

A 3-Passenger Human Power Conveyor



Joseph Young and his free wheeling bicycle, made by himself. It is equipped with pedals, headlights, horn and coaster brake. He calls it a smokeless wagon. He is shown on a Baltimore street.

THE WHAT-CHA COLUMN

By W. I. G.

FOR IMMORTALITY

Every one of us, at some time or another, I believe, cherishes the desire to perform some act, which by its very significance, will assure us a niche, no matter how small, in some mythical Hall of Fame.

If you are one of those persons to whom this urge has never presented itself, I implore you to stop at the next period, for in the statements which follow, there is nothing for you. If, on the other hand, you are willing to admit that you have experienced such a feeling, you are privileged to read further into this haze of words, but mind you, you proceed at your own risk.

Many of you, no doubt, have oft been seized with the urge to curtail the mortal existence of the perpetrator of this column, a deed which, if neatly and successfully done, should insure everlasting eminence. But unless you see fit to form a mob and string me to a tree, the opportunity for such enduring fame is confined to only one person, and that,

alas, would take care of only one-third of my readers.

In my saner moments (if any) I might impart to you a secret means whereby you might achieve immortality, but being possessed of some human traits, my altruism does not overstep the bounds of self-preservation, so I am compelled to present you, not with a means by which YOU may attain praise unending, but with one by which I, myself, hope to achieve a lofty pedestal in the Hall of Fame, wherever that is.

My method, you have suspected rightly, is a simple one, being at once, aesthetic and practical. In brief, I propose to revolutionize the entire system of writing business correspondence, having borne my suffering in silence these many years. Follow me carefully.

Let us examine, for example, the correspondence which you have received, in all probability, from some business house which is interested in having you transfer some of your dollars to their exchequer. The letter to you may have read something like this:

My dear Mr. Klumph:

Only a limited number of citizens in your community will receive a letter similar to the one which we have sent you. WHY? The answer is simple. We are writing only to those persons who AMOUNT TO SOMETHING and who are qualified to avail themselves of the opportunity which our organization offers.

Knowing you to be a man of uncommon business sense and one acquainted with the trends of the business world, we are writing to you to let you in on what we consider to be the biggest piece of business news that has broken in many years. Because of keen foresight on the part of our executives, our company has been able to secure the exclusive sales rights for the new Hooey Noiseless Ra-

Prominent Elks Bear Remains of Fallen Brother

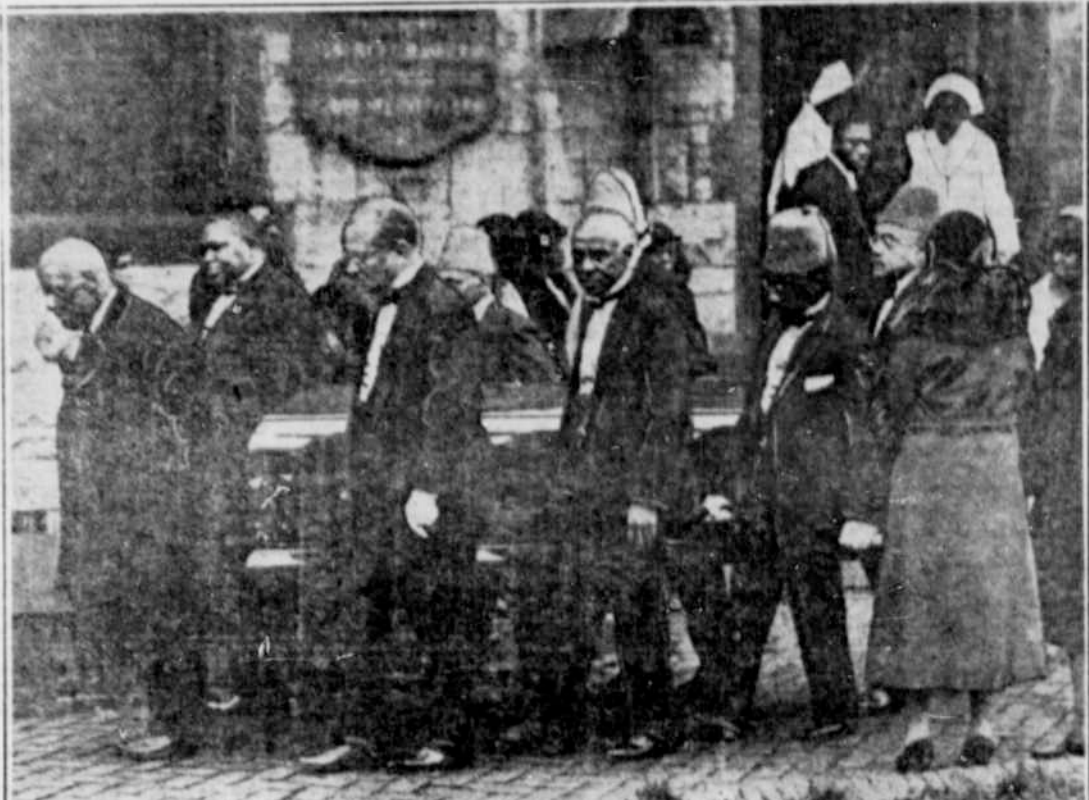


Photo shows pall bearers as they left the church recently, where the funeral of Horace Washington, charter member Monumental Lodge, Baltimore, held. In the door at the right can be seen Mrs. Washington, widow, who was assisted by two Elk nurses after she collapsed.

dio, the radio set which will revolutionize the radio industry.

In order to promote the rapid production of this commodity which will soon be in every home, it is necessary that we increase the capital stock of our company IMMEDIATELY. We are offering, therefore a limited number of shares of common stock at \$100 and a block of preferred stock at \$150.

We need not go further in telling you the wisdom of an immediate investment. As there is a limit to the number of shares which we will offer to substantial patrons, we urge you, therefore, to sign the enclosed blank, indicating how many shares you care to purchase and mail it to us at once. We will do the rest.

Yours very truly,
PHINIAS K. PLUNK.

Here's where yours truly comes in with his Hall of Fame stuff. I suggest that in place of a letter such as the foregoing, the following communication be substituted. It will save the time of the company sending it out and will save the time of the addressee, and time, you know, is money. (Aren't we all millionaires?)

This is the substitute letter:

Mr. Philo Q. Klumph,
Dear Sucker:

Times are hard, and we need money. Send us, therefore, the sum of \$300, for which we will send you

three worthless shares of Hooey Noiseless Radio stock. We'll never regret your having sent the money.

Yours in faith,

Don't you think that the latter is a more truthful and concise communication. So do I.

Probably you haven't received a communication like the following, but a lot of people have, during the past twelve months. Here's a sample:

My dear Mr. Crunch:

Economic conditions all over the civilized world are in greater turmoil today than they have been for many years. Not within the past 100 years has the trade barometer inscribed such a crazy quilt pattern.

We are just beginning to realize the aftermath of the Great World War in which our country took such a gloriously valiant part. Statisticians and specialists in economics and political economy, point out that the uncertainty of business conditions makes expansion, in times like these, a peculiarly hazardous venture.

All over the country, big business firms are entering upon policies of retrenchment and are curtailing expenses in every possible place. Motivated by the tenets of good business, our company is entering upon such a policy ever, because of our impending policy, we beg leave to advise you

which goes into effect immediately.

We find that your services with us during the past five years have been extremely productive and the contacts which we have had with each other have been of the warmest and most cordial sort. How-

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CHICHESTERS PILLS



THE DIAMOND BRAND. Ladies! Ask your Druggist for Chichesters Diamond Brand Pills in Red and Gold metallic boxes, sealed with blue ribbon. Take no other. Buy of your Druggist. Ask for CHICHESTERS DIAMOND BRAND PILLS, for 40 years known as best, safest, reliable. Buy Now! SOLD BY DRUGGISTS EVERYWHERE

BECAUSE IT'S **Double Strength**
you get results in half the time



Here is Real ECONOMY

The most satisfying economy comes from buying the best quality bleaching cream that brings quickest results. That's Genuine Black and White Bleaching Cream (double strength) large opal jar 50c at your druggist. Also get a bar of Black and White Skin Soap at 25c to use before you apply this effective, double-strength bleaching cream.

Genuine Black and White Bleaching Cream is the only bleaching cream with the exclusive "double-strength" feature. That's why it instantly penetrates down to your skin's fourth layer to LIGHTEN and WHITEN your complexion in half the time. This marvelous "double-strength" cream also fades out mole discolorations, dark spots, pimples, bumps and other blemishes with amazing speed.

Genuine
BLACK AND WHITE
BLEACHING CREAM

Crown Prince in Paris



The most recent closeup portrait of His Royal Highness, Crown Prince Asfoou Wessen, son of the Emperor of Abyssinia, who returned a visit to the Duke of Gloucester recently.

This Girl Is Never Lonesome

When men's glances linger, then frankly admire . . . what feminine heart doesn't thrill? Know this thrill! You can have alluring beauty. Dr. Fred Palmer's Skin Whitener Ointment softens and lightens the darkest skin, clears up pimples, blotches and tan marks, and does away with that "oily, shiny" look. Use this preparation regularly to make your skin soft, delicate and charming. This amazing Ointment is made in the famous Dr. Fred Palmer's Laboratories where are also made those other beauty aids you know so well: Dr. Fred Palmer's Skin Whitener Soap, Skin Whitener Face Powder, Hair Dresser and Hld Deodorant which may be had at all drug stores for 25 cents each or will be sent postpaid upon receipt of price. Dr. Fred Palmer's Laboratories, Dept. C, Atlanta, Ga.

Send 4c in stamps for trial sample of Skin Whitener, Soap and Face Powder.

DR. FRED PALMER'S
Skin Whitener
KEEPS YOUR COMPLEXION YOUTHFUL