

Fun for the Whole Family

BIG TOP

By ED WHEELAN



LALA PALOOZA - Lala Doesn't Know What's Going On

By RUBE GOLDBERG



S'MATTER POP - Oops! Sound Sleeper!

By C. M. PAYNE



MESCAL IKE

By S. L. HUNTLEY

And Hurry Stop

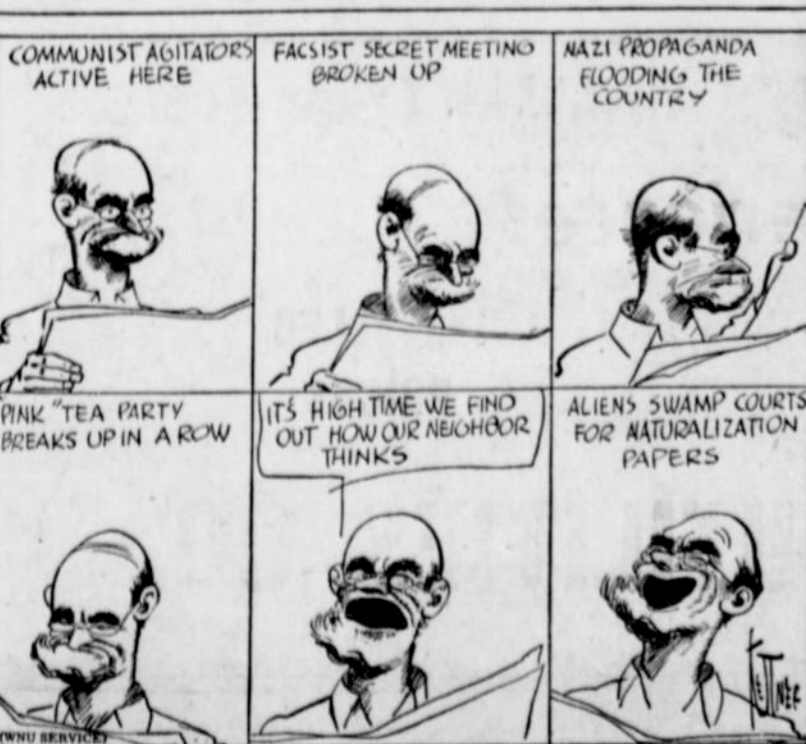


POP - The Magnetoscope

By J. MILLAR WATT



Cheerful News



PRONUNCIATION

A suburban housewife entered a jeweler's shop and leaned confidently over the counter.
"Mr. Gold," she commenced gushingly. "I want your advice. I've just bought this little ring at the sale across the street, but I don't know how to pronounce the name. Is it turkoise or turkwoise?"
The jeweler handled the ring.
"The correct pronunciation, madam," he said after a while, "is glass."

Business Margin

Restaurant Customer—Look here, waiter; how much longer must I wait for that half portion of duckling?
Waiter—Just until somebody orders the other half, sir. You know we can't go out and kill half a duck.

Grammar

He—D-Dearest, I-I love you, and want you for my wife.
She—Heavens! I didn't know you had a wife.

COACH

By GUYAS WILLIAMS



Applied Bedspread In Gayest of Scraps



Pert isn't he, this easily applied pup, Frisky Fido! He's just one patch and his bow can be in the gayest of scraps. Do a block in odd moments. Pattern 2541 contains a diagram of block; accurate pattern pieces; directions for making quilt; diagram of quilt; yardages; color schemes. Send order to:

Sewing Circle Needlecraft Dept.
82 Eighth Ave. New York
Enclose 15 cents in coins for Pattern No.
Name
Address

Smiles

Just in the Clubs
Golfer—Have you noticed any improvement since last year?
Caddy—Had your clubs shined up, haven't you, sir?

Statistics reveal that hundreds of thousands in this country have telephones, but no bathtubs. What then, are they caught in when the phone rings?

How It's Done
"How do you afford such long holidays?"
"Easy. One month on the sands and 11 months on the rocks."

Ah, That's It
"How did you compile your new dictionary, professor?"
"I had a quarrel with the wife, and—well—one word led to another."

Money's Worth
"For goodness' sake, boy, if you must whistle, whistle something decent."
"Do you expect grand opera from your office-boy for 15 bucks a week?"

WEARY DESPONDENT GIRLS: Crying spells, irritable nerves due to functional "monthly" pain should find a real "woman's friend" in Lydia E. Pinkham's Vegetable Compound. Try it!

Encompassed Truth
Truth lies within a little and certain compass, but error is immense.—Bolingbroke.

No child can be sure to escape BOWEL WORMS

Maybe you don't realize how easy it is to become infected with round worms! Your child may "catch" the infection from other children, from a dog, from uncooked vegetables, from infested water.
So, watch out for these warning signals: Uneasy stomach, Fidgeting and squirming. Itchy nose and other parts. Finicky appetite. Biting nails. And if you even suspect that your child has round worms, start using JAYNE'S VERMIFUGE at once!
JAYNE'S VERMIFUGE is the best known worm-expellant in America. It has been used by millions for over a century.
JAYNE'S VERMIFUGE has the ability to drive out large round worms, yet it tastes good and acts gently. It does not contain salicylates. If there are no worms it works merely as a mild laxative. Ask for JAYNE'S VERMIFUGE at any drug store.
FREE: Valuable medical book, "Worms Living Inside You." Write to Dept. M-4, Dr. D. Jayne & Son, 2 Vine St., Philadelphia.

Give a Thought to MAIN STREET

For, in our town... and towns like ours clear across the country... there's a steady revolution going on. Changes in dress styles and food prices... the rise of a hat crown... the fall of furniture prices—these matters vitally affect our living... And the news is ably covered in advertisements as closely as headlines.
Smart people who like to be up-to-the-minute in living and current events, follow advertisements as closely as headlines.
They know what's doing in America... and they also know where money buys most!