

## The New (Eleventh) Edition of Encyclopaedia Britannica

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. 28 Volumes and Index. 41,000,000 words. 40,000 articles. Over 7,000 illustrations and 500 maps.

### The Sum of Human Knowledge

All that mankind has thought, done 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 today. Of the human race and its endowment of persons, histories, languages, literatures, arts, sciences, religions, philosophies, laws, industries, and of the things and ideas connected with these—all is included that is relevant and everything explained that is explainable. In brief, to borrow an illustration from the engineer, the contents of The Eleventh Edition of the Encyclopaedia Britannica constitute a cross section of the trunk of the tree of knowledge as it stood in the year 1910.

### "An Indispensable Part in the Lives of Millions of People"

It is thus that the reviewer in one of the great English newspapers described the new Britannica, and to those living in sparsely settled country districts the new Britannica can only be described as indispensable. Books in such districts are not easy of access; the facilities for reading and reference afforded by public libraries are necessarily absent, or at best limited.

To the intelligent farmer, therefore, whether for his own use or for that of his growing children, the advent of a work such as the new Encyclopaedia Britannica means the solution of a problem which must often have caused him anxiety. For in the varied occupations of his daily life there are scores of occasions in which the need of information on some point or other arises—information for which he would normally have to go to as many special textbooks to get what he sought. To illustrate all the uses that he will make of the new Britannica would be an endless task, and could not be attempted without covering almost the whole range of human knowledge. For the farmer should have a wider range of general knowledge, more especially nature knowledge, than any other class; and the successful farmer is he who combines with the practical knowledge he has of the every-day problems of the farm a sound acquaintanceship with the principles underlying many sciences. It is only a truism to say that a man will be the better fitted to cope with the problems which confront him on the land, and to seize the opportunities which make for success, if he is something more than merely a tiller of the soil. He must, or should, have more than a smattering of knowledge in such subjects as meteorology and geology, to say nothing of the science of agriculture or stock breeding. It will give him a weapon in his efforts to market his produce to the best profit if he has a sound knowledge of commercial geography and economics. Instances might be multiplied indefinitely. In the new Encyclopaedia Britannica the reader will find information on all subjects arranged so as to be easily and pleasantly accessible; he will find it plainly set out in the one form useful to him; he cannot, in the most technical work in any language, find more recent or more trustworthy information. Moreover, the 40,000 articles in the new work are fitted, as they stand, for the use of any person of ordinary intelligence and education. Brief "dictionary headings" define such works as might be unfamiliar to him. The free use of illustrations and diagrams facilitates the comprehension of such articles as deal with the most recent addition to knowledge. The relation between the general articles upon every science and the articles dealing with the special applications of that science is such that no one need be at a loss to trace the principles by which the newest results have been obtained.

## THE SUM OF HUMAN KNOWLEDGE MADE ACCESSIBLE

The function of the Eleventh Edition of the  
now in course of issue by the

Cambridge University Press  
(ENGLAND)

is to enable the reader to learn, quickly, as much about any subject as any one, except

If his need, at the moment, is for a general view of any branch of knowledge, the heading to which he will instinctively turn.

If his need is for particulars about a definite place, a machine, substance, a process, or a person, he will find in a concise article that deals with that one item of information only.

The amount of service the volumes can render is limited only by the extent of the reader's knowledge and his ability to assimilate it.

The limit of the time he can spare does not determine the value that service rendered by the volumes may be of inestimable importance.

### The Occasion, and Its Appeal to

The present occasion involves no more than the making up of one's mind that the decision to examine into the details of the offer without delay. The completion of a significant achievement, which demands the attention of all intelligent persons. 40,000 articles—a work so vast that the making of it, before a single copy was sold, cost 1,500 among the highest authorities in every branch of knowledge every field of human activity. It is a work which will draw upon only a fraction of the contents of a library in which forty million words are available for the development of research, experiment and invention. The version of the Encyclopaedia Britannica now in issue, dates back to 1875, when the first volume appeared. During all the intervening years the same ground, yet the foundations of knowledge have undergone vast transformations. The new edition is based upon an analysis of the index the estimate that the new work costs twice as much as the old.

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

Yet, unless the question of the price to be paid is altogether discarded, the idea of becoming a subscriber on the most favorable terms possible must be immediately considered.

THE OFFER OF THE NEW ENCYCLOPAEDIA BRITANNICA (LOW "SUBSCRIPTION" PRICES) WILL BE WITHDRAWN BY SMALL MONTHLY INSTALMENTS) WILL BE WITHDRAWN SCHEDULE OF HIGHER PRICES WILL COME

The first edition of the Encyclopaedia Britannica was issued at Edinburgh in 1768-71 by "A Society of Gentlemen in Scotland."

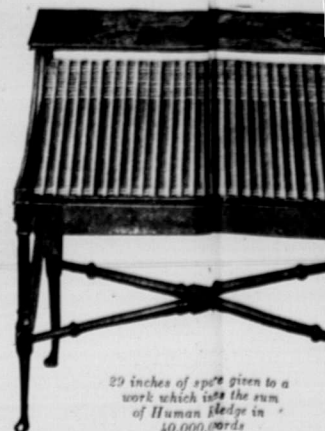
Successive editions have appeared at an average interval of fourteen years.

The last completely new edition was the ninth, in 25 vols., issued volume by volume, between 1875 and 1889.

The new (eleventh) edition has been edited and written as a complete whole.

All of the volumes are of practically uniform date, all are being printed and will be issued at practically the same time.

The contributors, fifteen hundred in number, include the great scholars, the leading authorities and the best practical experts of all civilized countries.



29 inches of space given to a work which is the sum of Human Knowledge in 40,000 words