









DR. M'ALISTER A

LEAGUE BALL

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THE STANDARD, MONDAY, MAY 8 1511.

JUNE

HELEN GRAYCE COMPANY Why the New Encyclopaedia IS GROWING IN FAVOR Britannica is sold at A LOW PRICE and upon such easy Saturday's Perform Among the Best this Excel-lent Company has yet Given --Good Bills for this Week. terms of payment as bring it within the reach of every reader

1.—The issue of the new edition of the Encyclo-psedia Britannica, by the press of the University of Cambridge (England) has been received as an event of international importance, a triumph of organized scholarship for the benefit of the whole English-speaking world.

Scholarship and research in no country have producting on the same scale."-Wastminster Garatte.

"Something more than a merely literary event. It at-tains the dignity of a historical incident."-Daily Telegraph.

2.—But the distinguishing feature in connection with the new Encyclopedia Britannica is to be found in the fact that this great effort of organized scholarip has been made in the service of a popular book

ship has been made in the service of a popular book. The leading authorities and specialists in every department of knowledge and activity, and from all parts of the world, have here collaborated in the pro-duction, not of some wonderful monument of learning for the use only of their brother scholars, but of a book which appeals to the whole body of readers with-out distinction of class or occupation or interests. Their efforts were given to the production of a "complete circle of instruction" (for this is what the word "encyclopadia" implies), a work of which the value in these days is so evident as fairly to entitle it to be called a necessity.

to be called a necessity. 3.—The need for such a book as the Encyclopaedia. Britannica is a growth of "modern times." It has been said of Goethe that he was the last of those giants who, with Bacon, could take all knowledge for his province. The Encyclopædia Britannica first ap-peared in 1768, when Goethe was in his twentieth year, as a fruit of the general intellectual ferment which in France was preparing the way for the Revolu-tion. Already specialization was developing the arts and sciences beyond the reach of the individual mind, and the subsequent growth of the Encyclopædia Britannica, its attainment of a position unique in the world of letters, were the consequence of such an ex-pansion of knowledge as the first publishers could never have conceived.

. 4.—Were it still possible for a man to acquire— from his own experience, from his intercourse with others, from the ordinary course of his reading—even a passing acquaintance with the history, geography and biography of the world, with its beliefs, speculations and laws, with the sciences and their practical applica-tion, with the arts and industries, the need of "a circle of instruction" might be felt only by the studious. But the reverse is the truth.

Wide interests, the desire for information, the belief that knowledge tells, and tells in the most practical fashion, are features of our time-features reflected in its most characteristic product, the daily newspaper. In the pages of his newspaper the reader's interest is claimed for every conceivable topic, and his instinct is to refuse interest to none.

his instinct is to refuse interest to none. 5.—Thus, in the 11th edition of the Encyclopedia Britannica there appears, as one reviewer phrased it, "the right thing at the right time." And it appears, he added, "in the right way." For, while the cost of producing a new edition, which contains fully twice as much information, has inevitably risen to more than double that of the edition of a generation ago, it is at present being sold at a rate which is little more than half what the ultimate cost will be, and it may be paid for in such instalments as bring it within the reach of all.

That the new Encyclopaedia Britannica should be cheap and easy to buy may be described, then, as a feature no less essential than the thorough prepara-tion of its contents.

It is to be remarked, however, that its present cheapness is temporary, and any reader who is acquainted with the work only through report, should use at once the form printed below. He will thus obtain interesting material from which to form his own judgment of a most interesting book, as well as an order form showing the present prices and terms upon which it may be acquired.

THE ENCYCLOPAEDIA BRITANNICA

A completely new work, founded on a fresh survey of the world in every department of knowledge at the end of 1910. 28 quarto volumes (12 inches by 9 inches) of text, each containing 900 to 1,060 pages; and Index volume containing 500,000 references. 40,000 articles aggregating 41,000,000 words; 7,000 text illustrations; 459 full-page plates; 417 maps. The production of the work court \$1,160,000 hours.



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