An After Dinner Talk By Little Tommu Jones


Little Rastus
And the Turkey





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socks with black bows.
The Schwalmer girls also wear white
stockinss with the black bows. Their
skits reach senty skirts reach scarcely below the knees.
It is the fashon to wear several stirn
skirts, which stand out from the per-
son much in the manner of the hoop be- $\begin{aligned} & \text { son much in the manner of the hoop } \\ & \text { skirts of our own grandmothers. On } \\ & \text { their heads the girls wear a funny } \\ & \text { titte pill box sort of hat, to which are } \\ & \text { attached broad bands tied under the } \\ & \text { chin, completely concealing the ears. } \\ & \text { The boys and girls have an outdoor }\end{aligned}$
The dane boys at Chistmas when the weather
dancer. Each village has a farorite danc-
fing ground where the young people gath-
in for the fun. The boys stand in a semiing ground where the young people gath-
er for the fun. The boys stand in a semi-
circle, white the girls line up to await
their parturers. Everybody maintains
a dignified silence. Finally one boy
steps forward to the maiden of his choice, lifts his arm and bows pro-
foundly. Each of the boys in his turn
then goes through the same ceremony
of choosing his partner. who is his for
the day. The Ag Dululut The peach andapple, plum ond pear Are nice as they can be; Bur just give me ibe fruit flat grows On the sood dd Cbrismos treel



## ABOUT ADVERTISING-NO. 6

## If It Fits You Wear This Cap

By Herbert Kaufman

Advertising isn't a crucible with which lazy, bigoted and incapable merchants can turn incompetency into success-but one into which brains and tenacity and courage can be poured and changed into dollars. It is only a short cut across the fields-not a moving platform. You can't "get there" without "going some.

It's a game in which the worker-not the shirker-gets rich.

By its measurement every man stands for what he is and for what he does, not for what he was and what he did.

Every day in the advertising world is another day and has to be taken care of with the same energy as it's yesterday.

The quitter can'tsurvive where the plugger has a ghost of a chance.

Advertising doesn't take the place of business talent or business management. It simply tells what the business is and how it is managed. The snob whose father created and who is content to live on what was handed to him can't stand up against the man who knows he must build for himself.

What makes you think that you are entitled to prosper as well as a competitor who works twice as hard for his prosperity?

Why should as many people come to your store as patronize a shop that makes an endeavor to get their trade and shows them that it is worth while to come to its doors?

Why should a newspaper send as many customers to you in half the time it took to fill an establishment which advertised twice as long and paid twice as much for its publicity?

This is the day when the best man winsafter he proves that he is the best man-when the best store wins, when it has shown that it is
the best store--when the best goods win, after they've been demonstrated to be the best goods.

If you want the plumyou can'tget it by lying ander the tree with your mouth open waiting for it to drop-too many other men are willing to climb out on the limb and risk their necks in their eagerness to get it away from you.
It is a man's game-this advertising - just hanging on and tugging and straining all the
 pressionof the law of competition which sits in
blind-folded justice over the markets of the world.


