



WHAT MAKES ONE HOUSE IN A NEIGHBORHOOD THE PLACE EVERYONE LOVES TO GO?

Everyone knows one house where people love to go. Every child in the neighborhood seems to gravitate to it from the time he can toddle. Friends drop in for a moment and find themselves staying for hours. Everyone feels welcome and leaves stimulated by the invariably interesting conversation. It is sometimes a big rambling place and sometimes a tiny apartment, but it is always a happy house—and its atmosphere rubs off on everyone who enters it.

What gives such a house its life and warmth? It is, of course, the personalities of the family who live in it—active, alert, informed parents and children whose enthusiasm and joy of life spill over on everyone they meet. Characteristically, they are interested in each other, in other people, and in every subject under the sun. Books are as much a part of their home as the beds, tables, and chairs—and the most essential of their books is usually the Encyclopaedia Britannica. It is to Britannica they turn during family discussions, for homework, for information on history, politics, hobbies... to answer almost any question fully and authoritatively. And like all families who develop the habit of "looking it up in Britannica," their minds are constantly enriched by knowledge unlikely to be obtained in any other way.

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