

Day  
After  
Tomorrow!

(Saturday,  
June 17th,  
7.33 p. m.)

Ends the  
present  
Low Prices

\$11 to \$19 more per set  
after that to pay for the



Your  
Last  
Chance

to obtain  
this great work  
at

1/3 the  
price

of the  
Cambridge University  
Issue  
of the same



new "Handy Volume" Issue of the  
**Encyclopaedia Britannica** (New 11th Edition)

No "Time to Burn" Now!

The order form below is not  
valid after Saturday

In another 48 hours—after to-night—  
our great sale at the present low prices comes to  
an end.

Only 48 hours longer—

to obtain the new "Handy Volume" Issue at one-third the  
price of the Cambridge University issue of the same new  
Eleventh Edition—absolutely unabridged by a line or a word.

As this advertisement is being written, the orders are  
pouring in at a tremendous rate. A quarter of a million  
people have written for the booklet describing this new  
issue of the Britannica. Thousands of belated orders  
are now on their way. And thousands more will be de-  
layed until it is too late.

We shall endeavor to fill every order postmarked at your  
home postoffice before 7.33 p. m., Saturday, June 17, the  
hour of sunset in Chicago. The prices given below are not  
valid after that date and hour.

After this Saturday it will cost you \$11 to \$19 more  
per set, according to the binding, to secure this splendid  
reference library. That is the price of delay now.

We had contracted with the publishers of the Britannica  
for an enormous printing. This is now nearly exhausted, and  
we can obtain no more sets at anything like present prices.

Take warning! We cannot guarantee to supply any  
particular style of binding on the last day. If you want to  
be sure of the particular style of binding you desire, send  
us a wire and we will reserve a set for you. There is just

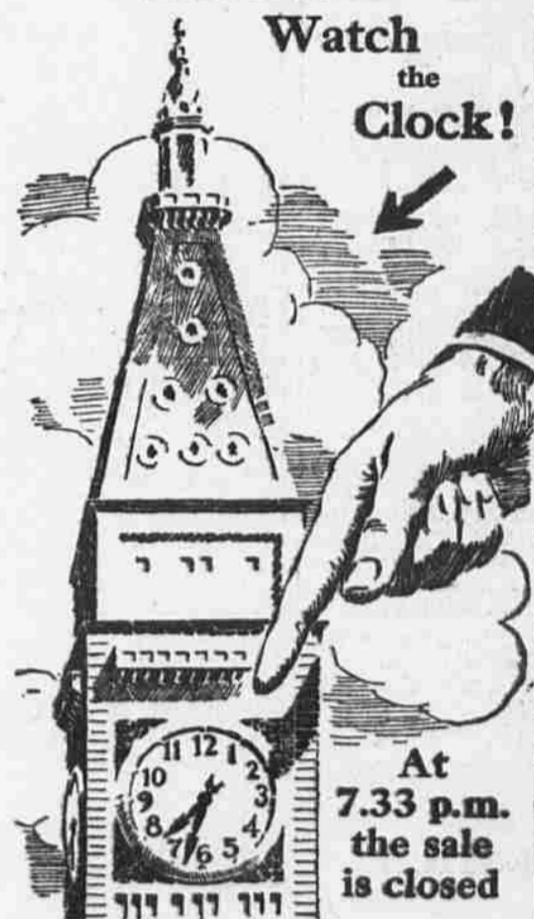
Time to Telegraph

If you forward your order to-day, the set will be re-  
served for you until the order comes. But send your wire  
right now.

Remember, your purchase is not concluded until  
you have had the books in your home for three  
weeks and are absolutely satisfied with your bargain.  
See our unconditional guarantee below.

Your order must be postmarked  
before 7.33 p. m.

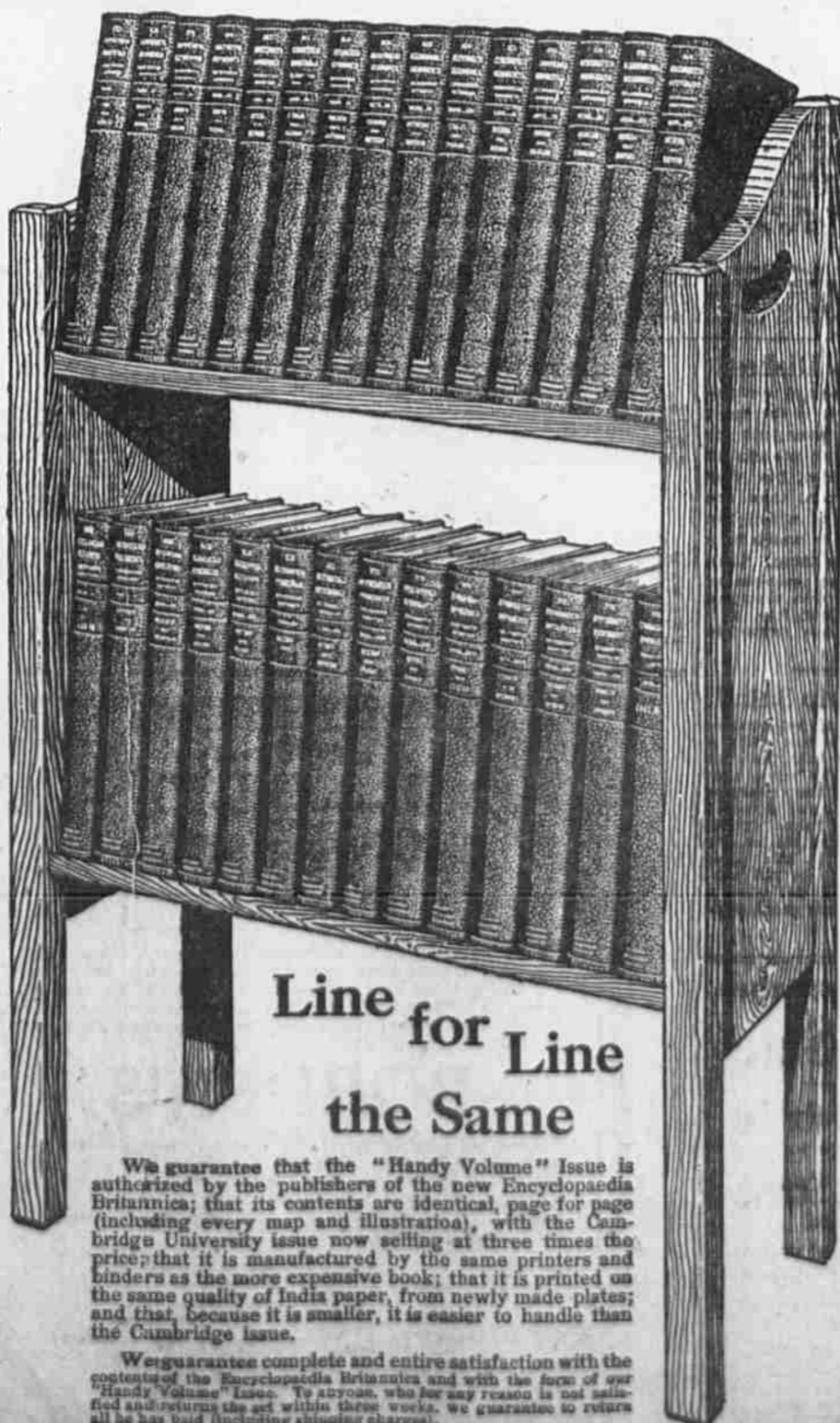
Watch  
the  
Clock!



At  
7.33 p. m.  
the sale  
is closed



\$1 paid  
now  
brings  
you the entire  
29 volumes  
in this  
handsome  
bookcase



Line for Line  
the Same

We guarantee that the "Handy Volume" Issue is  
authorized by the publishers of the new Encyclopaedia  
Britannica; that its contents are identical, page for page  
(including every map and illustration), with the Cam-  
bridge University issue now selling at three times the  
price; that it is manufactured by the same printers and  
binders as the more expensive book; that it is printed on  
the same quality of India paper, from newly made plates;  
and that, because it is smaller, it is easier to handle than  
the Cambridge issue.

We guarantee complete and entire satisfaction with the  
contents of the Encyclopaedia Britannica and with the form of our  
"Handy Volume" Issue. To anyone who for any reason is not satisfied  
and returns the set within three weeks, we guarantee to return  
all he has paid (including shipping charges).

SEARS, ROEBUCK AND CO., Chicago

"PREPAREDNESS"  
(What Every Woman Ought to Know)

Nothing like knowing you know!  
—not that any woman in these days of intensive culture would  
ever want to "down" another woman—but  
clubs are clubs  
and, even in men's clubs, discussions are apt to arise, with an  
inevitable appeal to a final authority.  
Of course, you know what, in nine cases out of ten, is this final  
authority—the new Eleventh Edition of the ENCYCLOPAEDIA  
BRITANNICA.  
What most women don't know, and what every intelligent  
woman ought to know, is that  
the ENCYCLOPAEDIA BRITANNICA is a wonderful store-  
house of preparedness for women as well.  
In hundreds of women's clubs it is already a faithful ally and  
mentor, and its vast usefulness fully recognized;  
—in thousands of homes, too—where ambitious mothers are  
endeavoring to give their children the best possible start in life.  
—Nothing like the possession of the Britannica for that!  
But hitherto (at \$166 to \$250 per set) it has been beyond the  
reach of most people.—  
Not any longer!  
Every thrifty home, and every club-woman in the land, can now own  
the newest edition of the ENCYCLOPAEDIA BRITANNICA, complete and  
unabridged, in the daintiest and most attractive form in which this or any  
other Encyclopaedia was ever issued.  
Hardly one woman in two hundred in the United States has had a college  
education. And probably not one club-woman in twenty or thirty. But for  
the active-minded woman of today, college graduate or not, the ENCY-  
CLOPAEDIA BRITANNICA has become almost a necessity.  
The entire set of 29 volumes takes up only 32 inches of shelf room. And  
you have the complete work shipped to you for a first payment of only  
a single dollar. There is an order form opposite.

Sets may be seen and orders left at

GIMBEL BROTHERS  
MARKET : CHESTNUT : EIGHTH AND NINTH

3 weeks  
are  
allowed  
you to  
examine the  
books and  
decide to keep  
them

YOUR MONEY BACK  
if you are not completely satisfied

Remember that when you sign the order form below and send us  
your dollar the sale is not closed. All this does is to secure the ship-  
ment to you of 29 volumes of the new "Handy Volume" Issue in  
whatever style of binding you desire. Then you have three weeks  
in which to examine the volumes in your own home, use them every  
day, discuss them with your family, learn how wonderfully valuable  
this great work may be to you and every member of your house-  
hold, especially to your growing children. Then

if for any reason whatsoever you decide you do not wish to keep  
the books, you may return them and we will refund your dollar and  
all shipping charges as well.

You take no risk. We take it all.

These notices based on be-  
fore-the-war contract

**NOT VALID AFTER JUNE 17th**

To SEARS, ROEBUCK and CO., Date \_\_\_\_\_ 1916

Please send me a set of the Encyclopaedia Britannica "Handy  
Volume" Issue:  
India paper, in style of binding marked with an X at the right.  
Standard book paper, cloth binding, as marked with an X at  
the bottom of column at the right.

I enclose \$1 as first payment and agree to pay balance in  
monthly payments as specified, beginning 10 days from date.  
You are to give me receipt when I have paid in full, and then  
the Encyclopaedia becomes my property. You guarantee that  
I may return the books within three weeks if I am not satisfied  
and you will send my money back.

I have always been faithful in paying my obligations, and am  
making this statement for the purpose of inducing you to grant  
me this credit and to assure you that you may feel safe in  
trusting me to pay as agreed.

Send me a special Bookcase:  Mahogany price \$8.75 (mark X in square of the one you want), which I will  
pay one month after last installment. 95 A. W.

Name \_\_\_\_\_ Post office \_\_\_\_\_  
(Sign your name here plainly and carefully)

Street and No. \_\_\_\_\_ State \_\_\_\_\_

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I have been located in this town since \_\_\_\_\_ My profession, business or occupation is \_\_\_\_\_

NOTE: To pay cash in full, write only your name, address and place books are to be sent; check the  
square the binding you want; and enclose the cash price there listed for that binding.  
All prices are figured so low that shipping charges cannot be avoided. Demand for shipment, the India paper  
set weighs less than 40 pounds, and the "Special Economy" set about 120 pounds. We have warehouses in 14  
cities and will ship your set from the nearest.