

18189

SOMETHING NEW ! (Number Four) - - Further brain-waves of clever people put into practical form for the good of others.

-London-

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Picture.:- Everything we have been doing for years without real difficulty is now being made easier--

--than ever. No more fingers fumbling for finicky flaps. You pull a string and--

--the letter is open. If you are in a tearing hurry, pull all the strings at once. Just a ripping idea !

This is a lighter subject ! Matches are too--

--easy. So various more difficult ways of lighting cigarettes have been invented. You--

--see the cigarette is more appreciated after you have tested the petrol--

--level and had 15 tries to get the flint to spark. The hunting horn lighter ! As it lifts, it lights !

Here's a really lazy one ! Open the box, and it flares ready for use ! To conclude, the--

--lazy lady pretends to read something in lighter vein.