

The Herring's Big Cousin. THE tarpon is a gigantic cousin of the herring, weighing up to 800 pounds. A rod only 10 feet long and a line little stronger than a string is used, and the fisherman landing one is awarded a special button.

Magazine Page

This Day in History. THIS is the anniversary of the death, in 1504, of Isabella of Castile, the patroness of Columbus, without whose help the intrepid navigator might never have embarked on the voyage to discover a new world.

GET-RICH-QUICK WALLINGFORD

A Stirring Narrative of the Influence of Love on the Lives of a Girl and a Man.

"Get-Rich-Quick Wallingford" is a Cosmopolitan Production based on some of the famous Wallingford stories and the famous play by George M. Cohan, directed by Frank Borzage and released as a Paramount Picture. Screen Version Novelized. By Jane McLean. THE astute Yosi did not fail to recognize the familiar features of an old acquaintance who he had long hoped would never appear on his horizon again.



Wallingford, Blackie Daw and their wives survey the busy city of Battlesburg, transformed from the sleepy town of a few years ago by Wallingford's cleverness.

goods that you put into bunco games you'd be rich. He called the turn all right. He stood back to survey the well-dressed figures before him. "Gee," he cried, "it's hard to believe you were both a couple of—"

is good enough for me. How about you, Jimmy? "I'll make you a present of my share of the white lights, Tom; that's how I feel," said Wallingford. Square with the World. "Going to live all your lives in a joke tank town like this?" Donohue nodded, as though the idea were really humorous.

A Delightful Serial of Adventure, Intrigue and the Triumph of Love Over Dishonesty.

Wallingford smiling, as the jovial directors of the Tack Co. departed. "I'm beginning to think I was wrong," Donohue admitted. "We know you're wrong; the great-grandfather of the old fellow founded this town."

Colleges and Morals

By W. A. McKeever. Widely Known Lecturer and Author And a National Authority on Juvenile Problems. HOW do you evaluate the college which your son or daughter is attending? Is it intellectual achievement, scientific research, social advantage, moral direction, religious integrity, or spirit of democracy?

BOBBIE AND HIS PA

By William F. Kirk. THE public of this grate nashun gets some strange noshuns sumtimes, sed Ma last nite. What is the latest noshun? sed Pa. Oh, they seem to malk such a grate fuss over sum baseball pitcher or sum fiter or sum movie star, sed Ma, & you hardiup ever hear them praising a grate college professor, like what my deer old daddie was, sed Ma.

The Wine of Life

By Arthur Stringer, Well-Known Novelist and Author of Countrywide Reputation. The men and women in Torrie's world, he remembered, took a view quite opposite to his, which they would have laughed at as provincial, as smug and mid-Victorian. And that world, in a way, was already his own world. He had entered it and was being a part of it, and in Rome, he concluded, it was acknowledged best to do what the Romans did.

A STIRRING ROMANCE

By Arthur Stringer. his second gin-rickey he no longer gave harborage to such battered suspicions. It was a new world, he told himself, and he was there to make the most of it, to make the most of it with Torrie at his side. And as though to seal that determination, he asked for still another gin-rickey.

Advice to the Lovelorn

By Beatrice Fairfax. DEAR MISS FAIRFAX: I have not heard from or seen my sweetheart for six weeks, and I am heartbroken, as I cannot understand his silence. Don't you think an honorable man, if he had intentions of breaking relations after going with me for a year, would tell me instead of keeping me in suspense?

Cuticura. Clears the Pores Of Impurities. Daily use of the Soap, with occasional touches of the Ointment as needed, cleanses and purifies the skin and keeps it free from pimples and blackheads. Cuticura Talcum is ideal for powdering and perfuming.

THE WOMAN OBSERVER

YOU never can tell which way a freshman class will jump when asked to register their preferences concerning favorite authors of the past and present. Take the freshman class of the University of Louisville, Ky. Among 102 students the vote for the most popular of modern novelists has gone overwhelmingly for Harold Bell Wright.

When a Girl Marries

AN INTERESTING STORY OF EARLY WEDDED LIFE. By Ann Lisle. Whose Present Serial Has Scored a Big Popular Success. THE day after I commissioned Carlotta to find me an office for my new business venture I telephoned Mabel Storrs and asked her to meet me for lunch. She agreed with the prompt friendliness which reminded me for the second time of Betty.

FUEL FOR THE BODY

By Brice Belden. THE wastes of the body may be conceived of as so much smoke and ashes resulting from vital combustion. It is this vital combustion which maintains the animal heat and supplies the energy for bodily activity. The fuel itself is our food. Therefore, food may truly be said to be symbolized by a flame.

When raw cold winds blow DRINK Baker's Cocoa. It imparts a cheering warmth, valuable nutrition and has a most delicious flavor. The very odor of a steaming cup is appetizing and attractive. It is absolutely pure and of high grade. MADE ONLY BY WALTER BAKER & CO., LTD. Established 1780. DORCHESTER, MASSACHUSETTS. Booklet of Choice Recipes sent free.