

On the Side—By E. V. Durling

(Distributed by King Features Syndicate, Inc.)

Do you remember when you heard,
My lips breathe love's faltering word?
You do, sweet, don't you?
When having wandered all that day
Linked arm in arm, I dared to
ask,
"You'll love me, won't you?"
—Baby

(Only about 10 per cent of men are the first to speak of love. Maybe they would be the first to express undying affection if given a chance. But the girls just can't wait. They rush in with the query: "Do you love me?" before the man really knows for certain.)

The night club business is reported not so good in Manhattan. Perhaps a little application of sales psychology might help it. The business of a London night club owner was not good, either. He decided to resort to sales psychology. He ordered his band to play several times nightly that ditty titled, "It's Later Than You Think—Enjoy Yourself." The psychological effect of this was excellent. It inspired the patrons to assume a "You can't take it with you" attitude. They spent more money. The club owner figures the song, with the psychological angle, pulled him out of the red.

Asides
Ingrid Bergman can't speak Italian, her husband, Roberto Rossellini, can't speak Swedish or English, so all their conversations are carried on in French. Incidentally, Ingrid had just acquired a black bull dog puppy she has named Stromboli. A Bostonian wants to know "what proof there is that Jesse James, the outlaw, is dead." The Pinkerton Detective Agency has in its files a photograph taken of Jesse James in the Sinfaden morgue, St. Joseph, Mo. The body photographed was identified as that of Jesse James and that identification confirmed by a coroner's jury.

Askings
Questions from clients. Q. Name a popular song written by Rudyard Kipling or forward carefully wrapped stogie by return mail. A. Easy question. The words of the "Whiffenpoof Song" are based on Kipling's poem, "Gentleman Rankers," which appears in his volume titled "Barrack Room Ballads." And, of course, Kipling also wrote the words of that great song, "On the Road to Mandalay." Q. Have you any idea how many GI Joes brought brides home from Europe, Great Britain and Australia? A. Don't know

Legion Posts, Units To Install Officers

Ashland, June 27—Joint installation ceremonies for American Legion posts of District 4 will be held at the Lithia park memorial band shell here at 8 p. m. today. Ashland Post 14 will be host group.

Sam Bowe, Grants Pass, state Legion commander, will be presiding officer at the ceremonies. Posts and auxiliaries from the district, including Post and Unit 15, will seat their new officers. A public reception will follow the ceremonies at the Ashland Women's Civic clubhouse.

Dead line Sunday Classified is at Noon Saturdays.

about Europe and Australia. However, a recent report stated that about 56,000 GI Joes had married British girls.

Gorgeous Gussie
The most publicized female tennis player of all time is undoubtedly "Gorgeous Gussie" Moran. Neither Suzanne Lenglen nor Helen "Little Poker Face" Wills, at the peak of their glory, received nearly as much publicity as Miss Moran. Wonder who first called her "Gorgeous Gussie"? That is a million dollar nickname.

Please Note

The name of the Argentine ambassador to Great Britain is Hogan. To be exact, it is Dr. Don Carlos Alberto Hogan. His grandfather was born in the County Cork, Ireland, and as a young man emigrated to South America. With him went another young fellow from the County Cork named Duggan. Now the Hogans and the Duggans are two of the wealthiest and most distinguished families in the Argentine republic.

Passing By

Gypsy Rose Lee. The comely and versatile entertainer. She made her first Manhattan hit at the Irving Place theater singing a ditty titled "Ida, the Wayward Sturgeon." Dinah Shore. Vivacious and vibrant vocalist. Her real name is Fanny Shore. She changed her first name to Dinah at the suggestion of Martin Bank, the noted disc jockey. But when Dinah goes back for a visit to her old home town of Winchester, Tenn., all the neighbors still call her Fanny.

Romance

Was there anything unusual in the way you met the girl who became your wife? Camilla Barnard of Long Beach, Cal., met David Van Dorn for the first time when he fell off a bus in front of her. Shortly after, they eloped to Tijuana, Mexico, and were married. David is 96 years old, his bride 64.

Over There

In England the bookmakers advertise in the daily newspapers. I have before me a clipping of an advertisement of Douglas Stuart, celebrated British bookie. The advertisement is headed: "In any event Duggie will bet you." Below is a price line not only on horse races but on cricket games, golf matches, soccer contests and dog races. All British betting with bookmakers away from the scene of the event wagered on is on credit. If you win they send you a check; if you lose they send you a bill.

HARSH-LAXATIVE DAYS ONLY A MEMORY NOW

"Wish I had heard of wonderful ALL-BRAN 25 years ago! Haven't needed a single, harsh laxative since I started eating ALL-BRAN regularly!"
Mrs. H. B. Taylor,
1804 Ridge Avenue,
Corapolis, Pa. Just one of many unsolicited letters from ALL-BRAN users! If you suffer from constipation due to lack of dietary bulk, do this: Eat an ounce of crispy Kellogg's ALL-BRAN daily, drink plenty of water! If not completely satisfied after 10 days, return empty carton to Kellogg's, Battle Creek, Mich. Get DOUBLE YOUR MONEY BACK!



If Your Diet Is Deficient in Vitamin B
this great new formula can help you build

RICH RED BLOOD

...help you curb diet deficiency symptoms like

UNDERWEIGHT
WEARINESS
CONSTIPATION
FATIGUE
BACKACHE
'NERVES'

Do you sometimes wonder what in the world can be the matter with you? You know that you have no diseases, no infections...yet you're always "out" on your feet, constantly over-fatigued, nervous, weak, irritable, cheerless. (This is especially true of older people.) Well, scientists have learned that such a condition may be due to the simple fact that you do not get enough B-Vitamins in your diet.

REXEL SPECIAL FORMULA MAY DO WONDERS FOR YOU

Naturally it is wise to consult your doctor, since such a condition may be due to other causes. But if mild Vitamin-B and Iron deficiencies are the cause of your bodily distress,

then a great new scientific discovery, Rexel Special Formula, may do wonders for you! It may be exactly what you need for glowing, vibrant, good health.

Everybody knows the importance of Iron in your diet to help you build RICH, RED BLOOD. Well, just ONE capsule of Rexel Special Formula (that's all you take a day) contains 5 times the minimum daily requirement of both Iron and Vitamin B. Also Choline, Inositol and Liver in supplementary quantities!

YOU MUST FEEL BETTER OR YOUR MONEY BACK!

Try Rexel Special Formula for just 30 days. If you don't feel better...definitely, noticeably better...we'll refund your money without question!

So today, get Rexel Special Formula B-Complex Capsules...product of McKesson & Robbins.

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NYLONS

Extra Sheer

60 Gauge—15 Denier

\$1.00 Pr.

60 Gauge—15 Denier

"Special Occasion"

Nylons! First quality, full fashion, — new shades. Sizes 8½ to 10½.

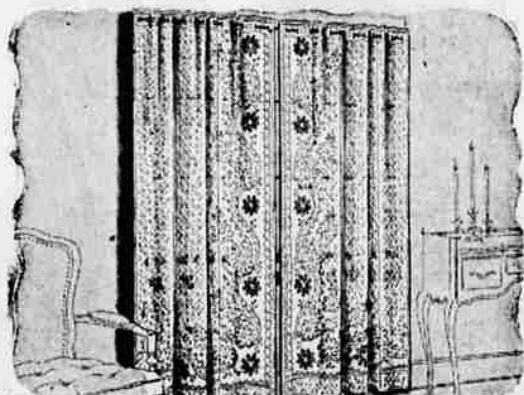
Outstanding Buy

1.59 COTTON SUNSUITS AT CUT PRICE!

1.39

Sizes from 1 to 64

Terrific values! Crisp cool easy-to-wash cottons. Lovely 1-pc. styles. 2-pc. styles with midriff, pleated or ruffled shorts. Ricrac, eyelet, check or bow trims. All in candy-color pastels!

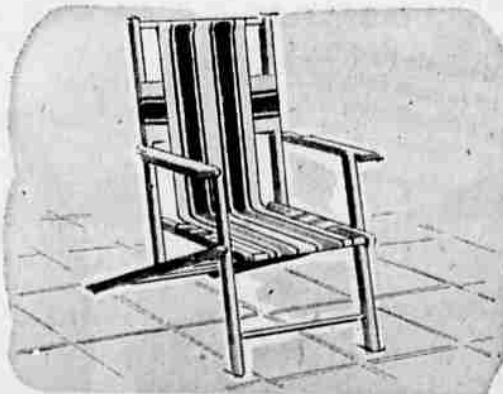


REGULAR 98c PATTERNED LACES!

Rayon and cotton lace knit. Firmly woven in a sturdy, non-slip weave! Tops, sides, bottom hems, neatly finished. Eggshell

68c

44 in. x 81 in.



REG. 4.49 FOLDING BEACH CHAIR

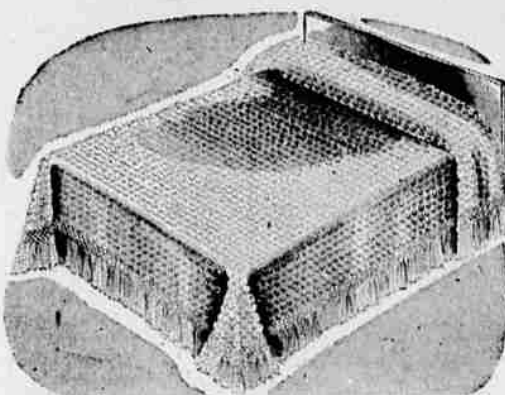
Back is adjustable to three comfortable positions. Reinforced seat and back of multi-colored canvas. Selected Hardwood in natural varnish finish.

3.88

Now cut-price!

SALE!

END-OF-MONTH

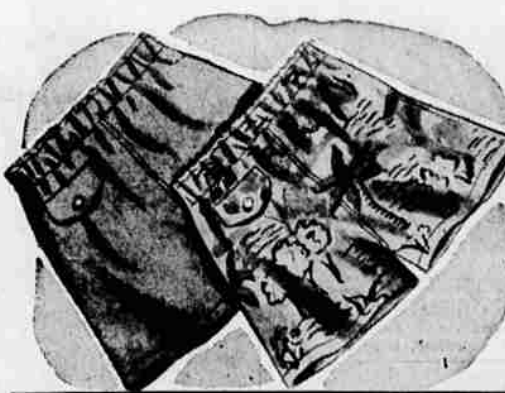


EVER-POPULAR FRINGED HOBNAIL

Hobnail tufts are closely packed on a sturdy cotton base. Charming traditionally American pattern. 5" bullion fringe. White, decorator shades. Twin, full.

3.66

Now Low Price



MENI POPLIN BOXER TRUNKS

Lightweight, fast-drying poplin in bright tropic patterns or solid color pastels. All around elastic waist with draw-string. All sizes. Get yours today.

1.77

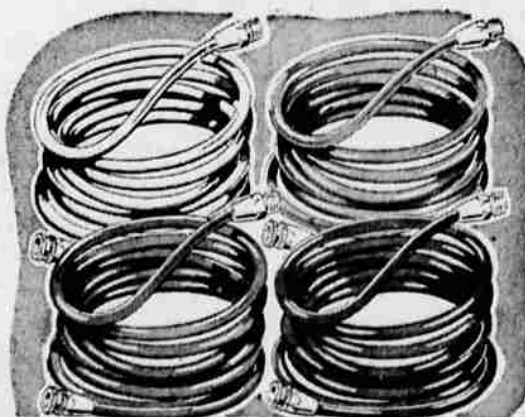
Mesh lining!

Less 'at Wards!

COLORFUL STRING KNIT COTTON SHIRT

87c

Good-looking new knit shirt-style of wide, porous knit cotton. Cool...comfortable...long wearing. Easy to wash, requires no tedious ironing...simply stretch into shape when drying. 10-18.



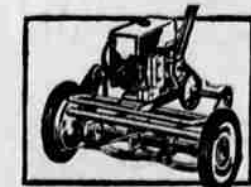
PLASTIC HOSE AT A SALE PRICE!

Light as a feather...but tough and long-wearing! A choice of 4 colors, Red, Blue, Green, or Silver. See it! 50-foot length

3.22

25 feet

BIG REDUCTION! HURRY!



¾-H.P. GAS POWER MOWER

Buy on terms! **69.95**

Compare Wards low price! 19" 5 blade reel Sturdy all-metal frame—two cycle engine!

EVERY ITEM SHARPLY CUT!



BABY'S TRAINING PANTY 5 For 1.00

Double Thick Cotton Elastic waist, rib knit leg bands, for snug, smooth fit. Absorbent. Sizes 1, 2, 3, 4.



RAYON SLIPS Regular 98c 67c

Rayon Knit Slips at a big saving. White or pink. Sizes 32-44. 98c Gowns. Now 67c



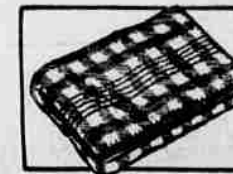
KEEP COOL UNDER A NEW STRAW 2.47

Reg. 2.98 Fine lightweight Bents in styles to please any man. All sizes. Choose yours now!



MEN'S HANDKERCHIEFS 12 FOR 60c

Plain white—strong hems. The man can always use a few more. Kerschiefs. Size 16"x16".



COTTON RECEIVING BLANKETS 47c

White, Pink, Blue Soft nappy cotton in plaids or white with striped edges. Warm, serviceable! 30"x40".



LOOK! MEN'S DRESS SOCKS 6 Pr. 1.00

500 Pair Rayon and Cotton. Fancy Patterns. Assorted colors. Sizes 10 to 12.

PRICES SHARPLY REDUCED!



UNBLEACHED PART LINEN TOWELING

Limit 6 Yds. **21c** Yd.

Super-Absorbent part linen with washfast bright woven borders. A kitchen buy! 18" wide.



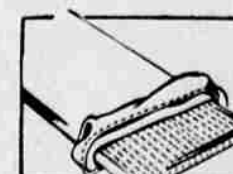
STURDY FOLDING CAMP STOOL 98c

Easy to Store! Handy for trips! Heavy canvas seat, hardwood frame reinforced with cross bars.



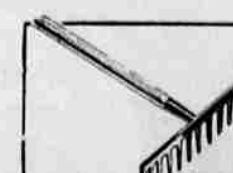
FRYING PAN 47c

All Aluminum. Heavy weight 9" size. Polished brightly. Regular \$1.49 value. Blue enamel open roasting pan 37c



IRONING BOARD PAD & COVER 1.27

Regular 1.55 Speed your ironing! Cotton pad edges won't ravel. Sanitized cover fits smoothly.



FOR SUMMER RAKING EASE 1.47

Reg. 1.75 60" Ash handle Long handle makes lawn raking a quick, easy task! Steel teeth will not cut or tear your lawn!

Demonstration Wednesday 7:30 P.M.

See Frank Malin, our expert Paint Dept. Mgr., demonstrate the use of Texture Paints and the new deep tone Flat Wall Paint!