

save 64% save 64% save 64% save 64% save 64% save 64% save 64% save 64% save 64% save 64% save 64% save 64% save 64% save 64% save 64% save 64% save 64% save 64% save 64%

Revolutionary methods of manufacture now make it possible for you to buy the new

Encyclopaedia Britannica

in a compact and convenient form

saving 64%

of the lowest price today of the Cambridge University issue

Sets in different bindings, with special bookcases, may be seen at

Gill's

THE J. K. GILL CO.
Third and Alder Sts.—Portland, Oregon.

Orders may be left there, or full information and details obtained

The entire 29 volumes <sup>30,000 pages
41,000 articles
44 million words
15,000 maps and illustrations</sup> sent for a first payment of

only \$1.00 down, and 21 monthly instalments of \$3.00 each pay for the set

WE announce the sale of the new Encyclopaedia Britannica, 11th edition, in a "Handy Volume" issue. Printed on genuine Britannica India paper, it sells for \$1.00 with the order—securing delivery of the complete set—and 21 monthly payments of

\$3.00 each; or for \$58.88 cash. The lowest price at which the larger-paged form, published by the Cambridge University, on India paper, can now be bought is \$166.75 cash. This is a saving of \$107.87, or 64%.

We Guarantee that the "Handy Volume" issue is authorized by the publishers of the new Encyclopaedia Britannica; that the contents are identical, page for page (including maps and illustrations) with the Cambridge University issue now selling at three times the price; that the "Handy Volume" issue is printed on the same quality of India paper, from new plates, and is manufactured by the same printers and binders as the more expensive book; and that because it is smaller, it is easier to handle than the Cambridge issue.

We Guarantee your complete and entire satisfaction with the contents of the Britannica and with the form of our "Handy Volume" issue. To anyone who is not satisfied for any reason and returns the set within three weeks, we guarantee to return all he has paid (including shipping charges).

We advise you to order at once. Now your order can be filled immediately. If you wait a little while to order, you may have to wait much longer to receive your books. You run no risk in ordering now. Use the coupon in the right hand lower corner.

Use the coupon in the lower left hand corner if you want a free booklet giving full information and sample pages of the "Handy Volume" issue.

Sears, Roebuck and Co.

CHICAGO

THE PAINT LINES ABOVE SHOW THE EXACT SIZE OF THE OPENED "HANDY VOLUME," HELD IN THE HAND. THE LINE IN THE MIDDLE OF THE PAGE, RIGHT BY THE THUMB NAIL, IS THE CREASE BETWEEN THE PAGES. HEIGHT OF PAGE: 8 1/2 INCHES. THE NEARLY VERTICAL LINES IN THE MARGIN SHOW THE LEATHER COVERS. PUT A NOVEL OR OTHER BOOK FLAT ON THIS SKETCH, SO YOU CAN SEE THE REAL SIZE OF THE "HANDY VOLUME" BRITANNICA.

THE ADVANTAGES OF THE OFFER

For the first time you can get the best encyclopaedia there is, at a very low price and on very small monthly payments.

And you can have the encyclopaedia in "Handy Volumes" that you can easily and comfortably read, holding the book in one hand,—as you would a novel.

You can have the entire Britannica,—29 volumes, 44,000,000 words, 41,000 articles by 1500 expert contributors picked from every part of the civilized world, this complete summary of the whole world's knowledge, thought and deeds,—

for a first payment of only \$1 down

And you will have all this in less than one cubic foot of space.

And all under our sweeping guarantees, printed above.

What is The Encyclopaedia Britannica?

WHAT is the book that we chose after so much thought to be our great bargain offer, that we have spent so much to put on the market in an attractive, convenient form to be sold at a low price?

- The oldest and the newest
- The largest and the most compact
- The highest grade and lowest priced

of all encyclopaedias. To explain:—

A Century and a Half Ago—and To-day

The Britannica has a reputation of long standing. The first edition was published in 1768—eight years before the Declaration of the Independence of the United States of America. The new (11th) edition, which we are offering, is the only complete, up-to-date survey of the modern world, its knowledge and history, its arts and sciences and industries.

Much in Little Space

The new Britannica contains 44,000,000 words, as much as in four hundred books of ordinary size; paper and print, and nearly twice as much as in any other encyclopaedia in the English language. And in these forty-four million words there is a great deal more information than was ever before put into so few words. But "Handy Volumes" on India paper—by one of the greatest engineering and manufacturing miracles of the day—bring this huge amount of carefully condensed material into 29 books, each one inch thick, 8 1/2 inches high and 6 1/2 inches deep, and each weighing only 21 ounces,—less than the average novel.

Best Quality—Lowest Price

The Britannica has always been such a lot better than other encyclopaedias that it has sold at higher prices than other books of reference and, although the price was higher, has sold in greater quantities than all other encyclopaedias combined. Only merit, true utility, real value, could explain anything so remarkable. And all this quality, utility and value is what we now offer you at such a low price and on such convenient terms.

Prices and Terms of Payment

A Printed on genuine India paper, bound in dark red cloth: \$1.00 with the order and only 21 payments of \$3 a month; or \$58.88 cash. (A saving of \$107.87, compared with the present price of the Cambridge issue in the corresponding binding).

B Printed on genuine India paper, bound in deep brown Full Sheep, Morocco-Grained: \$1.00 with the order and only 21 payments of \$3.50 a month; or \$68.54 cash. (A saving of \$134.71, compared with the present price of the Cambridge issue in the corresponding binding). Especially recommended. Books to be used as much and as long as the Britannica should be bound in strong leather of full thickness like this, which is made to last. It gets its color in tanning and from vegetable dyes, and is absolutely waterproof.

C Printed on genuine India paper, bound in rich dark green Three-Quarter Crushed Levant Morocco: \$1.00 with the order and only 22 payments of \$4 a month; or \$81.88 cash. (There is no corresponding binding in the Cambridge issue; if there were it would cost about \$250, a saving of \$168.12). A very handsome, durable binding, leather back and corners and cloth sides.

D Printed on genuine India paper, bound in dark green Full Crushed Levant Morocco: \$1.00 with the order and only 22 payments of \$4.50 a month; or \$92.00 cash. (A saving of \$175.50, compared with present price of Cambridge issue in corresponding binding). A real leather binding of genuine goat skin.

All prices are figured so low that shipping charges cannot be prepaid. The complete set, boxed for shipment, weighs less than 60 lbs. We ship from New York or Chicago, whichever is nearer you.

SPECIAL \$1.00-COUPON

SEARS, ROEBUCK AND CO. (Date).....
Chicago, Ill.

In accordance with your published offer and guarantees, I enclose \$1.00 as first payment, for which send me one set of the "Handy Volume" issue of the new Encyclopaedia Britannica, 11th edition, printed on India paper, and bound in the binding checked below:

- A—Cloth; 21 further payments of \$3.00 a month.
- B—Full sheep; 21 further payments of \$3.50 a month.
- C—Three-quarter crushed levant morocco; 22 further payments of \$4.00 a month.
- D—Full crushed levant morocco; 22 further payments of \$4.50 a month.

I will make further payments each month on the same day as that of this order, remitting the amount above for the number of months there shown. Title to the books does not pass to me until the amount is paid in full. (If you wish to take advantage of the saving offered by our cash prices, mark the binding wanted in the proper space above, cross out partial payment terms and state here the amount enclosed.)

Name.....
Address.....
Reference.....

How This Offer Became Possible

THIS remarkable offer, saving you 64%, is the result of our arrangement with the publishers of the new Encyclopaedia Britannica. They own the copyright. Without their permission no copies of it can be sold.

Why We Make This Offer

Though our business is now over \$100,000,000 annually and reaches more than one-quarter of all the families in the United States, we constantly strive to make it bigger and better.

Our growth during the past twenty-five years has been achieved by selling things of better value than could be obtained elsewhere—equal or better quality for less money. A business like ours could have been built up only by service and enduring satisfaction.

A Real Bargain

We are always seeking real bargains to offer our customers, something of superlative quality, something that everyone needs; something that lends itself to economical manufacture in large quantities; something that reflects lasting credit upon our institution and means permanent satisfaction to our customers; something that can be sold at a price, that considered with its known quality, will instantly identify it as a BARGAIN.

The new Britannica fills these requirements. It is something that people need. Many of our own officers own it and know its wonderful value. The copies in our employees' libraries in our factories and home plant are constantly used and highly appreciated. It is of wonderfully superior quality. Supreme quality is the only explanation of a book that costs from \$160 to \$260 a set and that sells in a short time 75,000 sets, a total sale of about fourteen million dollars.

Authorized by the Publishers

The publishers of the Britannica have always considered it as an educational institution. They were anxious to have this great means of self improvement distributed to the largest possible number. We had no trouble in convincing them that this maximum distribution could be effected by our experienced selling organization with its 5,500,000 customers.

But how were we to reduce the cost of the Britannica so that we could sell it at a low price, that would prove to new customers we could save them money?

We could save in selling cost—but not enough. Manufacturing costs had to be cut. The established policy of our business does not allow skimping on manufacturing. We never "save" at the expense of quality. And now was not the time to begin. We had picked the Britannica as the bargain we would offer because it had quality, and we would not put out the Britannica as a cheap or shabby book.

Cutting manufacturing costs and keeping the high quality of the product—that was the problem.

Our Success—the new "Handy Volume" Issue

And long experiment and untiring effort solved the problem. The size of each page of the Britannica was reduced; the smaller page was printed from a plate made by a photographic process; 32 pages instead of 16 were printed at each revolution of the press; 38,400 pages were printed each hour, instead of 11,200; enormous orders were given for paper, cloth, leather, printing and binding and there were savings because these orders were so large—and there were other savings because the smaller book required smaller quantities per volume of paper, ink, cloth and leather.

We can sell the new "Handy Volume" issue of the Britannica now for 64% less than the Britannica now sells for.

The "Handy Volume" is a handsome, convenient form—as handsome as the bigger book that costs three times as much, and much more convenient, because it is so much smaller and lighter.

Professor W. A. Nelson of the Harvard Department of English, writes us (Nov. 17, 1915) the following letter about the "Handy Volume" issue:

"As a subscriber to the original edition of the Encyclopaedia Britannica, I have been curious to see how the revision could be achieved so making the work more compact and cheaper without rendering it illegible. An examination of the new issue proves that the solution has been found. The type, though smaller, is so clear that before the illustrations and maps are in no way impaired, and in appearance the volume is just as attractive, and the reduction in size makes them admirably easier to handle. I have seen no other work in the art of bookmaking more successful."

Read the letter by the coupon in the right-hand corner.

FREE BOOKLET COUPON

We will gladly send you, if you want them, SEARS, ROEBUCK AND CO., Chicago.

Please send me the following:—

1. Full information about the "Handy Volume" issue of the new Encyclopaedia Britannica, sample pages, bindings, prices, terms, etc.
2. The booklet, "The Part the Encyclopaedia Britannica Plays in the Affairs of Ambitious Women" with sample pages and full information.

Name.....
Address.....
90

save 64% save 64% save 64% save 64% save 64% save 64% save 64% save 64% save 64% save 64%