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Rolling meadows—clear, sparkling brooks—fat healthy kine—no wonder rural Wisconsin gives the world such wonderful cheese as Glendale!  
 By the distinctive Glendale method, rich creamy milk is made into genuine old-style American cheese with that delightful tasty tang.  
 Rare-flavored and delicious, you and your guests will agree this is the finest fromage for entrees, salads, hors d'oeuvres, and all cooked dishes. Not pasteurized or blended. Will not get stringy or lumpy. Special select grade. Foil-wrapped, 2½ lb. package, \$1.50 postpaid. Send money order or check for any number of packages. Specify whether you prefer the white or yellow cheese.

GLENDAL DAIRIES, Manitowoc, Wisconsin

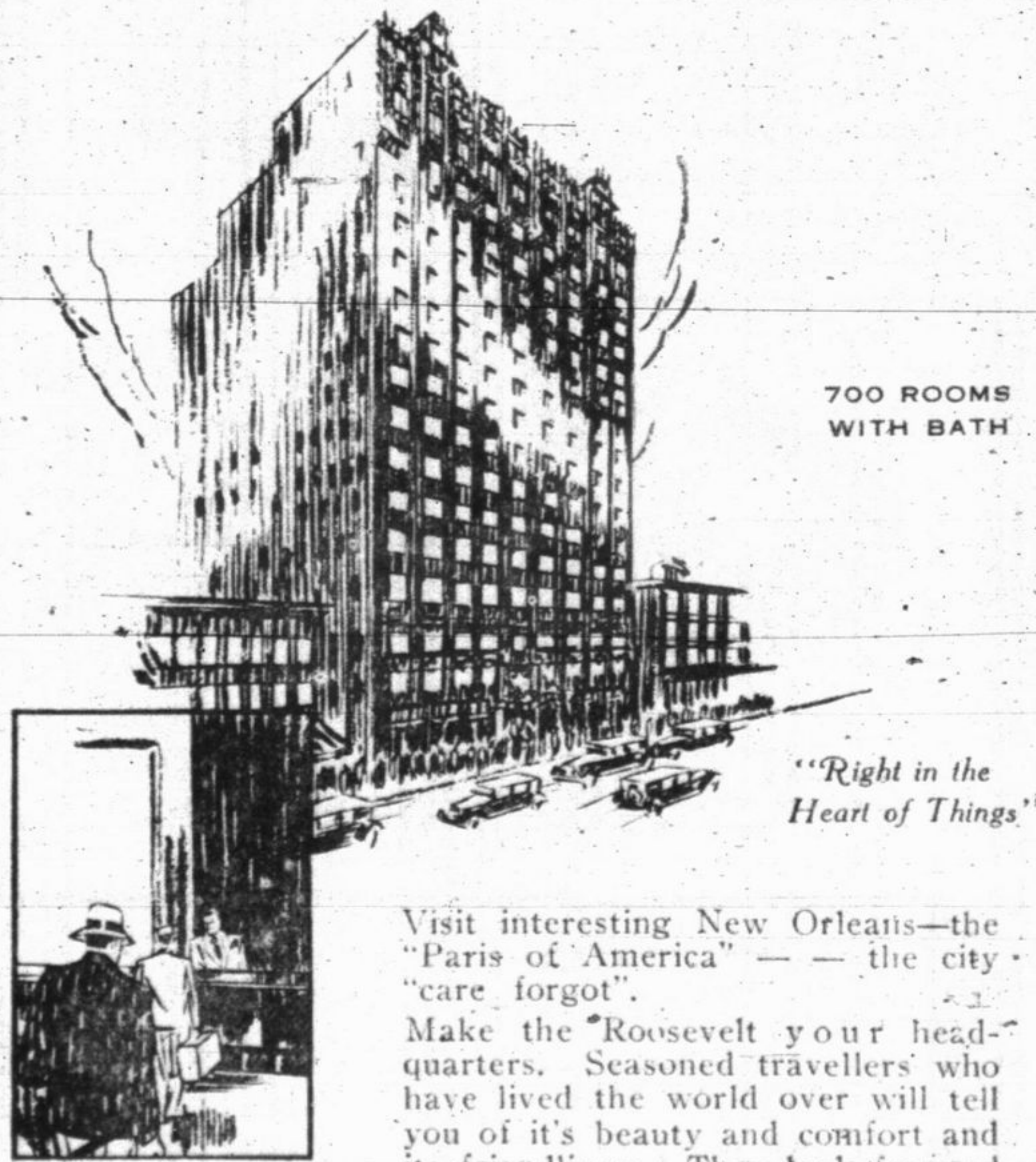
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GUIDEPOSTS TO  
**Health and Happiness**  
 By *Bernarr Macfadden*



#### OVERCOMING THE EVILS OF A DESK JOB

Are you one of the great army of workers who go forth from their homes each morning, ride in a stuffy train to their offices where they sit for hours at a desk—cramped over a ledger or typewriter or factory machine? Man was not meant to abuse his body in that fashion, and yet, in our present form of civilization, it is unavoidable.

Then what are you doing to ward off the dangers of such a life? One of the first things you should do is to pay attention to your carriage. The importance of an erect carriage and of good bodily poise cannot be overestimated — especially in the case of girls, among whom the consequences of poor carriage are more serious than in the case of young men. The human body is built along such lines that it functions efficiently only when it is held erect. Any deviation from this correct posture inevitably leads to disorders endangering the entire body.

The first essential to an erect carriage is a high degree of vitality and vigor, particularly in the back muscles, for they are directly concerned in maintaining the normal position of the spinal column. If you are in the habit of slouching in your chair, use a stiff, straight-backed chair while you work; sit well back in it so that it lies along your back, and throw your chest out. Get the habit and feel of sitting up straight and you will soon do it subconsciously.

When standing or walking, keep the upper part of your body erect. If you take long, deep breaths, you will naturally fall into this position. When walking, take long, graceful strides. Why not walk to work? If the distance is too far you can certainly walk part way, and even though it means rising a bit earlier in the morning, you will be well repaid in increased mental and physical energy. It builds endurance to an enormous extent and is one of the best ways there is to counteract the evil effects of a confining job.

At lunch time, don't scurry into some basement cafeteria or restaurant where, because you feel hungry, you order a lunch that would be too hearty even for a laboring man. Order simple, easily digested foods—green vegetables and milk with perhaps fruit for desert. Eat slowly and masticate your food thoroughly; be as leisurely about your eating as time will allow.

And then, when you have finished the meal, don't sit around the table and gossip with the office worker next to you until your lunch hour is gone. Get up and get out into the air and walk. If you are near a playground or park—so much the better. But exercises taken in the heart of a business district is better than no exercise at all.

It clears your brain of cobwebs, helps you to reason things out more logically and sensibly, and gives your body a chance to maintain that standard of health that you must have in order to be a desirable citizen.

—Bernarr Macfadden

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