

**THE LAST DAY** on which you can post your order for the new Encyclopaedia Britannica in order to take advantage of the low advance-of-publication prices is next **WEDNESDAY, MAY 31st.**

Orders bearing a postmark of a date later than this can only be received at the higher prices, which will come into effect on Thursday, June 1st.

## Cambridge University Press

(Encyclopaedia Britannica Department)

Canadian Office

Royal Bank Building

TORONTO

The appearance within a period of a few weeks in all English-speaking countries of the completed 11th edition of the Britannica is a notable editorial and manufacturing triumph. The last wholly new edition (the 9th) was issued volume by volume over a period of fourteen years, from 1875 to 1889.

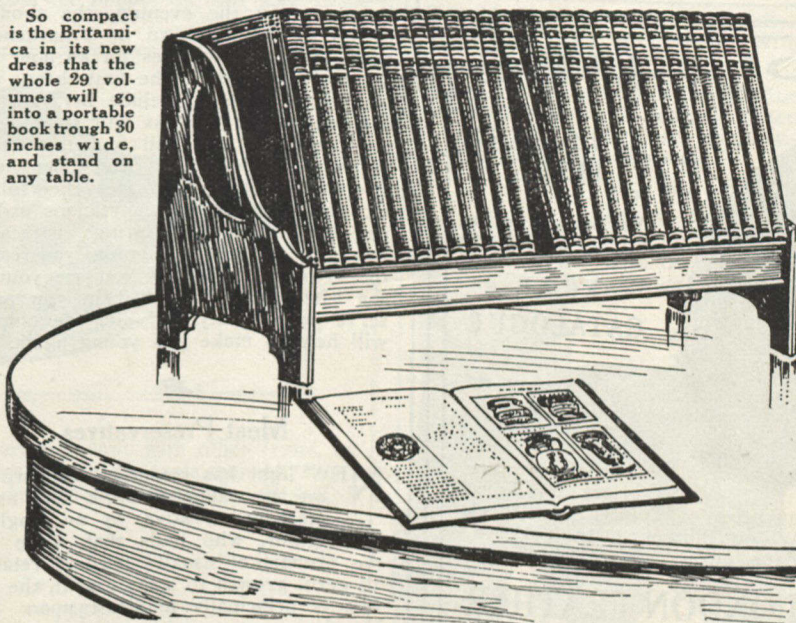
Only the world-wide demand for this greatest of all works of reference justified the lavish expenditure necessary to publish simultaneously the 29 volumes of the new edition.

### THE NEW ENCYCLOPAEDIA BRITANNICA

(11th Edition)

THE new edition has been written on the same lines of comprehensiveness and unquestioned authority which have given the Encyclopaedia Britannica a world-wide reputation since the issue of the First Edition in 1768-71. It constitutes an entirely new survey of universal knowledge to 1910. No completely new edition has appeared since the issue of the Ninth (1875-1889). The 11th Edition consists of 28 volumes and index, comprising 40,000 articles, 7,000 text illustrations, 450 full-page plates, and 569 maps. The entire contents of the work have been under editorial control before a single page was sent to the printer, so that all the volumes are practically of even date. The contributors number more than 1,500, including scholars, specialist authorities, and practical experts in all civilized countries; £230,000 (\$1,150,000) has been paid (to contributors and editors, as well as for plates, maps, illustrations, typesetting and corrections, office expenses, etc.) before a copy was offered for sale. The new work combines comprehensiveness with brevity; many thousands of short articles having been introduced for the first time. Among the new features are dictionary definitions (dealing with technical or scientific words), biographies of living celebrities in all countries, a complete history, under alphabetical headings, of classical antiquity, bibliographies of all important subjects, exhaustive accounts of all new countries, the first connected history of modern Europe, detailed and authoritative articles on industries and all practical subjects, and the latest results of archaeological research, of exploration, and scientific discovery. The new work contains more than twice as much information as the Ninth Edition, but in the India paper format occupies about one-half the space.

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**Only Good if posted on or before May 31st**

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Any reader who has not yet received particulars of the new Encyclopaedia Britannica may obtain illustrated prospectus (40 pp.) 56 specimen pages (printed on India paper to show the attractive character of the work in this popular form), and order form giving the present low rates and terms of purchase, by applying to the Canadian office of The Cambridge University Press.

Only the instant and sustained response of the public to the present offer by enabling large and advantageous contracts to be made for paper, printing, and binding has justified the publishers in continuing the low "advance" prices until the end of May.

The Withdrawal on May 31st of the Present Offer Will Mark the End of an Opportunity to Acquire the Work at Prices That Have Never Before Been Possible.

### LARGER USEFULNESS OF THE NEW INDIA PAPER FORMAT

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