

THE CHEERFUL CHERUB

I wish that I were bright in talks,
My mind just acts so scared and slow.
Still lots of times I make folks laugh—
It's not when I intend to though.



WNU Service.



THE duffer in golf—meaning the millions who shoot between 90 and 120—may soon see new light through the darkness. He may come upon better days if instructive plans now set up by the P.G.A. work properly.

In past years the duffer, or average golfer, has developed swing-indigestion from too many complex instructive mixtures. One teacher would tell him to do this and another would tell him not to do that, until his mental picture was all badly blurred. At least this is the belief of a number of P.G.A. instructors, including Lou Scott and Joe Novak, who know their trade.

After more than 20 years of teaching the young and old how not to slice or hook or top or flub, Lou Scott, the Lakeside veteran, has a new and helpful angle to present. This idea consists largely in wiping out all the old slogans, the old maxims and such that have baffled the golfer for so many high-scoring years.

Things to Forget

"We must first clear up the golfer's mental blur," Scott says. "He has been given too many things to think about and to work on. We have finally discovered that golf instruction must be simplified. Craig Wood and others have been working on this idea in Florida. We have been working on it along the Pacific coast.

"Now here are the old slogans or forms that must be wiped out—that must be forgotten—

- "1. To keep your eye on the ball.
- "2. The straight left arm.
- "3. Any part of pronation.
- "4. The body pivot.
- "5. Swinging from inside out.
- "6. Weight transference from one foot to the other.
- "7. Cocking the wrists.
- "8. Uncocking the wrists at a certain spot on the downswing.
- "9. The upright swing.
- "10. The flat swing
- "11. Foot work.

"These things may be part of a good golf swing," Lou Scott says, "but who can put a jig-saw puzzle together in the second or so needed to start and finish a swing? It just can't be done. So they all must be eliminated to give the golfer a new and fresh start in picking up the few fundamental things required for lower scoring.

The Next Step

"We will now," instructor Scott continued, "take it for granted that the golfing brain or mind has been cleared of all the old obstructions mentioned before. What is the next move? Starting with a fresh slant the first move must turn to the work of hands and wrists swinging the clubhead.

"You must know what your hands are doing, what your wrists and arms, all working together, are doing in relation to the head of the club. Only the hands touch the club and only the clubhead touches the ball.

"For one thing, the golfer must pay more attention to the pace of his backswing. The natural tendency is to think only of hitting the ball, to think largely of the downswing. But after a bad backswing there can be no such thing as a good downswing, unless an accident or a miracle happens.

"Take a comfortable stance, unlock those feet and legs, and swing the clubhead smoothly back in a natural way. If you do this the body will turn with the swing and the foot weight will handle itself. If you throw a baseball you will find that the weight first goes to the right leg and then moves back to the left leg. But you don't have to think about this when throwing a ball. It is a natural move. It should be the same in golf.

Main Faults

"What are the main faults among average golfers? The first starts with tension. The average golfer has no swing he can trust, he is trying to think about too many things, so he tightens up from feet to neck.

"The first result is usually a hurried backswing. This in turn leads to a hurried, jerky downswing and to head lifting. This will rarely happen with a smooth, even backswing where the hands are in control.

"There must, of course, be a firm left hand and a firm left arm. But that doesn't mean a tightened straight left arm."

Essay on Cow Leaves Little to the Imagination

The cow is a mammal. It has six sides, right, left, an upper and below. At the end it has a tail on which hangs a brush. With this it sends the flies away.

The head is for the purpose of growing horns and so that the mouth can be somewhere.

Under the cow hangs the milk. The cow has a fine sense of smell, one can smell it far away. This is the reason for the fresh air in the country.

The cow does not eat much, but what it eats it eats twice so that it gets enough. When it is hungry it moos, and when it says nothing it is because all its inside is full up.—Schoolboy's essay on a cow.

Appealing Dutch Tea Towels



these new Dutch tea towel motifs. Industrious little Gretchen decorates the towels for Monday, Wednesday and Friday; her very best boy friend, Hans, is on Tuesday, Thursday and Saturday's towels. Sunday's motif shows them both, as on the panholders.

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'Mrs.' at Six

"Miss" was considered a flip-pant, childish and unflattering title—until recently. During colonial times, all ladies were called Mrs.—even at the tender age of six!

Pull the Trigger on Constipation, with Ease for Stomach, too

When constipation brings on discomfort after meals, stomach upset, bloating, dizzy spells, gas, coated tongue, and bad breath, your stomach is probably "crying the blues" because your bowels don't move. It calls for Laxative-Senna to pull the trigger on those lazy bowels, combined with Syrup Pepsin for perfect ease to your stomach in taking. For years, many Doctors have given pepsin preparations in their prescriptions to make medicine more agreeable to a touchy stomach. So be sure your laxative contains Syrup Pepsin. Insist on Dr. Caldwell's Laxative-Senna combined with Syrup Pepsin. See how wonderfully the Laxative-Senna wakes up lazy nerves and muscles in your intestines to bring welcome relief from constipation. And the good old Syrup Pepsin makes this laxative so comfortable and easy on your stomach. Even finicky children love the taste of this pleasant family laxative. Take Dr. Caldwell's Laxative-Senna combined with Syrup Pepsin, as directed on label or as your doctor advises, and feel world's better. Get genuine Dr. Caldwell's.

Yet Unjust

He who decides a case without hearing the other side, though he decide justly, cannot be considered just.—Seneca.



Better to Wear Out
It is better to wear out than to rust out.—Bishop Horne.

MUSCULAR RHEUMATIC PAIN

Soreness and Stiffness
You need to rub on a powerfully soothing "COUNTER-IRRITANT" like Musterole to quickly relieve neuritic, rheumatic aches and pains. Better than a mustard plaster to help break up painful local congestion!



SHOPPING Tour
The best place to start your shopping tour is in your favorite easy-chair, with an open newspaper. Make a habit of reading the advertisements in this paper every week. They can save you time, energy and money.

SAVE A DIME ON A CARTON

Switch to Raleighs—the popular-priced cigarettes that give you a valuable coupon on every pack—coupons good in the U. S. A. for 3/4¢ each in cash, or even more in luxury premiums well worth owning. Buy Raleighs by the carton and get ten coupons, plus two extra in each carton of Raleighs cork-tipped, or four extra with Raleighs plain. That makes a total coupon saving of 9¢ or 10 1/2¢ a carton! Get Raleighs today—fine quality tobacco, plus this dividend.

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Raleigh coupons are good for cash or premiums like these . . .

Coffee Table with inlaid top of beautifully matched walnut and mahogany.

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HERE'S WHAT YOU DO
It's simple. It's fun. Just think up a last line to this jingle. Make sure it rhymes with the word "pack."
Write your last line of the jingle on the reverse side of a Raleigh package wrapper (or a facsimile thereof), sign it with your full name and address, and mail it to Brown & Williamson Tobacco Corp., P. O. Box 1799, Louisville, Kentucky, post-marked not later than midnight, March 21, 1942.
You may enter as many last lines as you wish, if they are all written on separate Raleigh package wrappers (or facsimiles). Prizes will be awarded on the

"Simple Simon met a brand Mild as any in the land. He was wise to get the pack"

HERE'S WHAT YOU WIN
You have 133 chances to win. If you send in more than one entry, your chances of winning will be that much better. Don't delay. Start thinking right now.

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5 prizes of \$10.00 . . .	50.00 cash
25 prizes of \$5.00 . . .	125.00 cash
100 prizes of a carton of Raleighs . . .	150.00
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