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## The Book of Knowledge <br> THE CHILDREN'S ENCYCLOPAEDIA

10,000 Educational Pictures
In 5 Languages

## Christmas and the One Great Gift



Last Christmas brought thousands of boys and girls the one great gift for children, THE BOOK OF KNOWLEDGE, The Children's Encyclopaedia, and this Christmas will see other thousands put in possession of a gift which means more genuine delight and more real usefulness than any other which the thoughtful parent could possibly select. For years this remarkable work has been a well-loved companion in the home and a supplement to the work of the school. When the teacher asks "How many of my class have THE BOOK OF KNOWLEDGE at home?" she knows it is a class of which she may be proud when a majority of the hands go up. These children have a fund of general information, keen observation, and a "desire to know" which their com panions do not possess.

THE BOOK OF KNOWLEDGE child can tell you where the gaslight comes from, how the water whieh 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. It is the greatest contribution to the practical education of the young which expert knowledge, patience education of the young which

Let a child of ten read THE BOOK OF KNOWLEDGE fifteen minutes a day for three years, and he will know more than the wisest men knew a few generations ago.

## Captures the Child's Mind

Children may be born artists or musicians or scientiste, but they are seldom born readers. They must be won to the love of books. It is safe to say that no work has so successfully captured the interest of the children as THE BOOK OF KNOWLEDGE, The Children's Encyclopaedia. No normal child can resist the magnetism of its pictured pages. There are pictures of the Sun and His Family of Worlds; pictures of enimals, foreign and familiar; pictures of flowers, trees and shrubs ; charts and diagrams of our own marvelous bodies; portraits of farmous countries, showing the cities, the people and their customs; reproductions of beautiful paintings and sculpture; the picture-story of important industries; the whole wonderful world is before us in nearly 10,000 educational pictures, which tell a story or illustrate a fact in a way that can never be forgotten.

## 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. If you discourage your child' curiosity you will injure his mind, and the bright boy or girl becomes stupid or indifferent. Mr. Edison used the most practical method of testing mental development, in his now famous list of guestions showing which young men had general intol ligence and a fund of information, and which had not. THE BOOK OF KNOWLEDGE is the simplest scheme of univeraal knowlodgo. In answers every question a child can ask in plain and stmplo language It develops every faculty of growing minds, quickens and stimulaton thought in a remarkable degree, and swakens interest in the world of ideas. Not only facts but ideas are absorbed and learning mado the ideas. Not only facts but
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