Only

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

new "Handy Volume" Issue of the

Days More

The order form below is not valid after Saturday



our great sale at the present low prices comes to

Only 48 hours longer-

an end.

In another 48 hours-after to-night-

7.33 p. m.

t in Chicago.)

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.

Encyclopaedia

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 delayed 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.

now brings you the entire 29 volumes in this handsome bookcase

paid

Kritannica

7.33 p. m.

(New (11th Edition)

Your

Last

Chance

to obtain

this great work

at

of the

Cambridge University

Issue

of the same

the price

Your order must be postmarked

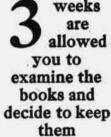
No "Time to Burn" Now! After this Saturday it will cost you \$11 to \$19 more per set, according to the binding, to secure this splendid reference library. That is the price of delay now. We had contracted with the publishers of the Britannica

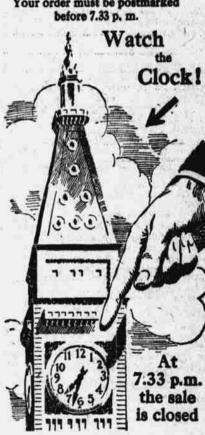
for an enormous printing. This is now nearly exhausted, and we can obtain no more sets at anything like present prices. Take warning! We cannot guarantee to supply any particular style of binding on the last day. If you want to be sure of the particular style of binding you desire, send us a wire and we will reserve a set for you. There is just

Time to Telegraph

If you forward your order to-day, the set will be reserved 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.





"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

١

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 storehouse 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.

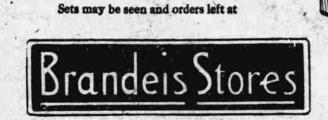
-Nothing like the possession of the Britannica for that!

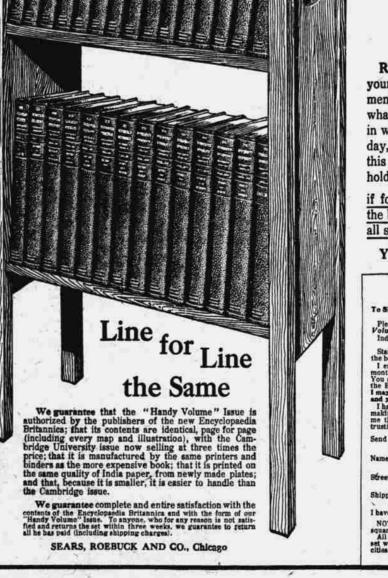
But hitherto (at \$166 to \$250 per set) it has been beyond the reach of most people .-

Not any longer!

Every thrifty home, and every club-woman in the land, can now own he newest edition of the ENCYCLOPAEDIA BRITANNICA, complete and mabridged, in the daintiest and most attractive form in which this or any ther 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.





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 shipment 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 household, 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.

Contractor and the strength of the	the second state of the se
These prices based on be- NOT VALID	AFTER JUNE 17th
To SEARS, ROEBUCK and CO., Date	Clother-It payments of 53.00 monthly Total, 564.00. (Cash price, 563.80.) Pull Brown Shees, Morocce, Greinse -th payments of 53.50 monthly. Total 574.50. (Cash price, 565.54) State of the state of 54.00 monthly Total, 580.00. (Cash price, 563.65) Pull Cruthed Grees Microcce, Lewy Greinsed-T2 payments of 54.05 monthly Total, 580.06. (Cash price, 563.65) "SPECIAL ECONONY" SETS (Printed on standard book paper) Cloth-IT payments of 53.00 monthly Total, 580.06. (Cash price, 563.65)
Co Cas I pay one month an	ter tast installment. 75AW
Name	-Post office-
(Sign your name here plainly and arrafully)	a contract of the second second
Street and No.	State
Shipping point, if different from post office	
I have been located in this town since	listed for that hinding

set weighs less than 60 pounds, and the "Spe cities and will ship your set from the nearest. cial Economy" set about 120 pounds.