AMONG US MODERNs
[Nothing Over 10 Cents]
By W. E. HILL.

This is Maé, who has been moved, if you please, from the pet store to her counter to the toy dog counter. The management felt that Maé had just the right personality for making the frankfurter rolls go big. Of course, this is a great compliment to Maé, but it has its drawbacks. In fact, Maé is very discontented. When a boy friend takes her to a movie, sooner or later he says, "One, kid, they must be a dog wagon near here—I keep smellin' it!" Maé has no application in for a job at the cosmetic counter.

Mrs. Plantagenet and Mrs. Osterholtz are about to purchase a couple of "rials" at the perfume counter. Mrs. Plantagenet has chosen "Breasa de Chien" and Mrs. Osterholtz has just about decided on "Wiff de Chat Trieste."

Along the main aisle of any five and ten, showing what a discouraged salesgirl has to look all day long. There 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 Liliane Pasquagildi—thinking that really a good looking girl hardly has any chances at all work between the refrigerator jars, and the washers, and stick accessories. One might as well be sure 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 Liliane.

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

A 5 and 10 shopper, who is going to brighten the home with a spray of purple cloth rosebuds, a blue silk'silly, and a cluster of pink cloth paanies. All from the florist counter.

A lovely brunette, hesitating over the purchase of an untrimmed shape at the millinery counter, where nothing is over 10 cents, as per signage. 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 sights at 10 cents each.

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 pin the once over at the jewelry counter.