

**The University of Cambridge announces the new (11th) edition of the Encyclopaedia Britannica.**

**Contributors**

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The University of Cambridge  
 announces the  
**new (11th) edition**  
 of the  
**ENCYCLOPAEDIA BRITANNICA**

1. **The University of Cambridge has taken over the copyright and control of the Encyclopaedia Britannica, and the promised new edition (the 11th) will be issued from the Cambridge University Press about the end of the present year.** From every point of view, the Encyclopaedia Britannica recommends itself as the proper charge of a university: and, in now coming under the control of the University of Cambridge, the national work of reference will be regarded by all who are acquainted with the book and its history as having found a natural abiding place (see p. 3).
2. **This 11th edition is a completely new work, founded upon a fresh survey of the world in every department of knowledge.** Its production, which represents the labours of 1500 eminent specialists (p. 34), cost £230,000 before a single volume was printed, and has occupied for eight years a permanent editorial staff of 64 members.
3. **The 28 quarto volumes of text contain, on an average, 960 pages each, with 1500 words to a page** (see specimen pages enclosed with this prospectus). There are 40,000 articles; 7000 illustrations in the text; 450 full-page plates (p. 19); 417 maps. The index volume contains some 500,000 references (p. 14).
4. **The new work has been made, and will be issued, as one complete whole, instead of volume by volume, as has been the case with all other extensive**

The University of Cambridge.

An entirely new work.

28 volumes and index.

Simultaneous production.



**publications, including previous editions of the Encyclopaedia Britannica itself** (p. 15). This new and costly method of simultaneous production has meant a great gain in organisation and method, in the comprehensiveness and accuracy with which the work has been planned and executed from beginning to end. As a consequence, the new edition is estimated to give fully twice as much information as was contained in the 9th edition, although the actual number of volumes has been increased by only four.

Information better distributed.

"Up to date."

India paper.

Date of delivery.

5. A notable result of its more systematic production has been the better distribution of information under a larger number of headings and the consequent **great increase in the number of short, useful, articles** (p. 12).

6. **Information to the year 1910 is given in the new edition**, which, indeed, often affords information in advance of any to be found elsewhere (p. 18).

7. The work may be had in either of two forms—one printed on good book paper, such as was used for former editions, the other printed on India paper. **The employment of India paper, by reducing weight and bulk to one-third, effects a welcome economy of space and greatly facilitates the use of the volumes, both for reading and for reference** (see p. 21).

8. It is estimated, but not guaranteed, that delivery, in fulfilment of early applications, will be made by January 1st, 1911, at latest.

**Applications for the new Encyclopaedia Britannica are invited in advance of publication upon the special terms described in the circular and form of application printed upon yellow paper and inserted after p. 24. The prices there named hold good only if the form of application is filled in and returned at once.**



## An Important Announcement

It is with a full sense of the importance of the occasion that the University of Cambridge announces a new edition—the 11th—of the Encyclopaedia Britannica.

An im-  
portant  
occasion.

The work enjoys a reputation such as does not belong to any other publication in the world, a reputation resting no less upon the importance of the service which it sets out to perform, than upon the distinction with which, during a century and a half<sup>1</sup>, the fulfilment of its purpose has been pursued.

The name "encyclopaedia" promises *a complete circle of instruction*, and, did not the very largeness of the statement render this description hard to realise, the character of the new Encyclopaedia Britannica—and its immense value as a possession—would sufficiently be indicated by the simple statement that it fulfils this promise with

<sup>1</sup> Previous editions of the Encyclopaedia Britannica have been published at the dates shown in the following table. As every edition of the Encyclopaedia Britannica has hitherto been issued in parts, and its publication, therefore, extended over a series of years, the interval between one edition and the next must be measured from the mean date of each. It will be seen that, whereas successive editions have hitherto appeared at intervals, on an average, of 14 years, a period of 28 years separates the publication of the present edition from the last entirely new edition, viz. the 9th.

1st edition	3 vols.	(Bell & Macfarquhar)	1768-71	Mean date	1770
2nd "	10 "	"	1777-84	"	1781
3rd "	18 "	"	1788-97	"	1793
Supplement	2 "	(Thomson Bonar)	1801		
4th edition	20 "	(Andrew Bell)	1801-10	"	1805
5th "	20 "	(Constable)	1815-17	"	1816
Supplement	6 "	"	1816-24		
6th edition	20 "	"	1823-24	"	1824
7th "	21 "	(Adam Black)	1830-42	"	1836
8th "	22 "	"	1853-60	"	1857
9th "	25 "	(A. & C. Black)	1875-89	"	1882
Supplement	11 "	(The Times)			
11th edition	29 "	(Cambridge University Press)			December 1910

A novel and important feature of the new edition is the simultaneous production of the entire work (see p. 14).



such completeness as scholarship and organisation can compass.

Four  
necessary  
qualities.

The substantial qualities required in an encyclopaedia are readily distinguished. Its scope should be inclusive; its information authoritative; its exposition of things full enough to afford real instruction to the reader, while quickly yielding the desired answer to the inquirer.

Evident as these requirements appear to be, their realisation is the result of gradual development. In scope, for example, the original plan of the Encyclopaedia Britannica was limited. Conceived strictly as a "Dictionary of the Arts and Sciences," the first edition (3 volumes, 1768-71) included neither biography nor history'. Each successive issue effected some further enlargement of the field of survey, until, with the present edition, the Encyclopaedia Britannica may indeed claim to have completed its "circle of instruction." Similarly it has remained for the present edition to satisfy the needs of both the reader and the inquirer, as well as to develop to the furthest extent the principle of enlisting in every department of knowledge the services of the highest authorities.

The  
functions  
of the  
Encyclo-  
paedia  
Britan-  
nica.

The new Encyclopaedia Britannica, then, consists of 40,000 articles, arranged in alphabetical order, and dealing with persons (of every nationality and of all periods, including persons still living), places, histories (whether of countries or of institutions), languages, literatures, arts, sciences, religions, philosophies, laws, manufactures, sports and games, with all the things or ideas connected with them. Whatever word, in fact, may reasonably prompt a question, as to the person, place, object, action or conception for which it stands, forms the title of an article (varying, according to the demands of the topic, from a few lines to a whole treatise) in which the desired information is supplied in an authoritative manner.

To realise the meaning of this statement is to realise, also, that the value of this comprehensive resource is beyond estimation. To attempt an enumeration of the occasions on which its services may be in demand would be to essay a catalogue of all that happens, or may happen,

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<sup>1</sup> In this connection it is worthy of remark that the Encyclopaedia Britannica now represents the *only international dictionary of biography*, and by far the most scholarly and complete "world-history," in the English language.



in the day's work. It is, indeed, such a device as, once perfected, cannot be dispensed with.

And the indispensable character of the book is more readily recognisable to-day than it was at any previous period in its history. For, while the growth of specialisation has advanced the bounds of knowledge ever further and further beyond the reach of the general reader (and, save in respect of his special subject, everyone to-day is a "general reader"), the conviction grows that wide knowledge is the most valuable of assets. Of the small extent to which his ordinary reading and his own experience entitle any man to consider himself well-informed<sup>1</sup>, evidence is to hand at every turn. There is no conversation or argument, no glance at the newspaper, no business transacted, scarcely anything observed or experienced, but raises some point as to which his information is at fault. It is impossible that it should be otherwise; but the possessor of the new Encyclopaedia Britannica will have at hand the certain means of finding the desired information, and his advantage will be acknowledged to be great.

In a man's own business, which must touch at a hundred points upon matters beyond the range of his immediate experience, or in the conduct of his private affairs—it may be a matter of health, or creed, or law, or domestic economy, it may pertain to foreign travel, to the building of a house, to an expenditure upon charities, to the pursuit of a recreation—the advantage is often immediate, obvious. In the realm of political discussion, again, sources of information are an evident need, for nowhere else than in politics are facts and principles accepted and rejected with less scrutiny of their foundations. But, indeed, the acquisition of any knowledge is a gain, although it may at the time be measurable by no standard of direct advantage<sup>2</sup>.

Thus, if the new Encyclopaedia Britannica, with its 26,000 pages of text, its 40 millions of words, does in itself testify how greatly knowledge has increased since the time when the ground could fairly be covered in 3 volumes of

Specialisation and the "general reader."

The need of information.

How much there is to learn.

<sup>1</sup> The first appearance of the Encyclopaedia Britannica (twenty years before the outbreak of the French Revolution) might be said to mark the close of the days when it was still within the capacity of a cultivated mind to embrace practically all that was known, and subsequent editions mark the rapid advance of knowledge which has rendered increasingly evident the need of such a book as this.

<sup>2</sup> "To obtain the greatest pleasure, and the most worthy pleasure, out of our few years of life, it is not less than essential that you should have so framed your faculties as to take interest in, and pleasure in, the most various matters, in everything, in fact, around you and about you, and even in many things far off and inaccessible, whether physically or intellectually.... The widening of your interests is desirable even on the narrowest ground, namely that it will make you more efficient in your own everyday work."—Sir Alexander Kennedy: Address to the Students of the University of Birmingham, 1909.



900 pages each, it represents, also, how much there is to learn—how much learning such a work as this makes accessible to any reader.

28 years since the last new edition.

The interest which must always attach to the issue of a new edition of the Encyclopaedia Britannica is enhanced on the present occasion by the long interval which has elapsed since the appearance of the last entirely new edition—the 9th—of which 1882 may be taken as the mean date<sup>1</sup>.

The Times reprint.

Hitherto new editions of the Encyclopaedia Britannica have been issued at intervals, on an average, of 14 years<sup>2</sup>. The lapse, on this occasion, of 28 years is due to the extension of life given to the 9th edition (of which, it will be remembered, The Times offered for sale a reprint in 1898) by the issue of supplementary volumes.

The 10th edition.

While the importance of the new information thus added undoubtedly justified the description of the extended work as the 10th edition, the issue of supplementary volumes was at the time recognised as affording but a temporary respite from the necessity of re-writing the whole book. For, valuable as were the corrections and additions made by the new volumes, the 10th edition remained, to the extent of two-thirds, the effort of a past generation, and to examine the earlier volumes of the work is to be reminded of the rapidity with which the world has moved.

The need of a new edition.

At the time of their composition telegraphy was as yet the only province in which the usefulness of electricity had been practically established; of Africa scarcely any knowledge existed save in respect of Cape Colony, Natal, Egypt and Algeria; Brazil was an empire; the Satsuma revolution represented the last word in Japanese history; the armour-clad ships of the German navy consisted of "7 frigates, 3 corvettes, 7 floating batteries." It was recognised that no mere "bringing of the book up to date" could be regarded as more than a provisional measure, and, accordingly, many preferred to await the entirely new edition which was announced for the year 1910.

The manner in which the task of making a new edition has been approached and accomplished forms the subject of this prospectus, which also shows in how many ways the occasion has been seized to improve the plan of the work, to develop its usefulness to the highest possible point.

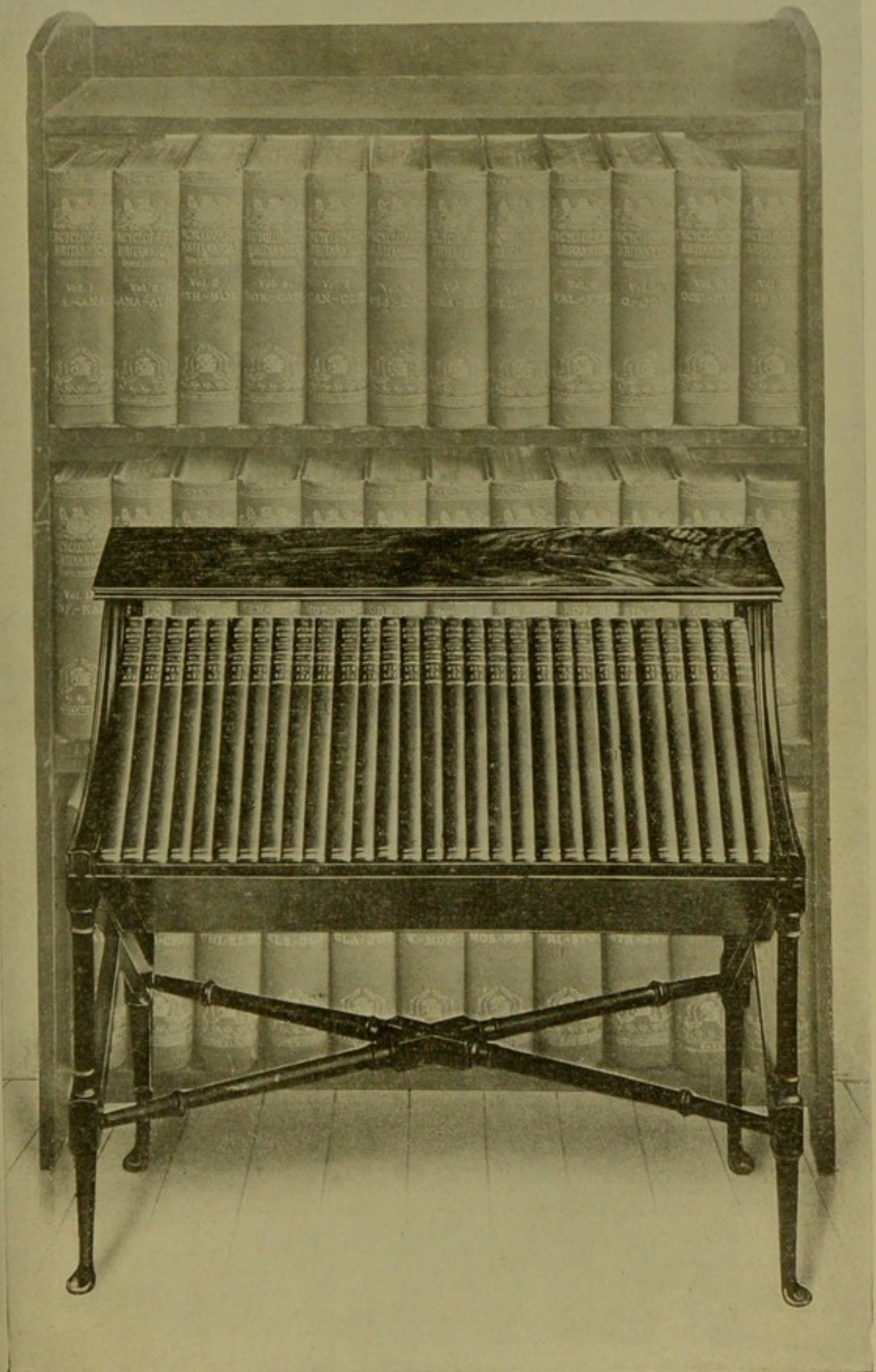
The present publishers.

In coming under the control of the University of Cambridge, the Encyclopaedia Britannica will

<sup>1</sup> The first of its 25 volumes appeared in 1875, the last in 1889.

<sup>2</sup> See footnote to p. 3.





The 29 volumes of the new (11th) edition, shown in the front of this photograph, contain *over two million more words* than do the 35 volumes of the 10th edition shown behind them; yet, printed on India paper, occupy ONE-THIRD of the space, and weigh only 80 lbs. instead of 240 lbs. The book is bound in the most durable and beautiful manner.







be regarded, by all who are acquainted with the work and its history, as having found a natural abiding place.

In contrast with the consistently successful record of its interior growth—a development covering the entire period which is thought of as “modern times”—the commercial history of the *Encyclopaedia Britannica* is not without its vicissitudes, amid which the book itself appears as though animated by a life of its own, outgrowing, in the fulfilment of a larger destiny, the care of those individuals who, from generation to generation, assisted at its development.

The first edition was published in Edinburgh (1768) by Colin Macfarquhar, a man of excellent taste and very general knowledge, with whom was associated Andrew Bell, then the principal engraver in Edinburgh. Macfarquhar, “worn out by fatigue and anxiety of mind” died (1793) during the preparation of the 3rd edition, and Andrew Bell was sole proprietor until his death (1809). In the interval, the seller of the 3rd edition, James Hunter, failed, and his successor introduced considerable confusion into the business of its publication and sale.

The first  
edition.

As early as 1804, Bell had offered the copyright to Constable (Scott’s publisher) for £20,000, but it was not until 1812, when several years of mismanagement by Bell’s executors had again brought the property to market, that Constable decided upon its purchase. Under his generous direction, the book gained enormously in reputation. Scott laid aside the composition of *Waverley* to contribute to the supplement of the 5th edition, and many other distinguished men were enlisted in the same service—James Mill, Arago, Dugald Stewart, Playfair, Jeffrey, Biot. The publication of the 6th edition was contemplated when Constable’s house stopped payment (19th January, 1826). Thereupon, the copyright was purchased by Adam Black, and his firm, in publishing successively the 7th, 8th and 9th editions (1830–89), saw the work achieve its supreme reputation.

Con-  
stable.

A. & C.  
Black.

The cost of production, however, was greatly increasing, and Adam Black himself, hesitating to countenance the heavy outlay, withdrew from the enterprise of issuing the 9th edition. It may, indeed, be doubted whether another edition, produced upon a similar scale and on the same high level of scholarship, would ever have been undertaken, had not *The Times*, in offering for sale (1898) a reprint of the 9th edition, at a greatly reduced price, revealed the great popularity which awaited the work.

The  
Times

Meanwhile, circumstances were combining to bring about yet another change. It was felt that the hour had come when the importance and popularity of the



The Uni-  
versity  
of Cam-  
bridge.

Encyclopaedia Britannica demanded its establishment at last upon a more permanent basis, in keeping with its character as a national institution, and above the vicissitudes to which a purely commercial enterprise is liable. From whatever point of view it be regarded, the Encyclopaedia Britannica recommends itself as the proper charge of a university. To those who consider its production, the Encyclopaedia Britannica is the most comprehensive exhibition of fine scholarship. To those who consider its use, the Encyclopaedia Britannica is, as a work of reference, an indispensable resource, and, as a library of universal information, a powerful medium of instruction for all the English-speaking peoples. As a product of the scientific spirit at work in every department of knowledge, the book comes with especial propriety into the keeping of the University of Cambridge<sup>1</sup>.

All men  
and all  
know-  
ledge.

In the recent history of the ancient universities nothing is more significant than the spirit which would enlarge the range of their activity. The institution by the University of extension lectures is but one sign of the desire to recognise a responsibility beyond the immediate circle of its own pupils during the short years of their studentship. Learning is no longer a heritage from which only a select few are deemed capable of profiting, and Cambridge does not hold back from the needs of a new day. The Encyclopaedia Britannica, 11th edition, presents, for reading or for reference, the best that scholarship can offer in every province of knowledge. It is fitting that such a book should come to the English-speaking peoples from one of their ancient homes of learning.

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<sup>1</sup> Not that Cambridge thus claims any preponderating share in the preparation of the new work—a count shows that the sister university of Oxford may be credited with an equal proportion of contributors, while the editors turned frequently for assistance to Aberdeen, Birmingham, Edinburgh, Glasgow, Leeds, London, Manchester, Trinity College Dublin, as to the universities of Berlin, Harvard, Paris, Toronto, Vienna—in fact to practically all the great universities in the world.



## The new—11th—edition and how it was made.

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The 11th edition of the Encyclopaedia Britannica is a new work, founded upon a fresh survey of the world in every department of knowledge.

“New edition” means more in the present case than the expression itself suggests. However important may be the revision implied in the words, “new edition” certainly does not suggest a new creation, the outcome of a fresh impulse and a scrutiny exercised anew from the beginning. Such, however, is the 11th edition of the Encyclopaedia Britannica. It is not a revision, but a new book, upon which labour, critical faculty, and expert knowledge could have been no more lavishly bestowed had no previous edition existed.

Not a  
revision.

At the same time, the new work attains a superiority both in matter and in manner such as would be inconceivable in any first production. Not even a body of collaborators so brilliant as those named on a later page of this circular can claim as all their own the merits which the work reveals. For behind their labours lay the life of the great book itself, the traditions and experience of five generations. The new Encyclopaedia Britannica, in fact, profits greatly, and claims its high place in the world's literature, because it is at once new and old, a product of the day and the result of a century and a half of growth. The information it contains is of the year 1910; its character is the inheritance of ten successive and successful editions.

A new  
book with  
an old  
history.

To do justice, then, to the value of the Encyclopaedia Britannica, as it will appear at the end of the present year, it is necessary first to note inherited qualities, of which the most important already characterised the modest three volumes which appeared twenty years before the outbreak of the French Revolution. For if it were asked what feature is most essential in a description of the Encyclopaedia Britannica, to

Fullness  
of treat-  
ment.



what quality it chiefly owes its vitality<sup>1</sup>, its unparalleled capacity for development, its distinguished reputation, the answer would be "fullness of treatment."

An inherited quality.

This characteristic was abundantly evident in the first edition—indeed, it supplied the editors with the main theme of their advertisement. Published though it was with the sub-title "A Dictionary of the Arts and Sciences," it differed essentially from the dictionary in intention, approaching, rather, to a collection of treatises upon the various arts and sciences. The labours of the first editors were dominated, not by preoccupations concerning the scope of their encyclopaedia, or its adaptability for reference, but with the idea of instruction. Their long articles upon important topics were meant to be *read*. They were intended as a source from which the reader might *fully inform* himself of the subjects in question. The scope of the Encyclopaedia Britannica, as we have seen, has been enlarged until it now comprehends all possible subjects of inquiry, and we shall later have occasion to notice the means by which the book has been perfected as a work of reference. Fullness of treatment, however, remains as characteristic of the 11th edition as it was of the first, and the merits of this great quality call for a word of comment.

1—What most helps the reader—

In the first place, fullness of treatment is what the possessor of an encyclopaedia needs when he turns to a comprehensive heading—"Architecture," let us say, or "Geology." A summary statement upon a great subject is useless to him, for that must either remain childishly elementary, or become a tissue of incomprehensible and uninforming memoranda.

2—and enlists the services of original minds.

In the second place, the practice of providing the reader with full treatises<sup>2</sup> upon great subjects—for the term "article" hardly applies to thorough and comprehensive expositions—has, in another direction, proved a determining feature in the history of the Encyclopaedia Britannica, inasmuch as this practice attracted the interest, and finally the collaboration, of original authorities, of distinguished specialists. No mere dictionary of abbreviated information could have enlisted in its service such

<sup>1</sup> Of the twenty or more notable encyclopaedias published in various countries since the first issue of the Encyclopaedia Britannica, some never attained to a second edition, and only "Brockhaus" can claim a continued existence of more than fifty years, if we except "Ersch and Grüber," projected in 1813, and still incomplete. The current (14th) edition of "Brockhaus" contains 16 million words as against 40 million in the new Encyclopaedia Britannica.

<sup>2</sup> In many cases, the articles in the Encyclopaedia Britannica have been republished separately, and such books have taken their place as the standard manuals upon their respective subjects.



writers as James Mill, Arago, Sir Walter Scott, Macaulay, Huxley, Kelvin, Freeman, Jebb—to mention a few among the names which have rendered previous editions illustrious. The original master of his subject, on the other hand, was led to place his knowledge at the service of an encyclopaedia which permitted, nay invited, him to do it full justice. The system of resorting for articles to original authorities developed with each successive edition, and, in the present instance, the whole world of scholarship<sup>1</sup> was ready to assist in the perfecting of a work accepted, not only as the type of what an encyclopaedia should be, but as actually the standard authority, an original source of information, upon the subjects treated in its pages.

Finally, the full treatment of all subjects by leading authorities renders the book intensely interesting, attractive even to the reader who turns to it merely for entertainment.

3—The most interesting of all books.

The purchaser of the new Encyclopaedia Britannica brings into his house a resource which he knows will not fail him for reference or for study in any direction. But in its pages he will also possess an inexhaustible store of good reading. *No other book, as he will find, can compare in interest with this one, in which the whole world, all its great men, its history, its divers countries, its activities in science, art, industry, its speculations and its faiths, are described by the authorities whose word upon the subject he would most desire to hear.* And here is reading<sup>2</sup> which, however lightly it be taken up, yet leaves behind it permanent gain—facts that fall into their appointed place in the reader's mind, thoughts that go home, some quickening of interest in life and the world, its varied experience, its manifold pursuits.

While retaining this characteristic fullness of treatment, the plan of the Encyclopaedia Britannica has been enlarged to include a greater number of short articles, dealing with many matters previously merged and lost in the discussion of a main subject to which they were treated as incidental.

An improvement.

Its thorough and detailed treatment of great subjects, as we have seen, has been the dominating characteristic of the Encyclopaedia Britannica throughout its history,

<sup>1</sup> The names of a few among the contributors to the present edition will be found at the end of this prospectus.

<sup>2</sup> The readable character of the Encyclopaedia Britannica will be fully appreciated for the first time in connection with the new edition, of which an impression will be printed upon India paper, making light and slender volumes, easy to hold in the hand (see p. 21).



constituting, indeed, the essential difference between it and all other encyclopaedias, British or foreign.

The  
question  
of refer-  
ence.

Does this characteristic necessarily render an encyclopaedia less readily useful for reference?

Many who are familiar with the previous edition would incline to an affirmative answer, adding, meanwhile, that, in meeting the need of the reader rather than of the inquirer, the Encyclopaedia Britannica performed the more valuable service. It has remained for the new edition to show that the two purposes are compatible one with the other, for in its pages the qualities needed for reference, and those adapted for the reader or student, are alike developed to the highest degree.

Long  
and short  
articles.

Much depends upon the discrimination exercised in distributing information under the most appropriate headings. Thus, the articles "Architecture" and "Geology," to continue the illustration, respectively occupy 75 and 36 pages of 1500 words each. They are written by the most eminent authorities (the former by Mr Phené Spiers, F.S.A., the latter by Sir Archibald Geikie), and they yield, to the fullest extent, precisely what the reader would desire in turning to either heading, namely, a thorough and comprehensive treatment of their respective subjects. On the other hand, the inquirer who desires information upon some branch of either subject—let us say "Perpendicular," "Column," "Buttress," "Gargoyle" in the one case, or "Fault," "Fold," "Devonian," "Conglomerate" in the other—will find, in the shorter articles under these various headings, information of a no less authoritative character upon these several topics.

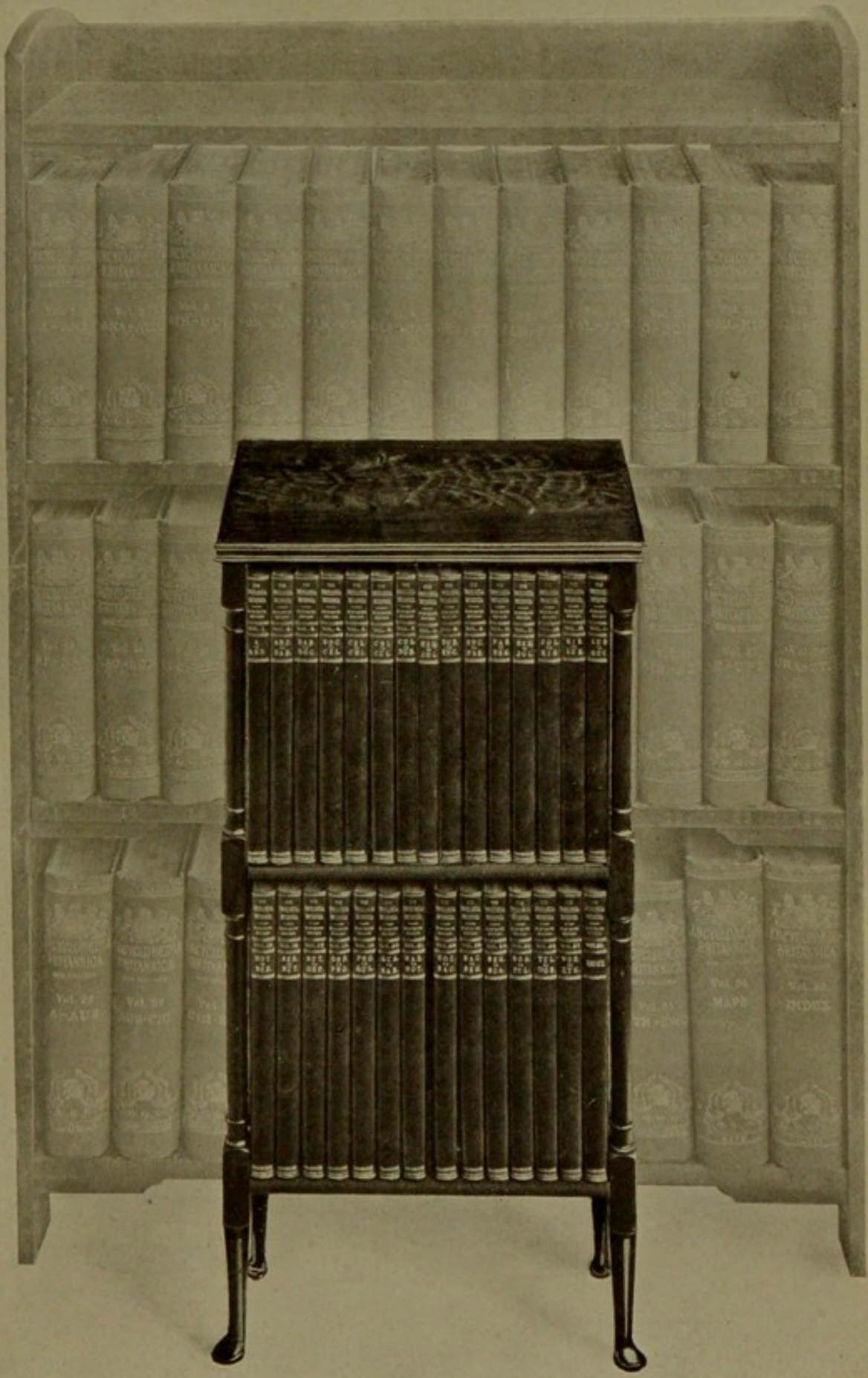
Increase  
of short  
articles.

In the past, the Encyclopaedia Britannica has been less useful owing to a lack of these shorter articles. None of the above mentioned eight headings, for example, occurred in the last edition<sup>1</sup>. The principle of comprehensive treatment, in fact, had outgrown its proper bounds, and a vast number of topics, which demanded independent treatment, were merged and lost in the discussion of a main subject. This shortcoming made itself felt in two directions. On the one hand, the inclusion of issues not necessary to the development of the main theme impeded the current both of the writer's exposition and the reader's comprehension<sup>2</sup>. On the other hand, the inquirer who turned, in the old Encyclopaedia Britannica, to the page where he was justified in expecting to see an independent treatment of a point in question, was disappointed when

<sup>1</sup> The 9th edition contained only 50 geological articles; the 11th has between 500 and 600.

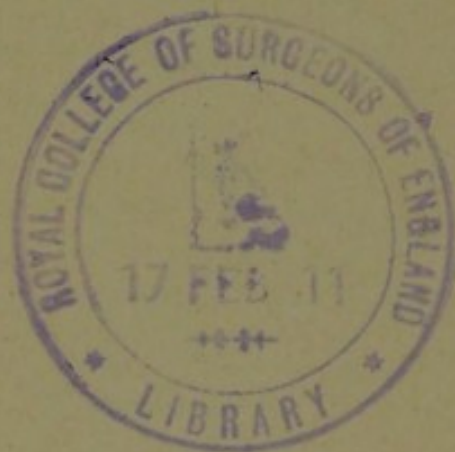
<sup>2</sup> Thus, the Encyclopaedia Britannica sometimes gave the impression of being not only full, but lengthy. The new Encyclopaedia Britannica, as a matter of fact, is much fuller than its predecessor, but, owing to the better distribution of its information, gives an impression of greater concision and usefulness.





This photograph shows the new edition (India paper) in the double-tier mahogany bookcase, which, as it takes the volumes with the utmost economy of floor space, accentuates the contrast in bulk between the new edition and the old one, which is shown behind it.







he did not find an article, and either concluded that the required information was "not in" the book, or shirked the trouble of turning to another volume, and reading through the main treatise, in order to obtain his answer.

A calculation made in respect of one of the earlier volumes of the new edition (volume 5, which extends from "Calhoun" to "Châtelaine" and contains 1270 articles) showed that it contained 543 new headings, i.e. articles which did not occur at all in the 9th edition or supplement. Many of these refer to entirely new subjects; but the larger number belongs to the new class of short articles which give independent treatment to matters previously merged in a main treatise. Among these are topics so varied as "Cameronians," "Campagna," "Cancer" (constellation), "Capital" (architecture), "Carlsbad Decrees," "Carnivora," "Carp," "Carpentry," "Cartridge," "Cataract," "Caviare," "Chair," "Chansons de Geste," "Chasuble." Presumably the 9th edition contained information of some kind upon these subjects; but the inquirer looked in vain for articles under these headings. It is estimated that between seven and eight thousand of these short articles have been added in the new edition, and this without detriment—with positive gain, indeed—to the character of the main treatises.

A second important improvement is the inclusion of a large number of "dictionary headings."

A dictionary deals with words, an encyclopaedia with the things for which words stand. Past editors of the Encyclopaedia Britannica, therefore, did not include such headings as called for little more than the definition of a word. Thus, to cite, once more, examples from the volume already quoted, the applications of the title "captain," on sea or land; the meanings of such words as "cant," "canvass," "carat," "cash," "change," "charge"; of "carpet-bagger" in politics, "carrying over" in stock exchange transactions, "cephalic index" in anthropology; the manner of appointing a "chargé d'affaires" in diplomacy; the style of musical composition described as "cavatina" or "chaconne"; the "chassé" step in dancing—these and the like headings were considered outside the scope of an encyclopaedia, as being merely terms employed in the art or science fully described in a comprehensive article. The new edition performs a useful purpose in assigning articles to the words themselves<sup>1</sup>.

Articles which appear for the first time.

Words that call for explanation.

<sup>1</sup> The "dictionary" feature has been introduced in respect, also, of words to which long articles attach, i.e. the exposition of the thing for which a word stands is introduced by an instructive note upon the derivation and history of the word itself. Strictly scientific technical terms are explained in the articles dealing with the subjects to the pursuit of which their use is restricted. The new edition may thus claim a very important merit, that of being a self-explanatory work.



Finally, the business of reference, even to the smallest point of inquiry, is rendered easy by an index of some 500,000 references.

A perfected index.

No index appeared in any edition before the 9th, and, even then, the utility of such a device, in connection with a work of which the contents are already in alphabetical order, was not fully appreciated. For the index to the 9th edition contained but 40,000 references, of which fully 10,000 directed the inquirer merely to articles under the same headings—to articles, that is to say, to which the reader would naturally turn without any guidance of this nature. The fact that the 10th edition consisted of two alphabetical series (one of the 9th edition, the other of the supplement) rendered necessary a more thorough kind of index, and thus opened the way for the present index, which assists the inquirer, whatever may be the word he looks up, to find at once the desired information, under whatever heading, or headings, it may occur in the book.

An exceptional merit.

Thus, the *Encyclopaedia Britannica*, while remaining always a book for study and for reading, has, by a series of improvements, been rendered, also, a source of easy and rapid reference. As such, it possesses this exceptional merit, that the inquirer, who now quickly arrives at the desired page, finds there, not the abbreviated statement characteristic of a book exclusively planned for rapid reference, but a thorough and instructive account rendered by a high authority.

The results of a new method.

*The more exhaustive, and, at the same time, more concise, method of treatment which characterises the new Encyclopaedia Britannica, as, also, its well considered distribution of information under an increased number of headings, must be regarded as among the results of a more effective editorial organisation, which was rendered possible by the fact that the work was not, as before, produced for sale bit by bit, but as a complete whole.*

Hitherto, the *Encyclopaedia Britannica*, in common with all other considerable publications, has been prepared, printed and sold volume by volume<sup>1</sup>. The *simultaneous production* of the entire work has secured to the present edition the advantages of such a thorough editorial

<sup>1</sup> Thus, the 9th edition of the *Encyclopaedia Britannica* was issued over a period of no less than 14 years, for the first volume appeared in 1875, the last not until 1889. The *Dictionary of National Biography*, again, began to appear in 1885 and was only finished in 1900. The first part of the *Oxford Dictionary* was issued in 1888 and still lacks completion. The first of five volumes of *Grove's Dictionary of Music* (3rd edition) appeared in 1904 and the 5th volume was published in the summer of 1910. The custom of piecemeal production, in fact, has hitherto been universal.



organisation and control as is incompatible with the usual method of piecemeal production. The extent to which the work has profited by the more systematic manner of its composition may be judged from the editors' estimate that the 11th edition gives fully twice as much information as was contained in the 9th<sup>1</sup>, although the number of volumes has been increased by only four.

The usual method of preparing and issuing an important publication volume by volume brought the production of even the most extensive work within the capacity of a very small editorial staff. An editor, with one, or perhaps two, assistants, could well see a single volume through the press, and then pass on to the task of "getting out" the next volume. Such measure of supervision, however, as they are capable of exercising must fall far short of the editorial control desirable in the making of an encyclopaedia, of which the ultimate utility depends largely upon organisation and system. It is not within the capacity of two or three minds to keep under survey all the immense territory of modern knowledge, to see, not only that justice is done in every field, but, also, that it is done in so methodical a manner as shall meet the needs of inquirer and reader.

In the present case, the permanent staff, as distinguished from the contributors, included sixty-four members, and a beginning was made when the editor in charge of a given department advised with the contributors in this field as to the treatment of their subject wherever it might occur throughout the book. *Thus, the foundation of the work was a fresh survey of the world, in every department of knowledge.*

From this preparatory collaboration between editors and contributors many advantages followed. In the first place, it made possible the systematic treatment of a subject throughout all the articles that should touch upon it. It is not enough that one eminent authority should write on Greek history, another on Alexander, a third on Greek religion, a fourth on Greek art, a fifth on Greek law, a sixth on the prehistoric civilisation of the Mediterranean. The best can be achieved only if all these articles are contributed according to a preconceived scheme of which the threads remain in the hands of the departmental editor. Each contributor, aware of

The customary method.

A large permanent staff.

Systematic treatment.

<sup>1</sup> Comparison on this head can properly be made only with the last entirely new edition (the 9th) not with the 10th, in which the supplement took up and treated again many subjects already dealt with in the 9th edition.



what the others are doing, then works upon a well-defined field. Hence, the avoidance, from the outset, of unnecessary overlapping, and, also (a still more important point), of omissions. For, without such a systematic survey of the field, and the resultant plan devised by experts in council, the need of an independent article upon Greek religion, for example, or upon Greek law, might be altogether overlooked—as was, indeed, the case in the 9th edition<sup>1</sup>. On the other hand, a subject grows as the plan for its treatment takes form; nothing escapes the attention of the collaborators, the various articles are distributed among scholars best able to deal with the respective subjects, and often, by this means, are enlisted the services of some specialist whose help the editor would never otherwise have obtained. Nor, in this way, does the value of the expert's collaboration end with the contribution of an important article, for the specialist who, in the execution of a comprehensive plan, undertakes a main treatise, will contribute, also, the shorter articles in the same field. Thus, the authoritative statement finds its way into every page of the book.

Simul-  
taneous  
produc-  
tion and  
its advan-  
tages.

It is evident, however, that the desirable degree of editorial control could not be exercised upon a work which, so far from being planned and produced as a whole, is for ever passing, volume by volume, beyond the editors' control to the printers and the public. Were an encyclopaedia divided into volumes according to subjects, the drawbacks of piecemeal production would be less appreciable. A first volume, containing, let us suppose, all the articles upon mathematics and physics, might be finished, printed and sold, before the completion of the second volume, treating, perhaps, of zoology and botany. But the volumes of an encyclopaedia divide themselves in no such easily manipulated fashion, but according to the fortuitous ruling of the alphabet. The first volume of the new Encyclopaedia Britannica, for example ("A" to "Androphagi"), contains 1100 articles dealing with every variety of topic. It is part of a whole, not a separable entity to be written, printed, sold before the rest is done—and in ignoring this fact previous publishers inevitably opened the way for irregularities of all kinds. Even if the methods of piecemeal production lent themselves (as they do not) to the formation of a systematic plan in the first instance, they would interfere with its execution. Information

A method  
which  
makes  
for effi-  
ciency.

<sup>1</sup> Illustrations of the same point could be cited in connection with every subject of inquiry. The question of Greek civilisation is selected because it suggests a very important truth, namely, that, even in respect of a subject 2000 years old, the point of view changes as fresh discoveries are made, and the new edition is as "new"—and necessarily new—in respect of ancient history as it is in respect of aviation or the construction of submarines.



already given in one volume would inevitably recur under another heading in a later volume; conversely, information, which should properly have found its place in an article already printed, will have to be added, under a less suitable heading, in a later volume. On the other hand, accuracy and completeness may be brought to the highest pitch by the vigilance of an efficient permanent staff directed upon material wholly assembled, yet open to a perfecting process at every point.

As illustrating the facilities afforded by simultaneous production, and the manner in which they were turned to account in the present instance, mention may be made of a device which proved a valuable check—the current index. Each article was indexed immediately upon its receipt, that is to say, the names and topics therein mentioned were all noted on separate cards, which were then collated in alphabetical order with similar cards made from other articles. This index, rendering, as it did, every portion of the work, throughout the whole course of its production, readily available to all concerned, became a common centre for the editorial staff. In the record which thus grew as the work progressed, allusions to the same topic grouped themselves together from the most diverse quarters, with the result that discrepancies, repetitions, omissions, came at once to the surface, offering themselves to editorial reconsideration. But for this means of interdepartmental comparison, many irregularities must inevitably have escaped notice, as occurring on the borderland between one subject and another. Moreover, as no part of the work was printed until practically the whole material stood assembled, it was possible, not only to discover such irregularities, but, also, to put them right, whether they occurred in A or in Z<sup>1</sup>.

The system of piecemeal production is generally regretted on the ground of its resultant inconvenience to the reader, who must long remain the possessor of an unfinished book, and in this respect, doubtless, its simultaneous publication will prove a welcome feature of the present work<sup>2</sup>. The practical advantage of prompt

The  
current  
index.

An ex-  
pensive  
method  
rewarded.

<sup>1</sup> The 11th edition contains more than twice as many articles as did the 9th, and this increase is mainly due to the systematic manner in which each subject was surveyed and mapped out for treatment. It should, however, be added that, in the endeavour to omit no topic to which an inquirer might reasonably demand a reference, the editors availed themselves also of external aids of every kind. The headings given in other works of reference, dictionaries, encyclopaedias, general and special, English and foreign, were collated and compared, and if a total of 40,000 articles seems to afford some assurance that the work is indeed inclusive, the significance of the figure is not appreciated unless it is understood to represent, not the largest number that could be collected, but a selection made after the most careful scrutiny—a survival, in fact, of the fittest.

<sup>2</sup> Even when it has been completed, an encyclopaedia produced over a number of years retains a certain weakness due to the disturbing variation



completion, however, is but a trifling consideration in comparison with the effect, upon the book itself, of thorough editorial control. That no work of comparable proportions has hitherto enjoyed this advantage is simply due to the fact that it is expensive. To husband the contents of 28 volumes to their very completion, and to forego all the return derivable from the sale of early portions, entails a financial strain which no publisher will lightly face<sup>1</sup>. In the present instance, it is believed that the evident superiority of the new edition will bring its reward in the shape of popular favour greater even than that accorded to the 9th edition.

When The Times issued a reprint of the 9th edition twelve years ago, many refused even to consider the merits of the work, because it was not, in common parlance, "up to date." To such readers as these, the new edition should appeal the more strongly, not only because it is new, the result of a fresh survey, representing the state of knowledge in the year 1910, but, also, because it enters more fully than did the 9th edition into the life of the day, and includes information in advance of any to be found elsewhere.

The new  
point of  
view.

Information to the year 1910 is to be found in respect of all subjects. This means something far more than that the book gives the most recent facts and figures and describes the latest inventions and discoveries. For the whole work has been founded on a fresh survey of the world, and its articles are written by authorities who have themselves advanced the subjects upon which they write, and upon which they are original sources of information. Thus, *the point of view* is everywhere new, and contributors have often communicated to the work results in advance of any hitherto made known to the world. The new Encyclopaedia Britannica does something more than bring the reader to the point which knowledge has attained to-day, it reaches into the future, placing at his disposal the matter of books still to be written. It is no compilation waiting upon the advance of knowledge, for itself moves in the forefront, often breaking entirely new ground, and its possessor will be beforehand with the world, having at his command knowledge to which the coming generation will advance.

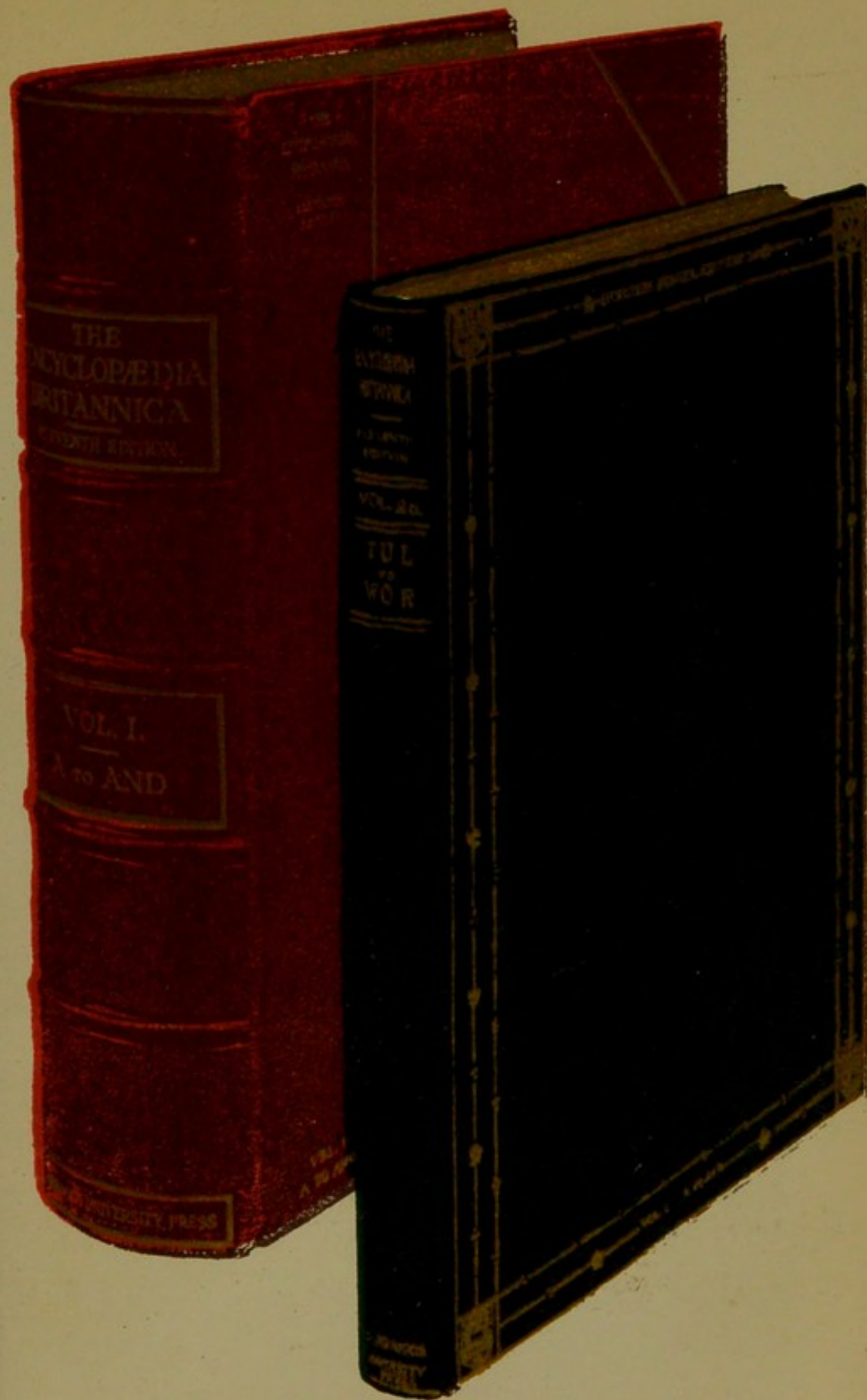
Advance  
informa-  
tion.

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in the dates of its articles. Thus, the information given under "Africa" in the 9th edition was 13 years old at the time when the articles "Zambesi," "Zanzibar" and "Zululand" were written. The new Encyclopaedia Britannica throughout represents the state of knowledge at the present time.

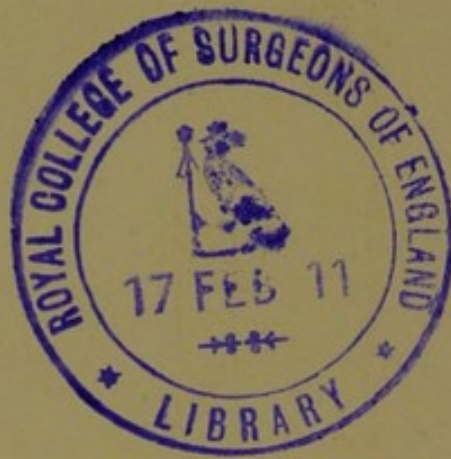
<sup>1</sup> The cost of the new edition, before a single volume was printed, amounted to £230,000:—editorial expenses and payments to contributors





This plate shews (in front) a volume of the India paper impression bound in FULL FLEXIBLE SHEEPSKIN, 1 inch thick, weight 3 lbs. ; and (behind) a volume of the ordinary paper impression bound in HALF MOROCCO, 2 $\frac{3}{4}$  inches thick, weight 8 lbs. (See pages 24 and 25.)







In previous editions of the *Encyclopaedia Britannica*, the custom was to exclude all biographies of men and women still living, and, in the realm of history, to break off the record at the point where the past merges in the present. The reason advanced for this hesitation to enter fully into the life of the day was the difficulty of representing, in their true perspective, such things as were still in motion. The difficulty, however, yields before the application of the right mind. One who has himself participated in the events which he describes, or whose position has been favourable to their observation, is able to render a trustworthy account. Moreover, the difficulty of viewing current affairs in their true perspective affords no good grounds for omitting all mention of current *events*, for the facts, at least, may be established even where conclusions are too doubtful to be usefully recorded. And, since it is precisely of contemporary matters that accurate information is hard to come by, the reader of the new *Encyclopaedia Britannica* will welcome the inclusion of contemporary biographies and contemporary history.

The book is illustrated with 7000 line cuts in the text and 450 full-page plates.

The editors of the new edition have strictly observed the principle that, as space is a consideration of the highest importance, articles should not be burdened with gratuitous illustration. An encyclopaedia is not a picture-book, and loses by any attempt to make it so. The new book, it was determined, should be free from the charge of being illustrated for illustration's sake. In pursuing this correct principle, the editors found that, to a very large extent, the object seriously to be aimed at in illustrations could most effectively be achieved by line engravings, of a more or less diagrammatic nature, in the text. The 7000 illustrations of this kind amply provide for all the occasions when an illustration supplements or renders more rapidly comprehensible the written word. Wherever the article demands illustration of a more pictorial nature, however, plates have been generously used. Thus, "Architecture" is accompanied by 16 plates

"Up to date," and what that should imply.

Contemporary affairs.

Not a picture-book.

7000 text illustrations.

£163,000; making of illustrations and maps £12,480; type-setting and making plates £49,000; office expenses (including typewriting) £12,000. In 1813, Constable, then the publisher of the *Encyclopaedia Britannica*, estimated that the 4 volumes of his proposed supplement to the 5th edition would cost over £9000. Allowing for the difference in the value of money, we may rate his expenses at £2500 a volume. That the figure should have trebled in the course of a hundred years is due chiefly to the very circumstances which render the *Encyclopaedia Britannica* a more necessary possession now than it was then—namely, the bewildering extent to which knowledge has become specialised. To Constable, lavish as he was, the idea that a future editor would require a permanent staff of sixty-four, and the collaboration of a thousand or more specialists, would have sounded absurd.



450  
plates.

reproducing photographs of 46 characteristic buildings; "Embroidery," by 6 plates showing 13 examples; "Egypt" (art), by 4 plates; "Dog," by 4 plates showing 47 types; "Painting," by 10 plates showing 31 examples; "Furniture," by 4 plates. In a few exceptional cases, as in the article "Ceramics," or "Heraldry," or "Knighthood and Chivalry<sup>1</sup>," recourse has been had to colour printing.

417 maps.

The 417 maps, whether occurring in the text, or occupying page and double-page plates, have been made especially to illustrate the articles which they accompany.

Maps  
made  
for the  
book.

The method generally pursued in obtaining maps for a book is to requisition whatever the cartographer can, with any approach to appropriateness, supply from his stock. In the present case, on the other hand, the editors carefully studied the requirements of each article—a copy of which, indeed, accompanied their instructions to the cartographer. The proof of each map was indexed as it was received, and the index compared with the article, whereupon the maps were often returned to their makers scored over with corrections. As a result of this more scrupulous method, the maps in the new Encyclopaedia are, indeed, illustrations of the articles which they accompany, and, as such, are inserted in their appropriate places throughout the volumes, instead of being collected together in one "atlas" volume. There are, in all, 117 plate maps (of which some entailed no less than 12 printings), and 300 maps in the text.

Specimen  
pages  
to be  
studied.

The reader of this prospectus is earnestly invited to study the pages enclosed with it, not merely as specimens of type, printing and paper, but, also, as an indication of the immense wealth contained in the book. True, the 28 volumes of text are represented by but two pages from the total of 960 in each volume. An actual sample of the reality, however, tells more than many words of description, and, in studying these specimen pages, the reader may, perhaps, realise what it would mean to possess the like, in respect, not of fifty or sixty topics, but of forty

<sup>1</sup> The plates in the last named article are of special interest since the selection of orders to be illustrated was made, from his own collection, under the supervision of His late Majesty King Edward VII, who more than once examined the artist's work, while it was in progress at Buckingham Palace, and finally approved the finished plates in February 1910.



thousand; to have at his command the value which he there sees, but multiplied five hundred times.

## The India paper impression

The employment of India paper, and, a correspondingly lighter binding, reduces to ONE THIRD the bulk and weight of the work.

If the manner of its preparation makes the new Encyclopaedia Britannica a more useful possession than were any of its predecessors, the new edition is marked, also, by a material improvement which will render the work many times more useful. Hitherto, a serious drawback has attached to the Encyclopaedia Britannica—it occupied too much room; quarto volumes weighing close upon 7 lbs., and measuring  $2\frac{1}{2}$  inches thick, were inconvenient for reference and still less adapted for reading. An India paper volume of the new Encyclopaedia Britannica, on the other hand, although it contains 100 more pages, and 300,000 more words—i.e. 25 per cent. more matter—measures less than an inch in thickness and weighs not quite 3 lbs.

A drawback removed.

The change is an astonishing one. Indeed, to the reader who looks at the photograph reproduced opposite p. 6, it will seem hardly credible that the short row of slender volumes there represented is, in truth, the Encyclopaedia Britannica. Yet these 29 new volumes actually contain over 2 million more words than did the 35 old volumes of the 10th edition, although they form a row only 28 inches as against 7 feet 4 inches, and weigh but 80 lbs. instead of 240 lbs.

An astonishing change.

It was not until the editors' labours were far advanced that the employment of India paper—which is still, for the most part, restricted to its original use in the printing of the more expensive Bibles<sup>1</sup>—suggested itself as a possible feature in connection with a book of over 26,000 pages. Trial volumes made in this way, however, did but bring out the extraordinary merits of the innovation—indeed, it

<sup>1</sup> It is related that, in 1841, a graduate of Oxford, returning from the Far East, presented to the Clarendon Press a small quantity of paper combining, to a degree then unknown in Europe, the qualities of thinness, opacity and toughness. The paper sufficed for the printing of twenty-four copies of the smallest Bible then known. Subsequent attempts to trace the source of the paper were fruitless, and it was not until 1874 that an examination of one of the Bibles in question led to a series of experiments resulting in the present invention. The name "India," in this connection, contains no more than a general reference to the fact that the original specimen came from the Far East, the "Indies."



is believed that this purely material change in the book will prove an attraction scarcely second to the value of its contents. Formerly, two hands were required to lift a volume of the *Encyclopaedia Britannica* from the shelves, and even the inquirer, who wished merely to refer to an article, had to find a place upon which to rest the volume, while he turned the pages over in search of the desired passage. In its new form, a volume may be taken from the shelf with the thumb and forefinger, and rest in one hand, while the inquirer turns over the pages with the other.

A book  
to read  
made  
readable  
at last.

Even more did the bulk of the old *Encyclopaedia Britannica* militate against the purpose for which the book has always been intended—that of reading as distinguished from reference. In future, instead of sitting at a table, or requiring the support of a stand, the reader who uses the India paper impression will find a volume of the *Encyclopaedia Britannica* light enough to hold in one hand as he sits back at his ease, while the flexible leather will permit him to enjoy the convenience of doubling the volume back, so that it is no more troublesome to hold in the hand than an open novel. To say that this reduction in bulk to one third renders the book three times as desirable a possession is scarcely to do justice to an innovation of which, indeed, it would be difficult to overrate the importance. The practical value of a book to its possessor depends altogether upon the extent to which he will use it, and the slim light volumes of the India paper impression invite reference, tempt to reading<sup>1</sup>. Thus is full justice done to a book of which the contents assuredly fit it above all others to remain in constant use.

A choice  
between  
two im-  
pressions.

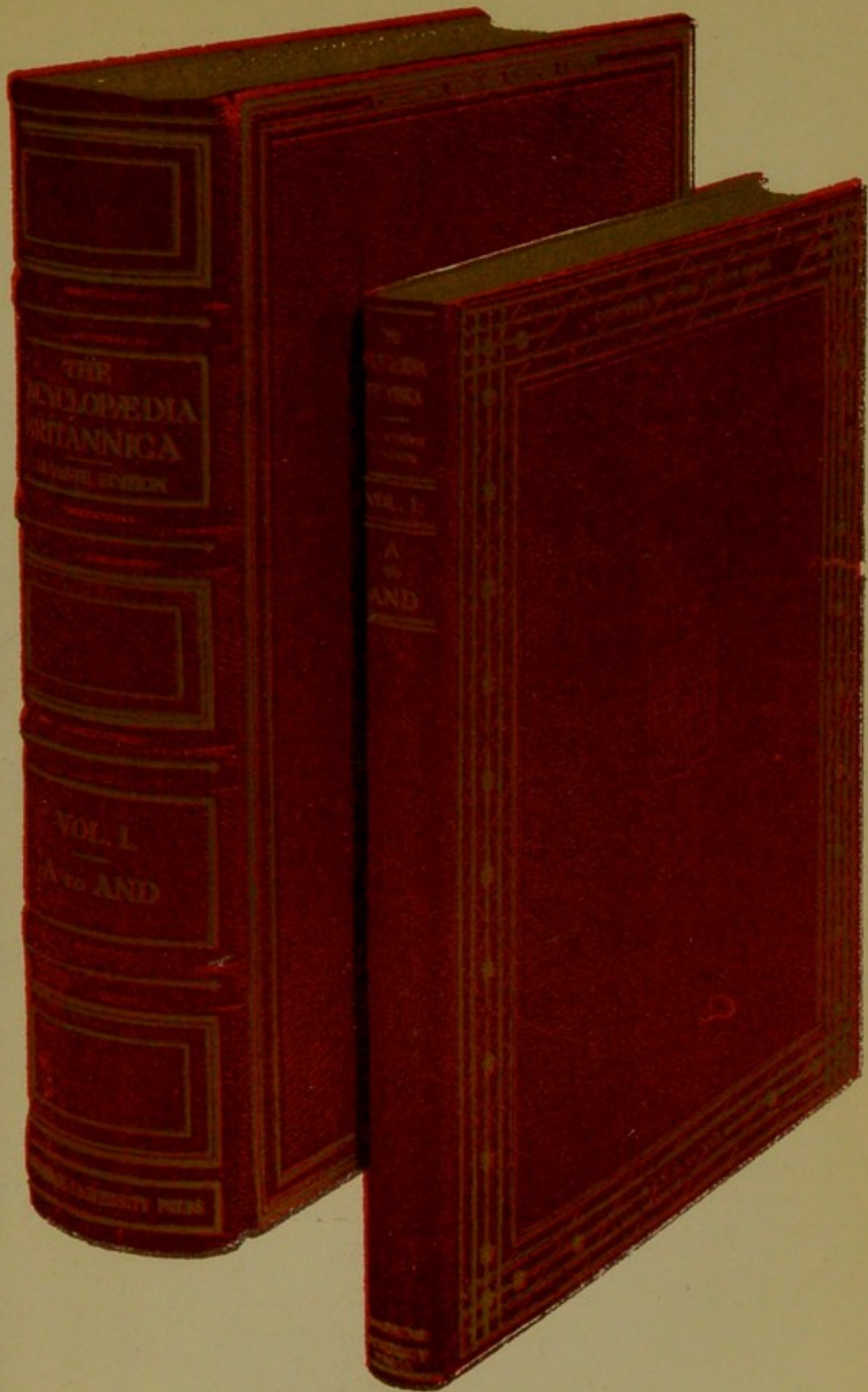
In connection with a historical publication such as is the *Encyclopaedia Britannica*, the Syndics of the Cambridge University Press did not consider themselves justified in issuing the new edition exclusively in the new and smaller form. While, therefore, the advantages derived from the employment of India paper are, in their opinion, overwhelming, they decided to issue an impression also upon ordinary book paper, such as was used for previous editions. The subscriber is thus free to make his own choice between the two<sup>2</sup>.

That this reduction in bulk is gained at no sacrifice in legibility or convenience, the reader may judge for himself from the specimen pages enclosed with this prospectus.

<sup>1</sup> “Dr Johnson used to say that no man read long together with a folio on his table. ‘Books’ said he, ‘that you may carry to the fire, and hold readily in your hand are the most useful after all.’”—*Conversations with Sir John Hawkins*.

<sup>2</sup> It is chiefly in consequence of this double issue of the work that the Syndics invite applications in advance of publication upon the special terms described in the yellow circular inserted after p. 24.





This plate shews (in front) a volume of the India paper impression bound in FULL FLEXIBLE MOROCCO, 1 inch thick, weight 3 lbs. ; and (behind) a volume of the ordinary paper impression bound in FULL MOROCCO, 2 $\frac{3}{4}$  inches thick, weight 8 lbs. (See pages 24 and 25.)







The employment of India paper undoubtedly makes an engaging volume. It is attractive to the eye and pleasant to handle. A glance at the interior reveals a paper of which the excellent printing surface and exceptional whiteness combine to yield a sharp impression from type and illustrations. In spite of extreme thinness, the paper is opaque, and the printing on one side of a page does not show through on the other, even in the blank spaces. The toughness of India paper is no less remarkable than its opacity—it is, indeed, much stronger than ordinary book paper. Their weight, and the difficulty of fastening securely at the back a great bulk of paper, did not well fit the old volumes for rough usage. The book was liable to come away from its cover, especially when the material used for binding was only cloth. The Encyclopaedia Britannica is, assuredly, a book to which children should have free access, yet in many households the fear that appreciation would not be unaccompanied by destruction has kept the volumes from young hands. The tough paper, the light weight and the security of the elastic back, render the India paper volume, especially in its flexible leather bindings, practically immune from mishap.

A  
stronger  
book.

A great charm of the India paper edition has still to be mentioned. *The volumes open flat at any page, and remain open.* A competent critic expressed the opinion that this merit outweighs all the others. It will certainly not lack appreciation from readers who know how seldom a book, especially if it be “well bound,” will open, and lie open, to the full extent of its pages.

A great  
charm.

The expense of India paper has hitherto proved the great obstacle to its popularity, and its employment on a scale so extensive as this (and in the production of a book sold at a *low price*) amounts to a revolution in the publishing world. It is, indeed, in virtue of the unprecedented contracts to be placed with the manufacturers, and of the exceptionally favourable tenders thus to be secured, that the charge for the India paper impression shows an excess of only 1s. 2d. a volume over that of the ordinary paper, in cloth binding.

Only 1/2  
a volume  
more.

Large type is a natural characteristic of an encyclopaedia intended as much for reading as for reference, and from the specimen pages the reader will notice that “long primer” (which is sometimes varied by “nonpareil” in subsidiary portions of the longer articles) is employed for the new edition as it was for its predecessors, although the type differs slightly in character. That used for the 9th edition was made on a big body, with a resultant waste of space accompanied by no corresponding advantage. The better proportions of the new type have enabled the printers, without any sacrifice of legibility, to

Large  
type.



increase the number of words on a page from 1390 to 1536, and thus effect a welcome saving of space.

The India paper impression is bound in three styles—cloth, full flexible leather (sheepskin) and full flexible morocco (goatskin). The ordinary paper impression is bound in cloth, half morocco and full morocco.

A good  
bind-  
ing:—

flexible—

durable—

hand-  
some—

The purchaser should experience little difficulty in selecting the style of binding which will prove most satisfactory to him, if he bear in mind the following indications. As regards the India paper impression, the full flexible leather (sheepskin) binding is to be recommended for a variety of reasons. In the first place, flexibility is among the attractive qualities to which India paper lends itself, and a leather binding (especially in sheepskin, which is extremely elastic) brings out this quality to a degree unattainable in a cloth binding, of which the sides are necessarily stiff boards. In the second place, the full flexible leather binding possesses excellent wearing qualities. In this connection, it should be noted that the sheepskin<sup>1</sup> generally met with is but the thin upper surface of a skin, whereas, in the present case, the leather retains the full thickness of the natural hide, save that the under side has been smoothed to a level surface. In the ordinary course of its treatment, sheepskin is split by a machine, and the upper or grained surface is sold for bookbinding and other similar uses, while the under or fleshy part is made into chamois leather. The skins used for binding in the present instance are of the highest grade—native sheep from the British Isles—and their quality has been impaired by no such weakening process. In the third place, the full limp leather is attractive in appearance. The deep sea green colour is set off by the smooth and polished surface, and the effect has been achieved without the employment of mineral acid (the customary use of which was strongly condemned by the bookbinding committee of the Society of Arts) or of machine-graining at any stage.

<sup>1</sup> Trade names for different varieties of leather are anything but accurate, in consequence of an inclination to identify a less with a more expensive kind. The leather used for the binding in question has, in many instances, after undergoing a detrimental process of artificial graining, passed as "morocco"; but, in preferring to call it what it is, namely, sheepskin, the publishers would point out that by using a leather of good quality, weakened by no process of splitting, and tanned with the same medium (sumach and bark) as is employed in the case of the best goatskin, they are able to offer purchasers a charming leather, not incomparable with morocco for durability, at far less cost. Meanwhile, genuine morocco is provided for those to whom economy is not a consideration of the first importance, and there is no need to emphasise its superiority to any other binding material whatever.



Lastly, the sheepskin binding gives these qualities of flexibility, durability and appearance, at a very low cost. The India paper impression in this style costs but 4s. a volume more than it does in cloth.

economical.

The full flexible sheepskin binding has been described at some length, in order to justify the very strong recommendation of this style<sup>1</sup>.

The cloth binding is, naturally, the cheapest, but stiff boards do not bring out the attractive quality of flexibility. The colour of the cloth is green, and the sides are relieved with a stamped design.

Cloth.

In full limp morocco (genuine goatskin) the book costs 6s. a volume more than in sheepskin, and the extra expense will not be grudged by those who desire the most beautiful and durable of all binding materials. Selected large skins of Cape goat, sumach-tanned, have been used for the purpose, and here, also, no mineral acid and no artificial graining have impaired the strength of the leather. The colour is deep red, and the simple decoration avoids the fault, common in "handsome" bindings, of overloading with gold the fine surface of the leather.

Morocco.

As regards the ordinary paper impression, the cloth binding is scarcely to be recommended, since it affords too slight a casing for heavy volumes frequently in use. The fault is corrected in the half morocco binding, which has genuine morocco leather back and corners. The full morocco is a binding "de luxe." The leather, in either case, is of the same quality, and the same colour (deep red), as that used for the full limp morocco binding of the India paper impression.

Ordinary paper bindings.

Illustrations of the four leather styles are given in this pamphlet, facing pages 18 and 22.

Three styles of book-cases have been made for the India paper impression, and are offered to purchasers of the book at moderate prices.

Although, in the India paper impression, the 28 volumes and index of the new Encyclopaedia Britannica will together occupy a space of only 28 inches wide, and some purchasers will, therefore, find room for the volumes among their other books, the majority will, doubtless, prefer to keep the volumes together in a separate place.

The oak rack, of the approved trough shape shown in the illustration facing p. 34, affords, at the least possible

The portable rack—  
12/6.

<sup>1</sup> It should be mentioned that, in the whole business of selecting leather for the binding of the new Encyclopaedia Britannica, the publishers have benefited by the long experience and profound technical knowledge of Dr Parker (of the London Leather Industries Laboratory), by whom, in fact, the specifications for the skins were finally drawn up.



additional expense, the simplest kind of case that will take the books conveniently. This portable rack is intended to stand on a table, or the top of a low book-shelf.

The  
single-  
tier stand  
—57/-.

The illustration facing page 6 shows a single-tier book-stand, in which the volumes also rest in a sloping position. The design is an original one, perfected after many trials, yet in keeping with the best traditions of Georgian furniture. The stand, which is of solid mahogany, combines lightness (weight only 18 lbs.) with strength. The parts are dowelled together, and screws are nowhere used. The volumes are kept upright, even when any of them are in use, by the four dividers. The shelf above the trough has been cut from mahogany selected for its beautiful grain. The reader will find it a convenient place on which to lay volumes when he is using more than one at the same time. Invisible metal domes ("Domes of Silence") have been preferred to castors, as equal in convenience and superior in strength and appearance.

The  
double-  
tier stand  
—35/-.

The illustration facing page 12 shows the double-tier stand, which has been made to take the 29 volumes with the utmost economy of space. Its outside measurements are 19 inches wide, 10 inches deep and 3 feet high. The wood is mahogany of choice grain, and, although the stand weighs but 11 lbs. and has an attractively slender appearance, its strength is fully adequate for the purpose. This stand, also, has been joined without screws, and fitted with "Domes of Silence."

Revolv-  
ing case  
for  
ordinary  
paper—  
£3.

A revolving book-case in fumed oak has been made for those who may prefer the ordinary to the India paper impression. The number of such subscribers will, in all probability, be small, and it was not originally proposed to make any provision for book-cases in this quarter. A revolving book-case is, however, so popular an article, and the cost of having such a piece of furniture made to his order would be so considerable a tax upon the individual purchaser, that the publishers decided themselves to offer one for sale at a moderate price.



## The 28 Volumes of text: an indication of their contents.

The new Encyclopaedia Britannica contains, under whatever word might afford subject of inquiry, a description of the person, place, object or conception for which the word stands.

Were its meaning but realisable, this true statement of the case would leave no room for further remark upon the contents of the volumes. Since the new Encyclopaedia Britannica contains everything, and its arrangement is alphabetical, what need to specify a score of articles out of the twelve hundred or so that occur in each volume?

The very comprehensiveness of the statement, however, deprives it of its force, and it is hoped that the following fractional attempt at description, read in conjunction with the specimen pages, may contribute something towards the realisation of the wealth that is in the book. It will, at least, serve to show how the contents are distributed among the 28 volumes of text.

It should be remarked that, on an average, 1536 words go to a page. The new Encyclopaedia Britannica thus gives as much matter as would be contained in from four to five hundred ordinary octavo volumes.

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**Volume I** goes down to "Androphagi" (the man-eating people of Herodotus) and contains 1131 articles—e.g. "Admiralty Administration," "Agriculture," "Alexander" (33 biographies), "Algebra," "Alphabet," "America," "Anatomy." "Africa" (43 pages) may be selected as a type of the comprehensive article assigned to the various countries and great natural divisions of the earth. The continent is regarded from all standpoints—those of geography, geology, flora and fauna, natural resources, races, exploration, history. The story here told of Africa's partition affords

evidence of the swiftness with which events have moved in our day. Thirty years ago, the mention of Cape Colony, Natal, Algeria and Egypt would have sufficiently indicated the considerable European possessions in Africa. Today, Abyssinia, Morocco and Liberia alone preserve an independent existence. The total number of pages in the volume is 976, of illustrations and maps in the text 140. The archaeology of America, and especially of its central portions, affords material for 4 plates, no less important than they are curious. The 4 plates accompanying "Aegean civilisation" illustrate the



marvellous ages of culture which existed in the Greek Islands centuries before the battle of Marathon. The articles "Altar," "Amphitheatre," "Alhambra," are illustrated with 2 plates each. "Aeronautics" (which deals with balloons and not with flight) has 2 plates, and "Alloys" one. Plate maps accompany the articles "Africa," "Alabama" and "Alaska."

**Volume 2**, with 1020 articles, carries the succession of headings down to "Austria." The biographies range from "Aristophanes" to "Jane Austen," from "St Anthony" to "H. H. Asquith": the longest is that of "Aristotle," containing, as it does, an exposition of doctrines which have exercised, and, probably, still exercise, a more general influence upon the thought of the world than those of any other philosopher. Two contributions to Bible criticism ("Apocalypse" and "Apocrypha"), three notable Zoological treatises, and a number of articles dealing comprehensively with the principles of several great subjects (such as "Anthropology," "Architecture," "Arithmetic," "Astronomy") also fall within this volume, as well as the article "Australia." Under "Army" will be found historical sketches both of the development of land forces in general and of the armies of various countries. "Anti-Semitism" may be indicated as representing a type of contribution scarcely to be expected in an encyclopaedia, even though it aim at so comprehensive a survey as does the Encyclopaedia Britannica. The article, which amounts almost to a review of Continental history since 1870, in reality continues down to the present day the Jewish history of which earlier periods are described under other headings. "Appendicitis" may be remarked as typical of one among the various kinds of medical articles—those, namely, which deal with the causes, symptoms and treatment of specific maladies. The total number of pages in Volume 2 is 970; of illustrations and maps in the text 234. Of the 34 full-page plates, 16 illustrate the article "Architecture," reproducing 46 types of buildings; 2 give nine pictures (from contemporary sources) representing, in action, the typical

field artillery of each epoch, beginning with Louis XI, and ending with the army manoeuvres of 1909; 2 accompany "Aqueduct"; 6 illustrate the article "Archaeology" with many interesting types of prehistoric handwork; while one accompanies the allied article "Anthropology"; 2 give admirable photographs in illustration of "Aurora"; and one accompanies "Armour Plates," showing the effects of various shot on various plates. Plate maps accompany "Arabia," "Argentine," "Arizona," "Arkansas," "Austria," "Asia," "Australia."

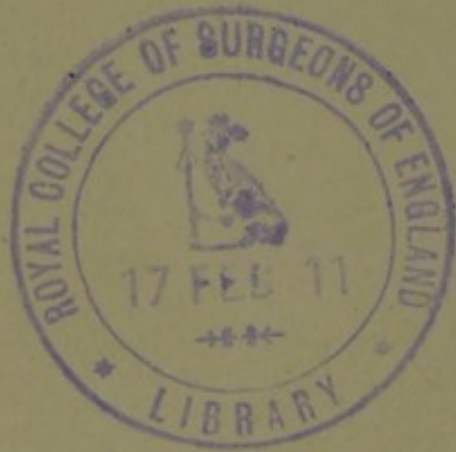
**Volume 3** comprises 1720 articles, of which the longest is the critical and historical treatise "Bible" (45 pp.). The wide range of biographies in the new Encyclopaedia Britannica may be suggested by a dozen taken at random from this volume—"Lord Avebury," "Bach," "Francis Bacon," "Balboa," "A. J. Balfour," "Balzac," "Barbarossa," "T. J. Barnardo," "P. T. Barnum," "Lord Beaconsfield," "Sarah Bernhardt," "Lord Charles Beresford." Law and business afford such comprehensive articles as "Bankruptcy" (11 pages) and "Banking" (19). "Biology" (3 pages), "Bacteriology" (24), "Bird" (19), "Bee" (13), represent four different grades of biological articles. Other articles include "Belgium," "Billiards," "Benedictine." The article "Bible" epitomises the history of both the Testaments, and treats comprehensively of all that criticism, both of text and history, which has exercised a powerful influence upon current thought. "Bacteriology" may be singled out as representative of the many articles dealing with subjects which are entirely the discovery of our own day. No such heading occurred in the last new edition, while here the absorbing record of research in this field occupies 24 pages. Of the 7 plates in this volume, two accompany the article "Babylonia"; two illustrate "Bayeux Tapestry"; two reproduce some early MSS. and printed texts of the Bible; one illustrates "Astrolabe" with photographs of a most beautiful and elaborate Moorish example of this instrument. Plate maps accompany "Belgium" and "Berlin."





The use of India paper makes a light, slender, flexible volume, which may be doubled back, held in one hand, and read with ease and comfort.







**Volume 4** opens with the article on the Bisharin (famous breeders of camels and loyal supporters of the British cause in the Sudan) and closes with that on Calgary, a mining town of Alberta. Between these two, 1750 articles are to be found. The biographies include "R. D. Blackmore," "General Botha," "Robert Browning," "Bismarck," "Caesar Borgia," "Baroness Burdett Coutts," "Edmund Burke," "Sir F. C. Burnand," "Lord Byron," "Julius Caesar." With these may, also, be classed the articles on the Brontë family and the great house of Bourbon. Astronomy gives us "Calendar"; modern history "British Empire"; literature "Book"; religion "Buddhism." The number of pages in this volume is 1020, and there are 260 illustrations. Of the 8 plates, one is given to "Bookbinding," another to "Book-plates" and two to "Brewing." Two are reproductions of Monumental Brasses and two illustrate "Byzantine Art." There are plate maps of Brazil, British Empire, Burma, Cairo, Britain (Roman), British Columbia.

**Volume 5**, which runs from "Calhoun," the great advocate of States rights in American history (1782-1850), to "Châtelaine," comprises 1271 articles. Among biographies within these limits are "Calvin," "Campbell-Bannerman," "Carlyle," "Chamberlain" and "Charlemagne." With these may be mentioned the articles on the family of the Cecils and on 27 historic bearers of the name Charles. "California" and "Canada" fall within this volume, and among the cities described are "Carthage" and "Cambridge." The arts are represented by "Carpentry" and "Ceramics" and, more indirectly, by "Cathedral" and "Catacomb"; Medicine by "Cancer." The article on "Ceramics" (57 pp.) is an illustration of the comprehensive treatment which throughout the new Encyclopaedia Britannica is awarded to the applied arts. Modern research, the conclusions of which are collated in this article, has proved that the making of pottery has been known from prehistoric times wherever clay was to be found, and the writer finally explodes the still prevalent view that it was the

invention of a single race, from whose hands it spread slowly over the earth. The article is illustrated with 52 drawings showing pottery and porcelain of all ages, together with numerous potters' marks, and ten full-page plates (of which 5 are coloured) forming a very beautiful series of 52 representative examples. The word "Celt" is seldom used with its true meaning, and, in marking the real distinctions between the terms "Celtic," "Gaelic" and "Teutonic," the article "Celt" (41 pp.) clears the ground for a comprehensive history of the Celtic languages and of the great works of literature which have been produced by the various branches of the race. The total number of pages in this volume is 980, of illustrations in the text 305. Besides the 10 full-page plates to "Ceramics," four are assigned to "Carpet," four to "Cattle," two to "Chasuble," two to "Cat" and two to "Cavalry." There are plate maps of California, Canada, Central America.

**Volume 6.** Perhaps some idea, incomplete yet suggestive, of the value of the Encyclopaedia Britannica, as a source of entertainment no less than of information, may be gained by a perusal of the mere names of a few articles from one of the volumes. The following are taken at random from the 1231 articles in volume 6:—"Earl of Chatham," "Chatsworth," "Chaucer," "Cheating," "Chemistry," "Chess," "Chilblains," "Children's Games," "Chiltern Hundreds," "Choir," "Cholera," "Chopsticks," "Christian Science," "Christmas," "Lord Randolph Churchill," "Cicero," "The Cid," "Cinematograph," "Circus," "Civilisation," "Civil List," "Cleopatra," "Climate," "Lord Clive," "Clock," "Clown," "Coal," "Coast Defence," "Cock Fighting," "Cock Lane Ghost," "Colours (Military)," "Colours of Animals," "Columbus," "Comedy," "Comet," "Company," "Compass," "Confessional," "Conjuring." There are six full-page plates in the volume. Two accompany the article "Coccidia" and give engravings of different organisms: two illustrate the arts of China: and two reproduce photographs of famous comets. Plate



maps accompany "Connecticut," "Colorado," "China."

**Volume 7**, with 1290 articles, carries the work forward to "Denidov," the distinguished Russian family of that name. Some of the other biographies that occur in this volume are "Coquelin," "Corot," "Crabbe," "Bishop Creighton," "S. R. Crockett," "Lord Cromer," "Oliver Cromwell," "Dante," and "Charles Darwin." One of the many notable innovations in the new edition of the *Encyclopaedia Britannica* is the devotion of separate articles to historic campaigns and battles. In this volume, the story of the Crimean War is graphically told from the gathering of the Allied Fleets in the Bosphorus to the signing of the Peace of Paris. On every page, almost in every paragraph, we read of a name or a deed of immortal fame—The Alma, the march on Sevastopol, the siege, Balaklava, Inkerman (the last instance of a "soldier's battle"), Florence Nightingale, the assault on the Redan, the storming of the Malakoff, the death of Lord Raglan—a splendid, but an appalling tale. "Costume," to turn to a very different phase of human activity, is illustrated by a plate as well as by numerous drawings in the text, and offers an interesting history of the evolution of dress. Specially interesting are the speculations in the opening pages of the article on the origin of costume (apart from climatic reasons) and the causes which have tended to its development through the ages. Countries and places that occur in this volume are Corsica, Crete, Cuba, Cyprus, Dahomey, Dartmoor, Delhi and Demerara. Law gives us "Constitution," "Conveyancing" and "Copyright"; sociology, a comprehensive article upon Co-operation; sport, "Cricket" and "Croquet." Of topical interest are the articles on the ceremony of "Coronation" and on the "Dance," the latter an art whose ancient forms have recently witnessed a striking revival. There are twelve full-page plates in this volume in addition to the many illustrations in the text.

**Volume 8** embraces 1300 articles,

from "Demi-john" to "Edward the Black Prince," and contains twelve full-page plates. Four of these accompany the article "Dog," and illustrate a very large number of breeds. The article "Diamond" has two plates showing the extraordinary appearance of the De Beers diggings: two illustrate the article "Dredging," and two show various breeds of doves and pigeons. The remaining two give reproductions of famous drinking-vessels, in illustration of the five-page article on that subject. Alphabetical order makes strange bed-fellows, and in close conjunction in this volume one finds such articles as "Dodo" and "Dodona," "Divination" and "Divorce," "Drama" and "Drainage," "Dugong" and "Dynamics," "Diderot" and "Diet," "Earthquake" and "Education." The treatment of wars and battles, from a military standpoint, in separate articles—i.e. apart from the general histories of countries—is a new feature of the 11th edition. In this volume, for instance, there is a seven-page article on the "Dutch Wars"; but this convenient principle is by no means confined to naval and military history. Thus, an explanation of the all-important "Eastern Question" will be found under that head, forming an introduction, as it were, to the articles in which the phases of the question in various countries are separately treated. The article "Diplomacy" gives, for the first time in English, a history of the diplomatic service based on modern research. Similarly, the article on the "Donation of Constantine" brings together details of an extremely interesting problem of which no critical account previously existed in the English language. This, indeed, is but one of many instances where the new *Encyclopaedia Britannica* fills a gap in English scholarship. The curious subject of "Dene-holes" is studied in an article by itself, as are "Duels," "Ducking-stools," "Drawing and Quartering." The article "Earl" is an instance of the authoritative treatment of titles. In the sphere of engineering, there are articles on "Docks," "Dredging," "Dynamo"; in that of medicine, "Dysentery," "Dyspepsia," "Dentistry." Such entries as "Drake"



"Du Guesclin," "Diane de Poitiers," and the affair of the "Diamond Necklace" prove that the romance of history is not forgotten. There is a plate map of Denmark, as well as many maps in the text.

**Volume 9** (960 pages) begins with the biography of Sir H. B. Edwardes, the soldier-statesman of the Punjab, and ends with the "Evangelical Association." The narrow limits of this volume are explained by the importance of certain articles that fall within them. Thus, "England," with its allied headings of "Church of England," "English History," "Finance," "Law," "Language," "Literature," etc., occupies 237 pages. The article on "Egypt," in which the marvellous antiquities, the ancient and mediaeval history, and the modern development of that country, are described by the very highest authorities in each field, takes up 110 pages; that on "Europe," 46 pages: on "Ethics," 37 pages. "Electricity," and derivatives beginning with "Electro-" also occupy a large space. The sections on "Elam" and the Book of "Esther" prove how greatly the interest of the Bible narrative is enhanced by comparison with the early Persian sources, recently brought to light by archaeologists. Among the biographies in the volume are those of Elizabeth of Bohemia, fitly called the "Queen of Hearts," and of Espartero, ninth son of a Spanish carter, who crushed out the Carlist revolt and became the supreme regent of Spain 70 years ago. The volume contains 12 full-page plates. Of these, four illustrate the art of ancient Egypt; six give 30 representative examples of Embroidery; two illustrate various kinds of Enamels. There are two plate maps of England, one of Egypt, and two of Europe.

**Volume 10** (944 pages) begins with the "Evangelical Church Conference" of Germany and the "Evangelical Union" of Scotland: it concludes with a long line of 13 saints, kings, and princes who have borne the name of 'Francis,' down to "Francis Joseph I," the veteran Emperor-King of Austria-Hungary. The article on

"Flight and Flying," illustrated by no fewer than 53 diagrams in the text as well as by two full-page plates of the most modern aeroplanes, may be cited as an example of the way in which a complex subject is made intelligible to the average reader. The writer begins with a study of the flight of birds, bats, and insects, showing, for instance, how different are the motions of the king penguin in diving, swimming, and flying, and so leads the reader on to an understanding of the principles by the adoption of which success has attended the efforts of Wilbur Wright, Paulhan or Blériot. The article devoted to "Fortification and Siegecraft" (46 pages) will be welcomed by military students, whether professional or amateur: both in width of range and in conciseness of statement there is no other study like it in English, or perhaps in any language. A mass of curious information is to be found under the headings "Evil Eye," "Exorcism," "Fool," "Fairy," "Faith-healing," "Fables," and "Fetishism": while "Exogamy," "Evolution," "Family," and "Fire," are full of interest to anthropologists. The articles on "Faust," "Fastolf," "Guy Fawkes," and "Dr Fell" prove how widely the original bearers of those names differed from the modern popular conception of them: the history of "Examinations" is traced back to 2200 B.C., that of commercial "Exhibitions" to the days of King Ahasuerus. France (154 pages) is one of the longest sections in the volume, and among other geographical articles are "Florence" and "Ferrara," "Fiji," "Finland," and "Fernando Po." Considerable space is, also, given to "Finishing" (in textile industries), "Evidence," "Extradition," "Famine," "Forestry," "Flower," "Fire-Prevention," "Fisheries," "Feudalism." Two full-page plates illustrate the article "Fibres"; two show 8 species of fir tree; two give coloured representations of different "Flags," some of which, it is believed, are here correctly reproduced for the first time. There are two full-page maps of France, the one modern and the other historical: and one of Florida.

**Volume 11**, from "Franciscans"



to "Gibson," occupies 944 pages. "Germany" is one of the longest articles in the volume, followed by sections on "German Language" and "German Literature." The articles "French Language" and "French Literature" also come within its limits. The articles "Friends, Society of," "Free Church of Scotland," "Franciscans," may be cited as illustrating the principle pursued in dealing with religious subjects. The articles, as they should be, are written by eminent authorities who see the subject "from inside," and thus render comprehensible tenets or practices which may be entirely foreign to the reader. At the same time, the treatment is judicial and non-partisan. Indeed, there is evidence of the unbiassed mind in every controversial subject, as may be noted in the articles on "Free Trade" or the policy of "Sir Bartle Frere." In illustration of the Encyclopaedia Britannica's claim to rank as a complete dictionary of international biography it may be mentioned that this eleventh volume alone contains lives of 39 artists of all ages and nations, from "Ghirlandajo" to "Gainsborough," from "Gentile da Fabriano" to "Frith" and "Dana Gibson." Other biographies are those of "Benjamin Franklin," "Frederick the Great," "Frobisher," "Froissart," "Frontenac," "Galileo," "Gambetta," "Gibbon," "Garibaldi," "Gautier." The entirely new science of "Geography" that has grown up during the last few years is explained under that heading: and the general principles of "Geology" and "Geometry" are comprehensively treated. Long articles are devoted to "Gas," "Furnace" and "Fuel"—the last-named of acute interest in view of recent naval developments. "Fungi" is illustrated by 20 diagrams, "Gastropoda" by no fewer than 62. The article "Gentleman" yields a mass of unexpected informa-

tion, and "Freemasonry," "Friendly Societies" and "Funeral Rites" are fully dealt with. Two full-page plates illustrate the article "Gem." There are also full-page maps of Germany, Georgia and French West Africa.

**Volume 12**, from "Gichtel" to "Harmonium" (960 pages) contains a long article on "Greece," illustrated by full-page maps of the country in ancient and modern times, as well as separate sections on "Greek Art," "Language," "Law," "Literature" and "Religion." The treatment of classical subjects has too often been regarded as something quite apart from the rest of human experience: in these articles, however, the ancient history of the Greek States is treated in precisely the same critical and human manner as are the histories of modern countries, and thus falls into its proper place in the general scheme of European and Asiatic histories—in both of which the determining part played by Greece reveals itself more and more clearly as research advances. The biographies of a large number of British politicians of our own day fall within this volume—Gladstone, Granville, Goschen, Harcourt, Sir John Gorst, Sir Edward Grey and Mr Haldane, and among other biographical notices may be found those of Gluck, Gounod, and Handel, of Goethe and of Goldsmith, of Guy of Warwick, General Gordon, Godfrey of Bouillon, Yvette Guilbert and Edmund Halley. "Golf" is dealt with in an article of the highest authority, as are the subjects "Glaciers," "Gipsies," "Glass," "Gunpowder" and "Gnosticism." Two full-page plates are assigned, respectively, to "Glass" and to "Stained Glass," while no fewer than six reproduce representative examples of "Greek Art."

The business of naming even one out of fifty articles in each volume grows lengthy, and the reader, who may have found the foregoing brief survey of some assistance in realising the wealth that is in the new Encyclopaedia Britannica, would have little reason to thank the publishers



for another eight pages of article headings. In respect of the remaining 16 volumes of text, then, it will suffice to indicate here how the articles are divided among them.

**Volume 13:** "Harmony" to "Hurstmonceaux" (village near Eastbourne); 960 pages, 13 plates and maps.

**Volume 14:** "Husband" to "Italic"; 912 pages, 21 plates and maps.

**Volume 15:** "Italy" to "Kysh-tym" (Russia); 914 pages, 20 plates and maps.

**Volume 16:** "L" to "Lord Advocate"; 992 pages, 11 plates and maps.

**Volume 17:** "Lord Chamberlain" to "Mecklenburg"; 1,020 pages, 4 maps.

**Volume 18:** "Medal" to "Mumps"; 992 pages, 21 plates and maps.

**Volume 19:** "Mun, Count de" to "Oddfellows"; 996 pages, 22 plates and maps.

**Volume 20:** "Ode" to "Payment of Members"; 1,020 pages, 21 plates and maps.

**Volume 21:** "Payn, James" (English novelist) to "Polka"; 1,030 pages, 31 plates and maps.

**Volume 22:** "Poll" to "Reeves, Sims"; 1,100 pages, 3 plates and maps.

**Volume 23:** "Refectory" to "Saint Beuve"; 1,000 pages, 29 plates and maps.

**Volume 24:** "Sainte - Claire Deville" (chemist) to "Shuttle"; 996 pages, 31 plates and maps.

**Volume 25:** "Shuvalov" (Russian diplomatist) to "Styria"; 1,024 pages, 37 plates and maps.

**Volume 26:** "Styrolene" (in chemistry) to "Tompkinsville (U.S.A.)"; 1,024 pages, 24 plates and maps.

**Volume 27:** "Tomsk" to "Vespers"; 1,024 pages, 1 map.

**Volume 28:** "Vespucci" (discoverer of America) to "Zymotic Diseases"; 1,024 pages, 8 plates and maps.



## Some Contributors to the new Encyclopaedia Britannica.

As we have seen in the paragraph describing the simultaneous, and, consequently, more methodical, composition of the new Encyclopaedia Britannica, the first step was taken when the editor in charge of a given department joined his contributors in a preliminary survey of their subject, and laid out a plan for its exhaustive and systematic treatment under the various headings as they might occur throughout the whole series of volumes. It would, indeed, be impossible adequately to acknowledge the debt which the new work owes to the spirit in which the contributors gave their services. The whole world of scholarship was ready to lend a hand in the perfecting of the work, bringing special knowledge to bear in the shape of editorial assistance, as well as in the contribution of articles.

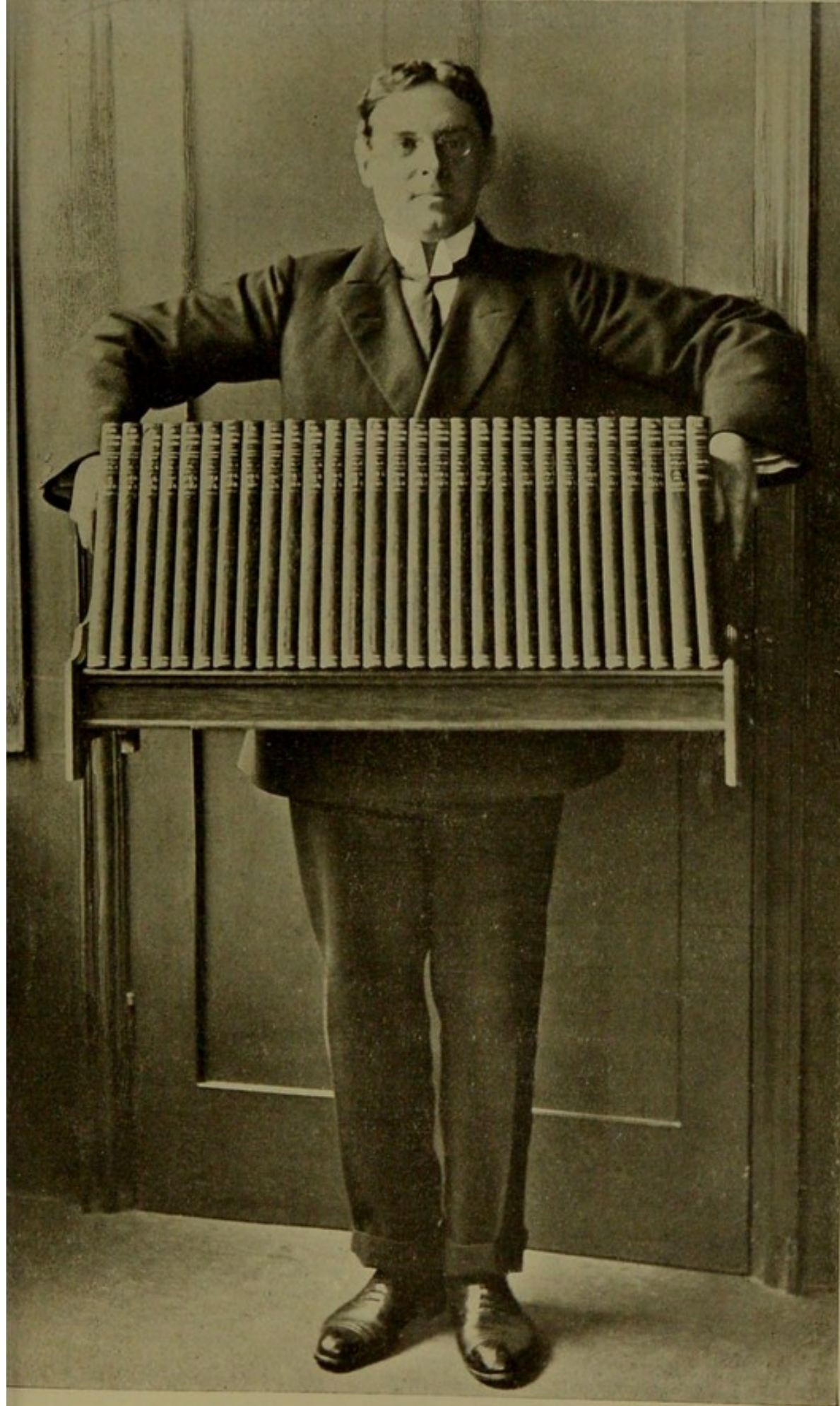
Thus, in the department of **Physics**, the book is indebted to *Lord Rayleigh*, Chancellor of the University of Cambridge, not only for his own contributions, but, also, for advice in the treatment of various physical subjects. The late Lord Kelvin was consulted as to those branches of physical science with which he had dealt in the 9th edition, and it was his desire that *Professor Callendar* (Professor of Physics, Royal College of Science) should stand as his successor in the treatment of the subject Heat, while another of his subjects, Elasticity, was assigned to *Professor Love* (Sedleian Professor of Natural Philosophy at Oxford). In addition to the contribution of articles, *Professor Lamb* (Professor of Mathematics at Manchester) gave assistance in the arrangement of the whole subject of Mechanics. Among other contributors who deal with various branches of physics and mathematics may be mentioned:—*Sir George Darwin*, Plumian Professor of Astronomy and Experimental Philosophy at Cambridge; *Sir Joseph Larmor*, Lucasian Professor of Mathematics, Cambridge; *Sir Joseph Thomson*, Cavendish Professor of Experimental Physics, Cambridge; *Professor Poynting*, Professor of Physics, University of

Birmingham. The whole subject of astronomy, again, was planned by *Dr Simon Newcomb*, Professor of Mathematics, U.S. Navy. *Sir David Gill* has contributed a magnificent series of articles upon astronomical instruments; while the articles upon lenses, aberration, microscope, stereoscope and the like have been in the hands of *Dr Eppenstein*, *Dr Pulfrich*, and *Dr Henker*, all members of the Zeiss laboratory in Jena.

In the field of **Engineering**, the following authorities may be mentioned:—*Professor James Ewing*, C.B., late Professor of Applied Mechanics at Cambridge, now Director of Naval Education; *Professor W. Cawthorne Unwin*, Emeritus Professor, Central Technical College; *Professor Fleming*, Professor of Electrical Engineering in the University of London; *Sir Philip Watts*, Director of Naval Construction to the Admiralty; *Professor W. E. Dalby*, Professor of Civil and Mechanical Engineering, Central Technical College, and late University Demonstrator at Cambridge; *Professor H. E. Munroe*, Professor of Mining in the Columbia School of Mines.

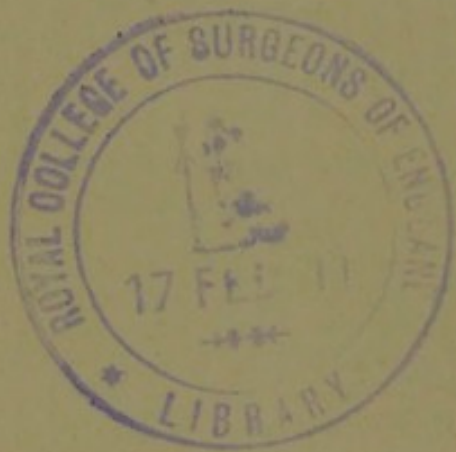
The subject of **Geology** may be cited as affording an illustration of the





Printed upon India paper, the entire 29 volumes of the 11th edition make no more than a good armful (28 inches wide, weight 80 lbs.). The portable oak trough shown in this photograph is described on page 25.







well-considered plan upon which exhaustive information in a given field has been distributed in the most useful and appropriate way under a large number of headings. In addition to the article "Geology," the 9th edition contained but 50 articles in this field, where the new edition has between 500 and 600<sup>1</sup>. The main article "Geology," dealing with the hitherto neglected history of the science and its general purpose, is by *Sir Archibald Geikie*, while the whole network of articles throughout the book was arranged by *Mr H. B. Woodward*, late Assistant-Director, Geological Survey of England and Wales, according to a well articulated plan, in which the various groups of articles were undertaken by a body of the most eminent authorities in England.

The organisation of the **Zoology** articles was in the hands of *Dr Chalmers Mitchell* (Secretary to the Zoological Society and late University Demonstrator in Comparative Anatomy at Oxford), while *Dr A. B. Rendle* (Keeper, Department of Botany, British Museum) was in charge of the whole subject of **Botany**. Important contributions upon plant pathology have been made by *Professor Blackman* (Professor of Botany, University of Leeds), and upon various branches of Zoology by *Sir Edwin Ray Lankester* (late Director of the Natural History Museum, London), *Professor Graham Kerr* (Regius Professor of Zoology, Glasgow), and *Professor G. H. Carpenter*, of Dublin.

In the field of **Surgery and Medicine** *Dr F. G. Parsons* (Vice-President, Anatomical Society) contributed the article "Anatomy," and planned the treatment of the subject throughout the volumes upon a comparative method new to the Encyclopaedia Britannica. The entire subject of Surgery has been in charge of *Mr Edmund Owen* (Consulting Surgeon to St Mary's Hospital, London). Im-

portant medical contributions have been made by *Sir Clifford Allbutt* (Professor of Physic, Cambridge), *Professor Sims Woodhead* (Professor of Pathology, Cambridge), *Sir John Broadbent*, *Sir Lauder Brunton*, *Professor Robert Muir* (Professor of Pathology, Glasgow).

Among the authorities who write upon various branches of **Chemistry** are to be numbered some of the most distinguished foreign contributors, who may be regarded as creators in their respective fields of research:—*Professor Dr Nernst*, Director (since 1905) of the University Institute for Physical Chemistry, Berlin; *Dr Ostwald*, late Professor of Chemistry at Leipzig; *Professor van't Hoff*, Professor of Chemistry, Berlin; *Professor van der Waals* of Leiden; *Dr Lunge* of Zürich.

That, in the fields of **Agriculture and Industries**, no less than in those of pure science, the new edition has fully developed the principle of resorting for its articles to original authorities, may be gathered from the names of the following contributors:—*Professor Robert Wallace* (Professor of Agriculture, Edinburgh University); *Sir William Schlich* (Professor of Forestry, Oxford); *Mr William Burton*, manager of one, and late chemist to another, of the largest potteries in England; *Professor S. J. Chapman* of Manchester, author of "The Cotton Industry"; *Professor A. F. Barker* of Bradford, author of "The Causes of Defects in Fabrics"; *Sir Boverton Redwood*, Adviser on petroleum to the Home Office.

Among the contributors in the field of **Law** are *Sir Walter Phillimore*; *Professor Maitland*; *Professor Westlake* (Professor of International Law at Cambridge, 1888-1908); *Mr John Smith, C.B.*, late Inspector-General in bankruptcy; *Mr C. F. Brickdale*, of the Land Registry Office; *Sir M. D. Chalmers*, who drafted the Sale of Goods Act.

<sup>1</sup> This does not include some 300 articles in the field of Mineralogy and Crystallography (contributed by *Mr F. W. Rudler* and *Mr L. J. Spencer*), and 80 in that of Petrology (contributed by *Dr J. S. Flett*).



Among the authorities who have dealt with the history of **England**, either in the main articles, or in important historical biographies, are *Dr James Gairdner*; *Professor Oman*, Chichele Professor of Modern History at Oxford; *Professor A. F. Pollard*, Professor of English History in the University of London; *Mr H. W. C. Davis*, Fellow and Tutor of Balliol, author of "England under the Normans and Angevins"; *Professor Tout*, Professor of Modern History at the University of Manchester.

Important articles upon the history of **France** have been written by *Professor Wiriath*, Librarian of the Musée du Louvre, who has brought to his treatment of French history up to the year 1870 the great gift of brilliant and illuminating generalisation; *Mr J. E. C. Bodley*, author of "France," who deals with the history of the Third Republic; *M. L. J. M. Prinet*, formerly Archivist of the French National Archives; *Professor Antoine Thomas*, of the University of Paris; *Dr Bémont*, editor of the "Gascon Rolls"; *Professor Shotwell*, Professor of History, Columbia University.

Exhaustive treatment, upon a well-considered plan, is no less characteristic of the historical, than of the scientific, portions of the new edition. As an illustration there may be cited the remarkable series of articles in the field of **Medieval History** contributed by scholars who give the result of original research, e.g. "Baron," "Scutage," "Domesday" by *Mr J. H. Round*, author of "Feudal England"; "Manor" and "Villeinage" by *Professor Vinogradoff* of Oxford; "Mediæval Commune" by *Professor Keutgen* of Hamburg; "Gilds" by *Professor Gross* of Harvard, author of "The Gild Merchant"; French law and institutions by *Professor Esmein* of Paris; Germanic Laws by *Professor Pfister* of the Sorbonne. The article "Crusades" is by *Mr Ernest Barker*, Fellow and Lecturer, St John's College, Oxford; that upon the Reformation is by *Professor J. H. Robinson*, Professor of European History at Columbia

University. Among those who deal with Papal history must be mentioned three famous scholars of the Sorbonne—*Mgr. Duchesne*, the first to study his church from within by the historical method; *Professor Luchaire* (died 1908), and *Professor Alphandéry*.

Among the contributors who deal with various periods and aspects of **American** history are *Professor H. L. Osgood*, Professor of American History in Columbia University; *Professor F. J. Turner*, Professor of History at Harvard; the *Rt. Hon. James Bryce*, British Ambassador at Washington.

The new Encyclopædia Britannica, it has been said, is "the result of a fresh survey of the world." The treatment given to the civilisation of **Greece** affords a good illustration of what this means—a good illustration, because the field is a very familiar one, and its antiquity renders more striking the necessity of radical change. The schoolmaster's term "classics"—with its suggestion of something chiefly to do with language and literature, and wholly apart from the rest of human experience—would, naturally, have been used to describe the articles dealing with Greece and Rome in the 9th edition. Art, religion, law, were scarcely recognised. Even the article upon the history of Greece was written from the literary standpoint, and consisted mainly of the alternate doings of Athens and Sparta. Greece, as a whole, hardly emerged, while, on the other hand, no history was given under the headings "Athens" and "Sparta." The new article on Greek history, which was planned to treat Greek history as a whole, in its relations to the world-history, was assigned to the *Rev. E. M. Walker*, Senior Tutor of Queen's College, Oxford, whose true historian's faculty has rendered notable his services in Oxford both as lecturer and examiner. The various states and periods were further assigned to specialists for treatment in separate articles. For example, the contributors upon the prehistoric ages include



*Dr D. G. Hogarth* and *Dr Arthur Evans*, whose excavations in Crete and Cyprus have revolutionised our ideas of European origins; *Professor Myres* (Wykeham Professor of Ancient History at Oxford), and *Professor Ridgeway* (Professor of Archaeology at Cambridge). Again, the late extension of Greek culture into Russia and the East is the new and fascinating subject of many articles, topographical and biographical, by a remarkable body of specialists—*Dr Eduard Meyer* of Berlin; *Sir William Ramsay*, of Aberdeen; *Colonel Maunsell*, the explorer of Kurdistan; *Mr J. G. C. Anderson* (Tutor of Christ Church, Oxford) and *Mr F. W. Hasluck* (King's College, Cambridge) notable travellers and excavators in Asia Minor; *Mr Ellis H. Minns*, Lecturer in Palaeography, Cambridge, one of the very few Englishmen who know the Russian sources. "Greek Art," "Greek Religion," "Greek Law" are three new headings under which articles are contributed by *Professor Percy Gardner* (who has occupied the Chair of Archaeology both at Oxford and at Cambridge); *Dr L. R. Farnell*, author of "Cults of the Greek States," the most authoritative work upon the whole subject in English; and *Dr J. E. Sandys*, of St John's College, Cambridge, editor of Aristotle's "Constitution of Athens." The roll of contributors in this field is by no means exhausted; but perhaps enough has been said to indicate at least, by a single example, the extent to which the whole work is new, authoritative and systematically planned.

A similar process of close specialisation in an enlarged field has taken place in connection with all articles dealing with **Rome** and its civilisation. The new heading "Roman Religion," for example, is the title of an article contributed by *Mr Cyril Bailey*, Fellow and Tutor of Balliol, one of the most brilliant among the younger generation of classical scholars in England. Very important in the field of Roman archaeology are the topographical-historical contributions of *Dr Ashby*, Director of the British

School at Rome, who has explored the sites, making a special expedition to Sicily and Sardinia on behalf of the new edition. Among the distinguished contributors who together covered the field of Roman civilisation are *Dr Postgate*; *Professor R. S. Conway*; *Mr H. Stuart Jones*, late Director of the British School at Rome; *Professor Haverfield*, Camden Professor of Ancient History, Oxford; *Professor H. Goudy*, Regius Professor of Civil Law, Oxford.

The article "Africa, Roman," which may find mention here, introduces a distinguished French contributor—*Professor Ernest Babelon*, of the Collège de France. No English scholar knows the district—indeed, the entirely new material is due to the researches of the *Pères Blancs*.

The authoritative nature of the articles dealing in comprehensive fashion with the various countries and natural divisions of the earth may be indicated by a few examples.

**Asia**—The article upon Japan is by the leading authority, *Captain Brinkley*, a resident in Japan for over forty years, author of the classical work "China and Japan." The article upon Tibet is by *Lt.-Col. L. H. Waddell, C.B.*, Professor of Tibetan at University College, who was already intimate with the country before he served in the Mission to Lhasa 1903-4. Siam is dealt with by *Mr Walter Armstrong Graham*, who has for long been in His Siamese Majesty's service as Director of the Revenue, and, subsequently, of the Lands Department, in Bangkok. *Sir Thomas Hungerford Holdich* is among the authorities who write upon India, and *Professor Giles* (Professor of Chinese at Cambridge) among those who deal with China.

**Africa**—*Lady Lugard*, who contributes "Nigeria," has made original researches in the little-known history of West Central Africa. In the article "Bantu," *Sir Harry Johnston*, founder of the British Central Africa Protectorate, and later Special Commissioner for Uganda, embodies the results of original research. *Dr*



*Randall-MacIver* contributes results of his excavations at the Zimbabwe ruins, and in the Eastern Sudan, not yet published elsewhere. Very valuable are the studies of African ethnology by *Mr T. Athol Joyce*, Honorary Secretary of the Anthropological Society. The history of Algeria from the French conquest is by *Professor Girault*, author of the great "Principes de Colonisation" (1908). The article upon Egyptian history since the British occupation was approved by no less an authority than Lord Cromer himself. Among other distinguished contributors in the African field are *Sir George Goldie*, founder of Nigeria; *Major A. St Hill Gibbons*, explorer of the Upper Zambezi; *Sir William Garstin*, an original authority upon the whole of the Nile system; the *Rev. James Sibree*, who has worked for over twenty years in Madagascar; *Dr John Scott Keltie*, Secretary of the Royal Geographical Society, author of "The Partition of Africa"; *Mr Edward Heawood*, Librarian of the Royal Geographical Society, author of "The Geography of Africa."

**America**—The American portion of the new work was directed from the editorial office in New York, and among those to whom articles were assigned may be mentioned *Professor William M. Davis* of Harvard; *Professor Alexander Chamberlain* of Clark University; *Professor R. S. Tarr* of Cornell; the late *Dr O. T. Mason*, who was Curator of the National Museum at Washington. In connection with the native history of Mexico and Central America, great importance attaches to the contributions of *Dr W. Lehmann* (Director of the Royal Ethnographical Museum at Munich), who contributed the results, not yet published, of his remarkable discoveries concerning the earliest civilisation of Nicaragua, Mexico and Costa Rica.

**British Empire**—Among the authorities who deal with Canada and its history may be mentioned *Dr George Robert Parkin*; *Professor A. P. Coleman*, Toronto; *Professor W. L. Grant*,

Toronto; *Mr E. H. Godfrey*, Department of Agriculture, Ottawa; *Professor G. M. Wrong*, Toronto; *Professor C. W. Colby* of McGill University. *Mr T. A. Coghlan, I.S.O.*, who has contributed articles upon Australia, was Government Statistician before he took the office of Agent-General for New South Waies. *Mr W. Pember Reeves*, the author of "New Zealand," was High Commissioner until 1908. Important contributions upon South Africa have been made by *Mr F. R. Cana*, author of "South Africa from the Great Trek to the Union"; *Mr Alfred Hillier, M.P.*; *Mr G. Duthie*, Statistician to the Rhodesian Government; while valuable help was given by *Sir Thomas Fuller*, late Agent-General for the Cape.

Biographies have been contributed by authorities in the various fields of science, art, history; and, although **Biography**, therefore, does not constitute a department of its own, half a dozen articles may be cited to show that the editors have been no less fortunate here than in the other branches of the work. Thus, "Napoleon" is by *Dr John Holland Rose*; "Dante" by *A. J. Butler*; "Columbus" by *Dr C. R. Beazley*; "Cervantes" by *Dr J. Fitz-Maurice Kelly*; "Lamb" by *Mr E. V. Lucas*; "Hogarth" by *Mr Austin Dobson*; "Westcott" by *Dr Ryle*; "T. E. Brown" by *Sir A. T. Quiller-Couch*.

In no department, perhaps, will the results of systematic editorial organisation prove more appreciable than in that of **Theology** and Biblical criticism. Profound as was the interest roused by the theological articles in the 9th edition, the looser composition of the work, made, as it was, from volume to volume, revealed itself in various directions. The too comprehensive character of certain articles meant the omission of some which were greatly needed, and did not prevent the overlapping of others. In the new edition, the number of headings has been increased. It is believed that no information which an inquirer might reasonably demand



will be found wanting or far to seek. Yet all have been correlated as parts of an exhaustive treatment of the whole.

To begin with the widest aspect of the subject, the study of the man religious, the article "Religion" is by *Dr Estlin Carpenter*, Principal of Manchester College, Oxford, and *Mr R. R. Marett*, of Exeter College, Oxford. Thence diverge notable articles upon every form of human belief, from Fetishism to Mahomedanism, each by an eminent authority.

The articles in the Christian field divide themselves into three main groups—the Bible, theology, and the histories of the Churches. From those which deal with the **Bible**, it must suffice to cite, as an illustration of authoritative treatment, the article "Bible" itself, of which, in the Old Testament, the section dealing with the canon is by *Dr Driver* (who also contributes the section upon chronology), that upon text and versions is by *Mr J. F. Stenning*, Lecturer in Aramaic at Oxford; that on textual and higher criticism is by the *Rev. G. Buchanan Gray*, Professor of Old Testament Exegesis at Mansfield College. The New Testament is dealt with upon a similar plan—the section upon canon is by *Dr Sanday*, Margaret Professor of Divinity at Oxford; that on text, versions and textual criticism is by *Professor Lake* of Leiden; that on higher criticism is by *Professor Burkitt*, Norrisian Professor of Divinity at Cambridge; that on chronology by *Mr C. H. Turner*, Speaker's Lecturer in Biblical Studies at Oxford. In this connection it may be added that the new edition differs from the 9th in devoting separate articles to all the books in the Bible. Christian theology, in such articles as "Inspiration," "Eschatology," "Miracle," "Predestination," is not less authoritatively dealt with.

Among the contributors of articles dealing with the **Churches** and their history may be mentioned, in connection with the Roman Catholic

Church, *Viscount St Cyres*, *Cardinal Gibbons*, *Dom Butler*, Abbot of Downside, *Dr Mirbá*, *Rev. H. Delehaye, S.J.*, the Bollandist historian; the *Rev. William Hunt* (Church of England); *Rev. W. Young* (Presbyterianism); *Professor J. V. Bartlet* (Congregationalism); *Professor Vanes* and *Dr J. M. Buckley* (Methodism). The Coptic, Armenian, and Abyssinian Churches are described by distinguished scholars. Even in this brief note upon a great subject it is impossible to pass over without mention the remarkable series of articles upon ritual—ceremonials, lights, liturgies, vestments. In connection with the last-named subject, the editors enjoyed the advantage of the advice and co-operation of the great authority *Father J. Braun, S.J.*, of Luxembourg.

In the domain of the **Arts**, the following contributors may be mentioned:—*Mr Sidney Colvin*; *Professor G. Baldwin Brown*, of the University of Edinburgh; *Professor Holmes*, Director of the National Portrait Gallery; *Mr Laurence Binyon*, of the British Museum; *Mr Phéné Spiers*; *Mr Lethaby*.

For articles dealing with **Music** and musicians, the editors were able to enlist the services of *Mr Donald Francis Tovey*, who brings to the task a wonderful erudition combined with the instinct and practice of a musician; *Mr. E. J. Dent*, late Fellow of King's College, Cambridge; *Dr W. H. Hadow*, editor of the "Oxford History of Music"; *Miss Schiesinger* who embodies the results of her profound study of musical instruments in a series of articles which alone would give the 11th edition of the *Encyclopaedia Britannica* a unique place among books which deal with music.

**Military** history, as such, did not occur in the 9th edition at all. The Crimean War, for example, was regarded only as an incident in the political histories of England, Russia, France, Italy and the rest. The number of military articles, including biographies, has been raised from 350 in the previous edition to 1000 in the



new edition, and in according articles, arranged and written on a systematic plan, to campaigns and battles, the new edition fills a notable gap which existed, not only in the *Encyclopaedia Britannica*, but also in English literature. Without the support of this historical investigation, much that was written in the 9th edition concerning the art of war came to the reader as the mere expression of opinion—and of an opinion which had not yet steadied itself from the astonishing results of the still recent Franco-German War. Again, the Supplement to the 9th edition appeared at a time when military opinion was once more in a state of flux after the war in South

Africa. Those concerned in the planning and writing of military articles for the 11th edition were more favoured in the period of its composition, and in particular owe much to those investigations which in recent years have distinguished the French General Staff. The general articles upon such subjects as "Cavalry," "Fortification," "Ordnance," have been contributed by a notable body of authorities:—*Colonel F. N. Maude, C.B.*; *Colonel L. C. Jackson, C.M.G.*, Assistant-Director of Fortifications at the War Office; *Mr A. G. Hadcock*, Manager of the Gun Department at Elswick, *Colonel H. A. Bethell*, and *Colonel J. R. J. Jacelyn*.

It is impossible in the space of a few pages to mention even the various departments among which the production of the work was distributed, still less to suggest the authoritative nature of the articles contributed in each. Nothing, for example, has been said of Sport, with its contributions from *Mr A. E. T. Watson*, *Mr Horace Hutchinson*, *Mr W. J. Ford* and from *Mr C. J. B. Marriott* and *Mr F. J. Wall*, the Secretaries respectively of the Rugby Football Union and the Football Association; nothing of Economics and Finance, of Naval affairs, of Literatures and Languages, of Philosophy, of Non-Christian religions. But the object of this note upon the contributors to the new *Encyclopaedia Britannica* will have been achieved if it has confirmed the statement that, in keeping pace with the development of specialisation in every department of knowledge, and in consequence of the more systematic and exhaustive method of its production, the new *Encyclopaedia Britannica* surpasses even the high standard of authority set by the 9th edition. It is, indeed, a work which, in placing at the reader's disposal information upon every subject, embodies the scholarship and the practical experience of the whole world.



[A form of application will be found on page vii.]

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### **The order form printed upon page vii**

shows the special prices at which applications will now for a short time be accepted for the India paper or the ordinary paper impression in their various bindings, as well as the terms of payment after delivery. **It must be used at once.**



[A form of application will be found on page vii.]

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The final price of the new Encyclopaedia Britannica, after publication, will be the same as that named for the 9th edition, viz. 30s. a volume. At that price, the new edition will be appreciably cheaper than was the 9th edition, since it gives 100 pages more to a volume, and contains twice as much information—a result achieved at a great increase in editorial expenditure consequent upon the simultaneous production of the entire book from A to Z<sup>1</sup>. The Syndics of the Cambridge University Press, however, now invite applications, in advance of publication, *at little more than half this price*, and, to such as apply immediately, they are willing to give this large discount for the sake of obtaining, from the advance applications received, early data upon which to direct the subsequent manufacture and sale of the book.

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2—The question of bindings.

<sup>1</sup> The actual figures of the respective costs of production are—9th edition £100,000; 11th edition £230,000.



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And, more generally, in regard to the whole question of prices, the Syndics of the University Press must look for guidance to the results of the advance offer. The final price, after publication, has been fixed at 30s. Is this increase of nearly 50 per cent. to be enforced as soon as the copies already in preparation have been applied for, or will results justify an intermediate price upon publication?

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[*A form of application will be found on page vii.*]



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The paper is of the same quality as was used for previous editions.

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	(@ 15/10 a vol.)	£	s.	d.
	4 monthly payments of	5	16	4
	8 " " "	2	18	11
	12 " " "	1	19	10
	24 " " "	1	1	0
	Cash price ... ..	22	19	2

<input type="checkbox"/>	HALF MOROCCO.			
	(@ 21/- a vol.)			
	4 monthly payments of	7	13	9
	8 " " "	3	17	8
	12 " " "	2	12	4
	31 " " "	1	1	0
	Cash price ... ..	30	9	0

<input type="checkbox"/>	FULL MOROCCO.			
	(@ 30/- a vol.)			
	4 monthly payments of	10	19	0
	8 " " "	5	10	3
	12 " " "	3	14	1
	44 " " "	1	1	0
	Cash price ... ..	43	10	0

The book will ultimately be sold at the same price as was charged for the 9th edition, viz. 30/- a volume for the ordinary paper impression in cloth binding, and correspondingly higher prices for the India paper impression and leather bindings.

Date .....

Name .....

Address .....

Rank or Occupation .....

If in business add }  
business address }



**No remittance** need accompany advance applications, of which the acceptance will be acknowledged by letter.

Only immediate applications will be accepted at the present low prices, which are subject to increase at any time, without notice, at the discretion of the publishers, who reserve the right to decline any application, and to consider it cancelled upon its return with all moneys (if any) received with it. Should an application upon this form be received after the prices have been raised, immediate notification will be sent, with a new form showing the higher prices.

The publishers are to complete delivery with all possible despatch. It is estimated (but not guaranteed) that the volumes will be ready for delivery *not later than January, 1911.*

**Cash payment** means a remittance in full immediately after delivery.

**Deferred Cash Payments (4, 8, or 12 months)**, amounting to but a few shillings more than the cash price, can be accepted only if made, at the time of delivery, by an order on a bank (for which a form will be furnished) or by post-dated cheques, *i.e.*, the publishers must be relieved of all expenses in connection with the collection of such payments. By electing to pay in this manner, the subscriber, on his side, is saved all trouble, since he completes his purchase in a single transaction, although his expenditure is spread over a term of months.

**Instalments of 21s.** begin immediately after delivery of the complete work, and continue at monthly intervals thereafter.

## BOOK-CASES.

(For photographs and descriptions see prospectus.)

If you wish to have a book-case, please mark a cross in one of the squares shown below:—

For the *India paper* impression:

- (1) Single tier, solid mahogany, especially designed in the Georgian tradition and carried out in selected wood of finely figured grain, joined without screws, 4 dividers, fitted with invisible metal castors ("Domes of Silence"), a most attractive piece of furniture. Outside measurements—33 in. high, 16 in. deep, 36 in. wide. 57/- cash (or 3 monthly payments of 21/- after payments for the book are completed).
- (2) Double tier, solid mahogany, finely figured grain, extremely compact and light. Outside measurements—33 in. high, 10 in. deep, 19 in. wide. Weight 12 lbs. "Spindle-legged" style, fitted with "Domes of Silence." 35/- cash (or 2 monthly payments of 21/-).
- (3) Portable rack, trough shape, to stand on table, fumed oak, 12/6.

For the *ordinary paper* impression:

- Revolving book-case, dark oak, £3 cash (or 3 monthly payments of 21/-).