

portance to you personally.

vances in knowledge that have been made during the past thirty years. This is the information which we most often need, this is the information which, as every one knows who has attempted to find it, is most difficult to procure.

Increase Your Efficiency

In these days when, on the one hand, every branch of knowledge is highly specialised, and, on the other hand, the advantage of education as a prime factor in success is being recognised from one end of the world to the other, it is hardly necessary to point out the increase of efficiency, the positive increase of business and of earning capacity, which results from possessing ready to hand such an unfailing resource as the recently completed Encyclopaedia Britannica. In this connexion it may be interesting to put side by side two opinions of the recently completed work. The first is from a speech made by the Prime Minister of England, the second is a letter from Subscriber No. 26,326, a colliery engineman, who pays seven shillings a week for rent, and wants to give his four children a better start in the world than he had:—

Mr. Arthur Balfour:—“*A work which will lighten the labours of every student, and will enable all the English-speaking peoples of the world to obtain, at the least possible cost of labour and exertion, the results of the best intellect and the best research of the age.*”

A Colliery Engineman:—“*If all intelligent working men would take advantage of your unique half-price offer and obtain the valuable work, it would be to their lasting benefit, and would go far to remove the reproach often flung in the teeth of the British workman about the better education of German and other foreign artisans.*”

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To spend money on such a possession (and if you spend it now you can purchase the 35 volumes at less than half price and for small instalments) is true economy for a man himself and the best investment he can make for his children. The Encyclopaedia Britannica at home will supplement what your children learn at school, it supplies deficiencies in the regular school curriculum, offers a wider outlook, a greater variety of subjects. It will engage the schoolboy's attention and create interest where his school work finds him idle. Let your children have the run of this great library, for to grow up in a house where there is a copy of the Encyclopaedia Britannica constitutes a liberal education in itself.

A Novel System to Ensure Cheapness

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