JOHN WANAMAKER. BROADWAY, FOURTH AVENUE

NINTH & TENTH STREETS.

NEW YORK.

Mrs. W. H. Belson, Obertin, O.

Dear Madam: --

As a Wanamaker customer you will no doubt be interested in our special offer to you of the latest edition of The Century Dictionary and Cyclopedia and Atlas.

Our special price is the lowest at which this work

has ever been sold-see our guarantee.

The edition (1903) is the latest. In its completed form The Century combines the best dictionary, the most complete encyclopedia and the finest atlas of the world.

Its alphabetical arrangement is adapted to the needs of the present day and is universally acknowledged to be far superior to the plan followed in other reference works.

We have prepared a handsomely illustrated specimen page book in order that you can acquaint yourself with this work without seeing the volumes themselves. This descriptive book contains nearly 100 pages, maps and colored plates, and nearly 1,000 illustrations. If you will fill in and send us the enclosed postal card, we will mail you a copy of this book free of cost.

The enclosed circular represents The Century set in a Century Bockcase, and gives a few of the reasons why

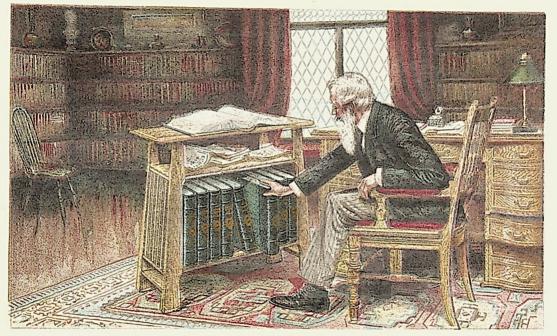
our offer is worth investigating.

Will you please inform us if we shall send you a descriptive book and full particulars as to our cash and installment terms of payments?

We will esteem a prompt reply a great courtesy.

Yours very truly,

Dictated to 100 New York, December 11, 1903 Thomas Dowdell



THE CENTURY HABIT.

If YOU place a set of The CENTURY in YOUR house these are some of the ways you will use it:

F you want a historical fact without searching all through a history, you will find it in The Century instantly.

If you want to know the life history of any of the notables, from Adam to Pius X., you will find it in The Century.

If you want absolutely authoritative information on any botanical subject; if you value accuracy on any architectural point; if you need prompting on legal matters, you will find them all in **The Century**, arranged for quick reference without confusion.

If you would know the population of any village, town, city, state or country, it's in The Century.

If you would locate precisely any country, state, city, town, mountain, lake, river, bay, etc., of any importance on the earth's surface, without a long hunt for it, you will find it in The Century instantly.

If you are at a loss to know who wrote a certain book, you will find it instantly in The Century.

- If you want to know in what book any noted character of fiction was portrayed, you will find it in The Century instantly.
- If you want a quotation for an occasion, by opening to almost any word akin to the subject, you will find it in The Century instantly.
- If you want the pronunciation of any proper name, you will find it instantly in The Century.
- If you want to know the depth of water at any spot on the globe; or if you wish to ascertain the elevation of land, whether of valley, plain or mountain, anywhere on the earth's surface you will find it instantly in The Century.
- If you want to know the site, or place the date of any of the world's great battles, you will find it instantly on the maps of The Century.
- If you would know the every shade of meaning of every word the English language owns or used to own, you can be SURE of finding it in The Century ONLY.
- If you are in need of just the right synonym, quickly, you will find it in The Century.
- If you care to buy The Century for just half the price at which nearly \$8,000,000 worth of the volumes have already been sold, you will find the opportunity at the Wanamaker Store while this edition lasts.
- If you appreciate paying for the work in little monthly installments instead of cash down, the privilege is yours through the Wanamaker Century Club for a little while.

THE CENTURY contains the sum of the World's knowledge, illustrated by picture and example, and arranged for instant service :: :: :: :: :: :: :: ::

RY "The CENTURY" with the first thing that comes into your head. Try it with hard questions, but be fair about it. There is necessarily a limit to the contents of its ten volumes, but it has puzzled greater heads than ours to find this limit. Century owners know that the daily question is answered without trouble from its pages, and they have learned more and more to look for things they don't expect to find, until, as one of our subscribers put it, "It is always the unexpected in The CENTURY. I look up common words and find uncommon meanings. I turn doubtfully to a place where I hardly expect to find a fugitive fact, and find it anything but fugitive. In short, I have come to believe that I can't think of anything that's not findable in its pages."

A WANAMAKER GUARANTY

Nearly every mail brings us questions like these:

"Is the edition of The Century Dictionary & Cyclopedia & Atlas offered by the Wanamaker Century Club really the latest published by The Century Company?"

"Is not the half price at which you offer the work accounted for by your edition being in some way inferior to the regular?"

"Is it not a reprint, merely, on poorer paper?"

"Are not the bindings cheaper in quality?"

"Isn't there something untold that accounts for the half price on such a standard

work?"

Yes, there is "something"—but we'll answer the other questions first, by a Wanamaker Guaranty that this edition of ours is unabridged,—thoroughly revised and brought down to the present year, with much new material added in every department—that it is in no sense a "reprint," being printed on the same high grade of specially-made paper, by the firm whose name stands for unvarying excellence in presswork, year in and year out, The DeVinne Press of New York—that it is bound by The Century Company's oinders, in exactly the same careful, painstaking way, and with the same best materials, that have always characterized the clothing of these volumes—and that it is in every way equal in quality with the former regular-price editions!

John Wanamaker guarantees all this.

But the "something" is this: The Wanamaker Stores, with their immense outlet, could afford to promise to sell an immense edition within a certain time-limit, if helped by a helpful price. A publisher would rather sell ten books at \$1 each than one at \$2, if the book cost him 80 cents, say. We promised the ten-times-larger sale, and that secured for us and for you the half price. That is all the secret there is to it.

JOHN WANAMAKER, NEW YORK

mrs. um id Belle Mis. un H Bredent BEC! Flus W. H. Buldur 3. 287 W. College Shut

