

What Will YOUR Boy Do—

when he grows up? What will his life's work be? How much will he contribute (not in money, but in intelligence), to the great future of Canada? Will he be a "Captain of Industry"—a successful farmer?—a leader in his community? Will he be a genuinely worth-while citizen of Canada? This greatly depends upon the kind of mental food you feed him. The magazines of the day contain little nourishment for the mind of a child—the encyclopedias, with their hard words and dull articles, were not written for him—the newspapers ruin the mind of the child. *The most perfect and the most simple system of education for the child is*



The BOOK OF KNOWLEDGE

"The Children's Encyclopedia"

Answers every question a child can ask

This great gift of the ages to childhood has come to show and explain to the child of to-day the whole wonderful world in

Over 10,000 Striking Educational Pictures

with brief, simple and fascinating talks and descriptions. It contains everything the child ought to know, and wants to know, and leads the child step by step from his first simple question into all great departments of knowledge.

"The Book of Knowledge" will prepare the child for life; it will store his mind with wonderful interesting information; it will teach him to observe; it will help him to find his place in the work of the world. Many times the wise parent will be able to decide upon the future of the boy by the measure of his delight in reading one or another of the great departments of "The Book of Knowledge."

This Boy Has

a sure foundation upon which he will build a strong, useful and brilliant life. Through his daily use of "The Book of Knowledge" he knows more about the earth and the life on it than the wisest men knew a few generations ago.

Not the least valuable section of this work contains the answers to hundreds of everyday questions such as the following:

- Why does thunder follow lightning?
- Why do autumn leaves change color?
- Why do we dream?
- Why does the outside of a glass containing ice cream get wet?
- Why does not heat run along a stick?
- What is the force in lightning that kills a man so quickly?
- Why has water no taste?
- Why does steam always come when water is hot?
- What happens when you get tired?
- What does a hen make her eggs of?
- Why do we count in tens?
- If snow is frozen rain, what is hail?
- What is it that causes earthquakes?
- How many words do most of us use?
- Why does hair turn grey?
- Have fishes any feeling?

TEST YOUR BOYS AND GIRLS WITH THESE WONDERFUL COMMONPLACE THINGS.

Mail Coupon for the Answers.

Mail the Coupon for the FREE Book TO-DAY

Which contains clear and simple answers to the above questions.

The free illustrated sample page book will show you just how the important knowledge of the world is impressed upon the child's mind by means of striking pictures and stories. This book contains the following illustrated subjects: How the days of the week got their names; A simple set of tricks; How the moon goes round the sun; Canada—The Wonderland; An easy way to make a telephone; How we dig up sunshine; How to crochet a shawl; How to keep a secret in writing; Two spies whom we all admire; Animals that work for nature; The world's bread and butter. Also many helpful hints to teachers and busy men and women as to how "The Book of Knowledge" can help wonderfully in the education of the child.

We put the free book and the answers to the above questions in your hands entirely free of cost. Send for this book to-night.

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WINNIPEG, MAN.

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The Tribune Bldg., Winnipeg

Please mail me free descriptive book, "The Child and the Book of Knowledge," explaining the use and the meaning of the work and containing clear and simple answers to the above questions.

NAME

ADDRESS

W. H. M.—Oct.