

"HOW LIFE BEGINS"

*A Book that every parent has been anxiously awaiting.
A Book that explains the wonderful story of Birth and Growth.
Specially written to explain Sex Matters to Children.*

TO PARENTS

The Publishers recommend that parents should read "How Life Begins" before handing the book on to their children to read. They will find that it deals with the formerly difficult subject of sex in such a simple, yet beautiful way that a child could only gain a wholesome attitude towards the subject.

There comes a time when every parent is faced with the problem of explaining to their children the facts of life and sex. Unless this vitally important information is passed on to the child in the proper way, then the child picks up the facts of life from outside sources, most of which are undesirable sources, that pollute the subject and leave the child with an entirely wrong conception of things—in fact, maybe, an indecent knowledge that will distort the child's mind and may lead in later life to disastrous results.

"HOW LIFE BEGINS" has been written to enable parents simply to hand this book to their children. From its simple description of "How Life Begins" with the plants, with the birds, with the animals and finally with Man, the child learns the secret of sex-life and reproduction from a natural, clean, and correctly related sequence of facts. A feature of the book is the large number of illustrations and the coloured cover that have been specially drawn to appeal to the child mind.

"HOW LIFE BEGINS" is a book that every child should be allowed to read—even before adolescent age—as nowadays a child's interest in sex starts far earlier than at adolescence. Having read the book, the child will then possess a wholesome, straightforward understanding of ALL the facts of Sex and Reproduction and have a clean, healthy outlook and attitude towards sex matters.

SUGGESTIONS TO PARENTS

In every copy of "How Life Begins" is a loose leaf of "Suggestions to Parents." This is for the parents' guidance. The publishers realise that after reading the book, the child will ask questions and the "Suggestions to Parents" will help them answer these questions. The "Suggestions to Parents" leaflet is easily detached from the book itself and this should be done before the child is given the book to read.

PRICE ONLY 4/- Postage Paid.

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Children are happy when they have plenty of games to play or things to make. Here's a special bargain assortment of games, etc., that will delight the heart of any young child: Set of FRISKIES, cute little cut-out animals, 1/6. Make your own NOAH'S ARK, 1/6. "My Own Blackboard Book," with animals to copy, 9d. "My Own Animal Cut-out Book," 9d. Paper Weaving Set, 1/-. The exciting game of Bedlam, 1/-. A new game called "Turn-over"—a game for two players—2/6. A box of 25 Toy Soldiers, 2/3. The total value of this assortment is 11/11 (including postage).

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