

Again She Orders — “A Chicken Salad, Please”

FOR him she is wearing her new frock. For him she is trying to look her prettiest. If only she can impress him—make him like her—just a little.

Across the table he smiles at her, proud of her prettiness, glad to notice that others admire. And she smiles back, a bit timidly, a bit self-consciously.

What wonderful poise he has! What complete self-possession! If only *she* could be so calm, so thoroughly at ease.

She pats the folds of her new frock nervously, hoping that he will not notice how embarrassed she is, how uncomfortable. He doesn't — until the waiter comes to their table and stands, with pencil poised, to take the order.

“A chicken salad, please.” She hears herself give the order as in a daze. She hears him repeat the order to the waiter, in a rather surprised tone. Why *had* she ordered that again! This was the third time she had ordered chicken salad while dining with him.

He would think she didn't know how to order a dinner. Well, did she? No. She didn't know how to pronounce those French words on the menu. And she didn't know how to use the table appointment as gracefully as she would have liked; found that she couldn't create conversation — and was actually tongue-tied; was conscious of little crudities which she just knew he must be noticing.

She wasn't sure of herself. That was it—she didn't *know*. And she discovered, as we all do sooner or later, that there is only one way to have complete poise and ease of manner, and that is to know definitely what to do and say on every occasion.

Are You Conscious of Your Crudities?

It is not, perhaps, so serious a fault to be unable to order a correct dinner. But it is just such little things as these that betray us—that reveal our crudities to others.

Are you sure of yourself? Do you know precisely what to do and say wherever you happen to be, with whomever you happen to be? Or are you always hesitant and ill at ease, never quite sure that you haven't blundered?

Every day in our contact with men and women we meet little unexpected problems of conduct. Unless we are prepared to meet them, it is inevitable that we suffer embarrassment and sometimes keen humiliation.

Etiquette is the armor that protects us from these embarrassments. It makes us aware instantly of the little crudities that are robbing us of our poise and ease. It tells us how to smooth away these crudities and achieve a manner of complete confidence and self-possession. It eliminates all doubt and uncertainty, tells us exactly what we want to know.

There is an old proverb which says “Good manners make good mixers.” We all know how true this is. No one likes to associate with a person who is always self-conscious and embarrassed; no one likes to associate with a person who is constantly blundering, whose crudities are obvious to all.

Do You Make Friends Easily?

By telling you exactly what is expected of you on all occasions, by giving you a wonderful new ease and dignity of manner, the *Book of Etiquette* will help make you more popular—a “better mixer.” This famous two-volume set of books is today the recognized social authority—is a silent social secretary in half a million homes.

Let us pretend that you have received an invitation. Would you know exactly how to acknowledge it? Would you know what sort of gift to send, and what to write on the card that accompanies it? Perhaps it is an invitation to a formal wedding. Would you know what to wear? Would you know what to say to the host and hostess upon arrival? Countless questions such as these present themselves.

If a Dinner Follows the Wedding—

Would you know exactly how to proceed to the dining room, when to seat yourself, how to create conversation with your partner, how to conduct yourself with absolute ease and dignity?

Would you use a fork for your fruit salad, or a spoon? Would you cut your roll with a knife, or break it with your fingers? Would you take olives with a fork? How would



you take celery? how asparagus? how radishes? Unless you are absolutely sure of yourself, you will be embarrassed. And embarrassment instantly betrays itself. *It cannot be concealed.*

Book of Etiquette Gives Lifelong Advice

Hundreds of thousands of men and women all over the country today know and use the *Book of Etiquette* and find it increasingly helpful. Every time an occasion of importance arises—every time expert help, advice and suggestion is required—they find what they seek in the *Book of Etiquette*. It solves all problems, answers all questions, tells you exactly what to do, say, write and wear on every occasion, under all circumstances.

If you want always to be sure of yourself, always to have ease and poise, always to avoid embarrassment and humiliation, send for your set of the *Book of Etiquette* at once. Take advantage of the special bargain price offer explained in the panel to the left. Let the *Book of Etiquette* give you complete self-possession; let it banish the crudities that are perhaps making you self-conscious and uncomfortable at times when you should be thoroughly at ease.

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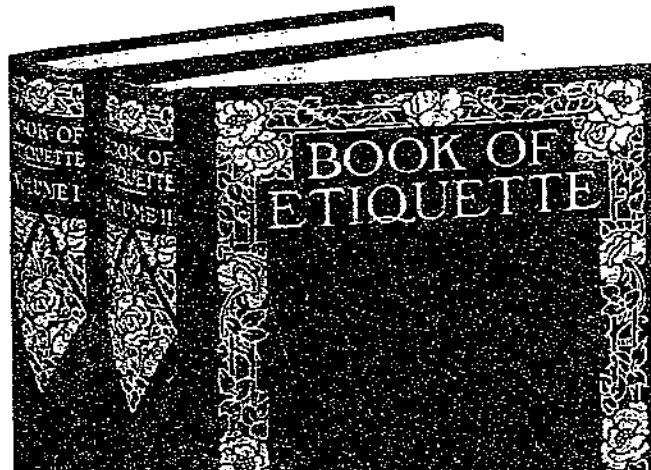
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