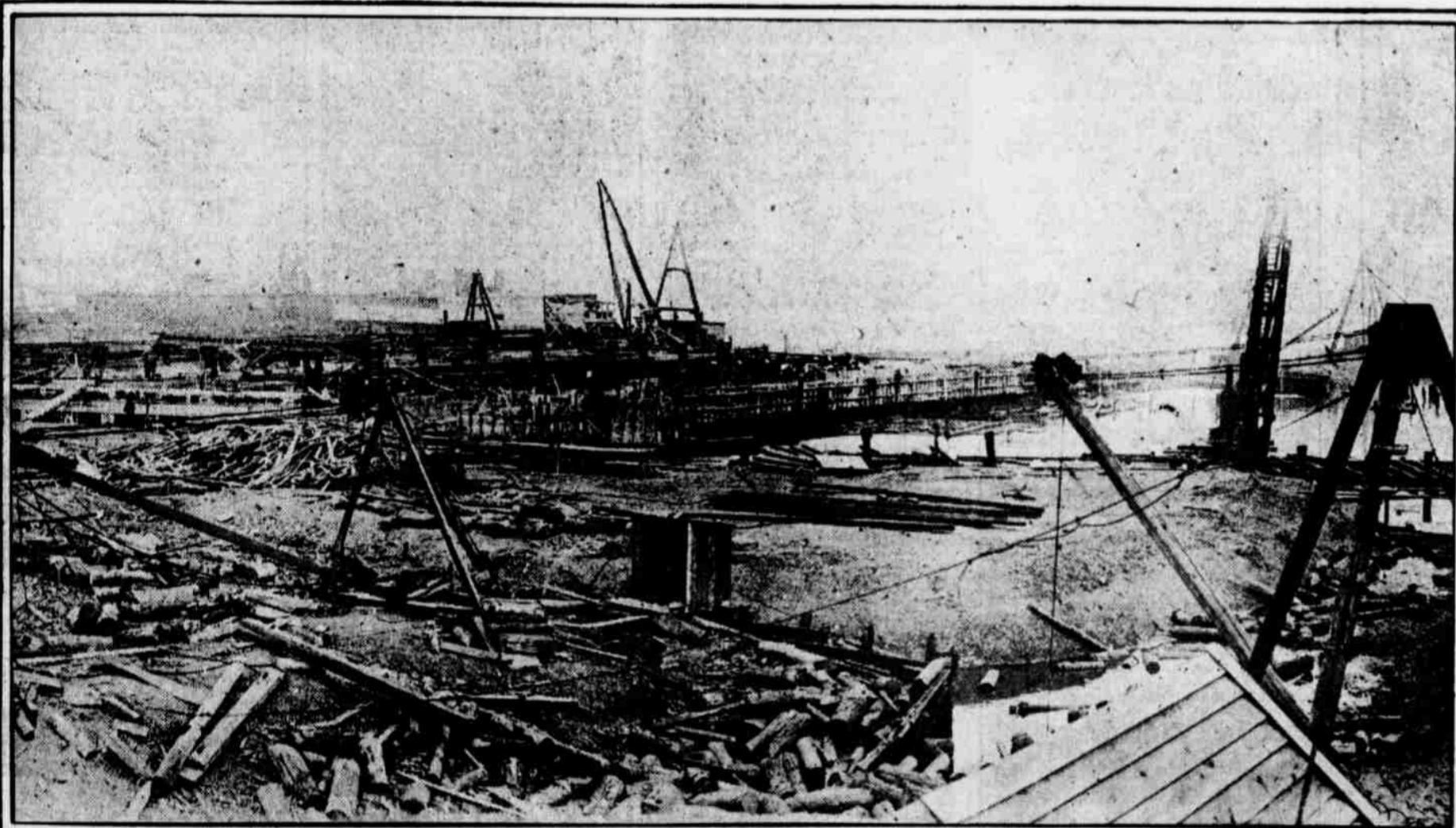




ATLANTIC CITY'S EASTER CAMPAIGN BEGINS NOWADAYS BEFORE THE LENTEN SEASON IS FAIRLY STARTED. THERE IS NO SUGGESTION OF SACKCLOTH IN THE GARB OF FAIR PROMENADERS



PONY RIDING IS ALREADY POPULAR AMONG BEACH SPORTS



PHILADELPHIA'S PORT PREPAREDNESS IS PROGRESSING
A glimpse of the work being done on the new Municipal Pier at McKean street encourages friends of a greater harbor to foresee a future pre-eminence for our own Delaware waterfront.



Photo by International Film Service.
WHERE THE SEASON IS TOPSY-TURVY
Mrs. John E. Liggett, of New York, guards against February sunburn at Palm Beach.



WHO WOULDN'T ENVY THIS FILM FAVORITE?
While we may view her on the screen at the Locust Theatre to-night, Ann Murdock finds skiing at her upstate New York country place exhilarating and fascinating.



OLD PENN'S PHI KAPPA BETA JUNIOR SOCIETY
In front, from left to right, are J. Howard Berry, Walter Loucks, Carrow Thibault, Harry S. Ross, Wilbur Newstetter, Joseph Carpenter, Roger Gilmora, David Bunch and Raymond Billing. Second row—William Hopkins, Thomas Pearce, Raymond Young, Arthur Easing, Norris Barratt, Gilbert Lang, Ronald McCarthy, John H. Hargreaves, Bert Bell, Guy Neyna, William Melcher, Carl Andrews and Ira Bertolat.