

**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*

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 Camel!

You'll enjoy Camels for the same reason so many doctors enjoy them. Camels have real, cool mildness, pack after pack, and a flavor unmatched by any other cigarette. Make this article your "index card" Camels for 30 days and see how well Camels please your taste. How well they will live there as your steady smoke. You'll see how respectably a cigarette can be!

THE DOCTORS' CHOICE IS AMERICA'S CHOICE!




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

# Iver Johnson Revolvers



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 \$6.**  
HAMMERLESS  
AUTOMATIC

**ABSOLUTELY SAFE**  
**ACCIDENTAL DISCHARGE IMPOSSIBLE**

Send for Our fire-arms encyclopædia  
IVER JOHNSON'S ARMS & CYCLE WORKS, FITCHBURG, MASS. U.S.A.





**You mean a woman can open it?**



Watch "Soldiers of Fortune"  
For exciting adventures, see the  
7-Up TV commercial now.



**Why we have the youngest  
customers in the business**

This young man is 11 months old—and he just our youngest customer  
in any nation.

For 7-Up to be pure, so wholesome, you can even give it to babies and  
big granddads. Look at the back of a 7-Up bottle. Notice that all  
our ingredients are listed. (That's not a requirement of soft drinks, you know  
—but we're proud to do it and we think you're glad that we do.)  
By the way, Mom, when it comes to children—if they like to be opened  
to their milk, try this. Add 7-Up to the milk as equal parts, pour  
the 7-Up gently into the milk. It's a delicious combination—and  
it works! Make 7-Up your family drink. The like it... it likes 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 ... wee 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



YOUR CHOICE OF TASTE WITH A PLAIN TASTE © 1953



Gee, Mommy you sure enjoy your

## Marlboro



YOUR CHOICE OF TASTE WITH A PLAIN TASTE © 1953



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, OGDEN  
New York

NO MORE  
PARTICULAR  
DIALED  
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

**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 superior. Selected from the finest whiskey Kentucky ever produced... added to it 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!"

**CREAM OF KENTUCKY**  
*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 quadrocylinder 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 POSTED ON WWW.SCOOPYBLOG.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\***  
Chlorpromazine, S.K.F. 1

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

 Smith Kline & French Laboratories

W.F.M. Reg. U.S. Pat. Off.

**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

**Kellogg's PEP**  
VITAMINS FOR PEPS  
16.5 OZ. (468g)

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