



A GIFT OF GLADNESS

My most precious gift of Christmas-gladness
is shared by the one I give that happiness
that glows, and brings gladness to every
one. With great joy and love, I now extend
this gift of gladness to every one.

Santa Claus



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

Hit her with tangy Tipalet Cherry. Or rich, grapey Tipalet Burgundy. Or luscious Tipalet Blueberry. It's *DIFF* Tipalet. It's new. *D*ifferent. *D*elicious 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.



Now from Murad.

About \$5 for 25c.

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

Tipalet.

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

Perhaps you're a man who goes 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 new piece body invite you in. With front wheel drive she's different. A step ahead of the others. Go to bed. Let her cradle you in the softness of her high-back reclining bucket seats. Surrender yourself with the lushness of her leather 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 quadrilateral 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 grips to the real 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 a better start in life
start COLA earlier!



- Primary Acidic Litmus!
- Acids Present!
- Gives belly rounded shape!

How soon is too soon?

Not soon enough. Laboratory tests over the last few years have proven that babies who start drinking soda during that early formative period have a much higher chance of gaining acceptance and "fitting in" during those awkward pre-teen and teen years. So, do yourself a favor. Do your child a favor. Start them on a strict regimen of sodas and other sugary carbonated beverages right now, for a lifetime of guaranteed happiness.

The Soda Pop Board of America
1515 W. Hart Ave. - Chicago - ILL.

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 as those famous college stars. Camels keep you alert and brilliant, keep your work and a focus unswerving by just one cigarette. Make this available now! Handmade Camels are delicious and healthy and Camels prove you're not just a talker but a doer when you smoke Camels. You'll see how completely a cigarette works!

THE DOCTORS' CHOICE IS AMERICA'S CHOICE!



DR. MARY L. BROWN, M.D.,
New York, N.Y.



DR. JAMES H. HARRIS, M.D.,
New York, N.Y.



DR. ROBERT W. HARRIS, M.D.,
New York, N.Y.



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



You mean a woman can open it?



Why we have the youngest customers in the business

This little chick is 17 weeks old and he's our youngest customer in the world.

For 7up is so good, it's irresistible. It's so refreshing you can't help but tell your friends about it. And at the heart of a 7up habit, there's also all the happiness and love that goes into each of our bottles. You know that extra touch that makes you feel like you're drinking 7up the old-fashioned way.

Because 7up is so good, it's irresistible. It's so refreshing you can't help but tell your friends about it. And at the heart of a 7up habit, there's also all the happiness and love that goes into each of our bottles. You know that extra touch that makes you feel like you're drinking 7up the old-fashioned way.

Nothing does it like Seven-Up!

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'll waste you!*

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





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



Vitamins for pep! PEP for vitamins!*

WIVES.

Look this ad over carefully. Circle the items you want for Christmas. Show it to your husband. If he does not go to the store immediately, cry a little. Not a lot. Just a little. He'll go, he'll go.

CIRCLE ALL THE QUALITY DORMEYER APPLIANCES YOU WANT!



Husbands:

Look this ad over carefully. Pick out what you, wife wants. Go buy it. Before she starts to cry.

Dormeyer

1934 BOSTON, MASS.



THIS IS A COMPUTER?

YOU BET YOUR SWEET TELEX OPERATOR IT IS!

Smooth that Telex keyboard is a full-sized, 48-key, word-length digital computer with the most powerful I/O structure available today. It's the DATACOMP-404.

Hardware decimal arithmetic, including multiply and divide with automatic rounding, eliminates costly decimal conversion. Its I/O automatic formatting eliminates expensive editing software.

Word-length operating modes that are built into the 404's hardware can be programmed for 15, 32, 48, 64 or 80 bits, long step with multi-precision modes.

Custom addressing modes, including multi-index and relative hardware addressing, the most complicated routine will permit you to access-start programs.

The 404 executive hardware time shares its own terminals while acting as the INTELLIGENT TSN 4004 in a time-shared network.

If you're an OEM and you're sharing it from, loading it allows interaction to other decimal programs. Take us before you make a last-minute. The 404 starts at \$6000.



404 Junipero Serra Drive, San Gabriel, California 91776
Telephone: (916) 382-6485/Telex: 47-8625

NO DIET • NO BATHS
NO EXERCISE!

FAT
the ENEMY that is shortening Your Life
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HOW?
with
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WORMS**
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FRIENDS FOR
FAIR FOOD

Easy To
Swallow

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MONEY
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Absolutely Safe

**ACCIDENTAL
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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.

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

Marlboro



Gee, Mommy
you sure enjoy your

Marlboro

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



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

THE RONALD REAGAN
FOUNDATION FOR FREEDOM
1100 N. CALIFORNIA STREET, S.F. CALIF.
4150-1000
FEDERAL RESERVE BANK



CHESTERFIELD *Buy the beautiful
Christmas-card carton*

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

BLATZ
MILWAUKEE

Always the same good old *Blatz*



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.

for prompt control of
senile agitation



THORAZINE*

(Chlorpromazine HCl)

Thorazine may control the agitated, delirious senile and help the patient to live a composed and useful life.

 Searle, Fine & French Laboratories

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show her
it's a man's world



Van Heusen®

Your Guy: Your No.1 reason for Midol

Be the you he likes. Good to be around, any day of the month. Midol helps.

Midol® is an exclusive formula that helps stop menstrual cramps with an anti-spasmodic...an ingredient you don't get with ordinary pain relievers. And Midol relieves low backache and headache, to help soothe accompanying irritability.

When you feel good, you're good to be around. So use Midol. You've got a beautiful reason.

The Menstrual
Distress Specialist

Midol

To Wake Up **GAY**
in the Morning!



**Just Try this at
Bedtime Tonight!**

Why be content to wake tired, hollow, as
how in the morning—wary, who dream in gay
and gaily "hello"? Why not follow the
simple plan (doctors are using for curing
morning drowsiness)? Just drink a warm
cup of Ovaltine at bedtime each night.

Try Ovaltine's rich, creamy taste to bring
you healthy, happy mornings—

First, when you drink Ovaltine, it promotes
sweet sleep, without drugs.

Second, it supplies important food ele-
ments to rebuild vitality while you sleep.

Third, it also supplies extra vitamins
and minerals in a delicious, easy natural way
for all-around health and vigor.

So why not turn to Ovaltine tonight? See
if your own sleep, health, and good mood
don't give you the best of all—more
reasons you need!

OVALTINE

PLAIN AND SUGARLESS FLAVORS



NATURAL SLEEP

Without drugs
A cup of warm Ovaltine at bed-
time promotes sweet sleep without
drugs. In each natural way—
the gentle, rich, creamy taste
of Ovaltine—when you drink Ovaltine
at bedtime, it promotes sweet sleep
without drugs. In each natural way—
the gentle, rich, creamy taste of
Ovaltine at bedtime, you'll sleep
very, very sweet.



BUILD UP VITALITY THROUGH SLEEP

While you sleep, your body rebuilds, and the
good food elements in Ovaltine help
you get the best of all—more reasons
you need! In each natural way—
the gentle, rich, creamy taste of
Ovaltine at bedtime.



Bill McClellan, left, and Gene, whom he has since adopted, are seen here with the family in a recent photograph taken aboard the great sea service ship.

Every voyage a Gay Cruise...


When you sail the Sun Lane in Europe, it's not just a trip from one port to another but an exciting voyage that includes some of the finest food of the Mediterranean. And there's no need to worry about all of these things when you sail on the Sun Lane in a hurry, or to linger as long as you wish.

On the great sea lanes of American Export Lines, wherever "Mediterranean Living at Sea" is a joy to live.

...and the weather on the Sun Lane is always just what you need. Full, bright and sunny days all day long, and through the summer the gentle trade winds keep you comfortable on a perfect 75 degree passage. When you sail the Continent from the sunny, southern side you'll feel much of the best of Europe all around you... the rest of Europe just lies away.

AMERICAN EXPORT LINES

INDEPENDENCE - CONSTITUTION - EASTER - ESCALBURG - EXOCHORDA - ESCAMBION
 COLUMBIA - COLUMBIA - COLUMBIA - COLUMBIA - COLUMBIA - COLUMBIA - COLUMBIA - COLUMBIA



**Keep up with the house
while you keep down your weight.**

Don't lose energy while watching your weight. Live right, eat right. Get vitamins and iron from TOTAL. Total TOTAL has more vitamins than any other cereal. A one-minute benefit gives you 100% of the minimum daily adult iron and iron requirements—plus a delicious crunchy taste.

TOTAL watches
your vitamins
while you watch
your weight





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. Frills, too, in outfitting your store, store after store, with a Colt.

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

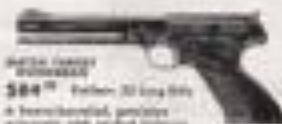
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Send no money! Held by Colt Firearms and Automatic Works



Small image

38 S&W

\$84⁰⁰ Colton .38 S&W

A beautiful, genuine automatic with perfect balance and sights providing the best adjustment. Serial # 1 (optional) 410's. Right Cut 410's. Best light streamer and loading clip. Minimum. Frame type steel with steel set, stainless steel set, stainless steel.



Small image

38 S&W

\$79⁰⁰ Colton .38 S&W

A smaller, the 38 S&W revolver. Double action. Serial # 1's for better balance. Fast loading clip. Minimum. Frame type steel with steel set, stainless steel set, stainless steel. Serial # 4000's. Best light, early left.



Small image

38 S&W

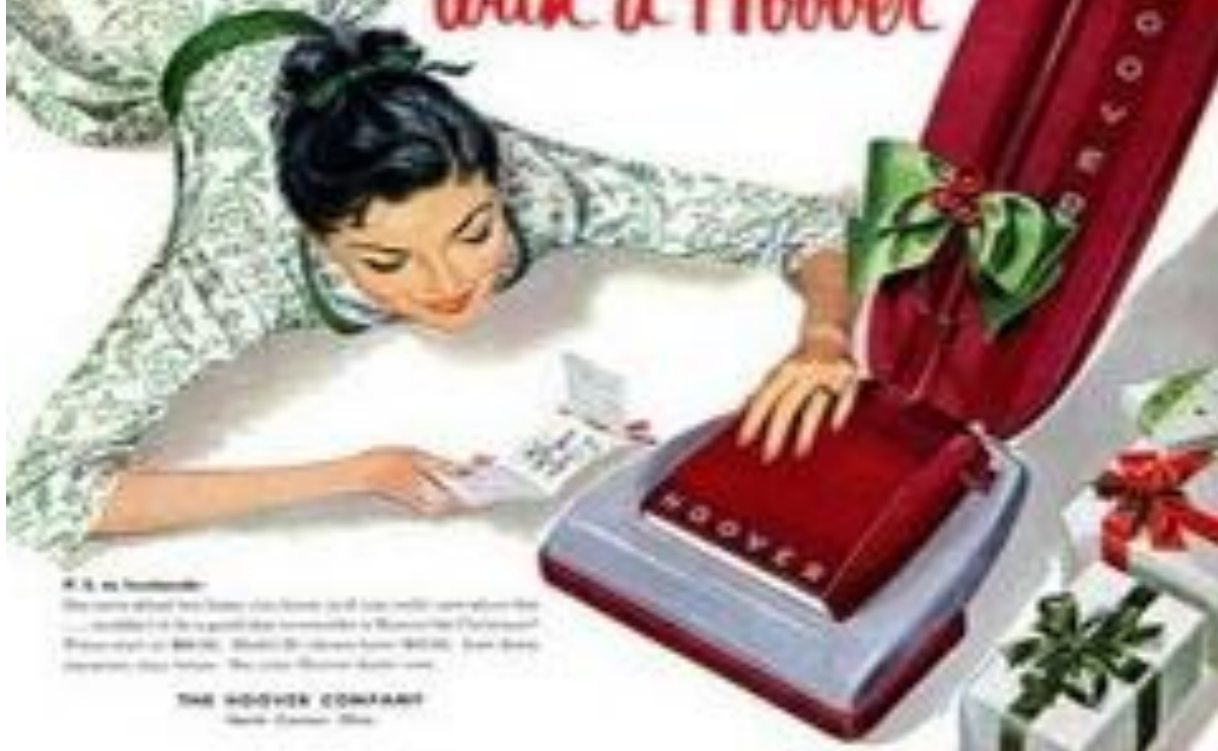
\$89⁰⁰ Colton .38 S&W

Another variation of the small target model with steel set, stainless steel and stainless steel. Serial # 4000's. Best light, early left.



Give her a Hoover and you'll have the best

Christmas morning she'll be happier with a Hoover



It's so wonderful

The name of the Hoover you buy is all you need to know when you
... decide to buy the greatest vacuum cleaner in America! The Hoover
... is available in 24 models. Models \$100.00 to \$200.00. See your
Hoover dealer for more. See also Hoover's new color.

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North Canton, Ohio



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.



Old hard way

New Schlitz way

Some day all beer cans will open this easy!

Now only Schlitz brings you—coast to coast—the world's easiest opening beer can! The new aluminum Softop can! **real gusto—real easy!**



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



I'm giving my wife a



Kenwood Chef