

NOW AS NEVER BEFORE YOU'NEED THE ENCYCLOPAEDIA BRITANNICA

There probably is not a man, woman or child among the 100,000,000 inhabitants of the United States upon whom the past five years has not had a profound effect. Great reforms have been hastened and this will be a better and cleaner world after the ordeals of fire through which it has passed. The participation of the United States as never before in the world's affairs has brought to the people new interests not limited to the neighborhood, town or city in which they live, but interests that are world-wide. A miracle has been wrought in men's minds, a miracle in which there is a tremendous thirst for knowledge, a knowledge which is absolutely necessary today, as never before. Where can people find correct, authoritative and comprehensive information on the many different subjects in which they are interested as a consequence of this awakening? They naturally turn to the wonderful storehouse of knowledge-the world's greatest guide to correct and authoritative information-the Encyclopaedia Britannica. The Britannica describes the peoples of the world, the countries, industrially, politically and socially. The Britannica furnishes practical, detailed and authoritative articles of great value to the manufacturer, to the importer, to the worker in the industries. The Britannica will give a foundation for study of subjects which will be uppermost in our minds for years to come. The Britannica is the great work of useful information. It is the book for Americans today who are waking up to new thoughts, new work and new interests

Are We Going to Take Full Advantage of Our Industrial Opportunities?

During the past few years the business of this nation has tremendously expanded. Industries have had to enlarge their plants many times their normal size. Entire new towns, great ship-building yards and large industrial plants have sprung up almost over night. So great has been the pressure to produce tremendous quantities of materials in the shortest length of time that, out of necessity, efficiency has been the watchword of the day. Great progress has been made in shop management. There have been many inventions. Many short cuts have been found for a better and quicker production of material, Today marks the period of the greatest industrial development in this country. How are we going to make use of this tremendous impetus given to our industries? Are we going to carry them on to greater development or are we going to drop back into the old rut as before the war? This latter would be disastrous. On the employer and the worker in these industries fall the responsibility to adjust our business so as to safeguard our industrial welfare. The employer and the worker in these industries must grasp, assimilate and apply the principles of greater efficiency to their plants and keep their own industries abreast of these rapidly changing conditions. The Britannica is a working manual, dealing with every subject which the employer, the employee or any other man can think of and will speed them up mentally and make them alert to the tremendous opportunities of today.

A Complete Library of Knowledge

But this marvelous work, with its 41,000 separate articles, is more than a guide for the enterprising business man of the United States, fitting him to be a citizen of the world—a world merchant. The Britannica is a complete library of knowledge on every subject. It discusses in a way that you can understand every branch of science, industry, literature, art, religion, inventions and engineering; history and race development; wars and peace; architecture, astronomy, chemistry, sociology, education, steam, electricity, geology and geography, biography, law and physics. You and your family will find in the Britannica a liberal education. In answer to the hundred questions which every day come to your mind and your wife's and children's minds—it will tell you more about everything than you can get from any other source.

What Is Before Us?

There are many serious post-war problems confronting us. Do you understand the tendencies in our industrial life? Why are the prices of commodities high? Will wages go still higher? Will the cost of living gradually drop? Is there likely to be some great cataclysm that will serve to send prices and wages downward? Has there been a general social unrest after other great wars? Are you inclined to be stampeded with fear of what is before us? Are you sitting down and studying the facts of past cases that were somewhat similar? Are you familiar with what has happened after other wars? In England after the Napoleonic campaigns; in the United States after the Civil War; to France, to Germany and to Neutrals after the France-Prussian war.

This war has blazed a way for America to commercial supremacy. European countries, in reaching out after commerce and new markets, studied countries, and people, and conditions, so the American business man, merchant, manufacturer and salesman must inform houself if he hopes to make the most of his present opportunities.

This wonderful book of knowledge—the new Encyclopaedia Britannica—literally brings the whole world to the reader. It tells all about foreign countries, their people, their history, their progress, their resources, their imports and exports. An hour a day with the Britannica will give as clear and comprehensive an idea of the rest of the world as we Americans now have of the States of the Union

Woman Needs the Britannica as Never Before

Woman's position politically, industrially and economically has changed radically in the past five years. Woman has become a power in politics, for her vote is respected and valued. She has taken a more important place in the industrial world. The sensible and up to date woman is studying the cost of foods, food markets and food values. To the woman who wishes to keep abreast with the times, the Britannica is invaluable, with its splendid articles on politics, on industries, on domestic science, on foods and on everything pertaining to the home. To the mother with children to educate the Britannica is indispensable, and it will give her the information to teach her children wisely and correctly.

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