

## TIGHT FREEZER PACKAGES



KEEP HOME FREEZER packages tightly sealed with a strip or two of firm-holding cellophane tape. For quality insist on...



BUY A ROLL for every person in the family. Fully transparent, seals without moistening. Minnesota Mining & Mfg. Co., St. Paul 6, Minn. ©1948 MM CO.

## ALL THIS AND CHEWING EXERCISE, TOO!



Yes, MILK-BONE DOG BISCUIT is not only tasty and nutritious—but, because it's hard and crunchy, it gives your dog the *chewing exercise* that helps promote strong teeth and gums! Concentrated for economy—baked for purity and digestibility... sealed in lined cartons to stay fresh!



MILK-BONE DOG BISCUIT contains nutrients your dog needs: Vitamins A, B<sub>1</sub>, B<sub>2</sub>, D, and E... Meat Meal... Fish Liver Oil... Whole Wheat Flour... Minerals... Milk.



### NATIONAL BISCUIT COMPANY

National Biscuit Co., Dept. TW-10 FREE SAMPLE  
446 E. 10th St., N. Y. 9, N. Y.  
Send me free MILK-BONE DOG BISCUIT. Also Booklet: "How to Care for and Feed Your Dog." (Please print. Paste coupon on penny postcard if you wish.)  
Name.....  
Address.....  
City and State.....  
This offer good in United States only

## EVERYBODY'S Etiquette



RAE RUSSEL

Try to keep Junior out of mischief and DON'T let him ride the basket

## ARE YOU A SUPER-MARKET GOPHER?

by Don Parsons

EXECUTIVE SECRETARY SUPER MARKET INSTITUTE

**DEAR MR. PARSONS:** Can you give some advice on good manners in the super market?

\* \* \*

**ANSWER:** Manners are generally good in the super markets, but there are the inevitable few who can make life difficult. Let me list some of them:

**Panic-Buyer Bertha:** She listens to gossip, particularly in emergency times such as these, and then races to stock up on coffee, sugar, pepper and other items. Multiplied many times over by all the "Berthas" in the country, she can stymie our law of supply and demand, creating false shortages and skyrocketing prices.

**Embarrassed Emily:** When this young lady reaches the check-out counter, she suddenly discovers she left her money in the pocket of another dress, asks the checker to trust her. Checkers have no such authority. Part of the success of super markets lies in the savings they have been able to pass along to the customers because of their cash-and-carry system.

**Hopalong Junior:** The mother of this lovable mop-pet, aged from four to 12, gazes afar while he prances past the counters, flicking price tags helter-skelter.

**The Gopher:** Prepackaged meat is the favorite hunting ground for this one. She'll dig down to the bottom of a neatly stacked pile of cellophane-wrapped meat to pull out the very bottom one—though each package may be identical as to quality, weight and price.

**The Pincher:** We've all seen her. She squeezes the tomatoes, puts a thumb or two into the cantaloupes and mauls the lettuce display trying to pick out "a good head." Please, lady, squeeze the coconuts instead.

The above shopping types are definitely in the minority, but the super markets can always use fewer of them.

\* \* \*

**NEXT WEEK:** Corporation president C. King Woodbridge has advice for white-collar wives.



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With Suave, your hair is so easy to comb, set, arrange... in seconds. Frees snarls!



Suave leaves hair a-twinkle with starry highlights, romantically soft.



Suave-in-water makes a superb, rich creme rinse after shampoo... Conditions the hair.

greaseless...not a hair oil...outsells all women's hairdressings

## "Suave" your hair

Suave helps you arrange your hair as you like it, and **KEEPS** it that way. Leaves hair gloriously soft, glowing, enchanting. Rich in luxurious hair-conditioning ingredients. **50c and \$1**

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\*due to colds



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