EVENING LEDGER-PHILADELPHIA. MONDAY. MAY 15, 1916.

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$\mathrm{T}_{\mathrm{n}}^{\mathrm{H}}$HE new models are now on exhibition. To view them, and know what is back of them, is to understand why the possession of a Locomobile carries with it exclusiveness and distinction.


 royal arcanum apreme Council Begins Annual Ses-
gions This Week in Atlantic



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# Why this Sale 

## of The Encyclopaedia Britannica

## Must Close

## AN ANNOUNCEMENT!

Very shortly we must withdraw our offer of the new "Handy Volume" Issue of the ENCYCLOPAEDIA BRITANNICA.
We were able to offer to our customers and the public the new "Handy Volume" Issue of the Britannica at such phenomenally low prices only by arranging with the publishers for an enormous printing and by reason of this a very heavy reduction in manufacturing costs.
All these contracts for paper, presswork, binding, leather, and so forth, were made before the war began.

The sale has been a success beyond the highest expectations. It
is a conservative statement that no such a sale of a single work, is a conservative statement that no such a sale of a single work,
either in the number of volumes or in the total sales price was ever known before in the history of book publishing. We take pride in our achievement. We have
thousands of homes a new edition of the most valuable work in the English languăge, the most useful, the most practical, and the most informed., We believe, and many distinguished educators have written We wish we could have gone on selling this great work at this low price for years. That is impossible. So rapidly has the issue been subscribed for that the sets now remaining will soon be exhausted. The publishers now notify us that they cannot renew the present few months that they cannot supply us with further sets at any thing like present costs.
The price will have to be advanced from $\$ 11$ per set for the lowest priced bindings to $\$ 19$ per set for the highest price; and there is no certainty that we can arrange for many more sets there is no certai
even at this price.

The same sudden rise in prices which has occurred in many other lines of trade has come to the paper, printing and binding business. Paper has advanco ing into the making of the Encyclopaedia Britannica much the same.

All this is only part of a great wave of prosperity that has come to
the United States. Prices in many lines have risen at an almost
fabulous rate. A list is given in an adjoining column.
Nor does this rise seem temporary. We seem entering upon an era
of the cour prices and of rapidly expanding trade. The basic industry
A heavy congestion of freight rules all over the country. There is a shortage of cars, and of locomotives to haul them.
Industry is humming. Two-thirds of the factories of the nation
are working overtime. Not in twenty years has the like been seen. AN OPPORTUNITY PASSING
What is plain is that the opportunity to obtain the new edition of the of the more expensive bindings exhaustion is already near; and in the most expensive, the full seal binding, hardly a hundred sets remain.
We therefore give notice that in a very short time the sale will close, our
offer will be withdrawn and the Britannica will be obtainable only at very much higher prices. There is still time to send for the handsome 130 -page book described below, but we urge those who
ward their orders at the earliest possible time.


What This Vast Work Contains When it is said that the new Eleventh

 toes nothelp much so say that it contain To take a few of its divisions. On Art
Architectere and Music there is a total of
2087 different articlesi
 The Brifaninica is a splendid atlas, and
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rticheas anw and Poiticial Science 1302 Needless to say all the separte science are covered as completely as if you had more compact and readable form. Biology
 749, Physies, 2835 A Anthropolge, a and Eth
nology, covering all our knowedge of man apon he erth, 458 articies.
It is a highhy practical work. It is a highly practical work. Industries

Just the mere text of the new Eleventh
Edition printed in or innary type would
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## ER MEANS

1. We supply the "Handy Volume" Issue of the new Eleventh Edition at
ne-third the prices of the larger-paged "Cambridge University" issue of the same work.
2. You have the publishers' guarantee, and our own, that the volumes you have recived are word for word, and line for line, the same as the "Cambridge 3. We ship you the complete work, the entire 29 volumes, for a first payment of only one dollar:
3. You then have three weeks in which to examine them and find out how valuable they may be in your home.
4. If for any reason whatsoever you do not wish to keep them, you may return
them and we will refund your dollar and all shipping charges as well 6. If you keep them, you pay for them in small monthly installments, for a
limited time.

