

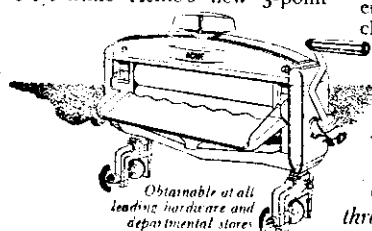
*How new
is a
frock?*

Is it brand new, or does it look like new? In either case, how can you keep it that way? How can you make all your pretty things last longer—and go on looking lovely? Well, the answer to that problem is the ACME Cleanser-Wringer.

It's the scientific combination of Pressure Distribution and Pressure Indication that does the trick! Acme pressure distribution operates over the whole length of the resilient rubber rollers and wrings the thin as well as the thick parts of the wash, expelling embedded dirt along with the surplus water ... while Acme's new 3-point



pressure indication takes the guesswork out of wringing. Everything from a bib to a blanket, gets exactly the right pressure suited to its weight and texture without any strain on delicate fibres. The whole wash—silks, cottons, linens, woollens—comes out fresher, cleaner, and with longer life ahead.



ACME
the cleanser-wringer

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Shepherd's Calendar

REQUIRED READING

by "SUNDOWNER"

UNTIL this week I had refused to read *The Cruel Sea*. It was partly because I am a land-lubber, partly because I have been taken in too often by popularity. Now, if I could ever believe in compulsory reading, I would put it on the list. There are some bad lapses in it—unnecessary slips into smartness, coarseness, empty patter. The political thinking—about Ireland, Australia, America, and in some degree France—is on the lowest levels of national and social prejudice. The book is also too long; too long by at least a third for an author who is neither a Melville nor a Conrad. But I would make everybody read it if I could ever make anybody read anything. We should be made to know, and never allowed to forget, what war at sea means; the cold, the terror, the hourly discomfort and anxiety, and when the worst happens, the sickening torture.

JULY 30

"THE trouble with women," he said in his haste, "is that they have no respect for property. They are destroyers by nature and by habit."

Without such reminders as books like this give us, the cruelty of the sea is a phrase. We understand it as I understand a storm on the Alps when I watch it from a safe chair in my window. But no one has to live on the Alps. Tens of thousands of men and women have to live on the sea, and when war comes, to die on the sea. If I forget again what that necessity means it will be because I am too old and too dull to remember anything.

"All because she dropped your precious watch."

"It's not all because of that. It's because of the things they do every day; the irresponsible and stupid things."

JULY 31



"Don't they do a little creating, too?"

"They do it blindly, accidentally, involuntarily, then pretend that there was purpose and a plan."

"Was it good planning to give her your watch?"

"I said I'm not talking about watches."

"I know you said that."

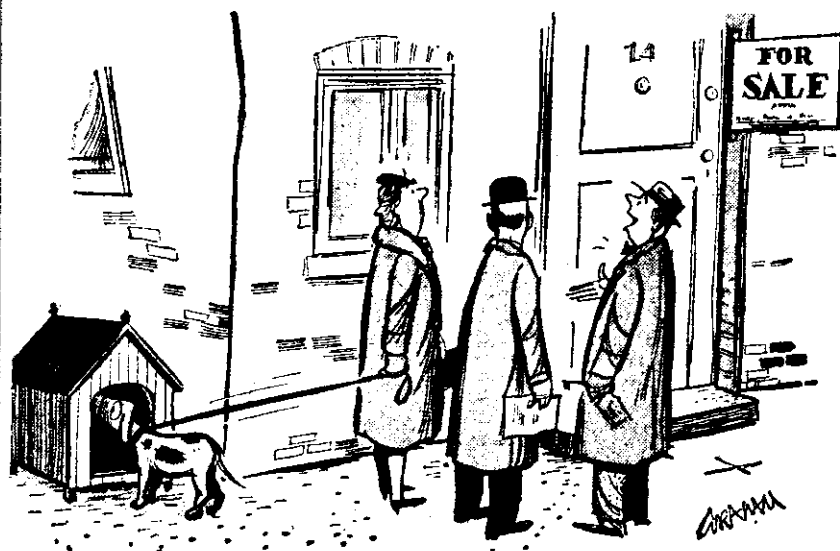
"You know it's the truth. You know that a man would not have dropped a watch that belonged to somebody else. He would have been more careful."

"So it is the watch."

"It's not the watch."

It's the woman who dropped it—the women who are dropping things every day, and who don't care; who never learn; who don't want to learn; who save things with one hand and throw them away with the other; who skimp to get fine houses, then bang doors, break

"Without such reminders . . . the cruelty of the sea is a phrase"



(C) Punch