

A **AMERICAN CHEESE** — from the famous Wisconsin cheese country!

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, 2 1/2 lb. package, \$1.50 postpaid. Send money order or check for any number of packages. Specify whether you prefer the white or yellow cheese.

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As Ex-President Coolidge succeeds the late Myron T. Herrick as member of the Board of Directors of the New York Life Insurance Company, former Vice-President Dawes prepares to take his new position as Ambassador to England.

A Canadian airplane has gone north to take moving pictures of the Eskimos. One of the most impressive movies we ever saw was that of an Eskimo eating a raw fish and washing it down with whale oil.

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HEALTH HAPPINESS

GUIDEPOSTS TO Health and Happiness

By *Bernarr Macfadden*



ATTRACTING LOVE

Sometimes it is called "charm," sometimes "personality." A more recent term for it is, "It." But the thing that suddenly makes a boy realize that the girl with whom he has grown up is no longer his playmate, but his sweetheart, is really physical magnetism — the most important phase of attraction between a man and woman. It is the divine force from which love evolved.

But unfortunately all girls are not born with a sufficient amount of this magnetism. It's like curly hair—you either have it or you don't. How then can one acquire such a wonderful force—and make no mistake; it can be acquired!

To acquire your full quota of magnetism you must retain the spirit of youth. You must be throbbing with forces of life. You must make every part of your body thoroughly alive. You must become strong and pleasant to look upon. You must be clean inside as well as outside. In addition to regular exercise, you must eat wholesome foods and give your body proper care in every way. A clear eye, beautifully tinted skin, a well developed chest and body — these you must have.

You must send out from your body a glowing aura of femininity, for sex is the dividing line between manhood and womanhood, and the more marked your sex, the greater your attractiveness. Look to the animal world for your perfect object lesson. Why is the male bird more gorgeously plumed than the female? Because it is Nature's way of attracting the female, and it is through the female that the torch of all life is handed down.

So take your choice. You can make yourself a splendid woman whose life is crowded with exalted experiences. Or you can be the clod, plodding along through an empty life. It's up to you.

Thursday, May 2

This

By Art

President H after shaking citizens in one Why Shake when your fell plow profession appreciation with holding the fu stones.

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