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THE EVENING TIMES AND STAR, ST. JOHN, N. B., SATURDAY, MAY 13, 1911

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

CYCLOPÆDIA BRI

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 The Occasion, and Its Appeal The Present Opporto Intelligent Persons Britannica tunity

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.

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 rea library in which forty million words are the condensed Fe-sult of a fresh inquiry into every development of research experiment and invention. The version of the Encouropaedia 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 cov-ered 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 esti-mate that the new work contains twice as promotion as did the other. as did the other. To grasp at first thought the varied utility of s original a work is impossible. To consider the po-uses which any intelligent r ader will make t obvi is to look ahead for years. Yet, unless the question of the price to be paid is alto-gether disregarded, the decision to examine the details of the offer with the idea of becoming a subscriber on the most fave orable terms possible must be numediate.

The prices set out on the order form below are those obtaining before publication. These prices will cease to be operative from May 31st, when a new and higher schedule will come into force. Delivery has already begun, and is being made as fast as printers and

this page

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or achieved-all of the past experience of humanity that has survived the trial of time and the ordeal of service and is preserved as the useful knowledge of to-day. Of the human race, and its endowment of persons, histories, languages, litera-

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