
 Father Rigge Tells of the Wonders




## homenememes. Extraordinary

 Success
## of the New "Handy Volume" issue of

## The Encyclopaedia Britannica

which we are offering on the payment of $\$ 1.00$ down and small monthly payments we are obliged to give the following

## Notice to the Public

WE shall be able to make prompt delivery of sets of our new "Handy Volume" ssue of the Encyclopaedia Britannica for only a short time longer. The demand has been so enormous as to exceed all calculations.
We are making deliveries from our warehouses in different cities over the country. But the stocks on hand are being rapidly exhausted, and we must beg the indulgence of our customers if they find their orders delayed.

We began advertising the remarkable offer which we are making on this new issue of the En cyclopaedia Britannica between the 10th and 14th of the month, and within a week the orders were almost 700 per day, and by the time this notice can be printed, will probably be 1,000 per day.

Packing and delivering a thousand sets a day of a 29 -volume encylopaedia, every volume of whic must be packed so as to come to the purchaser in perfect condition, is in itself a task of some mag nitude. But a much more serious matter is that these shipments will very rapidly exhaust our stock of the bound sets.

Rush orders were immediately placed with th binders to push deliveries at all possible speed, working night and day shifts

## We Had 50,000 Sets Ready

After we had made arrangements for this re-
markable sale, we did not begin advertising until the publishers had on hand 50,000 sets printed on India paper. The whole success of the "Handy Volume" issue depended upon the fact that it wa printed upon the light India paper, which makes th volumes so easy to hold and read. But the printing upon this enormous printing can last us for only a short time, and we have already arranged with the publishers for the printing of another 50,000 sets, making a total of 100,000 sets, or $2,900,000$ volumes averaging more than 1,000 pages each.

These are, we believe, the largest single orders for printing ever made. They alone make it possi ble to furnish our customers with the complete new Eleventh Edition of the Encyclopaedis Brittannica
printed on the same lovely India paper as the highipriced Cambridge University issue at one-third the cost of the higher priced issue.

We undertook the sale of the new "Handy Volume" issue because we are are always seeking real bargains to offer our customers; something of superlative quality; something that everyone needs something that lends itself to economical manufacture in large quantities; something that reflects lasting credit upon our institution and means permanent satisfaction to our customers; something that can be sold at a price that, considered with its known quality, will instantly identify it as a BARGAIN.
For this reason, we arranged with the publishers to sell this issue on the narrowest margin of profit, both to themselves and to us, and to offer the complete work, the entire 29 volumes, unabridged and unchanged, for a first payment of a single dollar.

We put behind every order our absolute guarantee that this is the complete, authorized, unabridged Eleventh Edition of the Encyclopaedia Britannica which cost more than a million and a half dollars or its editorial preparation alone.

And we further guarantee that any subsoriber who is not completely satisfied with his purchase when he receives the volumes, may send them back 0 us, at our expense, and we will return the dollar has paid. Your entire risk is limited to two wo-cent stamps.

## The Result of This Offer

The new printing of this issue cannot possibly be ready before the first of June, If, therefore, you wish to make sure of the delivery of your set before that time, your order must be sent at once.

Deliveries will be made in the order they are received, but we should be extremely obliged to any subscribers who do not require immediate delivery if they would so mark their orders.
you have not a regular order form already, simply send us your address with one dollar en closed and a set will be reserved for yon, and delivered to you at the earliest possible moment.

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