



Watch & "Sobriety of Parents"
For exciting information, ask for
7-Up 70 documents each

Copyright © 1974 The Coca-Cola Company

Why we have the youngest customers in the business

This young man is 11 months old—and he isn't our youngest customer by any means.

For 7-Up is so pure, so wholesome, you can even give it to babies and feel good about it. Look at the back of a 7-Up bottle. Notice that all our ingredients are listed. (That isn't a requirement of soft drinks, you know—but we're proud to do it and we think you're pleased that we do.)

By the way, Mom, when it comes to toddlers—if they like to be coaxed to drink their milk, try this: Add 7-Up to the milk in equal parts, pouring the 7-Up gently into the milk. It's a wholesome combination—and it works! Make 7-Up your family drink. You like it... it likes you!



All our ingredients
are listed there.
Watch for
and check them.
Ketchup 7-Up
is used in
bottles only.

Nothing does it like Seven-Up!

KEEP YOUNG AND ATTRACTIVE

Use a Few Boxes of
**Dr. Campbell's Safe Arsenic
Complexion Wafers**

they produce a firm glowing skin of wondrous youthful beauty. All pimples, wrinkles, blackheads, sallowness and all facial blemishes disappear in a short time as if by magic. You may have little or no success with other things you have tried—but no matter how skeptical you may be, try Campbell's Wafers, you will not be disappointed. It is remarkable, but true, Campbell's wafers have been uni-



versally successful as thousands of users testify. Physicians recognize there is but one way to beautify the skin and complexion, that is by purifying the blood, that is exactly what Campbell's Wafers do—impure blood is the real cause of all skin troubles. 50 cents and \$1.00 per

box postpaid in plain cover from
RICHARD FINK CO., Dept. 93,
396 Broadway, N. Y.



Let this magic mineral,
ASBESTOS,
protect the buildings
on your farm!



Asbestos! The magic mineral of the Middle Ages. Today, still a "magic" mineral; fireproof, rot-proof, and practically indestructible. When combined with portland cement it is manufactured into products which are especially important on the farm, because they provide permanent protection against fire, weather, and wear. Read this folder. Learn how to put this magic mineral to work on your farm.

Beneficial to Young and Old



"GESUNDHEIT, GRANDPA"

Cultivate

the **RAINIER BEER** habit

It brings the glow of health and gives
a new lease on life. . . . No medicine
can equal it as a **TONIC**~

SEATTLE BREWING & MALTING CO. Seattle, Wash.

How Mother and Baby "Picked Up"

A case of Blatz Beer in your home means much to the young mother, and obviously baby participates in its benefits.

The malt in the beer supplies nourishing qualities that are essential at this time and the hops act as an appetizing, stimulating tonic.

Main 2400



129



BLATZ

MILWAUKEE

Always the same good old *Blatz*

A man in profile is blowing smoke from a cigarette into the face of a woman. The woman has a surprised expression. The background is a warm, golden-yellow color.

Blow in her face and she'll follow you anywhere.

Hit her with tangy Tipalet Cherry. Or rich, grape-y Tipalet Burgundy. Or luscious Tipalet Blueberry. It's Wild! Tipalet. It's new. Different. Delicious in taste and in aroma. A puff in her direction and she'll follow you, anywhere. Oh yes... you get smoking satisfaction without inhaling smoke.



New from Murist.

About 5 for 25¢.

Smokers of America,
do yourself a flavor.
Make your next
cigarette a

Tipalet®

For *Double Reason* you'll prefer the
"DOUBLE-RICH" Bourbon



It's the "CREAM"
of Kentucky

Most Kentucky Bourbon is good. Cream of Kentucky is superior, selected from the finest whiskey Kentucky ever produced. Its smoothness is the character that gives Kentucky Bourbon its world-wide fame.



It's the Favorite of
the World

More Cream of Kentucky is bought than any other straight Bourbon in the world. This means savings in distribution cost, which benefits you in price. It pays to join the majority... say, "Make mine Cream!"

JOHN LENOX
CO.

Cream of Kentucky
STRAIGHT BOURBON WHISKEY

BUTTER

GOOD AND GOOD FOR YOU

YOUR NUTRITION TIP:

**BUTTER IS SLIPPERY.
THAT'S WHY WE EAT
AS MUCH AS POSSIBLE
TO LUBRICATE OUR
ARTERIES AND VEINS.**



According to repeated nationwide surveys,

More Doctors Smoke **CAMELS** than any other cigarette!

Doctors in every
branch of medicine
were asked, "What
cigarette do you smoke?"
The brand named most
was Camels!

You'll enjoy Camels for the same reason
so many doctors enjoy them. Camels have
rich, cool delicious, peak after peak, and
a flavor unmatched by any other cigarette.
Make this simple test: Smoke only
Camels for 30 days and see how well Camels
please your taste. How well they will
live there as your daily smoke. You'll
see how enjoyable a cigarette can be!

THE DOCTORS' CHOICE IS AMERICA'S CHOICE!



DR. FREDERICK J. HARRIS, D.D.S.,
Camels. "They give me an
extra boost and keep me healthy."

DR. HENRY J. HARRIS, D.D.S.,
Camels. "They give me an
extra boost and keep me healthy."

DR. HENRY J. HARRIS, D.D.S.,
Camels. "They give me an
extra boost and keep me healthy."



For 30 days, test Camels in your "V-Zone" (V for Throat, V for Taste).

The Chef
does everything
but cook
– that's what
wives are for!



I'm giving my wife a

I'M SENDING CHESTERFIELDS to all my friends.
That's the merriest Christmas any smoker can have —
Chesterfield mildness plus no unpleasant after-taste

Ronald Reagan

see RONALD REAGAN
starring in "HONG KONG" in Pine-
Thomas Paramount Production
Color by Technicolor



CHESTERFIELD

*"Buy the beautiful
"Christmas-card" carton*



FREE for **CHUBBIES**

Fall and Winter Fashion Book
full of charming

Chubby-size Clothes

Girls' sizes $8\frac{1}{2}$, $10\frac{1}{2}$, $12\frac{1}{2}$, $14\frac{1}{2}$

'Teen sizes $10\frac{1}{2}$, $12\frac{1}{2}$, $14\frac{1}{2}$, $16\frac{1}{2}$

It pictures the newest dresses, coats, suits, sweaters, underthings, skirts, blouses for girls and 'teens too chubby to fit into regular sizes (and everything is priced the same as "regular sizes").

Lane Bryant



COCAINE TOOTHACHE DROPS

Instantaneous Cure!

PRICE 15 CENTS.

Prepared by the

LLOYD MANUFACTURING CO.

219 HUDSON AVE., ALBANY, N. Y.

For sale by all Druggists.

(Registered March 1885.)

See other side.

If your husband ever finds out *you're not "store-testing" for fresher coffee...*

*...if he discovers you're
still taking chances
on getting flat, stale coffee
... we be onto you!*

*For today
there's a sure
and certain way
to test for freshness
before you buy*



CURVES OF YOUTH

will be yours if you will

"Pull the Cords"

Gives the
Flesh the
Resiliency
and
Freshness
of
Youth

PROF.
MACK'S



Prevents
Double
Chins

Effaces
Double
Chins

Reduces
Enlarged
Glands

Chin Reducer and Beautifier

The only mechanism producing a concentrated, continuous massage of the chin and neck, dispelling flabbiness of the neck and throat, restoring a rounded contour to thin, scrawny necks and faces, bringing a natural, healthy color to the cheeks, effacing lines and wrinkles. Price only \$10. What better investment could be made? Sent postpaid immediately.

Free Booklet

—giving valuable information on how to treat double chin and enhance facial beauty will be sent on request. Write at once to:

Prof. Eugene Mack

507 Fifth Ave.

Suite 1004

New York

NO FLIES ON ME



THANKS TO DDT

Black Flag, long preferred by housewives everywhere for quickly killing flies and mosquitoes on contact, now does *double duty*. The amazing DDT ingredient now in *Black Flag* stays on walls, floors, doorways to *keep on* killing flies for weeks! To use wonderful DDT *safely and effectively* in your home use only a well-known and reliable insecticide—ask for *Black Flag*.

5% DDT

In *Black Flag* Insect Spray

10% DDT

In *Black Flag* Powder



Ask for it by NAME

BERNARD

**DEHYDRATED
WATER**

EMPTY CONTENTS OF CAN
INTO

ONE GALLON OF WATER.
STIR UNTIL DISSOLVED.
CHILL AND SERVE.

MANUFACTURERS AND DISTRIBUTORS TO
The Nation's fine eating establishments

GENERAL OFFICES
BERNARD FOOD INDUSTRIES, INC.



You mean a woman can open it?

NO DIET - NO BATHS
NO EXERCISE!

FAT

the ENEMY that is shortening Your Life

BANISHED!

HOW?

with

SANITIZED

TAPE

WORMS

Jar Packed

"FRIENDS FOR A
FAIR FORM"

Easy To
Swallow

Prepared By

W. T.

BRIDGE, Orange
New York

SEND NO

MONEY

PARTICULAR

MAILED

FREE

No Ill
Effects!



Isn't it time
you gave
yourself a
Christmas
Gift?



While you're making everybody happy . . . do a good job and include yourself!

Give yourself a present you've probably wanted for years — a fine Colt handgun. Whether you're a target shooter or a plinker, there's a Colt made especially for you, and you'll take a very special pride in owning it. Pride, too, in calling your shots, time after time, with a Colt.

Shown here are three of the most famous handguns ever made. Two are capable of breaking all standing records — the Match Target Woodsman and the Officers Model Match. The Third — the Sport Model Woodsman — is the favorite camp and small game weapon. All are superb guns of their type. Choose one before Christmas, wherever sporting goods are sold . . . or send for a catalog if you still have time!

FREE! MAIL TODAY!

COLT'S MANUFACTURING COMPANY
1112 Van Dyke Ave., Hartford, Conn.
Please send my free copy of Colt's Handgun
Manual and Catalog.

Name _____

Street _____

City _____

Zone _____

State _____

Look at the records held by Colt Revolvers and Automatic Pistols



COLT



**MATCH TARGET
WOODSMAN**

\$84.30 Caliber .22 Long Rifle

A heavy-barreled, precision automatic with perfect balance and sights permitting the finest adjustments. Barrel, 6" (optional, 4 1/2"). Sights: Colt ACCRO Rear Sight, elevation and windage click adjustments. Custom type stocks with thumb rest, automatic slide stop, magazine safety.



**OFFICERS MODEL
MATCH**

\$79.35 Caliber: .22 Long Rifle

A revolver for 10-ring accuracy! Modified tapered barrel (6") for perfect balance. Fast cocking wide hammer spur, full checkered walnut stocks. Colt ACCRO Rear Sight, safety lock.



**SPORT MODEL
WOODSMAN**

\$69.85 Caliber .22 Long Rifle

Neater adaptation of the Match Target model, with round 4 1/2" barrel and quick-draw, skeleton-free front sight.



Give her a Hoover and you'll have the best

Christmas morning
(and forever after)
she'll be happier
with a Hoover



P. S. to Housewives:

Hasn't your old vacuum been a real pain? Well, you really ought to know that a Hoover is a real good idea to consider as a Christmas gift. Prices start at \$49.95. Model 30 (shown here) \$109.95. Give your vacuum a new lease on life. Buy your Hoover today.

THE HOOVER COMPANY
North Canton, Ohio

Before you scold me, Mom ...
maybe you'd better light up a

Marlboro



Yes, you need
never feel
over-smoked
... that's the
Miracle of
Marlboro!

MARLBORO
CIGARETTES

YOUR CHOICE OF TASTE THE 100% TOBACCO
MARLBORO'S BEAUTY TIPS 1955



Gee, Mommy
you sure enjoy your
Marlboro

Yes, you need
never feel
over-smoked
... that's the
Miracle of
Marlboro!

MARLBORO
CIGARETTES

YOUR CHOICE OF TASTE THE 100% TOBACCO
MARLBORO'S BEAUTY TIPS 1955

NICO TIME CIGARETTES

THE
SMOOTH
TASTE
EXPECTANT
MOTHERS
CRAVE!





RADIUM MAKES THINGS GROW

Take a high class fertilizer and add to it Radium Element in just the right proportion and you have the ideal plant food—Radium Brand Fertilizer (R. A. F.). Apply it according to directions and your flowers will bloom more beautifully, your vegetables give greater yield, your lawn will thrive, your shrubbery will increase its foliage and bloom. Put up in handy packages for small users. One lb. will fertilize 30 square feet surface, or a plot 10 feet by 3 feet.

RADIUM Fertilizer



has been thoroughly tested on 175 acre farms, in conservatories, gardens, etc. In fact, scientists in Europe and America have been testing effect of radium upon plant life for ten years. In addition to its wonderful beneficial effects, it has been discovered that where Radium Brand Fertilizer (R.A.F.) was used, plants suffered less from soil parasites, especially cut worms. Dr. H. H. Rusby, Columbia University, in speaking of his experiments with Radium Brand Fertilizer (R.A.F.) says: "Perhaps the most important effect of the radium was that of improving the edible properties of the products."

Sample Can, Prepaid, 25c

Radium Brand Fertilizer (R.A.F.) is sold by florists, grocers, druggists and seed and hardware dealers. If your dealer cannot supply you, write to his name and thousands for can (30 cts. net R.A.F.) prepaid. Also, write as follows, prepaid, where dealers can not supply you:

2 lb. can . . .	50c	10 lb. can . . .	\$1.75
5 lb. can . . .	\$1.00	25 lb. can . . .	\$2.75

Is willing always to give to your dealer's name, so we can arrange for your future supply.

RADIUM FERTILIZER COMPANY

207 Vanadium Building Pittsburgh, Pa.



Grown with Radium Brand Fertilizer - 100% growth. Grown with ordinary fertilizer - 25% growth.

Iver Johnson Revolvers



**ACCIDENTAL
DISCHARGE
IMPOSSIBLE**

are not toys: they shoot straight and kill. You may need one only once in your lifetime: buy now, so you will have it at that time.

SAFETY \$
HAMMERLESS
AUTOMATIC

6.

Send for Our fire-arms encyclopædia

IVER JOHNSON'S ARMS & CYCLE WORKS, FITCHBURG, MASS. U.S.A.

Now Men Adore Her Milky-White Skin



ONLY LAST WEEK
MUDDY SKIN MADE
HER HOMELY!

SHE has the loveliest face! Once muddy skin, freckles and blemishes made her actually homely, until she

learned of a delicate, dainty white cream, called Golden Peacock Bleach Creme. This new discovery brought out the hidden *natural* whiteness of her skin in three days! And now, in only ten minutes a week, this same cream keeps her skin always dazzling white.

No more redness, sallowness or freckles; blackheads and blemishes never bother her. Try a jar of Golden Peacock Bleach Creme yourself—at any drug store or department store toilet counter.

The Subaru GL Coupe. Like a spirited woman who yearns to be tamed.

Perhaps you're a man who grabs life by the cuff. You live life your way. And it shows... in the clothes you wear...in the women you love...and in the car you drive.

The Subaru GL Coupe is waiting for you.

Sleek. Agile. The sculptured lines of the one piece body invite you in. With front wheel drive she's different. A step ahead of the others. Go to her. Let her cradle you in the softness of her highback reclining bucket seats. Surround yourself with the lushness of her interior appointments. The GL Coupe is ready.

Now. Turn her on.

Lead her to the open road. This is where the Subaru GL Coupe wants to be. Unleash the relentless power of her 1400cc quadrozonal engine. Control the Coupe's every movement — her every twist and turn — as you take hold of her rack and pinion steering. She'll make it smooth with her four wheel independent suspension. She'll carry you away as she peaks to the red line of her tach.

The Subaru GL Coupe is yours. Waiting for you. And one more good thing, she costs so little to keep happy.

Front Drive
Subaru



for prompt control of

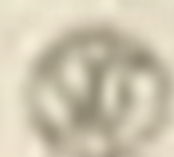
senile agitation



THORAZINE*

(Chlorpromazine, S.F.P.)

'Thorazine' can control the agitated, belligerent senile and help the patient to live a composed and useful life.



Smith Kline & French Laboratories

© T.M. Reg. U.S. Pat. Off.

HOW TELEVISION BENEFITS YOUR CHILDREN

OWN A
Motorola
AND YOU KNOW YOU
OWN THE BEST

Motorola, leader in television, shows how TV can mean better behavior at home and better marks in school!



Home, sweet TV home! Praise! Quiet! No more "extra day riots" ... with television keeping small boys out of mischief ... and out of mother's hair. And that's just one of many TV blessings. "Taking away television from children who 'act up' is a punishment that

really works," writes an authority on child psychology. "The very thought of missing some pet program turns little boys into lambs. And, incidentally, those favorite programs in the late afternoon are the world's finest magnet for getting tardy youngsters home on time."



Gets homework done—promptly! The simple rule "Homework first—television second" has added the problem to thousands of homes ... has made children more interested in school work. "Television," says the *New York Times*, "can be enjoyed in healthy moderation in the same way as sports or swimming, but only the mother and father can make certain this will be the case."



Will television strengthen family ties? Educators, religious and social workers all agree it can be one of the strongest homes in America for bringing the family together to enjoy good, clean entertainment right in the home. Parents can select their children's "TV diet" from a wide variety of wholesome programs.



Motorola's leadership in cabinet design as well as performance is recognized with the 1959 Fashion Academy Gold Medal Award. Typical example of Motorola's ingenuity is this Table Model 1775. Clean, ready 33" picture, only 12 simple controls, Biltin-Luxon, price only \$219.95. View it at your dealer's along with other beautiful Motorola models from \$199.95 to \$459.95. Then let a Motorola demonstration in your home show you how much TV enjoyment can benefit just one child.



Motorola

TELEVISION

show her
it's a man's world



Van Heusen®

REG. U. S. P.

So Pure
You can eat it



VIBRATING BRA

FOR SATISFYING RELAXATION



Now available an amazing bra that allows you to enjoy a **stimulating, satisfying massage** in the privacy of your own home. Gentle, soothing vibrations for satisfying relaxation and tension relief.

Very few women are lucky enough to have the **firm, perfect figure** needed to go without a bra. With your **VIBRA BRA™** you also receive a program of diet and exercise to **firm and develop your bust line**. This bonus program will help aid circulation and strengthen weak muscles and help shape and firm your bustline to its loveliest proportions. Regain youthful looking firmness and fullness.

Totally safe, tested and approved by leading authorities. **Just put it on like a bra, turn it on, and relax.** Read, sew, watch television because you can wear it anywhere. It works on one absolutely safe battery.

Vibra-Bra guaranteed for one year against any defects of manufacture or materials.

Send the coupon below with your check for only \$9.95 today and receive your bra and bonus program. Include your bra size.

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MAIL NO RISK COUPON TODAY!

AMERICAN IMAGE CORP., Dept. S-479-K
276 Park Avenue South, New York, N.Y. 10010

Please send me your VIBRA-BRA and Program for only \$9.95

Size _____ Cup _____

I enclose ☐ Check ☐ Cash ☐ Money Order \$ _____

Name _____

Address _____

City _____ State _____ Zip _____

Sorry, No C.O.D.'s



United States Government Patent Applied For



SO THE
HARDER
A WIFE
WORKS,
THE CUTER
SHE LOOKS!

L. GOSH, HONEY, YOU SEEM TO THRIVE
ON COOKING, CLEANING AND DUSTING—
AND I'M ALL TUCKERED OUT BY
CLOSING TIME. WHAT'S
THE ANSWER?

VITAMINS,
DARLING!
I ALWAYS
GET MY
VITAMINS



Vitamins for pep! PEP for vitamins!*