

Purchased Feb 194

\$2.75

CNC



Every box of
**"JOHN BULL"
 SAFETY MATCHES**
 you use means more
 work for British Work-
 people. ⁹⁸

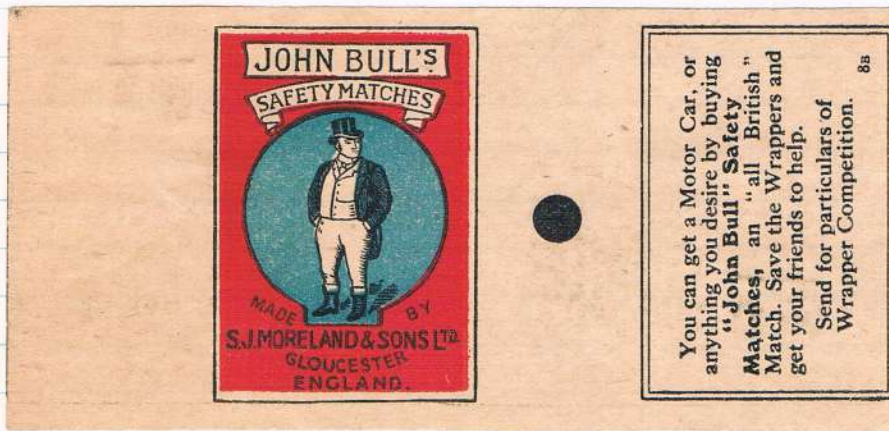
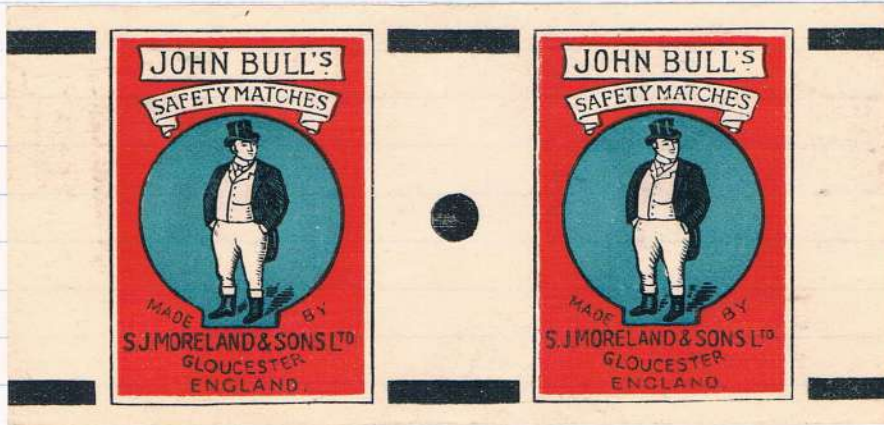


"Pshaw!" she exclaimed im-
 patiently. "I'm sure we shall
 miss the opening number. We've
 waited a good many minutes
 for that mother of mine!"
 "Hours, I should say!" he
 corrected, crossly. "Ours? Oh,
 George, this is so sudden!"
 B.11



The motorist adopted pleading tactics.
 "I wish, you'd overlook it this time,
 constable," he said. "As a matter of fact,
 I was hurrying to town on very important
 business."
 "'Fraid I can't help that," said the policeman
 "I never drive fast as a rule. I've got to
 get to town quickly to see my solicitor—"
 "Well," said the policeman, "you'll have
 a bit more news for him now." B.26

Purchased
Mar 74 ct





SOLVO
a splendid
MATCH
for grime

SOLVO *washes whiter*
- brighter!

SOLVO
a splendid
MATCH
for grime

SOLVO *washes whiter*
- brighter!







Complete Label 1902

\$3.50



Complete Label

40

These Matches are made
entirely by British Labour
therefore they should be
asked for by the
BRITISH PUBLIC.



BUY THESE MATCHES
ARE MADE ENTIRELY
BY BRITISH LABOUR
AND THEREFORE SHOULD
BE ASKED FOR
BY THE PUBLIC GOODS
MADE

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GLOUCESTER

BUY ENGLAND'S HOME
MORELAND
TRADE MARK
GLOUCESTER
GLORY
MADE GOODS



Purchased Feb 74

22

CML





WARNING !
Don't destroy paper or cardboard.
Save them for salvage.
They're vital raw materials.



YOUR
Wastepaper and
cardboard
is still urgently
needed.
Put it out for
Council collection.



MORE MATCHES ?
Cardboard made from
Wastepaper
is used for making Match Boxes.
Help production by putting yours
out for collection by your
Local Corporation.





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GLOUCESTER

The club bore had been holding forth as usual, and after discussing politics, golf, income tax and motor cars he had worked round to insomnia.

"... and d'you know, old boy," he said, "I just can't sleep at nights."

"That's bad," said one of his unwilling audience, stifling a yawn. "but have you ever tried talking to yourself?" 735

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Two friends were the guests of another old friend, who told them when he took them to their room, that he was giving them the best in the house, and that he knew they would be comfortable, as they were to sleep on a bed with a feather mattress.

They retired, and after a long time one of them finally went to sleep. Two or three hours later the wakeful man poked his bed-fellow and said: "Move over. It's my turn on the feather." 1187

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"Tommy," said father, "your new little brother has arrived"

"Where did he come from?" asked Tommy.

"From a far away country."

"H'm," snorted the child, "another damned alien." 2006

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A woman was walking past a shop when suddenly a young man dashed out, took a flying leap into the air with his legs wide apart, and collapsed in a heap in the gutter. The woman hurried over to him.

"Are you hurt?" she inquired.

"No," replied the young man, dubiously, and then added fiercely:

"But I'd like to meet the so-and-so who took my bike away." 2079

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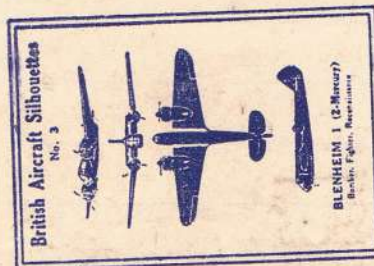
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The millionaire was speaking to a party of young men. "All my success," he boasted, "all my tremendous financial prestige, I owe to one thing - pluck." "Yes," said one of the party, "but how are we to find the right people to pluck?" 333/1

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"Were you personally conducted on your tour?"
"Yes, my wife went along."

364/1

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"Were you personally conducted on your tour?"
"Yes, my wife went along."

364/1.

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Neighbour (to O'Brien): "So the Magistrate fined you £5 for assaulting Casey?"
O'Brien: "Begorra he did, and it was a proud moment when I heard the sentence."
Neighbour: "How is that?"
O'Brien: "It showed which one of us had the best of the fight."
539/1

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The village brass band was having its weekly practice. With a view to demonstrating the band's ability to a new J.P., the bandmaster decided to stop outside his house and play a few airs. The J.P., however, was in a very bad temper that afternoon, and the band playing outside his house did not help to smooth it. "Look here," he cried, rushing up to the bandmaster, "if you don't stop that confounded row, I'll call the policemen."
"You can't do that, sir," replied the leader. "It's'im what's making the most noise. 'E's the trombone player." "Tatler" 682

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A car owner was having his eyes tested for a driver's licence. Pointing to a chart on the wall the examiner asked the man to identify the things he saw.
"What is in the large circle in the middle?" he asked.
"That is the figure 18," the man replied.
"Wrong," said the examiner. "That is a picture of Katharine Hepburn talking to Mae West."
"Tatler" 684

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His car had struck a pedestrian at the village crossroads. The victim was lying unconscious and the villagers were standing around with their mouths open.
"Don't stand there doing nothing!" he shouted at them. "Run and get the village doctor."
"Taint no use, mister," drawled the nearest native. "That's him you've run over."
"Tatler" 686

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GLOUCESTER



We've all got to work harder
 To replenish our larder
 And buy all we want overseas.
 But when evening brings leisure
 A pipe is a pleasure -
 With "England's Glory"
 you light up with ease.
 2113.



He was a young student from an agricultural college, and was in conversation with an old farmer.
 "Do you know," said he, "your methods of cultivation are a hundred years behind the times? Why, I'd be surprised if you made ten pounds out of the oats in that field."
 "So would I," replied the farmer, "it's barley."
 "Teller"—G178



"I shall expect my wife to be the same in twenty years' time as she is now."
 "That's unreasonable."
 "Yes, that's what she is now."
 2194



"England's Glory" Matches.
 Tourist: "Is this lake a public one?"
 Villager: "It be."
 Tourist: "Then it wo'nt be a crime to catch fish here?"
 Villager: "It wo'nt, -it'll be a miracle."
 2,200





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She: "I'm afraid to go down there. It's too dark".

Sailor: "But, dearest, I'm with you".

She: "That's why I'm afraid".

—'Laughter Ahoy'.—3777

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Conversation Piece

"Are you nautical?"

"I have my moments".

'Laughter Ahoy'.—3779

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Yorkshire Toast:

Some has meyt and cannot eit,

Some can eit and has nooan,

But we have meyt and we can eit,

So wire in and get some.

3793

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Ah'd raiter dew

and nut promise

Than promise

and nut dew.

3795

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GLOUCESTER



It isn't necessary to blow
out the other person's light
to let your own shine.

"Reader's Digest"—4133



A failure establishes
only this; that our deter-
mination to succeed
was not strong enough.

4174



She knew that he was a staker
On which horses would come
in first,
But she married the sausage
maker
For better or for wurst.

4202



Often the woman
who doesn't make a
good wife makes him a
good husband.

4203



SUPPORT HOME
INDUSTRIES
YOU HAVE ALREADY DONE SO
BY BUYING THESE
"ENGLAND'S GLORY"
MATCHES.

AVERAGE CONTENTS 54 · PRICE 3d



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GLOUCESTER

"ENGLAND'S GLORY"
MATCHES

... MADE BY BRITISH WORKERS
.... FOR BRITISH PEOPLE.

AVERAGE CONTENTS 46 · PRICE 2½d

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DEAF AND DUMB ALPHABET

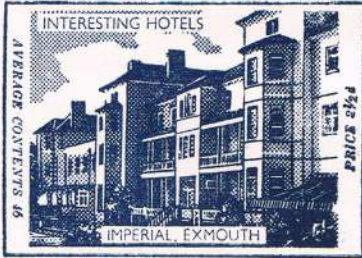
bad



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Frequently a professional advisor is only as good as the man who picks him.
"600" *Mag.*
39
AVERAGE CONTENTS 49 • PRICE 1 1/2d

M

Air Traveller to Hawaii at Airlines booking office was asked how much he weighed. "With or without clothes?" he enquired. "Well Sir, how do you intend to travel?"

"Gloucester City Shopper" 82

AVERAGE CONTENTS 49 · PRICE 1½p



SIGNS and NOTICES (100)

Sign outside a secondhand car showroom: QUIET TIMID SALESMAN NOW ON DUTY.

"South Wales Echo" 89

AVERAGE CONTENTS 49 · PRICE 1½p



SIGNS and NOTICES (117)
USE LESS SUGAR AND STIR LIKE MAD, WE DON'T MIND THE NOISE! (Café Notice)

"L.H." 139

AVERAGE CONTENTS 49 · PRICE 1½p



The man who can't make a mistake, can't do anything.

Bernards Bingo 152

AVERAGE CONTENTS 49 · PRICE 1½p



SIGNS and NOTICES (120)
FOR SALE: 1965 SPORTS CAR.
EXCELLENT CONDITION.
PRICED RIDICULOUSLY
HIGH—OWNER LOVES TO
HAGGLE.
(Sign on office notice-board)

"Reader's Digest" 160
AVERAGE CONTENTS 49 · PRICE 1½p



Experience is a wonderful
thing. It enables you to
recognise a mistake whenever
you make it again.

—"Gloucester Citizen"—162

AVERAGE CONTENTS 48 · PRICE 2½d



Spanish Proverb: How
beautiful it is to do
nothing then rest
afterwards.

"Brook" Mag. 216

AVERAGE CONTENTS 49 · PRICE 1½p



The one book that really
tells you where you can
go on holiday is your
cheque book.

—"600 Mag."—243

AVERAGE CONTENTS 48 · PRICE 2½d





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GLOUCESTER

"I 'ear Bill 'Awkins is suin' the company for damages."
"Why, wot 'ave they done to 'im?"
"They blew the quittin' whistle when he was carryin' a 'eavy bit o' wood an' 'e dropt it on 'is foot."
287/1

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Is mature wine made from elder-berries?

"Perkins Diesel Reminder"—306
AVERAGE CONTENTS 48 · PRICE 2½d

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GLOUCESTER

SIGNS and NOTICES (16)
DON'T
THROW
PEOPLE
BELOW
(On a pier)
"Standard-Triumph Review" 464
AVERAGE CONTENTS 46 · PRICE 2½d

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SIGNS and NOTICES (19)
IN CASE OF FIRE TRY
TO ALARM THE STAFF.
(Hotel)
"Standard-Triumph Review" 467
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WINDOW WIT (5)
FUELS PARADISE.
(Garage)
"Standard-Triumph Review" 473
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WINDOW WIT (5)
FUELS PARADISE.
(Garage)
"Standard-Triumph Review" 473
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WINDOW WIT (8)
OUR JOB IS MONEY FOR
DIRT.
(Cleaners)
"Standard-Triumph Review" 476
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WINDOW WIT (10)
YOUNG LADY SEEKS
DRIVING POSITION.
PRIVATE CAR OR LIGHT
DEVILRY.
(Small Advt.)
"Standard-Triumph Review" 478
AVERAGE CONTENTS 46 · PRICE 2½d

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WINDOW WIT (11)
BUY PETROL HERE AND
BE TANKFUL.
(Garage)

"Standard-Triumph Review" 479

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No. 5

Advice on how the electrically-
minded husband should treat
his wife:

If she's hungry—Feeder.

"600" Mag. 624/1

AVERAGE CONTENTS 54 • PRICE 3d



S. J. MORELAND & SONS LTD
GLOUCESTER

No. 6
Advice on how the electrically-
minded husband should
treat his wife:
*If she makes a mistake—
Rectifier.*

625

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The only thing you ever lose
by politeness is your seat on
the bus.

"Brook Magazine" 665

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Cartoon Quips **No. 74**

One girl to another, watching car drive away: "I know John's been faithful—his seat belts never have to be readjusted!"

"Reader's Digest" 734

AVERAGE CONTENTS 54 · PRICE 3d



Cartoon Quips. **No. 77**

Businessman, about shapely secretary: "Her typing's terrible, her shorthand's worse, but she's a great conversation piece."

"Reader's Digest" 780

AVERAGE CONTENTS 54 · PRICE 3d



Double Dutch

Sign in Guildford Market:
"Dutch bulbs from Holland."

"Financial Times" 785

AVERAGE CONTENTS 54 · PRICE 3d



We know a managing director who holds board meetings at a round table to call on spiritual help if necessary.

"Perkins Diesel Reminder" 786

AVERAGE CONTENTS 54 · PRICE 3d



A good speaker should be like a gun: clean, polished and slightly oiled.

792/3

AVERAGE CONTENTS 44 • PRICE 3d.



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Spanish Proverbs. No. 14

To speak without thinking is to shoot without taking aim.

"Williams & Humbert Ltd. selection" 853/1

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Personnel Manager to applicant: I can't promise you the job, but our computer is favourably impressed.

"600" Mag. 872

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Husband: "Didn't you notice the battery was flat before you started?"

Wife: "What shape is it meant to be then?"

"R.E.V." 883

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The Lecturer in Economy
knew that his talk had gone
home when the audience gave
him two rousing cheers.

"600" Mag. 886

AVERAGE CONTENTS 54 • PRICE 3d



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You may say you have good
manners when you are able
to put up with bad ones.

"Perkins Diesel Reminder" 939

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The man who shows the most
command of language is
usually he who says the least.

"Perkins Diesel Reminder" 981/1

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"I'm worried about my car,"
groaned the motorist. "If I
don't trade it in fairly soon,
I'll own the wretched thing!"

"Reader's Digest" 1123

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"The Wildlife of today is not ours to dispose of as we please; we have it in trust and must account for it to those who come after."

King George VI 1208/2

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"Heard the one about the ghost who wouldn't go straight?" He was cured by a spirit level.

E.D. 1226

AVERAGE CONTENTS 47 • PRICE 3d.



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"As my wife was backing out of the garage," a man reported to his insurance company. "she hit the garage door, ran over our son's bicycle, drove across the lawn, tore up the roses, and then she lost control of the car."

"Reader's Digest" 1272

AVERAGE CONTENTS 47 • PRICE 3d.



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Q. How do you start a teddy bear race?

A. One, two, three, ready teddy, go!

"600" Mag. 1286

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"Your husband walked out in the middle of my sermon last Sunday, Mrs. Jones." It was nothing personal, Vicar. He was just sleep-walking."

"Coney Clarion" 1319

AVERAGE CONTENTS 47 • PRICE 3d.



Prisoner: As God is my judge. I am not guilty.
Judge (noted for brevity):
He's not; I am; you are: six months.

"Gloucester Citizen" 1328

AVERAGE CONTENTS 44 • PRICE 3d.



Diplomacy is the art of letting someone have your way.

"Brook Mag." 1339

AVERAGE CONTENTS 47 • PRICE 3d.



Diplomacy is the art of letting someone have your way.

"Brook Mag." 1339/1

AVERAGE CONTENTS 44 • PRICE 3d.



SIGNS and NOTICES (80)
IF OUT OF CONTROL
TURN IN HERE.

(Seen in Cornwall on a steep
hill.)

T.O. 1343

AVERAGE CONTENTS 47 • PRICE 3d.



Being a pawnbroker
these days can be a
loansome occupation.

"Perkins Diesel Reminder" 1364

AVERAGE CONTENTS 44 • PRICE 3d.



PROCRASTINATION is
the thief of time—and so are
a lot of other big words.

"Reader's Digest" 1380

AVERAGE CONTENTS 44 • PRICE 3d.



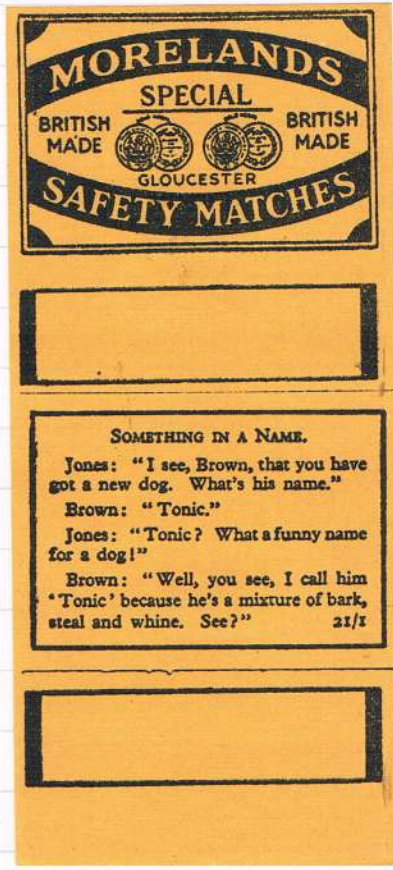
Ideal—you shuffle.

Nitrate—time and a half.

"Maul" Mag. 1408

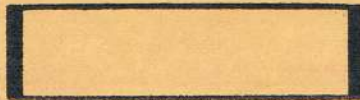
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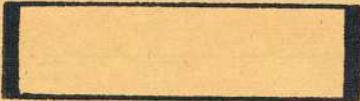




Great interest was shown by a taxi-driver in a hearing-aid worn by a fare. "Are those things any good?" he asked. The passenger replied that he wouldn't be without it for anything. "Ah, well," said the driver, with a sigh, "nearly all of us have something wrong. Take me, for instance. I can hardly see." Tatler. 2131.



Laden with luggage, the husband stared miserably down the platform at the departing train. "If you hadn't taken so long getting ready," he grumbled to his wife, "we would have caught it." "Yes," the wife rejoined, "and if you hadn't hurried me so, we wouldn't have so long to wait for the next one!" Tatler. 2132.



An officer met a barman, who served him and another officer, returning from Church Parade. The officer asked the barman if he had enjoyed the service. The barman replied "Yes, but the Padre tells lies." "Oh! how's that?" asked the officer. "Well, the Padre said 'No man can serve two masters,' but I serve you and Captain Smith." The Padre said "Either you must love one and hate the other, or you must hate one and love the other", but goodness knows I love both of you." Tatler. 2074.



The golf-club bore and grouser was complaining bitterly at the "nineteenth" about worm-casts on the greens. The secretary happened to come in and was immediately buttonholed. "Isn't this the time of year to treat worms?" the grouser demanded. "Yes," was the reply. "What'll you have?" "TATLER" 2074.

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SPECIAL
BRITISH MADE  BRITISH MADE
GLOUCESTER
SAFETY MATCHES

An Englishman, visiting China for the first time, timidly ventured into a restaurant. Enjoying the dinner very much, and wishing to inform his smiling waiter that he recognised a tasty ingredient, he pointed to his almost empty plate, and smilingly queried: "Quack, quack?"
The Chinese waiter shook his head and answered: "Caw, caw!"

900/1

MORELANDS
SPECIAL
BRITISH MADE  BRITISH MADE
GLOUCESTER
SAFETY MATCHES

William was standing at the corner of the village street looking very glum.
"What be the matter, William?" asked old Dan'l.
"Oi got a new hat," groaned William.
"Well, ain't that a matter for rejoicin'?"
"Aye, it be, but when Oi smoile it falls off!"

938/1

MORELANDS
SPECIAL
BRITISH MADE  BRITISH MADE
GLOUCESTER
SAFETY MATCHES

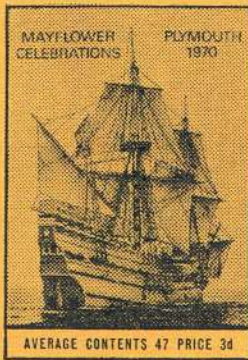
A lonely old professor was in the habit of allowing his dog to sit on a chair beside him at meal-time. One evening while he was out to dinner, his partner at table, wishing to attract his attention, touched his arm.
The professor absent-mindedly picked up a bone from his plate, and, without turning his head, held it out to her and said, snappily: "Oh, don't worry so. Take this on the mat and eat it."
Ack. Tattler—944/1

MORELANDS
SPECIAL
BRITISH MADE  BRITISH MADE
GLOUCESTER
SAFETY MATCHES

"Anything new in the paper, dear?" asked the wife.
"Yes, there was an earthquake at a town called Kneojkareslau," replied her husband.
"Does it say what it was called before the earthquake?"

2078

SUPPORT A HOME INDUSTRY
ALWAYS USE
MORELAND'S MATCHES
MADE BY BRITISH LABOUR
AVERAGE CONTENTS 47 • PRICE 3d.



MacDonald: "And how's the world been treating you lately?"
MacDougall: "Verra seldom, Mac, verra seldom."

233/3

AVERAGE CONTENTS 49 • PRICE 1½p



A chip on the shoulder
is a sign of wood higher
up.

—“Barb Mag”—431

AVERAGE CONTENTS 46 • PRICE 2½d



SIGNS and NOTICES (2)

Wanted—Girls for Breakfast.
(Restaurant)

“Standard-Triumph Review” 450

AVERAGE CONTENTS 46 • PRICE 2½d



SIGNS and NOTICES (20)


Painted on right door:
PASSING SIDE.

Painted on left door:
SUEY SIDE.

(On a lorry)

“Standard-Triumph Review” 468

AVERAGE CONTENTS 46 • PRICE 2½d

MORELANDS
SPECIAL
BRITISH MADE  BRITISH MADE
GLOUCESTER
SAFETY MATCHES

The shortest way to do many things is to do only one thing at once.

"Perkins Diesel Reminder" 486

AVERAGE CONTENTS 46 • PRICE 2½d

MORELANDS
GLOUCESTER
BRITISH MADE
SAFETY MATCHES

Gambler: No cheating now, I want you to play these cards straight—because I know what I dealt.

"Gloucester Citizen" 607

AVERAGE CONTENTS 34 • PRICE 2d

MORELANDS
GLOUCESTER
BRITISH MADE
SAFETY MATCHES

She: "Your friend is a grumbler, isn't he?"
He: "Yes. He even complains of the noise when opportunity knocks!"

"Gloucester Citizen" 638

AVERAGE CONTENTS 34 • PRICE 2d

MORELANDS
SPECIAL
LARGE SIZE **3^d** BRITISH MADE
GLOUCESTER
SAFETY MATCHES

Rudeness: A weak man's imitation of strength.

"600" Mag. 706

AVERAGE CONTENTS 54 • PRICE 3d

MORELANDS
SPECIAL
LARGE SIZE **3^d** BRITISH MADE
GLOUCESTER
SAFETY MATCHES

Only he who attempts the absurd is capable of achieving the impossible.

"600" Mag. 742
AVERAGE CONTENTS 54 · PRICE 3d

A good speaker should be like a gun—clean, polished, and slightly oiled.

792
AVERAGE CONTENTS 47 · PRICE 3d

MORELANDS
SPECIAL
LARGE SIZE **3^d** BRITISH MADE
GLOUCESTER
SAFETY MATCHES

Cartoon Quips No. 79
Husband greeting grocery-laden wife: "That snow must be two feet deep, dear! I never thought you'd make it up the path."

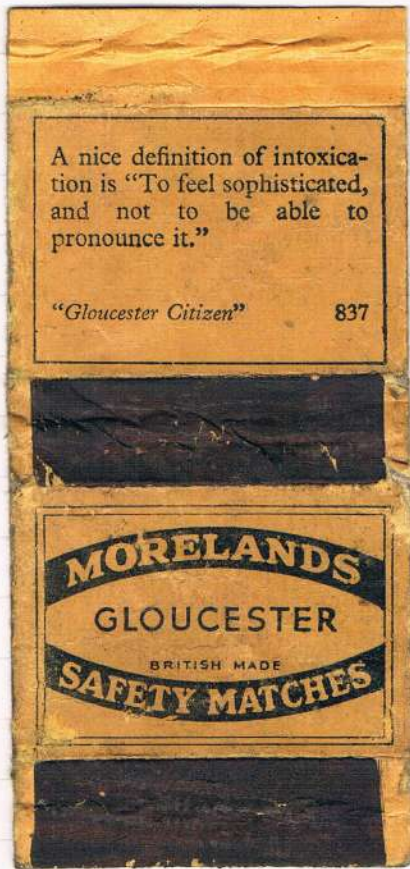
"Reader's Digest" 794
AVERAGE CONTENTS 47 · PRICE 3d

MORELANDS
SPECIAL
LARGE SIZE **3^d** BRITISH MADE
GLOUCESTER
SAFETY MATCHES

DID YOU HEAR ABOUT the girl who wants to marry a sailor and rear admirals?

"Bob M. n. house" 799
AVERAGE CONTENTS 49 · PRICE 3d.

MORELANDS
SPECIAL
LARGE SIZE **3^d** BRITISH MADE
GLOUCESTER
SAFETY MATCHES



SHAGGY DOG STORIES

A small manufacturing company has a stray dog as an honorary director. A spokesman explains: "His ability to get along with anyone, his prompt response to a pat on the back, his interest in watching others work, his great knack for looking wise and saying nothing, make him a natural."

"Reader's Digest" 1129

AVERAGE CONTENTS 49 • PRICE 3d.



LAST WORD

A musician, when asked if a well-known opera singer could hit E above top C, said, "Only when a newspaper reports her real age."

"Reader's Digest" 1133

AVERAGE CONTENTS 49 • PRICE 3d.



Oratory is the art of making deep sounds from the chest sound like important messages from the brain.

"600" Mag. 1024

AVERAGE CONTENTS 49 • PRICE 3d.

"Mr. Brown," repeated the child.
"How do you spell it?"
"B-R-O-W-N."
There was a long moment of stunned silence, and then a very small voice spoke and plaintively asked: "How do you make a "B"?"
Tatler. 2130.

