

AMONG US MODERNS

[Nothing Over 10 Cents]

By W. E. HILL.



This is Mae, who has been moved, if you please, from the nut tootsie bar counter to the hot dog counter. The management felt that Mae had just the right personality for making the frankfurter rolls go big. Of course, this is a great compliment to Mae, but it has its drawbacks. In fact, Mae is very discontented. When a boy friend takes her to a movie, sooner or later he says, "Gee, kid, they must be a dog wagon near here—I keep smellin' it!" Mae has an application in for a job at the cosmetic counter.



Mrs. Flannigan and Mrs. Osterholt are about to purchase a couple of "nips" at the perfume counter. Mrs. Flannigan has chosen "Breeze de Chien" and Mrs. Osterholt has just about decided on "Whiff de Chat Triste."



Lunch time. A lovely mamma and her lovely child with a frankfurter roll and an ice cream sandwich in tow. They are giving the diamond bar pins the once over at the jewelry counter.



Along the main aisle of any five and ten, showing what a discouraged salesgirl has to look at all day long. These are the 5 and 10 cent store habitues, who walk up and down, up and down, "just looking." The saleslady in the right foreground—Miss Lilyan Peepvogel—is thinking that really a good looking girl hardly has any chance at all stuck between the refrigerator jars, and the washers, and sink accessories. One might as well be zero in sex appeal in such environment! Then, too, so few soft hearted old millionaires seem to pass by—the kind who would be likely to adopt a nice jazzy girl like Lilyan.



"My dear, aren't these stores fascinating! I'm just getting some little favors for the dinner party!" Meet the lady who just can't help explaining why she isn't in Cartier's, instead of in the 5 and 10.

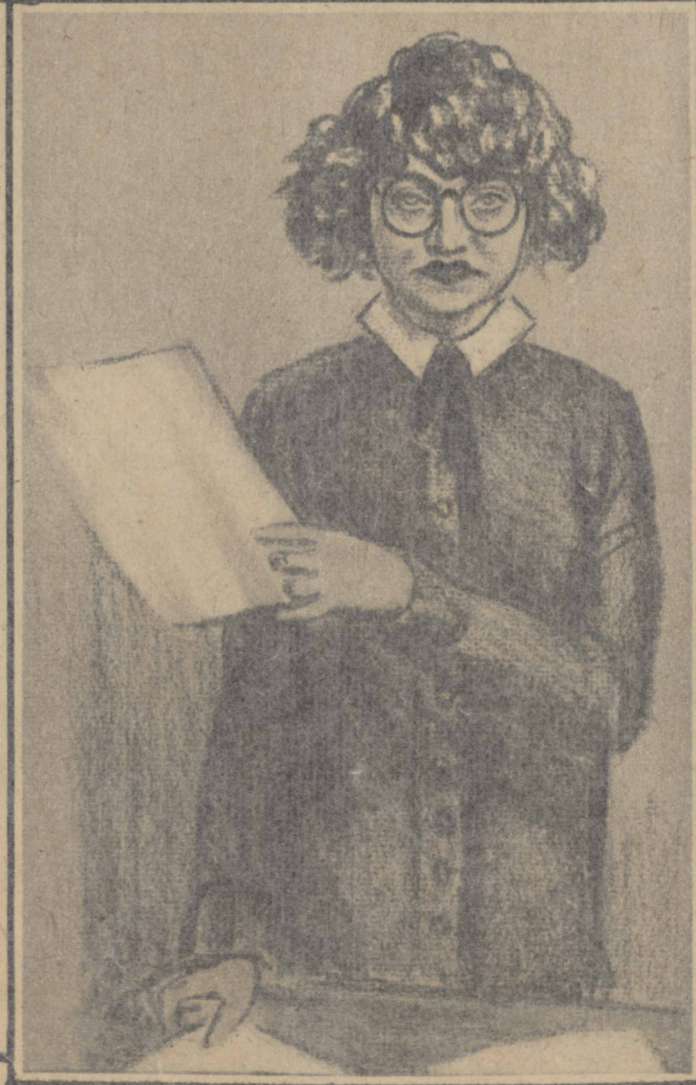


Leonard, the radio fan, has been shopping at the radio goods counter. He builds his own.

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A 5 and 10 shopper, who is going to brighten the home with a spray of purple cloth rosebuds, a blue cloth lily, and a cluster of pink cloth pansies. All from the floral counter.



The sheet music counter, showing Miss Jasboe, who substitutes at the piano while the regular girl is at lunch.



A lovely brunette, hesitating over the purchase of an untrimmed shape at the millinery counter, where nothing is over 10 cents, as per slogan. For 10 cents you get one-half a brim, and for 10 cents more you get the other half. The crown comes separate and is divided into eighths at 10 cents each.