

Mr. J. H. Batts, Newspaper Advertising Agent, 41 Park Row (Times Building), New York, is authorized to contract for advertising in this paper.

THIS PAPER may be found on file at Geo. W. Batts, 41 Park Row, New York, where advertising contracts may be made for it in NEW YORK.

WANTED! 10,000 Bushels Wheat, 10,000 Bushels Rye, 10,000 Bushels Oats. For which we will pay the highest market price in CASH. JNO. BERG & SON, Aug. 3-5m Butler, Pa.

New Advertisements. New School Desks—Geo. Ketterer, Pittsburgh State Fair and Exposition, Dissolution Notice—Thompson & Scott, Attorney at Law—H. F. Scott, Reiber Block.

Local and General. A white snake was killed near Hollidaysburg lately.

Harvest Home at Nixon's Grove Friday and Saturday, Aug. 19 and 20. 20-10

The carpet mills of Philadelphia turned out 34,037,000 yards of carpet last year.

Unless we have rain soon we will do without both corn and buckwheat cakes this winter.

The snow bank in Tuckerman's ravine, in the White Mountains, is now ten feet deep.

Mr. Alfred Wick has made an improvement in front of his hotel which will be of benefit to his customers.

The Fall Term of the Witherpoon Institute will open Monday, Sept. 5. Send for catalogue to P. S. Bascovsky, Butler, Pa.

A calf is said to have been bitten by a copperhead snake, near Centreville, this county, and died from the bite.

There is a dead-lock between the English House of Lords and the House of Commons on the Irish land bill.

One reason why so many bass fishers are unsuccessful is that they carry too much antitoxin for snake bites.

Clarion county has two brothers named Ned, the height of one of whom is 6 feet 8 1/2 inches, and the other 6 feet 3 inches.

Don't you forget to see the celebrated Hagerstown Grain, Seed and Fertilizing Drill, branded "The Best," at H. Biehl & Co's, Butler, Pa.

What becomes of all the watches? The Waltham watch company employs 1,600 hands, who turn out 750 watches a day, yet the demand exceeds the supply.

A farmer residing in the vicinity of Blairsville, Indiana county, Pa., has stacked away about eighty tons of hay as the yield of his meadow-land this season.

We direct the attention of School Directors to the advertisement of the Faultless School Desk. It is said to be the best desk manufactured for use in the school room.

The Erie Railroad proposes to employ two hundred Chinamen on its extension in McKean county, and the Bradford people anticipate trouble with their local laborers.

Rev. Turner returned home last Saturday from a visit to his relations in eastern Maryland. He is looking well and says he has gained fifteen pounds while away.

Members of the Legislature who have had their extra \$500 warrants cashed, do not regret the "shave" of \$50 in the transaction. The "shavers" for one find it a very "cold day."

Don't you forget to see the celebrated Hagerstown Grain, Seed and Fertilizing Drill, branded "The Best," at H. Biehl & Co's, Butler, Pa.

The people of the United States pay more than \$25,000,000—fifty cents for every man, woman and child—per year for newspapers, and this is the cheapest and best education they get.

A new oil field is anticipated in Elk county, when the oil-bearing rock is found in abundance. Fifty thousand acres have been leased for oil purposes and several wells will be drilled at once.

Five children of William Lloyd, of Union township, Union county, Pa., ate apples which had fallen from the tree among potato vines sprinkled with Paris green, to kill the bugs. Two of them died.

In the Register's Notices of accounts to be presented at next Court, that of the estate of Nancy Tate should read "Middlesex" township instead of "Adams" township, as her late place of residence.

The Germania Orchestra of this place will give an ice cream festival at the Opera House during the second week of September Court. The orchestra will enliven the occasion with music every evening.

Six cows belonging to John Tracy, of Plymouth, Montgomery county, were bitten by a mad dog a few days since, and showed signs of hydrophobia of the worst form. They were all killed to end their misery.

A Cincinnati wholesale merchant says that the best quality of whisky is ordered by Vermonters and the worst by Boston dealers. The Maine whisky is sent to Dover, N. H., which is almost on a line between the two States.

People who have orchards should look well to their apple trees, as an ugly yellow worm, not quite an inch long, is stripping some varieties of their leaves. The large green tomato worm is also making sad havoc among the vines.

A lad starved to death in Pittsburgh within a few days on account of throat disease. He lived four weeks without eating or drinking. Suffering terribly just before he died, he asked his mother if he would get any dinner in Heaven.

There is great excitement over the discovery of carbonates ten miles from Leadwood, Dakota. Thousands of people are in the new city, which has been named West Virginia. The ore is very rich.

WITHERPOON INSTITUTE.—The fall term of this flourishing institution will commence September 5 and close Nov. 25. There were 150 students in attendance during the study of all the sciences and higher mathematics. The languages are also taught, including the German and French. Arrangements are also made for lessons in music and drawing. This school is growing in importance and numbers.

The report published by a Chicago paper that cremation has been abandoned at the Le Moyne crematory in this borough is without foundation. Fourteen bodies have been reduced to ashes in it—the last within a month. Washington Reporter.

Woodcock have left the marshy districts throughout the country and have taken to the mountains, where they will remain till after the moulting season, says a veteran sportsman. Fewer have been shot since the opening of the season, July 1, than in any previous year.

County Superintendent Murland has held 24 examinations since July 5th, and examined 402 applicants, including 35 from adjoining counties and a number who do not intend teaching during the coming year. Special public examinations are held at Butler the last Saturday of each month, commencing at 9 A. M.

When H. H. Goucher, Esq., of this place, returned from the excursion to Saltsburg last Saturday night, he found a telegram awaiting him stating that his mother was dying. He immediately got a rig and with his wife and child, started at midnight to his home in Venango county, and up to yesterday had not yet returned.

People should avoid, as far as possible, being run over by railroad cars. An empty platform car weighs 18,000 pounds; a passenger car, 36,000 pounds, and sometimes more, and an average locomotive, 80,000. A single pair of car wheels weigh 500 pounds.

Mr. H. Julius Klingler shipped a car load of flour in barrels to Philadelphia last Thursday, and a car load in sacks to Johnstown the day before. He runs his mill day and night and yet cannot keep up with his orders. Messrs S. G. Purvis & Co. have also been shipping their manufactured goods right into Pittsburgh.

Mr. B. C. Haselton, our enterprising shoe dealer, has returned home from a two weeks visit to the eastern shoe markets, and his fall and winter goods are already arriving. While he was gone his reliable clerk, Mr. Blackmore, kept his store room and show windows in good trim and attended to his business promptly. It is a great satisfaction to a business man to have as reliable a clerk as Blackmore.

The one-cent contribution fund of the Cincinnati Commercial had reached \$350.17 on Tuesday morning of last week. Over 35,000 persons had expressed in that way their satisfaction that the man who said he hoped the President would die had had his mouth stopped. This is a great country, and it enjoys one thing more than another it is to see a man follow his desires.

At the annual meeting of the Philharmonic Society, of this place, the old Board of Management was re-elected, composed of the following members: E. W. Vogeley, President and Manager; E. H. Anderson, Secretary and Treasurer; A. M. Lowman, Librarian; J. C. Tinstman, A. M. Cornelius. At the last regular meeting A. Murray Jernall was elected Musical Director for the ensuing year.

It is a heavy blow to Chicago pride, but the fact cannot well be disputed, that Cincinnati makes more whisky than the boastful metropolis of the prairies. At all events, it pays more revenue tax. The collection district comprising Cincinnati leads all others, having paid during the year ending June 30 the heavy total of \$12,538,346. Next come the Chicago district, with an aggregate of \$11,425,131. The figures do not settle the question, however, of which of the rival western cities consume the most liquor.

The telegraph relates the killing of Spotted Tail, the well-known Indian chief by New England soldiers. It is said to have been a jealous dog. The dog felt hurt because he was not of such commanding influence in the Sioux nation as Spotted Tail, and because the latter had been summoned to Washington to confer with the Government. Dogs are alike the world over, whether it be a Crow Dog, an Indian, or a low dog of an office hunter and general dead beat at Washington.

Mr. John Roach estimates that the total amount paid annually to foreign ship owners for carrying American passengers abroad is \$150,000,000. The amount paid for passenger fares added to that spent by Americans traveling in Europe he thinks more than equals the surplus of trade in our favor. If Mr. Roach is correct, therefore, we pay back to the foreigners, in the shape of freight, passengers' fares and money spent by our people in Europe, many millions more than the account they have to settle with us in balancing the books of trade.

The information sent by Minister Foster of a remarkably heavy yield of wheat in Russia will not be good news for American farmers. Prices of wheat in this country will be necessarily considerably affected by a Russian crop said to be the largest ever known in some localities, and in others described as the best in twenty years. Our farmers in a proper condition, however, and need not mourn over the good luck of the Russian peasants, whose sufferings from hard times are now to be relieved by an abundant harvest.

A light cotton crop is indicated by the information gathered by the New Orleans Cotton Exchange. Dry weather is everywhere complained of as preventing the development of the bolls. A scanty yield of this great staple together with a grain crop considerably below in total quantity what was anticipated, may produce a considerable effect upon our foreign exchanges. At all events it will be prudent not to count with too much confidence upon the long continuance, without some check, of the present epoch of booming prosperity.

The passage of the prohibitory law in Kansas has inventive genius to work to devise a non-intoxicating beer. A Denver chemist, Dr. Charles H. Frings, has devised a beverage made from malt and hops, but unfermented, which a Denver Tribune reporter, who tried it, reports as pleasant to the taste, looks like lager, has a fine froth, and that a man can drink his full capacity without exhilaration. A company has been formed to start a brewery of the new beer in Kansas, to be followed by similar establishments in Maine, Iowa and other prohibitory States.

With the publication of this week, in one of our contemporaries, of the Premium List for the Fourth Annual Fair of the Butler County Agricultural Association, to be held in the grounds near Butler on Tuesday, Wednesday and Thursday, Sept. 20, 21 and 22, the list will have been published in each paper in this town three times, and we have no doubt but that every man, woman and child in the county who can read has seen it. The outlook for some of the late crops is at present not very good, but still there is not a farmer, gardener, stock-raiser or fruit grower in the county but who will have something on his place worth taking to the fair. The county fair here should be made a social gathering as it is in other places. Write to your friends that you will be at the fair on a certain day, then go and take your diners with you and spend a day in each others society. You will find plenty of shade and water on the grounds.

One of the New York daily papers says that the two elder sons of President Garfield will not be obliged to pass the regular entrance examination at Williams College, but will be admitted on a certificate from their tutor. For the sake of the boys it is to be hoped that no such favoritism is contemplated. The children of the man who acquires wealth or high position in this country, instead of having an advantage in the battle of life, have the odds heavily against them. They are so coddled and flattered and spoiled generally that they seldom come to anything good. The young princes and nobles of Europe are given a different training, and have to learn to endure hardships. To be born there with a golden spoon in one's mouth does not, as a rule, ensure a life of ease, but rather the contrary. The result is that the continuation of a noble career and perpetuation of an honorable name is a common thing in Europe, while in this country it is pretty certain that if a man is rich and honored his grandson will be neither. There are shining exceptions to this rule, but they are only exceptions.

While Mr. R. C. McAboy, of this place, was sitting reading in his room on Wednesday evening, he heard some one open his front door, and going into his hall, found there two men, both considerably the worse for liquor. Finding that they had entered the wrong house, one of them invented an excuse and they went out. They then got something more to drink at the Willard House and went around the corner to a notorious house of prostitution on Wayne street, and demanded admittance. This was refused them by Mrs. S., from an upstairs window, unless they would give their names. They refused to do this and pounded on the door, when Mrs. S. threatened to shoot them, and one of them threatened to shoot her. Then the interesting individuals sat down on the door step and waited some time for Mrs. S. to come down and let them in, but she didn't come and they finally left. An hour or two afterwards, or about midnight, they, in company with some other men or boys, came back. Our informer is positive that but one of the first two, Smith by name, was with the second crowd, but as there was somebody in the crowd they called "Pete," he thinks they were both there. This second crowd amused themselves till after one o'clock singing indecent songs in front of the house, to the great annoyance of the neighboring people.

These incidents may possibly explain the appearance in the Millerstown Herald of last Saturday of the two following items:

R. C. McAboy has one of the finest dwellings in this town. We had the pleasure of inspecting it Wednesday night, through the courtesy of Mr. McAboy. The parlors, halls, dining room and library are models of elegant and refined furniture and art. There is a place near the Willard House and another at the other end of town, that need the attention of Council and Chief of police.

A SECOND LITERARY REVOLUTION. The first literary revolution consisted in the publication of standard works in every department of literature at one-third to one-tenth of their former cost.

The second literary revolution consists in a still further very great reduction (conditional) even from the revolution prices, while, at the same time, the average quality of the books will continue to be materially improved.

HOW CAN THESE THINGS BE? To attempt an impossibility could of course result only in failure, and it was in that sense, in our own interest, that we looked to the many thousands of toilers who have shown us such earnest favor, and have given us such great patronage, to announce or promise what could not be performed. We have dealt frankly with our customers in giving facts concerning costs and profits in the past, and we do it now, by giving facts and figures illustrating how we can afford to still further reduce prices.

FACTS AND FIGURES. Please note, at the start, our apology for not having done heretofore what we now propose to do, and consider—1st.—We published our first book only so long ago as January, 1879. Previous to that time we were entirely without experience in book publishing. What knowledge we had of the business was gained in newspaper publishing, and in book-selling.

2d.—We were also at that time almost entirely without capital, and until so late as February, we labored under the difficulty of being without capital even approximately adequate for the magnitude of the enterprise we were undertaking.

3d.—Our entire scheme was in opposition to all previous methods of publishing and book-selling. And from the beginning to the present, we have had the combined bitter opposition of almost the entire book-publishing and book-selling classes of the United States.

4th.—Starting thus, with a minimum of knowledge, and less capital, and with such immense opposition, we thought it best, in the interest of both the reading public and ourselves, that we undertake too little, rather than too much; partial success would be better than total failure.

5th.—In spite of our want of resources and of experience, and in spite of opposition, and with the necessity of organizing and training our new forces, and necessarily trying many experiments, all of which no one could expect would be uniformly successful, we have from January 1, 1880, to June 30, 1881, manufactured and sold near

ly 2,000,000 volumes of standard books, for which we have received the considerable sum of \$709,521.32.

6th.—In a circular issued in January of the present year we made the following statement: "The public have so long been taught to believe books to be expensive luxuries and low prices impossible, that incredulity has from the first been the greatest obstacle to the progress of the Literary Revolution. It was easier to make good books cheap than it was to make people believe it could be done. We could readily have made prices even lower than they have been, but for the terrible tax we have been compelled to pay to this incredulity."

We have during this period, from January 1, 1880, to June 30, 1881, paid for advertising, the large sum of \$140,878.93. This immense item necessarily has to come out of the profits we made on the books.

7th.—Although our scheme originally embodied the principle of selling directly to the consumer, and doing away with the exorbitant cost of middlemen, we have not undertaken to put aside the book-seller and the book agent altogether, because a large portion of the book-buyers of the country have not the habit of looking for their books, and if they were to supply the wants of such customers at all, we were compelled to do it through these ordinary channels. But we have endeavored to induce or compel these middlemen to work, as we have been doing, on a more reasonably small percentage of profit (the immensely increased sales at the reduced prices, with the smaller commissions really give the book-seller a larger net profit than he formerly had). Accordingly, we have during this period, from January 1, 1880, to June 30, 1881, allowed to the book-sellers and book-agents commissions averaging about 25 per cent of our total receipts. In other words, in addition to the \$709,521.32 we have received from the public for our books, the public has also paid to the middlemen the large sum of \$177,380.33 simply for handling these books, making the total cost of the books to the consumer \$886,901.65.

8th.—From these statements you can readily see that if we had not had the aid of the public, we could not have paid for advertising, \$886,901.65. We deduct the amount we have paid for advertising, \$140,878.93. And the amount paid to middlemen for handling the books, \$177,380.33. We have a total deduction of \$318,259.26. And a remainder of \$568,642.39.

This is evident that if the public had bought these books directly from us, unnecessary expense of advertising, and of paying middlemen for handling them, being avoided, the books would have cost the public \$568,642.39, being almost 36 per cent less than the \$886,901.65 which they have paid for them, and our net proceeds would have been none the less.

A BETTER ILLUSTRATION. The above figures show clearly the possibility of a great reduction from our prices as heretofore given without diminishing our net income, but they do not necessarily show that it is possible for us to manufacture and sell books at such low prices without loss to us. As we have never made pretense of publishing books for charitable or philanthropic motives, and do not wish our friends to think we are doing business at a loss, we will give a conclusive and interesting illustration of how we can afford these low prices.

LIBRARY OF UNIVERSAL KNOWLEDGE. After a labor of nearly two years by an able corps of American editors and writers, for whose services we have paid nearly \$30,000, we have within the brief period of less than ten months made electrotype plates for the Library of Universal Knowledge, a further cost of nearly \$20,000, making a total investment on this work of about \$60,000. This labor all being done and paid for, the 15 large octavo volumes, making the largest Cyclopaedia ever published in this country, can be manufactured at a cost per set of 15 volumes of—

For paper.....\$2 62
For binding.....2 48
For binding.....2 48
Total.....\$7 58

These electrotype plates which we have manufactured will readily print 100,000 copies, and then by slight re-pairing will print from 50,000 to 100,000 additional copies, but to make our estimate absolutely safe we will assume that it will be necessary to manufacture a new set of electrotype plates after 60,000 copies have been printed. Thus we must add to the above cost of the manufacture of one set of the books (\$7.58), an additional \$1 as the proportionate cost of the plates for each set of 15 volumes. A further item must also be added to cover expenses of office, handling, shipping, etc., which experience leads us to estimate below 30 cents per set, but as we must do at least a 25 per cent business we will add, instead, for this item another \$1, making the total cost of manufacture and handling the 15 octavo volumes of the Library of Universal Knowledge \$7.96.

Thus you see that if we sell a copy of this great Encyclopaedia even at the net price of \$10, we still have a net profit of over \$2. As we have already sold about 15,000 sets in advance of completion, we think it very safe to estimate (and we have heard of neither friend nor enemy who makes an estimate lower) that we shall sell, as fast as we can manufacture them, at least 100,000 sets, and allowing our figures above given to be correct, we have the comfortable sum of \$200,000 to cover contingencies, and dividends to our stockholders.

As some of our friends may question whether our estimates above given are perfectly safe, and as we have heard of some instances where the accuracy of figures previously given by us has been disputed by our enemies, we will say that the cost of the paper is put at 8 cents per pound, the cost of press work at \$1.20 per thousand impressions, and cost of binding at 16 cents per volume.

THE PRACTICAL POINT. We now come to the practical point in which you are interested—how you may get the books you want at the lowest possible cost.

It is evident that it can only be done by your doing away, so far as you are concerned, with our immense expenditure for advertising, and with the commissions which we or you are compelled to pay the middlemen, if you buy through the middlemen.

Another extremely important point in enabling us to afford the lowest possible price is that we receive quick returns for the investments we have made.

You readily see that we have invested about \$60,000 cash, before we are able to offer you a complete set of the Library of Universal Knowledge at any price. We must sell a great many thousand sets before we can even get back the money which we have invested, to say nothing of the reward which we must have, in some measure, for our labor and the capital of the stockholders involved.

A large portion of the public still persist in getting their supplies of books through the middlemen (who must be paid for their services) instead of from us direct; and as a large expenditure for advertising will also continue to be necessary, in finding out new customers, we must continue to hold to our present retail prices, in order that we may be able to pay these enormous expenses for advertising and for commissions to middlemen.

But because we are thus compelled to tax book buyers generally with these heavy expenses, there is no occasion why we should continue this heavy tax upon you individually if you choose to unite with us in avoiding it.

OUR PROPOSITION TO YOU. We therefore make you this proposition: If you will send your order for the Library of Universal Knowledge to us, for yourself or for any number of friends and acquaintances, so that we shall receive the same on or before the first day of September, 1881, we will accept such orders at a discount of one-third from our published list prices, making net prices to you as follows:

LIBRARY OF UNIVERSAL KNOWLEDGE. For the 15 vols., in cloth, net.....\$10 00
In half Russia, gilt top.....15 00
In full library style, marbled edges.....16 00

Orders sent to us under this offer will be accepted and filled by us under the following terms and conditions:—

1st.—We do not in this case, as has commonly been our custom, require that remittances shall accompany the orders. Payments may be made at any time that may suit the convenience of the purchaser, on or before the delivery of the books to him, and not later than January 1, 1882.

2d.—But in making deliveries of the books we shall give precedence to orders which are accompanied by remittance in full payment, shipping first those for which payment is first received.

3d.—After filling all orders which have been fully paid for at time of order, they are accompanied by a payment of 10 per cent or more on account of said order, the balance then to be paid on or before delivery of the books.

4th.—Thereafter shipments will be made to those who have sent no payment with the order, precedence being given to those whose orders are first received by us, payment of course being required on or before delivery of the goods.

5th.—We shall not consider orders unaccompanied by any remittance as binding upon the person making it, if from any cause he is unable to take the books, or shall not then desire to do so; but in case payment is not made promptly when such person is notified that his books are ready for delivery, he will first forfeit his position on our delivery list, his name being transferred to the end, and in case payment is not made promptly when his name is again reached and he is notified, he will then forfeit the full list price, and we will thereafter sell the books from him under any similar special offer which we may in the future make on other of our publications, unless the same is accompanied by payment.

ABOUT OUR OTHER PUBLICATIONS. As the present stock of our miscellaneous publications is now comparatively limited, and as our entire manufacturing resources will in all probability be for months to come taxed to the utmost; by the manufacture of the Library of Universal Knowledge alone, we cannot undertake to make an offer similar to the above upon the books covered by our miscellaneous list, except to the extent of our stock in hand. Until our supply is exhausted we will accept in connection with an order for the Cyclopaedia, under the above offer, orders for any of our miscellaneous books at the same rate of discount (one-third) from our list prices, but in all cases we shall require that orders for miscellaneous books under these books can be delivered at once, and cash orders will certainly soon exhaust our supply.

Any remittance received for miscellaneous books, the supply of which may have by that time been exhausted, will either be returned promptly, or the amount will be applied toward the payment for the Library of Universal Knowledge as may be directed.

VERY IMPORTANT. In connection with the special terms given above, please note particularly the following points:—1.—We look to you direct for your order, and we also ask you to assist in spreading the knowledge of the existence, character, and low prices of our publications. The larger our sales, and the more promptly they are made, the more rapidly can we go forward manufacturing other equally good books at equal low prices. We will gladly furnish you any reasonable quantity of catalogues and circulars for distribution.

2.—The terms herewith given are limited strictly to orders which shall be received by us on or before September 1, 1881. Orders received after that date must positively come under our usual list prices or terms to clubs, and we do not claim to be a cure-all, but, at the utmost, 15 per cent discount from our list prices.

3.—We are well aware of the fact that very many book-buyers have not at a moment's command even \$10 which they can invest, however great the inducements. This offer gives you the privilege of making payment when it suits your convenience, at any time before January 1, 1881, and we are now diverting the same in the various styles of binding advertised. It is a verbatim reprint, in large type, of the last (1880) London edition of Chambers's Encyclopaedia, with copious additions (about 15,000 topics) by American editors, the whole combined under one alphabetical arrangement, with such illustrations as are necessary to elucidate the text. It gives an amount of matter about 10 per cent more than Appleton's Cyclopaedia (price, in cloth, \$80.00), and 20 per cent more than Johnson's Cyclopaedia.

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3.—We are well aware of the fact that very many book-buyers have not at a moment's command even \$10 which they can invest, however great the inducements. This offer gives you the privilege of making payment when it suits your convenience, at any time before January 1, 1881, and we are now diverting the same in the various styles of binding advertised. It is a verbatim reprint, in large type, of the last (1880) London edition of Chambers's Encyclopaedia, with copious additions (about 15,000 topics) by American editors, the whole combined under one alphabetical arrangement, with such illustrations as are necessary to elucidate the text. It gives an amount of matter about 10 per cent more than Appleton's Cyclopaedia (price, in cloth, \$80.00), and 20 per cent more than Johnson's Cyclopaedia.

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