Season

The New (11th) Edition

Encyclopaedia **Britannica** THE WORK IS NOW COMPLETELY

"Concerning the eleventh edition, it is gift of unspeakable value to all classes of readers from the plain man up, one of those human debts that money does not discharge. . . . Every growing family of Canadians, pretending to any intelligence, whether they have carpets or not, ought to be provided with the eleventh edition of the Encyclo-paedia Britannica." From a Review in the Manitoba Free Press, August 5th, 1911.

40,000 ARTICLES 29 VOLUMES 44,000,000 WORDS

And is being dispatched to applicants—the entire work, 29 volumes—on receipt of the first payment of \$5.00. Subscribers will now receive the new Encyclopædia Britannica in one shipment. The incoming supplies of complete sets, fresh from the printer and binder, will ensure that orders registered now will be promptly executed. The preliminary announcement of the 11th Edition in advance of Publication resulted in an unparalleled tribute to the Encyclopædia Britannica, more than 32,000 orders for the work (value over \$5,000,000) being registered before it was published. This necessarily involved inconvenience to many applicants, who had to wait for their books. It is advisable, however, that new applications shal be registered quickly—while the work is in stock. Should a new printing still be found necessary, it would again necessitate delay in turning out complete sets. Especially is im nediate application advisable in the case of those who wish to purchase the new Encyclopædia Britannica as a Chistmas present.

The Spirit Of Christmas

THE principal motive with most persons when making a Christmas The principal motive with most persons when making a Christmas present is to give something useful but at the same time "distinctive," and the great difficulty is to think of something suitable to give. The new Encyclopaedia Britannica, while more than filling every ordinary requirement, has a special appropriateness as a Christmas gift. Christmas is a season when men and women may be said to yield to a recognition of ideals, aspirations and traditions, which are the common property of the whole of mankind. Being a festival observed in all Christian countries, it typifies the truth that the most vital of human interests disregard the barriers of nationality, and being established in commemoration of events which

truth that the most vital of human interests disregard the barriers of nationality, and being established in commemoration of events which occurred ages ago it expresses the debt of the present to the past.

The Encyclopaedia Britannica is the only work in any language in which an attempt has been made to epitomize and elucidate in an adequate manner the thought, achievements and life of our common It has been built upon structure so broad in its foundations and so inclusive in its scope as to ignore no sphere of human

activity, and no fact of useful purport in the evolution of the race.

Drawing its contributors from every civilized country, the 11th edition is based on the essentially cosmopolitan character and origin of the main factors which make for human progress, and in freely applying the historical method in every department of knowledge, there has been constant endeavour to express the present in terms of the past in which that present finds its roots.

The Encyclopaedia Britannica In The Home

HE Encyclopaedia Britannica is so obviously a gift, the usefulness of which will be shared by its possessor with others, young and old, that it is impossible to think of it in the light Christmas present without a thought of its general utility in he household. The amount of service which it can render under uch circumstances is clearly only limited by the extent of the desire of the members of the family for information.

For The Mere Pleasure of Reading

B UT perhaps the chief merit of the book as a household treasure is that from merely referring to it, its possessor is led to read its articles for the pleasure they afford. He soon finds that the vast fund of knowledge accumulated in this book by the leading authorities in every branch of human achievement has all the interest of a real contribution of literature. So universal is its appeal that anyone who has the slightest interest in the facts or the romance of nature or of life is bound eventually to become engrossed in its contents. These light and incredibly thin volumes picked up out of idle curiosity are laid aside with reluctance, and the casual enquirer is unconsciously transformed into the systematic student.

Application For The New India Paper Prospectus, 164 Pages---Post-Free Upon Request

Full particulars of prices, deferred payments, book-cases, bindings (seven), together with the prospectus described opposite, will be sent free, on application to

CAMBRIDGE UNVERSITY PRESS

(Encyclopaedia Britannica Department)

ROYAL BANK BUILDING, TORONTO.

Name						N																200
Residence																						

The reduction in weight and bulk effected by the use of India paper has been exemplified by the publishers of the new Encyclopaedia Britannica in the preparation of a new prospectus in which the book is described with a fidelity and at a length attainable within a reasonable compass in no other way. In format this prospectus is a replica of the India paper impression, and it has thus been possible not only to reproduce a large number of extracts from typical articles exactly as they appear in the original work, but to demonstrate in the prospectus itself, which consists of 164 pages of printed matter, together with numerous selected plates, maps, cuts, etc., the convenience and compactness of the India Paper Format.



This new binding for the India paper volumes all the merits of previous styles as well as

- 1. Greater Durability. The covers are rendered perfectly flexible by a lining of calfskin, and will therefore not crease or crack, as the customary cardboard lining has been dispensed with.
- Greater Pliancy. The volumes are as flexible, "give" as though the covers were removed only the India paper contents remained. They be folded into four without risk of damage.
- 3. Greater Portability. The new Encyclopaedia Britannica is designed and recognized as a book not merely for reference but for reading. It is no small advantage of the new format that an odd volume of the work can be doubled like a magazine and slipped into the coat pocket, or into a travelling bag, ready to occupy an idle half-hour.
- 4. Greater Charm. The velvety surface offered by the natural nap of the skin of the cover is gratifying alike to the eye and the touch. It would be difficult to find a material more pleasing in respect of colour or texture than this mole-grey leather. It has all the distinction of a binding de luxe, for it is at once unusual and appropriate. (It is sold only with a bookcase, which is included in the price.)

In least Incent For The Young

T HE supreme quality, however, of the Encyclopaedia Britannica as a gift, is that it gives to its readers as complete a statement as possible of the present condition of knowledge.
The recipient feels, especially if he is in the period
of his mental growth, that the gift of a work of
such learning and authority is stimulating to his intelligence and that, in accepting it, he incurs an obligation to use it for the purposes for which it has been given.

The number of directions in which the systematic use of the Encyclopaedia Britannica may influence for good a developing mind is legion. It is not intended for idle and listless reading, but supplies intended for adie and listless reading, but stepperson an accurate scrutiny of the foundations of conclusions, opinions and beliefs. By its insistence on what is essential in every question, and by its elimination of all that is irrelevant, it promotes habits of concentration and analysis, and instils a sense of intellectual values. In its thousands of biographies of the men and women who have figured prominently in the human story, it opens some new horizons and sets up new ideals. To some of our readers, it may even indicate, for the first time, their real vocation, for it is a fact that, in nearly every efficient, useful life, there is traceable, at some parting of the ways, the determining influence of a book.

FIRST PAYMENT \$5.00

THE ENTIRE SET OF 29 VOLUMES WILL BE DISPATCHED PROMPTLY ON RECEIPT.

The 11th edition of the Encyclopaedia Britannica offers a complete exposition of knowledge, a fresh survey of what is known, a full and accurate inventory of essential things— of everything that can reasonably be expected to interest a member of a civilized community.

a member of a civilized community.

It contains 40,000 articles (by 1,500 contributors), 28,150 pages, 44,000,000 words, and the value of the text is increased by 7,000 line drawings and 150 full-page plates, as well as 169 plate maps and 400 text maps, specially prepared from the most modern sources to accompany the articles which they illustrate. Its contents, besides being arranged alphabetically, are indexed in a separate volume (the 29th) containing 500,000 references.

The 11th edition is unprecedented in

The 11th edition is unprecedented in a greatly increased outlay (\$1,150,000), instead of volume by volume over a period of years as heretofore, all 28 volumes of text being thus of practically even date.

practically even date.

2. Its wholly novel format—India paper, flexibly bound—whereby a reduction in weight of eight pounds to three pounds, and in thickness of 2% inches to 1 inch was effected without sacrifice of legibility or strength.

3. Its endorsement by the University of Cambridge, by whom the copyright of the Encyclopaedia Britannica, after passing from one publisher to another during 140 years, is now controlled, and the imprimatur of whose press the work now bears.

4. The price at which it may be acquired

4. The price at which it may be acquired (\$4.50 a volume, 1,000 pages in the cheapest style) is \$3.00 a volume less than the corresponding price (\$7.50 a volume) at which the 9th edition was sold in this country and in England. To the latter figure, however, of \$7.50 (which may be regarded as the normal, the standard, charge) the price of the new edition will eventually be raised.

NOTICE—The Velvet Suede binding can only be produced in limited quantities. Therefore, any one wishing the Encyclopaedia Britannica in this style of binding, either for himself or as a Christmas gift, should order at once. Delivery can take place at any time, but orders should be placed at the earliest possible moment.