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Well, who wants to get up anyway. There's always t'alarm clock. But up here in the north we know how to make 'em shut up, I tell you. So along comes a bright lad - he's 38, but we call him a lad - Edward Mahon. He's from Irlam, Manchester, and what he's invented is twice as good as any alarm clock or knocker-up. Or twice as bad, which ever way you look at ■ it. When this thing's done with you, ⁴if you can stay in bed you could sleep comfortable on an iceberg. I'll not tell you how it works. Just look and you can see for yourselves. It's as simple as drinking a pint of beer.

It's only back end of summer now, ~~but~~ just imagine ~~it~~ when it's freezing. Trouble is, it's turned this chap into a model employee, on time every morning. He'll be asking for less money

next