

Get Self Respect Like Taking a Pill MENCKENIZE!

WE want smirks instead of piety.

We want to think it is intellectual to drink beer.

We want to laugh at our neighbours.

Who points out for us our national absurdities which are as glaring as electric signs?

Who consoles us if we prefer Stephen Benet to Plato?

Who has backed the rise of our national intelligence from that of a high school junior to that of a freshman co-ed?

It is said that Mencken is shaping public opinion. This is a DIRTY LIE. Mencken is *voicing* public opinion. Mencken's GROWING POWER is due to the fact that God sent him to express OUR AMERICA. That's why we want him.

We are for Mencken, editor and circulation-builder.

Mencken has been called a radical. This is a DIRTY LIE. Mencken is a conservative. Mencken expresses the conservatism of revolt.

Why Mencken is superior to Billy Sunday: Sunday wants us to go to church; Mencken makes it funny to stay away. Sunday wants us to avoid pretty girls; Mencken makes it charmingly naughty to look at the Follies. Sunday wants us to quit drinking; Mencken makes it intellectual to drink.

MENCKEN!

UP with MENCKEN — Down with BILLY SUNDAY

Can't you understand modern art?

Let Mencken show you the absurdity of the Ku Klux Klan.

Can't you follow modern philosophy?

Let Mencken snigger with you at William Jennings Bryan.

Did you flunk Trig?

Let Mencken ridicule professors for you.

will never betray you.

will never tax you.

will never talk above your heads.

gives you a standard product.

avoids all difficult thinking is for good sound common sense.

makes it clever to see the obvious.

says "damn" in public.

MENCKEN!

YOU CAN RELY ON MENCKEN

Since he has changed from *Smart Set* to *American Mercury* Mencken can be read without offence by women and children.

Would you like to be a snob without study? Look up Mencken.

Let Mencken cure your inferiority complex.

MENCKEN PROMOTION SOCIETY