

AN

# IMPORTANT ANNOUNCEMENT

\*—TO THE—\*

## PEOPLE OF UTAH AND THE NORTHWEST.

An Announcement of more than ordinary interest is today made to the readers of this paper. By special arrangement with the publishers of that greatest of all reference libraries, the **ENCYCLOPEDIA BRITANNICA**, Ninth Edition, the Utah Britannica Company is enabled to place that King of Books within easy reach of every reader. The edition offered in—

### 28 LARGE QUARTO VOLUMES \*

Is the only complete and unabridged edition of this great work in existence, revised to date.

That some sort of an Encyclopedia is necessary all must acknowledge. That the great Britannica is the very best Encyclopedia none will deny. Only its great cost, \$125.00 for the Scribner Edition; \$200.00 for the Edinburgh Edition, has prevented its purchase heretofore. At these prices none but the rich could afford it. But we now offer for a limited time to readers of this paper, an edition superior even to the costly Edinburgh Edition at the unheard-of introductory rate of—

# TEN CENTS A DAY.

For this small outlay you can secure these 28 Large Quarto Volumes complete and unabridged, revised to date.

The Britannica itself needs no indorsement. For 119 years it has stood the crowning work of our English Language, the noblest work in all literature, the one adequate representative of the advanced thought and scholarship of the world.

It is the only Encyclopedia in which each principal subject is treated by an acknowledged authority upon that subject. No other Encyclopedia has given ten thousand dollars for a single article, nor six hundred dollars a page for written matter. The fact that

## \$3,000,000

Were expended in its preparation, requiring the labor of 2,000 of the world's greatest scholars, tells the story of its exalted superiority. Over 600 American Authors were employed on American subjects and American institutions.

The new edition comprises many features worthy of special mention:

1. A thorough equipment of NEW MAPS, up to date, produced at a cost of \$20,000.
2. The American Copyrighted articles, RE-WITTEN TO DATE, by Eminent American Writers. In other respects this edition is word for word, line for line, page for page, IDENTICAL WITH THE EXPENSIVE EDINBURGH EDITION, which costs \$8.00 per volume.
3. But the Crowning Feature of this Edition is its AMERICAN ADDITIONS AND REVISIONS prepared under the direct supervision of that widely-known Encyclopedic editor, W. H. DePuy, D.D., LL.D., assisted by a corps of trained writers, thoroughly revising each volume to date.

Not only are all Historical and Scientific subjects brought absolutely up to date, but a vast fund of new information is added, relating to the material, social, industrial and educational progress of the world, together with many thousands of new biographies not in the original edition nor in any other encyclopedia.

#### INTRODUCTORY RATES.

(For a Short Time Only.)

	Per Vol.
LEVANT CLOTH (ordinary calendered paper)	\$1.75
OLIVER CLOTH (sized and calendered book paper)	2.25
HALF SEAL MOROCCO (super-sized and calendered book paper, extra weight)	2.75
FULL SHEEP Library Binding " " " " " "	3.00

All styles of binding have double-hinged, flexible backs, sewed precisely like an Oxford Teacher's Bible, so that they are very durable and convenient.  
These books will be delivered, charges prepaid, to any railroad station in the United States at above introductory prices.

#### \* IN ORDER TO INTRODUCE \*

This new edition in every portion of Utah, this Elegant Reference Library will be offered to those who first register their subscriptions at the remarkably low price here quoted, and that on terms so easy as to seem almost ludicrous. You may select any style of binding you choose, and have the privilege of paying for it at the rate of only 10 cents a day, half the set being delivered to you at once, as we will deliver the entire set of 28 volumes on payments of \$5.00 per month. Write for application blanks to

### Utah Britannica Company,

306-307-308 DOOLY BLOCK,

Salt Lake City, Utah.