

Building Going Up

Construction of a new office building for Jewett Office Supply company has started at 310 North Bartlett st.

The project involves an expense of about \$38,000. The new building will encompass about 4,000 square feet of area, almost double the space of the present company building at 31 North Bartlett st.

Owner Alan Jewett has been in the office equipment business since 1939. He first went into business for himself in 1949 on South Bartlett st. Then in 1953 he purchased Craig Office Supply at 128 North Bartlett st. He moved to his present location in 1957.

When Jewett moves to his new location, the present building will be torn down to make room for a parking lot.

Apron or Smock



9219
SIZES
12-20

by Marian Martin

Pop on this pretty cobbler apron or smock to spark your spirits — it's delightfully trimmed with daisy applique (fun to do in gay contrast).

Printed Pattern 9219: Misses' Sizes 12, 14, 16, 18, 20. Size 16 takes three yards 35-inch. Applique directions.

FIFTY CENTS in coins for this pattern — add 15 cents for each pattern for first-class mailing and special handling. Send to Marian Martin, Medford Mail Tribune, Pattern Dept., 232 West 18th St., New York 11, N. Y. Print plainly NAME, ADDRESS with SIZE and STYLE NUMBER.

CLIP COUPON FOR 50 CENT FREE PATTERN in big, new Fall-Winter Pattern Catalog, just out! 334 design ideas. Send 50 cents for Catalog.

Patty-Cake Puppet



7492

by Alice Brooks

Children love puppets — love to watch and play with them. This baby is fun to make.

Miss Patty-Cake — pretty hand puppet. Tots love to make her clap hands. Easy to make. Pattern 7492: transfer head, hands, dress pattern.

THIRTY-FIVE CENTS (coins) for this pattern — add 15 cents for each pattern for first-class mailing and special handling. Send to Alice Brooks, Medford Mail Tribune, Needlecraft Dept., P. O. Box 163 Old Chelsea Station, New York 11, N. Y. Print plainly NAME, ADDRESS, PATTERN NUMBER.

206 HANDICRAFT HITS in our big, big, new 1964 Needlecraft Catalog, out now! See toys, fashions, crewelwork, heirlooms, gifts, bazaar hits — everything to crochet, knit, sew, weave, embroider, quilt, smock. Send 25 cents right now.



DON'T YOU READ BEFORE YOU BUY?

Where but in print can you get so close to the advertising messages that interest you? Where else can a woman clip the coupons and recipes that intrigue her? Or tear out tips to try on leftovers? Or mark,

for future marketing, any of the colorful food ideas which strike her fancy? And where else can she circle and compare the colors and styles of clothing and furnishings that appeal to her?

Where else, in fact, can any message be re-run at will by an interested audience? So make sure a good part of your advertising message gets into print. Let somebody's eyes linger over it as long as

they like. Let somebody's scissors clip it free of competition. And then watch someone's pocket or purse carry it to the place of purchase. Print makes sense because print makes sales.

One of a series presented by the Print Advertising Association and