

**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" a Pine-  
Thomas Paramount Production  
Color by Technicolor



**CHESTERFIELD**

*"Buy the beautiful  
Christmas-card" carton*





You mean a woman can open it?



Mark A. "Milkshakes of America"  
 The only person, in the  
 7up 70th anniversary year



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 7up is so pure, so wholesome, you can even give it to babies and bed-ridden children. Suck it the back of a 7up bottle. Notice that all our ingredients are listed? (That isn't required 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 7up to the milk in equal parts, pouring the 7up gently into the milk. It's a wholesome combination—and it works! Make 7up your family drink. You like it... I like you!

*Nothing does it like Seven-Up!*

# If your husband ever finds out

*you're not "store-testing" for fresher coffee...*

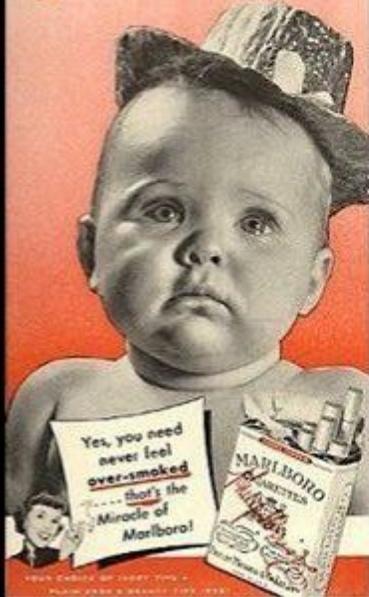
*... if he discovers you're still taking chances on getting flat, stale coffee ... we be unto you!*

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



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

## Marlboro



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, Omaha  
New York

SEND NO  
MONEY  
PARTICULARS  
MAILED  
FREE

No Ill  
Effects!

## 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



119



**BLATZ**  
MILWAUKEE  
Always the same good old *Blatz*

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 exquisite, selected from the finest whiskey Kentucky ever produced... *double-rich* in the character that gives Kentucky Bourbon its world-wide fame.



*It's the Favorite of the World*

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

**CREAM**  
*Cream of Kentucky*  
STRAIGHT BOURBON WHISKEY

## 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 quadrozontal 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**



IMAGE HOSTED ON [WWW.SCOOBYBLOG.COM](http://WWW.SCOOBYBLOG.COM) - BLOG ABOUT SUBARU

# Now Men Adore Her Milky-White Skin



ONLY LAST WEEK  
MUDDY SKIN MADE  
HER HOMELY!

**S**HE 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.

show her  
it's a man's world



**Van Heusen**®



for prompt control of  
**senile agitation**



**THORAZINE**<sup>®</sup>  
(Chlorpromazine, S.F.F.)

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

 Smith Kline & French Laboratories

W. H. May, U.S. Pat. 2,611,001

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

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

**Kellogg's PEP**  
VITAMINS FOR PEPPINESS  
25% MORE PEPPINESS

**Vitamins for pep! PEP for vitamins!\***

The advertisement features a vintage illustration of a man in a suit and a woman in a patterned dress and apron embracing. A large speech bubble from the man contains the headline. Below them is a small comic strip with two panels. The first panel shows the man asking a question, and the second panel shows the woman replying. In the bottom left corner is a box of Kellogg's PEP cereal. The slogan is at the bottom.