

SCIENCE NEWS-LETTER



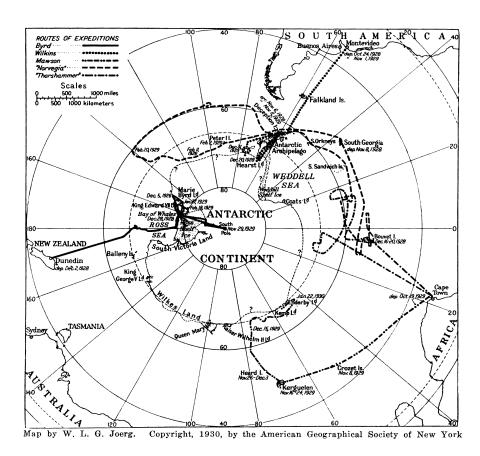


\$5 a year

15c a copy







CONQUERING THE ANTARCTIC

Where Brave Men Explored the South Polar Regions, 1928-30

(See page 99)

Vol. XVII No. 462

tess to Letter. STOR www.jstor.org

This \$2,000,000 Work Written by 3,500 Authorities

Now Ready at an extremely low price

... Completely New

ENCYCLOPAEDIA BRITANNICA

THE scientific articles in the *new* Encyclopaedia Britannica were written by some of the greatest authorities of our time. Many of the living Nobel prizemen, including three of those named this year, are among the 3,500 distinguished contributors.

"There can be no question of the scholarly reliability of the work," writes President James R. Angell of Yale University in *The Saturday Review of Literature*. "It meets the need for accurate, digested, synthesized information," says Dr. Raymond Pearl of Johns Hopkins University.

A Superb Guide to Science

Science, in all its branches, has been recorded with amazing completeness and by master hands. The new Britannica is the first and only reference work which has had prestige enough and resources enough to seek out the greatest authorities and the latest data.

This is the only encyclopaedia ever published in which you can consult at an instant's notice Bohr on Atom, Millikan on Electron, Aston on Isotopes, Compton on Compton Effect, Carrel on Tissue Culture, Perrin on Brownian Movement, the

Duc de Broglie on X-Rays, Morgan on Acids, Schade on Rubber, MacLeod on Insulin, etc.

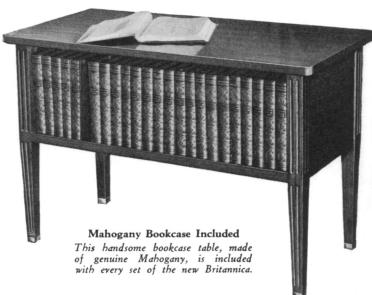
15,000 Illustrations 500 Maps

In actual time and money, three years and more than \$2,000,000 were spent before a single volume of the new Britannica was sent to press.

The editorial boards comprised the finest minds of two hemispheres. Outstanding authorities of 50 countries are among the contributors to the *new* Britannica.

The newest data were made available by the world's leading research bureaus. Both industrial and governmental laboratories have played a large part in this magnificent undertaking.

More than 15,000 illustrations, of which fully 30% are devoted to scientific and industrial subjects, and 500 up-to-date maps are included in this great new work.



Special Offer--only \$5 down

The price of the *new* Encyclopaedia Britannica is amazingly low, within the reach of everyone. Large scale production enables us to offer these books at a third of what they would otherwise cost.

A handsome mahogany bookcase is included with each set. A first payment of only \$5 brings books and bookcase immediately to your home or laboratory. The balance may be paid in easy monthly payments.

Send for Free Booklet

Tear out this coupon and mail it to-day. It will bring you our 56-page booklet, containing illustrations, maps and specimen pages from the new Britannica; also full details of prices, bindings and easy payment plan. No obligation on your part.

Encyclopaedia Britannica, Inc. 342 Madison Ave., N. Y. S.N.L. 3-S1 Please send me by return mail, without any obligation on my part, your 56-page illustrated booklet describing the new Britannica together with low price offer, etc.
Name
Address
City State