



**See How Ill At Ease They Seem**

Wherever they go, people who are not sure of themselves are being constantly subjected to little embarrassments. One can tell at a glance that the young people in this picture are not accustomed to the usages of good society.



Mistakes that leave you shaken and ashamed, sudden conspicuous blunders, embarrassing moments that rob you of all poise and self-possession—do you recall them with a pang of regret that you were not better prepared to meet life's social problems, that you were not better protected against the humiliation of social errors?



**"Goodbye, I'm Glad to Have Met You"**  
But he ISN'T glad. He is smiling to hide his confusion. He would give anything to have avoided this embarrassment. Can you point out the reason for his discomfort?



**What's Wrong In This Picture?**

It is so easy to make embarrassing mistakes in public—so easy to commit blunders that make people misjudge you. Can you find the mistake or mistakes that are made in this picture?



**Again She Orders "A Chicken Salad, Please"**

She is trying to impress him—make him care—a little. Then . . . Why had she ordered that again! She wasn't sure of herself. She didn't know how to order a correct dinner. She was unfamiliar with table appointments, and French menus.

# Are You Haunted by the Ghosts of YOUR Social Mistakes?

AS you read this, perhaps there come to you, out of the past, memories of your experiences in social contact.

Do you remember the dinners you attended, the dances, the parties? Do you remember the acquaintances you made, the strangers you met—men and women who pass through the pattern of your thoughts like shadows?

Are your memories pleasant? Do you recall with a little thrill of exultation the dinners and dances you attended, proud to know that you impressed the people you met, glad to know that you were poised, confident and at ease, happy to know that you never betrayed yourself by conspicuous and embarrassing blunders?

Or—do you bring to mind an occasion of painful humiliation to you, when you wished yourself miles away? Do you recall a dinner party spoiled for you because of your discomfort and uneasiness at the table? Do you remember parties and entertainments and dances for which you planned with eagerness, but which—a little later, you were sorry you ever attended?

## How Etiquette Protects You Everywhere from Embarrassment

Unquestionably the greatest value of etiquette is that it gives you complete ease and poise of manner. Not etiquette in the sense of petty rules and regulations—but the kind of etiquette that shows you how to overcome timidity and self-consciousness, the kind of etiquette that makes it possible for you to do and say the right thing without stopping to think about it.

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