

THE RETURN.

After long following of stranger faces By untried hills and over fretful foam, After long wandering in alien places. Tonight 1 sleep at home.

Tonight the old house opens tender arms To draw me in, awcary, to its breast, While, slow, a throng of scarce-remembered charms Weaves me a spell of rest.

Ah, nowhere else in all the world can dark Come down so velvet-footed through the air And spread its quiet tent, too dim to mark, In all the world, nowhere!

With slow, reluctant colors in the west, And spires outlined against the light, afar: Crown-like upon a lonely cedar's crest, The jeweled evening star;

Distant, a truant cowbell, lost and late. With soft reiterated silver word: Faint in the nesting-tree beside the gate. Croon of a crowsy bird.

I shall lie down in an old, brooding room, On restful pillows fashioned for my head, And watch with drooping eyes amid the gloom Dear shadows by my bed:

And breathe awhile the faint, familiar breath Of dew-wet garden roses, half-aware Of murmuring voices in the hall beneath, And soft steps on the stair.

Dear God of sleep, make me forget tonight The way I came, the world I learned to roam: Let me be dreamless till tomorrow's light Wakes me again at home!

would be impervious.

writes

Nancy Byrd Turner.

NOTES

Marianna Wheeler, for 20 years head of the Babies' hospital in New York, revised recently for the Harpers an edition of her standard work "The Baby: His Care and Training," to bay: His Care and Thanning, to which the distinguished authority of Dr. L. Emmeti Holt is lent in introduc-tion. "It is beginning to be appreci-ated in this age," writes Dr. Holt, "that knowledge of the proper care of the child does not come by intuition, and that maternal instinct no matter how that maternal instinct, no matter how strong, is not a saft guide." Miss Wheeler herself hazards the belief that the fact that maternity in these days is often anticipated with a deplorable dread, is due not to the hard-hearted-ness of the modern woman, but to her realization of her own unsafe ignor-

The writings of the late Edward Everett Hale, who died at his home in Boston, June 10, aged 87, must be in-cluded among the classics of the Eng-lish Janguage, and classed among the new boot emphaticing of Amongon II: very best productions of American literature have been volutinous, and in some cases conspicuous. He has been, as everybody knows, a man of great and varied activity, within and without literature

No American author has held a warmer place in the hearts of his coun-trymen. He had the affections of all classes and conditions of readers. Itis writings expressed the best and

noblest of that great and pure New England character which has stamped itself deepest on the life of this Re-

public

a nation's. The book contains a pho-togravure portrait and 25 other illus-

Abbott's Automobile Law for Motorists, is a new and important contribu-tion to the literature of motoring. This is the first book of its kind. It

presents for hotorists the general prin-ciples relating to the use of highways and the law of the road, and carries as well the statutes of the various states, thus becoming an authority on the law relating to automobiling Julge Lyman O. Abbott is the author of a number of well known (a. 2006) and stands high in his profession. His name will be recognized immediately by the legal fraternity. The statutes contained in this book are the latest work of the legislatures of the various states. Automobile Law will be re-vised from time to time as frash legislations. vised from time to time as fresh legis-lation may require. So varied are the laws pertaining to automobiling that it is essential that motorists shall know their rights, as well as obliga-tions, especially in interstate trips, Thus, this small volume becomes a

MAGAZINES.

completely

A new magazine called Vagabondia, edited by Everett Lloyd, to be devoted exclusively to people who write and draw-authors, playwrights, and illustrators-has made its appearance in thicago. For its title it seemingly should give credit to the originators of present-day enthusiasm for the mythicil land of the ne'er-do-weels, Messrs Bliss Carman and Richard Hovey, auhors of "Songs from Vagabondia, "More Songs from Vagabondia," and "Last Songs from Vagabondia," the constituting a great American hree pic of all outdoors.

According to the leading booksellers, the six books (fiction) which have sold best in the order of demand during the month are: Points.

The Inner Shrine, Anon. (Har-Opp. Rice. (Century Co.) 4. Mr.

5. The White Sister. Crawford.

Some of the contents of the July Bookman are as follows: "Chronicle and Comment," pointed paragraphs on timely matters of literature and life: "A Frost" (verse), by E, H, du Bols: "The Bookman's Letter Box!" "Bookworms Bookman's Letter Box;" "Bookworms of the Seas," by George Jean Nathan: "The New Baedeker" (illustrated), IX Havre and Trouville; "Diamond Cut Paste," chapter VII and VIII, by Agtuning of the caps which the Anglo Saxons use is known also to the Latins In other words, France and Italy could send a navy against such a city as Paste, chapter vII and vIII, by Ag-nes and Egerton Castle; "The Measure of a Song" (verse), by Boland Holt; "George Meredith—A Review" (illus-trated), by Edward Clark Marsh; "The Church of SaintEthelburgh" (illustrat-New York or Liverpool, and explode every mine in front of them as they went; and meanwhile their own mines

ed), by W. L. A.: "The Foreign Selling and Some Recent Books," by Frederic Taber Cooper: "In the Wake of the Green Banner;" "Dragon's Blood;" Elinor Macartney Lane, author of Elinor Macartney Lane, author of "Katrine," like another popular writer. and acquaintances for her understand-ing of the negro of the south, Mrs. Lane herself was adored by members of the race who served her, and to whom she frequently rendered service, and was the particular patron saint of a score of dusky children in the moun-tains of Virginia. Mrs. Lane's affilia-tion with the south is very clear from Green Banner;" "Dragon's Blood;" "Beyond the Skyline;" "Red Cloud of the Lakes;" "Heather;" "The Inner Shrine.'

There is a suggestion of pathetic con trast in the fact that F. Marion Craw-ford's last appearance as unquestioned master among serial novelists should be tion with the south is very clear from her novels, the latest of which, "Kat-rine," opens in North Carolina. made with so happy and debonair a story as "The Undesirable Governess," which begins in the Cavalier for July. The story is laid in England of today, and deals with a family of position and wealth, who have had unfortunate experiences with governesses. The Tolstoi's retelling for children of the parables in his recent volume in the Harper Series of Living Thought, "The

Teachings of Jesus," allows the reader now and then a paragraph warmly colored with Tolstoi. One of fthese may experiences with governesses. The mother inserts the following advertisement in a newspaper: e a bit over the children's heads, but

it is so eminently Tolstoian that it should not be missed. Paraphrasing Christ's rebuke of the Scribes, who desired to be called "Rabbi," Tolstoi GOVERNESS WANTED-To take charge of two girls of 14 and 15 respec-tively; family residing in Yorkshire and London; must have first rate degree and reference; charm of manner, symmetry of form, and brilliancy of con-versation especially not desired, as hus-band and three grown-up sons much at home. Apply by letter to J. F., P. O. Hanton, Yorks.

> Judging from the first instalment, this story must rank with the cleverest and wittlest of his productions, while his famous qualities of plot, construction and vivid characterization are in splendid evidence. Further contents of the Cavalier include five other serials, a complete novel, based on a baffling complete novel, based on a balling murder mystery, and 11 short stories. Conspicuous among the names of other authors are Eden Phillpotts, S. Carle-ton, Stephen Chalmers, Theodore Rob-erts, James Francis Dwyer, and Thomas R. Barr.

Marcel Prevost-Sybarite

London Literary Letter (Special Correspondence.) ONDON, June 23.-Marcel Prevost, the French novelist and new "Immortal," grows more inter-

esting the more one hears about him. Whether or no a member of the French academy is required to entertain his fellow big-wigs at table, I am unable to say, but it can be prophesied that if the other academicians ever dine with the latest addition to their numher, they will "fare sumptuously" and no mistake. By his own confession, the author of "Letters to Francois" is one of the greatest sybarites in France Like Dumas' hero, D'Artagnan Prevost cal necessity and fills the bill most s a Gascon and he declares that it is only in Gascony that one knows how to dine.

This novelist's habitual menu would make Lucullus turn green with envy. He likes ortolans, but "they must have been fattened for six months in a cage in my own house." Even his "plain-

in (my own nouse, Even ms plain-est" reparts are prepared with infinite pains. A certain "estouffade de boeuf" seems a simple dish, but it "must have simmered slowly for two days." Roast saddle of lamb sounds equally simple fare, but when M. Prevost has it at here, but when M. Prevost has it at home he will eat only lamb that has been brought up since birth by two ewes, "devoted entirely to the service of that one lamb." One of his favor-ite sweet dishes is compounded merely of milk, eggs, sugar, and vanilla, but "It takes exactly 24 hours in the mak-ing." The novelist's cook is a stout

matron from Gascony, and he despises men chefs, especially Parisians. Really, an invitation to dine with is not a thing to be refused lightly.

CHESTERTON, THE UNKEMPT. In physiognomy and portliness, not to

mention an almost entire disregard of such small matters as dress and per-sonal appearance, I doubt if there is another modern writer who so greatly re sembles the late Dr. Johnson as does G. K. Chesterton, author of "The Man Who Was Thursday" and "The Napo-leon of Notting Hill," and just about the most brilliant essayist of the day. have often encountered Chestertor sweeping along Henrietta street toward his publishers, ruddy of face, preoccu-pied in expression, vast of bulk, broad brimmed felt hat crammed over his mane of tawny hair, clad in a sort of yellow-brown "great-coat" with a cape, a mass of manuscripts and quarterly

a mass of manuscripts and quarterly reviews under his arm, and said to my-self. "Johnson at 45 to the life." Now, in the London Mail's de-scription of the English Church Pege-ant, I read: "Many inquiries have been made as to the identity of the performer who so admirably repre-sents Dr. Johnson II is Mr G. K sents Dr. Johnson. It is Mr. G. K Thesterton '

Johnson, though fat, was notoriously grouchy; Chesterton is a humorist

who sees things almost topsy-turvily as does W. S. Glibert, and who shakes with laughter as he talks to you. He and a fellow author were at a table near mine in a restaurant lately and the Chesterton guffaws, like those of Porthos, literally made the windows rattle. At this time there was noth-ing glaringly amiss with his attire, but his "get up" at a certain even-ing reception at his flat in Battersca never will be forgotten by at least one who beheld it. Chesterton wore a din-ner jacket—or Tuxedo—which was well enough, though not according to Hoyle. He wore it, however, with a brown vest and trousers of the same color, and I fear that his neck-tie was red, It was not exactly what the lady-worelist a the same to the same red. It was not exactly what the lady-novelist-calls "faultless evening dress." But he talked gorgeously-absolutely wrong in his arguments, perhaps, but absolutely brilliant and overwhelming in his presentation of them. And roaring at his own sallies.

HIS QUEER BOOK PEOPLE.

As everyone who has read his self-illustrated "Club of Queer Trades," knows, Chesterton, like Gilbert again, has a wonderful knack of drawing queer looking people, generally with big heads and little bodies, like those in the "Bab Ballads." While I in-terviewed him once, he sat and pro-duced these monstrosities. He is steeped in the lore of philosophers, theologians and all sorts of profound writers, but my arrival found him im-mersed in a "penny dreadful" called "The Blood-Red Mask" or something of that kind. Nor did he thrust it aside, shamefacedly. Instead he con-fessed that he revels in detective stories and declared that, as he could not get good ones, nowadays, he was As everyone who has read his self-

fessed that he revels in detective stories and declared that, as he could not get good ones, nowadays, he was forced to rut up with bad. In the "Club of Queer Trades" de demon-strated that he could write "bully" ones himself, although, characteristi-cally, every one of them had a more or less farcical ending. I notice that a leading American magazine is publishing a series of ar-ticles by Chesterton, whose work in this line is unique. On the few oc-casions when he and Bernard Shaw have crossed foils it is not Chesterton who has got the worst of it. He now is "doing" the "Note Book" in the "Illustrated London News"-which, up to the time of his death was written by the late L. F. Austin-and this week's commentary is characteristically Ches-tertonian. The writer is chaffing his country on all the pother that was made recently lest a painting by Hil-bein, property of the Duke of Norfolk valued at over \$300,000 and alleged to be coveted by an unnamed Amer-ican millionaire, should be "lost to England." Says Chesterton: A PICTURE AND AN UMBRELLA.

A PICTURE AND AN UMBRELLA.

"There is a law in Italy forbidding people to sell to foreigners those pictures which are the eternal glory the Italian genius. But there is in Eng-

land not only no such law, but no such public sentiment. The Duke of Nor-folk's Holbein no more belonged to England than the Duke of Norfolk's umbrelia. There might very possibly be an American millionaire of so mys-tical a time of sendiiv that he would tical a type of servility that he would be willing to pay \$300,000 for the Duke of Norfolk's umbrella. In that case, as purely business question, I should re commend the duke to close with the offer.

"And I should think it rather un reasonable if the English papers pla-carded London with posters saying, 'Duke's Umbrella in Danger-Can We Save Duke's Umbrella 'I umbrella Al-most Gone! Eleventh Hour Rescue of Ducal Umbrella'. I should begin to examine myself for emotions which would not be there. I should begin to remind myself that, until the newspa-per boom began, I had not even been aware that the duke had an umbrella aware that the duke had an umbrella There would be a slight element of un-teality, not to say humbug, in describing me as so particularly attached to the umbrella. It may be a very nic one: but so far it has been the duke's and not mine. I had never heard of 1 and not mine. I had never heard of it until the moment when the American gentleman was mysteriously moved to ask for it. That is often the fate of the great private picture in this coun-try. It is hidden, like the family curse. It is never found till it is just going to be lost."

it takes the proportions of the Hima-layas, obliterating the horizon, that horizon, great and free, into which modern life throws itself. In this book I shall study the young girl, and the work will interest the young, I cannot say whether as a consolution or as a ay whether as a

SEE A BYRON HANDWORK.

to be lost."

Most American visitors to the Lake of Geneva go to see, if not to stop al, the hotel at Ouchy where Eyron wrote his "Brisoner of Chilton." Henceforth, travelers will have no difficulty in idea-tifying it, for the facade of the old hostchy--the "Hotel d'Angleterre" has just been marked with a plaque stat-ing that Byron stayed there. The poet took refuge at the hotel, then known as the Hotel de l'Ancre, owing to bad weather, while on a voyage on the yacht around the lake. Thus weather, bound, he wrote his famous poem. Should this note meet the eye of An-thony Constock, that indefatigable dc-fender of morality in the United States Most American visitors to the Lake fender of morality in the United States is adjured to "watch out" for Gabriele d'Annunzio's fortbeoming novel. D'An-nunzio's "Triumph of Death." it may be remembered, started Mr. Comstock on the war path directly he had read it, and from all accounts the Italian noveland from all accounts the Italian novel-ist's new work, which is to be called "Parhaps Yes;" Perhaps No," will go his earlier work several better, or worse! D'Annunzio, who has been devoting himself to the stage, has no written a novel for 11 years, but nov he is going to make up for lost time The theme of his new romance is to be the Eternal Passion, and D'Annunzi the Exernal Passion, and D'Annunzio has told an interviewer that in it he will "speak of love with complete expres-sions, profoundly, without pity, justly, and with courage; with that courage of expression which seems in me a quality even superior to my intelligence Judging from his other books, if D'An nunzlo requires courage to put wha

he now has to say on paper, it certainly is up to Anthony Comstock to be on the lookout for "Perhaps Yes; Perhaps

Continuing on the same subject. D'Annunzlo said "I do not know whether you have

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"Cut Its Pages and It Bleeds"

HAT'S one man's striking way of expressing his conviction that OSMOPOLITAN Magazine is not a lifeless, inorganic, spineless thing of mere ink and paper, made just to sell, but the living, breathing, pulsating embodiment of all that is nearest the heart and most welcome to the mind of the American people.

(OSMOPOLITAN contains within its always charming covers, something for every member of the family. And that something is the best of its kind in every case. The magazine's great



Registered,





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"White Fawn Flour

Leads Them All!"

"White Fawn is the flour of

Mile from the wheat that flours, you know. Milled from the wheat that finest fields grow-Milled to perfection-milled perfectly white milled here in Utah-it's flour that's right

SALT LAKE & JORDAN MILL

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. .

noticed how incomnatible the heroic

forms of modern civilization, sports, are with love. The contempt of wo-

are is the vital condition of the mod-ern hero, just as the contempt of men is that of the latter-day heroine.

"A beautiful shoulder with which we are in love becomes at once immense;

MIGHEST IN HONORS

BAKER'S COCOA

consolation

HAYDEN CHURCH.

50

HIGHEST

AWARDS

IN

EUROPE

AND

AMERICA



ous writer receive embodiment in a de-finitive edition a certain stamp of classicality seems to be set upon him-so far, at least, as the word "classical" can be applied to literature that is cur-sont. Due that actual which the tion in his ripe old age for a uniform library edition of his works in 10 volumes, issued several years ago by Co., under his own supervision, with new prefaces in which Dr. Hale exed himself in his best vein of

pressed himself in his best vein or genial reminiscence. This library edition contains prac-tically all of his best known books, in-cluding his famous "The Man Without a Country" and "In His Name." "Ten Times One." "The Brick Moon," "Philip Video". Encland, ". "A New Encland Nolan's Friends," "A New England Boyhood," "How to Do It," "Addresses and Essays on Subjects of History, Education, and Government," "Sybar-is," and "How They Lived at Hamp-tor ", and "How They Lived at Hampton." and "Poems and Fancies.

William Dean Howells' daughter, Miss Mildred Howells, is the latest writer to be added to the list of supposed authors of "The Inner Shrinc." The list of suspects as filed in the Har-

Hamlin Garland is at his summer home, Mapleshade, in West Salem, Wisconsin, where, despite his an-nounced resolution not 'to write any more novels-only plays-he is said to be now and again occuried with a naze be now and again occupied with a page of fletion.

Lighting hundreds of incandescent lamps in the Omaha auditorium by electricity transmitted without wires from a plant six miles away is the wonderful achievement of Dr. Freder-

wonderrul achievement of Dr. Freder-ick Milliner of that city. This remarkable demonstration of what may be done by wireless elec-tricity opens up vast possibilities. The same inventor, a year ago, made an electric truck which was successfully operated without wires in the Union Pacific railwoad yard at Omaha, which Pacific railroad yard at Omaha, which indicates that naval torpedoes may be guided and exploded in the same way, from ship or shore. In fact, such an invention is said to be in the posses-

sion of the British government. It seems possible that wireless elec-tricity may revolutionize the world. If it be feasible by this means to explode powder magazines on board war vessels or in fortifications, from a dis-tance of miles, war may soon be a

thing of the past. It is not clear whether, in writing "Elusive Isabel," Mr. Jacques Futrelle had wind of the work of Dr. Milliner or had heard of the experiments of the British government, the secret of which nas been so carefully guarded. Perhaps the ideas which he develops in his romance for the explosion of submarine mines by wireless were only dreams of the fictive imagination, art's anticipa-tion of science. It is in any event cer-tain that he makes ingenious use of these ideas for the purposes of his plot. He supposes that the Latin raccs have combined against the Anglo-Sax-on. Both alliances have submarine mines, equipped with a cap, tuned, so to speak, to a certain number of vibra-tions and half-vibrations; a wireless instrument of high power, with a modi-fying addition, has only to be set in or had heard of the experiments of the fying addition, has only to be set in motion to discharge it at any distance up to 25 miles.

Now the tuning of the caps which the Latin races use is known only to them, in "Elusive Isabel;" while the

"Remember that no one should call himself 'Teacher.' These self-styled orthodox teachers of truth think one can be led to God by external cere-monies and vows, and they do not see that the external does not matter, but that all that is important is in the soul of a man. They fulfil what is really necessary and difficult (love mercy, and truth) they leave alone. All they care about is to keep the outward law, and by outward means get others to accept n. Therefore they are like painted coffins; clean outside, but abominable within."

George Hibbard, whose stories are George Hibbard, whose stories are familiar to magazine readers, especial-ly Harper's and who is best remem-bered by his two capital stories "A Lion in the Way," and "The Ambas-sador," is spending a few weeks in New York. For half a dozen years Mr. Hibbard has resided almost contin-uously in Buffalo, which he accounts his permanent home.

A translation into Armenian is be-ing arranged of "Hypnotic Therapeu-tics," the book by Dr. John Quacken-bos on hymotism as a physical cure which the Harpers published about a year ago. The translator is an Armen-ian priest, who addressed the author from Asia Minor, in Ber near Nigde, in Turkey, saying that his attention was called to the book by a fellow priest. "He showed me clearly and successfully some experiences of hyp-notism and offered that he should let me read the book and translate to

me read the book and translate to my language, Armenian." The trans-late further explains that he has "a great desire to this science," and concludes "I pray you, do you want this? Heartily Salams."

Mark Twain continues to enjoy his, seclusion in his honie in the Con-necticut hills, where summer is scarce-ly less quiet than winter, since there is no actual summer colony in that region. Here he simplifies business and social labor with the friendly services of his daughter, Miss Clara Clemens, and Albert Bigelow Paine. It is Miss Clemens who sifts her It is Miss Clemens who sitts her father's correspondence, which is pro-bably as varied and amusing as that of any writer in the land, while Mr. Paine is in charge of many of the business affairs which surround the literary properties of Mr. Clemens.

BOOKS

A. C. McClurg & Co. will publish in July a remarkable life of the inventor of the harvester under the title "Cyrus Hall McCornick. His Life and Work," Hall McCornick, His Life and Work," written by Herbert N. Casson, author of "The Romance of Steel," and "The Romance of the Reaper." The story is not a biography only, but a chapter, as well, in the most important develop-ment of American history. Cyrus Mc-Cormick emancipated the American farmer from the slavery of the soil. up to this time, no matter how much wheat was grown, no more was obtain-able than human hands could gather in the few days when alone the wheat

when was grown, ho have was obtained able than human hands could gather in the few days when alone the wheat could be harvested. And that quantity was a bare living quantity: its export was unheard of. In such circum-stances the political liberty and person-al freedom won by Washington and Lincoln were potential only and could not be realized in experience until the harvester made man the master of the wheat instead of its servant. Such an emancipation awalted the fittest human agency for its working out and Mr. Casson pictures Cyrus McCormick as the "man of destiny" through whom the streams of his country's life were to reach their wonderful expan-sion. The story is told with proper historical perspective as well as with

historical perspective as well as with leaven is place as the record, not of a man's life merely, but of the greater part of ing

"Men, Women and Mirth" is the title of a new work about to be put out by Life Publishing company. Like its companion volumes, "The Social Com-edy" and "The Comedy of Life," it is made up of the more important large downing from Life, retrinted on heavy drawings from Life, reprinted on heavy coated paper and handsomely bound. These three volumes cover something more than a decade of American social life, and are a sort of pictorial history of manners and costumes of the perio recorded by the best draftsmen and artists.

NEW LIBRARY BOOKS.

The following 26 volumes will be added to the public library Monday morning, July 12, 1909: REFERENCE.

Hasse-Economic Material in Docu-ments of the state: California, Taine, Massachusetts, New Hampshire, New York, Rhode Island, Vermont.

MISCELLANEOUS. Brandes-Anatole France. Cole--Accounts. Cutts-Scenes and Characters of the Middle Ages. New York Etching Club—Etchings. Caffin—Appreciation of the Drama. Hadow—Oxford Treasury of English iterature, vol 2. Stetson-In This Our World. Morton-Friendly Stars.

Sabin-House Painting. FICTION. Ayscough-Dromina. Bashford-Pilgrim's March. Davis-Wallace Rhodes. Fenollosa-Red Horse Hill.

CHILDREN'S BOOKS. Burnett-Two Little Pilgrims' Prog-

Caldecott-Panjandrum Picture Book Judson-Montana. Lee-Simeon Tetlow's Shadow. Smith-Eskimo Stories. Stratemeyer-Dave Porter at Oak Hall.

A CONTENTED WOMAN.

A CONTEXTED WOMMAN is always found in the same house with Ballard's Snow Liniment. It keeps every member of the family free from aches and pains, it heals cuts, burns and scalds and cures rheumatism, neuralgia, lumbago and all muscular sortness and stiffness. 25c. 50c and \$1.00 a bottle. Sold by Z. C. M. I. Drug Dept., 112 and 114 South Main Street, Salt Lake City. B

SUNDAY EXCURSIONS. Via Denver & Rio Grande.

To Provo Canyon 7:50 a. m. \$1.25. To Ogden 10:25 a. m. 1:35 p. m.

\$1.00. To Pharaoh's Glen \$:20 a, m. 50c. Provo Canyon tickets will be honor-ed only on 7:50 a, m, train. Returning leaves Provo Canyon at 2:45 p. m. and 7:30 p. m. Trout and chicken dinners at Canyon Resorts. Good fish-ing.

prestige and purchasing power enable it to command the best work of all the most popular and highly paid writers and artists-not merely now and then, but twelve months in the year.

Its special articles are always unusually vivid and readable studies of the most significant of contemporary men and movements, prepared by the ablest writers, at great expense and only after months and often years of expert, first-hand investigation.

Its short fiction is representative of the most popular short-story wizards of the day and runs the whole scale from grave to gay, with such especial emphasis on the note of humor that all lovers of a good laugh have come to look upon OSMOPOLITAN as peculiarly their magazine. Its continued stories are invariably by master novelists, full of color, packed with movement, breathless in interest-the "novels of the year."

GMOPOLITAN is famous for its cover designs-the most striking on the newsstands, month after month. Its illustrations are the best work of the greatest magazine artists, and its monthly series of theatrical portraits, always uniquely presented, is one of its most perennially popular features. In poetry, it has published some of the most notable work of recent years. Its trenchant, critical articles and briefer notes on literary folk and phrases are, without exception, the ablest in magazinedom.

All in all, OSMOPOLITAN is the most universally interesting, the most sanely all-round magazine of them all-and at the same time the most refreshingly individual. Wherever anything is

read, (OSMOPOLITAN will be read with delight.

As an advertising medium, OSMOPOLITAN is among the greatest of the great. Just now it is riding the crest of the wave. In volume of advertising it has stood first among all the popular monthly magazines twice during the last few months. Its February number not only headed the list in its class, but showed the greatest gain in advertising of all the monthlies over the corresponding issue a year ago-namely, 30 pages. Its April number-out March 1stcarries more net cash advertising than any previous number in the history of the magazine. And this in spite of our firm conviction that the pre-panic numbers established a high-water mark that would not soon be touched again. " @MOPOLITAN-ward the Empire of Advertising Takes Its Way."

