

ATHANIEL BENCHLEY. Son of Bob Benchley. Nathaniel is a witty and brilliant fellow, too. His book, "Side Street," about life as lived in the East Sixties of Manhattan, between Lexington and Third Avenues, is really clever. It deals with an angle of city living that is extremely interesting. Look it up . . . Victor Moore. Veteran thespian. Among the many interesting experiences Mr. Moore has enjoyed in his long career as an actor and sports lover is that he was at that memorable game in 1908 between the Chicago Cubs and New York Giants when Merkle forgot to touch second base. So if you ever get into any arguments regarding this historic contest ask Mr. Moore about it.

Powerful Color

It was John D. Hertz who originated the idea of using yellow as a color for taxicabs. Reason was because of the high visibility of yellow. The color

also seems to have an unusual attraction power. It has been applied to other things than taxicabs with great success. For example, a man who sells tip cards at racetrack entrances tested several colors and found when he used yellow he always sold more cards.

Dancing

Now there is a dancing school which specializes in teaching the hula-hula. This lively Hawaiian dance is said to be very good for the feminine figure. It is strongly recommended to women wishing to regain that schoolgirl silhouette. If your wife is in need of a bit of streamlining why not send her to dancing school to learn the hula? Besides being good for her health and figure, her ability to do the hula might enable her to be the life of many a party in your home. How do you think your matrimonial mate would impress the guests if she unexpectedly appeared on the scene in a Hawaiian costume and went into a lively hula and sang as an accompani-

ment, "They're Wearing Them Higher in Hawaii"?

Now on the market are some alarm clocks that do not utilize a bell to awaken the sleeper, but play Irving Copyright, 1950. King Features Syndicate, Inc.

Berlin's tune, "Oh, How I Hate to Get Up in the Morning." Berlin collects royalties on these clocks...Am reliably informed that women do not usually sing in the bathtub or while brushing their hair...It was Coffee Dan's, in San Francisco, that advertised "One thousand beans with bread, butter and coffee for fifteen cents."

Mules & Men

Catherine the Great said "Men make love more intensely at the age of twenty, they make love better, however, at the age of thirty" Well, Catherine certainly should have known . A feminine subscriber of Detroit says "You say cook books are given prospective brides at the San Francisco and Seattle marriage license bureaus and that you think the prospective husband should also be given something. Quite so. Give him a book titled 'Helpful Hints for an Expectant Father,' so he can be of some assistance to his wife before and after a blessed event."



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"Oh, How I Hate to Get Up in the Morning" gets you up!