

ALL SET... for Sleep Comfort



Westinghouse Electric Comforter
with the Automatic Watchman Control
The last word in Sleep Luxury

Just set the Automatic Watchman Control and you're all set to sleep in mellow warmth the whole night through. One lightweight, Westinghouse Electric Comforter is all you'll ever need even on the coldest nights. Plugs into any a-c outlet. The bedside control, dainty as a powder box, will then automatically maintain the selected degree of warmth regardless of changes in room temperature.

The lush rayon satin cover is available in three rich, gorgeous colors: Rose, Blue or Green. It is easily dry-cleaned and the inner warming sheet can be removed for laundering.

A blessing to persons allergic to wool, not an ounce of animal fibers in the entire Comforter... mothproof, too. 72" x 86" for ample tuck-in. Approved by Underwriters' Laboratories, Inc. Come in for a demonstration.

49.85



The dainty "powder box" control automatically compensates for changes in room temperature.

Comforter won't slip off the bed. The underside of rayon fabric anchors the Comforter to the bed.

Makes bed-making easy... fast! There's only one bed-covering! So colorful, so speed is ever needed.

Rayon satin shell slip off for dry cleaning. Inner warming sheet easily washed, if necessary.

OUR NEW YEARS WISH FOR YOU



Good Luck

NEW YEAR



a PROSPEROUS NEW YEAR to all

Making Waterproof Glue
Waterproof glue having good adhesive qualities can be made by soaking ordinary glue in water until it swells, then draining. Put the glue in a glue pot and add an equal amount of linseed oil, cook this mixture slowly until the mixture is a jellylike mass. It will spread easily if heated before being used.

Risky to Can in Oven
Can all you can is the cryptic advice of National Safety Council to help beat the cost of living. But do not can in your oven. Explosions due to built up pressure are a very real hazard. Use the water bath for fruits and tomatoes, the pressure canner for non-acid vegetables and the open kettle for jams, jellies and relishes.

Indians Popped Corn
Popcorn was raised by the Indians long before Columbus arrived in the Western hemisphere. It became an important commercial crop about 1880. Formerly it was supposed that the popping of corn was caused by the volatilization of oil in the grain. The explosion is due simply to the formation of steam within the grain when it is heated—neither air nor volatile oil, experts say, is concerned in the process. Popcorn with a louder "pop" has been developed.

TO MR. BIG OF AGENCY X OR HIS CLIENT'S WORRIED ADVG. MGR.

- You said it, brother! It's a beautiful campaign, but where in... are the tear-sheets?
- Through seven years experience serving 4-A agencies and their best accounts, we have established new high records for actual dealer use of that expensive Dealer Ad Campaign you prepare for something better than the waste basket.
- One flat fee per job and we do all your "dirty work" of mats, addressing, mailing, checking, etc.
- One trial will prove why you should use this better method, save time, payroll, and frazzled nerves! 100% confidential. Telephone Delaware 1065, or wire collect for the full facts.

50 SYNDICATE
CHICAGO, ILL., U.S.A.

Covers the Entire World
An airliner travels 464,000 miles per year, compared to an average Pullman distance of 145,000 miles. Since Pearl Harbor the number of civil pilots in the United States has increased about 400 per cent, from 100,800 in 1941 to 400,000 last year. The past year America's swarm of civilian planes increased nearly 122 per cent. The planes and pilots are aided by nearly 5,000 farmers who voluntarily make daily observations for the U.S. weather bureau.

Home Building Facts
The retail cost of building materials is about double the cost of their production, says a Twentieth Century fund report. Used houses account roughly for three fourths of annual residential sales and 10 per cent of the total new dwellings before the war were produced under public auspices. About 40 per cent of the communities in the United States do not have building codes.

Starters Won't Tell
Popular superstition has it that the number of rattles borne by a snake indicates its age in years. A new rattle is required each time that a snake sheds its skin and several rattles may be added annually, the California Fish and Game commission reports. The studies indicate that young snakes in their year of growth gain, besides the original button, two to four rattles. Medium-sized snakes, during their second or third year, often gain two rattles annually. Adults most frequently add only one rattle a year, but sometimes gain two.

A Open Letter to Mr. Morris Levey, Manager, General Appliance Company, Distributors of Philco Radio and Appliances

By Aneita Hayes, President National Negro Congress and former Northside Y. W. C. A. Executive

An article in the last issue of the Omaha Guide attracted my attention. It was so unusual that I decided to write this letter to you. While the World joins in the Universal Chorus "Peace on Earth, Goodwill toward Men", I considered it an opportune time to look upon many present blessings, and to salute you, Mr. Levey, who proved to the colored youngsters of this city that you mean Peace on Earth, Goodwill toward Men through your actions of donating a load of new toys to be distributed by the American Legion Roos, event Post No. 30. Through this magnanimous gesture, you, Mr. Levey, to the needy youngsters demonstrated democracy in action. I wish to present, an orchid to you and hope that the coming year's will be bountiful with success and happiness.

Fresh Produce Markets
Faneuil Hall market in Boston is 200 years old and the French market in New Orleans is 150 years old. Other markets, handling fresh fruits and vegetables that are more than 100 years old include Pearl street market in Cincinnati, Dock street market and Callowhill street market in Philadelphia, and the Roanoke avenue market at Norfolk. Many others have been operating for more than 50 years. When these markets were built the produce was hauled by horse and wagon, or brought in by water. Most of the produce now arrives by rail.

Replacement of Poles
The average life of a wooden wire service pole is 20 years. Sixty-four million wooden poles are in use today for power and telephone lines; 16 poles per mile for power lines and 40 a mile for telephone lines. With the present number of poles, the industry must replace nearly 15 million poles each year.

Injuries to Workmen
Work injuries to 3,063,000 workers were reported last year, which means that more than 47 million work days were lost to production.

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A WESTINGHOUSE LIBRARY MODEL

Small, smart and powerful... the ideal radio for bookshelf, mantel or table... rich mahogany veneer cabinet... easy-to-see, easy-to-tune dial... big radio performance that will wow the whole dormitory, at a small radio price that won't upset the budget.

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SHOP

MA. 3600

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Has Plenti-power, Rainbow Tone FM, two short wave bands, the amazing Electronic Feather, the Automix Record Changer which plays 10 and 12-inch records intermixed, Signal Light Control, twin record compartments, two speakers exquisite bow-front cabinet in matched veneers—a magnificent possession! \$600.00

MORE THAN YOU DREAMED POSSIBLE AT SUCH LOW COST... THE 166

You'll marvel at true-to-life Plenti-power reception... Rainbow Tone FM, the quietest, most sensitive FM ever made for home use... the amazing Electronic Feather tone arm which eliminates needle scratch without loss of musical highs... the new Automix Changer plays 10 and 12-inch records intermixed. \$379.95

THE PERFECT EXTRA RADIO... THE 125

THE CONSOLE RADIO IN CAPSULE FORM Only 9 1/4" x 6" x 6"—ideal for crowded table tops... power and tone you'll have to hear to believe. Completely enclosed on all sides... retractable, disappearing handle that makes it easy to carry from room to room. Ivory and gold, green and gold. \$36.95

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