

OWING TO AN UNPRECEDENTED DEMAND for the new (11th) edition of **The Encyclopaedia Britannica**, the publishers are compelled to limit their contractual obligation in the matter of shipments entirely to orders registered by May 31st. For the present no provision can be made to fill applications received after that date and no more copies will be printed or bound now than are called for under the present "previous-to-publication" offer. Belated orders will be filed, and, after this first distribution is effected, will be executed at prices which will be 50 cents per volume or \$14.50 per set higher than those in force for **THREE MORE DAYS**. The total registration to Saturday, May 27th, was 27,935.

A GUARANTEED WORK OF REFERENCE

THE new 11th Edition of the Encyclopaedia Britannica is the first work of general reference, designed for the public at large, that has ever been published by the Press of a great institution of learning. Therefore no such work has ever before been issued under the only conditions which could give to its purchasers an absolute assurance of its authority. A book that represents not only the collaboration of the 1,500 eminent specialists who wrote the articles, but also the combined and cosmopolitan knowledge of the numerous institutions of research under whose auspices most of the original work of the present day is done cannot be fitly guaranteed by any private publishers.

The honorary degrees conferred by the University of Cambridge upon such men as Motley, Longfellow, Lowell, C. E. Norton, O. W. Holmes, Agassiz, Asa Gray, Simon Newcomb, Bayard, Choate, Langley, and Reid would not be valued if they were the expressions of private opinion.

The resources of a great university must be employed in order to judge whether so gigantic a task as the making of a new Encyclopaedia Britannica has been properly performed. The same impersonality and impartiality, the same calm scrutiny and co-operative criticism that give weight to a university's approval of the work of one great man are needed when the joint product of many great men is to be tested before it is sent out to perform the public service that is expected of it. A private publisher, no matter how well-meaning and capable a man of business he may be, not only lacks competence to test so many-sided a book before he publishes it, but also looks at it from a wrong point of view. The publishing work of the university is conducted upon business lines, so that it may be self-supporting, but it is not a purely commercial undertaking, because it is one department of a great educational organization; and it is as an instrument of public education that the Encyclopaedia Britannica should be controlled.

The conclusive guarantee which the new work bears, when it is reduced to the simple legal principle underlying every form of transaction, is that it is "fitted for the uses for which it is sold." The old phrase, in the present case, must include every merit that a work of reference could possess. In order that it should fitly replace former editions of the Encyclopaedia Britannica, fitly continue the fame of a title which, since the first edition appeared, 140 years ago, has always described the best existing library of reference, the new work can have no weak side.

A New and Original Creation

THE most important claim which the new Encyclopaedia Britannica makes for itself, and that one of its characteristics in connection with which its publication by the Cambridge University Press is most significant to the public, is that it is a new creation. The whole field of human knowledge was examined afresh in order to make all the articles trustworthy. Nothing was taken for granted. It was not assumed that a statement was true simply because it had received general acceptance; some one among the 1,500 specialists was responsible for every line, and it was for him to use his special knowledge in rejecting accepted errors.

The originality of the new work, its trustworthiness as a new and comprehensive representation of knowledge as it stood in 1910, is the result of honesty of purpose. That the names of all the contributors should be known to any one reader is improbable; for they represent not only England and America, but France, Germany, and Italy as well, and they include specialists in the least familiar branches of research. But any reader who examines the prospectus and specimen pages will find, in connection with the subjects which specially interest him, the names of contributors known to him as among the highest authorities. They recognized that the new Encyclopaedia Britannica was the medium through which they could most promptly and most widely make known the fruit of their labours.

The spirit of university work, the plain desire to spread knowledge, was the motive in the mind of the contributor; just as it is the purpose with which the Cambridge University Press publishes the work.

THE WHOLE FIELD OF HUMAN ACTIVITY.

The new Encyclopaedia Britannica consists of 40,000 articles, arranged in alphabetical order, and dealing with persons (of every nationality and of all periods, including persons still living), places, histories (whether of countries or of institutions), languages, literatures, arts, sciences, religions, philosophies, laws, manufactures, sports and games, with all the things or ideas connected with them. In fact, whatever word may prompt a question, as to the person, place, object, action or conception for which it stands, forms the title of an article (varying, according to the demands of the topic, from a few lines to a whole treatise) in which the desired information is supplied by an original authority upon the subject in question.

A New Britannica a Need of the Day

AT no time in its history has the need of a new Encyclopaedia Britannica been more urgent—and at no time, certainly, has this need been so widely recognized as it is to-day. The earlier volumes of the 10th Edition—the 9th (1875-'89) with the supplement—are now 30 years old, and, while the period that has elapsed since they were written has been marked by an even greater multiplication of special studies than divided the 9th from the 8th Edition, the past fifteen years have seen also a notable growth of the belief that information tells—tells not only indirectly, and in a quickening of general interests, but also most practically, in the increased efficiency which a man brings to the pursuit of his own business or profession, whatever that may be. In coming now under the control of the University of Cambridge, the Encyclopaedia Britannica, as a most comprehensive exhibition of exact knowledge, will be regarded as having found a natural abiding place. On its side, in assuming the charge of a most valuable instrument of general instruction, the University takes a step in fulfilment of its responsibility towards a wider circle than that of its own students during the short years of their residence.

40,000 Articles of One Date

NOT only is the material of the 11th Edition mainly new; its method is entirely original, in respect that the whole work has been under construction at one time, and the information throughout is consequently of even date. The simultaneous preparation of the 28 volumes of text has for the first time permitted proper editorial supervision to be given to the work as a whole. The decision to publish nothing until every article was ready made it possible not only to correct discrepancies, but to eliminate all repetitions, so that it is estimated that the 28 volumes of text in the new (11th) edition contain twice as much substantial information as the 33 text volumes of the 10th Edition. The 1,500 contributors include Chancellors, Presidents, Professors and Lecturers of 81 Universities in all civilized countries, 200 Americans, besides hundreds of practical experts, who may be said to have paused in their activities in

order to give the fruits of their experience. In place of the 16,000 articles of the 9th Edition, the 11th has 40,000, arranged on the scientific plan of guiding the reader from the general to the particular, and placing what he wants to know under the heading where he would naturally expect to find it.

A Book Written To Be Read

TO say that the new Encyclopaedia contains some 40,000 articles upon every conceivable topic is inevitably to suggest that in each case it can give but a modicum of information. In the case of the new Britannica, however, its 40,000 articles, while they answer all the questions as to which an inquirer might expect to find satisfaction in an Encyclopaedia, were not intended merely to be consulted in this way. They are the work of leading authorities, written to be read for the instruction and the interest they afford.

Were the Encyclopaedia Britannica merely a dictionary of abbreviated information, many of those who are now reading in its pages would have argued that, useful as such a book might well be, they could only look forward to consulting it occasionally. One may recognize that there would be utility in a book which tells the inquirer the area of Japan, or the facts as to the teaching of Buddha, and yet feel by no means confident that it would be often in use, or greatly valued. To such questions the Encyclopaedia Britannica provides an immediate answer; but it performs a more valuable service when it meets the need of the reader who would know about Japan, or who would understand what manner of teaching it was that caused the followers of Buddha to-day to be counted by the million.

This very claim to perform so large a service might perhaps raise a doubt as to whether the work could afford more than a smattering of knowledge. As to the standard of scholarship maintained by the new Encyclopaedia Britannica, the subscriber doubtless finds some assurance in the fact that its articles are such as commend themselves as sufficient to the distinguished scholars who contribute them. It is enough that the teaching of Buddha and the doctrines of Buddhism should be discussed in articles covering 13 pages by Professor T. W. Rhys Davids, and that the country and history of Japan should be described and related by Captain Brinkley in an article of about 180,000 words.

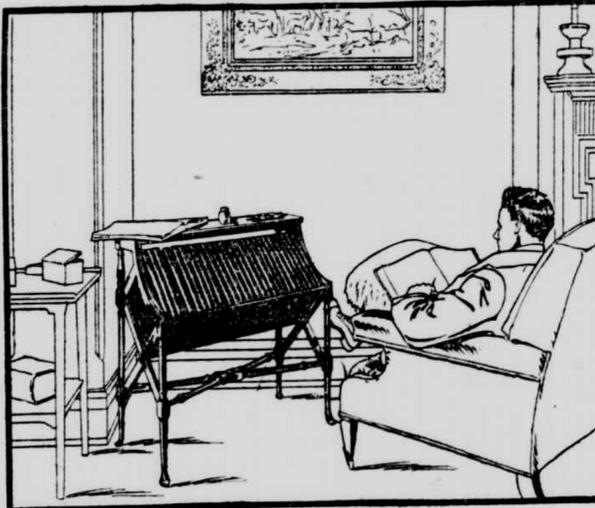
A Significant University Ideal
"This great work for the diffusion of knowledge is to be brought out before the world and commended to it under the auspices of one of the great universities. The significant thing is, that here is a great university taking charge of a work, extra-academic, which has to do with humanity at large, which has to do not with the hearing of classes or the delivery of lectures, or the teaching of the men within the walls of a college, but here is an effort on the part of a great university to spread knowledge of an exact and of a fruitful sort throughout all the world. I believe this is a significant ideal for all universities, and for our own universities in particular."—Dr. Henry S. Pritchett at the Encyclopaedia Britannica Dinner in New York.

The 1500 Contributors

THE quality of utility, an attribute of the Encyclopaedia Britannica the attainment of which has been the inspiring motive of the Editors ever since the inception of the work in 1768, is inseparable from authority. There is but one method of assuring to any work of reference this essential authority—the employment of the services (1) of men of learning—the original scholars who formulate great principles or develop important discoveries or master some one subject to which they have devoted special and long-continued investigation. In this class are university professors, scientists, philosophers, divines, historians, economists—independent thinkers who are themselves the source from which all that is known of a subject flows as a stream from its fountain-head; (2) of men of action—soldiers, sailors, men of affairs, jurists, administrators, architects, surgeons, artists, inventors, explorers, engineers, sportsmen, manufacturers, financiers—the men who apply their knowledge to constructive results in the everyday pursuit of their profession or vocation; and (3) of practical experts who are engaged in the advancement of industrial undertakings for the welfare of mankind. The Encyclopaedia Britannica (11th Edition) being first and last a repository of all knowledge, it is just as essential to its completeness and authority that it should give practical information about road-making, bridge-building, and ship-building, as that it should contain treatises on astronomy and geology; it should instruct the reader on oil-engines and the boring of oil-wells and on the practical side of forestry, on the making of glass or paper and on carpentry not less intelligently than it expounds the Copernican theory and the philosophy of Hegel. As a matter of fact, what the general reader most often looks for in his encyclopaedia is just this sort of practical information—information which it may be said to turn to immediate profit, but cannot obtain from any other source. On its purely practical side—the massing of exact knowledge covering every kind of activity to which the genius of modern industry has been directed—the new Encyclopaedia Britannica is a veritable storehouse of the latest information, the Editors having been not less careful in selecting the leading experts to write articles of a utilitarian character than in choosing writers of articles of a purely theoretical sort.

HISTORY OF THE Encyclopaedia Britannica

1st edition, 3 volumes, 1768-71
2nd edition, 10 volumes, 1777-84
3rd edition, 18 volumes, 1788-97
Supplement, 2 volumes, 1801
4th edition, 20 volumes, 1801-10
5th edition, 20 volumes, 1810-17
Supplement, 6 volumes, 1816-24
6th edition, 20 volumes, 1816-24
7th edition, 22 volumes, 1830-42
8th edition, 22 volumes, 1853-61
9th edition, 25 volumes, 1875-89
10th (9th ed. and Supp.), 11 volumes, 1902
11th edition, 29 volumes, 1911



These 29 volumes, the New Encyclopaedia Britannica, comprising over 40,000,000 words and 40,000 articles printed on opaque India paper, occupy only 29 inches of shelf space.

Larger Usefulness of the New India Paper Format

THE convenience of the new dress in which the new Encyclopaedia Britannica is offered constitutes an advantage which cannot be fully appreciated unless it is considered in connection with the uses to which the book is intended and designed to be put.

There was always something formal, if not almost repellent, about the old Encyclopaedia Britannica. All its qualities were of the massive kind, including its physical make-up, and in taking down one of its volumes one had a good deal of the feeling of a school boy settling down to do his lessons. After all, the main purpose of a work of reference is to be referred to, and of a work of information to be read, and both are largely defeated under such circumstances. Incomparably the greatest benefit resulting from the innovation of India paper is the more INTIMATE character of the new format. The delightful handiness of the India paper volumes, their readableness, the fact that they can be picked up and held in one hand and (in either of the leather bindings) bent back as easily as a magazine, are a sure guarantee that when people come to discover for themselves how absorbing a story these volumes have to tell they will fill the void of many an otherwise empty and wasted hour. It was Thackeray who said that the great sacrifices of life were comparatively easy, but that it took a hero to face its minor discomforts. On the same principle a book that is uncomfortable to read is only too likely to end up by not being read at all.

Special Features of the 11th Edition

- I. The new edition is being published by the Press of the University of Cambridge, England.
- II. It comprises some 40,000 articles, 40,000,000 words, more than 7,000 illustrations, 450 full-page plates, and over 500 maps.
- III. Though a lineal descendant of ten editions of the Encyclopaedia Britannica, the new work is in no sense a revision of the obsolete text of its predecessor. It has been completely recast and rewritten and is an absolutely fresh, authoritative and up-to-date survey and exposition of the whole field of human knowledge.
- IV. The plan of the Encyclopaedia has been thoroughly reorganized with a view to combining comprehensiveness with brevity, exhaustive treatment of major subjects with the greatest facility of reference in the case of minor subjects.
- V. Something like 15,000 new headings have been added.
- VI. The articles have been written by 1,500 contributors—scholars of the highest distinction, and experts and practical men and women whose authority in their special subjects is unimpeachable.
- VII. A large and distinguished staff of editors (constituting with the 1,500 contributors a virtual College of Research) has been at work for eight years on the production of the new edition; and the organization and editorial control have all along been so perfect that an unprecedented congruity and co-ordination have been attained.
- VIII. Each article is right up to date and all the latest discoveries and results of research have been incorporated.
- IX. The whole work has been written simultaneously and is being published practically at one time, not volume by volume as heretofore.
- X. To an extent never before realized the work is cosmopolitan—universal. Each article is the work of a first-hand authority, irrespective of whether he happened to live in Great Britain or the United States or France or Germany or Japan or any other civilized country. On the list of contributors are to be found the names of 123 members of the staffs of 39 American Colleges and Universities (besides many names of American practical experts).
- XI. The problem of bulk has been happily solved by the issue of an edition on India paper with flexible bindings. In this format the volumes, though containing from 960 to 1,060 pages each, are only 1 inch thick. There is also an impression on ordinary book paper.

\$4 a Volume (Cloth) for THREE MORE DAYS

As by May 31st the Cambridge University Press must know the total number of copies of the new Encyclopaedia Britannica that will be required to fill orders at the lowest prices, from that date the special rates of subscription will be discontinued and the prices charged will be advanced by \$14.50 (50 cents a volume) a set.

For three days after to-day (when the advance-of-publication prices must be withdrawn) applications will be accepted at the rate of \$4.00 (India Paper \$4.25) a volume (cloth) instead of \$7.50, which will be the ultimate price of the new edition in its cheapest form, as it was the original price at which the volumes of the 9th edition were sold.

- The work, in 28 volumes and Index, is in two forms:—
- (1) On INDIA PAPER (very light and opaque) in Three Styles of Binding: CLOTH, FULL FLEXIBLE SHEEPSKIN and FULL FLEXIBLE MOROCCO, the volumes each ONE INCH THICK (about 960 to 1,060 pages).
 - (2) On ordinary book paper in Three Styles of Binding: CLOTH, HALF MOROCCO and FULL MOROCCO, the volumes each 2 1/4 inches thick (about 960 to 1,060 pages).
- The India paper impression bound in either Full Sheep or Full Morocco is strongly recommended.

Deferred Delivery

Subscribers who for one reason or another may prefer to take delivery of their books next fall or at the end of the year may do so, and their payments need not begin until delivery has been made. It is advisable, however, in their case, that their application shall be registered during the present month; that is, before the closing of the period for making application at the lowest prices.

Illustrated prospectus (40 pages), 56 specimen pages on India paper, 4 specimen plates and form of application showing the special advance terms, will be sent upon receipt of request.

NOTE.—Those who possess copies of previous editions of the ENCYCLOPAEDIA BRITANNICA (now out of date) are requested to advise us of the fact, stating which edition they possess (giving name of publisher and number of volumes), and if they wish to purchase the new edition, they will be informed how they can dispose of their old editions at a fair valuation.

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