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are not afraid of a customer. They
are the ones who are not afraid
of a challenge. They are the ones
who are not afraid of a new
idea. They are the ones who are
not afraid of a new way of doing
things. They are the ones who are
not afraid of a new way of
thinking. They are the ones who
are not afraid of a new way of
living. They are the ones who are
not afraid of a new way of
dying.

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Delicious creamed cottage
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with olive or spinach. 10 grams
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delivery, phone...

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DELIVERED TO YOUR DOOR
MAPLEWOOD MOTOR CORP.
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America's Smartest Walking Shoes
Dinah 9.95
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Freshly cut and pretty to
see, no wonder ENNA
JETTICK blues are so much
in demand! They're
good-looking, good-walking
values!
Enna Jettick shoes
are made in an unusual way
of soft and stable
\$7.95 \$9.95
A. J. MEYER & SONS, INC.
596 HUDSON AVE.
Rochester, N. Y.

At Our House
Head Should Be Read

By MARY TINLEY DALY

One of the most amusing and entertaining letters this column has ever received came to our house last week from New York State and was signed simply, "An Auburn Reader."

"How easy it is," writes Auburn Reader, "for someone to see in your little stories a reasonable cause in his own home life."

He seems mostly to be seen, but not heard, or rather, not read. He seems to be around, underfoot, sort of. To be sure, he does appear, but about as often as "Father Smyth" or "Mrs. Kelley."

"MR SEEMS IN your column to be the opposite of Mr. Day, another well-known father of American home-life. Tell the boys who read your column a little about 'Mister.' Does he ever blow his stack? What gets him down, if anything? Does he say anything about the state of the house? Is he satisfied with a cup of coffee, very weak, on sleepy mornings?"

"Does being broke on Tuesday instead of Friday get him down? Does he stand for holes in his socks, or rather, does he find that he has 12 pairs of socks all with holes, when he thought they were mended when they went to the drawer? Does not having razor blades or the like and the answer, 'Oh, I forgot,' two or three times in a row, send him to a new lot?"

"On the other hand, what makes him feel expansive, sends up his ego, makes him laugh after a tough day with the boss or a session with his co-worker?"

WHAT MAKES the Head of the House feel expansive, sends up his ego, like a free balloon, makes him feel that all's well with the world, is the sound of laughter from the younger generation. If they're well and happy, hale and hearty, everything is worth while — even if Johnny has his best tie, Pat's date has his comfortable chair and Stretch has torn up the evening newspaper. Of course these inconveniences cause minor explosions — but they don't cause the Head of the House to leave home.

Naturally the Head of the House wears green on St. Patrick's Day, lifts the day completely out of Lent; likes to look at the ladies in the Easter parade; waits impatiently for the opening ball game; fights shy of plentia; likes to go fishing and to take the kids to the circus. He has only one fear — that is, being left out of the column.

Now this fear has been allayed, and I should like to tell the readers my thoughts on pyramid clubs, the Atlantic Pact, the United Nations, the Taft Hartley Act, Communism, and sermons that last more than 15 teen minutes.

TOGETHER AT BOYS TOWN



For the second time in its history, Boys Town, Nebr., has accepted four members of the same family at the same time. The new arrivals, shown with Monsignor Nicholas H. Wegner, Director, are the Stobodnik Brothers. Their father, Joseph Stobodnik, was electrocuted when he was climbing to secure a bird's nest for his sons. Left to right: Robert, 9; Joseph, 12; Monsignor Wegner, Francis, 11; and John, 8.

Teen Talks
Typing to the Top

By NORMA DE PREZ

There's a career just around the corner waiting for you. It's not too early to start thinking about the things you'll do this summer. Aside from two weeks at the lake or a trip to the mountains, there will be work to be done.

Looking for a job? Why don't you put the accent on ingenuity. Instead of glancing haphazardly at the want ads or chatting with someone who can land you a soft job, let's get down to facts.

Any lazy Daly can meander into a position that some one has found for her. What we are looking for is a place where we can develop our talents.

IF THIS JUNE puts you in the running for the sweet girl graduate role, it's more important than ever to find the kind of work you want to do.

Not all the forty miners will be campus bound come another September; many will be going out into the wide, wide world.

If you are between the devil and a deep blue sea of doubts, take a little time out to make an important choice.

For the most part, those girls who aren't concentrating on a college entrance diploma are well equipped with typing and shorthand. If, however, you don't relish the thought of eight hours a day behind a Remington, it is interesting to learn that stenography is not a dead end street. With the right amount of experience, you may be able to sneak up on a variety of different positions.

Interested in advertising?

Women's Viewpoint
Whose Fireside Friend?

MARIE WEIDMAN

If your postman has the sway-backed look of an old grey dobbie on the way to a glue factory, one of the major reasons is the heavy load of ladies' magazines he has to shoulder each month.

In and out of apartments, up and down middle class steps all over the land, he goes, distributing four weeks' supply of rose colored drivel to the American woman.

Look, Sophie, here comes the Ladies' Fireside Friend for Marie Weidman April — I can hardly wait to read the last installment of Forever Faithless. Miranda just HAS TO marry Jeffrey.

And all this beside the dash-of-the-month on page sixty-four — jelled crabmeat in a mode. What Prudence Halfpenny can do with just a little personable crabmeat and half a pound of a la mode! No, Sophie, you look. The rest of us are still, well, a bit aghast at March's recipe for branched peaches.

CERTAINLY the shining and anticseptic land over the rainbow depicted on the sick pages of our women's magazines makes one pause to give thought to just what kind of mind the average American female possesses.

What has made the owners of the vast publishing empires think that we have to be spoon fed on fifth rate fiction in which an always lithe heroine with no visible means of support, wearing gowns with no visible means of support chases men who are always lean, lethal and loaded with money, that is.

Month after month for twenty cents and up the same old soggy sagas drag out before us, sparked up here and there by illustrations of heroines reclining on satin sofas. Of course it's escape to read this alleged fiction — but for our young girls, escape into what?

Into identifying with a beautiful, brazen girl who lives in a mink cloud and whose only ambition is to marry someone who can provide her with an even larger mink cloud? Culturally the increasing stupidity of fiction in women's magazines and in magazines in general would seem to bear out the alleged fact that the average mental age of us Americans measures about thirteen and a half years.

NOW ACCORDING to the advertisers in Ladies' Fireside Friend America is just a big, shining clean place where every body beams all day long because Dreamy Creamy Shampoo lasts twice as long, because the Honey Bun Soap discovered lanolin (sheep fat that is) and because

every young girl knows the social consequences of having chapped elbows. Surface beauty and surface cleanliness, materialism and creature comfort are heralded as our most crying needs today.

The ads' models are only the fiction writers' heroines from the front of the magazine transplanted to the nether regions of the biscuit and cheese advertisements in the rear.

Vacuous and waxlike they pose amid mops and sterling silver. Rinso and canned rhubarb, apparently our American ideal, since we seem never to tire of viewing their bored beauty.

But the real culprits are the advertisers themselves who choose and plan such lush layouts. It is they who feel we must be appealed to as children or idiots who cannot make decisions about what corn plaster to use and what kind of rubber heels we want to walk on.

ALSO, USUALLY nestled cozily against How To Convert Old Antimacassars into Pot Holders are the ads which swish away quickly with Kleenex the sweat of honest, satisfying toil.

Labor is something we should abolish as soon as possible; our aim seems to be to get Mother out of the kitchen once and for all. (She's been put out of quite a number of places, recently, so why not also her last, legitimate stronghold?)

It is difficult to believe that

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MALONEY
Planting Time
SPECIALS
EVERGREENS
ROSES
Visit Our Nurseries
for a Complete Line
of Nursery Stock
SALESROOM OPEN
Week Days from 9 A. M. to 5 P. M.
Sundays from 11 A. M. to 5 P. M.
FRUIT TREES
RASPBERRIES
DWARF TREES 2 1/2 ft. large
ROSES
SHRUBS 2 1/2 ft. 18-24
EVERGREENS 15-18
PERENNIALS 2 1/2 ft. Field Crown and
Blooming this summer
4W ea. 5 for \$1.75
MANY OTHER ITEMS
EST. 1884 MALONEY BROS. NURSERY CO. INC.
NORTH MAIN ST. DANVILLE

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Phone: Hornell, N. Y. 25-26
Hornell Beer
K. D. K. Cream Ale

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JERRY C. CELLURA'S CUSTOM BUILT
FEATHERWEIGHT • INTERCHANGEABLE
ARCH SUPPORTS
WILL HELP RELIEVE • TENDERNES • PAINS
CALCULUS AT THE BALL OF THE FOOT
COME IN, ASK FOR JERRY - THE ARCH
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R. Y. 1827

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