

NOR centuries, men waited for the Gillette.

Shaving—or trying to shave-with every kind of razor ever invented.

And never finding one that suited them exactly and absolutely and universally-until the Gillette was created.

Today, twenty million men of all races, all nations-of every color of_ skin and type of feature -men with heavy beards and light beards-with tender skins and tough

skins-men who never shaved before and men who had shaved with almost every conceivable kind of a razor-are finding in the Gillette the shaving qualities that meet each one of their individual shaving requirements.

The Gillette is the only razor that has gone all over the world -that has changed the shaving habits of men everywhere. Adjustable instantly to every type of beard and condition of skin. Let one of the 250,000 Gillette Dealers in this country show you why it is first with twenty million men

No Stropping-No Honing



The Children's Encyclopedia

10,000 Educational Pictures 350 Colored Plates In Five Languages

In Over 800,000 Homes Today

French Spanish Italian Portuguese

Curiosity—The Great Teacher

CURIOSITY is the beginning of all knowledge. Do you know any subject about which your child has not asked you a dozen questions? Let him ask as many as he likes, and be sure to answer them correctly. That is the parent's most important and most easily neglected duty. If you discourage your child's curiosity you will in-jure his mind, and the bright boy or girl becomes stupid or indifferent. Through cur-iosity Columbus discovered America. THE BOOK OF KNOWLEDGE is the simplest and most natural method of helping the child to educate himself. IT ANSWERS EVERY QUESTION A CHILD CAN ASK IN PLAIN AND SIMPLE LANGUAGE. So captivating is this great original work to the mind of a child that he absorbs with little effort the profound truths and great facts of the world of knowledge while reading its delightful pages and looking at the thousands of striking educational pictures.

Your Child Is Unique

English

Your child is like no other child in the world. He has his own peculiar taste and need for both physical and mental food. Some kinds of food agree with him and some do not. THE BOOK OF KNOWLEDGE is the right kind of nourish-ing food for the child's mind during the growing years. Give your child this remarkable, original work, and watch carefully which of the 16 Great Departments interest him most. Nature, Science, History, Biography, Astronomy, Physiology, Art, Literature, Poetry, or Manual Training. It will prove THE KEY to his natural bent, and the kind of work or profession in which he will most easily succeed. Your child is like no other child in the world. easily succeed.

Your Child's Chance

In round numbers, what is your child's chance to become successful? If uneducated, he has one chance out of 150,000; with a common-school education, 4 chances; with a high school education, 87 cation, a chances; with a high school education, 87 chances; with a college education, 800 chances; WITH THE BOOK OF KNOWLEDGE in the home, every chance. It is not a luxury, it is an absolute necessity. It is an INVESTMENT in your child's future which will pay dividends as long as he lives. In over 800,000 homes today the children are being educated with THE BOOK OF KNOWLEDGE. Give your child his chance to compete with them. to compete with them.

Answers Every Question a Child Can Ask

Why do we grow old?	Where do thoughts come from? What makes coal burn? Why has a star five points? What is it like at the bottom of the sea? Why are tears salt? Why do we have names? What is a thunder-bolt? How high can men fly? Is the earth hollow inside?
Who made the first electric light?	
How did the days get their names?	
Why is a river always running?	
Why does lightning strike some things and not others?	
Where does the wind begin? Why does the kettle sing?	

If You Have Children of School Age Mail This FREE COUPON Today

Readers may obtain free of charge the valuable and attract-ive illustrated book of specimen pages from THE BOOK OF KNOWLEDGE. Let the children decide whether this new method of education interests them. Send for FREE 80-page book which contains the following subjects: The Sun and His Family; What Our Skin is Like; How the Nail Grows on the Finger; How the Feeth 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; West Point; Annapolis, and Others.

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