

The Greatest of all Gifts

The Book of Knowledge

The Children's Encyclopedia

In 5 Languages

10,000 Educational Pictures

350 Color Plates

What Parents Say Who have Tried It:

"It lures the child into research and study."
 "Paves the way for the brainy men of the future."
 "No money could buy the volumes if not replaceable."
 "Explains everything from atom to universe."
 "Easily interpreted and easily digested."
 "Children never think of anything they can't find."
 "Children beg for its purchase."
 "Remarkably up to date in current events."
 "Amount paid nothing compared to benefits received."
 "Precious treasure of our household."
 "Hackneyed subjects are given new and absorbing interest."
 "Children after it like flies after a honey pot."
 "Trains intellect, hand and eye."
 "Headquarters for what one wants to know."



Answers Every Question a Child Can Ask:

Where does the day begin?
 Why does an apple fall?
 Why have we lines on our hands?
 Why are some people dark and some fair?
 Why do flowers vary in color?
 Why do we see only one thing with both eyes?
 Why does heat crack wood?
 Do the stars really twinkle?
 Why is there sand on the seashore?
 How high can men fly?
 What makes people faint?
 Why does red irritate a bull?
 Why are tears salt?
 Why do we grow old?
 What keeps the stars in place?

For the sake of your Child

THIS BOY, who has had THE BOOK OF KNOWLEDGE in the home only a few months, has had his eyes opened to a new world. Mother and father are relieved from the constant bombardment of his questions. It is just the other way around now. He can tell them where the gaslight comes from, how the water which comes from the tap is stored in the great reservoirs in the hills, what happens when the fire alarm rings, how matches are made, the story of a pair of shoes, how the knife and fork came to the table, how china cups and saucers are made, the story of a common pin, how the key is made that unlocks the door, and hundreds of other necessary things. If you want your child to be keen, quick and intelligent, put THE BOOK OF KNOWLEDGE in the HOME. The results will surprise you.

Creates the Desire to Know

The job of making the world over is in our hands today. But we can only make a beginning—it is the children who will have to "carry on."—How are we going to prepare them for this great task? The right kind of occupations and reading in the home will have everything to do with it. THE BOOK OF KNOWLEDGE is the children's greatest helper. It tells them everything they want to know in plain and simple language. It awakens and stimulates the mind, and creates the desire to learn. Of all the 16 great departments, in this work, none is more useful than "Things to make and to do," which furnished wholesome, delightful entertainments of all kinds, and fascinating occupations for busy hands. THE BOOK OF KNOWLEDGE is the home pasture where the children may browse to their hearts' content, and always find what is good and delightful and useful for them to know.

The Most Valuable Gift

There is not a doubt about what will make the children happier than anything else this Christmas. It is THE BOOK OF KNOWLEDGE, because it is everything, rolled into one great big, beautiful gift, which will be loved as long as there is a volume left which has not been used by handling. Never in all time has there been a work produced which appealed with almost equal fascination to young and old. There is no gift which will give so much delight to every member of the family on Christmas morning as THE BOOK OF KNOWLEDGE, with its 10,000 wonderful educational pictures. It is a picture book for the youngest and a history for the oldest. It appeals to father, mother, uncle, aunt and cousin, because it tells each one of them something that they ought to know and were never able to find out before, in plain and simple language.

SATISFY YOUR DESIRE TO KNOW BY MAILING FREE COUPON

THE 80-PAGE FREE BOOK CONTAINS THE FOLLOWING SUBJECTS

Chieftains of a Vanishing Race (Frontispiece in Three Colors); The Sun and His Family; What Our Skin is Like; How the Nails Grow on the Finger; How the Teeth Grow; The Nerves of Smell; The Marvel of Hearing; 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 Wonderland; The Republics of South America; The Boy Carpenter's Box of Tools, and others.

THE GROLIER SOCIETY

Phone Main 4322 THE TRIBUNE BUILDING Winnipeg, Man.

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

The Guide, Dec. Dec. 11th.