



YOUR NEED TODAY FOR THE ENCYCLOPÆDIA BRITANNICA IS GREATER THAN EVER BEFORE

The Britannica Goes Hand in Hand With the Awakened World

THE PAST TWO YEARS have brought a tremendous stimulus into every field of human thought and activity. In science, medicine, engineering, chemistry, physics, agriculture and aviation there have been epoch making discoveries and inventions. Art, painting, sculpture, music, literature and the drama have received their share of this new vigorous interest. There has been a marked renaissance of reading. The industries have felt the stimulus in the demand for greater production, although business has had to contend with serious problems of labor and finance. There has come a new and intensified interest in social service, education and a new spirit in religion. People are taking a greater interest than ever before in athletics, in sports and games. As a direct result of the war and the participation of the United States in world affairs, there has been aroused a great incentive to the study of history and of foreign countries, their peoples, government, products, resources, customs and commerce. The tremendous quickening of thought and activity puts upon every man and woman a great responsibility to understand the meaning of the present day developments in science, art, industry, economics and politics. The necessity for authoritative, comprehensive and unprejudiced information has never been so great. The Encyclopaedia Britannica, known for one hundred and fifty years as the standard authority and the greatest guide to accurate information among English speaking peoples, furnishes the foundation of knowledge most needed by the business man, the manufacturer, the worker in the industries, the scientist, exporter, importer, student of world affairs, the social worker and teacher.

Are You Keeping Abreast of the Times?

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