

Hearst's Magazine — a Liberal Education!



"Wages may be fixed upon the principle of all the traffic will bear, but the laborer should make sure that he does not go beyond the point at which he destroys the traffic."
HIS GOOSE WITH GOLDEN EGGS, BY SENATOR WM. H. KING
Page 11, Hearst's for January

He Recognizes His Men

Thirty-nine years old and President of the Standard Oil Company of New Jersey! Such a man might be expected to have progressive ideas of his own. Hear what his own workers say about Walter C. Teagle's new Labor Plan: "Is it a success? We men say 'Yes.' It should be a model for the industrial world." To read the story of a remarkable man and to learn how Standard Oil has solved its Labor Problem, see

Hearst's for January, Page 24



"Tressa flung out her hand and a terrible cage of living light penned in Djamouk, who beat upon the bars and clawed his way about, squealing like a tortured rat."
YULUN, THE BELOVED, BY ROBERT W. CHAMBERS
Page 30, Hearst's for January

Start the New Year Right

"New Year vows are nearly always trifling, selfish things. On New Year morning a man should rise from his downy couch prepared to make a pledge that will keep in any climate, without benzoate of soda. But before making it, he should ask himself: 'What sort of a vow will tend to make me more useful and helpful to others.'" Let Walt Mason give you a few tips on "Starting the New Year Right." See

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"Mike" had the run of the house and the hearts of the chorus. Even the stage-hands lingered in the wings to watch the clown and his dog."
ACCORDING TO WHANG FU, BY BYERS FLETCHER
Page 43, Hearst's for January

See Hearst's for January:—

Hall Caine says:—

"A YOUNG man's highest duty is to marry as early as possible the woman he loves. Until that woman appears, his nearest duty is to remain pure. Such restraint and such unions have unquestionably their moral blessing as well as their physical benefits."
See Hearst's for January, Page 35.

Conan Doyle says:—

"LIKE masses of ore ready to be separated into precious ingots on one side and slag heaps on the other—are innumerable records—in papers, magazines, family traditions—from which will come to be defined the Laws that regulate Psychic affairs."
See Hearst's for January, Page 22.

G. Bernard Shaw says:—

"MAKE up your mind first, that once an employee, nowadays, always an employee. Second, realize that as an individual you are now utterly helpless. . . . That is why, if I were a clerk now, I should join a clerks' union, without a moment's hesitation."
See Hearst's for January, Page 14.

Maurice Maeterlinck says:—

"GAMBLING is the stay-at-home, squalid, mechanical and unlovely adventure of those unable to encounter or create the real adventure of life. It is the desperate effort of the debilitated, without the courage to make that honest unapplauded effort every human life demands."
See Hearst's for January, Page 18.

Vicente Blasco Ibáñez says:—

"YOU are distrusted and feared in South America. You will find only the most feeble of the Latin republics, only after having failed to raise a loan in other countries, turn to the United States. But right now I think, is your opportunity to dispel this distrust."
See Hearst's for January, Page 29.

Gilbert K. Chesterton says:—

"THERE is one thing to be said for our appetites—that they are appetites. Pleasure may be only satisfaction; but it can be satisfied. We drink because we are thirsty; not because we want to be thirsty. But I tell you that these artists actually thirst for thirst!"
See Hearst's for January, Page 15.

IF you want a magazine merely for an idle moment, please don't waste a copy of Hearst's by buying it. Hearst's is not intended for the ordinary magazine reader. But, if you, too, are looking for a magazine far beyond the average—if you, too, want the works of the world's great writers, the thoughts of the world's great thinkers—it will pay you to make sure each month—starting today with the new January number—of your regular copy of

Hearst's

A Magazine with a Mission



How was the Moon created? Why is a Cancer? How much should a child eat? And what? Can we use the tremendous heat inside the earth to operate our factories? See SCIENCE OF THE MONTH, BY H. S. WILLIAMS, M. D., LL. D.
Page 50, Hearst's for January

Where was the District Attorney?

Twelve millionaires—members of the exclusive Armchair Club—to settle an argument with a Police Inspector—wagered each could commit a crime undetected. The inspector drew up the list—then suddenly died. The list disappeared before any member had seen it, but the crimes began to happen anyway. Who was the real criminal? See "Where Was the District Attorney?" by Arthur Somers Roche,

Page 64, Hearst's for January.



"One of the most amusing notions of the male of the species is that he has good taste in selecting ties." He won't let his wife buy them—hence the preponderance of hideous patterns.

A BLOW TO LITERATURE, BY B. L. T.
Page 58, Hearst's for January

\$1,000,000

Did you ever dream of owning \$1,000,000? Not \$900,000.25 but \$1,000,000! In the face of a reasonable chance of laying hands on that fascinating sum, says Bruno Lessing, the average man would be willing to give up his teeth, appetite, a small portion of lung and take a chance on his arteries and his wife. Then he proves his theory with much humor and a dash of pathos in a very human story "\$1,000,000"—a story you will find on

Page 53, Hearst's for January.



With a wad of cotton waste Martin Gail wiped away the tell-tale marks of his kisses. "I must tell you," he said, "that my name isn't Gail, but Carrington."

BETTER DAYS, BY GOUVERNEUR MORRIS
Page 20, Hearst's for January