HOW THE WORLD EMPTIES AND FILLS

TWENTY-ONE years ago Coxey's army marched to Washington. All the papers were full of it. Mention Coxey to anybody over thirty-five years old and see the understanding in his face. Know Coxey and his blooming army? Well, I should say so! Now try Coxey on men and women in the twenties. Just try it. It will open your eyes. Coxey? Who the blazes is Coxey? Looks of confusion and ignorance.

Coxey, you see, quit advertising. That is, the Coxey publicity ceased. And the world has filled up with people who never heard of him. Millions and millions of them.

That is the way with some advertisers. They speak up a few times and then go back to their factories. There, by George, we've told 'em! And then old Father Time begins to work. And the undertaker. And the parson armed with a marriage license. And the baby carriage. And rheumatism. And, first you know, the world is peopled with new bosses, new buyers and new housekeepers who never heard of you. Incredible! What!—never heard of me? No, never heard of you! Sorry to disappoint you.

Man is provided with a great big ego. If he didn't have it he couldn't stand it to live. Without an ego he would probably take one look at the moon and go jump in the lake. Now the best thing that an ego does is to give you a fine feeling of premanence. Of course, you aren't permanent, and your better sense tells you so. But Mr. Ego keeps trying to make you think you are. What he aims to do is to make you feel comfortable. Nice thing to have around—an ego. You need him in your business. But don't believe everything he tells you. He is the most agreeable and ever-present liar on your premises.

JOHN M. TINDALL in the American Magazine.

DOES THIS APPLY TO YOUR BUSINESS?