

The Evening World

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A Gentle Hint

Copyright, 1915, by The Press Publishing Co. (The New York Evening World.)

By J. H. Cassel



Reflections of A Bachelor Girl

By Helen Rowland

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HERE are the presents of yesterday—The presents I sent to Flora and Fay; The trinkets and trifles? Alas! I fear, Gone—with the kisses of yesterday— Into the junk heap, and cast away!

Where Santa Claus Came From

HERE did good old Santa Claus come from, and St. Nicholas and Kris Kringle? In the very earliest days of Christianity there lived in that part of the world near Germany a good man, Nicholas by name.

Dollars and Sense

A GREAT many merchants, particularly in the less progressive sections of the country, actually don't know what it costs them to operate their stores.

Betty Vincent's Advice to Lovers

THE girl who marries a man because he is earning a good salary, or because he has a steady position, or because his family is well-to-do, and not because she loves him, makes one of the most serious mistakes possible.

NEARER THE REAL VALUES.

PUBLIC utility corporations deriving millions in profits from the right to use the city streets are a little nearer the day when they must realize they cannot evade their fair share of the burden of city taxes.

It was the late Artemas Ward who denied that the leopard couldn't change his spots. It could be done and fixed with a paint brush, said Artemas, when animals weren't spotted the right way.

A NEW STANDARD.

THE Board of Aldermen that goes out of office to-day began work as a Fusion Board in 1914 with the avowed purpose of showing the city that the old type of New York Alderman is not the only one and that the body can still be a useful part of the municipal government.

NO PAUSE FOR WINTER.

THE withdrawal of 100,000 British troops from the Gallipoli Peninsula, restless movements around Salonica and rumors of a projected German invasion of Egypt from Syria might seem signs that the war was about to concentrate in the East.

Hits From Sharp Wits

Pessimism may be defined as that form of restricted mental vision that causes men to anticipate evils that do not happen.—Houston Post.

Letters From the People

"More Power to Him!" To the Editor of The Evening World: Mr. Ketter's cartoons, particularly his recent "bathub" cartoon, are what I call real humor—a rare thing any time, any place. More power to him!

The Jarr Family

By Roy L. McCardell

SOME business for the boss, leather gavel with a resounding whack upon the pulpit. Mr. Jarr was beginning to notice things in the semi-darkness of the horse mart. He noticed first that any horses which had tails had these tails tied up in an absurd resemblance to the manner in which schoolgirls of his scholastic days had worn their hair.

How Men's Clothes Began

WHEN you see a fellow with a diamond in his scarf, amethyst buttons on his fancy vest, a gold hawser holding up his watch, and rings on each hand, don't say too many harsh things about him. It may not have been so many hundred years ago that his ancestors painted themselves blue and wore heavy circlets of gold around their necks and arms, so he may have come naturally by his taste.

Everyday Fables

By Sophie Irene Loeb

ONCE upon a time there was a man who believed he had found the true philosophy of life. It is a well known one—"Never cry over spilled milk." He deemed this the greatest doctrine for direction in everyday affairs.

Betty Vincent's Advice to Lovers

Being a jovial fellow, he always had many comrades. In moments of good fellowship, he told of this important business proposition, and the story was carried to a competitor who promptly used the information to his advantage.