

COUNT THE EXTRA SMOKES IN CAMELS



By burning 25% slower than the average of the 15 other of the largest-selling brands tested—slower than any of them—CAMELS give smokers the equivalent of

5 EXTRA SMOKES PER PACK



TODAY'S big news in cigarettes means real smoking pleasure and more of it for SMOKERS! Read the results of scientific laboratory tests on 16 of the largest-selling brands:

1 CAMELS were found to contain **1 MORE TOBACCO BY WEIGHT** than the average for the 15 other of the largest-selling brands.

2 CAMELS BURNED SLOWER THAN ANY OTHER BRAND TESTED—25% SLOWER THAN THE AVERAGE TIME OF THE 15 OTHER OF THE LARGEST-SELLING BRANDS! By burning 25% slower, on the average, Camels give smokers the equivalent of 5 EXTRA SMOKES PER PACK!

3 In the same tests, CAMELS HELD THEIR ASH FAR LONGER than the average for the other brands.

Camels smoke cooler! Costlier tobaccos, delicate in taste and fragrance. That's smoking pleasure at its best. Camel's added bonus. America likes a shrewd buy...America favors Camels!

CAMELS

COSTLIER TOBACCOS
PENNY FOR PENNY YOUR BEST CIGARETTE BUY!

These Advertisements Give You Values

Star Dust

★ New Irish Contingent

★ Olivier Reaches Top

★ Pseudo-Scraps on Air

—By Virginia Vale—

THERE seems to be a new cycle starting in the movies, one involving young actresses who hail from Ireland. If they have red hair and green eyes so much the better.

Let me refer you to Greer Garson as a starter. She was launched in this country in "Goodbye Mr. Chips," you know, and is a red haired, green eyed beauty. Geraldine Fitzgerald is another product of the Irish theaters. Maureen O'Hara, who arrived in this country with her mother recently, also with Charles Laughton, is the latest ex-



MAUREEN O'HARA

ample. He felt that she should play "Esmeralda" when he does "The Hunchback of Notre Dame" for RKO.

She was born and brought up in Dublin, studied at the Abbey theater's school, and did a few bits in British pictures before she appeared in his "Jamaica Inn."

As she was just 18 everyone was prepared to give her all the encouragement they could, since she'd be in the company of experienced players. But after the first few days they discovered that she didn't need it. In fact, they had to be on their toes to keep her from walking off with the picture.

If you read that delightful novel, "Rebecca," which until recently led so many best-seller lists, you'll be interested to know that Laurence Olivier has been signed to play the role of the hero.

Although he is young, Olivier has had years of experience on the stage and in the movies, but until this year he never reached the heights. Now it seems as if everyone wants him for a new production. He is appearing on the New York stage in "No Time for Comedy," with Katherine Cornell, and you can see him giving an even better performance in "Wuthering Heights," opposite Merle Oberon, than he gives in the play. He'll be perfect for the part of "Max de Winter" in "Rebecca."

If a brand new squabble breaks out between two radio stars, don't be surprised, and don't take it seriously. There isn't a really good feud raging on the air now, and radio stars discovered long ago that feuds whip up interest in their programs.

The best one of all took place years ago, between Rudy Vallee and Will Osborne, but that one was rather serious. Walter Winchell and Ben Bernie started theirs on purpose, and kept it going for years. A certain press agent has been trying to start one of those serialized battles between Sammy Kaye and Kay Kyser, with the question of which one originated the idea of singing song titles as the bone of contention, but he it said to the everlasting credit of Kyser and Kaye that they're too proud to fight.

(Released by Western Newspaper Union.)

Cool, Easy Frocks For Midsummer Use



DO YOU go in—or rather out—for active sports? Then there's a place in your life for the pretty play frock (1767) with short tennis skirt, sunback, and bright bands of braid. A little short-sleeved jacket and head kerchief are included in your easy pattern. In pique, gingham or chambray, it will make your vacation smarter and gayer.

Cool Daytime Frock.

Are you looking for something cool, becoming and different for daytime? Then 1778 is just what you want! A square-necked youthful basque frock, with circular skirt, upped sleeves and a tiny waistline, it will look summery and refreshing even on the hottest day, with your big hat and white shoes. For this, choose silk print, linen, gingham or lawn.

The Patterns.

1767 is designed for sizes 12, 14, 16, 18 and 20. Size 14 requires 5½ yards of 35 inch material without nap. 2½ yards of braid.

1778 is designed for sizes 12, 14, 16, 18, 20 and 40. Size 14 requires 4½ yards of 35 inch material with short sleeves. 1¾ yards of trimming.

Send your order to The Sewing Circle Pattern Dept., Room 1324, 211 W. Wacker Dr., Chicago, Ill. Price of patterns, 15 cents (in coins) each. (Bell Syndicate—WNU Service.)

Flare for Rubber Flowers Growing

The idea of wearing the new rubber flowers as a corsage or boutonniere elsewhere than on the beach is gaining. These lovely flowers are too attractive to confine within a limited realm. Then, too, they are eminently practical, for soap and water will keep them fresh-looking indefinitely.

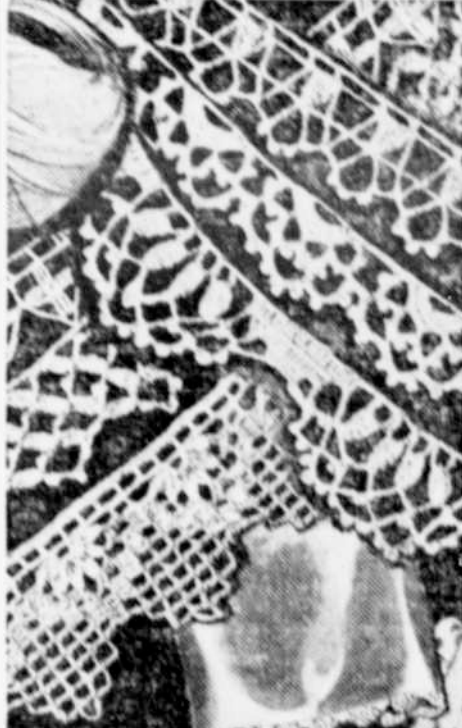
Natural colors, grace of design and true reproduction of nature marks these corsages as outstanding. Anemones in pastel colors enliven a swim suit with true artistry. Deep pink camellias are lovely to wear in an evening coiffure. Roses of realistically colored rubber and dahlias in colors true on sport jackets are ever so effective and outstanding.

Stripes Back in Fashion Picture

The cycle of fashions continues to revolve and now the indicator stops at 1915, the era of the Castle walk and, from the sartorial standpoint, of stripes.

But striped materials in the hands of the modern designer have a spicy verve wholly different from those recorded in the fashion books of almost a quarter of a century ago. One of their paramount virtues is that they are slimming. However, their chief charm is that they lend themselves to such varied and exciting adaptations.

Crocheted Edgings For Every Purpose



Pattern No. 2002.

You'll want to crochet these edgings—they're all different widths—since they lend themselves to so many uses. Some are suitable for round doilies. Pattern 2002 contains directions for making edgings; illustrations of them and stitches; materials required.

Send 15 cents in coins for this pattern to The Sewing Circle, Needlecraft Dept., 82 Eighth Ave., New York, N. Y.

Please write your name, address and pattern number plainly.

Whatever Else Might Be Said—He Was an Optimist

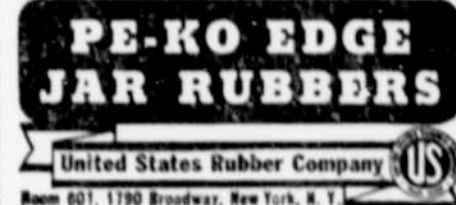
The fight was between two heavyweights, Puncher Smith and Killer Jones. In the first round, Puncher hit the floor hard five times, and just before the bell went down for a full count.

The winner was rushed to the mike where he said a few modest words. By this time Puncher had come to, and staggered to his feet. The announcer coaxed him to say a few words to the millions listening in.

Puncher tried to keep his knees from collapsing. He heard sounds like the chirping of thousands of birds. Then he said to the mike: "Ladies and gentlemen—this is the greatest fight of my career—and may the best man win!"



• If your dealer cannot supply you, send 20c with your dealer's name for a Trial Package of 48 genuine PE-KO Jar Rings; sent prepaid.



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A fool may make money, but it takes a wise man to spend it.



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—America's favorite
—cost less than
a penny for
a generous serving!



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It Will Pay You to Patronize Advertisers of This Paper and to Confine Your Buying to Local Merchants as Nearly as Possible