



No  
Time  
to  
Spare.

# Hundreds are Hurrying "Too Late" in order not to be... WILL YOU LAG BEHIND?

The  
Time  
is  
Limited.

These hour-glasses tell the story better than words can. The New Zealand sale of the ENCYCLOPÆDIA BRITANNICA by the "Daily Mail" has reached a stage where it is certain that the remainder of the limited edition will be subscribed for on or before another week has passed. The limit of time and the limit of copies available are necessarily one dependent upon the other. The copies still available are diminishing in number hour by hour as the sands in the upper half of an hour-glass drop into the lower half in a steady, uninterrupted stream. Saturday, March 23rd, is the very last day of the offer.

THE orders received during the week by the "Daily Mail" for its great half-price issue of the "Encyclopædia Britannica" show that the public see the force of our withdrawal announcement.

When so few days remain, people who have postponed sending their orders begin to realise that delay means disappointment. This is to be a great week in the history of the "Encyclopædia Britannica."

Will you, who read this advertisement, join the throng who are determined to secure the great library of reference, or will you wait until it is too late?

Our half-price offer means not only that you can secure the 25 volumes, complete and unabridged, for less than half regular cash price charged by Messrs. A. & C. Black, the publishers of the work, but it means that also this half-price is divided into easy serial payments.

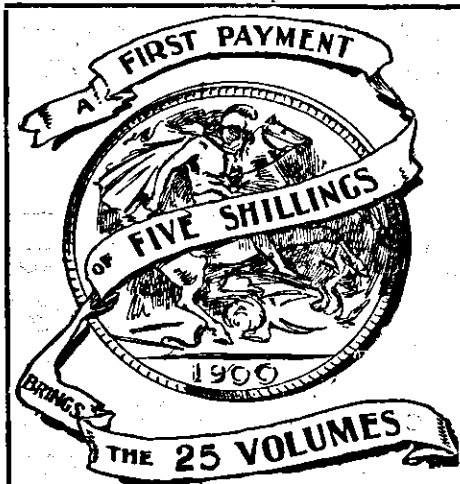
You need only send 5s. now in order to have the volumes promptly sent home to you, then after you have received them, while you are enjoying the use of this wonderful collection of good reading and

practical information, you complete your payments at the rate of 12s. a month.

For less than sixpence a day you can procure a book which was until recently a rich man's book, a book altogether beyond the reach of the average purchaser, and if you delay an hour too long the opportunity will have irrevocably escaped you. We mean word for word what we say when we announce the withdrawal of our offer on March 29th as an absolute and final ending of this great half-price sale. We are not in a position to grant any indulgence, any extension of the time limit. We have no power in the matter. The book is not our book. Our contract enables us to offer *The Times* Reprint of the "Encyclopædia Britannica" for a few days more, and then the former terms will again be in force, the book will have passed out of our hands, and your chance will have gone for ever. Surely you do not want to lag behind when so many of your neighbours are procuring upon such easy terms the great library of reference. You can make sure of a set of the "Encyclopædia Britannica" if you will only use to-day the Order Form which appears at the foot of this page.

## ABOUT BINDINGS.

The Cloth Binding is as good as a cloth binding can be, but so large and valuable a work as the "ENCYCLOPÆDIA BRITANNICA" deserves a better binding, and cloth is only recommended for those who cannot afford to pay the small additional sum required to secure either the Half-Morocco or the still better Three-quarter Levant binding. This last-mentioned binding is specially recommended, not only on account of its rich appearance and durability, but also because of its relative cheapness as compared with the Full Morocco style.



## EXTRA VOLUME FREE.

Every subscriber to the "ENCYCLOPÆDIA BRITANNICA" will receive without cost an extra (26th) volume of nearly 250 pages, giving hundreds of suggestions for courses of reading upon almost every imaginable topic, making the Encyclopædia available for every member of the family who can read.

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TO THE MANAGER,

THE "DAILY MAIL"

NEW ZEALAND OFFICE, GOVT. LIFE INS. BLD'G.

P.O. BOX 285, WELLINGTON, N.Z.

Monthly payments to be made to the Bank of New South Wales. Only the first payment of 5/- need be sent to the "Daily Mail." Subsequent payments to be made to the Bank of New South Wales, Wellington, or any of its branches.

Please send me THE ENCYCLOPÆDIA BRITANNICA, 25 Vols. (9th. Edition) at prices named below. I enclose 5/-, and I agree to complete my purchase of the work as follows:

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Strike out adjoining paragraph if Bookcase is not desired. Please also send a Revolving Bookcase, for which I agree to make (after the payments for the book have been completed) further monthly payments of the same amount until I shall have paid 65 SHILLINGS for the Bookcase.

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[N.Z. Graphic Spec. 23]

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