## Theramley Booking Company

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 Douglas Fairbanks
APOLLO
LENORA ULRICHE in
ARCADIA. THEDA BARA in
BELMONT
NORMA TALMADGE in
BLUEBIRD
MABEL TALIAFERRO in
CEDAR
MABEL TALLAFERROO in
AIRMOUNT
Alice Joyce and Harry Morey in
THE Cot RACE Or sil.ENcE


RANKFORD
MARY PICKITRD in
CREAT NORTHERN

PPERIAL ${ }^{\text {oTh and walnut }}$
GLADYS COBURN in
JTERSON ${ }^{\text {MTH }}$ AND DANPM
DOUGLAS FAIRBANKS in
PADER
MARGUERITE CLARK in
IBERTY BROAD AND Coltab
CARA KIMBALL YOUNG
$\square$
TEK pimadrlapia

RIDGE AVENUE ${ }^{17}$

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DAIRY PRODUCTS

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## From a little es

 F乌ou" France -HERE is a reproduction of an actual letter received from the firing line "somewhere in France." Read it.

It comes from a soldier over in the shot-torn trenches who is thinking of the days when he can come home again and is looking forward to owning the "Handy Volume" Britannica when that happy time comes. He says: "When we get this little affair fixed up over here we hope you will still have a copy of theHandy Set waiting for me."
Our answer in this case must be "Yes." Under the circumstances. we will make this one exception and reserve a "Handy Volume" set for Gunner Townsend. It will be waiting for him when the war is over.


## To YOU the Answer Would Have to Be " No "

Why? Because unless the war stops very suddenly, the few thousand remaining sets will be all gone before that time comes. Thousands of people are going to be disappointed when they find that they are too late and come to realize what we have been telling them almost every day-that no more "Handy Volume" sets can be published because the war in Europe has cut off the supply of India paper indefinitely.
If Gunner Townsend were here in America, as you are, he would take advantage of this offer NOW. No set can be reserved for you. When the remaining sets are gone, your opportunity is gone, too. No more can be sold because no more can be made. Today is the time for you to decide. It's something that can't be put off. Unless you act now it will be too late. The Encyclopaedia Britannica is a clear, concise, complete collection of the whole world's knowledge, a work that cost a million and a half dollars to produce. People of all ages, occupations and positions in life not only own the Britannica, but use the Britannica.

They use it in business, in reading for entertainment and culture, in buying supplies for the home, in rearing children, for self education and countless other uses that make for a bigger, broader viewpoint and greater joy in living. The Britannica will tell you everything you want to know and ought to know. It is supremely practical in every sense of the word.
To put the Britannica within reach of all it was published in the "Handy Volume" form to sell at about $60 \%$ less than

In Philadelphia, see and order at
GIMBELS
9th \& Market Streets
the more expensive Cambridge issue. Yet not a page, not a word, not a comma has been changed-except in size. The pages are smaller and the type is smaller, but every word of the 41,000 articles is the same as in the Cambridge issueall of the 15,000 illustrations and maps are there. You have 29 easy-to-handle, one-inch-thick volumes, each printed on the famous thin, strong, opaque, genuine India paper.
But if you want one of these last remaining "Handy Volume" sets, don't wait until they are all gone. And that won't be long. Better send for further information to-day Don't let this chance go by

It's so easy to pay for the Britannica, too- $\$ 1$ down and $\$ s$ a month (for the cloth binding) during a limited period-only en cents a day. There's no excuse now for you to be withut the Britannica any longer. If you have children, think of them. What a wonderful help it will be to them to grow up with the Britannica in the home to answer questions, to settle arguments, to help in school work! The Britannica is for every member of the family, for every member of your family.
Send the coupon. This is your opportunity. A snip of the scissors, a dip of the pen and it's done


