

For the sake of your Child

The Book of Knowledge

The Children's Encyclopedia

In 4 Languages

10,000 Educational Pictures

350 Color Plates

The 16 Great Departments of Knowledge

- Dominion of Canada
- The United States
- All Other Countries
- Natural History
- Our Own Life
- Plant Life
- The Earth

Familiar Things

Wonder (Questions and Answers)

Famous Books

Men and Women

Stories and Legends

Poetry and Rhymes

Golden Deeds

School Lessons

Manual Training



Answers Every Question a Child Can Ask

- Why is ice slippery?
- Why is the sea never still?
- Can a plant see?
- What are eyebrows for?
- Why does milk turn sour?
- Why is snow white?
- Which is the bird with the longest tail?
- Do the stars really twinkle?
- What makes the color of the sunset?
- What makes knots in wood?
- What makes an echo?
- What makes shadows?
- Why is it warm in summer?
- What is camouflage?

This Boy Knows, Do You?

He has had the **BOOK OF KNOWLEDGE** in his home for a year, and he can tell you interestingly and correctly about all the familiar things which he sees around him. He has made "a long start in the race for knowledge." His teacher will tell you that when she wants a quick and intelligent answer from her class, this boy always answers first. It puts the children over the top.

The Child's Greatest Right

What is the child's greatest right today? It is the right to a practical education — an education that can be used — not a cramming of the mind with a lot of different facts about a lot of different things which have no relation to each other, but an **EDUCATION WHICH WILL STAND THE TEST OF LIFE.** This kind of an education must begin in the greatest school in the world, the home. But the home must be well equipped for the most important of all its duties—the making of a 100 per cent. useful citizen. **THE BOOK OF KNOWLEDGE** lays the foundations of a practical education for life.

THE END OF THE WAR will present even greater problems than we have had to face during the past few years. Realizing this, our educators are searching for new methods, better methods, of training the boys and girls that they may cope with the extraordinary conditions which are bound to come. Only recently, President Wilson said: "I would therefore urge that the schools adjust themselves as wisely as possible to the new conditions to the end that no boy or girl shall have less opportunity for education because of the war and that the Nation may be strengthened as it can only be through the right education of all its people."

The Key to Success

THE BOOK OF KNOWLEDGE is a new method of education in the home. Over 10,000 delightful educational pictures and brief but intensely interesting articles tell the children everything they need to know in plain and simple language which they can understand. It is the first work of reference which a child ever really enjoyed reading. The encyclopedias of the day were not written for the young, with their hard words, long, dull articles, and tiny pictures. They do not attract and hold the child's interest. **THE BOOK OF KNOWLEDGE** develops the mind of the child as naturally as the sunshine develops the flower. It is the preparation which is the key to success.

SATISFY YOUR DESIRE TO KNOW BY MAILING FREE COUPON TODAY

THE FREE COUPON

THE GROLIER SOCIETY,
The Tribune Building, Winnipeg.

Please mail descriptive book, containing a little talk on the different departments in **THE BOOK OF KNOWLEDGE**, and explaining the use and meaning of the work for the mind of a child.

Name _____

Address _____

Guide, Nov. 27.

The 80-page Free Book contains the following Subjects:

Chieftains of a Vanishing Race (Frontispiece in Three Colors); The Sun and his Family; The Earth and Moon in Space; What Our Skin is Like; How the Nail Grows on the Finger; How the Teeth Grow; The Nerves of Smell; The Marvel of Hearing; Jack's Wonderful House; The Lords of the Wild Kingdom; A Concrete Ship in the Water; The Wonderful Birth of the Wheat; How we Dig up Sunshine; Making the Desert Blossom; Canada the Wonder Land; The Republics of South America; Why Do We Count in Tens; The Story of the Days; Joan of Arc Crowning the King; Two Spies of the Revolution; An Easy Way to Make a Telephone; How to Crochet a Shawl; Boy Scouts of America; Set of Simple Tricks; The Boy Carpenter's Box of Tools, and others.

THE GROLIER SOCIETY, The Tribune Bldg., WINNIPEG

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