

new kind of alarm

• wakes you • lets you snooze • wakes you again



LITTLE SNOOZ-ALARM† clock, plain or luminous dial.

It's nice to wake up—and not have to get up. That's why Little Snooz-Alarm† clock, budget price member of the wonderful Snooz-Alarm† family of alarms, is so popular. When it calls, just tap the control bar and go back to sleep—for about ten minutes. Automatically calls again.

Because all General Electric-Telechron clocks are electric, they can't run down during the night, never need winding, stay on time to the minute. And alarms sound off for 45 minutes unless shut off.

GE Extra values all under \$10*—Buy now!



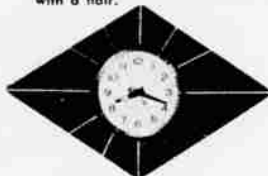
TREND. This new style leader in alarms has handsome red and black check dial with wrap-around crystal in beige case. Luminous hands and numerals.



SCOPE. Dramatic in design, this new oval alarm has charcoal black dial and light gray case. Fully luminous. Here's fashion with a flair.



TRIM. Newest, thinnest, wall-hugging kitchen clock. Sparkling color combinations of chrome and white or copper with white or yellow. Easy-to-read dial.



HORIZON. Modern, striking. This new diamond shaped wall clock can be mounted horizontally or vertically. Gold and black, copper and white colors.

GENERAL ELECTRIC

Telechron



Clock and Timer Dept., General Electric Company, Ashland, Mass.
†Snooz-Alarm is a trademark of General Electric Company

*At manufacturer's suggested retail prices. Applicable taxes extra.

As You Were Saying...



Time Off for Good Behavior! Recently our city officials started a unique project. Once a week they "arrest" an out-of-state tourist.

He and his family are taken before a magistrate who "sentences" them to a day in the city. The day includes guided tours of the city and the surrounding country, with free film and cameras provided, special entertainment in the evening, and free food and lodging. Then, before leaving, the tourists' car is washed

and refueled, and they are presented with a souvenir box of locally produced items. It's a nice way to make friends for our little town.—Mrs. R. S. Criddle, Logan, Utah.

The Smoking Habit. My father, who was a heavy smoker, once met an old classmate and the following conversation ensued:

"Well, J. E., still smoke as much as ever?" the friend asked.

"Ten or 12 cigars a day," my father replied.

"What do they cost you?"

"Usually two for a quarter."

There was a pause for some mental arithmetic, then, "J. E., do you realize that if you didn't smoke and had saved all that money all these years you could have owned that beautiful house across the street?"

"Did you ever smoke?" my father asked.

"Never took up the habit."

"Do you own that house?"

"Of course not."

"Well, I do," said my father, flicking an ash and sauntering away.—

E. R. Durgin, Racine, Wis.

It Takes One to Know One. Recently a couple came to my office for marriage counseling. It seemed the husband, an Army sergeant, was concerned that his wife got a job in a local tavern. Inclined to agree with him, I said to the wife, "You must realize that such an environment presents great temptation to a young woman. Men who frequent such places may make advances or try to date you."

"Yeh, I know," she said soberly, then pointed at her husband, "that's how I met him."—Chaplain (Lt. Col.) L.D., Fort Leonard Wood, Mo.

The Spice of Life. I found this recipe in an ancient cookbook of mine:

How to preserve a husband: Some insist upon keeping them in pickle, while others are constantly putting them into hot water. Even the poor varieties may be made sweet and tender by garnishing with patience, well sweetened with smiles, and flavored with kisses. Wrap well in a mantle of charity, and keep warm with a steady fire of devotion. Thus prepared, they'll keep for years.

—Mrs. R. F., Mississippi City, Miss.



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