

A REMARKABLE PHOTOGRAPH OF THE NEW ENCYCLOPÆDIA BRITANNICA

AN ENORMOUS WORK REDUCED, BY THE USE OF INDIA PAPER, TO
VOLUMES ONE INCH THICK



Photograph of the new Encyclopædia Britannica, printed on ordinary paper and on India paper

In one case the volumes are 3 inches thick, in the other 1 inch. Both are printed from the same plates and contain the same contents.

text, and its analysis in an index (volume 29, containing 500,000 references), have been so carried out that from the 28,150 pages of the work the enquirer can at once select the one which deals with the subject which interests him.

Whether his need of the moment relates to the rules of a game, the repair of a house, the laying out of a garden, the breeding of a dog, the treatment of a cold, the latest theory of radio-activity, or the influence of Wagner, **the answer to the reader's question** comes as directly and as quickly as though the specialist who wrote the article was at hand to furnish in person the practical guidance demanded.

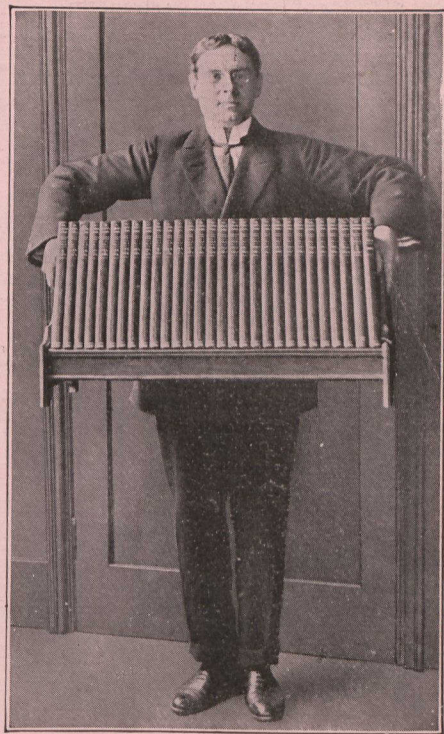
FOR THE MERE PLEASURE OF READING

BUT perhaps the chief merit of the book as a household treasure is that its possessor from merely referring to it, is lead 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 to 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.

AN IDEAL CHRISTMAS PRESENT FOR THE YOUNG

THE supreme quality, however, of the Encyclopædia 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 Encyclopædia Britannica may influence for good a developing mind is legion. It is not intended for idle and listless reading, but supplies 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 new horizons and sets up new ideals. To some readers, it may even indicate, for the first time, their real vocation, for it is a fact, in nearly every efficient, useful life, there is traceable, at some parting of the ways, the determining influence of a book.



This photograph illustrates another advantage of the new format, for by the use of India paper the whole set weighs less than 80 lbs., and can be carried from place to place without difficulty.

(See next page over)