

! The BOOK OF KNOWLEDGE !

Christmas is coming and with it THE BOOK OF KNOWLEDGE for thousands of boys and girls, because it is the most delightful and most useful gift which the thoughtful parent can select for the home. It opens the world of knowledge to eager inquiring minds,—the story of the earth, of plant and animal life, of the worlds in the sky, in the waters, and in the forest and field—the story of a hundred different countries, and how they are governed; the lives of noble men and women the beauties of art and architecture; the treasures of literature and poetry. Don't you want your child to have the greatest educational advantage this Christmas?

A Book in the Hand Is Worth Two on the Shelf

THE BOOK OF KNOWLEDGE has a magnetism for the mind of the young which is unsurpassed, with its 10,000 striking pictures and its brief but authentic story articles. Hand a volume to a child and he is immediately lost to his surroundings. You come back at the end of an hour and he has not lifted his head.

The Natural Method

Children will not read books of information with the forbidding A to Z arrangement. It is like trying to make water flow uphill. They will read THE BOOK OF KNOWLEDGE by the hour, and until a whole subject in simple form has been mastered. It is the natural method of acquiring information.

The Key Words

Most books of reference need a key, the grown-up technical name of the thing that you wish to find, and even then it only unlocks one little compartment. There is little following-up of the subject possible, without more knowledge and names than most children have. THE BOOK OF KNOWLEDGE has performed a great service in giving the children the foundations of knowledge, and putting the keys to the World Wonderful into their hands.



Can You Answer Your Child's Questions On Just One Subject?

- What makes the wind whistle?
- What changes the way of the wind?
- Where does the wind begin?
- Why can't I see the wind?
- Where does the wind go to when it does not blow?
- What is a whirlwind?
- What are trade winds?

THE BOOK OF KNOWLEDGE answers every question a child can ask in the simple language which a child can understand. This remarkable work begins with the children's first eager questions and is developed from the simple to the more difficult by such easy steps that the child does not feel the gradual upward climb.

Education Begins At Home

Are you putting the education of your boy or girl up to the school? On an average only four per cent of the time during the years of school life is spent in the classroom. It is the balance of the hours at home which determine what your child will be and do—whether he will be a success or a failure. We so often hear it said by grown-ups, "If someone had only given me THE BOOK OF KNOWLEDGE when I was young, it would have made all the difference to my life." Give your child the chance which they never had. THE BOOK OF KNOWLEDGE is an insurance against failure. It will safeguard the future of your boy or girl. It gives them a working knowledge of the world.

(C) **Taken from the Introduction to THE BOOK OF KNOWLEDGE by John H. Finley, LL.D.**

Formerly New York State Commissioner of Education

"I would have this work in every school as a library of supplementary readings—readings that will not be looked upon as 'lessons.' Indeed one might teach a child almost entirely from these volumes, for several years. But this encyclopaedia is primarily a home book. It is not like a grown-up encyclopaedia, a work of reference which one does not think of reading consecutively or for pleasure. This is an encyclopaedia in that it gives the child or youth possession of the whole cycle of existence and circle of truth to which he is entitled by birth. The city boy and the country boy find themselves inhabitants of a universe a thousand times more interesting than that which most of their elders knew at their age or dreamed of.

The New Education

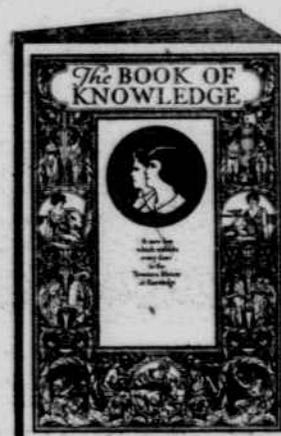
THE BOOK OF KNOWLEDGE has made for the parent a wonderful selection of the important knowledge of the world in 16 Great Departments:

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|-------------------------|------------|---------|
| Nature | Science | History |
| Physiology | Literature | |
| Biography | Astronomy | |
| Art | Poetry | |
| Educational Occupations | | |

The different departments are so related to each other as to form a complete and marvelously simple system of education which belongs to the child of today. It is the most important publication of modern times.

Cut This Coupon for Free Illustrated Booklet

This FREE BOOKLET contains 82 pages, 130 pictures with colored plates, and shows all of the Great Departments of Knowledge. The brief articles make plain the method of teaching the child the most difficult subjects quickly and easily, and the 16 three-minute talks to parents and teachers explain the use and meaning of the work in the home and school. Send for this FREE BOOK to help you decide. It will give the children a happy hour.



The Grolier Society,
2 West 45th Street,
New York.

Please mail descriptive book containing specimen pages and illustrations from THE BOOK OF KNOWLEDGE, with 16 three-minute talks by the Editor.

Name.....

Address.....