one with whom he was personally acquainted. This affidavit must be accompanied by character references which are investigated. Before a story is offered as true in the pages of Torre Scroos Magazine, it is submitted to severe scrutiny from many angles. Every name is changed, and every location, so that no one's reputation can be damaged by indirect disclosure. In spite of this, it is hard to convince the skeptical highbrows that the stories have any actual relation to life. Only the millions who buy the magazine, and who live by its precepts and advice, believe that it is just what it offers itself to be—a book of modern parables, out of a life which they know to be their own kind. In discussing the growth of this whole idea recently, Victor Rousseau, the novelist, said:

"Let us look at the issue frankly. Let us have done with the unpleasant fiction invented during the Victorian epoch, that young girls are creatures ignorant of sex instincts and impulses—a fiction that has done more harm than all the salacious literature that has ever been published.

"Let us admit frankly that the subject of sex is the one overpowering curiosity of youth of both sexes—as it is, and that the prurient pretenses and evasions and denials of convention simply disarm youth and leave it helpless to the sword of experience.

"Let us acknowledge that the unwillingness of parents to speak to their children upon these subjects arises from a deep-seated feeling that is perhaps not wholly evil, and let us deplore that civilized nations have no initiation lodges and ceremonies for the instruction of adolescent girls and boys, as savage races have.

"Let us go back to the wholesome frankness of Shakespeare, whose heroines were innocent without the least flavor of ambiguous ignorance.

"And let us prescribe a drastic purgative for the Comstock type of mind, to be followed by a complete dose of Havelock Ellis, for enlightenment.

"It is no exaggeration to say that the warnings inculcated by the stories in these magazines have saved many human beings from ultimate ruin of body and soul.

"Thousands of ministers of every creed throughout the country have written to endorse the policy of the Macfadden magazines. It is true that the average country clergyman is, in general, not a sophisticated man. Perhaps for that very reason he is in closer touch with the mind of the average unsophisticated reader than the 'high brow' publisher with a business groove."

In all the hectic days when Torre Scroos was having its amazing growth, Macfadden was occupied with other great projects, some of (Continued on page 144)