



THE CUSTOMER-WORM TURNS

The characters are a clerk and Mr. and Mrs. Elmer Twitchell. The scene is almost any store. Time—Six months after the war.

Clerk (as Mr. and Mrs. Twitchell appear at his counter)—Well?
Elmer—Well, what?
Clerk—Do you wish something?
Mrs. Twitchell—Don't tell him!
Elmer—Not a chance, honey; we'll make him wait.

Clerk (smiling)—What can I do for you?
Mrs. Twitchell—He's actually smiling! Him, of all people!
Elmer (handing her a paper)—Here's something for you to read, honey. I'll tackle a magazine.

(They sit down on camp stools which they have carried to the store, and ignore the clerk.)

Clerk—If there's something I can show you.
Mrs. Twitchell—Can't you see we're busy?
Elmer—Take it easy. We'll get around to you in time.

Clerk—After all this is a store catering to the public, and I'm the clerk here.

Mrs. Twitchell—Oh yeah!
Elmer—Do you know who we are?
Clerk—You're customers, aren't you?
Mrs. Twitchell—Don't tell him, Elmer!

Elmer (as the clerk seems impatient)—One of them guys who's always in a sweat, eh!

(The Twitchells yawn and continue reading, ignoring the clerk quite completely for 10 or 15 minutes.)

Clerk (pleadingly)—I wish you'd let me wait on you.

Mrs. Twitchell—Don't try to rush us!

Elmer—You want us to let you wait on us ahead of other clerks in this store, eh? You're somebody important, I suppose.

Clerk (who has, with the coming of peace, reverted to the pre-war manner)—If you don't see what you want ask for it! We aim to please! A satisfied customer is a solid foundation for business success.

Mrs. Twitchell—Quick, Elmer, the aspirin!

Clerk.—The secret of this store's popularity is customer-service. My time is your time! May I assist you promptly?

Mrs. Twitchell—Tryin' to intimidate me, eh?

Elmer—Ignore the big bum, dear.

Clerk.—Aw, come on; lemme wait on you!

Mrs. Twitchell—Nothing doing. If you don't like it go to some other store!

Clerk—But it's my duty to wait on customers and...

Elmer—You ain't the only clerk in this place. Wait for your turn like the rest of 'em.

Mrs. Twitchell—When we're ready to be waited on in a polite manner we'll let you know.

Clerk—Doncha know there's a peace on?

The Twitchells (swooning)—That does it!

NOT YET, BUT SOON
"How many gallons? Fill 'er up!"
How sweet those words once more!

The long dead words of yesterday
That disappeared with war;
"How is ya windshield? How's the oil?"...

"Just name the type and brand"...

What joy and rapture this now brings
Throughout the weary land!

"What kind of meat? A tenderloin?"

"A porterhouse? Why not!"

"I wish you'd take these nice loin chops"...

"These hams will hit the spot!"
Oh, what a thrill when talk like that
Is looming just ahead—
And not a butcher says, "You'll have
To take stew meat instead!"

To find a guy who'll do a job
For ten bucks at the most
And not want forty dollars just
To paint a hitching-post!

To live as once we used to live
Quite kindly man to man
With patience and with courtesy
Within the post-world plan!

He stood on a corner with two suitcases, a letter to the secretary of labor, a kit of tools, a copy of "How to Live Within an Income," a copy of the classified ad pages, a bathing suit and a worried look.

"Whatcher doin'?" a friend asked.

"I'm reconverting," he replied.

After the peace, Japan is going to have a wonderful time running around with cameras photographing American soldiers, sailors and marines.

Cottons, in Velveteen and Plush To Rule Campus Fashion Picture

By **CHERIE NICHOLAS**



THIS year's college girl is doing a lot of "clothes thinking" just about now. This fall the fancy of a school-faring maiden turns to clothes that are neat and flattering with the look of a thoroughbred about them. No freakish fads for the autumn 1945 campus crowd!

The college girl, the school girl, the career girl and the teen-age group who know their fashions have become definitely cotton-conscious these days. The new "rave" is the elegant looking velveteens in black and adorable colors, also the very handsome corduroys that are being made up into coats and suits. There's a new wide-wale cotton plush, too, that is setting a new high in sophisticated cottons.

No doubt the girl going away to school will start her first semester with a few cotton casuals, for it's smart to wear cotton washables. She will be glad she took a chic gingham frock and perhaps a flattering fresh chambray, the sort that looks just right during early warm autumn days under a color-lovely cardigan. There will be dark cotton dirndls in her trunk too, some banded in gay Latin colors; also a very special one with inset border of white eyelet to be worn with her dainty batiste drop-shoulder blouse.

A raft of sturdy campus cottons should be taken along. In the news were pedal-pushers of pin-wale corduroy that's tough and washable. The girls say they are less cumbersome than slacks because of their mid-calf length. Choosing mix-and-match jackets, skirts, pajamas and pedal pushers is great fun. The short boxy flare-back jacket with Chinese collar is a winner, as is also the new lumberjacket that ties with drawingstring waist.

When it comes to "date" duds here's where luxury cottons are making a great splurge. A brilliant future is predicted for suits and coats made of rich-looking wide-wale cotton plush. An intriguing style story is told for the 1945 college girl or the younger seminary daughter by Emily Wilkens in the brown wide-wale cotton plush suit as shown centered in the illustration. High neck, broad shoulders, and the tiny waist give a high-style slant on present-day trends. The shoulderline, extending in a wing-like effect, adds width and accents the small waistline by way of contrast. The tiny visor cap matches. This suit will certainly "go places" this fall.

Slim Silhouette



Its dresses of the lovely lady type that bespeak patrician style in every detail that best-dressed women want. To achieve a slim and svelte silhouette for this good-looking purple wool fall costume, the designer, Joe Copeland, extends the high-necked bodice for the dress into a deep point into the skirt and puckers the skirt on each side in a subtle form-fitting way. Here you see also a charming interpretation of a very new and very important trimming trend, which has to do with neck-lace and bracelet embroidered right on the material itself in a realistic jewelry effect. East Indian embroidery in pearls and gold makes the "necklace" on the cap-sleeved dress and the single "bracelet" for the bolero.

Because the much-beloved velveteen can be had only in dabs and dabs this year (which is why one should buy early) designers are ingeniously working it into dresses using bright wools for contrast. In the junior "date" dress, shown to the left, cotton plays duet with wool in most charming fashion. The shoulder yoke and wide hem are of black velveteen. The rest of the bodice and skirt are violet wool. Red wool binds sleeves and waistline, also outlines the velveteen all around. Here's a type dress that will make "a picture" at college teas and informal dances.

Pale gold and bottle green prove a flattering color combination in wool and cotton for the dress shown to the right below. Green corduroy forms a corselet waist front and full skirt, while gold wool is used for sleeves and bodice top. Rectangular shaped silver nailheads trim the shoulder yoke and sleeve cuffs. Note the clever touch of wool ties.

Released by Western Newspaper Union.

'Curved Contours' New Fashion Dictate

A new element has entered into the field of costume design. It's "curves." This styling technique is seen in the soft rounded shoulders that give a very different silhouette from last year. The command of fashion to "curve your contours" is also reflected in the way side fastenings and drapes take on a curved sweep rather than a straight or angular movement. Yokes are rounded too, instead of being square-cornered. Hips have an out-curve, while waists have an in-curve. Compare your last year's suit with your this year's suit, or place your last season's felt hat alongside the fall hat you've just bought, with its rounded, bulky, yet flattering new brim, and you will see how designers are obeying fashion's edict to "curve your contours."

Jewelled Belts Set Off Sophisticated Gowns

Much ado is being made about belts and corselet effects this season. This season belts have been glamorized into real show pieces. In some instances the jewel work and metal embroidery arrives at almost barbaric splendor. The new fad is to wear an eye-thrilling belt with a black gown of sophisticated simplicity and not another ornament except, perhaps, a bracelet. The new corselet midriff treatments on dressy gowns are also beautifully worked out in rich jewelry embroidery.

Striped Jersey Suit

Jersey is becoming increasingly important either in wool or rayon weave. Gaily colorful striped jersey delights the teen-ager and it is also smart for career-girl cardigan blouses. Just the thing for the school girl is a jacket and skirt dress of striped jersey in red and white or multi-color stripe.



Aluminum Paint to Improve Old Farms

Delay Deterioration By Proper Painting

One of the most common tell-tale signs of deterioration on the farm is blistered and peeling paint. Yet, paint does remain one of the quickest and most practical of "repair" materials and the best way of stopping deterioration.

The average farmer does not repaint his service buildings oftener



Paint adds to life of building.

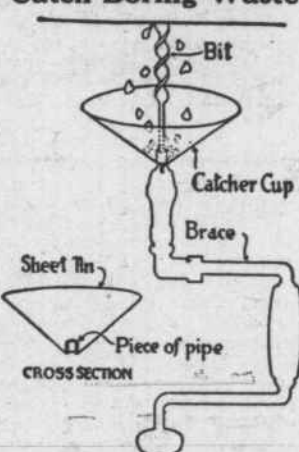
than every 10 years. Cheap white paints will not last that long.

Aluminum paint is recommended for agricultural uses because it can be applied satisfactorily to almost any kind of paintable surface. It serves equally well on steel, wood, brick, concrete, plaster, wallboard, galvanized iron, asphalt roofing and even canvas.

Aluminum paint is an effective temperature reducer. A coat on the roof of an uninsulated building will reduce the interior temperature of that building by as much as 10 to 14 degrees. The reduction is effective in a chicken coop, hog house, dairy barn, milk or egg building or the home. Because aluminum paint reflects approximately 70 per cent of the heat striking it, roof temperature as high as 140 degrees can be reduced to 95 or 100 degrees.

Because of its high moisture-proofing powers and its ability to withstand washing as well as constant exposure to steam, fume and other corrosive agencies, aluminum paint has long been widely applied in dairies and similar plants. It is also used to protect all kinds of farm equipment and machinery.

Catch Boring Waste



Cup on Brace Catches Borings from Overhead.

When using a brace and bit to bore a hole in wood that is overhead, and prevent the borings from falling into the eyes, a funnel may be utilized. The bit extends through the funnel, giving it freedom, but holds the cup in place.

Postwar Machinery Track Tractors



Postwar farm tractor, designed by B. F. Goodrich, combining the sleekness of a racing auto and the rugged track-laying ability of the famous military half-track. The self-track-laying tractors move at high speed on highways, and are said to have a drawbar pull nearly twice as great as that of wheels and exert lighter pressure per unit of ground contact which reduces soil packing.

Saves Apples by Air

By applying the principle of the gas mask to protect apples in storage, apple growers may save thousands of dollars annually, according to research work conducted at Cornell University.

The conditioning prevents storage apples from developing a "scald" disease, which causes the fruit to become unsightly and to lose market value. One of the greatest problems of apple storage has been the formation of gases causing damage.

SEWING CIRCLE PATTERNS

Charming Side Button Princess



fall, you'll like it in gabardine, flannel or taffeta accented with unusual buttons.

Pattern No. 8907 is designed for sizes 12, 14, 16, 18 and 20. Size 14, short sleeves, requires 3 1/4 yards of 39-inch material; 1 1/2 yards trimming for neck and side front.

SEWING CIRCLE PATTERN DEPT.
1136 Sixth Ave. New York, N. Y.
Enclose 35 cents in coins for each pattern desired.
Pattern No. _____ Size _____
Name _____
Address _____

Underground Parking

The parking problem in Buenos Aires is relieved by an enormous area built under one of its huge plazas. A boulevard more than 450 feet wide is the roof for this parking center, which covers 16 blocks.



"We give this seal to no one—the product has to earn it," says Good Housekeeping Magazine regarding this famous seal. Look for it on every Clabber Girl package.

CLABBER GIRL
Baking Powder

Got Tire Troubles?
Come to
Firestone
We Can Solve Them!



FIRST

Drive In Today for a FREE TIRE INSPECTION

At no obligation whatever we will examine your tires carefully; let you know what repairs, if any, are necessary; and advise what should be done to keep 'em rolling.



SECOND

We'll Help You Determine if You Are Eligible to Buy the Famous

Firestone DeLuxe CHAMPION

and Help You Make Out an Application for a Tire Rationing Certificate



THIRD

If You Are Not Eligible for New Tires, We'll Keep Your Car Rolling with

Firestone Factory-Method RECAPPING

All materials and workmanship fully guaranteed. You get extra safety, extra traction, longer mileage!

700
Finest Quality Grade A Tread Rubber Used

COME IN...LET US HELP YOU WITH YOUR TRUCK AND TRACTOR TIRE PROBLEMS

See Your Nearby

Firestone Dealer Store or Firestone Store