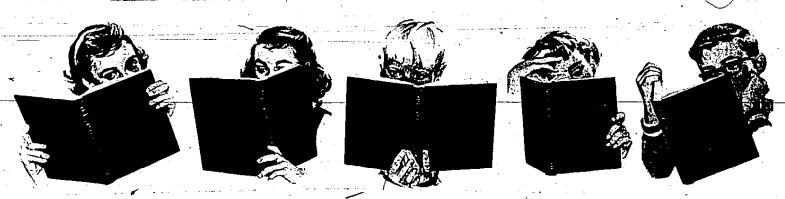
## IS THIS YOUR CHILD ... THIS IMPORTANT LAWYER-TO-BE ... THIS FUTURE



DOCTOR ... TEACHER ... WRITER ... SCIENTIST? THESE CHILDREN ARE READING



## THEIR WAY TO KNOWLEDGE AND SUCCESS. IS YOUR CHILD ONE OF THEM?

#### START YOUR CHILD EARLY-START HIM RIGHT

The road to success begins at birth. The child whose parents take an interest in him, who guide him properly, who answer his questions, is the child who makes good grades in school. He is the youth who learns quickly and easily. He is the man who is happy and successful!

#### THE TOOLS FOR SUCCESS

Children can be taught the success habit. But parents need help in this most important of all jobs. The mothers and fathers of over 6,000,000 children have found the help they needed ... The Book of Knowledge. This celebrated Children's Encyclopedia teaches young people the love of reading, the fascination of finding for themselves the right answers to all their questions.

#### 12,000 PICTURES THAT TEACH

The absorbing articles and stories in The Book of Knowledge are illustrated by more than 12,000 stimulating, exciting pictures that teach ... many of them in full, natural color. This is the only Children's Encyclopedia thattells the whole story of man's knowledge in language that children understand!

#### CURIOSITY STIMULATES LEARNING

Some children are not self-starters. To trigger their young minds. The Book of Knowledge has hundreds of Wonder Questions. "Why doesn't it hurt when my hair is cut" "Do dogs dream?" Wonder questions like these capture a child's attention ... introduce him to the wonderful world of reading, thinking and learning.

#### READERS ARE LEADERS

The Book of Knowledge is famous as a career-builder. Many distinguished men and women in all walks of life tell us this famous Children's Encyclopedia started them towards success. When you give your child The Book of Knowledge you are giving him the magic key to his big, exciting world. More than that ... you are giving him something that can never be taken away ... the great gift of knowledge.

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Give your child every opportunity. He deserves it. His future depends on you! See for yourself how The Book of Knowledge can help you lead him up the path to success. Mail the coupon below for a copy of "Ride the Magic Carpet"...an exciting preview of the delightful Book of Knowledge. It's free.

Answers Your Child's Questions

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