



THOMAS H. BECK
Editorial Director

Collier's

THE NATIONAL WEEKLY

WILLIAM L. CHENERY, Editor



CHARLES COLEBAUGH
Managing Editor

Stand on Your Own Feet

THROUGHOUT the two terms of President Coolidge prosperity has steadily increased. We reached heights of luxury and comfort almost beyond our dreams.

A majority of us, some 20,000,000 roughly, voted for Herbert Hoover because, among other things, we thought he was best fitted to keep the country prosperous.

President-Elect Hoover will do as much as any President can. No man has ever approached the White House better equipped by training and experience to deal with the business affairs of the nation.

So far as any President is able to help us to keep prosperous we can count on Mr. Hoover.

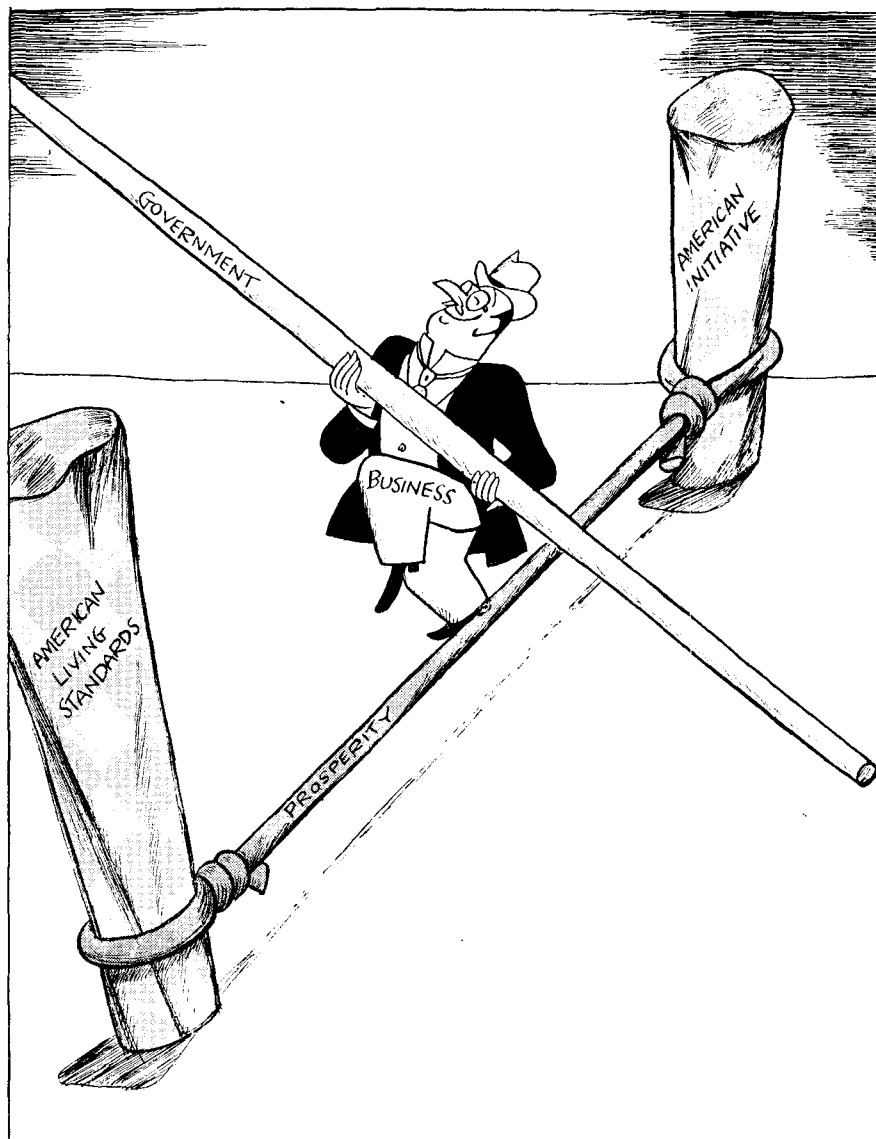
Remember, however, we ourselves and not our government are the architects and engineers of our fortunes.

The President can help us escape the blighting effects of fallacious governmental policies. Mr. Hoover can and would veto any effort to pass a McNary-Haugen bill or to upset established tariff schedules or change unsoundly any of our present ways of doing business.

The knowledge that a steady hand is at the wheel is immensely reassuring. President Hoover will be a stabilizing influence.

But when all this is counted remember that at best the influence of government is negative while prosperity is maintained and held only by positive and constructive effort.

The government can tell us what not



to do but we must supply the initiative, energy and judgment needed to keep business moving healthily forward.

If we keep our heads, we have nothing to fear. If we throw prudence to the winds, no President, however wise, can save us.

Our prosperity is based on enormous production and widespread consumption. No magic, governmental or other, brought it to pass.

We enjoy good times because hundreds of thousands of well-managed businesses pay high wages to workers and generous returns to investors.

Hard work, ingenuity, inventiveness and discretion explain the profits

earned in a particular business and the prosperity enjoyed by the nation. No miracles have been performed except the miracle of intelligent work. That is done by individual men and women and not by any government.

Keep this fundamental reality in mind as you plan your own affairs.

Be a "bull" on America but temper your expectations with hard work and clear thinking.

Don't expect the stock market to move forever upward until, like a Tower of Babel, it is destroyed amid a confusion of tongues.

When you invest apply standards of common sense to the enterprises in which your money is placed.

Don't risk your savings in a speculative hope that any business will earn more than can reasonably be expected from good management and honest work.

Above all don't act on the advice of tipsters. The woods are full of smooth-tongued men and women who profess to have inside information about the miraculous profits to be made in this stock or that land venture. If their information is sound it can be verified. Go to your bank or investment house and get unprejudiced counsel.

When you look to your own future keep your feet on the ground.

The prosperity we have attained is a great heritage. We can preserve it if we will. Let's carry our own burdens and not look for aid from the government to do what we can best do for ourselves.

Coopers

REG. U.S. PAT. OFF.

Underwear Hosiery Nightwear



NEW color combinations — new artistry in design — new vertical stripe effects — again confirm Coopers style-supremacy.

Look for the name Coopers on the toe. It is our pledge of quality — your assurance of value in Hosiery for Men. Then —

Give him a box of new Coopers for Christmas.

At Good Stores — Everywhere
Coopers Hosiery - 50c to \$2.50
Coopers Pajamas - \$2.50 to \$10
Coopers Knitsuits - \$1.00 to \$10

Cooper Underwear Company, Kenosha, Wis.





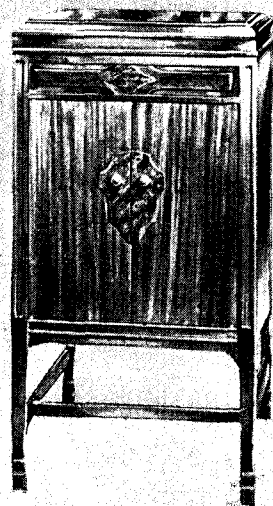
Model Eight-thirty-five. Orthophonic Victrola in its highest development. Distinctive cabinet with highly decorative record-albums. List price, \$300. With electric motor, \$335.

**Is there
someone
you would like
to please
especially?**



Model Nine-eighteen. Victor adjustable-volume Electrola with new Radiola Super-Heterodyne. Complete entertainment—records and radio—at its best. List price, \$925, with tubes.

THE VICTROLA, in one of its many forms, is an investment in happiness, without parallel in the long list of gifts that will be considered for Christmas. "The gift that keeps on giving" is no mere catch-phrase, coined for advertising purposes. It is a self-evident truth. Day after day, the Victrola goes on giving pleasure through the years. It is not only a flawless medium

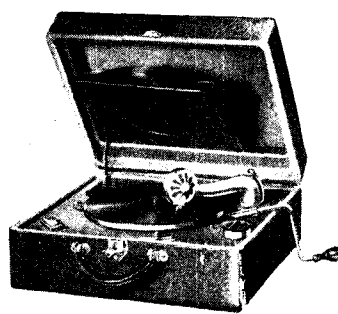


Model Four-three. Orthophonic Victrola in compact form. Ideal for the small house or apartment. List price, \$95. With electric motor, \$35 extra. Canadian price on request.

of the world's music, but a piece of furniture to grace any home. Its beneficent harmonies add to the sheer joy of living, as nothing else can. There is a type of Victor instrument for every taste and purse, listing at \$25 and up. To avoid any possible chance of disappointment at Christmas time, see your nearest Victor dealer *now* and make your selection and reservation. It's an investment you'll never regret.



Model Seven-eleven. Victrola with all-electric Radiola. . . Antenna-plate brings in local stations without aerial. Place instrument anywhere—plug in and play. \$250, list, with tubes.



Model Two-fifty-five. Portable Victrola, in a practically indestructible all-metal case, covered with a leather-like material, softly padded. Amazing volume and tone. List price, \$35.



Model Ten-sixty-nine. Victor Automatic Electrola. Changes its own records. Volume adjustable from whisper to full-orchestra power. List price, \$850.

The New Orthophonic
Victrola



VICTOR TALKING MACHINE CO.

CAMDEN, NEW JERSEY, U. S. A.