



WHY MOTHERS GET GRAY

J.R. WILLIAMS

3-23

T. M. REG. U. S. PAT. OFF. COPY MADE BY USA SERVICE INC.

OUT OUR WAY

By J. R. Williams

Walter Kiernan Tells Some 'Rules' For The Successful Teller Of Jokes

By HAL BOYLE
 NEW YORK. — (AP) — When a man writes 12,500 jokes a year, he feels he ought to know why a thing is funny or not.
 "But there are some things you just can't explain," said Walter Kiernan, a radio humorist who figures he has turned out some 75,000 gags in the last six years. "Take the 'K' sound, for example. For some reason it is the funniest sound in the language. No one knows why. But all you have to do is say Brooklyn or Hoboken or Kalamazoo or Keokuk — and people start laughing."
 "The first laugh Jack Benny ever got on the stage came when he stepped out and said, 'My name is Benny Kubelsky' — which is his real name. But the audience died laughing."
 Unfortunately, a jokesmith can't just keep saying "Keokuk, Keokuk, Keokuk" like a flattened trainwheel. He has to go on to other things to earn his yuks.
Rule-Of-Three Joke
 "Another standby in the trade is known as the rule-of-three joke," said Kiernan. "For instance, if you say 'she is not only pretty . . . she is not only wealthy — but she is also stupid — well, a certain percentage of people will think that remark is mildly funny. The sequence builds up to an anti-climax."
 Always popular also is the "rule of opposites" or "upside-down joke." Example: Instead of saying, "drink is the curse of the working man," you turn it around: "Work is the curse of the drinking man."
 There are dozens of similar tricks, but Kiernan doesn't believe anybody can become a successful humorist merely by following formulas.

Tax Exemptions For Veterans Are Listed

SALEM, March 23. — (AP) — State income taxes don't have to be paid on most benefits resulting from war service, and men on active service get a \$3,000 exemption, the state veterans department said today.
 The department listed the following items as tax exempt:
 Payments by the Veterans administration to veterans or their survivors, GI insurance death payments and dividends, bonuses paid by other states, unemployment, educational and training benefits, terminal leave and mustering-out pay, government payments to dependents of personnel on active duty, and disability retirement pay.
 Military retirement pay for length of service is taxable, as are payments to national guardsmen for weekly drill.
 National guard pay for summer fields camps is tax exempt.
 Argentina averaged 260 pounds of meat per person in 1948, Uruguay 227.

The cardinal is the official bird of seven states.

cock-eyed or cross-eyed.
 "Anyone who has a deformity doesn't think it's funny," said Kiernan.

What is his funniest joke? He doesn't know, but the one copied most often by other humorists was his story of how he made an electric blanket by using some wiring from an old toaster but had to give it up, "because it started popping me out of bed buttered on both sides."
 "Everybody seemed to pick that one up," said Kiernan wryly. "They were all being thrown out of bed covered with marmalade or toasted on both legs."

Q. Why is Dutch Boy House Paint like a watch dog?



A. It's extra protection for your biggest investment . . . your home!

Q. Why is Dutch Boy Quick-drying Enamel like a suit of armor?



A. It's a protective coat that wears like iron!

Made in modern colors styled especially for Western homes
Dutch Boy House Paint
 Brighten toys, woodwork, furniture with Dutch Boy QUICK-DRYING ENAMEL

protects exterior wood with lasting beauty. Won't crack or scale, makes eventual re-painting less expensive.
 Covers wood or metal with glossy, durable, washable color.

BUY WHERE YOU SHARE IN THE SAVINGS
 DOUGLAS COUNTY
Farm Bureau Co-Operative Exchange
 ROSEBURG, OREGON
 Phone 98
 Located—W. Washington St. and S. P. R. R. Tracks

WESTERN AUTO SUPPLY CO.

We celebrate our twenty-fifth year of successful retailing with the full knowledge that this success is the result of your goodwill and patronage.

CLOTHES PINS
 Reg. 29c
19c PKG.
 Package of 36 seven-coil clothes pins. Smooth hardwood. 29c value!

Silver Jubilee Big Bonus Sale

Combination Offer
CUP and SAUCER
 "St. Denis" White-ware. 10-oz. cup with matching saucer. Jub. Reg. sale price. Complete set 12c. **20c Value**
2 for 15c

Silver Anniversary Special!
"CORONADO" 8 Cubic Foot REFRIGERATOR
 REGULARLY A SUPER VALUE AT—
 Full 8 cubic foot capacity — new 37-lb. eye-level freezer chest — 12 1/4 square feet of shelf area — new, silent deluxe locking unit on door — The famous "Zonemaster" for finest uniformity of air flow and humidity control.
 \$219.95
 NOW **\$199.95**
\$5.00 DOWN



Silver Anniversary Special!
 SUPER PERFORMANCE - ULTRA STYLING
'CORONADO' WASHER
 COMPLETE WITH PUMP ONLY
 Here's a lot more washer value for your money! New deluxe, streamline design in gleaming white enamel. A washer that washes clothes cleaner. High vane agitator and silent sealed-in-oil transmission.
\$104.95
\$5.00 DOWN



7-Piece JUICE SET
 Only **79c**

Coronado 'Classic' 5-Tube Radio
 Only **\$19.95**
\$2.10 DOWN

- Built-in Loop Antenna
- Strikingly Designed Cabinet
- Four tubes PLUS rectifier with 4-inch PM dynamic speaker (Alnico 5 Magnet). Modern walnut finished plastic cabinet.



ALARM CLOCK
 Dependable, accurate.
 Guaranteed Inghram Movement **1.79** Plus Tax

Western Stores
 WESTERN AUTO SUPPLY CO.
 Stephens and Cass St. Phone 97

ONLY ONE COLA GIVES YOU...

1... Proof of Highest Quality!

2... More Quick Food Energy, Ounce for Ounce!

3... and 2 Full Glasses in Each Big 12oz. Bottle!

Take home a carton today



MORE BOUNCE TO THE OUNCE

Bottled by Pepsi-Cola Bottling Company, Roseburg, Under Appointment from Pepsi-Cola Company, New York
 "LISTEN TO 'COUNTER-SPY!' — TUESDAY AND THURSDAY EVENINGS, YOUR ABC STATION!"

UNITED STATES TESTING COMPANY
 INCORPORATED
 GENERAL OFFICES 1415 PARK AVENUE
 HOBOKEN, N.J.
 October 1, 1949

Gentlemen:
 Based on the results of our Report No. 11561, dated September 28, 1949, and further tests that we have made, we find that Pepsi-Cola drink is of the highest purity, and possesses more quick food energy and value, ounce for ounce, than any other nationally-known leading cola drink.

Very truly yours,
 B. A. Schroeder
 Chief Chemist