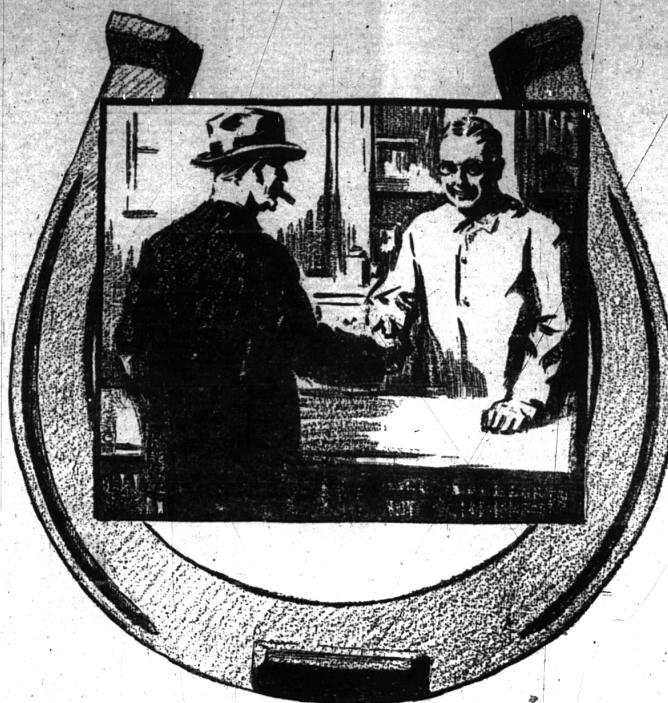


THE SPIRIT OF NEIGHBORLINESS



The Neighborliness of Quoits

—and the Cup of Sugar

SOMEHOW there must be a certain something about "quoits" that naturally develops and encourages a spirit of neighborliness.

That belief has been emphasized, in our minds, ever since the days we "pitched", if you please, with our neighbors of the "olden times" before Woodward was "automobilized."

In those days, before we "drew for partners" we were courteously "mistering" each other; after the first quoit was tossed we were hilariously "Tom" and "Dick" and "Harry" to each other.

And we heaved quoits together with all the zest and pep that would characterize a back-yard match between the kind of good neighbors that wouldn't hesitate a minute to borrow a cup of sugar across the fence, or the use of the telephone or a little gas for the car.

And the memories of that "quoit game" have often since formed a neighborly ground for our business dealings as our one-time "picnic opponents" come into our stores.

Truly, there's a certain something about the neighborliness of quoits.

THANK YOU!


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