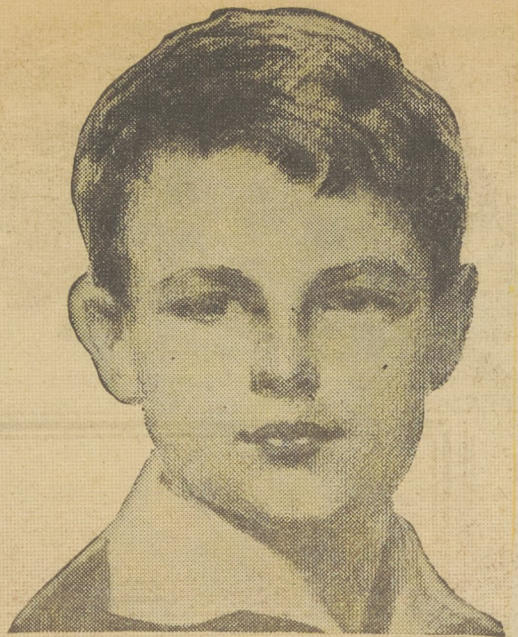


# This Boy *Knows*

## Do YOU Know?



Why is the sky blue?  
Why is snow white?  
Why is sugar sweet?  
What is dry ice?

Where does the day begin?  
What is television?  
What are eyebrows for?  
What holds the stars up?

Why do I dream?  
Why can't I see in the dark?  
Why are raindrops round?  
What makes an echo?

THIS BOY has The Book of Knowledge in his home. It is a constant delight to him every day, and is turning his eager curiosity into worthwhile knowledge. He can explain interestingly and correctly many of the familiar things he sees around him. His teacher will tell you that when she wants a quick and intelligent response in class, this boy is always ready. He understands many subjects of current interest in the papers and in the conversation of his elders. He has made a long start in the race for knowledge.

The Book of Knowledge is already in the homes of more than 3,500,000 children. It has been translated into many foreign languages, giving to children in almost every corner of the globe the essential knowledge of the world. The easy, friendly style and the arrangement of articles are two important features. Step by step the young learners go, from the simplest facts to the more advanced, yet so gradually that they never feel the steady upward climb. *Send for the Free Booklet.*

# The BOOK OF KNOWLEDGE

## *The Children's Encyclopedia*

### Answers Every Question Your Child Can Ask

**C**URIOSITY is the beginning of knowledge — your children's first and best teacher, so let them ask as many questions as they like, and be sure they are answered correctly. The child who is made to feel that his questions are trivial will presently stop asking, and will lose the precious gift of *interest*. But — *can you answer all their questions?* Why *do* the stars twinkle? Can you explain this, so simply and clearly that a child can understand?

The Book of Knowledge is an almost inexhaustible mine of information. Every topic of interest and value to growing minds is here explained. More than 15,000 pictures show at a glance facts difficult to understand through the written word alone and double the chances for remembering.

Angelo Patri calls The Book of Knowledge "the best reference work for children that I have ever seen."

Mrs. E. M. Ritter of Massachusetts, mother of two boys,

says: "The Book of Knowledge is a boon to the teacher and a boost to the child."

Gretchen Westervelt, librarian, writes: "I suspect The Book of Knowledge of just a bit of magic. No child can handle a volume without finding something of interest, something not too difficult . . . The Book of Knowledge is the Aladdin's lamp for them all."

Lewis M. Terman, co-author of intelligence tests used in schools, says: "A goodly portion of the gifted children I have been studying seem to have been brought up on The Book of Knowledge . . . its contents, regardless of subject, are willingly and eagerly read by the large majority of children who are given the opportunity."

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