

# Only a Few More Days.

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## Before the Close of the Year—and—The Close of Our Encyclopædia Club.

**W**HEN WE first told you about the Encyclopædia Club, we explained that we had only a limited number of sets to be sold at the Club price. Lots of people who live at a distance have written to us inquiring about the Club, and in order to give them the same advantages offered our Salt Lake friends, we shall close the Encyclopædia department at 6 o'clock, Dec. 31st. If you wish to secure the latest and best Encyclopædia in the market, at a reduction of 40 per cent as compared with publishers prices, or, for that matter the price of any other Encyclopædia of anything like comparative merit—**JOIN THE CLUB NOW**—Pay one dollar—Sign an application and the complete library will be delivered, prepaid, at once. Then, next year pay \$3 each month—10 cents a day.

### ONE DOLLAR NOW AND TEN CENTS A DAY FOR A LITTLE WHILE

will secure the latest, best and most practical encyclopædia extant; yet some people will say "THEY CAN'T AFFORD IT," and they are the class as a rule who waste in useless and unnecessary expenditure many times this amount.

**YOU KNOW IT IS TRUE** that there is hardly a family in Salt Lake City with growing children where ten cents a day is not spent for many things less desirable than an encyclopædia. **THERE IS HARDLY A FAMILY** in Salt Lake City who could not cut down various expenditures which are undesirable and unnecessary and own an encyclopædia which is a household necessity.

The other day a man who smokes ten ten-cent cigars daily advised us in all seriousness that he could not afford to spend ten cents a day to buy an encyclopædia to help educate his children.

"Would the gift the gods would give us."—Don't you think it about time for you to have a complete and up-to-date encyclopædia in your home? You will never have a better chance than is offered by the Deseret News Encyclopædia Club, providing you act **NOW**, because the offer which will save you forty per cent on the purchase will close with the year 1903.

## The New Americanized Encyclopædia Britannica.

**FIFTEEN  
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Encyclopædia up-  
to-date.

**26.<sup>50</sup>**

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? ? ? ? ?

**Answers 250,000 Questions Better Than Any Other Reference Work.**  
**That's the reason you should own it.**

**It will cost you 10 cents a day for a little while.**

**But Your Grandchildren will use it.**

### OPPORTUNITY.

Master of human destinies am I;  
Time, love and fortune on my footsteps wait,  
Cities and fields I walk; I penetrate  
Deserts and seats remote, and soon or late  
I knock unbidden once at every gate.  
If sleeping, wake; if feasting, rise before  
I turn away. It is the hour of fate  
And they who follow me reach every state  
Mortals desire, and conquer every foe  
Save death; but those who doubt or hesitate,  
Condemned to failure, penury and woe,  
Seek me in vain, and uselessly implore,  
I answer not and I return no more.

—John J. Ingalls.

"And what is the use of 'Opportunity' if you are not prepared for it when it 'knocks unbidden at your gate'."

Education is the best preparation for the "knock of opportunity" and if you cannot profit by the larger educational opportunities of schools and colleges join our Encyclopædia club. Secure the new Americanized Encyclopædia Britannica and spend a few minutes each day reading about "those things you don't know and ought to know."

We have tried to help some of our friends who are disposed to treat life as a serious problem and who desire to improve themselves and their opportunities. This is a day of centralization, of organization. The key to success is EDUCATION. We offer you the opportunity to have it, if you will. An answer to the questions that arise in your daily life, as given you by the Britannica, IS THE MOST PRACTICAL EDUCATION YOU COULD SECURE.

### DUTY OF PARENTS.

Parents no doubt desire to give their children the best and most liberal education they can possibly obtain for them.

They desire their children to grow to be good men and women, to be possessed of character, refinement and education.

It is astonishing, in view of these facts, how many parents fail to appreciate the value and importance of a good encyclopædia at the elbow of every growing child.

The habit of research—of looking up things—is established early in life and its value is inestimable because it means a continuous education through life.

Superintendent Bright of Cook county school, Chicago, who superintends the education of 300,000 children has said: "The child using an encyclopædia at home in connection with school work will profit 33 1-3 per cent more than one without it."

Nothing will have more influence upon their future than what they read, and they will read something, either good books or bad books. The safe way is to put them in contact with good books when young, then their tastes throughout life will be for good books.

The Encyclopædia Britannica is a well known work and needs no recommendation on my part. But the new Americanized Encyclopædia Britannica must be seen to be appreciated. Having examined the work, I can say that it is truly what its name implies, "Americanized." I find more articles in it than in the original, all of which are brought up to date.

I have no hesitation in recommending it to all who are in need of such a work.

(Signed.)

G. M. MUMFORD,  
Principal Murray Schools.

### HIGHER EDUCATION.

City Superintendent of Schools Christensen is highly gratified that fifty-two of the eighty-six graduates of the High school of the year 1902 are attending or are going to attend college. This is certainly a most remarkable and gratifying showing. It would be hard to equal anywhere in the land. At the same time, while sixty per cent of the High school graduates are going to have a college education, it is a lamentable fact that no more than one scholar in 151, less than one per cent of the children of Salt Lake are having even a High school education, in other words, that sixty per cent of the High school graduates are having the advantage of a college education, that less than one per cent of common school pupils are enjoying the advantages of a High school education. While we are congratulating the sixtieth part of one per cent, is it not wise to think of the great majority who are missing educational opportunities? Sixty per cent of our High school graduates appear to appreciate more education. What must be the tremendous lack of appreciation on the part of the part of the great percentage, the ninety-nine per cent, who do not even have a High school education. Is Salt Lake really to be congratulated on this condition? We have our doubts.

For those people who are unable to enjoy the larger advantages of a high school or college education, the opportunities offered by our Encyclopædia club are very great, inasmuch as one can continue by home study and self culture work left off at school.

The need of this is very clearly shown by the following figures:

In 1902 the following statistics are given of Salt Lake schools which prove this tremendous necessity: School enrollment, 13,253; number of teachers, 322; high school graduates, 86; boys in this number, 31.

### A POOR MAN'S LIBRARY.

When you consider that 20,000 new books come from the presses every year in the United States alone, it's rather absurd for us to talk about keeping up with what we call "Current Literature."

What shall be the poor man's library?

Manifestly he cannot buy a great many books, it would seem wise, therefore, to have those he buys of general character except it be, perhaps, a few special books, technical books, on the lines which produce his daily bread.

Many families own several hundred volumes and do not possess a good encyclopædia, yet an encyclopædia would have more educational value, if used, than several hundred miscellaneous volumes.

The best authorities insist that every family should have a Bible, a dictionary, and an encyclopædia; that these are the most important books in the world cannot be denied. They are necessities.

Isn't this, then, the poor man's library, with such additions as may be made.

The newspapers of this country have exerted a great influence in the last decade by bringing within the reach of the families of limited means, books of this character.

### A Dictionary Is a Word Book.

Don't allow the idea to prevail that a dictionary will take the place of an encyclopædia. A dictionary treats WORDS, an encyclopædia SUBJECTS.

If you cannot call and examine the complete set, cut out this coupon and mail with one dollar to the Deseret News Encyclopædia Club. We will reserve stock and send you printed matter and information so you can select binding.



# The Deseret News.

### THE DESERET NEWS ENCYCLOPÆDIA CLUB.

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Herewith find \$1.00. I wish to join the Encyclopædia Club. Please send complete information.

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