

THE SEVENTH IS
REALLY FIRST

Not Counted Among Those
That Sell Best, But Its
Circulation Exceeds

All Others.

Much is said about the "six best sellers." This refers to books that for the time being are most popular with the public eye. Books of fiction usually outrank all others in the list.

It is interesting to note that during the year 1931 the combined sale of the "six best sellers" amounted to only a little more than half a million copies. Yet there is a seventh best seller which has sold more than a million copies during the same period. The *Bible* has sold more than a million and a half copies or more than three times that of the six best sellers.

The World is presenting to its readers an illustrated edition of the *Bible* which is pronounced by all authorities to be the most wonderful work ever published. Besides the choicest selection of pictures, it contains the magnificent Tissot collection. This *Bible*

It contains upwards of six hundred illustrations, and is a work of art, and each particular picture illustrating the verse which it accompanies.

These pictures illumine the text. They make plain the obscure points and give to the reader many new meanings.

The third, whose eye is always attracted by the pictures, is the child, who reads the familiar stories of the Bible and sees them so vividly explained.

Today's certificate is a picture of another page. Clip it without delay. You may have your choice of either the Catholic or Protestant editions.

The armies of Italy, Argentina, and Roumania have been about to acquire aerial fleets by the purchase of the public-spirited citizens. In the case of the South American country the monarch was the one to be persuaded, and the same scheme is being pushed out in Roumania, where a league has been formed for the purpose and Argentina is to be the next victim.

cards which are to be emblematic of the aviation art. The Japanese navy has bought three hydroplanes from a maker in the United States, and several natives are on their way to this country to learn to handle the machines.

Father: "No, indeed! My father never heard me tell a lie!"

Wills: "Was grandpa as deaf as grandma?"—Cleveland Plain Dealer.

PUBLISHED 1884

DALLAS WINNIPEG

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