

# R DR. ROCKWELL'S MUSTARD & PLASTER

FOR  
LAUGHING  
PURPOSES  
ONLY



SHAKE WELL  
WHILE  
USING

March

25¢

# Surgical Supplies



## ELASTIC BANDAGES

Three Ply Cord. Guaranteed ten thousand miles. New Styles. Snappy Models.

Segal Rubber Co., Akron, Ohio.



## CASTOR OIL Straight Jacket

Can also be used for cutting hair in stubborn cases.

EUREKA KNITTING MILLS CLEVELAND, OHIO



## PYRO TEX GLASS EYES

Guaranteed to match your good eye. Special \$5.00 assortment consisting of one inflamed eye; one eye with cinder; and one radium EYES & GLASS CO., Blastville, N. J.



## PHYSICIANS EXCHANGE

PHONE CALLS ANSWERED. \$5.00 A HUNDRED. ANY ANSWER.

ROOM 1313 PROFESSIONAL BLDG.



## DONT SHOUT DEAF HEAR WHISPERS with HAT-O-PHONES

Equipped with small ear piece, which will never be noticed. New Aerial Attaches to Man's Hat. Write for literature.

Smalley's Hato-o-phon Co., Robbinsdale, Minn.



## ICE PACKS

Ice crackers, cork screws, bottle openers, and a complete line of supplies used by the medical profession. The Mallus Co., Detroit, Mich.



## PAINLESS Adhesive Plaster

Flesh colored — matches skin and need never be removed. Wears off in a few years.

VOORHIES & VOORHI Newton, N. J.



## Stock X-RAY PLATES

Already developed. Save you time and money. Can be bought outright or rented on commission basis. T-BONE LABORATORIES Professional Bldg.



## Surgeon's Needles SOMETHING NEW

Lockstitch with automatic stamping device. Tattoos the patient with invoice number. Also complete line of surgeon's needles, thread and thimbles.

GREGORY'S SUPPLY CO. Boothbay Harbor, Maine



## DICTO-Records.

Takes down your conversation while talking to a patient.

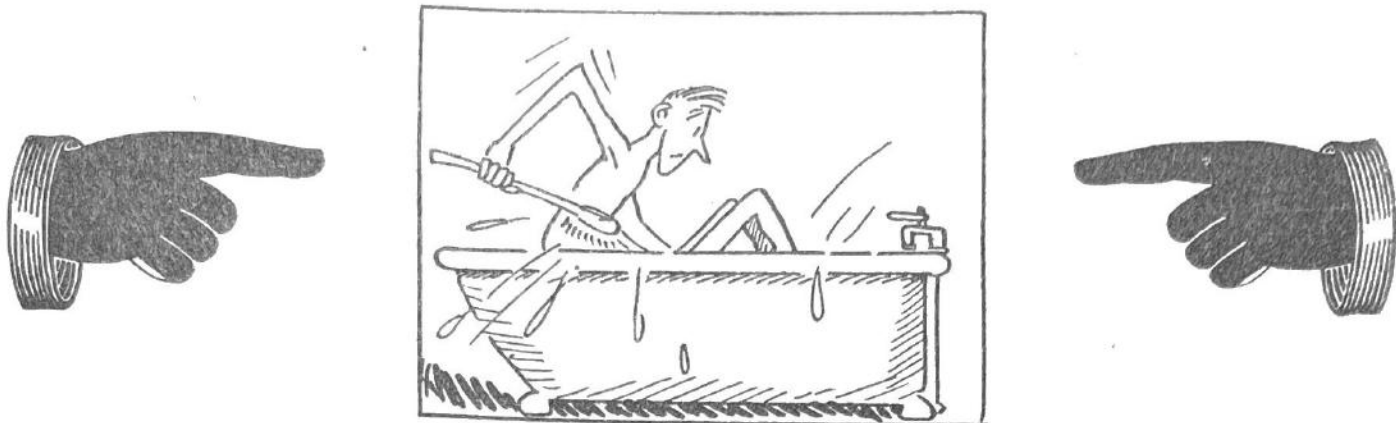
Easy to remember what you tell them, and you can stick to the same diagnosis.

DOCTOR'S DEVICES

PROFESSIONAL BLDG.

*This is Dr. Rockwell's Mustard Plaster*

# It Goes to All Parts



## CLEAN, SANITARY and HYGIENIC

A little booklet of fun and happiness. Recommended for either Sunday School Entertainments or Traveling Salesmen's Conventions. Passed by the Board of Health.



## NIGHT and DAY



does the good Dr. Rockwell scribble, scratch, and jot down the bubbling ideas and merry mottoes which cover these pages.

Laugh, Live and once a month

# TREAT YOURSELF

to a Mustard Plaster.

# STRAINED NURSES WANTED

For Hoopee Hospital

We want nurses to come here in the worst way.—By Bus.

Let us know when you will arrive so we can have another egg ready.



Training School  
Three year course leads to grey hairs, red knuckles and bankruptcy.  
Address  
Miss Behaviour,  
Matron.

## Dormantory Life

Breathes there a nurse with nose so red  
Who never to herself has said,  
"This is the bunk. I'd rather peddle books."

The above could never be written today, 'cause Hoopee Hospital has done away with all the evils of nursing.

Our girls are just one large, happy family, wearing each other's clothes. We think we are successful in keeping them comfortable, contented and broke.

They are permitted to receive male visitors every Sunday between three and three-thirty P. M. Miss Behaviour, our matron, believes in letting them have a good time.

She was a girl herself—once.



"A nose by any other name would look as large."

Vol. 1

Dr. Rockwell's Mustard Plaster

No. 7

MARCH -- 1929

A magazine gotten out the first of every month by Dr. George Rockwell at his Laughing Laboratories, 1680 Broadway, New York, N. Y.

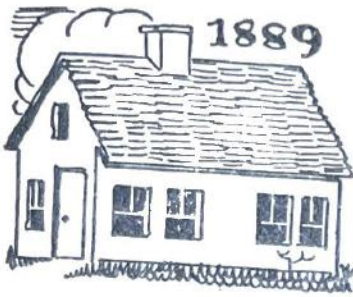
Twenty-five cents is the price of a single copy. For \$2.50 you get a dozen, all different, one each month for a year.

In Canada this will cost you \$2.75, while the price in the Old Country is \$3.00.

All manuscript submitted should be chaperoned by self-addressed, stamped envelope.

The use of any part of the Mustard Plaster contents for theatrical purposes, talking movies or screen titles is prohibited unless by special agreement.

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Application for entry as second class matter pending.



**DR. ROCKWELL**  
**STILL PRACTICING**  
**ON THE PUBLIC**



Dear Patients:

I have received so many testimonials during the past month telling of the wonderful results people are getting from my instructions that I'm commencing to believe them myself. It's like a certain restaurant one time that had such good food the owner used to eat in his own place.

These Mustard Plasters you receive every month are going to help you--but they're like soap --you've got to use them to get results.

No one particular page or issue is going to cure you. It's the idea behind them all that LIFE should be FUN; a big joke; a series of good natured blunders on the part of you and every one else. As long as erasers are sold people will make mistakes. A mistake itself isn't what hurts you, it's what you do after you make a mistake that causes all the trouble.

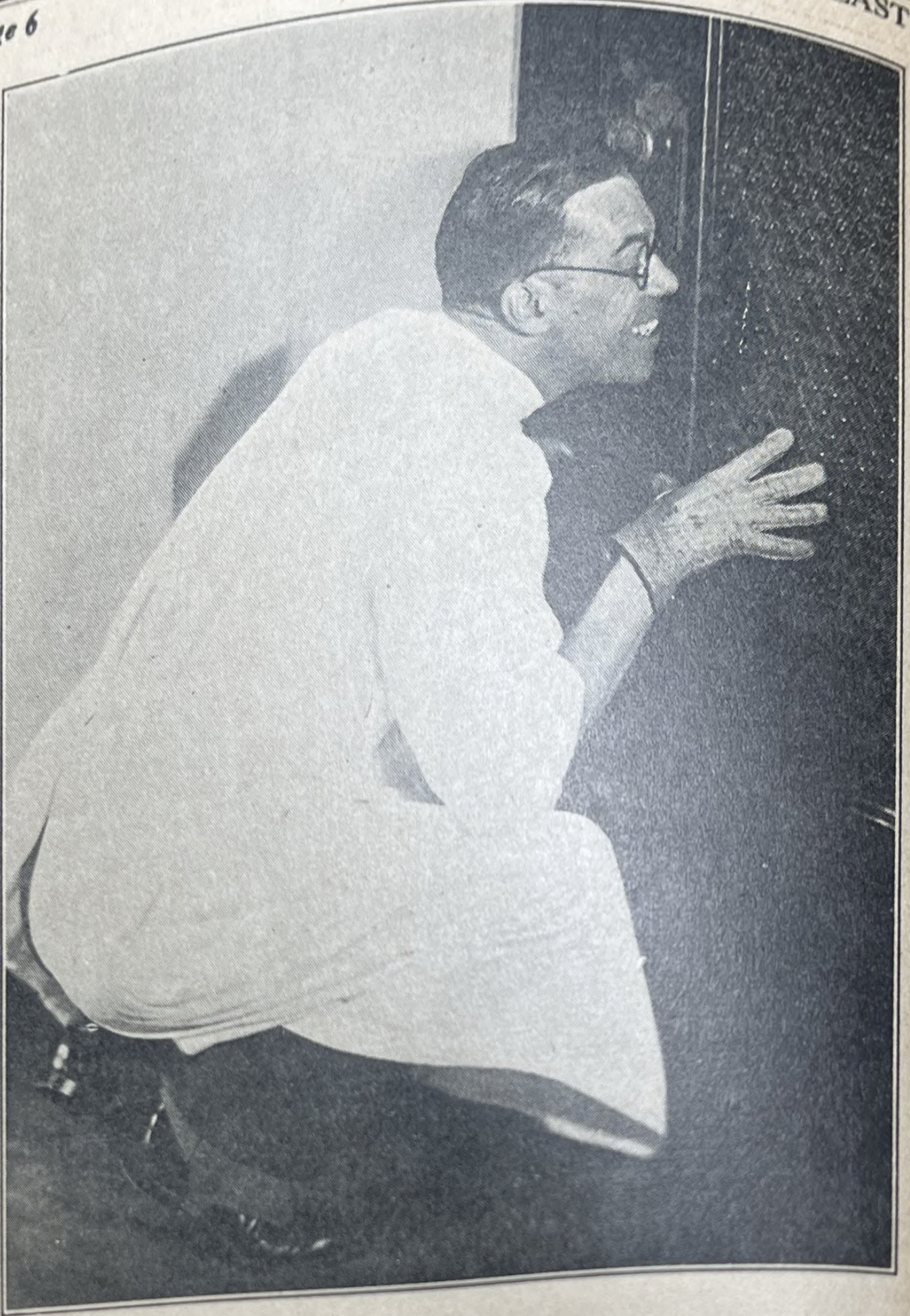
Without any IFS, ANDS or BUTS, if the Mustard Plaster isn't making you feel like a two year old I want to know it; because every satisfied patient means a lot to me. Like the manufacturers of kiss-proof lipsticks, I depend on mouth to mouth advertising.

Remember, you can't put time in the bank like money; you've got to use it now or it's GONE--Learn to laugh.

So let's all get together right now, throw our imaginary burdens and troubles in the ash can, and stick our tongues out at Old Man Worry.

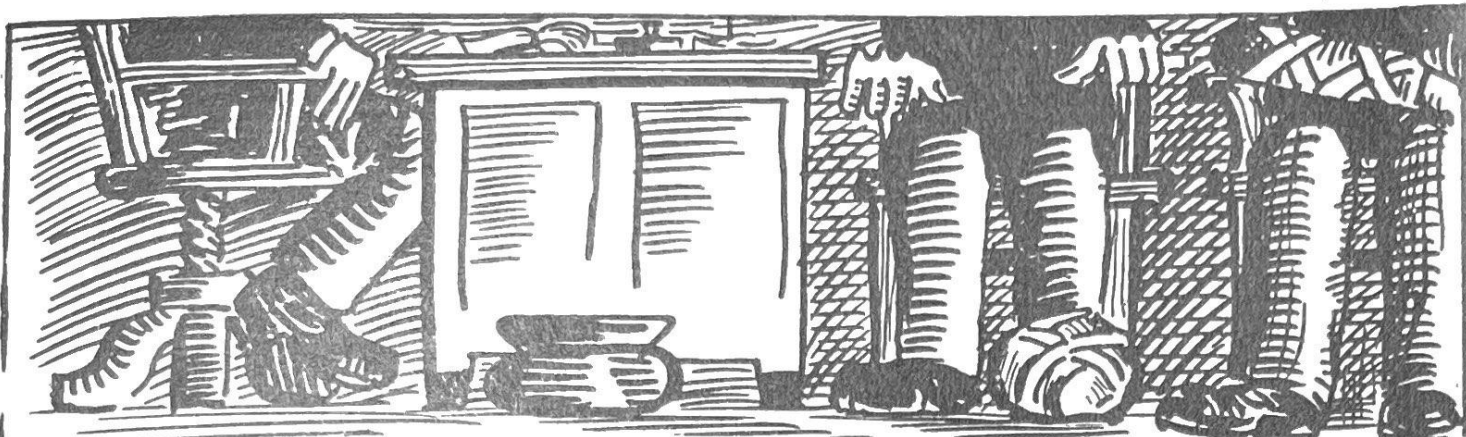
Yours for more turkey and less dressing,

*- J. Geo. Rockwell -*



# Studying Anatomy

Above is pictured the famous skin-grafter and Nerve Specialist, DR. ROCKWELL, getting the low-down on the Human Body. Note that the doctor uses but one eye in this type of work. He lost the other the same way.



## DR. ROCKWELL'S FREE ADVICE

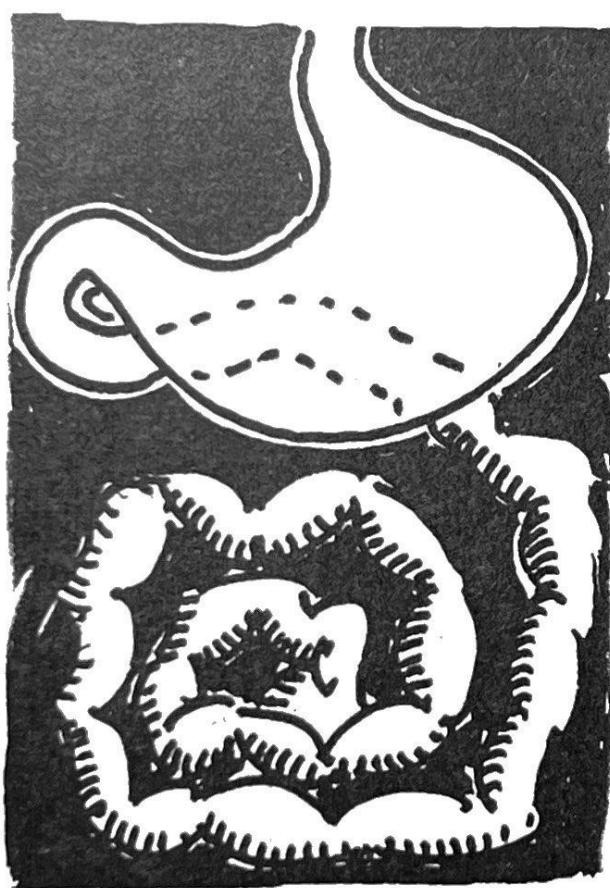
### *Good For Nothing* **INDIGESTION**

The word Indigestion, as used today, means gastric discomfort, and has nothing to do with the failure of the food to digest. Having the stomach ache is the only thing which interests mankind. Possession is nine points of Digestion.

Stomach trouble represents one of the really great problems of our age as clearly indicating a phase of civilization where electricity has been unable to supplant gas.

It's growth in America is positively alarming, especially among heavy eaters, and some of the figures are staggering.

Thousands of years ago mankind was a one-celled organism consisting of nothing but a rude stomach. Today we still have that rude stomach (many of us at any rate), but in addition have developed a brain to devise ways to get food; legs to go



### **Alimentary Tract**

Here is a sub-division with the greatest development possibilities in the world. A small deposit, three times a day, in this will make anyone a big person.

It will pay any physician to look into this.

after it; eyes to see it and hands to grasp and place it in the mouth.

In other words, eating has been, and still is, the main object in life of all classes from Hungry Hoboes to Overfed Impotentates.

Napoleon once said, or was it Ziegfeld, "The success of my forces depends on their stomachs." So we see that from the earliest beginning of man, each advance forward brings refinements in eating; our progress is marked with food or a series of grease spots, and the history of the world is nothing but a triumphant march from raw meat to cream puffs.

### **EXPLODES MYTH**

Before discussing Indigestion from a medical standpoint, I would like to

*One man's meat is another's hash.*

correct a great fallacy which has existed in the public mind for years. Well meaning educators have advised us to thoroughly chew our food, but it is this excessive chewing that is responsible for a greater part of our stomach troubles.



*Adgitato Movement  
Rockwell Position*

Each one of you at some time or other has chewed a piece of gum for a long time, until there was no taste left in it.

The gum was no good then was it?

Why? Because you had taken all the good out of it.

This is just what happens when you chew your food too long. You extract the best part of it, and then wonder why it does you no good. If there is any doubt in your mind on this point, just take a trip to the zoo and watch the animals gulp and swallow their food. Great strong massive brutes, in spite of the fact they have neither exercise nor air—but they get full value from every ounce they eat.

## WHAT IS IT

With this point cleared up, let us tackle Indigestion. Although there are numerous varieties, they all are divided into two divisions; acute and chronic. the acute form is a hit and run affair, while the chronic sees that the victim is taken to the hospital. Chronic indigestion is actually cheaper per unit of treatment than acute, owing to the pur-

chase in quantities of medicine and attention.

The symptoms of indigestion are unmistakable. There is a deep sea vertigo, vibrations of the Adam's apple, and a desire to throw things, and the patient is generally irritable with his own family. In severe cases he may even answer outsiders rather shortly. There may also be parenchymatous inflammation, hypochlorhydria or gastro-sucorria present.

At any rate the wise thing to do is to call your physician at once in order to determine exactly what form of indigestion you are enjoying. In other words, it is no more than right to christen your stomach ache, and give it a name. The modern leech has names to fit all purses.

Colic in infants is very reasonable; cramps of a later age are slightly higher; gastritis and dyspepsia fetch a pretty stiff price, while a neurosis runs away up into real money. Few can afford this until later life, and consequently we never see it in young persons.



*Take the Tube*

*Nail biting is an indication that the system needs more iron.*



## CAUSES

If all the various things ascribed as causes of indigestion were laid end to end they would look like a run in the Statute of Liberty's stocking. They are all either mental or physical, the principal physical cause being too many meals; and the mental, too many relatives. Excessive grease in the diet is another common cause. This catches fire in the stomach, resulting in heart-burn. The cure for this particular form is to keep the mouth closed a few minutes, if possible, which will cut off the air supply and smother the fire.

## TREATMENT

Any treatment which aims to overcome the symptoms and fails to consider the cause is simply doing like the ostrich which lays eggs too large for the average breakfast.

The most effective and logical treatment for any kind of stomach disorder is Lavage, or washing out of the stomach. You can do it yourself with a simple outfit which can be made from the odds and ends to be found around

any garage. All that is necessary is two feet of old rubber hose, an oil funnel, and a pail that doesn't leak.

## HOW TO USE THE OUTFIT

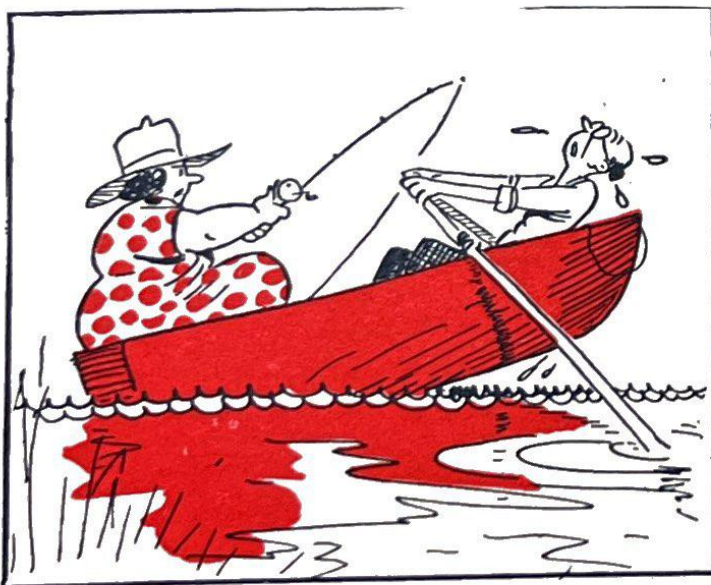
First seat yourself in a rocking chair in a good warm room. Next pass the tube down the throat, being careful that the end doesn't slip from the fingers and become lost. Should you experience any difficulty in inserting the tube, it may be due to the throat not being properly relaxed. Music will overcome this. Have your phonograph play Hosanna. After the tube is in position, slowly pour a mixture of warm water and washing powder into the funnel, until the water, which always drips down the outside of the tube, has saturated your shirt sleeve.

This is an indication that the stomach should be comfortably filled.

Now remove the tube and rock vigorously back and forth in the chair for an hour or so. If the room is sufficiently warm, a profuse perspiration will work the entire liquid out of the stomach, off through the pores of the body, carrying with it the poisons and impurities which were causing the indigestion.

In this way you have removed the cause and will not have any more gastric disturbances or unrest of any kind—

That is unless you have an idioyncrazy.



# ARE YOU CRAZY

Everybody is, so if you're not you must be. Do you ever talk to yourself and find that you're not listening? Do you leave a comfortable bed in the summer to camp out and sleep on the ground? Do other people make you do things you don't want to do or eat things you dislike?

Read the April MUSTARD PLASTER and see what Dr. Rockwell has to say about being Coo-Coo. He ought to know.



IN  
MARCH  
theres one  
thing that  
I know  
The  
Wind  
will  
**BLOW**



and  
**BLOW**



and  
**BLOW**

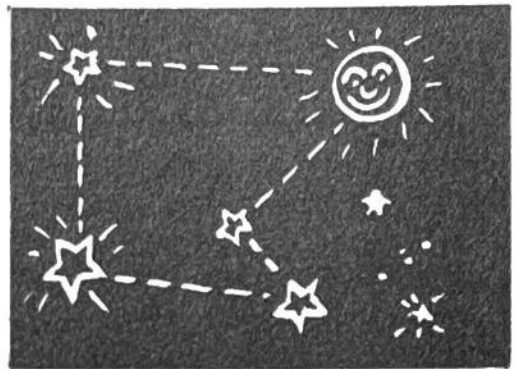


1. Dandruff on Puritan's coat first white settlement in Mass. - 1641
2. Toupe Mfg. patents One Man Top - 1898
3. Discovery of ether in beer by Dr. Pollard - 1918
4. World rulers have plastic surgeons change their maps - 1923
5. Draft Bill signed; many husbands return home - 1917.
6. Pullman company starts berth-control movement - 1884
7. IRON age - rasins, spinach & padlocks popular - 1928
8. First National Tag Day - Clara Bow - IT - 1926
9. Bacon's Rebellion overcome by baking soda - 1598
10. Invention of matches starts light loans - 1782
11. Battle of Waterloo (Ca) - Orpheum actors fight for dressing-rooms - 1922
12. Great Tartar Invasion repelled by Col. Gate's forces - 1898
13. Civil Service system adopted in many movie theatres - 1923
14. Surgery becomes optional course as students cut classes - 1900
15. Napoleon's first picture taken with hand in coat - 1841.
16. Evolution proves woman springs from a mouse - 1921.
17. Egg beater corp. manufactures first WHIPPET - 1879
18. Book-A-Week Club Organized - Thousands taken in - 1920
19. Lindbergh, first American to enter Paris without pajamas - 1927
20. Solomon's Temple aching; cured with aspirin - 1000 B.C.
21. German Navy reports overthrow of Prussian Diet - 1918
22. Campers discover TIN-CANYON of Arizona, - 1808 - -
23. War declared on tonsils - women and children put to the sword - 1910
24. Push carts successfully maintain OPEN SHOP - 1899 - -
25. First President of China elected on Laundry Ticket - 1927
26. GREAT CAFETERIA SCANDAL - Beet stealing caught red-handed - 1921
27. Government rescues lost party on Boston Fenway - 1919
28. Incubator Chickens adopt lamp-wick as Mother's Day emblem - 1890
29. Epidemic of Sugar Diabetes: sweet mama's hard hit - 1926
30. Rivers of Venice declared One Way Streets - 452 - - -
31. Bare-foot soldiers at Valley Forge demand hot-dogs - 1777

# HOROSCOPE

## ASTRAL CONDITIONS

Many people will watch the Heavens this month due to *CAFFEINE*, the evening star which will be visible in *CHINA* cups and crockery saucers. *VENUS* can be seen with a naked eye while *TAURUS* the Bull will be observable in Washington until the latter part of the month. *PLURIBUS UNUM* is due in many quarters the fifteenth.



# MARCH

## TUBA - the big blow

### IS THIS YOU?

You are big-hearted and generous with a desire to share the good things of life with the other fellow, especially if he owns them. You go to extremes; one minute you will have an enormous appetite and eat heavily, while the next you will have no desire for food of any kind. TUBA people are very wasteful; throw matches away that have not been entirely

used up; wouldn't think of swimming a few blocks when they can take a ferry; and waste the best part of fried chicken by not sucking the bones. As a rule they go into important things on Saturday nights or Sunday mornings, and should avoid making changes during cold weather. Longfellow, Jack the Giant Killer, and WGY were born under this sign.



# HEALTH QUESTIONS AND ANSWERS



Dear Dr. Rockwell:

Is it wise to run after a hearty meal?

L. McK.—Boston.

*Answer—Not if you have money enough to pay the check.*

Dear Doc:

I like to lie in the bath-tub and soak, with the water running, but am always afraid I will go to sleep and the tub will overflow. What do you advise?

F. Stanley—Detroit, Mich.

*Answer—Keep our mouth open.*

Dear Dr.:

A dentist says my teeth are unsound and should all be pulled out. I don't think so. How can I prove he's wrong?

Jas. Burgess Green—N. Y. C.

*Answer—Bite him.*

Dear Doctor:

The other day in a restaurant my husband ordered some liver. Another man came in a few minutes and ordered the same thing. The waiter brought in the first and making a natural mistake served it to the other man. My husband

went wild, tore his hair, and I haven't seen him since. What do you call this?

Mrs. L. Bremms,  
Southport, Maine.

*Answer—His liver was out of order.*

Dear Dr. Rockwell:

Can you tell me if bleaching the hair is apt to cause Insanity?

Mrs. Dora Lassing,  
Brooklyn, N. Y.

*Answer—Blondes have driven many a man crazy.*

Dear Doc:

What can I do for Sorosis of the liver?

Bill Red Ford,  
El Paso, Tex.

*Answer—Learn to spell it.*

Dear Dr.:

I have a sensation every so often as if my heart were in my throat. Could this be possible?

Phillip Bolluth,  
Miami, Fla.

*Answer—Where you live yes. Everything is high in Miami.*

*Blood is thicker than water—so is gravy.*

# PSYCHIATRY

## RADIO NUTS



On WABC's schedule for a certain evening it was announced that Dr. Glover would talk about dogs.

This was sent to the press and printed in different radio columns throughout the country.

At the appointed hour an announcer informed the listeners that Dr. Glover was delayed, but was expected shortly. After a few selections by an orchestra to kill time, a Miss Daisy Miller was called on to fill Dr. Glover's place.

Her opening remarks were to the point:

"I am sure I should be glad to hear Dr. Glover speak," she remarked, "and I know many of kennel clubs and dog lovers of America would also be glad to have the opportunity, but unfortunately, Dr. Glover has been dead for several years."



Somewhere  
the Sun  
Is  
Shining



## MARCHING THROUGH GEORGIA

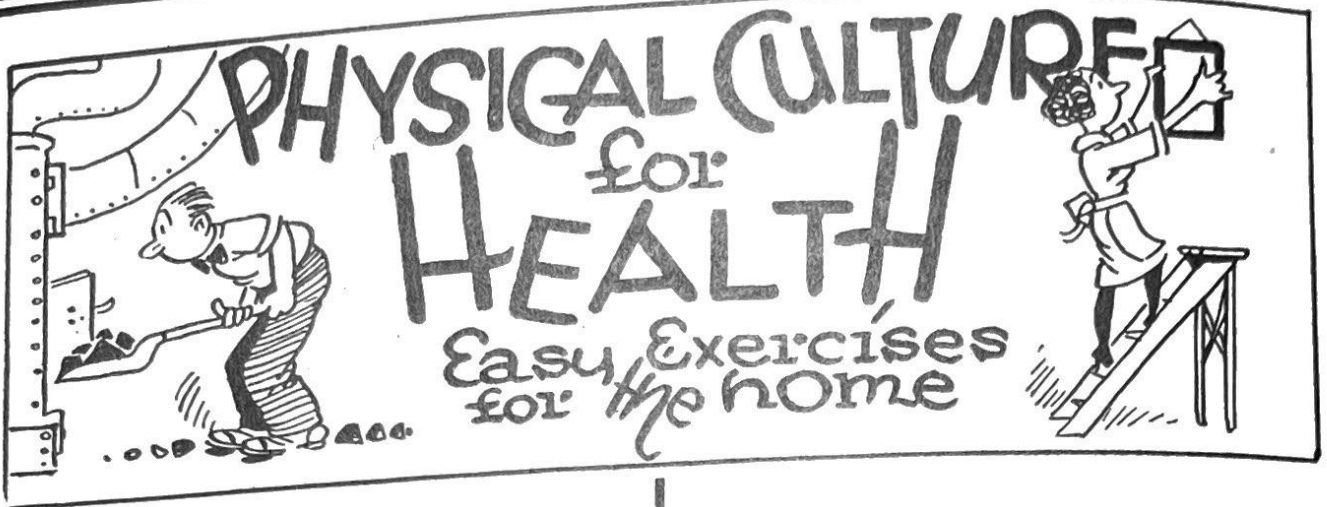
Georgia was a nice young girl,  
She came from Tennessee,  
One time she spent her summer  
In Red Bank, New Jersee.  
She heard about the mosquito,  
But not about the flea.  
Listen what happened to Georgia.

### CHORUS

Hurray, hurray, said the mosquito to the flea,  
Hurray, hurray, we'll have a jubilee.  
You'll bite her on the ankle,  
I'll bite her on the knee,  
Then we'll go marching through Georgia.

—Madison's Budget.

A doctor's prescription comes in Latin but the bill comes in English.



The following article is by Hercules Oxman, well-known professor of Physical Culture. By an unexpected stroke of good luck, Mr. Oxman was beaten up by a bully over the week-end, and has been in Hoopee Hospital ever since. He is writing this article as payment for an advertisement which he ran in the Mustard Plaster several issues back. Other firms who intend writing us regarding advertising on this basis—save your stamps. We have a room full of yeast cakes we are trying to get rid of now.

By Hercules Oxman

For over ten years I have been making strong men out of weaklings, and I can do the same for you. Whether you're a bootlegger or a boxer, it's the man with the punch that wins. Everyone has to have a certain amount of exercise to keep their blood, matches and cigarettes in circulation.

The thing I find out about physical culture is that it builds up the tissues. All of my exercises are planned with that one purpose in mind — tissue building. I will give you more tissue, exercise for exercise than any other system. But don't expect me to do the impossible—all the exercising in the world will never make a potato as strong as an onion.

## CLOTHING

Where the exercises are to be done on the floor, I advise dark clothing as

it doesn't show dirt. Applying this same principle to boxing, I would suggest red trunks. These, with varicose veins, are very patriotic. Everything worn should be loose fitting, with the exception of the shoes, which may fly off, and either break something or go out of the window.

Never wear pins of any kind. If you have buttons off, a touch of glue will hold things together as well as a pin, and is far safer. If you have no glue, it is better to do your exercising dishabille (arrayed in scanty attire), than to take any chances with pins. You can't get stuck with my system.



Mr. Smith before running

An ounce of prevention is worth Ten dollars a quart.



Setting Up Exercises

## WARNINGS

Don't overdo this thing at the start. After you get going it's all right to overdo it, but at first be moderate. Let the tissues increase gradually.

Don't be alarmed if your tissues ache for the first week or so. They're naturally soft and will get used to it.

Breathe deeply while exercising. This gives plenty of oxygen to the lung tissues, and is what helps to build up the other tissues.

Do the following exercises just the way I tell you; be regular about it, and there's no reason in the world why you shouldn't finish up with plenty of tissue.

## FINGER EXERCISES

### TO DEVELOP CORDS AND SCALES

Get a quart of molasses, a large sponge and two bowls. Fill one bowl with molasses. Dip sponge in molasses and squeeze into other bowl. Do this exercise three times a day, being careful that the sponge is thoroughly squeezed out after every dip. When through, lick the fingers and hide the molasses so flies won't get in it. They

block up the pores of the sponge, and cut down on your sponge power. This exercise is recommended for freckles, liver trouble and cold hands.

## EXERCISE No. 2

### DUET FOR THE FOUR ARMS

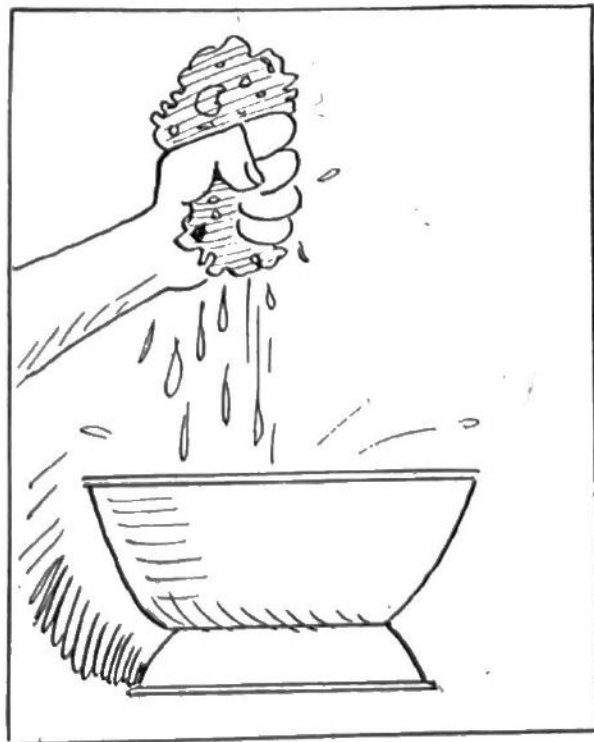
If you are not fortunate enough to have a dresser in which the two top drawers stick, soak them with water for twenty-four hours. By the end of this time they should work sufficiently hard for the purpose of this exercise.

Take the knob of each drawer in either hand. Stand in front of them, body erect. Now counting up to sixteen pull each drawer out alternately. At the finish take ten deep breaths of five sighs. A handkerchief should be tied over the mouth in case the knobs come off.

## EXERCISE No. 3

### PEDAL PRACTICE

Remove shoes and tie strings in double knots. Now set fire to the lace curtains. This will not only develop leg muscles by running, but the act of untying the shoe strings constitutes advanced finger exercises.



Swell Apparatus

*A poor politician always finds fault with his tools.*

**EXERCISE No. 4****ENDURANCE**

On a small piece of paper write your name and address and order a hundred name cards from some printer. From the time the cards are promised until they are delivered stand upright with your back against the wall. This will not only develop the legs but also a new attitude with reference to printers.

**VICTORIOUS VIBRATION**

This is not strictly speaking an exercise, but as a method of invigorating the system and reducing the tissues. It is done in an automobile. The person taking the vibration sits in the

rear seat, and a leather strap or band of webbing is first passed around their waist, and then around the steering wheel post, making a loop. The length is regulated so that when they lean back the belt is tight. The car is now started, and driven rapidly over a moderately rough road. The results are surprising.

Now, readers, I want you to do these exercises, and get well and strong and big. With plenty of sleep, fresh air, and physical culture, you can't help but go over the top. It is simply a matter of psychology.

*NOTE—Mr. Oxman fainted directly after spelling psychology, and we will have to let this article remain an unfinished masterpiece.*

Peanut Plant at Night



Peanut Plant in Daytime

# Mother Nature's Growing Children **PEANUTS**

*Not to be confused with crabs, oysters, lobsters, clams and other shell fish.*

The mother peanut lays her eggs around the first of May and the young peanuts hatch out either singly, or as twins or triplets some time in the fall.

Very few of them survive the first year owing to natural enemies that devour and eat a great many of them.

They are usually found in paper bags and around circuses.

The peanuts themselves make a delicious butter and the shells make an awful mess.



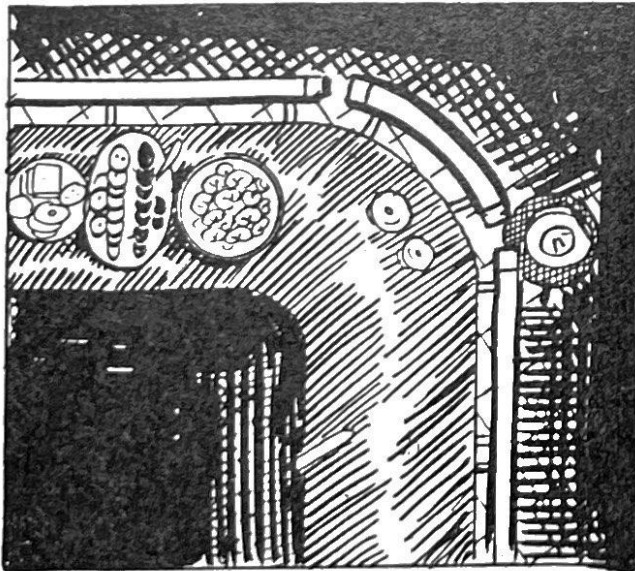
# X-RAYS

The Hoopee Hospital X-Ray not only sees through the human body, but also through the many schemes, foibles and weaknesses of the human mind. Peering through the clouds it sees that the sun is always shining. It sees people going without the necessities of life in order to buy a few things which will make others think they have luxuries.

And others blindly following the forms of some particular religion so enthusiastically that they forget the more important principles and defeat its very object...and it sees broken down hulks of humanity, beggars, paupers, derelicts of all kinds who wish they had saved...and wealthy old men who wished they had played...and little girls who are impatient to grow up and be big women...and big women who wish they were not so big...and other little girls who say they are never going to get married, all which, of course, is nothing but a clever alibi in case nobody asks them.

And being an X-Ray it not only sees these many strange and wonderful things, but it takes pictures of them.

Here is the case of a patient, giving his age as 150 and his home as Columbus, Ohio.



Abnormal Elbow Condition

## Plate 63B

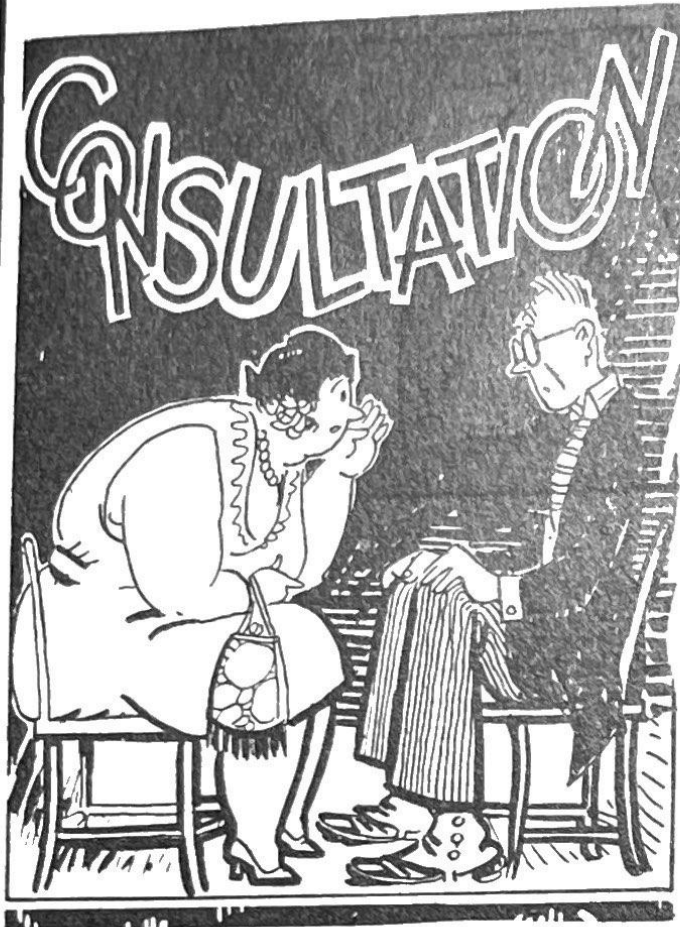
Showing

### McNULTY'S JOINT

This is typical of many cases reported in this section. The patient complained of drowsy sensations every time he thought of working. Directly after Christmas he experienced a sensation of emptiness in the region of the pocketbook which was followed by a temporary paralysis of the right hand. The X-Ray reveals several things which have been sapping his strength.

- NOTICE: (a) The BREAKS *(Free crackers and bologna are always referred to in scientific terms as the breaks.)*  
 (b) Where the Bones *come together.*  
 (c) The Drain *The smaller of two round objects—Dice Box. Barely discernable in low right corner under flooring.*

The three other plates shown were exposed with excellent results and are shown at the extreme left.



## PEP



The world loves youth.

We view with universal admiration the tireless energy of children, kittens, puppies and all young creatures. They may be short on mental development, but they more than make up for it physically, as they are ready at a second's notice, night or day, to romp, jump, play or turn themselves inside out.

As we look on, and secretly envy, this apparently limitless energy, there is a tendency to overlook one fact, and that is: that these young fry also get tired, and when they do, they stop everything, and go to sleep. Be they

animals or children, the minute they are tired they curl up and sleep wherever they happen to be.

Herein lies the secret of pep. When your battery runs down, nature will recharge it if you will sleep and give it a chance. How many grownups do?

Ambition and fear, the two monsters which run a man ragged most of his life, prevent us from resting whenever we feel tired. We have ambitions to acquire a lot of money; to become socially prominent, or to succeed in something or other which will bring fame, or we fear any one of the thousand odd things which might interfere with the fulfillment of these aims.

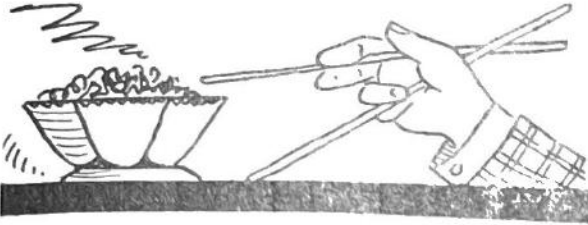
So when we find ourselves exhausted instead of stopping there and then and resting up again, we just can't afford to do it. Unknowingly we find ourselves using tea or coffee as a stimulant, while a great percentage use alcohol. These things are nothing more than whips, which lash the tired horse into a temporary spurt of speed, and the unnatural strain leads to nervous breakdowns and mental disorders. Cigarettes then enter the scene in a soothing capacity as a sedative. In extreme cases dope may follow.

As this cycle repeats itself over and over our natural energies become more depleted, and the whipping process becomes not only more necessary, but the dosage of the stimulants has to be increased.

This is the kind of pep which turns many of the wheels of industry today. Every boiler will stand so much steam pressure, and many a man accomplishes his success at the expense of his machinery.

Slow down: You can't drive a horse fast far.

*Duty is a road hog that often crowds desire into the ditch.*

**CHINESE**

Thousands of dollars are contributed every year for the purpose of sending missionaries to China, and to give the poor heathen a lot of new things to worry about.

If the Chinese were so disposed, and allowed to enter our country, it would be very nice if they could be induced to send a few of their wise men over here and teach us a thing or two in the art of simplicity.

The first lesson we could learn from them would be in the matter of clothing. We fuss, fume, and waste about one-tenth of our life in selecting the color or cut of our cloth, paradoxically trying to get something that conforms to style, and still is different, while our friend John Chinaman quietly selects the garment which pleases his individual fancy, and his troubles are over until the thing is worn out.

Although he is the inventor of printing, his newspapers have not yet progressed to the point where they are dominated by the commercial aspects of various propagandas sponsored by furniture manufacturers, clothing makers, etc.

Nobody in China laughs at pictures of their grandmother because she wore funny looking hats or shoes, for clothes were, have, and always will be the same—that is until the CHINESE BECOME MORE CIVILIZED.

**THIEVES**

The Kingfisher is a bird that catches fish. Sometimes he is forced to wait for hours for the right opportunity, and many a time he plunges into the water and fails to get his prey.

In other words, it takes pretty much of his time to ensure three meals a day. He may catch enough for four or five meals, but there is another bird called the Fish hawk which swoops down on him ever so often, and takes away the fruits of his labor.

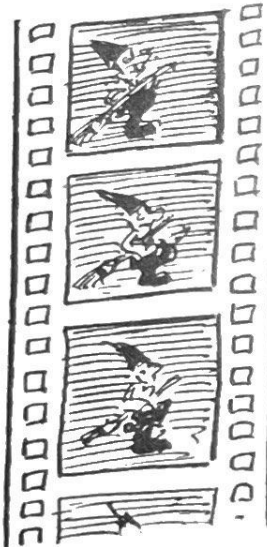
Society seems to have plenty of fish hawks in the form of people who swoop down and appropriate the ideas of others.

Elie Sheetz, maker of nice candies, hit upon a novel idea of merchandising by giving his candies an old fashioned name, and selling them in immaculately clean, white shops. No sooner was this a success than the fish hawks swooped down, and today there are no less than six or seven home-made candy concerns thriving on his idea.

In Kansas City, Mo., a group of men devised a new type of equipment and service for a lunch room, and also the innovation of giving extra tea or coffee free, if you wanted it. These were known as the B. G. Sandwich Shops; and no sooner had they perfected their system, and demonstrated its possibilities than the fish hawks got busy and they now have imitators a plenty.

Stop and think but a second, and you'll have no trouble in recalling any number of original ideas in both art and commerce that have been raided by these parasites. Humor, whether printed or spoken, is an especially choice morsel, and a new idea or story can't be out long before the hawks have got it.

In the meantime the Kingfishers do nothing collectively, and are powerless to do anything as individuals, showing that it doesn't pay to mind your own business.



# The WITCHE'S SPELL

with SOUND & ODOR

*Written by Feasley York Frothingham*

*Titles by U. Wright and W. E. Read*

*Sounds by Dennison's Seals, Moe Murphy's Syncopating Saps, and  
the Blankety Blank Cartridge Co.*

*Odors by Sweet Adeline and The Scoot Disinfecting Corp.*

## SYNOPSIS

*Blood Poison appears before King Korpulant and demands his daughter's hand. The king tells him the palace is already short handed and pleads for time. Blood Poison agrees, and the king at once consults Carbolicus, his attorney, to see what can be done.*

*In the meantime, the daughter, Princess Inflamees, has got wind of what is going on with Carbolicus, as she sleeps with her window open. She secretly dresses in the night and bravely hurries through the woods to an old witch, Auntie Toxin. The witch changes her into a microbe, under the condition that she shall be imprisoned in the gold crown of her father's best tooth until such time as it rains soup.*

*With the transformation completed and the Princess out of danger the King defies Blood Poison.*

*Now the Princess has a sweetheart, Hot Water Bottle, who was so heartbroken when he heard of what she had done that he went to the witch and implored her to change him into a porcelain filling, in order that he might be near her.*

*Things fail to work out exactly as the Princess desires. She becomes desperate and beating her breasts repeatedly throws herself against the sides of the tooth and leaps up and down. This gives the King a jumping toothache, and he starts for the dentist. It is raining so he rapidly grabs up an old umbrella which the Princess originally found in a restaurant. As he looks at it he becomes overjoyed with an idea; he rushes to the witch and points to some soup stains on the umbrella as proof that it has been raining soup. Believing him, she changes Inflamees and Hot Water Bottle back to their natural forms.*

*They lived happily ever afterwards, until one day while visiting a soap factory they fell into one of the great tanks and died in a pot of grease.*

Scene I—(Long Shot.) Kitchenette of Royal Palace. King sitting in thought before a dish of smoked herring. He scratches his head and gets splinters in his fingers.

Sound effect (Scratching)  
Carbolicus enters, and the King says, "Can you give me any idea of a way to escape this fiend, Blood Poison?"

(Smell of Carbolic Acid, which should have been noticeable upon Carbolic's entrance, now appears somewhat late owing to poor synchronization.)

King repeats: "Won't you give me some solution to this problem?"

(This is music cue. Orchestra plays as Carbolic picks up hat and cane and stepping down to the front sings.)

TITLE

I CAN'T GIVE YOU ANY.  
THING BUT LOVE, BABY.

(At finish Carbolic bows three times after applause has stopped and King cries.)

\* \* \*

Scene II—(Close-Up.) While Carbolic sings the King has been eating grape fruit, and gets juice in his eye. As a result of the song and the juice he is now crying bitterly. He dries his eyes with a paper napkin. The rattling registers in the sound.

TITLE

THE EYES HAVE IT

\* \* \*

Scene III—(Composite Shot.) Lower half shows the King talking over the situation with Carbolic. Upper half shows Princess Inflammes with her ear to the floor listening at the register of a one-pipe furnace. She hears about Blood Poison's design and hurriedly throwing a beautiful satin evening wrap around her leaves the palace.

\* \* \*

Scene IV—(Semi-Close-Up.) Witch's hut in woods. Witch is seated on top of a step ladder playing a bass viol. They bargain. The witch finally descends and takes what the Princess offers.

TITLE

QUITE A COME DOWN

Scene V—(Close-Up.) Showing interior of tooth, canal and bridgework. To pass the time away Princess is studying languages. She has a copy of BROOKLYN SELF TAUGHT.

Sound effect—Lollypop hitting outside of tooth.

Princess listens and recognizing the sound exclaims, "Father, Father."

Voice of Hot Water Bottle calls faintly from adjoining filling. "Is that you, dearest Inflammes?"

Princess—"Not your Inflammes any longer; I'm only a bug in a gilded cage."

Hot Water Bottle: "Well, I'm in a terrible hole myself."

\* \* \*

Scene VI—The Royal dining room (interior of King's mouth.) Saliva, a runner or messenger of the King, who is hiding behind a tonsil, overhears Dyspepsia, a gangster and friend of Blood Poison, talking to his men. They are planning to attack Gastricus and overthrow the King's digestive forces. Getting a surf board, he prepares to leave the next time the King swallows and warn the department of the Interior accordingly. Thoroughly concealed behind the King's large tonsil, Saliva mutters: "If I don't get out of here soon I'm liable to end up in the gutter."

TITLE

MANY A TRUE WORD IS  
SPOKEN BEHIND THE  
BUSH.

\* \* \*

Scene VII—King running post haste to the Witch's. The exertion of running gets rid of Dyspepsia. (Sound effects.)

\* \* \*

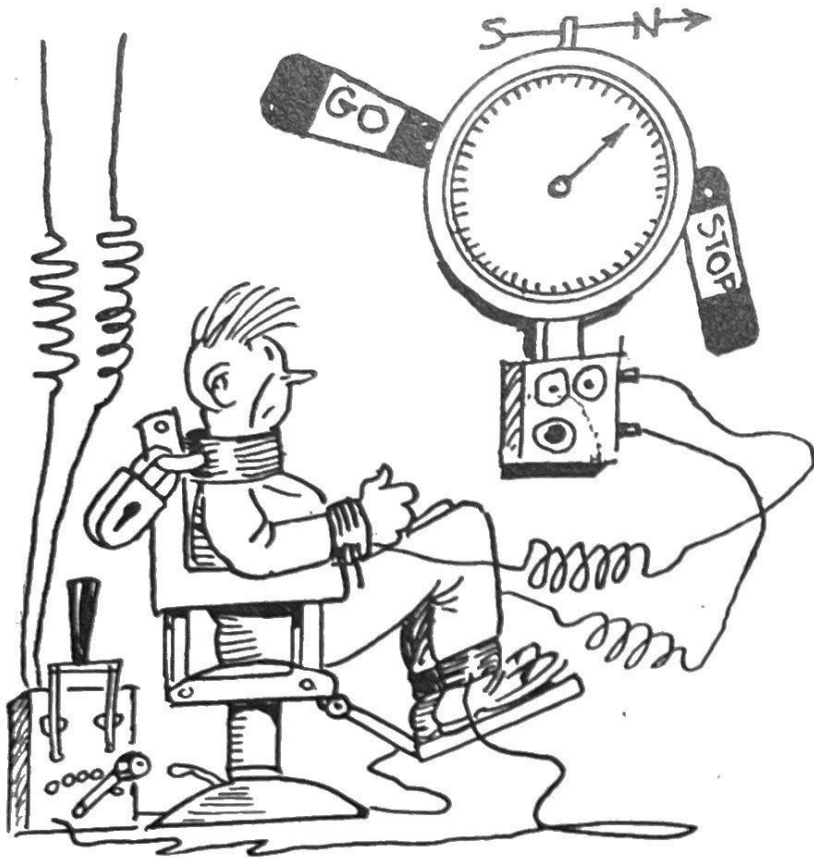
Scene VIII—The Witch's hut again. Witch has broken a string on her bass viol and is searching for the cat. King enters and shows umbrella, whereupon the Witch takes out a magic salt shaker, taps three times on it with a hammer, and as a few grains of salt come out, Inflammes and Hot Water Bottle appear before them.

The King, exhausted, falls into a deep sleep; the lovers clinch and the Witch mounts the step ladder playing on her big fiddle

"The End of a Perfect Day"  
as the scene fades out.

COMING NEXT WEEK  
THE GREAT RADIO MYSTERY  
DEAD TO THE WORLD

# DR. CUTTS' PAIN INDICATOR



*This latest addition to the list of precise measuring instruments represents a triumph on the part of Dr. Cutts to produce a much needed device which will stop all forms of faking and fraud.*

## STOP GUESSING

### PARENTS

You can know to a nicety just how long and hard to spank the children.

### DENTISTS

Enables you to "diplomatically" get rid of patients with terrible teeth and no money.

### SHOE SALESMEN

You can tell the smallest size shoe a woman can wear without it proving fatal.

### VOCAL TEACHERS

You can accurately determine whether a pupil is singing or suffering.

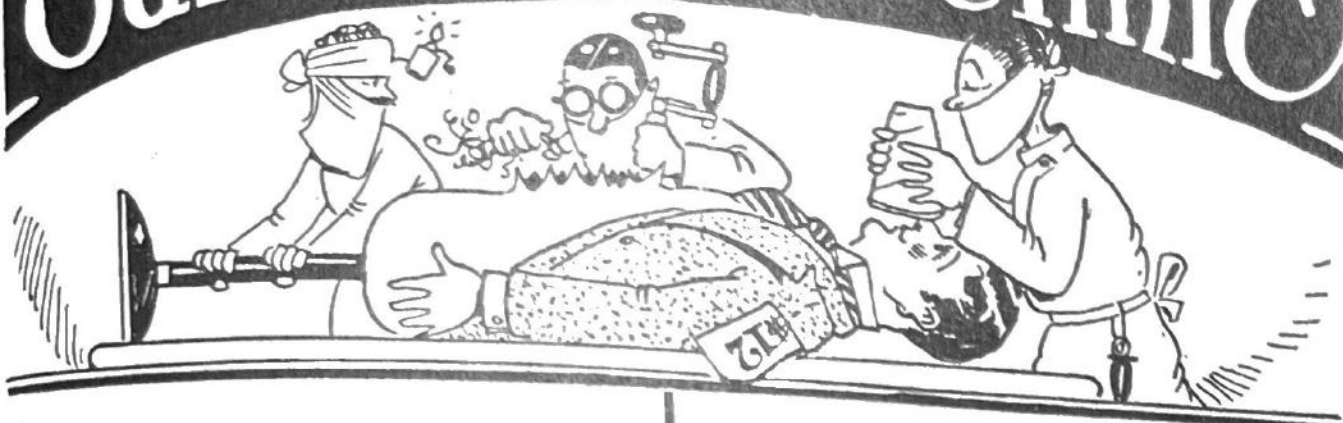
### HUSBANDS and WIVES

Settle once and for all, who is the patient sufferer and who is the Chronic cry-baby.

This announcement is for the sole purpose of acquainting the public with the activities of Dr. Cutts and the Hoopee Laboratories. The PAIN INDICATOR is not yet on the market. It is interesting to note, however, that after experimenting with it on upwards of some ten thousand patients, we have found that about 50 per cent of all human discomfort attributed to pain is imaginary.

## Don't Howl 'Til You're Hurt

# Our collegiate clinic



"My brother is going up to the North Pole to start a poultry farm."

"What's he going to raise?"

"Goose flesh."

*Wise Cracker.*

"IS MY FACE DIRTY. OR IS IT MY IMAGINATION?"

"WELL. YOUR FACE IS CLEAN."

*Ham and Country.*

"Teacher, the garbage man is here."

"Tell him we don't want any."

*Newburyport Night Mare.*

Homo: "Do airplanes fall often?"

Sapiens: "No, only once."

*Mangie Pup.*

Mrs. 5:15 (over the phone to hubby in city): "The rats are terrible. You better bring home something for them."

Mr. 5:15: "Bring home nothing. If they can't eat what we eat they can go hungry."

*Yellow Jaundice.*

Sappy (to dentist): "My tooth aches."

Dentist: "It can't. The nerve's dead."

Sappy: "Then the rest of the teeth must be holding a wake."

*Wakakai Cereal.*



"YOU'RE THE FIRST GIRL I EVER KISSED."

"WELL, YOU'RE NOT GOING TO PRACTICE ON ME."

*P. C. Medley.*

*A sweet daddy is a man with sugar diabetes.*



This is a lucky month for the Mustard Plaster. In addition to Mr. Oxman's excellent article on physical culture, we have another very able contributor, Judge Knott, who gives us some legal light on the income tax. Judge Knott is responsible for many famous decisions, his outstanding one being the decision to wear a toupee.

It is extremely difficult for me to write a legal article without using technical terms if it sounds like anything — I mean impressive. To be sure I could translate them, in fact that is just what I am going to do, but will append them at the bottom as foot notes. Where the reader is musically inclined, these can be played on a shoe horn.

The present income tax is the outcome of a long series of struggles on the part of the Government to collect on the earnings of John Doe, and proves that profits are honored in their own country — in fact, you can't get a passport to leave the country until Uncle Sam has a good share of the profits. He knows that when other countries get through with you, there will be nothing left.

The object of this article is to familiarize anyone who earns over \$10,000 a year, and makes no returns,

## BEWARE

You can't go around smoking 10 cent cigars and not pay your income tax without attracting suspicion. Even if you have managed to show on paper how you don't owe anything to the Government, you can at least be courteous enough to send them a letter of regret. Better still, a telegram—Standard Form No. 17 for Income Slackers: "Uncle Sam, Washington, D. C. Go to it and win. The country is behind you—as far as possible."

(Signed) Everybody—Everywhere.

with what the form looks like, and a few of its more interesting points in the event they should ever suddenly have occasion to know.

## DIRECTIONS

First. Print your name and address plainly as it's the letter of this thing that counts and not the spirit. Don't use the dining room table for your purpose for



This is Judge Knott who has gone thru more trials than the owner of an out-board motor.



you may give the impression to the examiner you are a big butter and egg man, and be soaked accordingly.

The next thing you will encounter are eight questions at the top of the page, and I herewith give you specimen answers:

1. Are you a citizen or resident of the United States?

*Answer—*I have already answered this five times. Look it up.

2. If you filed a return for 1927, to what collector's office was it sent?

*Answer—*Springfield.

3. State name of husband or wife. If a separate return was made, and the collector's office where it was sent?

*Answer—*Wife made separate return. (Name) XX#&!!??.

4. Is this a joint return of husband and wife?

*Answer —* The only joint return we ever made was when we both had the "Flu" in the hospital, and came home together.

5. Were you married and living with your wife on the last day of your taxable year?

*Answer—*Just living with her.

6. If not, were you on the last taxable day of your fiscal year supporting one or more persons living in your household who are closely related to you?

*Answer—*On the last fiscal day of my taxable year, I supported six people at different times during a New Year's party.

7. If your status in respect to questions five and six changed during the year, state date and nature of the change.

*Answer—*On November 28th, I shot at close range what I thought was a rabbit, and was obliged to go home and change my status.

8. How many dependents (other than husband or wife), under eighteen years of age, or incapable of self-support because mentally or physically defective, were receiving their chief support from you on the last day of your taxable year?

*Answer—*Supported eight people because mentally defective—me, not them.

## INCOME

Under this heading should be shown all profits resulting from card games, betting, money found in telephone



"Right or Wrong, my Income Tax."

slots, rewards, prizes, and tips. Certain items will not be taxed, but must be reported nevertheless. Among these are sums returned by the postoffice for lost money orders, salary of government employees, and the profits realized from selling hosiery direct to the consumer during your spare time.

## DEDUCTIONS

You are not allowed to deduct as expenses more than the total amount received. Allowable deductions are bad debts, charity, ice cream sodas, chiropractor bills, losses from fire, wood alcohol or getting the feet wet. Expenses, if judiciously put down, can be slipped in twice. This is called a double entry. Any amount claimed under ice cream sodas must be fully explained under Schedule H on page 5 giving the flavor and date.

Tennis players and fishermen will be allowed more net expenses.

## BUSINESS OR PROFESSION

This includes income derived from the following sources: (a) Sale of merchandise or products such as celluloid collars, broom factories, pop corn, magnets, puffed rice, and ready-cut hot dog stands. (b) Business service, such as Racing Information, Camphorated Moth Protection, Matrimonial Bureaus, Truant Officers, and Out of

Town News Stands. (c) Professional services such as Plumbing, Tattooing, Weight Guessing or Merry-Go-Rounds.

If you run a merry-go-round and keep no books; or if you keep books which no one can decipher, obtain from the collector and attach to this return, Form 0000-z, Schedule of Circulating Libraries, Decimals and Ice Water.

### KIND OF BUSINESS

Describe the business in the space provided at top of page 1 as "pool room," "hot-groceries," "flop-joint," "pill parlor," etc.

### SALARIES AND WAGES

Enter under SALARY all money paid to employees who come to work late; under WAGES all those who belong to unions.

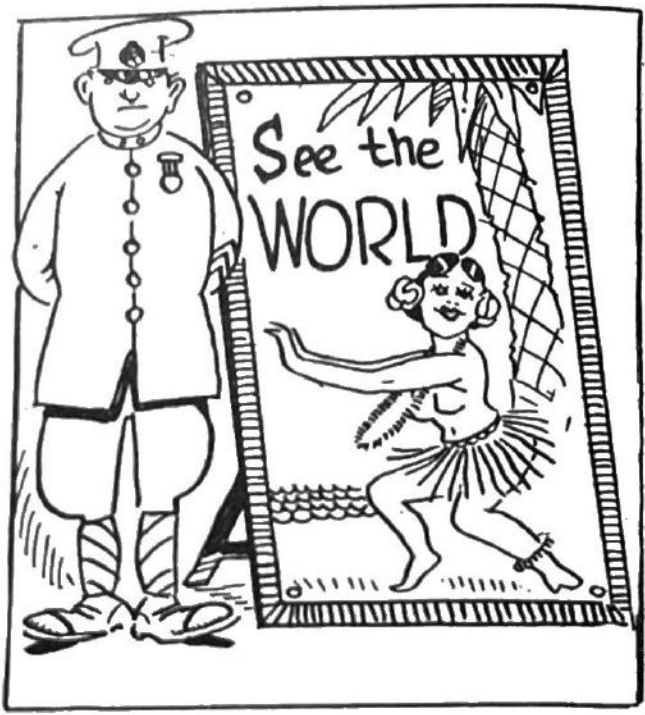
Do not charge a salary to yourself. In the eyes of the government you are not worth it, if you were you'd be working for someone else and not worrying.

Depreciation, Obsolescence and Depletion: These are charges for anything you can get away with such as ill-will, wear and tear, relining sleeves and party unknown at address given.

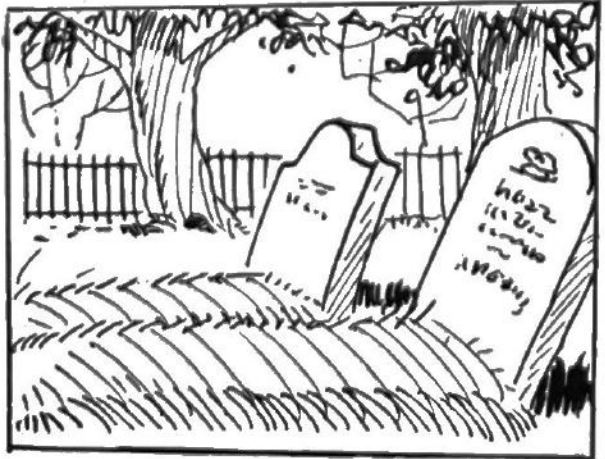
## What Your Income Tax Goes For

The Federal Government is operated upon money secured by taxation, or NOLLE PROSEQUI (raised by giving dances, entertainments and harvest suppers). Health and Revenue men search visitors to our shores, looking into their mouths and handbags for either gems or germs. You receive service for every penny Uncle Sam takes from you. Your life and country is protected by soldiers. You are furnished free pens in the post office, and seeds for the garden. Then the weather department guesses whether the seeds will get enough sun and rain to grow.

These are but a few of the many benefits the income taxes helps pay for. I would like to see as many people as possible forget all about petty exemptions, dig their hand down in their pocket and pay liberally. If enough would do this, it would make it much easier for a lot of us to stop paying altogether.



"Send Some Marine Abroad."



**Beneath These  
Stones Two Wives  
Do Lie  
Now They're At  
Rest and So Am I**



This is an era of scientific gambling. All over the world scientists are trying to find some manner or other for lengthening life and making it more agreeable. Prof. Paul Lazarus of the Berlin University believes that cancer is caused by the spreading of certain cells which form on the body at the approach of old age, but that if treated in time eighty per cent of the cases can be cured.

**At the same time,** the New York Academy of Medicine holds that excessive exposure to the sun's rays are a factor in the cause of cancer.

**Whereas,** Dr. Joseph Bloodgood of Johns Hopkins says that even if there is any truth in this it is better to have the sunlight and run the risk rather than deprive ourselves of it and probably bring on a disease more rapidly fatal than cancer.

**However,** for the past two years the drug addicts in Manhattan's Correction Hospital have been given Narcosan as a procurable cure, under the direction of Dr. Alexander Lambert. Reports of this during that time have been most favorable.

**Unfortunately,** it has been discovered that the drug fiends, who have been undergoing this treatment, have been lying about its help- ing them and secretly suffering in hope of an early release. Narcosan didn't make the grade.

**But,** Dr. Lane of the New Health Society of London believes that Beer is a good thing for a nation, and that in proper amounts is a valuable food.

**Still,** Henry Ford claims that the people in this country are more against it now than they ever have been—at least he is anyway.

**Strange,** that when the Public Health Service launched their huge campaign to war against the increase of Influenza, their leader Surgeon General Hugh S. Cummings unfortunately had to take to his bed with a bad attack of it.

**While this is going on** a school teacher down in Tennessee is again being tried for teaching Evolution. Eight states already have a ban on it.

**Notwithstanding,** witchcraft has just cropped out in Pennsylvania.

**Which has very little to do with** a report that the Homeo- paths and the Allopaths each have a grip on the Fifth Avenue Hospital and are growling to make the other one let go.

**Bringing us to the point** that with all this in mind, Hoopee Hospital should not be too severely criticized if it con- tinues to operate on an unconventional basis.



# Vocal Chord Complications

OR

## Inflamation of the Celluloid

And still the question of whether the talking movies are here to stay or whether they are but a passing novelty, waxes merrily on.

From theatre musicians, former favorites of the silent cinema who are unable to talk, and other disinterested parties, we have pronounced statements that "The public do not like the talkies."

Truthful observers and box office statements on the other hand point to quite a healthy appetite for this kind of fare.

When asked her opinion on this subject, a certain feminine picture star with no ability to register sound, but with a good sense of humor said: "I have nothing to say."

### CUNNING FOX

The pioneer in real practical talking pictures and the factor responsible for a greater part of the missionary work and their consequent success is the Fox Case Movietone News Reel.

When returns on the investment were extremely questionable, and no one had the least idea that talking pictures could be perfected as rapidly as they have, this progressive group devoted an enormous amount of both time and money to experimentation. As a result they are probably not only the leaders in this particular industry today, but are being continually called upon to give technical advice and laboratory assistance to other producers.

### WHO'S WHO

It is the spirit of Cortland Smith, which has guided and developed movietone. From his early tie up with

the Case patents—which records the sound directly on the film—right up until today, with its three-news-reels-a-week output, Mr. Smith's success can be attributed to a broad-minded policy whereby he welcomes and listens to suggestions from every source; a good taste displayed in decisions, and an excellent insight into human nature.

In addition to these traits, he has surrounded himself with a most efficient organization with Mr. Percy Howard as editor, and Thomas Chalmers as supervising director.

### WHAT'S WHAT

Three news reels a week is no child's play, but that's what they are doing right now.

Their news gathering system is as great, if not greater, than the intelligence department of any government, and reaches all over the world. Famous men and women speak into it; their voices, gestures and personalities are recorded, and carried to all civilized nations, and also incidently preserved for posterity. Famous celebrities, well-known scenic spectacles, nothing is too big. We hear George Bernard Shaw make a few characteristic remarks; Herbert Hoover speaking to the Argentinians, while the King of Spain and Mussolini contribute their part. Even the dignified Calvin Coolidge shakes off his mantle of seriousness and tells a joke.

The rumble of Niagara Falls was recorded and heard by the President of China, while a week or so ago I sat in the theatre in Philadelphia and saw and heard Vesuvius erupting . . . here is a case of bringing the mountain to Mohamet.

The talkies are going to live and grow up to be an old man with long whiskers.



~~~~~

## MISS PHYRE SAYS:--

~~~~~

**P** One of our nurses went to see a popular Broadway show last night. She said the language in the play reminded her of an operating room full of patients just coming out of the ether.

**P** If people would give their friends more fruit while they were well there'd be less need of bringing it to them in the hospital later on.

**P** I want to caution every thin woman when taking a bath against pulling the plug before they get out of the tub. We have lost two patients already this way.

**P** Where unpleasant odors arise from a sink or from old plumbing the problem can be overcome by pinching an ordinary clothespin over the nose.

**P** An excellent way to overcome the discomfort of a leaking hot water-bottle is to remove the water before taking it to bed.



## How To Prevent WRINKLES

*Don't sleep in your clothes*

# Broken Bones of BROADWAY



*NOTE—After nearly two months in the Hoopee Hospital, Dr. Rockwell pronounced Mr. Battersby O. K., and sufficiently well enough to go home last Friday. In the meantime, however, several things have been stolen from our locker rooms, among them Mr. Battersby's trousers. They were part of a two pants suit, and he has telegraphed for the other pair. He is still with us, and writes another Broadway article this month.*

By Lionel Battersby

Letters continue to pour in from my actor friends telling what a terrible theatrical season the present one is. I have one from a friend, who was unable to get work until just before Christmas. After rehearsing five weeks with a show it ran two weeks, and folded up. The letter reads: "I intend to lay off three or four more weeks, and then close my season."

## HUNGER

I have a letter from another friend of mine who books several small vaudeville theatres in Long Island. Among the various actors who came in day after day looking for an engagement was a man who did an act with a trained duck. Never having seen what he could do, the agent was afraid to take a chance and book him. One Monday morning, however, some act failed to show up at a certain theatre, and this agent friend of mine was unable to locate anyone else. He decided to give the duck duo a chance, and sent the following wire: "Have booked you at Eureka Theatre, Brooklyn, opening today. Please O. K. this and rush there at once." Within an hour he received an answer: "Too late. Have eaten my partner."

## OPTIMISM

In spite of the depressing reports of poor business, which seem to circulate every season anyway, the building of new theatres — each one seemingly larger and more beautiful than its predecessors—seems to go on.

In Louisville, Ky., this season Marcus Loew has opened a veritable palace. Patrons coming from the upper floors emerge onto a balcony of marble, while overhead the lighting effects show clouds, stars, etc., which are so fascinating that Charlie Winston, the publicity man, writes me "Ushers have to be stationed at the bottom of the stairs to catch people who unconsciously step off from the top while gazing at the ceiling."

## WAITING

Although the above house is doing capacity business, there are plenty of other newly constructed ones which are not doing so well. There is one for instance which was opened in a New England town by a local promoter, who had made money in the produce business.

This impresario who had plenty of

faith but very little experience in such matters, built his playhouse in an out of the way location where land was cheap. Opening night saw the place half full, and from then on the attendance was pitiful. A new show came in there lately, and on the first night one of the actors peeped through a hole in the curtain to see how large the audience was. Looking at his watch he remarked to a stage hand: "They come late here, don't they?" The stage hand replied: "I have been here six months, and they haven't gotten here yet."

## FATALITIES IN NEW YORK

A great group of plays have come and gone on Broadway with but few

successes. If the judgment of playgoers who refused to go to the failure is any criterion, there must have been a reason. The Dramatic Critic who has to sit through these things night after night must have a tough time of it.

This is about the same as having to eat meal after meal of bad food in order to give a first hand impression—all a matter of taste.

One friend of mine wrote and said the only reason the last few shows got good notices from the critics was because they had run out of the other kind of adjectives.

*Lionel Battersby\**

# ANNOUNCEMENT



At a date not yet definitely decided upon, the first OFFICIAL LONG DISTANCE BOTTLE RACE will be inaugurated by the Mustard Plaster.

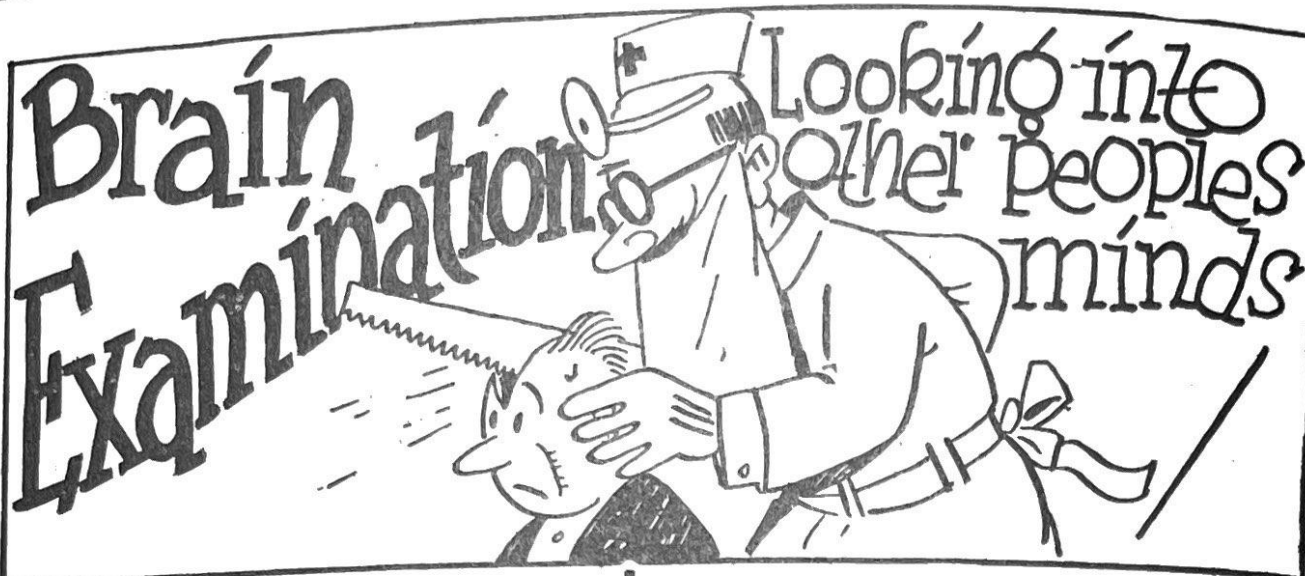
The idea behind it all is to discourage the present waste of empty bottles and to develop a rapidly disappearing form of marine communication. Scientists, Sportsmen—Get Busy! Start selecting your bottles now and be ready to make your entry when the date is set.

Interested parties communicate with

**BOTTLE EDITOR, Mustard Plaster**

**1680 Broadway**

**New York City**



Dear Doc:

Some weeks ago Radio Station WGHP, Detroit, operated by George Harrison Phelps, Inc., broadcast "Lady Bilgewater's Secret" from your December issue, but without acknowledgement to Dr. Rockwell or the Mustard Plaster. How about it?

*Fred Cruse*

Detroit, Mich.

Thanks—The M. P. will get this man.

Dear Dr. Rockwell:

You may be interested to know that my daughter has bought your magazine several times. Up until a couple of days ago I was under the impression that it was just another one of those questionable comic publications. I read a copy of the January issue and like it. I herewith enclose \$2.50 and wish you would send it to me regularly.

*James Burbank*

Boston, Mass.

Dr. Geo. Rockwell,  
 Publisher,  
 Mustard Plaster, 1680 Broadway,  
 New York City.

Dear Sir:

Without resort to chicanery or circumlocution I will lay my case before you.

I have been retained by The National Association of Night-Gown Builders to revitalize a declining industry. I want a publication of national prestige to co-operate with me in my plan, which, briefly is to hold a Coast-to-Coast Night-Gown Week.

This idea will lend itself to many treatments, particularly to local pageantry with prizes for the most original, most sanitary designs.

Our slogan has already been selected. "LOOSE LEGS FOR LONGER LIVES."

We hope to find the Mustard Plaster at the back of this movement.

May we hope for an editorial discussion on this matter?

Cordially,

*James J. Conroy*

Asst. Mgr. Poli Theatre,  
 Bridgeport, Conn.

My Dear Doctor Rockwell:

The purpose of this letter is to ask you to please advise me, if you will, where I can subscribe to your magazine or publication, entitled "The Mustard Plaster." Am unable to locate same in Baltimore. This information will be appreciated.

With every good wish for your con-



tinued success and health, I remain.  
Yours very truly,

R. A. McDonnell,

D.C.

Chiropractor,  
Baltimore.

P. S. My associate Dr. Jones, I am sure would join me in extending best wishes to you but at the present this is impossible, he is away, in "Jail."

My Dear Dr. Rockwell:

You've got the punch in the Mustard Plaster that will spell success, or I'm an oilcan for a managing editor. The fact that you are funny, and at the

same time clean, makes a hit with me. I like the format of the January issue, as I believe it makes for easier reading.

Don't answer this if you're busy.  
Yours for health via laughter,

Floyd A. Fessler

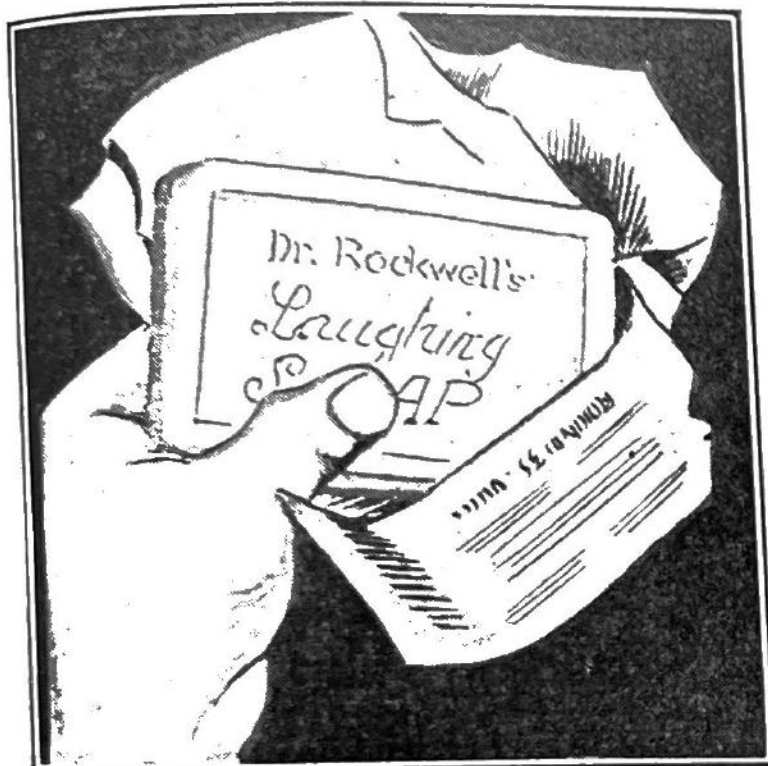
Managing Editor,  
Portland (Oregon) News.

Dear Doc:

The Mustard Plaster's a WOW. Keep my name on the list and send bill when subscription expires.

Harold E. Barber

Providence, R. I.



## Dr. Rockwell's Laughing Soap

A real, genuine product that you can use forever. Comes neatly wrapped and boxed with full and explicit directions in English, French and Italian.

The only soap of its kind in the world.

### For Laughing Purposes Only; Not Washing

Dr. Rockwell's Laughing Soap is a novel and hilarious affair which will contribute to the gaiety of nations if used according to instructions. Try a cake and be convinced.

Every new patient subscribing to the Mustard Plaster will receive a GUEST SIZE cake ABSOLUTELY FREE. Older patients who have already subscribed for these treatments may have one if they will drop a line to the Laboratories. The supply is limited.



"Was your father in comfortable circumstances when he died?"

"Well, hardly. He was half way under a train."

*Times Picayune.*

Butler: "The Doctor is here Sir."

Absent-minded man: "I can't see him today. Tell him I'm sick."

*Salt Lake Telegram.*

Little Boy: "Doctor Wilson brought us a baby today."

Little Boy: "Yeah? We take from him too."

*Kansas City Journal Post.*

"My Father weighed only four pounds when he was born."

"Good Heavens, did he live?"

*Boston Traveler.*

Doctor: "You may adhere to a fairly full diet. I should suggest fish, mutton with potatoes and greens and some

nutritious suet pudding."

Heavy Eater: "Should I take these before or after meals, Doctor?"

*Passing Show.*

Dr. (to man with bandaged hand): "Why don't you keep out of bad company?"

Man: "I'd like to, but I can't get money enough for a divorce."

*St. Paul Dispatch.*

"Here's a story about a woman who lived forty days on water."

"That's nothing. My Uncle's been living on water for the last thirty years."

"How could he live thirty years on water?"

"He's a sea captain."

*Pearson's Weekly.*

"I swallowed a pin. What shall I do?"

"Don't make a fuss over a pin. Here's another one."

*Chicago Examiner.*



# PROBLEM:

*Can You  
Laugh and  
Cry at the  
Same Time?*

**ANSWER:**

**No, unless your'e  
twins**

## PREMISE

exist simultantously.

If it is impossible to laugh and cry at the same time it should also be true that happiness and sorrow cannot

## REASONING

Therefore: If happiness, which does away with sorrow, is based on laughs, it follows that the Mustard Plaster, being an instrument of laughter will produce happiness and remove sorrow from your life, your cousins, uncles, aunts, et al.

DR. ROCKWELL,  
1680 Broadway, New York City.

Dear Doc:

Am enclosing \$2.50. Please send laugh-  
ing treatments for one year to:

Name .....

Address .....

P. S. Also a FREE CAKE of your  
Laughing Soap.





# HOW ABOUT YOUR LOVED ONES?

## ARE THEY PROTECTED?

Their NEXT Daddy May Not Earn as Much as You Do

### SAFETY

Let us protect your estate. We will see that some one doesn't step in and take your savings.

Minus a few fees, expenses, charges, taxes, deductions and interest it will all be turned over to your heirs.

### DANGER

Don't be misled by 20-Year Endowment Policies. YOU CAN'T WIN. If you die early someone else gets the money, and if you live you're too old to enjoy it.

## HOOPEE TRUST CO.

75 Years Without Losing a Chance

- Perpetual Trust Fund to cover eternal errors in Income Tax.
- Provision for paying club dues.
- Funds in escrow which become

cancelled when wife marries a man who enjoys shopping.

- Fiduciary Bond. Guaranteeing raccoon coats and theatre tickets to children.

*We will be pleased to send booklet on any subject marked.*