

## THIS BOY KNOWS! DO YOU KNOW?



- Why is ice slippery?*  
*What is a thunderbolt?*  
*What makes the noise when a bag bursts?*  
*Why is it colder on a mountain top?*  
*What makes the sea salt?*  
*Why do we have names?*  
*Why is our shadow larger than ourselves?*  
*Which is the bird with the longest tail?*  
*What makes the knots in wood?*  
*Why does the chameleon change its color?*  
*What is it that makes us hungry?*  
*Do the stars really twinkle?*  
*Why is snow white?*  
*Why does a stick hold together?*  
*When we run into a wall, does it push us back?*  
*What makes the colors of the sunset?*  
*Why does light seem red when we shut our eyes?*

### Test Your Boys and Girls With These Wonderful Commonplace Things

Mail Coupon for the Answers

# The Book of Knowledge

**The Children's Encyclopedia—answers every question a child can ask**

Can your child read intelligently and tell you interestingly and correctly about the familiar things which he sees around him? If not, he is not educated, and has not even started on the road to an education.

It is not enough to know that salt comes out of the earth and sea, or that sugar is obtained from sugar-cane and beet-roots, or that rubber flows from certain trees when they are tapped—we must know every step in the processes by which these things are obtained and made use of. We must know the way in which the tiny coral animals build their beautiful reefs, and the way in which man builds his lighthouses in the bed of the sea. We must know how the fibre of the cotton is separated from the seed and who invented the machines that made cotton so cheap. **The Book of Knowledge** is the simplest scheme of knowledge ever presented to the world.

Place **THE BOOK OF KNOWLEDGE** in your home—**YOUR CHILD WILL GROW UP TO THANK YOU.**

### PICTURES SPEAK LOUDER THAN WORDS

**The Book of Knowledge** possesses in a marked degree the power to awaken and stimulate growing minds, **first and foremost**, because it is illustrated with thousands of delightful educational pictures. There must be pictures to attract and hold the child's attention—full page illustrations and plenty of them, which tell the story in a striking and artistic manner, and impress the important knowledge of the world upon his mind in a way that can never be forgotten. The child learns more and faster through the eye during the earlier years, when he should be acquiring the love of learning.

In the household where **The Book of Knowledge** has become the source of joy and usefulness it is just as common a thing to see father or mother, aunt or uncle, absorbed in the volumes as the children. Everybody wants to know,

but nobody wants to be told in a prosy and uninteresting manner. The world of knowledge is also the world of romance, and when the two things can be brought together, as in this remarkable work, there is not a man, woman or child who can fail to be interested, or fail to find out.

### A VERDICT YOU CAN TRUST

*Senger Wheeler, Maple Grove Farm, Rosthern, Sask. (Prize Wheat Grower of America) says: "I am delighted with The Book of Knowledge. It is fully up to my expectations. The Book of Knowledge is especially of great value in every home where there are children, in contributing a wealth of information and knowledge both interesting and instructive. The arrangement is very effective and appealing to children and the profuse illustrations add to its charm. This book should be in every home, more particularly in farmers' homes, where the opportunities for education are less than in populated centres. The long winter evenings will not be found dull where The Book of Knowledge is to be found. It is not only appealing to children, but adults will find therein a fund of knowledge both interesting and instructive. I am pleased to add my appreciation of The Book of Knowledge."*

Your verdict will be the same. Give your children a chance to become successful men and women! Education is the key to all success. **The Book of Knowledge is Education.**

### Mail Coupon for the Free Book To-day containing clear and simple answers to the above questions

<b>THE FREE COUPON</b>	10-7
<b>THE GROLIER SOCIETY</b>	
The Tribune Building, Winnipeg, Man.	
Please mail descriptive book, "The Child and The Book of Knowledge," explaining the use and meaning of the work and its helpfulness to the child at home and in school, and containing clear and simple answers to the above questions.	
Name .....	
Address .....	
W. H. M. March '18	

The free, illustrated sample page book will show you how the important knowledge of the world is impressed upon the child's mind by means of striking pictures and stories.

The Free Book contains the following illustrated subjects:  
 The Living Flowers of the Sea, frontispiece in three colors; The Progress of the Worlds; The Beginning of a Great Bridge; The New Chariots of the Sky; The Great Workshop Down in the River; Along the Panama Canal Zone; The Wonderful Machinery of Our Ears; Plants That Eat Insects; Strange Animals That Eat Ants; The Space No Man Can Measure, and others.

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