WOMEN DRAWF FORTH IRE OF MRS. RORER Engage in Spirited Arguments Ove
Potato Souffle Versus Souffle MASHED POTATOES pLEBIAN


ADMINISTRTRIX SUES
FOR FUNDS OF ESTATE But Rothatiantix of

[^0]

MOVIE STARS WILL
COME FOR BALL
 poptuartry wivers conna

DR. MERRIAM COMMENCES
PRERIAM COMMENCES Faces Lifted, Wrinkles Removed PROCEEDINGS FOR DIVCRCE A CJT

## The American people Threw Away <br> peo n Dollars Dollars

## A big banker said:

had at least one chance to to become-if hot rich, at least well-to-do.

## "And nine out of ten missed it for the same reason. They could not make

That's the way lots of folks are born-to hesitate-and lose out. They buy land, they build, they buy stocks, after all these things have gone up. They always pay dear because they can't decide.

## Here is a striking instance:

When the new Eleventh Edition of the Encyclopaedia Britannica was offered the public on India paper, in light thin voluines, it was frankly an experiment. It was new. No great encyclopaedia had ever been published in such form So, to acquaint the public with its beauty and its advantages, the publisher
Stered it at an especially low price, to early buyers. This price had soon to be raised, and the fact was widely advertised. But many still hesitated.
-With this result: that nearly two-thirds of the purchasers of the Cambridge University issue have paid an average of over $\$ 30$ per set more than if they had seized the first chance.
-With a total loss of over one million dollars. Yet this was no added profit e publishers. It was just lost, swallowed up

## Identically the same thing is happening now!

We believed there was a huge public which wanted the Encyclopaedia Britannica but could not
afford to pay $\$ 166$ or more per set for the Cambridge University issue. So we arranged with the publishers for a new issue of the same work, unabridged, in a smaller wonderful bargain-the new Eleventh Edition, unchanged by a line, at one-third the price of the larger-sized work-the whole 29 volumes, the complete work, sent upon the payment of a single

## Price to be increased $\$$ II to $\$ 19$

## When we made thls contract we had no th

Now the whe we contracted for are nearly all gone and it will be necessary for us to increase the price by til per set on the
cheapest binding to $\$ 19$ on the bighest priced binding. And it is not at all certain that we shall be bile to secure any considerabie number of nets even at these prices.
Are you going to be one of the people who hesitate, who put off? Do you b-long to the people who can't decide

- the people who always pay dear because they can't tmake up their minds? Are you going to wait--and pay more? -the people who al waya pay dear because they can't make up their minds? Are you going to wait-and pay more? We have received to dato more than 150,000 letters and inquiries regarding our offer of the new "Handy Volume"
Issue. of these it is probable that at least 25,000 poople will eventuully purchase it at a higher price. That means
that they, too, are going to throw away from a haif million to a million dollars-just by waiting. This money will

you this kind?
Every day you let pass without the new Encyclopaedin Britanniea io your home, or at your office, may
mean a real loss. In its 40,000 carefulty writen, practical and suthoritative articenes, you might find
new feet which might be worth to you hundreds or even thousands of doliars. Many people have.
And you will never be able to buy it so cheaply as now.
Motor cars and such things may go down in price, because a wild eraze for them is an and the companies are now makiog huge profits. But the new Kucyclopacdia Britunnica is sold on the narroweat margin of
 harguin we had ever put before thein. We canot continue thin ail
all the costs in manufacture have so advanced that it is impossible. You need this great work. Your family-your children-need it.
and women would prite more than the new Eneyclopsedia Britannica.
In buying it you are sbmelutely sure it is the beat that meney can boy
the Russias, or Mn Roeketeller cannot buy a better:
Which are you going to do? Ruy now- or wait?
The Product of World-famous Men.

 she of thom her won cirtiaction -otien in.



same thing?


## Your Last Chance

Two Handsome Books Free
Plicture to yoursalf trying to give another man some Iden of
this monumental book, which consists of 23 volumes, 30,000 pages
 much like trying to describe the earth in a page or two. But the
publishers of The Encyelopaedia Britannica have prepared very remarkable book of 130 pagaias, which does attempt to give you some iden of the wonderful variety and real human interes of these volumes. It is illustrated with nearly 200 picturee
directly from the Britannica itself, and gives you a hundred interesting bitso of insormation, revenaling The Encyclopaedia
Britannica from a hundred different points of view It Britannica from a hundred different points of view. It givea of selience, travelers and exploreres, who have made the new
Britannica; and it tells you, too, of the long array of great mex Britannica; and it tells you, too, of the long array of great men
like sir Waltiter Scott, Dequincey, Macaulay and Huxley, and
 ack in the days of King George III,
For Bright Boys and Girls Aritannica for bright boys and giris as for grown peoplee the
publishers of the Brite book full of pietures and interesting scraps of information,
discovered discovered by inquisitive boys and gris wha know their way
round in the Britanica. This handsomely ollustrated book is
worth owning and is yours for the asking. Someof the chapters worth owning and is yours for the askinge, Some of the chapterns
are: " $A$ Game Worth While," Wbo's Who at the Zoo, "A are: "A Game Worth While " "Wbo's Who at the Zoo " "A
Trip to the Art Museum with Rhe Rritannica Club," Tho Nature
Club Holds a Field Day," "How the Dritannica Helped a Boy Club Holds a FFeld D
Find His Lifo Work."

## Only a limited number printed

```
Cut out the coupon below, and send it today. There is only
```




[^0]:    Applying this Paste Actually Removes Hairs

