



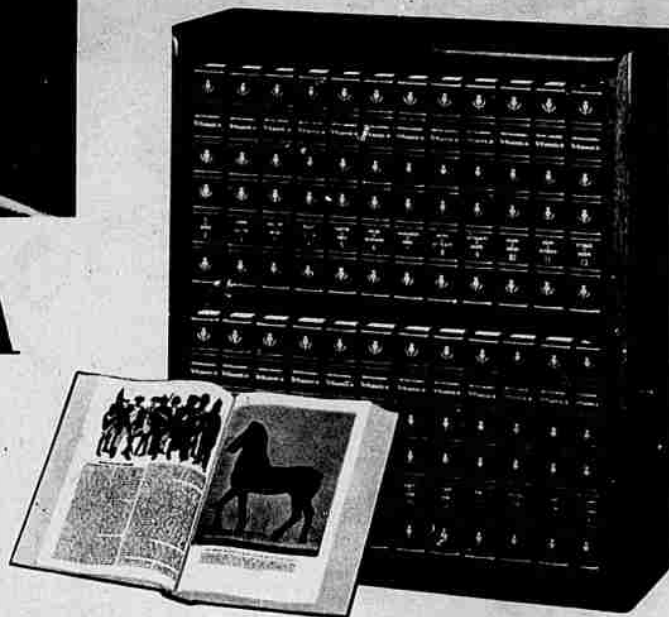
New edition

ENCYCLOPAEDIA BRITANNICA

available direct from the publisher on

Book a Month Payment Plan

you get all 24 volumes now...pay later!



The latest edition of Britannica—the greatest treasure of knowledge ever published—is the greatest in our almost 200-year publishing history. An enormous printing materially reduces our costs and under an unusual direct-from-the-publisher plan, we pass these savings on to you. All 24 handsome volumes of this world-renowned reference library will be delivered to your home NOW direct from the publisher. You pay later at a cost so low it is as easy as buying a book a month!

Equivalent to a library of 1,000 books

The Encyclopaedia Britannica is the most valuable gift you can give yourself and your family—the priceless gift of knowledge. Information on every subject significant to mankind is contained in its new edition. It is equivalent to a library of 1,000 books, bringing you the knowledge and authority of world-recognized leaders in every field.

Just think of a subject—and you'll find it in the Encyclopaedia Britannica—whether it is information on the rules of a sport, the background of a religion, how to build a brick arch in a fireplace, or the science of launching a guided missile.

The new Britannica almost "televises" information to you, with 25,042 magnificent photographs, maps, and drawings. In every respect, Britannica is the largest and most complete reference set published in America, containing 27,357 pages and over 38,000,000 words.

Symbol of a good home

Encyclopaedia Britannica cannot help but have a lasting effect on you as well as on the growth and development of your children in school and in later life. Benjamin Franklin said: "An investment in knowledge pays the best interest," and Britannica gives you the accumulated knowl-

WHY DO SOME FAMILIES SEEM TO GET MORE OUT OF LIFE?

Some families glow with the pure enjoyment of life. Everyone who knows them is warmed by their vitality and friendliness. For such a family, life is good and fun and exciting.

And every day, their lives grow more interesting... more productive... more meaningful.

Typically, both parents and children take a deep interest in each other and the ever-changing world around them. They work together as a team, sharing interests and opinions to strengthen the bonds of understanding and respect that help build a happy home.

This kind of family usually owns Encyclopaedia Britannica. And their set is continually in use. As in so many lively families, "looking it up in Britannica" has become a familiar habit at homework time, during family discussions, and whenever complete, authoritative information is needed on almost every conceivable topic. They have learned to rely on Britannica for background data on current events, politics, religion and history, for help with hobbies, and for educational, enjoyable reading at any time.

Where you find a family that enjoys life, you'll usually find the Britannica helping parents and children fulfill their desires for knowledge, self-improvement, and a better way of life.

edge of the world in clear, easy-to-read language and superb illustrations. It is essential in every home where education is valued and respected.

Preview Booklet Offered FREE

Simply fill in and mail the coupon today, and we will send you... without cost or obligation... a copy of our beautiful, new booklet which contains an exciting preview of the latest edition of Encyclopaedia Britannica. Send no money. It's yours, absolutely free! However, to avoid disappointment, please mail the coupon today before it slips your mind.



ENCYCLOPAEDIA BRITANNICA, DEPT. 38-K
425 N. Michigan Avenue, Chicago 11, Illinois

Please send me, free and without obligation, your colorful Preview Booklet which pictures and describes the latest edition of ENCYCLOPAEDIA BRITANNICA—and also complete information on how I may obtain this magnificent set, direct from the publisher, on the Book a Month Payment Plan.

Name _____ (please print)

Address _____

City _____ Zone _____ State _____

In Canada, write E. B. Ltd., Suite 417, 207 Queen's Quay West, Toronto 1, Ontario