

The SEMI-MONTHLY MAGAZINE SECTION

A Magazine for your Reading Table

CONTRIBUTING EDITORS' PAGE



Mr. H. Addington Bruce

Thinking Hard and Keeping Young

By H. Addington Bruce

FROM a purely physical point of view, Charles W. Eliot, President Emeritus of Harvard University, is unquestionably one of the most remarkable men in the United States. Approaching his eightieth year, everybody marvelled at his temerity in undertaking a voyage around the world; everybody marvelled still more at his speedy recovery from a dangerous surgical operation, performed before his world journey was half done, but not preventing him from carrying it to a successful completion.

Naturally, people wonder how he does it — what the secret is of his health, his longevity. No doubt the blessing of a good heredity has had somewhat to do with it; no doubt also he has been aided by always leading the temperate life. But there is another factor that has counted for more than either of these — and that is the fact that President Eliot *thinks*. This is something that we can not too firmly bear in mind, or take too directly home to ourselves in drawing up New Year resolutions.

Mental Exercise Pays

EXERCISE your body if you will — that can not harm you, and is pretty sure to do you a great deal of good. But whatever else you do or neglect to do, keep thinking. The well-established law of the physical universe that a machine tends to rust out more quickly than to wear out holds equally good in the psychological sphere.

It is no mere coincidence that most of the great thinkers of the world — whether in philosophy, science, industry, literature, or the arts — have lived to be old men, despite the fact that in youth they were in many instances physical weaklings. Significant, too, is the fact that the majority of them began to think, began to exercise their minds along the lines in which they ultimately achieved greatness, while they were still young. There is here a pregnant hint for parents.

Whatever aptitude, whatever special interest, your child chances to display, encourage him in it. Don't deaden his desire for knowledge, his instinctive tendency to think, by indifference, by failure to answer his incessant bombardment of questions. Rather thank God that your child has an active mind, and set about training him in the proper use of it. Teach him the principles of observation, of analysis, of synthesis — the principles, in short, of truly effective thinking. Accustom him to thinking things out for himself, and seek to interest him in whatever it is well for him to know. You need not be afraid that he will overtax his mind. No child's mind — and no man's either — is overtaxed by anything in which a real interest is taken.

Deep Thought is Wholesome Thought

THE trouble with most of us is that we are not really interested in anything. We have interests, to be sure; but

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they are diffuse, thin, weak — they do not grip us. That is why comparatively few of us ever think in the true sense of the term. That is why, when we are called upon to do anything in the nature of sustained mental effort, we are overwhelmed by doubt, fear, worry; and mayhap have finally to call in the doctor with his sage pronouncement: "Poor fellow, he has been thinking too hard." In point of fact, we have not been thinking at all, simply because we have not been interested enough to think.

Let us get truly interested in something — no great matter what it is — interested in it in the way President Eliot has been interested in his problems of university administration and social reform, and we shall find that we can think about it easily enough. And, thinking about it — definitely, tirelessly, earnestly thinking about it — we shall find ourselves grow both in mental and bodily vigor.

Looking Forward to the Next Number

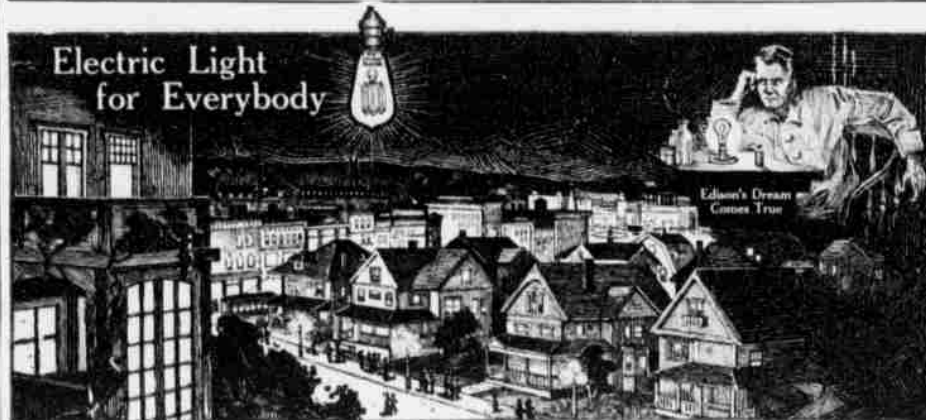
HELLO IS SO much more genial and easy to say than Good-bye that we will not take space in reviewing the twenty-four semi-monthly entertainments the MAGAZINE SECTION has given its great family of readers and friends during 1912. Thousands of letters from all parts of the world are the best evidence as to our widening family circle and its unanimous feeling. So we will step right into 1913 with the promise of twenty-four better and brighter, if not bigger, magazines than ever have gone into the nearly two million homes that the next SEMI-MONTHLY starts in visiting.

As a smiling introduction is an A.N. Owen Johnson story — *Keeping Up with Wattville* — a story taken verbatim from the Log of the Bar and Bottle Club. Mark Twain, were he still walking the world, might humorously regret having neglected to write this story himself. Wattville, incidentally, is not the name of a town, but of a man — a very clubbable man who sleeps in Philadelphia and lives in New York. His waking hours, with which this waist-straining story is exclusively concerned, are a rollicking revelation. The story, by the author of *Stover at Yale*, among many other good things, is wittily illustrated by Oscar Cesare, the famous cartoonist of the *Sun*.

Continuing the exploits of November Joe: Woodsman Detective, is *The Mystery of Fletcher Buckman*, by Hesketh Prichard — another thrilling adventure in crime and its detection in the Canadian wilds. Mr. Prichard, in his series of new-idea detective yarns appearing exclusively in the SEMI-MONTHLY MAGAZINE SECTION, has succeeded in making each successive tale a bit more intense and compelling in interest than the one preceding. The illustrations are by Percy E. Cowen.

In *Needed — More Than a Falstaffian Army*, Major General Leonard Wood contributes an editorial with a ringing note of warning. War, pleads the Chief of Staff of the United States Army, comes in a flash, not gradually — and preparedness is the only thing that approximates insurance against it. General Wood urges the necessity of 600,000 men being sufficiently trained for battle service on short notice.

Hardly so serious, as the title indicates, is *Frivolous Business*, a nevertheless memorable article by Charles W. Mears. It has in it food for thought as well as for chuckles — and so have the very ingenious pictures drawn by Horace Taylor. Then — but why show all the cards in the index! It's studded with trumps, not only for the next number, but for the next year — each number ahead having the promise of being better and brighter than the one behind.



Every Business—Every Home

More light and better light—more work and better work—in offices, factories and stores. More light and better light—more comfort and better evening enjoyment in homes.

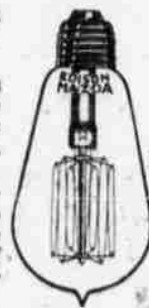
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Edison Mazdas give, not only more light, but whiter, brighter, better light. They mean less eye-strain—extra working efficiency—more pleasant shopping—more good cheer at home.

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Electric wiring has been so simplified that any house or store can now be wired with little annoyance and at slight expense.

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Advertising is the gate-way to a wise purchase.