DOLLAR MAKERS

Clean Store Will Attract More Business

By GEORGE T. EAGER

WHEN the youngest son of a retail grocer went to work as a filling station attendant for a large oil company the father little thought that the event would increase the sales and profits of his grocery store. The boy had brought home a company sales manual to study in his spare time and the father in glancing through it found a money-making idea for his own business. "Keep the service station clean," said the sales manual. "Motorists avoid dirty, littered, unkempt stations. The one and only reason we ask you to keep your station clean is that it makes more sales."

The manual went on to point out that keeping a place of business clean is not an occasional back breaking job but more a matter of laying out a regular schedule of work to be done and doing a little each day with clock-like regularity. "If customers are attracted by cleanliness when they just buy gasoline, oil and grease to go into an automobile," said the grocer, "it's a better idea for a store where they come to buy things to put in their mouths."

The next day the following schedule was posted in the back of the grocery store:

Monday—Wash and trim display windows.

Tuesday—Wash and polish candy and cake cases.

Wednesday — Wash delivery trucks.

Thursday—Clean and scrub refrigerators.

Friday and Saturday—Busy days; no cleaning.

First of month—Oil and rub down floors, inspect delivery trucks.

MAKE MONEY ON LAZINESS

"WHAT is the best way to make a lot of money in the manufacturing business?" said a young college graduate to one of the country's leading manufacturers.

"Build a monument to laziness," said the manufacturer, "and it will make you rich. See that big bakery over there," he continued, "it is a monument to women's laziness. Most women used to bake their bread at home. Along came the commercial baker. He told women not to bother about mixing dough, bending over hot ovens but to let George do it at 10 cents a loaf. They did, have more leisure to enjoy life and a great industry is made.

"Don't walk and don't bother to hitch up a horse and buggy," said the automobile manufacturer, and Detroit became dotted with monuments to laziness which make the pyramids look like ant hills. "Don't walk up the stairs," said the elevator manufacturer and built hundreds of monuments to laziness by making the modern skyscraper possible. "Don't spend so much time cooking breakfast foods when I can pre-cook your food for you at my factory." Today's cereals require only 2½ minutes home cooking time, and another monument to laziness results.

"When I say laziness I mean the normal desire to avoid useless drudgery. The politicians tell about the more abundant life but look around you and judge for yourself how much of it comes from the monuments to laziness created by business men."

(Bell Syndicate—WNU Service.)

'Mad Anthony's' Home Has Historic Interest

NEW YORK. — If walls had tongues instead of ears what stories they could tell! Particularly those of Waynesborough, Pa. "Mad Anthony" Wayne's birthplace, a beautiful stone house which casts its friendly gaze through old shade trees and shrubs across broad and fertile acres.

The left wing, built in 1722 by Anthony Wayne, the general's grandfather, was the farmhouse for the 530-acre estate that this astute gentleman purchased piecemeal as he could, writes Bernice Mueller Ball in American Collector. The remaining two wings were added in 1740 by Isaac Wayne, his father. There "Mad Anthony" was born in 1745, although his political and military activities kept him away from home a great deal of the time.

'Ducking Stools'

"Ducking stools" were widely used in Bermuda in the Seventeenth century. Ancient records show that those who committed minor misdemeanors were "dunked" in the sea, sometimes from a mobile stool along the docks and sometimes from a contraption fastened to the yard-arm of a schooner.

Livingstone's First Trip

Livingstone made his first trip across Africa with only five guns in his party.

Fun for the Whole Family

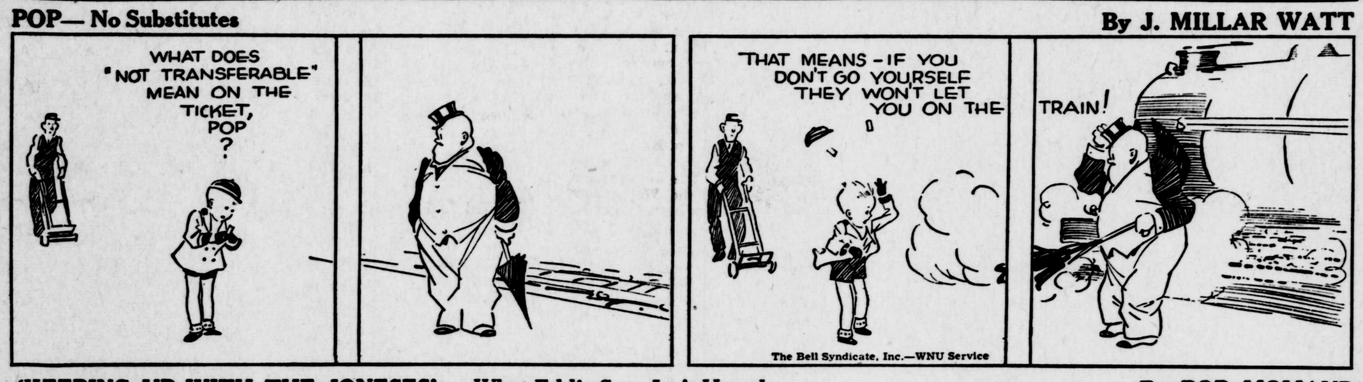
BIG TOP By ED WHEELAN

LALA PALOOZA —Those Turbans Look Funny but They're Useful By RUBE GOLDBERG

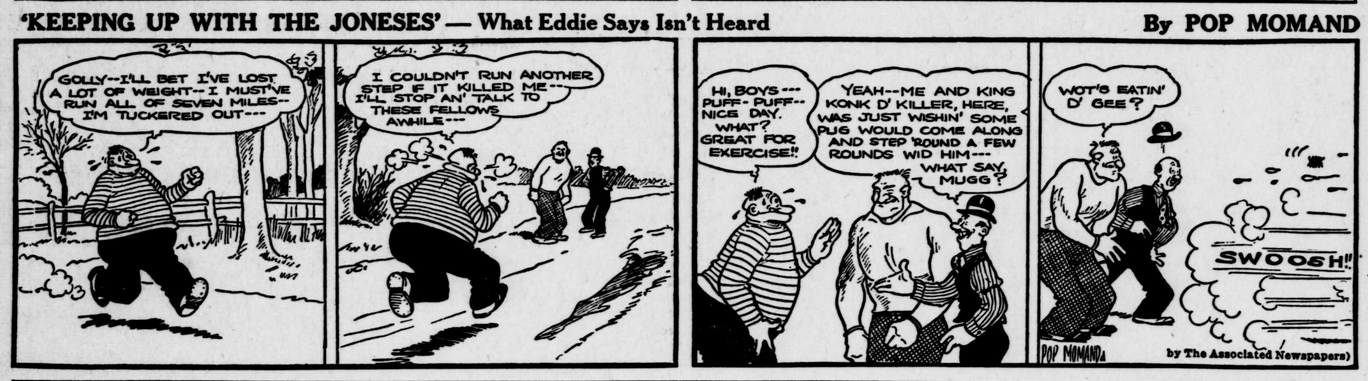
S'MATTER POP— Oops! Exception! By C. M. PAYNE

MESCAL IKE By S. L. HUNTLEY Anything Up to Half a Ton

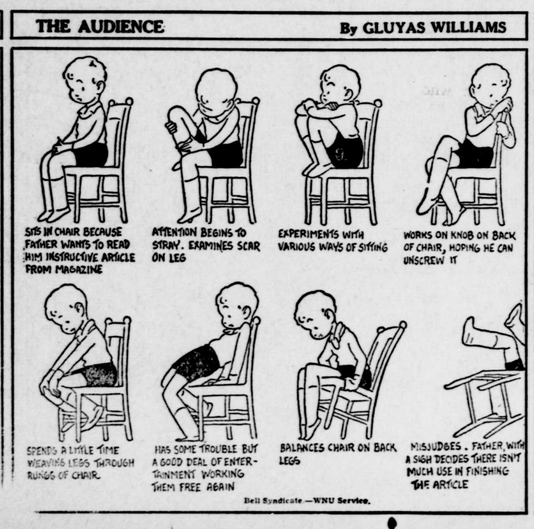
POP— No Substitutes By J. MILLAR WATT



'KEEPING UP WITH THE JONESES' — What Eddie Says Isn't Heard By POP MOMAND



THE AUDIENCE By GLUYAS WILLIAMS



FAIR PLAY

The actress was appearing in a breakfast scene where eggs were being served, and a child sitting in a box made manifest his interest in the food. Stepping down to the footlights the actress tendered the youngster an egg; but his mother drew back her child with a sign of annoyance.

"You should let the young man take it," said the actress quietly. "It is quite extraordinary for eggs to be passed from this side of the footlights."

'Strike' Defined

Fisherman—When a fish takes the hook we call it a strike.

Tourist—Why?

Fisherman—Well, the man with the rod begins to have a lot of labor trouble.

Ahem!

"Where is the man who doesn't like to see smiling, cheerful faces around him when things go wrong?"

"You'll find him on any golf course."

Cheerful News

TRUE TALL STORY

Three small boys were boasting about their respective fathers. Bill, the son of an author, said: "My father can sit down and write a story in a couple of hours, and then sell it for $10."

Jack, his father a bookie in a small way, said: "That's nothing. My old man can put in a few hours at the races and come home with a hundred dollars."

Harold's father is a local parson and Harold said: "Well, my father stands up in the pulpit in the church and talks for half an hour and then it takes six men to carry the money up to him."

GREAT HIKE

"Well, did you girls enjo[illegible] hike?"

"It was simply great! We [illegible] picked up by just the finest car [illegible] fore we had walked two miles."

Sure Cure

The teacher sent a note home with the boy: "Your son, Charles, shows signs of astigmatism. Will you please investigate and take steps to correct it?"

The next morning she received a note from the father who wrote: "I don't exactly understand what Charlie has done, but I've walloped him, and you can wallop him tomorrow. That ought to help some."

Tried and Tested

Jim (from top of building from which three wires dangle)—Red, catch hold of that wire.

Red—All right.

Jim—Feel anything?

Red—No.

Jim—Well, don't touch the other two; there's 2,300 volts on them!

Settlement Demanded

Simpkins—Didn't you guarantee when you sold me that airplane that you would replace anything that broke or was missing?"

Dealer—Yes, sir! I did. What's wrong?

Simpkins—Well, I want a new collarbone and four new front teeth.

Future Assured

Mrs. Simpson—What! You don't mean you're going to marry that lodger of yours and sell out! What on earth will you live on?

Mrs. Jimpson—Don't you worry, Mrs. Simpson. The dear man owes me enough to keep us in comfort for years.

Sort of a Rainbow

Smith—I understand Brown's wife has a very colorful personality.

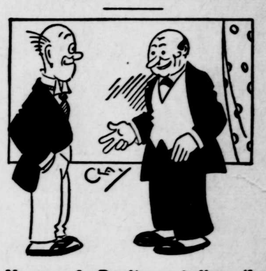
Jones—Yes, she's either white with rage, black with despair, green with envy or rosy with happiness.

Long Winter Nights

Boogy—In the Eskimo language "I love you" is "Univfgssaerntuinalfinajuanjuarisiguejak."

Woogy—Say, I'll bet that explains why the Arctic nights are so long.

WAIVED AT THE ALTAR



Neverwed—Don't you believe that life, liberty and the pursuit of happiness are inalienable rights of man?

Longwed—It depends on whether the man's married or single.

Work Well Done

Teacher—Why are the skies over New York clearer than the skies over London?"

Minnie—I don't know, Teacher, unless it's because of the skyscrapers in New York.

Lot He Knew

Judge Court—When you married him you promised to share his lot, didn't you?

Mrs. Feddup—Yes, but I didn't know then it was just a lot of trouble.

Followed His Lesson

Judge—Not being satisfied with stealing the money, you took a pile of jewelry as well.

Prisoner—That's right, sir. I was taught at Sunday school that money alone don't bring happiness.

Earn Their Salt

"I think it's a disgusting state of affairs when one reads of comedians earning more than cabinet ministers!"

"Oh, I dunno. On the whole they're funnier!"