



OPENING OF THE SUBSCRIPTION LIST FOR INDIA.

The complete 25 Volumes delivered to the purchaser upon a preliminary payment of Rs. 20, to be followed by 14 monthly payments of Rs. 20 each.

"THE TIMES"

(LONDON)

REPRINT OF THE

Officers have been opened in Calcutta at 5a, Dalhousie Square, where sets in the different styles of binding may be examined and subscriptions booked

Encyclopædia Britannica

(THE NINTH, THE LATEST EDITION.)

THE OFFER.

The sensation of the book-selling in London, the remarkable offer of "The Times" Reprint of the ENCYCLOPEDIA BRITANNICA (9th edition), already known to residents of India who read the "Times." No less than 5,000 copies of the massive work were printed, but applications for copies were received, in rapid succession, from more than 10,000 persons.

Widespread disappointment was occasioned by the enforced refusal of a great number of orders, and residents of India were, owing to the delay in communicating with London, peculiarly unfortunate in this respect.

A further impression of the Reprint has now been prepared, and a limited number of copies have been set aside for India. In order to avoid the expense and inconvenience which attend, upon the importation from England of single sets of the ENCYCLOPEDIA, the copies reserved for India will be consigned in bulk for distribution. The prices and terms upon which copies may be obtained are stated in detail upon the order Form which is given below, and immediate application should be made by persons who desire to avail themselves of this extraordinary opportunity.

The price at which the work is offered is, in itself, a phenomenal one, and the conditions of sale are such as materially to enhance the advantages presented by the arrangement. The briefest statement of these conditions will be sufficient.

MONTHLY PAYMENTS.

The complete 25 volumes of "The Times" Reprint of the ENCYCLOPEDIA BRITANNICA will be delivered all at one time upon receipt of a preliminary payment of Rs. 20, the remainder of the purchase-money to be paid in monthly sums of Rs. 20 each.

The instalment system of selling books is by no means a new one, but the plan of sale adopted by "The Times" is a direct inversion of the familiar process. The old theory of selling a large book in parts was that the purchaser received the volumes in dribs and drabs and paid for them in dribs. This plan apparently gave the purchaser a great advantage—the convenience of gradual payments—but it had only a nominal one. He did not have to pay the purchase price in one lump sum; but, on the other hand, he got no real value for his money until he had completed his payments, for the incomplete parts gave him no more than a mockery of possession.

The plan, in accordance with which "The Times" reprint of the ENCYCLOPEDIA BRITANNICA is offered, presents the convenience, and eliminates the inconvenience, of this old process. The complete work is delivered as soon as the purchaser begins to make his serial payments; the only postponement in the transaction is for the purchaser's benefit—he enters into immediate and complete possession of the work, and pays for it at leisure.

A KEY TO ALL KNOWLEDGE.

One of the most acute among contemporary critics defined very neatly, the other day, the two distinct joys which come from the possession of books. The man who has a haphazard collection of the standard authors may taste the pleasure of "browsing among books;" but the man who has an all-round library "holds the keys to all knowledge, and can always ascertain any necessary fact." There is a vast difference between these two facilities, and the man who can exercise the larger powers finds infinitely the greater richness in the exercise of the lesser privilege. He saunters when it pleases him to saunter, but he has the developed stride of the athlete in reserve. He knows that the whole world of knowledge is open to him and that he may take the freshest path that tempts his fancy, certain that he will not be lost in the forest. To this large toves of books the ENCYCLOPEDIA BRITANNICA is at once an incentive and a gratification. The sense of power which is to be derived from the possession of a comprehensive library is in itself a joy quite apart from the pleasures of daily reading. A man who owns a delightful country place is the happier for owning it, even when he has to be penned up in town. There is refreshment and enlargement in the mere thought of the grass and the trees which are growing for him while he is absent. The view from his dining-room window adds something to the fullness of every hour of his life, although his eyes may not be bent upon it for an aggregate of more than a few hours in the year. And, just as the love of a beautiful country home appeals to a man's most intimate emotions, so the possession of a thoroughly comprehensive library appeals to his keenest intellectual perceptions. He may not hold a book in his hand for more than ten minutes a day, but all the hours in the day are richer to him because the books stand at his disposal on the shelves.

It is this abiding satisfaction that the ENCYCLOPEDIA BRITANNICA offers to its possessors. It is a work peculiarly adapted to the wants of the occasional reader, and the opportunity to acquire, complete and at the same time a compact library—to secure the pleasure and the sense of power which the possession of a library confers, now presents itself in a form so advantageous that no one can afford to neglect it.

THE PRICES, PAST AND PRESENT.

The extraordinary reduction in price upon which the present offer is based seems to call for a word of explanation. The published price for the ENCYCLOPEDIA BRITANNICA in England was £37 for the cloth binding, and proportionately higher prices were fixed for the better bindings. "The Times" now offers the same work, identical in every respect, for Rs. 275 in cloth binding, and proportionately low prices for the better bindings. Yet Messrs. A. and C. Black made no more than a fair profit at their prices and "The Times" incurs no loss when it offers the same work for half the money. This sounds like a contradiction in terms, and its explanation is not without interest.

As soon as a book has made a reputation a cheap edition is demanded. The old-fashioned method of reducing the price was to decrease the cost of manufacture; to produce, in short, a poor imitation of the original work. There was no cheating about the process. The people who brought that sort of a cheap edition knew what to expect; they did not hope to get a hand some and durable book they contented themselves as best they could. They felt that an inferior edition of a good book is at any rate better than the best edition of a poor book, although it is at most a compromise. They were compelled to take what they could get—they travelled along the road to knowledge as third-class passengers, because they could not afford to pay first-class fare.

But there was one line of travel upon which no third-class tickets were sold, the most direct route of all, for the man who wanted to make his way as quickly as possible to the information which he was in search of. The ENCYCLOPEDIA BRITANNICA is the best library of reference in the world, and it costs a great deal of money to make it the best, just as it costs a great deal of money to build a straight line of railway, cutting tunnels and building viaducts without regard to expense, instead of skirting the hills and valleys. The compilers of the old-fashioned sort of works of reference had always employed cheap hack writers to do their work; men who could not go straight to the point in the sureness of their own grasp of a subject; men who had not themselves bored through the mountains and bridged the ravines but were forced to content themselves with the old highways of common knowledge. They were the charmless drudges of Dr. Johnson's bitter definition.

AN INNOVATION IN BOOKSELLING.

The instalment system of selling books is by no means a new one, but the plan of sale adopted by "The Times" is a direct inversion of the familiar process. The old theory of selling a large book in parts was that the purchaser received the volumes in dribs and drabs and paid for them in dribs. This plan apparently gave the purchaser great advantage—the convenience of gradual payments—but the

then was only a nominal one. He did not have to pay the purchase price in one lump sum; but, on the other hand, he got no real value for his money until he had completed his payments, for the incomplete parts gave him no more than a mockery of possession. If the book was a work of reference arranged in alphabetical sequence, he was tantalized by the recurrence of such titles as "Abelard," "Abyssinia," "Acclimatization" and "Acoustics," when the need of the hour was an article upon "Zanzibar" or the "Zebra," "Zoroaster," or the "Zodiac." The dust gathered on the useless fragments of a book, and his mental digestion was offered one month of nothing but soups, another of fish exclusively, before the repast was spread before him in its entirety.

The plan in accordance with which "The Times" Reprint of the ENCYCLOPEDIA BRITANNICA is offered, presents the convenience and eliminates the inconvenience, of this old process. The complete work is delivered as soon as the purchaser begins to make his serial payments; the only postponement in the transaction is for the purchaser's benefit—he enters into immediate and complete possession of the work, and pays for it at leisure. This advantage, like that of the minimized price, is secured by manufacturing on a large scale. Instead of printing one volume at a time five and twenty must issue simultaneously from a multitude of presses. When a large demand may be confidently expected, there is no reason why such a course should not be adopted.

In the case of "The Times" Reprint of the ENCYCLOPEDIA BRITANNICA there was no reason to doubt the result of the offer. The first impression of the reprint was, in fact, subscribed twice over.

The ENCYCLOPEDIA BRITANNICA is already known to everyone, but it is of interest, in connection with the present remarkable offer, to note the proportions of its component parts. It consists of twenty-four massive volumes of about 850 pages each, and twenty-fifth volume containing an elaborate index to the whole. In addition to the 30,000,000 words which fill its 22,000 pages of letter press, it contains 338 full-page plates and 671 maps and plans. There are over 9,000 other illustrations. Over 1,100 writers contributed to the work, specialists of the highest distinction. Not only men of learning, scholars, divines, masters of science and philosophy, but also men of action: statesmen, soldiers and sailors, financiers, jurists and surgeons, artists and engineers, manufacturers, sportsmen and travellers, have contributed to the pages of the ENCYCLOPEDIA BRITANNICA.

UNABRIDGED AND UNALTERED.

The Ninth Edition, which "The Times" has reprinted, is the most complete and perfect form of the ENCYCLOPEDIA BRITANNICA, which is universally recognised as the most complete and perfect of works of reference.

"The Times" Reprint is in every respect the same as the copies already sold at the higher price; it is what booksellers call a new impression, not a changed edition. There has been no condensation, no abridgement, no omission. Every word, every illustration, every map, every element of value is preserved intact. There is not the most minute cheapening of the product to offset against the remarkable diminution of the price. The Reprint,

like the earlier impressions of the Ninth Edition, is carefully and handsomely printed and bound. The contents are unabridged and unaltered; and the purchaser who now pays the present prices for a copy receives the same book for which so much more was formerly asked. A better book it is impossible to obtain for any money, nor is there any reason to suppose that the present generation will see a worthy rival in the field. The Ninth Edition of the ENCYCLOPEDIA will long retain its distinctive character as the highest trademark of scholarship.

It was not until 1889 that it was completed although the first volume was published in 1875, and the twelfth volume—half-way on the road—appeared in 1881. The elaboration with which the articles were written, the scrupulous care with which they were revised, the minute labour expended in bringing the typography and the illustration of the volumes to the highest point of accuracy, all combined to make haste impossible.

No steps have yet been taken towards preparing a Tenth Edition, and there is no reason to suppose that if such a work should be put in hand it could be completed in less than 15 or 20 years from now. The preparation of a new edition of such a work is a formidable task. Grave doubts were entertained when the Ninth Edition was proposed as to whether it would ever repay the outlay it involved. The late Mr. Adam Black, who was at that time at the head of the house of A. and C. Black, was so strongly opposed to the undertaking that he withdrew from the firm in order that he might not be involved in the disaster which he believed to be imminent. Nor is the cost of manufacturing so voluminous a work the only circumstance which may deter a publisher from too hastily attempting its reconstruction. It is not in the course of every generation possible to enlist the services of such a body of editors and contributors as Messrs. A. and C. Black succeeded in assembling for the Ninth Edition.

SPECIMEN PAGES.

For the convenience of those who desire fuller information in regard to the ENCYCLOPEDIA BRITANNICA a pamphlet has been prepared containing specimen pages and brief extracts from the work. The pamphlet will be sent to any address, post free upon application, 5a, Dalhousie Square.

The contents of the pamphlet include: A full-page coloured plate, representing the celebrated Kylix from Capri (Aphodite borne by a flying swan), and the well-known Amphora from Rhodes (the wooing of Tuetis by Peleus). This plate (in Vol. XIX) accompanies Professor J. H. Middleton's article "Pottery," which consists of 43 pages of letter press, interspersed with 75 exquisite illustrations and numerous facsimiles of inscriptions and potters' marks. A full page coloured plate, representing 14th century interior decorations, selected by William Morris, to accompany in Vol. XVII. the copiously-illustrated article "Muræe Decoration," of which he was one of the authors! The full-page plate, representing Terra Cotta Sarcophagi from Caræ, which accompanies (in Vol. VIII.) the article "Etruria," by Mr. A. T. Murray, Keeper of Greek and Roman Antiquities in the British Museum, and Professor Wilhelm Dœcke, author of Corssen und der Sprache der Etrusker." A full-page plate representing epigraphs (chiefly Latin and Greek), which accompanies (in Vol. XIII) the article, "inscriptions," by the Rev. A. H. Sayce, Professor of Assyriology, Oxford; Prof. John Dowson, the Rev. Canon E. L. Hicks, and Dr. E. Hubner, Professor Classical Philology, University of Berlin. A full-page plate representing goldsmiths' work of various periods (including several exquisite Renaissance designs), which accompanies (in Vol. XIII.) the article "Jewellery," by George Wallis. A full-page plate representing Corinthian columns and capitals, which accompanies (in Vol. II.) the richly-illustrated article of 93 pages "Architecture," by T. Hayter Lewis and George Edmund Street. A selection of the Titles of some 2000 among the total of 16,000 articles, being the principal contents of the ENCYCLOPEDIA, including the authors' names.

TEMPORARY PRICES FOR THE 25 VOLUMES

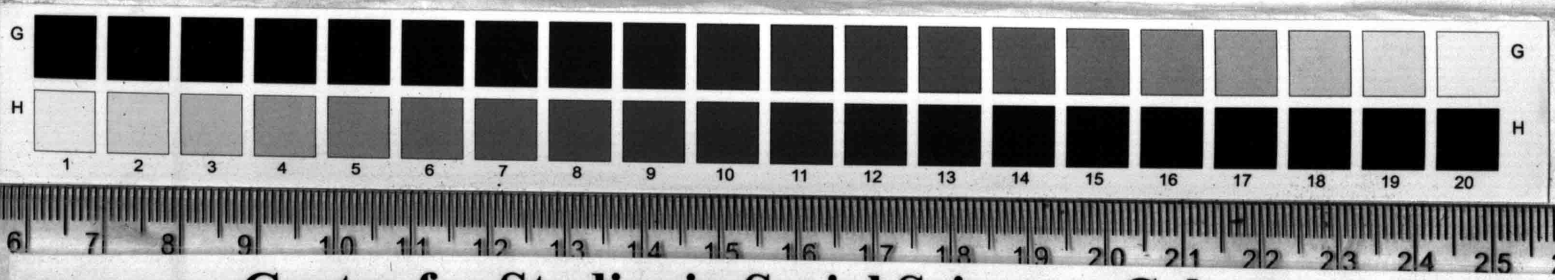
Delivered in Calcutta, Bombay, or Madras, Carriage Paid.

Table with 3 columns: Binding Type, Monthly Payments, and Cash Price. Rows include Cloth Binding, Half Morocco, and Full Morocco.

ORDER FORM.

If the purchaser sends a cheque for the full amount of the cash price shown above, no order form need be used. Cheques should be drawn to the order of the National Bank of India, Ltd., and sent to the office of The Times Reprint of the Encyclopædia Britannica, 5A, Dalhousie Square, Calcutta.

Order form containing fields for Name, Address, and a list of options for payment and binding. Includes checkboxes for 'CLOTH', 'HALF MOROCCO', and 'FULL MOROCCO'.



THE Amrita Bazar Patrika

CALCUTTA, FEBRUARY 16, 1899.

In his reply to the Indian Association Lord Curzon mournfully confessed that, in the discharge of his duties he did not expect to carry the assent or even the approbation of the people, with him.

It is more difficult to satisfy the people of India than the British public. But a ruler is not required to satisfy the Indians.

The condition of the Indians is this—they are helpless! Like dogs, they have to look up to the faces of their masters to ascertain the fate awaiting them.

Fancy Lord Curzon mournfully declaring that he did expect, in the discharge of his duties, always to please the Indians!

Lords Lawrence and Mayo found pleasure in the company of Indian Princes. Lord Dufferin loved a good listener, no matter whatever community he came from.

The Bengalee complains that the address of the Indian Association was not published in our columns, but the Viceroy's reply to it was.

blind support, we could have benefited none; only we would have harmed ourselves. The Association gave the Viceroy an opportunity of being a little sarcastic, and as in the deputation there were two presidents of the National Congress, we felt that the address had not been drawn up with that care which the occasion required.

THE SUICIDAL POLICY OF THE HINDUS.

We said that though the Hindus could reject they would never accept a member. A conversion from Hinduism to Mahomedanism is possible, that is to say, the Mussalmans will take in such a convert.

From the above it would seem that the Hindus are very strict and clanish; but that is not it. While the Hindus will not accept a convert, it is the easiest thing in the world to convert a Hindu.

But we were talking of the bitter feeling between the two races. When the Mussalmans caught a Hindu whom they wanted to punish they would "take his caste."

But how could that be?—cries one unacquainted with Hindu customs? Subuddhi was made to drink water polluted by the touch of a Mussalman.

Subuddhi was willing to give life, that was a trifling matter. But to die in that horrible way, prescribed by the Nadia Pandits, seemed to him too horrible and he did not know what to do.

hear that the Nadia Prophet, Lord Gauranga, was just then in that city and he ran to Him for advice. The Lord advised him not to trouble himself about such petty matters, but to lead a religious life.

Thus the doomed Hindu race will not accept a convert under any condition, but will, on the other hand, expel one on the flimsiest of grounds.

LITIGATION IN INDIA.

WHEN the Zemindari Panchayet pressed upon the attention of Government the increase of litigation in the country, Lord Curzon sought to throw the blame upon the people.

Lord Curzon declines, on behalf of the Government, to take the responsibility for this increase of litigation in India.

Under British rule all that has been changed, liquor shops have been allowed to be opened everywhere. And if the Government is charged with the offence of having spread drunkenness for the sake of revenue,

In on, word, while the contention of the people is, that Government has opened liquor shops and law-courts for the sake of revenue,

In pre-British days there were no liquor shops and there was no drunkenness. But now that the country is studded with these shops, the people have taken to drink.

It may be asked how could they manage without law-courts in days gone by? Well, they had their village Panchayets.

We are glad to learn from his Lordship that His Excellency is for arbitration. That is a piece of cheering news.

can deny this. But yet this policy is not adopted and the people are obliged to come to the conclusion, that this is so because such an arrangement would mean loss of revenue to the Government.

We quoted the other day a portion of the judgment of the Faridpore Sessions Judge in a case in which Mouli Fuzal Karim, as Sub-divisional Officer of Madaripur, played an inglorious part.

Monohar was arraigned by the police on a charge of murder. The enquiry was conducted by Mouli Fuzal Karim, who, from the very beginning,—indeed, before even a couple of witnesses had been examined,—commenced to distrust, for reasons best known to him, the case for the prosecution, and "at once made up his mind," to quote the words of the Judge, "that Nedu was the murderer, said so in open court, and bullied the witnesses who did not support that theory."

Lord Curzon declines, on behalf of the Government, to take the responsibility for this increase of litigation in India. "Why do you go to the law courts?" asks his Lordship in answer to the Panchayet. "The courts cannot drag you there," contends his Lordship, "against your inclination."

His unwillingness to answer questions, his controversy with the Court, and the pleaders, his coming out with long expatiations before they were asked for, was, to say the least of it, unseemly in a judicial official of his standing; and it was not, particularly dignified for him to be more than once reminded by the Court that he was a witness in the box, and not an august officer in charge of a Sub division.

For the above reasons, I am of opinion that the evidence given before the police gave a practically correct version of the affair, while that recorded by Mouli Fazal Karim is tainted by circumstances which render it unsafe for judicial purposes.

In short, as we observed the other day, the Mouli managed the affair in such a way as to allow the apparently real culprit to escape without a trial and subject an innocent man to the horrors of a protracted criminal prosecution.

If the Bengal Times, which is an Anglo-Indian paper of Dacca, is to be believed, the above was not the only occasion when the alleged guilty parties in a murder case were allowed to escape by the conduct of Mouli Fuzal Karim.

Tara Chand Manjhi, whose son was murdered, seeing how matters tended, sent an appealing telegram to our Lieutenant-Governor through his Chief Secretary, for transfer of this case, but without receiving an intimation that it reached him for whom it was meant.

The Bengal Times says that the father of the murdered man, who was only a youth in his teens, got no response either from His Honor or the Chief Secretary. Now, if people in their distress, due to the doings of the executive officials, appeal for help to the head of the Government or his Chief Secretary and receive no reply, where are they to go for the redress of their grievances?

MR. ROBERTS' expected motion in Parliament, announced by our London correspondent, against the Calcutta Municipal Bill, is a proof that the measure has not the approval of the Liberals. Of course, they are not only Liberals but Englishmen too.

USUALLY the Convocation of the Calcutta University is a dull affair. But many attended this time only to have a glimpse of the Viceroy, who has already become an object of keen interest in the country.

OUR London correspondent criticizes the speech of Lord George Hamilton to his own constituency, a summary of which was reproduced yesterday. He has no faith in the self-constituted members of the National Congress, or those of the Parliamentary Committee.

