

New Lawn Mower Said To Be Safer

NEW YORK (UPI) — Item: 50,000 fingers and 100,000 toes lost. That's the National Safety Council estimate on needless amputations of toes and fingers sacrificed through accidents occurring while cutting the grass with a rotary mower.

Now along comes a firm — Dura corporation — with a mower said to be the first safety blade mower capable of reducing the accidents by 98 per cent. The mower has a blade with comb-like projections. These are said to reduce the chances of cutting off a finger or toe, or of throwing an object with gun-like velocity.

New Shirt Shift



9208

SIZES 10-18

by Mariani Martin

It's the shirt shift—great, new day fashion to sash or wear free and fashionable. Sew it jimmie-quick in checks, splashy print.

Printed Pattern 9208: Misses' Sizes 10, 12, 14, 16, 18. Size 16 requires 3 3/8 yards 39-inch fabric.

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

CLIP COUPON FOR 50¢ FREE PATTERN in big, new Fall-Winter Pattern Catalog, just out! 354 design ideas. Send 50¢ for Catalog.

Sporty Knit Set



7470

by Alice Brooks

Keep ears and fingertips warm in this snug-fitting set. Choose short, long helmet.

For skiing, skating, cold weather wear this cable-trimmed knit set. Pattern 7470: directions, hood in all sizes; mittens, sm., med., lge., incl.

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 and 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¢ right now.

Tree crops important to the world include rubber, tea, coffee, cacao, coconut, banana, fruit, nuts, oil palms and timber varieties.



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.

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