Notice of Withdrawal of Advance-of-Publication Prices of THE NEW EDITION (the 11th) OF THE

ENCYCLOPÆDIA BRITANNICA

If you have already received a form for making application you should send it promptly to the Cambridge University Press (Encyclopaedia Britannica Department), Toronto, or make use of the form at the foot of this page. If you have not yet availed yourself of the opportunity to learn the full particulars of the New Edition, you are urged to apply for the prospectus at once.

The New Encyclopaedia Britannica

is a complete and modern exposition of thought, learning and achievement to 1910, a vivid representation of the world's activities, so arranged and classified as to afford a maximum of accessibility, and embodying everything that can possibly interest or concern a civilized people.

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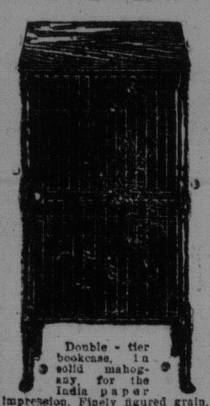

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Protected by copyright in every civilized country in the world. When the Ninth (the last completely new) Edition of the Britannica was published, 1875-89, the state of the copyright laws of the United States was such as to afford no protection to works which had primarily been issued in another country. The consequence was that, in common with other English books, the Encyclopaedia Britannica was "pirated", and garbled and mutilated reprints purporting to be the real work were foisted wholesale on an unsuspecting public, so that the English publishers who had sunk a large sum of money in preparing and issuing the 9th Edition were robbed of the just reward of their enterprise. The United States copyright law of 1908 now affords protection to foreign publishers. By copyrighting the work in every civilized country in the world the Cambridge University Press protects the public from spurious and incomplete reproductions of a work of which the traditions are among the highest in the world of letters and scholarshp.

Any reader who has not yet received particulars of the new Encyclopaedia Britannica may obtain illustrated prospectus (40 pp.) 56-specimen pages (printed on India paper, to show the attractive character of the work in this popular form), and order form giving the present low rates and terms of purchase, by applying to **The Cambridge University Press,** Royal Bank Building, 10-12 King Street East, Toronto.

The Occasion, and Its Appeal to Intelligent Persons

The present occasion involves no more than the making up of one's mind that the new Encyclopaedia Britannica is worth having, and the decision to examine into the details of the offer without delay. The completion of the 11th Edition cannot be regarded as other than a significant achievement, which demands the attention of all intelligent persons. It consists of 28 volumes and Index, 28,000 pages, 40,000 articles—a work so vast that the making of it, before a single copy was sold, cost $1,150,000; a work produced by the collaboration of 1,500 among the highest authorities in every branch of knowledge and every field of practical specialization. Many years of use can draw upon only a fraction of the contents of a library in which forty million words are the condensed result of a fresh inquiry into every development of research, experiment and invention. The version of the Encyclopaedia Britannica which is about to be displaced by the new edition dates back to 1875, when the first volume appeared. During all the intervening years no fresh work of reference has covered the same ground, yet the foundations of knowledge have undergone a vast transformation. In fact, the editors of the new 11th Edition base upon an analysis of the index the estimate that the new work contains twice as much information as did the other.

To grasp at first thought the varied utility of so vast and original a work is impossible. To consider the most obvious uses which any intelligent reader will make of it is to look ahead for years.

Yet, unless the question of the price to be paid is altogether disregarded, the decision to examine the details of the offer with the idea of becoming a subscriber on the most favorable terms possible must be immediate.

The Object of The Cambridge University Press

in the announcements that have appeared in this and other magazines and in the daily press throughout the Dominion is to tell the Canadian people exactly what the new edition of the Encyclopaedia Britannica is, and in describing its distinctive new features, and its improvements upon previous editions, to invite public interest to the successful completion of a vast educational undertaking, a fresh exploration of the whole field of human knowledge and its presentation in an orderly and intelligible manner, not for the use of students merely, but of all readers.

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Intending Applicants

for the New Edition of the Encyclopaedia Britannica are hereby advised that, complete publication of this work having been reached, the concession allowed in return for advance-of-publication subscriptions, but without immediate payments, will be definitely withdrawn from May 31st, when a new schedule of higher prices will have effect, both in this country and in England.

Cambridge University Press

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