LIVE WITH THEM
Through the Pages of the Encyclopaedia Britannica
What do you want to do MOST?

the ENCYCLOPAEDIA WILL HELP

TRAVEL?
The Britannica send you traveling? It certainly can! Without budging from your own fireside you can explore far corners of the earth, dock at strange ports, visit famous cities and come to know their people and customs, their bazaars and cafés as intimately as if you were there.

MAKE MONEY?
Of course you want to make money! It may not be your chief goal, but it undoubtedly has much to do with the attainment of your goal. The new Britannica doesn’t deal in generalities, doesn’t include pages of theory. It gives you practical, helpful suggestions on how to make actual dollars and cents . . . and then proceeds to help you carry them out. It equips you for the trade in which you are interested . . . whether it be radio, engineering, or any of a hundred others. It shows you how to turn your hobby into a money-maker. And if you haven’t a hobby, you’ll find one in the Britannica.

have a CHARMING HOME?
Whether you plan buying new furniture or are wondering how you can improve and rearrange the old, whether it is the choice of a rug, of drapes, of wall-covering or accessories that is puzzling you . . . whether you plan to remodel your house, add a new wing, or even build “from scratch” . . . the Britannica will tell and show you how. And once you have the home of your dreams, the Britannica will teach you how to run it smoothly and economically.

BE A GOOD COOK?
You never thought of the Britannica as a cook book, did you? It’s a college education in cookery! Recipes? Lots of them—from the simplest dishes with instructions for the new bride, to intricate specialties that will call forth exclamations from your guests. The Britannica shows you how to market, how to budget your household accounts and save money. It even helps you care for your electrical appliances, your refrigerator, your furnace!

Bring Up Your Children EXPERTLY?
There’s probably not a child alive who can be pried loose from the new Britannica once he—or she—has started turning its pages. It’s a never-failing source of entertainment and instruction for them. But it does more . . . from its pages famous child specialists talk to parents, and advise them. So that it is a doubly important part of every home in which there are growing children.
Nothing new about an encyclopaedia? Indeed there is. There's something so new, so startling about the new Encyclopaedia Britannica that we're taking this whole magazine to tell you about it. For the new Britannica is not just a "set of books" to be read and used as reference. It is vitally alive, and plays an important part in your everyday life. Because the new Britannica is the actual means whereby YOU yourself can accomplish what you want to do MOST! It is up to you to decide what that is. Whatever it is—however ambitious—it can be done with the aid of the new Britannica. Here are some suggestions. Is your goal among them?

**BRITANNICA YOU DO IT!**

**BE A SUCCESS IN BUSINESS?**
The new Britannica offers no generalities to the practical business man. It is as practical as he is. Whatever your field, you will find concrete aids in making the wheels of your business turn, in running it more profitably. Experts help you solve your labor problems, balance your budget, teach you scientific management. There is no problem you have met which the new Britannica cannot help you solve. Try it—and see how soon your red ink turns black!

**SPORTS?**
They're all here—each game discussed by its champions, critics, experts. Baseball? See Babe Ruth swat out his homers! Let Helen Wills Moody teach you fast foot-work on the courts! Watch Bobby Jones sink a putt—let Grantland Rice show you how to lower your score.

**FURTHER YOUR EDUCATION?**
There's more than a college education within the covers of the new Britannica. Here in picture and text is the complete sum of the world's knowledge. Each "course" will seem like fascinating reading and you'll absorb much more than you would in the ordinary classroom.

**MOVIES?**
Watch magic being created in Hollywood—see the strings that work the magic! Talk to famous actors and actresses, stroll around the sets, thrill as big scenes are being "shot," pry behind doors marked "No Admittance." If movies are your hobby, the Britannica is your guide to Hollywood!

**THEATRE?**
How would you like to go, not just to the theatre, but behind the scenes? To talk to Max Reinhardt about actors, to Robert Edmond Jones about production, to Kenneth Macgowan and Lee Simonson about the modern theatre? The Britannica is a treasure-trove for theatre lovers!

**MUSIC?**
You may be a "beginner" and long to understand, to appreciate music more deeply. Or you may be an accomplished musician. In either event, the new Britannica will open a new world to you. The masterpieces of specific instruments is as fascinating as Decius Taylor's crisp criticism.

**ART?**
The new Britannica is both a museum of art—and an art school! As you turn its pages you see, in breathless parade, famous masterpieces from the hands of world-famous masters. But, if you wish, you may learn any branch of art in a thoroughly practical way.
Here is the first step in the realization of

—YOUR PERSONAL GOAL

Let's talk about you. What do you want most to do? If you're a man perhaps you want to prosper in business. Or you may regret missing a college education. If you're a woman, perhaps you too miss the advantages of a college education. Or you may have a wanderlust—the urge to travel and explore. Your dreams may be bound up in your home. You want your children to be brought up with every possible advantage. Perhaps too, you would like to be financially independent.

Suppose someone were to come to you and say "Stop dreaming! You can do what you want most to do. Here's the first step." Your goal would be in sight . . . a matter of weeks or months instead of years.

Very well . . . here is the new Encyclopaedia Britannica saying "You can do what you want most to do. Let's start right now!" The new Britannica is the first step—not only to your personal goal, but to the goal of each member of your family.

For the new Britannica is far more than interesting reading matter, authoritative reference. It is your active, practical instructor and guide. Opportunities leap from every page between its covers. It is the knowledge of the world compiled for your personal use. Yet its cost is a trifle compared to what it will bring you. Do you wonder that prominent people in every walk of life say "We can't afford to be without the new Britannica!"
Editors with a Purpose... not to sell you books
...but to help you SUCCEED

When you know the new Britannica, you'll understand their point of view. For the new Britannica is far from being merely a "set of books"... every step in its preparation has been toward making it a vital, personal aid to success for its owners. The editors will have failed in their purpose if you refer to it only occasionally. They want it to be the means to your goal.

Why do we call this latest edition of the Britannica new? Because from first page to last the entire work has been revised, re-illustrated and re-set, to bring you a set of continuously useful books which will help you get the most out of life. Its publication made necessary a complete resurvey of the whole field of contemporary knowledge.

Three years were devoted to the labor of gathering the material together... coordinating the work of thousands of men and women from fifty countries of the world. Yes, a task of monumental proportions! Fifty distinguished men and women make up the board of assistant editors under the direction of two singularly capable men—Franklin H. Hooper, American Editor, and James L. Garvin, General Editor.

F. H. HOOPER
American Editor

Mr. Franklin H. Hooper is an American. He has been literary advisor to various publishers in this country, an Editor of the Century Dictionary and for the past thirty years he has been associated with the Britannica. He is the most experienced of encyclopaedists.

As American Editor, exclusively responsible for American contributions, Mr. Hooper has played an important part in strengthening the Britannica's unchallenged place as the greatest reference work in the world. Steeped in the tradition of the Britannica, it has been due to his thought and energy that the New Edition is able to meet present human needs much more completely than any similar work.

JAMES L. GARVIN
Editor in Chief

Mr. Garvin is known throughout the world as the Editor of the London Observer and was the Editor of the supplementary volumes to the Thirteenth Edition of the Britannica. He is everywhere honored and respected as a scholar, journalist and editor. He is a thorough student of history, economics and politics and has an extensive knowledge of world affairs.

Under the direction of these Editors, the new Britannica has achieved a wider representation of international learning than any other encyclopaedia has attempted to organize. But far more important, the Editors designed the Britannica to be of daily practical use to men, women and children, and the consensus of opinion is that they have succeeded.

THE PAGES of the BRITANNICA GIVE YOUR CHILDREN KEYS TO THE WORLD!

Put the Britannica within reach of your children now while they are young, so that they will have an early opportunity to get the most out of life. Its fascinating volumes will unlock the doors of the world's experience for them, give them an introduction to the wealth of literature, art and science, act as an influence to stimulate their tastes and interests while they still possess the plasticity of youth.

In no other place can you find every subject about which your children are curious discussed so authoritatively, yet in a fashion so simple, vivid and pleasant for them to read, as in the new Britannica. When they grow to maturity their "children's books" will be laid aside. But they will never outgrow the Britannica. As they pass each milestone on the road to adulthood they will find it ready to meet every new demand of their broadening intellects. Your children will find it an inexhaustible source of instruction and entertainment, as well as a reference book of remarkable everyday usefulness. And you will enjoy reading it with them—for the Britannica is essentially a book for the whole family to read and discuss together.
Charles Evans Hughes, Chief Justice of the United States, contributes the article on the Monroe Doctrine. His name suggests the authority of the 3,500 contributors.


Admiral Richard Evelyn Byrd who has flown over both the North and the South Poles writes the illuminating biography of Robert Edwin Peary, North Pole discoverer.

Henry L. Stimson, former Secretary of State and American representative at the London Naval Conference of 1930, presents the American view of that Conference.

Sir Arthur S. Eddington, Professor of Astronomy at Cambridge, is the Editor of the section on astronomy and one of the distinguished contributors on that subject.

The late Julius Rosenwald, Chairman of the Board of Sears, Roebuck and Co., and well-beloved philanthropist, contributes the Britannica's article on philanthropy.

Granland Rice, dean of American sports columnists, is the Editor of the section on American sports in the Britannica, and the contributor of the article on golf.

Edouard Herriot, Minister of Foreign Affairs of France and social critic of international renown, is the author of the Britannica biographies of Danton and Auguste Marie Jaurès.
people into your home . . . to instruct . . .
. . . at any time . . . on any subject!

General John J. Pershing, commander of the A. E. F., is
the author of "The Meuse-
Argonne Operation", "St.
Mihiel" and "American Ex-
peditionary Force".

Julian Huxley, Professor of
Physiology, is the Editor of
the Britannica's zoology sec-
tion and prepared the articles
on courtship of animals, in-
dividuality, etc.

William Lyon Phelps, the
well-known Professor of Lit-
erature of Yale University
and a mentor of literary taste,
contributes the article "James
Fenimore Cooper."

Ogden L. Mills, former Secre-
tary of the Treasury and a
notable authority on the busi-
ness of government, describes
the working of the Treasury
Department.

Owen D. Young, financier and
one of America's representa-
tives in the financial conver-
sations following the World
War, writes the biography of
Charles G. Dawes.

Mary E. Woolley, President,
Mt. Holyoke College and a
foremost authority on women's
affairs, is the author of the
Britannica's notable survey,
"Education of Women."

Alfred E. Smith, four times
Governor of New York State,
and Democratic candidate for
President in 1928, tells the
Britannica's story of New
York State.

Henry Ford, the outstanding
figure in the international
automobile world, writes from
his vast experience the Bri-
tannica's article on mass
production.
The above illustration shows in reduced size the Britannica view of the three citadels of San Marino, all overlooking Rimini in Italy and the Adriatic. San Marino is the smallest republic in the world, thirty-two square miles in area. The Britannica offers to the traveler, indeed even to the hearth fire traveler, the fascinations of the tourist in every corner of Europe, Asia and Africa.

A view of the harbor of Botafogo Bay and the Avenida Beira-Mar, the beautiful boulevard of Rio de Janeiro which stretches for twenty miles around the harbor. This is an example, in reduced size, of the many illustrations which accompany the articles on every familiar and unfamiliar section of South American countries as well as of all other countries of the world.

The above photograph is a reduction of the full-size plate in the Britannica showing Lake Louise in the Canadian Rockies. The Britannica offers a gazetteer of the world which is the equivalent of seventy-five ordinary size volumes. The story of Canada, Labrador and Alaska is told by men of prominence; to name only one—Sir Wilfred Grenfell, who writes on Labrador.
LONGED TO TRAVEL?

To roam the streets and byways of far-away countries? Explore castles and monuments? See the colorful costumes, learn the quaint traditions of foreign people? In the pages of the new Britannica you can board ship accompanied by noted world travellers who will be your guides about every country on the globe. If you’re contemplating a trip of your own, their articles will help you plan it. And if you’re staying home, you can follow your friends around the world through the eyes of the Britannica, and be prepared to “reminisce” with them upon their return.

in CHAN CHAN with Otto Holstein

This aerial view of the fortress of Paramonga is a reduction of a plate from the Britannica. About 1400, the marauding Incas defeated the Chimu, a people now extinct, who lived in the pre-Inca city of Chan Chan. This dead city is described by Otto Holstein, noted explorer.

in FRANCE with perfect couriers

Many prominent authorities are your guides through France if you go there on the magic carpet of the Britannica. The glamorous history and picturesque people of this recently war torn country, the great objects of historic significance, are revealed to you by those who know them best.

in EGYPT with Lord Meston

Lord Meston and famous Egyptologists recall the dramatic secrets of the ancient civilizations of Cleopatra's land. Properly used, the Britannica can give you all the excitement of travel—from the stress of riding a camel to the hazardous exploration of the wind-blown desert.

in CHINA with R. C. Andrews

Roy Chapman Andrews submits the article in the Britannica on Mongolia, the land of the Chinese temple, the deadly bandit, of the deadlier famine—the land of vast international significance. The picture above, reduced from a plate in the Britannica, shows a Canton street scene.

to SOUTH AMERICA and Isles

"Rolling down to Rio" is a tempting ballad which has inspired far travellers down the years. Sailing in equatorial waters attracts many travellers still, and the Britannica is a complete guide to ports of call worth knowing. The above is a view of a Brazilian harbor.

planning the family's trip

Whether you intend to travel by motor in America or by sea to Europe, Asia and Africa, consult the Britannica first. It gives you an intimate view of all the world and, once you’ve planned and read up on your trip and the time comes to book passage and go, how much keener your enjoyment!
Is there a WOMAN who does not want to know just what HER LEGAL POSITION IS?

... to be certain of her Constitutional rights in the matters of property ownership, income taxes, voting, wills and inheritances, marriage and divorce? The fundamental laws governing these and many other vital points are explained in the Britannica in clear simple terms easily grasped by the lay man or woman. Women will find there also a fund of general information concerning the political, social and economic aspects of the communities they live in—information essential to those who want to meet the exigencies of everyday life intelligently.

THE PAGES OF THE BRITANNICA COVER THE WHOLE FIELD OF WOMEN'S INTERESTS

DRESS Clothing is an obvious measure of your good taste. The Britannica surveys fashion with all its many changes and variations not only historically but as it affects and can be utilized by the woman of today. Modern dress is explained in text and illustration by three eminent designers, Romain de Tirtoff-Erte, Ernest de Weerth and Herman Rosse. Practical and expert articles, beautifully illustrated, are devoted to home sewing, lace making, embroidery, millinery, design and texture of cloth, the care of furs, etc.

BEAUTY CULTURE The science of improving the personal appearance—in the care of the skin, the hair, the hands, the nails, the teeth and the body—is perhaps the only truly popular science. So many women practice it and often so inadvisably that it has become something of a danger, too. In few other subjects of popular interest is it so important that women avail themselves of only authoritative and trustworthy advice. This they will find in the pages of the Britannica.

CLUBS Culture and the apparent need for organized work by women in the face of the vast economic and social changes of these restless days have given rise to some 14,000 women’s clubs in the United States alone. The story of these clubs and of women’s allied activities is told in the Britannica by Mary Sherman, former President, General Federation of Women’s Clubs, and other prominent leaders.

ATHLETICS During the World War women began to enter fields of sport which heretofore had been the private province of the male sex. Even football, wrestling, field and track athletics were more or less efficiently practiced by women so that today women stars are hardly less numerous than male stars. The Britannica has recognized this fact. The training and opportunity of women in athletics occupies a considerable portion of the equivalent of some six ordinary sized volumes which constitutes the Britannica’s section on athletics.

COOKERY The Britannica is an invaluable guide and counsellor in all the affairs of the home. Not only does it describe modern cooking conveniences but it is actually a thorough-going cook book. Cookery articles are prepared by E. Gladys Clarke, principal of the National Training School of Cookery, and Isabel Ely Lord, editor of Everybody’s Cook Book; and throughout the many volumes of the Britannica you will find, guided by the index, a variety of recipes for poultry, game, salads, cheese dishes, bread, etc.

SUFFRAGE With woman suffrage, a 19th Century movement which has extended most of its problems into the 20th, the interest of women in national politics and economics has increased by leaps and bounds. To meet this aroused interest the Britannica has brought into its pages the world’s foremost leaders in all branches of government, politics and economics. Three famous women contribute to the material on woman suffrage alone, Ida Husted Harper, Mrs. Ray Strachey, and Dame Millicent G. Fawcett, all noted suffragists.

EDUCATION The first settlers to America brought over with them their traditional belief that marriage was the only reputable vocation for women. Since then, as everyone knows, women have proved the falsity of this belief and the Britannica, to an extent unequalled by any other encyclopedia, has given over its pages to women best prepared to discuss the educational activities of women in modern times. Not only education for satisfactory home management or scholarship but also education in the professions. Mary E. Woolley, President of Mount Holyoke College and Margaret J. Tuko, famous English educator, contribute an eloquent article under this head, but are only two of many men and women who have devoted their lives to scholarship, the professions and industry, and who have written into the pages of the Britannica the better part of their invaluable experience.
A FESTIVAL PROCESSION IN VALENCIA, by SOROLLA

This is one of a series of brilliant mural decorations representing Spanish festivals and other scenes in the life of these gay people, painted by Joaquin Sorolla y Bastida (1863-1923) for the Hispanic Society of America. Sorolla is distinguished for the sunlight effects in his paintings. He depicts here a festival in his native province of Valencia, showing the native costumes, gay trappings of the horses, and banners bearing the arms of Valencia, which give vividness and color to its fête days. Such illustrations in full color in the new Britannica transport you to the scene, and leave a lasting impression of its life and movement.
AN EDUCATION IN THEMSELVES FOR YOUR CHILDREN

Here are just a few of the hundreds of full page illustrations in vivid color your children will find in the new Britannica. They will find them a source of endless enjoyment. Such pictures make the quest for knowledge an exciting game... the instruction they impart is the kind that is absorbed quickly and enthusiastically, the kind that lasts. It is no cause for wonder, therefore, that Dr. S. Parkes Cadman, in replying to a mother who could not afford college for her children but wanted them well educated, said in part: "Secure the Fourteenth Edition of the Encyclopedia Britannica. Make it your standard for reference, enlightenment, and information. It is a treasure house filled with marvelous riches." And Willis A. Sutton, former president of the National Education Association, says: "The beautiful illustrations alone, designed to amplify the text rather than merely to present beautiful pictures, will compel any child's attention whether he reads or not. As he moves from grade to grade the Britannica continues to meet his enlarging needs."
Give YOUR CHILDREN a "Head-Start" in Life ... with the Britannica

IT ANSWERS THEIR QUESTIONS
... tells them the hundreds of things they want to know about the world around them, the moon and the stars, the miracles of animal and plant life.

IT MAKES THE SEARCH FOR KNOWLEDGE EXCITING
Its vast collection of vivid color plates, photographs and fascinating maps, engages their attention. The graphic style of its authors makes its study a recreation for them.

IT TAKES THEM TO FAR PLACES
... satisfies their thirst for romance and adventure, unlocks the doors of myth and legend, provides a source of real enjoyment while giving them valuable lessons in practical geography.

IT HELPS THEM WITH THEIR STUDY
Whether they are writing themes, studying history, or learning an art, they will find it an ever-reliable source of facts, a rich supplement to their lessons and text books.

IT SHOWS THEM HOW TO DO AND MAKE THINGS
... stimulates their creative instincts, develops ingenuity and manual dexterity, suggests hundreds of outlets for their youthful energy and lays the foundations of sturdy self reliance.

IT OPENS NEW FIELDS OF INTEREST
By suggesting an endless number of new things to do, new things to see, new subjects to learn about, it provides their active growing minds with the necessary mental nourishment.
running your home smoothly

Lighting, Heating and Ventilation—Britannica facts assist you in these important matters.

Modern Home Equipment—with the latest devices you save time and drudgery.

Vacuum Cleaners, Etc.—housecleaning difficulties are minimized for you by the Britannica.

Household Appliances—you can triple the usefulness of your daily chores.

Making the Most of Your Furnace—a knowledge of stoves and firing will save you coal.

Care for Leather—shoes, bindings, suitcases, and leather upholstery last longer if properly treated.

Making Furniture Polish—varnishes and shellacs and how to use them on scratched furniture.

Painting New Woodwork, Repainting Old—save money by doing these odd jobs under the expert direction of Britannica contributors.

Getting the Best Results From Your Radio, Car, Etc.—“inside” information by authorities.

Painting Iron, Cement or Plaster—the Britannica can help you make ugly surfaces beautiful.

and managing it wisely

Budgeting—plan your expenditures the Britannica way, and save money.

Housekeeping—from cleaning the silver to managing the servants, the Britannica tells all.

Household Marketing—you can learn how to buy your family’s health at the market and grocery.

Household Managing—the whole program—even the servant problem—is made easy.

How to Buy and Save to the Best Advantage—Britannica leaders in domestic science show you the way to economic buying.
ALL YOU’VE DREAMED IT!

one your guests will return to... often

AFTER: Yes, the same room! And the very same furni-
ture (look closely). One or two tables and a built-in
bookcase are all that have been added. With fresh paper
and drapes, the room is new and livable. The Britannica
can help you perform just such miracles in your home.

let the BRITANNICA be YOUR interior decorator

The new Britannica mobilizes an army of advisers in everything that goes to make a happy, health-
ful and comfortable home. Whether you are building one or trying to make the house you live in
look and serve its best, you will discover in the Britannica just the kind of information you are
anxious to have.

Here, interior decorators, experienced in home architecture, in
decoration, in modern household appliances, have set down
their special knowledge for your use. If you are concerned
with economy and good taste in the home, here are articles on
every decorative art and craft, on wall covers, on painting, on
furniture of all periods, the work of the most modern designers,
on clocks, chairs, rugs and carpets, glass, plate, china and fab-
rics. The illustrations alone, many of them in color, are an
inspiration.

With the new Britannica in your living room you have the great-
est authorities on these and hundreds of other subjects to consult
and they are experts who ask no pay. The cash value of the facts
which this new Britannica can give you will cover its cost many
times over. It is one of the first investments that should go into
every home. The new Britannica with its wealth of practical in-
formation is an invaluable aid to every intelligent housewife
who has the well being of her family at heart.

And note this: you may not expect to find in an encyclopaedia a full description of the various
operations of carpentry. You won’t find it in an ordinary encyclopaedia of the old type; but you
will find it in the new Britannica. Not merely is carpentry covered in the new Britannica but such
subjects as joinery, wood-carving, furniture manufacture, wood finishes, paints, brickwork, plaster
work, in all of which the handy man will find a wealth of hints and suggestions. Again, the splendid
illustrations clarify the articles and add enormously to their practical value.
Do you waste good meat? Have you a roast of beef to carve? Consult the Britannica:—"Turn the dish so that one end faces the carver and the chine bone is at the opposite end. Release the meat from the chine bone with the pointed end of the knife and cut, slicing vertically the length of the joint, commencing at the left hand outside."

"Place knuckle end of the leg of mutton to the left of the dish and turn joint on dish in such a way that the part with the most meat is away from carver. Commence slicing about two or three inches from knuckle, holding the knife in a slanting position and working from left to right. Continue until the meat on the upper side of the joint is removed."

....make your hobby pay you a PROFIT

**Painting**
George Pearse Ennis, well-known painter, and George Walter Dawson, water-colorist, and others explain just how to paint a picture. The amateur can learn in the Britannica the art of painting in all its forms, from miniatures to murals.

**Printing**
A course in typography, the art of the beautifully printed page, is to be found in the Britannica under the careful guidance of experts. Bookbinding, kinds of printing types, and all the graphic arts allied with printing are profitably elucidated.

**Photography**
The late George Eastman of the Eastman Kodak Company, and others reveal the secrets of good amateur photography, the technique of the camera and developing. If you wish to improve the work of your camera consult the Britannica.

**Cabinet Making**
Your spare time can reward you if you avail yourself of the excellent opportunity afforded by the Britannica to learn the ancient art of cabinet making. Whether your interest extends to the creation of furniture or merely to repairing it, the Britannica will aid you.

**Engraving**
Practicing experts in engraving show the way to successful technique. They discuss the tools, the aesthetic approach to the craft and the actual methods of creating the engraving. The beginner is certain to find rewarding ideas in the Britannica.

**Horticulture**
Horticulture, landscape gardening, the nature of plant life, the arrangement of flowers, are only a few of many topics relating to gardening and the care of plants and trees. The Britannica offers amateurs a complete garden handbook.
How to cut a shoulder of mutton, a turkey, chicken, pigeon, wild duck, partridge and other small game are explained in the Britannica. The directions for geese: "Remove the legs and wings with a portion of the breast and slice the latter. Release the flesh from the breast bone and carve the breast in thin slanting slices, starting from where the wings have been removed."

In carving meat it is essential that a long sharp knife and a two-pronged fork are used. A steel should be provided. The Britannica advises you to carve roast hare in the following manner: "Remove a rectangular portion of flesh from the back forming the saddle and cut in thin slices. Then slice the flesh from the hind legs."

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...it's all in knowing HOW!

**cooking**

The Britannica is a complete cook book. It not only gives you an inclusive variety of recipes but also excellent advice on the best utensils to use in the kitchen. With the Britannica at elbow's reach the cook need worry but little about the quality of her meals.

**making lamp shades**

Making lampshades either in the home or as a business is meticulously explained by Warren E. Cox and his fellow workers. With the unusual advantages of illustrations of many beautiful products of his studio, Mr. Cox shows how the lampshade is repaired or created.

**sewing & embroidery**

Your chores of sewing can be lightened, if you avail yourself of the opportunity of consulting the Britannica home sewing and embroidery articles. It is possible for the small girl as well as the adult to learn from the Britannica the qualities of fabrics and the fundamentals of the seamstress' craft.

**making lace**

Lace making the world over is illustrated by beautiful plates and described by informative text. Famous lacemakers and historians of the industry contribute enlightening articles on the art of Swiss, French, German and Oriental lacemakers and how it is practised.

**gardening**

Whether the garden is small or large, whether the owner directs or does for himself, the Britannica offers ideas to finish the job with economy and good taste. Weeding, elimination of insect pests, fertilization of soil, etc., are described in the Britannica.
A COLLEGE EDUCATION

.. but more fascinating, more thorough,

BE A BRILLIANT SPEAKER...

Underwood & Underwood

Enrich your talk with crisp comments on current events, anecdotes from history and the lives of prominent men, amusing bits of the folklore of foreign peoples. You will have a rapt audience!

A SOUGHT-AFTER GUEST

Underwood & Underwood

If you can talk confidently about literature, art, sports... you'll be a guest every hostess will include because she knows you can converse intelligently with her friends on the subjects of most interest to them.

the HISTORY of the world unfolds before your eyes

"Why is it sometimes said that George Washington was not the first president of the United States?" may be answered by referring to Volume 11 of the Britannica, page 165. And answers to all questions in world history are in the Britannica. The many-sided subject is treated in a manner that is enjoyable as well as practical reading, making possible a keener interpretation of the political and social tendencies of the present day. The Britannica holds the equivalent of 45 volumes of history, written by leading historians, statesmen and generals the world over; men of the stamp of Dr. Albert Bushnell Hart of Harvard, Professor David S. Muzzey of Columbia, Emil Ludwig, Edouard Herriot, Sir Arthur Salter, Maurice Paleologue, former French Ambassador to Russia, Frank B. Kellogg, former U. S. Secretary of State, Col. E. M. House, T. G. Masaryk, President of Czechoslovakia, General Pershing, Marshal Foch.

BIOLOGY... the secret of living creatures is yours...

You can read about the dog that does not bark in Volume 7, page 496. And about the walking fish, and the pirate plant, and the wingless bird. You can read about animal and plant life that you can see only with the microscope. Leading biologists, botanists, natural historians—Julian Huxley, William Beebe, J. B. S. Haldane, Sergei Voronoff, J. Arthur Thomson, Raymond Pearl, world leaders in the field, narrate the whole amazing story of life on the earth, in the earth, in the sea and in the air. To illustrate these articles the Britannica has employed the services of scientists-photographers and specialized artists—Paul Branson, Charles Livingstone Bull, Carl Rungius, Helen Damrosch Tee-Van, Isabel Cooper Mahaffie, O. F. Tassart, H. Gränvold —and the result is an incomparable group of pictures that are instructive and delightful to the eye—especially of children.
AT YOUR FINGERTIPS...
more valuable than a classroom could ever be

...YOUR OPINIONS RESPECTED

H. Armstrong Roberts

You’ll be trusted because your judgments will be guided by the wealth of the whole world’s knowledge—the wisdom of past ages, plus the latest discoveries of today’s scientists and scholars.

...RISE HIGH IN YOUR FIELD

Underwood & Underwood

A store of general knowledge of economics, science and industry as well as the latest developments in your own field will broaden your scope and equip you to relate your work to the progress of the whole world.

the absorbing LITERATURE
of every country and time

The young man who successfully forged an entire play of Shakespeare is an obscure figure in the literary world, but it must be said that the Britannica’s articles on literature make no distinction between the obscure and the prominent, provided the literary life of the world has been affected by the fact that the obscure writer has indeed written. It is no vain boast that the articles on literature in the Britannica, if the prominence of the contributors means anything at all, are literature themselves.

Literary biographies, literary history of every country in the world, literary criticism and literary forms are the subject of exciting articles by such contributors as E. V. Lucas, William Lyon Phelps, John Livingston Lowes, Christopher Morley, Richard Garnett, Dr. Henry Seidel Canby, William Rose Benét, J. B. Priestley, Lion Feuchtwanger, Humbert Wolfe, Mary Austin, E. V. Knox, Louis Untermeyer, Benedetto Croce, William Dana O’Connor, Ernest Rhys, and Francis Meynell.

BIOGRAPHY... know great men intimately through the pens of famous writers...

If all the biographies in the Britannica were gathered together into ordinary size volumes, you would own eighty of them. In the Britannica, famous writers tell the fascinating story of the lives of famous men.

A very small number of the contributors of biographical articles are the following: G. K. Chesterton on Dickens; Allan Nevins on George Washington; Owen D. Young on Charles G. Dawes; Will Durant on George Santayana and John Dewey; Emil Ludwig on the Hohenzollerns; Harold Nicolson on Victor Hugo; Van Wyck Brooks on Mark Twain; Nathaniel W. Stephenson on Abraham Lincoln; Hermann Hagedorn on Theodore Roosevelt; Alice Meynell on Elizabeth Barrett Browning; Bernard Fay on Benjamin Franklin; Maurice Baring on Taine; St. John Ervine on George Bernard Shaw; Sir Edmund Gosse on Christina Rossetti; Walter Lippmann on Joseph Pulitzer and Emory Holloway on Walt Whitman.
you'll use **PSYCHOLOGY**

**every waking moment**

How many out of a hundred are left-handed is a question involving that science which can effectively tell men and women how and why they behave as they do. Psychology has shattered more beliefs than any other science except perhaps physics and it is today giving us the opportunity to understand the theories that shape our minds, that call up the most extraordinary images and inspire the most unexpected behavior. This department of knowledge, subject of much controversy, has been prepared for the Britannica under the supervision of Dr. Abraham Wolf, professor of logic and scientific method in London University, and his staff of writers includes the leaders in this field of human interest.

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**SOCIAL SCIENCES give you a deep human insight into your fellow-men and present conditions**

You cannot understand the life about you, you will never appreciate how helpful an understanding of the life about you can be, unless you familiarize yourself with the sciences of society, political, economic and social psychology, the natural history of society, anthropology and comparative religions. The Britannica is a source of the latest authoritative conclusions on the involved and delicate subject of how men and women and how nationalities get along together. Good citizenship is built on a foundation of an awareness of what is going on about you. Through the eyes of those men and women who contribute to the Britannica you will come to see more clearly your own place in the scheme of things.

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**...how well do you know the world-old history of RELIGION?**

The varieties of religious experience are many. “Among what primitive people are all men priests?” (See Encyclopaedia Britannica, Volume 19, page 100) implies the truth that all men and women are moved by the ideal of the perfectly ordered life. Religion today is front page news. In its many articles on this subject the Britannica takes no sides and attempts no judgments. It records all shades of opinion through responsible spokesmen. Each article on religion is written by an outstanding figure sympathetic toward the faith discussed. From the earliest times to the present day, religion is reviewed in all its manifestations.
ASTRONOMY takes you into other worlds

The answer to the question "Why do stars twinkle?" which is to be found in Volume 21 of the Britannica, page 318, will open up to you a vision of the part the earth plays in the scheme of the vast and exciting universe. We see the sun, not as it is now, but as it was nine minutes ago. The daylight that strikes your eyes has been on its way nine minutes at a speed of 186,000 miles a second. The science of the heavenly bodies as explained in the pages of the Britannica offers the equivalent in text and pictures of fourteen ordinary size books.

The very words that the modern scientist uses are the signposts of revolutionary changes. They have been instrumental in overthrowing the mental habits of two thousand years among the scientists. Their influence upon the future of each man, woman and child is not to be measured. There is all the reason in the world, consequently, why we should know more about them.

The astronomical articles have been written under the supervision of Sir Arthur S. Eddington, one of the foremost astronomers of the world. Among the contributors are Sir James H. Jeans whose books on the universe have circled the world; Harlow Shapley, director of Harvard Observatory; Harold Knox-Shaw of the Radcliffe Observatory, Oxford; and Arthur H. Compton, Professor of Physics, University of Chicago, and Nobel Prize Winner in physics.

Have you an opera glass? The heavens offer a fascinating field of exploration and the new Britannica tells you what to look for and when and where. In full page charts it maps out the heavens for you. It tells you how to look for the great constellations and how to find the visible planets and master stars.

The picture above is taken from the Britannica. It shows one variety of gigantic "operaglass" the students of the physical universe use in their constant effort to pierce the mysteries of all that lies beyond the earth. The reflecting telescope above carries a 72 in. mirror, and is in the Dominion Astrophysical Observatory, Victoria, B. C.

let EINSTEIN and other brilliant minds uncover the modern miracles of PHYSICS and CHEMISTRY

LEARN THEIR ABSORbing TRUTHS

"Is there such a thing as time?" asks Albert Einstein, Nobel Prize Winner, who contributes in Volume 21, page 105, his article on the space-time theory. He and other great physicists and chemists explain to you the extraordinary discoveries in the domain of physical science.

Twenty-one Nobel Prize Winners are among the extensive staff of scientists who contribute to the Britannica the equivalent of some twenty-five volumes of ordinary size (8 on chemistry, and 17 on physics) on scientific subjects. Heat, light, the illusive atom, radio-activity, the electron and this universe of scientific mysteries, are explained by such masters of science as Niels Bohr, Copenhagen's Nobel Prize Winner on the atom; Robert A. Millikan, American Nobel Prize Winner, on the electron; Arthur H. Compton, Nobel Prize Winner, on the Compton Effect; Sir Oliver Lodge on physics and ether.

We live in a chemical age. Chemistry guards our food and water supply. Its application to industry is as broad as industry itself. Our humblest interest in the home to our greatest engineering product in one fashion or another is affected by chemistry. The Britannica material on this subject was prepared under the editorial supervision of Gilbert T. Morgan, Director, Chemical Research Laboratory, Department of Scientific and Industrial Research; and Frank C. Whitmore, Dean of School of Chemistry and Physics, Pennsylvania State College. Contributors under this head number hundreds of specialists and their articles vary from a consideration of the new uses of vulcanized rubber to the preparation of insecticides, paper articles, flat fibre boards, dyes, textiles, metal-cutting oils, cements, acid-proof bricks, dried bricks and mustard plasters.

"It is dangerous," James Harvey Robinson has written, "to leave great masses of even intelligent people in ignorance of important scientific discoveries." It is dangerous, and avoidable. One need not be ignorant of any of the great or even the minor discoveries in the field of science, with the 24 volumes of the Encyclopaedia Britannica at one's elbow.
HOW TO MAKE MORE MONEY

Increase your earning power... equip yourself for bigger positions through the pages of your BRITANNICA

Your problem may be to make more money, or it may simply be to make money. In either event, your Britannica offers you definite, concrete help in solving that problem.

How? Foremost business leaders tell you how. They explain their many fields of business, outline the problems they have met and tell how those problems have been successfully worked out. They tell you what you should know to get ahead in the field in which you are interested.

Perhaps, in your field, a knowledge of law would be invaluable—would send you quickly on your way to greater responsibilities, larger income. Or perhaps such a result would be achieved by a thorough knowledge of trade and commerce, of insurance, of banking. The new Britannica will help you, easily, quickly to such a knowledge.

Perhaps you have as yet no chosen field. The Britannica will train you to enter one. Are you interested in radio—engineering—architecture? Interior decoration, cabinet-making? Go through your "prospectus"—the Index of the new Britannica. You will be able to obtain a general, comprehensive knowledge of many fields, and discover where your greatest interests lie. Then your Britannica will give you a thorough, specialized knowledge in that field.

So—whether you are fresh from school and in need of the special training the business world of today demands, or seeking advancement in and greater income from your present business... the new Encyclopaedia Britannica will help you obtain it.
last but not least...

THE ATLAS-INDEX VOLUME

THE INDEX

The key to more than a million facts
The faintest clue, a glance at the Index and the information you want
is traced in a twinkling
Indispensable when you wish to pursue any subject in all its ramifications
Whatever your interests the Index puts complete information at your
finger tips
It is a quick reference to either familiar or obscure topics
It is a bird's-eye view of all the material in the 24 volumes

THE ATLAS

One of the most superb atlases in existence
It contains 192 maps printed in full color by the finest map
makers in the world—(In addition to the 192 color maps in
the Atlas volume, there are 500 black and white maps and about
a dozen in full color scattered through the remaining 23
volumes)
Maps of the world, of every country, of every important politi-
cal unit—Maps showing the world's topography—
Maps that can be read with ease and no eye strain

AN ATLAS THAT WILL HELP YOU FOLLOW THE NEWS OF THE WORLD
the BRITANNICA is the equivalent of 500 good size books

You would need a spacious library equipped with an extensive array of shelves to hold the 500 volumes which the Britannica's contents would comprise if the articles on each subject were printed and bound separately. And it would take months of patient selection to assemble such a comprehensive collection of authoritative works.

80 Volumes of Biography—the lives and achievements of single individuals ranging from the earliest, almost mythical, figures of ancient history down to the biographies of present day leaders of thought and action. They cover many thousands of persons.

12 Volumes on Anthropology, Archaeology, Primitive Man and the Prehistoric Ages.

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14 Volumes on Astronomy, Mathematics and Geology.

19 Volumes on Military and Naval affairs, famous campaigns and armaments.

75 Volumes on Geography and kindred subjects—guide books to every city and every country; studies of their industries, products, canals, railways, trade, agriculture and soil; books on the great rivers, lakes, mountains, and seas of the world; and at least one large atlas.

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45 Volumes of History covering in detail the entire world and the rush of events from ancient times to the most recent experience of this modern day.

20 Volumes on Literature, the Drama, Writing and the Science of Languages.
Yet it costs only a small fraction of the $1200 you would pay for them

Five hundred volumes would make a good size library! It would cost you at least $1,200 if you were to buy the books separately. As a matter of fact it cost us $2,500,000 to assemble the material included in the new Britannica's 24 volumes. Yet we can offer it to you for a small fraction of the $1,200 it would cost you to duplicate it.

13 Volumes on Medicine, Health, structure of the body and prevention of disease.

7 Volumes on Botany, plant and vegetable growing, and gardening.

8 Volumes on the history and development of Chemistry and on chemical materials.

7 Volumes on Education, Domestic Science, Child Training and Schools.


64 Volumes on Economics, business, trade, sociology, engineering, industry and agriculture. Every social, industrial and governmental problem, including insurance, aviation, finance, housing, socialism, capitalism, cooperation, currency and taxation is covered.

6 Volumes on Sports and Games, national and international, with guide books and records.

18 Volumes on Philosophy, Psychology, Religions of all the world and Morals.

17 Volumes on Physics—relativity, the atom, light, sound and other physical wonders.

50 Volumes of special interest to American readers including American history, industrial progress, etc. More space than ever before is devoted to American subjects.
Above are reproduced four examples of modern British and American poster design, illustrating the adaptation of artistic principles to the uses of publicity. They are from the originals by (1) Eric Hardy, (2) R. T. Cooper, (3) F. C. Herrick, and (4) Adolphe Treidler. Advertising in its many phases is treated in the new Britannica, both pictorially and in text. It makes intensely interesting study—but more than that, it shows you how your business can advertise more effectively. This is a day of keen competition, and the battle is being waged on advertising fronts. The new Britannica will teach you the rules that lead toward victory.
What is a mansard roof? . . .
ARCHITECTURE TELLS YOU

Modern architecture meets the social and economic needs of people. The heritage of the past in architecture is available but the restless present has forced the architect to readjust his outlook. From now on he will be drawn more closely into partnership with the men and women who will occupy his buildings. Not only the architecture of the past but what the present reveals and the future promises has inspired the Editors of the Britannica to assemble the department devoted to architecture. It cannot be duplicated in any similar set of books.

Harvey Wiley Corbett, Frank Irving Cooper, C. Howard Crane, Paul Cret, Eulalie Kimball, Thomas H. Mawson and many other eminent practising architects write on every architectural subject from draughtsmanship to the utilitarian novelties of the latest steel and glass house. This section is prodigially illustrated with photographs, diagrams and with drawings by Hugh Ferriss, Joseph Pennell, Anton Schutz, John Taylor Arms and Chester B. Price.

...Do you know what causes static in RADIO?

The rapid development of radio is one of the miracles of our time. The new Britannica gives a full presentation of every aspect of radio. Television, one of the triumphs of modern physics, is explained by Dr. Herbert E. Ives, pioneer in this field. William H. Eccles, past president of the Institute of Electrical Engineers, writes on communication by wireless. Newcomb Carlton, President of the Western Union Telegraph Company, writes on telegraph and telegraphy. Walter S. Gifford, President of the American Telephone & Telegraph Company, writes on Telephony; Arthur G. D. West of the British Broadcasting Corporation, on Microphone; Ralph Bown of the American Telephone & Telegraph Company, on Broadcasting.

Do you know how a bridge is hung?
ENGINEERING shows you

Bridging the great rivers of the world, holding back the waters of raging torrents, piercing the impenetrable jungle and laying tracks where only before the serpent withied, make up the more glamorous view of the business of engineering but actually only a small part of its vast human activity. The catalogue of matters relating to engineering discussed in the new Britannica runs into the thousands. Prominent engineers of international fame who have been active in reclaiming and extending the resources of nature are the contributors to this section. Hundreds of questions related to technical matters can be quickly answered by the Britannica readers and thousands of photographs and drawings supplement the magnificent survey of the modern applied science of engineering.

When is a patent infringed?
Look up the LAW

What are the duties of a landlord? What are the penalties for breach of contract? How should a will be drawn up? What constitutes blackmail? What are your rights as a tenant? What is libel? What are the laws of evidence? Ignorance of the law may at an unsuspected moment lead any man or woman into dire difficulties. The advice which the Britannica offers has, consequently, a very real value. It is advice prepared by the best legal minds, trained to write in clear, intelligible English. Divorce, criminal law, landlord and tenant, executors, the income tax, laws of contracts, as well as copyright, bankruptcy, bail, bribery, blackmail, legal aid, leases, rent, personal and civil liberty are some of the subjects of vital importance to Americans which are written under the direction of Roscoe Pound, Dean of the Harvard Law School. Even lawyers say that without the Britannica they could not conduct their legal work efficiently.
What constitutes a sound investment?

Study INSURANCE and BANKING

Insurance is the practical device by which civilized men protect themselves against the hazards to which the products of their enterprise and their industry are at all times subject. Banking, on the other hand, is the practical device by which they can establish that credit which is necessary to the conduct of their affairs, private, business and public. It is not necessary to point out how close both banking and insurance touch the welfare of men, women and children. For that reason the Editors of the Britannica have been careful to secure in their articles on every phase of banking and insurance the contributions of the foremost specialists in those fields from over all the world—practising bankers and economists. The Editors saw to it that not only the ablest authorities be chosen but that their contributions be submitted to the careful scrutiny of seasoned editors so that the average man and woman might understand without any difficulty these abstruse matters. They believed that subjects so close to the very existence of men and women should be simply written. To that end you have articles on insurance and banking, history of banks, banking and credit, Federal Reserve System, United States finance and wealth, capital, New York Stock Exchange, trust companies, foreign exchange, bank notes, banker and customer, dollar stabilization, etc., written by men of the experience of Stuart H. Patterson, Norman E. Crump, Sir Josiah Stamp, Andrew W. Mellon, Oliver M. W. Sprague, Benjamin Strong, Irving Fisher, and F. H. Sisson.

Do you understand the tariffs that govern TRADE and COMMERCE?

The recent international conversations on the depression and the distress felt by people all over the world emphasize the importance of a definite knowledge of trade and commerce. The appalling ignorance of us all on matters so directly concerned with our pocketbooks and the happiness of our families requires the most precise information. Problems of operation, trade alliances, exchange, the exchange value of moneys, the gold standard, embargoes and boycotts, as well as the economic theories behind commerce and international banking are subjects which the business man should have at his finger tips.

The Britannica section on trade and commerce covers the equivalent of approximately sixty-four volumes of ordinary size and was written by the world's great financiers and economists. In the pages of the Britannica you may profit by a knowledge of the errors of the past. In the pages of the Britannica you utilize the knowledge of men like Frank William Taussig on tariffs; Emory R. Johnson on interstate commerce; H. C. Staart on importing; Paul H. Nystrom on marketing; General H. E. Wood on mail-order business; Harry T. Newcomb on railways; Martin G. Gleason on public utilities; Charles Ernest Fayle on shipping; and Thomas V. O'Connor and L. Isenflis on merchant ships of the world. These represent only a few of the articles on these and corollary subjects to be found in the pages of the Britannica.
— are you making **PROFITS** from your farm?

Probably the greatest beneficiary of all the recent labors of scientists has been the farmer. With test tube and microscope the laboratory experts have probed the mysteries of the earth and disclosed countless ways to spare the farmer ill-requited toil, harassing worry and disappointments. The pages of the new Britannica contain a store of this scientific data which you cannot afford to ignore. Its articles on agriculture will tell you how to improve the quantity of the products of your soil and livestock. They will teach you new ways to make your own labors more efficient, to ward off the ruinous disasters of drought and plague. They will give you advice on marketing your crops, planning your budget, and insuring profitable returns from your expenditures.

Many delightful evenings you will spend engrossed in the pages that deal with these fascinating subjects which have a dollar-and-cents value for you. None of it is dull, none of it weighty or obscure. Each subject is discussed extensively in simple graphic language, and there are copious maps and diagrams in addition to scores of illustrations in color and photographs.

The Britannica tells you how wheat is rescued from the red rust blight. It explains how farmers and scientists are fighting the corn borer, the boll weevil and other destructive insects; how new fruit and vegetables have been created; how the yields of grain and vegetables have been increased and how science has locked the doors against famine.

The whole story of food, how to grow it, how to protect it, how to improve, market and prepare it—needs the clarification it receives in the new Britannica. Among the subjects presented in the Britannica are:

- **Plant Diseases**
- **Farm Budgeting**
- **Reaping**
- **Threshing**
- **Farm Rents**
- **Agricultural Prices**
- **Ensilage**
- **Farm Valuation**
- **Alkali Soils**
- **Agricultural Insurance**
- **Agricultural Cooperation**
- **Grass and Grass Lands**
- **Feeding Stuffs**
- **Dairy Farming**
- **Agricultural Credit**
- **Agricultural Machinery**
- **Tractors**
- **Weed Destruction**
IS YOUR BUSINESS ON A PAYING BASIS?

... the BRITANNICA will help put it there

The staff of writers includes active business men, economists and scientists who have written with the clear purpose in mind to supply the business man and also the layman with enlightenment on "dollars and cents" ideas in the conduct of their own business. The day is past when you could hope to keep up your profits by the simple process of making goods and offering them for sale. To stand your ground in the competitive battles of this reconstruction era you must be familiar with the latest contributions to scientific business procedure. Turn to the new Britannica for advice from today's industrial leaders on the most efficient systems of business management. Ground yourself in the fundamentals of economics, banking and finance, labor and international industrial problems—all vitally essential to the alert executive.

The material, of so much value to Americans, was prepared by John R. Commons, Professor of Economics, University of Wisconsin, who looked after economics; Frank B. Jewett, Vice-President, American Telephone & Telegraph Company, industry and engineering; Samuel W. Keyburn, President of the Associated Dry Goods Corporation, merchandising; Charles H. Sahlin, Chairman of the Board, Guaranty Trust Company, banking and finance; the late Elmer A. Sperry, engineering and industrial research; and E. R. Weidel, director of Mellon Institute, industry and engineering.

Job Analysis       Analysis of occupational activities dates from the world war, but so profitable has been its resultant "job specifications" that it has become an essential method in modern business progress. Elimination of waste motion, the standard day's tasks, accurate costs, trade tests, industrial psychology, are all authoritatively outlined in the pages of the Britannica.

Scientific Management       Scientific and industrial management with its standardized operations, its maximum production plan and industrial cost accounting represents ideas featured by experts in the pages of the Britannica which can unquestionably assist the business man in the affairs of his office and factory.

Business Codes         The rapid extension of the business world has drawn much attention to standards of fair and ethical practice. The work of the Federal Trade Commission, facilities for quick trading under fixed ethical standards represent to the business man time-saving devices. The benefit of the experience of many businesses is to be found in the Britannica.

Business Budgets        Methods of estimating future needs—money for labor, materials, advertising, as well as production—are essential to all business. The Britannica articles show that budgeting is not a substitute for good management but one of the most practical and useful details of management.

Advertising       If a business hopes to sell profitably it must first advertise. The Britannica articles on advertising and the psychology of advertising are written by leaders in the field both at home and abroad. A few of them are Daniel Starch, Hugh E. Agnew, Frank Gahan, Thomas Russell and Sydney Walson.

Industrial Relations     The Britannica authorities explain the latest conclusions on collective bargaining, wage boards, trade unionism, state intervention, and all constructive phases of industrial relations.

Trade Forecasts        No longer does the modern business man plan for the future unless he is able to know roughly the trend of general business. The Britannica shows how to make forecasts of general conditions based on a knowledge of trade cycles and variations of times.

Labor Problems       Profit sharing, unemployment, trade unionism, strikes and lockouts, labor law and many other subjects are elucidated by such authorities as J. Ramsay MacDonald, Prime Minister of Great Britain; William Green, President of the American Federation of Labor; Dr. Julius Klein, formerly Assistant Secretary of Commerce.
The stirring story of INDUSTRY spread before your eyes...

The most powerful single factor in shaping American progress is "big business." Directly or indirectly the giant corporations, the great public utilities, all the huge enterprises of engineering and industry that underlie our material prosperity—"big business" in other words—provide most of our basic needs and make present-day civilization possible. You limit your own activity if you do not understand these giants of business. The Britannica, to an extent not achieved by any other encyclopedia, will help you appreciate the colossal work that is going on about you.

From immemorial times dams have been constructed of earth and masonry for the purpose of keeping communities alive. The construction of all types of dams, bridges, roads and other gigantic engineering projects is described by photograph, diagram and text written by the world's engineers. The above is a Britannica plate, reduced, of the Roosevelt Dam.

Cement is a detail of industry and yet it is an essential detail which is thoroughly explained in the Britannica, from its manufacture to its use. The above photograph from the Britannica is an aerial view of a cement mill in operation. There are now about 150 cement plants operating in thirty cities in the United States. The Britannica keeps you informed on every essential human activity as thoroughly as it does on cement and its manufacture, in both words and pictures.
LET FOREMOST CHILD SPECIALISTS GUIDE YOU . . . . through the pages of the BRITANNICA IN THE CARE OF YOUR CHILDREN

NINA C. VANDEWALKER, of the U. S. Bureau of Education, who discusses kindergarten

EB

Dr. MATTHEW J. SHIELDS, of the American Red Cross, contributes "First Aid to the Injured"

EB

MARGARET BONDFIELD, former British Minister of Labour, who writes on "Maternity and Infant Welfare"

The often baffling mysteries of a child's development are of vital concern to every conscientious parent. What would you give to be sure you are dealing correctly with your child's health, his mystifying emotional outbursts, his growing curiosity for information—to be able to avoid false steps which might threaten the growth, warp the personality or thwart the mental development of your child? When you find yourself groping for light on these intricate parental problems turn to the Britannica and be guided by the wide experience of Britannica's child experts. Their contributions will enlarge your understanding of your own children. You will find information ranging from the care of simple cuts and bruises to the latest discoveries in child psychology, and you can be confident that it is derived from competent authorities, rather than unreliable "faddists."

maternity

The section in the Britannica on children follows the life of the child from its pre-natal care, through adolescence to adulthood. Maternity and its variety of attendant requirements are treated from every standpoint by distinguished authorities, the general subject of maternity itself being handled by Margaret Bondfield, English social worker of international renown.

infancy

Familiar and special emergencies of infant health, mental and physical, enjoy clarification in the practical knowledge of Dr. S. Josephine Baker, Consulting Director of the United States Children's Bureau; Grace Abbott, Chief of the Bureau; Jeannette Halford of the National Association for the Prevention of Infant Mortality; and many physicians and psychiatrists who have specialized in the manifold aspects of infant care.

adolescence

Inevitable problems that face the very small or the growing child are such that parents must understand them for the sake of the future happiness of their children. They are presented and solved to the best of modern thought by contributors distinguished in educational fields the world over. The articles are of practical value to all parents.

nursery equipment

A proper background of toys and other equipment is essential to the successful advancement of children; consequently, the inclusion in the Britannica of the useful discussions by Dr. Baker whose advice will help parents, even those with small incomes, who are keen to give their children the best advantages.

kindergarten

The child's first approach to formal learning, if it is not made correctly, may easily distort his later life. The Britannica secured the services of Nina C. VanDeWalker, specialist in kindergarten education, United States Bureau of Education, to advise the parent on this vital subject.

children's games

The Britannica carries a record of children's games from all over the world. It is an indispensable source of ideas for the troubled parent who understands the need of keeping the child amused but busy. Comprehensive information on children's games is one of the Britannica's significant contributions.

children's books

Start the child who reads with the right books. Parents are often at a loss to know how to do it. The Britannica can help them. Frances J. O'Keefe, formerly chief of the Children's Department of the Carnegie Library of Pittsburgh is a Britannica expert on children's reading.
Parents are better parents if they have access to the newest information on how to nurture the child's impressionable delicate mind. Space is hardly adequate to list the names of authorities whom the Britannica has assembled to bring into the home all that research has done to assist the child to happy adulthood.

In order to bring to the normal and healthy progress of the child, through its parents, the fullest measure of assistance the Britannica has gathered together an extraordinary group of specialists. The anxious and thoughtful parent may therefore profit by the latest research of men and women throughout the world, who, because of actual practice in the field, can give the soundest information on how to give a child the proper foundations for a happy future.

The Britannica cannot take the place of the physician, but it is a ready resource when emergencies develop involving the physical health of the child. It contains exhaustive and useful information by many children's specialists.

If your child cuts his finger, if he develops a sudden fever or pains, the Britannica will assist you in the relief of his distress until the physician can be called in. The Britannica offers you the experience of Dr. Matthew J. Shields of the American Red Cross, and other leading physicians whose precise instructions can be grasped readily by every parent.

What your child eats will make or break his health. Consequently, you should be familiar with the do's and don'ts of diet. Dr. George F. Still, physician for the diseases of children, King's College Hospital, writes the Britannica article on what is considered the best food for your child to eat.

The child who is less alert than his play and schoolmates often suffers from disabilities which can be remedied. The stubborn child, the jealous child, the "bad tempered" child, as well as the backward child may be the victim of maladjustments which Britannica psychologists can help correct.

"A bent twig" has long been the symbol of misdirected interests and distorted impulses in childhood. In the Britannica, Leonard V. Koss of the University of Chicago; Rudolph Pintner and Leta S. Hollingworth, both of the faculty on education at Columbia University, and others, give you the benefit of their special knowledge in child education.

Educators agree that an intimate familiarity with the life of out-of-doors improves the child's mental and physical well-being. Innumerable articles and illustrations on creature and plant life, written, painted and photographed by hundreds of trustworthy authorities—Dan Beard, Helen Dunmorech Tee-Van, Charles Livingston Bull, William Beebe, Paul Branson, etc.—have no counterpart in any other set of books published in our language.

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**AGE SIX MONTHS**
She's such a tiny tike... needs expert care if she's to have the healthy childhood you want for her. Let Britannica's child specialists guide you... advise you on her diet and care. Turn to them for counsel on every problem that arises.

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**AGE ONE YEAR**
She is starting to walk around... sits up to her meals and feels quite grown up. But you know what constant care she needs. Now more than ever you will want to be guided by the friendly, sound counsel of Britannica's experts.

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**AGE TWO YEARS**
She's developing a mind of her own in that sturdy, healthy body of hers. Are you prepared to give it every opportunity to grow as it should? Games, nursery equipment, advice of skilled kindergartners are before you in the Britannica.

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**AGE FIVE YEARS**
Five candles on her last birthday cake... no longer a baby. She's ready to explore this fascinating world herself in the Britannica. And in the Britannica you are guided day by day, year by year, in helping her take her place in that world as a thinking, healthy, happy woman.
On this fascinating trip in the Britannica you view the tumultuous life of the footlights with the eyes of the world's leading artists and actors. No other encyclopaedia offers you this opportunity. Here you watch the actor create his astonishing facial changes. Here you see the stage manager whip the play and actors into presentable shape. Here you join modern scenic designers experimenting with sets, costumes and theatrical groupings.

In the pages of the Britannica you listen to Sheldon Cheney, Joseph Urban, C. Howard Crane and Norman Bel Geddes on the intimate details of theatrical production; Constantine Stanislavsky on directing; Samuel L. Rothafel ("Roxy") on stage lighting; and E. F. Albee of the Keith circuit on vaudeville and variety shows. The obscure but hardly less vital topic of, for example, the law relating to theatre, explained by Arthur Garfield Hays, is not neglected. Biographical sketches of ancient and modern actors, producers and playwrights written by figures prominent in stage life—St. John Ervine on Shaw; Walter Hampden on Booth—dramatic criticism, acting, etc. indicate the wide range of material to be found in the Britannica.

Enjoy the Theatre more, through the eyes of the Britannica's writers.

ROBERT EDMOND JONES . . on Production
KENNETH MACGOWAN . . on Modern Tendencies in the Theatre
LEE SIMONSON . . . . on Stage Equipment
W. T. BENDA . . . . . on Masks

The BRITANNICA rings up the curtain on the History of DRAMA through the years

American DRAMA . . by George Jean Nathan
English DRAMA . . by Ivor Brown
Russian DRAMA . . by D. S. Mirsky
French DRAMA . . by D. Sauvat
when you KNOW music,
its joys are multiplied
a thousand times . . .

DEEMS TAYLOR Britannica's Director of Music

How to understand MUSIC . . .

Trace the slow and difficult evolution of music as it is brilliantly described in the Britannica, and you learn to revere the miracle that music was ever evolved at all. Yet its history goes back to ancient times, for the simple reason that music answers one of the most important of human needs—the need for expressing one's emotions and feelings. An understanding of music means that you increase the margin of your pleasure. And a thorough understanding of music is promised you in the pages of the Britannica.

what is JAZZ . . .

Jazz is music with over-accentuated rhythms—a peculiarly modern development which grew out of ragtime when the musicians of small orchestras began to feel their oats and suffer under the restraint of conventional leaders. Jazz is a symptom of a changing point of view, and the article on the subject in the Britannica, by Abbe Niles, is a splendid example of the edifying and yet entertaining text required of all contributors.

HARMONY . . .

Harmony is to classical music what perspective is to drawing. You understand its significance and its theory when you read the section on music prepared under the direction of Deems Taylor, eminent American composer, and Dr. Donald Francis Tovey, Reid Professor of Music, Edinburgh University; with special articles on musical history and theory, on all musical art forms, on the particular uses and range of all the instruments of concert and orchestra. Irene Castle McLaughlin, Reinald Werrenrath, Harald Kreutzberg and others contribute material on such related arts as the dance, singing, opera, and so on.
AN ALL-STAR CAST brings you the thrilling secrets of the talking pictures

.. . . . WATCH MAGIC BEING CREATED IN HOLLYWOOD

CECIL B. DE MILLE on Direction

Mr. DeMille in his article on directing points out that the director not only controls the gestures and the simulated emotions of players on set but is a very active partner to the writer, to the scene painter and the photographer. His stimulating article is only one of many which cover the whole varied panorama of busy activities at Hollywood. Other illuminating articles are included, ranging from the technique of scenario writing to the modulation of the talking voice.

CEDRIC GIBBONS on Motion Picture Sets

Mr. Gibbons, a man who has memorably influenced the movie industry in America, discusses the present and the future of moving picture architecture—that is to say, of background for the amazing spectacles to be photographed. Interiors of fashion, scintillating ballrooms, a liner knocked about by the angry waves of the sea, the oppressive desert-scape, the battlefield, are tools with which the modern movie works. These are celebrated in the pages of the Britannica.

JESSE LASKY and TERRY RAMSAYE on Motion Picture Production . . .

Mr. Lasky, a great producer, and Terry Ramsaye, the most prominent of movie commentators, recite, with other contributors, the history of the motion picture industry and show, as well, the progress of the moving picture from the moment of its first beginning in the mind of the author to its final triumph on the silver screen in metropolitan theatres.

A. N. GOLDSMITH on Sound Pictures

The latest allies of the movie, the radio and the spoken drama are the subject of the article on sound pictures by Alfred N. Goldsmith, Vice-President of the Radio Corporation of America. The mechanics of the motion pictures, the uses of photography and now the promise of extraordinary advancement through the use of sound are the themes of innumerable articles.

the late MILTON SILLS on Motion Picture Acting

The silver screen requires a completely novel technique. The late Milton Sills, well-beloved motion picture star for many years, writes of his work under the klieg lights. The glamour of Hollywood is a glamour new to this world. In the pages of the Britannica you can know and understand Hollywood whether you ever go there or not; you can realize the dramatic bee hive that is the normal existence behind the picture itself.

the late LON CHANEY on Make-Up

It is said that no one in movie history has ever surpassed the late Mr. Chaney in his ingenious use of devices—most of them of his own invention—to disguise the normal lines of the human face. Each new character to be portrayed is an adventure that requires a skill no less able than that of the painter of pictures. In his discussion of Make-up, Mr. Chaney gives you the secrets of his amazing talent. And Otis Skinner, an outstanding character actor of stage and screen, supplements Mr. Chaney's article on Make-up.
A BATIK HANGING, "THE LAND OF PLENTY"

This excellent example from the Britannica of modern batik, reproduced by courtesy of the artist in all the richness of the original colors, was executed with the brush by Arthur Crisp on heavy silk. The Britannica is the first and only encyclopedia to enjoy all the latest resources of illustration. Every subject which lends itself to color illustration—gems, potteries, birds, animals, fish, illuminated manuscripts, the theatre, the dance, painting, bronzes, textiles—is visualized for you in the Britannica in living color. Many of these fine plates are printed with gold, and the technical difficulties of printing gold are surmounted only at great cost. But neither money, time nor skill has been spared to make the 24 volumes of the Encyclopaedia Britannica, apart from the unexcelled authority and usefulness of its text, the greatest collection of picture books in the world.
Pierre-Auguste Renoir (1841-1919) as a boy painted porcelain at Limoges. This training gave him the feeling for clear color and the mastery of fine brushwork which are typical of his later work. He joined Monet and Sisley in Paris, and in time became the leader of the impressionistic school of painting. He is known for his portraits, landscapes and scenes from French life. His painting, "Mussel Gatherers," reproduced by courtesy of the Durand-Ruel Gallery, New York, is shown in the Britannica in all the original's delicacy and clarity of color. It is but one of many masterpieces so shown . . . one of many rich and beautiful reproductions in color . . . making the new Britannica a true art gallery for the lover and student of art.
First Aid from your Encyclopaedia

In cases of Severe Bleeding the Britannica article advises the emergency use of the tourniquet: "In arterial bleeding a tourniquet should be used. This may be improvised from a handkerchief of which a small stone or other hard object has been wrapped. The tourniquet should at all times be applied between the wound and the heart." (Vol. 9, p. 284)

Drowning... "Lay the subject face downwards on the ground. The operator places his hands flat over the lower part of the back (on the lowest ribs), one on each side, and then gradually throws the weight of his body forward onto his hands so that he can produce firm pressure—which must not be violent—upon the patient's chest, etc." (Vol. 7, p. 674)

Fractures... "Splints may be improvised from narrow boards, heavy pasteboard, umbrellas, canes, and the like, but must be padded when applied next to the skin, must not be bound so tightly as to restrict circulation... In any case of fracture, the patient should not be moved before the broken bone is firmly held in a splint, etc." (Vol. 9, p. 284)

Burns... "Deep burns require prompt attention from a physician. If burns come from acids they should be washed off under a water tap as quickly as possible and then washed with lime-water, or baking soda and water or even soap-suds may be employed. For burns from caustic acid, alcohol should be applied freely, etc." (Vol. 9, p. 284)

Anaemia

Insulin

Light & Health

Dietetics

First Aid

Colds

Antidotes

Nutrition

Physical Culture

Your good health and well being is, after all, largely a matter under your own control. You will not often require the services of a physician if you observe the fundamental rules of good health and have at hand trustworthy information about your own body. The Britannica is not, in any sense, to be considered a substitute for the physician. Its practical information on first aid and on the healthy body can help you toward that ounce of prevention which, as the adage says, is worth a pound of cure.

Articles, diagrams and illustrations in the Britannica concerning medicine, health and kindred topics of prevention and treatment are the equivalent of more than thirteen ordinary size volumes. This material was prepared under the editorial supervision of Dr. W. S. Lazarus-Burlow, formerly professor of experimental pathology, Middlesex Hospital Medical School, University of London.

Among the contributors are Dr. Lazarus-Burlow on cancer; Dr. Andrew Conway Ivy, on anaemia; Dr. J. J. R. MacLeod, Nobel Prize winner, on insulin; Herlant John Gough of the National Physical Laboratory, England, on sunlight and health; Dr. Samson Wright of the Middlesex Hospital Medical School, London, on diet and dietetics; Dr. Russell L. Cecil of Cornell University Medical College on common colds; Dr. William R. Redden of the American Red Cross on antidotes for poisons; Dr. Matthew J. Shields, also of the American Red Cross on first aid remedies; Dr. Cecil W. Rewtrewe, celebrated British surgeon, on bone diseases; Professor A. V. Hill, Nobel Prize Winner, on muscle and muscular exercise; Professor Edward P. Cathcart, Regina Professor of Physiology, Glasgow University, on nutrition; Major Edward L. Kelly of the U. S. Military Academy, on physical culture; and hundreds of other physicians and surgeons.

The Britannica does not ensure health but so far as the trained knowledge of the highest authorities can help you, it tells you the best ways to achieve health.
would you like to know the SECRET of PAINTING as the MASTERS did it?

Not even the Britannica can make you a Rembrandt. But the Britannica can and does analyze the world of the masters for you so that the characteristics of each as expressed in their style, line, color and brush-work can be as familiar to you as the signature of a friend. Further, well-known artists carry you into the fascinating technique of painting . . . show you how to hold your brush and palette, tell you how to work. The new Britannica is not only a private gallery for the art lover, but a thorough-going art school for the student!

Photo: Haefliger

HERE'S YOUR FIRST LESSON!

"A canvas painted without method is doomed to perish. Several methods of preparation are adopted. In order to retain as far as possible the impression of a picture executed without repainting, some painters first sketch in their pictures with a thin wash of a single color, very much diluted. They thus mass in the lights and shadows and lay down the main lines of their subject, after which they attempt the final painting . . .

"It is more usual, however, for painters to make use of all the materials at their disposal for sketching in their pictures; they use all the colors of their palette for the first groundwork, which matters so much to the success of the picture and they gradually work up to the desired color harmony . . .

"A painter cannot with impunity retouch his picture whenever he feels inclined; a fact which only too many fail to realize. If a sketch is painted over while it is only half dry, the paint will become muddy; if solid colors, such as ocheres, are applied over a fragile groundwork, cracking will result. Pictures completed at a sitting give the best account of the painter's talent."
The drawing above, taken from countless examples in the Britannica shows studies of the hand to indicate strength and power. By diagram, photograph and the best advice from leading artists, the Britannica will help you learn the art of pen and pencil drawing. Among the contributors are Franklin Booth, George B. and Edward C. Bridgman, and John Lockie.

The reproduction above is of a section of a wall decoration by Ford Madox Brown, 19th Century English artist of note, called "The Romans, Building" in the Manchester Town Hall. Frank Brangwyn, celebrated painter, gives you the history of his special art and from his years of experience lays out the detailed procedure of painting a picture on a wall.

Above is the reproduction of a small portion of the famous Whistler etching, "Black Lion Wharf, London." The Britannica carries a large number of etchings. Methods of the finest etchers are so carefully detailed by Alfred E. Popham and the late E. Lumsden that it is quite possible for the amateur, with practice, to learn the technique.

applied art
The Britannica's articles dealing with art as applied to industrial products—glassware, textiles, pottery, porcelain, bronzes, posters, cans and boxes—is a treasure of ideas for the manufacturer, the artist and the home maker.

decorative art
The illustrations alone, many of them in color, based upon the extensive art of decoration occupy a generous portion of the finest collection of pictures ever assembled by any encyclopaedia in our language.

painting
If you wish to learn to paint, in oil or water-color, if you wish to extend your appreciation of painting, the Britannica will help you with the assistance of Paul Jamot, Director of the Louvre, Benedetto Croce, and other artists and critics.

sculpture
For the amateur sculptor, wood-carving, clay modeling, stone carving, plaster casting, terra cotta modeling, ivory carving are explained by Paul Manship, Oswald Siren, Mahoni Young, Charles Gruffy, Edward McCarran and others.

modern jewellery
Your jewellery will mean more to you if you appreciate the work of gem setter and goldsmith. Jacques Cartier, famous jeweller, and others describe the beauties of modern and ancient gems and settings.

pottery
The ancient potter's art is yours for knowing if you avail yourself of the Britannica's contributions on pottery and porcelain. These extensive articles enjoy many of the finest of the Britannica's color illustrations.

THE THREE HIGHEST PAID COMMERCIAL ARTS

art young
Art Young, well-known editorial cartoonist, assisted by Rollin Kirby and by others, describes the steps to successful newspaper and magazine cartooning.

cartooning
illustration
ROCKWELL KENT
The visual needs of magazine covers and fiction, advertising and lay-outs are explained for the beginner by Frederick R. Gruger, the illustrator, and others.

fashion
ERTÉ
For the aspirant to the profitable profession of the fashion artist, Romain de Tirtoff Érét shows how frocks, lingerie and millinery are visualized.
Here's Greater Enjoyment

Do you know that even in Scotland where golf is said to enjoy its highest development, the game was for a time so rarely played that it was commonly believed to be played on horseback?

The sports and games section of the new Britannica is virtually a series of handbooks on every form of recreation and pastime known to man. Not only does it cover the familiar games but it also offers fascinating and obscure information about them. It brings within one set of books familiar and unfamiliar sports and games of all countries of the world.

When kings and queens of ancient days played tennis, they played it on the lawn. It is a far cry from their style of playing to that of the agile Helen Wills Moody, the powerful Tilden and the cunning Crochet. In the Britannica you have stimulating reports on the more popular games, tennis, golf, baseball, football, but there is a no less complete record of track and field sports, horse racing, sailing, outboard motors, squash rackets, yachting, big and small game hunting, fencing, cricket, basket ball and lacrosse, boxing, wrestling, mountain climbing, the art of gliding, motor racing, skating, ice hockey, swimming.

Each article includes a history of the game, a survey of its champions, a note of the outstanding records, a description of the variations in play and, where needed, a glossary of terms. Whenever the foremost practitioner of a game possesses also the gift of writing, the Britannica turns to her or him for its article.

The psychology of the wisely run race, modern training programs, the intricate formations of mass play—no interest of the athlete, trainer and spectator is forgotten. Altogether you'll find the Britannica a profoundly illustrated Sportsman's Almanac.
YOUR FAVORITE SPORTS!

Intensify your recreational thrills! The more you know about any sport, the more pleasure you will get out of it—whether you are an active participant or a side-line spectator. If you want to improve your tennis or golf, avail yourself of the coaching of world champions, follow their advice on practice and training. If you like to watch football or prize fights, brush up on the fine points of the game, become familiar with its past champions and world records. You’ll get double the excitement from the next event you attend. Learn all the parlance of the game and you’ll understand what the critics are saying and why the crowd cheers. Or if you prefer to hunt and fish in solitude you can acquire many a hint to enhance your technique. Whatever your pet recreational pastimes, you will find them and many more you’ve never heard of, discussed and explained at length in the new Britannica, and illustrated by enlightening photographs of notable sportsmen and sportswomen in action.

TENNIS

Wherever possible, champions have been called in by the Britannica to write upon the sports they know best. Helen Wills Moody, woman tennis champion, assisted by Francis T. Hunter, Davis Cup player, has prepared the articles in the Britannica on tennis, the rules and history of the game, the best way to train for and play it.

BASEBALL

The story of baseball from the day of barehanded catching and bewhiskered players to this late moment which responds to the home-run swats of Babe Ruth and Jimmy Foxx is given an important place in the Britannica’s Sportsman’s Almanac. John B. Foster, Editor, of the Official Baseball Guide, writes the article on the national game.

FOOTBALL

Association football, Rugby, modern American football, the training and care of players, the intricate designs of play are all covered in the Britannica by eminent players and critics of the game, Fielding H. Yost, director of inter-collegiate athletics, University of Michigan; Parke H. Davis, coach and sports writer; and John F. Meehan, famous football coach.

GOLF

Mr. Rice, well-known sports writer, is the editor of the section on sports in the Britannica. So all-inclusive are the text and the illustrations that they represent an equivalent of six large volumes on sport. Mr. Rice in addition to directing the work of the sports department writes the article on golf, illustrated by photographs of Bobby Jones and others in action.

BOXING

The retired heavy-weight champion, Gene Tunney, is the author of the Britannica’s article on boxing. He and other writers present a bird’s-eye view of boxing and fighters throughout the world and show how modern times have developed that rare combination, the prize fighter-business man.

AVIATION

A trained aerial acrobat shoots across the sky at a hundred miles an hour or more, writing in smoke as he goes. A microphone in a plane some 4,000 feet high, skycasts music. More and more is the world becoming air-minded and aviation turns from an engine of war into a great commercial enterprise and private pastime. The new 14th Edition of the Britannica covers in detail the latest information on every phase of aviation. Are you interested in aero engines? in aerodynamics? Can you fly? Ought you to fly? Will your blood pressure and your respiration allow you to become a pilot or even to ride in a plane? In the Britannica you will find the answers by Orville Wright and Lester J. Maitland, and others, to these questions and to thousands more.

how is your CONTRACT?

For several generations our forefathers played the game of whist; then suddenly out of the east, Constantinople, and to us by way of Europe, came the game of bridge. Next, auction supplanted bridge, and a few years ago came the modern contract. Are you up in your bridge? If you are not, the Britannica can help you.

CARD GAMES, ETC.

Information of value by Milton C. Work, L. Van Vleet and Alain C. White and others, is accessible not only on bridge, but chess, poker, pinochle, backgammon, five hundred, whist, mah jong, solitaire, fan-tan, and many other games.
Here are some of the Nobel Prize Winners who talk to you from the pages of the Britannica

The Swedish Scientist, Alfred B. Nobel, bequeathed $9,000,000, the interest of which is distributed yearly to those contributing most to the benefit of mankind during the preceding year.

Five prizes, averaging about $40,000 each, are awarded each year in Chemistry, Physics, Medicine, Literature and International Peace.

Twenty-six of those who have received this coveted prize contribute to the Britannica. In addition to those pictured here, they are: Jean Perrin, Physics, 1926, whose subject is “Brownian Movement”; Albert Einstein, Physics, 1921, “Space-Time”; Arthur Harden, Chemistry, 1929, “Vitamins”; Lord Rutherford, Chemistry, 1908, “Radioactivity”; Sir J. J. Thomson, Physics, 1906, “Conduction of Electricity”;


In no other single work of reference ever published can you find such an outstanding array of contributors.
BLACK HAWK—BLACK HILLS HIGHWAY

By courtesy of the Wild Flowers Preservation Society

Black Hawk—The Black Hawk—Indian Chief

BLACK HAWK [Ma-hata-wi-neetchka 3a, “Black Sparrow Hawk”] (1767–1838), American Indian warrior, was born at the Sauk village on Rock river, near the Mississippian, in 1767. This beautiful territory was long coveted by the whites, and he and his people, who were so much under British influence as to be called the British band, were subjected to various acts of abuse by encroaching white squatters. As early as 1804 a few chiefs agreed to remove to the west of the Mississippian in return for an annuity of $1,000, a manifestly unfair arrangement obtained by very questionable methods, but which was reaffirmed by the Indians in later treaties. In 1831 Black Hawk’s threat of force to evict the usurpers caused the Illinois volunteers to march to the latter’s rescue and the Indians to withdraw to the west bank of the Mississippian, whence they agreed not to return without the Government’s permission. Famine conditions prevailed creating the red men who had left their growing crops in the Illinois country; and the next spring with women, children and tribal possessions Black Hawk recrossed the river to plant a new crop. Instant panic prevailed among the settlers, and the undisciplined militia shot down one of the Indians carrying a flag of truce. Black Hawk, enraged, began to harry the border, for a time being successful. He was defeated, however, at Wisconsin Heights by volunteers under Colonel Henry Dodge and James D. Henry, and fleeing westward, his band, which was by this time in a starving condition, was practically destroyed at the battle, or rather massacre, of the Bad Axe river. The scalped bodies of which old men, little children and women were all destroyed and a plea for mercy and a flag of truce alike disregarded made the whole affair one of the darkest blot in the shameful record of the whites’ spoliation of the Indian. Black Hawk himself was captured, confined for a short time in Fortress Monroe, Va., and then taken by the Government through the principal eastern cities. On his release he settled on the Sauk and Fox reservation on the Des Moines river, in Iowa, where he died on Oct. 3, 1838. A statue commemorating him by Lorado Taft has been erected on a high bluff on the Rock river near Oregon, Illinois. Black Hawk was of a romantic and ambitious temper, and though he lacked the vision and the statesmanship of Pontiac or Tecumseh, there can be no doubt of the sincerity of his feeling for his territory and his people and of the shamefulness of the treatment accorded to him and his followers by the whites.

Black Hawk’s own story was told in Life of Ma-ka-tai-me-she-kia-hiak (1834); Benjamin Drake’s Life of Black Hawk (1845) was a popular early biography. An example of the numerous literary accounts is A. Wakefield’s History of the Black Hawk War (1834), which was edited by F. E. Stevens in 1858. See also F. E. Stevens, The Black Hawk War (1905); numerous articles in the Wisconsin Historical Society Collections; the essay in R. G. Tawes, How George Rogers Clark Won the Northwest; J. F. Snyder, “The Burial and Resurrection of Black Hawk,” Ill. Nat. Hist. Surv., iv., p. 47–56 (Springfield, Ill., 1911); and Amer Mills Stocking, The Saukie Indians and Their Great Chiefs Black Hawk and Keokuk (Rock Island, Ill., 1926).

BLACKHEATH, an open common in the south-east of London, England, mainly in the metropolitan borough of Lewisham. This high-lying tract was crossed by the Roman Watling Street from Kent, on a line approximating to that of the modern Shooter’s Hill; and was a rallying ground of Wat Tyler (1381), of Jack Cade (1450), and of Audley, leader of the Cornish rebels, defeated and captured here in 1497. The citizens of London greeted Henry V. here on his return from Agincourt, and here the army of the Restoration met Charles II. The introduction into England of the game of golf is traditionally placed here in 1668, and attributed to King James I. and his Scottish followers. The common, the area of which is 267 acres, is used as a pleasure resort. For the residential district to which Blackheath gives name, see Lewisham.

BLACK HILLS, an isolated group of mountains in the U.S.A. covering an area of about 6,000 sq. m., in the adjoining corners of South Dakota and Wyoming. They rise on an average some 2,000ft. above their base, the highest peak, Harney, having an altitude above the sea of 7,216ft. They are drained and in large part enclosed by the North (or Belle Fourche) and South (or Cheyenne river) and are surrounded by a wide expanse of saline plains lying 3,000 to 3,500ft. above the sea. The mass has an elliptical shape, its long axis, which extends nearly north-north-west to south-south-east, being about 120m. and its shorter axis about 90m. long. The hills are formed by a short, broad fold, which is flat or nearly so on its summit. From this fold the stratified beds have in large part been removed, the more recent having been almost entirely eroded from the elevated mass. The edges of these are now found encircling the mountains and forming a series of fairly continuous rims. The carboniferous and older stratified beds still cover the west half of the hills, while from the east half they have been removed, exposing the granite. Scientific exploration began in 1849, and systematic geological investigation about 1875. Rich gold placers had already been discovered, and in 1875 the Sioux Indians, within whose territory the hills had until then been included, were removed, and the lands were opened to white settlers. Subsequently low-grade quartz mines were found and developed. These have furnished a notable part of the gold supply of the country (about $100,000,000 from 1875 to 1921). There are still one or two gold mines working low-grade ore. The silver product from 1879 to 1901 was about $4,154,000. Deposits of copper, tin, iron and tungsten have been discovered, and a variety of other mineral products (graphite, mica, spodumene, coal, petroleum, etc.). In sharp contrast to the surrounding plains the climate is sub-humid, especially in the higher Harney region. There is an abundance of fertile soil and magnificent grazing land. A third of the total area is covered with forests of pine and other trees, which have for the most part been made a forest reserve by the national government.

Bibliography.—See the publications of the U.S.A. geological survey (especially Professional Paper No. 26, Economic Resources of the Northern Black Hills, 1904), and of the South Dakota School of Mines (Bulletin No. 4, containing a history and bibliography of Black Hills Investigations); also R. L. Dodge, The Black Hills: A Minute Description... (1876).

BLACK HILLS HIGHWAY, a thoroughfare connecting Chicago, Ill., with Denver, Colorado. It is about 1,300m. long. The roadway is paved and improved through Illinois, Wisconsin,
read what they say! owners in every walk of life count the BRITANNICA a treasured possession

THE SECRETARY OF THE INTERIOR
WASHINGTON

I have now been living with the new fourteenth edition of the Encyclopedia Britannica for a long enough period to appreciate its high qualities. There is a rare pleasure in consulting these volumes on subjects with which one has some familiarity. In every instance I have found the statements therein to be fair, accurate, reasonably comprehensive and up to date.

The presence of a first-class but brief bibliography on the various topics makes the Encyclopedia Britannica not only a filling station for immediate use, but a place where students can begin their search for knowledge in any given field.

From the standpoint of general reading, my experience has been that I could pick up almost any volume and find subjects of striking interest. The beautifully illustrated articles on potteries and porcelains are the best that I have encountered. Whether it be Wales, Egypt, electrical power transmission or Washington, the Encyclopedia is always both interesting and satisfying.

I can not help but feel that the editors of the fourteenth edition have rendered a real service to all English-speaking peoples.

Hanciwig Notes

“Years ago I wrote in a book about family life, that after chairs, tables, beds and dishes, the most important piece of furniture for a home in which children were to be brought up was a good encyclopedia. After some months of living with the new Britannica, I'd be inclined to reverse that advice and put the Encyclopaedia first.”

DOROTHY CANFIELD FISHER

“The Britannica has for so long been a necessary part of my library and office equipment that I should feel at a loss without it.”

COL. EDWARD M. HOUSE

“I heartily congratulate you on the production of a work of reference which is beyond comparison because there is no competitor.”

WILLIAM BEEBE

“The new Britannica meets the needs of curious readers whether eight or eighty years old. . . .”

JAMES HARVEY ROBINSON

“... the most valuable single enterprise in existence for general adult education . . . an indispensable household aid.”

HENRY NOBLE MACCRACKEN

“The Britannica is not only a book to look up dates and details, but one to read in. Not only a collection of the knowledge of the past, but a great harbor of modern science and research.”

EMIL LUDWIG

“... a book of reference no one who writes can afford to be without. And as a treasure house it is not less desirable to anyone who reads.”

ZONA GALE

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