

sidered 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

um distribution could be effected by our experi-

publishers of the Britannica have always con-

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.

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.



save

64%





The



enced selling arganization with its 5,500,000 customers. The Problem We Had 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 ecause 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 proble

Our Success- the new "Handy Volume" Issue



save

64%

ave

64%

And long experiment and untiring effort solved the prob-lem. 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.

save 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.

FREE BOOKLET COUPON

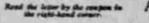
We will pladly send both, if you went then SEARS ROESUCK AND CO. Chicago

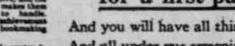
Please send me the following -

- 1 Full information about the "Handy Volume" issue of the new Encyclopardia Britannica, sample pages, bindings, prices, terms, etc.
- The booklet, "The Fart the Encyclopaedin Britannica Plays in the Affairs of Ambitious Woman " with sample and full information.
- We can sell the new "Handy Volume" issue of the Britannica for 64% less than the Professor W. A. Neilson of the Harverd Depart-ment of English, wrote on (New. 17, 1913) the follow-ing inter about the "Handy Volume" issue:

"As a subscriber to the original edition of The Ener-clopanetic Britannica. I have been critican to see how the problem could be saived of making the work more com-making the work more com-metering it illegible. An enamination of the new targe proves that the moliton has been found. The type, theogh sentific, it do her clear that before, the illustrations had many and in no ways immailed in accountance the volume are just as attempting, and the resultant is not may and the resultant or attempting and the full have seen any addirename tabliching saider to handle. I have

art of bookmal





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

SHOW THE EXACT GIZE OF THE OPENED "HANDY VOLUME." THE PAINT LINES ABOVE HELD IN THE MAND. THE LINE IN THE MIDDLE OF THE PARE, RIGHT BY THE THUNG MAIL IS THE CREASE BETHEEN THE PARES. HEIGHT OF MARE: SI INCHES. THE HEAVY VERTICAL LINES IN THE MARDIN SHOW THE LEATHER COVERS. PUT A NOVEL OR OTHER BOOK FLAT ON THIS EXETCH. SO TOU CAN SEE THE REAL SIZE OF THE "NANDY 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.

A letter to Seers, Rochuch and Co., from an eminant authority on jurispredence and humay. HARVARD LAN ACHOOL Ommington, Mess. Sevember 17, 1915. Centing of the second s You can have the entire Britannica,-29 volumes, 44,000,000 words, 41,000 articles by 1500 expert contributors picked from y 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.

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

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

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 corre-sponding binding in the Cambridge issue; if there were it would cost about \$250, a saming of \$168.12). A very handsome, durable binding, leather back and corners and cloth aides.

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 spring of \$175.50, compared with persent price of Combridge issue in corresponding binding). A real we laxe binding of genuine goatskin.

All pricks are figured to low that shipping charges cannol be propasd.

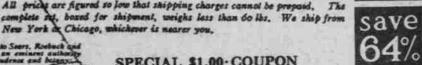
Yours very truly.

ROSCOE POUND

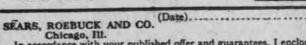
64% save 64% save 64%







SPECIAL \$1.00 COUPON



Chicago, III. 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.

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	the second second	
Alien		
Reference	and a shine in	90

