

101 SEPTEMBER 6, 1924
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PRICE 15 CENTS

JUDGE THE WORLD'S WITTIEST WEEKLY

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HELP YOURSELF!

Can you originate a clever second line for this joke?



Isabelle—Which do you prefer—an open or closed car?

Annabelle—.....

JUDGE'S FIFTY-FIFTY CONTEST No. 36

JUDGE will award a prize of \$25 for the cleverest second line in the above conversation. Study the situation, the characters, and their expressions, and then write the funniest, snappiest line you can think of.

In case two or more persons submit the same winning line, \$25 will be awarded to each. Any reader of Judge may compete. Any number of lines may be submitted but none will be returned. No. 36 Contest closes September 16, 1924. The winning answer will appear in the October 18, 1924, issue of Judge. Check will be mailed to the Prize Winner on that date. In the meantime, No. 37 will appear next week.

Write one line on a POSTCARD, sign your name and mail to Fifty-Fifty Editor of Judge, 627 West 43d Street, New York City.

All answers, to be considered, must be received not later than September 16.

"LIFE LIBERTY AND THE PURSUIT OF HAPPINESS"

JUDGE

WISE CRACKLES

In due course the reformers will compel chorus girls to do their high kicking under their breath.

Women holding office is nothing new. A woman has always been the Governor of the State of Matrimony.

If the newspaper photographs mean anything, the greatest achievements of this world are performed by people who are not as dumb as they look.

Most men like girls who refuse to wear short skirts any longer.

Next to the justly famous centipede with the well-known corns, the most uncomfortable creature extant must be a little neck clam with a goitre.



"Carry your grip, mister?"
"Paper, mister?"

"Shine, mister?"
"Do you know anybody what's lost a dog?"



PRISONER—*Your Honor—*
 JUDGE NIBLICK (drowsily)—*Is it? I thought you won the last hole.*

To a Flapper Mother

Careful, Mamma—*burny, burny!*—
 To the Doc we'll have to journey:
 Can't you can that cigarette
 While you safety-pin your pet?

One Way or the Other

"Is your wife able to make her check
 book figures balance?"
 "That's just it—she makes 'em."

A Bare Acquaintance

Rich—Did you know her back home?
 Richer—No. She didn't wear opera
 gowns there.

The modern girl takes up athletics to
 enable her to get a firmer hold when
 she essays the rôle of clinging vine.



The Dawn-to-Dusk Flight

How to Read a Gas Meter

SINCE gas is so commonly used for heating, lighting and suicidal purposes, the reading of gas meters ought to form a part of everyone's education.

In order to become an expert meter reader, the individual must first understand the construction of the common meter.

The recording device of every gas meter has four small dials; one to register the number of cubic feet and the other three to make things more complicated. These three look like the face of a clock that tells the time only up to ten o'clock, and each contains one hand. Above these three dials are marked the figures 100,000; 10,000 and 1,000. Nobody seems to know just why.

When the gas passes through the meter, the hands revolve, and at the end of the month the gas man comes and hands you a bill for \$11.15.

Then you say to the gas man: "Gosh, I don't think we used that much gas last month."

Then you toddle along with him and he shows you the meter.

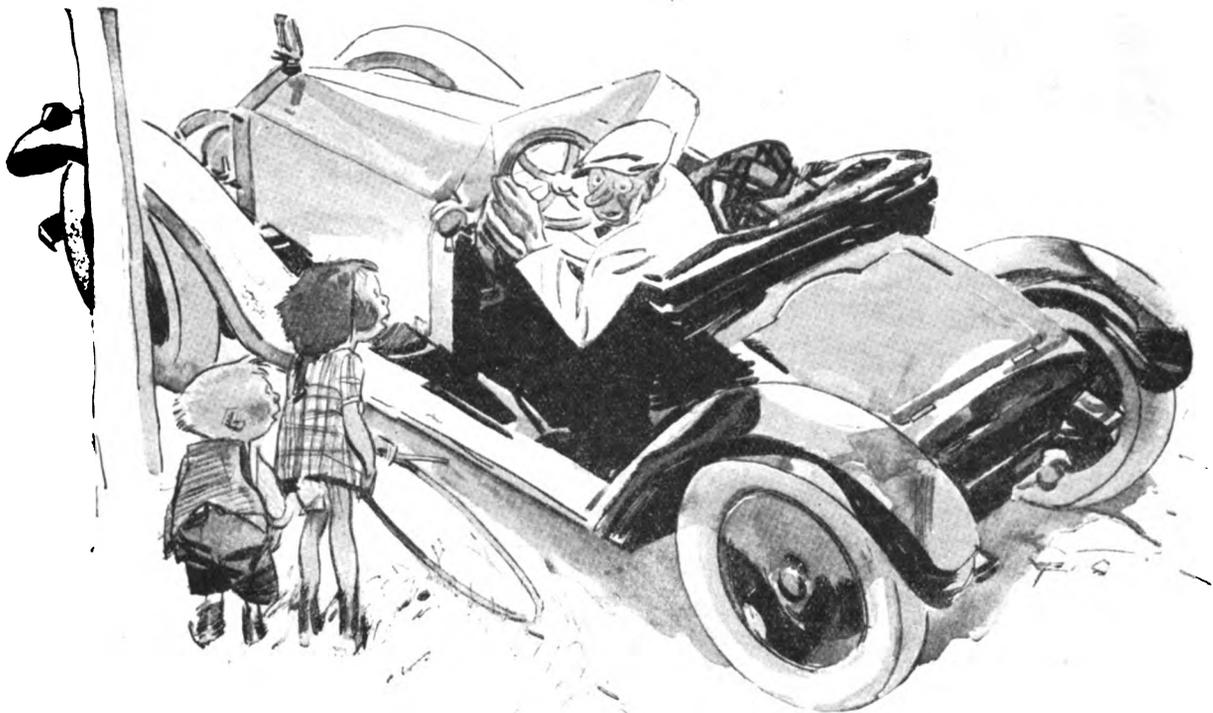
"See?" he says; and you agree that you do.

Then you make out the check and receive in return the receipted bill.

R. C. O'Brien



JEALOUS MAIDEN (to rival with skinny beau)—*Well, Mayme, I see you're planning to have a new feller.*
"Whatcha mean, planning to?"
"Well, I see you've got the framework!"



MOTORIST—*How far is it from here to West Point?*
"You're unlucky—we've finished schooling till to-morrow morning!"



"George, if you fall will you bring up my powder box? I accidentally dropped it out of the window."

famly that wenta European took their servunts withem, and got ship wrecut on a desert island. The butler wuz the only one that knew howta do anything, so he settim self uppez king, and hadda great time. Thena long come a shippen rescuedem and tookem back home. Then, back there, he was only a servunt agin, and they was king."

"Fine! Brave-o! Bot howd they stealut?"

"Well, I sentut to a dozener so companies, and they all sentut back. Then one night I walks into a movie, and dardiffa didn't see *my* picther on the screen, right before my eyes. They made some changes in ut—they changed the namea the play—and the namea the author. I stayedta see the picther four timesta make sure the namea the author. They give the author's namez Barrie—James M. Barrie. They wuz perty foxy—they didn't makeut a common name like Smither Jonser Brown; they madeut a nun common name—Barrie."

"Probably some fella worked fer the firm named Barrie."

"Yesser, probly a phony name outen out."

"Likez not. Messa crooks, these movie people."

"Messa crookses right. Well, slong, ol' timer."

"Slong, podnah. Don't take in any wodden ickels."

R. B. Walsh

Heard at the Cigar Stand

"'L O, HARRY, ol' socks! Smoke?"
 "Thanks, Bill. Just gona buy one."

"Where been?"

"Oh, had some timeta killen dropped into see a movie. Bum picther, too. They're all bum nowadaze. Haven't seen a good one in a coon zage. Bill, it seemsta me that ordinary fellas like youen me could write better picthers than they're shoven on the screen. I gotta notion to tryut."

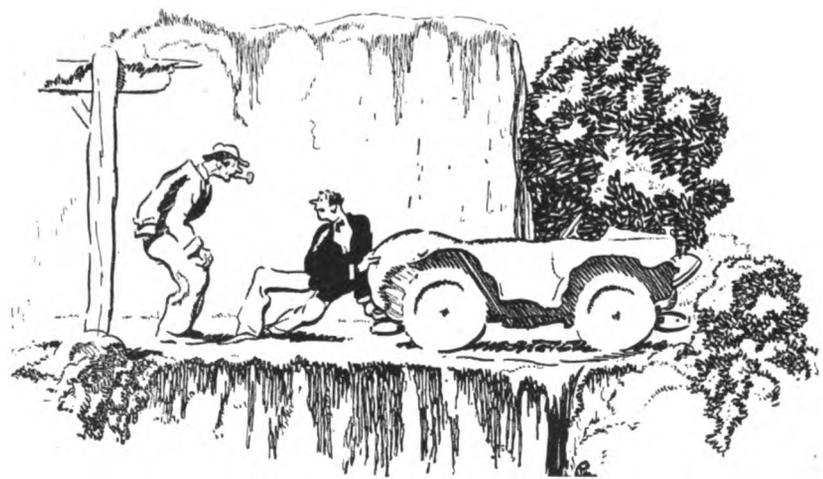
"Fergetut, Harry! I *did* write one."

"Did? Dennybody buyut?"

"Buya tell! They *stole* ut!"

"Stole ut? How?"

"Like this: I wrote this story anitwuzza perty good one—so good they stoleut. It wuzzabouta swell



DISGUSTED MOTORIST—Lend a shoulder, will you?

"Gosh, y'ain't gonna try t' push it clean t' a garradge, be ye?"

"No. If I can only get it as far as that cliff, that's all I ask!"



MODERN YOUTH—*I'd fix a date right off, Joan—
but my people are so funny—if they see a fellow with
a girl they conclude he's in love or some such tosh!*

"I liked that young fellow you were with the other night, so I asked him to dinner this evening. Told him to drop around in his business clothes."

"Oh, father! He's a life-guard."

Natural Question

Miss Sweet—In some parts of Africa, women wear no clothes at all.

Miss B-ier—I wonder what they have to talk about?

Funnybones

Every year is leap year for the pedestrian.

Judge will pay \$5 for each one printed

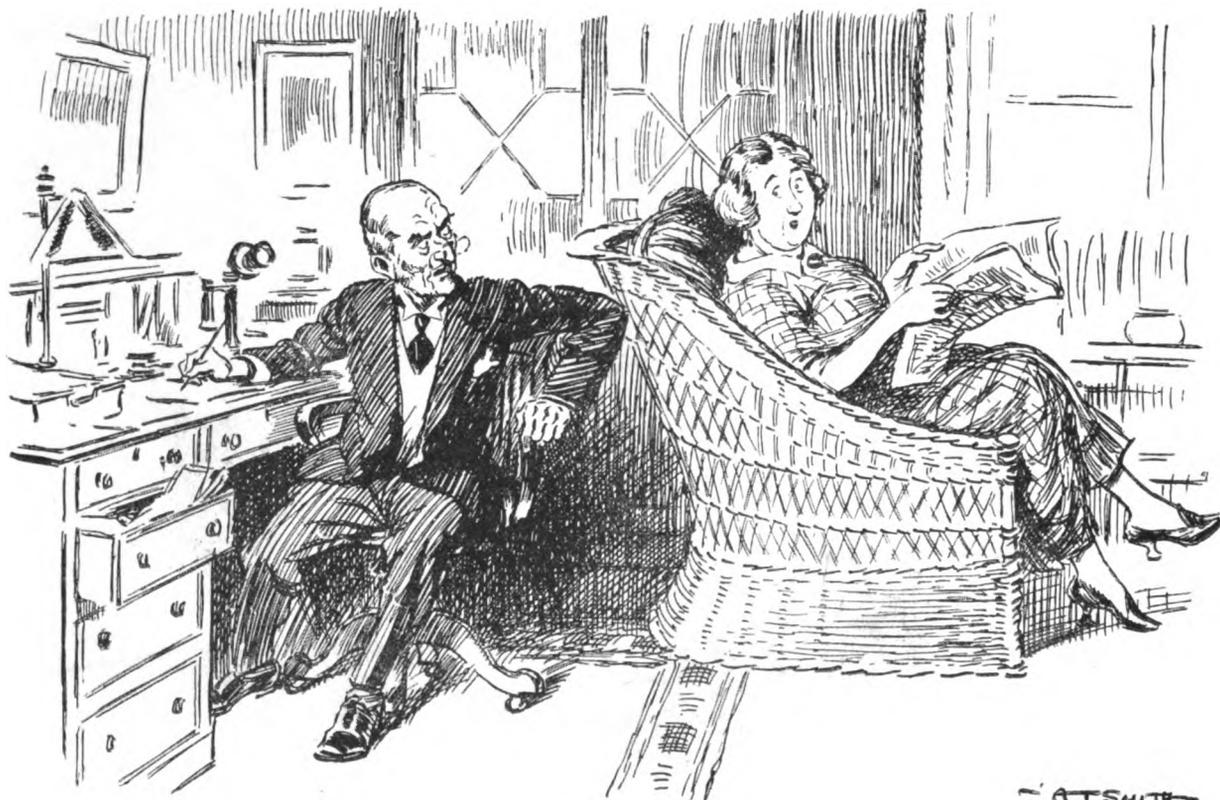
Prue—A model husband, isn't he?

Sue—My dear, he can read a book while he is waiting for his wife and understand what he is reading!

Helping Him Out

Miss Green—Did he try to keep you in the dark?

Miss Brown—Indeed he did! But I soon flared up and showed him where he stood!



WIFE (interrupting for the twentieth time)—*Just fancy, it says here that in the South Sea Islands they sell wives for \$2 each.*
 HUSBAND—*Humph! Profiteering there too, are they?*

Irate Employer—Late again; have you ever done anything on time?
Clerk—I bought a car.

ع.ع.ع

Money talks—but nobody can understand the German mark.

Funnybones

What the world really needs is more places to spark.

Judges will pay \$5 for each one printed

We Suggest the Klan Go After

the bird who never stops his car for the fire engines.

the foxy guy who calls us up when we are seated at table.

the dirty dog who neglects to introduce us to the pretty girl he is with.

the nut who races his motor experimentally on residential streets.

the colossus who never does his bit in a revolving door.

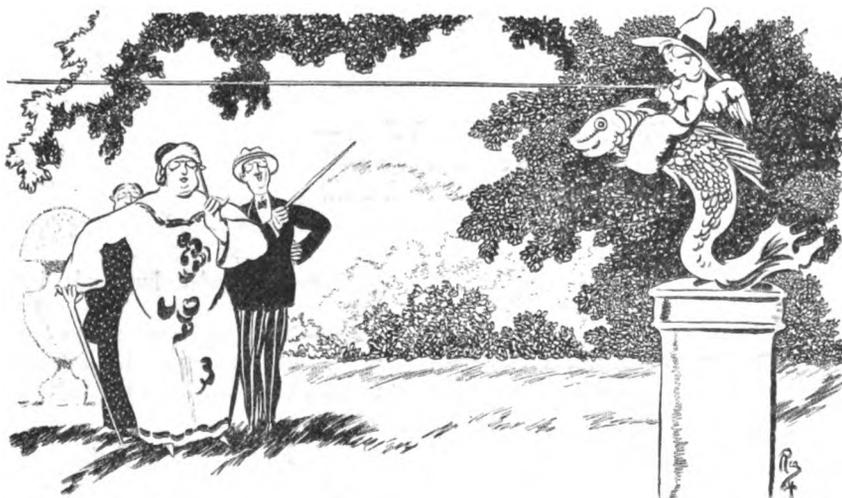
the boy who never buys any cigarettes—lets everybody else do it.

the intellectual who corresponds on postcards.

the insect who insists on reading the headlines of a paper before he buys it.

the clever guy who will never encourage any girl by taking her out twice in succession.

Edmund J. Kiefer



THE THOROUGH LANDSCAPE GARDENER—
And for the clothesline, I'd suggest a row of pink georgette undies, broken here and there by the more dominant masculine note of a purple sock.

Little Items the Newspapers Never Seem to Publish

Pocantico Hills, N. Y.—John D. Rockefeller is following out the quaint custom of presenting his caddies with shiny new ten-dollar bills after every round.

Washington, D. C.—Referring to a recent speech by President Coolidge, Senator Hiram Johnson said to-day: "It was a wonderful speech and presented the question fairly and clearly. There is absolutely nothing I could add to what Mr. Coolidge said."

Chicago, Ill.—"I absolutely will not say anything for publication," Judge K. M. Landis told newspapermen who called at his home this evening for interviews.

Sacramento, Cal.—"I Love You, California," has been chosen as the official song of the Japanese Society of the Pacific Coast.

Atlanta, Ga.—The Imperial Kloucil of the Knights of the Ku Klux Klan voted to-night to appropriate \$10,000 with which to buy a diamond-studded gold watch or some other gift for Senator Underwood.



FORMER RESIDENT—Well, if this isn't Jimmy Smith! Why, I knew you when you weren't more than so high!

Funnybones

Well, anyway, they couldn't say to Adam, "Who was that lady I seen you with—"

Judge will pay \$5 for each one printed

Pleasant Study

Miss Swift—I thought Jack taught you to swim last week?

Miss Swifter—So he did. But I'm taking a post-graduate course.

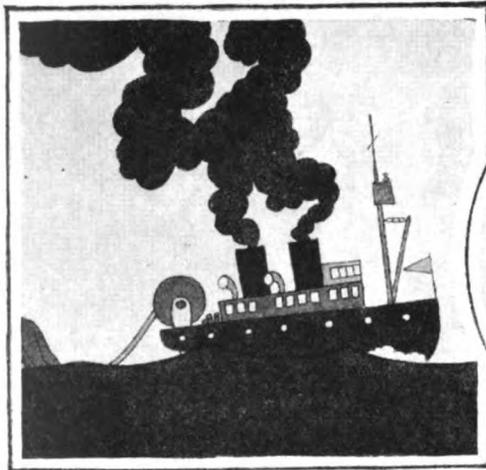


"Here's another hideous thing. I suppose you call this a masterpiece?"

"No, sir. That is a looking glass."

Judge's Rotogravure Section

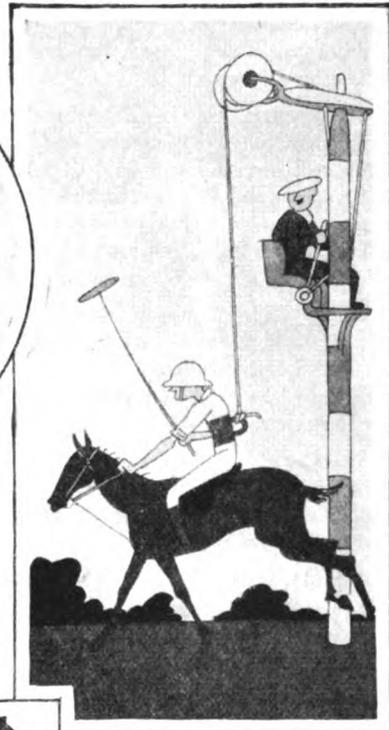
THE NEWS OF THE GLOBE IN PICTURES—BY RALPH BARTON



4,000 MILES OF 20-INCH REINFORCED RUBBER TUBING
being laid from Scotland to New Jersey to replace the costly and dangerous Rum Fleet.



MISS CARRIE WARD-ROBE,
Chairwoman of the League to Insure to Women the Same Price for Votes that Men Get, sails aboard the *S.S. Annie Cade* from St. Louis to visit her people in East St. Louis.



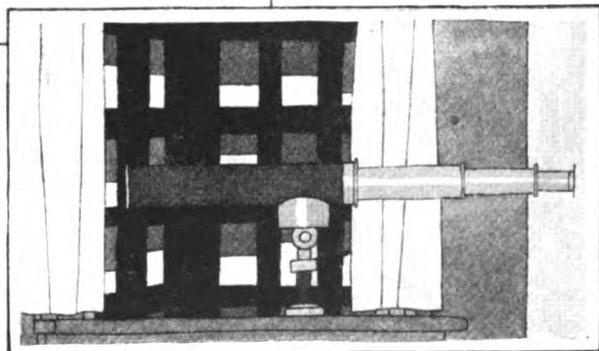
TRAINING POLO PONIES AT MEADOWBROOK
to accustom them to the new safety device installed there in case the Prince of Wales should care to play a chukker or two during his expected visit.



"SILENT CAL,"
as the President's close friends love to call him, making a rousing campaign speech over the radio.



MISS GLORIA SWANSON,
famous cinema queen, indulges her passion for Art between pictures. Miss Swanson's private photographer has here caught her at work on one of her startlingly original sculptures which she calls "Liberty."



DEVICE TO LET ROOMS ON COURTS AT SEASIDE HOTELS
"The Neptune House" at Botch Beach has installed telescopes in all windows giving onto other windows in the famous hostelry.



If you fall for one of those print dresses be sure some cat of a hostess doesn't submerge you in a chair of the same pattern.

Dis-concert-ing

THE elderly misses, at the concert, were in a quandary—the number that the orchestra had just finished was not on the program.

They agreed that what they had just heard was an encore, or "extra number," but they also agreed that, as the air was unfamiliar, it would have been better had it appeared elsewhere on the program — on the other side or at the bottom for instance.

And then one of the misses made a startling discovery. The number was on the program.

She pointed it out to her partner. Sure enough, there it was at the bottom of the program as large as life:

"Refrain from whispering."

R. C. O'Brien



No one hates birthdays so much that he wants to stop having 'em.



"Golfing to-day?"

"No. Are you yachting?"

"No."

"Well, 'ow about a game of billiards?"

A New Cut

Madge—So you got square with Dolly?

Marjorie—Yes, I was ahead of her in the barber shop and made her wait an hour.

The Reason

Annette—Ralph told me last night that he's a woman hater.

Nanette—Is he broke again?



Mrs. Hibrow—Her *faux pas* was noticed by everybody in the room.

Mrs. Lobrow—Well, I cautioned her against wearing those new fangled arrangements!

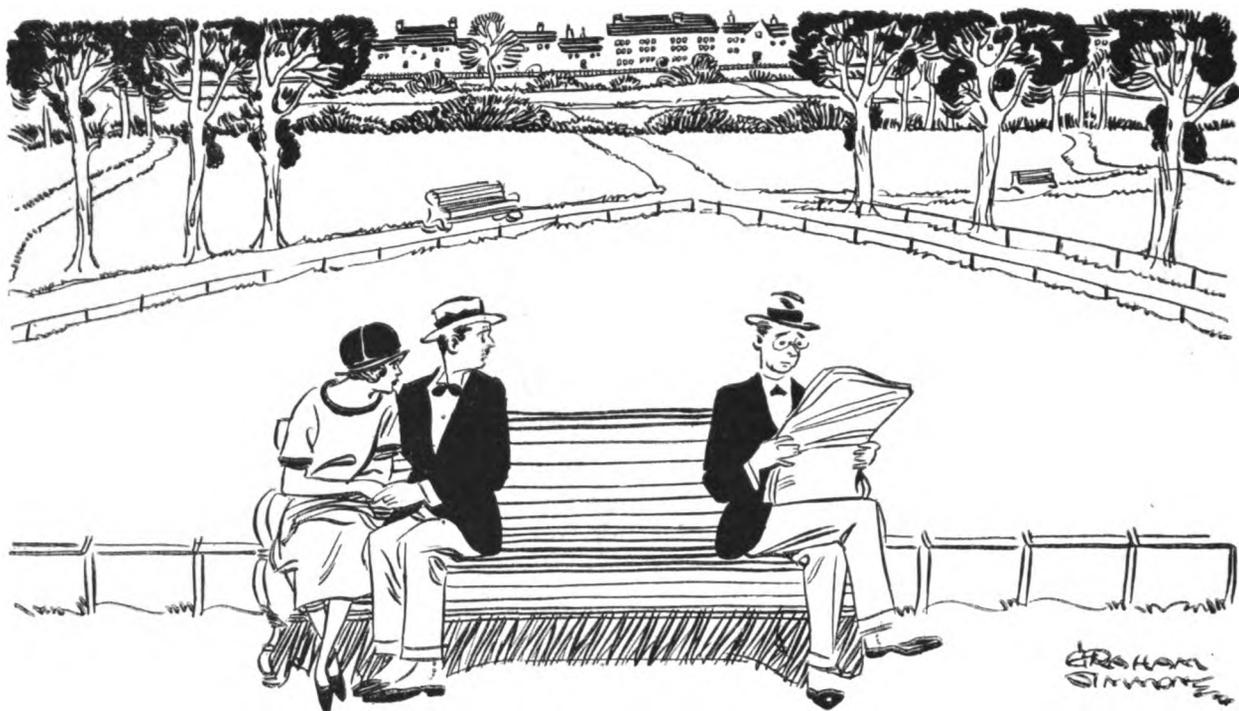
The Four Ages of a Journalist

Cub reporter.

Star reporter.

Colyum conductor.

Actor in a revue.



"Our Crowded Parks"

A MODERN POPULAR SONG

THERE'S a corsetless waist there beside you, my boy;
 There are red-penciled lips near those lips of your own.
 There's a manicured hand you may hold, in your joy,
 There is bunk you may spill in a lover-like tone.
 And behold through the trees where the gentle night breeze
 Is strutting its stuff about roses and June,
 The round moon is shining its blessings on you—
 On you and your girl and the moon!

Chorus

Just you and your girl and the moon, my lad!
 (This waltz-time is surely the goods, my lad!)
 Nothing else is so sweet (this is what the boobs eat)
 As you and your girl and the moon.

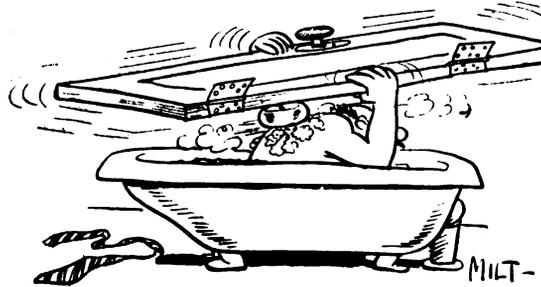
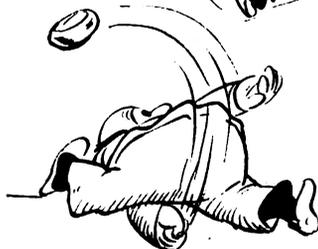
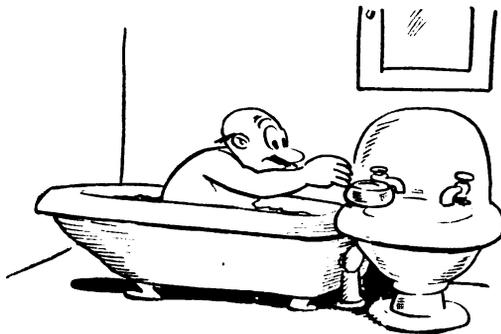
Through the day you're adream with the thought of the gleam
 Of the moon on her eyes she's mascaraed for you.
 At your job, your heart sees, through a rift in the trees,
 Her henna hair shining like gold minted new.
 All the day you can hear her low-whispered "My dear!"
 And you whistle that Mendelssohn apple-sauce tune.
 No, you never forget when that trio last met—
 Your girl and yourself and the moon.

You may cop off a kiss from those lips of the miss,
 And the moon will be vastly too sportin' to tell.
 You may tell her the stuff that all galleries hiss,
 Yet the moon will sit tight, though he hears very well.
 You may quite lose your head and beseech her to wed;
 She may dash off a "yes" and insist it be soon.
 Though the moon smile above he won't blow on your love—
 Ah, you and your girl and the moon!

Strickland Gillilan



"Does your wife enjoy the radio?"
 "Certainly not! Why should she?
 She can't talk over it!"



MILT-GROSS.

"There's many a slip—"

Answers to Famous Questions

I

How Old Is Ann?

HERE is a problem that must be solved out on the terrace (or fire escape) in the twilight of a hot summer day. First remove the coat, vest, suspenders and all metal appurtenances such as cuff links, collar buttons, tie clasps, Elk's pins, etc.

Arrange on convenient table: one (1) bottle Gordon gin, the juice of six (6) oranges, cracked ice, shaker, glasses, and other necessary tools and instruments.

Proceed as follows:

Let *a* represent Ann, *b* Ann's father, *c* her mother, *d* her sister, *e* her brother, *f* her cousin from Maine, *g* the boy who tipped her over in the canoe that time, *h* the cop who gave her a summons for making that left turn at the corner of Fifth Avenue and Forty-second street, *i* the iceman, *j* William Jennings Bryan, *k-z* inclusive other



The musician patronizes the absent-minded barber who specializes in bobbed hair.

Funnybones

Most of our flappers are more ginned against than ginning.

Judge will pay \$5 for each one printed

notables and criminals who may occur to you at the time.

Start saying through the alphabet, *a, b, c, d, e*, etc., until the first mosquito lights behind your left ear. Stop alphabetting at this signal and figure up which letter of the alphabet, numerically speaking, you stopped on.

Cube this number; square the result; cube it again.

Add in the date, your bust measure, the price you paid for those tickets to the Follies.

Subtract your own age, your poll tax, any bad debts you may have acquired during the current fiscal year.

Multiply by five.

Add six.

There you have it: Ann's exact age in Roman numerals. Simple when you know how, isn't it?

Torrey Ford

Crowded!

Stranger—Have automobiles taxed your parking facilities?

Native—Yes, sir; we've had to enlarge the cemetery twice.



OFFICE BOY—*Mr. Wormington said to tell you that he is not in.*

"Indeed? Well, you may tell Mr. Wormington that I did not call!"



JOAN (romantically)—*I think the poets are right, George. It's only in the great open spaces that we find ourselves!*

GEORGE—*Well, we're twenty miles from anywhere, the sun's going down, and I've lost the map, so now's your chance!*

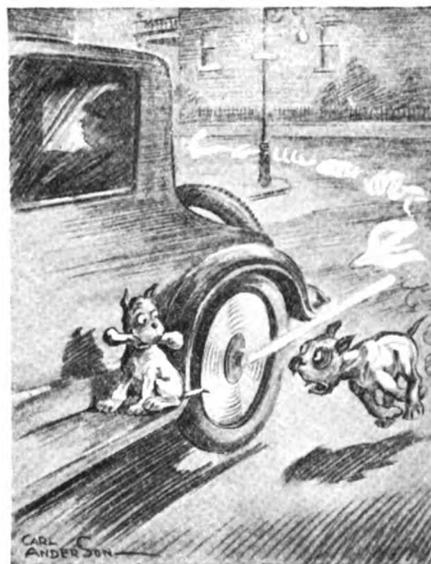
The Spell

WHEN I go to the theater, I go for the spell of the thing. And when I leave the theater, the spell of the thing is still on me. For the first block I am a hero; for the second block I am a brave man; and for the third block I am still far from faint-hearted. But the fourth block, I am my old timid self again. The affair happened during the second block.

I heard a scuffle and a shriek. As a brave man, I leaped instantly into action. Directly ahead of me three thugs were attacking an old gentleman, to whose arm clung a damsel in distress. Directly ahead, I sprang—malacca stick raised on high. In a moment I was upon them.

Hereafter, for the first three blocks, I shall take a taxi.

Gardner Rea



DUSTY, THE PUP—*Automobiles certainly make a getaway much easier for us bandits!*

Don't Spare the Horse Power!

Young Batt—*This chauffeur is driving me to drink.*

Old Nipp—*Are you sure he knows the right address?*

Sweet Charity

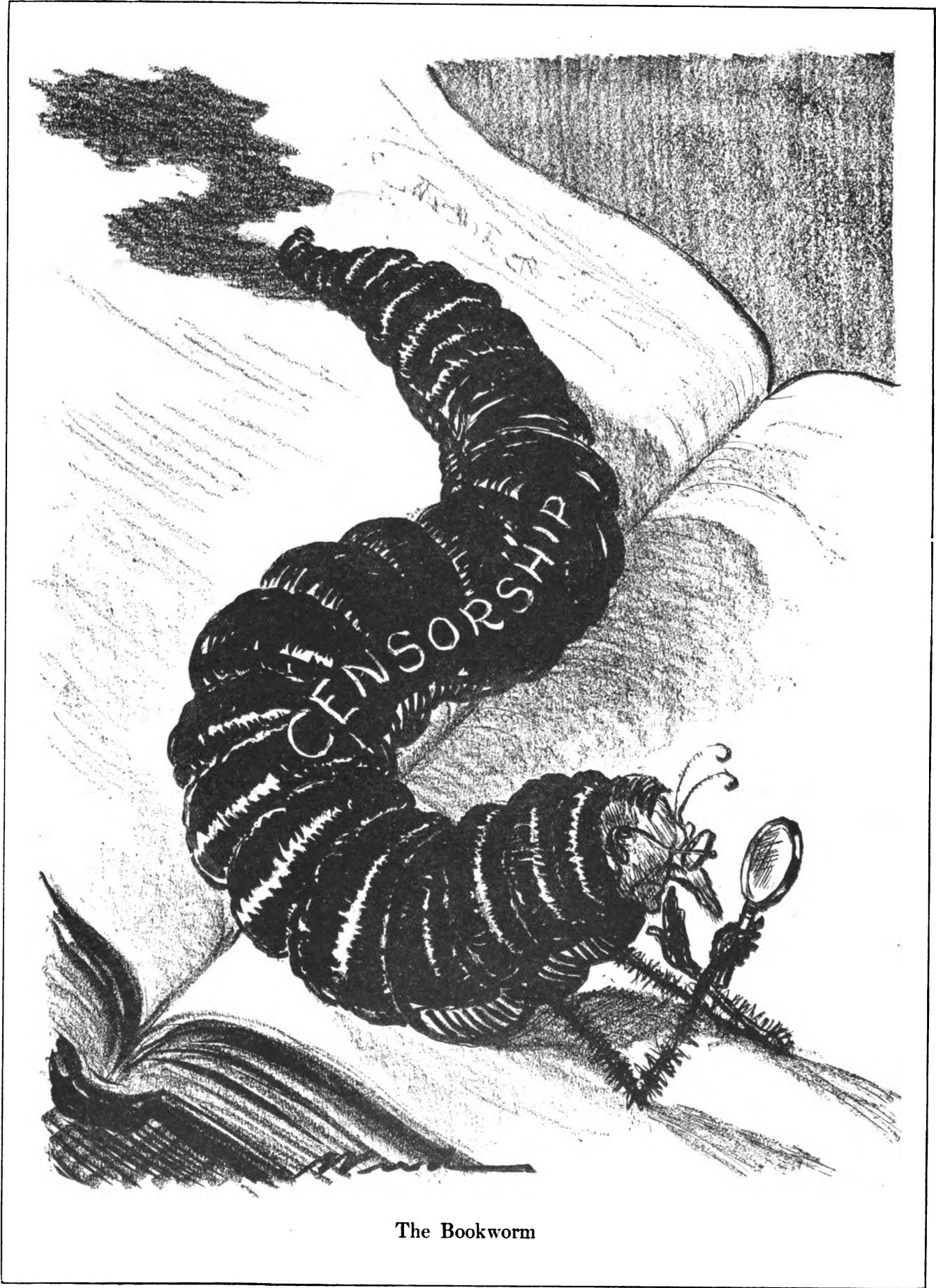
"My poor fellow," said the old lady, "here is a quarter for you. Goodness gracious, it must be dreadful to be lame, but just think how much worse it would be if you were blind."

"Yer right, lady," agreed the beggar, "when I was blind I was always getting counterfeit money."

Coals of Fire

Coal Merchant—*Quick, quick! My coal yard's afire.*

Fireman—*Well, if it's the same stuff you sold me the other day, there's no hurry.*



The Bookworm



Editor, Norman Anthony. Associate Editors, William Morris Houghton, William Edgar Fisher

Canon Fodder

Good morning, Canon Chase. Would you mind telling us why you have pursued the gallant Firpo so relentlessly?

In the cause of righteousness, your Honor.

You mean you object to prize fighting?

Yes, and to the morals of prize fighters.

What do you know about Firpo's morals?

I know he perjured himself when he said that woman on the boat was only a casual acquaintance.

Did it ever occur to you that a gentleman usually keeps such gossip to himself?

I meant to stop the fight.

I see. A sort of Saint George throwing mud. As always happens with such ammunition, you spattered all of us with it. Next time, won't you kindly refrain from meddling with what is none of your darn business and let us enjoy our brutal sports in an atmosphere of purity and peace?

"Let's Pretend"

The *Ladies' Home Journal* is forever engaged in the gentle pastime of "Let's pretend." Let's pretend, it suggests, that we're all perfect ladies; let's pretend that this is the best of all possible worlds, that domestic hygiene and comfort are the highest of human aims, that every mawkish sentimentality is proof of nobility; and, especially, let's pretend that there's no such thing as sex.

When the editor finds that there is any considerable body of people who refuse to play this little game of pretense with him he grows purple in the face and explodes. In his August number, for example, he devotes a page to an hysterical denunciation of what he is pleased to term "The Filth Uplifters."

The Filth Uplifters are apparently all those men and women who are tired and sick of the saccharine fictions on which the *Ladies' Home Journal* has thriven, and are denying or ignoring them in print. They include "Our Bertrand Russells and Havelock Ellises," to use one of the editor's own classifications, and also their "cheap and tawdry imitators." Their main offense, of course, is their frank discussion of sex.

Some day, very likely, the pretenses and pruderies of the *Ladies' Home Journal* will seem as quaint to us as hoop skirts, or as the inanities of *Godey's Ladies' Book*. In the meantime we can condole with an editor who sees a public, cloyed with his sweets, turning in ever greater numbers to the coarser, more wholesome fare of realism.

Cherchez la Femme

The editor of a "ladies'" magazine these days occupies a dangerous if rather exciting position. The sex as a whole is engaged in a lightning change act which, unless he looks lively, is apt to leave him a hopeless reactionary. Votes, haircuts, legs, cigarettes—the acquisition of all these things is merely the surface indication of an emancipation that is affecting also the female taste in literature.

"Before the war," writes the editor of the *Ladies' Home Journal*, "there was a handful of crude sex-stuff magazines. Now they are numbered in scores."

He might disagree that the sudden demand for this type of literature comes mostly from women. Nevertheless men haven't changed their attitude toward the topic of sex in centuries, and women are revolutionizing theirs. No longer dependent on marriage for a livelihood, they have divested their minds as well as their bodies of corsets. They want to revel in their new freedom and to read and talk about SEX in capital letters. Those at the top of the social scale are busy with psychoanalysis and what our shocked and indignant editor calls "Highly Refined and Respectable Filth." Those lower down devour the "crude sex-stuff magazines."

As for the latter, "bad as they are, they are bogus in their pretensions at wickedness," according even to the *L. H. J.* editor. Then what's all the shouting about, unless it is that they are eating into his circulation?

The home of the Swiss cheese industry in America is Wisconsin—*Press Item*.

Sounds like a Republican libel.

A Bum Joke

Don't get the idea that because Labor Day has come and gone summer has done likewise. Both the weather and the calendar deny it. The change that has taken place, if any, is not outward but inward.

There is a tyranny about this particular holiday that mocks its name. It taps your inner consciousness with the suggestion that you shake your summer habits of body and mind and get into your winter stride. It wakes you from the irresponsible mood that is the finest fruit of hot days, reminds you of forgotten ambitions and worries and speeds up your machinery. And it does all this at least a month too soon.

Who invented such an ingenious alarm clock and set it at such a diabolical date will probably remain a mystery. The crowning act was to name it Labor Day.

W. M. H.



THE



BLUES"



Future author of small town life novel walking slow past the West Side Livery Barn to get ideas for her future work

Ample Reason

Mrs. Swift—Her past is nothing to speak of.
Mrs. Swifter—So that's what they are all talking about!

The Wrong Answer

Customer—Do you handle bread?
Dealer—Yes.
 "Well, I don't want any of it then!"

That Much!

She—Did the kiss I granted you last night mean anything to you?
He—It meant a dollar! Little Willie saw us.

She Let Them Talk Her Out of It

Don Herold Reviews Two New Books

THERE is something good every three or four inches in "Talk," by Emanie N. Sachs (Harpers). It strikes me as a better small town novel than "Main Street," although I confess I quit reading "Main Street" after the first five thousand pages.

Emanie Sachs knows more about a small town livery stable than any other woman writer I have ever read. She has evidently lived in a small town and kept her eyes and ears open every time she passed the West Side Livery Barn.

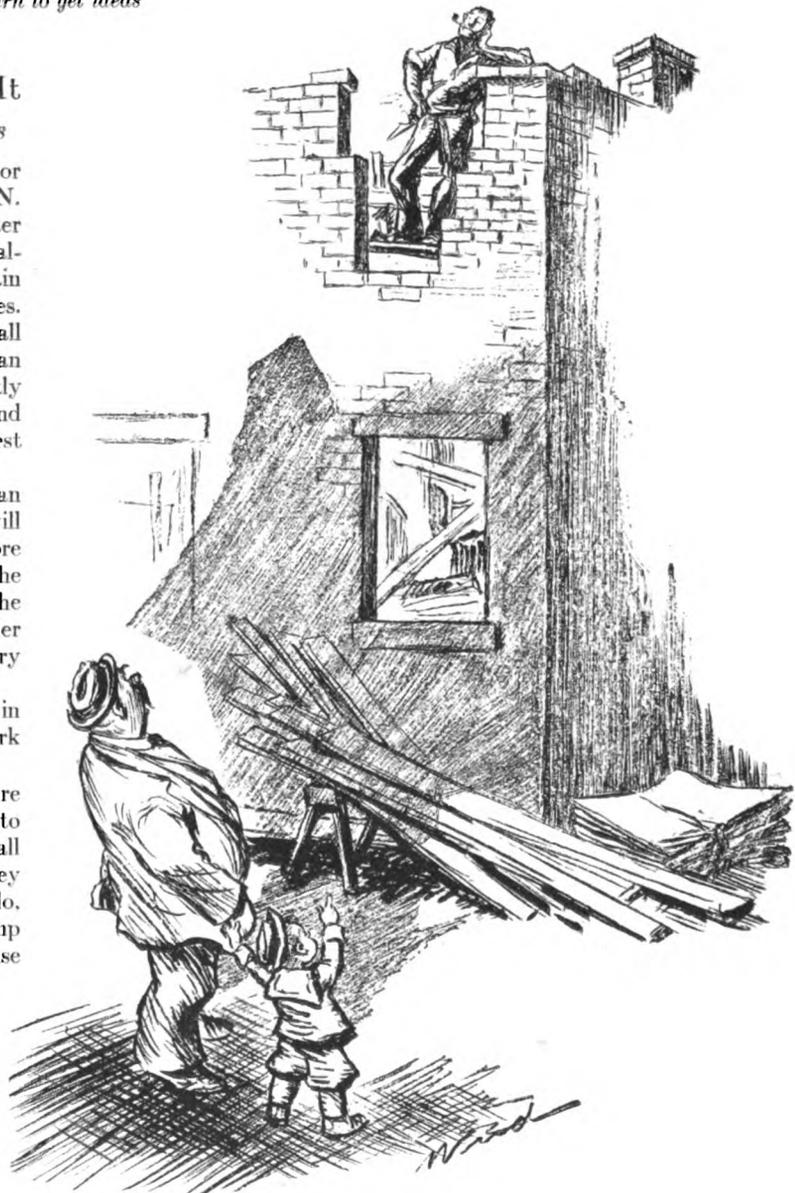
"Talk" is the story of a young woman whose life is all ruined because the town will not let her keep on running a bookstore after she marries. She loves to keep the store and she runs it well, and she knows she does not like to cook, but the town wants her to quit the bookstore and be a good ordinary wife.

So she gives up the fun she has found in the store and goes in for a life of housework and headaches.

Emanie Sachs draws an accurate picture of the way a small town applies the screws to make you do what it wants you to do. Small towns are not all bad by any means, but they do sometimes try to dictate. When they do, the only thing to do is to tell them to go jump in the lake. This is what Delia Morehouse should have told the town of Merville.

Nothing tragic happens to Delia (except the great tragedy that happens to nine people out of ten). Her life just gets flat. In the end it gets a little ugly, but that's all. A good feature of this book is that it keeps very interesting throughout without resorting to bloodshed.

It is more than the story of one woman, because it is based on the
 (Continued on page 30)



STILL LIFE

"Oh, pa, look at the statue up on that house."
 "That isn't a statue—that's a bricklayer."

Laughs From the Shows



"Keep Kool"

"Do you know how to keep your husband home Saturday nights?"
 "No."
 "Shoot him Saturday afternoon!"



Keith's—MARION TRABONE—These taxis weren't built for pleasure!
 WELLINGTON CROSS—There's lots of boys'll give you an argument on that!



"Innocent Eyes"

"That costume reminds me of a barbed wire fence."
 "I'll bite—why?"
 "It protects the property but doesn't obstruct the view!"

Robert Patterson



"I'll Say She Is"

NAPOLEON—Well, I must be off. If I leave you here with those guys I *must* be off!

They're Off!

by George Jean Nathan

They must be if George is right!

I

THE FIRST great treat of the new season is "Easy Street," by one Ralph Thomas Kettering, presented by the Kettering Productions, Inc., and staged by Ralph Thomas Kettering. Not since the memorable night that witnessed the birth of the opus called, "Survival of the Fittest," down in Greenwich Village, has our vision been gladdened with so rich and juicy a slice of the art dramatic.

Coming to New York from a long and triumphant engagement in Chicago, relevantly famous for its relish for hams and predilection for wind, the masterpiece squatted down in Thirty-ninth street and gave the local connoisseurs of walla-walla such a night as they had not enjoyed in years. Indeed, although the season has just started, the 1924-25 piece of Danish pastry may immediately be awarded to the ruby in question with small fear that another serious contender for the prize will show up. In writing, acting and staging, "Easy Street" must surely win by a considerable margin.

The theme of Dr. Kettering's composition, in so far as one could make it out above the roars of vulgar mirth that pervaded the auditorium on the bridal night, is that a wife who works honestly to make a little spending money unbeknownst to her spouse will have a bad time of it in this suspicious and flinty world of ours.

This profoundly philosophic rumination Dr. Kettering has expounded with all the considerable art of a big dose of cachoo powder. Written the way a bass drum croons to its young and acted somewhat in the spirit and tempo of the battle of Chickamauga, the play, as we are sometimes in the habit of alluding to certain things we see on the stage of a theater, is a genuine, non-refillable nonesuch.

If you are tired of burlesque shows as being too refined for your low taste, if you are surfeited with Coney Island sideshows, regarding them as too highly spiritual, I recommend to you an evening with the estimable M. Kettering's brain-child. It will give you such a laugh, albeit to the estimable M. Kettering's disconcertment, as you haven't enjoyed since the second Punic War.

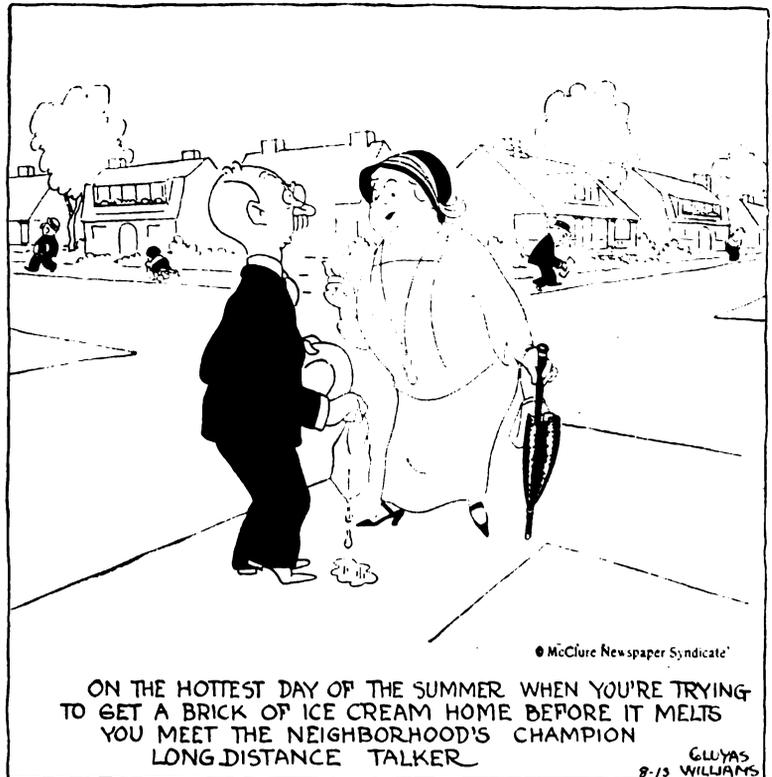
II

"DANCING MOTHERS," by the Messrs. Selwyn and Goulding, will undoubtedly find its way into the movies and make the impression there that it doesn't make in the theater. It has all the qualifications for a popular movie, save perhaps alone the scene in which one
(Continued on page 26)

WITH THE NEWSPAPER COMIKERS

The Minute That Seems a Year

By Gluyas Williams



Mickey (Himself) McGuire

By Fontaine Fox



Krazy Kat

By Herriman

Twenty Degrees Cooler Inside!

by George Mitchell



IT'S AWFULLY hard these hot summer days when Mercury is hot-footing it up the glass subway of the thermometer to keep up with what is going on in the motion picture palaces. It may be twenty degrees cooler inside than on the street but twenty degrees isn't enough.

Then again the legitimate—so-called—theaters are opening their doors with new shows to lure you and you feel that if you must relinquish your place in the sun that the play's the thing.

With these two important obstacles set in your path, it takes a sturdy loyalty to the movies to lay out anywhere from thirty cents to a dollar sixty-five, earned by the sweat of your brow, to sweat in the seats of the flighty.

But, if you would keep in touch with the onward march of things cinematic, you must come over or across and suffer bodily discomfit that your mind may be broadened. If you must go on with your fillum education you must not put yourself in a class with the man who, when asked to see a movie, replied, "I've seen one."

There is much that is common to all pictures. There is much more that is commonplace. We frequently sympathize with the man who, having seen one picture, saw them all. But whereas that may apply to most pictures there are a few which stand above the plane of mediocrity.

Of such is "The Thief of Bagdad," running to big business at the Liberty Theater and which, with the talented Douglas Fairbanks, will repay you for the time and money expended. The picture abounds in beautiful photography, the story is paramount to the star and you cannot afford to miss it. Even during these hot summer days.

Of such also is "The Covered Wagon," playing at reduced prices at the Rialto. You saw it no doubt at the Criterion during its year's run there but I am speaking to the few who perhaps couldn't reach it. To them, I say—don't miss it.

Then there is, playing at the Criterion, the charming Mary Pickford in "Dorothy Vernon of Haddon Hall." Nothing lovelier may be seen on the screen and again I say to those who haven't seen her in this beautiful picture—go and enjoy it.

At the Astor you will be excitingly entertained by "The Sea Hawk," the Sabatini romance. This is a picture of rare beauty, stirring piratic adventure and skillful action. The sea shots, the accuracy of historic period, the brilliant acting and general excellence of the scenario will give you a thrill that is worth your effort to get into the theater.

Another picture you may have missed when it played at theater prices in the two-a-day is "Secrets," with the lovely

(Continued on page 28)

How to Torture Your Wife

By Webster





The Youth's Companion.
—Brown Jug

At the Concert

"Why are you tying a knot in your handkerchief?"

"So that I'll remember this tune when I get home."
—Columbia Jester

"Waiter, have you any shelled corn?"

Waiter (surprised)—I think so, sir.
"Then take this egg out and feed it!"
—Mass. Aggie Squib

Bill—And how did you find the "wonderful woman"?

William—With the aid of two detectives.
—Cornell Widow

Ed—Is Bill as forgetful as ever?

Eddie—I'll say! Why, he has to look himself up in the directory when he gets ready to go home from classes.
—Wisconsin Octopus

He—Do you remember when we met in the revolving door?

Bright Young Thing—Yes, that's when we started going around together, wasn't it?
—Tenn. Mugwump

Certain on Some Points

Teacher—Johnny, what is a boomerang?
Johnny—I can't describe it exactly, but I know it has a short tail and can climb trees.
—Boston Transcript

"Well, I guess I've got no kick coming," remarked the man as he learned his bootlegger had been nabbed.

—Hamilton Royal Gaboon

Conductor—I've been on this train seven years.

Passenger—That so? Where did you get on?
—Yale Record

The only woman who really and truthfully could say she got her gowns from Paris was Helen of Troy.

—C. C. N. Y. Mercury

Many brides have taken the names of their husbands in vain.

—Georgia Tech Yellow Jacket

Battery Commander (to young Second Lieutenant who is reporting for duty)—And now, Smith, when it comes to reveille, we'll alternate on getting up and receiving the reports. I've done it for the last seven years, so you can do it for the next seven.
—West Point Pointer

The Difference

Burmese girls can't enter society without ear plugs.

American boys can't enter without spark plugs.

—Georgia Tech Yellow Jacket

"A fellow just told me I looked like you."

"Where is he? I'd like to knock his block off."

"I killed him."

—Notre Dame Juggler

"I'm going to call my baby Charles," said the author, "after Lamb, you know. He is such a dear little lamb."

"Oh, I'd call him William Dean," said the friend, "he Howells so much."

—Wisconsin Octopus

Miss Young—In Turkey a woman doesn't know her husband until after she's married him.

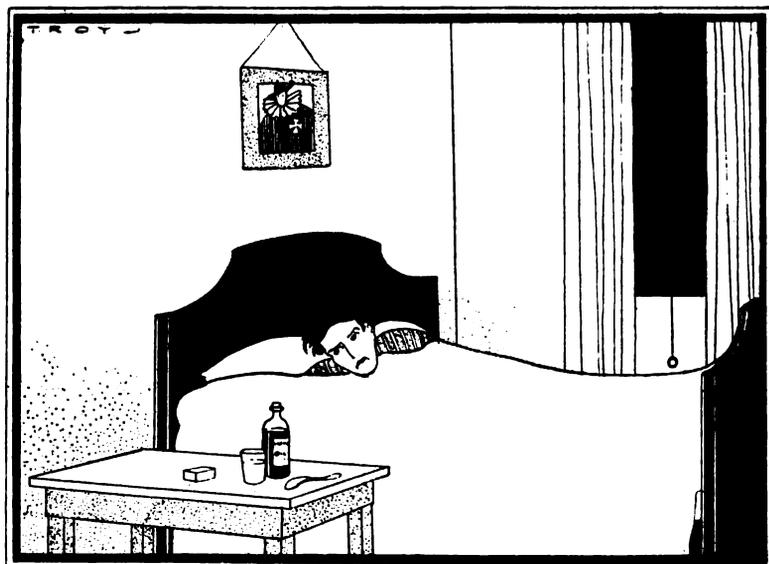
Mrs. Wed—Why mention Turkey especially?
—Arizona Who Doo

"Jush had my watch fikshed an' it'sh shtill wrong."

"Why, wha'sh matter with it?"

"Blame thing'sh pointin' to noon, an' it'sh midnight."

—Hamilton Royal Gaboon



Ill Trovatore.—Cornell Widow.

As It Might Have Been

SCENE: The Roman Coliseum. (The theater is packed to capacity. In the most prominent place a great purple banner signifies the fact that here is the seat of the emperor.)

Enter: Two present-day pugilists.

First Pug—Let's stall t'rough dis, mate! Wot's de use o' gettin' all cut up over an exhibition? Wot say we take it easy, cull?

Second Pug—Yer on, buddy! I ain't gonna mix it up when dey don't give ya no purse. Wot de hell?

(They shake hands as the gong sounds, and spar feebly.)

First Pug—Wot town's dis, anyhow?

Second Pug—Dis? Dis is Rome. Dey's a bunch o' hams here. It's a rough joint. (They clinch.)

First Pug—Rome, huh! I fit a guy name o' Kid Caesar oncet was from here. Dat baby sure was good, what I mean!

Second Pug—Yeh, he was de champeen around here. Dey stuck him wid a knife down in de wop quarter last year. He was a tough egg.

First Pug—Say, cull, who's de big guy sittin' up in de press box wid a poiple suit on? Wot's he, a Congressman or somepin?

Second Pug—Naw, ya fathead, dat's de empire. He ain't in no press box. Dat's a t'rone.

First Pug—Empire, hey? Wot—American or National?

Second Pug—Aw, he ain't no bottle-dodger. He's de head muckymuck o' all dese blokes.

First Pug—Huh, soft job! Wot's all de yellin' fer?

Second Pug—Dey wanta see blood. You leave me hit ya on de nose!

First Pug—Wot ya tryin' to do, make me laugh? You leave me hit you! (They agree not to hit at all.)

First Pug—Lookit the poor simps stickin' dere t'umbs down! Whazzat mean?

Second Pug—I dunno. Dey want rain-checks or somepin. Listen to 'em howl! (From a far corner a lion bounds into the arena. A second lion follows. Pandemonium reigns in the stands.)

First Pug—Hully chee! Will ya look at dat? Dere siccin' de dogs on us.

Second Pug (leaping over the ropes)—Run fer yer life, fella. Dis is de hell of a town. I've got better treatment in Brooklyn.

(Curtain)

Edwin Rutt

Thoughtful

There was only one piece of pie left over from luncheon, and mother divided it equally between Bobbie and Elsie. Bobbie looked at his pie and then at his mother's empty plate.

"Mama," he said earnestly, "I can't enjoy my pie when you haven't any. Take Elsie's."



To-morrow's Telephones

So vital a factor has the telephone become in American life that the demand for it would undoubtedly grow even without increases in population. New businesses are founded; others expand. New homes are established in town and city, in suburban dwellings and apartment houses.

To meet the needs of America, to-day and to-morrow, with the best and cheapest telephone service, is the responsibility of the Bell System. The telephone will grow with the population and prosperity of the country, and the plans of to-day must anticipate the growth of to-morrow.

The service which is given to-day was anticipated and provision was made for it, long in advance. Money was provided, new developments were undertaken, construction work was carried through on a large scale. The Bell System, that is, the American Telephone and Telegraph Company and Associated Companies, has continuously met these requirements. It has enlisted the genius of technical development and the savings of investors for investment in plant construction.

Over 315,000 men and women are owners of the American Company's stock and over half a million are investors in the securities of the System. With a sound financial structure, a management which is reflected in a high quality of telephone service, the Bell System is enabled to serve the increasing requirements of the American public.



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AND ASSOCIATED COMPANIES**

BELL SYSTEM

One Policy, One System, Universal Service

Vindication!

A VERY dignified-looking gentleman stopped at a Park Row newsstand and purchased two very staid, conservative newspapers and an extremely literary monthly magazine.

He paid for them—but after a moment's hesitation asked in addition for a certain monthly bearing a decidedly zippy title.

It seems that he must have sensed something of the inconsistency of his purchase and felt that some kind of

explanation was due—even to so unliterary a fellow as the particular newsdealer in question.

"Er—I hope," he said, as he laid down the necessary amount for the magazine, "that you don't think I read this paper. Er—I'm just a contributor."

A. Neale

Toward the end of 1907 Dr. von Teuber headed another expedition from the wet coast.—*The New York World*.

From the Jersey shore, obviously.

plant which will supply the gas requirements on a twenty-year contract of public utility companies in Albany, Troy, Schenectady and Cohoes, N. Y., and also to operate a blast furnace at Troy. The preferred stock of the corporation has been purchased in large amounts by leading organizations. The probable net earnings should be ample to more than cover the interest on the new bonds. The bonds were issued at a price to yield 7½ per cent.

J. SPRINGFIELD, ILL.: The Old Ben Coal Corporation is one of the largest producers of bituminous coal in the United States. Its properties are located in southern Illinois and are extensive and undoubtedly valuable. The corporation's new issue of first mortgage, twenty-year 6 per cent. gold bonds seem to have adequate security and to be a reasonably safe purchase. The bonds were offered at a price to yield over 6.17 per cent.

M., CHICAGO, ILL.: American Power & Light Company's 6 per cent. Debenture Bonds were put on the market at a price to yield 6.35 per cent. They are an excellent public utility purchase. Earnings leave a considerable margin over the interest on the bonds. Confidence in the company is increased by the fact that it is managed by the Electric Bond & Share Co.

V., BOSTON, MASS.: It would be safe enough for you to put \$5,000 into the Central Maine Power Company's 5½ per cent. first and general mortgage loan bonds, series C, due in 1949. The company serves 478 cities, towns and communities and more than 400 industrial establishments in twelve of the sixteen counties of Maine. Net earnings are over 2.3 times the annual bond interest. The bonds were issued so as to yield 5.87 per cent.

H., NEW LEBANON, N. Y.: The new offer of the Republic of Bolivia External twenty-five year, secured refunding 8 per cent. sinking fund gold bonds aggregates \$3,065,000. They are not callable before May, 1937. The credit of Bolivia is fairly good. It possesses enormous natural resources. The bonds are the direct obligation of the country and are also secured by important revenues which, if everything goes well, will adequately meet interest disbursements. That there is a speculative quality in the bonds is shown by the fact that they were offered at a price to yield 8.7 per cent.

R., PHILADELPHIA, PA.: Baltimore & Ohio Railroad Company's first mortgage 5½ per cent. bonds, due in 1948, may be regarded as a gilt-edged issue. The proceeds of the sale of the bonds are to be applied to retirement of an equal amount of the company's prior lien, 3½ per cent. bonds due next year. These bonds will, therefore, have abundant security and there is no question as to the company's ability to meet the interest. The subscription price of the bonds was such as to yield over 5.1 per cent. to maturity.

E., RIVERSIDE, CAL.: There is nothing abnormal in the price changes of the Homestake Mining Co. stock this year. It has ranged between 56 and 35 and lately it had recovered to 45. That sort of thing has characterized the stock for years past. The company's dividend record includes some years of total suspension, but it is now paying, including extra, at the rate of \$7 per share. All mining stocks have a large speculative element in them. Industrials, railroads and public utilities are safer investments.

R., MILWAUKEE, WIS.: Kansas City Railways is in receiver's hands, having had a number of deficit years, and interest on all its bond issues is in default. If you own any of the 7 per cent. bonds you will probably have to wait for the action of the receiver regarding them. If you do not own any you had better leave them alone.

T., TAMPOCO, MEX.: To be sure of getting your \$1,500 back intact at the end of eighteen months you would either have to put it into a savings bank or to buy short-term securities maturing at the end of the period you name. You could of course buy stocks or bonds at the present market price and take chances of their advancing. If that is your disposition almost any of the standard dividend paying issues are reasonably safe purchases. Treasury certificates maturing until December, 1927, may be had. Their return is small, but they are absolutely reliable. There are plenty of good short-term notes but most of them extend to a date later than the one you fix. For instance, there are the Philadelphia Rapid Transit 6s, due December, 1925, selling at a price to yield 5.2 per cent., and the Kansas City Terminal 5½s due November, 1925, selling at a price to yield 4.4 per cent.

W., DRESDEN, ALA.: Here are a few of the light and power class that are reasonably safe purchases: East Texas Electric 5s, 1942, lately quoted at 90, El Paso Electric 5s, 1954, quoted at 85, Galveston-Houston 5s, 1954, quoted at 82, Mississippi River Power 5s, 1951, quoted at 96, Mississippi River Power 7s, 1935, quoted at 104, Savannah El & P. 7½s, 1941, quoted at 104, Standard Gas & Electric 6s, 1935, quoted at 90½, Cities Service deb. 7s, 1966, quoted at 94, Northern States Power conv. 6½s, 1933, quoted at 101, Union Electric Light & Power of Illinois 5½s, 1954, quoted at 97½.

W., SEATTLE, WASH.: The Virginia Carolina Chemical Co.'s experience has been disastrous and the outlook is still far from bright, in spite of reported improvement in the fertilizer business. The receivers have had to raise \$1,000,000 on certificates to keep the company afloat. This shows that the great deficit in earnings of last year has not been recovered from so far in 1924. The reorganization of the company is being considered, but there are said to be difficulties in the way. Should a reorganization be effected, the company's future would not, necessarily, be assured. There is much competition in the field and new methods of fertilizer production may increase this. Reorganization probably would not disturb the first mortgage bonds, and if you continue to hold them it would be well to deposit them with the trustee. The bonds may in time come back, but in view of the uncertainties of the situation it would seem safer to dispose of them and invest the proceeds in sounder securities.

L., ST. LOUIS, MO.: At the date you mention, Union Pacific R. R. stock was selling at about 136, and it remained for some time below 130. Had you followed my suggestion and purchased then, you would now have had a decided profit on your investment, beside receiving a number of quarterly dividends at the annual rate of 10 per cent. The shares lately crossed the 145 line, and seemed to be trending once more toward 150. The





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net earnings of the Union Pacific system have been well kept up, any losses in gross being met by economies in operation. The stock is quite as desirable a purchase to-day as Canadian Pacific, paying the same rate of dividend but selling a number of points higher.

Y., HARBURG, PA.: The business of the leading automobile companies in the first half of this year was less than for the same period last year, but conditions in the industry are not discouraging. Indeed, the outlook is very fair. Accumulated stocks have been moving off and the companies may be expected to prosper. The better class of automobile stocks are reasonably good purchases on declines. The issues of the weaker organizations do not commend themselves at this time.

Z., SAN FRANCISCO, CAL.: Although the dividend was reduced one half, Pan American Petroleum stocks have recovered a large part of their decline. The company is not suffering so much from the depression in the oil industry as are some others. It has had the advantage of making large contracts for the sale of fuel oil produced from its Mexican wells. The profit on these and the revenue from the company's American production have enabled it to earn its present dividend of \$4 yearly several times over. If this prosperity should last, the company may, as has been predicted, some day, restore the former rate of 8.

C., HALIFAX, N. S.: Colorado Fuel and Iron's advance of about 100 per cent. from its lowest figure this year is not credited to earnings, but to the promise of big oil finds in its land holdings. The dividends which the company's regular business has failed to produce may yet come from this new source. Of course, the stock has not ceased to be speculative.

V., BALTIMORE, MD.: The moderate decline which you call attention to in the traffic of the railroads during the first six months of 1924, as compared with the same period of 1923, should not lessen your confidence in the securities of the leading roads. The traffic in 1923 was the largest in railroad history. The falling off between January 1 and July 1 was only 9 per cent. That was a pretty good showing in itself, but many lines bid fair to make a better showing in the latter half of this year.

J., NEW HAVEN, CONN.: Prices of copper companies' stocks have been kept down by the dullness and the low price of the red metal. The firmer tone of the metal market has imparted more strength to copper shares. Miami Copper has the fine record of maintaining its dividends when many other copper companies were reducing or suspending returns. Its annual disbursement is \$12 and its yield on present market figure is about 8 per cent.

G., BRIDGEPORT, CONN.: If nobody ever took reasonable chances there would be little progress made. You can do better than to leave all your \$1,500 in the savings bank. You might keep \$500 there, but put the remaining \$1,000 in a good 7 per cent. first mortgage, real estate bond.

T., NEW YORK: The securities which you have bought

are of an excellent character and well diversified. You have industrial, railroad, public utility, municipal, United States Government, foreign government, and bank issues. But your investment scheme is lacking in one particular. It comprises no first mortgage, real estate bonds. Your present \$10,000 of ready money might well be devoted to purchasing securities of this kind. Reliable houses are selling them in denominations of from \$100 to \$1,000, bearing as high as 7 per cent. interest.

New York, N. Y., August 30, 1924.

Free Booklets for Investors

How to accumulate \$27,000 in fifteen years by investing in Adair Protected 7 per cent. first mortgage, real estate bonds will be explained to any inquirer by Adair Realty & Trust Co., the South's oldest mortgage investment house, Haly Bldg. (Dept. I-11), Atlanta, Ga. This fortune making plan requires the investment of \$1,000 a year. The actual amount deposited will be only \$15,000, the remainder being the result of 7 per cent. compound interest. From the capital thus acquired one can get an income of over \$1,900 for life. Smaller yearly amounts will bring proportionate results. The company operates a monthly investment plan, paying 7 per cent. on the savings entrusted to it. Full particulars may be obtained by applying to the company for its booklet, "How to Judge Southern Mortgage Bonds," and for a circular describing a recent 7 per cent. bond issue.

The best securities can be purchased in small or large amounts on the partial payment plan through the old established Stock Exchange firm of James M. Leopold & Co., 7 Wall Street, New York. A request to the firm for its booklet L-7 will bring a full explanation.

The F. H. Smith Co., Smith Bldg., Washington, D. C., is prepared to furnish details of a method whereby a \$50-a-month income can be obtained from \$20 a month invested in the nation's capital. The investment is to be in first mortgage real estate bonds based on income producing property in Washington and bearing 6½ per cent. If \$30 a month is paid regularly and the income is re-invested, it will grow in twenty years to \$9,005.54. The company, which has been in business for fifty-one years without loss to any investor, will send to all applicants its booklet, No. 24, which contains all particulars. An investment story from real life, "I Don't Guess, I Invest," has been issued by G. L. Miller and Co., 114 Carbide and Carbon Building, 30 East Forty-second street, New York. Its purpose is to teach readers to guard against losses by applying a tested rule which makes clear whether or not a security is safe and sound. The company has for many years been dealing in well safeguarded first mortgage real estate bonds, yielding 7 per cent. It will send the story above named to any applicant, with a circular describing a 7 per cent. first mortgage bond issue.



Must Men Fear 40?

MEDICAL authorities agree that 65% or nearly two-thirds of all men just past middle age, are afflicted with a disorder of the prostate gland. Here is the known cause for many of the ailments commonly ascribed to declining years—including aches in back, feet and legs, frequent nightly risings, sciatic pains, nervousness and lack of vitality. But now, science knows that thousands suffer needlessly.

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They're Off! (Continued from page 20)

automobile chases after another automobile and the one in which, during a great ball, the hero walks out onto the veranda and looks sadly up at the sky—and these scenes will doubtless be duly incorporated in it when it reaches the screen.

In the theater, aside from a couple of well-handled episodes, it tells a story all too familiar in an all too familiar manner. The play about the wild flapper, the philandering bachelor, the father who makes a sexual *faux pas* and the humdrum mother who sets out to show her family that what is sauce for the gander and the offspring goose is not necessarily apple-sauce for the mamma goose, is hardly one of considerable novelty.

To make the theater swallow it, several barrels of ingenuity are essential, and the present authors have come along with flasks instead of barrels. They have contrived a secondary lift or two, but in the main they have relied upon drama where the comedy note might have saved them.

Mr. Selwyn's staging has been well managed. The best acting of the evening is contributed by little Helen Hayes. The rest of the company acts with all the naturalness of a box of nose powder.

III

"MARJORIE," the music show on view at the Shubert, is amusing stuff. The average book of the local music show generally makes nobody laugh but Cain, the storehouse impresario.

The book of this particular show, on the contrary, performs the rare feat of making its audience laugh. The basic story of the libretto is, of course, the usual and banal thing, but somebody who happened to be hanging around when it was written managed to lodge in it a very tasty and inspiring succession of nifties, wise-cracks and bits of buffoonery. The result is a welcome loosening of the old face muscles.

Andrew Toombes and a gent named Richard Skeets Gallagher prove themselves diverting clowns, and Roy Royston is an engaging juvenile. Over the talents of the star, Miss Elizabeth Hines, I find myself, however, unable to grow unduly excited. Nor are the ladies of the ensemble likely to keep Ziegfeld awake nights. It is the comedy that makes the show the diverting thing it is.

IV

"DR. DAVID'S DAD," is, like near-beer, an adaptation from the German. To go to Germany and, with all the good German plays to choose from, to bring back this one is somewhat akin to going to Deauville to meet one's wife.

It is likely that during the forthcoming season we shall hear periodic allusions to the exhibit by way of pointing out the low level to which German theatrical taste



FIRST CITY KID—Gee, Jimmy, looka th' boid!
 SECOND CITY KID—Gosh, yes! Wonder whose clock he's out of.

has sunk. While it is undoubtedly true that German theatrical taste has sunk, the present play is no more an indication of the fact than "Abe's Irish Million Dollars," is a proof of a similar sinking over here.

There is, in every country, always some excessively prosperous piece of tripe like this one. One can't always judge a country's taste by looking into its open-mouthed citizenry.

The process of adaptation in the present instance follows the usual routine of converting Charlottenburg into Harlem and sticking in one allusion to Henry Ford and another to Otto Kahn. When a similar piece is bought by the Germans and adapted for German audiences, the process is different.

In the latter case the ingenious Germans convert Harlem into Charlottenburg and stick in one allusion to Ebert and another to whoever is the richest coal operator in Germany at the moment. The success of the play in Berlin is not hard to understand. It is thick with the sentimentality that the Berliners of the side-street theaters love.

In New York, it can never achieve the same measure of success. The sentimentality is not thick enough. The comedy is obvious stuff: the strained fabrication of the showshop. And while it is true that all such critical objections are answered in the negative, and very loudly and convincingly, in the instance of Anne Nichols' great gem, no one should hold against the critic on that score. That is, not unless one wishes to embarrass the critic a devil of a lot.

Do they call them stump speeches because they seldom reach above the ears?

"The ancients didn't know anything about whisky."

"They didn't?"

"No."

"Then where did the doctors get their Latin for writing the prescriptions?"

—Louisville Courier-Journal

Odd

Funny thing about society—girls start in by coming out.

—Boston Transcript



We know now what it is to feel "as mean as a dog." We have been whistled at so much by the traffic officers at the Main street intersections that at times we wish we could bark or hud something to wag.

—Houston Post Dispatch

Profitable By-products

An Eastern bathing suit manufacturer has quit the business after accumulating a fortune of \$3,000,000. He must have made his money on the material he didn't use.

—Marion Star



"What in heck is my mattress stuffed with?" demanded the summer boarder. "It's full of corners."

"Shucks," responded the grizzled farmer.

"Shucks?"

"Shucks."

"Shucks!"

—Louisville Courier-Journal



First Stude—Did you ever take chloroform?

Second Stude—No; who teaches it?

—Boston Transcript

The dread Pyorrhoea begins with bleeding gums



JUST as the strength of a building is dependent upon its foundations, so are healthy teeth dependent upon healthy gums.

Permit the gums to become inflamed or tender and you weaken the foundation of the teeth. This condition is called Pyorrhoea. Loosening of teeth is a direct result. And spongy, receding gums invite painful tooth-base decay. They act, too, as so many doorways for disease germs to enter the system—inflecting the joints or tonsils—or causing other ailments.

Pyorrhoea attacks four out of five people who are over forty. And many under that age, also. Its first symptom is tender gums. So you should look to your gums! Use Forhan's, which positively prevents Pyorrhoea if used in time and used consistently. It also scientifically cleans the teeth—keeps them white and clean. Brush your teeth with it.

If gum-shrinkage has already set in, start using Forhan's and consult a dentist immediately for special treatment.

35c and 60c tubes All Druggists

Formulas of R. J. Forhan, D.D.S.

FORHAN CO. 200 6th Ave., N. Y.

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Liberal Cash Offer

We have an attractive commission and monthly salary offer for men and women willing to work full or part time introducing five popular magazines to new subscribers. We furnish all supplies necessary. If interested give two references and address

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DIAMONDS WATCHES

CASH or CREDIT

SEND FOR CATALOG

Over 2,000 bargains in Diamond-set Jewelry, Watches, etc. Sent prepaid for your FREE Examination. Catalog explains everything. Money back if not satisfied.

WRIST WATCH

No. 27 Dazzling, Blue White perfect-cut Diamond, Solid 18-k White Gold. Price \$100. Pay \$10 down, then **\$2.50 A Week**

18-K Solid White Gold, 17 J. \$29.75
14-K Solid White Gold, 16 J. \$24.65

WEDDING RINGS

All Platinum, \$25 up. With Diamonds: Three Diamonds, \$65; five Diamonds, \$80; seven Diamonds, \$95; nine Diamonds, \$110; surrounded by Diamonds \$225. Solid White or Green Gold, \$5 up.

LOFTIS BROS. & CO. National Jewelers
Dept. D-874 108 N. State St., Chicago, Ill.
Stores in Leading Cities



IN THE SWEET BY AND BY
"What's the charge against this man?"
TRAFFIC COP—Being run over without a license!



*Slenderness will
make you more attractive~*

Are you worried because you are overweight? Afraid you are losing your charm, your youthful figure?

Stout women are at a disadvantage. Pretty clothes no longer fit them, their movements are awkward, their attractiveness deserts them. Friends are sympathetic.

But many of these friends have a secret method of keeping slender! They use Marmola Tablets (thousands of men and women each year regain slender figures this way). These tablets will make you slender again, too. Try them. No exercises or diets—just a pleasant, healthful way of becoming slender.

All drug stores have them — one dollar a box. Or they will be sent in plain wrapper, postpaid, by the Marmola Co., 1719 General Motors Bldg., Detroit, Mich.

MARMOLA
Prescription Tablets
The Pleasant Way to Reduce

SERVICE

The Investment Bureau contains sound, conservative, helpful information and advice about financial matters. Why not consult it about your investments?



*Here's the
Instrument You can play*

You begin enjoying your Gibson the moment you get it. Learning to play is such fun and comes so easily, due to Gibson's exclusive features. Express yourself in music—the kind you like best, popular or classical. A Gibson makes it easy.

Write now for details of free trial; easy payments on any Gibson mandolin; mandola; mando-cello; guitar; banjo.

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STRINGED INSTRUMENTS
World's Leading Manufacturers

V. PALADINO
Famous Italian
Mandolinist,
singer and
dancer the
Gibson. Gibson
stringed instru-
ments have
brought about a
new craze in
music. Write
for details.



"Great Scott! Eleven o'clock! And I faithfully promised your mother we should be home by ten!"

"Oh! Good; we've eleven hours yet, darling!"

—*Passing Show (London).*

Twenty Degrees Cooler Inside!

(Continued from page 21)

Norma Talmadge in the stellar rôle. This is Miss Talmadge's best effort. Nothing that she has done in a long and abundant career has given her a better opportunity to display her charm and skillful histrionism. Take a day away from your office and be rewarded.

I also recommend to your two hours and two bits, Mr. Harold Lloyd, in "Girl Shy," still running merrily from one crowded house to another. In this picture, Mr. Lloyd, like Miss Talmadge, has found the picture that fits like the paper on the wall. Full of humor, pathos, sincerity, and cleverness, the picture will delight you or you can't be delighted.

Marion Davies is bidding for your favor in "Janice Meredith," a picture of the Revolutionary War. It is crowded with romance in which the course of true love runs roughshod over poor little Marion's heart and that of her heroic lover, Harri-

son Ford. You ride with Paul Revere, you cross the Delaware with Washington, you surrender with Cornwallis—all for the price of one ticket and if you want your money back, you are hard to please.

And then we have Valentino in "Monsieur Beaucaire," a picture of rare beauty, after one of the most interesting of all romances by Booth Tarkington. Mr. Valentino, if you like him, will charm you with his many poses and postures, costumes and smiles.

"The Ten Commandments" is perhaps the one picture which I would recommend your seeing above all others. For sheer beauty this gigantic spectacle dwarfs all others. I am speaking of the first, or biblical, period in which color is used with particularly fine effect. It's a real achievement in the fillums. You should see it.

And if these pictures will not take the weight of sorrow from your mind, I am at a loss to supply you with the antidote that will.

NOTICE!

J U D G E

IS COMING OUT FOR

PROHIBITION!

Not a "Dry" in the country should miss it!

Not a "Wet" should buy it!

THE PROHIBITION NUMBER OF

JUDGE

OUT SEPTEMBER 20!

THE SAME PRICE A COCKTAIL USED TO BE IN 1912!

White—I understand that in the new play Joan has quite a difficult part.

Black—Difficult! Why, she doesn't say a word.

"Well, isn't that difficult for her?"

—Answers (London)

"I say, George," said the young business man to his friend, "where do you buy your typewriter ribbons?"

"I don't," replied the other, without thinking; "I usually buy her flowers."

—Tit Bits (London)

First Flapper—That conductor glared at me as if I hadn't paid my fare.

Second Flapper—What did you do?

"I glared back at him as though I had."

—Answers (London)

So This Is London!

It was stated in a London Court recently, that in October, 1921, a man had told his wife that he was going for a walk and he had not been seen since. From the time he had been away it looks as if he had taken a bus.

—Humorist (London)

At Neuilly, France, a lady recently recited poetry in a cage of lions. Has France no Society for the Prevention of Cruelty to Animals?

—Passing Show (London)

In Paris, vehicles are to be regulated by a system of red and green signals. In London, the pedestrian is notified that there has been a collision by a series of colored stars.

—London Opinion

According to a famous golf professional, amateurs make a great mistake by standing too close to the ball when they drive. Unfortunately I commit the same error after I have driven.

—Passing Show

Nephew—Thanks very much for the present.

Aunt—Oh, that's nothing to thank me for!

"That's what I thought, but mother told me to thank you just the same."

—Tit Bits (London)

It is stated that it is now not at all certain that it was Columbus who discovered America. However, a glance at our National Debt convinces us that somebody must have found the place.

—Humorist (London)



She—How patient these lighthouse keepers must be!

He—Why?

"The wind was so strong last night I noticed they had to keep relighting it every few minutes.

—London Mail.

KAYWOODIE
ITALIAN BRUYÈRE
FOUR DOLLARS AND UP

A Kaywoodie is always good form... The white clover in the stem is proof of the smoker's good taste. It is known as the mark of the finest Bruyère pipe made. A Kaywoodie pipe is always unconditionally guaranteed and there is no import duty included in its price.

KAUFMANN BROS. & BONDY
The Oldest Pipe House in America
33 East 17th Street, New York City
Established 1851

MAKE \$100 A DAY

Be a Jaffin Sales Specialist. Make the biggest money of your life. Others are doing it. So can you. No canvassing, peddling or ringing door-bells. You do business only with established retail merchants. No experience or capital required. We teach you the business and back you up with our co-operation. Send for free book containing positive proof of big money others are making and telling how you can double and triple your earnings.

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FORDS-34 Miles
on Gallon of Gasoline



with Air Friction Carburetor

We guarantee all other cars nearly double present mileage, power and flexibility. Models for any car, truck, tractor, marine or stationary engine. Makes old cars better than new. See our mileage guarantees. Ford... 34 mi. | Chevrolet... 32 mi. | Dodge... 28 mi. Maxwell... 30 mi. | Overland... 32 mi. | Oakland... 24 mi. Mileage guarantee on any other car sent on request.

SENT ON 30 DAY'S TRIAL You can drive any car in heaviest traffic without shifting gears. Starts off on high in any weather without priming or heating—No jerking or choking. Agents Wanted

AIR-FRICTION CARBURETOR COMPANY
1289 Raymond Building Dayton, Ohio, U. S. A.

SEND \$2 DOWN PAY \$6.70 PER MONTH



Seven brilliant, blue white, perfectly cut diamonds are set in platinum. Looks like 2 ct. solitaire worth \$600. Fully guaranteed to stand any test.

TWO BLUE SAPPHIRES are set in the shanks of this 18 kt. solid white gold engraved and pierced ring to add beauty and style.

FREE TRIAL NO RED TAPE

Just send \$2.00 deposit to show your good faith (or pay postman \$2.00 on delivery) and we will send this handsome diamond ring. The balance you can pay in ten small monthly installments of \$6.70 each—total price, \$69.00. Former price, \$100.00. Give finger size.

ALL DEALINGS CONFIDENTIAL. No one knows you are buying on our dignified credit system unless you tell them yourself. A written guarantee accompanies each ring. You can return the ring within ten days if not satisfied. Send order today.

Write for Bargain Catalog It brings our large jewelry store right into your home. It tells the exact weights and quality so you can buy like an expert. See valuable information on page 6.

STERLING & WATCH CO.
(Diamond Importers—\$1,000,000 Stock—Est. 1879)
63 PARK ROW, Dept. 1747 NEW YORK

Do You Owe Yourself a New Car?

If You Do, Don't Buy Hastily

There is a make and model best suited to your requirements and your pocket-book—and there is the Motor Department of JUDGE to help you find that car.

The services of the Motor Department are absolutely free to all readers of JUDGE.

Motor Department
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627 West 43d St. New York City
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We Teach COMMERCIAL ART

Meyer Both Company the largest Commercial Art Organization in the World offers you a practical training, based upon twenty-five years of success. This nationally known organization each year produces and sells to advertisers over 15,000 commercial drawings. This well paid profession equally open to men and women. Home study instruction.

Get Facts Before You Enroll in Any School
Ask the Advertising Manager of the leading newspapers in your city, about Meyer Both Company—let them tell you about us. Send four cents in stamps for illustrated book telling of the success of our students.

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Michigan Ave. at 20th St., Dept. 39
CHICAGO, ILL.

Note—To Art and Engraving Firms: Secure artists among our graduates. Write us.

Winner of Judge's 50-50 Contest No. 30



"Do you ever get into deep water, Aunt Flossie?"
Aunt Flossie—Never, unless there is a raft of money in sight.

The \$25 Prize in JUDGE's Fifty-Fifty Contest No. 30, announced in the July 26, 1924, issue, was won by Edwin G. Snyder, Rural Valley, Pa. Answers which received consideration are: "Not since Jack told me he believed in freedom of the seas!" Henry Barrie, 601 Washington street, Dorchester, Mass.; "Only when there is a strong Eddie to carry me ashore, dear," Hubert G. Green, 1919 Robson street, Vancouver, B. C., Canada; "Only when I'm sure of making a good 'landing,'" Dewey Jones, 3624 West Chestnut street, Louisville, Ky.

She Let Them Talk Her Out of It
(Continued from page 18)

philosophy that a woman has a right to do what she righteously feels she wants to do. Just before Delia's only daughter lights out for college to pursue her passion for higher mathematics (along toward the end of the book), she says to her mother: "You've just used every speck of your margin doing things you hated for the last twenty years, and it's done for you."

Of course men ought to do what they want to do, too.

I can understand Delia's desire to run a bookstore.

When I get to heaven, two of the things I want to do, between my music lessons and golf games, are to run a stationery store and a hardware store. These two desires gnaw at me more or less all the time, though they have never attained the proportions of suppressed desires and will probably not ruin my life as Delia's thwarted desire jims her life.

I don't see why her husband doesn't let her go on with the store. It would please me beyond words if Mrs. Herold would start a delicatessen and help sup-

port the family. Colored husbands can teach white husbands a great deal about liberality as to letting their wives pursue independent careers; maybe this is at the bottom of the unusual domestic felicity of colored couples.

I believe Mrs. Sachs has made one mistake; I don't think a town of three or four thousand is big enough to support a bookstore, even if it carries a sideline of stationery and belt buckles. It takes a good many thousand souls to support a bookstore. Even the big cities have a surprisingly small number of them, and when you want some special book they never have it.

But "Talk" is the best book I have read for a while.

I got to skipping "The Golden Bed," by Wallace Irwin (Putnam), before I had gone 100 pages. On page 148 the poor candy boy was not yet married to the rich little girl. On page 211 he had become a successful candy merchant and Rotarian and had gone to the best tailor in town and ordered himself a new suit of clothes, so I knew that if I jumped to about page 332 he would be getting married to her, and sure enough on page 332 she was soused at a swell party he was giving



NEAR-SIGHTED OLD LADY—So that's your son! My, he has eyes exactly like yours!

and was standing up and declaring their engagement.

I paused on page 227 and read: "With a certain steadfastness of ideal he fought his way upward," and realized that with a certain steadfastness of ideal Wallace Irwin was stretching this story out into a 437 page book.

It is not nearly as good a book as "Talk." For one thing, its characters do not mean anything except themselves. They do not win me or worry me. Delia Morehouse in "Talk" is not only women in general who want to do things—she is I. Furthermore, Merville is Bloomfield, Ind., the town in which I was raised.

The minutiae of "Talk" are not trivial. They show which way big winds are blowing. "If you moved a chair from its place, a bruise showed on the carpet," bespeaks all the unused, set, fixed, stationary furniture in all the homes in the world, it bespeaks set and mildewed parlors, it bespeaks set and mildewed homes, and set and mildewed lives.

But when Wallace Irwin speaks of chicken coops on the wharf as "death houses" and the approaching steamer trip as the "death voyage" of the chickens, that is simply trying to make literature out



Lady (engaging maid)—Why did you leave your last situation?

The Maid—Because they only had a crystal set.

—Passing Show (London)

of minutiae which are without literary significance. The smoky city is "the city already plumed by the rich black smoke of industrialism." Flora Lee did not have some colored servants; "she ruled an innumerable retinue of blacks—a snow queen among attendant gnomes."

Triolets in a Library

There are such a lot of books
Glaring at us from the shelves,
Filling all the walls and nooks;
There are such a lot of books
Staring with reproachful looks,
Whispering among themselves.
There are such a lot of books
Glaring at us from the shelves.

They're but books, so let them stare;
We could never read them through!
Leather back, or parchment rare,
They're but books, so let them stare.
Do you think they really care
If we choose to whisper too?
They're but books, so let them stare;
We could never read them through!

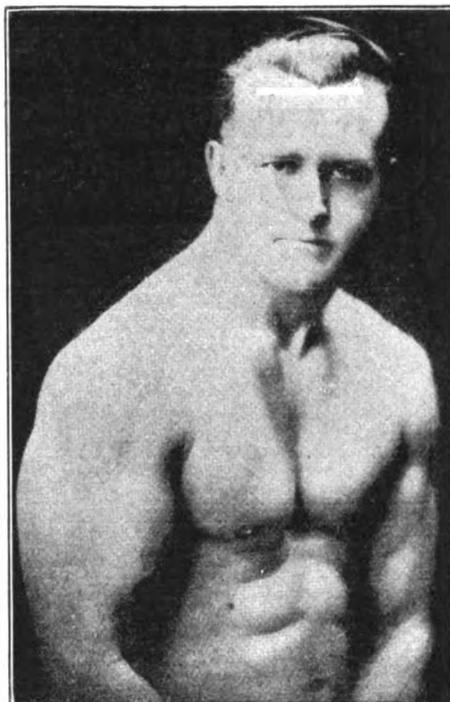
Wisdom sleeps in all those tomes;
But there's much that isn't in them!
As in ancient catacombs,
Wisdom sleeps in all those tomes;
One might wake it as he roams—
Maybe some day I'll begin them.
Wisdom sleeps in all those tomes,
But there's much that isn't in them!

B. J.

Store Efficiency

"Why do you keep this aisle so dark?"
"For the convenience of ladies who
want to get at their money."

—Louisville Courier-Journal



EARLE E. LIEDERMAN
The Muscle Builder

Pills Never Made Muscles

Wishing Never Brought Strength

NO one can paste muscles onto your arms and shoulders. If you wish a strong, healthy body, you must work for it. And if you don't have one, you are doomed to a life of misery. Modern science has taught us that we must keep our bodies physically fit or our mental powers will soon exhaust themselves. That is why the successful business man resorts to golf and other active pastimes.

Examine Yourself

Do you have the strong, robust body which keeps you fit at all times to tackle the daily tasks confronting you—always looking for bigger things to do? Do you jump out of bed in the morning full of pep; with a keen appetite and a longing to enter the day's activities? Do you finish your daily tasks still thrilling with pep and vitality? Or do you arise only half awake and go through a languid day?

PEP UP!

Don't let it get you, fellows. Come on out of that shell and make a real *he* man of yourself. Build out those skinny arms and that flat chest. Let me put some real pep in your old backbone and put an armor plate of muscle on you that will make you actually thrill with ambition. I can do it. I guarantee to do it. I will put one full inch on your arm in just 30 days and from then on, just watch 'em grow. This is no idle boast. It's the real works. A genuine guarantee. Come on now. Get on the job and make me prove it.

Send for my new 64-page book
"MUSCULAR DEVELOPMENT"
IT IS FREE

It contains forty-three full-page photographs of myself and some of the many prize-winning pupils I have trained. Some of these came to me as pitiful weaklings, imploring me to help them. Look them over now and you will marvel at their present physiques. This book will prove an impetus and a real inspiration to you. It will thrill you through and through. All I ask is 10 cents to cover the cost of wrapping and mailing and it is yours to keep. This will not obligate you at all, but for the sake of your future health and happiness, do not put it off. Send to-day—right now before you turn this page.

EARLE E. LIEDERMAN

Dept. 3009 305 BROADWAY NEW YORK CITY

EARLE E. LIEDERMAN
Dept. 3009, 305 Broadway, New York City

Dear Sir: I enclose herewith 10c for which you are to send me, without obligation on my part whatever, a copy of your latest book, "Muscular Development."

Name.....
Street.....
City..... State.....
(Please write or print plainly.)

200 Sheets 100 Envelopes

\$1.00 Printed with your Name and Address



Postage Prepaid

Note
Special handy box keeps paper and envelopes in order and easily reached, preventing waste.

High grade, clear, white bond paper—unusually smooth writing surface. Size 6 x 7 inches with envelopes to match. We give you much superior quality stationery at this low price as we sell this item only.

Your Name and Address Printed FREE

on every sheet and envelope, in rich dark blue, up to 4 lines. (Note—our low price does not allow any variation in printing. Top center of sheet and flap of envelope only). Type is Plate Gothic, designed especially for clearness and good taste. Makes a personal stationery you will be delighted to use. An ideal gift printed with your friend's name.

Just send your name and address (write or print clearly) with \$1.00 (west of Denver and outside of the U. S. \$1.10) and this generous box of stationery will come to you neatly packed, postage prepaid. Money refunded if you are not more than satisfied. Order today!

National Stationery Co., 2386 Lincoln Highway, Batavia, Illinois

"DON'T SHOUT"



"I can hear you with the MORLEY PHONE." It is invisible, weightless, comfortable, inexpensive. No metal, wires nor rubber. Can be used by anyone, young or old.

The Morley Phone for the DEAF

is to the ears what glasses are to the eyes. Write for Free Booklet containing testimonials of users all over the country. It

describes causes of deafness; tells how and why the MORLEY PHONE relief. Over 100,000 sold. The Morley Company, 1 South 18th St., Dept. 774, Philadelphia

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As comments from our advertisers testify: "One of our best pullers."

"Film Fun pays about three to one."

And many others—let us tell you more.

Rates, 50 cents a Line, \$200 a Page

Published monthly by

THE LESLIE-JUDGE CO.
627 West 43d St., New York

\$1.49 CHINESE PEACOCK RING

Draws instant attention to pretty hands. Worn by stars of stage and screen. Every feather a work of art. **Genuine Sterling Silver, Platinum Fin.** Abilaze with rubies, emeralds and sapphires. Exclusive design, not sold in stores. Small and dainty, \$1.49. Large and flashy, \$2.00. Gold plated, 75c extra. Send stamps or M. O. with ring size (tie string around finger). C. O. D. orders 15c extra. **Money Back** if not delighted. ORIENT EXCHANGE, 21 Park Row, New York, Dept. J-2

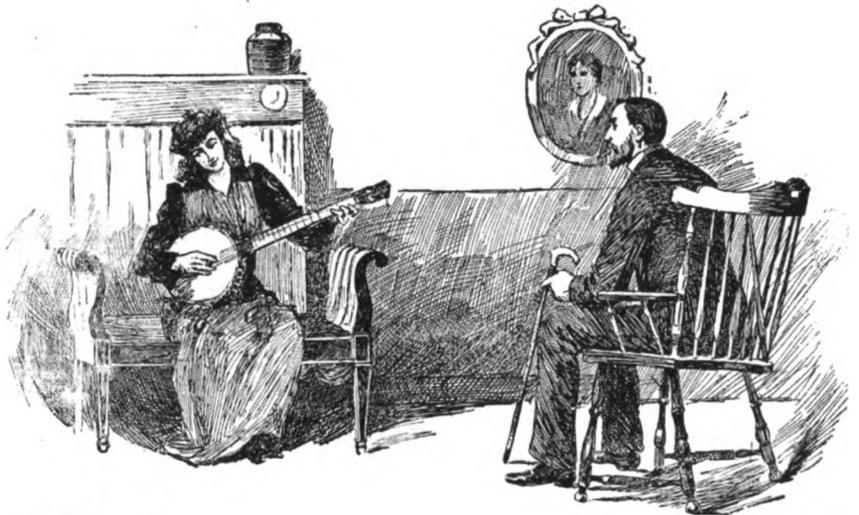
PIMPLES

Your Skin Can Be Quickly Cleared of Pimples, Blackheads, Acne Eruptions on the face or body, Barbers Itch, Eczema, Enlarged Pores and Oily or Shiny Skin.

FREE Write today for my **FREE BOOKLET**, "A CLEAR-TOWN SKIN"—telling how I cured myself after being afflicted 15 years. **E.S. GIVENS, 224 Chemical Bldg., Kansas City, Mo.**

ASK DAD—HE KNOWS

What they laughed at in the good old days



In Judge, 1894

A QUESTION OF LOCATION

HE—You say your maid was in your boudoir fixing your hair when the fire broke out?

SHE—Yes.

"Where were you at the time?"



James Montgomery Flagg in Judge, 1894

FETHERS—Taking a bawth, me bwoy?

WHIPPER—No, Algy; just moistening me epidermis, y'know.



Can you draw?



The artist forgot to draw the man's mouth. Take your pencil, draw the mouth in at proper angle, insert your name and address in the corner, pin a dollar bill and mail to "Judge".

Dear JUDGE:
Here's a dollar.
Send me JUDGE
for ten weeks.
Yours,

Name.....

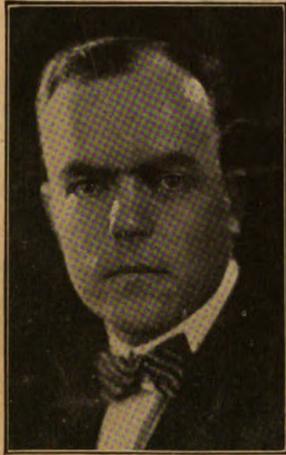
Street.....

City.....State.....

The Secret that Tripled My Sales

How I stepped into the big-money class, just as soon as I woke up and learned the true principles of quick and easy selling

By Roger Farrer



Photograph by Bachrach

"WAKE up, Roger!"

The sharp command aroused me from a comfortable nap I was taking in a club car on the Sante Fe.

It was Bill Burdick who had called me, and who dropped into the seat beside me.

Bill is the star salesman of the Everitt-Seaman Company, and is said to be cleaning up about \$18,000 a year.

I had always admired and envied Bill. He took life so easily. He never seemed to be hurried or worried, nor to work half as hard as I did, but he earned **three times as much money**. It was a mystery to me. I couldn't fathom it at all.

Bill is not particularly well-educated. He certainly is not brilliant nor good looking, nor is he an especially careful dresser. Yet he seems to make a hit everywhere. At least he gets the business, earns big money, and has the respect and confidence of all who know him, and those are the things that count.

This was the first time I had had a chance to have a good talk with Bill for more than a year, and I took advantage of it to discover the secret of his success as a salesman.

I had rather expected to hear a long sermon on study, application, persistence, experience, etc. But no, Bill had no sermon to deliver. He told me how, after plugging along for years by haphazard, hit-or-miss, rule-of-thumb methods, he ran across the Mackintosh System of Selling—a system that gave him the simple fundamental secrets of success.

Bill had a copy of the System with him, which he gave me. I began reading it at once, and it was a revelation to me. The simplicity—the power—the practicality—of the Mackintosh System really dazzled me. It seemed too simple—and too good—to be true. But I made up my mind that I would discard every selling idea I was using, every plan and knack of getting orders I was then following, and would give the Mackintosh System a thorough try-out.

I studied the System very carefully over that week-end, and I started out the following Monday morning to put my new found knowledge to the test. To say that I was astounded at the results is putting it mildly. I booked orders with an ease that really startled me. It seemed like a trick. I pinched myself to be sure that I was really awake and selling the same old line of goods.

Then, doubt getting the better of me, I said: "I guess I am fooling myself. What's happened is that I have struck a lot of people this week that any dub could sell." But sales kept up the next week—and the next—and the next.

The System **worked!** And it worked with increasing effectiveness as I learned more and more how to use it. And now I am doing **three times** the business I was before Bill Burdick woke me up on the train, and I don't feel that I am working nearly so hard.

Now I don't see any reason on earth why every reader of this magazine, who is trying to sell anything—merchandise or only personal services—should not profit by the Mackintosh System of Selling, just as I have done. It costs very little to secure this System and it can be learned in a few hours' time.

I firmly believe that Mackintosh has worked out the big, important, bed-rock principles of selling. And I believe that failure to recognize and use these principles is the real reason why so many salesmen never get above making a mere living.

The Mackintosh System should be in the hands of everyone who has anything to sell. And, when you stop to think of it, that means most of all of us, for we are all salesmen. We are all trying to sell something to somebody, if it is only ourselves—our services—our ideas—our personality.

Charles Henry Mackintosh, the author of this successful system of selling, is himself one of the world's star salesmen. For a number of years he was Sales and Advertising Counselor of LaSalle Extension University. He is now an independent Sales and Advertising Counselor in Chicago, and has as clients many leading business houses throughout the entire country. He has been honored with the presidency of the Associated Advertising Clubs of the World. In one year he traveled 47,886 miles and delivered addresses on Advertising and Selling before 273 clubs, conventions, colleges, high-schools, etc. His work has inspired over half a million lines of newspaper publicity from Maine to California.

Here are a few brief comments about this remarkable man:

"Mr. Mackintosh is recognized as one of the foremost business experts of the world."—*Portland Oregonian*. "The highest authority on advertising and selling in the country."—*Grand Rapids Herald*. "He is an expert in salesmanship."—*Appleton (Wis.) Post*. "Mackintosh delivered one of the best rapid fire business talks ever heard in Topeka."—*Topeka (Kan.) Journal*. "Forceful argument for education of sales people."—*Three Rivers (Mich.) Commercial*. "Mackintosh is one of the leading exponents of modern salesmanship in America."—*Portland (Ore.) Telegram*.

Read these extracts from letters by prominent business men:

"You will be interested to know that four of our leading manufacturing concerns have revolutionized their sales methods because of the counsel received

from you."—*William Brockhausen, President Advertising Club, San Antonio, Tex.* "Mackintosh has done much work for my companies, and his work and talents have been satisfactory to the highest degree."—*A. W. Hartman, President Duluth Edison Electric Co., Duluth, Minn.* "I was so much interested in your speech at the New England Conference that I wonder whether you have written anything on the subject which you handled in such a masterly fashion. Can you tell me where I may be able to acquire some of the matter with which you are so thoroughly familiar?"—*S. R. Latshaw, Advertising Director, The Butterick Publishing Co., New York.* "Not less than four or five managers of our largest establishments stated that if they had known the character of your talk they would have had all their department managers present and as many of their salespeople as possible."—*G. W. Preston, President Advertising Club, Cincinnati, Ohio.*

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