

How mad should a guy get for 23¢?



1. Am I burned up. When I sit down with the paper after a hard day, what do I find? The last General Electric bulb in my favorite reading lamp is *gone!*



2. "Sure," the wife admits, "I took it for the kitchen... after you snatched the kitchen bulb for the garage!" If that isn't like a woman. Callin' me a bulbsnatcher!



3. I give up! How mad should a guy get for 23¢? I go out and, for less than a buck, buy enough G-E bulbs to fill the empty sockets, and then some. Also, I lug home some ice cream, so everything's hunky-dory!



AVOID BULBSNATCHING this easy way: Keep 4-bulb packs of G-E bulbs on hand! Look for the G-E monogram. It means good light at low cost.

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THE JOKE and its reactions

by Al Kaufman



1. Stop, you're killing him!



2. Get to the point.



3. Knows another version.



4. Needs an explanation.



5. She heard this one from her grandma.



6. She doesn't get it—but won't admit it.



7. Anticipates punch line.



8. His wife—she's heard it a dozen times.



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