EVENING LEDGER-PHILADELPHIA, MONDAY, JUNE 12, 1916.









YOU CANNOT GO WRONG

In Seizing This Great Bargain

Just remember this:

Of the new Eleventh Edition of the ENCYCLO-PAEDIA BRITANNICA, nearly 75,000 sets have already been sold at an average price of \$190 a set. This means a total of \$14,000,000 for a single edition of a single work. Nothing like this sale has ever been known.

There are in the United States, or the British Empire, very few distinguished men who do not own a copy of this new edition. These include presidents, executives, writers, men of every variety of occupation-men like Judge Gary, President Eliot, James J. Hill, and hundreds of others, and the King of England, and the Czar, and two Emperors.

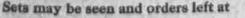
The late Joseph Pulitzer bought 18 sets; 95 Harvard professors and their assistants own sets; 75 Columbia professors, and so on. All of these buyers paid from \$166 to \$250 a set. You can now have identically the same work-line for line, page for page the same, just a smaller page and type-at one-third these prices, and on the small monthly payment plan.

About ten cents a day for a limited period does not mean a great outlay; and the possession of these splendid volumes might mean to you a difference of thousands of dollars, just from know-ing perhaps one single fact which you gather therein.

It is not a bargain to pass by. One dollar, with the order form opposite, brings you the books, if you send this week.

The Last Touch of Distinction

If you have ever studied architecture or interior decoration, or house furnishing—ever so little—then you know the curious and decisive effect you may often get from just a single lucky stroke—a last touch. In the living room, it may be just a picture or curtain; outside the house, just an individual and original chimaey or door. There is quite nothing which gives such an instanit feeling of refine-mentand "hominess" as a handsome shelf of books; and in all the world, for this purpose, there are few sets of books ; and in all the world, "Handy Volume" Issue of the Encyclopaedia Britannica. It is so dainty, so attractive, so compact, so distifictive. It is a genuine miracle of book-making—a thousand pages in each light handy volume. YOUR home lacks the last stroke if you do not possess it.



GIMBEL BROTHERS MARKET : CHESTNUT EIGHTH AND NINTH

FAME AND FORTUNE OFT DEPEND

On Very Simple Things

More than a century ago MICHAEL FARADAY, the greatest experimental genius since Galileo, found his career, and the path to fame, by a chance meeting with an old volume of the ENCYCLOPAEDIA BRITANNICA.

Many another career has been deeply influenced through the possession of this magnificent work.

YOU might gain from the possession of these volumes one new fact, one new thought, which would repay many times their cost.

But unless you wish to pay much more for the new Britannica, you should send your order today, if possible. This week ends this great opportunity.

In order to make a tremendous reduction in the price we contracted with the publishers of the Britannica for an enormous printing; but even this big supply is nearly exhausted and in a few days our present offer must be withdrawn.

All our arrangements for this sale, and all the publishers' contracts for paper, presswork, binding, leather and so forth, were made before the war began. Everyone knows what a drastic rise in prices has come since then. Few industries have been more affected than the printing and binding trade. The publishers therefore had to notify us that they could not renew our contract.

We wish we could have gone on selling this great work at these low prices for years, for we believe that nothing which we could have offered to the public would give them more lasting value nor at a greater bargain. This is impossible, and we therefore give you this timely notice.

Next Saturday, June 17th, is the Last Day!



You Take No Risk-We Take It All

You send us a single dollar. We ship you the books. Then we allow you three weeks in which to examine them, use them, find out their value to you and every member of family. If then, for any reason whatsoever, you wish to return the books, you may do so and your money is refunded with freight charges both ways. In a word, it costs you nothing to examine the books. In sending your dollar, you take no risk; we take it all.

DID YOU EVER THINK

-that any man who could store his mind with one-quarter of only the basic things in the ENCYCLOPAEDIA BRITAN-NICA would be the most learned man who ever lived?

-that he would know more of the arts and sciences and literature and of history and the great achievements of mankind than any twelve men, living or dead?

- more of astronomy than Newton or Laplace?
 more of English history than Macaulay or Froude?
 more about the world of life than Darwin or Pasteur?
 more about the history of the New World than Bancroft or Fiske?
 more about painting and sculpture than Vasari or Taine?
 more about Africa than Stanley or Livingstone?
 more of the story of Greece than Gladstone or Grote?
 more about electricity than Faraday?
 more about chemistry than von Liebig?
 more about the human body than Claude Bernard?
 more about the human body than Sir Henry Maine?

In brief, such a man would be a modern ARISTOTLE

-as ARISTOTLE was long dreamed to be-a master of all knowledge.

With the ENCYCLOPAEDIA BRITANNICA, you can gain a larger view of the history of the world and the achievements of men than you could gain from any other set of books that have ever been published. These 29 richly stored volumes contain in themselves all the material for a liberal education.

And this great work can now be yours for a first payment of <u>a single dollar</u>. But you must not delay. <u>Saturday</u> is the last day.

These prices based on NOT VALID AFTER JUNE 17th

making this statement for the purpose of indir-to grant me this dredit and to mastre you that y feel safe in trusting me to pay as agreed. and am making this statement for the purpose of induc-ing you to grant me this credit and to maker you that you may feel sale in training me to pay as agreed. Total \$525.80. (Cash price, \$58,90) Send me a special Bookcase [Oak] which I will pay one month after last instalment.

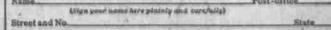
INDIA PAPER SETS Cloth-21 payments of \$3.00 monthly. Total, \$64.00. (Cash price, \$58.88.) Full Brown Sheep, Morocco Grained -21 payments of \$3.50 monthly. Total, \$74.59, (Cash price, \$68.54.)

Grained Green Morocco, Levant Grained -22 payments of \$4.90 monthly. Total, \$89.49. (Cash price, \$81.88.)

Full Crushed Green Morocco, Levant Grained-22 payments of \$4.56 monthly. Total, \$100.09. (Cash price, \$92.99.)

"SPECIAL ECONOMY " SETS (Printed on standard book paper)

95 A.T.



Shipping point, if different from post-offic

NOTE: To pay cash in full, write only your name, as quares the binding you want ; and enclose the cash price All prices are figured as low that shipping charges tamthe are to be sent ; shock the the bat binding. Second for allowerst, the lottle paper

1916 Date.