

Want a Fortune? Start a Fad



By MILDRED JAKLON
Drawing by Ray Walters.

WANT a fortune? All you have to do is to think up a new fad or craze, make it popular, and see that you, not someone else, gets the profits. But before you start thinking, listen in on this conversation.

A group of young newspaper men and women, advertising writers, an architect, a couple of artists of sorts, and a wealthy woman who is a dilettante in various kinds of expressive art, who compose an informal luncheon-discussion organization, were recently discussing the possibility of conceiving a profitable fad to succeed the cross-word puzzle.

The two young men who had begun the argument maintained that the present trend of popular fancies was toward mental gymnastics. They believed that a new kind of puzzle might be as successful as the cross-words which had been such a remunerative field for many others besides the two young men, Simon and Schuster, who started cross-word puzzle books.

The girl who manages the advertising department of a large department store promptly refuted this.

"Fads don't follow through consistently, like that," she said. "That's the disturbing thing about them. They can't be predicted. They just happen, like mah-jongg without rhyme or reason. The number of game companies consistently trying to manufacture something to catch the public whim are evidence of that. A fad is a variety of contagion, and its inception has a great deal to do with its ultimate success. I mean, that if the right people, that is, right for its particular expansion, take it up, it can be universalized."

"Of course, there have been a number of athletic fads," pointed out the architect, who was an ardent golfer. "Just think of the tremendous hold that bicycling had in the nineties and first years of this century."

"No," admitted the girl advertising manager, "but you're taking the most outstanding fad of the athletic type. There were numberless others preceding and following it which were not nearly so successful. And they were, no doubt, efforts by manufacturers to rival the bicycle-making plants. Roller skating was another form of locomotion which provided another oppor-

portunity for social contact, spooning parties, or what have you. Then there was diabolo which was a matter of skill rather than endurance. "What about a new musical instrument?" was the next offer. "Look at the ukelele, and its accompanying mania for the twanging of Hawaiian troubadours, with their insufferable nasal graces, what an era that was! Every summer resort was ruined by a couple of the artists who insisted that you have 'Yaki Hula Hicky Bo-o-o-lie' or 'On the Beach at Walkiki' with every meal and at all hours of the night. There was a half-hearted effort to make 'kazoo's popular, too. Look at the popularity of the saxophone. A new noise maker would get you an army of helpless enemies and might get you your old shekels as well. I don't suppose in this age of jazz we could hope for the success of anything similar to the gentle old guitar or the genteelly handled banjo."

"Would you consider originating a new dance step, something to follow the Charleston with less hazard to life, limb, and property?" queried another helper. "I should think you might devise something like a resurrection of the old waltz or perhaps a polka. Think of all of the funny kinds of dances that have followed each other through the fancies of the terpsichorean inclined. I remember the bunny hug, the grizzly bear, the camel walk, even before the complicated tango which was stepped with so much gusto to 'Too Much Mustard,' the one step and the maxixe became popular with Irene Castle's bob. Now I hear Ann Pennington is trying to inaugurate the black bottom, a fear-some set of gyrations supposedly demonstrating the actions of negroes capering in the muddy floors of swampland. Go to it, and beat her."

"There's another set of fads," came from another source, "having to do with adolescent courtship. When I was in grammar school, every girl with any pretensions to popularity wore a friendship bracelet, made up of silver links engraved with the initials of her various swains. A friend of mine told me also of the custom in her home town of 'hoo-doo' strings, a bedroom embellishment consisting of trophies in the way of dance programs, cotton favors, and all manner of trinkets denoting conquest."

"I know of two more fields wide enough of appeal to have possibilities," said the wealthy woman. "Collecting and the various things that pertain to current events. Do you remember when you collected cigar bands, pictures of baseball and movie horses from cigarette packages?"

"Golf, tennis, swimming, and polo are also amateur athletics. Do you call them fads," put in the wealthy woman, and then answered herself. "No, the element of a fad is its comparative brevity, and I think it also has something to do with the intensity of its practice during its popularity. "That's true," clamored another, "but suggest something that would be easier to promulgate than a new athletic game. We want to make our first million without any capital."

"Well, how would you like one of the numerous 'occupations-for-women type'?" another member of the group offered. "In that class come all the various forms of handwork which have attracted women periodically. Do you recall the atrocities that filled every china cupboard when hand-painted china occupied the energies of properly brought-up young ladies? "And then, there was the pyrographically craze when no young man was a success unless he had at least one tie holder of burnt wood to vouch for his true love's devotion, when there were glove boxes on every dresser, and plaques of Pocahontas or Little Laughing Water over every mantelpiece, and in the nest of every pair of newlyweds, and when the curtains were not safe from conflagration, due to overzealous plying of the interesting tools employed. The later developments of such decorative aims are painted wood articles, parchment and silk lamp shades, polychrome and the sealing wax industry."

"Another branch of the same tendency of women toward creative art is the endless variety of needlework," someone else put in. "Beginning back with samplers, which are now such prized possessions of their owners, women have always had a new kind of sewing to offer. The attic has a trunkload of my dear little baby clothes crocheted within an inch of their lives. Tatting was a great pastime for awhile, and look at the way all ages of women fell for the knitting racket during the war."

"Yes," scoffed the would-be money-maker, "but women don't have time for sewing these days. They have time savers galore, but any husband would drop dead if he saw his mate sitting quietly in a chair sewing a fine seam. It's apparently a fad these days not to sew. And then, the latest fads have been, I think, more socially inclined diversions. Something that two or a group can do."

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FISHER DESIGN SETS THE PACE

The pace set by Fisher—and exemplified in the beautiful new General Motors cars now commanding public attention—is the guide for the entire motor industry.

Fisher's vast experience, Fisher inventiveness and Fisher's unapproached facilities devise and perfect the beauties, comforts and conveniences which attract you to the leading new cars in all price classes—Cadillac, Buick, Chevrolet, Oakland, Oldsmobile and Pontiac.

For instance, Fisher achieves a new degree of safety—and nothing less than a Body by Fisher can approach it even after seasons of striving.

Fisher leads the way in luxurious fittings and decorations—and all the industry follows.

Fisher creates new standards of beauty in line and finish—and those standards are the measure of value for all of the world's cars.

It is easy to see, therefore, why the foremost of the new cars in all price classes carry the emblem—Body by Fisher.

And easy to understand why buyers the world over proclaim as the hallmark of quality that same magic symbol—Body by Fisher.

FISHER BODIES

GENERAL MOTORS



They Were Scanty
Newlywed—My wife is going to Paris for her gowns.
Cynic—I thought she had left them somewhere!—London Answers.

Watch Elimination!
Good Health Depends Upon Good Elimination.
Retention of bodily wastes in the blood is called a "toxic condition." This often gives rise to a dull, languid feeling and, sometimes, toxic backaches and headaches. That the kidneys are not functioning properly is often shown by burning or scanty passage of secretions. Thousands have learned to assist their kidneys by drinking plenty of pure water and the occasional use of a stimulant diuretic. 50,000 users give Doan's signed endorsement. Ask your neighbor!

DOAN'S PILLS
60c
Stimulant Diuretic to the Kidneys
Foster-Milburn Co., Mfg. Chemists, Buffalo, N.Y.

Handiest thing in the house

For Cuts
Dress at once with "Vaseline" Jelly. Prevents soreness. Shuts out air and dirt. Heals quickly. Keep it handy for every emergency.
CHESEBROUGH MFG. COMPANY
State Street (Continental) New York

Vaseline
U.S. PAT. OFF.
PETROLEUM JELLY

DON'T RUB!
INFLAMED LIDS
It increases the irritation. Use MITCHELL'S EYE SALVE. A simple, dependable, safe remedy. Sold at all drug stores.
Hall & Washburn, New York City

The New Freely-Lathering Cuticura Shaving Stick
For Tender Faces
EMOLLIENT MEDICINAL ANTISEPTIC

CORNS
Quick relief from painful corns, tender toes and pressure of tight shoes.
Dr. Scholl's Zino-pads
At drug and shoe stores everywhere

Inspector Found Beauty in British Factories

Britain's factories are beauty spots, if the opinion of Sir Thomas Legge, senior medical inspector of factories, is to be taken without question. In the last factory he visited Sir Thomas says that 72 per cent of the damsels employed were good-looking—of the Rossetti, Burne-Jones, or Greek type—27 per cent were average-looking and none at all were bad-looking.

To put the issue beyond doubt, Sir Thomas has admitted publicly that he takes a serious interest in the matter of looks because it is an important one for the welfare of the country. Twenty years ago, according to him, 80 to 85 per cent of the working girls of the country suffered from anaemia; today not more than 5 per cent suffer from it. Open-air life, exercise and high wages have, he says, been the chief contributory causes toward making the average worker in Britain an example of health as well as good looks.

He Had the "Dope"

From a school boy's essay on the race horse:
"The race horse is a noble animal used very cruel by gentlemen. Races are very bad places. None but wicked people know anything about races. The last derby was won by Mr. Morris' Manna, a beautiful bay colt by Phalaris, rising four. The odds was 9 to 1 against him, and he won 8 lengths. Good old Steve!"—London Daily Express.

Bobbed Seals' Hair

Some fur seals in Bering sea get their hair bobbed under a dictum issued by the United States bureau of fisheries. The seals on the Pribilof islands were shorn of the thick hair or mane in order to note the increase, if any, next year. Only a certain number of three-year-old males were subjected to the trim. Regulation livery barn clippers were used to shear the seals.

Perfect Poise

A young man and a girl emerged from the marriage license office. "They have taken a very important step," suggested a benevolent bystander.
The pair paused.
"Doubtless they realize that," said another bystander. "Watch them."
The girl fixed her face while the young man lit a cigarette.—Louisville Courier-Journal.

Long Walk About Town

It is calculated that it would require six months to walk through all the streets of New York city, allotting eight hours a day to the task and keeping up a normal pace. The total of paved and unpaved streets in the five boroughs is over 4,000 miles. Brooklyn and Queens have the same street mileage, with totals each of 1,935 miles, while Manhattan has a trifle under 500 miles.
To do two things at once is to do neither.—Syrus.

Money is a good servant but a bad master.—Bacon. Do not grasp after what has not been given you.

Choose your new car from the General Motors Line

In the past twelve months the public has purchased 1,086,590 General Motors cars, an unprecedented record.

This great volume of business has made possible still further economies and these have been put into the quality of the 1927 series now on display by General Motors dealers.

The new General Motors line is first of all a quality line. It embodies every advantage of research. It has been proved at the General Motors Proving Ground. Every car is finished in Duco; the closed cars have Fisher Bodies.

It is a complete line. It includes 59 models of open and closed types, ranging in price-at-the-factory from \$510 to \$4,350. Within it you will find the car you want at the price you want to pay.

We invite you to visit the show rooms of our dealers and select your new car from the General Motors line.

GENERAL MOTORS

CHEVROLET · PONTIAC · OLDSMOBILE
OAKLAND · BUICK · CADILLAC
GMC TRUCKS
YELLOW CABS, BUSES AND TRUCKS

"A car for every purse and purpose"

Power From Gasoline

The bureau of standards says the present-day automobile engine is capable of utilizing from 20 to 30 per cent of the power in gasoline. On the average, about half this is obtained and it has been estimated that the efficiency of the average motor car could be improved 30 per cent by better carburetor adjustment alone. Even if the efficiency of the average automobile engine is only 10 per cent,

this compares very favorably with the locomotive, which turns into useful work only 5 per cent of the chemical energy in the coal which it consumes.

Steel Replaces Rope

Not so many years ago all forms of rope and cable were made from vegetable fiber. How little of this do you see nowadays where extremely heavy loads have to be supported! You see a thin steel cable, the size of a lead pencil, holding tons of weight that would require an old-time rope of

mammoth dimensions to suspend. The big suspension bridges—like the Brooklyn bridge—are almost entirely supported from steel cables. Why? Because their known strength can be figured almost to the fraction of a pound.

Her Fatal Weakness

"Weren't you surprised at Grace marrying that remnant clerk?"
"Not at all, Grace never could resist anything she found at a bargain counter."

Two Keen Men

Jansen got into trouble with the police and went to a lawyer.
"If I win this case I will give you 1,000 kroner," he said.
"Very well," said the lawyer, "get some witnesses."
Jansen got his witnesses and won his case.
"Well," said the lawyer, "you won your case. What about my 1,000 kroner?"
"That's all right," said Jansen, "get some witnesses!"—Vikingen.

Watch Unhurt by Burial

A Strood (England) correspondent sends us the London Post an example of the strange vagaries of chance.
"An agricultural laborer whom I know was plowing a field at Hoo, near Rochester," he writes. "Desiring to know the time, he found that his watch was gone. He made diligent search, but failed to find it.
"Two years later he was plowing the same field again when the watch—an

old 'pair case' silver one—was turned up by the plow. Wonderful to state, on being wound up it resumed work, though not perfectly."

Repertes

"Seems to me," said the little grapefruit, "you're full of juice."
Retorted the big grapefruit: "I don't want any back talk from a young squirt like you."—American Legion Weekly.
Joy shared is Joy doubled.—Goethe.