

*"My analyst is crazy to meet you, darling."*



*"You know, we never did find out who the man in the middle was."*



*“Please, Harry! Remember our budget!”*



*“Mayn’t I have special consideration? I’m the husband.”*







*“Don’t be frightened—it’s just  
a dream. Tell me where your pocketbook is.”*



A SURREALIST FAMILY HAS THE NEIGHBORS IN TO TEA



*“See here, my man,  
how do you expect to hold  
your customers if you don’t  
take more care with your sauces?”*





*“Now it’s Robert Taylor.”*



*"The next is Agitato prestissimo e passionato, thank God!"*



*“But, Madam, none of the husbands like any of the hats this season.”*







*“Crockett has just been put in charge of our Social Security books.”*





*“Henry! Are you listening or are you just thinking?”*



*"I'm not supposed to let anybody see my Consumers' Research bulletins!"*





*"She's been in the family for years—every Thursday."*



*“All right, girls. Take a letter.”*

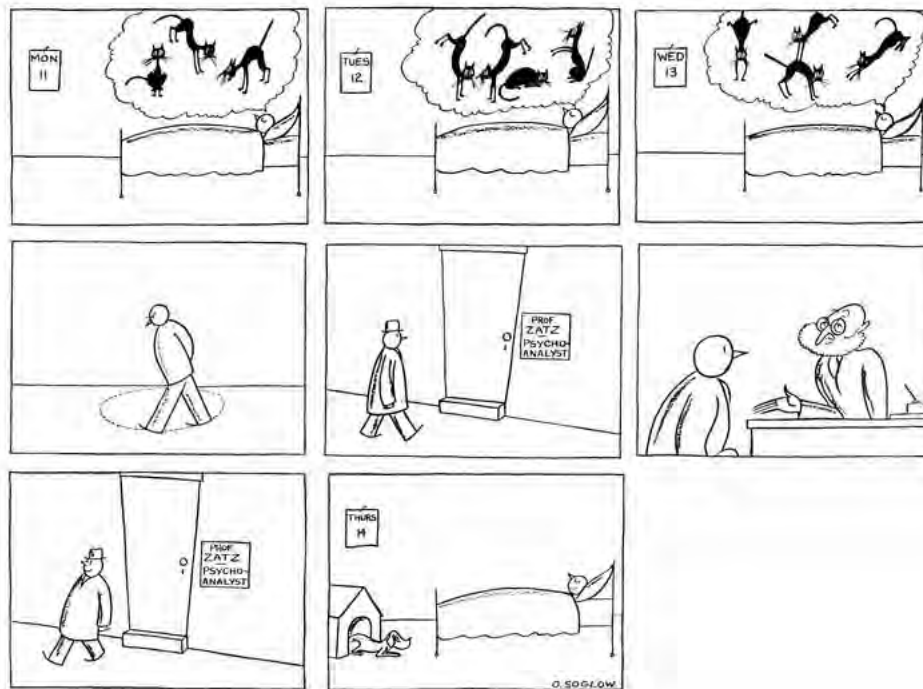




*“Whenever I want to go any place, my husband says, ‘Go ahead and go!’ ”*



*"Maybe we'd better wait till it comes around again, just to make sure."*





*"We got all the children off to school today. Would you and Fred be interested in going out and getting plastered?"*



*“About that raise in pay now, Mr. Weintraub?”*



*“With the jacket you’re decorous.  
Without—who knows what adventures!”*



*“Well, he’s written one very fine obscene novel.”*



*“When I want your advice, Madam, I’ll ask you for it!”*





*"Eugenically, it frightens me."*



*“Water moccasins?  
Why, I don’t believe I’ve noticed one in over two weeks.”*



*"I repeat—any resemblance to the Madame is the purest coincidence."*



*"The doctor told me to stay off my feet for a few days."*



*“But I want you to have it!”*



*"That's a big fib!"*



*“Do you know where we can find the Recreation Director?”*



*"Sweet Timothy, Sweeney, here it comes again!"*







OUR MODERN GALLERY OF ANCIENT FAVORITES  
*The Four Seasons*

Richard Taylor (1/16/1937)

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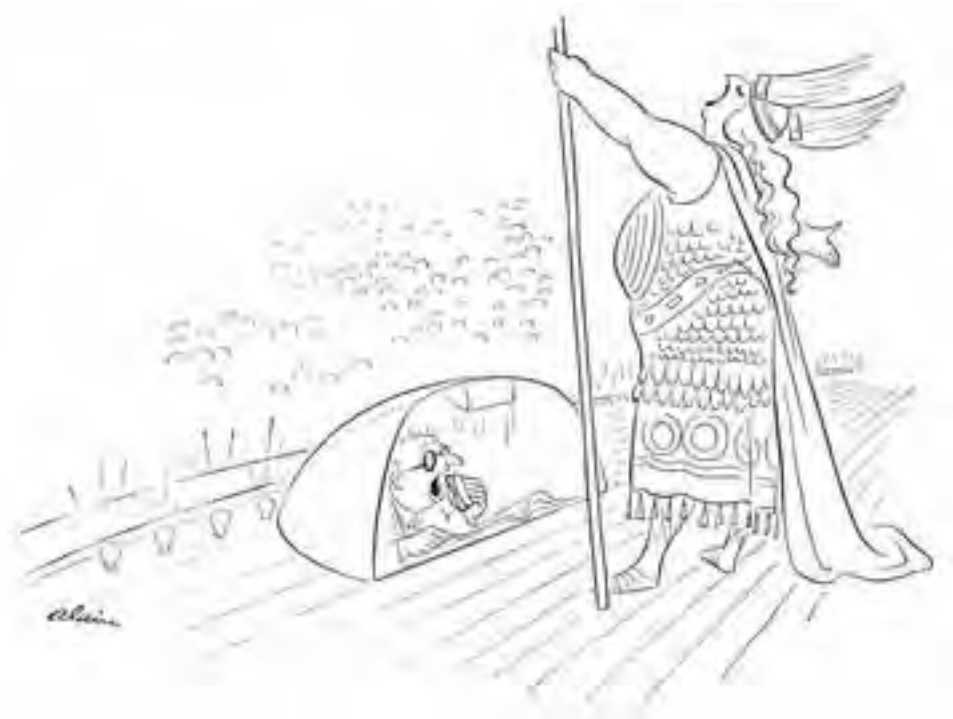


*“Got it straight? Williams covers the stay-in;  
Jaffe, the sit-down; and Corcoran, the stand-up.”*



*"I'm afraid we're not going to be able  
to conceal this much longer, Mr. Maddock."*







*“And now a little Irish poem. Would you like it in dialect?”*



*“Abdul is trying to forget women.”*





*"I won't hear a word against General Motors!"*



*The Metro-Radio-Warner Company,  
Having Advertised Its Latest Production as the Ultimate in Cinema Art,  
Closes Its Studios and Winds Up Its Business*



*"It can't be all beginner's luck."*



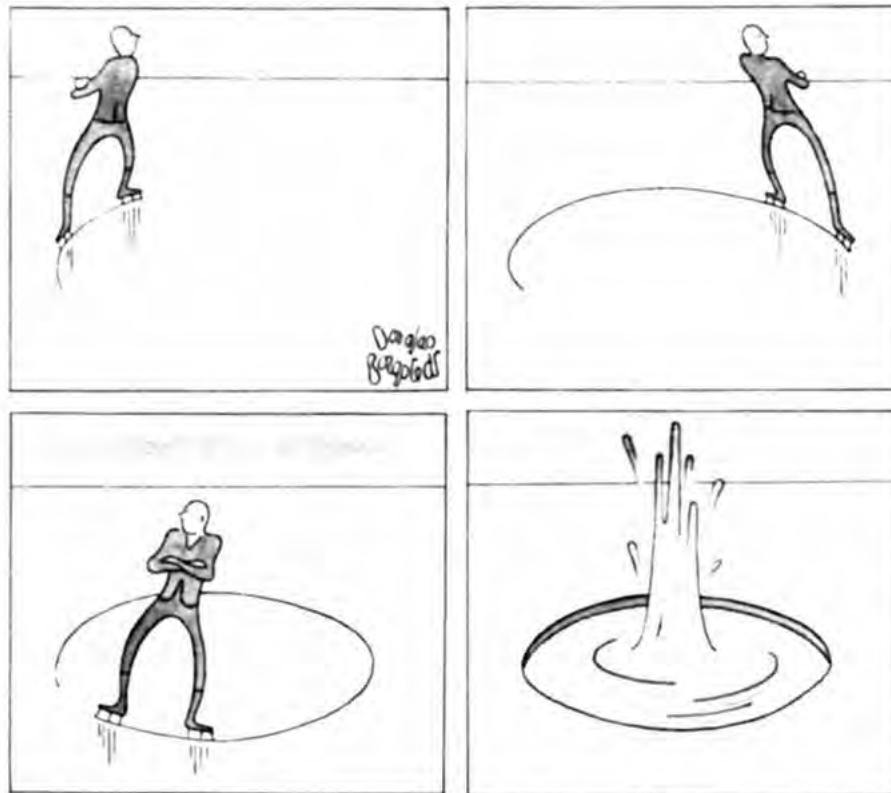
*“One day we could slip out to lunch and just never come back.  
It could be as simple as that.”*



*"I don't know whether this has any bearing on his case, Doctor, but  
he's allergic to Philadelphia scrapple."*



*“Tell me, Albert, do I dare get lit in this costume?”*





*"I said I wanted a bronze figure, not a Bronx figure!"*

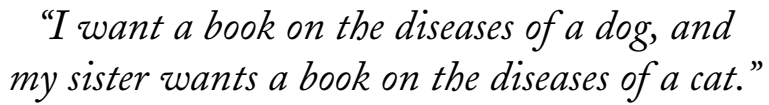




*“Alan, show Mrs. Gibson your rejection slip from the Atlantic Monthly.”*



*“May I have our Miami branch lie in wait for you?”*



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*“Mr. Fish is sorry, but Fish & Hendricks  
doesn’t care for any World’s Fair  
bonds. Fish & Hendricks wishes to be  
free to criticize.”*



*"Mush!"*



*“Which would be the most restful—go to the movies and then have dinner, or have dinner and then go to the movies?”*



*“Her mother was frightened by an Indian.”*



*“Right now I am teaching her the nice words for things.”*

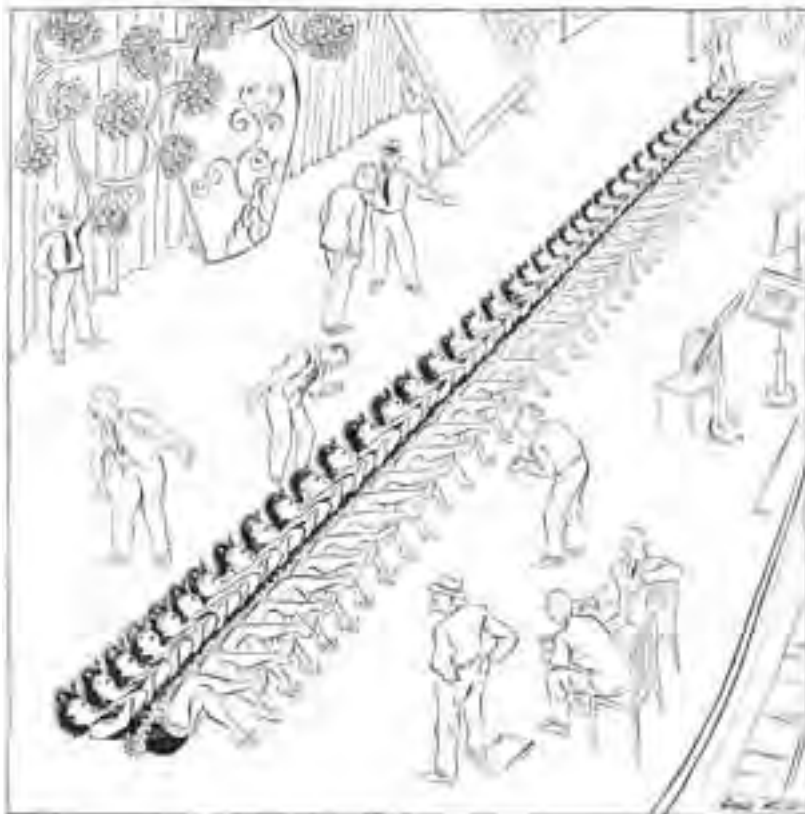




*“What would you do if Herbert Marshall  
walked into this room right now?”*



*"I'm sorry I couldn't get you  
that raise, Mr. Dean, but I—er—got you a sort of promotion."*



*The Rockettes Participate in a Lie-Down Strike*



*"First fellow I ever knew to make his own golf tees."*



*“In the interests of science, Miss Mellish, I’m going to make  
a rather strange request of you.”*



*"Isn't there some place where you can just sit?"*



*“Hello, Chief! There’s a suspicious-looking character hanging  
around this neighborhood.”*



*“Of course, at present Mademoiselle’s neck is too long, but  
our Mr. Francis is going to change all that.”*





*"The conservative merchants of Orchard Street have asked us  
to discuss a problem with you."*



*"I somehow feel we're not getting  
quite the right sort of people up here, Mr. Reineman."*



*“Poor Burdell hasn’t quite finished yet.”*



*"I don't know them either, dear,  
but there may be some very simple explanation."*



*"He says he wants us to marry and build  
a little home together, but the only name he'll give is 'Baldy.'"*

OUR OWN PREVIEWS OF HOLLYWOOD ATTRACTIONS

Katharine Hepburn and Fredric March in "Mademoiselle from Domremy"



In the little village of Domremy lives a simple shepherdess named Joan of Arc (Katharine Hepburn).



She has a beautiful voice and often sings to her sheep. (Song: "By Hook or by Crook, I Love You.")



Sometimes she hears voices. They tell her to save France and to keep her chin up.



At the change of her clothes,



and rides away to join La Pucelle.



*“This oughta make you happy, Mr. Potter—I can’t  
get a thing on your wife.”*



*"We're right back where we started. This is ordinary cow's milk."*





*"I'm going to send you the most wonderful Swede for your arthritis."*



*“Look, moths! We’d better bail out!”*



*"I have to call up my mother before and after dictation."*



*“Henderson, you’ve got to stop  
viewing the customers with that tolerant amusement!”*





*“This little hat  
says, ‘I want to go to Palm Beach.’”*



*"Here's one that will scare the pants off him."*



*"My wife tried an interesting experiment at my suggestion—a cellulose-acetate cocktail frock with phenol-formaldehyde buttons."*





*“You said a moment ago that everybody you look at seems to be a rabbit.  
Now just what do you mean by that, Mrs. Sprague?”*



*“Well, if Mildred doesn’t show up,  
we’ll just have to amuse each other.”*



*"And now I have a little surprise for you."*



*“Won’t you please sit here, sir—nearer to things?”*





*"After all, it's practically his home."*



*"Their little minds are busy every minute."*



*“Why, it’s Wilson Metcalfe! And me  
thinking all my lecherous friends were dead!”*





*"Did I hear a scream for help?"*



*"Sometimes Winnie's for sale, and sometimes she isn't."*



*"I get it now. You're Spanish, aren't you?"*





*"My husband says I look like a brownie about to hop  
down from a mushroom."*



*“Well, she has her books and I have my dogs.”*



*“Er—will you give this to the young lady at the next table?”*



*"I don't know who did  
the playing—Deems Taylor did the talking."*





*"Tell 'em to dump their industrials. Further details later."*

OUR OWN PREVIEWS OF HOLLYWOOD ATTRACTIONS

Joan Crawford and Clark Gable in "Gone With the Wind, or The Gold Diggers of 1860"



Gerald O'Hara (Freddie Bartholomew), a barefoot boy, leaves his home in Ireland to seek his fortune in America.

How he becomes quite a man (Walter Connolly) and owns Torrey, a fine plantation, and some fancy jumpers.

The darling of his heart is his daughter Scarlett (Joan Crawford), who likes to play with her father's gold watch and chain.



She tries in every way to improve her appearance.



For she is in love with the bookish, golden-haired Ashley Wilkes (Franchot Tune) and,



having him alone in his library, she confesses her love. Ashley, however, is more interested in his books.



Rhett Butler (Clark Gable) overhears her confession and



proposes her.



In the meantime, Ashley has married his cousin Melanie (Janet Gaynor) and the Civil War breaks out.



*"It still doesn't feel quite right."*





*"Aiken, my Aiken!"*



*"He had a crying jag in Tony's last night."*



*“Dealing from the bottom of the deck, eh?”*







*"To me, a dog is a dog."*



*"Dream girl! Speak to me!"*



*“And this, I take it, is the victim.”*



*“He isn’t with us any more. He was  
dismissed for being intoxicated while on duty.”*



*"Mr. Whitcomb gave it to me  
for Christmas. I hear it's marvellous."*



*“Here’s to m’ first wife, darling—she only wore one hat, God bless ’er!”*



*"I told you it wouldn't pay to go to a cheap taxidermist."*



*“Now, there’s been a lot of loose talk going  
around lately about splitting the atom.”*





*“But if I cut out ‘miss you terribly’ maybe he’ll think I’m  
just wiring for the money.”*



*“My stocks are all going up again. Is that a bad sign?”*





*"He was explaining about the inner springs, and just dozed off."*



*"I thought he was fascinating  
as King, but I wouldn't want him now."*



*"This woman'll be swell for human interest  
if she can speak English."*



OUR MODERN GALLERY OF ANCIENT FAVORITES  
*The Judgment of Paris*



*“Well, well! The Mayor’s Reception Committee!”*





*“All kidding aside, fellows, where was I on the  
night of December 13th?”*



*"Try it on, Fred. See how it looks on you."*





*“For God’s sake, give me a ticket, but don’t look like that!”*

OUR OWN SELECTION  
OF  
THE WORLD'S  
BEST-DRESSED MEN



*The Messrs. Beebe—  
Lucius and Will*



*Hermann  
Göring,  
Reichsminister*



*Mr. Sam  
Rosoff*



*Lord Lonsdale*



*"I didn't really want it, dear,  
but a strange man handed it to me, and ran."*



*"No, thanks, I've been drinking brandy."*







*“And under the Aztec there’s the Toltec, which makes three levels of civilization—if you count the hot-dog stand as one.”*



Leonard Dove (3/6/1937)

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SPLEEN (I OF 6)



*Moral Indignation*

SPLEEN (2 OF 6)



*Boiling Anger*

SPLEEN (3 OF 6)



*Dyspepsia*

SPLEEN (4 OF 6)



*Huff*

SPLEEN (5 OF 6)



*Controlled Hatred*

SPLEEN (6 OF 6)



*Mounting Bitterness*





*“And just as Dr. Ewing pronounced them man and wife, the old family lace began to crack up.”*



*“Certainly I can make it out! It’s three sea horses and an ‘h.’”*



*“I think what’s frightening you is the name ‘cocktail dress.’”*



*"It's wonderful to meet you. I was reading your book  
just this morning under the drier."*





*“Er—please, sir. We mustn’t interpret  
the word ‘hostess’ too broadly.”*



*“God bless my soul, Professor! Look at the time!”*



*“He says he’s just  
about got the government where he wants it.”*





*“Ah—here comes our Sizzling Platter.”*



*“Is there anything we can do?”*



*"I offer this pin to be marked as evidence, Your Honor. I shall prove that my client was engraving The Lord's Prayer on it on the night in question."*

OUR OWN PREVIEWS OF HOLLYWOOD ATTRACTIONS

Shirley Temple in "Little Miss Muffet"



Shirley is sitting on the milk can  
when...



Along comes The Spider, who asks  
her what her name is and gives  
Shirley her song...



She gives me her Miss Muffet number:  
"Little Miss Muffet,  
Sits on a tuffet,  
Eats her hamster all day—hey, hey!" at



The Spider says he is blind and has no  
one to look after him and if Shirley  
will go with him he will provide her  
with fine clothes and lots of hamsters.



Sings you:  
"You don't need fine clothes and hamsters  
If you have a heart of gold."



A crowd has gathered, and The Spider  
is taking up a collection, when



one of the law appears and orders  
The Spider to move on.



Shirley is about to run away when a policeman pulls up and



the wealthy Mrs. Brewster (Helen Westley) alights.



Reprises "Little Miss Muffet," etc.





*“Son, if you-all bring a gal from Calf Crick into this yere house,  
there’s gonna be lead a-flyin’ up an’ down Sand Valley.”*



*“Technique alone does not suffice. We must add a dash of ourselves.”*



*“She said she didn’t need an appointment.  
She told me to just mention the Texas Centennial.”*





*“If Madam is anything like me, she’ll succumb to the alligator.”*



*"Have you 'Enjoyment of Laughter,' by any chance?"*





*“You see? In time they’re bound to weed themselves out.”*



*“There! That’s what Joan Crawford has!”*



*“You spoil it all, Mary, by always tugging at your girdle.”*



*"I found her in the Grand Central. She was lost, and crying."*



OUR MODERN GALLERY OF ANCIENT FAVORITES  
*Echo*

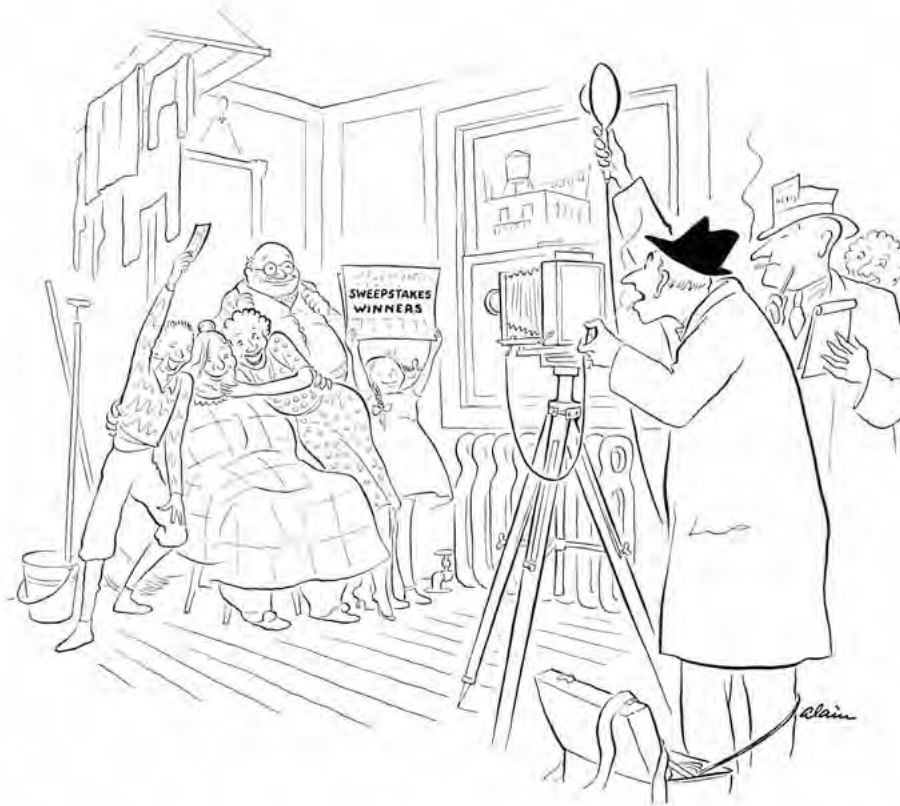
Richard Taylor (3/20/1937)

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*"I tell you there is no jack pot!"*







*"I can't help you, Mrs. Benton, unless you give me your complete confidence."*



*“Miss Friedman, a coronation ensemble.”*





*“Now tune in on Boake Carter, Lily, and leave us alone.”*



*"It's exhibited by a Mr. Frankenstein."*





*"Hello, Mother? I got the job!"*



*"I like it because  
there's nothing cringing about it."*





*“Couldn’t you do all that in the cab?”*



*"I was at the Town Hall all afternoon. Do I look it?"*



*"You are very fond of peanut butter."*



*"They think I'm God."*



*"Heavens, there's Mother!"*





*“Darling, the Prefab Homes man was just here and he wants us to turn this in for a 1937 model. He says he’ll allow us \$1,200.”*



*"This is very unusual weather for Glen Ridge."*



*"It's a naïve domestic Burgundy without any breeding,  
but I think you'll be amused by its presumption."*

A VARIETY OF LIES (I OF 8)



*Commercial  
Misrepresentation*

A VARIETY OF LIES (2 OF 8)



*Fantasy*

A VARIETY OF LIES (3 OF 8)



*Cock-and-Bull Story*

A VARIETY OF LIES (4 OF 8)



*Elaborate Fiction*

A VARIETY OF LIES (5 OF 8)



*Wishful Thinking*



A VARIETY OF LIES (6 OF 8)



*White Lie*

A VARIETY OF LIES (7 OF 8)



*Munchausen Yarn*

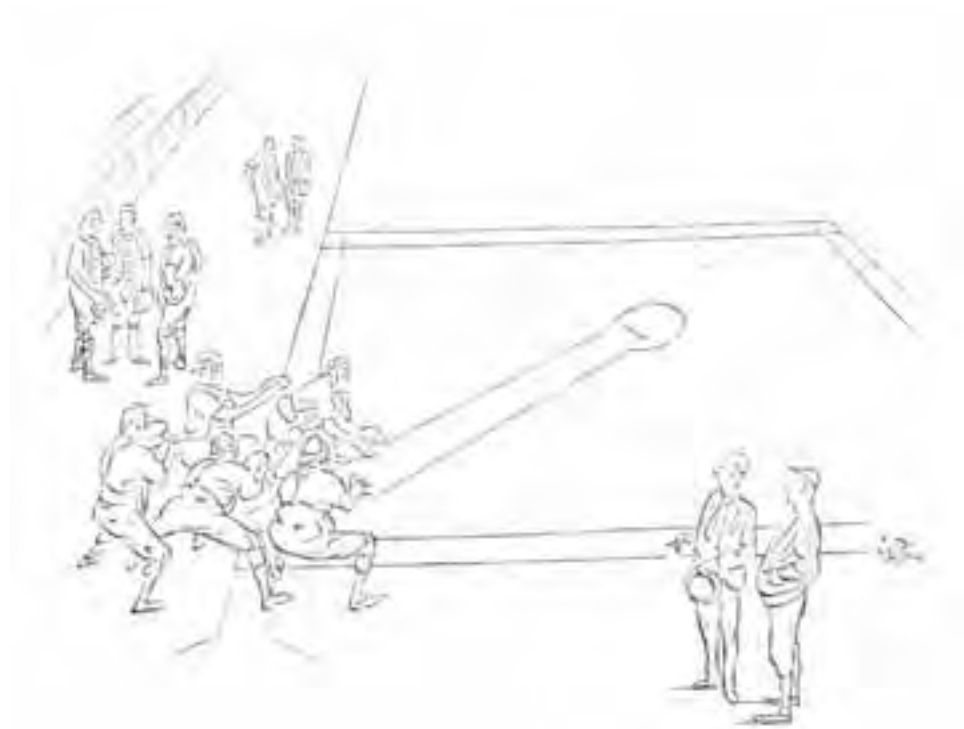
A VARIETY OF LIES (8 OF 8)



*Telephone Alibi*



*"Tell the doctor I can't see him until I finish dictating."*



*"They all look promising enough, but I wish we had greater diversity."*



*"Is this true?"*





*“He gave me the cutest roadster—and I want  
to give him something too.”*





*“Ladies, I don’t give a damn what you think of Mussolini’s love life!”*



*“Flowers! How quaint!”*





*"I never got a chance to return to the scene of the crime."*

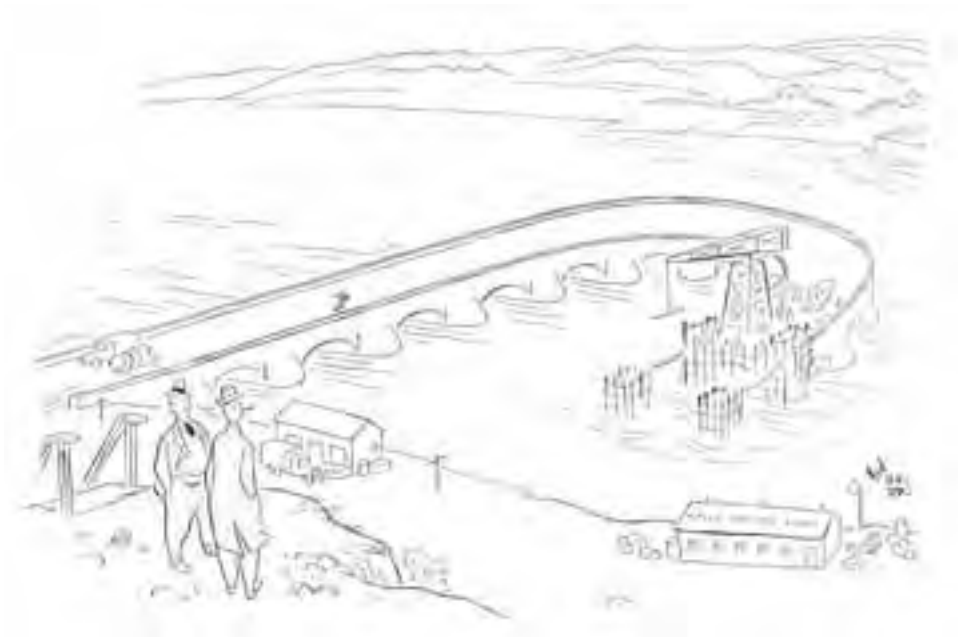


*"I dunno. He came out of Essex House and he's been setting the pace ever since."*



*“... but you mustn't quote me, gentlemen.”*





*"They changed their mind."*





*"I shall never forget my  
second wedding—forty-six people felled by ptomaine."*





*"And this is our game room."*



*“Of course, it shouldn’t be taken too seriously.”*



*“And here is the sequel—‘What  
to Do With Friends After You’ve Won Them.’”*



*"This is the round that starts them weeping  
for the Spanish Loyalists."*



*“He says, ‘My house is your house.’”*



*"This is very unusual for the Plaza, isn't it?"*





*“There’s a lull in the market right now, honey. Why don’t we seize it?”*



*"They've always brought me up very carefully."*





*"Push his face in, Mickey boy!"*



*“Well, yes, she has a Southern  
accent. But if you don’t notice it, it goes away.”*



*“Take a crank letter.”*





*"I can't make up my mind whether to grow a mustache or not."*





*“Miss Ullman will take over now—if you don’t mind  
changing horses in midstream.”*



*"Tell Miss MacDonald no more Civil War."*



*"It's a circle of ruthless international spies. They eat here every Thursday night."*



*"I'm getting tired of you throwing your weight around!"*



*“A man named Balzac wrote the book  
and Hugo Dresser, Nat Marcus, Eddie Katz, Joe Prout,  
Sid Prosser, and Irving Rothberg wrote the screen play.”*



*“Mr. Stowe is on the terrace, Ma’am. He’s—er—dropping hot pennies  
on the sidewalk.”*



*"May we peek?"*



*"My dear, we've found the loveliest apartment. There's the cutest little tree right in the next yard!"*





*“Would you mind nudging me at a quarter to five?”*



## VERNAL INTERLUDE



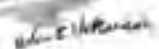
*“That’s funny. I wonder what became of Mr. Zacchini.”*



*"No, Fenley, no! That isn't the Scout way of doing it."*



*"Step in closer, please! Don't block the sidewalk!"*



*"My husband is going to shoot me, but I don't care."*



*"I want you to meet the Reverend Doctor  
Pilkham. He's a convert."*



*"I'm terribly sorry about that hiccup."*





*“Mr. Breslin has asked to meet  
you. He’s gathering material for a short short story.”*



*“Now this apartment has mountain goats.”*

OUR OWN PREVIEWS OF HOLLYWOOD ATTRACTIONS  
Fred Astaire and Ginger Rogers in "Madame Butterfly"



Enlistment Pinkerton (Fred Astaire) is in a jipitson in Japan with the U. S. Navy.



He stops at a teahouse for refreshment (too) and falls in love with Cho-Cho-San (Ginger Rogers).



Conforming with Japanese custom, he has left his shoes at the door and is helpless in his stocking feet.



Spurred on by his ardor, he recovers his shoes.



and tells Cho-Cho-San of his love.



'Kochiwa she responds, him--



she tells him that she is engaged to money Prince Yamadori (George Arliss).



"You butterfly with me," says Pinkerton, "and be my Yokohama mammy." (Song: "My Yokohama Mammy." Pinkerton, Cho-Cho-San, geisha, and U. S. Navy.)



*“Martha’s Vineyard—it doesn’t sound like a place with men.”*



*"I'm sorry, but we New Yorkers use the two centre tunnels for automobiles  
and the two outside ones for pedestrians."*



*"Surely you identify me now?"*



*"I wish she'd go to town, don't you?"*



*"It's delightful you can be with us tonight, Mr. Willis."*





*“Oh dear, I didn’t know you would do that to it.”*



*“Here comes that Mrs.  
Glasgow. She’s the one that always travels with her own sheets.”*



*"I want something that won't  
show the hairs of a brown dog and a gray cat."*





*“Emma, I just felt I had to talk  
to someone. I’m alone with two hundred thousand books.”*





*"For heaven's sake, Albert, call up Henderson's quick!"*



*"The lady in 912 wants her bed moved so she'll be  
in line with the earth's magnetic field."*





*“She played in ‘Elephant Boy’ and she can’t seem  
to get used to a workaday world again.”*



*"I'm afraid you've gotten the wrong impression of me, Mr. McCarthy."*



*“And think of it—pure gold! Not six, not eight, not ten, but twelve carats!”*



*"Forsythe must of been looking at those pictures in Fortune again."*



*"I tell you this is not the house  
the body was found in!"*





*"I've dreamt of this for years, Ed."*



*“Do you find curtain rods confusing?”*





*“Today Mr. Chatfield is going to show us a little—but not too much—of the horror in Spain.”*



*"Guess what Elizabeth Arden wants to do to me!"*



*"Is your wife in? I'm her childhood sweetheart."*





*“And now the royal—ah—equipage is passing through Trafalgar Square. If you’ll listen carefully I think you can manage to hear the cheers of the populace as Their Majesties bow and smile in response to one of the greatest ovations old London has ever heard. This traditional ceremony . . .”*



*“Please remember that Mr. Perelli’s views are his own, and not those of the Department of Sanitation.”*



*"I have to do all the buying because  
George won't say tuppence ha'penny. He says it's silly."*



### LITERARY RENEGADES

*The Albert Payson Terhune Collie Who Failed To Stop a Runaway*





*“He says he’ll pose for you if you’ll pose for him.”*



*“Dr. Rathbone told her she was  
disingenuous and she’s been acting that way ever since.”*



OUR MODERN GALLERY OF ANCIENT FAVORITES  
*Susannah and the Elders*

Richard Taylor (5/8/1937)

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*“Live all the time like it’s your last day on earth  
is my philosophy, Miss Hunter.”*



*"I think I'll have my coffee in my cell, if you don't mind."*



*"They're trying to find a way to kill dandelions."*



*"I've told him there's nothing doing, but they just keep sitting there."*



*"Now this one has more go."*







*"I haven't any use for  
a detective who lets five or six people get killed."*



*“Speyer Hospital! And drive like mad!”*



*“That’s Weinstein, from Notions, with our Miss Sabine.”*



*“Did you ever see anyone so changed as poor Eustace? The doctor says it’s the worst case of jaundice he’s ever seen.”*



*"Watch out, he bites!"*



*“Bravo, Farnsworth!”*



*“Orchids! Orchids! You never bring me anything but orchids!”*





*"Poor Mervay is certainly having his share of labor troubles."*



### LITERARY RENEGADES

*The Erskine Caldwell Farmer Who Paid Off His Mortgage*

Gluyas Williams (5/15/1937)

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*"Maybe they'd like us to say 'good night' already."*



*"I want it distinctly understood, Barbara May, that half of those coronation pictures are Alicia's."*



*"Now, you mustn't expect miracles of me the first day."*





*"Herbert has gone  
to Chicago and I'm going to baby myself."*





*“Observe, gentlemen, the action  
of Kuttkleen razor blades on a particularly stubborn area.”*





*"Now Hardingham's gone. That's the third man we've lost in two weeks."*



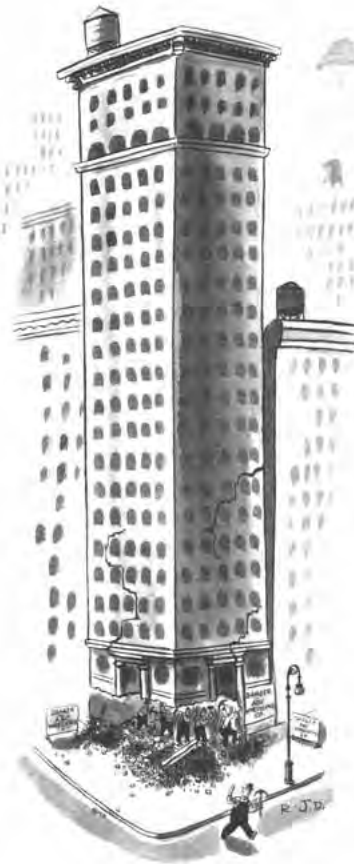
*"And please help me to go to town tomorrow  
in American History!"*



*"Before the tornado my hair was as straight as a string."*



*“Well, one of us has to wave something.”*



*"All right, all right, have it your own way then!"*



*"I was voted the biggest heel in school, Mamma!"*





*"Follow that pigeon!"*

THE ART OF STRIP-TEASING, DRIVEN FROM BURLESQUE,  
SEEKS OTHER OUTLETS (1 OF 5)



*Marguerite dreams of Faust*

THE ART OF STRIP-TEASING, DRIVEN FROM BURLESQUE,  
SEEKS OTHER OUTLETS (2 OF 5)



*“All the perfumes of Arabia . . .”*

THE ART OF STRIP-TEASING, DRIVEN FROM BURLESQUE,  
SEEKS OTHER OUTLETS (3 OF 5)



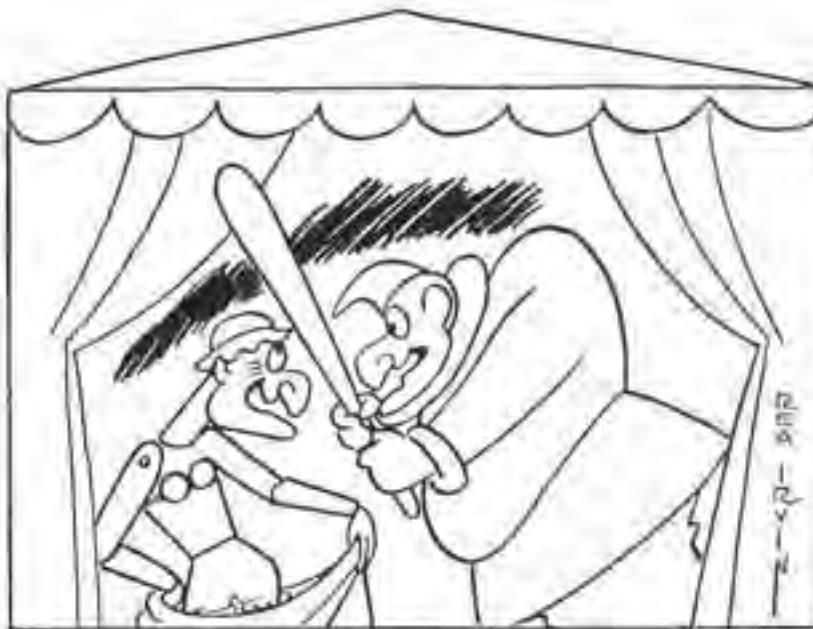
*“The quality of mercy is not strain’d, it droppeth . . .”*

THE ART OF STRIP-TEASING, DRIVEN FROM BURLESQUE,  
SEEKS OTHER OUTLETS (4 OF 5)



*“Soft you now! The fair Ophelia . . .”*

THE ART OF STRIP-TEASING, DRIVEN FROM BURLESQUE,  
SEEKS OTHER OUTLETS (5 OF 5)





*“Your Honor, the defence  
claims this to be a clear case of mistaken identity.”*



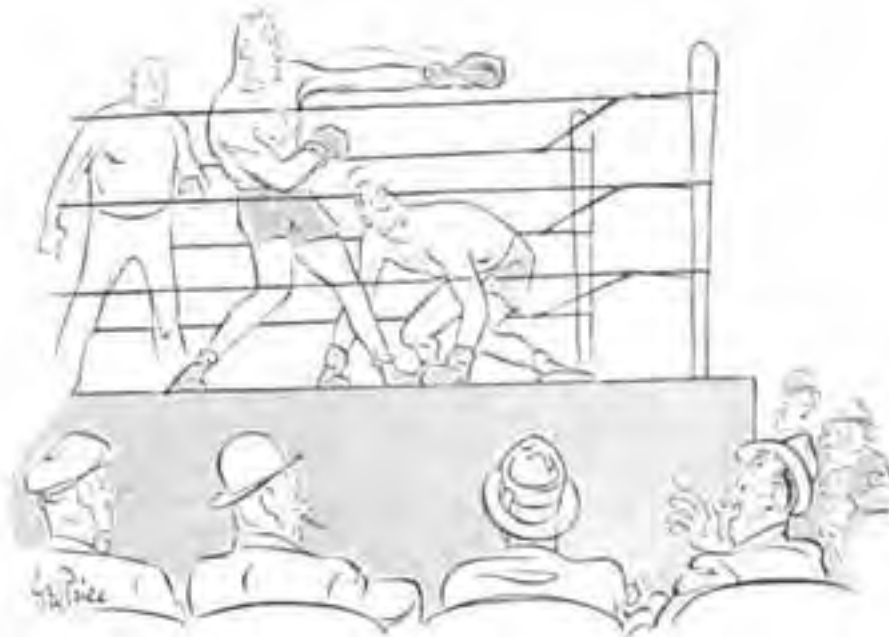
*“You’ll be surprised the kind of service we give you at Wyvern Manor.”*





*“Mrs. Hersey tells me that the program committee has William Rose Benét, Amelia Earhart, Dorothy Thompson, John Mason Brown, and the English Singers up its sleeve for next year.”*





*"Boy, what a left!"*



*"It's funny, Somerset Maugham always sees right through me."*



*"She just won't start, sir. God knows why."*

## HIGHER LEARNING ON MORNINGSIDE HEIGHTS (1 OF 5)



*“Yes, but what do you mean by Truth?”*

HIGHER LEARNING ON MORRINGSIDE HEIGHTS (2 OF 5)



*Protest*

HIGHER LEARNING ON MORNINGSIDE HEIGHTS (3 OF 5)



*Platonic Friendship*



HIGHER LEARNING ON MORRINGSIDE HEIGHTS (4 OF 5)



HIGHER LEARNING ON MORRINGSIDE HEIGHTS (5 OF 5)



*"I don't look at 'em psychologically at all. I just like 'em feminine."*



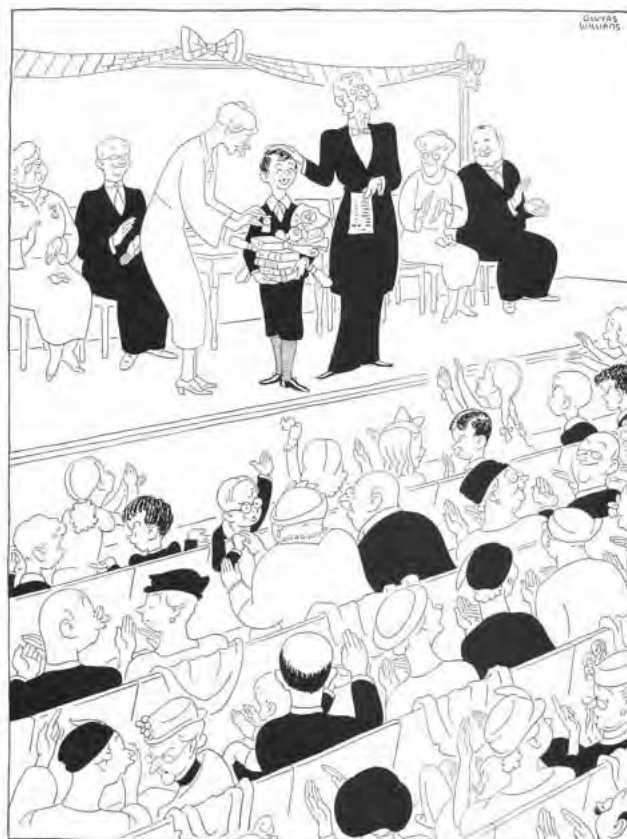
*"Won't you step in and look at my etchings?"*



*“Meyer, make him stop looking at me that way.”*



*“She’ll be home Wednesday morning, Ma’am,  
but I understand she’s leaving again Wednesday evening.”*



### LITERARY RENEGADES

*The Booth Tarkington Little Boy Who Won All the Prizes at Graduation*



*“Yoo-hoo—George! Chanticleer!”*







*"This is Miss Cullen, dear. A sort of—uh—rival for my affections."*



*"I imagine it's the University of Southern California."*



Constantin Alajalov (5/29/1937)

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*"I understand they're the old Minsky trade."*



*“Is there anything new about Queen Victoria?”*



*“According to this almanac  
we should see a total eclipse next Tuesday.”*



*"I hope I haven't alarmed you about Dartmouth."*



*“... and this is the chaperone she used to bring with her.”*





*"Well, whoever he is, every time I ring up a dollar  
he snatches out thirty cents."*



*“Now out back we have another cute idea I want you to see.”*



*“Come, Anderson, you’re  
letting the whole Music Hall down.”*

STREAM OF CONSCIOUSNESS (1 OF 3)



STREAM OF CONSCIOUSNESS (2 OF 3)



*“... I must be damned intelligent or I wouldn't be  
thinking these thoughts ...”*

STREAM OF CONSCIOUSNESS (3 OF 3)



*"... I should say not I wouldn't! Who does he think I am? What does he think? I should say not! Some nerve! ..."*



*“An action photo has just been taken of you. By sending twenty-five cents  
in coin or stamps . . .”*







OUR MODERN GALLERY OF ANCIENT FAVORITES  
*Daniel and the Lions*



*"The boys call me 21 for short."*



*“Here’s the same scarf with the abdication speech on it—or do you prefer the polka dots?”*



*“Er—travelling alone?”*



*"I believe that's ours, thank you."*



*"That must have cost the Wrigley people a pretty penny."*



*“Oh, Madam mustn’t fight her way into it.”*

STREAM OF CONSCIOUSNESS (I OF 3)



*“... The old nitwit. Suppose I called him ‘Nitwit’!  
For God’s sake, control yourself, Mabel! ...”*



STREAM OF CONSCIOUSNESS (2 OF 3)



“ .....  
.....  
.....”  
.....

STREAM OF CONSCIOUSNESS (3 OF 3)



*"... What a lie! What a brazen lie!  
Right here in my own house, right to my  
face! Well I never! ..."*





### LITERARY RENEGADES

*The Zane Grey Hero Whose Shots Somehow Went Wide*



*“Hey, look out where you throw your cigarette butts!”*



*“She predicts either war or the end of the world in October.”*



*"Well, all set for Rockaway next Sunday."*



*"To you it drags—to me it stinks."*





*"I'm barefoot."*



*"Of course you wouldn't feel like it every day."*



*"I ain't got it. I just handle the pocket magazines."*



*“Of course, some of the appointments belong to the present tenant and don’t go with the apartment.”*



*"Sweets?"*



*"You'd better go now, Mother. I think I heard the warning gong."*



*“Oh, Edgar—I never dreamed it would be like this.”*



*“Ready . . . Contact!”*





*“Everybody in Bali  
wears clothes now. The place is utterly spoiled.”*



*“Good morning, gentlemen. Check your house for termites?”*

MORNING PAPER—9 P. M. (1 OF 7)



*Copy Desk*

MORNING PAPER—9 P. M. (2 OF 7)



*“Copy!”*

MORNING PAPER—9 P. M. (3 OF 7)



*“When little Albert M. Fogarty, 4, said his prayers and tumbled into his bed in the seventh-floor apartment in which his parents live at 1267 Bushwick Ave., Brooklyn, late last night after the most exciting day of his life, the world must have seemed to him to be . . .”*

MORNING PAPER—9 P. M. (4 OF 7)



*Deadline*

MORNING PAPER—9 P. M. (5 OF 7)



*City Desk*

MORNING PAPER—9 P. M. (6 OF 7)



*Assistant Society Editor*



MORNING PAPER—9 P. M. (7 OF 7)



*News Conference:  
A good murder, but it's on Staten Island.*



*“... and I want you all  
to write me care of the American Express, Venice.”*



*“Up?”*



*“There’s that style pirate from Manberg’s again.”*





*"It's supposed to be better."*









*“Why, Mr. Barlow! It is Mr. Barlow, isn’t it?”*

STREAM OF CONSCIOUSNESS (I OF 3)



*“ . . . That for Martha and that for the brat. That for Martha and that for the brat. That for Martha . . . ”*

STREAM OF CONSCIOUSNESS (2 OF 3)



*“... Boy, oh boy, what a mess! It’s  
a gold mine ...”*

STREAM OF CONSCIOUSNESS (3 OF 3)



*“... pushing me around like that. What a fitter! One more —just one more push like that and I’ll slap her ear in. ‘Maison Nanette.’ Nanette my eye! ...”*





*“He says he’s just plain worn out.”*



*"Darling, the Esterbrooks have never seen  
anyone shave with an electric razor."*



*"I still think what you need to put the whole thing over is one centrally-located strip-tease artist."*





*“Madam, Mr. Robert has returned from Hotchkiss.”*





*"Our next problem, dear, is the hippies."*



*“Ahem. Oh, Cummings!”*



*“Right there is where I fell through the ice last winter.”*



*"And they said it wasn't practical!"*



*"It is unfortunate that I didn't get your case earlier, Mrs. Perkins."*



*“Could I wash my hands while you compound my interest?”*





*"It's up to them to call. They were here first."*



### LITERARY RENEGADES

*The Wodehouse Butler Who Fell Down in a Crisis*



*“Look, dear! I’m a peasant.”*



*"She's sex-starved."*





*“Could you direct us to the Mohawk Trail?”*



*"I don't know why I keep telling him  
I'll marry him—he always forgets it the next morning."*



*“My, my! What won’t Simon & Schuster think up next?”*







*"We get a new radio every week. Father has to silence Walter Winchell in his own way."*



*“No, no, Miss Huston! Like this!”*



*“Do you think if we all got together we could persuade Mr. Kirby  
to carry gluten bread?”*



*"Armbruster here has what I think is a marvellous suggestion."*



*“We don’t bother with meals any more—just tea and fortune-telling.”*



*“Mr. Dade challenges anyone  
in favor of the C.I.O. to step outside and settle it.”*



*“Plotkin, may I have a word with you—alone?”*





*“Chewing gum?”*





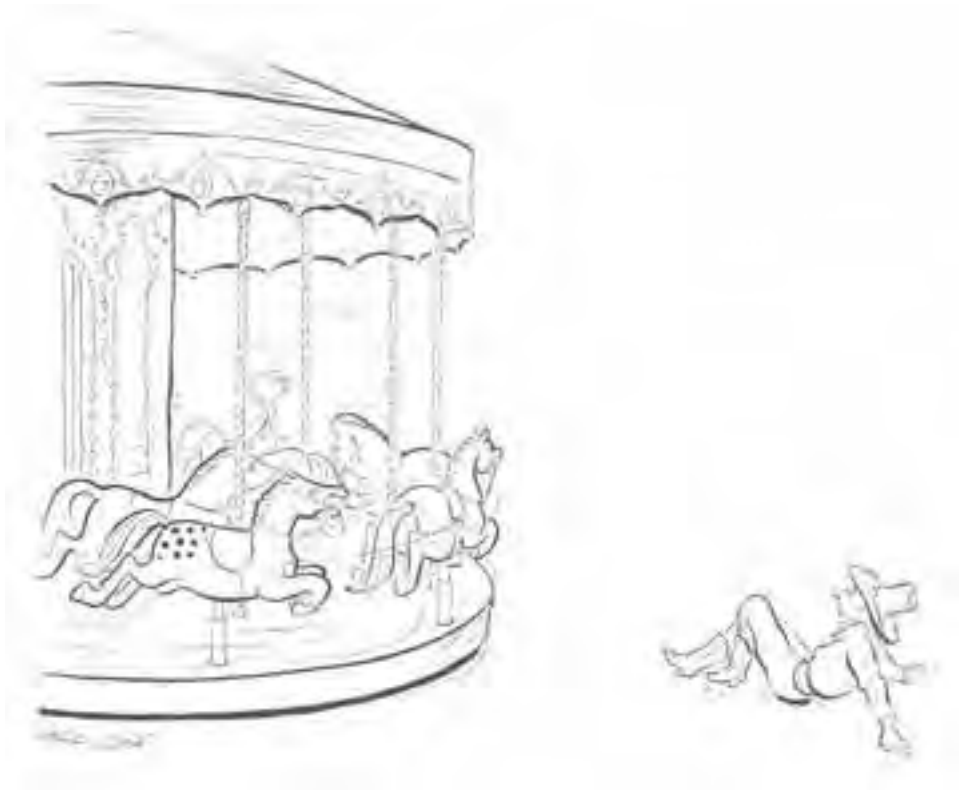
*"Dr. Belknap has finally okayed my stomach."*



*“My wife got him in the South.”*



*“Do you think no makeup at all would look too affected?”*





*“Oh dear, there goes Mrs. Murdock!”*



*"I'm afraid you'll find us a bit changed since your  
great-great-grandfather was with us."*





*“Now close your eyes, Mr. Ogden.”*



*“Once I never knew I had a body. Now it is a  
living part of northern New Jersey.”*



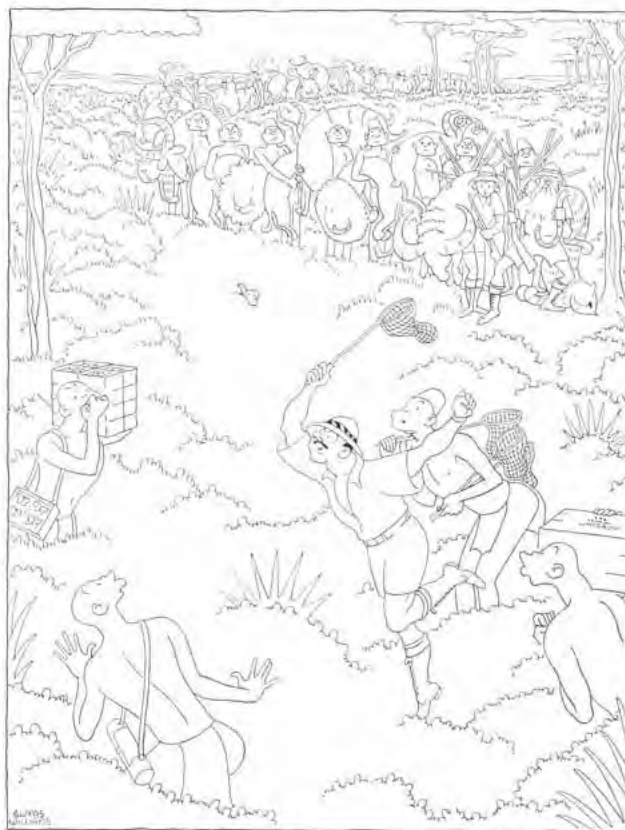
*“Gee, Mabel, I wonder how the Dodgers made out.”*



*"I tell you it's silly for both of us to rush the net together!"*



*"This one belonged to Catherine the Great."*



### LITERARY RENEGADES

*The Ernest Hemingway Hero Who Suddenly Went in For Butterflies*



*"Hello. Got over your mad?"*



*"I dread the day when I'll have to tell him about sex."*





*"Now, you citizens be milling around."*

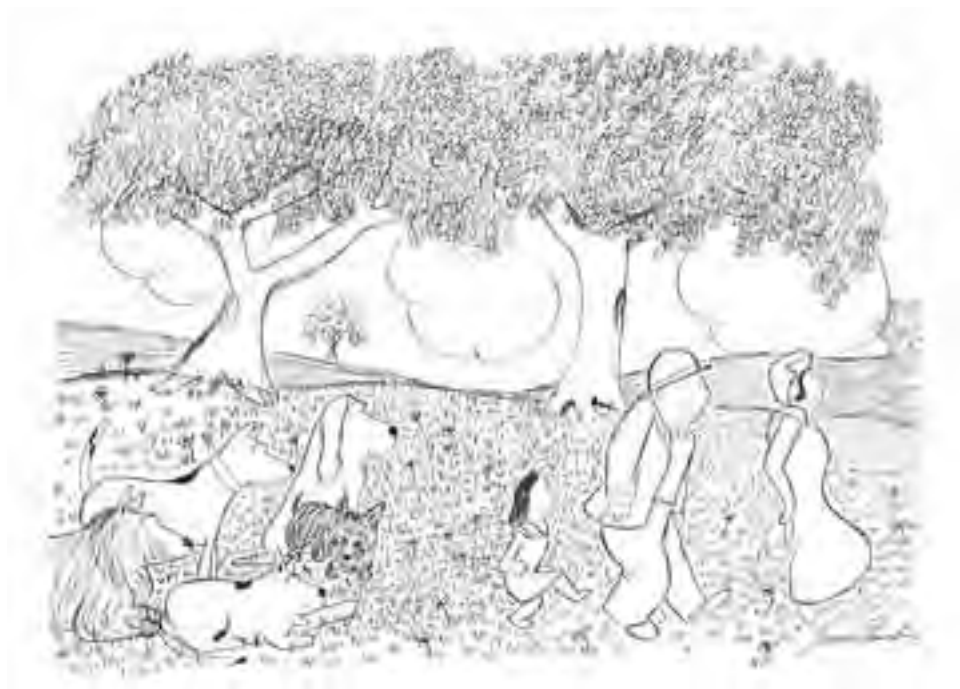




*“Buy a balloon quick,  
somebody—for God’s sake!”*



*“You mean nobody took any pictures?”*



*“There go the most intelligent of all animals.”*



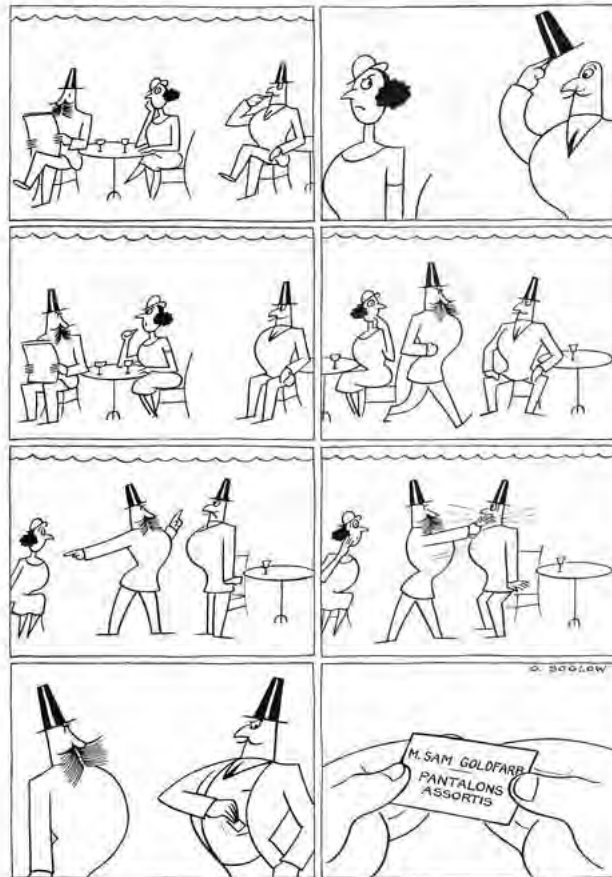
*"Finders keepers, Mrs. Blakemore!"*





*“Let’s wait for a later bus, Max. The six-thirty  
will be too crowded, and you know how I can’t stand crowds.”*







*“And do come early. We’re going to experiment with making mint juleps.”*



*“Come, Clem, it’s time for you to stroll through the dining room  
and ask if everything is all right.”*



*“Latins, I presume.”*



*“Now don’t worry, Mr. Delmar. You knock him out  
in the first round, the script says.”*



*“Speaking solely as an interior decorator, Madam, I should recommend divorce.”*



*“Of course, you could wear it with your tongue in your cheek.”*



*“Well, I still claim it was  
a good site for a sawmill when we moved here.”*





*"Manna!"*

Robert J. Day (7/31/1937)

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*“She got to know him through one of those cute ads in the Saturday Review of Literature—you know, the kind that starts ‘Introspective bachelor seeks kindred soul.’”*



*"We can dispense with those long low whistles, Mr. Fitch!"*







*“I see a uniform.  
You are eating—no, you are selling ‘Good Humors.’ ”*



*"I beg your pardon."*

SMALL FRY  
PRECOCITY (I OF 6)



*Sport*



SMALL FRY  
PRECOCITY (2 OF 6)



*Virtuoso*

SMALL FRY  
PRECOCITY (3 OF 6)



*Siren*

SMALL FRY  
PRECOCITY (4 OF 6)



*Chess Master*

SMALL FRY  
PRECOCITY (5 OF 6)



*Tap Dancer*

SMALL FRY  
PRECOCITY (6 OF 6)



*Intellectual*



*"My goodness, what a persuasive fellow!"*



*"I know it's the hackneyed thing to say, Judge, but  
to err is human."*



*"I'm thinking of starting a novel."*





*“Marie, how many times  
do I have to tell you? Always serve from the left!”*



*Where? I don't see four states."*



*“Here’s the guest room. Just make yourselves at home.”*



*"There was a cow in the grove."*





### LITERARY RENEGADES

*The Kathleen Norris Heroine Who Didn't Wait for Mr. Right*

Gluyas Williams (8/7/1937)

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*"We had a mighty fine pterodactyl here, Professor, but it flew away."*



*"She isn't really quaint at all. She's a college graduate."*







*“Sidewalk cafés—just like New York!”*



*"I found out it's more comfortable this way."*



*“Well, well, I’ve often wondered  
what happened to old Running Wolf.”*



*"But, dear, you pretended you were asleep the last time  
Mrs. Altmead was here."*



*“Any other woman would crack under the strain.”*



*“Dr. Carlson, Dr. Gillespie, Dr. Opdyke, and myself  
believe it was something you ate.”*

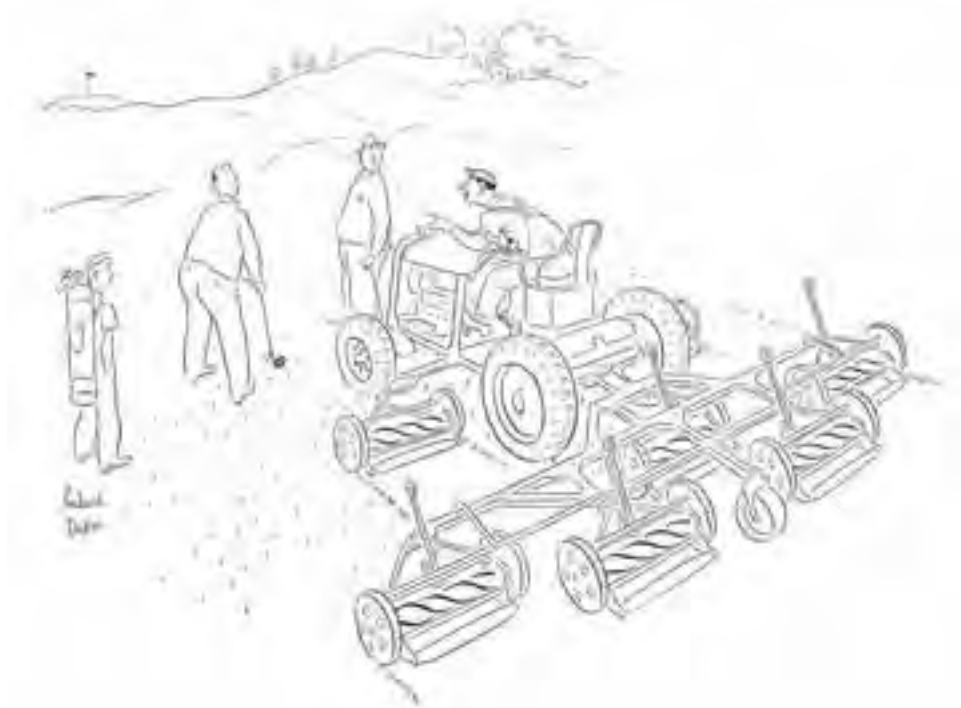


“Κόψτε απ’ ἐδῶ!”





*"It's all right, dear.  
It's just to tell you when the toast is done."*



*“May I drive through?”*



*“Now we’re in a nice jam! I thought you could write.”*





*“My wife is sort of a back-seat driver, you know.”*



OUR MODERN GALLERY OF ANCIENT FAVORITES  
*Leda and the Swan*

Richard Taylor (8/14/1937)

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*"This is just about the time he buzzes for his aspirin."*



*“... and with each volume  
of ‘Blood All Over’ we  
supply a detective to help unravel the mystery.”*







*"Hello, badminton champion!"*



*“Don’t forget your pause for station identification.”*



*“Really, they’re just a hobby with me—like your stamps.”*



*"I admit your ØBK key had me guessing at first."*



*"Is there anything we can do over here?"*



*“They’re semi-symphonic with fifteen minutes of rowdy comedy.”*

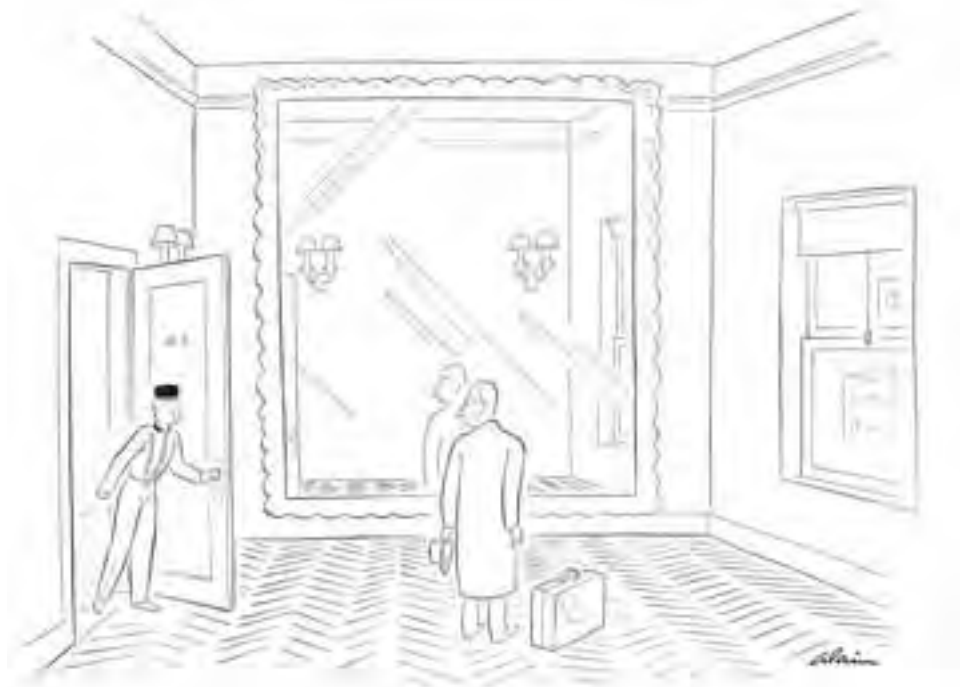


*“In her next picture  
Marlene Dietrich will have a baby in Technicolor.”*





*“Would you mind giving us the name of that dive, Miss Hanley?”*



*"Just ring if there's anything you need, sir."*



*"All right. But remember, I'm going under protest."*







*"Would you care to renew that subscription, Mrs. Wallace? I've decided to take some postgraduate courses."*



*“Does he still get a hundred and  
thirty thousand dollars?”*







*“Interesting case of pituitary overdevelopment.”*



*"I never thought of looking for you here. I went straight to the morgue."*



*"It's just gin and vermouth and a dash of current jelly."*



*"Something's wrong with our radio, too."*



### LITERARY RENEGADES

*The James Farrell Hoodlum Who Rose Above His Environment*

Gluyas Williams (8/28/1937)

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*"Ed wants to let  
the place furnished, to a business rival."*



*“He has one of the keenest minds in the country.”*



*“Hello! Is this the Simmons Company?”*





*"Dig here."*



*“No, no, Finlay!  
We tie it at  
the other end.”*



*"He's just trying an idea he got out of a book."*



*"You know, Mrs. Postlethwaite,  
I never saw hair with so much fight in it."*





*“Writer?”*



*"I hear war may be declared any day now."*



*“Say, Donovan, do we have one with muffled oars?”*





*“Don’t be afraid to slap his hands. He’s an awfully good sport about it.”*



*"Podden me! I thought you was somebody else."*



OUR MODERN GALLERY OF ANCIENT FAVORITES  
*The Fall of Man*

Richard Taylor (9/4/1937)

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*“Don’t you love these abandoned farms?”*



*“Oh, he’s a very good obstetrician—except  
for his habit of shouting ‘Presto!’”*



Robert J. Day (9/4/1937)

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*"I've come to make a phenomenal change in your business!"*







*"For heaven's sake, Mr. Weaver, do something! She's starting to waver."*



*"What's become of the old Police Gazette?"*





*“And you! What do you think of this third-term nonsense?”*



*“He’s a bloodhound, but of course he doesn’t have  
to do anything about it here.”*





*“O.K. You may rest now, Miss Manahan.”*



*"I thought you  
just wanted an autograph."*





*“Certainly we have trains to Litchfield—bicycle, camera, railroad-fan, fold-boat, or ski in season.”*



### LITERARY RENEGADES

*The Walter Pitkin Man Who Went Sour on His Fortieth Birthday*

Gluyas Williams (9/11/1937)

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*"I guess you're just not cut out for this kind of work."*



*"The Better Business Bureau is on the phone."*



*“Oh, I almost forgot! You  
played a minor rôle in a dream I had last night.”*



*"Please, Miss Johnson!"*





*"Don't worry, Madam, we'll  
cross that bridge when we come to it."*





Baron Davis (9/11/1937)

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*"I haven't got any personal objections to having a fife-and-drum corps up here—only I don't think there's enough gin."*





*“We can’t ask him to take it down if it’s his mother.”*



*“More friends of yours! I wish to God you’d never heard of Dale Carnegie!”*



*"She's not his wife. She ate  
his wife the first day we put her in with them."*



*“But I thought I had another, an older one.”*



*"Pardon me, could you direct me to the Casino?"*





*“You’re enjoying this—I can tell.”*



*"The man is here to tune the Minipiano, Ma'am."*



*“Come, come, Hillson! You’re acting like a freshman.”*



*"I can't get home tonight, darling. Officer Perley buttonholed me on the street today."*





*“What I really want to do is write plays.”*



*“Have you a rag paper edition of the Times?”*



*"I'm wearing gloves because  
I don't want to leave any fingerprints around."*





*“Hey, you. Pull over to the curb.”*



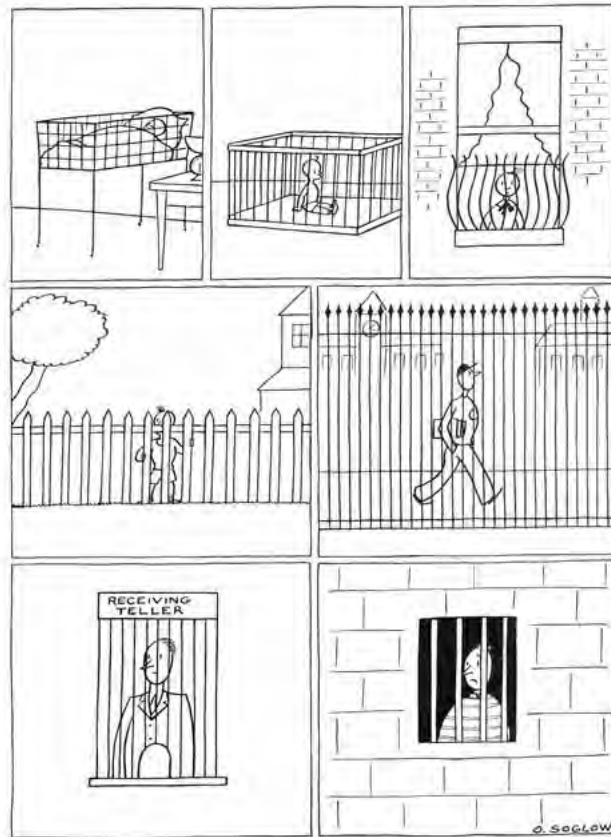
*“Oh, let’s declare war and get the whole damn thing over with.”*



*"I regret to report, sir, that Standard Oil of California is off two points, your second wife called about her alimony, Firefly ran last at Belmont, the man from the Internal Revenue Department is downstairs, and we're all out of aspirin."*



*"This place is noted for its fresh sea food."*





### LITERARY RENEGADES

*The H. G. Wells Hero Who Preferred the Good Old Days*

Gluyas Williams (9/25/1937)

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*"Hold everything, Mrs. Estabrook! Our new Paris cable has just arrived."*



*"Easy does it, now."*





Constantin Alajalov (9/25/1937)

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*"He's toxic from letting his teeth go."*



*“Frankly, Miss Ellis, the Guggenheim Foundation had been led to expect a book of poems.”*



*"He still carries her bullet in his body. That's how  
he can tell when it's going to rain."*



*“You mean we’re in Philadelphia—right here?”*



*“Of course, horses aren’t the only thing my husband is interested in.”*



*“Understatement has its place, Burton, but I’m afraid  
it’s not in advertising.”*





*"I never kill except for food."*



*"I understand she was frightened by a telegram."*



*"Hold 'er, Mac!  
She's found another closet."*



*“Right where they should be, according to the map.”*



*"Some stupid ass has locked the door on us."*



*“Oh, good! We have one left over from last night.”*



*“You’ve got a nice act there, Fredricson, but I think you’re just asking for trouble with the musicians’ union.”*



*"I'll call our Mr. Binney. He'll know how  
to get into these if anybody does."*





*"It's really very encouraging. It tells you  
to stay just as you are."*



*"Well, Glenway, did I exaggerate?"*





*“Well, that’s the way  
it is in the script. You better send for the author.”*



*"Chef recommends the New England Boiled Dinner."*



*"We had to give up the kennels when we moved to town."*



## A MODERN PYGMALION



*“Hey, close that window, somebody!”*





*"I just want to show you what I'm up against."*



*"I started yelling 'Help!' Then that butler he has came rushing in and helped him."*



*“It suddenly appeared  
when I started working on that Old Gold contest.”*





*"Well, see you in the morning."*



*"How would you like to be a MacDonald?"*



*“So far, Herman can only play ‘Three Blind Mice.’”*







*"Why, hello, Sugar. I was just thinking about you."*



*"They break away! Mr. Hornblower feints for an opening!  
They clinch again! Mr. Weeks lands a hard one on the jaw! But  
he holds on! It's almost over! Hornblower is getting groggy!"*



*“Here’s something else you couldn’t do on Madison Avenue.”*



*“We’re waiting for the cold light of day. We want to find out how something seems.”*



*"A subtle change has come over my wife, Doctor."*



*“Mr. Gunther, you know, got his start with a hot-dog stand.”*



*“Come, come, Richardson! That’s not constructive criticism.”*



### LITERARY RENEGADES

*The Clifford Odets Hero Who Joined the Union Club*







*"Would it surprise you to hear that I composed a club song at Mt. Desert?"*



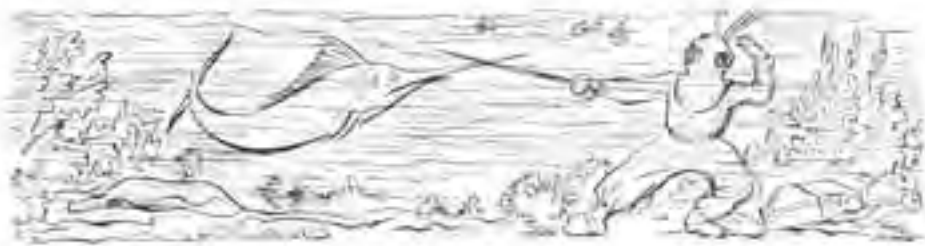
*"We lack one thing, gentlemen—a motive."*

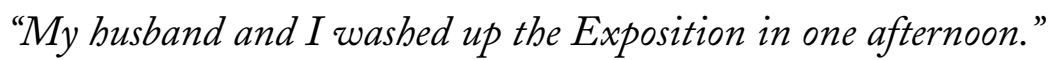


*“What will I do,*



*"You don't ever tell anyone what I read, do you?"*











*“You’re not going to frame the check?”*



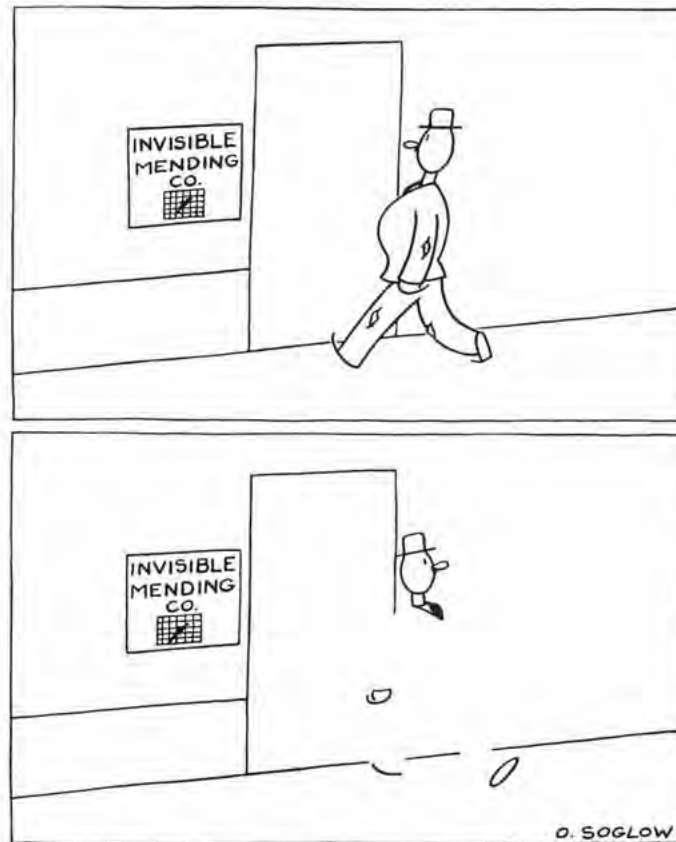
*“One would think she’d be subject to a series of nasty colds.”*



OUR MODERN GALLERY OF ANCIENT FAVORITES  
*Ulysses and the Sirens*

Richard Taylor (10/23/1937)

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*"Well, speak up! What is it?"*



*“He’ll be thirty-six tomorrow. Just the  
same age as Clark Gable.”*

THE OGILVIE SISTERS TO THE RESCUE (1 OF 6)



*“Of course we’d like to see  
you enroll for a course of six  
treatments, but we can’t promise any miracles.”*

THE OGILVIE SISTERS TO THE RESCUE (2 OF 6)



*"I'm getting acquainted with your scalp."*



## THE OGILVIE SISTERS TO THE RESCUE (3 OF 6)



*"Say, a shower is your worst enemy!"*

THE OGILVIE SISTERS TO THE RESCUE (4 OF 6)



*“Our grandmothers brushed their hair a hundred times before going to bed, and there’s a moral in that for all of us.”*

THE OGILVIE SISTERS TO THE RESCUE (5 OF 6)



*“First a little goes, and then some more,  
and then some more.”*

THE OGILVIE SISTERS TO THE RESCUE (6 OF 6)



*"Your hair is now full of energy. It will quiet  
down when you put your hat on."*



*"The following called today . . ."*



*"I want Miss Hemlock to cover the woman's angle."*



*“Honestly, you don’t. If I  
thought you looked like one, I’d say so.”*







*"You go ahead, old man. I just  
haven't been able to make up my mind yet."*



*"What ever became of the Socialist Party?"*



*“Would the Fifty-ninth Street Longchamps be crowded?”*



*“Miss Willis, this is Mr. Gaffney. He has claustrophobia, too.”*



*"You may inform your readers, gentlemen,  
that despite my sweepstakes winnings I shall  
continue in my present occupation."*



*"She shows up every Halloween."*



LITERARY RENEGADES

*The E. Phillips Oppenheim Characters Who Preferred Craps*



*"Well, well, she finally had that blue coat cleaned."*

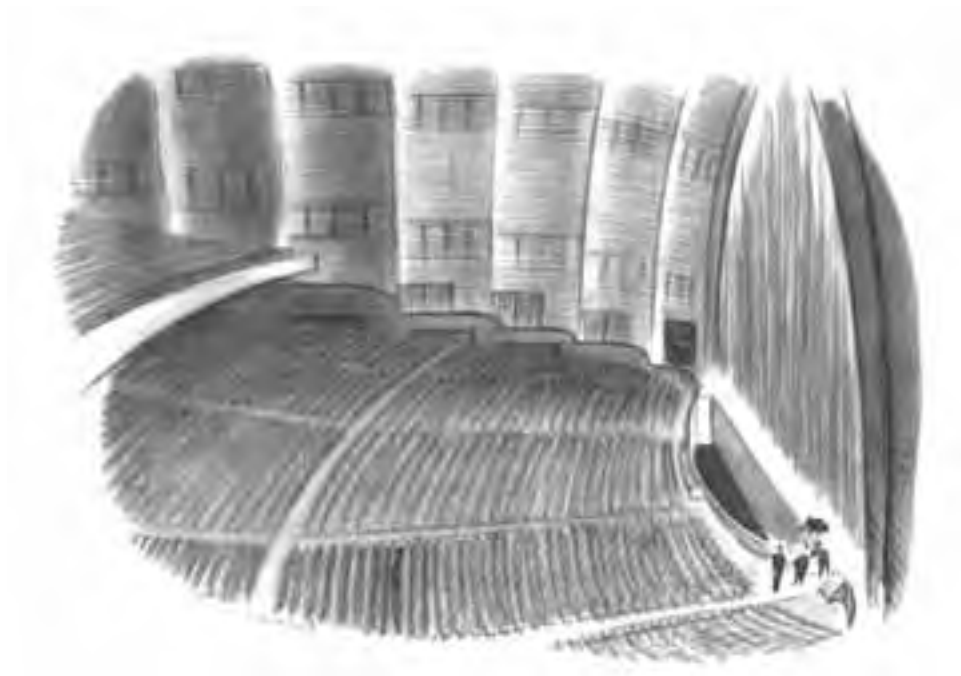




*"Come now, dear-beddie-bye!"*



*"He can't hit a thing without it."*



*“Offhand, just how long would you say your orchestra has been missing?”*



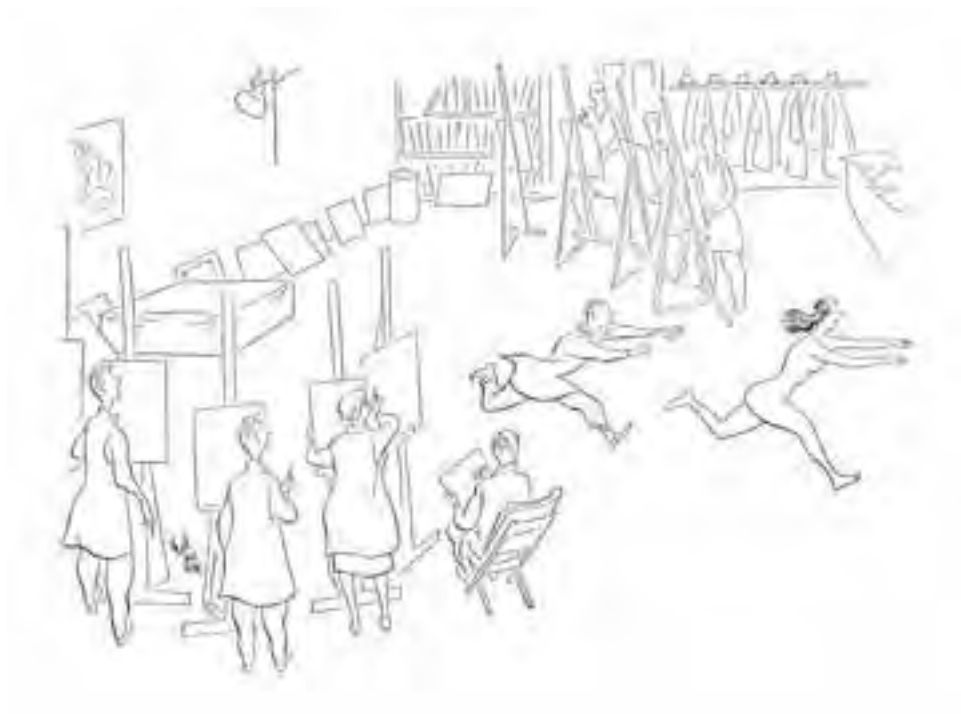
*"But I am Dr. E. P. Edelblau."*



*"It's the kind of bag you can dive into."*



*“This is my suggestion  
for that Progress in Industry display, Mr. Flannet.”*









*“Yes!”*



*"I must of swooned."*



*“And we’ve joined the Book of the Month Club, too.”*



*"If you pose he gets furious."*



*"Rotten shame that cheetah making off with Sir Roger's dinner jacket."*



*"Are you being waited on, lady?"*



*“All I can say is, you’ve lived with your characters long enough.”*







*“Great heavens! What can they want at this hour of the night?”*

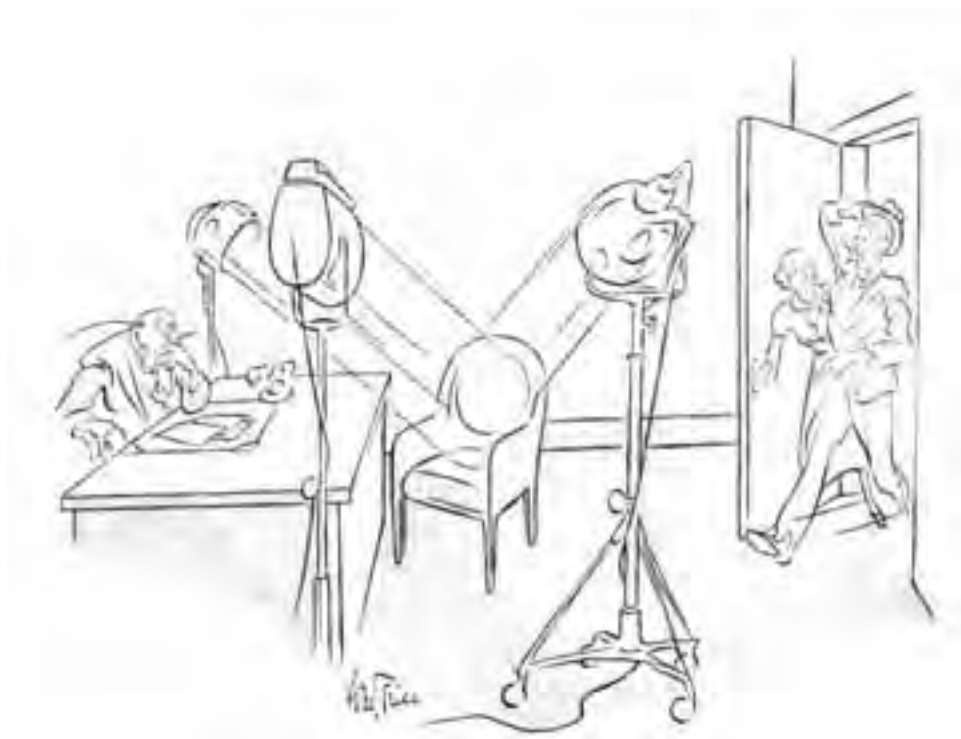


*“Next, a trick shot.”*





*"How is your sense of humor today, Mrs. Ridgely?"*



*"I warn you there's  
no use trying to pull the wool over Mr. Grossman's eyes."*



*“Just a minute, Mr. Mullen. You haven’t signed your dictation.”*

THE MASCULINE APPROACH (1 OF 3)



*The Candy-and-Flowers Campaign*

THE MASCULINE APPROACH (2 OF 3)



*The Strong, Silent System*



THE MASCULINE APPROACH (3 OF 3)



*The I'm-Drinking-Myself-to-Death-and-Nobody-Can-Stop-Me  
Method*



*“ . . . and I see, too, a tall blond man, a ship,  
palm trees, romance, danger—but perhaps I’m boring you.”*



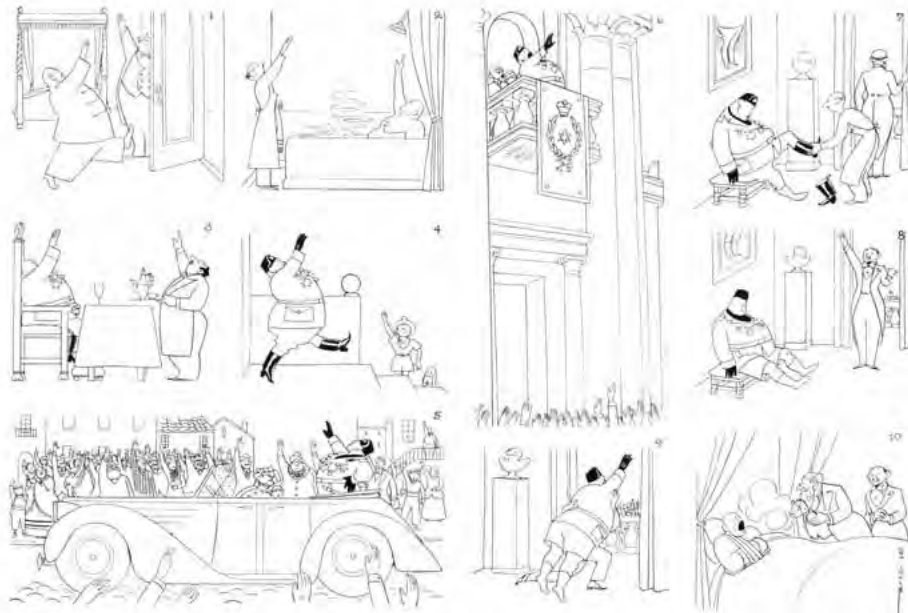
*“The postman wants to know  
how many Idle Enumeration blanks he should leave here, sir.”*



*“Well, don’t just stand there, Hiram—get a broom!”*



*“Funny thing about Morley—he sacrificed his ideals and still  
he doesn’t make any money.”*



AUT CAESAR

AUT NIHIL



*“Now, mezzos, let me hear the thunder of hoofs!”*



*“As soon as we get there, start being fiery.”*





*“Have you the same thing in black? I’m in mourning.”*





*“That’s Miss Meely for you—always playing office politics!”*





*“Yoo-hoo, children! When I count ten I want someone to name a beautiful flower.”*



*“Now get your pants on and go in there and win!”*



*“Oh, Mame, did you exhibit some ginger cookies  
at the Paris Exposition?”*



*“Well, dear, how is it?”*





*"The Battler's very confident. He says it'll only take him a few seconds."*

THE MASCULINE APPROACH (1 OF 2)



*The Pawing System*

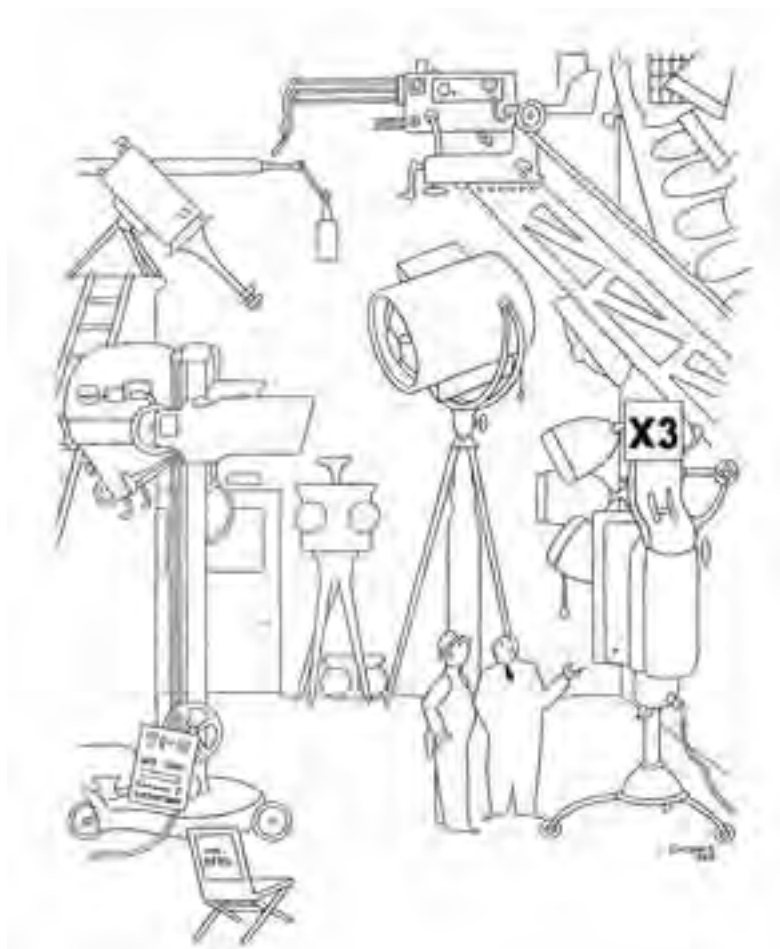
THE MASCULINE APPROACH (2 OF 2)



*The Strange-Fascination Technique*

1937





*“Now we use this one to bring  
out blond eyebrows.”*



*"I got a hunch he'll plead insanity."*





*“Now you’re sure this is Loyalist sherry?”*





*"It looks to me as if he married her for her money."*



*"What do you recommend for a scratchy throat?"*





*"Mind if I take it out into the daylight?"*



*“There’s supposed to be a secret drawer in it somewhere.”*



*“Your mother’s been having a job holding him here.”*



LITERARY RENEGADES

*The Eugene O'Neill Heroine Who Joined the  
Thursday-Afternoon Bridge Club*



*"Sweetheart, remember that raffle we thought was for a turkey?"*





*"Telephone, Mr. Pritchett."*



*"What do I do now? He's read every line off."*



*"Listen, Chief..."*



*“Now smile—very slowly—and we’ll see what happens.”*



*“Don’t you think you’ve made Mother Squirrel just a little too much the old-fashioned parent, Mrs. Mason?”*



*“We say ‘recession’ here—not ‘depression,’ Miss Apgar.”*



*“Monday, I think it was—yes, a Monday, because I helped Ma  
with the wash.”*







*“Dear no, Miss Mayberry—just the head.”*



*"I should think Murillo would be happier in some other line."*



*"I can give you a Joseph, but the Wise Men are exhausted."*



*“Don’t be silly—Menjou is old enough to be your father.”*

THE MASCULINE APPROACH (1 OF 3)



*The You'll-Never-See-Me-Again Tactics*

THE MASCULINE APPROACH (2 OF 3)



*The Heroic, or Dangers-I-Have-Known, Method*

THE MASCULINE APPROACH (3 OF 3)



*The Let-'Em-Wait-and-Wonder Plan*



*"When I open my eyes, I expect you  
both to be gone."*





*"You're a mystic, Mr. Ryan. All Irishmen are mystics."*



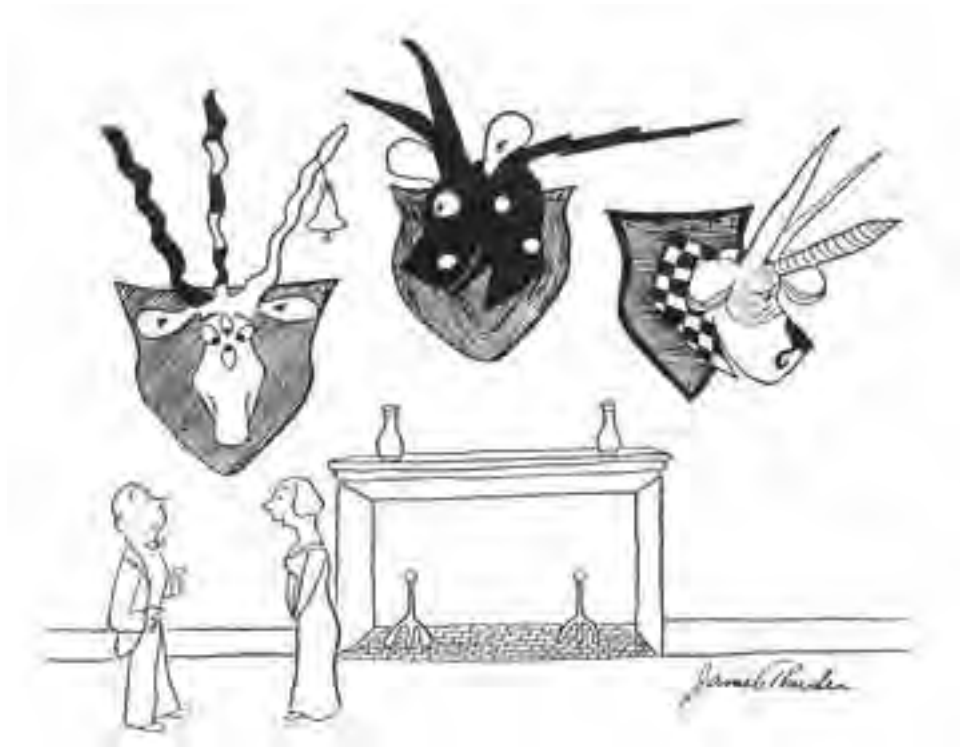
*"Madam's face is too large. We must break it up."*



*"I always said a newspaper office is no place for a woman."*



*"I'm so sorry, but  
we're fixed for magazines. We take the Reader's Digest."*



*"They were shot by George's uncle—the one that lost his mind."*



*"Now I'm going to turn you  
over to Mr. Foley. Come in, Mr. Foley!"*



*"It's a curious thing, Mrs. Alsopp. All I seem to hear is the Unfinished Symphony."*



*"They practically had to shoo me out of Gimbel's."*





*“Do you think there is quite enough emphasis on the car?”*



*“The lady of the house isn’t up yet, but I’m pretty sure she wouldn’t be interested in any portrait photographs this morning.”*



*“Can’t you see by now, Bernard Levin, that it’s all over between us?”*



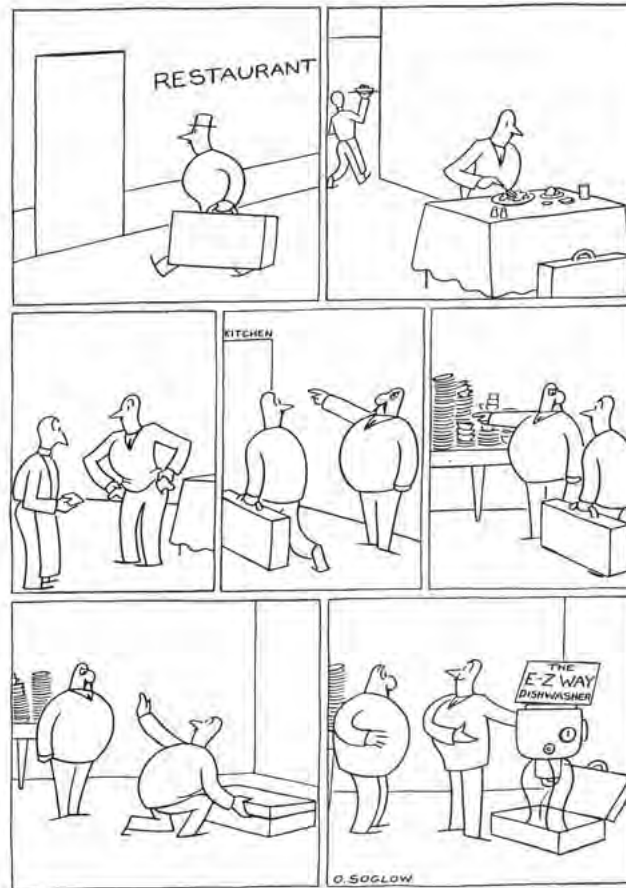
*“A fortune teller told me I was going to cross water and meet a capitalist. Are you a capitalist, Mr. Weingartner?”*



*"I know what you have in mind, but we haven't got it."*



OUR MODERN GALLERY OF ANCIENT FAVORITES  
*The Rape of Europa*





*“He seems to be giving him tit for tat, doesn’t he?”*





*"What can you show me that I won't have to know the size of?"*





*"I don't like murders that take place in New Jersey."*



*"It's been such a struggle, but we've managed to keep alive his belief."*



*"Please, Harold, can't you take no for an answer?"*



*"I 've still got to get the baby's presents for the chauffeur  
and the gardener and Aunt Mollie."*



*"He's not ours. Try River House."*



*"Aren't they ready yet?"*





*“The State apparently has decided to fight fire with fire.”*



*“You have to relax, Mother. Otherwise he can’t do it so well.”*



*“Two thirty-eight out of twenty! Two thirty-eight  
out of twenty—oh, my God!”*



Richard Decker (12/18/1937)

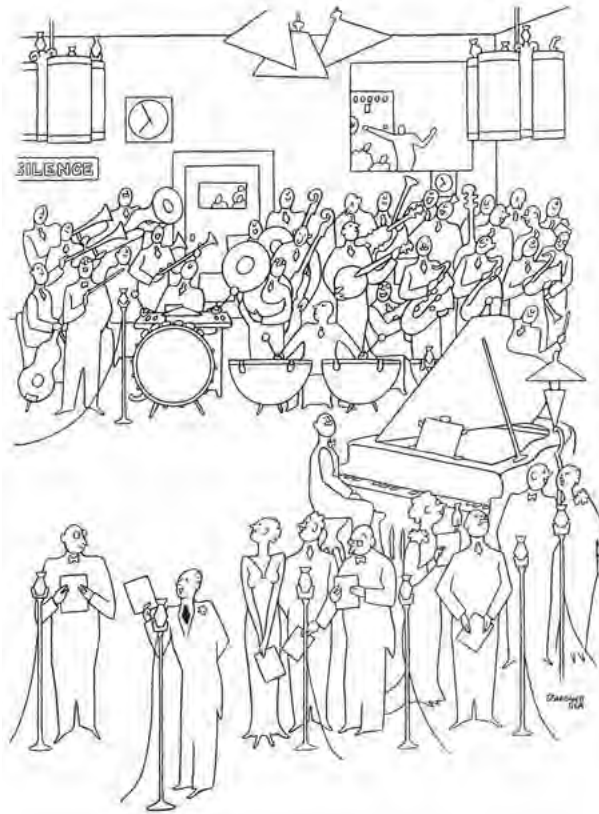
[Return to Main Menu](#) ►



*“And you really want me to be Lady Macbeth?”*



*“Watkins, get Williams,  
Jenkins, and Victor, and throw another log on the fire.”*



*“And now, before I turn you over to Mannie Dreiser and his Troubadours, I want you to remember that there’s only one Ol’ Southern Mammy Wheatsie-Sweetsie, and only the Ol’ Southern Mammy Wheatsie-Sweetsie Company makes it. O.K., Mannie, take it away!”*



*“Sure it’s a mirage, but it’s the only home I have.”*





*"Listen, boss—'Today, all bland, with smiling skies. Tomorrow, foul; beware the fury from the west!' I guess the Weather Bureau must have a new man."*



*“If you were my husband, would you  
rather have these or a subscription to Yachting?”*



*"Not one to a customer, Miss Goodwin. One set to a customer."*



*“Quite enthusiastic for an unbeliever, isn’t he?”*



*"Take a letter to the American people."*



*"Cheese it, fellows, the cops!"*



*“Here, Pompey, take these meat balls back to the kitchen and tell Lola to step them up with a little shooting sherry.”*



*"Do you mind if I change Greeting Number 5 a little?"*









*"Now, children, the dentist."*



*"A lady's voice, sir, and she has  
the wrong number, but she says she must talk to someone."*



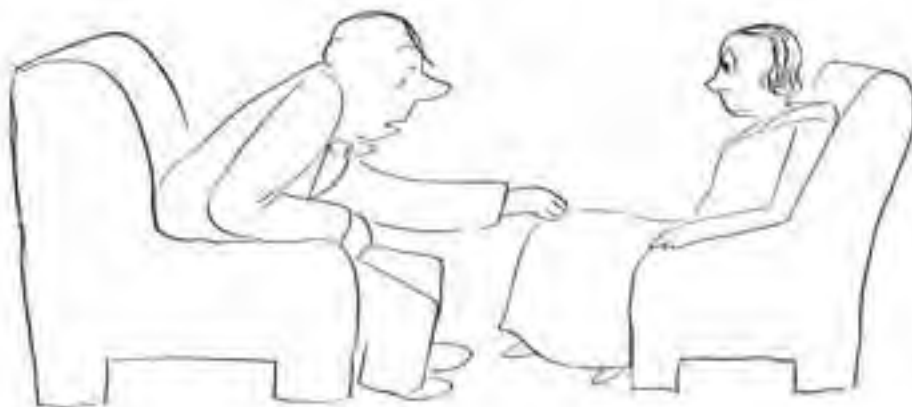
*“And I say we gotta have love interest. She could be bringing his lunch, couldn’t she?”*

THE MASCULINE APPROACH (1 OF 3)



*The Letter-Writing Method*

THE MASCULINE APPROACH (2 OF 3)



*The Unhappy-Childhood Story*

THE MASCULINE APPROACH (3 OF 3)



*Indifference Attitude*





*"Who will volunteer?"*



*"It's a request program. Our audience voted for  
fifteen minutes of absolute silence."*



*"Why John! This is poetry!"*