

YOU HAVE A STORY

We Have The Money

You have a story or you wouldn't be alive. Write it down.

You have had adventures, or you would not be human. Turn them into money.

You have seen and heard strange things or you are blind and deaf. We are in the market for them.

And this is not a LITERARY competition. It is an appeal to experience. If it happened, and you remember it, you can tell it. But you don't have to tell it in the language of Shakespeare. You don't have to be clever or to have read a lot of books. You have to be natural and simple and sincere.

Use a fictitious name if you don't wish to reveal yourself. Conceal the place, and be as discreet as you like about the circumstances.

But tell us the story and we shall pay you for it if we use it. Get it into a thousand words. Write or type on one side of the paper. Enclose a stamped and addressed envelope if you want us to return the MS.

But don't think that you are too ordinary to have a story, and too simple to tell it. The simple will collect most of our guineas.

While The Kettle Boils

Dear Friends,

Have just been reading with interest the observations of a Dr. Louis Bisch, and as his discourse concerns the feminine sex, I thought I would let you in on it.

The learned Doctor's big question mark is, can a woman be successful in love without brains—and is a woman actually better off without a surplus of grey matter?

Dr. Bisch must be a man of courage—he gets straight into the argument. He asks us all to agree on this point—that women, first and foremost, are bent on getting their man. If she has not the gift of exercising this instinct, there is really nothing that can compensate her adequately for the loss.

Man, said the Doctor, is different. Man's supreme ego has to be reckoned

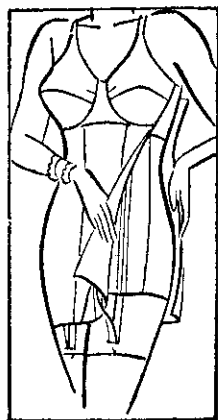
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LET BERLEI BRING YOU BACK TO BEAUTY

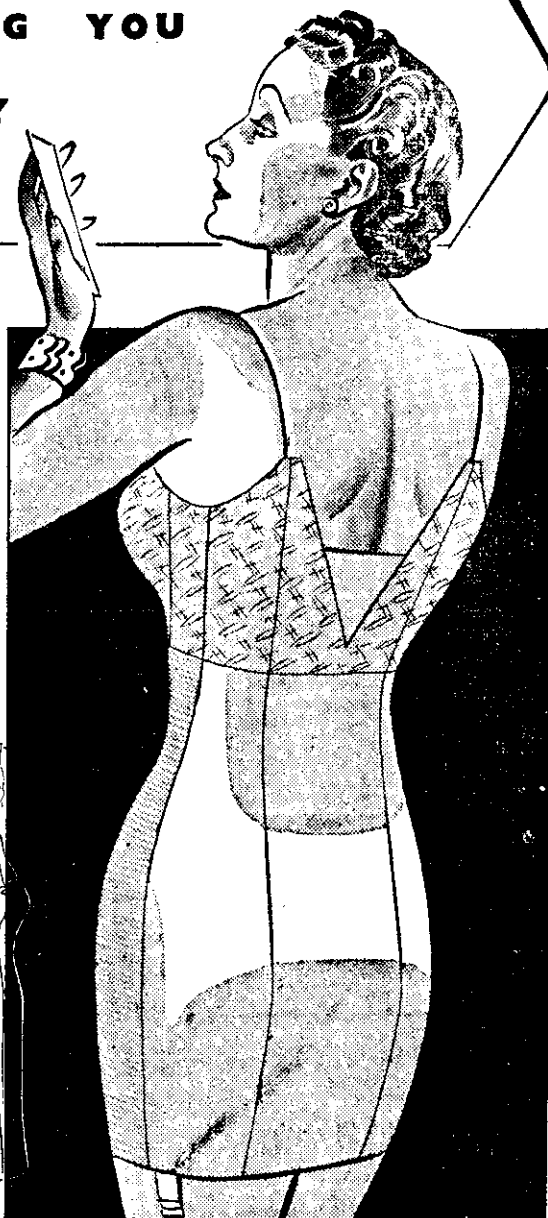
FORGET your hips and birthdays. Berlei proves it's line that counts. And no foundation gives a more beautiful line than Berlei. With anything like the comfort. For Berlei has specialised in the big figure for years. And ONLY Berleis are made expressly to your figure type.

Every section, every line of your Berlei is designed, cut and stitched to solve YOUR figure problem and yours alone. Support is built in exactly where slack muscles need it, ease where movement demands it. It's like wearing a glorious, powerful second skin.

With weak flesh supported, weight distributed . . . your whole posture improves at once. The strain that comes from inadequate corseting is gone. You stand better, walk better, look better. Gone too, is the stiff corseted look—for Berleis are flexible . . . born to live a useful active life in. Be fitted with your true-to-type Berlei and a new beauty, a new youthfulness are yours at once.



Berlei has simplified fitting to figure-type by giving every figure a number. So . . . just as you ask for a size 20 dress, or a size 7 glove . . . now you can give the number of your figure too. Ask the corsetiers for it when you see about your new Berlei.



FOR THE MATURE FIGURE