

AD CLUB HEARS LAFAYETTE MAN

Printers' Ink Valuable, Says Roger Wood.

"Printers' ink is a valuable part of any sales promotion program," said Roger Wood, advertising expert, of Lafayette, Ind., today, in addressing the Indianapolis Advertising Club luncheon at the Claypool.

Wood pointed out the need of various advertising mediums in sales promotion work. Officers of the Advertising Club resolved to "be business booster instead of business busters," in a New Year's resolution, Lester C. Nagley, secretary-manager, said.

Part of the resolution published in Adscript, Club publication: "That we will continue to stand on the platform that business succeeds only as it serves."

"That we will insist upon courtesy in all business transactions."

"That we will seek to promote good will among ourselves and in our community, striving to make it clear to all that Indianapolis is a good city in which to live and prosper."

EN ROUTE TO ALTAR

Former Legion Film Director Passes Through Indianapolis.

James E. Darst, former American Legion film director, with headquarters in Indianapolis, passed through Indianapolis Wednesday, marriage bound. He will marry a young woman of St. Louis.

Darst, foreign editor of Fox News at New York, said increased interest of American motion picture audiences in events of the old world has resulted in a greater amount of foreign news on exhibition.

"Of course, the World War is responsible," he said. "And the Legion 1927 convention in Paris has contributed."

TWO LIQUOR APPEALS

Men Sentenced to State Farm Carry Cases to Supreme Court.

Louis Thomas today appealed a \$500 fine and a ninety-day State Farm sentence for alleged operation of a blind tiger at his restaurant at 444 W. Washington St., to the State Supreme Court.

Judge Clinton H. Givan, Superior Court 5, imposed the sentence on a contempt charge. Thomas also has appeals pending on three other convictions. William G. Wormser, 818 S. West St., Democratic politician, also appealed a \$600 fine and a ninety-day State Farm sentence for liquor law violation.

FRUIT FIRM INCORPORATES

Articles of incorporation have been filed with the secretary of State by the Walter G. Wormser Company, 35 S. Delaware St., dealers in fruits and vegetables. Capital stock is set at \$10,000. Incorporators: Walter G. Wormser, Carlo Wormser, Gabriel Slutsky and Goldie Slutsky.

Women, Health Is Easy of Attainment



Mrs. Mellie Pond

"It would be impossible for me to say too much in praise of Dr. Pierce's Favorite Prescription as a woman's tonic. I have taken it off and on for feminine trouble for several years when I felt the need of a tonic."

"Also my daughter was very delicate until I gave her some of the 'Favorite Prescription' and she soon became strong and well. It was indeed of wonderful benefit to her."

Mrs. Mellie Pond, 113 South 11th St., Terre Haute, Ind.

Obtain this famous "Prescription" now, in tablet or liquid, from your druggist.—Advertisement.

SMART APPAREL
On Easy Terms
FEDERAL CLOTHING STORES
181 W. Washington St.

Roofless Plates



USE SOME OF YOUR XMAS SAVINGS TO SAVE YOUR TEETH

Ask about our special Roofless Plates and Improved Crown and Bridge Work. Eiteljorg & Moore, the family dentists, will watch over your teeth the same as the family doctor guards all other troubles. Come in for free examination.

Eiteljorg & Moore

Family Dentists
Corner East Market and Circle,
Few Steps From Circle Theater.

A Young Wife Learns the Truth!

This True Story Is Based Upon the Disillusionment of Mrs. Crisp As Fully Set Forth in Her Letter Which Appears Further Down This Page

MRS. Irene Crisp of Kawende, Manitoba, gasped in amazement at what she saw. There at ease in the big arm chair sat her husband in deep absorption reading True Story Magazine.

She had never read a copy of True Story in all the nineteen years of her life because she had been led to believe that it was not a refined magazine, that some of the stories in it dealt with things that nice people did not discuss, that in places it was indelicate, if not, indeed, immoral.

And now to find the man she married, dignified, reserved, refined, reading "that awful magazine," True Story. She could scarce believe her eyes.

At her exclamation of shocked amazement he looked up. To her excited remonstrance he gave careful heed. Then he handed her the book as he replied, "My dear! Read every story in this magazine and then prove to me that a single one is immoral. It contains nothing but the experiences of human beings like ourselves and experience is the thing that teaches. If we can learn by the experience of other souls, isn't that much better than having to go through it ourselves?"

The earnest quality of his reply impressed her. Surely if her husband felt that way she must be misinformed. Taking his advice, she read it slowly, critically, thoroughly.

Search as she would she could not find a single sentence or a single word that was in any way objectionable. On the contrary never had she read a collection of such thrillingly delightful stories. Each one rang with truth. Each gave her a new and broader outlook upon life and a new and deeper insight into life. Real people walked through every tale reliving before her eyes the very climaxes of their lives. Each contained a moral so powerfully driven home as never to be forgotten. Never had she been so entertained, so deeply moved, so wonderfully instructed.

Today among all of the two and one half millions of people who read True Story every month there are none more faithful nor more staunch in their support than Mrs. Crisp.

Yet there are still people who believe as this wife and mother once did—people who, because of misinformation or prejudice, look with disapproval on a magazine which they have not taken the time or trouble to read.

This point of view is as unfortunate as it is unjust, since an examination of any issue of True Story Magazine will quickly reveal its true, helpful and inspiring character.

The lessons taught by True Story Magazine touch every problem that human beings have to contend with in their relations with each other.

The Editor
True Story Magazine
New York, N. Y.

Dear Sir:—

Just a letter of appreciation dedicated to your magazine.

I was sixteen when my first lecture was administered for even thinking of reading True Story Magazine. Mother was very severe. Father, more so, and Grandmother backed the both of them up although I'm sure she didn't know a thing about it. The result was that I wouldn't so much as look at a True Story Magazine even on one of the public stands. Three years later, married and settled, I came upon my husband, reading the very magazine I had been taught was absolutely immoral. In the words of the flapper "I jumped all over him." Out of the very depths of his ever present dignity, he replied, "My dear! Read every story in this book and prove to me where one is immoral. It contains nothing but the experiences of ordinary humans like ourselves, and experience is what teaches. If we can learn by the experience of other souls, isn't that much better than having to go through it ourselves?"

After this little speech I didn't think the magazine could be so bad after all, and upon his urging me to do so, I read it. Since then I have been a faithful reader and staunch supporter of True Story, and the bitter experience of others has broadened my mind and softened my heart.

Every issue of True Story is good. Long may it live! Wouldn't my dear Grandmother turn over in her grave if she saw me showing the pictures in it to my two year old daughter?

Sincerely,

(Mrs.) Irene Crisp

Box 120, Kawende, P. O.
Manitoba, April 16th, 1925

Whether it be a story of joy or sorrow, of love or hate, of triumph or failure, of devoted self-sacrifice, or of bitter vengeance—it points a lesson that is driven home with unforgettable vividness and dramatic power.

For Example, Take the February Issue

If Betty had listened to the advice of her friends when she got a position as a newspaper reporter, she would never have made the tragic mistake of seeking success at the price of her soul. Her thrilling experience, and her final hard-won triumph, is frankly told by Betty herself under the title, "Heart-Break" in February True Story Magazine.

Then there is the case of Doris. If she had known how easily a young girl may be fooled by men—if she had thought twice before matching her inexperienced, sentimental nature against the cynical cunning of a man of the world—she would have avoided the

dangerous situation in which she found herself. Read Doris' own story in "Her Caveman Lover," which appears in the February issue of True Story Magazine.

Or read the startling confession of the man who, emerging from the war, sick in body and mind, his nerves torn to shreds—seeks forgetfulness in drink—only to find that he has driven his wife into the arms of another man. No true-life story that has ever been written holds a more powerful lesson for both men and women.

Yet these are but three of the seventeen big, helpful, inspiring features that have been brought together for you in the February issue of True Story Magazine.

Other Thrilling True Life Narratives are:

Why I Shall Never Marry
His Misjudged Wife
As Ye Sow
When A Woman Loves
What Price Virtue?
The Unwanted Woman
They Called Me A Fool
When Men Betray
Broken Homes
Faithless Men
When Souls Are Tried
Salvaged Souls
Tongues of Flame
Her Point of View

True Story Magazine for February is now on the newsstands. Its vivid, forceful, soul-stirring narratives will fire your imagination and grip your interest as only Truth, frankly revealed, can do. The newsstand supply of True Story is always quickly exhausted. Avoid disappointment. Get your copy today.

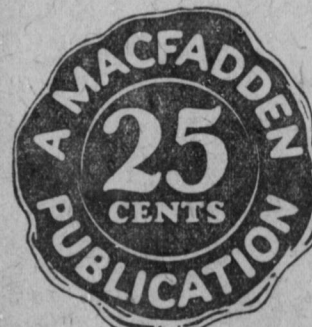
You will like these three other thrilling Magazines

In addition to True Story, you should read each month those three thrilling sister publications—"Dream World," "True Romances" and "True Experiences."

While each of these magazines has its own appeal, they are all filled with exactly the same kind of compellingly realistic stories that has made True Story a favorite with its millions of readers. A single glance at the tables of contents at the right, will indicate what a feast awaits you in the February issues of these remarkable magazines.

For your convenience, each of these four Macfadden Publications appears on the newsstands on a different date during the month, so that as you complete one magazine, you know that another one, just as thrilling, awaits you.

Watch for True Story on the 5th, Dream World on the 15th, True Romances on the 23rd and True Experiences on the 1st of each month.



Don't be fooled by imitations! All Macfadden True Story Magazines have this seal in RED on the cover.



To her surprise he showed her that there was not a single objectionable word or sentence in True Story Magazine.
(See Mrs. Crisp's letter in the panel below.)

True Story's Three Sister Publications

Contents of February Issues

Dream World

Her Cup of Bitterness
Hearts Asunder
Borrowed Plumage
Dream Island
The Spider and the Fly
My Masked Lover
Foolish Wives
The Golden Lie
Hearts' Salvation
When a Wife Doubts
To Have Loved and Lost
When My Ship Comes In
Broken Promises



True Stories, Sweetly Thrilling, with Loyalty and Devotion to a Lofty Ideal. On Sale the 15th of Every Month.

True Romances

Stronger Than Gold
A Fight Against Love
Nothing Else Matters
Which Did She Choose?
Was It Worth the Sacrifice?
False Pride
She Mistrusted All Men
I Have Kept My Word!
His Wife Understood
His Most Precious Possession
The Love Thief
Dream Lover
One Dreadful Night
I Neglected My Wife
The Mystery Behind Her Eyes
Locked Out



True Stories, Vividly Romantic, Compellingly Realistic, Probing the Secrets of the Human Heart. On Sale the 23rd of Every Month.

True Experiences

The Romance of a Dancing Girl
Was It Destiny?
The Girl Who Could Not Lie
Blind Affection
Uneasy Reputations
Loveless Mates
The Love Mirage
Songs and Shadows
The Truth About My Husband
The Net of Enchantment
I Didn't Appreciate Him
A Woman's Sacrifice
Were We Meant for Each Other?
Mute Lips
Does It Pay?



True Stories of Heartfelt Successes With Love and Romance Intertwined. On Sale the 1st of Every Month.

Use the Coupon If You Cannot Get These Magazines at Your Newsstand

MACFADDEN PUBLICATIONS, Inc.,
64th Street and Broadway, New York City

I wish to become familiar with your four True Story Magazines. Please enter my name to receive the February issue of each magazine. I enclose \$1.00 as full payment.

Name _____

Address _____

City _____

State _____