

The Times

(LONDON)

THE ENCYCLOPÆDIA BRITANNICA The Genuine Edition at Half Price.

A short time ago *The Times* (London) announced that it had made arrangements with Messrs. A. & C. Black, the publishers of the Encyclopædia Britannica, by which a special edition of that work was printed for *The Times*. The sets thus obtained of the Greatest Library of Reference in the World were offered in Great Britain at less than half the publishers' regular prices. Over 20,000 sets were quickly taken before *The Times* withdrew its offer.

The Times now avails itself of the columns of *The Sun* to announce that it extends this same offer to the people of America. Sets of the Genuine Edition of the Encyclopædia Britannica can therefore at present be secured through *The Times* at LESS THAN HALF PRICE AND WITH DUTY PAID. The details of this great opportunity are given below. Further particulars may be had by addressing or calling at the American office of *The Times* (London), 290 Broadway, New York, where sets are on exhibition.

"To own a set of The Encyclopædia Britannica is to acknowledge one's self as recognizing the best there is in literature."—GLADSTONE.

THE SPECIAL OFFER OF THE TIMES.

Every intelligent person in England and America knows that the Encyclopædia Britannica is the most scholarly and useful work that has ever been published, and that nothing but the price prevents it from being in the hands of all educated persons who can read the English language. Through the enterprise of *The Times* (London), this barrier of price has been temporarily removed, and a set of the GENUINE edition of this greatest of reference works is now for the first time brought within the reach of every one.

The Ninth Edition of the ENCYCLOPÆDIA BRITANNICA was the largest single venture that any publishing house ever attempted. The price placed upon a set by the publishers, Messrs. A. & C. Black, of London and Edinburgh, was £37 for the volumes in cloth binding. This was not excessive, considering that the work is in 25 large volumes, with no less than 22,000 double-column pages and 10,000 illustrations. Its actual cost of production was over \$1,100,000. The mere size of the work was enough to make it expensive. Furthermore, it was written by the great men of our time, both in Europe and America—men whose writings were in high demand, and who received for their contributions as much as if their articles had been separately published in the form of a book. Thousands of copies were bought by people who could without inconvenience pay £37 or more, according to the binding; others to whom the sets were equally necessary, but who could not afford this outlay, had to resist their desire to possess the most famous of works. There was, in fact, urgent need for a work as authoritative as the ENCYCLOPÆDIA BRITANNICA at a moderate price.

A Great Opportunity.

A cheap imitation was not at all the end in view, and yet it was not easy at first to see how the price could be materially reduced without making an inferior article. Two things, however, could be done, and were, and they enabled *The Times* to offer the work at less than half the publishers' price. These were—

First.—*The Times* brings the books straight from the publishers to the purchaser without the intervention and consequent profit of bookseller, agent or middleman. Every one familiar with the publication of books knows that as a general rule commissions of at least 25 or 30 per centum are allowed to agents or booksellers, besides further commissions to middlemen. In this case the purchaser saves all these commissions in the reduced prices at which he obtains the work.

A Single Illustration.

Those who are familiar with the processes of book-making will understand the significance of this brief statement, but for the general reader one illustration may well be given. One of the most expensive features in making a work such as the ENCYCLOPÆDIA BRITANNICA, which contains 10,000 illustrations, is what is technically known as the "make-ready," that is, the preparation of each individual plate for printing. This work—which, if well executed, calls for an artist rather than a mechanic—when once done need not be done again, no matter how large the edition. If, therefore, the number of copies printed is great, the cost per sheet or per volume is correspondingly reduced, for the reason that this initial expense is divided among a large number of copies. This is but one of the many economies effected by printing on a large scale.

It would be impossible to offer the ENCYCLOPÆDIA

BRITANNICA at lower prices than those named by *The Times*, without introducing inferior paper, presswork and binding. In fact, no one but the original publishers themselves, with their perfected plates already in hand, could produce the 25 large volumes in perfect condition at these prices.

Genuine Edition.

This is, briefly, the explanation of the remarkable achievement by which the GENUINE edition of this standard library of reference is brought within the reach of the larger public. There is no change in the work itself to offset the remarkable diminution of price. The volumes are in every respect as desirable as those which have been sold at double the price. There has been no condensation, no abridgement, no omission. Every word, every illustration, every map, every element of value is preserved intact. The paper is as good, the presswork is as good, the binding is as good, there is not the most minute cheapening of the product to offset against the remarkable diminution of the price.

Moreover, and most important of all, the sets at present offered by *The Times* at half price are the only ones now furnished to any one anywhere in the world by the publishers, Messrs. A. & C. Black, of London and Edinburgh, who expended the immense sum of \$1,100,000 on the work. No sets other than those printed from the plates of the Messrs. Black are or can be genuine.

The Times can offer in the United States a limited number of sets of the genuine authorized edition of the ENCYCLOPÆDIA BRITANNICA at the same price as in England and with duty paid. Those who took advantage of the offer of *The Times* in Great Britain included the most prominent people—as is shown by the list of names in another column of this announcement. Already persons of corresponding prominence are taking advantage of the offer in the United States.

The Special Bookcase.

For the convenience of purchasers of the genuine edition of the ENCYCLOPÆDIA BRITANNICA a handsome revolving bookcase has been especially designed. The case, substantially made and neatly finished in quarter oak, is almost 2 ft. square and over 3 ft. high, and is mounted on casters, so that it may be easily moved aside when the work is not in use. The top of the case is large enough to contain a number of small books. The side is fitted with an adjustable shelf, on which the volume in use may be placed at any desired angle. The price is much less than the ordinary trade price for so handsome and substantial a piece of furniture.

Subscribers who pay for their sets in cash may procure the bookcase for \$14.55 (63). Subscribers who elect to pay for the ENCYCLOPÆDIA BRITANNICA in monthly instalments may procure the bookcase by making three further monthly payments (after payments for the ENCYCLOPÆDIA have been completed).

Monthly Payments.

The ENCYCLOPÆDIA BRITANNICA appeals not only to the wealthy and the famous, but to all intelligent persons everywhere. Many, however, cannot afford to pay even the reduced prices in one cash payment. To such *The Times* makes the special offer of monthly payments in small amounts. Upon receipt of \$5.10 (one guinea), the balance to be paid in monthly payments of \$5.10 (one guinea) each, the complete twenty-five volumes will be sent to the purchaser. Any one who desires to avail himself of this method of monthly payments has only to fill in the order blank, which appears at the end of this announcement, and it, accompanied by cheque or other form of remittance of \$5.10, to the American Office of *The Times* (London), 290 Broadway, New York. The purchaser will then enjoy the use of the ENCYCLOPÆDIA BRITANNICA while he is paying for it.

A pamphlet, containing Specimen Pages, Coloured Plates, and Brief Extracts from the ENCYCLOPÆDIA BRITANNICA, will be sent free upon application if a coupon below is filled out and mailed to the American Office of *The Times* (London), 290 Broadway, New York. Sets of the work in the different styles of binding may also be examined at the above address.

Prices for Cash Payments.

Cloth Binding, \$82.45 (617) [the Publishers' price was £37], and with the Bookcase, \$97.00 (630).
Half Morocco, \$101.85 (621), [the Publishers' price was £45], and with the Bookcase, \$116.40 (624).
Full Morocco, \$135.80 (628), Gilt Edges, [the Publishers' price was £65], and with the Bookcase, \$150.35 (631).

Prices for Monthly Payments.

Cloth Binding, 17 Monthly Payments of \$5.10 (one guinea) each, or with the Bookcase, 20 Monthly Payments of \$5.10 each.
Half Morocco Binding (which we recommend), 21 Monthly Payments of \$5.10 (one guinea) each, or with the Bookcase, 24 Monthly Payments of \$5.10 (one guinea) each.
Full Morocco Binding (the best possible binding), 25 Monthly Payments of \$5.10 (one guinea) each, or with the Bookcase, 31 Monthly Payments of \$5.10 each.

A few of The Contributors to the Encyclopædia Britannica.

The pre-eminence of the ENCYCLOPÆDIA BRITANNICA as a library of reference is indisputable. A glance at the following list of a few of the contributors will suffice to explain the reason why. Every one of the articles in the work is written by the highest authority on the subject with which it deals; and of these writers there are no less than eleven hundred. The names speak for themselves.

Rt. Hon. James Bryce, M. P., D. C. L., F. R. S. Prof. Civil Law, Oxford. Author "American Commonwealth."

Lord Kelvin, LL. D., F. R. S. Greatest of modern physicists. Pres. Royal Society, 1890-91.

Arthur T. Hadley, A. M., LL. D. President Yale Univ. Author "Railroad Transportation," "Economics."

Rt. Hon. John Morley, M. P., D. C. L. Twice Chief Secy for Ireland. Author "Studies in Literature," &c.

W. D. Whitney, LL. D. Editor-in-chief Century Dictionary; Prof. Comp. Philol., Yale Univ., 1870-94.

Mrs. Humphry Ward. Author "Robert Elsmere," "David Greive," "Marcella," &c.

Matthew Arnold. Author "Poems," "Essays in Criticism," "Literature and Dogma," &c.

Prof. Simon Newcomb, Ph. D., Dr. Sci. Supt. U. S. Naut. Almanac; Associate Inst. of France.

Prof. E. A. Freeman, D. C. L. Prof. History, Oxford. Author "Norman Conquest," &c.

Alfred Russel Wallace, LL. D., F. R. S. Author "Geog. Distribution of Animals," "Darwinism," &c.

Justin Winsor, LL. D. Librarian Harvard Univ.; Ed. "Narrative and Critical History of America," &c.

E. Ray Lankester, F. R. S. Director Nat. Hist. Dept. British Museum. Author many works on Zoology.

Robert Louis Stevenson. Author of "The Master of Ballantrae," "Kidnapped," "St. Ives," &c.

Andrew Lang. Noted literary critic and author.

George W. Cable. Author "Old Creole Days," "The Grandissimes," "Dr. Sevier," &c.

Prof. Huxley, F. R. S. The famous biologist. Author "Anatomy Invertebrate Animals," &c.

Charles Kendall Adams, LL. D. Pres. of Univ. of Wisconsin. Author "Manual of Hist. Literature," &c.

Algernon C. Swinburne. The famous poet.

Very Rev. F. R. Farrar, D. D., F. R. S. Dean of Canterbury. Author "Life of Christ," &c.

H. A. Rowland, Ph. D., LL. D. Prof. at Johns Hopkins. Recipient of Rumford, Draper and Matteni Medals.

Lord Macaulay. Historian and Essayist.

Sir Frederick Pollock. Prof. Jurisprudence, Oxford. Author "Principles of Contract," "Law of Torts."

Richard Garnett, C. B., LL. D. Keeper of Printed Books, British Museum. Author "Hist. Italian Literature," &c.

Hon. Henry Cabot Lodge, U. S. Senator. Author Lives of "Daniel Webster," "Alexander Hamilton," "George Washington," &c.

Rev. W. W. Skeat, Litt. D., LL. D., Prof. Anglo-Saxon, Cambridge. Author "Etymological Dictionary," "Works of Chaucer," &c.

Rev. Edward Everett Hale, D. D. Author "Man Without a Country," &c.

A. W. Ward, Litt. D., LL. D. Author "Hist. of English Dramatic Literature to the Death of Queen Anne," &c.

Professor Saintsbury. Author "XIXth Century Literature," "History of English Literature," &c.

Philip Gilbert Hamerton. Noted landscape painter and etcher. Author "Contemporary French Painters," &c.

William Morris. The well-known poet and manufacturer of stained glass and decorations.

Francis A. Walker, LL. D. Pres. Mass. Institute of Technology. Author "The Wage Question," &c.

AND 1,100 OTHERS.

Famous Persons Who Have Taken Advantage of the Times' Offer.

The following list of names represents a few among the 20,000 purchasers of *The Times*' issue of the ENCYCLOPÆDIA BRITANNICA at less than half price, and will show what an unparalleled public endorsement the undertaking received in England. It is interesting to note that in the list of subscribers are some of the most famous people now living, and that a "bargain" in a great work is appreciated even by the rich, the titled, and the great.

In every instance the names represent Bona Fide subscribers for the work at the advertised price. In no case whatever was a set given away or sold at the slightest discount.

The Marquis of Salisbury. Secretary of State for Foreign Affairs and Prime Minister of England.

The Lord High Chancellor of England.

Rudyard Kipling. The noted author.

Princess Louise. Daughter of the Queen.

Alfred A. Rothschild. The head of the great Rothschild Banking House.

The Rt. Hon. Viscount Curzon. Viceroy of India and, next to the President of the United States, the most responsible official in the world.

His Serene Highness Prince Louis of Battenberg.

The Lord Chief Justice of England.

Rt. Rev. Lord Bishop of Exeter and Over Half the House of Bishops.

The Rt. Hon. Gerald Balfour. Chief Secretary of State for Ireland.

Sir Thomas Lipton. The latest challenger for the America Cup.

Herbert Spencer. The greatest of living English philosophers.

Friedrich Krupp. The head of the great Krupp Gun Works, Essen, Germany.

Sir Edgar Vincent, K.C.M.G. The celebrated Egyptian administrator.

Sir Arthur Sullivan. Composer of "H. M. S. Pinafore" and many well-known operas.

Sir Edward George Clarke. The distinguished Barrister, counsel in the Jameson raid case and formerly Solicitor-General.

Rt. Hon. Justin McCarthy. The Irish Parliamentary leader, novelist and historian.

Coningsby Disraeli. Nephew and heir of the former Premier.

His Grace the Duke of Northumberland.

Mr. D'Oyly Carte. Impresario of the famous Gilbert and Sullivan plays in the Savoy Theatre.

Sir Edwin Arnold. The famous poet. Author of "The Light of Asia," &c.

The Earl of Dunraven. Former challenger for the America Cup.

Lord Kelvin. The greatest of living scientists.

Mr. Jerome K. Jerome. The well-known author.

Lord Arthur Charles Wellesley. Grandson of "The Iron Duke."

The Rt. Hon. Sir Edmund Monson. British Ambassador to France.

Mr. Arthur W. Pinero and Mr. Henry Arthur Jones. The noted dramatic writers.

James Bryce, M. P. So widely known to Americans from his work on "The American Commonwealth."

Mrs. Humphry Ward. The greatest of living English novelists.

Rear Admiral Lord Charles William Bessford. Who bombarded and captured Alexandria.

Chief Dinizulu, a Potentate of South Africa.

Prince Hatzfeldt. German Ambassador to the Court of St. James.

H. H. Princess de Wagram.

His Royal Highness the Thakore Sahib of Gondal.

AND 20,000 OTHERS.

WHAT THE WORK IS.

No one questions the fact that the Encyclopædia Britannica is in every sense the greatest Library of Reference in the world, but why it is so and how it came to be so are not so widely known. Fortunately the reason is so simple that it can be told in a few words.

It was Emerson who said that our English version of the Bible attained its present perfection chiefly because it was revised again and again, each reviser adding something to what had been done before. So it is with the ENCYCLOPÆDIA BRITANNICA. For over one hundred and twenty-five years the work of improvement, enlargement, and enrichment has been going on, until now the Ninth or last edition is as perfect as work of man can be.

The first edition of the ENCYCLOPÆDIA BRITANNICA appeared in 1771; and was the first considerable work in the English language attempting to review and sum up the whole of human knowledge. The second edition, completed in 1784, has been the model and the prototype of all encyclopædias throughout the world. Gaining in completeness and perfection with each subsequent revision, the Ninth and final edition stands without a rival in any language.

A Splendid Evolution.

The whole body of human knowledge has changed since the first edition of the BRITANNICA appeared, in 1771, but the enlargements and revisions of the work have kept pace with the march of learning. Through all the editions the fine sense of responsibility which animated "A Society of Gentlemen," as the quaint old title page describes the first editors, has proved a lasting tradition. No contributor has ever been invited to write upon a subject which he had not made peculiarly his own, and no personal or corporate bias has ever been suffered to interfere with the honesty of the work. The Ninth Edition of the ENCYCLOPÆDIA BRITANNICA at once assumed, and has firmly maintained, its position of paramount authority. Upon its own plane, and in its own field, it has absolutely no competitor; its plane and its field are, indeed, of its own creation, for no other library of reference has ever been planned upon so comprehensive a scale, or constructed with so uncompromising a determination to make the very best possible book without counting the cost. Smaller works of reference are so much smaller that it would be grossly unfair, even to the best of them, to compare them with the ENCYCLOPÆDIA BRITANNICA.

The Contributors.

But in addition to the fact that the ENCYCLOPÆDIA BRITANNICA is the matchless product of a long and splendid evolution, there is a further reason why it has attained its present position of pre-eminence. A glance at a list of names of the eminent men and women of the day, or at the important articles or books which have been written by contemporary scholars and men of science, will always demonstrate to the mind one striking fact. No matter how diverse their occupations may be, the greatest names in every field of activity are to be found among the contributors to the ENCYCLOPÆDIA BRITANNICA.

Not only men of learning—scholars, divines, men of letters, masters of science and philosophy; but also men of action—statesmen, soldiers and sailors, financiers, jurists and surgeons, artists and engineers,

manufacturers, sportsmen and travellers—have contributed to the pages of this standard library of reference. It is this invariable rule of securing the very best writers that has given the ENCYCLOPÆDIA BRITANNICA its undisputed pre-eminence as an authoritative work.

Consider, indeed, what must be the character of a work which embodies the labors of such famous writers as those whose names are to be found in the centre of this announcement. A greater number of distinguished men were engaged in the preparation of the ENCYCLOPÆDIA BRITANNICA than in that of any other work ever published, and no other work ever involved so gigantic a preliminary outlay. It contains in all 16,000 different articles, every one of which was written by an authority on the particular subject of which he treats.

Three Characteristics.

The ENCYCLOPÆDIA BRITANNICA is so well known that this announcement need do no more than set forth the reduction in price effected by *The Times*, but it may also be of interest to recall three facts in this connection—

First.—Every contributor was chosen simply because he was better qualified to write on his particular subject than any one else in the world. Among the contributors who give the volumes their pre-eminence are such men as those whose names appear in a centre column of this announcement, and these are but a few among the eleven hundred great writers who contributed the signed articles.

Second.—It has, perhaps, been commonly believed that the ENCYCLOPÆDIA BRITANNICA was essentially a British production. As a matter of fact, a very large number of articles were contributed by Americans, including such well-known writers as Arthur T. Hadley, President of Yale; General Geo. B. McClellan, Major-General, U. S. A.; Professor Simon Newcomb, Director of the U. S. Naval Observatory; Professor Charles A. Briggs, of Union Theological Seminary; Professor H. A. Rowland, of Johns Hopkins; Justin Winsor, Librarian of Harvard; Charles K. Adams, President of the University of Wisconsin; Whit-law Reid, editor of the New York Tribune; Professor Wm. G. Sumner, of Yale; General Henry L. Abbott, U. S. Engineers. These are examples of the Americans whose work is to be found in the ENCYCLOPÆDIA BRITANNICA. In short, the volumes represent the highest scholarship of the whole English speaking race.

Third.—The ENCYCLOPÆDIA BRITANNICA is emphatically a book to be read with enjoyment, as well as a book to be consulted as an authority. Thus the article on New Orleans, by George W. Cable, is as fascinating as any of his stories; the article on Pitt, by Lord Macaulay, is in the same brilliant style as his History of England; the review of the life and poetry of Keats, by Swinburne, is of the keenest interest; and the article by Robert Louis Stevenson is as delightful reading as his novels. The same may be said of the contributions of Mrs. Humphry Ward, of Edward Everett Hale, of Andrew Lang, of Grant Allen, and of scores of others.

Further information concerning the Encyclopædia Britannica may be obtained by filling out the coupon below and mailing it to the American Office of *The Times* (London), 290 Broadway, New York. Sets of the work in the different styles of binding, as well as files of *The Times* and copies of *The Times War Map of South Africa*, *The Times Atlas*, and *The Times Gazetteer*, may be examined at this address.

OTHER PUBLICATIONS OF The Times.

The Times War Map of South Africa.—2x3 feet in size, printed in ten different colours, mounted on strong linen and folded into a handsome case; carefully compiled from the latest surveys and authoritative in every way. It shows railway and telegraph lines, steamship routes, wagon roads, populations of the towns, distances between important places, etc. "The Times" War Map is indispensable for those who desire to follow the progress of the conflict in South Africa. It was prepared especially for this purpose and has already passed through three editions. Price Six Shillings Nett (\$1.50) duty paid and post free.

The Times Atlas.—Contains 118 pages of maps (comprising 175 maps) and an alphabetical index of 130,000 names; size of map-page, 130 square inches; size of volume, 16 1/2 x 11 1/2 inches; bound in half morocco; everywhere admitted in Great Britain to be the cheapest, fullest, most accurate, most beautifully executed and most up-to-date atlas ever published there; of special value to Americans for its authoritative foreign maps. Price, 34 Shillings Nett (\$8.50), duty paid.

The Times Gazetteer of the World.—11x7 1/2 inches in size, contains nearly 1800 double column pages; combines completeness and accuracy with inexpensiveness; contains the latest and most reliable geographical and statistical information. Price, cloth binding, 26 Shillings Nett (\$6.50), half morocco 32 Shillings Nett (\$8.00), duty paid.

These publications may be seen at the American Office of *The Times*, 290 Broadway, New York, or will be despatched to any address upon receipt of the price.

If the purchaser sends a cheque for the full amount at the cash prices shown in another column, he will effect a saving of 25 cents (shilling) on every \$5.10 (guinea), and no Order Form need be used. The Form which follows is for the use of the purchasers who prefer monthly payments.

Monthly Payments—Order Form.

AMERICAN OFFICE OF **The Times** (London), 290 Broadway, New York. [Date] _____

I enclose \$5.10 (one guinea). Please send me "The Times" Issue of _____ Cloth, price \$86.70 (17 g. lines),
the Encyclopædia Britannica (9th Edition), bound in _____ Half Morocco, price \$107.10 (21 guineas), } Strike out if Bookcase
Full Morocco, price \$142.80 (28 guineas), } two of these lines.

the balance of which sum I agree to pay you, or any one you appoint, at the rate of \$5.10 (one guinea) a month; my next payment to be on delivery of the whole 25 volumes, and my succeeding payments on the corresponding day of each month following. Until such payments are complete I engage that the volumes not being my property, shall not be disposed of by sale or otherwise. I further agree that if, owing to unforeseen circumstances, of which you shall be the judge, the volumes cannot be delivered, the return of the deposit of \$5.10 (one guinea) to me shall cancel this agreement.

Please also send a REVOLVING BOOKCASE, for which I agree to make three further monthly payments of \$5.10 (one guinea) each, after the payments for the book are completed. } Strike out if Bookcase not desired.

If books are to be delivered beyond Greater New York, the purchaser should add on line below full shipping directions, whether to be forwarded by freight or express. Beyond Greater New York carriage will be at purchaser's cost.

[Signed] _____ [Address] _____
Please address the package to _____

American Office of
The Times (LONDON),
290 Broadway, New York.

I should be pleased to receive a Pamphlet of Specimen Pages, Coloured Plates and Brief Extracts from the ENCYCLOPÆDIA BRITANNICA. Also full particulars of the special prices in the different styles of binding.

[Signed] _____
[Address] _____