

The Literary Revolution.

In January, 1879, The Literary Revolution was inaugurated by the publication of one small volume. In September, 1880, its list, published and in preparation, comprises over 130 volumes of standard books. It gives employment to about 500 hands, is actually delivering to purchasers over three tons of books a day, or over 1,000 tons a year, and is so far from able to fill all orders that additional buildings have just been leased, machinery purchased, and other steps necessary taken to double the present product within the next sixty days. To meet the popular demand for the coming twelve months at least 2,000 Tons of Good Literature. The almost untold success which the Revolution has achieved is doubtless to be attributed to its leading principle, which are: I. Publish only books of real merit. II. What is worth reading is worth preserving—all books are neatly and strongly bound. III. Work on the basis of the present cost of making books, which is very much less than it was a few years ago. IV. Books have commonly been considered luxuries; in a free republic they ought to be considered necessities, and the masses will buy good books by the million if prices are placed within reach. V. To make \$1.00 and a friend is better than to make \$5.00 only, and 1000 books sold at a profit of \$1.00 each gives a profit of only \$1,000, while 1,000,000 books sold at a profit of one cent each gives a profit of \$10,000; and it is more measure as well as more profit to sell the million. The most important publication thus far undertaken—indeed the most important work ever published in this country—a work that every intelligent person wants in his library, is the Library of Universal Knowledge. It is a verbatim reprint of the last London edition of Chambers's Encyclopædia, though containing with copious additions by American authors to the original work. It will contain, in its complete form, 15 volumes of clear nonpareil type, and sold, bound in cloth, for the nominal price of \$7.50, or in half Russia, gilt top, for \$15.00. This style 15 vols. have already been issued, vol. 13 will be ready September 10, and vols. 14 and 15 a few days thereafter. On this also special terms are given to early purchasers, the price being to those whose orders are received during September \$7.50 for the set complete in cloth, \$13.50 for the half Russia gilt top. The volumes already issued will be sent at once by express, and the remainder when completed in October. The Revolution is always undertaking new enterprises and accomplishing new victories. During September in England we expect to complete Young's "Analytical Concordance to the Bible," the great "Webster Unabridged" of religious literature, and a 50 cent edition of Smith's Bible Dictionary. In Biography, two volumes added to our Acme Library of Biography contain 10 vols. selected from the famous English Men of Letters series, more than one-tenth the cost heretofore. In Poetry we shall soon have the Iliad and the Odyssey of Homer, translated by Pope, and a large type edition of Shakespeare. In History a cheap edition of the celebrated Froissart's Chronicles, with over 120 illustrations. In Fiction, Scott's "Ivanhoe," and Bulwer's "Last Days of Pompeii." In Juveniles, "Karl in Queerland," profusely illustrated. The cost of making books diminishes in large degree as their number is multiplied. Many of our books are selling in so much larger quantities than we anticipated that we find it in our power to considerably reduce their prices, and we do it with a great deal of pleasure. Among those so reduced are the histories of Macaulay and Gibbon, Taine, Rollin, Josephus, Modern Classics, Milton, Virgil, Dante, Koran, Bunyan, Crusoe, and several others.

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- Futard's Lives of Illustrious Men, 3 vols., \$1.50.
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