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All-American Ads

Ed. Jim Heimann



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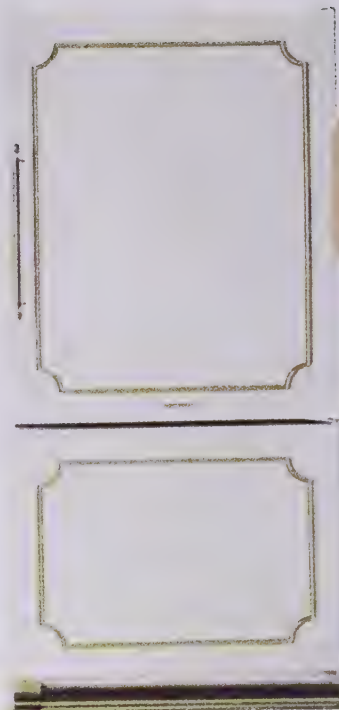








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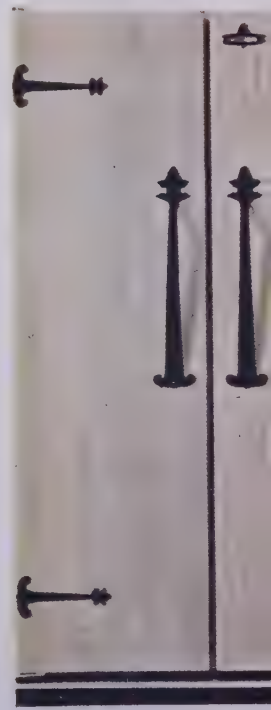
French Provincial



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Scenic



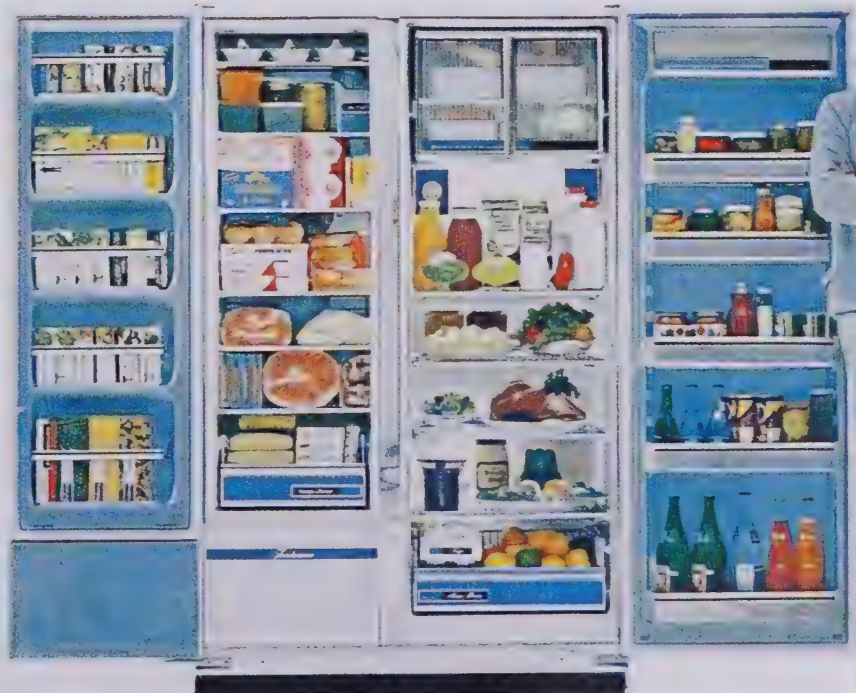
Country Store



Hacienda



Runabout



All-New Trimwall Foodorama
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TWA



TWA

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Acknowledgements

This volume of historical material would never have been completed without the help of numerous individuals. Cindy Vance of Modern Art & Design continues to go beyond the call of duty in not only her production and digital skills, but in contributing her insight and design expertise with unabashed enthusiasm.

A hearty thanks to the Taschen team in Cologne — Tina Ciborowius, Horst Neuzner, Thomas Grell, Sonja Altmeyen, and Pedro Lisboa — who provided invaluable help and guidance in producing the quality that is a Taschen Publishing tradition.

A special thanks goes out to all of those providers of vintage material, including Gary Fredericks, Ralph Bowman, Jeff and Pat Carr, Jerry Aboud, Cindy and Steve Vance, and the countless others who had the foresight to save the paper material which has served as the basis for this retelling of history.

Thanks again to the folks at Artworks — Blue, Liz, Adrian and Eric — for countless hours of scanning, and to Jan Strnad for his

editing expertise. And finally, a faulpelz thanks to my dear friends Angelika and Benedikt Taschen for their insight, support, and friendship.

Jim Heimann

Cover: *Motorola*, 1962
 Endpapers: *Actionwear*, 1966
 page 2-3: *Smirnoff*, 1964
 page 4-5: *U.S. Royal Tires*, 1960
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 page 12-13: *Cutex*, 1961
 page 14-15: *Heinz*, 1962
 page 16-17: *Kelvinator*, 1965
 page 18-19: *TWA*, 1967

Imprint

© 2002 TASCHEN GmbH
 Hohenzollernring 53, D-50672 Köln
www.taschen.com

Art Direction & Design: Jim Heimann, L.A.
 Digital Composition & Design:
 Cindy Vance, Modern Art & Design, L.A.
 Cover Design: Sense/Net, Andy Disl,
 Cologne
 Production: Tina Ciborowius, Cologne
 German translation: Sebastian Viebahn,
 Cologne
 French translation: Simone Manceau, Paris;
 Michèle Schreyer, Cologne
 Spanish translation: Gemma Deza Guil
 for LocTeam, S.L., Barcelona
 Japanese translation: Mari Kiyomiya, Chiba

Printed in Italy
 ISBN: 3-8228-1159-9
 ISBN: 4-88783-170-6
 (edition with Japanese cover)

18.5
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60s

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Edited by **Jim Heimann**

with an introduction by **Stephen Heller**

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KÖLN LONDON LOS ANGELES MADRID PARIS TOKYO

Seller:

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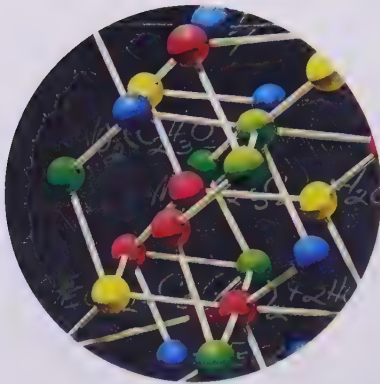
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AMERICAN

Advertising in the Sixties:

So, What's the Big Idea?

by Steven Heller

If the advertisements in this mammoth volume were the sole artifacts a historian used to examine and analyze the turbulent Sixties, a picture of American culture would emerge that bears scant resemblance to social and political realities of the times. Where are the Blacks, Latinos, or Asians? Viewed from this vantage point, the Sixties had no civil rights protest, Vietnam War, or sex, drugs, and rock and roll—at least not in any meaningful way. The advertisements here, exhumed from the crypts of Madison Avenue as mummified in the mass magazines of the day, were sanitized, homogenized, and cauterized, which is not to say that they did not have style, taste, or humor, or that they do not represent the zeitgeist in a jaundiced way.

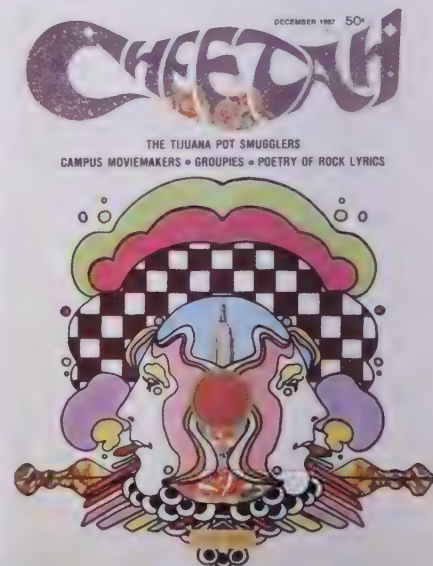
Advertising is, after all, artificial truth. Of course, certain claims are accurate—makeup hides blemishes, soda is sweet, bad breath smells, headaches hurt, and sunglasses shade the eyes. Definitely, by the Sixties, phony snake oil and patent medicine advertisements from the turn of the century were long since abolished. Yet advertising,

especially at this time, was nonetheless designed to out-smart, out-do, and out-sell competition no matter what it was, through whatever means was tolerable within the parameters of so-called “truth in advertising” doctrines—which is a concept akin to allowing acceptable amounts of rat hair in food. Fabrications and exaggerations existed but no one cared because the images, words, and concepts toed the line between the possible and the preposterous. What's more, by the early Sixties post-war Americans were happily conditioned to believe anything that mass media put forth, and advertising was embraced without question or hesitation. Consequently, many magazine ads and TV commercials were viewed more as entertainment—or pastimes—than as crass sales pitches.

During the Sixties, advertising evolved from its primordial emphasis on lengthy, turgid texts to snappy, witty headline and picture ensembles through a method known as the “Big Idea”. The term connotes both a radical shift from the past and a distinctly American genre of creative pro-

motion. The pioneers of the so-called “Creative Revolution”, out of which the Big Idea emerged, realized that to truly capture an audience's attention and impart lasting messages they had to continually amuse. So to keep the public on their feet Mad Ave had to call in some of its biggest creative guns.

The gun is an apt metaphor because an advertising campaign is no different from a battlefield maneuver. The larger the artillery or the better the strategy or the greater the manpower, the more hearts and minds will be won over. Continual bombardment of slogans and images clearly reduced resistance and built recognition. If the product being advertised actually lived up to the claims, so much the better. But this was not even necessary if the battle was uncontested. Witness the advertisements for some of the Sixties' leading brands—Maidenform®, Anacin®, General Electric, and Clairol. While the products efficiently did their jobs, in each case their manufactured auras and fake mythologies gave them stature and sales appeal so that each com-



manded a strong market share, until eventually they were challenged by an even more formidable mythologizing force. Fortunes of existing products were often changed through smarter, if also more relentless, advertising campaigns, and new brands earned affluence through what in the Madison Avenue argot is known as spectacular “creative”.

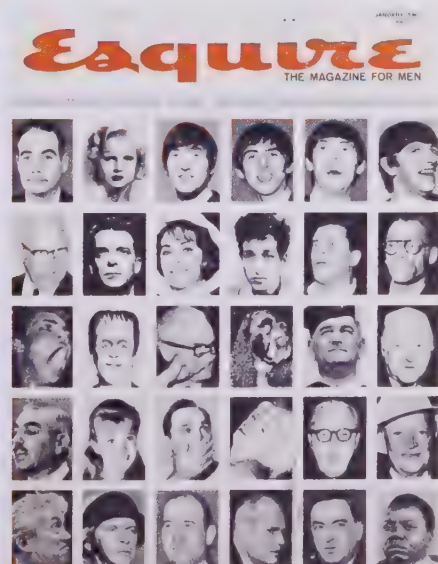
Witness the Sixties campaign for Volkswagen created by Doyle Dane Bernbach that took a little Nazi “people’s” car designed in the late 1930s under Adolf Hitler’s auspices and instantly made it the best selling economy car in big-car-loving America by claiming its perceived deficits were truly advantages. That was strategic ingenuity and brilliant advertising. Or take the ad for the portable Sony, a tiny TV made in Japan (another former wartime adversary), home of the cheap transistor radio, which, through witty copy and image, propelled the brand into direct competition with American-made giants.

During the Sixties, the Big Idea made advertising decidedly cleverer, funnier, and

more enjoyable than ever before. New standards were set by the *wunderkinder* of Madison Avenue, such as art directors George Lois, Gene Federico, Bill Taubin, Helmut Krone, Bob Gage, and others who captured the power inherent in good typography and strong imagery to add touches of class to ads that did not turn noses up at the masses but afforded them greater respect. Yet their respective gems were set alongside many cheaper stones. The Sixties was a transitory period in which the Creative Revolution fought the mediocre status quo. And mediocre does not imply unprofessional, either. A typical ad for Swift Premium breakfast sausage—which uses a photograph that imitates a Norman Rockwell painting replete with Betty Crocker® mom and two clean-cut varsity brothers good-naturedly fighting over the machine-processed delicacy—cost considerable money and energy to produce. Yet the creators apparently lacked the vision and intuition that an exemplary ad, even for such a quotidian product as pork sausage, could use wit to transcend cliché. Similarly, despite the idiotic simplici-

ty of an early Sixties ad for the soft drink, Dr Pepper, which sought to siphon market share away from Coke® and Pepsi®, and shows a thirsty lass dreaming of another Pepper, was a costly exercise for the advertising agency. Just getting the model’s mouth, eyes, and hair perfect enough to seduce someone into drinking a beverage with Pepper (not to mention Doctor) in the name took considerable hubris. Yet an ad for 7 UP®, which had as much to gain from tried-and-true advertisements as Dr Pepper, used a much more unconventional expressive approach: Rather than a photograph or realistic painting, the bold step of using a conceptual illustration of a man watching a football game (seen in the lens of his binoculars), with barely a hint of the bottle (it was convention in all such ads to show the product), gave the viewer an added message to ponder. Now that was gutsy. Slowly mass market advertisements were injected with more original attributes.

However, Sixties advertising inherited Fifties hold-overs that worked so well during the Age of Eisenhower there was no need to



change in the Age of Camelot. Budweiser's® "Where There's Life There's Bud" campaign continued for almost a generation with little modification. The picture-perfect paintings of sultry dames or smooth playboys with tall glasses of foamy brew poured before their eyes was so ingrained in the vernacular that *MAD* magazine, infamous for its parody advertisements, did a send-up featuring a woeful drunk under the title "Not Happier But Wiser". Despite this critical implication, having a slogan, jingle, or logo so indelibly a part of American language was free advertising.

The Sixties gave birth to its own classics rooted in crafty headlines and taglines designed to wheedle into the mass subconscious. Many were innocuous, others insipid. Of the latter, cigarettes slogans were often the most memorable, including one for Lucky Strike Filters that went "Show Me A Filter Cigarette That Really Delivers and I'll Eat My Hat!" While the verbiage may seem unwieldy, it was unforgettable when wed to a photograph of an attractive model whose hat has a large bite chomped out it.

One ad in this lengthy campaign apparently shows a Vietnamese woman sheepishly smiling under her traditional straw headgear in perhaps one of the few tips of the hat, so to speak, to America's geo-political involvement in Southeast Asia (as a dumping ground for cigarettes, among other things). Another monumental ad of the day and the thematic constant in American vernacular was the "Be Sociable, Have a Pepsi" campaign. Most of the ads included photo-realistic paintings of young middle class "Sociables" who "prefer Pepsi" cavorting at the ski lounge and penthouses of America. The ad not only encouraged its target audience to live life with gusto, the slogan was a mantra for a generation.

Certain advertisements are considered classics because they somehow promoted a lifestyle that became an integral part of the zeitgeist. Clairol's ads, for example, made it socially imperative for every woman to change their hair color, and the slogan "Does She Or Doesn't She, Only Her Hairdresser Knows for Sure," underscored how easy and effective it was. Yet others are clas-

sic because they actually changed the way the public viewed their surroundings. Braniff International airline's "The End of the Plain Plane, Explained" introduced an old product with a new aura. In fact, the product itself was a veritable billboard. To make an otherwise small Portuguese air carrier appeal to a large segment of American air travelers, the color of the planes themselves were changed from the usual metallic silver to various primary and pastel hues. The change had little to do with improved service, but nonetheless signaled a perceived revolution in the air and on the ground, with the idea that an airline was not merely an impersonal, utilitarian conveyor but an exciting (colorful) experience.

Advertising will never be neutral. It must always demonstrate that one thing is better than the next thing, and that that thing is also the best thing. During the Sixties the definition of hard-sell changed from bang-the-consumer-over-the-head with trite words and pictures to creative playfulness presumably geared to make the receiver feel better about advertising. And it worked. But re-



ardless of method the advertisements in this volume—truly the backbone of a market-driven capitalist economy—are driven by one simple agenda: To build such incomparable recognition that the public will clamor, desire, and demand whatever is being sold to them. And that in a nutshell is the Big Idea.

Steven Heller is the author and editor of over 80 books on graphic design and popular culture, including *Design Literacy: Understanding Graphic Design*, *The Graphic Design Reader*, *Graphic Style: From Victorian to Digital*, and *Counter Culture: The Allure of Mini-Mannequins*.

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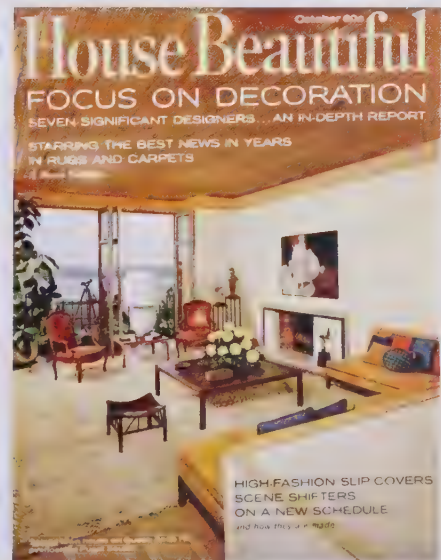
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Werben in den Sechzigern:

Auf der Suche nach der „Big Idea“

Von Stephen Heller

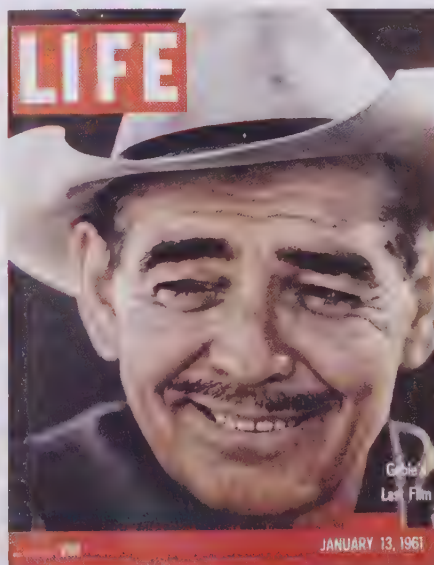
Man stelle sich einmal vor, die Werbeanzeigen in diesem Mammutband wären das einzige Quellenmaterial, auf das sich ein Historiker bei seiner Beschäftigung mit den turbulenten sechziger Jahren stützen könnte. Das Bild, das auf diese Weise von der amerikanischen Gesellschaft entstehen würde, hätte mit der sozialen und politischen Realität jener Zeit nur eine sehr entfernte Ähnlichkeit. Denn: Wo sind die Schwarzen, die Latinos oder Asiaten? In der Werbung nahm man weder die Proteste der Bürgerrechtsbewegung, noch den Vietnamkrieg, noch Sex and Drugs and Rock 'n' Roll zur Kenntnis – oder bestenfalls ganz am Rande. Was sich in den verstaubten Archiven der großen Werbeagenturen an der New Yorker Madison Avenue ausgraben lässt, was sich gleichsam mumifiziert in den Publikumszeitschriften jener Tage erhalten hat, war immer schon blutleer. Das heißt jedoch nicht, dass es den Anzeigen an Stil, Geschmack oder Humor gefehlt oder dass sie nicht dem Zeitgeist entsprochen hätten.

Werbung ist letztendlich eine künstlich erzeugte Wahrheit. Manche Behauptungen

waren zwar zutreffend – Make-up überdeckt Schönheitsfehler, Limo schmeckt süß, schlechter Atem riecht übel, Kopfschmerzen tun weh und Sonnenbrillen schützen die Augen vor Sonne – und die zur Jahrhundertwende üblichen Anzeigen für falsches Schlangenöl und Patentmedizin waren in den Sechzigern längst passé. Doch nach wie vor legte es die Werbung darauf an, die Konkurrenz auszustechen und auszutricksen – und zwar auf allen Gebieten und mit allen Mitteln, die nach dem „Truth-in-Advertising“-Gesetz, einem Gesetz gegen den irreführenden und unlauteren Wettbewerb, gerade noch zulässig waren. Und das waren viele. Auf anderem Gebiet wären die Bestimmungen etwa der Vorschrift gleichgekommen, die zulässige Höchstmenge für Rattenhaar in Lebensmitteln nicht zu überschreiten. Es wurde übertrieben und vorgegaukelt, was jedoch niemanden störte, weil die Bilder, Worte und Konzepte ohnehin im Grenzbereich von Sinnigem und Widersinnigem angesiedelt waren. Außerdem waren die Amerikaner in den frühen Sechzigern schon so erfolgreich darauf getrimmt, alles

zu glauben, was die Massenmedien verkündeten, dass sie auch die Werbung unkritisch und bedenkenlos konsumierten. Folglich wurden Zeitschriftenanzeigen und Fernsehspots eher als Unterhaltung betrachtet denn als reine Verkaufsmasche.

In den Sechzigern entwickelte sich die Werbung weg von langen Texten hin zu bildorientierten Kompositionen mit spritzigen Headlines. Ganz so, wie es das „Big Idea“-Konzept forderte. Die Suche nach der zentralen Werbeidee, dem zündenden Funken zur Vermarktung eines Produkts, bedeutete eine radikale Abkehr von den Strategien der Vergangenheit und führte zum originär amerikanischen Genre der kreativen Werbung. Die Pioniere der „Creative Revolution“, aus der die „Big Idea“ hervorging, hatten nämlich entdeckt, dass sie ihr Publikum unablässig und immer wieder von neuem unterhalten mussten, um seine Aufmerksamkeit zu fesseln und eigene Aussagen nachhaltiger vermitteln zu können. Wenn die Madison Ave ihre Zielgruppen also bei der Stange halten wollte, musste sie schweres kreatives Geschütz auffahren.



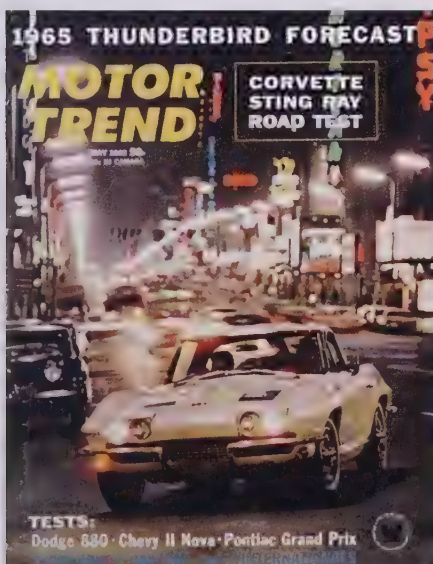
„Geschütz“ ist hier eine sehr passende Metapher, weil sich eine Werbekampagne in nichts von einem militärischen Feldzug unterscheidet: Je schlagkräftiger die Artillerie, je besser die Strategie oder je größer die Truppenstärke, desto mehr Herzen und Sympathien lassen sich erobern. Ein anhaltendes Bombardement mit Slogans und Bildern zermürbt spürbar die Widerstandskraft und erhöht den Wiedererkennungsgrad. Wenn dann das beworbene Produkt den behaupteten Eigenschaften auch entsprach, war das natürlich umso besser. Unbedingt notwendig war es nicht. Denn nicht immer gab es echte Gegner – genannt seien hier die Kampagnen für einige der in den sechziger Jahren führenden Marken: Maidenform®, Anacin®, General Electric und Clairol. Die Produkte erfüllten nicht nur einfach ihren Zweck. Die um sie kreierte Aura und der geliebte Mythos verliehen ihnen Status und Sales-Appeal. Auf diese Weise hielten sie große Marktanteile. Anders, wenn ein neuer Gegner auftauchte, der sie mit noch gewaltigerer Mythologisierungsmacht herausforderte: Oft wendete sich dann das

Geschick etablierter Produkte und neue Marken gewannen Zulauf durch spektakuläre „creatives“, wie solche smarten Kampagnen im Jargon der Madison Ave genannt werden.

So entwarfen Doyle Dane Bernbach in den Sechzigern für Volkswagen eine Kampagne, die den kleinen, Ende der Dreißiger unter Nazi-Schirmherrschaft konstruierten „Käfer“ über Nacht zum bestverkauften Kleinwagen im straßenkreuzerfixierten Amerika machte. Sie stilisierten mögliche Nachteile des „Volkswagens“ zu Vorteilen. Das war eine strategisch geniale, eine brillante Werbung. Ähnlich war es mit dem tragbaren Sony-Fernseher, der in Japan (wie Deutschland ein ehemaliger Kriegsgegner der USA und zudem Heimat des billigen Transistorradios) hergestellt wurde: Mit ihrer cleveren Text- und Bildgestaltung katapultierte die Sony-Anzeige das Mini-TV in einen direkten Wettbewerb zu den großen amerikanischen Konkurrenzprodukten.

Infolge des „Big Idea“-Prinzips war die Werbung in den Sechzigern pfeffiger, lustiger und unterhaltsamer als je zuvor. Die „Wunderkinder“ von der Mad Ave – Art Directors

wie George Lois, Gene Federico, Bill Taubin, Helmut Krone, Bob Gage, die die Macht einer guten Typografie und einer intensiven Bildsprache erkannten hatten – setzten neue Maßstäbe. Mit Raffinesse kreierte sie Anzeigen, die den Bedürfnissen der Masse mehr Respekt zollten und auf eine elitäre Abgrenzung verzichteten. Das waren allerdings nur seltene Glimmlichter im grauen Gesamtszenario, denn die Sechziger waren eine Zeit des Umbruchs, in der die „Creative Revolution“ gegen das vorherrschende Mittelmaß anzukämpfen hatte. Und Mittelmaß muss ja auch nicht zwangsläufig Unprofessionalität bedeuten. Eine typische Werbung wie die für Swift Premium Breakfast Sausage setzte beispielsweise auf ein Foto, das einer Illustration von Norman Rockwell nachempfunden war und eine typische Betty-Crocker®-Mama mit zwei adretten Musterknaben zeigte, die sich fröhlich um die Allerweltsdelikatesse balgten. Die Anzeige war recht teuer und aufwändig produziert. Doch ihren Machern fehlte es offenbar an einer Vision und an Intuition, sonst hätten sie erkannt, dass kreative Werbung



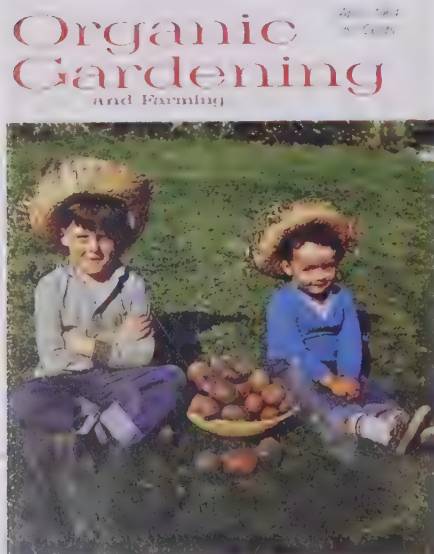
selbst für ein so alltägliches Produkt wie Würstchen mit etwas Witz herkömmliche Klischees überwinden kann. Auch eine Anzeige für den Softdrink Dr Pepper® aus den frühen Sechzigern war zwar denkbar simpel gestrickt, kostete die Werbeagentur aber viel Arbeit. Um den Konkurrenten Coke® und Pepsi® das Wasser abzugraben, wurde ein Mädel gezeigt, das nach einem zweiten Pepper-Drink dürstete. Mochten Mund, Augen und Haar des Models auch noch so perfekt sein: Schon allein der Versuch, möglichst viele Menschen für ein Getränk mit Namen „Pfeffer“ zu begeistern (von dem Namenszusatz „Doktor“ ganz zu schweigen), zeugte von größtem Selbstvertrauen. Und obwohl es für 7 UP® ebenso interessant gewesen wäre wie für Dr Pepper, sich praxisbewährter Werbemethoden zu bedienen, ging 7 UP einen wesentlich unkonventionelleren Weg. Anstatt auf eine Fotografie oder ein realistisch gemaltes Bild zu setzen, wagte man sich einen Schritt vor und zeigte nur schemenhaft einen Mann, der sich ein Football-Spiel anschaut (was sich auf den Gläsern seiner Sonnenbrille

widerspiegelte). Ungewöhnlich auch, dass die 7-UP-Flasche bloß angedeutet war, denn konventionelle Anzeigen betonten stets das Produkt. Die ausgefallene Bildsprache gab dem Betrachter zu denken und enthielt eine zusätzliche Botschaft. Ein mutiger Schritt. Nach und nach zeigten sich immer mehr Anzeigenkampagnen von originellen Einfällen inspiriert.

Die Werbung der Sechziger übernahm aber auch Dauerbrenner aus den Fünfzigern, die in der Ära Eisenhower so gut funktioniert hatten, dass gar kein Anlass bestand, sie in der Kennedy-Ära zu ändern. Die Budweiser®-Kampagne „Where There's Life There's Bud“ lief mit nur geringfügigen Veränderungen nahezu eine ganze Generation lang weiter. Hohe Gläser, die vor den Augen gepflegter Rasseweiber und smarter Playboys mit schäumendem Gerstensaft gefüllt werden: Dieses Bild war so tief in Alltagskultur und -sprache verwurzelt, dass es die für ihre Werbeparodien berühmte Zeitschrift MAD reizte, einen zerknirschten Zecher unter dem Motto „Not Happier But Wiser“ zu karikieren. Trotz dieser Stichelei

kam es im Grunde natürlich einer kostenlosen Publicity gleich, mit einem Slogan, Jingle oder Logo im amerikanischen Bewusstsein präsent zu sein.

In den Sechzigern entstanden auch echte Klassiker mit raffinierten Headlines und Pointen, die darauf abzielten, in das Unterbewusstsein der Masse einzudringen. Viele davon waren harmlos und einigen fehlte sogar jeder Pep. Das trifft vor allem auf Werbeslogans für Zigaretten zu, und besonders auf einen für Lucky Strike Filters: „Show Me a Filter Cigarette That Really Delivers and I'll Eat My Hat!“ So schwerfällig der Wortschwall auch daherkommt, er wurde doch unvergesslich durch das dazugehörige Foto eines attraktiven Models mit angebissenem Hut. Eine andere Anzeige innerhalb dieser langlebigen Werbekampagne zeigt eine Vietnamesin, die verlegen lächelnd unter dem traditionellen Strohhut hervorgrußt – vielleicht eine Anspielung auf das geopolitische Engagement der Vereinigten Staaten, die den südostasiatischen Markt unter anderem auch mit Zigaretten zu Dumping-Preisen überschwemmt.



Eine weitere unvergessene Großkampagne rief dazu auf, gesellig zu sein und Pepsi® zu trinken – „Be Sociable, Have a Pepsi“. Fast alle Illustrationen zeigten junge Menschen aus der Mittelschicht, die sich in Amerikas Skilokalen und Penthouses tummeln und offensichtlich gern Pepsi trinken. „Prefer Pepsi“ hieß denn auch ein weiterer Slogan. Die Pepsi-Werbung ermutigte, das Leben zu genießen, und die Slogans wurden zu Mantras einer ganzen Generation.

Bestimmte Anzeigen gelten heute als Klassiker, weil sie einen Lifestyle propagierten, der dem Zeitgeist entsprach. So machte die Clairol-Werbung das Haarfärben zur gesellschaftlichen Pflichtübung für jede Frau und unterstrich mit dem Slogan „Does She Or Doesn't She, Only Her Hairdresser Knows“, wie einfach und effektiv Färben mit Clairol war. Andere wiederum wurden zu Klassikern, weil sie die Wahrnehmung der Menschen veränderten. Unter dem Motto „The End of the Plain Plane, Explained“ präsentierte Braniff International Airways ein altbekanntes Produkt in neuer Hülle. Das Produkt selbst wurde zu einer Werbefläche.

Um die eher kleine Fluggesellschaft für möglichst viele Reisende attraktiv zu machen, lackierte man die Flugzeuge in Primär- und Pastellfarben statt in den üblichen Metallic- und Silbertönen. Das hatte nichts mit einem verbesserten Service zu tun, kündigte aber eine Revolution am Himmel und auf Erden an, denn es suggerierte, dass eine Fluggesellschaft nicht nur ein unpersönliches, nützliches Transportunternehmen sein kann, sondern auch aufregende, bunte Abenteuer zu bieten hat.

Werbung wird nie neutral sein. Stets muss sie behaupten, dass eine Sache besser als eine andere ist, und auch diese andere Sache soll selbstredend die Beste sein. In den Sechzigern nahm man Abschied von aggressiven Werbestrategien. Anstatt die Verbraucher mit schalen Phrasen und Bildern zu erschlagen, versuchte man nun mit kreativer Verspieltheit ihre emotionale Einstellung zur Werbung zu verbessern. Und das funktionierte. Ganz unabhängig von den jeweiligen Methoden, mit denen die einzelnen Anzeigen auch in diesem Buch operieren: Als Rückgrat jeder kapitalistischen Marktwirtschaft

verfolgt die Werbung natürlich ein ganz simples Ziel. Es gilt, einen so hohen Grad der Wiedererkennung zu erreichen, dass die Konsumenten bejubeln, ersehnen und verlangen, was immer man ihnen verkaufen möchte. Und genau das ist – auf einen kurzen Nenner gebracht – die „Big Idea“.

Steven Heller ist Autor und Herausgeber von mehr als 80 Büchern über Grafikdesign und Populärkultur, unter anderem von *Design Literacy: Understanding Graphic Design*, *The Graphic Design Reader*, *Graphic Style: From Victorian to Digital*, und *Counter Culture: The Allure of Mini-Mannequins*.

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- Coke ist ein eingetragenes Warenzeichen von The Coca-Cola Co.
- Budweiser ist ein eingetragenes Warenzeichen von Anheuser-Busch Companies, Inc.



La publicit des ann es 60 :

c'est quoi la Grande Idée ?

par Steven Hiller

Si les publicités contenues dans ce volume cyclopéen étaient les uniques sources à la disposition de l'historien pour étudier et analyser les turbulentes années 60, il en émergerait une image de la culture américaine bien éloignée des réalités sociales et politiques de l'époque. Car où sont les Noirs, les Latinos et les Asiatiques ? Vues d'ici, les années 60 n'auraient pas connu les manifestations pour les droits civiques, ni la guerre du Viêtname, le sexe, la drogue ou le rock'n roll – du moins pas de façon signifiante. Les publicités que l'on voit ici sont exhumées des cryptes de Madison Avenue, telles qu'elles ont été momifiées dans les magazines grand public de ces années-là. Elles sont aseptisées, homogénéisées, cautérisées. Cela ne signifie pas qu'elles soient dépourvues de style, de goût ou d'humour, ni qu'elles ne représentent pas le zeitgeist, façon amère.

Après tout, la publicité se fonde sur une vérité artificielle. Bien sûr, certaines affirmations demeurent exactes : le maquillage dissimule les défauts, les sodas sont sucrés, la mauvaise haleine

sent, la migraine fait mal et les lunettes de soleil protègent les yeux. A l'évidence, les publicités début de siècle pour fausses huiles de serpent et remèdes de charlatan ont disparu et depuis longtemps. Mais la publicité, alors et plus que jamais, vise à surpasser toute concurrence possible en intelligence, en savoir-faire et en volume de vente, quels que soient les moyens, pourvus qu'ils s'inscrivent dans une doctrine de prétendue « vérité publicitaire » – concept qui reviendrait à admettre la présence d'une quantité acceptable de poils de rat dans notre nourriture. Les falsifications et les exagérations ne manquent pas, mais tout le monde s'en fiche car les images, les mots et les concepts respectent la distinction entre le possible et l'absurde. De plus, au début des années soixante, les Américains d'après-guerre sont merveilleusement conditionnés à croire tout ce que racontent les médias, et toute réclame est acceptée sans la moindre remise en question. Par conséquent, les nombreuses publicités de magazines ou de télévision sont davantage considérées comme du

divertissement – ou du passe-temps – que comme des boniments accrocheurs.

Au cours de cette période, la publicité passe de textes longs et ampoulés à des ensembles de slogans et d'images incisifs et pleins d'esprit, selon la méthode dite de « la Grande Idée ». Cette expression dénote à la fois un changement radical par rapport au passé, et un genre spécifiquement américain, consistant à promouvoir l'esprit de créativité. Les pionniers de la prétendue « Révolution créative », d'où émerge le concept de la Grande Idée, comprennent que pour capter l'attention du public et imposer des messages durables, il faut amuser, et ceci en permanence. Donc, pour garder le public en éveil, Madison Avenue fait sonner la charge de ses meilleurs créatifs.

Sonner la charge est une bonne métaphore car une campagne publicitaire diffère à peine d'une manœuvre de bataille. Plus la puissance de feu est grande, la stratégie fine et les ressources en hommes abondantes, plus on gagnera les cœurs et les esprits. Un bombardement continu de slogans et



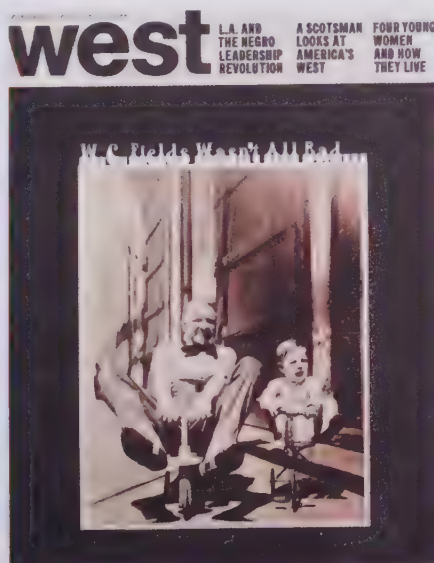
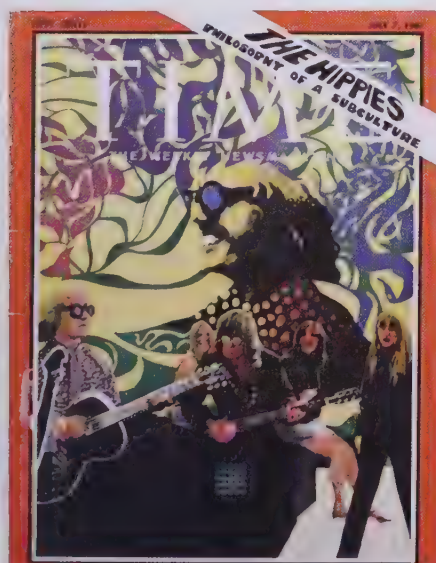
d'images réduit manifestement la résistance et garantit la reconnaissance du produit vanté. Si ce dernier tient réellement ses promesses, tant mieux. Mais cela n'est pas nécessaire, surtout si la bataille est sans adversaire. En témoignent les publicités pour certaines des plus grandes marques de l'époque: Maidenform®, Anacin®, General Electric et Clairol. Tandis que les produits font efficacement leur travail, leur aura fabriquée et leur fausse mythologie confèrent à chacun, une stature et un attrait commercial tels, qu'ils peuvent s'assurer une forte part de marché, jusqu'au moment où ils en viennent à être contestés par une puissance mythologique plus formidable encore. Le sort de produits existants est souvent modifié par des campagnes publicitaires plus astucieuses, mais aussi plus acharnées, tandis que de nouvelles marques prospèrent grâce à ce que l'argot de Madison Avenue appellera du « créatif » spectaculaire.

Ainsi, dans les années soixante, la campagne publicitaire lancée pour Volkswagen par Doyle Dane Bernbach, fait d'une petite voiture nazie, conçue « pour le peuple »,

vers la fin des années 30 et sous les auspices d'Adolf Hitler, la voiture économique la mieux vendue, dans une Amérique habituée aux grosses cylindrées, en affirmant que ses défauts évidents sont en fait de réels avantages. C'est le meilleur exemple d'ingéniosité stratégique et de génie publicitaire. De même, la campagne pour la Sony portable, minuscule télévision fabriquée au Japon (autre ancien ennemi de guerre), roi du transistor bon marché, qui propulse la marque, face à la concurrence directe avec les géants d'origine américaine, et grâce à des slogans et des images pleins d'esprit.

De toute évidence, ces années-là, la Grande Idée rend la publicité plus intelligente, plus drôle et plus divertissante que jamais. De nouvelles règles sont fixées par les enfants prodiges de Madison Avenue, tels les directeurs artistiques George Lois, Gene Federico, Bill Taubin, Helmut Krone ou Bob Gage. Tous s'ingénient à capturer la force inhérente à une bonne typographie et à une imagerie forte, pour donner une certaine classe à des publicités qui, loin de mépriser les masses, leur accordent le plus

grand des respects. Pourtant, leurs bijoux respectifs côtoient souvent des bijoux de pacotille. Les années 60 sont une période de transition au cours de laquelle la Révolution créative s'attaque à la médiocrité en place. Or, là encore, médiocrité ne signifie pas manque de professionnalisme. Une publicité typique vantant la saucisse à petit-déjeuner Swift Premium – avec une photographie imitant un tableau de Norman Rockwell qui montre une maman façon Betty Crocker® et deux frères bon chic étudiant, en train de se chamailler gentiment pour cette gâterie industrielle – coûte beaucoup d'argent et beaucoup d'énergie. Pourtant ses créateurs n'ont apparemment ni la vision, ni l'intuition que ce genre de publicité, même pour un produit aussi courant que de la saucisse de porc, pourrait introduire une pointe d'humour, afin de dépasser le cliché. De même, et malgré sa simplicité désarmante, la publicité pour Dr Pepper (Poivre), boisson sans alcool, dont l'objectif déclaré est de siphonner des parts de marché à Coca-Cola® et Pepsi®, et qui montre une jeune fille assoiffée rêvant d'une deuxième



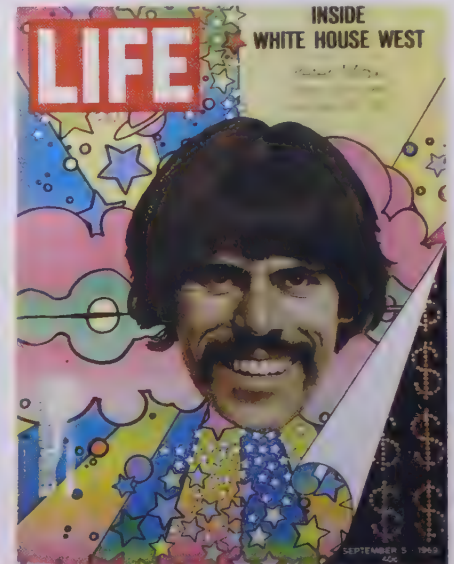
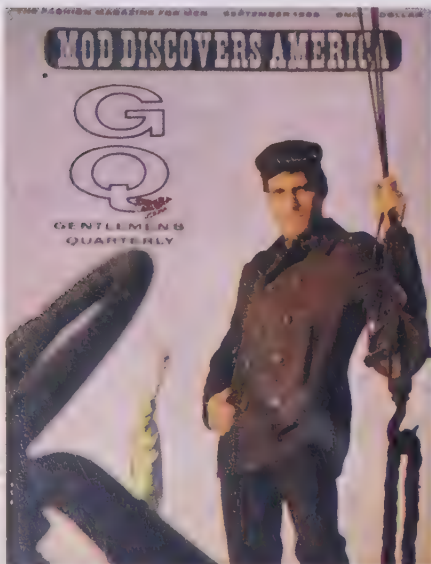
me bouteille de Pepper, est une affaire coûteuse pour son agence. Il faut rendre les lèvres, les yeux et les cheveux du mannequin assez attrayants pour donner envie d'une boisson dont le nom comporte le mot poivre (sans parler du docteur), ce qui nécessite un certain aplomb. Pourtant, une publicité pour 7 UP®, qui a autant à gagner que Dr Pepper d'un message direct et bien ficelé, utilise une approche et une expression beaucoup moins conventionnelles : au lieu d'une photographie ou d'une peinture réaliste, l'agence utilise, astucieusement, une illustration conceptuelle où un homme regarde un match de football (à travers le prisme de ses jumelles), tandis que la bouteille est à peine suggérée (alors que, par convention, dans ce genre de publicité, on montrait le produit). Cela donne au spectateur un message supplémentaire à méditer, et c'était ça l'astuce. Peu à peu, les annonces de produits de consommation sont injectées de pointes d'originalité.

Cependant, la publicité des années 60 hérite de survivances des années 50 et qui marchent si bien, à l'époque d'Eisenhower,

qu'on aurait pu les garder jusqu'à l'émergence des jeux vidéo. Ainsi, la campagne pour Budweiser®, « Là où il y a de la vie, il y a de la Bud », se prolonge pendant presque une génération, et sans grands changements. Les images minutieusement mises en scène, de pépées sensuelles ou de playboys gominés, attablés devant de grands verres pleins du breuvage mousseux, sont tellement ancrées dans l'imagerie populaire, que le magazine *MAD*, tristement célèbre pour ses pastiches publicitaires, en compose une parodie montrant un ivrogne mélancolique, et intitulée : « Pas très fier, mais très bière. » Malgré cette critique, s'assurer un slogan, un indicatif sonore ou un logo profondément inscrit dans la langue américaine, garantit une publicité gratuite.

Les années 60 donnent naissance à leurs propres classiques construits sur des titres et des slogans astucieux, destinés à s'infiltrer dans le subconscient des masses. Beaucoup restent inoffensifs, d'autres insipides. Parmi ces derniers, les plus mémorables sont souvent ceux consacrés aux cigarettes, comme celui-ci, pour les ciga-

rettes à bout filtre Lucky Strike : « Montrez-moi une cigarette filtre qui mérite son titre et je suis prêt (e) à avaler mon chapeau ! » Si la blague semble laborieuse, elle devient inoubliable quand elle est accouplée à la photo d'un ravissant mannequin, coiffé d'un chapeau auquel manque un grand morceau, emporté par une morsure. Dans cette campagne, qui dure longtemps, une autre publicité montre une Vietnamiennne qui sourit timidement sous son couvre-chef traditionnel en paille, et ce sera l'un des rares petits coups de chapeau, si l'on peut dire, à l'engagement politique américain en Asie du Sud-Est (vu, entre autres, comme terrain idéal pour écouler la surproduction de cigarettes). Autre publicité marquante de l'époque, et constante thématique de l'expression américaine, la campagne « Soyez amis, buvez Pepsi ». Dans la plupart de ces annonces, on voit des images photo réalistes de jeunes bourgeois « sociables » qui « préfèrent Pepsi », quand ils batifolent sur les pistes de ski et dans les penthouses de l'Amérique. Non seulement cette publicité encourage son public cible à vivre dans le



plaisir, mais le slogan va devenir le mantra de toute une génération.

Certaines annonces sont considérées comme des classiques parce que, d'une manière ou d'une autre, elles ont favorisé un style de vie devenu partie intégrante de l'esprit du temps. La publicité pour Clairol, par exemple, impose à chaque femme la nécessité sociale de changer sa couleur de cheveux, et le slogan « Le fait-elle ou pas ? Il n'y a que son coiffeur qui le sait ! » souligne à quel point c'est facile et efficace. D'autres, pourtant, deviennent des classiques parce qu'elles changent réellement la façon dont le public voit son environnement. Le slogan de Braniff, la compagnie aérienne internationale, « La fin ordonnée de l'avion ordinaire », offre à un vieux produit une nouvelle aura. En fait, c'est le produit qui devient un véritable panneau publicitaire. Pour rendre un petit avion portugais plus attrayant à un large segment de la clientèle américaine, on change la couleur des avions eux-mêmes, qui passent de l'habituel gris métallique à des couleurs primaires et pastel. Le changement n'a rien à voir avec la qualité du ser-

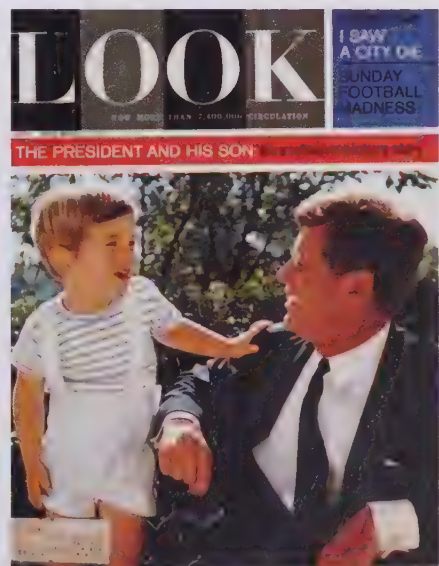
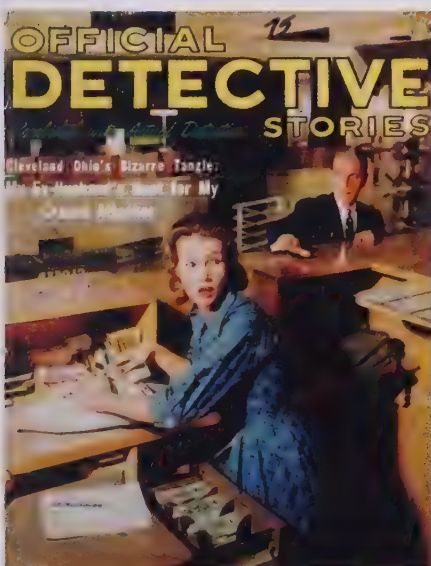
vice, mais il signale néanmoins une révolution perçue au ciel comme sur terre : une compagnie aérienne n'est pas uniquement un transporteur impersonnel et utilitaire mais un cadre de vie excitant (et coloré).

La publicité ne sera jamais neutre. Elle doit toujours démontrer qu'une chose est meilleure qu'une autre, et que celle-ci est également la meilleure. Pendant les années 60, la définition de la vente offensive passe du déferlement de mots et d'images rebattus sur la tête du consommateur à une créativité malicieuse, dont le but avoué consiste à mieux faire entendre la publicité. Et cela a fonctionné. Mais indépendamment de la méthode, les publicités présentées dans cet ouvrage – véritables vecteurs de l'économie capitaliste – sont régies par une priorité élémentaire : parvenir à une identification si évidente que le public va réclamer, désirer et exiger tout ce qu'on veut lui vendre. C'est cela, en un mot, la Grande Idée.

Steven Heller est l'auteur et l'éditeur de plus de 80 livres sur la conception graphique et la culture populaire, parmi lesquels : *Design*

Literacy: Understanding Graphic Design (L'alphabétisation du design : comprendre le design graphique), *The Graphic Design Reader* (Manuel de design graphique), *Graphic Style: From Victorian to Digital* (Le style graphique : du victorien au digital), et *Counter Culture: The Allure of Mini-Mannequins* (Contre-culture : L'attrait des mini-mannequins).

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Coca-Cola est une marque déposée de Coca-Cola Co
Budweiser est une marque déposée d'Anheuser-Busch Companies, Inc



La publicidad en los años sesenta:

¿qué es la Gran Idea?

Por Steven Heller

Si un historiador utilizara como única fuente de referencia los anuncios incluidos en este mamotreto para examinar y analizar los turbulentos años sesenta, obtendría una imagen de la cultura norteamericana poco fiel a la realidad social y política de la época. ¿Dónde están los negros, los latinos y los asiáticos? Contemplados desde este punto de vista estratégico, en los años sesenta no existieron las manifestaciones a favor de los derechos civiles, ni la guerra del Vietnam, ni el sexo libre, las drogas y el *rock and roll*, o, al menos, no existieron de forma significativa. Los anuncios aquí expuestos, exhumados de las criptas de las agencias de Madison Avenue —la llamada «avenida de la publicidad»— y recogidos tal y como aparecían en las revistas de amplia difusión de entonces, conforman una publicidad aséptica, homogeneizada y cauterizada, lo cual no implica que estuviera privada de estilo, buen gusto o humor, ni que no reflejara el espíritu de la época con cierta dosis de cinismo.

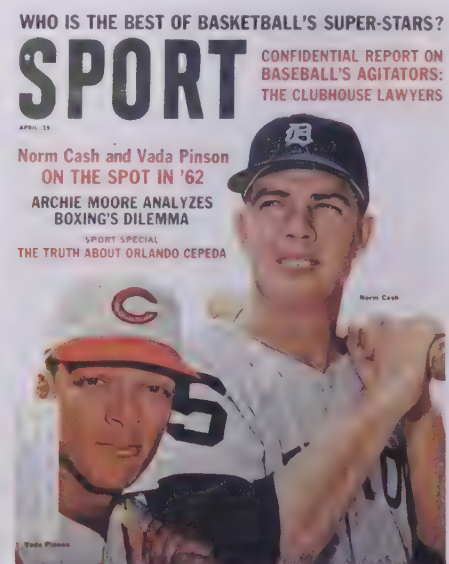
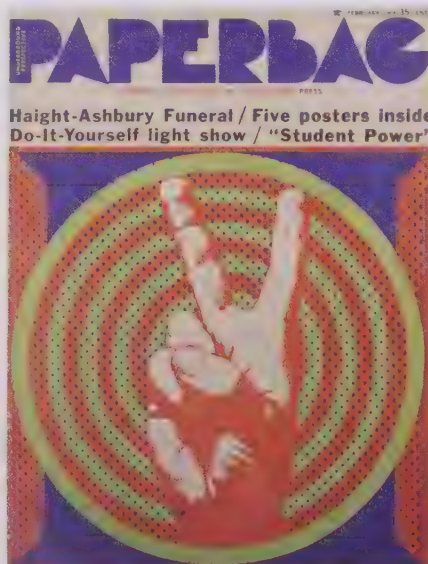
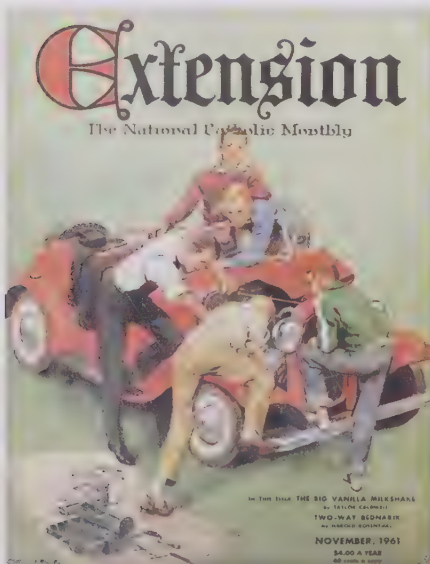
Al fin y al cabo, la publicidad no es más que una verdad artificial. Si bien, evidentemente, siempre parte de una idea cierta: el

maquillaje oculta las imperfecciones del rostro, la gaseosa es dulce, el mal aliento es desagradable, el dolor de cabeza es molesto y las gafas de sol protegen los ojos. En la década de los sesenta, los anuncios de medicamentos y ungüentos milagrosos a base de aceite de serpiente tan populares a principios de siglo habían quedado totalmente erradicados. Sin embargo, la publicidad, en particular en aquella época, tenía por fin superar en ventas y reputación a la competencia por todos los medios tolerables según las llamadas doctrinas de la «publicidad veraz», un concepto afín a permitir la presencia de una cantidad aceptable de pelo de rata en productos alimenticios. Las mentiras y exageraciones abundaban, pero a nadie parecía importar, ya que las imágenes, los eslóganes y las ideas rayaban la delgada línea que separa la realidad de lo irrisorio. Es más, a principios de los años sesenta, en plena posguerra, los norteamericanos estaban predispuestos a creer ciegamente en todo lo que aparecía en los medios de comunicación de masas y aceptaban los anuncios sin ningún tipo de

cuestionamiento o duda. Por ello, muchos anuncios aparecidos en las revistas y en la televisión se percibían más como una suerte de entretenimiento o pasatiempo que como meras armas para aumentar las ventas.

Durante la década de los años sesenta, la publicidad abandonó su predilección por los textos extensos y ampulosos para sustituirlos por combinaciones de imágenes y eslóganes con gancho, aplicando un método conocido como la «Gran Idea». El término no sólo connota un punto de inflexión radical en relación con el pasado, sino que, además, define un género creativo genuinamente norteamericano. Los pioneros de la llamada «Revolución Creativa», de la que emergió la Gran Idea, intuyeron que, para captar la atención del público y lograr calar en el imaginario popular, sus mensajes tenían que ser divertidos, lo cual llevó a las agencias de publicidad de Madison Avenue a hacerse con algunas armas propagandísticas, como la contratación de grandes talentos.

La imagen del arma sirve perfectamente como metáfora porque, al fin y al cabo, una campaña publicitaria no es distinta de una



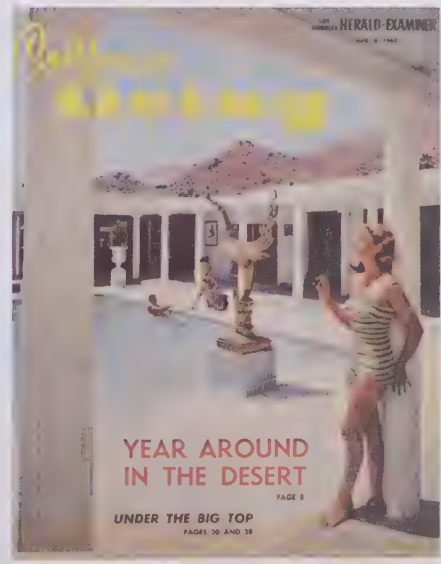
maniobra en un campo de batalla. Cuanto más eficaz sea la artillería, mejor sea la estrategia y mayor sea el contingente, más serán los cerebros y los corazones conquistados. El bombardeo incesante de eslóganes e imágenes redujo claramente la resistencia y afianzó la identificación de las marcas comerciales. Si el producto vendido cumplía lo anunciado, tanto mejor; aunque, cuando la batalla no tenía contrincante, ni siquiera era necesario que lo hiciera. Basta, si no, con echar una ojeada a los anuncios de algunas de las marcas preponderantes de los años sesenta, entre ellas: Maidenform®, Anacin®, General Electric y Clairol. Aunque los productos eran verdaderamente eficaces, el aura y los falsos mitos que los envolvían les concedían un estatus y un atractivo para las ventas que les reportaban una amplia cuota de mercado, hasta que otro fabricante los desafiaba con un canto de sirena aún más embaucador. El destino de los productos existentes cambiaba de rumbo cuando una nueva marca lanzaba una campaña publicitaria más perspicaz e implacable, haciendo gala de lo que en el

argot de Madison Avenue se conoce como «creatividad» espectacular.

Un ejemplo claro es la campaña de los años sesenta de Volkswagen, obra de Doyle Dane Bernbach, quien fue capaz de tomar un pequeño automóvil «para el pueblo» creado a finales de los años treinta bajo el auspicio de Adolf Hitler y convertirlo instantáneamente en el coche más vendido entre una población amante de los automóviles de grandes dimensiones, con tan sólo anunciar que las carencias aparentes del vehículo eran en realidad sus verdaderas ventajas. Una muestra excelente de ingenio estratégico y publicidad brillante. Otro ejemplo es el anuncio del televisor portátil Sony, un aparato diminuto fabricado en Japón (otro adversario en la época de preguerra), cuna de los transistores baratos, que, gracias a una imagen y un eslogan ocurrentes, propulsó a la marca a competir directamente con las pantallas de gran formato estadounidenses.

A lo largo de los años sesenta, la Gran Idea dotó la publicidad de una inteligencia, humor y elegancia jamás vistos en el pasa-

do. Los *wunderkinder* (chicos maravillosos) de Madison Avenue sentaron nuevas bases. Directores artísticos como George Lois, Gene Federico, Bill Taubin, Helmut Krone, Bob Gage y otros muchos supieron apreciar el poder inherente a la tipografía y las imágenes de calidad, y lo utilizaron para dotar sus anuncios de un toque de elegancia y clase que les valió el respeto del público. No obstante, sus singulares anuncios no eran sino auténticas perlas en medio de un gran magma de burdas piedras. La década de los sesenta fue un período de transición en el que la Revolución Creativa se enfrentó a un *status quo* mediocre, aunque no por ello poco profesional. Producir un anuncio típico, por ejemplo el de salchichas Premium de la marca Swift —en el que una madre modélica y sus dos hijos, universitarios im-polutos, se disputaban amistosamente el manjar en una composición propia de una ilustración de Norman Rockwell—, requería una inversión de capital y energía considerable. Y, sin embargo, aparentemente sus creadores carecían de la visión y la intuición necesarias para apreciar que incluso un



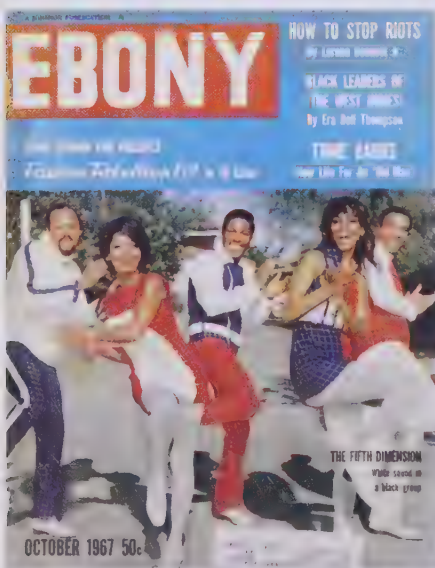
anuncio prototípico de un producto tan cotidiano como son las salchichas permitía utilizar el ingenio para trascender el cliché. Del mismo modo, pese a su simplicidad insultante, el anuncio de refrescos Dr. Pepper de principios de los años sesenta supuso un arduo trabajo para la agencia de publicidad que lo creó. Mostrando a una joven sedienta que soñaba con beberse otro Pepper, la marca intentaba arañar una parte del mercado a Coke® y Pepsi®. El mero hecho de conseguir que la boca, los ojos y el pelo de la modelo resultaran lo suficientemente atractivos como para seducir a alguien a tomarse un refresco llamado Dr. Pepper (literalmente Doctor Pimienta) implicaba desplegar una dosis considerable de autoestima desmedida. En cambio, el anuncio de 7 UP®, que se enfrentaba a los mismos anuncios de calidad demostrada que Dr. Pepper, recurrió a un enfoque expresivo mucho menos convencional: en lugar de utilizar una fotografía o una ilustración realista, rompió esquemas al usar una ilustración conceptual de un hombre viendo un partido de fútbol (reflejado en los cristales de sus prismáti-

cos) en la que la botella del refresco apenas aparecía esbozada (en una época en la que la convención era mostrar el producto), lo cual transmitía al espectador un mensaje que le invitaba a la reflexión. Poco a poco, los anuncios para el gran público empezaron a exhibir mayores dosis de originalidad.

Con todo, la publicidad de los años sesenta heredó algunos vestigios de los años cincuenta que habían funcionado tan bien durante la era de Eisenhower que no había necesidad de cambiarlos en la era de Camelot. La campaña de Budweiser®, «Donde hay vida, hay Bud» se perpetuó con leves modificaciones, al menos, una generación más. Las ilustraciones hiperrealistas de mujeres sensuales y seductores *playboys* contemplando con ojos ávidos cómo les servían tubos de cerveza espumosa habían arraigado de tal modo en la cultura estadounidense que la revista MAD, de infausta fama por sus parodias de anuncios, publicó una ilustración en la que aparecía un borracho en estado lamentable bajo el lema «Budweiser no da la felicidad, pero contribuye». Pese a sus connotaciones críticas, el

hecho de mostrar un eslogan, una música o un logotipo que formara parte indeleble del imaginario estadounidense constituía una especie de publicidad gratuita.

Pero los años sesenta también incubaron sus propios clásicos, arraigados en los titulares elaborados y las coletillas concebidas para conquistar el subconsciente del público general. Muchas de estas frases eran inocuas; otras, sencillamente insípidas. Entre las últimas, las más memorables eran los eslóganes de cigarrillos, entre ellos el de Lucky Strike, que rezaba «Prometo que el día que encuentre un rubio de verdad, me comeré el sombrero». Pese a la rigidez aparente de la redacción, el lema calaba hondo al aparecer estampado sobre la fotografía de una atractiva modelo tocada con un sombrero mordido. En uno de los anuncios de esta extensa campaña, una vietnamita sonreía tímidamente bajo un sombrero de paja típico de su región, en lo que tal vez suponía una insinuación de la implicación geopolítica de Estados Unidos en el Sudeste Asiático (como vertedero de cigarrillos, entre otras cosas). Otro anuncio monumen-



tal de la época y un tema recurrente en la cultura norteamericana fue la campaña «Ten clase, bebe Pepsi». Gran parte de los anuncios incluían ilustraciones hiperrealistas de jóvenes de clase media bebiendo una Pepsi en los refugios de las pistas de esquí o en lujosos áticos. Además de invitar al público al que iba destinado a vivir la vida con estilo, el eslogan se convirtió en un mantra para toda una generación.

Algunos anuncios se consideran clásicos porque, de algún modo, impulsaron un estilo de vida que se convirtió en parte integral del espíritu de la época. Los anuncios de Clairrol, sin ir más lejos, lograron convertir los tintes de pelo en un imperativo social para toda mujer, gracias al eslogan «¿Se tiñe o no se tiñe? Sólo su peluquera lo sabe», que subrayaba lo fácil y eficaz que resultaba teñirse el pelo. En cambio, otros anuncios se han convertido en clásicos porque cambiaron realmente la percepción del entorno por parte del público. Con el lema «Asista al final del avión convencional», las líneas aéreas Braniff International presentaron un producto antiguo envuelto en una

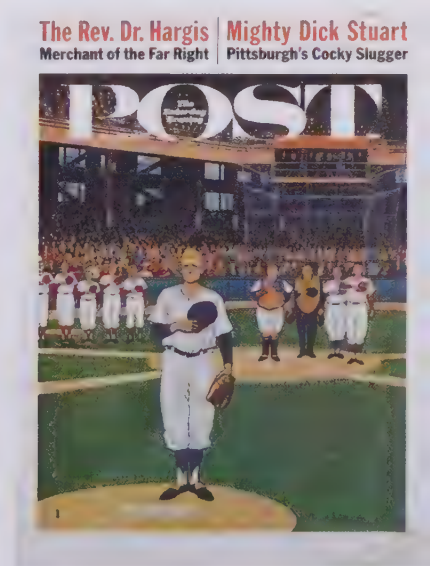
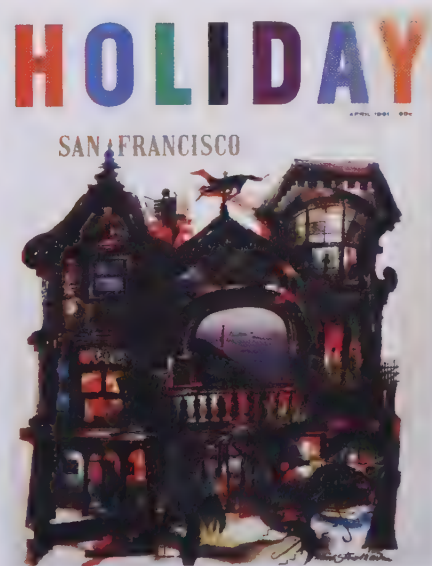
nueva aura. En realidad, el producto en sí servía de valla publicitaria. Con el fin de atraer a un amplio segmento de los viajeros norteamericanos, esta pequeña compañía aérea portuguesa cambió el habitual color metálico de sus aviones por varios tonos primarios y pastel. Y aunque dicho cambio poco tenía que ver con la provisión de un servicio mejor, marcó una revolución tanto en el cielo como en la tierra, pues logró transmitir la idea de que una compañía de líneas aéreas no era sólo un transporte utilitario e impersonal, sino toda una experiencia (cromática).

La publicidad nunca será neutra, ya que su fin es demostrar que un producto es mejor que otro, o aún más: que el producto anunciado es el mejor. Durante los años sesenta se redefinió el concepto de ventas agresivas: se pasó de bombardear al consumidor con comentarios e imágenes populares a recurrir a juegos creativos presumiblemente destinados a que el público se sintiera más incentivado por los anuncios. Y funcionó. Pero, independientemente del método que emplean, los anuncios ilustra-

dos en este volumen –la verdadera columna vertebral de una economía capitalista dirigida por el mercado– respondían a una única meta: construir una imagen comercial incomparable y perfectamente identificable por el público que suscitara el clamor, el deseo y la demanda, al margen de cuál fuer el producto vendido. Y, en pocas palabras, ésa es la Gran Idea.

Steven Heller es autor y editor de más de ochenta libros sobre diseño gráfico y cultura popular, entre los que se cuentan: *Design Literacy: Understanding Graphic Design*, *The Graphic Design Reader*, *Graphic Style: From Victorian to Digital* y *Counter Culture: The Allure of Mini-Mannequins*.

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Budweiser es una marca registrada de Anheuser-Busch Companies, Inc.



60年代の広告:

ビッグ・アイデア? だから何だっていうんだい?

スティーヴン・ヘラー

もし、この部厚い本に掲載された広告が、後世の歴史家が激動の1960年代を検証し、分析する際に残された唯一の遺物だとしたら、そこから浮かび上がってくるアメリカの姿は、当時の社会的、政治的現実とは似ても似つかぬものになっただろう。黒人は、ヒスパニックは、アジア系の人々はどこへ行ってしまったのか? 広告という見晴台から眺める限りにおいては、60年代には公民権運動も、ベトナム戦争も、セックスやドラッグ、ロックンロールさえも存在していなかったことになる。少なくとも、何か有意義な形では。マディソン街(訳者註:アメリカにおける広告業界の別名)の地下室に仕つけられた霊廊から掘り起こされ、大衆雑誌によってミラ化されたこれらの広告は、好ましくない部分は削除され、均質化され、麻痺させられたものなのだ。そうかといって、決して趣味が悪いわけでもユーモアのセンスに欠けているわけでもなく、偏った方法ではあるが時代の精神を表わしていることに違いはない。

広告とは、やはり、人工的な真実でしかないのだ。もちろん、そういった主張のいくつかは正確なものだ。化粧品はあらを隠し、ソーダ水は甘く、口

臭は不快で頭痛はつらいし、サングラスは光から目を守ってくれる。当然のことながら、60年代を迎える頃には、前世紀に見られたようなインチキの宣伝などは姿を消していた。しかし、そもそも広告というものは、ことさらこの時代の広告は、何がなんでも競合相手をうち負かそう、よりたくさん売ろうという目的のために立案され、いわゆる「広告的真相」という教義の許容範囲内でさえあれば、いかなる方法論も存在し得るものである。それは、食べ物に混入したアンダーヘアがどの程度の量までなら許せるか、といった議論にも似たコンセプトであったりする。やらせや誇張は当たり前だが、そんなことを気にする人間はいなかった。何よりも、そこに提示されたイメージや言葉、コンセプトが可能性と途方もなさを示唆しそびれたからだ。さらに、第二次世界大戦後のアメリカ人は、60年代前半当時、マスメディアが送り出すものなら何でも喜んで信じることに慣れ親しまれていたから、疑問やためらいを持つこともなく広告を受け入れていた。雑誌広告やテレビコマーシャルは、単なる物質主義的なセールストークとしてではなく、娯楽として見られていたのだ。

60年代、広告は、「ビッグ・アイデア」と呼ばれる方法論のもと、黎明期の冗長で大きなものから、簡潔でウィットに富んだキャッチコピーと映像の組み合わせへと進化していった。この言葉は、過去からの急激な変化と、きわめてアメリカ的なプロモーション形式という二つの意味を内包している。「ビッグ・アイデア」が出現するきっかけとなった、いわゆる創造革命の先駆者たちは、真に視聴者の心をつかみ息の長いメッセージを伝えるためには、送り手が常に受け手を楽しませなければいけないことに気づいたのだ。そこで、大衆をずっと踊らせつづけるために、マディソン街は秘密兵器と呼び寄せなければならなかった。兵器とは、まったくもって適切な比喻だと言っていいだろう。というのも、広告キャンペーンというのは、戦場における作戦と変わらないからだ。武器が多ければ多いほど、戦略が優れているほど、あるいはマンパワーに勝っているほど、降伏する人心の数は多くなる。または、スローガンとイメージの絶え間ない砲撃が、抵抗勢力を弱体化し、人々の認知を得やすくする。もしその商品が、宣伝文句に見合う内容を実際に伴っていればなおさら良いというだけの話だ。しかし、それ



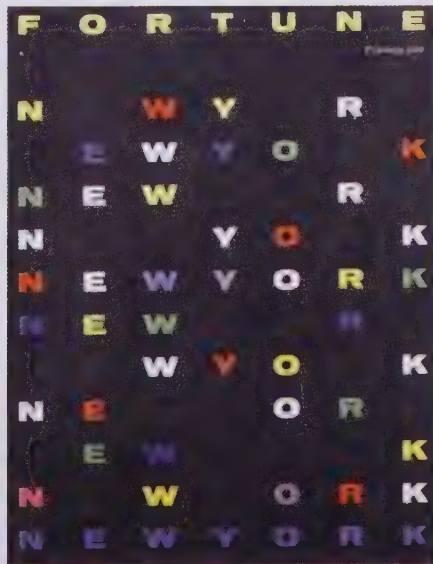
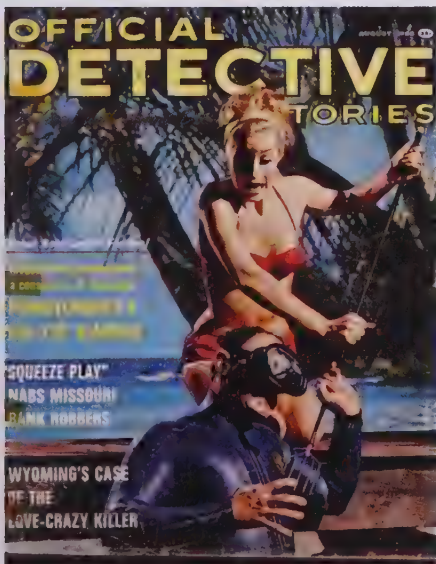
すらも、戦う相手がいなければ必要のないことである。60年代のトップブランド——メイトンフォーム、アナシン、ゼネラル・エレクトリック、クレイロール——の広告を見てみるといい。もちろん、製品そのものも悪くなかったとはいえ、作られたオーラとまやかしの神話が彼らに威信と魅力を与え、それぞれの市場で絶対的なシェアを誇っていたやがて、より強大な神話的存在が彼らに挑戦状を突きつけるまでは。既成の製品の運命は、より洗練された、かつ容赦のない広告キャンペーンによってたびたび変更させられ、広告業界用語でいうところの華々しい「クリエイティブ」たちのおかげで、また新たなブランドが富を手に入れることになるのだ。

ドイル・デイン・ベルンバッハが60年代に手がけたフォルクスワーゲンのキャンペーンを検証してみよう。1930年代、アドルフ・ヒトラーの庇護のもとに誕生したナチス御用達の小型車を、その欠点とみなされている部分は実は利点なのだと言主張することで、大型車をこよなく愛するアメリカにおけるベストセラー車へとまたたく間に押し上げたのだ。これこそ巧みな仕掛けであり、最高の広告と言わずしてなんと言おう。あるいはソニーのポータ

ブルテレビだ。安価なトランジスタラジオの故郷である日本(またしても大戦時の敵国だが)で製造された小さなテレビが、洒落たコピーとイメージのおかげで、アメリカ製の巨人たちの競合相手へと躍進した。

「ビッグ・アイデア」によって、60年代の広告は明らかにそれ以前の時代に比べてずっと巧みで、面白く、楽しい存在へと変身を遂げた。マディソン街の鬼才と呼ばれたアート・ディレクターたち——ジョージ・ロイス、ジーン・フェデリコ、ビル・トーピン、ヘルムート・クロネ、ボブ・ゲイジほか——は新しいスタンダードを作り上げた。彼らは優れたタイポグラフィに内在する力をとらえ、力強いイメージとともに広告に品格をもたらし、軽蔑の代わりに敬意をもつ大衆に接したのだ。ただ、そういった珠玉のかたわらには、常に安っぽい石ころも並んでいた。60年代は、創造革命が旧態然とした凡庸さと闘っていた過渡期でもあった。しかも、凡庸さは必ずしも未熟さや素人っぽさを意味するわけではない。スウィフト社の「プレミアム・ブレックファースト・ソーセージ」の典型的な広告——ノーマン・ロックウェルの絵を模した写真の中に

は、ベティ・クロッカー風の母親と大量生産されたご馳走をめぐる無邪気に喧嘩するさわやかなスポーツマン風の兄弟がいる——の製作には少なからぬ予算とエネルギーがかかっている。しかし、明らかにこの広告のクリエイターには、ソーセージのようにありふれた商品でも、機知と才覚をもってすればクリーシェを超越できるのだという想像力と直感が欠如している。同様に、60年代初頭に繰り広げられたソフトドリンクの広告の馬鹿げた単純さのなかで、コークとペプシのシェアを少しでも取り取ろうとしたドクターペッパーが送り出した広告は、のどの乾いた若い女がペッパーを夢に見るといったものだったが、それにしただけで広告代理店にしてみれば出費のかさんだ試みだったはずだ。「ペッパー」の文字が入ったドリンクを飲むよう誰かをそのかすために、モデルの口や目、髪を完璧にセレクトするにはかなりの自信が必要なのだ。しかしながら、ドクターペッパー同様、すでに効果が立証済みの広告路線を追求することもできたはずのセブンナップは、もう少し型破りな表現方法を採用した。写真や写実主義的な絵に代わって、ある男がフットボールの試合(彼が手にした双眼鏡のレンズに



映っている)を見ているというコンセプチュアルなイラストが使用されたが、そこにはドリンクボトルの影すらなく(こういった広告の場合、商品を見せるのがしきたりだった)、見る側に考える余地を残したのだ。これは勇気のある行為だったと言える。ゆっくりと、マスマーケット向けの広告にも獨創性が持ち込まれようとしていた。

しかしながら、60年代の広告は50年代の遺産——アイゼンハワー時代にうまくいったものを、ケネディ時代に変更する必要はなかった——を受け継いでもいた。バドワイザーの「人生のあるところ、バドあり」キャンペーンは、ほぼ30年もの間、ほとんど手を加えられことなく続いた。官能的な婦人や洗練されたプレイボーイたちが手にした背の高いグラスに注がれた、泡たっぷりのビールという非のうちどころのない絵はアメリカ人の精神に深く染みこんでいて、悪名高いパロディ雑誌『MAD』誌が、悲惨な酔っぱらいの絵に「幸福ではないが賢くなった」のコピーをつけてパロディを掲載するほどだった。こういった批判的な含みにもかかわらず、アメリカ人の言語に永久に記憶されるスローガンやコマーシャルソング、あるいはロゴ

を作り出しさえすれば、それは無料広告となり得るのだ。

60年代には、大衆の潜在意識に働きかけて口車に乗せようという奸智にたけた見出しとキャッチフレーズに根ざした古典的作品が誕生している。その多くは無害で面白みのないものだった。それでも、タバコのスローガンのなかにはいくつか記憶に残る作品がある。たとえばラッキー・ストライク・フィルターの「うまいフィルター付きタバコがあったら、帽子を食べてやる！」だ。言葉づかいそのものは格好いいとは言えないが、ムシャムシャと食べたあとのある帽子を頭にのつけた魅力的なモデルの写真と結びついたときに、忘れたい印象を残す。長く続いたこのキャンペーン中、あるときは伝統的な麦わら帽子の下でおどろ善と微笑むベトナム人女性が登場したが、アメリカの東南アジアに対する地政学的な干渉(大量の吸い殻のゴミ捨て場にしたことも含めて)に言及した数少ない例だろう。また、当時の記念碑的広告であり、アメリカ的に不変のテーマともなったのが、「社交しよう。ペプシを飲もう」キャンペーンだった。ほとんどの場合、そこには「ペプシを選んだ」若き中産階級の「社交

族」がスキー場やベントハウスではしゃぐ姿が写真のようなリアルさで描かれていた。一連の広告は、ターゲットとする観衆に対して生きることを楽しめと奨励するのみに終わらず、このスローガンで若い世代のマントラとして定着させた。

ある種の広告は、時代精神の重要な一部を構成するライフスタイルを促進したという意味で古典となった。たとえばクレイロールの広告は、すべての女性にとって髪の色を変えることが社会的にも不可避であるかのような風潮をもたらし、「彼女はしている？ それとも？ 秘密を知っているのは美容師だけ」というスローガンが、髪を染めることがいかに簡単で効果的かを強調した。一方で、また別の広告は人々の環境に対する見方を変えたことで歴史に名を残した。プラニフ国際航空の「平凡な飛行機の終焉、ここに証明される」は、古くさい商品に新しいオーラをまとうせた。実際、この場合は商品そのものが文字どおりの広告掲示板だった。ポルトガル系の小さな航空会社は、アメリカの旅行者にアピールするために、機体の色を通常のメタリックシルバーから、鮮やかな原色やパステルカラーに塗りかえたのだ。色の変化はサービスの改善



に直接関係するものではなかったが、空中および地上に目に見えるかたちの革命がもたらされたことを告げていた。つまり、航空路線というのは単なる無機質で実用的な運搬装置ではなく、エキサイティング(かつカラフル)な体験になりうることを証明したのだ。

広告を決して中立にはなりえない。常に、ある特定のものがもう一方よりも優れているということ、なおかつその特定のものが最高のものであることを立証しなければならないからだ。60年代、「売り込み」の定義は、陳腐な言葉とビジュアルを駆使して頭ごなしに消費者をやりこめようというものから、受け手が広告を好きになれるようにという意図のもと、創造的でちやめつ気のあるものへと変化した。そして、その手法はうまくいったのだ。しかし、いずれにしても、本書中の広告は——間違いなく市場主導型の資本主義経済の中軸をなすものだ——たったひとつの単純な計画表によってつき動かされている。すなわち、大衆とは売られているものなら何であれ騒ぎたて、欲望し、要求する存在であるという比類なき認識を築き上げること。つまり、それこそが「ビッグ・アイデア」だったのだ。

スティーヴン・ヘラーはグラフィック・デザインと大衆文化に関する80冊を超える著書を上梓している。「Design Literacy: Understanding Graphic Design (デザイン教育: グラフィック・デザインを理解するために)」、「The Graphic Design Reader (グラフィック・デザイン・リーダー)」、「Graphic Style: From Victorian to Digital (グラフィック・スタイル: ヴィクトリア朝からデジタルまで)」、「Counter Culture: The Allure of Mini-Mannequins (カウンター・カルチャー: ミニ・マネキンの魅力) など。

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Burgmeister Beer you'll find the extra touch of quality that means the difference between
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Miller High Life, 1960

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TASTES LIGHT
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glass ... after glass ... after glass

Burgermeister, 1962



Taste this freshness!

You're on top! Thundering water under blue skies. A mountain on the move. And you fly. That's the feeling. That's the freshness you feel in Hamm's. Pour yourself some freshness. Have yourself a Hamm's.

Tapper, 1966 ◀◀ Burgermeister Beer, 1960 ◀ Hamm's, 1965



One ingredient is priceless

These are the three most important ingredients of beer: grains, hops and water. It takes all three, masterfully blended and brewed with cereal adjuncts and cultured yeast, to create a truly distinctive refreshment.

Choice sun-toasted grains and fragrant hops are carefully selected to meet the most exacting standards but the secret to brewing lies in the third ingredient: water. Why? Because, just as the taste of water varies throughout the country, different waters influence the taste of beer. In fact, few places in the world provide

what Master Brewers describe as "naturally perfect brewing water"—a rare water that can subtly coat the most elusive flavors from choice grains and hops.

Tumwater, Washington—the home of Olympia Beer—provides such a water that flows cold and pure from deep in the earth. It comes to the brew kettle with the natural ability to create a consistently distinctive beer...and the refreshing difference you can taste in your personal remainder of Olympia's most priceless ingredient. **"It's the Water"**



1. Olympia Beer always welcome at the home of Olympia Beer. 2. Olympia Beer is brewed with the finest ingredients. 3. Olympia Beer is brewed with the finest ingredients. 4. Olympia Beer is brewed with the finest ingredients.

Olympia Beer, 1961



People try it
...and they like it

Thirsty? Try this. Take an ice-cold bottle of Carling Black Label Beer. Pour it smooth and sparkling with a light, high collar. Then try it...and you'll like it! Nationally famous, selling everywhere at the popular, local price, Black Label is America's fastest growing beer. Next time, just for fun, say, "Mabel, Black Label!"

CARLING
Black Label
BEER

CARLING BREWING CO., INC. ALSO BOTTLES OF RED CAP ALE. The Best Brewed in the World since from Cleveland, OH. CLEVELAND OH. BELLEVILLE ILL. FRENKEMUTH MO. NAT. VISE. APPRO. MARY.

Black Label Beer, 1960

Good Living "Go-Togethers"



Schlitz goes with good food like you with good living! Whether it's a light snack of potato chips or a hearty ham and Swiss on rye, Schlitz is long. Its deep, cool, kiss-of-the-hops flav or adds zest to every appetite. Wherever you buy your Schlitz this summer, look for Good Living "Go-Togethers." Your tavern keeper is featuring them. So are your grocers and package dealer. Take along a 6-Pak or two of The Beer That Made Milwaukee Famous.

Know

the real joy of good living...

Move up to **Schlitz**

Schlitz, 1960

▶ Olympia Beer, 1962



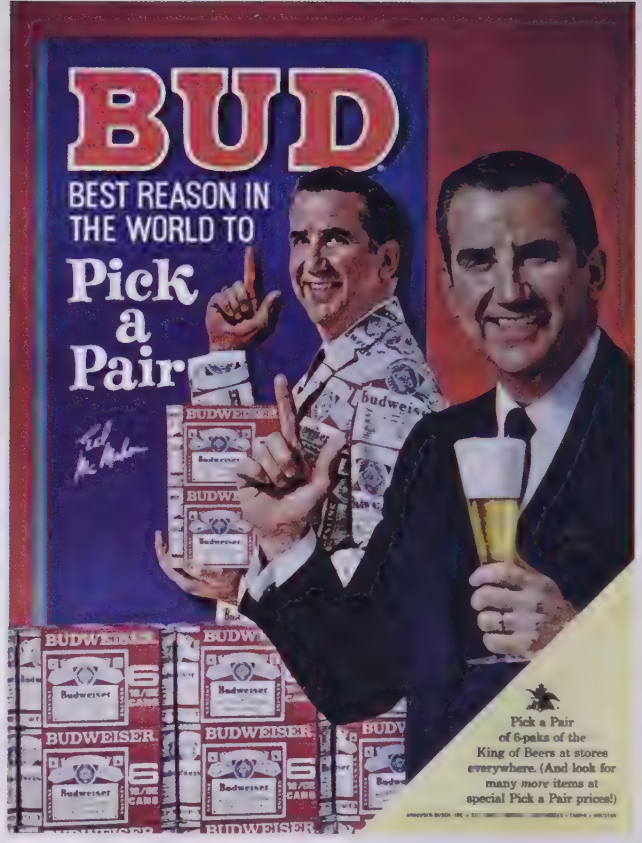


Some of the nicest times people remember are the casual times...the fun times. At Tumwater, we brew Olympia for moments like this. *"It's the Water"*



Visitor and alcohol retailer of the Olympia Brewing Company, Tumwater, Washington, 9:00 to 4:30 every day. *Oly. ®

Olympia Beer, 1968



Pick a Pair of 6-paks of the King of Beers at stores everywhere. (And look for many more items at special Pick a Pair prices!)

Budweiser, 1968



IT'S PICK-A-PAIR TIME! What's all the commotion about? Pick-a-Pair time is coming soon to stores everywhere...featuring store-spangled specials on many, many items. Be sure to vote twice for **Budweiser**

Budweiser, 1964



Budweiser, 1960

▶ Olympia, 1963



this calls for

Budweiser®



the neighbors... out in the kitchen,

swapping ideas with good friends. This is fun

...and this calls for Budweiser.

Where there's life...there's Bud.

WING OF BEER® • ANHEUSER-BUSCH, INC. • ST. LOUIS • NEWARK • LOS ANGELES • TAMPA



Beer? Busch!



Busch, 1966



...and they taste as good as they look!

The legendary Rhine wine of old Germany is one of the world's greatest taste experiences. Now Gallo presents an elegant light, golden wine—Rosso Gallo. With an exquisitely fresh flavor that rivals the German wines, Rosso Gallo has a special California richness all its own. The fragrant Gallo Rosso Gallo is filled. You'll discover a whole new world of taste.

In France you'll find Vin Rose enjoyed everywhere from rustic sidewalk cafes to the most elegant Parisian restaurants. The delicate taste of this provocative wine has been superbly captured for you in Gallo's California Vin Rose. Its glowing rose-pink beauty and full yet delicate flavor make Gallo Vin Rose the perfect wine with any food anytime. Enjoy it chilled.

To please ailing France, Gallo has found an even rarer white wine to replace and great wine in a white wine—New American wine—Chimé, red table wine—Gallo Chimé or Gallo Rosso, light as traditional Italian Chianti but with an extra softness that would come only from southern California grapes. It's the lightest, most luscious wine you'll ever taste.

CALIFORNIA INTERNATIONAL, SET BY GALLO. Superly quality—quality you would never expect to find at 72¢ to 92¢ a 66¢! Prices vary with state taxes.

Gallo, 1964



Wolfschmidt says No!



If vodka has no taste, no nothing, what's left? Alcohol! But Wolfschmidt Vodka is not alcohol. It has the touch of taste that marks genuine old world vodka that has accents, heightens, brings out the best in a Bloody Mary. (Tomatoes never taste so red and rosy before.) Nor is it refreshing. Wolfschmidt makes oranges, limes, and onions taste better too. And all that remains on your lips is a word: Wolf.

Budweiser, 1962 ◀ Wolfschmidt, 1961



After a hard day at the beach, you shouldn't have to mix your own cocktails.

That's the basic recipe for our Gin Sour Tom Collins. But it isn't the only one. Wouldn't it if you can get two different cocktails out of one bottle, isn't that?

All you have to do to get a good Gin Sour is shake with ice. All you have to do to get a good Tom Collins is add sugar, soda and so on.

And since you shouldn't have to give up flavor and freshness for convenience, we've mixed our own with imitation flavors. We mixed with only whole, fresh oranges and lemons. Not to mention the delectable gin itself, just there.

You shouldn't have to mix your own cocktails after a hard day of anything. It's such a little extra theory we throw in with all our Gooftproof cocktails! Calvert Gooftproof Cocktails.

Calvert, 1967

▶ Schlitz, 1960





THE MARTINI SCENE.

Make it with Gilbey's Gin.



Full color 34" x 34" poster \$1.00. Dismantle poster by the noted artist Werner Koppes. Printed on heavy paper for tacking or framing. Order forms available at your store's "Gilbey's Martini Party" display. Or send check to Poster Offer, P.O. Box 166-D, Wall Street Station, New York, N.Y. 10005. Offer expires June 30, 1969. (These offers void where prohibited by law.)

Break out the frosty bottle boys, and keep your martinis dry!

Gilbey's Gin, 1969



If you think you don't like wine, but love grapes

Mogen David Concord Grape Wine has the sweet, natural flavor of just-picked juicy Concord grapes... the most natural fruit taste anybody ever made into a wine. Even people who think they don't like wine, love Mogen David Concord... it's the largest selling Concord grape wine in the whole world.



Try it, anytime, anywhere... on the rocks, straight, mixed with soda, before, during or after dinner. Try it tonight!

MOGEN DAVID wines with the natural flavor of just-picked fruit Concord • Rose • Blackberry • Cherry • Dry Red

Mogen David, 1964

Drink Wonderful!

Soft music, quiet thoughts, pleasant company. What a wonderful way to start an evening, or end the day. And what could make the mood...and the food...more wonderful than serving a fine wine? Burgundy, Sauterne, Sherry or Port... every Gallo wine is a classic in good taste, a tribute to the winemaker's art. Perhaps this is why Gallo is America's leading vintner of fine wines. Next time you're in the mood to drink wonderful... drink Gallo.

SAUTERNE
Gallo Sauterne's exquisite taste is a perfect complement to the delicate flavor of fish or fowl.

SHERRY
Sherrys are ideal wines to serve anytime. This is only one of four great Gallo Sherrys.

BURGUNDY
New! America's most interesting wine... a perfect complement to any meal.

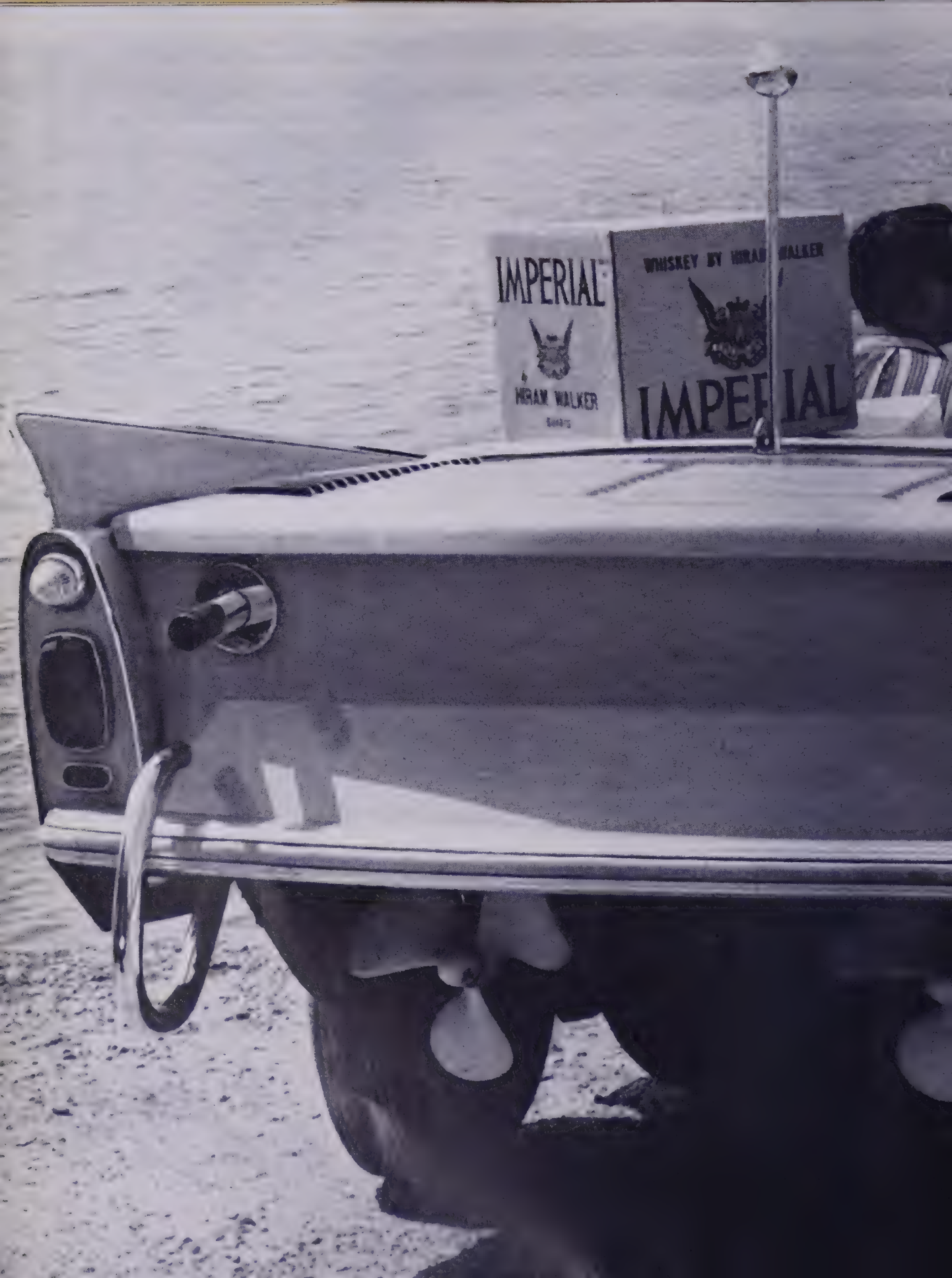
PORT
The Gallo Port wine is a perfect complement to any meal.

DISCOVER THE WONDERFUL WORLD OF WINE WITH GALLO

Gallo Wine, 1962

► Gilbey's, 1965 ►► Imperial, 1966





IMPERIAL



HIRAM WALKER

WHISKEY BY HIRAM WALKER



IMPERIAL



Smirnoff



Smirnoff keeps the Bloody Mary on course. Skirmish all you want to over the lemons and the Worcestershire Sauce. Fight the tomato juice versus V-8® Juice battle. But the Smirnoff has to be real Smirnoff for a red-blooded Bloody Mary. Because nothing puts the swash in your buckle like Smirnoff.

Smirnoff Vodka leaves you breathless



Smirnoff, 1968

Smirnoff



Smirnoff makes the party come alive. Talented Smirnoff. It bedazzles orange juice. Snaps up holiday punch. Adds brilliant sparkle to whatever's good to drink. That's why the choicest holiday parties come in Smirnoff packages.

Smirnoff Vodka leaves you breathless



Smirnoff, 1968



"IF YOU DON'T SERVE SMIRNOFF...HIDE THE LABEL!"

Serve anytime less than Smirnoff, and you lessen your reputation as a good host. Why? Because only Smirnoff is filtered through 14,000 pounds of activated charcoal. That's why Smirnoff is so crystal clear, so flawlessly smooth. Your guests know it makes a better drink. So don't settle for less than Smirnoff. You have a reputation to uphold.

Always ask for **Smirnoff** It leaves you breathless®
VODKA



Smirnoff, 1966



© 1966 SMIRNOFF VODKA, INC. ALL RIGHTS RESERVED.

"WHEN I SAY BLOODY MARY, REACH...FOR SMIRNOFF!"

If you're aiming for the perfect Bloody Mary, don't miss with the vodka. Make it Smirnoff. For only Smirnoff makes a truly authentic Bloody Mary... rich, robust, flawlessly smooth. Filtered through 14,000 pounds of activated charcoal, crystal clear Smirnoff is smoother—even on the rocks. So—ready, aim, pour the Smirnoff. It leaves you breathless.

Always ask for **Smirnoff** It leaves you breathless®
VODKA



Smirnoff, 1966

▶ Smirnoff, 1968

Smirnoff

PROOF-DISTILLED FROM GRAIN. STE PIERRE SMIRNOFF PLS. (DIVISION OF HEUBLEIN), HARTFORD, CONN.



Rudi Gernreich fashions the breathless scene. And women start turning up in colors beautiful enough to drink. Bloody Mary Red. Blizzard Lime. Screwdriver Orange. Mule Copper. And Martini Silver. Pick your favorite Smirnoff drink. Then pick a woman to match.

Smirnoff Vodka leaves you breathless.







The most popular gin in the world, Gilbey's Gin, is also a favorite in America. Perhaps the most important reason is that the world-famous quality of frosty-bottle Gilbey's Gin makes a world of difference in a drink. Say, "Gilbey's!" Taste the dry, smooth, flavorful difference yourself.

Gilbey's Gin

"The world agrees on 'Gilbey's, please!'"

Gilbey's Gin, 1960



Wolfschmidt introduces a new vodka drink that's 1000 years old: The icicle.

This is The Icicle. Wolfschmidt Vodka, straight and frozen, with flakes of black pepper serving as thermometer. (For 1000 years the Russians have drunk vodka this way.) This is how you go about it in America. Put Wolfschmidt in your freezer until it's cold enough and it pours slowly like syrup. Fill an ounce tumbler; add a dash of pepper. Enough! If the Russians sink slowly

to the bottom, the temperature is right! You are face to face with the perfect spirit: clean, delicious, noble—an utterly new drink that's 1000 years old. Why use Wolfschmidt? Because Wolfschmidt has the touch of taste that marks genuine old world vodka. It accents, heightens, makes every drink taste better. Essential. What are you waiting for? Made from grain, 40 or 100 proof 100% or U.S.A.

Smirnoff, 1966 ◀ Wolfschmidt, 1961



This island mystery combines the flavor of exotic tropical fruits with the unique character of Jamaica Rums—all blended with the care and secrecy of a Polynesian tribal potion. Just fill a large old-fashioned glass with ice—Pour in Lemon Hart's new ready-to-serve Mai Tai Cocktail and have your own Luau tonight.

LEMON HART
MAI TAI
COCKTAIL

Mai Tai Cocktail, 1966



The FOUR ROSES SOCIETY goes fishing
(A great catch!)

There's nothing more exciting than the "Roses"
 The softest whiskey you can find
 For the softest whiskey you can find
 It's a soft, smooth, 86 proof, American whiskey
 It's a soft, smooth, 86 proof, American whiskey

Four Roses Soft Whiskey is truly unique!
 This blended whiskey is made from
 the softest American Four Roses is truly unique!
 It's a soft, smooth, 86 proof, American whiskey
 Another great catch for the Four Roses!



FOUR ROSES—Same great quality...new popular price!

© 1960 The Four Roses Distilling Co., Louisville, Ky.

Four Roses, 1960

The Soft drink for adults.



Calvert Extra,
 The Soft Whiskey,
 is mellow,
 easy to swallow.
 But a very grown-up
 86 proof.

Calvert, 1967



Q. What do they mean
 CLEAN...CLEAN...CLEAN?

A. THEY MEAN THAT THE CRISPEST, BRIGHTEST
 DRINKS UNDER THE SUN ARE MADE WITH
 CLEAN-TASTING **FLEISCHMANN'S GIN**



DISTILLED FROM AMERICAN GRAIN • 90 PROOF • THE FLEISCHMANN DISTILLING CORPORATION NEW YORK CITY

Fleischmann's Gin, 1960

The Football Martini.



Calvert
 Goof-proof
 Cocktails
 go
 everywhere.

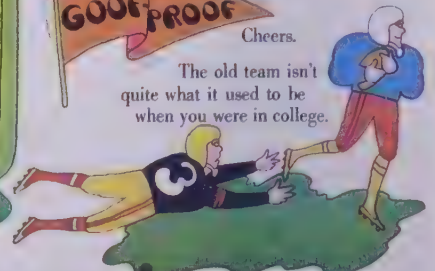
We mix our Goof-proof Martini
 with Calvert 100% Dry Gin,
 extra extra dry vermouth,
 and great care. You mix it
 with tailgating parties,
 touchdown celebrations
 and old school songs.
 Just stir a serving over
 ice and it's all
 the funnies! Just make
 it special for you
 Bah! Bah! Bah!



After the game,
 have a little friendly play-by-play discussion
 over some Goof-proof Cocktails.



Cheers.
 The old team isn't
 quite what it used to be
 when you were in college.



Martini: 70 Proof - Also available 1:1 Vodka Martini. 75 Proof Whiskey Sour, Gin Tonic, Daiquiri, Manhattan. 60 Proof Margarita Tostito Sour - 55 Proof - Calvert Dist. Co., N.Y.C.

Calvert, 1967

► Smirnoff, 1966





AMARETTO
LIQUORE GALBIANI
A LIQUEUR

SPECIALITY OF
Antonio Galbani
of Livorno 1743

ALCOHOL 40% VOL. (80 PROOF) AND SWEETENED TO
EQUILIBRATE AGENTS OF LIQUORS SOLD IN ITALY
GALBANI & BOTTICELLI, S.p.A. - VIA TIRABASSI, 11 - LIVORNO - ITALIA

MUSIC FOR LOVERS
of Gibsons,
Martinis,
Manhattans,
Rob Roys, etc.

When you mix with Cin-zan-o you mix with the best
Cin - zan - o Cin - zan - o Cin - zan - o

Cinzano specializes in lovers. Those who love their pleasure dry. And those who love it sweet. For the former, there's Cinzano's French Extra Dry Vermouth. Miss beautifully. For the latter, Cinzano's exquisite Italian Sweet Vermouth. Irresistible all by itself. MORAL: Whatever your vermouth pleasure is, one sip and you'll be a Cinzano lover for life.

Cinzano, 1965

LEJON

Clink pink and start something
between you and Lejon. Lejon Champagnes. Pink and Extra Dry, are processed by the exclusive Methode de Charmat de France. When choicest vintage grapes are submitted to this remarkable process, the result is a champagne that for buoyant, upbeat refreshment rivals almost any made. Yet, surprisingly enough, one of the most refreshing things about Lejon Champagne is its price. Try it. Just for the fun of it.



Galliano, 1967 ◀ Lejohn, 1961

The pleaseables



Two new champagnes by MOGEN DAVID
a pleasure to serve because they've got
a taste that's sure to please.

The new "pleaseable" champagnes, serve them with pride and confidence on any occasion . . . any celebration. Mogen David® American Concord Red Champagne adds a new dimension to champagne with its deep blue-red color and the delicately sweet flavor of delicious Concord Grapes. The traditional golden-hued American Dry

Champagne is drier in taste. Both are naturally fermented in the bottle, topped with imported corks and registered by the cuvée to assure you of consistent quality. If champagne is your pleasure . . . make "the pleaseables" from Mogen David your champagnes.

Mogen David American Concord Red Champagne and American Champagne.
Produced and bottled by Mogen David Wine Corp., Chicago, U.S.A.

Mogen David, 1967

Ron Rico. Wasn't he the international jewel thief who ravaged the Riviera right after the war?

Round the world rage, yes. Ruffian, never.
Ronrico's a rum. The very light, very dry Puerto Rican rum. With the very smooth taste.

Steal out and pick up a bottle. You have nothing to lose but your heart.

For a 30" x 40" color poster of this ad send \$1 to Personality Posters, Dept. L-9, 74 Fifth Ave., NYC 10011. Void where prohibited.



Ronrico. A rum to remember.

© 1968 GENERAL WINE AND SPIRITS COMPANY, NYC, 80 PROOF

CINZANO



*imported,
of course*

mix with Cinzano and you mix with the best

Champale is unfair to champagne.



Champale looks, tastes and sparkles like champagne. But that's not the unfair part. Champale® Malt Liqueur costs only a fraction of what you'd pay for champagne. That's unfair. And the more Champale you buy, the more unfair it gets.

Where do you buy Champale? You buy it wherever beer is sold.

Now, we think very highly of champagne. And we want to be fair. But to be fair to it, we'd have to raise the price of Champale.

And that wouldn't be fair to you.

CHAMPALE, INC., TRENTON, N.J. © 1968

Champale, 1968



MUMM'S THE WORD FOR CHAMPAGNE

Cordon Rouge and Extra Dry - The classic champagnes of France

U.S. MUMM & CO. STE. VINCENTE DE CHAMPAGNE, FRANCE. 100% GRAPE JUICE. 100% NATURAL. 100% PURE. 100% FINE. 100% BRUT.

Mumm's, 1966

Send for our Galliano apron and learn to read 8 great recipes upside down.



Authentic Italian liqueurs... Fond of things Italian? Mix a drink with Galliano.

Fond of things Italian? Mix a drink with Galliano.

Galliano, 1968

One thing's for sure. They're all going to notice what whiskey you serve.



Watch them. Though they may pretend not to, you can be sure before the night's out your guests will get a good look at the label on your whiskey.

So serve Seagram's 7 Crown and let them look.

That's one of the beauties of 7 Crown. Nobody ever has to worry what his guests will think of it.

Because 7 Crown is the brand of whiskey more guests prefer than any other.

That's the truth.

See if your guests don't agree.

Seagram's 7 Crown. The Sure One.

Seagram's 7, 1968

Seagram's, 1962





Private Showing—and V.O. enhances the occasion with its flawless flavor and genuine talent for pleasing particular people.

KNOWN BY THE COMPANY IT KEEPS SEAGRAM'S



SINCE 1857



V.O.

IMPORTED
CANADIAN WHISKY



PHOTOGRAPHED BY TOM HOLLYMAN AT LA CONCHA HOTEL, SAN JUAN, PUERTO RICO

How to make a perfect Daiquiri in one minute flat

by Jerry and Anne Chase (who learned how at La Concha in Puerto Rico)

WE used to think only bartenders and beachcombers could make a perfect daiquiri. Then one afternoon a friendly bartender at the new La Concha Hotel taught us how to mix a delicious daiquiri in just one minute. Here's the way it's done:

Squeeze half a lime. (Time: twenty seconds for the most inept.) Add a half teaspoon of sugar. (Can that take more than five seconds?) Pour in a jigger of dry, white rum from Puerto Rico. (Another twenty seconds, allowing plenty

of time to check the label for the magic words "Puerto Rican Rum.")

Shake well with ice and pour. (Fifteen seconds if you are patient.) And there you have it—on the rocks or off. The perfect daiquiri in one minute.

Shopping Guide: When you buy rum, look for the words "Puerto Rican Rum" on the label, your guide to perfect daiquiris. For a free booklet of exciting rum recipes, write Rums of Puerto Rico, Dept. G-8, 666 Fifth Ave., N. Y. 19, N. Y.



1968: Gordon's 'Cranaby St.'
 Perched in color. Light, easy, delicious in taste. A tall, bubbly drink that's tart and tangy. Served with a tall, after glass. Add two and two plus six to a lemon. Pour in 1 1/2 oz. of Gordon's. Garnish with a slice of cranberry. A tall, bubbly drink of alcohol and a variety of such things.

GORDON'S
 1769 1769
 47.5 QUARTZ 90 PROOF
DISTILLED LONDON DRY GIN
 DISTILLED & BOTTLED IN U.S.A. BY
 THE GORDON COMPANY, NEW YORK, N.Y. 10017
 GORDON'S GIN COMPANY 1968
 THE HEART OF A GOOD COCKTAIL

What will the English think of next?

Gordon's Gin, 1968

MUMM'S
 THE WORD FOR CHAMPAGNE

Mumm's, 1964



"We hope you brought some BOURBON"

After the day's sport at most ski lodges, guests provide their own drinks...and the most popular arrival is always a bottle of Bourbon. Taste discrimination in whiskey improves with knowledge...just as skiing enjoyment increases with skill. That's why so many people switch to Bourbon. The big difference is flavor. Bourbon has more flavor because it's all whiskey and all aged...the only whiskey so smooth that it is at its best bottled right from the cask.

For 170 years, Bourbon has been the traditional drink of the United States. Today you can enjoy it in a wide choice of famous brands...now available in the milder, moderate proofs that have so greatly increased Bourbon's popularity.



THE BOURBON INSTITUTE
 dedicated to bringing world-wide recognition to a great American tradition

FOUNDED BY BRENNEISE INDUSTRIES, INC. AN AFFILIATION OF ALL WHO PRODUCE AND SELL FINE AMERICAN BOURBON WHISKEY

The Bourbon Institute, 1960

Cuervo
 Created The *Margarita*

So Naturally Cuervo Makes All Tequila Cocktails Best.

Try Cuervo in any cocktail and you'll find that it's as delicious as the Margarita... the most famous drink to ever come out of Mexico. The Margarita was originated, of course, by Jose Cuervo Tequila, and people who care about doing things right just naturally make their Margaritas with Cuervo, like this: Mix 1 1/2 oz. Cuervo Tequila with 1/2 oz. Triple Sec, 1 oz. fresh Lime or Lemon Juice. Shake with shaved ice. Serve in a salt-rimmed glass. There is never a substitute for...

JOSE CUERVO TEQUILA

Jose Cuervo, 1967

► Gordon's Gin, 1967



Shakespeare's Works,
the Mini-dress and Gordon's Gin.

Ah, the great things England
has given us all.
Think that over, as you
sip a martini made with
glorious Gordon's dry gin.
Created by Alexander Gordon
in England, 1769.



Gordon's Gin

Biggest selling gin in England, America, the world.

Product of U.S.A. Imported Bottles Available from Gordon's Gin Co., 177 St. James St., London, W.1.

What will the English think of next?



Monroe, don't be angry because I told the girls we hired an expert bartender for our party. You are going to make the drinks with Holland House Cocktail Mixes. And doesn't that make you an expert?

With Holland House Cocktail Mixes and your own good liquor, what a drink maker you'll be! What a host! What a hero to your guests! When they taste your superb Whiskey Sours, Gimlets, Manhattans, Old Fashioneds, Daiquiris, Tom Collins, Bloody Marys, Martinis and Side Cars, they'll think you've hired a professional bartender.

And you'll think our mixes are some kind of magic potions.

We start with only the finest ingredients. Natural, fresh-squeezed citrus juices shipped directly from sunny groves in California and Trinidad.

Concentrated juices wouldn't cost as much but your drinks wouldn't taste as fresh.

We also bring exotic herbs, roots and spices from all over the world. Sure it costs more to import them, but you can taste the extra care and expense in every cocktail. All 9 mixes are at food stores everywhere, liquor stores in some states. An 89¢ bottle* makes dozens of sensational drinks. Bloody Mary is 59¢ a quart.*

Whiskey Sour, Manhattan, Daiquiri, Collins, Gimlet, Old Fashioned, Martini, Side Car, Bloody Mary.



You make the best drinks you ever tasted with

HOLLAND HOUSE COCKTAIL MIXES

Original and largest selling in the world.

* Slightly higher in Southern and Western states. For free Cocktail and Canapés Recipes write Holland House, Woodside 77, N. Y.



HEBILIOUS JEWELS, FURS AND OTHER ACCESSORIES FROM HEWAL-WARGUS

It's a promise fulfilled . . . for a luxurious after-dinner adventure, there's nothing like a dram of Drambuie. Made with a base of finest Scotch whisky, Drambuie is truly a whiff of the heather, with exquisite aroma and unique dry flavour. Drambuie was the personal liquor of Prince Charles Edward and has been made in Scotland since 1715 from Bonnie Prince Charlie's secret recipe.

after dinner—a Dram of **Drambuie**

The cordain with the Scotch whisky base

IMPORTED BY W. A. TAYLOR & COMPANY NEW YORK, N. Y.—SOLE DISTRIBUTORS FOR THE U. S. A.



80 PROOF

Drambuie, 1960



Pour your favorite cocktail right from the Heublein bottle
all the liquor's in it—nothing to add but ice

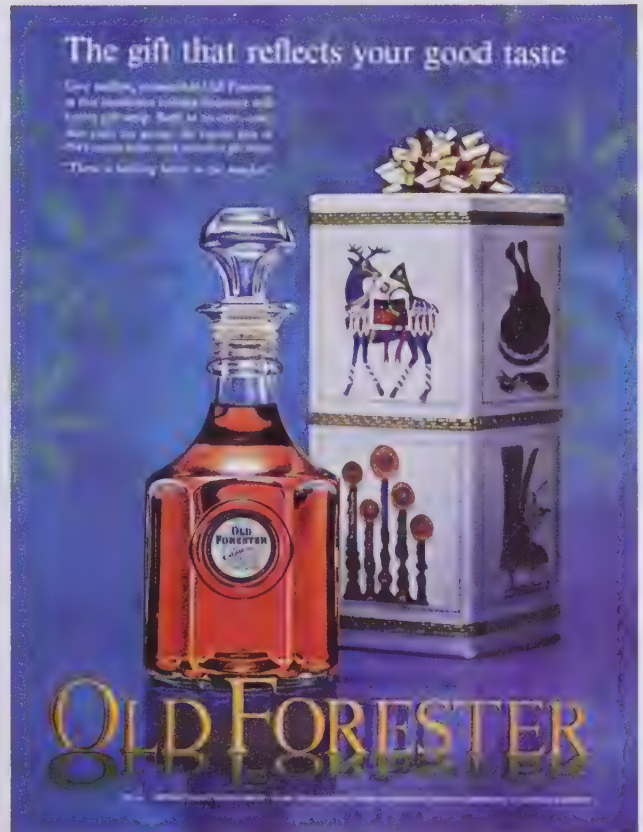
Whether you're serving two or twenty, notice how the home scene brightens when you pour delicious Heublein Cocktails instead of the same old plain whiskey. They're full strength and expertly made of the choicest liquors. Yet, drink for drink, these superb cocktails actually cost less than plain whiskey. Heublein Cocktails are completely ready to serve. Nothing to add but ice. Just pour 'em on the rocks. What'll it be tonight?

HEUBLEIN COCKTAILS

Heublein Cocktails, 1963



Holland House Cocktail Mixes, 1964 ◀ Antique Bourbon, 1964



Old Forester, 1964

“But, Daddy, if I don’t drink they’ll think I’m nowhere.”



Now, Dad, what do you say to that?

You could say, and with conviction, that what they think really won't matter. Not if she's sure the way you've taught her is right.

But make no mistake. She's under a lot of pressure from others her own age. Social pressure to be popular—to be one of the crowd. It would be unrealistic to think otherwise.

To stand up to that kind of pressure takes character. And character isn't something a girl is born with. It's

something she acquires. Mostly from you, her parents.

If you've taught her well—if you've set a good example, she'll understand that drinking is a pleasure reserved for adults.

She can wait. She has time.

And when that time comes, if she chooses to drink, she'll appreciate drinking for what it is. Something to be enjoyed sensibly. Moderately. Maturely. The way we've always intended the products we sell be enjoyed.

A Father's Day message from...**Seagram / distillers since 1857**

For reprints, please write: Advertising Dept., Seagram Distillers Co., 375 Park Ave., N.Y., N.Y. 10022



NOW:



Everything to make it happen comes inside the bottle. Uncap the new free spirit in liquor. 17 uninhibited drinks from Heublein—all very strong on flavor. The finest liquor and bar mixings in the whole drinking world come right in the bottle. Nothing to squeeze, measure, mix or add. Just pour over ice.

Heublein ADVENTUROUS COCKTAILS

Mai-Tai, Margarita, Black Russian, Daiquiri, Gimlet, Stinger, Side Car, Old Fashioned, Manhattan, Four Sours: Whiskey, Vodka, Tequila and Apricot. Four Martinis: Two Gin and Two Vodka. 50-75 Proof. Heublein, Inc., Hartford Conn.



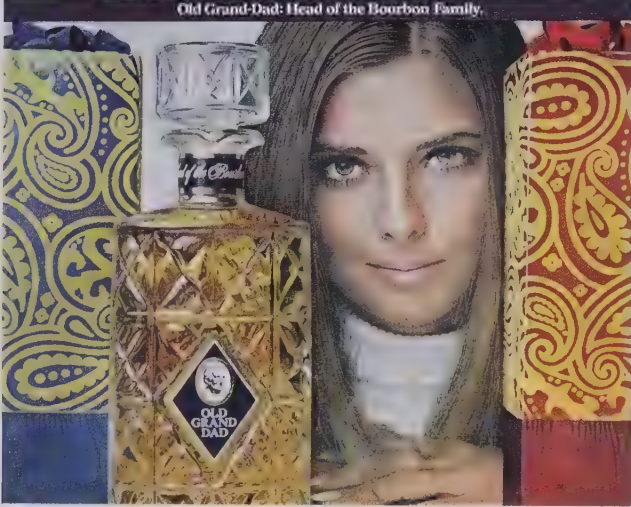
overgive.

Give him a little more than he expects. Give him the best of the Bourbon in a classic decanter and burnished velvet wrappings. Sure, it costs a bit more.

But when you give something as grand as the head of the Bourbon family he knows that you have the true holiday spirit. And that's the only spirit better

than Old Grand-Dad's. Kentucky straight bourbon whiskies. 86 proof & 100 proof bottled in bond. Old Grand-Dad Distilling Co., Frankfort, Ky.

Old Grand-Dad: Head of the Bourbon Family.



Old Grand-Dad, 1968



For your dear friends.

For your very dear friends.

Seagram's Crown Royal. The legendary Canadian in the purple sack. About \$9 a fifth. About \$22 a half-gallon.

Crown Royal, 1968

Ballantine's Scotch Announces:
The Three-Hundred-Millimeter Drink!



Good Scotch.
 Good Soda.
 Good Ice.
 With two straws
 for watching
 summer
 sunsets by.

Heublein Cocktails, 1968 ◀ Ballantine's, 1968



**If you
 can find
 a better
 bourbon
 ...buy it!**

Ancient Age Kentucky Bourbon is the only Kentucky Bourbon in America that is distilled and bottled in the same facility. Ancient Age Kentucky Bourbon is the only Kentucky Bourbon in America that is distilled and bottled in the same facility. Ancient Age Kentucky Bourbon is the only Kentucky Bourbon in America that is distilled and bottled in the same facility.

Ancient Age, 1967



If you like to look danger in the teeth, ride a shark in the Bahamas

1 The shark's slinking teeth were only inches from the man's face. Rick and W. Hamilton. An American who has been riding sharks for years.

2 Shortly thereafter, he found out that the shark was not as friendly as he had thought. He was bitten on the hand.



3 Since he began to die, the shark could rip his hand off. He was taken to the hospital.

scraped his skin. He was taken to the hospital.

4 A makeshift ward. The man was taken to a makeshift ward. He was taken to the hospital.



Canadian Club
"The Best in The House" in 87 lands

Canadian Club, 1965

EXPLORE:



Discover the adventure that's bottled up in every Heublein Cocktail. Pineapple Mai-Tai. Breezy Daquiri. Lush Apricot Sour. 17 unique libated drinks in all. Each very strong on flavor because the finest liquor and bar mixings come right in the bottle. Nothing to squeeze, measure, mix or add. Just pour over ice.

Heublein ADVENTUROUS COCKTAILS

Mai-Tai, Margarita, Black Russian, Daquiri, Gamber, Stinger, Side Car, Old Fashioned, Manhattan, Whiskey Sour, Vodka Sour, Triple Sour, Apricot Sour, Mojito, Fernet, Dry or 11:50-1 Vodka Martini, Extra Dry or 11:50-1



Heublein Cocktails, 1968



BARON RICASOLI'S ITALIAN CLASSICS BROLIO

Three wines to remember... **BROLIO BIANCO** the great white wine produced at Baron Ricasoli's ancient Castello di Brolio, near Florence. It's refreshingly light and dry. **BROLIO CHIANTI** in the traditional straw-covered flask—a vintage wine of superb quality at a modest price—from the Baron Ricasoli vineyards established over 300 years ago. People who know choose Brolio. **BROLIO RISERVA** Italy's most distinguished red wine, a Chateau-bottled Chianti Superiore with few peers in the world of vintage wines. Light in body, rich in flavor, this is a noble wine you'll serve with pride.

Brolio, 1965



Never turn the coffee without the Cream. Harvey's Bristol Cream

An after-dinner drink should be sweet, but Bristol Cream isn't sticky about it. Oh... you might enjoy it before dinner, too! John Harvey and Sons, Ltd.

Harvey's Bristol Creme, 1964

► Smirnoff, 1967





Put out the bottle that shows you know SCOTCH!
 Enjoy the extra smoothness that has always given
 "Black & White" a light, bright character all its own.

"BLACK & WHITE" Scotch
 THE SCOTCH WITH CHARACTER



DISTILLED AND BOTTLED IN SCOTLAND • BLENDED SCOTCH WHISKY • 86.8 PROOF • THE FLEISCHMANN DISTILLING CORPORATION, NEW YORK CITY • SOLE DISTRIBUTORS



A city half-lost

in twilight, between the sea and the sky.
In a gentle time, a dreaming time. A time
most amiably matched by the mellow
elegance of Walker's DeLuxe – eight years old
and the finest bourbon an evening ever found.

STRAIGHT BOURBON WHISKEY • 86 & PROOF • MIRAM WALKER & SONS INC., PEORIA, ILL.

ENJOY THE BEST AMERICA HAS TO OFFER



Enjoy Old Taylor 86 - America's finest Kentucky bourbon

Of all the things that reflect America's greatness, few are more time honored than... much more than just another bourbon. It's an honest to goodness Kentucky straight bourbon with a distinctive full flavor that lasts right down to the bourbon dew on the ice. Whether on the "rocks" or in a delicious bourbon Manhattan, it's a better drink with Old Taylor.

OLD TAYLOR 86



KENTUCKY STRAIGHT BOURBON WHISKEY • 40 PROOF • THE OLD TAYLOR DISTILLERY COMPANY, FRANKFORT & LOUISVILLE, KY

Old Taylor 86, 1963

ENJOY THE BEST AMERICA HAS TO OFFER



Enjoy Old Taylor 86 - America's finest Kentucky bourbon

Of all the things that reflect America's greatness, few are more time honored than... much more than just another bourbon. It's an honest to goodness Kentucky straight bourbon with a distinctive full flavor that lasts right down to the bourbon dew on the ice. Whether on the "rocks" or in a delicious bourbon Manhattan, it's a better drink with Old Taylor.

OLD TAYLOR 86



KENTUCKY STRAIGHT BOURBON WHISKEY • 40 PROOF • THE OLD TAYLOR DISTILLERY COMPANY, FRANKFORT & LOUISVILLE, KY

Old Taylor 86, 1963

KENTUCKY STRAIGHT BOURBON WHISKEY • 40 PROOF • THE OLD TAYLOR DISTILLERY COMPANY, FRANKFORT & LOUISVILLE, KY



ENJOY THE BEST AMERICA HAS TO OFFER

Enjoy Old Taylor 86 bourbon... flavor that cannot be imported!

At the famous Hollywood Bowl, bourbon is unique, American. Bourbon's... And Old Taylor 86 has a genuine flavor difference... Americans for a real drink. Of all premium...

OLD TAYLOR 86



1 oz. = 30 ml. bourbon Manhattan straight

Old Taylor 86, 1964

Whiskey imported by United States Distillers



ENJOY THE BEST AMERICA HAS TO OFFER

Enjoy Old Taylor 86... the world's most popular premium bourbon

There are over 50 nations exhibiting at the New York World's Fair. Only one makes bourbon. America. Bourbon has a flavor that cannot be imported. And Old Taylor 86 bourbon has a genuine flavor difference... flavor that satisfies the desire of Americans for a real drink. That's why it's America's most popular premium bourbon... the best America has to offer.

OLD TAYLOR 86



Try a delicious bourbon Manhattan tonight.

KENTUCKY STRAIGHT BOURBON WHISKEY • 40 PROOF • THE OLD TAYLOR DISTILLERY COMPANY, FRANKFORT & LOUISVILLE, KY

Old Taylor 86, 1964

► Jim Beam, 1966

SEE SEAN CONNERY STARRING IN "YOU ONLY LIVE TWICE."

GIFT-WRAPPED WITH OUR COMPLIMENTS.
JIM BEAM 86 PROOF KENTUCKY STRAIGHT BOURBON WHISKEY DISTILLED AND BOTTLED BY THE JAMES B. BEAM DISTILLING CO., CLERMONT, BEAM, KENTUCKY



The gift is distinctive.
The season is merry.
The man is Sean Connery.
The Bourbon is JIM BEAM.



CAMEL

EVERY INCH A REAL SMOKE !

There's no cigarette like a Camel. Its taste is distinctive. Alert. All there. You'll find Camel's got swagger—yet it's smooth. Get the clean-cut taste of rich tobaccos. Get with Camel. Every inch a real smoke ...comfortably smooth, too!

The best tobacco makes the best smoke



GARY GOULD—
Skilled water sportsman...
deep-sea fisherman...
Camel smoker!

If you think flavor went out
when filters came in—

try Marlboro

—the filter cigarette
with the unfiltered taste

If you think flavor went out when filters came in, you've got another smoke coming. Make it Marlboro. The new delivers the goods on flavor. Always has. That famous Marlboro Filter Flavor recipe gives a man a lot of flavor to draw on and mighty now drawing it is.

Sort of nice to know, a cigarette so good can be so comfortable to smoke through Marlboro's exclusive Selectate filter.

Flip-Top box or bag size soft pack

Make yourself comfortable
—have a Marlboro

Marlboro, 1960

Never interrupt an L&M smoker.

Because L&M's balanced blend gives good taste
from end _____ to end.

L&M, 1968

Discover
PARLIAMENT
America's recessed filter cigarette

Camel, 1963 ◀ Parliament, 1969



BUSY NUMBER

For a clear connection with flavor, ask for Winston. It's the filter cigarette that really tastes good...thanks to exclusive Filter-Blend up front. Next time bring home a carton of pleasure...Winston!

PURE WHITE
MODERN FILTER
PLUS FILTER-BLEND UP FRONT

Winston tastes good
like a cigarette should!

Winston, 1963

PALL MALL
FAMOUS CIGARETTES

WHEREVER PARTICULAR PEOPLE CONGREGATE

Never too strong.
Never too weak.
Always just right!

TRAVELLED THROUGH FINE TOBACCO TASTEN BEST

1 Pall Mall's famous length-travels and gentle smoke natural

2 Pall Mall's famous length-travels and gentle smoke natural

3 Pall Mall's famous length-travels and gentle smoke natural

Pall Mall, 1960

Remember all your friends who remember how great cigarettes used to taste.

This Christmas give cartons of Luckies

Product of The American Tobacco Company - Tobacco is our middle name

Lucky Strike, 1960

A silly millimeter longer than the 100's. It isn't much. But wait 'til you taste it. It's one better.

101

Chesterfield, 1967

What a Combo...Winston and Menthol!

New WINSTON MENTHOL
super king size

Winston MENTHOL

"Winston" and "Menthol" the two best tasting words in all of smoking...now in a Super King Size cigarette Tastes good! It should! It's Winston!

Winston, 1967

▶ Camel, 1961

**"Me? Smoke a filter?
I'm the guy who walked
a mile for a Camel."**



**"I'd walk a mile
and a half
for the flavor
this filter's got."**



**Regular or
Filter**

Camels' real taste satisfies longer

Lucky Strike Filters will show you plenty.
Plenty of flavor. Plenty of fine tobacco.
L.S./M.F.T. Lucky Strike means fine tobacco.
And now, Lucky Strike means filter tip.

Product of The American Tobacco Company © 1951



**“Show me a filter cigarette that really delivers
taste and I’ll eat my hat!”**





I said, "Show me a filter cigarette that really delivers taste and I'll eat my hat!"

Lucky Strike Filters will show you plenty. Plenty of flavor. The kind of flavor other filters simply take away. Plenty of fine tobacco. The same fine-tobacco blend that made Luckies famous in the first place. L.S./M.F.T. Lucky Strike means fine tobacco. And now, Lucky Strike means filter tip. Lucky Filters. They'll show you plenty.



Lucky Strike, 1966



There is a cigarette for the two of you. L&M.

L&M, 1969



Day after day...
Newport is the smoothest
tasting menthol cigarette.

Lucky Strike, 1966 ◀ Newport, 1967



The first Imperial-size Cigarette!

York uses its Imperial length instead of a filter to make rich tobaccos taste mild and smooth!

Here's a new cigarette... longer than King-size... and there's an honest-to-goodness smoker's reason behind its creation. York travels the smoke farther... farther... farther... to improve smoking taste. Yes, York uses its Imperial length instead of a filter to make rich tobaccos taste mild and smooth. A superbly luxurious blend of tobaccos for rich flavor. Imperial length for mild, smooth taste.

#DIFFERENT IN QUALITY
NUMBER 1 IN MEASUREMENT

YORK

Never a flavor so rich... never a taste so smooth...

York, 1962

Marlboro Country. There's not another place like it. You get a bigger helping of flavor here. The tobacco in Marlboro's famous Richmond Recipe tastes richer...

smoother, too, through the exclusive Selectrate[®] Filter.

You get a lot to like: a man's world of flavor in a filter cigarette.





Now there's a new flavor partner to famous Marlboro Red. New Marlboro Menthol Green, a fresh new way of saying you get a lot to like in Marlboro Country. And that's where the flavor's always been.

New Marlboro Menthol Green



Now there are two—Marlboro Menthol Green and Marlboro Red.

Marlboro, 1966



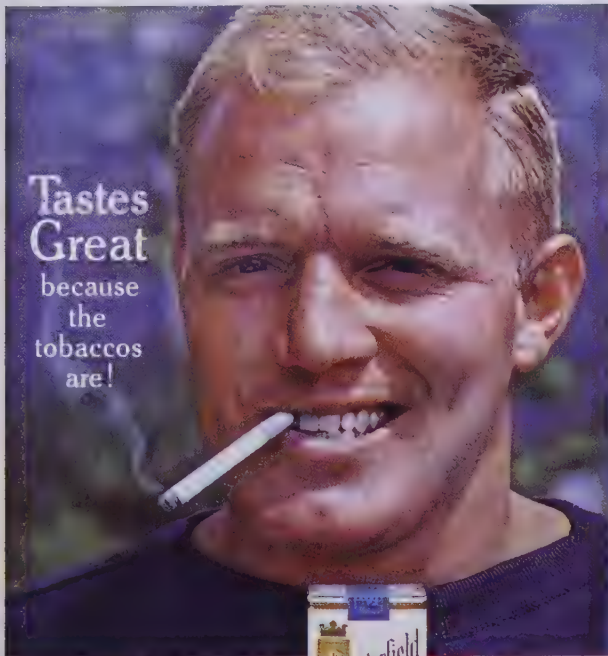
Camel Time is pleasure time!

The best tobacco makes the best smoke! Camel gives you honest enjoyment, clean-cut taste, easygoing mildness. Moments seem to brighten up every time you light one up.

Make it **Camel Time** right now!



Camel, 1964



Tastes Great
because
the
tobaccos
are!

21 Great Tobaccos make 20 Wonderful Smokes!

Chesterfield King tastes great, smokes mild. You get 21 vintage tobaccos grown mild, aged mild and blended mild, and made to taste even milder through its longer length.

CHESTERFIELD KING
CIGARETTES
Tastes Great...Smokes Mild!



Marlboro, 1963 ◀ Chesterfield, 1963



Where did you first meet Benson & Hedges?

With Benson & Hedges you pay more you get more

Wherever good taste is in attendance, you can count on the Benson & Hedges cigarette. Its superb blend of prime tobacco, skillfully cured and extra aged, makes it more than welcome. So off the imported wrap and the distinctive pocket lighters your personal case. The drawer slides open to deliver each Benson & Hedges a perfect slant, which has the liner is recessed into a firm, clean impression to it never touches your lips, never intrudes upon your enjoyment. If you appreciate quality, you'll understand why Benson & Hedges must be a smoker's choice.

Benson & Hedges, 1963

After 7 years of tobacco research... an important new cigarette

NEW FULL KING-SIZE BRANDON



Made with **ReyBlend**⁷...fine tobaccos blended and controlled by our newly developed 'harmonizing' process

It took 7 years of research to develop ReyBlend 7... a powerful tobacco compound, blended and controlled...
 It took 7 years of research to develop ReyBlend 7... a powerful tobacco compound, blended and controlled...
 It took 7 years of research to develop ReyBlend 7... a powerful tobacco compound, blended and controlled...

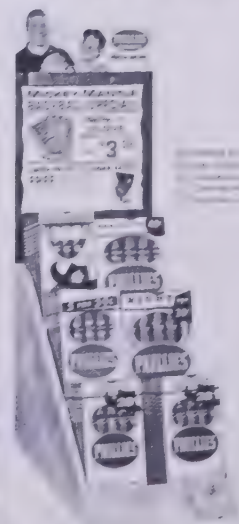
...tastes so rich you know it doesn't...
 ...tastes so rich you know it doesn't...
 ...tastes so rich you know it doesn't...

Brandon Cigarettes, 1962



"Great glove, Son!"

PHILLIES CIGARS PRESENTS
MICKEY MANTLE
Baseball
Special



Phillies Cigarettes, 1962

Rawlings



...\$6.95 RETAIL VALUE
ONLY \$3.39

WITH 20 PHILLIES CIGAR BANDS
 ...
FREE



...
 ...
 ...



"You said it, Dad!"

▶ Chesapeake, 1962

21
GREAT
TOBACCOS

make

20
WONDERFUL
SMOKES!!

If you smoke for pleasure, not just from habit, discover the great taste of great tobaccos in Chesterfield King. Twenty-one vintage crops are grown mild... aged mild... blended mild—not filtered mild—to be so truly satisfying. Your pleasure's long and true and filter-free. No wonder "They Satisfy."

They Satisfy!



LIGGETT & MYERS TOBACCO CO

flavor
your fun
with
winston



Winston tastes good...
like a cigarette should!



Lots of people
smoke Belair
and don't save
the coupons.



They like the taste...
the right touch of menthol.

BELAIR
Light-Menthol
FILTER CIGARETTES

But most
Belair smokers
do save the
coupons.
They like the taste, too.

Belair, 1966



Lots of people
smoke Raleigh
and don't save
the coupons.

They like the taste...
the real tobacco taste.

RALEIGH
Filter Top

But most
Raleigh smokers
do save the
coupons.
They like the taste, too.

Winston, 1968 ◀ Belair, 1966

If you want to Stop Smoking, Here's How!

by Whitey Ford



"Stopping smoking is about as easy as pitching a World Series shutout. You can do it, but it's not easy," says Whitey Ford, who holds more World Series records than any other pitcher.

Every game is a shutout until the first run is scored. I've pitched three complete ones in Series play. But other times, my shutouts have lasted less than an inning. If your last resolve to quit smoking only lasted about one inning, you need the help of Bantron. It works.

When I decided to quit a few years ago, I went to work simply preventing the first puff. My doctor agreed that smoking was not good for my physical fitness and encouraged me.

I stopped, all right, but it sure was hard not to start again. Then I heard about a little pill called Bantron. I was surprised to find that it helped a lot. Now, when I want a cigarette, I just take a Bantron instead.

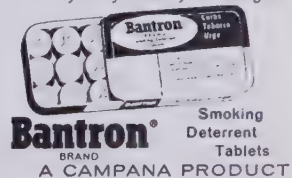
The Bantron formula was discovered by doctors in the research department of a great American university. So startling were the first results obtained with this little pill that further investigation was carried on. For months the research team carefully tested Bantron on hundreds of people. The results showed that it helped 83%—more than 4 out of 5 of all people who wanted to stop smoking—to do so in five to seven days. Even those who didn't stop completely had drastically cut down.

Bantron does not affect your taste for food or even for smoking. It simply acts as a substitute for the nicotine in your system and helps curb the desire for tobacco with a harmless non-habit forming drug called lobeline. The result is that you feel no pangs of withdrawal and no desire to smoke.

Bantron is so safe when taken as directed that you can get it in the United States and Canada at all drug stores without a prescription. It has even been granted a patent by the United States government.

Try it yourself. I'm sure Bantron can help you either stop or cut down smoking pleasantly, quickly and easily.

You'll find that to stop smoking gives you almost as much satisfaction as you'd get from a shutout in the World Series. And very likely it'll do you more good.



Bantron, 1965

Taste the delicious difference -only in new Montclair!

Only Montclair puts the menthol in the filter...where it cannot burn
Only Montclair filters in freshness, filters in flavor the whole smoke through
Only Montclair makes the last puff taste as fresh as the first puff
Taste and compare—you'll smoke **Montclair!** Only Montclair.



Montclair, 1963



Be a living doll...

Give him the pick of pipes



Guy's love dolls who know how to pick a pipe at gift giving time. So pick the pipe he'd pick himself... a DR. GRABOW "Pre-Smoked" Pipe. The exclusive "Pre-Smoked" process means he gets mellow smoking pleasure from his very first pipeful. And no matter which DR. GRABOW you choose, you can be sure there's no finer pipe at any price. Remember—whether he's husband, father or sweetheart—show your guy you're a real doll. Gift him with a DR. GRABOW Pipe or gift set. Available wherever tobacco products are sold.

STARFIRE... \$5.95 COMMOODORE... \$7.95
VISCOUNT... \$6.50 ELDORADO... \$10.00



TWO PIECE GIFT SETS

STARFIRE \$11.95
VISCOUNT \$13.95
COMMOODORE \$15.95
ELDORADO \$20.00

Dr. Grabow
the world's only Pre-Smoked Pipes
need no breaking in

For 1963 Information Booklet, write Dr. Grabow, Pre-Smoked Pipes, Greensboro, N.C. 27430

Let the pipe with the flange in the mouth of pipe smoking in the safe green market.

Dr. Grabow Pipes, 1968

1 The Sierra—a long thin cigar which makes young businessmen look older and older ones look younger. 15¢

2 The Presidente—thin, quiet, no long, not quite as thin as the Sierra. So it doesn't make younger men look quite so old or older men look quite so young. 15¢

3 Petite Delosa—a lot of cigar—a cigar smoker's cigar. Mostly for men who wear size 42 suits and up. 15¢

4 The Marlin—thin, long, not too fat, not too short, not too thin. He wonders if a favorite of men with faces shaped to fit bodies that run from 5'4" to 6'2". These for a host!

5 The Fairway—A very accessible and very blunt. This cigar has wonderful taste for the social man. Three for a host!

6 The Farmhand—a big, fat cigar. Of all upper middle class cigars, this is the largest seller, which leads us to believe that the upper middle class likes to smoke a cigar for at least 33 minutes. 10¢

7 The Biltmore—Graceful, suitable perfectly shaped cigar. Lightly smokable for political banquets, annual meetings, and black tie occasions. Goes for a wong or a turn-down cigar. 20¢

8 The new Papavola Supremo—a long, thin grass candy wrapped cigar. Preferred by men who have undergone a taste for Chiquita's Ranzacher gazpacho soup, and arcticolas vinaigrette. However the green wrapper is not recommended for men with astute companions. 10¢

9 The Canada Grande—it is very unlikely that that young man will be able to afford this extraordinary cigar. Therefore it has been shaped for the affluent who have a tendency to corruption. Three for a dollar!

The Santa Fe society of upper echelon imported and domestic tobaccos are blended exclusively for men who have earned something more than just an ordinary cigar. Pick the shape that fits the style of living to which you are accustomed—or would like to become accustomed.

The Upper Middle Class cigar.

(the shapes it comes in and the faces it fits)

santa fe
ESTABLISHED 1911

Santa Fe Cigar, 1966

► L&M, 1968

The Big Blow-up Only \$1.00

**Giant-size Pop Art Pillows from
L&M. Up to \$3.00 value only \$1.00.
Use them everywhere.**

You've seen these dashing, daring, decorative pillows for as much as \$3.00 in all the brightest stores. Now you can get them for just \$1.00 each plus a bottom panel from any L&M package. Made of clear, heavy vinyl plastic, they're easily, instantly inflatable. A giant 25" by 25" square. And the smartest, breeziest pillows you'll ever enjoy. Use them in den, dining room, living room, porch, patio, everywhere! Order the whole set. Order a dozen in your favorite pattern. Order as many as you want. Now!



L&M POP-ART PILLOW OFFER

Mail to: P.O. Box 928, Freehold, N.J. 07728

Enclose \$1.00 and one bottom panel from any package of L&M Kings, Golden 100's or Menthol 100's for each pillow selected.

Please check choice:

Bull's Eye Orange-Polka Dot Flag Black-Polka Dot

Name _____ (PLEASE PRINT)

Address _____

City _____ State _____ Zip* _____

*U.S. Postal regulation requires use of zip code. Please include

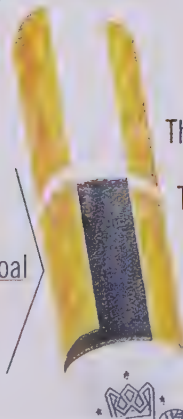
For persons 21 years of age or over. Offer void where prohibited, taxed or restricted by law. This offer expires Dec. 31, 1968. Allow 4 to 6 weeks for handling

"Us Tareyton smokers would rather fight than switch!"



Join the Unswitchables. Get the filter that made Activated Charcoal famous—and the taste that makes Tareyton smokers so aggressively loyal.

Fine granules of Activated Charcoal in pure cellulose



The white filter gives you clean taste

The charcoal filter gives you smooth taste

Together they give you the great taste of

DUAL FILTER TAREYTON

America's largest-selling Activated Charcoal filter cigarette

Product of The American Tobacco Company—Tobacco is our middle name © A. T. Co.



**NOW
IN NEW
POP-OPEN
PACK**



ALL DUTCH MASTERS CIGARS ARE NOW SOLD IN THE COLOR-CODED BOXES SHOWN BELOW. If you want to save the tobacco that goes to "wasteful" ends in the next cigar, it's not you, it's the cigarette. And if you're not at all sure how to handle a "cigar," Dutch Masters explains. The same cigar holder that any other carefully placed cigarette. And if you're not at all

WHAT'S A CIGAR? Tobacco is a plant that grows in warm, humid climates. Dutch Masters cigars are made from the finest tobacco leaves from the best of age. The Dutch Masters cigars are made from the finest tobacco leaves from the best of age. The Dutch Masters cigars are made from the finest tobacco leaves from the best of age.

WHAT'S A PERFECT CIGAR? Classic cigar names are Dutch Masters. The Dutch Masters cigars are made from the finest tobacco leaves from the best of age. The Dutch Masters cigars are made from the finest tobacco leaves from the best of age.

ARE LIGHT CIGARS WILD? The Dutch Masters cigars are made from the finest tobacco leaves from the best of age. The Dutch Masters cigars are made from the finest tobacco leaves from the best of age.

WHAT DOES IN THE MARRYING ROOM? Dutch Masters cigars are made from the finest tobacco leaves from the best of age. The Dutch Masters cigars are made from the finest tobacco leaves from the best of age.

HOW LONG SHOULD CIGARS ASK GET? Dutch Masters cigars are made from the finest tobacco leaves from the best of age. The Dutch Masters cigars are made from the finest tobacco leaves from the best of age.

DOES YOUR WIFE SMOKES CIGARS? Dutch Masters cigars are made from the finest tobacco leaves from the best of age. The Dutch Masters cigars are made from the finest tobacco leaves from the best of age.

OROUGH MARK SMOKES CIGARS? Dutch Masters cigars are made from the finest tobacco leaves from the best of age. The Dutch Masters cigars are made from the finest tobacco leaves from the best of age.



Dutch Masters are now in color-coded boxes. Terrific cigars. If none of them suits you, Dutch Masters offers a suggestion:

Dutch Masters, 1962

Question

Answer

Robt. Burns
Cigarillos
Flavor you don't have to inhale to enjoy.

Robt. Burns Cigarillos, 1964



If I were a man, I'd smoke White Owl Miniatures.

If you are a man,
 take up with the smart, trim, good-looking
 minister who makes you look good—
 White Owl Miniatures.
 They're like you.

White Owl, 1965



**I WANT YOU FOR THE
 DIPLOMAT CORPS!**

You don't need a top hat. Or striped
 trousers. Just a mature taste for a
 great cigar. That's the new Diplomat
 from White Owl!...7 inches of choice
 tobacco shaped long and elegant.

What makes the Diplomat so highly
 persuasive is the tobacco. White Owl

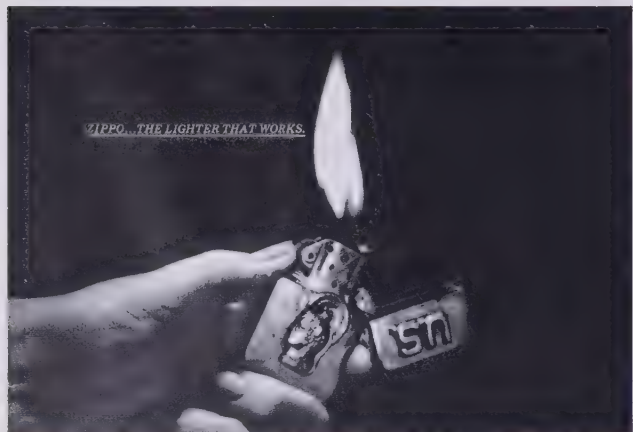


mellows this tobacco by patient aging
 so that the taste is exceptionally mild
 and flavorful.

Join up. Smoke a Diplomat today.
 Chances are you'll make a career of it.
 Diplomats are 2 for 25¢. You'll find
 them at your cigar counter.

You get a lot more from a White Owl than just smoke.

White Owl, 1967



ZIPPO... THE LIGHTER THAT WORKS.

WAC Staff Sgt. Gloria Ross and her Zippo lighter went
 through the V-2 bombing of London in 1944. The U.S.
 Army Air Force sent Miss Ross and her Zippo on to Paris, to

Germany, then into the Pacific for the occupation of Japan.
 After over 20 years of faithful service, Miss Ross's Zippo was
 run over by a car. The hinge pin was broken. It *burned*, it *glowed*.

**IF ANY ZIPPO LIGHTER
 EVER FAILS TO WORK,
 WE'LL FIX IT FREE.**

Zippo lighters naturally go on working
 for you. They're the only lighters that would *run* in an or-
 dinary lighter—like being run over by a car
 or even being run over by a train.

If your Zippo ever needs attention, send it
 back to Zippo Mfg. Co., Bradford, Pa. We'll
 fix it absolutely free. All you pay is the
 cost of mailing your Zippo to us. Not one

cent more. We bear the cost of repairs
 and return postage.
 Zippo lighters range from \$1.50 to \$175.
 Choose one today, for yourself—or for a gift.

Zippo, 1965



The him to her, her to him, him to him, her to her, you to you lighters.

Ronson's many styles make it easy for you to
 pick the lighter to fit the person getting the gift.
 All of these Ronson Varafume® lighters
 are attractively gift packaged. And all work
 on butane, a gas. You don't pour it. You inject
 it, using a Ronson Multi-Fill® injector, avail-

able everywhere. It's clean, safe, easy—takes
 just a few seconds. Gives you thousands of
 lights. And you can dial the kind of light you
 want. Low for cigarettes. Medium for cigars.
 High for pipes. Please her. Please him.
 Please yourself, with a Ronson.

RONSON
 The people who keep improving flame.

Ronson, 1968

► Viceroy, 1968



Never sleeps. Never quits.

***Viceroy's
good taste
never quits.***

And the winner is...

Where In The World Have You Been?

The space program was a great vehicle for advertising numerous products, but in this particular instance some creative art director clearly missed the point. Let's see. How can we sell more vodka? How about dressing a model in a space suit, pile her hair in a mass of loopy curls, and throw in some antennas. Space and booze. Yeah, that should send consumers flocking to the liquor store.

Wo um alles in der Welt warst du denn?

Die Raumfahrt war ein genialer Aufhänger für Produktwerbung aller Art. Aber hier ist der Artdirector wohl übers Ziel hinausgeschossen. Nach der Devise „Wie verkaufen wir mehr Wodka?“ hat er ein Model in einen Raumanzug gesteckt, ihre Dauerwelle turmhoch auftoupiert und ein paar Antennen durchgesteckt. All und Alk, wunderbar – da werden die Käufer natürlich sofort in die Schnapsläden stürmen.

Mais sur quelle planète vivez-vous donc ?

On sait que la publicité a mis le programme spatial à toutes les sauces, mais dans l'exemple qui nous occupe, un créatif a manifestement raté son but. Voyons – comment vendre davantage de vodka ? Et bien on habille un mannequin d'une tenue spatiale, on amasse ses cheveux en volutes bouclées où l'on pique des antennes pour faire réaliste. Et le tour est joué. Voilà qui va envoyer des légions de consommateurs dans les magasins de spiritueux.

¿En qué mundo vives?

El programa espacial constituyó un vehículo sensacional para anunciar numerosos productos, si bien, en este caso, algún director de arte de dudosa creatividad dejó claro que no había entendido nada. Veamos su planteamiento. ¿Cómo podríamos vender más vodka? ¿Qué tal si vestimos a una modelo de astronauta, le recogemos el pelo a modo de casco y le ponemos un par de antenas? Sin duda, plantear una odisea de alcohol para alentar a los consumidores fue una idea poco brillante...

いったいどこの世界に行ってたの？

宇宙計画は、数々の商品の宣伝手段としても大いなる役割を果たしたが、この広告の場合、“クリエイティブ”なアートディレクターの焦点は明らかにずれてしまったようだ。そうだなあ。もっとたくさんウォッカを売るにはどうしたらいい？ モデルに宇宙服を着せて、素頓狂なカールの山を頭にのせて、アンテナを2本ってのはどうかな。宇宙と酒。いいねえ。これで消費者が酒屋に押しかけること間違いなしだ。





HAVEN'T TRIED SMIRNOFF? WHERE IN THE WORLD HAVE YOU BEEN?

You've really been out of touch if you haven't explored Smirnoff with orange juice, with tomato juice, with 7-Up® (in the new Smirnoff Mule). Or discovered that Smirnoff makes the dryest Martinis, the smoothest drink on-the-rocks. Only Smirnoff, filtered through 14,000 pounds of activated charcoal, makes so many drinks so well. Why wait? Let the next Smirnoff launching be yours!

Always ask for *Smirnoff*® It leaves you breathless®
VODKA



Get acquainted offer: Try the delicious drinks you've been missing with this new half quart sampler bottle. Now available in most states.

80 AND 100 PROOF. DISTILLED FROM GRAIN. STE PIERRE SMIRNOFF FL'S (DIVISION OF HEUBLEIN), HARTFORD, CONN



AF VK



Some people own cars.

Some cars own people.

We built the Solid '60 Plymouth for those who want to be boss



Any car costs money to run. But it needn't "own" you.

You should spend very little to keep up the new Solid Plymouth. Chrysler Corporation engineers designed it around new Dura-Quiet Unibody construction—a better way of building that uses about 5400 vise-tight welds to unite body and undersills. They developed new processes to lick rust and corrosion. They improved Plymouth's lively standard V-8 that topped its low-price class in the Mobilgas Economy Run the past three years in a row.

Try this money-saving Plymouth soon.


A Chrysler-engineered product, built a new solid way to give you solid satisfaction

SOLID PLYMOUTH 1960



THE STEVE ALLEN PLYMOUTH SHOW," Monday nights, NBC-TV. Solid!

BUY IT BY THE SEAT OF YOUR PANTS

Behind the wheel, that's the place to buy Valiant. You'll feel real skedaddle (101 horses worth) from an *inclined* engine that stretches regular gas like rubber bands. You'll feel a ride like nothing ever, mill-pond smooth, quiet as a clam. It's called Torsion-Aire, and it's teamed up with a fully unitized body—rust, rattle and squeak proofed. You'll have an alternator electrical system that makes your battery last longer, a trunk as big as a cave (25 cubic feet of it), and plenty of traveling room for a family of six. Like what you read? You'll like driving Valiant better. Go see the man who sells 'em. You'll like him too. Valiant, the car you'd want at *any* price. 



Valiant NEW FROM CHRYSLER CORPORATION

Valiant, 1960



BUICK'S ALL-TIME BEST—sturdy, trim, capable, quieter running, with the feel of utter reliability. TURBINE DRIVE—smoothest automatic transmission* yet developed. No lag, no lurch because in "Drive" no gears ever shift. BUICK 60—a sound investment. Three magnificent series: BUICK LESABRE—the lowest-priced Buick, BUICK INVICTA—the high-performance Buick, BUICK ELECTRA—the finest Buick of all

Pontiac, 1960 ◀◀ Plymouth, 1960 ◀ Buick, 1960



THE REMARKABLE DKW SUREFOOTED AS THE CAST OF THE ICE FOLLIES... DESIGNED TO GO WHERE OTHER CARS LOSE TRACTION!

SALES DISTRIBUTORS: THREE CITIES AND MANY OTHERS. SEE LISTING PAGE 10.

WHY IS THE DKW A STAR PERFORMANCE ON ICE? (OR SNOW SAND OR MUD?) Because of its unique design. The DKW is designed to be a surefooted car on the roughest ice, mud or sand. It has an air-cooled engine, a front-wheel drive, a four-wheel steering system, a torsion bar suspension, and a unitized body. The DKW is also equipped with a special winter package that includes a set of winter tires, a set of winter wheels, and a set of winter fenders. These features make the DKW the most reliable car on the road in winter weather.

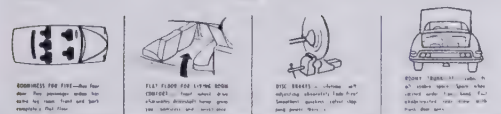
...and a lot more. The DKW is a car that is built to last. It has a reputation for reliability and durability. It is a car that is built to go where other cars can't. It is a car that is built to be a part of your life. It is a car that is built to be a part of your family. It is a car that is built to be a part of your future. It is a car that is built to be a part of your life. It is a car that is built to be a part of your family. It is a car that is built to be a part of your future. It is a car that is built to be a part of your life. It is a car that is built to be a part of your family. It is a car that is built to be a part of your future.



DKW, 1960

Enjoy your 1965 car today..! Years ahead of competing designs. The world's most comfortable car. Plus economy, convenience, handling, safety and driving fun..!

CITROËN



...and a lot more. The Citroën is a car that is built to last. It has a reputation for reliability and durability. It is a car that is built to go where other cars can't. It is a car that is built to be a part of your life. It is a car that is built to be a part of your family. It is a car that is built to be a part of your future. It is a car that is built to be a part of your life. It is a car that is built to be a part of your family. It is a car that is built to be a part of your future.

CITROËN CAR CORPORATION • 8423 WILSHIRE BLVD., BEVERLY HILLS, CALIF. • 300 PARK AVENUE, NEW YORK, NEW YORK

Citroën, 1960

- ALABAMA
- ALASKA
- ARIZONA
- ARKANSAS
- CALIFORNIA
- COLORADO
- CONNECTICUT
- DELAWARE
- FLORIDA
- GEORGIA
- ILLINOIS
- INDIANA
- IOWA
- KANSAS
- KENTUCKY
- LOUISIANA
- MAINE
- MARYLAND
- MASSACHUSETTS
- MICHIGAN
- MINNESOTA
- MISSISSIPPI
- MISSOURI
- MONTANA
- NEBRASKA
- NEVADA
- NEW HAMPSHIRE
- NEW JERSEY
- NEW MEXICO
- NEW YORK
- NORTH CAROLINA
- NORTH DAKOTA
- OHIO
- OKLAHOMA
- OREGON
- PENNSYLVANIA
- RHODE ISLAND
- SOUTH CAROLINA
- SOUTH DAKOTA
- TENNESSEE
- TEXAS
- UTAH
- VIRGINIA
- WASHINGTON
- WEST VIRGINIA
- WISCONSIN
- WYOMING

Nobody takes such tender, lovin' care of you as Chevrolet

(and Chevy's cradle-soft ride shows it)

One ride in this new '60 Chevrolet will persuade you most gently that what we say is true. No other leading low-priced car endures you with Full Coil springs at all four wheels. Or looks after your welfare with Safety Plate Glass in all windows, dual-operated seatbelts and dozens of other conveniences that make a car a comfort to own. Your dealer will be delighted to show you all the considerate ways Chevy has remembered you (without once forgetting about your budget).

Roamer Body by Fisher with a lower and wider wheelbase for extra ride ease and more foot room. Drive-plate drive with Full Coil springs at all four wheels. Dual-operated seatbelts and dozens of other conveniences that make a car a comfort to own. Your dealer will be delighted to show you all the considerate ways Chevy has remembered you (without once forgetting about your budget).

Hi-Thrift 6 that's 100 miles with 4000 a year. Cool steering at all 4 wheels, with the extra steering for extra steering. Quick stopping Safety-Master brakes. The kind of car that's fun to drive.



Chevrolet, 1960

Radiantly styled for the Rocketing '60's!



1960 Ninety-Eight Deluxe Sport Sedan

Quiet elegance marks the Oldsmobile. With its luxurious Custom Lounge Interiors and PREMIER ROCKET ENGINE you are certain to find it the most satisfying car you have ever owned. Your local authorized Oldsmobile Quality Dealer will be most happy to show you all the reasons why.

by OLDSMOBILE

FOR THE PERSON WHO WANTS THE FINEST THE MEDIUM-PRICE CLASS HAS TO OFFER

Oldsmobile, 1960



High point of the trip—riding to Merced, Palm Springs, California in a stunning new Pontiac Bonneville Convertible Coupé!

THERE'S NOTHING LIKE A NEW CAR FOR GOING PLACES AND DOING THINGS

For all-around pleasure, convenience and usefulness, nothing returns quite so much for the money as a new car. All makes are improved this year, but we believe our fine, new General Motors cars are worth your special consideration.



General Motors, 1960



High point of the day—watching "Bubble" the whale perform at Merced.

Few things are welcomed into the family so eagerly and warmly as a bright and shiny new car. It's not surprising—for a new car plays a big part in family activities. It serves you faithfully, in so many useful, pleasurable and important ways. And, with a new car, you know that you have provided your family with the utmost in motoring comfort and safety. You go more places with more confidence, and with more fun along the way.

This is true of all new cars, of course, but especially of the sparkling General Motors line for 1960. Delight in the beauty of Magic-Mirror finish. Relax in the solid comfort of a Body by Fisher. Look around... Safety Plate Glass in every window. Extra life lines are only a small measure of the care, craftsmanship, and engineering skill that goes into each G.M. car.

Your General Motors dealer will be glad to show you how quietly and conveniently you can have the practical pleasures that only a new car brings. Drop in and talk with him, why don't you, one of these days soon!

GENERAL MOTORS
GO GM FOR '60

CHEVROLET PONTIAC OLDSMOBILE BUICK CADILLAC ALL WITH BODY BY FISHER

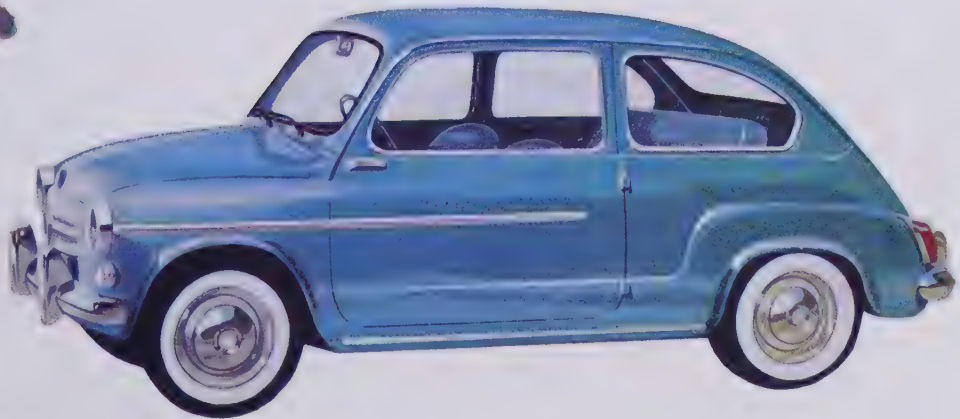
HE

wanted a Fiat Spider



SHE

wanted a Fiat "600"



The FIAT 1200 SPIDER is all the car a man could want. A tiger on the road. Stunning Italian styling by Pinin Farina. Careful Italian craftsmanship in every detail. A humming 1221 cc. engine that delivers plenty of zip and about 27 miles a gallon. Roll-up windows, plenty of legroom, tuck-away soft top and optional hard top too, if you want it. Best of all, a price tag that lets you drive instead of dream about it—only \$2595*. (And it's the only car available with the winging new version of a famous 1.5 liter racing engine! WHOOSH!)

THEY

got them
both

(...and saved a garageful of money!)

The FIAT 600 is everyone's ideal car, perfect for scooting to the supermarket, dropping the kids off at school, or taking the whole family to grandma's for the weekend. It parks in spaces that don't look big enough for a bike. Delivers about 40 miles a gallon. Includes almost \$300† worth of accessories at no extra charge. And costs only \$1398* — about \$200 less than the leading French and German imports.

SPIDER or 600, a FIAT will keep your family happy. Your budget, too. Try either one tomorrow. Better yet, try both.



Accessories included at no extra charge: heater, defroster, whitewalls, windshield washers, electric turn signals, undercoating, leatherette interiors, fold-down rear seats. Suggested prices, port of entry, New York. Sales and service throughout U.S. and Canada. 18 Fiat models to choose from. Suggested prices start as low as \$1098 p.o.e. New York; slightly higher on West Coast.

For overseas delivery or rental, see your nearest Fiat Dealer, travel agent, or write to the Fiat Motor Company, Inc., 500 Fifth Ave., New York 36, N.Y. A product of Turin, cradle of ITALIAN unity. Visit Turin and the Italian Centennial Exhibition, May through October, 1961.





The liveliest,
most care-free
cars of the year
are here!



See the greatest auto show ever assembled under one dealer's banner—at your Ford Dealer's! For '63 there are four complete lines of fine cars from Ford! 44 different models, including the first **Falcon** convertible! The brand-new **Ford Fairlane** wagons and hardtops! The new Super Torque **Ford Galaxie**! The most luxurious **Thunderbird** ever! Turn the page and start the fun.



Why ladies like the security of Wide-Track driving

A wider track is a wider stance. A wider stance is stability, safety, balance, less lean and sway, easier maneuvering, better control, more confidence and security at the wheel. Pontiac has a wider stance than any other car. A very pleasant demonstration of Wide-Track driving is yours for the asking. See or call one of our fine dealers this week.



PONTIAC THE ONLY CAR WITH WIDE-TRACK WHEELS

Pontiac, 1960



There's a romance when one is a Pontiac

Sometimes men see the special glow of a woman who shares the excitement of a Pontiac.

Watch them arrive some place, for example. They're proud, always, for the clean, sharp styling of Pontiac introduces them as people of taste. And watch them steal a final glance at their car before they leave it. This is a random impulse of Pontiac owners who have a real affection for genuine beauty.

Or notice the look of complete enjoyment on the faces of the next couple you see driving in a Pontiac. They're appreciating the driving that never wears off.

Wide-Track is one of a group of five Pontiac perfect powers: performance, maneuverability, maneuvering control.

Quietness, too, is part of the spell cast over any couple cruising in a Pontiac. Not mere calculated use of insulation works up every unimpaired sound that could mar a relaxing, rewarding ride.

Talk it over with the object of your affection this week. Then, just the two of you, visit your Pontiac dealer. A great maintenance bill'll provide you with the Pontiac to make you a handsome three-car, a happier tomorrow.



PONTIAC THE ONLY CAR WITH WIDE-TRACK WHEELS

Pontiac, 1960

*the long, sophisticated line
 that flows
 through Ford
 styling
 has become
 the
 silver
 curve of
 success*

**Galaxie
 by Ford**

The long, elegant silver curve now moving over the American Road on hundreds of thousands of 1960 Fords has become the hallmark of success. To its last beautifully proportioned inch, this is the decisive style of the decade, a direction-pointer as certain as a compass needle. The Galaxie is a clear-cut expression of the newest Ford styling trend—the uniquely formal roof balancing beautifully on the graceful sweep of its long, sophisticated body. Here, in Ford, you find distinctive automotive luxury at its finest—the best fashion of the sixties in America's best-selling car—the car with the silver curve of success.

Ford, 1960 ◀ Ford, 1960

Early returns from all regions show big swing to new Dodge Dart.
 Low first cost and remarkable gasoline economy seen as key factors. Buyers also acclaim "breakthrough" in comfort. Doors that let you in and out without contortions, seats that get you off your spine. Secret of compact yet spacious design is revolutionary Unibody. Actually provides more interior room than you get in big, bulky cars. And upkeep costs should "match the midgets."
 High time you discovered the big news in the low-price field

Dodge Dart—America's 1st Fine Economy Car!



Economy gets a new "twist" in the money-saving Dodge Dart. Under its hood is the revolutionary Economy Slast '60—standard 39" on its side to locate better, lower, deeper, delivers up to 100 miles of cruising on a single tankful. This is the first ever-to modern '60s in the low-price field—a snappy performer engendered from scratch to meet today's demand for lively economy. Trained with it is a high-performance automatic transmission—the TorqueFlite—also designed

specifically to bring out more gas mileage from the new six-cylinder engine. This is the new '60 V-6 as running mate. It's all there where your interest lies! All the savings of low cost, low upkeep costs, and revolutionary Unibody construction that virtually eliminates squeaks, rattles and rust to keep your Dodge Dart one far longer. You have it made to no longer in your choice from a complete new line of automobiles in the low-price field. Discover Dodge Dart today!

The Dodge Dart is money saver for several other reasons too:

DODGE DART	CAR 1	CAR 2	CAR 3
REAR AXLE	Leaf Springs	Leaf Springs	Leaf Springs
EXTERIOR FINISH	Paint	Paint	Paint
INTERIOR FINISH	Paint	Paint	Paint

DODGE DART

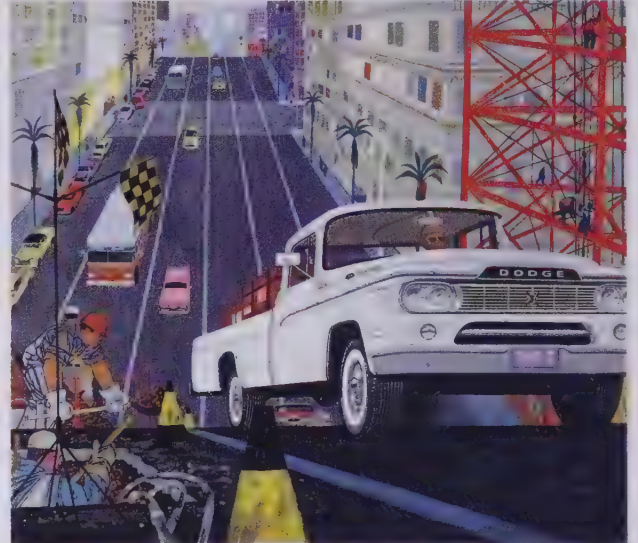
DODGE DIVISION OF CHRYSLER CORPORATION BUILT IN BELLEVILLE, MISSOURI, U.S.A. © 1959, 1960, 1961, 1962 DODGE

HAS THE EDGE IN ECONOMY

On the hills or on the level, new Sweptline is a pick-up with savings built in! Savings in fuel... with engines that deliver up to 200 hefty horsepower on regular gasoline! Savings in time and trips... with a bigger cargo space than any pick-up in its league! Savings in cost... with a price tag down among the lowest. Small wonder '60's smartest pick-up is also '60's smartest buy! See your local Dodge dealer for a Sweptline drive today!



DEPEND ON DODGE TO SAVE YOU MONEY IN TRUCKS
A PRODUCT OF CHRYSLER CORPORATION



Dodge Trucks, 1960

Dodge, 1960

For most want for budgets

FORD'S ECONOMY TWINS FOR 1960

Two new Fords. Two new low-price friends. Two wonderful new ways to go The Finest!

THE 1960 FORD FALCON

Now there's both a large economy size and a new economy size in Fords for 1960. Let a look at Ford's new size economy twin that (most people do!) This is the fabulous new Falcon. America's lowest priced 6-passenger car. To "match" the Falcon's priced up to \$12 less than its rear engine competitor... up to \$13 less than other 6 passenger cars in the compact-car field! And this is just the start of your savings. The Falcon goes up to 30 miles a gallon on regular gas and 4,000 miles between oil changes. That's twice the usual mileage! A double-wide aluminum multi-suspension and The Falcon's Uniford 1-point front never needs waxing. Power brakes and power steering? Save your money! They're unnecessary. Service is simple and inexpensive. You can even save up to 10% on insurance. All this in a full 6 passenger car with a luggage compartment that's more than twice as large as the nearest competitor. Small wonder the Falcon walks away with the title of "The Finest Car in The World To Own."

THE 1960 FORD FAIRLANE 500

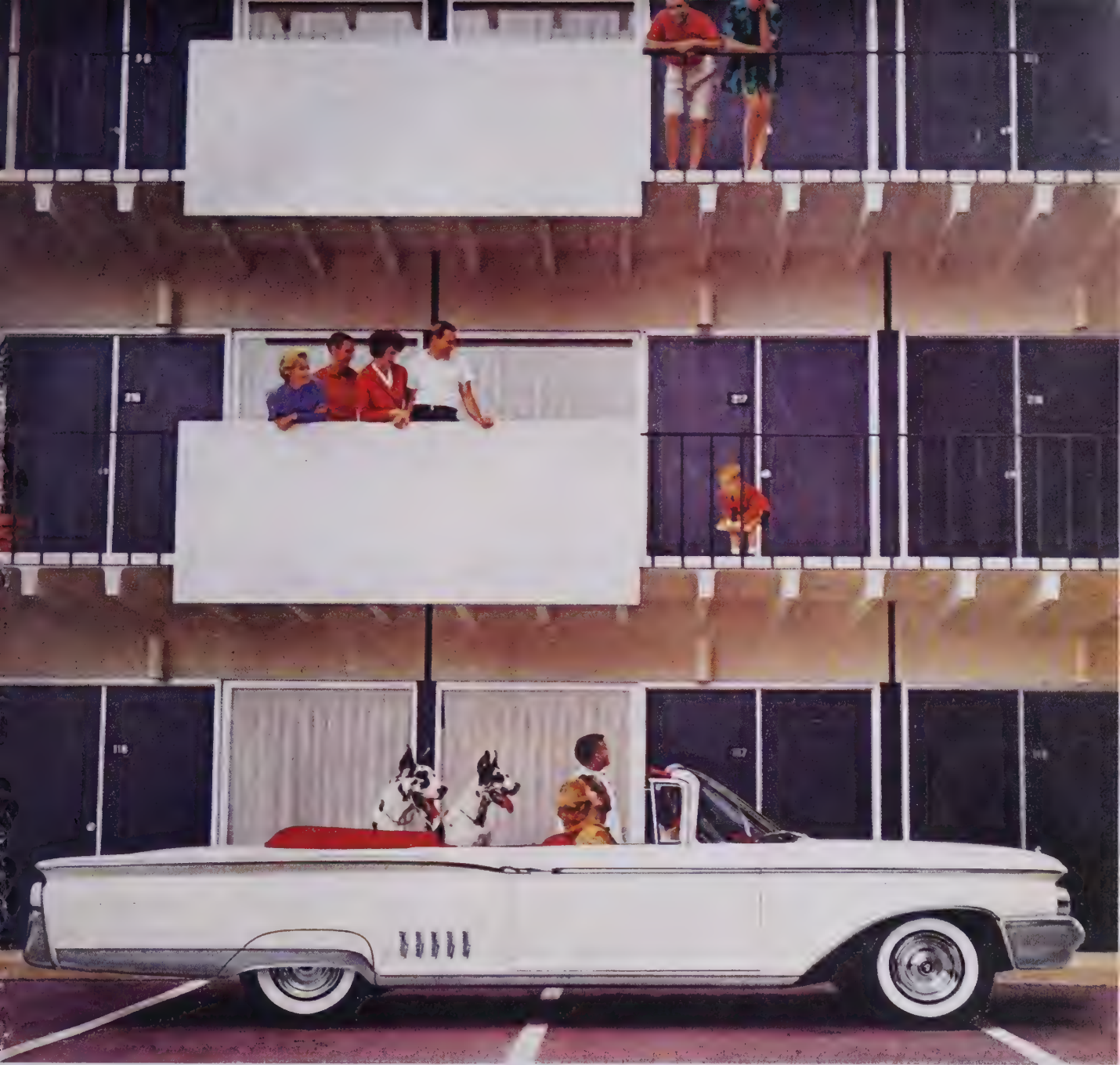
The large economy size Ford is the Fairlane 500. Here's the twin that was the nod as "Value Leader Of All Big Cars." It brings you the Thunderbird's own styling elegance and riding one and your choice of 3 Thunderbird V-8 engines or the Mid-range Merkur Six. There's new king size built-in seat comfort with generous increases up to 4 inches in shoulder, hip and leg room. All the fine car touches are here, too. Rear seat. Arm rests. Two sun visors, an extra sub tray, variable lighter, color-keyed steering wheel... all at no extra cost. In fact, the beautiful Fairlane 500 is actually priced \$142 less than last year. What makes all this Fairlane 500 luxury all the more wonderful, it's yours with many of the savings you find in Ford's regular gas, 4,000-mile oil changes, no more waxing and a double-life aluminum muffler. Your very nearest Ford Dealer is holding waiting hours right now. Come in, pick the twin that saves and serves you best. Falcon or Fairlane 500!

THE ECONOMY CHOICE OF A LIFETIME... A WONDERFUL NEW WORLD OF FORDS

FORD - The World's Most Dependable
 FALCON - The New Size Ford
 THUNDERBIRD - The World's Most Wanted Car

Ford, 1960

Mercury, 1960



The beautiful Mercury Park Lane convertible

Mercury's looks alone are worth the difference between it and the top low-priced car

MERCURY PRICES START AT ONLY \$36 MORE than the comparable model of the top low-price name car. And we're speaking of the luxurious Monterey 4-door sedan with de luxe interiors.

Take a good look at the Mercury in the photograph above. We think you'll agree that Mercury's new styling alone is worth the difference. It has a quiet luxury that you don't see in many cars these days. Straight lines with a few dynamic curves blend into a beauty that sets Mercury apart. Inside are long-lasting fabrics and vinyls that can't be matched in low-priced cars. But there's a great deal more your \$36 buys in this new Mercury than beautiful styling.

It is more car. Its wheelbase is 7 inches longer than the top low-priced car; it rides with a sure-footed steadiness. It is the only car with Road-Tuned wheels which give the effect of curb-to-curb carpeting. And for all its power, Mercury thrives on regular gas.

As for quality, every single Mercury (including the one you buy) is road-tested by a certified test driver. Low-priced cars are spot-checked.

All these extras explain why Mercury sales have increased nearly 50% over last year's. Stop in at Quality Headquarters, your Mercury Dealer. Test-drive the new 1960 Mercury, and see for yourself why sales are up. Lincoln-Mercury Division *Ford Motor Company*.





THERE'S NOTHING LIKE A NEW CAR

Nothing else puts your family back in the driver's seat. The car will be yours, you'll be driving through ordinary life before you'll realize you've arrived at an entirely new General Motors.

FOR FAMILIES WHO'D

RATHER DO THAN DREAM

GENERAL MOTORS
GO GM FOR '60
 CHEVROLET PONTIAC OLDSMOBILE
 BUICK CADILLAC

General Motors, 1960



New Styling Lower Costs

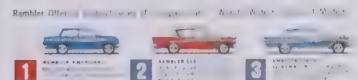


New From AMERICAN MOTORS, the 1961 American Beauty

Announcing the Completely New Rambler American!



COMING SOON!



Owner-Proof by 11 Years and 35 Billion Miles

'61 Rambler

THE NEW WORLD STANDARD OF BASIC EXCELLENCE

Pontiac, 1960 ◀ Rambler, 1960



You're invited! Come for a ride—the most satisfying you ever tread—with the smooth authority of a Rocket Engine at your command! In a matter of minutes, your Oldsmobile Quality Dealer will show you how easy and sensible it is to join the growing circle of people who know there's still nothing like a Rocket!

GO OLDS '60!

Oldsmobile, 1960



Olds is the car that rockets you out of the ordinary!

When you take the wheel of a '60 Olds, you've found something great ... and you know it!

You've found new beauty, new grace ... a rocketing new pace that makes you want to get up and go places! And Olds for '60 is just the car to take you there ... silently, smoothly and securely.

Make your choice from Oldsmobile's three famous series ... the Dynamic 88, Super 88 and Ninety-Eight ... names that mean performance, quality and value to everyone!

Let yourself go for an Oldsmobile ... at your local authorized Quality Dealer's today!

OLDSMOBILE DIVISION • GENERAL MOTORS CORPORATION

GO OLDS '60!

Oldsmobile, 1960

► Cadillac, 1960 ►► Chrysler, 1960

Cadillac



THE CADILLAC "V" AND CREST interpreted in Rubies and Diamonds BY HARRY WINSTON, INC.

*Where Craftsmanship
is a Creed!*

There are, to be sure, many ways to learn the story of Cadillac craftsmanship. But the best of these—and certainly the most enjoyable—is simply to inspect and drive a 1960 Cadillac. Every exquisite detail of its interior, for instance, reveals a skill and care in execution that is unique in motordom. Every graceful, tight-fitting body line evidences the rare devotion lavished on its final assembly. And every silent, solid mile on the highway speaks eloquently of Cadillac's great overall soundness of construction. We suggest you visit your dealer soon—and see for yourself how fine a motor car can be when craftsmanship is the irrevocable creed of its maker.



1960 CHRYSLER - THE CAR OF YOUR LIFE FOR



Chrysler Saratoga 4 Door Hardtop in dazzling Toreador Red. Power steering and brakes, automatic transmission standard equipment.

P.S. Count on us here Sunday at 7 (Thanks to the Chrysler!)

Marion & John:
A wonderful trip! the new Chrysler's so smooth, decided to drive straight through. Roger delighted til I made him give up the wheel. Just had to drive it! Love those push buttons. Still wish you'd both come along. Loads of room - for you and gear. Use this card for raincheck.
Love
Jane and Roger

CONVILLE, ILL.
MAR 17
1960



Mr. & Mrs. John Gahagan
16 Quail Hollow Dr.
Farmington
Mich.

THE TIME OF YOUR LIFE!



THE PONTIAC CATALINA VISTA FOR

What comes in a Catalina? Wide-Track balance and roadability! Trophy V-8 performance! Greatly improved gas mileage. Yours only in a Pontiac. Yours easiest in a Pontiac Catalina. You is ready now at your fine Pontiac dealer's.

PONTIAC—THE ONLY WIDE-TRACK CAR

Pontiac has the widest track of any car. Body width trimmed to reduce side overhang. More weight balanced between the wheels for sure-footed driving stability.

PONTIAC MOTOR DIVISION • GENERAL MOTORS CORPORATION



sporty performer
*...with 185 h.p.
 Cutlass
 V-8 action!*



to a class by itself... In the low-price field! Here's a car as exciting as its name—Cutlass! Exciting in performance with the ultra high-compression Cutlass 185 aluminum V-8 Engine... 4-barrel carburetor... 10.25-to-1 compression ratio... high-torque rear axle—all as standard equipment! Exciting in style too... with sporty Moroccan interiors, sparkling chrome accents... town-countryside bucket seats—all no extra cost! Drive a Cutlass—sharpest thing on four wheels—now in Coupe and Convertible models! Oldsmobile Division • General Motors Corporation

THERE'S SOMETHING EXTRA ABOUT OWNING AN OLDS!

F-85 Cutlass
BETTER THAN EVER IN EVERY WAY
OLD

Oldsmobile, 1961

Look at its big-car features
 -and you'll think
 the low price is a misprint!

The Ford Fairlane idea is this: give people the fine features they look for in big cars—and put a compact car tag on them. Give people big-car room, ride, quality and performance—and then surprise them with compact-car handling and economy. Have your cake and eat it, too? The 1962 Ford Fairlane says yes—in a way no other car can.

<p>This is what Fairlane gives you that the compacts don't:</p> <p>Big-car room. Big as some of the roomiest cars in Ford history.</p> <p>Big-car ride. A full 115½" wheelbase.</p> <p>Big-car performance. All-new Challenger V-8 engine (optional).</p> <p>Twice a year service. 6,000 miles between routine service steps.</p> <p>Face-car luxury. Upholsteries and appointments equalled only in cars costing hundreds more.</p>	<p>This is what Fairlane gives you that the big cars don't:</p> <p>Low price. Hundreds less than previous Fairlane with under-mount suspension!</p> <p>Economy. World's first Economy V-8 (optional). Or for even greater savings, the new Fairlane Six.</p> <p>Painless parking. A full foot shorter than other full size cars fits easily in tight spots.</p> <p>Handy handling. It's compact-size, compact-simile.</p> <p>Great garaging. 197" length makes garages big again.</p>
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FORD FAIRLANE
 RIGHT SIZE. RIGHT PRICE. RIGHT BETWEEN COMPACTS AND BIG CARS.

Ford, 1962

This is the 1961 Polara—the best of everything Dodge. You will respect culme authority. You will enjoy obvious advantages in performance, inter spaciousness, and riding comfort. Polara has been designed and put together w ordinary care, skill and good taste. Yet, it is not an expensive automobile. Seen paradox, the price of the Dodge Polara is one of the lowest in the medium-price field.

DODGE POLARA

Pontiac, 1960 ◀ Dodge, 1960

Wide-Track opens a whole new school of thought on driving
(A fine example is this Bonneville Sports Coupe)

Welcome to the Wide-Track way to drive.

The Wide-Track is a school. The principle is balance. The car is Pontiac. And the enthusiastic members of this school are the Wide-Track drivers.

Under a Pontiac, you can experience what happens when modern engineering

combined as much as you are in motion. Your driving takes on that less-to-keep. You stop, you turn, park and cruise with the feeling you're driving the suspension.

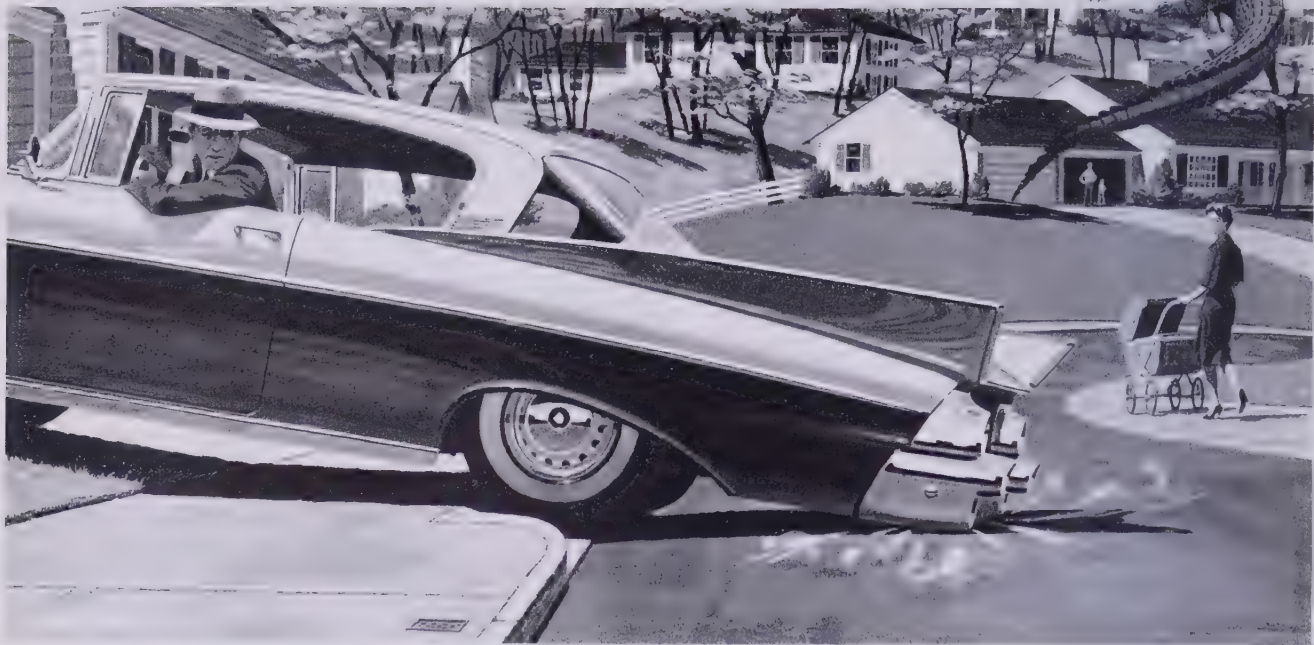
Power windows, automatic transmission, power steering, power windows, automatic transmission, power windows, automatic transmission.



PONTIAC THE ANSWER TO YOUR NEEDS

Pontiac, 1960

TAIL DRAGGING?



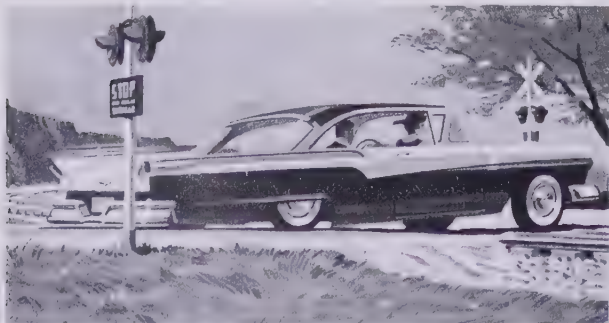
scraping on driveways?

Load-Levelers* put an end to this common annoyance by increasing road clearance of even heavily loaded cars.



swaying on curves?

Without Load-Levelers*, loaded car sways and swings as it rounds curves; passengers are thrown from side to side. Stability is impaired. Tires wear faster.



"bottoming" on bumps?

Without Load-Levelers*, car scrapes bottom on impact of hitting bumps and ruts, with frightening noise and possible damage.

Keep your car on the level with Load-Levelers*—Monroe stabilizing units with built-in ride control for a level ride under all road and load conditions. With Load-Levelers*, your car will always ride on an even keel . . . without "tail drag" or side sway. You'll like the way your car will take rough bumps and steep driveways without "bottoming" on its axles. You'll appreciate the extra stability on tight curves. And you'll like the improved steering and longer tire life you'll get with Load-Levelers.*

Have Load - Levelers* installed today in less than 30 minutes at your car dealer's, repair shop or service station. You'll be amazed at the really big difference they make!

only
\$39⁹⁰
a set
for most cars



Listen to
BILL STERN'S "MONROE SPORTSREEL"
every morning, Monday through Friday,
on the Mutual radio network. Check your
local radio listings for time and station.

*Trademark

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WORLD'S LARGEST MAKER OF RIDE CONTROL PRODUCTS, INCLUDING MONRO-MATIC* SHOCK ABSORBERS



Buick Motor Division - General Motors Corporation

The best of both worlds

NOW! GET THE ROOM, RIDE, GO, PRIDE OF THE COSTLIEST CARS PLUS THE SAVINGS AND EASE OF THE SMALL.

Stop, look-and-what! Yes, this is Buick's new-size station. The 110" wheel-base car sits lower, and slips in and out of tight spots like the small ones, yet holds its own with the big ones. It's got Buick's Clean Look of action-leak and polished as a music, with pride in every line. (Now you know why we didn't hesitate to call it a Buick. Instead of some strange new name.)

Under the hood it's got go galore. For the first time, an aluminum V-8 plus aluminum transmission... the freetech, synchro automatic on any car.

Together they give you the whiz that would normally require 300 pounds more weight! Result? You can cover an expressway from standstill to a safe speed as sprightly as in the biggest of full-size cars.

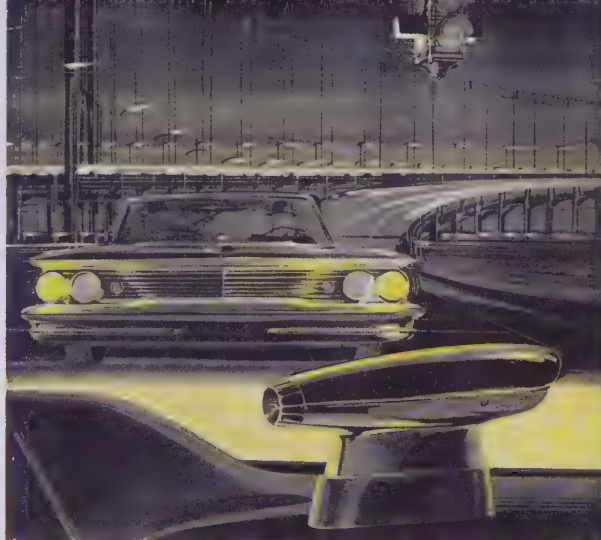
And, wait till you try its all-day ride, a dream for long hopping—not just quick stopping. You get more seat, head, hip and leg room than the compact... new Control-Arm suspension with coil springs at all four wheels... new Slide-Away drivetrain for a better floor.

But, here's the biggest news of all! All this and more can be yours in a wagon or sedan for just a whopper more than the compact! Well... what are you waiting for?



Buick, 1960

TAKE A NIGHT-FLIGHT IN THE WIDE-TRACK CAR FOR 1960



PONTIAC with GUIDE-MATIC

Drive the '60 Pontiac! Equipped with Guide-Matic and its exclusive Safety Salute, this year's Pontiac combines brilliance with balance to bring you the wide-track car with the long-range view. A night-flight will prove it! At the approach of an oncoming car, you'll see Guide-Matic dim your brights with the speed of light... tell the other driver to dim his, too. And the moment he's passed, Guide-Matic switches your lights back to bright automatically. It's instant and effortless due to the electronic precision of this all-new Power Headlight Control. As a result, you'll drive more miles in effortless safety with the proper beam to guide you.

With all its exclusive safety and convenience features, Guide-Matic Power Headlight Control costs far less than you'd expect. See and try it now.

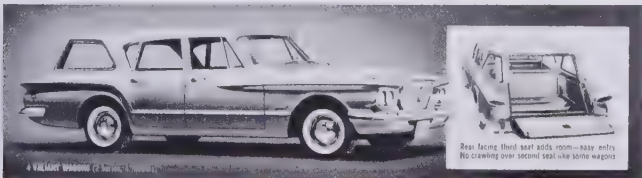
SAFETY SALUTE works like this... emerged by the lights from an oncoming car, Guide-Matic fades down your bright beams... 1 00 to a soft glow, signaling the other driver to dim his brights... 2 00. An instant later, the inboard beams turn off... 3 00... resulting... with greater urgency... a safety message that can't be ignored. Once you've passed in perfect safety, all four lamps instantly switch back to 00 4 00 bright.

Look for Safety Salute tonight, try Guide-Matic tomorrow.

GUIDE-MATIC POWER HEADLIGHT CONTROL

DEVELOPED BY GUIDE LAMP DIVISION - GENERAL MOTORS CORPORATION - ANDERSON, INDIANA

Guide-Matic, 1960



4 VALIANT WAGONS (3 series, 8 models)



8 PLYMOUTH WAGONS (3 series, 9 models)

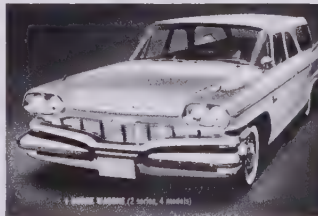
27 wagons built with families in mind

families in mind

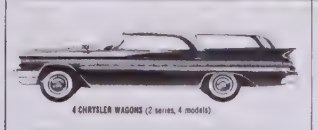
Here are the wagons from Chrysler Corporation for parents whose kids have a place in their hearts—but not in their hair. Rugged, roomy wagons built the new Unibody way that puts space in its place—inside not out. And because each family has different needs, there are 27 models to choose from.

You'll find wagons that seat 6 people, and wagons that seat 9 in square-shouldered comfort. You can get them with new 6-cylinder engines that squeeze full measure out of every eyepiece of gas. Or powerful V-8's that move you from here to there in jig-time. There are two-door and four-door models, from the smart-thrifty Valiant to the luxurious Chrysler New Yorker Town and Country.

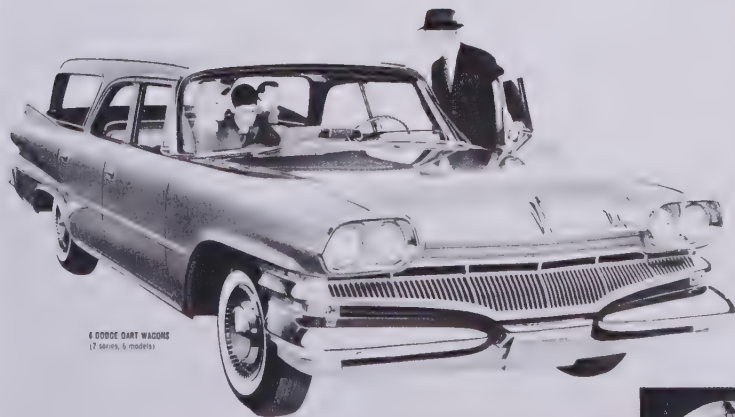
But there's one thing all these wagons have in common: They offer more parent-saving features than any other wagons on the rock. Pick the wagon that suits your family's needs.



8 DODGE DART WAGONS (2 series, 4 models)



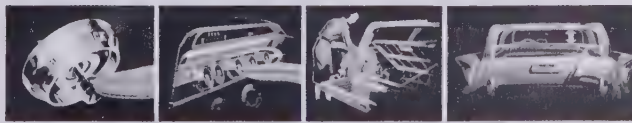
4 CHRYSLER WAGONS (2 series, 4 models)



6 DODGE DART WAGONS (2 series, 4 models)

The Quick, the Strong, and the Quiet from CHRYSLER CORPORATION

VALIANT PLYMOUTH DODGE DART DODGE DE SOTO CHRYSLER IMPERIAL



You can lock all doors from the driver's seat. Great with kids.

Exclusive pushbutton driving controls are simple and safe for children's reach.

Hidden luggage compartment lets you load valuables safely out of sight.

No dummy two-piece tailgate. Rear window rolls down. Can be controlled by driver.



Illustration by Tom Gault. At home and at work, the new 1960 Chevrolet Chevelle Station Wagon.

THERE'S NOTHING LIKE A NEW CAR
FOR HONEST-IE-BOODNESS FAMILY FUN



Nothing else for the money pays off more handsomely in pleasure, safety and dependable service for your family than a new car. Although all makes have marked improvements this year, we actually prefer our new General Motors cars—and hope you do, too.

When you get a new car, it's not just an investment around the house at the arrival of a sparkling new car. It's an investment in your family, in your freedom, in your life. It's a new way of seeing the world, of seeing the world through the eyes of a new car. It's a new way of seeing the world, of seeing the world through the eyes of a new car. It's a new way of seeing the world, of seeing the world through the eyes of a new car.

GENERAL MOTORS
GO GM FOR '60
CHEVROLET PONTIAC OLDSMOBILE BUICK CADILLAC ALL NEW BODY BY FISHER



Illustration by Tom Gault. At home and at work, the new 1960 Chevrolet Chevelle Station Wagon.

General Motors, 1960



Wonderful weekend fun is found on Lake Superior National Park in Lake Superior. It's about 20 miles by ferry from Michigan's Upper Peninsula. After the trip, you can enjoy the view from home in a new 1960 Pontiac.



What's ailing it?—In a new 1960 Pontiac Runabout Custom Sedan.

THERE'S NOTHING LIKE A NEW CAR TO PUT NEW ZEST IN THE LIFE YOU LEAD

A new car is sheer excitement on wheels—a nice new break from the old routine—even sitting in the driveway it does something for you. All the '60 models will live your life—though, frankly, we feel our own GM cars for '60 offer more zest than the rest.

About this word "zest"—the dictionary says . . . keen enjoyment . . . exciting quality. In terms of a family with a new car, it means, "What are we waiting for? Let's see all those places we've read about, heard about, talked about!" Now is the time to include a new car in your vacation plans. There are so many outstanding features in the GM line of fine cars that will add zest to your summer vacation—and for a long time to come. The comfort of roomy bodies by Fisher, the security of Safety Zone Glass in every window, the safety

of advanced new suspension systems—they're all ready to help make this the greatest summer you've ever seen for family fun and easy traveling! Best of all, you're sure to find the car that meets your family's requirements. Spacious station wagons, high-styled sedans, eye-catching convertibles—and your selection of ideas. Nothing you can buy for the money will return so much over so long a time as a new car—and your friendly General Motors dealer can quickly show you just how easy it is to own one. See him soon. Life today.

GO GM FOR '60 GENERAL MOTORS
CHEVROLET PONTIAC OLDSMOBILE BUICK CADILLAC ALL NEW BODY BY FISHER

General Motors, 1960

Room with Romer

ALL OVER AMERICA - FIRST CHOICE
for finest quality, comfort and luxurious living.

The leading coach designed and built for ruggedness
by the sportsmen Hamals—available in all 50 States.
Seen in major national publications everywhere.

Write to the nearest ROMER factory
for a FREE illustrated
brochure and name of
your local dealer.



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 Please send me your free illustrated brochure of the ROMER
COACH and name of nearest dealer.
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Performability...



a new kind of performance—so responsive

You have to drive The Lark to believe it

Write to the nearest Lark dealer for a free illustrated brochure and name of nearest dealer. If you are interested in becoming a Lark dealer or distributor, please send me the facts.

Name _____
Address _____
City _____ State _____

The '61 LARK by Studebaker



Romer, 1960

Lark, 1961

Ford Motor Company Announces

The Debut of the Comet

First of the compact cars with
fine-car styling and priced with
or below other compact cars.
Now at Mercury-Comet dealers.

It's here—the new standard of value in compact cars—Comet.

NOTE FIRST, THE STYLING. No saved-off, cut-down look here. Comet is perfectly proportioned. Though it's two feet shorter than standard cars, the lines have a fine-car flair and beauty.
CHECK THE FEATURES. The Comet gives you dual headlights, fine interior fabrics and appointments. There's no extra charge for arm rests, foam rubber seats, door-operated dome lights. Some compacts even charge extra for cigarette lighters—but not the Comet.

LOOK IN THE TRUNK. No skimping here. There are 26 cubic feet of luggage space. Enough for the whole family on a long trip.
LIFT THE HOOD. Comet's new amplified six is a miracle of power and economy. There are 122 less parts than in standard car engines. Repairs and maintenance costs are cut to a minimum. While it has 90 horsepower, twice that of many foreign makes, the Comet engine delivers up to 28 miles per gallon of regular gas.
TAKE A RIDE. Comet gives you a quiet secure feeling. The longer wheelbase (114" compared to only 106" in the average compact) and superior

springing give Comet a ride far smoother than any other compact car.
NOW COMPARE THE PRICE. It's hard to believe that with all this beauty and downright value, the Comet is priced with or below other compact cars like the Rambler, Corvair, Valiant, Lark and Falcon!
SEE THE COMET. It's the value-packed compact. Study it carefully. Add up all the extras you get. Then—look at the low price tag. The Comet is unquestionably the new standard of value in compact cars.
COMPARE all the compacts and you'll come away with a Comet. Now at your Mercury-Comet dealer's.



LINCOLN-MERCURY DIVISION Ford Motor Company
Builders of finer cars of every size for every purpose



LINCOLN AND LINCOLN CONTINENTAL—the ultimate in motor cars.

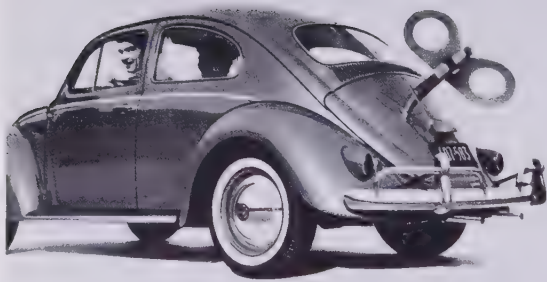


MERCURY—the best built—best buy—in its field.



COMET—first of the compact cars with fine-car styling

Ford, 1960



It isn't so.

That winding key you've been seeing on some VWs is not standard equipment. It's put there by proud Volkswagen owners, who go around telling their friends they get 40 miles on one winding. That isn't quite true. The correct figure is about 32 miles (regular driving), and it requires one gallon of gas.

Otherwise, the winder gives you a pretty good idea of how economical it is to own and operate a Volkswagen. The VW engine in the rear is air-cooled. No water to boil over or freeze. No oil. No radiator. No radiator expenses. No radiator. Engine friction is so low that top speed and cruising speed are one and the same. A Volkswagen can run wide open all day long

without running up a repair bill. And it uses practically no oil between changes. A VW costs \$1,675* including heater (leatherette upholstery is optional), and so are white walls, side view mirror and radio. Outside of that, we can't think of anything else you might want. Except possibly that winding key.



How to make a '54 look like a '64.

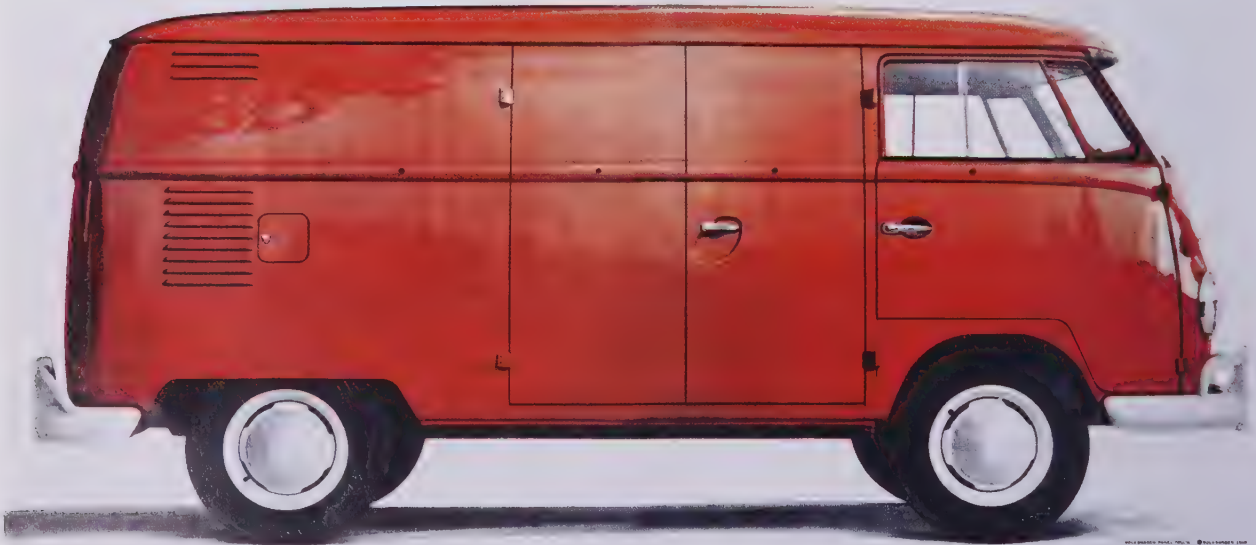
Paint it. See? It looks like next year's model. And next year's model looks like last year's model. And so it goes. VWs always look the same because we change the car only to make it work better, never to make it look different. So the people who bought '63 VWs

aren't nervous about what the '64s will look like. And neither are we. We've made over 5 million Volkswagens, and we're still making changes. Not enough to make you run out and buy a new one every year. But enough to notice the differences when you do 114 changes for '64 alone.

In the meantime, no matter what year VW you own, you can always get parts easily, many of them are interchangeable from one year to the next. So if you like, you can keep your old VW running forever. Just spray it every few years. Old paint rides again.

Volkswagen, 1960

Volkswagen, 1963



THIS IS THE SHAPE OF TRUCKS TO COME

You're looking at what happens when you design a truck to do what an economy truck should do. You want the driver up front, of course. Try putting the engine in the rear. You'll find it gives your truck balance, loaded or empty. It also does away with the heavy drive-shaft. If you air-cool your engine, you save more weight. No radiator any more, no water. Want to cut out more

weight? Make your engine with aluminum and magnesium alloys. A truck must be rugged. You take care of that with a unitized welded body. It saves weight and keeps the truck rattle free. Your truck now looks deceptively small. It is about three feet shorter than its contemporaries, yet carries

1,830 pounds. Costs about half as much to run. When you've worked out all the details, it turns out you have just designed a Volkswagen Panel Truck. Your design makes so much sense that it will not surprise us if future trucks make use of these basic principles. The Volkswagen Sedan led the trend toward the economical car for the family. Will history repeat itself?

Already 100,000 owners of Volkswagen Trucks have proved that the Volkswagen concept of low cost transportation works with equal success in business. Visit your authorized Volkswagen dealer today if your business can use an economical truck. (That's much easier and quicker than designing your own.)



L'ANATOMIE FRANÇAISE DE L'AUTOMOBILE OR, HOW TO MAKE YOUR DRIVING FUN AGAIN

La Silhouette:

Probably one of the handsomest body styles around today. Paris-designed, French-built. * Quiet, * authoritative, elegant.

Les Portes:

4 doors for easy-in, easy-out. New safety-locks for back doors.

Les Dimensions: Outside: 155 inches total length! Parks, maneuvers accordingly./ Inside: Roomier than you imagine. No hump in floor means better leg-and-foot room.

La location du moteur: The water-cooled (quieter) engine is in the rear. Time-tested, road-tested, user-tested, and proven. It provides superior traction and road holding qualities. Easily accessible: simple to service.



Les Économies:

Purchase price is \$1645*/You get up to 40mpg/Optional extras: sun-roof, dual heater, windshield washers./More than 1000 authorized dealers in the U.S. & Canada with factory-trained men, service & parts./Drop in at the nearest for a lesson on car anatomy. You will profit. Bien sûr

La Garantie Unique

A 6-month service & parts warranty (with no mileage limitations!) at any Renault Dealership everywhere in the world.

La Nouvelle Suspension:

News! Renault-Exclusive! Patented new suspension system assures smoother, bounce-free ride on all kinds of roads and terrain. Enhances driver and passenger comfort. Try it & see!

Le Car Hot: **RENAULT**  **Dauphine**

TUNE IN "MARKHAM" STARRING RAY MILLAND CBS-TV, THURSDAYS, 9:30-10 P.M. EASTERN TIME
*SUGGESTED RETAIL PRICE. MSRP. EAST COAST. STATE & LOCAL TAXES EXTRA. FREE BROCHURE AT DEALER OR RENAULT, INC., 700 3RD AVE., N.Y. 12, N.Y. OVERSEAS DELIVERY FOR EUROPEAN TRAVELERS. SEE LOCAL DEALER OR WRITE RENAULT, BOX 189, L. 1, CITY 4, N.Y.

NEW
IS THE WORD FOR
INTERNATIONAL



...the new International station wagon...
...the new International station wagon...
...the new International station wagon...



BIG NEWS... THE BIG WAGON!

The TRAVELALL by INTERNATIONAL... family room on wheels.

This new International station wagon
welcomes big loads and biggest families. Sleek good looks, safe, it gives you
maximum riding room and cargo space. Versatility is king here. And
there's a super new rule: See the Big Wagon in the new Travelall
at your INTERNATIONAL Dealer!



See it in color! Superb, bold and powerful
look. A new wheel with optional steel rim...
...the new International station wagon.



More than 4000... and production...
...the new International station wagon.



See it in color!... and production...
...the new International station wagon.



International, 1960

PRICE?

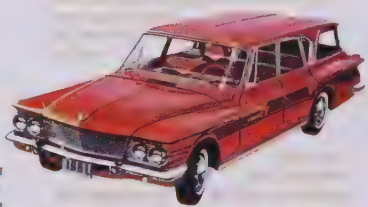
PAINLESS! ... 1.1 limited dollar, too.

POSH?

VERY!

MANNERS?

IMPECCABLE!



APPETITE?

LIGHT!

PARENTAGE?

DODGE!

DODGE
LOOKS THE
DIFFERENT

**LOOK
WHAT
DODGE
HAS DONE
FOR
COMPACTS**

LANCER



Dodge, 1960

► Fiberglas, 1960

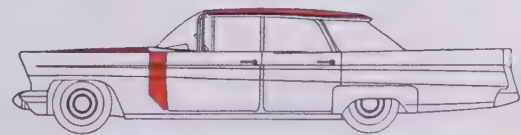
FOR EXTRA QUIET COMFORT IN YOUR NEW CAR . . . MAKE THE

QUIET TEST



THE BEST NEW CARS GIVE YOU EXTRA PROTECTION AGAINST SOUNDS AND MOTOR VIBRATIONS WITH SPECIAL FIBERGLAS INSULATION.

Before you decide on that new car . . . feel the inside of the roof. If it's soft and resilient, you're feeling sound-insulation. Owens-Corning Fiberglas automotive insulation is basically the same insulation used in high altitude jet airliners to provide protection against noise and temperature. Many of the best 1960 cars use Fiberglas* Insulation under the roof . . . under the hood . . . behind the motor. Remember . . . Fiberglas Insulation absorbs the noise and assures extra driving comfort. Be sure to make the "Quiet Test" at your local automobile dealer. Owens-Corning Fiberglas Corporation, Dept. 10D-11, Toledo 1, Ohio.



RED AREAS Indicate automotive usage of Fiberglas Insulation.



*T.M. (Reg. U.S. Pat. Off.) O.C.F. Corp.

NEW
for 1961!



MERCURY METEOR 600 and 800 series

priced right in the heart of the low-price field



HIGHLIGHTS

- Modern new size... trimmer, better proportioned, for easier handling and parking
- 7 self-servicing features including a chassis that is pre-lubricated for the first 30,000 miles
- First low-price car with a fine-car ride! Exclusive Cushion-Link suspension
- Even roomier than last year. More rear-seat shoulder room, hip room, and head room. More entrance room. Bigger trunk room.
- New Super-Economy engines! Up to 10% more gas mileage! Mercury's first 6-cylinder engine plus new V-8's that use regular gas. Up to 10% better pickup than last year's brilliant Mercury

A NEW AND BETTER KIND OF LOW-PRICE CAR! HERE'S WHY:

You're looking at the newest car in the low-price field... the Mercury Meteor. As you can see from the chart at the right, both Meteor series are in the low-price field! But the resemblance to other low-price cars ends with the price. For the Mercury Meteor has values never before found in any low-price car.

LOOKS BETTER... AND IS! The styling and size are completely new. Trimmer, cleaner, shorter narrower... less to garage... let more light! You get a de luxe interior in every model at no extra cost. Never before has such luxury been standard in a low-price car.

FEELS LIKE MORE! Here's the low-price car to provide a true "fine-car feel." Not

just shock absorbers and springs for your riding comfort but a unique new system of alloy cushioning. The name of this patent-applied-for feature is Cushion-Link suspension. It is exclusive on all Meteor 300's, Montevios, and Mercury station wagons. Even the effects of the smallest road-surface irregularities are almost completely absorbed... so they reach... one and your passengers.

The extra ride stability, new wide-track front wheels (61 inches) and a long, 120-inch wheelbase help take the sway out of curves. For extra quiet, the Mercury Meteors have more insulation in more places than any other low-price car.

COSTS LESS TO DRIVE! You save on gas, oil, lubrication, and upkeep. Mercury's new wide choice of engines and transmissions lets you

tailor your new Meteor to your kind of driving. (Choose super economy, super power, or any combination in between. And just think of these 7 other savings...)

A new pre-lubricated chassis lets you drive 10,000 miles between oil changes. Mufflers are aluminum for double the life. Brakes are self-adjusting. New zinc-coated body panels protect your car from rust two or three times as long. Spark plugs are self-cleaning, save gas. A special Super-Enamel finish never needs waxing.

See the 1961 Mercury Meteor... the newest and smartest buy in the low-price field... at your Mercury dealer's showroom now.

LINCOLN-MERCURY DIVISION *See Your Mercury Dealer*

1961 Mercury Price Comparison Chart	
1. Mercury Meteor 600	Priced right in the middle of the low-price field with such cars as Chevrolet Pontiac and Plymouth Belvedere
2. Mercury Meteor 800	Priced with the top series in the low-price field with such cars as Chevrolet Impala and Plymouth Fury
3. Mercury Monterey	Priced, most luxurious of all 1961 Mercurys

1961 MERCURY
the better low-price car

Mercury, 1960

ANNOUNCING THE HAPPIEST BIRTHDAY OF THE YEAR!

FALCON '61 has these wonderful birthday presents for you



New 1961 Falcon... in 2- and 4-door sedans, 2- and 4-door wagons

You get the presents on the first birthday of the world's most successful new car... the car with over 400,000 happy owners... the car no other compact can measure up to!

GAS MILEAGE THAT SETS A STANDARD FOR OTHERS! Owners have proved it, facts have proved it... the Falcon gives you up to 30 miles on a gallon. With the Falcon, you put your money in the bank... not in the tank!

LUXURIOUS 6-PASSENGER ROOM... IN THE FALCON MANNER! In the '61 Falcon you'll find spacious-out room for the comfort... of adults... with trunk space... to pack away all their luggage. And just like the big luxury... Falcon '61 presents you with cost... front arm

rests, foam-padded front seats and chic interiors upholstered right down in the floor panels... all at no extra cost. Only Falcon lets you go in such big-car style... at such a low compact car price.

FIRST WITH 4,000-MILE OIL CHANGES! Save your money! Falcon gets just 1,000, not 1,500, not 2,000 or 3,000... but 4,000 long miles between oil changes. What's more Falcon never needs waxing. For even more savings, Falcon has... an aluminum muffler that normally lasts three times as

long as ordinary types. That's Falcon for you... the only true economy car of the compact field!

A CHOICE OF TWO SURGING "SIZES!" With the '61 Falcon, you get *three* as well as *three!* Falcon gives you a choice of power plants, starting with the standard Falcon 144 Six... already economy-proved by over 400,000 ricker owners. Or choose the brand-new optional 170 Special Falcon Six that also provides the Falcon's famous brand of economy PLUS an extra dash of power.

THE EASIEST CAR IN THE WORLD TO OWN! Economy where it pays... quality where it counts... is the secret of why the Falcon has set the standards of compact car success. See your Ford Dealer and see how little it takes to take home a 1961 Falcon... the car no other compact measures up to!

See us on 20/20 & 7/10/60



FORD Falcon '61
WORLD'S MOST SUCCESSFUL NEW CAR

ONE YEAR NEWER, ONE YEAR BETTER... AT YOUR FORD DEALER'S NOW!

Ford, 1961

Chrysler 1961



featuring the new **Newport**
a full-size Chrysler in a new lower price range!

If you don't know it already, you might as well know it now. Other cars in Chrysler's price class are building smaller, cut-down models. Not Chrysler! No Jr. editions bear the Chrysler name. For full size, proof, step up to the Newport, the Chrysler '61 that makes a Chrysler investment more appealing than ever! See what you get at the Newport's new lower price. You get Unibody... rumpastated in 7 different baits and proved 100% stronger than old type body-frame designs! You get Chrysler room... with seats five feet wide and

a special driver's seat that supports and comforts from shoulder to knee. You get economy. The Newport's Firebolt V-8 engine is tuned for regular gas. Like a silent ride? Chrysler Unibody is sprayed with 92 pounds of sound deadener, insulated with 100 sq feet of padded material. A smooth ride? Drive Chrysler '61! Check out its steady, supple road grip, the sure handling of torsion-bar suspension. A Chrysler exclusive in its price class! Ask your dealer for a test drive. He's waiting with a key, and the widest smile in town.

CHRYSLER '61... NEWPORT • WINDSOR • NEW YORKER • 300/C

Chrysler, 1961

Announcing...

THE WORLD'S NEWEST SPORTS COUPE...

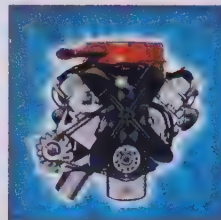
F-85 *Cutlass*

with the exhilarating **ROCKETTE 185** Engine!

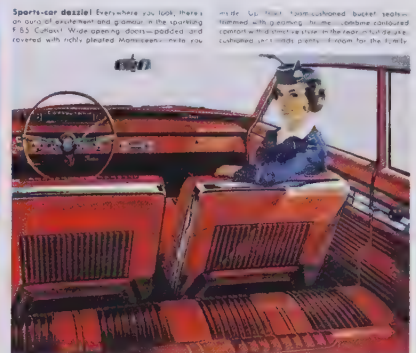
In a class by itself! Oldsmobile announces an advanced model—styled and powered to be the sportiest of the smaller cars! Slide inside this fiery new glamor coupe and see how its 185-h.p. aluminum Rockette V-8 powers you into action... with four-barrel carburetion, dual outlet exhausts, and high-

torque rear axle! Lean back in comfortable bucket seats... enjoy a thrilling new sense of command in the tight-turning, easy-handling F-85 Cutlass! You can be among the first to try this new, action-packed F-85 Cutlass at your Oldsmobile Quality Dealer's!

EVERY INCH AN
OLDSMOBILE

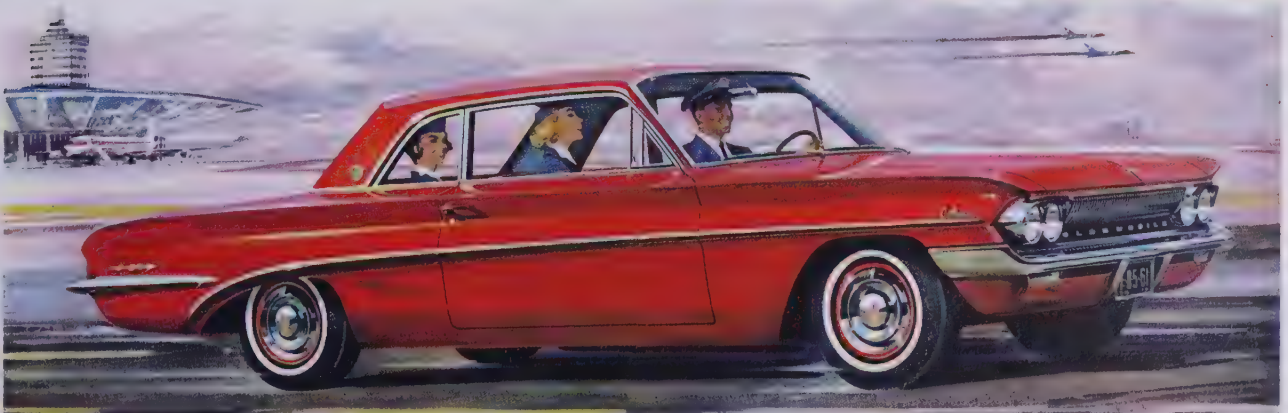


Sports-car dash! New high-performance, aluminum Rockette V-8 Engine delivers 185 h.p. and 230 lb.-ft. of torque! It features 10:22:1 compression ratio, a new high-capacity manifold to improve engine breathing, an exceptionally responsive four-barrel carburetor and dual outlet exhausts to increase top-range responsiveness. High torque Cutlass rear axle with 3.26:1 ratio makes the most of Rockette power! All these extra-value items for superior performance are standard equipment on the F-85 Cutlass!



Sports-car dazzle! Everywhere you look, there's an aura of excitement and glamour in the sportiest F-85 Cutlass! Wide opening doors, specified and covered with rich, gleaming Mossesqueumite™

interior, 10" wide "cushioned bucket" seats—fitted with gliding leather, custom-cushioned carpet and trim—plus a new, more comfortable, cushioned seat with extra padding for the driver.



Above: F-85 Cutlass Sports Coupe. Also available, new F-85 Club Coupe... Investigate Oldsmobile of all!

Oldsmobile, 1961

► Plymouth, 1961

Announcing the most beautiful turn of the



61 PLYMOUTH

Century! Plymouth for '61!



Never before a Plymouth so dramatically new and different! See and feel the head start it gives you into 1961, with its startling new looks, its eagerness, its sureness, its tight snug quality. Beneath the all-new lines is the Solid Plymouth Unibody—one-piece, welded, tough and quiet. So get with the newest! Get with '61 Plymouth—at your dealer's now!

H... SOLID BEAUTY

America's No. 1 low-price economy car — a Chrysler-engineered product

The load can be marked *Danger or Fragile or Handle With Care*—but the way Chevrolet's truck torsion springs soak up vibration and road shock, that load will be shaken more respect than it ever saw before.

More than likely it'll get where it's going in less time, too, definitely with less strain on the driver. The reason is Chevrolet's completely new independent front suspension doesn't offer just one advantage and stop there. The same independent front suspension that protects those precious wares will let you haul bruising, off-the-road loads at all times without business worries about downtime. The same cushioning action that makes life easier for the driver lets you move at faster safe speeds over any

ground to get in more trips a day. The same shock-proofing effect that virtually eliminates shimmy and wheel fight—that makes handling so much easier—also absorbs most of the stress and strain ordinarily transmitted to the body and sheet metal. The whole truck holds up better, stays new longer, and its working life is increased by extra thousands of miles.

Take one of your present trucks over a particularly rough piece of road. Then while the business and pleasures are fresh in your mind, borrow a '60 Chevy from your dealer and cruise it over the same route. We'll rest our case on that one ride. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

A whole new approach to truck durability and ride!

Torsion springs, with fully independent front suspension, revolutionize the ride. Wide-based coil rear springs in many lightweight models for better-than-ever stability. Variable-rate rear springs, sure to last longer, in most medium- and all heavy-duty models. Frames that are tougher, more resistant to rust. A big plus is Chevy's new Shock-Bilt design. Cabs that are stiffer, safer, and more comfortable. Front wheels and tires precision balanced to last longer. Lively V8's with longer life. Sixes sworn to sure pay money. All these plus the year's handsomest style!

Anything less is an old-fashioned truck!

Now "Handle With Care" means handle with Chevy!

1960 CHEVROLET TRUCKS WITH TOTAL NEWNESS 



Chevrolet Trucks, 1960

ALL-THE-WAY NEW FORD Econoline TRUCKS



 <p>New Van</p> <p>... (text) ...</p>	 <p>New Station Bus</p> <p>... (text) ...</p>
--	--

New Pickup

... (text) ...

1. Low price! Save from the start with Ford's traditionally low prices!
2. Up to 30 mpg! In certified tests, the Econoline Pickup delivered 30 mpg you can save as much as 40% on gas!
3. Less dead weight! 1050 pounds less chassis weight, yet carries over 1/2 ton payload!
4. Bigger loadspace! 7-ft. box—up to 23% more room, but 3 feet less truck length to handle!

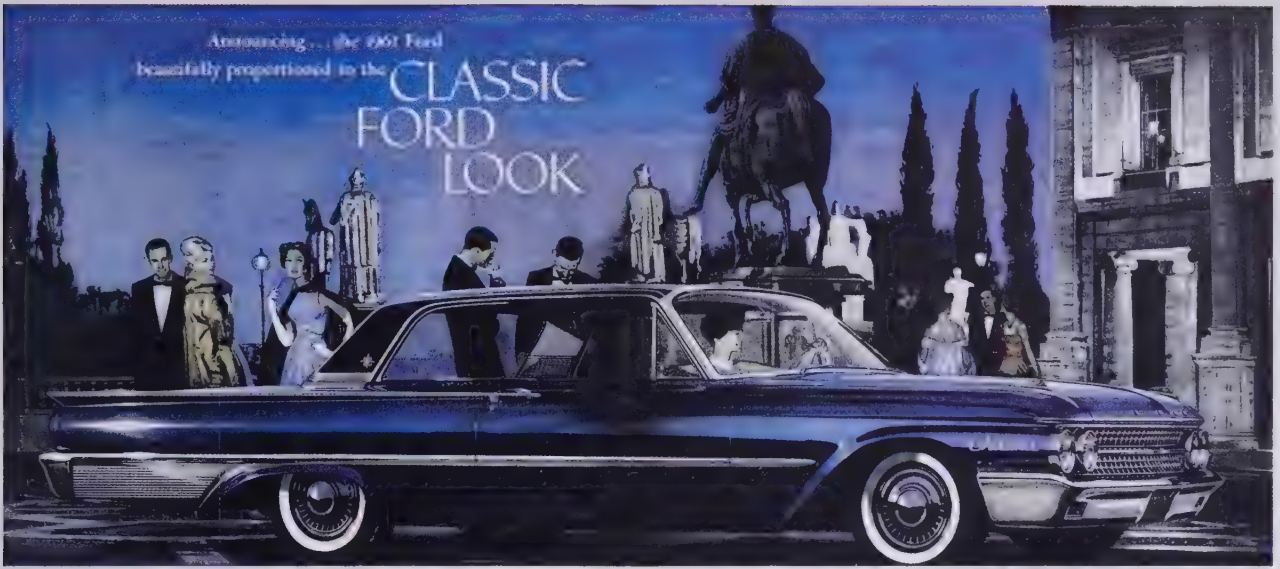
FORD TRUCKS COST LESS

YOUR DEALER'S CERTIFIED ECONOMY BOOK PROVES IT FOR SURE!



ALL-THE-WAY NEW TO SAVE IN 4 BIG WAYS!

Ford Trucks, 1960



BEAUTIFULLY BUILT TO TAKE CARE OF ITSELF

Ford makes automotive history with the trend-setting car of our times... a car that goes 30,000 miles without lubrication... 4,000 miles between oil changes... adjusts its own brakes... and is beautifully built to take care of itself!

The 1961 Ford *Discs* recognized for its beautiful proportions by a leading professional fashion authority introduces a whole new concept of what a car can do for you.

It has a new steel New nylon bearings and a newly developed lubricant keep the '61 Ford flexible greased for 30,000 miles. Good by, grease rack!

It cleans its own oil. The 1961 Ford's new terrifically efficient full-flow oil filtering system lets you go 4,000 miles between oil changes.

It cleans its own brakes. A "mechanical" system keeps brakes adjusted for the life of the lining.

Real! Ford's body is specially processed to resist corrosion, even to galvanizing the body panels beneath

the doors. The bright metal trim has all been treated to brighten and last longer.

For 100 years, out of over 100 models, too. A new car... or this Ford! Because it's got all the punch and extra steel. Two additional V-8's and a great Mustang Motor for all driving conditions.

Plus you get the new Ford's beautiful wide-ripple rate of gas. No wasteful kickback into your knees. Drive at your own pace.

The 1961 Ford... beautifully built to take care of itself.

HERE'S HOW THE '61 FORD TAKES CARE OF ITSELF

Lubricates itself. You'll normally go 30,000 miles without a change of lubrication.

Cleans its own oil. You'll go 4,000 miles between oil changes with Ford's Full-Flow oil filter.

Adjusts its own brakes. New truck-size brakes adjust themselves automatically.

Guards its own muffler. Ford mufflers are double.

wrapped and laminated in soundproofing, will last three times as long as ordinary mufflers.

Protects its own body. All steel body parts are treated with a special protective paint for extra protection.

Takes care of its own finish. New Diamond-Luster finish never needs wax.



Ford, 1961

HERE! THE GREATEST SHOW ON WORTH
measurably new, immeasurably nice

NEW!!! 1961 CHEVROLET

That fresh, clean-swept silhouette is only a hint of what we've done to make this '61 Chevy your kind of car. As soon as you slip inside, you'll find designed-for-you dimensions that say this one was meant for you from the moment it came off the drawing boards. Those big, made-to-order doors, for instance, that are as much as half a foot wider so you can swing in and out with perfect ease. And just wait till you sit back and experience the top-of-the-world feeling of Chevy's comfortable new seats (they're as much as 14" higher — just right for sitting and seeing). There's also more leg room in the front, more foot room in the back. We've even redesigned the trunk to give you easy bumper-level loading and the convenience of a deeper recessed floor that lets you stack luggage 15" higher. Yet with all its extra roominess, this remarkable '61 Chevy takes up less road space — allowing added inches of clearance for parking. Your dealer's waiting right now to show these and all the other improvements that make Chevy for '61 the most useable, livable, likable car ever to come your way.



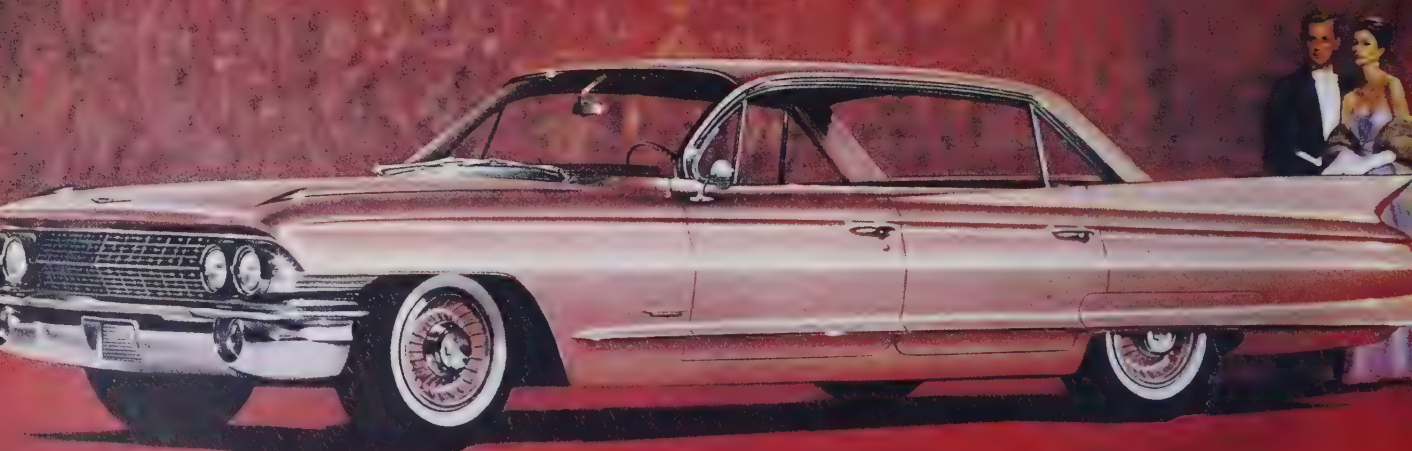
You! Big car comfort at small car prices...
NEW '61 CHEVY BISCAYNE 6
the lowest priced full-sized Chevrolet!



Chevrolet, 1961

► Cadillac, 1960 ►► Cadillac, 1960

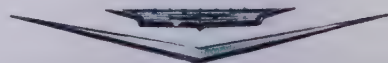
Cadillac



century brocade from Detroit Institute of Arts

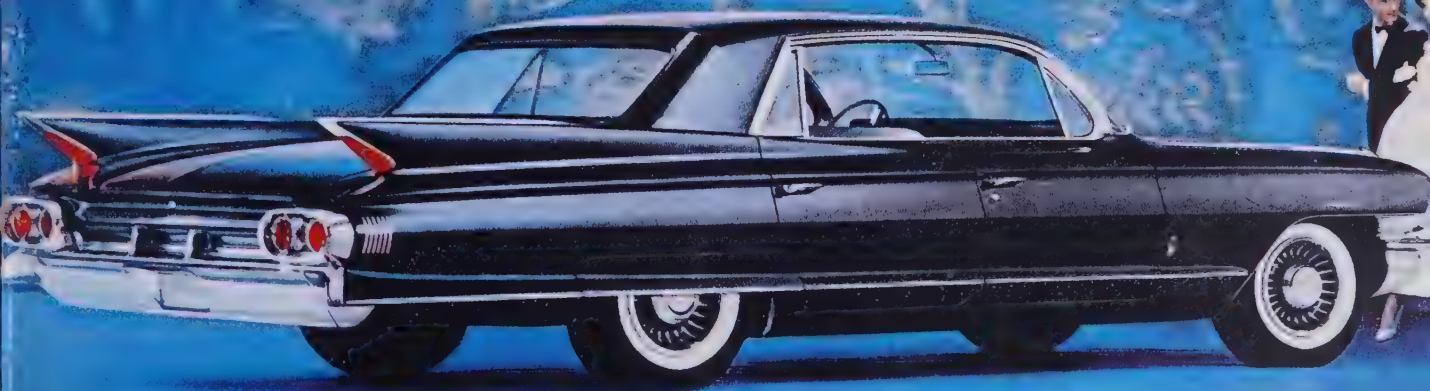
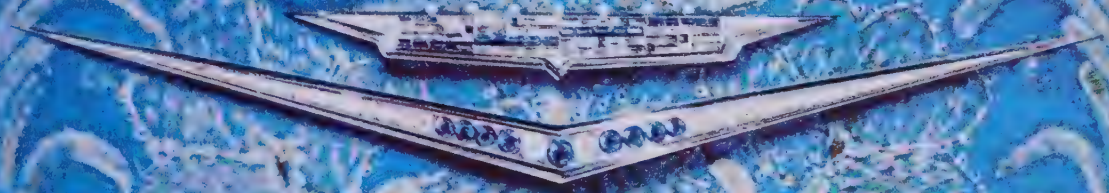
Jeweled "V" and Crest created by Black, Starr and Gorman

In beauty and in performance, the 1961 Cadillac represents a new standard by which the world's motor cars will be judged.



CADILLAC MOTOR CAR DIVISION, GENERAL MOTORS CORPORATION

Cadillac



18th Century embroidery from The Brooklyn Museum

The Fleetwood 60 Special

Jeweled V and Crest created by Cartier

*The highest praise that can be accorded any product in any field
is to declare it the Cadillac of its kind.*



CADILLAC MOTOR CAR DIVISION, GM CORP. DETROIT, MICHIGAN



Comet

THE ONLY COMPACT...
 THE ONLY COMPACT...
 THE ONLY COMPACT...

COMET IS REALLY VALUE PACKED
 THE ONLY COMPACT WITH FIVE SEATING
 BIGGER ROOM SMALL CAR HANDLING
 NEW THREE POWER OPTIONS FOR \$1
 THEY BUY FAMILIAR COMPACT
 THREE WHEN OR BEGINS THE OTHER COMPACTS
 CHOICE FROM TWO AND FOUR DOOR WAGONS, TOO
 GET COMET AT YOUR MERCURY COMET DEALER
 ONE YEAR OR 12,000 MILE WARRANTY

Comet, 1960



Make your first choice...
 But there's a second...
 (all your driving time)
 (and your pocketbook)
 (and your peace of mind)
 (and your pride in ownership)
 (and your peace of mind)
 (and your pride in ownership)
 (and your peace of mind)
 (and your pride in ownership)

PLYMOUTH... SOLID BEAUTY

Plymouth, 1961



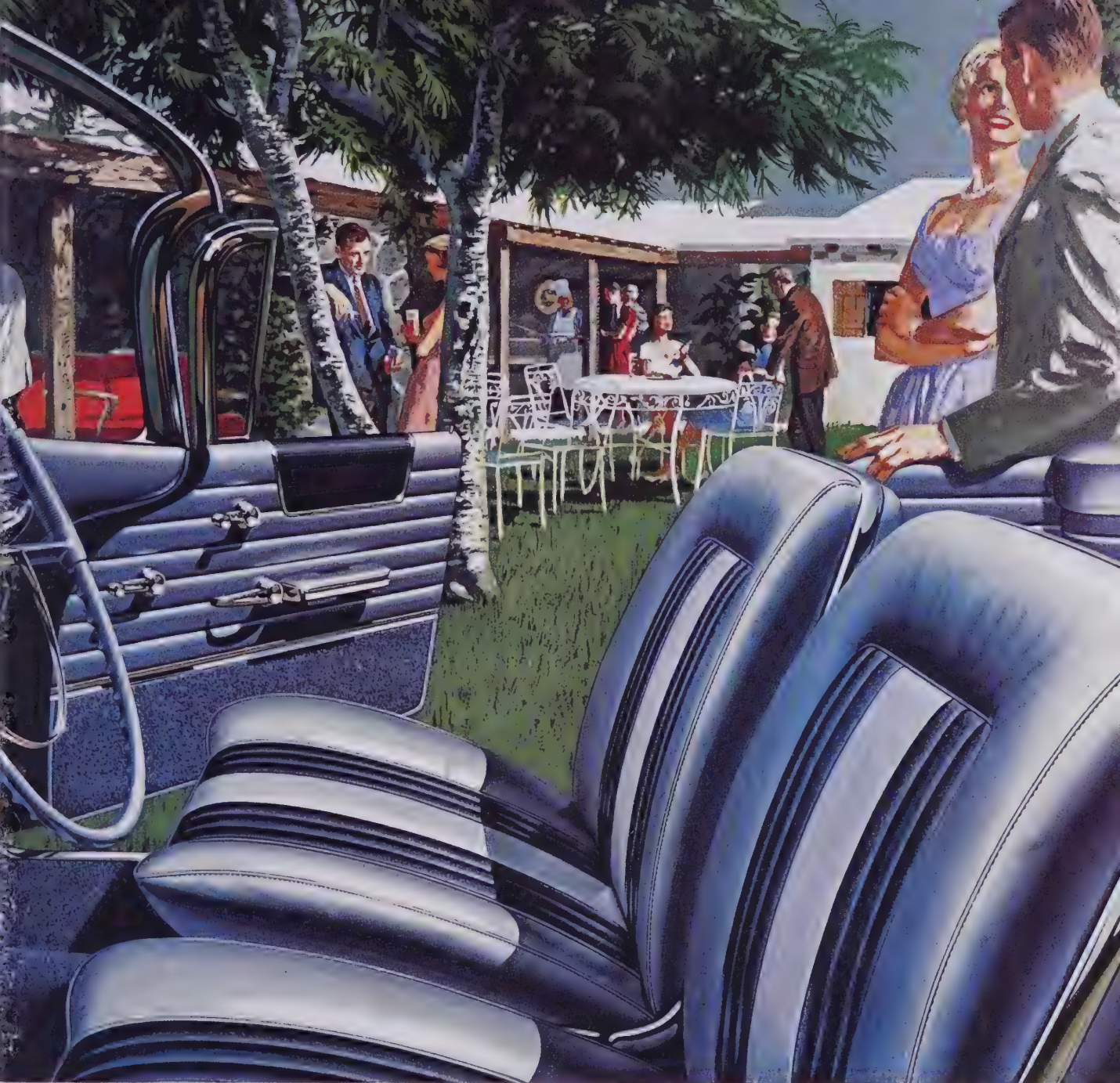
zing!

Surging smoothness of SKYROCKET Engine power! New "fashion-line" design with real zing... not only beautiful and modern, but with that extra sparkle and spice that speeds up your pulse!

Remember the thrill you got when you bought your very first car? It's yours all over again in a **CLASSIC 98 OLDSMOBILE**...awaiting you now at your Oldsmobile Quality Dealer's.

Oldsmobile, 1960

Pontiac, 1960



WINNER OF THE 1957 INTERNATIONAL FASHION COUNCIL AWARD FOR OUTSTANDING DESIGN

Here you see what so many people see in a Pontiac
(in this case the Bonneville convertible with bucket seats)

The leather is richly dyed, top-grain. The carpeting on the floor and doors is thick, soft, yet incredibly durable. The stately instrument panel is inlaid with genuine walnut. And note the cushioned assist rail.

Bonneville beckons you to behold the inspiring new interiors of all Pontiacs. Tempting fabrics and materials, graceful accents of chrome and steel, each made with painstaking care, inspected thoroughly. See and select yours soon at one of our fine dealers.



THE ONLY CAR WITH WIDE-TRACK WHEELS!
 Wide-Track widens the stance, not the car. With the widest track of any car, Pontiac gives you better stability, accurate control, less lean and sway.
 PONTIAC MOTOR DIVISION • GENERAL MOTORS CORPORATION

Skyrocket!



A fiery new class of cars is here . . . Oldsmobile for '61! Sparked by the spirit of an exciting new SKYROCKET Engine—blazing a bright new trail in automotive performance!

Oldsmobile . . . with a completely new and smoother-than-ever Hydra-Matic Drive* featuring Accel-A-Rotor action for quick, silken getaway!

Oldsmobile . . . with crisp, sleek style that reflects its flashing performance . . . and the roomiest, most glamorous, easiest-to-get-into interiors you ever saw!

All this is exclusively yours in the spirited new Olds for 1961

. . . featuring Fashion-Line design and SKYROCKET performance!

Join the style leaders in a new '61 Olds . . . at your dealer's now!

OLDSMOBILE DIVISION OF GENERAL MOTORS CORPORATION

*Optional at extra cost.

OLDSMOBILE Super 88

More spirited than ever for '61!





What makes a Pontiac so eager to go?

This Catalina has more horsepower per pound than any other automatic transmission car made in America. (As much as one horse per 10.65 pounds.) That's an ideal balance between weight and power. Gives you hustle when you need it. Improves gas mileage, too. Eager to go? Go see your fine Pontiac dealer.

PONTIAC MOTOR DIVISION • GENERAL MOTORS CORPORATION



THE ONLY WIDE-TRACK CAR Pontiac has the widest track of any car. Body width trimmed to reduce side overhang. More weight balanced between the wheels for sure-footed driving stability.

LIKE MAGIC...



YOU'LL FEEL BETTER, LOOK NEATER, STAY CLEANER WITH GENERAL MOTORS CAR AIR CONDITIONING

Go the healthful way—with Harrison Air Conditioning you breathe air that's literally washed... cool, invigorating air! This refreshing atmosphere helps take the tension out of everyday traffic... the stress and strain out of all-day trips. What's more, you'll enjoy refreshing new relief from pollen and other air-borne irritants. *Go the neat way*—Harrison Air Conditioning eliminates excess humidity... clothes hold a sharp press, collars never wilt, hair keeps that combed-and-brushed freshness. *Go the clean way*—your car's interior can be spick-and-span as your living room. With Harrison Air Conditioning, you lock out dirt, grime and insects... you knock out the road and wind noise that disturbs radio listening and conversation. So for a *healthier, cleaner, neater* way to go for you and your family... ask your GM Dealer for Harrison Air Conditioning in your new Cadillac, Buick, Oldsmobile, Pontiac or Chevrolet.

GM *and air by the carload*
HARRISON
AUTOMOTIVE AIR CONDITIONING

ASK YOUR GENERAL MOTORS DEALER FOR A
DEMONSTRATION

•COMPRESSOR BY FRIGIDAIR

HARRISON RADIATOR DIVISION, GENERAL MOTORS CORPORATION, LOCKPORT, NEW YORK
AUTOMOTIVE RADIATORS • OIL COOLERS • THERMOSTATS • AIR CONDITIONERS • HEATERS • DEFROSTERS



Lincoln, 1960

Classic beauty in a smart new size

*Lincoln Continental for 1961...ideal
in size...styled in the Continental tradition
...engineered for unprecedented reliability*

The Lincoln Continental for 1961 is a new size, a new style, a new engineering. It's the first Lincoln to be designed from the ground up for a new size. It's the first Lincoln to be styled in the Continental tradition. It's the first Lincoln to be engineered for unprecedented reliability.

The merit of ideal size

The Lincoln Continental for 1961 is a new size, a new style, a new engineering. It's the first Lincoln to be designed from the ground up for a new size. It's the first Lincoln to be styled in the Continental tradition. It's the first Lincoln to be engineered for unprecedented reliability.

Extraordinary reliability

The Lincoln Continental for 1961 is a new size, a new style, a new engineering. It's the first Lincoln to be designed from the ground up for a new size. It's the first Lincoln to be styled in the Continental tradition. It's the first Lincoln to be engineered for unprecedented reliability.

Enduring Continental styling

The Lincoln Continental for 1961 is a new size, a new style, a new engineering. It's the first Lincoln to be designed from the ground up for a new size. It's the first Lincoln to be styled in the Continental tradition. It's the first Lincoln to be engineered for unprecedented reliability.

LINCOLN CONTINENTAL
America's first ideally sized fine car

November 1959

come
try the car with
so much that's

new

so much
that's

different!

THE SUPERLATIVE 1960 CHEVROLET



There's nothing like a new one... and no new one like a Chevrolet. The Full Size 4-Door Sedan.

Every careful line of this superlative '60 Chevrolet seems to tell the luxury cars to move over—from the proud jut of its nose to the saucy cut of its rear deck. And the beauty elegance of its manner new Body by Fisher repeats the refrain—with finely tailored fabrics, safe-ride suspension, transmission, tunnel that'll please you right down to your toes. You'll luxuriate, too, in the way this new Chevy's Full Coil ride—insulated from road shock and made to think, gently absorbed body mounts—reads the pose of even the roughest cars. Yes, snugness at this '60 Chevy is, it means no more dedicated than ever to those proved Chevrolet virtues—economy and dependability. There's a choice of two standard engines that do marvelous things with mileage—the famed 134-Thumb 6 and a new Turbo-Pire V8 that gets more miles on a gallon of regular while giving you more... as normal speeds. Your dealer's the man to see for the details, including the one we know will delight you most of all—the low price you pay for this superlative Chevrolet luxury. Chevrolet Division of General Motors, Detroit 2, Mich. nearest to perfection a low-priced car ever came!

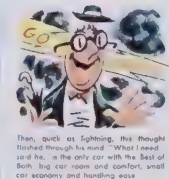
CHEVROLET



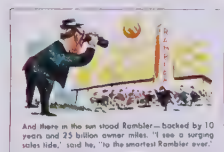
Thunderbolt! cried the weather man. The 1960 prices of my "lawgiver" car are high as a hurricane's eye, and it's on top of a bump. I predict a sudden change.



So he got his weatherman over one of the new foreign size U.S. cars, but ran smack with a low ceiling. Run up the small craft amongst! he cried. "It's a wonder!"



Then, quick as lightning, his thought flashed through his mind. "What I need and like is the only car with the Best of Both: big car room and comfort, small car economy and handling ease."



And there in the sun stood Rambler—backed by 10 years and 25 billion owner miles. "I see a surging sales tide," said he, "the smartest Rambler ever!"



He found Rambler's ride so gentle and quiet in bumper, cloud parking, jitters. And there's room in de for us big foreclosures complete with high beamers. No need.



And thanks to Rambler savings on price, gas, and resale value, he won't come with every mile he drives in his 1960 Rambler. You will, too. See Rambler soon.

GO RAMBLER IN 1960 The New Standard of Basic Excellence



AMERICA'S MOST EXPERIENCED BUILDER OF COMPACT CARS. (Illustration by G. B. ...)

General Motors, 1961 ◀ Chevrolet, 1960

Rambler, 1960

▶ General Motors, 1961





Mustang

AL-1741

Stan Gail

Chevy can match your personality...and then some!



Now! Big-car comfort at small-car price! New '61 Chevy Biscayne 6.

CHEVY SHOWROOM '61 STYLE!

These new Chevrolets are the roomy, roomiest cars you'll find anywhere. Their new size and size dimensions give you extra inches of clearance outside for tight turns and snug parking places. Yet you also get extra inches of comfort for feet, knees and elbows—11 inches to things like door openings, as much as 6 inches wider, tighter seat and instrument panel adjustments. The going is easier, too, with Chevy's detachable ride-in floor over even the roughest roads. There's even a new trunk that opens at bumper level for

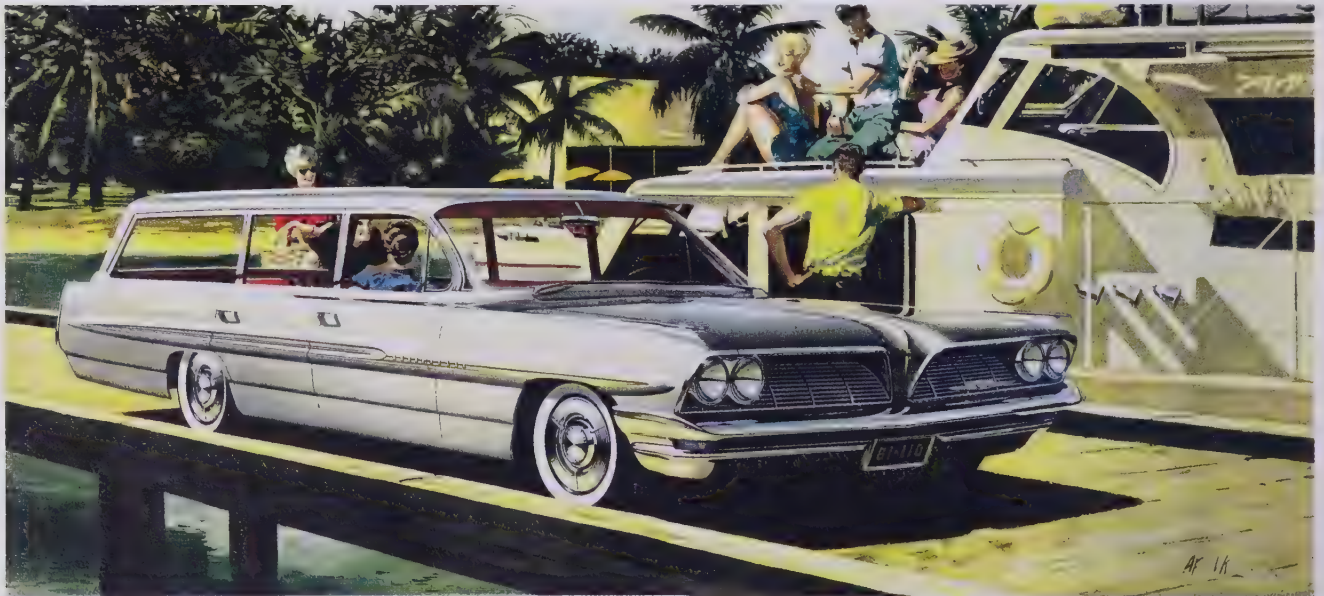
easier loading. And, with the widest model choice, even your Chevrolet dealer now offers smoother shopping for just the car to suit your taste—and your budget! Drop in and see.

- 1—Impala Convertible 2—Nova 6 Passenger Station Wagon 3—Bel Air Sport Coupe 4—Impala Sport Sedan 5—Impala 2 Door Sedan 6—Bel Air 2 Door Sedan 7—Corvair 8—Biscayne 4 Door Sedan Chevrolet Division of General Motors Detroit 2 Michigan



See what Chevy's Corvair has in store for you on the next page ▶

Chevrolet, 1961



All cargoes are carried more carefully in a Wide-Track Pontiac Safari

The new Wide-Track Pontiac Safari is the most spacious station wagon in the world. It's built on a new 110-inch wheelbase. It's built on a new 110-inch wheelbase. It's built on a new 110-inch wheelbase.

In a station wagon, Wide-Track really gets a lot of space. It's built on a new 110-inch wheelbase. It's built on a new 110-inch wheelbase. It's built on a new 110-inch wheelbase.

And it's got a lot of space in the back. About 8 cubic feet of space in two-seat Safaris. It's built on a new 110-inch wheelbase. It's built on a new 110-inch wheelbase. It's built on a new 110-inch wheelbase.

Wide-Track really gets a lot of space. It's built on a new 110-inch wheelbase. It's built on a new 110-inch wheelbase. It's built on a new 110-inch wheelbase.



IT'S ALL PONTIAC! ON A NEW WIDE-TRACK

Pontiac, 1961



Jaguar's new XK1 convertible

Jaguar engineers specify
Champion spark plugs because they demand
the utmost in quality and performance.
Why settle for less in your car?



Champion Spark Plugs, 1961



Drive this fullsize
dollar-saver!

- EXTRA ROOM FOR EXTRA COMFORT!
- A REAL BEAUTY INSIDE AND OUT!
- PERFORMANCE, FUEL & MONEY PLAN!

Dynamic 88 OLDSMOBILE
Featuring FASHION LINE DESIGN...Rocket PERFORMANCE!

Oldsmobile, 1961

Sold by more
service station
dealers than
any other tire!

ATLAS*

*Always check your tire's service station dealer. For more information, contact your local Atlas distributor. Operators subject to change without notice. Atlas is a registered trademark of the Atlas Tire & Rubber Company. All rights reserved. © 1961 Atlas Tire & Rubber Company. All rights reserved. All other trademarks are the property of their respective owners.

1. THEY'RE BUILT TO STANDARDS EVEN HIGHER THAN TIRES ON BRAND NEW CARS. Atlas tires are built to meet the highest standards in the industry.
2. THEY MUST PASS 17 RIGID TESTS. Atlas tires are built to meet the highest standards in the industry.
3. YOU'RE NEVER FAR FROM ATLAS SERVICE! Atlas tires are sold by more service station dealers than any other tire.
4. AND YOU PAY NO MORE!



Atlas, 1960

The advertisement features a grid of 48 license plates from various states, including Alaska, Arkansas, California, Florida, Georgia, Illinois, Indiana, Iowa, Kentucky, Louisiana, Maine, Maryland, Massachusetts, Michigan, Minnesota, Missouri, Montana, Nebraska, Nevada, New Hampshire, New Jersey, New York, North Carolina, North Dakota, Ohio, Oklahoma, Oregon, Pennsylvania, Rhode Island, South Carolina, South Dakota, Tennessee, Texas, Utah, Vermont, Virginia, Washington, West Virginia, Wisconsin, and Wyoming. A large Atlas tire is shown in the center, with a sign that reads 'ATLAS TIRES - BATTERIES - ACCESSORIES'.

► Plymouth, 1961 ►► Richfield, 1961

Are they making the turnpikes shorter this year?



Take that next trip in a '61 Plymouth. This Solid Beauty will give you a feeling that roads have never been so smooth, horizons so easy to catch. Everything about this low-

price car takes you there in new comfort. It's easy to get in, easy to sit in, easy to see out of. Its quiet one-piece welded Unibody is snug and tight. Its Torsion-Aire suspen-

sion (no extra cost) takes practically all the sway and dip out of driving. Plymouth is smoothing the kinks out of the miles. Let your Plymouth dealer show you how.

'61 PLYMOUTH...SOLID BEAUTY

CHRYSLER-ENGINEERED PRODUCT. Enjoy "The Garry Moore Plymouth Show" and "The Garlund Touch" each week on CBS Television.







There's nothing like
Springtime...in a Rocket!

Your world is brighter . . . your heart is lighter . . . when you get out and go in a 60 Olds.
There's more thrill to the smooth performance of the great Rocket Engine. More sure-footed stability
with Quadri-Balanced Ride . . . the quietest you've ever tried. And what style . . . what models . . . what colors.
Look 'em over now at your Quality Dealer's. OLDSMOBILE DIVISION • GENERAL MOTORS CORPORATION

GO OLDS '60

Oldsmobile, 1960



Announcing!
1961 SUPER 88
by **OLDSMOBILE**

The Action Line...in Performance and Design!

**A glamorous all-new version
of Oldsmobile's super-performer . . . more spirited than ever!**

Again Oldsmobile takes the initiative . . . in high style and high performance! New "Action-Line" design radiates the look of luxury, the feel of flight . . . brings you the full-size room you like! The exclusive combination of the exhilarating new Skyrocket Engine and the all-new Hydra-Matic* with Acro-A-Rotor action writes a bright new chapter in Oldsmobile-pioneered performance! Gorgeous new interiors sparkle with new fabrics. And the ride is "super" too . . . cushioned in live rubber at more than 30 different points. Come try this spirited Super 88—and the Classic 98 or the dollar-saving Dynamic 88—all on gala display at your Oldsmobile Quality Dealer's now!
Oldsmobile Division of General Motors Corporation. *Optional on 88 and 98.

Oldsmobile, 1961

► Pontiac, 1961





Meet the *Scout*®!

A whole new idea in low-cost transportation...

Here's America's new quick-change artist. In minutes you can make your INTERNATIONAL Scout whatever kind of vehicle you want. The cab top, doors and windows are readily removable; the windshield folds down. No other vehicle is so changeable and so storm-snug. Then there's the full-length Travel-Top. Now the Scout can become a multi-purpose delivery unit or convertible, a light duty pickup or runabout.

It's a working partner, a pleasure companion. You can buy the new Scout with two-wheel-drive or four-wheel-drive,

depending on the roads you travel or the jobs you want done. Take your friends hunting in rough country, take the family on a picnic, haul loads. And the Scout is compact: less than 13 feet overall, 100-inch wheelbase, 68 inches wide, 67 inches high. New INTERNATIONAL Comanche 4-cyl. 90 hp. engine goes easy on gas, oil, and upkeep.

Let your imagination roam—isn't the Scout the only one that spans all your needs? Your INTERNATIONAL Scout Dealer or Branch is the place to go to find out everything you can do with the Scout.



This is the Scout, a neat, nimble pickup with 5-ft. long loadspace.



Same Scout with cab top off. Takes you only minutes to remove.



Same Scout stripped, with doors and windows off, windshield down.



Same Scout for delivery work with optional full-length Travel-Top.



Falcon for 1962:

TOP ECONOMY! A new, improved version of the Falcon Six engine that last year recorded the best gas mileage for a 6 or 8 in the 25-year history of the Mobilgas Economy Run.

BIGGEST CHOICE OF COMPACTS! 13 models—including the all-new Falcon Squire wagon!

MOST LUXURY! An exciting Falcon Futura... the compact cousin of the Thunderbird!

LOW PRICE! Falcon's low price for 1962 makes it still America's greatest compact-car value.



FALCON SELECTS FORDER SETAR FOR 1962

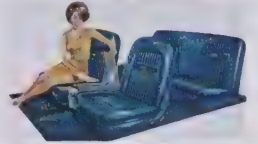
New version of America's favorite compact, with almost new front-end styling, sleek, new side trim. Lots of room for 6 adults.

...More from the car America loves most!

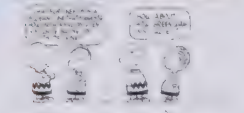


NEW FALCON SQUIRE WAGON The only compact wagon of its kind. It makes the longest and widest of any compact wagon. A hard, comfortable ride on a rugged road like this.

NEW FALCON CLCA WAGON The only six-seater. The large room of the biggest compact wagon, yet priced below most compact wagons.



THE EXCITING 1962 FALCON FUTURA has a new, more comfortable front seat, sleek, jet-set style, 100-hp. engine, 100-mph. speed, 17.5-m.p.g. fuel economy. Travel, even, when you're on the road.



Ford Falcon '62
BEST SHARP ECONOMY'S EVER BEEN IN

Ford, 1961

Ford introduces for 1962 two distinguished new series: *Galaxie & Galaxie/500*

Enduring elegance... with the power to please

Only car with 3-billion-mile proof it's beautifully built to be more service-free!

With Thunderbird styling... and quality craftsmanship that sets a new industry standard... the 1962 Ford Galaxies give you every essential feature of far costlier luxury cars.

A full-time Thunderbird crew chief, the Thunderbird also features the same styling and quality craftsmanship that set a new industry standard... the 1962 Ford Galaxies give you every essential feature of far costlier luxury cars.

The 1962 Galaxies are built to the same standard of craftsmanship as the Thunderbird. You'll find the same quality craftsmanship that set a new industry standard... the 1962 Ford Galaxies give you every essential feature of far costlier luxury cars.

With a new look, the 1962 Galaxies are built to the same standard of craftsmanship as the Thunderbird. You'll find the same quality craftsmanship that set a new industry standard... the 1962 Ford Galaxies give you every essential feature of far costlier luxury cars.

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Galaxie by Ford

In silver shimmers quality

1962 Chevrolet

Rich New Styling with Jet-Smooth Ride!

It's built for people who want all the **room, refinement and riding comfort** found in much more expensive cars. The '62 Chevrolet—with a road-gentling **Jet-smooth ride**. A new choice of V8 skedaddle. Beauty that stays beautiful—right down to new front fender undershirts for extra rust resistance. Read on and see if **this** is the Chevrolet for you.

Whatever you want in your next new car, you're almost sure to find Chevrolet's been thinking right along with you. Pick out any one of the fresh-minded models and check it over with a keen eye for detail. Where are you going to find anything to beat the clean-sleek elegance of that Body by Fisher craftsmanship? Or the spacious comfort of those posh new interiors? And, you'll be happy to know, this is beauty that's built for keeps—right down to new steel front fender undershirts that provide extra protection against slash, stones and corrosion. But, before you do any deciding, there's one thing you've got to do—and that's sample this Jet-smooth '62 Chevrolet on the move. These trigger-quick reflexes, you'll feel! (There are 16 power teams to choose from) are potent proof of Chevrolet engineers'

determination to please the most demanding driving foot. You can have a standard 135-hp 111-Thrift 230 Six or 170-hp Turbo-Fire 293 V8 (both ready to do special things on regular gas) or any one of four optional at extra cost V8's all the way to a hair-raising 409-cubic-inch powerhouse with 409 hp. All engines have new longer lived mufflers. But perhaps the most persuasive of all this new Chevrolet's charms is that ever-lovin' Jet-smooth ride—with a Pull Coil spring coddling you at every wheel and more than 700 cushioning filters hushing you road chatter and vibration. Talk about comfort. Man, this one's got it. Even the heater and defroster come as standard equipment this year. Have a chat with your dealer—and a tour of the car that brings you everything but a high price.



Impala Sport Sedan—with the clean-sleek beauty and spacious comfort of Body by Fisher.



Bel Air 6-Passenger Station Wagon—with up to a whopping 97.5 cubic feet of cargo area.



Impala 6-Passenger Station Wagon—who could sell for a classic cargo center than this?



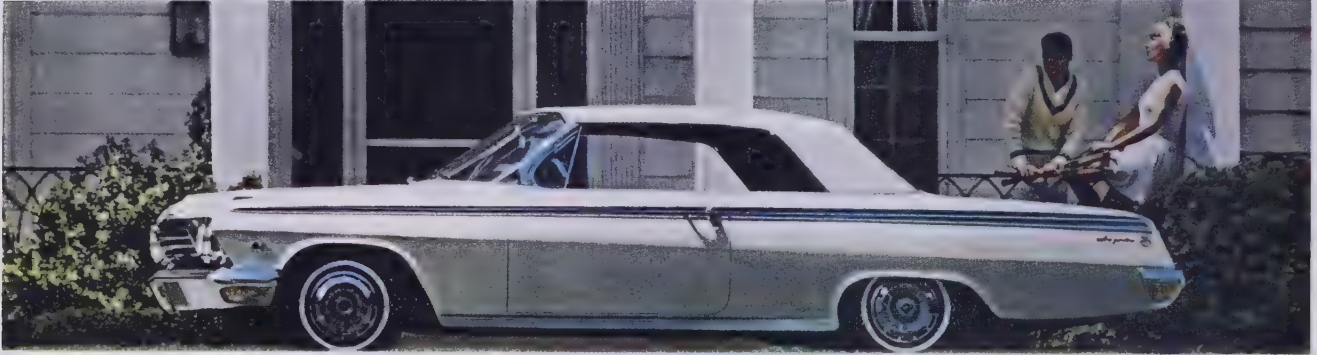
Bel Air 4-Door Sedan—all '62 Chevrolet sedans bring you this classic slim-roof look.



Impala Convertible—fresh-as-a-breath styling extends back to new aluminum sunlight cover.



Biscayne 3-Door Sedan—this (would you believe it?) is the hottest full-size Chevrolet.



Chevrolet, 1962

CHRYSLER '62 FEATURES THE NEW FULL-SIZE 300 series in a popular price range!



It's a new 300! A genuine driving machine—now equipped with a price that puts whopping "300" performance well within your reach. The other equipment? Four sets of interiors, two of them with bucket seats sporting a wide-range choice of cloth, vinyl or leather upholstery. Big V8 engines—the Firepower brand—range from standard 303 to a breath-taking 380 horsepower. Three eye-logic body styles, including a convertible—each about as non-compact an automobile as ever belted down a highway! There's a full-size chance of other quality Chryslers, too. For this, check Newport and New Yorker. Check Chrysler's engineering ad-

vanced, also. For example, *V-8 engines* that earn top credits for economy and efficiency. All Chryslers have torsion-bar suspension, for the ride and handling and stability that matches Chrysler V-8 performance. All feature *Unitbody*, the one-piece welded design that houses you in a solid, quiet comfort. All bring you an alternator that produces current even when your engine's idling; new chassis fittings that need lubrication only at 32,000-mile intervals. Nothing ho-humdrum about these stout Chrysler '62s! Want to own one? There's a Chrysler dealer nearby ready to prove there's no more exciting "let's-go-driving" machine than a big one from Chrysler!

... PLUS A NEW FULL-SIZE NEWPORT ... AGAIN THE PRICE SURPRISE OF THE YEAR!



Style that says

"Step In!"



Swing open the door of this magnificent '61 Olds! You'll notice fine fabrics flecked with metallic threads . . . leathers with a lustrous sheen . . . rich, tailored padding to cushion every move you make . . . fashionable colors that fairly invite you inside . . . and *worlds* of space all around you! New ease of entry . . . more headroom, legroom and kneeroom! In every distinctive appointment, the Ninety-Eight by Oldsmobile is a car that speaks for itself . . . *as it speaks for you!*

OLDSMOBILE DIVISION • GENERAL MOTORS CORPORATION

Ninety-Eight
by
OLDSMOBILE

Featuring FASHION-LINE DESIGN

... Skyrocket PERFORMANCE!



*The XP-755 Chevrolet Corvette Shark: 102.1" wheelbase, 192.2" overall, 327-cubic-inch displacement, V-8 engine featuring Roots-type supercharger, 4 side-draft carburetors developing over 400 horsepower.

Shark by Chevrolet—Action sparked by AC

The same AC Spark Plugs that add power to this car of tomorrow are available for your car today! Engineers specify ACs for experimental cars like the Corvette Shark because of AC's self-cleaning Hot Tip. It heats faster to burn away fouling carbon deposits — delivers longer peak power — greater economy for every car! Don't experiment with your spark plugs, ask for ACTION . . . ask for AC.

AC SPARK PLUG THE ELECTRONICS DIVISION OF GENERAL MOTORS



**FIRE-RING
SPARK PLUGS**



Your Chevy dealer has a perfect match of value and variety



That's why so many budget-wise young couples start off right—with an OK Used Car!

In fact, that's why—young and old—thousands of bargain-hunters in look-hay at an OK lot. Low price tags and quick used cars are an irresistible combination.

You get this satisfaction because again (this time more poignant because of the "used" tag) you're getting a car that's been driven by someone else. It's a "used" car, but it's a "used" car that's been driven by someone else. It's a "used" car, but it's a "used" car that's been driven by someone else.

15-year Chevrolet's used cars and trucks are good buys. But if you're looking for the best, with power windows, air conditioning, and a radio, you'll find it at an OK lot.

SEE YOUR LOCAL AUTHORIZED CHEVROLET DEALER



...and you'll find it at an OK lot.



After a full week's work, the TRAVELALL takes off for the weekend

OK Used Cars, 1961

International, 1961

Introducing America's Most Advanced Automobile

"You are looking at a new take-off point for the American Automobile. It is the Avanti by Studebaker. It is a prestige car, a fast car, a safe car, and certainly the most advanced car produced in America today."

SHERWOOD H. EGERT, PRESIDENT, STUDEBAKER CORPORATION



Avanti by Studebaker



The Avanti is a car to please the senses. It is graceful to the eye and exhilarating to the spirit. It looks different and is different. It combines design and engineering features as no other American car does. Admittedly this is a car for the discriminating. It is intended to please individuals desiring an all rounded automobile with exceptional performance and great distinction.

HERE ARE BUT SOME OF THE AVANTI'S EXCITING FEATURES:

- Aerodynamic wedge design
- Comfortable bucket seats for four adults
- Disc brakes up front. First American passenger car to use them. Full power assist all four wheels.
- Vanity case with illuminated mirror built into glove locker.
- "New, unique automatic" "Power-shift" transmission—acts as a fully automatic or can be shifted up or down.
- Choice of high-performance manual transmissions—3 and 4th speed.
- Complete instrumentation with tachometer and manifold pressure gauge.
- Aircraft type seat instrument illumination for superior night vision.
- Aircraft type overhead controls for lights and fan.
- Cockpit type heater-defroster controls on a console mounted shiftable quadrant.
- Built-in padded steel safety bar (passenger compartment).
- Seats, padded interior.
- High performance jet-driven up-tilt carburetor "Fluxion" supercharger for extraordinary performance.
- Large leg-peg—contoured trunk.
- Access panel connects car interior to trunk.
- "Power" steering—exceptionally light—only three turns full right to full left.
- Performance-matched axle ratios available.
- Limited slip differential (Twin Trac-tion).
- Safety cone door locks will not fly open even under great stress.
- Would you like to have an Avanti built for you? Visit your Studebaker Dealer. He is taking orders on a per cent basis.
- *Optional.

AC Spark Plugs, 1963 ◀ Avanti, 1962

TRAVELALL...by INTERNATIONAL

***** Introducing *****

NEW 61 CHEVY CORVAIR!

th more family-lovin' wagons and new budget-lovin' ways!



Here's Corvaire for '61—two models in all, all full of new ways to please you and your budget. For instance, wouldn't this hot-off-the-press Corvaire Lakewood 700 Station Wagon go great with your gang? It does a man-sized job with cargo—up to 68 cubic feet of what-ever you want to take with you. (Ten cubic feet are hidden under that lockable hood.) Yet, thanks to its rear engine, it shares Corvaire's special light and easy handling, just waiting for a lady's touch.



Or maybe you'll like this Greenbrier Sports Wagon. It has up to twice the space for people and things that you're used to getting into a wagon. More good news: Corvaire coupes and sedans give you (a) more room for your luggage, (b) new reduced prices, (c) thrifty operation, (d) quieter warmup to get you saving, soon, and so on through the alphabet. See the whole thrifty lineup again at your Chevrolet dealer's... Chevrolet Division of General Motors, Detroit 2, Michigan

Corvaire, 1961

IMPERIAL OF 1962



A forthright challenge to everyone who plans to buy a luxury car this year

In the next few days, you will receive, by mail or phone, a personal invitation to drive a 1962 Imperial.
 — Not that usual "open" and "family dealer" type.
 But a specific challenge to compare your own car with the best Imperial we've ever built.
 At a time to be arranged for your convenience, a dealer in your area will deliver a new 1962 Imperial to you. Not for a mere test around the block... but for a thousand comparisons more that you conduct all by yourself.
 We believe anyone planning to invest from five to seven thousand dollars in an automobile is entitled to the un-

conditional, unqualified facts right from the car itself. Naturally, our dealer will explain the advantages of Imperial's big suspension... And just how the aluminum engine constantly runs while the engine idles... plus, comparing data on the superior performance of our new transmission... Let the demonstration of Imperial's "secret interiors"... show you the most luxurious fabrics and leathers ever put into a car... and answer any other question you ask about Imperial.
 But you can find out only as much about Imperial by listening. To give the cold facts substance and meaning

and excitement, you must drive and compare.
 So, when our invitation arrives, take the top out. It belongs to you now on. And whether you eventually buy an Imperial or not, you'll never forget that once you drive a car which handled and operated and comforted and accelerated and braked in a good car is compared to



Imperial 1962



Comet announces the fun-and-sun cars for 1963

Now a jaunty new convertible joins Comet's all-fun line. It's a sleek, rakish beauty with top up—or down (below). It comes in two models: the Custom and the S-22 shown, which has bucket seats and optional floor-mounted stick shift. All Comets now have a complete package of service-savers like self-

adjusting brakes. And Comet continues to head its class with the largest trunk, the longest wheelbase, and the best resale value record. See Comet's whole happy '63 line-up: convertibles, sedans with Comet's classic roof (below), and wagons. Fun-test your favorite!



Mercury 1963

Mercedes-Benz, 1963



The new Mercedes-Benz 190 Sedan, available with gasoline or diesel power

The Human Reasons for Owning a Mercedes-Benz

The excellence of this 190 Sedan itself would be reason enough. It is a full-size car of modest price (about \$3,900)—impeccably styled, comfortable, masterfully built.

You may have a gasoline engine, or the only passenger diesel proved over 26 years.

But the human reasons are even more im-

portant. The fine people shown here are fathers, sons, daughters from the hundreds of families who have, for generations, built a special quality into Mercedes-Benz.

The hand-stitched upholstery, the hand-smoothed coachwork, the fact that every major moving part is bench-tested before assembly—

these are the hallmarks of honest work, proud work, built to endure.

Your Mercedes-Benz will endure. It will stir your own pride years after it has paid for itself. And it will still bring you this unique thrill of ownership: the zest of motoring behind the silver three-pointed star.



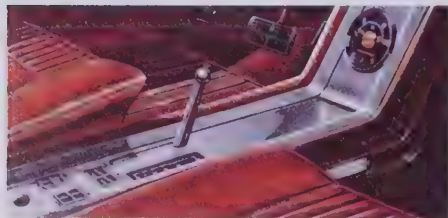
Starfire
by
OLDS

...sensation of the year!

Twin top-grain leather bucket seats and sports-type control console add distinction to the sensational Starfire!

Everyone's talking about the new Starfire . . . because there's nothing else like it! Oldsmobile's spectacular new full-size sports convertible is custom-crafted with contoured bucket seats and center control console. And it's powered for the adventurous . . . with ultra-high compression, multi-jet carburetion, high performance camshaft and high-torque rear axle! See what all the excitement's about . . . at your Olds Quality Dealer's!

OLDSMOBILE DIVISION • GENERAL MOTORS CORPORATION



Standard Equipment: Sports-type control console • Tachometer • Hydra-Matic with stick control • Power windows • Power steering • Power brakes • Power seat • Starfire Engine with 10.25-to-1 compression ratio • 440 lb.-ft. torque at 2800 r.p.m. • 330 H.P. at 4600 r.p.m. • Dual exhaust system • Fiber-packed mufflers • High-performance 3.42-to-1 rear axle ratio • Twin top-grain leather bucket seats • Color-matched luggage compartment • Embossed aluminum side moulding • White sidewall tires • Wheelbase, 123" • Over-all length, 212".



COME IN AND SEE THE

**1962
MODELS**



RAMBLER AMERICAN



Now—Typhoon V-8 thunder comes to America's low-priced, economy champ cars. Now Rambler Americans offer five engines to chop hills down to size for you: three powerhouse Sixes (the smallest is a Pure Oil acceleration class winner and Mobil Economy Run mileage champ), and two 290 cu. in. Typhoon V-8s (including a 4-barrel job that delivers 225 hp). Now there are five Rambler American transmissions—including a 4-speed floor stick—plus power disc brakes and a specially tuned suspension that turns bad roads into good roads.

Now there's styling that matches the performance—starting with straight-line grilles, concave tail-

lights, and sleek rally moldings. Now there's room you'll find hard to find in other compacts. People-space you just don't get in those little imports. Now there's famous Rambler economy in America's only complete line of compacts: Rogue hardtop or convertible; 440 sedans, hardtop, or wagon; 220 sedans or wagon.

Now every Rambler American gives you these standard safety features: 153.8 sq. in. brakes on Sixes (167.5 on V-8s); Double-Safety brake system; warning signal light to monitor both brake line systems; energy-absorbing steering column and three-spoke deep-dish wheel; padded dash, visors;

backup lights; seat belts (retractable in front); shoulder belt anchor plates; 4-way flashers; day/night anti-glare mirror; and more built-in safety features to help you drive with care and confidence... all built into a solid, single-unit body. Your American Motors/Rambler Dealer sells 9 models of Rambler Americans.

See him. He's the only **THE 1967** Now Car dealer in town.

AMERICAN MOTORS

AMBASSADOR · MARLIN · REBEL · RAMBLER AMERICAN

Quality built in—so the value stays in. Read new 5-year or 50,000-mile warranty... see opening page

5/50,000

THE NOW CARS

American Motors, 1967

LOOK AT PLYMOUTH NOW!



Completely new for '62! New Forward Flair design! New beauty inside! New quality! New durability!

Look at the exciting '62 Plymouth! Completely new in the look of body, wheels and color. New full-size Plymouth now brings you the beautiful difference in the fine price line. No matter what you're looking for, there's one in the Plymouth line. Look at the new '62 Plymouth and find out!

THE NEW FORWARD FLAIR DESIGN
Range I Flair is a colorful new design concept in Plymouth line. No one else has dared to look like this before. Sleek in its silhouette, all around, featuring new grille, fenders, bumper, hood, fenders and roof line. New, better

FITTING NEW BEAUTY INSIDE
Plymouth never in the whole car industry has yet paid to drive. It can. The beautiful interior design is available in your color. You'll find it most easy to make a complete interior change of your choice. It's optional. In fact, there's a new interior package with big, easy-to-read, black, chrome and wood-grain, too. Plymouth makes

NEW QUALITY STANDARD
Chevrolet Corporation and its power of engineering are almost unanimous. This year, presentation standards and quality continue to be the very thing that set the Plymouth line on its feet and

inspired workmanship and attention in the interior. Millions of dollars of investments in the way of extra work and less wear and tear.

BEHIND NEW DURABILITY
New full-size cars mean more for '62 Plymouth. It's a higher motor, more steel in miles and years that last year's competing models. In every way, Plymouth's engineering in fact is long-term value and tradition. Plymouth's pride in

than last year's quick Plymouths got your there. And they've merely paid for Plymouth the way you want to go. Plymouth's new motor has more of the same improved power of balance. You experience handling and steering to the new custom steering gear. And you will find

IMPORTANT NEW ECONOMY
Plymouth now brings you what is probably the best gas mileage of any full-size car. You can expect fewer, good-to-better, than the 1961 Plymouth. Look and remember a Plymouth '62' score higher than any other full-size car in the 1961 Michigan Economy Run. Plymouth's new

12000-mile-hike cycle on major chassis points. 1000-mile cycle on major chassis points. 1000-mile cycle on major chassis points. 1000-mile cycle on major chassis points. 1000-mile cycle on major chassis points.

Yes, you already owe it to yourself to look at Plymouth—more closely than ever before. See its beautiful difference and look at the surprising low prices, too. There's never been a car like this one on your block or anywhere else. Look at the new Plymouth! See your dealer today!

THE BEAUTIFUL DIFFERENCE IN THE LOW-PRICE FIELD
THE NEW PLYMOUTH
QUALITY ENGINEERED BY CHRYSLER CORPORATION

Plymouth, 1961

America's Number One Road Car

Here's what happens when the builder of those front-running Wide-Track Pontiacs pours it on to bring you a car that's even farther ahead of the pack! It's longer, with a crisp, low silhouette. It's fresh-style'd, with a new-to-in-occup grille that says "Pontiac" a block away. And it's beautifully poised on Pontiac's famous Wide-Track stance. Powered by the potent Trophy V-8, with from 215 to 348 h.p. We've even cut the turning radius as much as 3 1/2 feet to make handling easier. The result is the road-worthiest, pride-pleasing car to come down the pike for '62. Come in—and let a Pontiac show you.

Wide-Track Pontiac '62

Bonneville
StarChief
Catalina



Pontiac, 1962

► Jaguar, 1962 ►► Cadillac, 1962



Jaguar elegance: The beauty that's more than skin-deep

Inspect each sweep, each curve, each fluid line of any Jaguar, and you bear witness to Jaguar elegance—a grace of styling that has been engineered from within the heart of the automobile itself. Jaguar elegance is reflected here in two exciting motor cars. One, the new Jaguar XK-E, is available either as an open sports roadster with interchangeable soft or hard top or a completely enclosed *Gran Turismo* coupe. For the family man who requires a roomier vehicle, there is the versatile Jaguar 3.8 Sedan. Pure Jaguar from the word go, this car has been titled "the sedan that behaves like a sports car." Discover Jaguar elegance yourself. See and drive either of these fine Jaguars soon at your local dealer's. JAGUAR CARS INC., 32 East 57th Street, New York 22, N. Y.



Technical Service and Parts Headquarters, 42-50 Twenty-First St., Long Island City 1, N. Y.







Performance is its business—Pontiac Grand Prix is its name! Meet the latest wonder in the Wide-Track clan: Pontiac Grand Prix. Its hustle comes from a storming 303 h.p. Trophy V-8 with 4-barrel carburetion and dual exhausts and performance axle to back it up. Deep-cradling bucket seats put you next to a central control console, and the tachometer sits right in front of you. Extra-cost options: aluminum wheels, 4-speed gearbox, Hydra-Matic. And it's all wrapped in GP beauty, from special grille to custom rear deck. Want a taste of Grand Prix ginge? Ask your Pontiac dealer for the keys—you'll never want to give them up! Pontiac Motor Division - General Motors Corporation.



Grand Prix, 1961



Every quick and quiet mile proves the ease with which this new Galaxie is crafted.

There is now a new standard of automotive quality. Its name is Galaxie. Its proof is silent, powerful evidence of the scientific precision with which the new Galaxies are built.

Soft as a secret, swift as a rumor, a Galaxie shares the "Thunderbolt" lab at Ford. The Thunderbolt 300 V-8 outperforms—in a whisper—America's most expensive luxury cars.

Galaxie is beautifully built to be more service-

free. The service-saving features introduced last year have been refined, added to—and proven by 2 billion more driven miles. Routine service is reduced to a minimum—30,000 miles on major items, 6,000 miles on the rest.

How long is it since you've driven a Ford? We suggest that you try a Galaxie soon—and let your eyes, your ears, your sense of touch tell you this startling truth: swift, sophisticated, superbly built, a Galaxie is a true luxury car in every respect but price. It's now pointless to pay more—just settle for less.

Enduring elegance... with the power to please

Galaxie by Ford



Ford, 1961

Vitality that rides on velvet!

No car anywhere near the price has this one's gift for glide-soft going. Full Coil suspension at all four wheels soaks up shock from the roughest roads. And a wide choice of power (standard 6 or V8 right up through optional-at-extra-cost V8 multi-throwers) lets you trigger your car to your kind of travel. In fact, wouldn't it quite a few expensive cars just to see all the things you get in a spacious and spirited Jet-smooth Chevrolet?

Notice this baby's "go-pedal" on an open stretch of road and you'll see what Jet-smooth means. Nothing so eager to eat up miles ever went so easy. And so quiet, too, because working with those Full Coil springs are some 700 sound and vibration filters sprinkled liberally throughout the classiest handsome Body by Fisher. There's plenty more to tempt a traveler, too. Room for relaxing with stretch-out space to spare. Deep, well-trunk that holds odd-size objects and loads at bumper level. Rich appointments a car priced like this never had before. Brainy ideas like laminated windshield wipers that never freeze again. The kind of durable Chevrolet's noted for with longer wearing bonded brake linings. 14-in-life zinc- and aluminum-coated mufflers. A rust-resisting steel front fender undershirt. What we mean, this one is built for keeps—which is another reason it'll never traditionally let you trip. Includes over one another full-sized car in its field. Try out a Jet-smooth Chevrolet at your dealer's. Then just try to be satisfied with anything less... Chevrolet Division of General Motors, Detroit 2, Michigan.

Jet-smooth CHEVROLET



Chevrolet, 1962

► Body by Fisher, 1962



So much of
the buy is
in the body

Foreground: Pontiac Bonneville Vista
Background: Pontiac Catalina Sports
Coupes and Pontiac Tempest Taxicab

Body by Fisher makes it a better buy

The body of the car is your "living room on wheels"—your "home away from home." The body is where you and your family will enjoy all the performance and engineering benefits built into this year's new models. So before you invest in a new car, investigate the

body. Be sure it carries the coachmark of quality, Body by Fisher—the most carefully crafted, fully featured and thoroughly road-tested body ever built. A look at the list of no-cost extras at the right will show you why: Body by Fisher makes it a better buy!



the altimeter is an optional extra!

THUNDERBIRD SPORTS ROADSTER. This is the only missle you can inspect without security clearance. With new slipstream headrests and wire wheels, a Sports Roadster looks airborne even when parked. (However, we're forced to admit it really doesn't have an altimeter.) The new assistobar and unique Swing-Away Steering Wheel are creative touches. Versatility is another trait. It's a 2-seater with the tonneau cover on... a 4-seater with it off. Ready to snafu your Ford Dealer has a Sports Roadster—and 3 other kick Thunderbird models—warmed up and ready for your countdown.



FALCON • FERRARI • GALAXIE • THUNDERBIRD



The window that came in out of the rain



Mercury's new rear window stays clear in rain or snow. Proved how it's needed slants inward. On hot days it opens for breezy ventilation. Also the overhanging roof keeps the rear seat shady. Increases rear seat headroom. Keeps glare off the rear window for better reserve visibility. Other news: a Mercury 390 V-8 is now standard; a single-unit AM-FM radio is optional.

**'63 MERCURY
MONTEREY**

GMAC MOTOR FINANCING PRODUCTS OF FORD MOTOR COMPANY LINCOLN-MERCUARY DIVISION

Mercury, 1963

BUICK WILDCAT!



**BUICK INTRODUCES TORRID NEW LUXURY SPORTS CAR!
FIRST WITH THE SURE-FOOTED SOCK OF ADVANCED THRUST!**

Here now — Buick's new family-size package of sports car fun! WILDCAT! Only car of its kind with Advanced Thrust positioning of the engine over the front wheels. Buick's proven design tracking over on stiff crosswinds. Power-Steering on curves. An exhilarating feel of sure-footed power behind the wheel. Plus the practical bonus of colorful vinyl interior. Front bucket seats divided by a console with



tachometer and Turbine Drive stick shift selector. The extra inches of smart fabric over the high light steel Landau roof. See the WILD CAT! Your Buick Dealer — eager to show it and talk Spring trade!

BUICK WILDCAT!

Only Buick dealers have the news for Spring! New Buick Wildcat! New Skylark Convertible!

Buick, 1962

You can put yourself in this picture for less money, with more comfort, better performance, and get more back when you trade. Doubt it? Any Studebaker Dealer will prove it to you in ten minutes.

The Beautiful **LARK** by STUDEBAKER



Three models. Same as follows: the new Lark. The luxurious Electric Hardtop with exclusive interior. The standard Lark. The new Lark. The new Lark. The new Lark.

Ford, 1962 ◀ Lark, 1962



Tempest Le Mans: snappy mover—but opulent

Know the story of the Tempest? Here it is in a nutshell. It's a cocky little car that ticks with the sweetest hand. It's the most beautiful car you've ever seen. That's because it has a first-up, six-cylinder, four-cylinder engine in front, teamed up with a real transmission. (Tempest, you know, is the 4 that goes around acting like a V-8.) And great interior: buckets, full carpeting, special trim and hardware, four-speed, shock-absorbent optional extra cost. Don't skip seeing the Tempest Le Mans on your way to being the most elegant sport on the block. **Pontiac Tempest LE MANS**

Pontiac, 1962



Goodyear should be. (She'll never have to change tires with LifeGuard Safety Spare.)

You can't be with her every time she drives. So protect her with the safest tire ever built. The new Goodyear Double Eagle with LifeGuard Safety Spare.

It is actually two tires—a "tire-within-a-tire!"

The outside tire is the Double Eagle. It's made with Tufsyn rubber, the new Goodyear synthetic that's up to 25% more durable. Makes the Goodyear Double Eagle the longest-wearing tire in the world. When you add the LifeGuard Safety Spare, the Double Eagle becomes the *safest* tire in the world as well. Because the LifeGuard

Safety Spare is not just a shield or tube, but a fully-inflated tire, with tread, cord and bead, made especially by Goodyear to fit *inside* the Double Eagle.

If the outside tire is punctured, the LifeGuard Safety Spare takes over—keeps going mile after mile until she's safe. The unique "honeycomb" design enables LifeGuard Safety Spare to ride over puncturing objects without damage. She'll never have to change tires—even with a blowout.

Next best thing to having a man around.

GO
GO GOOD YEAR

MORE PEOPLE RIDE ON GOODYEAR TIRES THAN ON ANY OTHER KIND

Double Eagle, LifeGuard, Tufsyn - T.M.'s
The Goodyear Tire & Rubber Company, Akron, Ohio.



The new Mercedes-Benz 220 SE Coupé is the perfect car for the man of state.

Coupe d'Etat

For over half a century, it has been the pleasure of men of state to drive or be driven in a Mercedes-Benz. Mercedes-Benz now offers its newest car, a veritable coupe of state, to the discriminating few who can afford to be seen in this, the finest of machines. It is the new 220

SE coupe with a fuel injection engine, optional power steering and a choice of automatic or four-speed transmission. Its interior is completely hand-fitted with elegant leather and wood embellishments and represents the best of the coachmaker's art. There is no sim-

ilar car in the world. It combines sports-like performance with the dignity of diplomacy. Further, it carries its silver three-pointed star in the restful silence of complete discretion. That, of course, is entirely in keeping with the seventy-five-year-old tradition of Mercedes-Benz.



A PICNIC TO DRIVE...a pleasure to own!

Ask any member of the outdoor crowd...he'll tell you: Oldsmobile's F-85 is the perfect pick for any picnic. It's engineered to roam the raggedest country lanes with nimble smoothness! Slued to seat six with some (lunch baskets and all)! And powered by an aluminum V-8 engine that takes any hill with never a second breath! Try it! Fun-drive an F-85 today!

OLDS F-85

OLDSMOBILE DIVISION • GENERAL MOTORS CORPORATION



Oldsmobile, 1962



So much of the buy is in the body

Body by Fisher makes it a better buy!



A new car is an investment in family pleasure—and the body is where you'll collect the dividends. The body is where you'll ride, relax and enjoy all the rewards of peak performance and advanced engineering built into the beautiful new 1962 models.

So if you want a car you can live with for a long time, check the part of the car you'll live in. Be sure the body carries the co-signature of quality—Body by Fisher. Look at all the no-cost extras at the left and you'll see that Body by Fisher makes it a better buy.

CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • CADILLAC

Body by Fisher, 1962

GO NEW CORVETTE—IT'S EXCITING!



GO '63 CORVAIR—IT'S EXCITING!

CHEVROLET

It's Chevy Showtime '63!—See the Go Show at Your Chevrolet Showroom

Chevrolet, 1963



Now...with Four Entirely Different Kinds of Cars...
IT'S GO CHEVROLET for '63—EXCITING!

SEE YOUR CHEVROLET DEALER TODAY

▶ Jeep, 1962 ▶▶ Chevrolet, 1960

meet a history maker...



ALL NEW



ALL 'JEEP'



'JEEP' WAGONEER

Different? Definitely!

The new 'Jeep' Wagoneer is the first station wagon ever built to offer the comfort, silence, speed and smoothness of a passenger car—plus the safety and traction of 4-wheel drive.

The Wagoneer is the one family wagon you can drive almost anywhere, in almost any kind of weather.

It's the first and only 4-wheel drive wagon with optional automatic transmission and independent front suspension.

The 'Jeep' Wagoneer features the power and economy of America's first and only automotive overhead camshaft engine, the Tornado-OHC.

It has the most usable cargo space...both high and wide. It's also available in 2-wheel drive models. Step in. Size it up. Try it out at your 'Jeep' Dealer's today!



Willys Motors, world's largest manufacturer of 4-wheel drive vehicles, one of the growing Kaiser Industries.







WHEN YOU FIRST DRIVE UP IN A CADILLAC, even old friends see you

in a new light. This is going to be especially true when you make your initial entrance in a 1963 Cadillac. A newly refined engine moves the big car so silently you must announce your arrival with a tap of the horn. And when the inevitable inspection comes, be prepared for "Ohs" and "Ahs" at the craftsmanship, luxury and elegance of the widest choice of personal options in Cadillac history. Isn't there someone you'd like to surprise? Go ahead and do it. Your Cadillac dealer will help you to stage the scene.



THE DEPENDABLES ARE HERE!



YOU'LL HARDLY BE ABLE TO CONTAIN YOURSELVES



BUT THE 1963 DART WILL

**INTRODUCING
COMPACT '63
DODGE DART**

At last. A compact that doesn't give anyone the side-eye treatment. The 1963 Dodge Dart! Now everybody gets a fair shake on road. Note the roof line. It goes straight back. Result: Even rear seat passengers are treated with deference. And so are those who like some action for a change. Dart's standard engine leaves the rest of the mid-compact waiting and

wheeling; its optional engine (just a few bucks more) is the same way, only more so. Economical? Like you'd expect a compact to be! That's the whole idea. Lots of room inside, compact outside. Lots of skedaddle, easy on gas. Few compacts cost less than Dart. None offers the value. A unitized body for example that's rust protected 12,000 miles between grease jobs. Two series. Nine models, including a plucky 600 convert. Go see your Dodge Dealer.

A FRESH NEW COMPACT IN THE LARGE ECONOMY SIZE!

Dodge, 1963



Presenting the crisp, new, custom look of
CHRYSLER '63

Stylish, fashion leaders and designers have hailed the smart, tailored, new look of Chrysler for '63 as the shape of the future. And Chrysler's crisp, new custom look has been a new world of Italian comfort, quiet, power bar ride control.

Underhood, you'll find nothing but V-8 engines that range from the economy of Newport (11 more regular gas) to the sports-level 300 and the sported luxury of the New Yorker. Don't look for a small-size Chrysler, we don't make one. It's a fact that proves your

pride and your resale value. To this good news let's add a price that's surprisingly low—then read about Chrysler's latest industry first: the 3-year warranty (two additional years).

Put the style and the value together. You'll want to take a beautiful step ahead in Chrysler '63!



Chrysler, 1963



Grand Entrance

IMPERIAL FOR 1963

AMERICA'S MOST CAREFULLY BUILT CAR



To everyone who plans to buy an Imperial, Cadillac or Lincoln this year

If you'd like the best perspective on the qualities a luxury car can offer, begin with a drive in the newly arrived Imperial for 1963.

It is the best luxury car so carefully engineered and built that its power train is warranted for five full years or 50,000 miles, whichever comes first.*

Moreover, the new Imperial offers many other advantages. It is spacious on a grand scale. Even in two-door models, legroom is luxurious. Headroom unimpaired all of this space is beautifully appointed.

You'll see that Imperial for 1963 lifts luxury to new heights of comfort and convenience. There are power window lifts. An automatic parking brake release. Even an inside door lock for the outside mirror.

Then, in the silence of an Imperial in motion, you can explore the advantages of our famous torsion-bar ride control, the response of our high-performance engine and transmission, the new efficiency of the largest automatic adjusting brakes in any American fine car.

An Imperial dealer near you is ready to furnish one of his new models for thorough testing and comparison... with any car, on any count.

So consider our invitation a personal challenge, please. Driving the magnificent new Imperial for 1963 will help you make a more satisfying investment in your next luxury motorcar.

IMPERIAL - A PRODUCT OF CHRYSLER CORPORATION

Cadillac, 1962 ◀ Imperial, 1963

new
'63
FALCON



NEW STYLE! LIVELY NEW FALCON FUTURA SPORTS SEDAN! Lovely to look at, delightful to own, and a WOW to drive—the new Futura Sports Sedan has form-fitting bucket seats, a handy personal console, thick wall-to-wall carpeting, a Thunderbird style roofline. And for those who want to GO, it's available with Falcon's sizzling 170 Special engine and a 4-speed floor shift!

Fun is what's new in Falcon... the all-time economy champ!

LOOK! THE NEW FALCON CONVERTIBLE! Here's the newest, loveliest, loveliest Falcon of '63! This exciting new convertible gives you more fun in the sun. For it comes with a power-operated top and the Falcon 170 Special engine as standard equipment. Choice of Sports Convertible (shown below) with deluxe deep-foam bucket seats and handy personal console in between... or a classic with team-radiated bench seats.



Ford, 1963

NEW TWICE A YEAR MAINTENANCE, FAMOUS FALCON GAS ECONOMY! For 1963, Falcon—America's economy champion—now has all the twice-a-year or 6,000-mile maintenance features pioneered by Ford. It goes 35,000 miles between major chassis lubrications... 6,000 miles between oil changes and minor lubrications... even adjusts its own brakes! You get Falcon's traditional award-winning gas economy, too... and a price low enough to be the econ-ome news of the year!

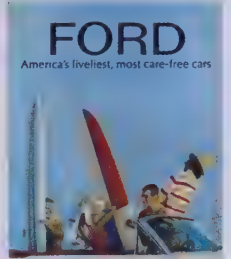


NEW FEATURES! BUCKET SEATS PER SONAL CONSOLE FOUR SPEED FLOOR SHIFT! Here they are—the lively new Falcon options for 1963—the widest choice ever! For luxury-lovers there are bucket seats to cradle you in deep-foam comfort... a mid-seat console for maps, gloves, sunglasses... thick wall-to-wall carpeting... just to mention a few. For the performance-minded, Falcon gives you a choice of two great engines: the famous Falcon Six, and the peppy Falcon 170 Special; and three smooth-shifting transmissions (standard, standard 3-speed and special four-speed floor shift).

PRODUCTS OF Ford MOTOR COMPANY



NEW FUN! THE FALCON SQUIRE WAGON! Most fun-ton of all the compact wagons, this elegant 1963 Falcon Squire has an electrically operated tailgate window as standard equipment. The Falcon Squire has a loadspace over 7 ft. long, and is available with deluxe bucket seats and handy personal console! It's one of 15 fun-filled new Falcons for 1963!



FALCON • FAIRLANE • GALAXIE • THUNDERBIRD

NOW—FOR '63 PICKUPS UN LIMITED FROM FORD!



Only Ford offers so many different kinds of pickups... so many body styles, capacities and power choices to custom-fit your pickup needs!

NEW FORD FALCON PICKUPS

For doing a job in style, Ford's Falcon Hatchback is no slouch by itself! In comfort, handling ease and economy, it's a '63 Falcon car. For work, a sturdy 6-ft. pickup with 800 lbs. capacity. Great for business, perfect for personal transportation. No other pickup is like the Hatchback!

NEW FORD STYLESIDE PICKUPS

The newest edition of Ford's most popular pickup offers solid comfort in the cab, solid truck underneath. Built like the big trucks for greater durability, Ford regular pickup use the same type of axle frame designs found in all big trucks. 8 1/2, 8, 9-ft. bodies. GVW's up to 7,800 lbs.

NEW FORD ECONOLINE PICKUPS

No other pickup offers you such a combination of capacity and economy! Ford's Econoline takes over 1-ton loads in its big, 7-ft. box. And, thanks primarily to its economical Falcon engine, it can cut operating costs \$100 in a 35,000-mile year. Low price! Low, flat floor for easy loading!

NEW IDEA! A COVERED PICKUP!

If you've shied away from panels and vans because they cost hundreds more than pickups, read the Ford's new Econoline Van gives you 204 cu. ft. of loadspace under low and cover... big 4-ft. floor openings for easy loading, side and rear... at a price below some open pickup prices!

FORD TRUCKS

PRODUCTS OF Ford MOTOR COMPANY



FLEET!

METEOR MAKES DRIVING COME ALIVE WITH NEW LIGHTNING 260 V-8

For 1963, Meteor is the hot brand. Meteor is the sparkling new arrival in the low-price field. Meteor is the line where every model is a beauty. Each is available with a spirited new Lightning 260 V-8 engine. Each is low in price...surprisingly low for a car with so much room, quality and power. Low on upkeep, too. For Meteor has every service-saver found in cars costing hundreds of dollars more. They greatly reduce owner-

ship costs for oil, brake adjustments, anti-freeze, lubrication, and other routine maintenance. There are four frisky new sedans to choose from. Three new wagons. Two new hardtops, including the sporty S-31 bucket-roof shown. Try the breezy feeling that's swept into the low-priced field. Try the '63 Mercury Meteor.



Mercury, 1962



CHRYSLER NEW YORKER

most people buy less expensive wagons

The Chrysler New Yorker Town & Country wagon is not intended to do battle in the mass market.

It is presented in all good taste only to those who seek the finest of dual-purpose automobiles. It is fitted with rich, sleepable carpeting, trimmest in striking basket-weave vinyl appointed as no wagon ever was.

It will transport a hunter, his companions, their gear and game with the same aplomb that permits it to deliver an elegant

lady to a much-awaited first-night

assurance. Almost two dozen driving conveniences (power steering and locking among them) are included in its price.

Its price is understandably higher than other wagons. Yet those who respect the New Yorker find themselves drawn irresistibly toward membership in the most selective of American motoring minorities.

THREE GREAT CHRYSLERS . . . NEWPORT • 300 • NEW YORKER . . . AGAIN, NO JR. EDITIONS TO COMPROMISE YOUR INVESTMENT!

Chrysler, 1962

Jet-smooth and triggered for your kind of traveling

This is one for the money! And for the show. And definitely for the go. And how it goes. You have your choice of a standard six or V8 engineered to do special things on regular gas! Right on up to a fiery flock of high-compression V8's*. And to gear that "jet" to your kind of going, take your pick of four trusty transmissions (with options ranging from a four-speed stick shift* to automatic PowerSlide*). Then just bring on those rugged grades, meandering lanes, busy streets or expressways. You're triggered to take 'em in stride

—and in comfort that can spoil you for anything else anywhere near the Chevrolet price. You've got Jet-smooth ride at work all around you with four Full Coil springs at the wheels and over 700 insulators and absorbers throughout the car! On top of that, you've got Body by Fibre fibre making things doubly delightful by way of plush appointments, comfort-high seats and, at no extra cost, extra conveniences such as the ventilators that crank open and shut. We haven't even touched on the stretch-out roominess inside,

the easy-loading deep-well trunk, the beauty-guarding front fender steel undershirts that help fend off rust, or all the other goodies. Haven't even mentioned our full line of accessories*. But your dealer's ready to lend your ear with an imposing list of just about everything you could ask of a ready car—except the cost. . . Chevrolet Division of General Motors, Detroit 2, Mich.

*Optional at extra cost.



JET-SMOOTH RIDE



JET-SMOOTH CHEVROLET

*Holds a 1961 Sport Sedan—and Chevrolet's got 19 other jet-smooth journeyers just as handy.



Chevrolet, 1962

THE DEPENDABLES ARE HERE!



PARDON US WHILE WE SLIP INTO



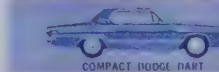
SOMETHING COMFORTABLE!

INTRODUCING THE 1963 DODGE

The something comfortable in this case is a 1963 Dodge Polara 4-door hardtop. It's not the clinging sort of comfortable, either; you might say that it's more like housecoat comfortable. Lots of room to move around in. Note the roofline. It sweeps straight back instead of sloping off. It means plenty of headroom for front and rear seat passengers. And everyone rides in more comfort, because Dodge seats are chair-high. All 24 Dodge

models (in three series) offer you this kind of comfort at a variety of prices, all low. Sedans, hardtops, wagons, convertibles — Dependables all. We've got lots for the male side, too. For economy, a going 225 cu. in. 6. For action, a stable full of V8's ranging from the standard 318 cu. in. V8 to an all-out 426 cu. in. high-performance job. There's more: like self-adjusting brakes, 32,000 miles between grease jobs, and a unitized, rust-protected body. The good looks should already be obvious to you. The rest? See your Dodge Dealer.

PICK A SIZE. PICK A PRICE. PICK A



COMPACT DODGE DART



STANDARD SIZE DODGE



BIG CUSTOM 880—COMING SOON. ORDER TODAY!
Dodge Division of Chrysler Corp.

A FULL LINE OF CARS IN THE LOW-PRICE FIELD!



This is the 1964 Falcon—we've kept the economy that made Falcon famous—added new style, new comfort, and the plushest ride ever built into a compact car.

When the Sixties brought the new Falcon, it's not just a new car, it's a new way to drive. It's a new way to live. It's a new way to think. It's a new way to feel. It's a new way to be.

We changed everything else. The new Falcon needs no explanation—it speaks for itself. The comfort comes from new interior design, we've repositioned front seats, steering wheel and controls for greater convenience and a roomier feel.

The smoothness of Falcon's new ride is something you have to experience to understand. It's due to improved suspensions and wider rear tread.

There's a new, wider choice of features in the Falcon line this year—including a V-8 that won its reputation for toughness in rugged competition on the international stage. (See Price's Soft-pure Falcon. How about that, Chatter Brown?)

TRY TOTAL PERFORMANCE FOR A CHANGE

FORD

Falcon-Fairlane-Ford-Thunderbird

Ford, 1964



MORE LIVE ACTION-LESS DEAD WEIGHT. The 1962 Dodge Dart will accelerate seven percent quicker than last year's comparable model, and do it on five percent less gas. Main reason? Dead weight has been cut to a minimum. For instance, the automatic transmission housing, for V8s, used to be made of cast iron, now it's aluminum. The new one is stronger, and 60 pounds lighter. Looking for a low price, comfortable car that will give you a fistful of action? You have found it. The 1962 Dodge Dart. **COME IN AND DRIVE THE NEW LEAN BREED OF DODGE.**

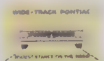
Dodge, 1963 ◀ Dodge, 1962



Any for a Pontiac in tonight?

Go Wide. Looking for a budget class Catalina? So many things no other car can touch—right within your reach. Precision control and roadworthiness from Pontiac's famous Wide-Track design. Trophy V-8 power supply (215 to 348 hp). Louger, 120" road-leveling wheelbase. A turning circle three feet shorter for easier parking. Neo fineness of appointments. All contained in the Catalina for '62 (See the new Ventura Custom interior if you want added luxury.) Why be just a Pontiac-watcher when Catalina makes it so easy to own one! See your Pontiac dealer.

Wide-Track Pontiac. CHEVROLET • BUICK • OLDSMOBILE • HONDA • CHRYSLER



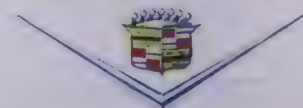
Pontiac, 1962





CADILLAC LADIES LOVE TO PLAY CHAUFFEUR. *Unusual? Not at all.*

For this one is really fun to drive . . . feather-light and sure to handle . . . smooth and effortless on the move . . . quiet and nimble in the clutches. The reasons are mostly man-talk: a high performance engine, a true center drive line, a trip braking system, graduated power steering. But the result is eloquent enough for any lady to understand: the finest, sweetest performance in any automobile today. Visit your dealer soon and see for yourself. And bring your loveliest chauffeur with you.





SIX THOUSAND, TWO HUNDRED AND SEVENTY DOLLARS*

This is the manufacturer's suggested retail price for a 1963 Lincoln Continental sedan complete with all standard equipment. Included at no extra cost are automatic transmission, power steering and brakes, power windows and power side vent windows, power door locks and 8-way power seat. Heater and defroster, push button radio, rear seat speaker and power antenna and, of course, white sidewall tires.

The price is probably less than you would expect. For no other car in the world is constructed to such standards of excellence and includes so many luxuries and performance features as standard equipment. We do not produce a lesser version because we refuse to compromise a single one of the Continental's standards, the highest in the world. There simply cannot be

"second best" car that bears the name Lincoln Continental. The Continental is available in the four-door sedan and the only four door convertible made in America. Unlike other cars, it offers no lower priced models. It is powered by the largest and most precisely made engine of any passenger automobile.

This is the Lincoln Continental for 1963. Divide its original price by the years of comfort and service you can enjoy, consider its high resale value. The Continental is truly economical.

LINCOLN CONTINENTAL
 Product of *General Motors* Division Lincoln Mercury Division

Lincoln, 1963



Powerful enough to be male.

Elegant enough to be female.

Max horsepower: 325 @ 4800 RPM
 Max torque: 445 ft.-lbs. @ 2800 RPM
 Automatic Turbine Drive transmission
 Compression ratio - 10.25 to 1
 Power brakes, finned aluminum front drums
 Four-barrel carburetor, dual exhausts
 Specially tuned suspension system
 Extremely low center of gravity
 Rear axle ratio - 3.23 to 1

Body-tailored clean elegance
 Four passenger, independent bucket seats
 Four-way adjustable driver's seat
 Minimum use of chrome
 Sliver side window without usual frames
 Seven position steering wheel
 Front and rear door trims in two colors
 Brushed aluminum center sport console
 Magnesium door-to-door carpeting
 High urethane floor

THE RIVERBY BUICK
 America's distinctive green line
 INTERNATIONAL CREDIT CORP.

Buick, 1963



Do you need any more reasons for wanting a '63 Pontiac?
 (or are the looks alone enough to sway you?)

If you're stoutheartedly resisting the urge to buy a Pontiac just because it's so handsome, you're not doing it for purely rational reasons. Why, some perfectly amiable people hardly care what this one looks like, they're taken with what's underneath. Wide-Track stability, a thoroughly healthy Trophy V-8, a smooth, smooth ride, even such things as self-adjusting brakes. Really, the best view of a Pontiac is from behind the wheel. So you can probably guess what our advice is: drop in to your dealer's and try out a Pontiac. We promise you a whole trunkload of reasons for buying one then and there. (And we won't even mention that styling.) '63 WIDE-TRACK PONTIAC

Cadillac, 1963 ◀ Pontiac, 1963

Gift idea from Texaco—for now, for Christmas



Big, authentic scale-model service station!

Special Price \$99.95

Order now... (text is small and partially obscured)



Texaco, 1960

IT STANDS APART IN ANY COMPANY OF FINE CARS!

Here's the breath-taking 1963 Ninety-Eight Luxury Sedan...and no car was ever more aptly named. Elegant...inviting...sumptuous... it eloquently reflects the finest qualities you expect in an Oldsmobile.

Ninety-Eight OLDSMOBILE



THERE'S SOMETHING EXTRA ABOUT OWNING AN OLDSMOBILE!

OLDSMOBILE DIVISION • GENERAL MOTORS CORPORATION



Think small.

On the road, it's the only car that's...
 2000 lbs. weight, 4000 lbs. strength...
 1000 lbs. of steel, 1000 lbs. of...
 Nobody ever starts a...
 In fact, some people will drive it...

...it's the only car that's...
 2000 lbs. weight, 4000 lbs. strength...
 1000 lbs. of steel, 1000 lbs. of...
 Nobody ever starts a...
 In fact, some people will drive it...

...it's the only car that's...
 2000 lbs. weight, 4000 lbs. strength...
 1000 lbs. of steel, 1000 lbs. of...
 Nobody ever starts a...
 In fact, some people will drive it...

Volkswagen, 1962



Escape from the ordinary... In the vivacious '63 Skylark. Powerful aluminum V-8 engine. Choice of three transmissions. Luxurious bucket seat interior. A "limited edition" car (despite its modest price) and every inch a quality Buick.

a very personal car '63 Buick
SKYLARK

Buick, 1963



The first car so fine ever priced so low!

The new Ford Fairlane—although priced below many compacts—gives you fine car features you cannot get in any other car anywhere near its price.

...the only car that's...
 ...the only car that's...
 ...the only car that's...

Whatever you're looking for in a car... look to the long Ford line!



GALAXIE...
 ...the only car that's...



COUNTRY SQUIRE...
 ...the only car that's...



FALCON...
 ...the only car that's...



MUSTANG...
 ...the only car that's...

FEATURES OF THE
 FUTURE NOW

'62
Fords

Exploring inner space

Small spaceman makes big discoveries about Ford interiors



Scene: Ford showroom. While his parents choose their '63 Ford, the astronaut explores. ■ First surprise – Swing-Away steering wheel moves over, makes



Bright idea – illuminated glove compartment. Spaceman likes bucket seats (will recommend them for school bus). ■ Door lights! Red warns traffic, white



For major space problems: Ford wagons – most loadspace in low-price field. ■ High-flying compact: Falcon Sprint with tachometer, sporty steering wheel.



try easy (for adults, too). ■ Spaceman inspects console, plush carpeting, sporty floor-mounted shift, crank-vent windows—finds all systems GO (in luxury).



fits your way in. ■ Space booster: roomy, well lined, illuminated trunk. ■ Fairlane is rated A-O.K. (Note to spaceman's mother: Ford vinyl is soil-resistant).



paceman's final report to nation: all Ford interiors are ... out of this world.

■ The beautiful exteriors of today's Fords are matched by beautiful interiors. And this beauty isn't just a thin veneer of glamor—it's solid, substantial luxury. ■ Example: Ford's deep-pile carpeting outlasts ordinary car carpeting because it has extra nylon and more loops per square yard. ■ Ford vinyl is heavier, more durable than the vinyl used in other cars. ■ Ford interiors are protected against weather and noise by one-third more insulation than America's other best-selling car. ■ And Fords are designed for comfort. Door openings are higher and wider than other cars in Ford's field . . . passenger space is more than in some medium-price cars. ■ Before you decide on any new car, explore a 1963 Ford — inside and out.

America's liveliest, most care-free cars

FORD

FALCON • FAIRLANE • FORD

FOR 10 YEARS THE SYMBOL OF DEPENDABLE PRODUCTS



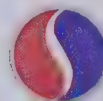
MOTOR COMPANY



over 160 mph...under \$5000

Avanti: The Maximum Car. Over 160 mph...under \$5,000. No other car—at any price—carries Avanti's record-making supercharged V8...obeys Avanti's racing-type disc brakes...struts Avanti's head-turning aerodynamic shape. Avanti: America's only high-performance 4-passenger luxury car. Apply at your Studebaker dealer's.

From the advanced thinking of



Studebaker
CORPORATION

DIFFERENT BY DESIGN. **ZLWZ**
Brings sports-car go and show to the bucket-minded buyer and has practical room for five



and don't miss
3 other
different-
by-design cars



DIFFERENT BY DESIGN. **AV17**
America's only precision built 4 passenger, high performance car. Now available at your Studebaker dealer.

at your Studebaker dealer's.



DIFFERENT BY DESIGN. **WAGONAIRE**
World's first and only wagon-convertible. Exclusive slide-open roof gives you 3 cars in 1 - a smart family wagon, a sunny open-top sedan, a hauler for tall loads.



Important Announcement

Today we introduce the beautiful new 1964 Studebaker.

You will find it different from any other car. We are an independent company, with independent ideas.

We think the small cars are too cramped and flimsy, the big cars are too expensive and hard to maneuver.

We have built this thinking into the new Studebaker. We set new standards in interior room. The car is longer than last year but has lost none of its maneuverability.

It is built like a fort. It makes no compromises. I'm proud of this.

As a family man, I want my car to be the safest on the road. Studebaker is exactly that. For example, completely padded instrument panels are standard on all models. And Studebaker surrounds you with a "girder of safety"—the "bridge-constructed" Armor Guard frame. You can have caliper disc brakes, the safest kind in the world.

As a car enthusiast, I like a "hot" car—and Studebaker can match performance with cars costing \$3,000 to \$4,000 more.

As a business man, I prefer the "long value" dollar to the "low" dollar. Studebaker does not "skimp" down to a price, but builds up to high standards of comfort and economy and plain honest money's worth.

If this kind of car appeals to you, I invite you to turn the page and see the beautiful '64 Studebaker—the one new car that's Different...by Design.

Walter P. Reuther
President, Studebaker Corporation



Studebaker, 1964



Only one thing keeps a Buick LeSabre from being an expensive car. The price.

True, there are other cars in LeSabre's price class. But from there on, they aren't in the same class at all. Consider LeSabre's response. And comfort. And ride. You'll expect them in one class or more. They don't. Now a few small details: a better floor for lanky people who sit in the middle; fanned aluminum front fenders; big Danish wheels. (Are you thinking such things might strain your budget? Don't.)

Now consider Buick's styling—the subtle splash of elegance would cost a bundle, elsewhere. If you could find it. And the one you in which LeSabre is like some less expensive cars: its pretiges are performed on admirably small amounts of gas. (Four points) LeSabre is a bargain, any way you slice it. Now see your Buick dealer about that price. He's prepared for a pleasant surprise. Better be prepared for two: the price and the car. Above all, it's a Buick!

Avanti, 1963 ◀ Buick, 1964

performance
package

gift
wrapped
for
good

For all its sleek beauty, there's a lot of hustle built into the full-size LeSabre by Buick. One reason is the eager 401-cu. in. Wildcat V-8. Another is Advanced Thrust engineering that gives you straight tracking, flat cornering, precision handling. You also get the biggest-quick response of famous Turbine Drive (optional at extra cost—but sensationally smooth). The extra safety of lined aluminum front brakes—the world's best Safety 5 frame construction to end rattles. All priced close to many "low price" cars! Drive the LeSabre at your Buick dealer's now.

BOLD BEAUTIFUL
LESABRE
BY BUICK
63



Buick, 1963



You don't really need Wide-Track . . . unless you drive a car.

Oddly enough, most people don't ride on motorcycles too much, except for fun. And what's fun on a 'cycle isn't fun in a car—namely, leaning over to help get around a turn. That's why we put Wide-Track on Tempest this year: to keep you stable and level when you turn. Tempest is a lot like you, out with Wide-Track, but we don't fret about the competition. We make the other one too. **Wide-Track Pontiac Tempest**

Cadillac

FOR 1964

MORE TEMPTING THAN EVER!

...and an exclusive new Comfort Control, consisting of heating...

...and an exclusive new Comfort Control, consisting of heating...

...and an exclusive new Comfort Control, consisting of heating...

...just wait till you drive it!



Cadillac, 1964

The Incomparable IMPERIAL

...a new car. It is a new concept of what a fine car should be. It is, in a word, incomparable. The new Imperial...
 ...acquire fine cars, enter the quiet world of Imperial. The Incomparable Imperial for 1964 awaits you now.

CHRYSLER MOTORS CORPORATION

Imperial, 1964

▶ Enco, 1966



When you want more than the usual in a medium-price car



PARK LANE WITH BREEZEWAY DESIGN

This is Mercury's newest, most luxurious entry in the medium-price field—the Park Lane. It comes in two distinct body styles. Shown is the Park Lane with Breezeway Design, with its weather-protected rear window that opens for ventilation. The Park Lane also comes with racy Marauder styling. Six Park Lanes in all, including a convertible. Each provides more room than the usual medium-price car. Extra luxury, too, with paneling that has the rich look of walnut. And extra performance: a 4-barrel 390 cu. in. V-8 is standard. LINCOLN-MERCURY DIVISION

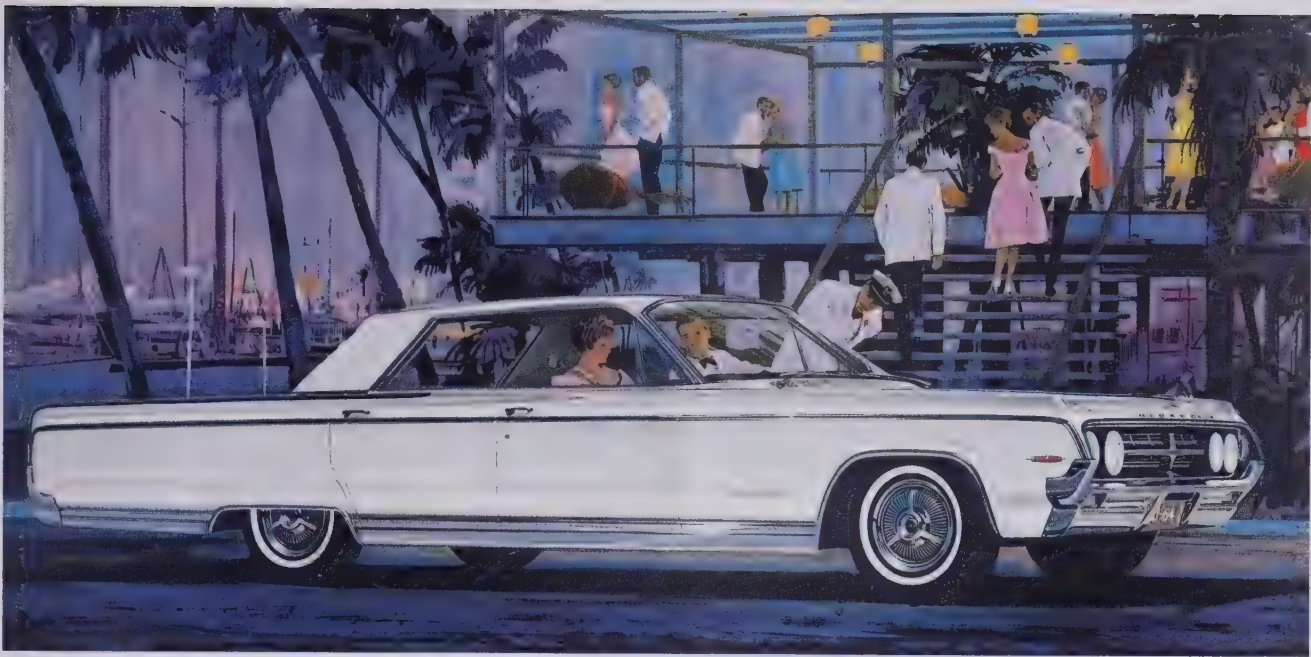


Ford MOTOR COMPANY

'64 Mercury

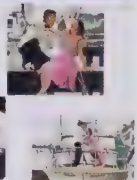
No finer car in the medium-price field





Presenting Oldsmobile's finest for 1964
...magnificent new **NINETY-EIGHT!**

...and the new... Features... Appointments that tell the world... Here is one of America's most exciting automobiles... the 1964 Ninety-Eight offers all the lavish touches you want... speed... 155 hp... and a great deal more... (The rest of the text is too small to transcribe accurately.)



'64 OLDS...WHERE THE ACTION IS!

Oldsmobile, 1964



Success car—'64 edition

When you come up with a car that's fantastically successful, do you change everything just because the model year changes? Not if you're Pontiac, you don't. Oh, we refined and smoothed

and quieted and sharpened, but basically we didn't change anything much. That way, you can enjoy the same smooth Wide-Track ride as last year—only it's a little smoother and quieter. And

you can get your kicks from the same Trophy V-8 spice as last year—only it's a little spicier. And all those Pontiac-admirers will still be around to admire you—only they're a little more wishful.

If you're wondering how quickly you can start enjoying and impressing, there's only one answer: How soon can you be at your Pontiac dealer's? **1964 Wide-Track Pontiac**

Ford, 1963 ◀ Pontiac, 1964







Ugh.

This is an awful picture of a Volkswagen. It's just not us.

We don't go in much for trading bees or sales jamborees or assorted powwows.

Maybe it's because we don't quite understand the system.

We've never figured out why they run

clearance sales on brand new cars.

If there are cars left over every year, why make so many in the first place?

And how come the price goes down, even though the cars are still brand new?

How does the poor guy who bought one last week feel about this week's prices?

Imagine what a problem it must be to keep enough parts on hand when they're always changing. And for the mechanic to keep track of what he's doing. It's all very confusing.

Either we're way behind the times. Or way ahead.



About the only thing that can come between
a Corvair owner and his Corvair is



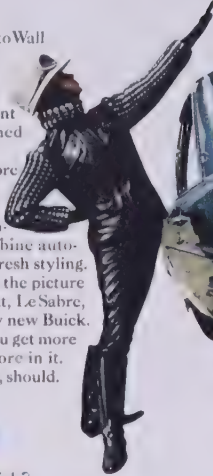
his wife

'64 Corvair Monza Club Coupe

Your eyes light up when you first see the '65 Buick?
 You should see what the '65 Buick
 does when it sees you.

It glows, if it's a new Skylark.
 Skylark is one car you get with Wall to Wall
 taillights. And a lively V-6 engine.
 And what you get in every Buick:
 A little more care in fitting things
 together. A little more money spent
 in places you may never see: Tuned
 suspensions. Drivelines that are
 smoother. Finned brake drums. More
 carefully placed insulation. (Hush.)
 And a little more effort in places you
 do notice: In Body by Fisher. Switch
 the pitch, if you go for Super Turbine auto-
 matic. Brakes that stay with you. Fresh styling.
 In the intermediate size Skylark in the picture
 and in every size '65 Buick. Wildcat, Le Sabre,
 Special, Electra 225, Riviera—every new Buick.
 People who know Buick know this: you get more
 out of a Buick, because we put more in it.
 And people who don't know Buick, should.

Buick
 '65
 Buick



Wall to Wall taillights—bright-night look for the new Skylark.



Wouldn't you really rather have a Buick?

Buick, 1964

Buick
 '65
 Buick



We changed the Buick a lot
 this year. And you may never
 be the same again yourself.

We doubt you'll want to be the same.
 Not once you set eyes on our new Buicks.
 On the Buick Special and Skylark, Le Sabre,
 Riviera, Electra 225—and on the sleek, modified
 fastback of the wild, wilder, Wildcat in the picture.
 True, there's a new high-style touch. But that's not all.
 Engineering still has the emphasis. It's a Buick tradition.
 And so are those extras that Buick spends that little extra on.
 Like the smoother drivelines and brakes that do a little better.
 Now add Buick's Super Turbine transmission, tuned suspension
 to smooth ribcage roads—and you have
 an idea of what Buick owners
 have always liked about Buick.
 We think you'll feel the same.



Wouldn't you really rather have a Buick?

Buick, 1964

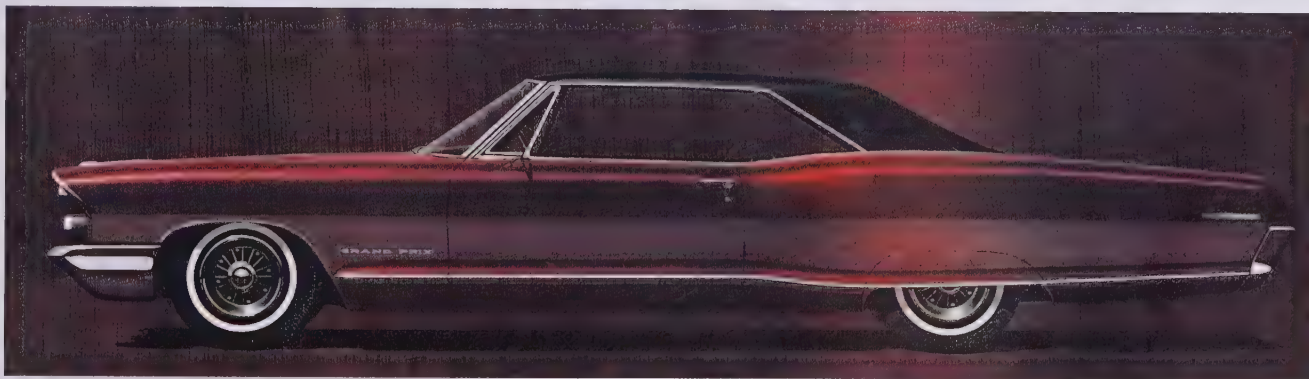
You say you've never seen such a luxurious "88" before?
 You're absolutely right. This is Oldsmobile's new Dynamic 88 for 1965, The Delta!

If just looking at this big, beautiful Dynamic 88 makes your pulse quicken a bit, imagine how proud you'll be to park it in your driveway. Take the wheel, and you'll be swept away by its new 425-cubic-inch Super Rocket V-8. And for people who want a Rocket-action "88" at an even lower price, there's the Jetstar 88 — powered by the Jetfire Rocket V-8. For '65, there's an Oldsmobile to please everyone!

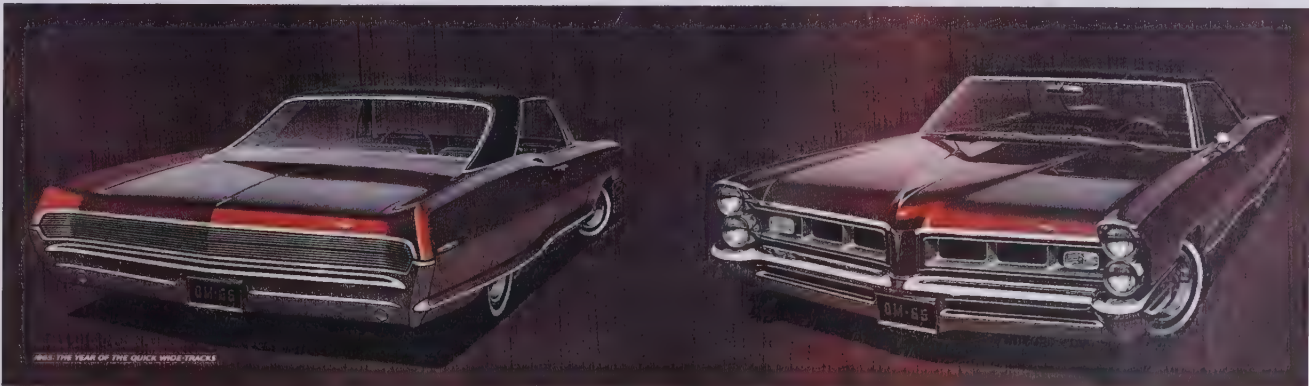
65 OLDSMOBILE  *Styled to go... where the action is!*

Illustration: Dynamic 88 Delta Midway Coupe © Oldsmobile Division • General Motors Corporation

Oldsmobile, 1965



Who needs all that new car talk with a new car like this? Pontiac Grand Prix



Pontiac, 1963



*The
Private
World of
Thunderbird*

Rambler takes off — the Marlin comes on.
 Meet America's first man-size sports-fastback!



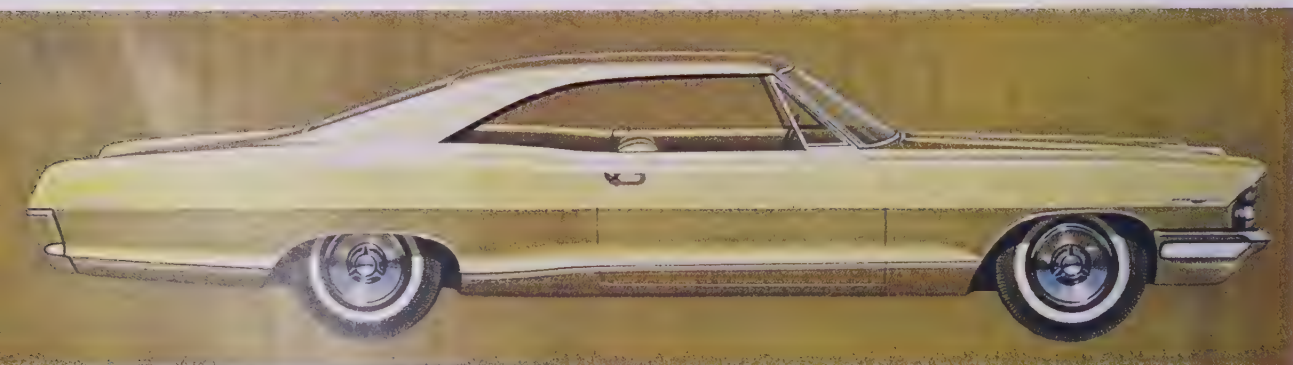
You're looking at the most exciting Rambler ever built — Marlin! A car unlike anything else on the scene today. Here's too much automobile to be just another fastback — too much luxury to be just another sport car — too much solid value to be anything but a Rambler. You get dazzling performance, including the might of a 327 cu.-in. V-8 option. You get Power Disc Brakes and individually adjustable reclining front seats, *standard*. You get a choice

of practically any sports option you can name, like floor shifts, console, bucket seats, wire-wheel covers — plus *all* the solid extra-value features Rambler provides at no extra cost, such as Deep-Dip rustproofing, Double-Safety Brakes (separate systems, front and rear) — and more. Catch the Marlin in all its excitement — at your Rambler dealer *now*. In limited production, but stepping up fast. American Motors — Dedicated to Excellence

Marlin By Rambler



Are we extravagant for lavishing all these looks on a car all this quick and agile and driveable?



Pontiac Motor Division • General Motors Corporation

Of course not. It's the '65 Wildcat. We couldn't hide such a quick and nimble car under a what you'd call a So we don't, as you can plainly see. Everything you can't see is new to the Wide-Track excepted. Our Trophy V-6's breathe deeper now, step off just a little

quicker. Then you can specify Turbo Hydra-Matic, the new automatic transmission that shifts smooth as cream but sure as a rock. You're worried the quick road front won't get along on your budget? No problem. Our economy rear axle jiggles up so much highway on a

tank of gas, you'll wish your credit card were good at toll booths. Try a short trip in a '65 Wide-Track, quick, starting from your authorized Pontiac dealer's.

Pontiac for 1965

The year of the Quick Wide-Tracks



Wolfgang used to give harpsichord recitals for a few close friends. Then he bought a Mustang. Things looked livelier for Wolfgang, surrounded by bucket seats, vinyl interior, padded dash, wall-to-wall carpeting (all standard Mustang)...and a big V-8 option that produces some of the most powerful notes this side of Beethoven. What happened? Sudden fame! Fortune! The adulation of millions! Being a Mustang brought out the wolf in Wolfgang. What could it do for you?

Best year yet to go Ford
MUSTANG!
MUSTANG!
MUSTANG!

Ford, 1965

New package
of instant action:
Olds **442**

What's the 4-4-2? Just the sweetest piece of action on wheels! Small wonder, too, when you check its credentials. An all-new, all-rounder 4-cylinder 160-hp V-8 four-barrel motor. Two-passenger heavy-duty suspension. Nine restrooms. Free smooth transmit. And available in coupe, sedan, convertible, close-to-the-floor or J-dweller format. You can look a little instant action into any '65 V-8 coupe or convertible. 114,000. 2-year, 50,000-mile or other high-performance car. An America designed for every day driving. Sound like your kind of action? See your Oldsmobile Dealer. He has your number. 442-2.

'65 **OLDSMOBILE**
The Rebel Action Car!

Oldsmobile, 1965



Silver threat among the bold.

Don't be fooled by the cool silver paint job. Or the fancy bucket seats. Or the eye-catching roof treatment. Under the glamour, Chrysler's new Silver 300 is a tiger. Here's how you can tell: Stamp on it. It slumps back 300 cubic inches of V-8 torque flatters you snug in the seat. Move into a light corner, you feel two tons of big, comfortable Chrysler stick like a leech. That's a small hint of what our new silver threat is all about.

When we say sports car, we mean SPORTS CAR. You don't have to baby this brute with the black vinyl top. It's a Chrysler and that means mechanical excellence that's backed by forty years of engineering leadership.

Our new Chrysler Silver 300 is waiting for you at your Chrysler man's showroom right now. Why not go see it? Drive it. But don't be surprised if it snarls. **CHRYSLER**

Engineered better—backed better than any car in its class.



Chrysler, 1964



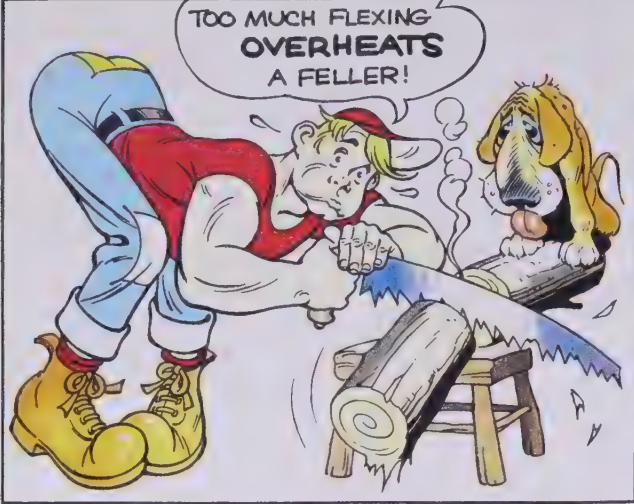
How to buy a new Buick.
An easier lesson than you might expect.

Not only is owning a new Buick pleasant, it's entirely possible. What you do is this—first, you just look. Long and hard. At the styling. At the way things fit. At the interiors, with their rich fabrics and vinyls. Next, you drive. A LeSabre 400, say, like the one in our picture. Choose this one and you get a 250-hp Wildcat V-8 and that leather-smooth, Super Turbine automatic of ours. (Plot your test route past your house and watch the neighbors eat their hearts out.) And finally, you price. That should be the start of a long and beautiful friendship. Visit your Buick dealer soon. Your friendly Buick dealer.



Wouldn't you really rather have a Buick?

Buick, 1965



U.S. ROYAL solves the heat problem with "Low Profile," the tire that runs cooler, puts more rubber on the road for better traction, faster stops and extra safety...

THE TIRE THAT DOESN'T GET TIRED



FLEX BUILDS UP HEAT. Heat murders tires—actually wears 'em out. Old-fashioned tires flex too much, get hot, give out. But the new U.S. Royal "Low Profile" tire is lower and wider in shape, flexes less, runs cooler than ordinary tires. It runs safer, too, for thou-

sands of extra miles. "Low Profile" was pioneered by U.S. Royal. It costs no more than ordinary tires but provides a world of difference in performance. See it—for every make and model car, including compacts—at your U.S. Royal dealer. Try it. You'll find it doesn't get tired.

U.S. ROYAL LOW PROFILE TIRES



MADE IN THE U.S.A.

U.S. Royal Tires, 1960



'66 CHEVY II

Maybe you'd like an economical car if it were easy handling, sprightly acting, roomy inside. And looked like this.

Now economy's back in high style: the 1966 Chevy II by Chevrolet. It looks wider and longer. Everywhere there's something as fresh and new as the swept back roof line on Chevy II coupes for 1966. Inside, you see rich new fabrics. A handsome new instrument panel. Soft foam-and-vinyl Buick-bucket seats in the Nova Super Sport Coupe.

You like performance? Don't cross off Chevy II! You can order a 327-cu. in. Turbo Fire V8. Unless you prefer the sort of size- or four-cylinder saving that goes with this easy-to-own sort of car: unitized body, flush-and-dry rocker panels, self-adjusting brakes, and more. Huh? Who says economy's a dull, drab word? Not you, not after you see Chevy II for 1966.



'66 CHEVELLE

It's as much different inside as what you see outside. As in this Chevelle's—the newest of all: Super Sport 396!

Now the 1966 Chevrolet Super Sport is the law of the road. Turbo Jet V8... chromed... Dipped with floor-mounted shifter, special hood and other identification, routine tires—packaged as sport coupe or convertible. You can order 360 hp in your Super Sport... Of course, there's still a Turbo Fire V8 or a Turbo Fire V6 for anyone who really... and luxury and comfort Chevelle ladies out in 10 other models. New styling, headlights to taillamps. All-new interiors. A handsome new

4 door hardtop, the Malibu Sport Sedan. What we haven't changed is Chevelle's Full Coil sprung ride. Its stretch-out roominess. Its middle-aged handling ease. Chevelle '66 goes more beautifully than ever between Chevrolet and Chevy II. See at your dealer's.

See us next page.



How can you tell Mercury is a great road car? : Point it uphill.

If power alone were enough, Mercury would easily qualify. Mercury's power comes in big new engines, ranging up to a 428 cu. inch V-8. But Mercury isolates you from the raw force of power with the finest, quietest ride this side of the Lincoln Continental. And makes the miles still shorter with a long list of options. If you like uninterrupted music, you'll enjoy our Stereo-Sonic Tape System. It plays 80 minutes with plug-in cartridges. And you should like our unique interval-selector windshield wipers. The sweep adjusts from 2 to over 10 seconds for any kind

of weather on your windshield. (Some option! They're standard on all but the Monterey.) Cornering lights will help you navigate dark corners. And front disc brakes will give you sure, grab-free stops. Now level with yourself — are you just about ready for the move to Mercury 1966?

Move ahead with



in the Lincoln Continental tradition

Mercury, 1965

Elegant understatement is a Lincoln Continental.



Lincoln Continental is the luxury motorcar that stands apart from all other cars. It distinguishes you among fine car owners. Singular in its classic look. Unique in its ease of handling, its center-opening rear doors, its full power auxiliaries as standard equipment. There is only one Lincoln Continental. What does your car say about you?



America's most distinguished motorcar.

Lincoln, 1965



Just one small thing keeps this pickup out of the luxury class.

Low price!



But many things, some not so small, put Ranchero in the luxury class. The look is long, wide, big. Ranchero is big inside, too, with more room all around. Doors are wider for easy entrance. Swept away dash and curved side windows give you plenty of space to stretch out and relax. Bucket seats and coach-like, wall-to-wall carpeting, air-conditioning — Ranchero offers them all. And the ride! You'll find a feeling of luxury there, too. Greater wheelbase length, wider tread and a new suspension combine for a ride that's softer, smoother, more quiet. And for a "you're-in-command" feeling of power, design your own performance

package. You have a choice of three big engines from a smooth new 200 cu. in. Six up to a sizzling 289 cu. in. V-8 with four venturi carburetor. Three smooth transmissions — 3-speed automatic or synchromesh 3 and 4-speed stick shifts. Choose the combination that gives you the kind of performance you want. Then see your Ford Dealer for a price that's pleasantly low.

Ford Ranchero

Ford, 1965

ANNOUNCING A BEAUTIFUL REBELLION ON WHEELS. Listen. These sounds you hear are habits breaking. Tires snapping. Records falling. They're the happy sounds of the Dodge Rebellion. People demanding more "hot" in their hot cars, more "big" in their big cars, more "new" in their new cars. Sportsters switching to Dodge. Like the hot new '66 Coronet shown below—the rambunctious rebel that's leading Dodge's charge on Dullesville. Or big new '66 Polara. Or all-new '66 Dart. Come along. The Dodge Rebellion wants you.

JOIN THE DODGE REBELLION

Dodge, 1965

► Phillips 66, 1965



Certified
CLEAN
REST ROOMS

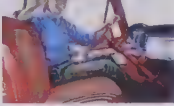




TOUGHNESS AND COMFORT RIDE TOGETHER!



New ruggedness in all-weather cab. All-weather vinyl seats, heavy floor plates, a solid roof! New steering. Steering now has an 80 double side weight. Stronger shock absorbers outside.



New comfort in a Divanized Cab.

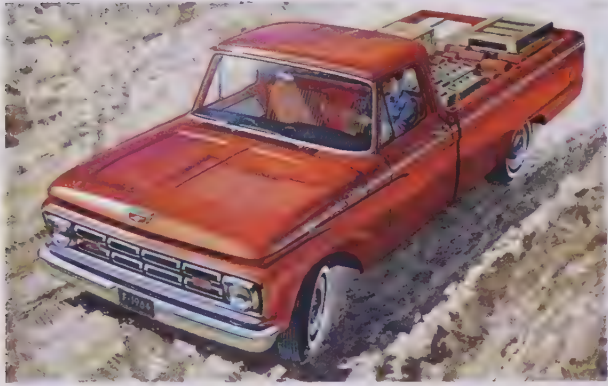
If you want both comfort and toughness in a pickup take a look at Ford! From safe to safe, you'll find the new '64 Ford solidly built like the big trucks for big-truck durability!

And you'll discover how easy a pickup can be on you! Take Ford's new Styleside tailgate. It will support a ton—yet one hand opens or closes it. New long 128-inch wheelbase makes riding smoother. Fully synchronized transmission makes driving easier. See for yourself! You'll agree a tough truck doesn't have to be tough on you!

100,000-mile demonstration of economy! Only 3.2 cents per mile for gas oil, tires and repairs! That's the record averaged by five '63 Ford pickups—run 100,000 miles each on highways, gravel roads, city streets by an independent research firm. See the Certified Report at your Ford Dealer's today!

64 FORD PICKUPS

BUILT LIKE THE BIG TRUCKS—WITH A BIG COMFORT BONUS!



Ford Trucks, 1964



INTERNATIONAL TRUCKS

WORLD'S MOST COMPLETE LINE

International Trucks, 1964



TOUGH FORD

but man, how gently it rides and handles!

Do you need big-truck toughness in your pickup, but want the riding smoothness of a car? Then you're sure to like the '64 Ford Two-Door. Rear springs and long wheelbase make a ride that's easy-going, light or loaded. Inside the cab you'll find all the smartness of a station wagon, with the good visibility and seating you want in a truck.

Yet, the toughness you need is there, too. A-frames, semi-rigid rear suspension, shock absorbers, struts, all constructed with high-tensile steel for top-notch durability. The all-weather, all-terrain, all-weather!

New double side-wall Styleside box is the strongest ever. Tough independent engineers ran five '63 Fords 100,000 miles each at an average cost of 3.2 cents per mile for gas, oil, tires, preventive maintenance and repair! And the '64's are even better! See your Ford Dealer!



Stronger, quieter cabs. All-weather design for four seasons and better. Thirty-eight pounds of insulation seal out heat, noise. Double wall doors with heavy hinges stay snug and tight!

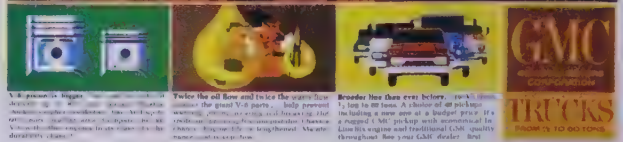
New, longer 128 in. wheel base. Increased ride. Less pitch on rough roads. Ideal for camper bodies!

New one-hand Styleside tail gate. Just one hand needed to open or close it. Latches automatically.

BUILT LIKE THE BIG TRUCKS—WITH A BIG COMFORT BONUS!

Ford Trucks, 1964

GMC breakthrough engineering in action: V-6 engine turns in amazing records. Many owners report 100,000 miles, 125,000 miles, 150,000 miles and more of rough, gruelling work...and still no major engine overhaul! V-6...only GMC Trucks have it!



V-6 power is right. Available in 200 and 250 hp. The V-6 is the most powerful engine ever built in a pickup. It's the only engine in its class that's been tested for 100,000 miles. It's the only engine in its class that's been tested for 100,000 miles. It's the only engine in its class that's been tested for 100,000 miles.

Twice the oil flow and twice the oil pressure. The great V-6's built-in oil pump, oil filter, oil cooler and oil pan are all built-in. They're built-in. They're built-in. They're built-in.

Broader than ever before. Now it's 70 inches wide. A bunch of air pickups. The body is now one of a budget price. It's a rugged, 100,000-mile pickup with a built-in 100,000-mile engine and traditional GMC quality throughout. See your GMC Dealer!



GMC Trucks, 1964



1966 Mustang

If you thought we couldn't improve on a winner — try Mustang '66!

The changes are subtle but significant. A new grille for a bright, fresh frontal look. New speakers like the Stereo-tone tape system. It gives you over 70 minutes of music on an easy-loading tape cartridge. All the most detailed features that made Mustang a success are still standard. After all, why change Mustang in mid-stream? The '66 Mustang comes with bucket seats, all vinyl interiors, floor-mounted shift, full carpeting, and many other

luxuries at no extra cost. It is an exceptionally practical car with its lively 200 cubic inch V-8. It handles like a candidate for the Monte Carlo Rally and is so handsome it tends to make anything near its pace look tired. This is the basic Mustang.

But if you want more action, greater luxury, Mustang offers you an exceptional range of options. You can design your own sports Mustang with G.T. options like front disc brakes, 289 cubic

inch Cobra V-8 with four barrel carburetor and solid lifters, four speed fully synchronized manual transmission or 3 speed Cruise-O-Matic — and more. Luxury lovers can have air conditioning, power brakes and steering, vinyl-covered top, or a specially elegant interior decor package — just to name a few.

If you haven't driven a Mustang, you do it soon. It's bound to improve your outlook on driving.

**MUSTANG!
MUSTANG!
MUSTANG!**



Ford, 1966



Chevrolet Sting Ray Sport Coupe

'66 CORVETTE BY CHEVROLET

Now you hear the big news about Corvette by Chevrolet. For 1966, it's horsepower! Standard V8 is 277 cu. in., 300 hp. There's a 350-hp edition you can order, too. You swashbucklers just ask, and we'll drop in our new Turbo-Jet 427 under its own high-domed hood. "Street" version is 390 hp with four-barrel carburetor and hydraulic lifters. The performance engine—special cam, solid lifters and more! cranks out 425 hp!

And Corvette knows how to handle all that! full independent suspension, sports-car steering, four-wheel disc brakes. If a package like this doesn't tempt you into the '66 Corvette, just look how it's wrapped!



Corvair Corvair Sport Coupe

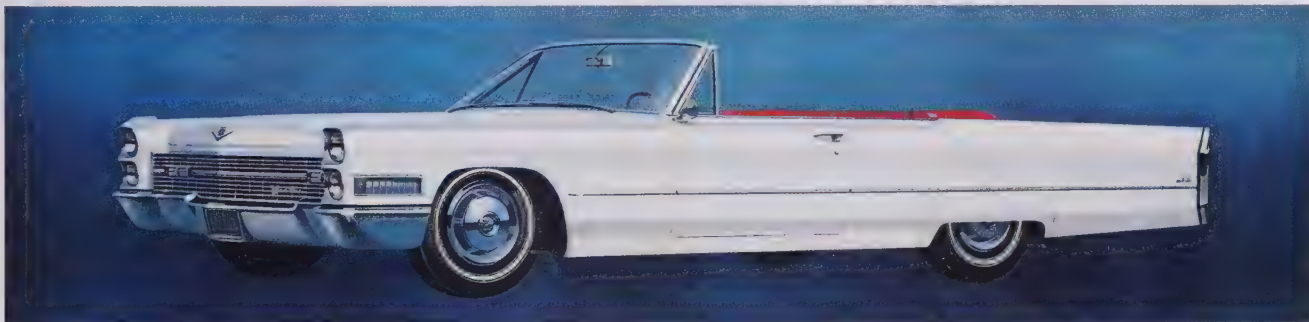
You speak independent suspension, four-on-the-floor, bucket seats and like that? We hear you.

'66 CORVAIR BY CHEVROLET

Now you can sample America's sportiest looking, sportiest acting, low-priced car for 1966: Corvair by Chevrolet. A lot's new Trim touches here and there. Adjustable headrests you can add. A new fully synchronized 3-speed for creamy smooth shifting. A lot's not new. You still get bucket seats in

Corvair and Monza. Corvair's engine still rides in back so you get when other cars won't. It's still air cooled—a wavy with water and hose and antifreeze! You still get a big choice in Sizes from our 85-hp milder to the 180-hp Turbo-Charged version you can order in Corvair. The '66 Corvair... for people who like to drive.

Chevrolet, 1966



Cadillac for nineteen sixty-six...



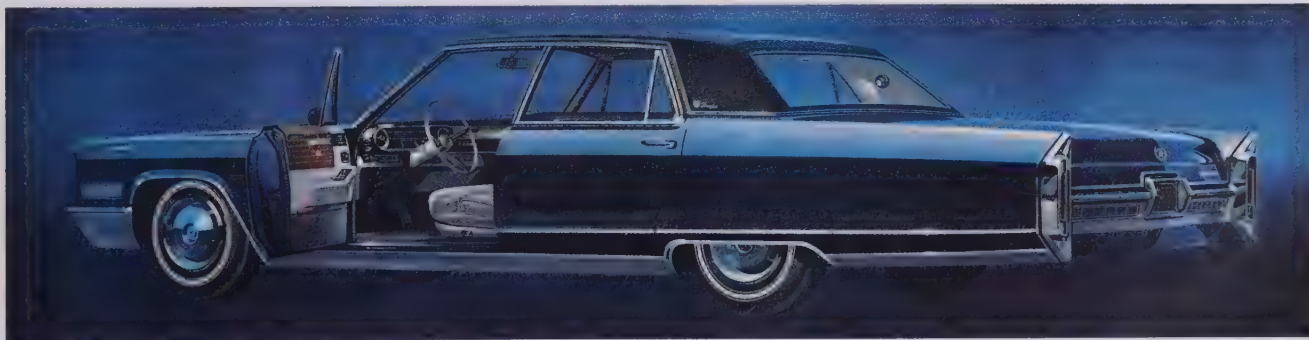
The finest of all Cadillacs is here! It greets you with a new elegance and excitement surpassing all Cadillac triumphs of the past. Its dazzling beauty is highlighted by a totally new split-level grille and by new clean-swept body contours. And its interiors are breathtaking as

never before! New leathers, fabrics and appointments (with dramatic new walnut paneling on all Fleetwood models) impart a marvelous new air of distinction and luxury. And Cadillac's traditional engineering excellence has never before produced such a rewarding ride. Significant design advances

New elegance, new excellence, new excitement!

in chassis, suspension, and acoustical components provide a whole new realm of quietness and relaxation. And Cadillac's new performance is truly remarkable—with new variable ratio power steering that reduces driver effort by as much as one third, improved handling, and brilliant new re-

sponsiveness. In addition, Cadillac's selection of models finds no equal among luxury cars. Twelve distinctive body styles are yours to choose—from three magnificent series. Today, tomorrow, or very soon... visit your authorized Cadillac dealer. Ask to see, and drive, the great new Standard of the World!



Cadillac, 1966



Down with the idea that compacts should be small. What they should be is nimble, and economical, and inexpensive. But unless you like to drive in a crouch, they should also be roomy and zoomy, and who in the world ever started that silly idea that compact owners are all undersized anyway? So turn loose the rebel in

you. Sit up for your rights. In a foam-padded bucket seat. Run barefoot through the wall-to-wall carpets. Fire up that snarl under the hood. Head out from the herd. If it weren't for the nimble handling, the way it nurses a gallon of gas, and the money you saved when you bought it, it'd be hard to find a resemblance to other

compacts at all. The name is Dart GT. If it's got what you want, the Dodge Rebellion wants you!

'66 Dodge Dart

DODGE DIVISION



CHRYSLER
MOTORS CORPORATION

**Stamp out cramped compacts.
Up with man-sized Dodge Dart.**

JOIN THE DODGE REBELLION





It's called Caprice. It's made by Chevrolet. It's built to compare

with any other elegant car.

And there's not just one, but four elegant models. A whole new Caprice Custom Series. There's the Custom Coupe shown here with its distinctive roof line. A Custom Sedan and two luxurious new Custom Wagons with the rich look of wood-grain exterior paneling.

They are fun and as is the most favored Chevy color ever built. Inside comes surrounded with the best of pleating, hand-stuffed walls, deep-ruled upholstery and floor-deep carpeting. The ride is exceptionally quiet and smooth.

It's hooked and sprung by generous insulation, superb shock absorbers and a coil spring arrangement. The background picture shows the Custom Coupe special appearance that you may wish to order. New, gently tapered, Airline

bucket front seats are available along with a custom-made floor instrument panel. Even the power windows and wipers. Here's the smooth and advanced new 360 TurboJet V-8 at 278 hp. Or the more modest 300-hp TurboJet V-8 at 230 hp.

Caprice—built to new standards in ride, in power, in elegance. And set with all its conventional safety. The Caprice Custom Series for 1966 still gives you traditional Chevrolet's name. Chevrolet Division of General Motors, Detroit, Michigan.

Caprice
CHEVROLET

Chevrolet, 1965

NEW DELCO ENERGIZER VACUUM SEALED



IT IS THE FIRST VACUUM SEALED ELECTRICAL POWER SOURCE FOR CARS—SEALED TO KEEP IT FRESH UNTIL YOU BUY IT. IT IS SUCH AN IMPROVED SOURCE OF ELECTRICAL ENERGY THAT IT HAS BEEN GIVEN A NEW NAME. IT IS CALLED A DELCO ENERGIZER. IT HAS A BUILT-IN "DELCO EYE" THAT CHECKS ITS OWN FLUID LEVEL. IT WILL GIVE YOU A LOT MORE STARTING POWER THAN A SIMILAR CONVENTIONAL BATTERY—ESPECIALLY IN COLD WEATHER. IT IS CALLED A DELCO ENERGIZER. IT IS AVAILABLE FOR MOST CARS AT YOUR UNITED DELCO DEALERS. THE OLDER YOUR CAR OR THE COLDER YOUR CAR THE MORE YOU NEED A DELCO ENERGIZER.



Dodge, 1966 ◀ Delco, 1965

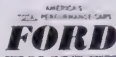


Fairlane '66—a very beautiful solution for very practical families!

Let us address right off the bat: Fairlane is a really practical, dependable, safe, spacious family car. The family car you can't help but love because of its beautiful design and because it's so practical.

Fairlane has a look that's a real knockout. It's got a light-colored exterior, a massive grille, the classic chrome grille, and more. The chrome grille is made of real steel. The headlights are like real ones. The chrome grille is made of real steel. The headlights are like real ones. The chrome grille is made of real steel. The headlights are like real ones.

It's got a lot of headroom and a comfortable ride. It's got a lot of headroom and a comfortable ride. It's got a lot of headroom and a comfortable ride. It's got a lot of headroom and a comfortable ride.



Ford, 1966

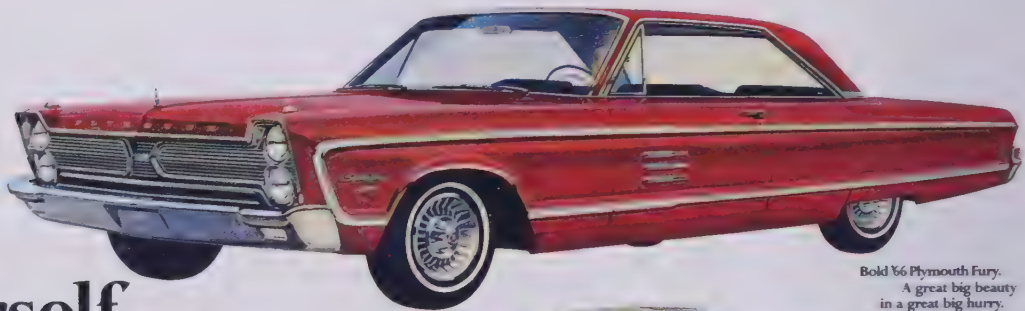
How would you like to get away from it all with the Second Best Shape in Italy?



If you checked "The Most Congratulations!" you've probably never had. A car that's so beautiful, so practical, so safe, so spacious, so comfortable, so reliable, so easy to drive, so fun to drive, so much to love, so much to love, so much to love, so much to love.



Fiat, 1966



Let yourself Go Plymouth '66



Hot new '66 Satellite...spirited leader of the all-new Belvedere line.



'66 Valiant. The car that really lets you live... within your budget.

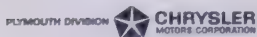
Valiant's new design, performance, ease of operation, and styling. See it at your dealer's.



Fast new version of the car that got America thinking fastback. '66 Barracuda.

It's got a new design, performance, ease of operation, and styling. See it at your dealer's.

See Plymouth at your dealer's. See it at your dealer's.



Let yourself go... **Plymouth**

TIP FLY BELVEDERE VALIANT BARRACUDA



Go with Phillips 66... the gasoline that won the West!

All set to take the family on a big vacation trip? Be sure to stop along the way at the sign of Phillips 66. Fill up with the gasoline that won the West... and get more gallop per gallon. You'll enjoy Phillips famous Western hospitality too—especially if you've

got a Phillips 66 Credit Card. It's good for all Phillips 66 products... and lets you say "charge it" at all Quality Courts Motels! Pick up an application at any Phillips 66 station or Quality Courts Motel. Go with Phillips 66—the gasoline that won the West!



BODY BY FISHER



Who put the living room on the road?

This elegant room is "furnished by Fisher." Plush carpeting, luxurious vinyls, bright chrome, deeply cushioned upholstery... even a new reclining bucket seat. And with Sound Barrier Silencing, conversation is as easy and intimate as in your own living room. For the pleasures of home, there's no place like Body by Fisher, the only car body known by name. Remember, so much of the buy is in the body. And Body by Fisher makes a GM car a better buy: Chevrolet, Pontiac, Oldsmobile, Buick, Cadillac.



GENERAL MOTORS SYMBOL OF QUALITY

It isn't extravagant, imported, or fattening, but man will you like it.



Now that we've told you what it isn't, let us tell you what it is. This is an SS 396 a machine for the guy who'd rather drive than fly. A Chevette with a 368-cu-in Turbo-Jet V8 that produces 325 hp in standard form, 360 hp in a special form you can order, and 375 hp in an extra-special form.

It's a Chevette with equal riding, 1000 lb of performance on 1000 cc of torque and speed, 1000 lb of cc under 1000 rpm, 1000 cc of transmission with floor-mounted shift, 1000 cc of suspension to make it go where it's pointed. Try the SS 396 at your Chevrolet dealer's. It's!

indulge yourself
The Chevrolet Way



Pontiac, 1967

Chevrolet, 1966



Lincoln Continental
reflects your way of life



Lincoln Continental distinguishes you among fine car owners. It is the luxury motorcar that stands apart from all other cars. As an expression of individuality, good taste, accomplishment. As the reflection of a way of life. Come take a closer look: drive it, experience it, and discover for yourself how close you may be to owning a Continental.



America's most distinguished motorcar

It's another fine year for Pontiac-watchers — and an even better one for drivers. Pontiac-watchings all right, understand. But why quit there, when being a Pontiac driver's so easy? Now there's the life. You don't need the keys to the bank to own this new Catalina, either, even if it does look it. And, we might add, act it, what with a wider Wide-Track. And a ride as smooth as a freshly paved road (even on roads that haven't been new for many a mile). Self-adjusting brakes. Interiors fully as winning as the exteriors—which is saying quite a lot, isn't it? But, look. Don't just sit there itching when your Pontiac dealer's all set to write up your order. And think about colors and such on your way, so you don't lose a single minute. WIDE-TRACK PONTIAC '63

Pontiac, 1966

► Rambler, 1966

Psssst. Tell your wife it's a family car.



MARLIN '66: Even with buckets* it seats six in comfort. Sizzling fastback power... two 6's, three V-8's*. Coil-spring seats and Double-Safety brakes (like Cadillac). See it quick at your friendly Giant-Killer, your American Motors/Rambler Dealer. American Motors... where quality is built in, not added on.

*optional



'66 IMPALA

Chevrolet looks new all over again. The ride's Jet-smoother, too. As for V8 power, say "Turbo-Jet 396!"

Now you find out what all's new about Chevrolet Impala for 1966. It's longer looking. Lower looking. Crisply sculptured front and back. With push new interiors. And an even Jet-smoother ride! What we've done with the suspension and body mounts makes a '66 Chevrolet seem like your own fluffy white cloud.

Then there's our Turbo-Jet 396, the 325-hp V8 you can get in any '66 Chevrolet. If you're an adventurer, ask for Turbo-Jet 427—up to 425 horsepower. Or you might order a Turbo-Jet V6 at 220 hp—27.

We could tell you a lot more about the 1966 Chevrolets—Impala Super Sport, Impala, Bel Air, Biscayne. The 19 models with Body by Fisher. The special things available like special Turbo, Hi-Fi, and AM/FM Stereo. But reading's not nearly so good as the driving. So please drive.



Chevrolet, 1966



Buick Riviera. Made in U.S.A.

What makes an our exciting performance, ride and handling. Only when it's all come together is the only Buick like the 1966 Riviera Gran Sport.

If there are two things the Romans Italian first use in their construction. Dashing ornate automobiles.

Now, using great ideas from the most sophisticated minds at that time, Buick leads faster and the adrenalin flow.

But these people have another trick or two.

The tuned car is here. And... from the sunny slopes of Laurel Hill, Michigan, if you want to be precise. It's made in color from the hearts of people who really love a great road machine.

The tuned car is a blend of styling, performance, ride and handling, all working together in harmony. It means the Riviera leaves no doubt, and that's just common. Truly, the Riviera has a 3000 cc. Wildcat V-6. The extra attention of Buick's... has made this... a great road machine.

you thorough control, yet a firmly comfortable ride at one and the same time.

We confess that we gave the Riviera a little foreign flair, when it comes to designing it. So we tune in Latin fire and grace.

But we never forget American practicality. And so the Riviera offers you a choice of bucket seats or six passenger bench seating. Or for that matter, a combination of new, no-bark seat that converts into armchairs as available at your command.

Help keep America safe. When you first see the '66 Riviera, you might be forgiven for overlooking certain added attractions. Such as... safety equipment that comes standard—seat belts front and rear, shatter resistant inside mirror, outside rearview mirror, padded dash and sun visors, dual speed wipers and wipers, parking lights... which make seeing where you're going easier, even

when you're going where you've been. We overlook nothing to make your driving more pleasant. Nothing at all.

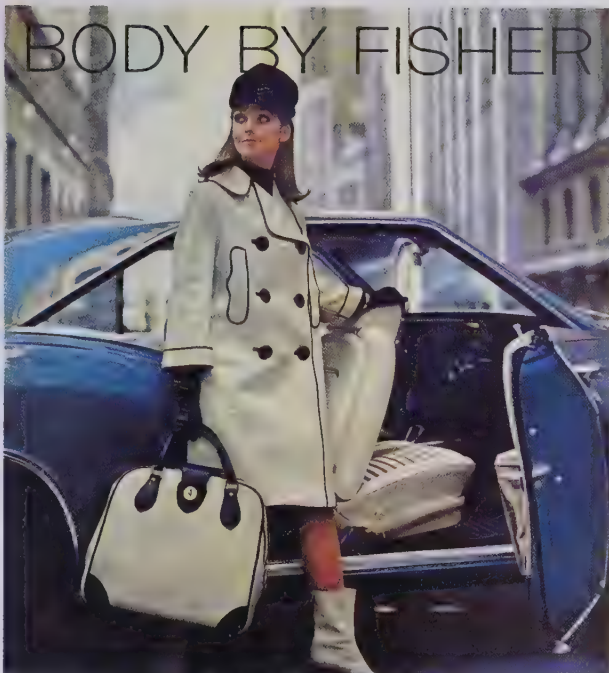
Drive the tuned car. And be glad that it is in your country. The way to wrangle an introduction to the tuned car is simply to visit your nearby Buick dealer. Just ask for any Buick, the keys, and a drive.

You'll quickly discover that this '66 Riviera is as sleek and dramatic as any Roman chariot could possibly be. At the same time, you'll be pleased to know that it continues the Buick tradition of comfort and solid dependability.

And besides that, all the labels are in English.

Wouldn't you really rather have a Buick? **1966 Buick. The tuned car.**

Buick, 1966



BODY BY FISHER

Our seat fabrics travel beautifully

This sophisticated travel coat and case are made with the same vinyls we use for seat covers. The best we can find. They're easy-care. They travel tirelessly, beautifully, in a GM car with Body by Fisher. So will you. Remember, every car has a body. But only GM cars have Body by Fisher. And Body by Fisher makes it a better buy: Chevrolet, Pontiac, Oldsmobile, Buick, Cadillac.



Body By Fisher, 1966

Introducing the first competition for our luxury 4-door Plymouth VIP.

The new 2-door hardtop VIP.



Except for its distinctive 2-door hardtop styling, the new VIP has the same luxurious details of the 4-door model. And that's saying a lot. Beautiful finishing throughout. Divided, an optional vinyl roof covering for true luxurious look. Inside, fine furniture. Elegant fold-down center armrest. And luxury touches like extra-thick foam-padded seats covered in plush cloth-and-vinyl upholstery fabrics. And finished with beech-veneer, wall-to-wall carpeting, vinyl ornamentation in white look of fine wood. And a beautifully detailed door-plant 200. With VIP, you can choose a number of convenience and performance options never available from Plymouth before. Among these are a Tilt-a-Scope steering wheel that adjusts up and down—and out—for your convenience. And with VIP you get a host of standard equipment features.

Like deluxe wheel covers and rear fender skirts. And lock-up lights, outside rear-view mirror, padded dash, variable-speed windshield wipers and electric wiper, fender-mounted turn signal indicators and even courtesy lights (set in the instrument panel). The 318-cubic-inch V-8 is standard but the options engines include a two-barrel-equipped 383-cubic-inch engine, a four-barrel 383 and a mighty 442-cubic-inch V-8. The final note: Both models of Plymouth VIP introduce a revolutionary concept in luxury cars. You can afford them. Take a look at the newest VIP. Then take one for a test ride. And then take one home. Your Plymouth Dealer is the man that can arrange all of this. See him now. See Plymouth in action on the Bob Hope Show, NBC-TV.



Take a Buick Sportwagon someplace besides the lumberyard this year.

Not that we have anything actually against the lumberyard or the nursery. Or the grocery store, for that matter. But neither a Sportwagon nor a man should spend a whole lifetime there. Life is for a better things. And so is Buick's Sportwagon. You see, when you have nearly a hundred cubic feet of emptiness on tap, you can fill it just as easily with vacation gear as groceries. And shouldn't you, just once in a while, see an exotic moon through the Skyroof instead of your old hometown one?

(The moon is the same. But not the mood.) After all, the tuned wagon is a blend of styling, performance, ride and handling. Which means its career should be a blend, too. Of going to the corner store and more. That's why there's a long-striding 340-cubic inch V-8 under the hood. That's why you enjoy the fruits of a special suspension setup: that traditionally smooth Buick ride. That's why a Sportwagon handles as briskly on the highway as it does in traffic. And it's also why a Sportwagon (like every Buick)

has so much safety equipment as standard equipment. Backup lights. Two-speed windshield wipers and washers. Padded dash and visors. Shatter-resistant inside mirror. Outside mirror. Seat belts front and rear—and rear rack if you chose the three-seat Sportwagon. They can all make your trip a lot safer and more comfortable, assuming, of course, that you use them. What it all boils down to is that a new Buick Sportwagon can do as much in the long run as it can for a short haul.

1966 Buick. The tuned car.



Buick, 1966



Plymouth, 1966



Let yourself go... **Plymouth**
VIP VERY BELEGANT VALIANT VARIOUS



Old Volkswagen Station Wagons never die.

The things some people can do with an old box.

But then, he didn't start with any old box.

He started with a Volkswagen Station Wagon. Which has about twice the amount of space as an ordinary wagon.

There was room for everything.

A refrigerator, a stove, a table, an in-

stant chili dispenser, and of course, the proverbial kitchen sink.

And a way for it all to get in. The two side doors open into a huge 4' by 4' hole.

Also, its roof may be high compared to other wagons, but its overhead is low. Our Standard VW wagon costs only \$2,454.*

However, if you're planning to go into

the restaurant business, better not buy one new. (The body's been welded into one solid piece of steel, the tires alone will last for 35,000 miles, and on top of everything else, there are four coats of protective paint.)

It'll take too long to get a new one into bad enough shape.





Mercury for 1966...

a new definition of driving pleasure

moving ahead
in the
Lincoln Continental
tradition

It's the American automobile leader's new ride for 1966! With handsome new styling, with improved coil suspension and sound conditioning to give you the finest, surest ride this side of the Lincoln Continental. With new luxury options like rear door locks and front automatically dimming visors, Birmah acoustic door seals, lights, a Stereo Sonic Tape System, and front disc brakes.

More status with
Mercury
in the Lincoln Continental tradition

Mercury, 1966

THE
CUTLASS
SUPREME
... a new definition of luxury.

CUTLASS SUPREME



Just out! Totally new hardtop sedan from Oldsmobile!

If you care to know what "new" means, you're looking in the right spot. "New" means Cutlass Supreme—the luxurious four-door hardtop that just joined the Oldsmobile lineup for 1966. Smarter. Smoother. More posh... more powerful than any Cutlass before it! Sound like the sassy new Supreme might change all your ideas about low-priced cars? You can bet on it! LOOK TO OLDS FOR THE NEW!

Oldsmobile, 1966



1946 Ford Station Wagon

Classic



1966 Ford Country Squire

Son of Classic

Since 1929 when Ford invented the mass-produced station wagon, Ford wagons have been the standard of quality...the prime innovators year after year. A quick test drive in any one of thirteen Ford models

tells why Fords outsell every other wagon made. Even apart from the unique Magic Doorgate (swings down for cargo, swings open for people) these '66 Fords are classics. Best-selling. Best of Breed!



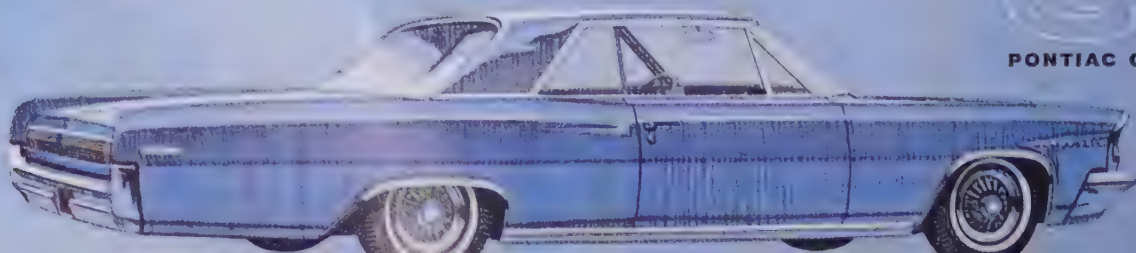






If you drive this car, you're going to have to get used to sharing its beauty with a lot of spectators. You really can't blame people for clustering around this new Grand Prix, can you? And it shouldn't bother you much, anyhow. You'll be too busy enjoying its utterly civilized road manners. A wider Wide-Track does it, along with a calm, collected ride. The vigorous Trophy V-8 humming away under the hood helps, too. But instead of just sitting there reading a list of GP joys, why don't you sample the whole package firsthand? Your Pontiac dealer's the man with the keys. He'll let the GP do its own selling—but we warn you: it's the most effective sales talk you ever heard. Make plans to listen in soon.

PONTIAC MOTOR DIVISION • GENERAL MOTORS CORPORATION



GP
PONTIAC GRAND PRIX

Barracuda: wild to win you over. 



Barracuda's winning ways spell doom for an entire city, Duluthville.
 Pity, Life in Duluthville was so un-complicated ("Sure I'd like a sports car. But I can't afford one.")
 Then Barracuda had to bolt things up. With three wild ones guaranteed to cure the drearies.
 A feedback. A convertible. And a \$2449* hardtop—America's lowest priced sports car. (Repeat: sports car, not sports car. Barracuda delivers.)

Downshift. Flick the wheel. With low-boost suspension you don't corner, you carve. Clean. Confident.
 Scan the instruments. They're gauges, not warning lights. Readable at a glance.
 Now—back toward the sun. If you chose the optional 273 or 383 V-8 with Formula S Package, you've made a great sports car even sportier.
 Chase the horizon. A smile round your eyes as a sun burr by.

Plymouth



Plymouth, 1967

Mercury unleashes **COUGAR**...untamed elegance!



That's Cougar—an entirely new kind of road animal from Mercury. With a dominating style in a sporty, muscular body. A 289 cu. in. V-8, standard! Bucket seats, standard! Walnut-grained interior, standard! Quick shift, full-width rear view, standard! The nearest to safety features, including dual shock absorbers, 197 Mustang's best. Total Cougar as presented here... \$11,900! (Mercury's 1967 Cougar is the most powerful...)



Mercury, 1967

Mercury Cyclone GT. Sports machine with a family seating plan.

The Cyclone GT is a dual-purpose runner. The sports machine you can use on ordinary occasions that make the motor sports club for you.
 With 4 or 6 in the back seats, Cyclone GT. The rear seats fold down there's seat. There's plenty of room for back seat. And the rear window is removable and folds down there's seat.

Your wife will love the thoughtful touches like Comfort Weave™, one of the most comfortable seats...
 In 4 or 6 passenger's compartment, Cyclone GT has room for you and your kids. And "weld" your wheels...
 You know what you should do. Buy a Mercury Cyclone GT.

Better idea cars from the makers of Lincoln Continental



Pontiac, 1966 ◀ Mercury, 1967

See what makes Wide-Tracking so exciting? Not yet you don't.

Wide-Tracking is the excitement of a car that's built to handle the road...
 The excitement of a car that's built to handle the road...
 The excitement of a car that's built to handle the road...



Wide-Track  Pontiac

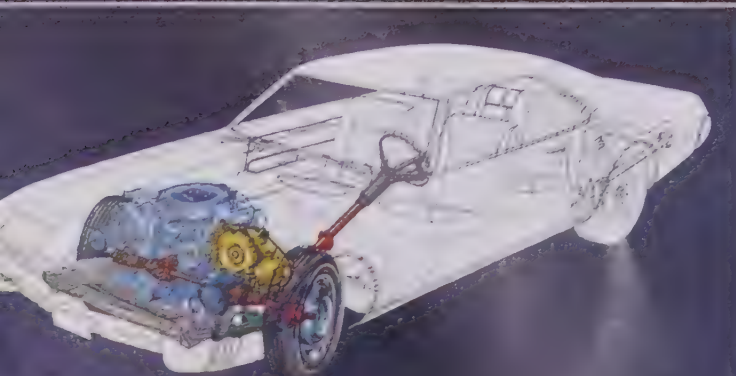
Pontiac, 1967



Only Toronado looks this new! Low-slung nose. Fastback fuselage. Concealed taillamps. Massive wheels with 10 cuts to help cool brakes. And full-view rear windows, a functional feature of Toronado's unique draft-free ventilation.

Only Toronado rides this new! Smart setting for your solo in America's most distinctive car! Roomy, easy-to-enter interiors, flat floors carry six in solid comfort. And Toronado's luxurious, sporty seats beg you to buckle up and begone!

Only Toronado drives this new! 385-hp V-8 engine feeds power to front wheels via Turbo Hydra-Matic. Toronado pulls (rather than pushes) you through tight turns. Improves traction, increases road stability. And vibration is almost obsolete!



Another first from Oldsmobile! Toronado, only full-size car with front wheel drive! Engine, transmission, differential and steering...

Out front in '66

TORONADO



by Oldsmobile

With a second car like this, who needs a first car?

Some people generally will believe station wagons have to look and drive like station wagons. We build our Buick and drive like Pontiacs. We're happy to say that Buick will be down there in the class of station wagons. And why? The reason is simple: our wheel and steering wheel are interlocked with a steering wheel that's exactly like a station wagon's. And our front and rear seats are built to give you the same kind of comfort and support you'd expect to find in a station wagon.

(Well it's still a station wagon. Flip down the second and third seats and 80 cubic feet of carpeted cargo space starts back at you. Huge.) You're after something that has to do everything from look sleek to haul a team's load? See your Pontiac dealer. His station wagons don't look, feel or drive like station wagons. They just act like them.

WIDE-TRACK PONTIAC '66



General Motors, 1966



It's wife-size for easy handling, wagon-size for heavy hauling.

The happy solution—the Concours Custom Wagon! So trim outside it makes parking lot maneuvering the latest outdoor sport. Inside, a roomy 86 cubic feet of cargo space from front seat to tailgate. Body by Fisher, of course—elegantly highlighted by a hand-rubbed walnut look side, rear and inside. Vinyl-coated load floor for protection, all-vinyl upholstery for luxury, all color-keyed to your taste. Power up to a 325-hp V8 on order, all the latest safety features standard, nice things to specify like stereo tape, Four-Season air conditioning, sporty deluxe wheel covers and more. Get happy... with a visit to your Chevrolet dealer's, soon.

**THE QUICK-SIZE
MANEUVER LIKE MAGIC
CHEVELLE**



HOUDAY 1 JUNE

Chevrolet, 1967



Sports car and a pair of Buick Wildcats



When better automobiles are built, Buick will build them. Still true.

Buick, 1967



A Thunderbird with 4-doors is still a Thunderbird.

We created this car for the few. The few discerning Americans who always loved Thunderbird's looks, luxury and performance—but longed for 4 doors for easy entering and exiting. Now you can step long and start (like) in a '67 Thunderbird with four center-opening doors, inspired by the ultimate coupe.

So if you're young enough to appreciate Thunderbird's performance and adult enough to enjoy the luxury, there's just one decision left: Two doors? Or four? At least you can choose. And either way, your car is Thunderbird. Unique in all the world. Make your choice at your Ford Dealer's, soon.

Thunderbird
Unique in all the world

Ford, 1967



ONE THING FOR SURE...IT'S A CADILLAC.

The first cost Eldorado has covered...what a car! It's the most advanced motor car in the world. It's a masterpiece of engineering. It's a masterpiece of design. It's a masterpiece of performance. It's a masterpiece of luxury. It's a masterpiece of safety. It's a masterpiece of style. It's a masterpiece of...
 The Eldorado is a masterpiece of engineering. It's a masterpiece of design. It's a masterpiece of performance. It's a masterpiece of luxury. It's a masterpiece of safety. It's a masterpiece of style. It's a masterpiece of...
 The Eldorado is a masterpiece of engineering. It's a masterpiece of design. It's a masterpiece of performance. It's a masterpiece of luxury. It's a masterpiece of safety. It's a masterpiece of style. It's a masterpiece of...



ELDORADO
 THE NEW CADILLAC

Cadillac, 1967



"All the engineers and professional men who are Gran Turismo buffs seem to wind up owning a Porsche."

...CAR & DRIVER reporting on the Porsche 911...
 It's kind of a club, an in-group of people who think they're special because they've had the good taste to buy something special. They pass on legends like the days when each Porsche mechanic stamped his personal mark on each engine he built and was forever thereafter responsible for it.

Of course, the car itself has something to do with its own success... the overhead-cam, air-cooled flat 6-cylinder engine, the spaced all-synchro transmission, and the 4-wheel disc brakes are irresistible to anybody who ever felt a flicker of desire for any Porsche in the past.



Porsche, 1967



What does it take to make a great car deal?

A great car, naturally.

At the risk of scaring off some economy-minded folk, we made Pontiac Catalina with every bit of high-priced styling our designers could muster. Then we turned around and priced it as if it were just a plain, ordinary family sedan.

But a plain, ordinary look? It just wouldn't fit. Not with Catalina's standard 400 cubic inch V-8 and exclusive features like disappearing windshield wipers.

Which is why you'll find walnut grain styling on the dash, extra-plush carpeting on the floor and caressable...
 ...the big wide seat. And why we enclosed the...
 ...General Motors safety features with...
 ...security of our own Wide-Track.

So when you take a Catalina home, don't be surprised letting people know how little you paid for it. Catalina won't.

Wide-Track Pontiac Catalina

Pontiac, 1967

Plymouth is out to win you over this year.



'67 Plymouth Valiant. Looks all some. Feels all more. Is all new. Surrender. You don't have a choice.
 For '67 Valiant is under and elbow-copier. It has a longer wheelbase for a smoother ride. But the distance between bumpers doesn't change. You can still slip into parking spots others have to pass up.
 With the new catalytic converter, the '67 Valiant is the most efficient car in the world. You'll almost forget economy. Tumbled Catalina-grain vinyl seats with

plaided fabrics. Long pile carpeting. Padded dash. Fender-mounted turn signal indicators. Evenly split in the glove box and trunk.
 Yet, in all Valiant's there beats the penny-punching heart of a miser. The 172 cu. in. six (standard on Valiant 1500) is now even simpler with a drop of gas. And the 225 cu. in. six (standard on Signet) and optional 272 cu. in. V-8 punch exactly opposite ends.
 Go for a Valiant. But caution. It's catchy. Plymouth is out to win you over this year.

'67 Plymouth Valiant



Plymouth, 1967

► Volkswagen, 1967



The ol' lady finally figured out what to do.
A Volkswagen not only holds about twice as much as other station wagons,
but it's economical to keep up, too.
(And the people in the hat next door thought she was crazy.)



OLDMOBILE
 NOW SHOWING
 YOUNGMOBILE
 THINKING 1969



Escape from the ordinary in Olds Toronado. For great car lovers.

It goes beyond elegant look and a rich interior. Beyond boulevard ride. To the ultimate luxury in action: front-wheel driving.

Men admire its command of the road. Women, its obedience. It tracks where others can't. And escalates luxury in the process.

The look is proudly Toronado, with new sophistication. Longer silhouette. New rear deck, with a trunk far larger than you'd think.

Inside: luxuries beyond expectation. Rich fabrics. Deep comfort. Flat floors, for more usable room. Front-seat head restraints, other

new GM safety features, standard. And new youngmobile thinking in motion, too. Refined Rocket 455 V-8. Smoother ride. New silence.

Let Toronado spoil you for ordinary luxury cars. Come discover the ultimate — front-wheel driving — at your nearest Olds dealer's.

Oldsmobile, 1968



The new American Cougar with a continental accent.

The makers of the Lincoln Continental spread this news: "Now we're making a

better Cougar when it's already one of our most popular cars? So now you have a completely restyled Cougar with even more of a continental accent. And a

cheerful personality that just isn't available before. And the new Cougars have more power. A 351 cu. in. V-8 is standard. And you get more standard equipment

than any other car in its class—items such as incandescent headlamps, bucket seats and sequential turn signals. One thing we promise: Cougar won't bore you.

Lincoln-Mercury leads the way with a new COUGAR.



LINCOLN-MERCURY



Lincoln, 1968



"All the Electra Limited lacks is a fireplace!"
William Neale, Real Estate Investment Counselor.

"You should have just as beautiful a feeling in an automobile as you do in your living room. My Electra Limited gives me that feeling. The interior is really done—not a bit gaudy."

"The car goes like a puff of wind. And it takes a hill like a goat. I'm absolutely devoted to the Electra Limited."

"I've had clients get in the car and say, 'I didn't know they're building a car like this today.'
Wouldn't you really rather have a Buick?"



Buick, 1967



BUICK '67

THE TUNED CAR



Buick, 1967

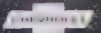


Corvette This is pure essence of sports car—long hood, short rear deck, an eager look, responsive engine, big wheelwells to make room for road-grabbing wide oval tires. Touches of tomorrow include a futuristic cockpit, gauges aplenty and a sleek fiberglass body that hides away windshield wipers and headlights until you need them. The '68 Corvette—America's only true sports car, reborn.

Camaro If Corvette ever turned into a family car, it'd be a Camaro. There's a Corvette living in its long hood and bucket-seated interior. Corvette-like handling in the way it hugs the road. And Corvette response with V8 engines you can order up to the Turbo Jet-396 with 325 hp. Now you can equip any Camaro with new customizing sports trim, a bold stripe design, sporty wheel covers, a rear deck spoiler, color borrowed from Corvette (Bronze, British Green, LeMans Blue) or new Rallye Green, exclusive Camaro. See them at your Chevrolet dealer's Sports Department.

Background: Corvair; SS Sport Coupe; International; Corvette Sting Ray; Pontiac

The resemblance is more than coincidental.



Chevrolet, 1968

Presenting Cadillac  1969



A masterpiece from the master craftsmen

Beautifully new, distinctly Cadillac. Cadillac crafts...
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Cadillac, 1969

Cadillac presents
 the Spirit
 of the Seventies

The company spirit of
 1970 Cadillac

Cadillac, 1969

This is the year to break away from the humdrum and into a Wide-Track Pontiac.

How come Pontiac engineers never seem to let great enough alone? Our design quality is "fun" usual. Bonneville causes us to ask the question: "Bonneville's wheel base is longer—how does it do it? It's a 122 inches and rests on new wide-track 15 inch wheels for '69. Bonneville's 428 V-8 can be ordered

up to 390 horsepower along with 3 speed Turbo Hydra-Matic. New energy absorbing bumper material presents its bumper front and rear. And the interior accommodations? Rest easy. It ends. That great Bonneville magic abounds. You can select from a dazzling array of cloth and expanded Morrokide or

all Morrokide for all leather in the current line. And rich looking inserts touch-up the doors and instrument panel. We can't think of any better way to put some thing great between you and the highway. Your Pontiac dealer will gladly handle the introduction.



The year of the great  Pontiac break away


Pontiac, 1968



1969 Ford Torino
 It was brought up in
 a very tough neighborhood.
 Daytona, Darlington, Riverside.

It ran around in some tough company. And how! Specially modified '68 Torinos proved their strength, handling and quickness by leading the pack at some of the meanest tracks around. And showroom sales soared—Torino swiftly became the success car of the year. That's the blast-off background of the six beel-up, leaped-down, raring-to-go Torinos for '69. Convertible, hardtop, sedan, wagon and a hot new SportsRoof. All roomy inter-

mediates. All ride lower (refined suspensions) and track like they're on rails. One is just your speed. Power it with the new 4-cylinder Jet V-8 or up to 6 other Torino powerplants. Then choose among luxury options that make other cars look downright plain. Track-tested. Road-grabbing. Crowd-pleasing. That's Torino. See it at your Ford dealer. And see, too, the sizzling new Cobra in your Ford dealer's Performance Corner. Now

TORINO 



Ford, 1969

Until now you had to sacrifice room or beauty in an intermediate-size car.
 The Montego 2-door hardtop is the biggest and roomiest of the best-selling intermediates in our league. And it's the only one stylished by the same people who made the Continental.

We gave the Mercury Montego a beautiful new look this year. And a new interior with more room, more style, more comfort. It's the new Montego. A Lincoln-Mercury.

And we made sure six adults fit comfortably inside. With 40 cubic feet of storage space, 10 tie-downs, 10 tie-downs, 10 tie-downs. Prepare for excitement inside our excitement.

Lincoln-Mercury leads the way with the new **MONTGO**

LINCOLN-MERCURY 

Lincoln, 1968

WE TOOK THE ENGINE OUT OF THE LOADSPACE (IT STARTED A WHOLE CHAIN OF BETTER IDEAS)

New! 302 cu. in. V-8 available. Only in 1968. Economy, torque, 170 cu. in. of oil, 100 hp. See your Ford 302 V-8 Manual or 3.0 liter V-8 M4C transmission.

New! Engine clear of loadspace. Engine 3 inches 22 inches forward, completely out of load area. New, loadback, "restraint" in cover blocks rear and noise.

New! Driver "wallboard." Step back into the cargo area from the driver's seat. You no longer have to walk around the van and open side doors to reach forward part of load.

New! Bigger load space. 27% more load space for an intermediate van. 10 tie-downs, 10 tie-downs, 10 tie-downs. Prepare for excitement inside our excitement.

New! Payloads up to 2400 lbs. 10 tie-downs, 10 tie-downs, 10 tie-downs. Prepare for excitement inside our excitement.

New! Payloads up to 2400 lbs. 10 tie-downs, 10 tie-downs, 10 tie-downs. Prepare for excitement inside our excitement.

New! Long-wheelbase van. 10 tie-downs, 10 tie-downs, 10 tie-downs. Prepare for excitement inside our excitement.

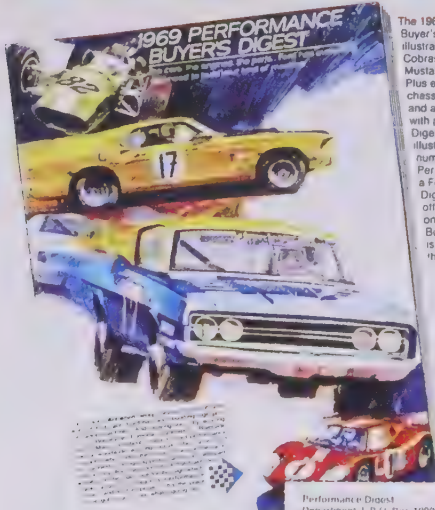
New! Wide stance handling. 10 tie-downs, 10 tie-downs, 10 tie-downs. Prepare for excitement inside our excitement.

New! Outside service center. Just lift the chest high hood to check oil, water, battery, voltage regulator, brake master cylinder and more. Every thing is easy to reach.

New! Turbo-Beam ride. The front suspension made famous in Ford pickup... two front axles for strength and six billy-coil springs for easy ride.

Ford Trucks, 1968

Get your free copy of Ford's Performance Buyer's Digest!
 1969 Muscle Cars...Specs...Prices...
 Color Illustrations...Hi-Per Parts!



The 1969 Ford Performance Buyer's Digest contains full color illustrations of the hot new Cobras, Torino GT's, Mach 1, Mustang GT's and Ford XL GT's Plus engine, transmission, chassis and tire specifications and available hi-per options—all with prices. In addition, the Digest offers you color illustrations, specs and parts numbers on many of Ford's Hi-Per parts. This is the first time a Ford Performance Buyer's Digest has ever been offered, so don't miss out on this opportunity. But hurry! The supply is definitely limited—mail the coupon today!

Mail coupon or write to:
 Performance Digest,
 Department J, P.O. Box 1300,
 Dearborn, Michigan 48121



Performance Digest
 Department J, P.O. Box 1300
 Dearborn, Michigan 48121

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

MAIL AND YEAR OF PRESENT CAR OWNED _____

Ford, 1969

Announcing your next car:
 You can surrender your wish to a Mustang. A sweeping new design where body and trim are one.

The great new Chrysler

Your next car can have a Mustang—without the Mustang. It's the great new 1969 Chrysler. A completely new design where body and trim are one. It's the great new 1969 Chrysler. A completely new design where body and trim are one. It's the great new 1969 Chrysler. A completely new design where body and trim are one.

CHRYSLER

Chrysler, 1969

We build an extra margin of safety into every Firestone tire.

Firestone tires are built to last. They're made from the finest, most carefully selected materials. They're built to last. They're made from the finest, most carefully selected materials. They're built to last. They're made from the finest, most carefully selected materials.

Firestone
 The safe tire

Firestone, 1968

1969 Ford Torino

It was brought up in a very tough neighborhood...
 Daytona, Darlington, Riverside.



It ran around in some tough company. And how! Specially modified '68 Torinos proved their strength, handling and quickness by winning the 1968 Daytona 500, the 1968 Darlington 500, and the 1968 Riverside 500. And now... the 1969 Torino is here. It's the most powerful Torino ever built. It's the most powerful Torino ever built. It's the most powerful Torino ever built.

Ford, 1969

► Ford, 1967

**Strike a blow for originality!
(Take the Mustang Pledge.)**



Still the original and lowest-priced car of its kind with bucket seats.  **MUSTANG** 

Starting now, this is the way it can be for big thinkers with small budgets.

Because Pontiac's 1970 Catalina is just around the decimal point from the cars that cramp your style (among other things).

Yet Catalina has a big 122" wheelbase. A 350-cubic-inch V-8. Steel beams in the doors. And one of the plushiest interiors this side of the country club. All cradled over a Wide-Track stance.

So go ahead, big thinker. Think big. Your budget's safe. 1970 Catalina is the way value is going to be. At your Pontiac dealer's now.

Pontiac's new Catalina



(We take the fun of driving seriously.)

GM



Sidney spent Sundays seashelling at the seashore. Then Sidney started digging the '68 Mustang—the great original. Dug the models: hardtop, fastback and convertible. Liked the low price, too, which left Sidney lots of clams to design his own Mustang, Sidney style. Now Sidney's making waves all over. Last week he saved 3 bathing beauties. (And they all could swim better than Sidney!)

Only Mustang makes it happen!



FACTS ABOUT THE 1968 MUSTANG: Mustang's list of standard equipment can't be matched by any other sporty car in its price range. Includes floor-mounted stick shift with fully synchronized 3-speed transmission, bucket seats, door-to-door carpeting, all-vinyl trim, 5-pod instrument cluster. And Mustang gives you a range of options no competitor offers. Like SelectShift with 3 forward speeds—can be used as a manual or an automatic; available with any model, any engine. Or an all-pushbutton AM Radio/Stereosonic Tape System. V-8's up to 390 cu. in. And the broadest choice of performance options around: including a special heavy-duty suspension, front power disc brakes on all models, wide-oval tires, and more.



has a better idea

Mustang
Fastback GT

From Torino,
it takes up the hard way, easy.

A pack of rough, tough supercars
is hard to beat. Specially
modified Torinos make it
look easy. Won all 3 U.S.
stock-car championships:
NASCAR, ARCA, USAC.
22 major trophies so far.

Easy to get excited about,
another nonstop winner:
Torino GT SportsRooft.
With new 428 Cobra Jet V-8
option. See Torino '69.
Moving out fast.

On tracks.
On highways.
Off showroom floors.



The Bestselling Model

Ford Motor Company, Dearborn, MI, U.S.A. See your local Ford dealer for more information.
TORINO

Ford, 1969

1969 Buick Electra 225



No wonder Buick owners keep selling Buicks for us.

The look is new and beautiful.
And only the beginning.
The 1969 Electra 225 has
Buick's revolutionary new suspension
system that makes for a straight, sure
tracking like you've never known before.
There's a new upper level
ventilation system on the Electra. It

adds an impressive amount of comfort.
There's a big 430 cubic inch V-8.
A TH-400 automatic transmission.
A new fabric seat suspension system.
Custom and limited modes. It allows the
driver and passenger to position their
seats independently and individually.
There's more confidence. From

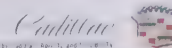
an impressive list of GM safety features.
An energy absorbing steering column
and passenger guard door locks just
begin the list.
There's a lot more on the Electra
225 than we can cover here.
The next begins with a 1969
Electra 225 of your very own.

Wouldn't you really rather have a Buick?

Ford, 1968 ◀ Buick, 1969



The pleasure of owning a Cadillac is exceeded only by that of driving it. This
Deville Convertible is a beautiful case in point. Spirited performance
is yours to enjoy if you choose the only luxury convertible built in the land.



Cadillac, 1969

This is a love story.

The year was 1948. In a rented building outside of Stuttgart, Germany, an old man, his son and a dozen workers began building an automobile.

After a late time of designing cars for other people, this one would be the first to bear his name.

Three years later, Professor Ferdinand Porsche was dead. But

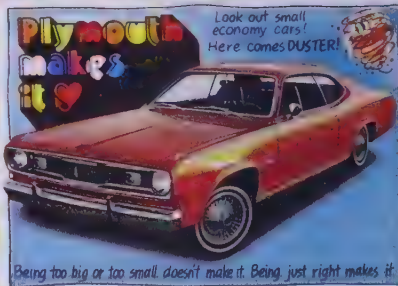
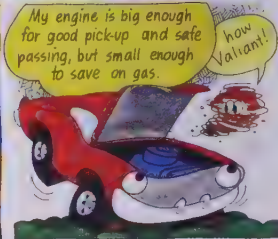
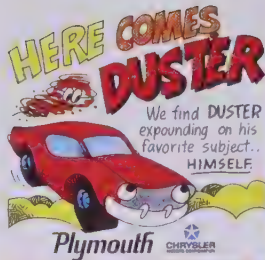
he'd left behind, in his son, the determination to build great cars. Today, Porsches are still made in Stuttgart. And Porsches are still made by Porsches.

Ferry, the son who worked on the 1948 car with his father, works on the 1970 cars with his sons. Butzi, who designs them. Peter, who's in charge of production.

And Wolfgang, who'll learn the business from the bottom up. The generations have changed. And so have the cars. But one thing has stayed the same.

The love that went into the first Porsche over 21 years ago goes into every Porsche that's made today.

PORSCHE



Porsche, 1969

Plymouth, 1969



RIDE THE KELLY ROAD

at higher speeds you'll be glad you did!

When you're traveling at mile-a-minute speeds or faster, it's just natural to wonder about your tires. That's why it's mighty comforting to know you're riding on dependable Kellys.

Kelly's uses the finest materials and newest techniques to build extra safety into every Kelly tire, and a future mileage from.

Furthermore, the Kelly Celebrity's trend of exclusive V-type tread resists cuts, tears, punctures. The tension-resistant nylon cord body resists blowouts, stands up under shock and heat generated by high speeds. All in all, these Kelly tires guard your safety every mile you travel—and tests

prove they outwear ordinary tires by as much as 30%!
 Yes sir, for worry-free driving on the turnpike, or just around town, you can't beat Kellys at any price. Drive in to your friendly Kelly Dealer. You'll be surprised how little it costs to put your car on the safer, longer Kelly Road!

PROVED AND IMPROVED FOR 67 YEARS!

Exclusive ARMORBUB ER Tread! Kelly's is a... of exclusive ARMORBUB ER... so tough it outwears steel. Gives extra thousands of miles of worry-free service!



New KELLY "DOUBLE" GUARANTEE!

ROAD HAZARD GUARANTEE—All new Kelly auto tires are guaranteed by written certificate against normal Road Hazards—i.e. blowouts, fabric breaks, cuts—except repairable punctures. Guarantee limited to original owner for number of months specified.

LIFETIME GUARANTEE—All Kelly tires are guaranteed against any defects in workmanship and material without limit as to time or mileage.

Any Kelly dealer will repair without charge or make allowance on new tire based on original tread depth remaining and current Kelly Price.



It's ugly, but it gets you there.

ILLUSTRATION BY ALFONSO

The Wizard of Aah's... new 1966 Fairlane convertible!



1966 Fairlane GT Convertible

A PRODUCT OF


AMERICA'S
TOTAL PERFORMANCE CARS

FORD

MUSTANG · FALCON · FAIRLANE · FORD · THUNDERBIRD

Now Fairlane swings out with a great new look, an eager new personality, a wide new range of models including three of the newest convertibles on the road!

You get the idea when you take your first look at the '66 Fairlane GT convertible. Standard equipment includes bucket seats, sporty console, specially sporty GT identification and wheel covers, big 390 cubic-inch V-8,

and more. GT has options like GT/A, which means Sportshift Cruise-O-Matic, our new automatic transmission that you can also shift like a manual. Some car! New this year too are an XL convertible, a Squire wagon with Magic Doorgate (swings open like a door for people and swings down like a tailgate for cargo!). This year we re-invented Fairlane. Drive one today and see!

Take your pick of a Honda. The Trail 80 left. Or the Rally, one of the Honda Custom Group. These models feature a special type of tank, pipe, handlebars, seat. Ride off on your personalized Honda. Wild



Honda shapes the world of wheels You've got to hand it to Honda. New designs. New colors. Altogether 20 models to put a glint in your eye. That famous four-stroke engine takes everything in stride. Won five out of five '66 Grand Prix Championships, 50cc to 500cc. A world's record. With Honda, performance counts as well as style. And that tells it like it is. Any questions? See your local Honda dealer for a safety demonstration ride. **HONDA**

For a free color brochure and safety pamphlet write: American Honda Motor Co., Inc., Dept. QF, Box 50, Gardena, California 90247. ©1967, AHM.



Start something wild! Hot! New!
 The all-new Bonanza 180
 Electric starting.
 Superb
 performance
 It's the new boss
 in its class - a
 five-speed charger
 that winds up 21 BHP
 at 8000 RPM - tops out
 at 85-90. The Bonanza gives
 powerful performance on the street or
 highway. It runs with the big ones
 because it's race-bred from champions
 with Yamaha's total safety-engineered concept. Proven oil inject...
 Waterproof, dustproof brakes. New, candy tone colors. Check out
 the Bonanza 180 at your Yamaha Dealers. It's pure go. 7 new
 models... 17 in all make Yamaha the most complete line in cycling.
 If it's really new—it's Yamaha!

Start something new!

YAMAHA



Yamaha, 1967



RALLY 'ROUND THE FUN with **YOUNG AMERICA**

HARLEY-DAVIDSON

Harley-Davidson, 1966



Honda shapes the world of wheels

Honda has more fresh ideas than boys around a bikini. High-jacket pipes, rally tanks, racing seats. Custom color jobs that are positively psychedelic. Excitement runs right through the line. Even the classic models show it. That famous four-stroke engine comes on with authority. Won five out of five '66 Grand Prix Championships. An all-time record. A bike for a boss. That's Honda. Anything less would question your manhood. One of those 20 models is going to turn you on. Brace yourself.

HONDA

You meet the nicest people on a Honda



Scrambler 160



Trail 90



Rally



Rally

The Honda Custom Group. You take your pick of customized Hondas at your dealer's. The models feature a special type of tank, pipe, handlebars, seat. You get your bike the way you want it. A real blast. What'll Honda think of next? Keep tuned in. The Rally (above) is part of the new Custom Group.



See the "Two Star Circle" color film at your local Honda dealer. While you're there, pick up a color brochure and rally pamphlet or write: American Honda Motor Co., Inc., Dept. QQ, Box 50, Gardena, California 90247. © 1967, AHM.

Honda, 1963 ◀ Honda, 1967

And the winner is...

Here's The Ideal Transportation For Two People *Plus*

Blame it on bad styling or bad timing. Whatever the reason, the ungainly sight of a miniature car in the midst of overblown Detroit monsters was an instant thumbs down by the American public. Ahead of its time perhaps? Within a few years another sub-compact from Germany would eclipse America's love affair with massive cars and usher in the era of the convenient and economical compact car.

Das ideale Transportmittel für zwei ...

Schlechtes Timing? Schlechtes Styling? Wie auch immer. Inmitten der Dickschiffe aus Detroit war das unschöne Miniaturauto beim amerikanischen Publikum ein glatter Flop. Vielleicht war es seiner Zeit ja zu weit voraus. Nur ein paar Jahre später stahl allerdings ein deutscher Kleinwagen den großen amerikanischen Schlitten die Schau und leitete die Ära praktischer, preiswerter Kleinwagen ein.

Voici le moyen de transport idéal pour deux personnes *plus*

Peut-être s'agit-il d'une erreur de style, ou alors le moment était mal choisi. Allez savoir. En tout cas, le public américain a instantanément refusé de voir cette drôle d'automobile miniature au milieu des monstres boursoufflés de Detroit. Était-elle en avance sur son temps? En l'espace de quelques années une autre petite voiture, allemande celle-là, fera oublier aux Américains leur amour pour les grosses cylindrées et marquera l'entrée dans l'ère de la petite voiture pratique et économique.

El transporte ideal para dos personas

Una estética inadecuada en el momento equivocado? Por el motivo que fuera, la visión de un biplaza entre los gigantescos vehículos de Detroit provocó el rechazo del público norteamericano. Quizá este modelo se adelantó a su tiempo... Al cabo de pocos años, otro vehículo compacto procedente de Alemania eclipsaría el romance de los estadounidenses con los coches de grandes dimensiones y daría el pistoletazo de salida a los automóviles utilitarios, más asequibles y fáciles de manejar.

二人プラスαのための理想的な移動手段がここに

美しいのはスタイリング、それともタイミングか。理由はともあれ、大げさな作りのデトロイト製巨大アメ車の群れの中にたたずむ小型車というぶざまな光景は、すぐさまアメリカ人によって却下された。時代の先を行き過ぎたのだろうか？ それから数年のうちに、ドイツからやってきた別のサブコンパクトカーが、アメリカ人と大型車とのラブ・アフェアに影をおとし、便利で経済的な小型車時代の到来を告げることになる。





Join the "Personal Car" Set

IMPORTED

Metropolitan^{"1500"}

World's Smartest Smaller Car

Here's ideal transportation for two people *plus*—with almost 50-inch front seat hip room. And the rear occasional seat is handy for smaller children, pets or packages. Comes in smart convertible and hardtop models.

Conceived and engineered in the U.S. to provide comfort you're used to, the Metropolitan "1500" is built in England to European standards of craftsmanship. The peppy 55 H.P. engine provides thrilling responsiveness with top economy—*perfect* for around-town driving or turnpike cruising.

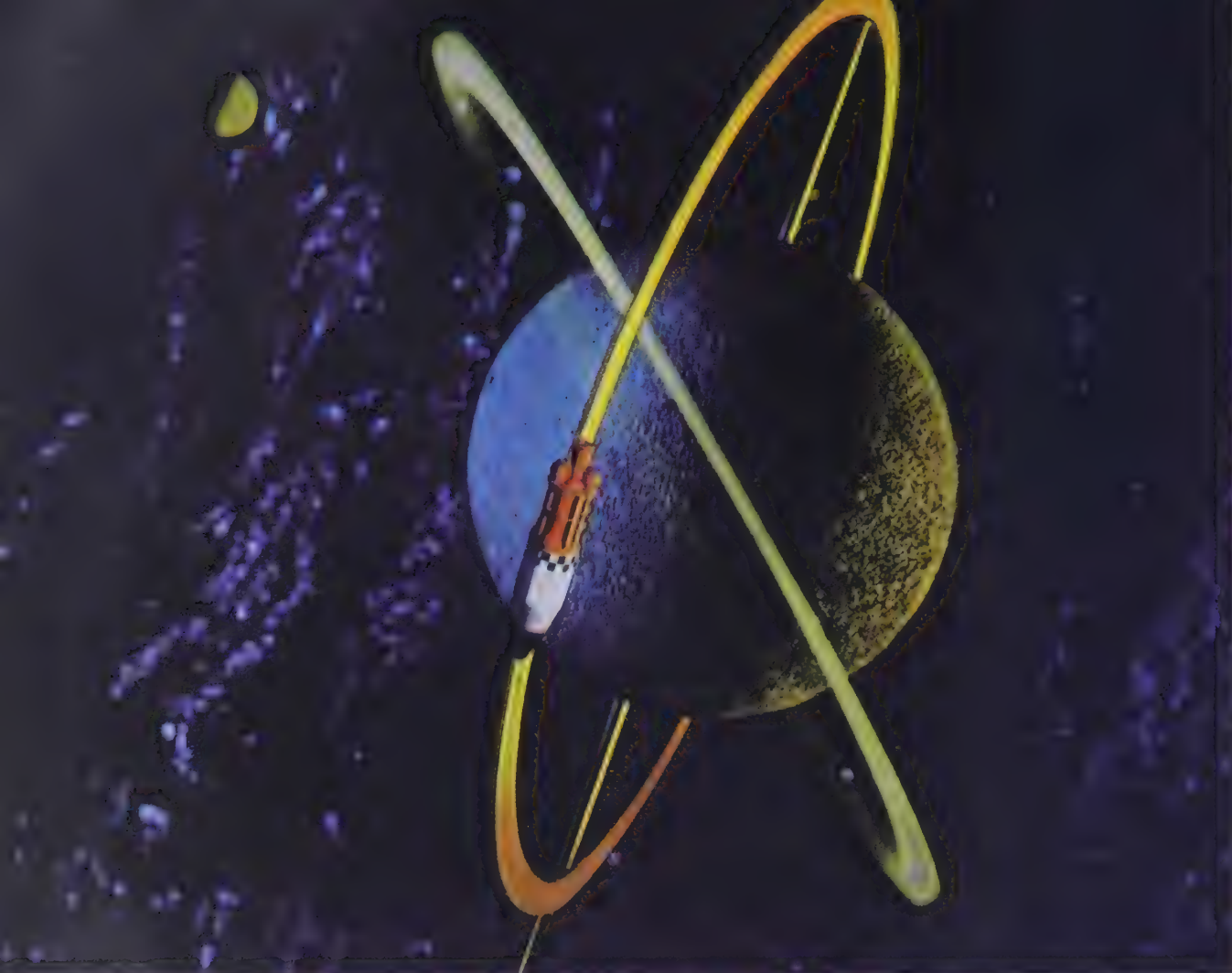
Join the Personal Car Set soon. You'll enjoy owning and driving a car so appropriate for your *personal* motoring needs. Parts and service available coast to coast.

TEST-DRIVE THE "MET" AT YOUR RAMBLER-METROPOLITAN DEALER



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Bell-powered Agena satellites in orbit — symbolized.

THE ENGINE WITH THE FUTURE

Reliability . . . Efficiency . . . Flexibility.

In space, these words have a million-dollar meaning.

Vast sums of money and vital scientific data ride on these built-in attributes of Bell Aerosystem's rocket engine for Lockheed's Agena satellite, second stage of the Air Force Discoverer series.

The Agena engine, designed with space in mind long before space became a household word, has fulfilled its every mission and has placed more tons of useful payload into orbit than any other power plant. Its operational reliability is backed by six years of development and 5,000 test firings.

This Bell engine now has re-start capability — the first in the nation. This means that its satellite can change orbit **in space** without the penalty of extra engines. Presently in production, this engine also is adaptable to new fuels and new assignments and, consequently, is programmed for important military and peaceful space ventures of the future.

Agena's engine is typical of the exciting projects in Bell's rocket propulsion center. It is part of the dynamic new approach of a company that's forging ahead in rocketry, avionics and space techniques. These skills serve all government agencies. Engineers and scientists anxious for a new kind of personal challenge can find it at Bell.



BELL AEROSYSTEMS COMPANY
BUFFALO 5, N. Y.

DIVISION OF BELL AEROSPACE CORPORATION

A **Textron** COMPANY

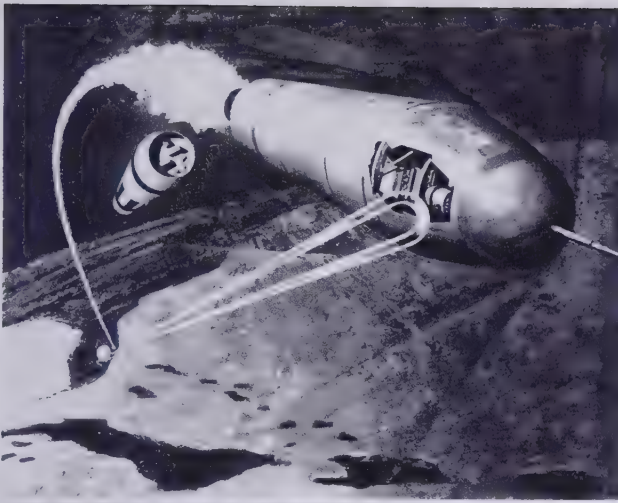


Photo courtesy of NASA. Agena target vehicle in space, with service module and various cables extending from it.

How the Air Force puts Titan on Target!

Bell Telephone Laboratories Command Guidance System gives deadly accuracy to new ICBM



...the accuracy of the Titan ICBM is due to the Bell Telephone Laboratories Command Guidance System. This system provides the Titan with the precision needed to hit its target. The system consists of a series of ground stations and a command guidance system on board the missile. The ground stations track the missile and send commands to the on-board system, which then adjusts the missile's course to ensure it stays on target.

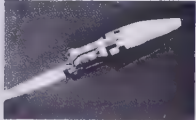
BELL TELEPHONE SYSTEM

Bell Telephone Systems, 1960

TO SPACE AND BACK!

America's Agena is first orbiting satellite to send a capsule back from space

The Agena target vehicle, developed by Lockheed Martin, is the first American satellite to be launched into orbit. It was launched on November 26, 1960, by a Titan II missile. The Agena was designed to serve as a target for the Agena-D target vehicle, which was launched on November 27, 1960. The Agena-D was the first American satellite to be launched into orbit. It was designed to serve as a target for the Agena target vehicle, which was launched on November 26, 1960. The Agena-D was the first American satellite to be launched into orbit.



1. Rocket launch



2. Rocket in orbit



3. Earth from space



4. Rocket in orbit

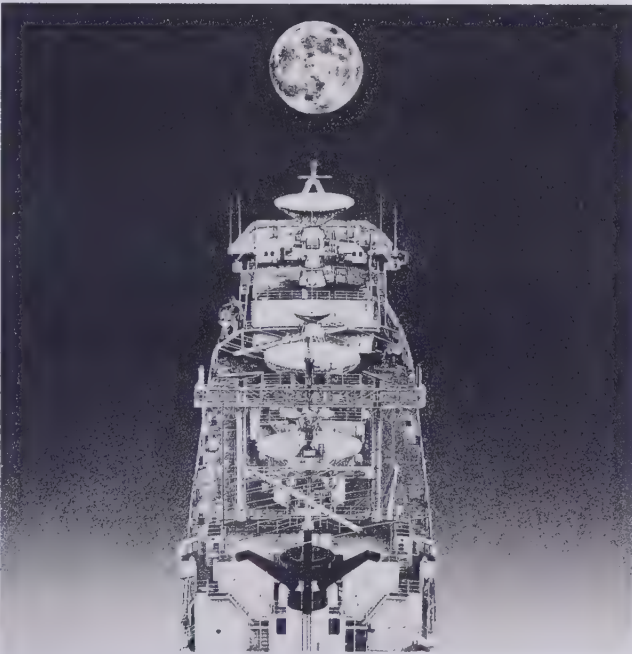


5. Rocket in orbit

LOCKHEED

MISSILES & SPACE DIVISION - BUNNYVALE PALO ALTO SANTA CRUZ VAN NUYS CALIFORNIA

Lockheed, 1960



Moonship

Neil Armstrong, Ed Aldrin and Mike Collins were on their way to the moon. Their heartbeats were firm, their breathing rates steady. This information was relayed by a ship in the Pacific via satellite to Mission Control in Houston. Along with it, over NASA's Lockheed Space Center Mission Space Flight Network, came a stream of vital statistics on cabin pressure, temperature, and systems functions.

Houston came back with a terse, "Apollo 11 you are go for TLI."—(Translunar Injection)

Among the global tracking and communications links for such critical decisions during Apollo flights are three ex-World War II jet trainers. Operated by the Department of Defense for NASA, they were rebuilt for their specialized mid-ocean mission by six General Dynamics operating units. Query division symbols and them. Electronics divisions provided each with 8 major electronics systems. Electric Best supplied attitude measuring and position systems. Lovair supplied 30-foot telemetry antennas. Protons furnished test personnel Strimberg-carbon the wire harness, that

GENERAL DYNAMICS

General Dynamics, 1969



Now... same Hydrogen that helped power Gemini, used to treat Flying A Gasoline.

Hydrogen... to help give your car sustained power and consistency of performance. To help keep moving engine parts cleaner. To help keep engine in tune longer. To fight corrosion and rust. Try a tankful of new Flying A

regular or 100- gasoline. They're treated with Hydrogen by the people who really worry about your car. Your Flying A dealer and Axelrod invite you to drive in today and say



When it comes to your car... Oooh do we worry!

Flying Service, 1966

SOVIET WAY - USA WAY

The difference has made possible

(and could save) our very way of life



Stone-surfaced roads, like this, are all there are on 27 parts of Russia (the known or marked area indicated on the map below). But Russia has a rapidly growing truck

"population" of 3,000,000 vehicles now, versus 11,000,000 in the U.S., and a new Soviet seven-year plan calls for building 6,000 miles of superhighway annually through 1965.



White Trucks, 1960

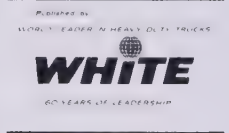
AMERICA'S DISTRIBUTION SYSTEM by trucks, over a vast network of highways, is one place where we have a real "competitive edge" over the Soviets.

It's an edge that has had a lot to do with producing our higher standard of living — and could have a lot to do with protecting it.

For instance, American trucks carry nearly 8 times as much freight a year as Soviet trucks.

For instance, there are more than 2,400,000 miles of paved roadway in the U.S. Our Federal superhighway network alone will span some 40,000 miles when completed, and will carry more than 20% of the truck traffic so vital to our national strength.

Best available estimates are that the Soviet Union has fewer than 40,000 miles of paved road altogether, and virtually no superhighways as we know them.

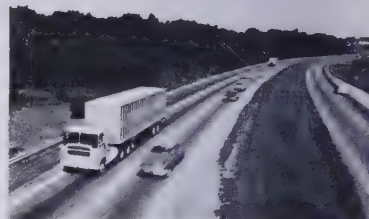


But for all the superiority of our American highways, our trucks are not permitted to take full advantage of all the economies they could provide.

This is because of unrealistic limitations on truck sizes and weights that exist in many states. In other states such limitations are more in line with true capacities of the highways, and in these states motor truck transportation is able to operate more efficiently.

Let's take down all the artificial barriers. Let's permit motor truck transportation to operate equipment to the full potential capacity of our highways. Let's be sure that America has the advantage of maximum efficiency and economy from this vital transportation facility.

THE WHITE MOTOR COMPANY
CLEVELAND 1, OHIO



Principal U.S. through-routes alone blanket the map below. And modern trucks, like the one pictured above, provide fast, low-cost freight transportation in America. What's

more, America's truck operators are saving 36% of the cost of building our new Federal superhighway network, so vital in maintaining our commanding lead in motor freight.



ASTRONAUT PROBES SPACE IN A B.F. GOODRICH SUIT

AMERICAN STATES PROJECT MERCURY ASTRONAUT WALTER D. BRANTON was the first American to enter space.

From the moment he was sealed in his tiny space craft until he was rescued from the Atlantic, he wore a B.F. Goodrich full pressure space suit.

The fully insulated suit kept the Astronaut at a comfortable 70-odd degrees.

In flight oxygen was pumped into the suit through a waist connection, circulated about his body to maintain an even temperature, then led into the helmet to breathing. Exhaled breath escaped through a special vent in the helmet. There was even a communications system built into the suit.

This suit had been custom-fitted to the body of this particular Astronaut. Each of the 1960 separate space suits had been tested under conditions four times greater than those they might be subjected to in use. This is the same type suit that will be worn by U.S. Astronauts in later Project Mercury orbital space flights.

Development of the 20-pound aluminum, nylon and rubber

suit began in 1934 when BFG designed the pressurized outfit worn by Wiley Post in setting new altitude and speed records. Later the U.S. Navy encouraged B.F. Goodrich to work on a suit that could be worn by fliers at extreme altitudes. It was this Navy suit that BFG adapted, under the supervision and guidance of the National Aeronautics and Space Administration, to today's full pressure suit. This is only a small contribution to the vast total undertaking that has put man into space, but B.F. Goodrich is extremely proud to have been permitted to do its best in behalf of this historic achievement.

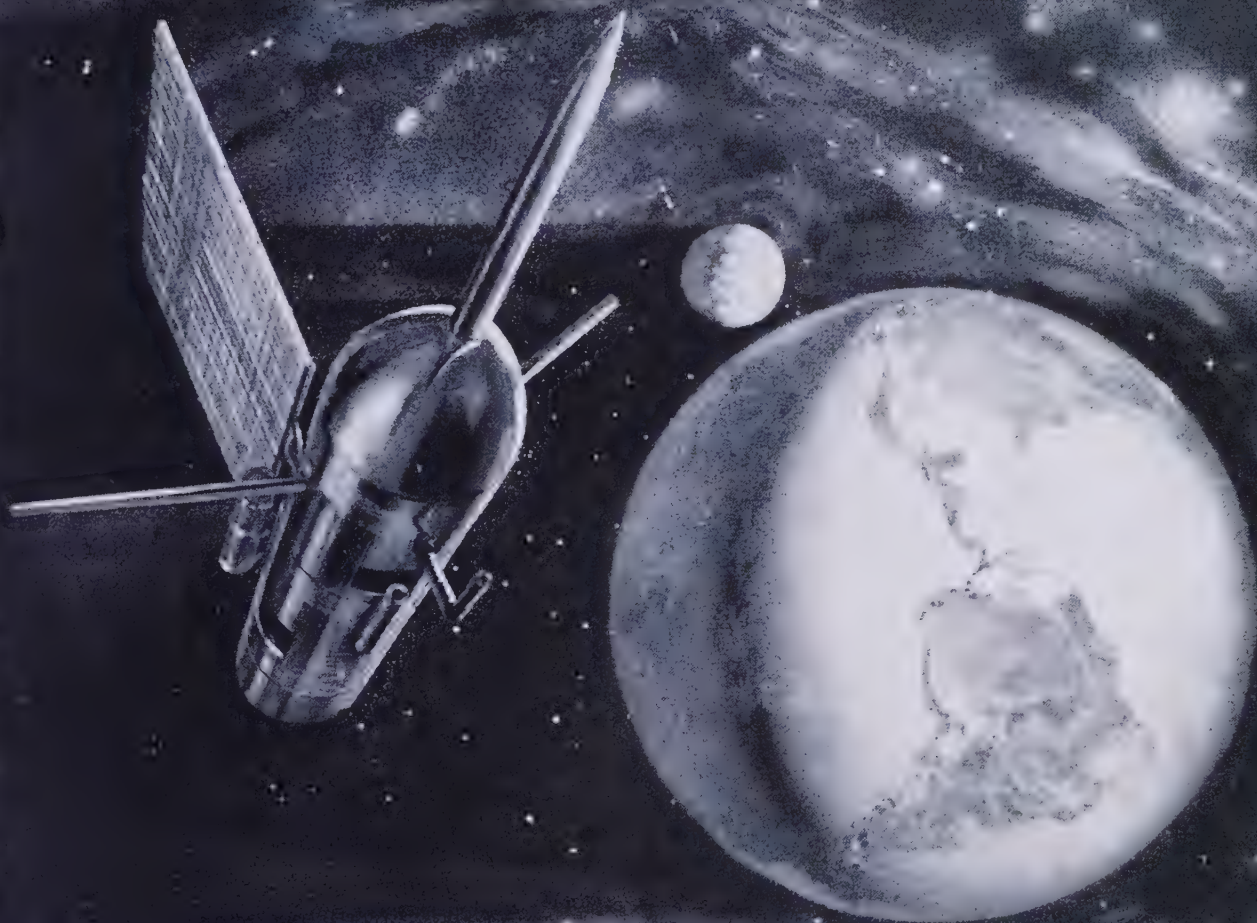
Development of the full pressure suit to keep man alive in space is typical of the protection offered by many B.F. Goodrich products. In Korea troops suffered from crippling frostbite until BFG perfected boots that keep feet warm in sub-zero temperatures. X-ray technicians wear aprons and gloves made of a special BFG material to protect against damaging radiation. And, today, motorizing is safer than ever before because the tubeless tire, originated by B.F. Goodrich, provides protection against brake linings. The B.F. Goodrich Company, Akron 18, Ohio.



B.F. Goodrich, 1961

► Douglas, 1960 ►► Western Electric, 1961

How satellites can give us low cost emergency telephone service



Beyond their immediate military necessity, our present rocket and missile programs promise many vital peacetime benefits to us all...

Well past the drawing board stage are plans to use satellites as a low-cost emergency stand-by system to relay telephone calls around the world.

Your call would be beamed to a satellite, then bounced back to a receiving station on Earth. Cost is estimated at a fraction of what must be spent to install and maintain cables or radio relay towers.

While satellite telephone service is still in the future, *Thor*—the rocket that can put it into being—is thoroughly proved. Built by Douglas, maker of the DC-8 jetliners, *Thor* has been successful in more than 90% of its shots. It is key booster in the "Discoverer" firings and launched the first nose cone recovered at ICBM range.

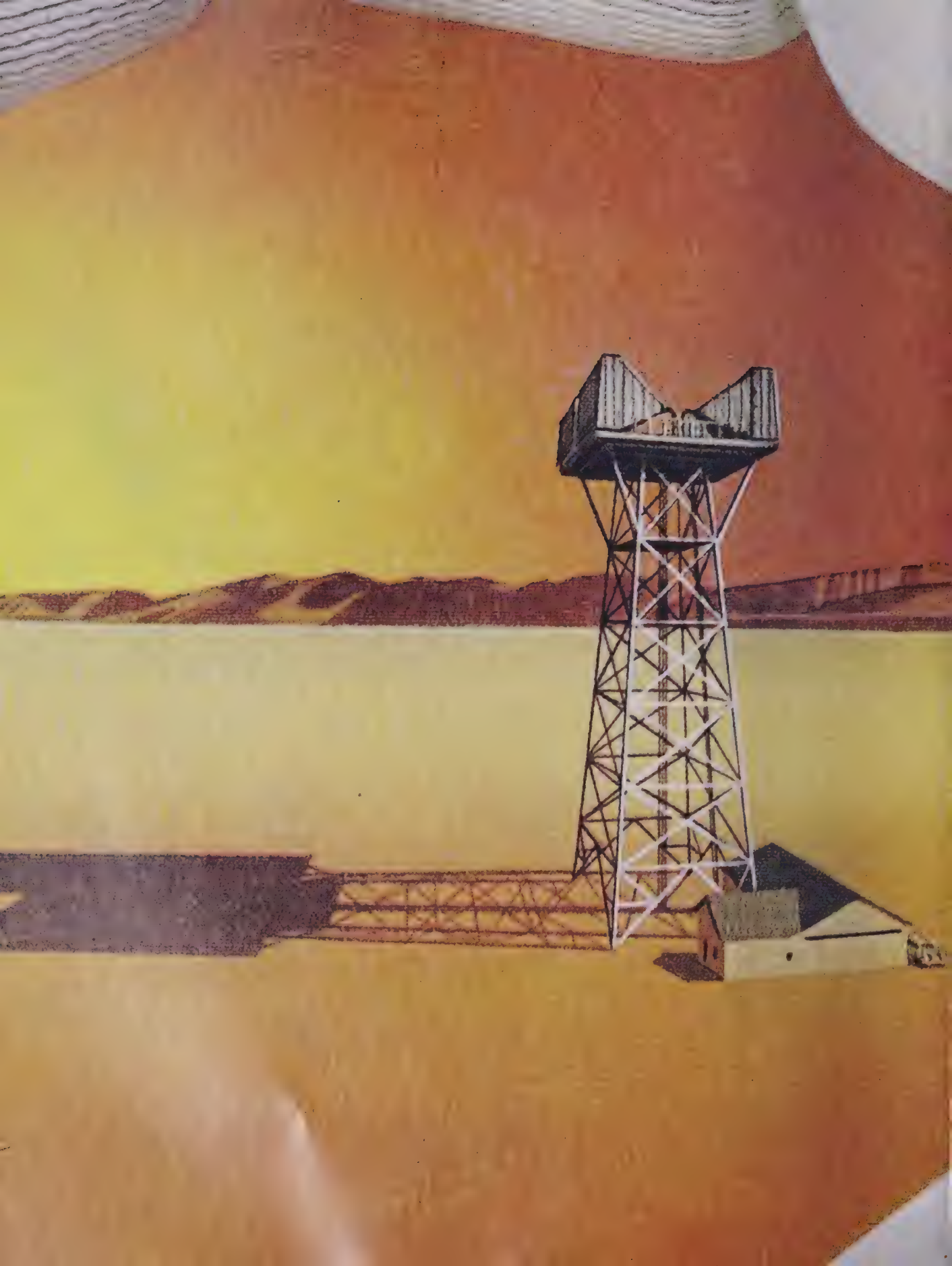
Thor is another product of the imagination and experience gained by Douglas in 20 years of missile development.

Launched by the Douglas-built *Thor* IRBM, satellites like this would relay telephone messages anywhere in the world without costly cables or towers.

DOUGLAS



MISSILE AND SPACE SYSTEMS
MILITARY AIRCRAFT • DC-8 JETLINER
TRANSPORT AIRCRAFT • AIRCOMB
GROUND SUPPORT EQUIPMENT





URGENT: Pinpoint a nuclear sub —in thousands of square miles of ocean!



As part of A-NEW, the Navy project to boost equipment effectiveness against elusive nuclear subs, our Sylvania subsidiary is providing an electronic system called the Real World Problem Generator.

The system computer duplicates, in the laboratory, actual tactical situations faced by an antisubmarine warfare aircraft. "Sensed" detection data is presented in the same way that existing and projected electronic ASW gear would sense and display it. In this way the Navy is helped to evaluate its own ASW capability—to find

ways of more effectively using and improving existing equipment—and to develop entirely new ASW devices.

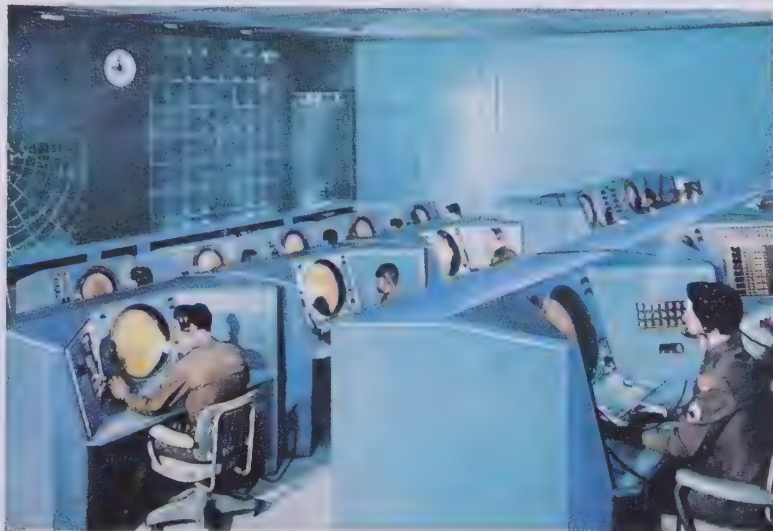
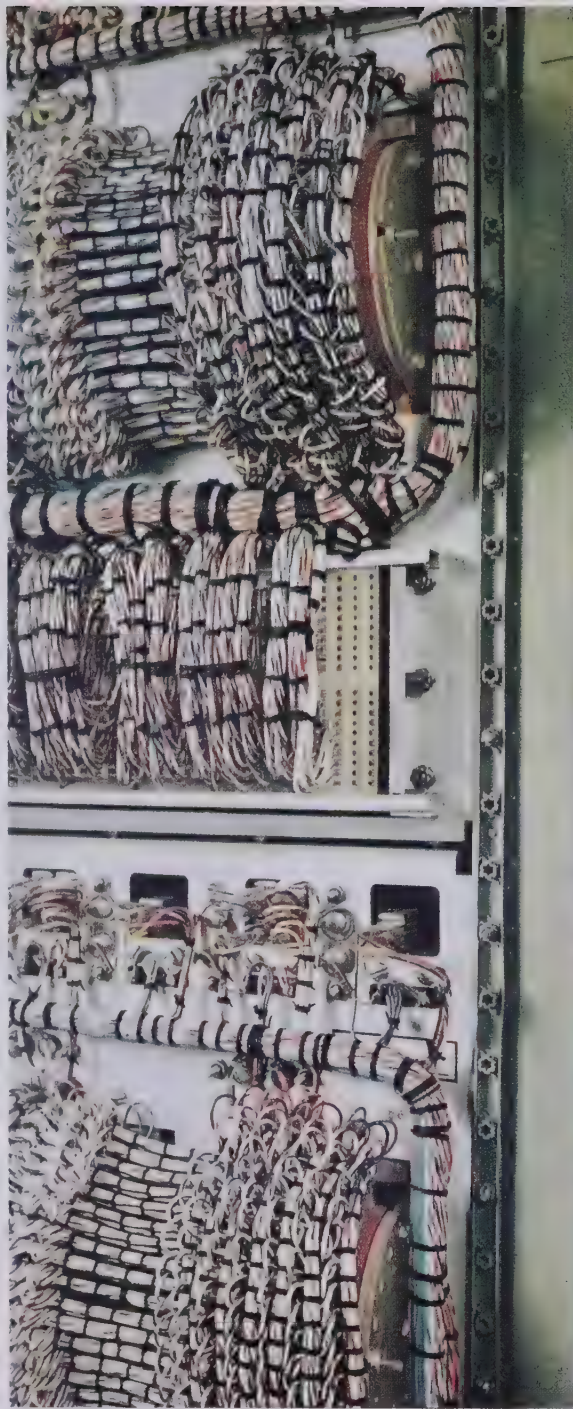
Working with the Navy in the total ASW area is but one way GT&E contributes to our nation's technical advances. The vast capabilities of GT&E, directed by Sylvania Electronic Systems, enable us to handle every phase of almost any kind of electronic system, from initial research to on-location servicing.

Sylvania Electronic Systems, Division of Sylvania Electric Products Inc., 40 Sylvan Road, Waltham 54, Massachusetts.



GENERAL TELEPHONE & ELECTRONICS
Communications from a single source through

SYLVANIA ELECTRONIC SYSTEMS

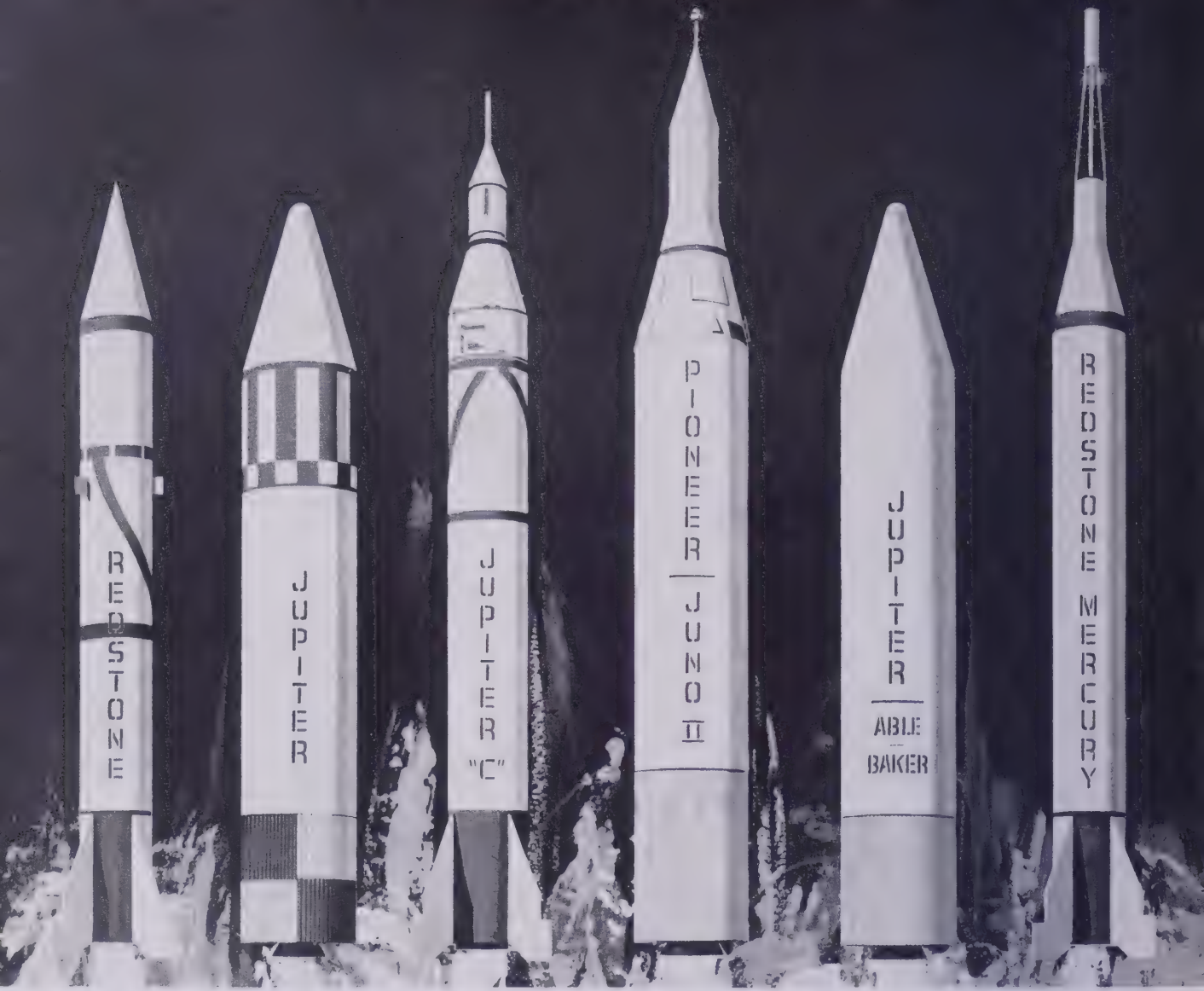


On guard against air attack—The Martin Missile Master electronic air defense system will protect ten major metropolitan areas by year's end. First installations have been delivered ahead of schedule and are now operational. According to the Army, Missile Master "will provide the most efficient and economical control and distribution of firepower available for the defense of strategic areas in the continental United States."

At 00^h 00^m 01^s GMT, July 1, 1960, Martin logged its 590,304,000th mile of space flight

MARTIN

America's First Family of Rockets and Missiles



AUGUST 1953

FIRST successful firing of a large ballistic missile . . . REDSTONE

MAY 1957

FIRST successful firing of an intermediate range ballistic missile JUPITER

JANUARY 1958

FIRST free world satellite Explorer launched successfully at first attempt and still orbiting JUPITER "C"

MARCH 1959

FIRST free world solar satellite Pioneer IV first U. S. payload projected to permanent escape from earth JUNO II

MAY 1959

FIRST successful space travel and safe return of Primates Able and Baker — JUPITER

MAY 5, 1961

First U. S. manned space flight — project Mercury capsule — boosted by REDSTONE

Chrysler Corporation extends congratulations to all the people who cooperated in the first U. S. manned space flight and in particular, astronaut Navy Commander Alan B. Shepard, Jr.

This flight was boosted by the reliable Redstone—a member of the first team of missiles in America's conquest of space.

This team has established an unequalled record fulfilling missions with reliability and accuracy.

The record is no accident. It is the product of a philosophy of building on proven principles and hardware. The carry-over of experience from the phenomenally reliable Redstone is largely responsible for the equally impressive performance of Jupiter. This inherent integrity is transferred to the succeeding generations of missiles.

There is something else behind this great record. Teamwork—a government-military-industry team working unselfishly in the best

interests of the country.

Redstone is operational with U. S. Army forces. Jupiter is deployed by the Air Force. Redstone, Jupiter, Jupiter "C" and Juno II have served the missions of the Department of Defense and the National Aeronautics and Space Administration.

Chrysler Corporation is proud to have been a member of this most successful team since 1952. As prime contractor for the Redstone and Jupiter systems, we have worked closely with military and government scientists in taking

these missiles from initial concept to the launching pad . . . and beyond. Broad Chrysler Corporation capability and experience in research, development, engineering, production and logistic support is supplemented by Chrysler operation of the Michigan Ordnance Missile Plant.

Today these missiles mean military strength to keep the peace. They are also the key to the door of a vastly expanded new world of knowledge which will contribute much to peace and a better way of life.

Chrysler Corporation



PLYMOUTH • VALIANT • DODGE • DART • LANCER • CHRYSLER • IMPERIAL • DODGE TRUCKS • MOPAR
REDSTONE • JUPITER • AIRTEMP • AMPLEX • CYCLEWELD • MARINE AND INDUSTRIAL ENGINES

This public information advertisement is paid for by Chrysler Corporation

When it hits 2000 mph, ordinary tires would burn to a crisp

This strange-looking bird is one of America's newest supersonic jets, the XB-70A. 185 feet long. Over 250 tons heavy. And 2000 miles an hour fast. So fast that the heat generated is enough to literally cook conventional airplane tires. Build us a tire that'll stand 360 degree heat, North American Aviation said. And build it B.F. Goodrich did. With new heat-resistant rubber. A stronger cord body. And a new way of combining rubber and cords into a tire that's unbelievably small and light for the weight it has to carry. It took months of work. But still, B.F. Goodrich had the XB-70A tires tested, approved and ready to go nearly a year ahead of schedule.

Of course, when it comes to designing airplane tires, B.F. Goodrich does have a head start. The rocket-powered X-15 has BFG tires. So do the B-58's, the new F-111's, all Air Force planes with take-off speeds of 250 mph or more, and most U.S. commercial jets. It's something to remember next time you need something extraordinary in a rubber, plastic, chemical, textile or metal product. Chances are, we already have a head start in developing it. To find out, write the President's Office, The B.F. Goodrich Company, Akron, Ohio 44318.



B.F. Goodrich, 1966



Tanks, trucks, missiles, specialized vehicles
—Chrysler Corporation is deeply involved
in the nation's space and defense efforts

Not everything we make is in our dealers' showrooms

Over 11,000,000 Chrysler-built cars are now on the road

Just how many Chrysler-built trucks and tanks are operated by the U.S. Army we can't say, but Chrysler Corporation supplies over 27 different types and sizes of cars and trucks to the Army, Navy, Air Force and Marine Corps. A gas-turbine-powered vehicle is in the experimental stages. And all M-60 main combat tanks purchased by the Army are made by Chrysler.

The unusual-looking item at far left is a Mobile Floating Assault-Bridge Ferry, another defense product by Chrysler. A still more unusual-looking vehicle stands beside it—the Marsh Amphibian, an experimental vehicle built for the U.S. Navy's Bureau of Ships for movement in water and swampy terrain.

On the right of the mighty M-60 are two military trucks —an M-37 and the floatable, airdroppable XM410.

Hardly taking a back seat in Chrysler's space and defense efforts is the NASA-Saturn 1, America's first big step to the moon. Chrysler Corporation is prime contractor for future

Saturn S-1 boosters, part of an eleven-year space record which includes highly successful participation in Redstone, Jupiter and Mercury.

Chrysler Corporation would be represented in depth in any list of this country's past and current space and defense activities. And this will be just as true in the years to come because a massive research and development program is geared to keep Chrysler Corporation in the forefront of America's all-out effort in these important areas.

The challenge of defense and space are just a few of those met by Chrysler Corporation in the course of its highly diversified activities as the twelfth largest industrial business in the United States, with understandable confidence in its own growth and in the future of this country.

PLYMOUTH • CHRYSLER • IMPERIAL • DODGE • DODGE TRUCKS • RAMBLER • DEFENSE AND SPACE PRODUCTS • CADILLAC • SEPTIME • CHRYSLER DIVISION • MARINE DIVISION • INDUSTRIAL PRODUCTS DIVISION



Chrysler Corp., 1961 ◀ Chrysler Corp., 1963



**IN TUNE
WITH BANKERS
AND BUSINESSMEN —**

*Home and abroad the Irving offers
complete worldwide services for Business,
Banks, and Individuals everywhere*

IRVING TRUST COMPANY
One Wall Street, New York 15, N.Y.
Capital: \$100,000,000 — Total Assets: \$1,200,000,000
GEORGE A. MURPHY, Chairman of the Board — WILLIAM K. PETERSON, President
WORLD LEADING FOREIGN EXCHANGE CORPORATION

Irving Trust Company, 1961

**Good neighbor
policy...
22 fathoms down**

Can an oil company tap the vast petroleum riches which lie beneath the sea and still remain on the "good" team with respect to conservation, safety, and environmental protection? Yes, says an expert on business for water, Shell Oil Corporation.

Take the fact that water pollution is a serious problem. This was the first of the first comprehensive water pollution legislation in the United States. An excellent program was developed to clean up the nation's waterways. The oil industry has taken the natural beauty of the nation's waterways as its responsibility. It has established a comprehensive program of water pollution control.

For instance, Shell Oil Corporation's program of water pollution control is designed to help the local fish and wildlife population. A reef of oil or debris has been deposited in the Klamath River off the coast of California and the program of cleanup has been underway. The cleanup program has been successful for the Shasta area in the nearby Sacramento-San Joaquin Valley (SJV) basin.

There are also a few examples of the many ways in which the oil industry has taken the multiple use of its lands and resources to be a good and helpful neighbor to nature.

**RICHFIELD
OIL CORPORATION**
A SHELL COMPANY

Richfield Oil Corporation, 1962



New GM locomotives move heavier payloads on fast schedules.
The new GM locomotives are now being introduced today. Move more goods, move them faster, better, and cheaper. Move more goods, move them faster, better, and cheaper. Move more goods, move them faster, better, and cheaper. Move more goods, move them faster, better, and cheaper.

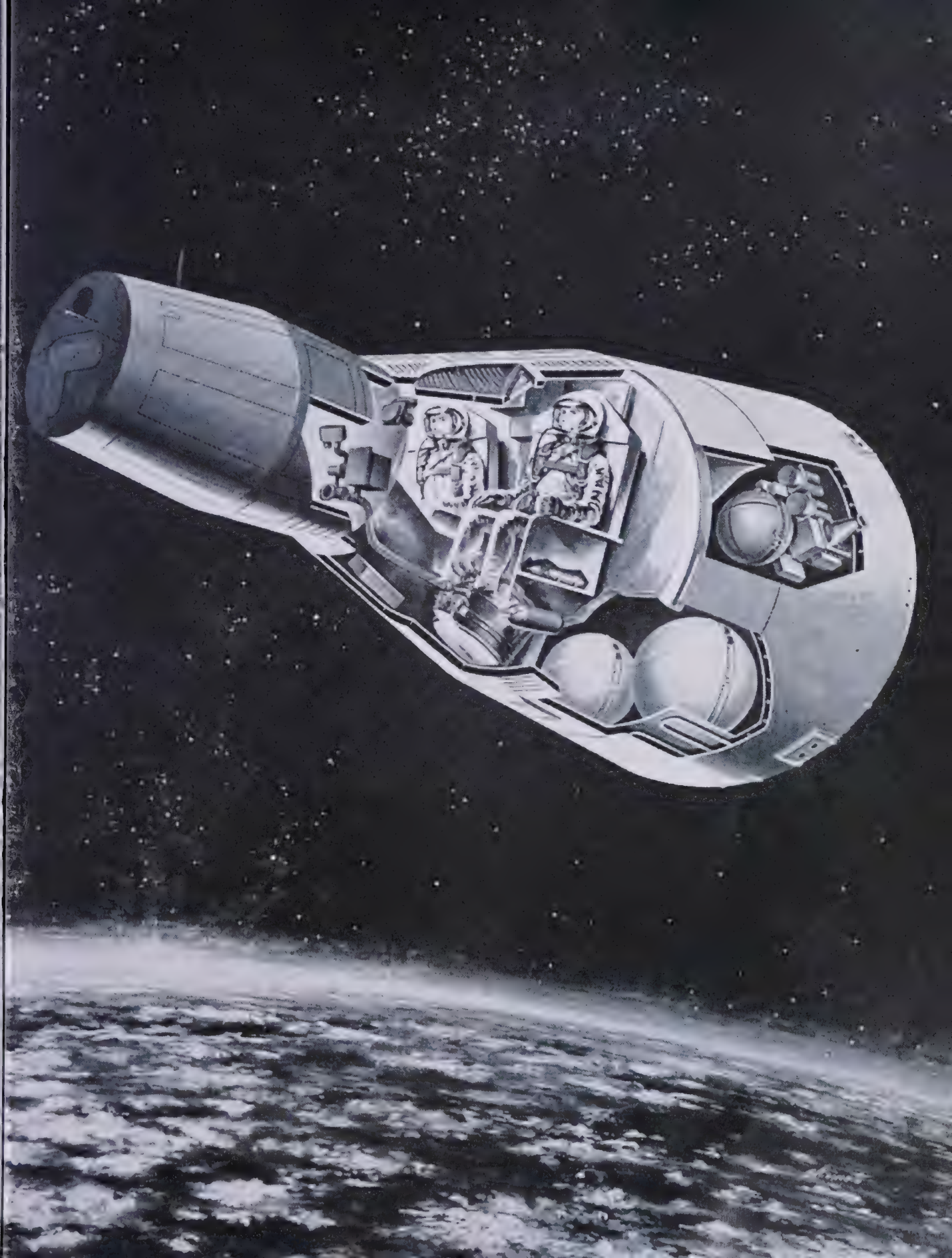
General Motors locomotives, now at work on the Southern Pacific lines, brought with them reduced maintenance, increased unit horsepower, and new operational flexibility to help the Southern Pacific maintain and improve its high standard of customer service. Look for new GM locomotives on the Southern Pacific lines and you'll see railroad progress.

ELECTRO-MOTIVE DIVISION • GENERAL MOTORS • LA GRANGE, ILLINOIS
• WE OF THE DIESEL LOCOMOTIVE • In Canada: General Motors Diesel Limited, London, Ontario



General Motors, 1964

▶ Garrett Corporation, 1963



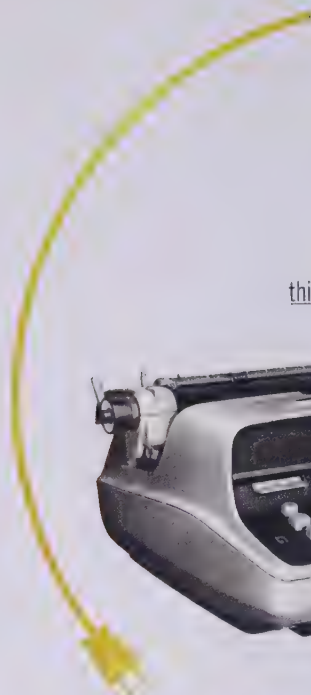
Another way Underwood masters the art of shorthand.



When every impression must be letter-perfect . . . Page after page, carbon after carbon - the work done on your new Underwood Documentor is electrically crisp and clear. Here's a typewriter that not only makes impressions brilliantly fast! The Underwood Documentor electric is a mechanical typewriter, from the most important mechanical parts in the world. These office time-savers are the result of Underwood Visioning - the ability to foresee your particular problem, and help you solve it!

underwood
Underwood Corporation, Dept. 20, 1000 Park Ave., New York, N.Y. 10022

Underwood, 1960



this is the new IBM Electric



IBM

It's new—inside and out, with 28 engineering achievements that bring you typing at its finest! Your secretary will love its alive, eager response. You'll admire its styling and high-volume output. For this is the most handsome, efficient typewriter made.

IBM, 1960

Incredible!

Now you can add $+$ subtract $-$ and multiply \times electrically at home or office...

for less than \$90⁰⁰



Use everywhere

At home, office or retail store. This 8lb. portable is set in its own carrying case — travels anywhere



Full-duty electric

100 keys add, subtract multiply instantly, total up to 999,999.99. Perfect for office, home or retail store. Saves time — insures accuracy



New Smith-Corona Figurematic
 Made in America

SCM SM-CORPORATION
NEW YORK, N.Y. 10022

Smith-Corona, 1964



"It's so beautiful . . . so dependable . . . and you save \$95.00"

...the most beautiful, most dependable typewriter is only the first reason why the Royal Electric is such an extraordinary value. The Royal Electric is a full-sized electric typewriter with every feature you want and a few found nowhere else. All this at \$95 less than you'd pay for most comparable electric typewriters. Why not let your office staff meet the Electric in person? The second reason. It's a strong, trustworthy typewriter. Your Royal Representative will be happy to demonstrate its advantages. Just call him. He's in the Yellow Pages.

ROYAL

Every year, more Royal typewriters are bought in America than any other brand.

Royal, 1969

► Monroe, 1964 ►► Dictaphone, 1960







beautiful — in style . . . in performance!



NEW DESIGN...



THE REMINGTON QUIET-RITER ELEVEN PORTABLE

Remington Typewriters, 1960

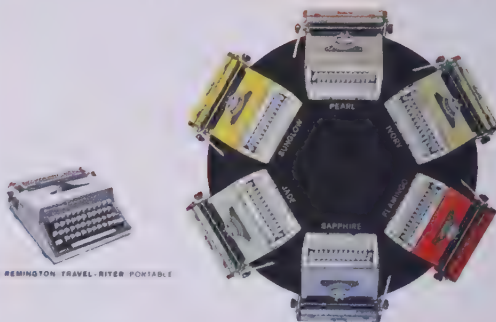
the new **Remington Portables**

Now, from the first name in typewriters, the best word in portables . . . handsome new design, lovely soft-toned colors plus performance and prints that's absolutely unmatched. There's a model for every budget . . . from the low priced TRAVEL-RITER to the famous full featured QUIET-RITER* ELEVEN. With all models you get the REMINGTON COLOR-KEY Touch Typing Course free of extra cost.

See how your fingers take to these beautiful new Portables. Visit your Remington Dealer and discover how easily you can put one in your home

... the perfect graduation gift!

NEW COLOR



THE REMINGTON TRAVEL-RITER PORTABLE

Remington Portable Typewriters

REMINGTON RAND DIVISION OF SPERRY RAND CORPORATION

NOW... with push button ease and 1-step speed

THE NEW
APÉCO UNI-MATIC
COPIES EVERYTHING
in any **7** COLORS
of

plus sparkling
black on white, too!



APÉCO UNI-MATIC

Makes legally accepted copies of everything written, printed, drawn, typed or photographed.

MAIL THE FREE BOOK... is one fast way...
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Now right in your own office...
COPY EVERYTHING
Faster, Easier, at Lower Cost
than Ever Before!

NEW APÉCO ELECTRO-STAT
AUTOMATIC • ELECTRONICALLY DRY

Now, the new APÉCO ELECTRO-STAT gives you faster, sharper copies every time. It copies everything...
send for **FREE BOOKLET**

Mail the attached reply card to receive New Free book that shows the many advantages of Electro-static copying for your business.
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AMERICAN PHOTOCOPY EQUIPMENT COMPANY
2100 West Dempster Street, Evanston, Illinois
In Canada: Apéco of Canada, Ltd., 30 Shearwater Ave., Toronto 18, Ont.
Offices in Principal Cities Throughout the World

Apéco Uni-Matic, 1961

Apéco Electro-Stat, 1963

► Royal Typewriter, 1960



The new Royal Electric Typewriter is one of the most electric machines in business. You may be close to buying it. But before you make your decision, please do yourself, your secretary, and your company this service: see all the makes of electric typewriters. Check them for automation features, for touch, for printwork, for any other quality you wish. Only in this way can you really know the worth of the choice you will make.

New dry copymaker challenges comparison

the APÉCO DIAL-A-COPY

OUTSTANDING IN PERFORMANCE. VERSATILITY. ECONOMY



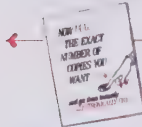
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Now from Apéco — a fully Automatic "desk-top" dry copymaker. The Apéco Dial-A-Copy makes one or multiple copies of anything — written, printed, typed, drawn or photographed. And every copy is sharp, black on white — and permanent. The Apéco Dial-A-Copy makes copies up to 11" wide, any length. No matter what size original you insert the copies come out cut to the same length as the original. In addition, any copy can be used as an offset master to turn out hundreds of copies at less than 1.5¢ each. Don't "borrow" — buy! It costs you less.



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Makes 1 copy per month or thousands more. Also in sets of 10 for an \$14.95 copy with the Apéco Dial-A-Copy. There is no minimum monthly copying requirement. And, it costs as little as 1¢ per copy.

APÉCO AMERICAN PHOTOCOPY EQUIPMENT COMPANY
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Sales and Service Offices in all Principal Cities



New APÉCO Electro-Stat Copies Everything!

Faster...
Lower Cost
and Dry!

A SIGNIFICANT NEW ADVANCE IN OFFICE COPYING METHODS

The new Apéco Electro-Stat is a complete duplicate from copy to copy method. The new, all-in-one, dry-copy copier that copies everything, completely dry, with no liquid, heat or fumes, is lowest cost per copy. The new Electro-Stat is fast, versatile and easy to operate. There's no wasted time... or copies. No installation necessary.

either. Just plug it in anywhere, and the completely automatic Electro-Stat is always ready to give you clear, sharp copies at any time. Error proof, legally accepted copies that never fade or deteriorate. And best of all, the cost of making or buying the new Apéco Electro-Stat is well within the budget of even the smallest business.

THE ATTACHED POSTAGE PAID AIR MAIL CARD WILL BUY YOUR FREE BOOK TO YOU!



See all the advantages of Electro-Stat copying for your business. The full text and many more facts are in the Apéco Electro-Stat in its new free book.

Every APÉCO Electro-Stat Copy Can Be Used to Make up to 200 Copies on Ordinary Paper — and, in Color, Too! You can make up to 700 reproductions from a single Electro-Stat copy on your present offset duplicator. Quality is excellent and it costs less than 1.5¢ per copy.



APÉCO AMERICAN PHOTOCOPY EQUIPMENT COMPANY
2100 West Dempster Street — Evanston, Illinois

Apéco Dial-A-Copy, 1964

Apéco Electro-Stat, 1962

Mail letters over the phone!

The amazing Xerox Magnafax Telecopier can send and receive copies anywhere in the country. Over ordinary telephone equipment.

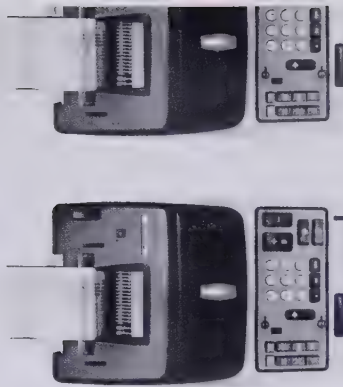
1. Insert your letter in the Telecopier.
 2. Pick up your telephone and dial a number.
 3. Lay the receiver on the coupler.
 4. Minutes later an exact copy of your letter comes out of the Telecopier at the other end of the line.
- The amazing Telecopier sends and receives exact copies of anything written, printed, drawn, typed or photographed. Any distance. Over ordinary telephone equipment.
- Think how many ways you could use a Telecopier. When you get to a million, call your Xerox Copy Consultant.

The Xerox Magnafax Telecopier

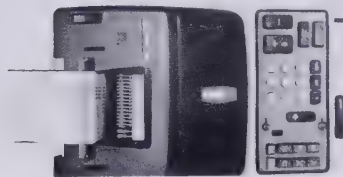


Xerox Telecopier, 1966

XEROX



The Olivetti Divisumma 24 combines a remarkable "memory" with high-speed, high capacity calculation. It also provides a permanent tape record of all calculations. Automatic constant retention and automatic re-entry of intermediate results make it especially useful for multifactor multiplication and combined operations. No operator training is required. Olivetti Corporation of America, 375 Park Avenue, New York 22, N.Y.; branches or dealers in all principal cities.



Olivetti, 1960



Closer the better!

You don't know what a great convenience a Kodak Verifax Copier is until you have one right in your office or department

No more waiting for copies, no more holding the fort while your secretary trips off to a distant copier. Now, in 1 minute—instead of ten or more—you'll have 5 dry, easy-to-read Verifax copies of anything typed, drawn, written or printed. What's more, with a Verifax Copier right at hand instead of "miles away," you'll take full advantage of all the short cuts Verifax copying offers.

Please local Verifax Dealer today for free office demonstration. Learn how quickly a Verifax Copier pays for itself in savings on travel time alone. (See Yellow Pages under duplicating or photocopying machines.) Or write Eastman Kodak Company, Business Photo Methods Division, Rochester 4, N. Y., for booklet describing all copier models.

Prices quoted are manufacturer's suggested prices and subject to change without notice.

Verifax Copying DOES MORE... COSTS LESS... MISSES NOTHING



Kodak Verifax Copying, 1961



introducing the New

APÉCO[®] SUPER-STAT[™]

copies everything...everytime...easier...faster...and at lower cost

what else could you name a copymaker that does all this?

- Makes Dry Copies
- Copies Everything
- Makes Multiple Copies
- Ends Copy Waste
- Operates Easier
- Operates Faster
- Makes Sharper Copies
- Ends Meters or Minimums
- Operates Automatically
- Copies Books
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- Costs Less
- Cuts Copying Cost
- Works Full Time
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find out about it today!

APÉCO[®] AMERICAN PHOTOCOPY EQUIPMENT COMPANY • 2308 WEST DEMPSTER STREET, EVANSTON, ILLINOIS

Apeco Copymaker, 1966

makes copies of anything... on ordinary paper



Users of the 914 are astonished

As if such versatility in a copying machine were not enough, Xerox 914 Office Copiers are made with the same "Xerox" quality as the original Xerox copiers. Xerox 914 Office Copiers are made with the same "Xerox" quality as the original Xerox copiers. Xerox 914 Office Copiers are made with the same "Xerox" quality as the original Xerox copiers. Xerox 914 Office Copiers are made with the same "Xerox" quality as the original Xerox copiers.

And no expensive copying paper

As if such versatility in a copying machine were not enough, Xerox 914 Office Copiers are made with the same "Xerox" quality as the original Xerox copiers. Xerox 914 Office Copiers are made with the same "Xerox" quality as the original Xerox copiers. Xerox 914 Office Copiers are made with the same "Xerox" quality as the original Xerox copiers.

Copies are as good as originals

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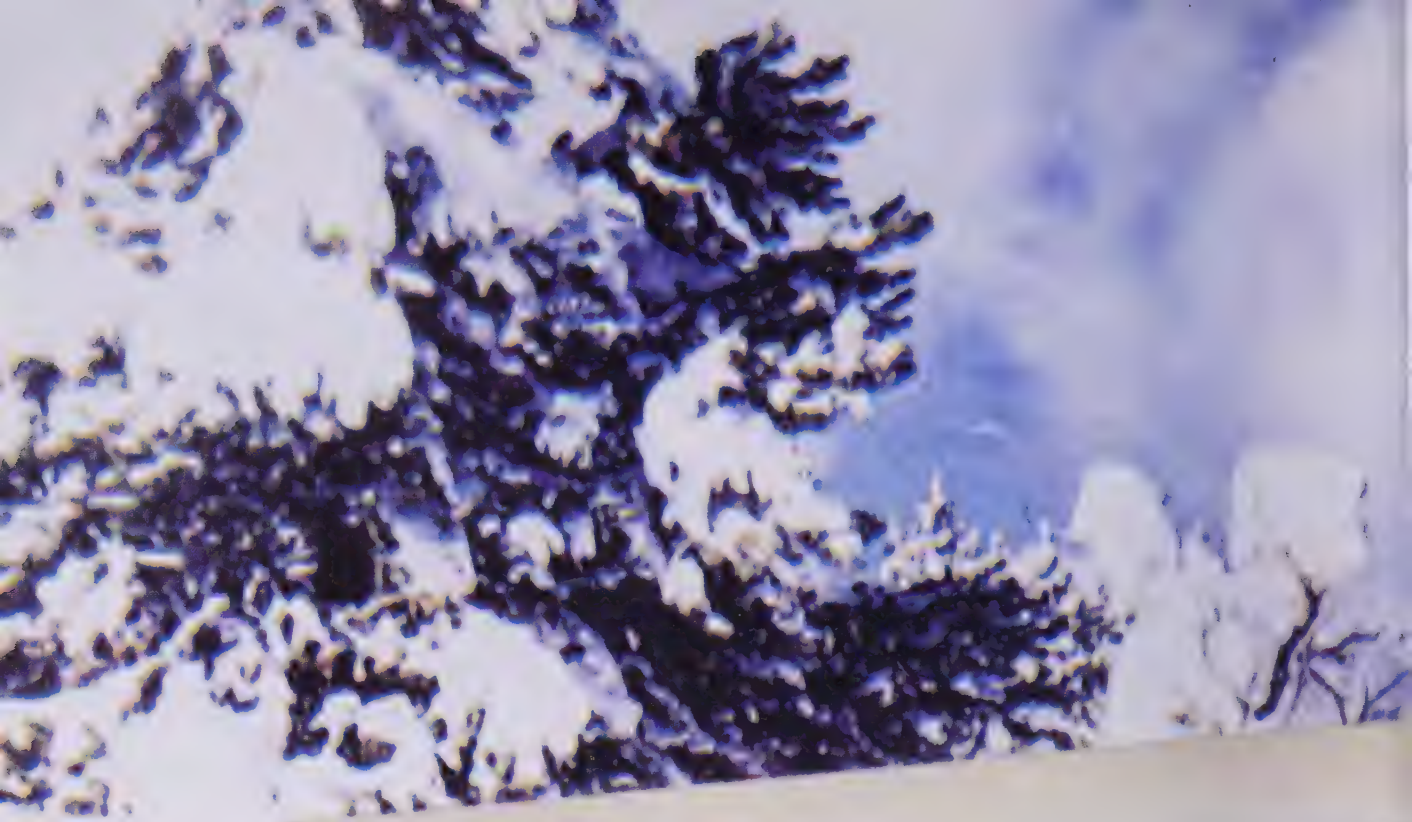
If you spend \$50 or more per month

As if such versatility in a copying machine were not enough, Xerox 914 Office Copiers are made with the same "Xerox" quality as the original Xerox copiers. Xerox 914 Office Copiers are made with the same "Xerox" quality as the original Xerox copiers. Xerox 914 Office Copiers are made with the same "Xerox" quality as the original Xerox copiers.

XEROX[®] 914 OFFICE COPIER CORPORATION

Xerox Copier, 1961

Thermo-Fax Copying Machines, 1961







THIS CHRISTMAS

would you like someone to be gift-rapt? Underwood can arrange it.

The new Lettera 22—their complete lightweight portable typewriter—was designed into an important high speed letter feature. It's a new design that gives the compact Lettera 22 the speed, winning good looks, quiet operation, and handsome carrying case. It's the perfect gift for men who love speed, who write sales letters and students of all ages and genders.

So reserve the name of the gift under the tree for the gleaming

LETTERA 22 \$68.00*



underwood

Underwood, 1961



the compact office electric by Smith-Corona Marchant: \$225*

SCM SMITH-CORONA MARCHANT

Smith-Corona, 1961



New way to put a smile on your secretary's face

Introducing Olivetti's new Dictaphone... The pleasure of dictating...
 Dictaphone... Olivetti...
 Dictaphone... Olivetti...
 Dictaphone... Olivetti...

Dictaphone

Dictaphone, 1964



So a trick for gift ideas? Climb down
 on it and use the new Olivetti Under-
 wood Lettera 32—the present with a
 future for that—any speed, someone or
 yourself. It's the letter perfect portable
 for people who write term papers. Blank
 and ruled lines, columns, insets, short
 strokes—shipping lists—for everyone
 from poet to PA secretary! Why? Be-
 cause it's the one lightweight with the
 feel and features of a full size machine
 with no special assembly or disassemb-
 ly that means a lifetime of use, and a price
 so low you'll have to look twice at the
 tag. Underwood Lettera 32 with its hand-
 some carrying case, at your Olivetti
 Underwood Portable Dealer. It's the
 ideal gift that won't ever be forgotten!

OLIVETTI UNDERWOOD LETTERA 32: THE PRESENT WITH A FUTURE

Olivetti, 1964

from
planning to
production...

RCA 501
Customer
Assistance is
Comprehensive
and Unexcelled



Executive Orientation

... helping your management personnel how to use the RCA 501 to improve and speed up their work, increase and to facilitate management.



Systems Planning

... helping your methods planning staff accomplish a smooth change from your present procedure to 501 procedure. RCA Industry Specialists—expert in your own business as well as in data processing—easily simplify the changeover.



Personnel Training

... giving your staff programers and related manual programs easily and accurately. Programs are all on-line. Operators the system, identify and a programming team design in developing more output.



Programming Assistance

... working with your codes to produce precise, efficient programs on schedule. By frequent consultation with them, by specialist personnel operators, and by visual automatic programming.



Safeguarding Reliability

... every hour of every day, by your automatic operations, so that program input dates will be met without delay.

RCA 501 ELECTRONIC DATA PROCESSING SYSTEM

The RCA 501 customer assistance program is complete in every respect. In addition to the services illustrated above, the program includes consultation on site planning, assistance in program debugging, public relations counselling, and others. Actually, this integrated customer assistance program is just as important as the 501 design itself in making the RCA 501 a remarkably *business oriented* system.

Many important functional advantages are built into the RCA 501 design: an advanced system of

recording and handling data sharply cuts processing time and saves tape; time shared electronics make possible up to sixteen different pairs of simultaneous operations; self-verifying calculations and dual recording on tape for accurate and reliable performance.

For further information write to:



It's the RCA Electronic Data Processing Center in the RCA Building, New York.

RCA, 1961

**Another Burroughs Corporation First
A NEW ELECTRONIC**

Combines for the first time

- **electronic data processing with magnetic ink character recognition**
- **high-speed production of hard copy accounting records**

Gives you up-to-the-instant

- **vital management data for improved operational control**

COMPUTER THAT IS DIFFERENT

THE NEW BURROUGHS B251 VISIBLE RECORD COMPUTER

adds a new dimension to what already is one of the broadest lines of computer systems. Here is a computer with high-speed transistorized logic and magnetic core memory that controls and integrates major accounting functions.

This computer with a difference offers you these advantages: It provides management data for close control of operations and planning. Completely automatic operation that requires only a supervisor. Simple programming that can be mastered easily by your personnel. Brings broad-scale data processing within reach of more and more banks of all sizes. Get details now on the new Burroughs B251 Visible Record Computer and its application to your financial institution. Call in a Burroughs Systems Counselor or write Burroughs Corporation, Burroughs Division, Detroit 32, Michigan.



Burroughs Corporation
"NEW DIMENSIONS" in electronics and data processing systems



Burroughs Corporation, 1960

"Our sales dropped 7%, but we couldn't be happier..."

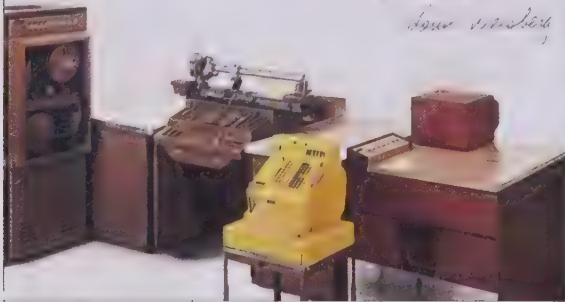


because our earnings rose 56% thanks to our NCR total system."

Our 17 Giant Tiger discount stores enjoyed a 56% increase in net earnings last year—with a 7% drop in sales. This interesting combination shows how our NCR total system lightened controls. And we ascribe its success to the fact that it is a system designed from sales transactions to sales reports by one equipment manufacturer.

Our NCR sales registers equipped with optical font record 900 000 items a week on conventional register tape. From these tapes our 420 Optical Reader converts this sales data into computer language. The NCR 390 computer then prepares reports for each store listing weekly sales for 43 departments. These and other reports give us complete buying and inventory control. They eliminate a discounteer's big general merchandise department which forces excessive end-of-season markdowns and sacrifice of profits.

We consider the total NCR 390 total system the key to our profitable growth this year. —Lou S. Weisberg, President, Giant Tiger Stores, Inc., Cleveland, Ohio.



Lou Weisberg

N C R

BE SURE TO VISIT THE NCR PAVILION AT THE NEW YORK WORLD'S FAIR THE NATIONAL CASH REGISTER COMPANY

Now a computer can get data from England, Iceland and 98 other lands the instant it's recorded.

Imagine being able to record transactions on any NCR business machine anywhere—and at the same time send the data electronically to your computer. This new talent for talking back and forth directly with a centrally located computer is made possible by NCR's latest advance in

data communications. We call it the 321 Data Communications Controller. With it, data from as many as 100 sources can flow into an NCR 315 computer simultaneously. And once there, it can initiate a chain reaction to update all related records. The 321's potential applications are

almost unlimited for industry, banking, retailing, government—any decentralized operation that needs to transmit a high volume of data between scattered points at high speed. For more detailed information on the new 321, call your local NCR man. Or write to NCR, Dayton, Ohio 45400.



N C R

BE SURE TO VISIT THE NCR PAVILION AT THE NEW YORK WORLD'S FAIR THE NATIONAL CASH REGISTER COMPANY

NCR, 1964

NCR, 1964



our ace against yours

We send our B 200 against the competition every chance we get. We'd be crazy not to. Because anything they can do, we can do better. And faster. And at less cost. So if you've got a computer (or you've got one in mind) and this sounds like a challenge, it is: Our ace against yours. Any time. Any place. We're in your phone book.

Burroughs Corporation 

IN THIS CORNER, FROM DETROIT, MICHIGAN



Our B 200 wants a shot at your computer. (Or that computer you were thinking of making yours.) Why? To settle once and for all just who can flatten your dataload fastest. For less money. We're waiting for the bell. Ring it. We're in your phone book.

Burroughs Corporation 

Burroughs Corporation, 1964

Burroughs Corporation, 1964

► Ford, 1966 ►► NCR, 1963



Make room for a new idea of Ford.

Sure, we're the people who build cars—from Mustangs to Lincoln Continentals.

And the same people who come up with some of the newest ideas in cars—like 2-way tailgates, Stereo-Sonic Tape Systems.

But that doesn't mean when we build a Philco refrigerator, we put a dashboard in it.

We've never limited our thinking to automobiles.

As far back as forty years ago we were making trucks, tractor plows and airplanes.

Today one of our "assembly lines" is less than one

inch long. Making Philco micro-circuits for the Apollo Block II guidance computer.

Others are producing air conditioners... color TV... communication systems... Autolite spark plugs.

We designed NASA's huge Mission Control Center in Houston. (Try putting that in your garage.)


The point is—next time you see our familiar Ford trademark, please make room in your mind for more than cars.

Make room for a new idea of Ford. Where the new ideas are coming from.









angry
young
computer

Our B 200 can outdo any computer in its class. Any computer, regardless of name or initials. So naturally, when it sees a system being bought or leased on the basis of name or initials, the B 200 gets angry. Because it knows it can do a better job for fewer dollars. If you know anybody who's considering a computer, do him a favor. Mention the Burroughs B 200. The same goes for anybody who's angry at his present computer. And we hear a lot of people are. Burroughs—TM

Burroughs Corporation

See a Burroughs computer in action, Election Night, ABC-TV.







Weyerhaeuser

Foxes on a Weyerhaeuser tree farm where individual pine trees have been marked for selective harvest. Unmarked trees will be left to continue their growth. They also will provide seeds for natural reforestation of the land.

The nation's forests...how long can they last?

...el of 74-acre site of the World's Fair to be held in Seattle, April 21 -
ber 21, 1962. Theme of the Fair will be "Century 21"—an exciting,
rtaining and educational preview of the wondrous world of tomorrow.
te to the Seattle World's Fair, Seattle 9, Wash., for free literature.



For nearly four centuries the axe has cleared a path across this continent for an onrushing civilization. In the process a tremendous volume of wood has been removed from the forests. And the demand for forest products is now greater than ever before.

How long, then, can commercial forests last? The answer is...forever, if the land is carefully managed to produce trees in repeated cycles of planned crops.

Such management is practiced on Weyerhaeuser tree farms. As a result, these lands will provide wood in a continuous flow for nearly one hundred permanent Weyerhaeuser manufacturing plants...wood for literally thousands of products needed by the nation.

To insure a future wood supply, company lands are reforested as they are harvested. Since our tree farms are kept in a constant state of productivity, they will continue to provide not only wood, but also water, wildlife, recreation, payrolls, taxes and other forest benefits for generation upon generation to come.

Write us, Box A, Tacoma, Washington, for a free booklet on forestry and forest products.



Weyerhaeuser Company

Lumber, plywood, doors, pulps, paperboards, shipping containers, folding boxes, milk cartons, fine papers, manufactured panels, bark and wood fiber products.

THE
NEW
AMERICAN

TEEN-AGE TEMPO!

They play records at ear-splitting volume. Tie up the telephone for hours. Today's teenagers are spirited, inquisitive, wonderful.

And nobody knows better than you—the new American with teen-age sons and daughters—that their lives revolve around the car. Shopping safaris, football games, dances and dozens of other "musics" keep the family bus humming.

Mothers and fathers keep a careful eye on their teenagers' driving habits. And they know how important it is to keep their car running right.

At American Oil, we take extra care to make petroleum products and provide services that help cars perform the way they should.

As just one example of the lengths we go to, our scientists are studying gasoline combustion with a special furnace that burns fuel the way your engine does. They're gaining new knowledge about what they call "the chemistry of knock" to produce fuels that will perform more efficiently in your car.

To keep up with the teen-age tempo, your car needs the best. The American Oil Company was formed from three great regional petroleum companies to see that your car gets the best. We have over one thousand scientists and technicians, twelve modern refineries, 29,000 stations to serve the nation. The next time you drive cross-country keep watch for the stations with the red, white and blue Torch and Oval. Pull in and get acquainted with our American gasolines and service.

You'll be glad you did.

AMERICAN OIL COMPANY

American Oil Company, 1961



CULTIVATION

**AND HARVESTING
BY BORG-WARNER**

A review of the roles which a versatile corporation plays in helping the farmer plant and harvest his crops

This is a Midwestern Agr. Division's farm—a time of automatic corn crib loading, of tractors with tremendous lugging power to take a round cotton field through irrigation. And Borg-Warner has a small part in helping the farmer do his job better, faster.

Ever since first making blades for walking plows in 1881 Borg-Warner has supplied (and is now supplying) a wide variety of agricultural equipment. From the tractor, pump and valve, through the wheel and tire, to the high speed "hot" drive. You might say we've been in the business of making a great many important parts and supplies for tractors and other farm machinery since the beginning of time. As a "Borg-Warner" system, it's C. C. Toyed's "Borg-Warner" on the "Farm." It's a system of interchangeable parts designed to bring more growing and harvesting.

The products of Borg-Warner Corporation are in many categories: Farm equipment is one. Orchestral instruments another. Industrial machinery, still another. Of course, our name is really associated with automotive parts and home equipment. We are, in addition, a leader in making parts for the aviation, missile and rocket industries and for national defense. All in all, Borg-Warner makes hundreds of products with thousands of uses for the benefit of millions.



BORG-WARNER

It's a better product when Borg-Warner makes it



HEAT OF AN IRRIGATION SYSTEM SAVES TIME AND LABOR—The heat of the water in the pipes is used to warm the soil, which helps the crops grow faster. The water is pumped from a well or stream to the pipes, which are buried in the ground.



UP GOES ANOTHER FINEC—STAYS OF EXPERIENCE—The finec is a new type of pump that is designed to pump water from a well or stream to the pipes, which are buried in the ground.



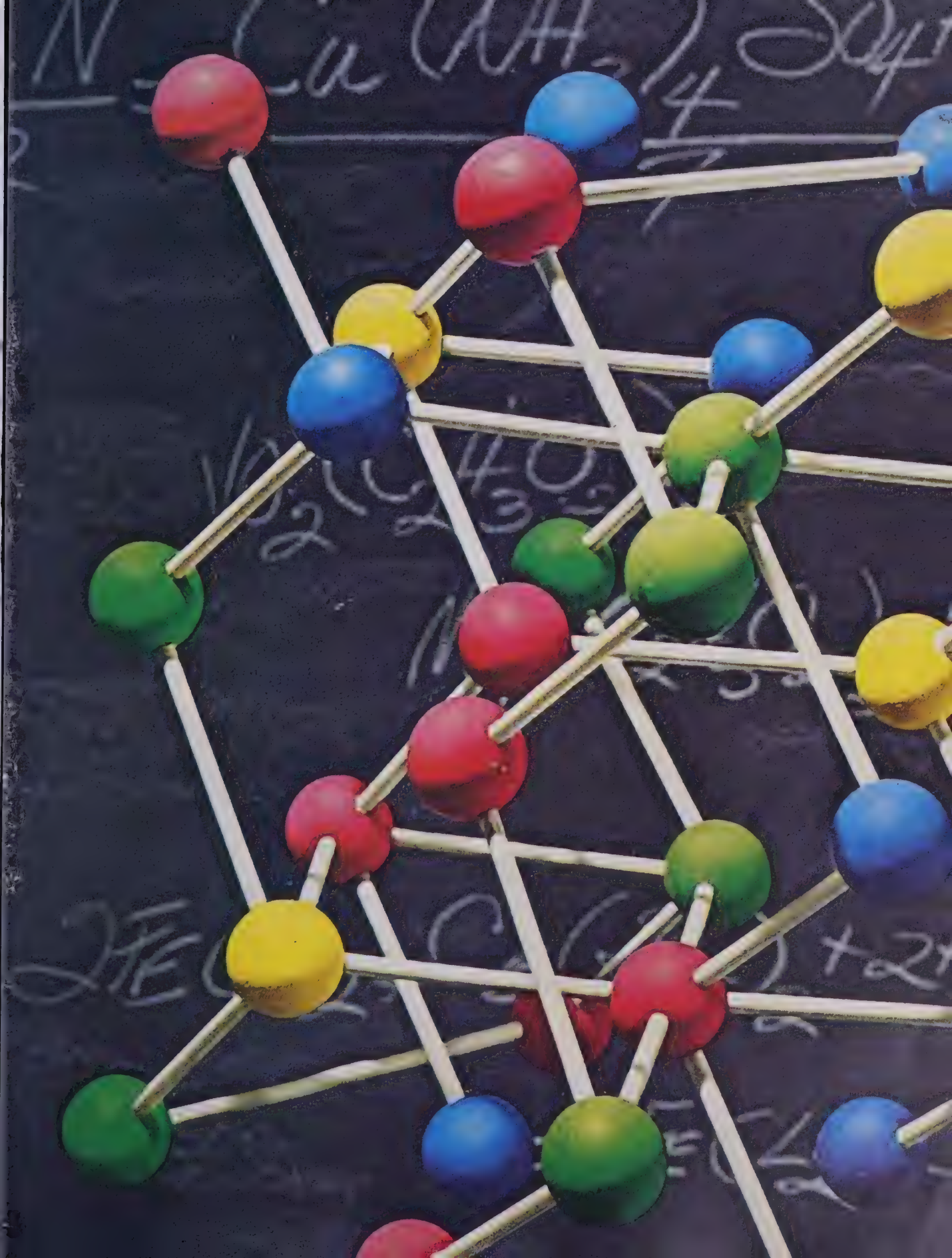
OTHER ESSENTIAL BORG-WARNER PARTS FOR TRACTORS AND PLOWS—The Borg-Warner tractor is a versatile machine that can be used for a variety of farm tasks. The plow is a simple but effective tool for turning over the soil.

WHAT BORG-WARNER MEANS TO YOU

That the name of the Borg-Warner Corporation is a name that is known and respected by millions of people in every part of the world. That the name of the Borg-Warner Corporation is a name that is known and respected by millions of people in every part of the world.



Weyerhaeuser Company, 1961 ◀ Borg-Warner, 1960





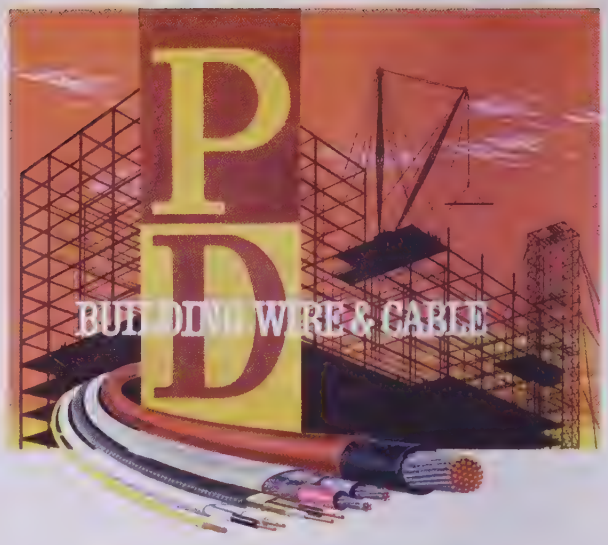




smooth operation...

when **L** designs, engineers and constructs your new process industry plant

Lummis, 1960



...helps electrical contractors lighten the business of living

A vital part of every modern home, school, office building and industrial plant is its electrical wiring system. This basic network of copper wires and cables puts electric power to work for everyone, making living and working brighter and easier. Electrical contractors and construction engineers everywhere know this can do so perfectly on the high quality and long, dependable service life of Phelps Dodge wires and cables.

PHILPDS DODGE COPPER PRODUCTS
 Phelps Dodge Building Wire & Cable Division
 P.O. Box 1000, Phoenix, Arizona 85001

Phelps Dodge, 1960



A compliment to the good taste of those who communicate is Plover Bond, the most reliable paper.

PLOVER BOND
 WITHIN THE PLOVER BOND PAPER DIVISION OF PAPER PRODUCTS

Plover Bond, 1960



wherever there's electronics... there's Transtron

Transtron

Transtron, 1960

▶ Shell, 1960 ▶▶ U.S. Steel, 1961

Sikorsky Aircraft Division of United Aircraft Corporation keeps a 400-year-old idea spinning smoothly with a new product of Shell Research.



Leonardo and some Yankee craftsmen

Leonardo da Vinci had the right idea, but it took Igor Sikorsky and his Connecticut craftsmen to build a workable helicopter.

To perfect it, a rotor had to be devised to cope with an unusual combination of mo-

fore one—and only one—was found: AeroShell® Grease 14. With its use, excessive bearing wear ended and frequent replacement was eliminated.

What's more, this same product more than



Something shady is going on next door.
Something colorful. Something stylish. Something steel.
Have you seen all the light, bright, lasting steel things
for summer? They're the outdoor living end!



Steelmark on this tag tells you a product is made of steel. Look for it when you buy.



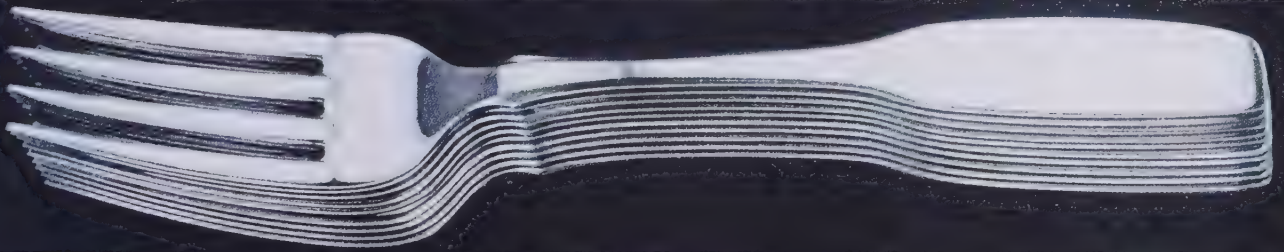
United States Steel

TRADEMARK

The
beauty
of
stainless
steel is—
the
beauty
lasts



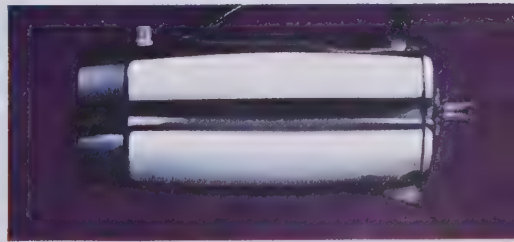
or how you can be the hostess with the stainless reputation



You'll never polish stainless steel because it never tarnishes



Get some! Revel in it! Show it off!



Look for this STEELMARK tag and the gleam of stainless steel





What a wonderful place to work!

Colorful PPG SPANDELITE® glass makes the new home of Electro-Mechanical Research in Sarasota, Florida, a wonderful place to work. The beauty of SPANDELITE is enhanced with SOLARGLASS® heat-absorbing, glare-reducing plate glass in the window areas. PPG SPANDELITE is a heat-strengthened glass with ceramic color fused on back. It comes in 18 standard colors or in the custom color of your choice. And its shade doesn't vary from panel to panel. You can match it years later. Because its glass, SPANDELITE will never warp, pit or corrode. It withstands impact and wide temperature changes. It's easy to maintain and its color lasts. The metal framing is PITTCO® 82X, specially developed for leak-

proof glass-clad construction. Other PPG products used were PPG Glass Insulation, Polished Plate Glass, PENNYNANON® Window Glass, PITTCO Metal and TUNELITE® Doors. Talk over the advantages of PPG Glass-Clad Curtain Wall Systems with your architect. Only PPG offers you single source responsibility for the supply and erection of a complete curtain wall system—the metal grid, the panels, the insulation, the glass.

Pittsburgh Plate Glass Company
 Plate Glass • Ceramic • Plate Glass
 In Canada: Canadian Pittsburgh Industries Limited

SPANDELITE *glass in color*

Spandrelite, 1961



STEEL SCOPE

Steel is far from dead. It is a link to the Pentagon, A-10 Thunderbolt, A-7E Corsair, B-52, F-15, F-16, F-18, F-19, F-20, F-22, F-35, F-36, F-37, F-38, F-39, F-40, F-41, F-42, F-43, F-44, F-45, F-46, F-47, F-48, F-49, F-50, F-51, F-52, F-53, F-54, F-55, F-56, F-57, F-58, F-59, F-60, F-61, F-62, F-63, F-64, F-65, F-66, F-67, F-68, F-69, F-70, F-71, F-72, F-73, F-74, F-75, F-76, F-77, F-78, F-79, F-80, F-81, F-82, F-83, F-84, F-85, F-86, F-87, F-88, F-89, F-90, F-91, F-92, F-93, F-94, F-95, F-96, F-97, F-98, F-99, F-100, F-101, F-102, F-103, F-104, F-105, F-106, F-107, F-108, F-109, F-110, F-111, F-112, F-113, F-114, F-115, F-116, F-117, F-118, F-119, F-120, F-121, F-122, F-123, F-124, F-125, F-126, F-127, F-128, F-129, F-130, F-131, F-132, F-133, F-134, F-135, F-136, F-137, F-138, F-139, F-140, F-141, F-142, F-143, F-144, F-145, F-146, F-147, F-148, F-149, F-150, F-151, F-152, F-153, F-154, F-155, F-156, F-157, F-158, F-159, F-160, F-161, F-162, F-163, F-164, F-165, F-166, F-167, F-168, F-169, F-170, F-171, 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Youngstown steel spans the hemisphere. Through 28 Youngstown plants and complete manufacturing facilities, we produce a wide variety of products for the steel industry. Youngstown's Orange Band is a high-strength, low-alloy steel, well known for its excellent mechanical properties. In the oil patch, for example, Youngstown fields the largest staff of professional service engineers. Wherever there is a market for steel, you'll find the Orange Bands of Youngstown. Contact us today for more information on a growing force in steel.

Youngstown - growing force in steel

Youngstown, 1960



Be in touch with Hawaii...fast. Telephone!

Business or pleasure—you can talk things over, settle them now. And telephoning is personal, convenient and easy!

TELEPHONE RATES TO HAWAII ARE LOW
 From West Coast states, for example...

Day rates	\$6.00
Nights and Sundays	\$5.25

There is a minimum charge for the first three minutes. Weather conditions may affect rates. Add the 10% phone company tax.

BELL TELEPHONE SYSTEM You can telephone all over the world

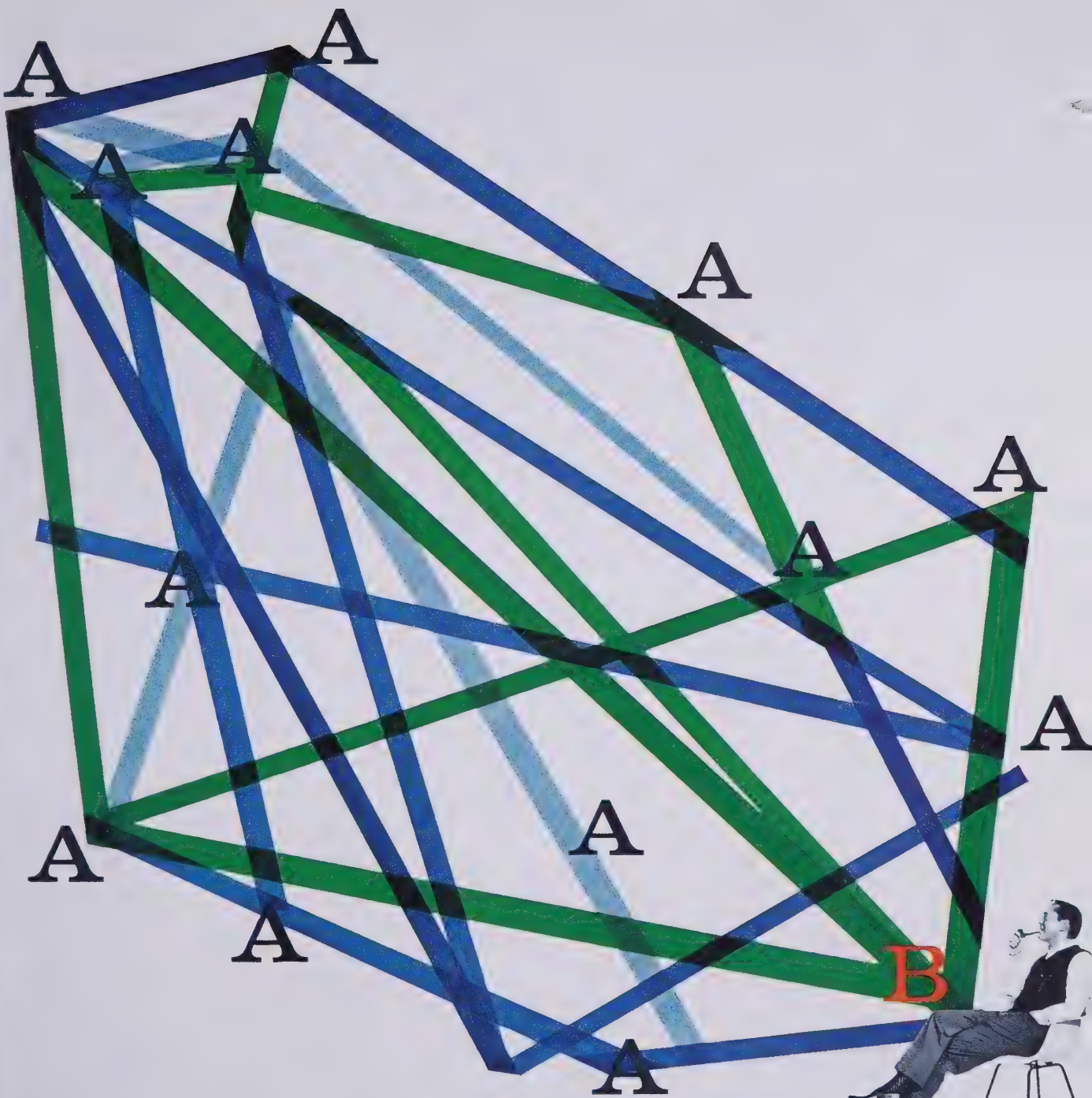
Gardner-Denver, 1961 ◀ Bell Telephone System, 1960

A WHALE OF A LOT...OF WHAT ?



A wise company knows size can add up to a lot of nothing . . . unless it is matched by a whale of a lot of alertness to you and your needs. **GULF OIL CORPORATION**

Gulf Oil Corporation, 1960



How to get from A to B

This is not a puzzle.

It's a way of keeping electric rates low and making electric service ever more dependable.

You are at B in this symbolic drawing. The A's are the power plants of a number of investor-owned electric light and power companies. The lines show how their power lines connect you with many different plants.

That way, your electricity may be coming from plants run by several companies—some of them hundreds of miles away.

Each company's customers can share in the savings of the newest, most efficient plants. If an emergency shuts down one plant, others can switch their power to its customers.

The investor-owned companies call this

"Interconnecting and Pooling of Power."

It is one of the many reasons why these companies always have extra power ready when America calls for it.

They will continue to do so in the future. America can plan "growth unlimited" in homes . . . jobs . . . national strength. The power it takes will be waiting—from the investor-owned electric companies.

Investor-Owned Electric Light and Power Companies

Company names on request through this magazine

Keep America Powerful







Photo courtesy United Air Lines

Why do major airlines serve soft drinks in cans? For the very same reason you'll search some day soon... convenience. Cans take less space... easier to store. Cans weigh less... easier to carry. They chill faster. Rugged, too. And no deposits, no returns! Convinced? Pick up a dozen of your favorite soft drinks... in convenient cans.



BETHLEHEM STEEL



The best ideas are more exciting
in concrete



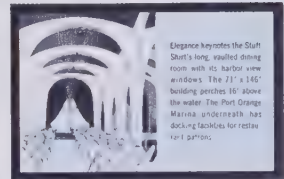
Stuft Shirt Restaurant, Newport Beach, Calif. Concrete, Portland Cement, Steel, Glass, Aluminum, Plywood, Lumber, Brick, Paint, and Other Materials.

**Gull-winged roof
of concrete fits
a restaurant to its
seaside setting**

Restless blue water, white sails, sleek hulls! Add to this scene on California's Newport Bay the strikingly designed Stuft Shirt Restaurant. The building is concrete throughout. Here again, this modern material asserts its ability to depart from the conventional. Thirty-six domes of thin-shell concrete form the roof, with cantilevered hall

domes on the perimeter creating the feeling of winged grace. Concrete quatrefoil arches atop the 50 supporting columns rising from the water effect added beauty—inside, as well as out.

Today, the versatility of modern concrete is being recognized by more and more architect-seeking to broaden their design explorations.



Elegance epitomizes the Stuft Shirt's long, vaulted dining room with its harbor view windows. The 21' x 140' building stretches far above the water. The Port Orange Marina underneath has docking facilities for yachts and ferries.

PORTLAND CEMENT ASSOCIATION

Portland Cement Assoc., 1961



San Francisco

RAPID TRANSIT ACROSS GOLDEN GATE ...
Plans call for the span's value to the entire Bay Area to be further enhanced by addition of this new, convenient, high-speed facility.

Moves Ahead:

**BAY AREA RAPID TRANSIT SYSTEM
SPEED—COMFORT—CONVENIENCE**

San Francisco's plan for progress calls for modern, computer-controlled, 80-mph rapid transit cars to speed Bay Area residents to their destinations. The safety and reliability of rapid transit cars will replace the time-consuming, nerve-racking uncertainties of buses.

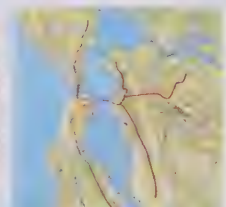
Because of the need to reduce congestion in Bay Area centers of business and industry, the San Francisco Bay Area Rapid Transit District was created by the California Legislature. The approved rapid transit system resulted from study of its various alternatives of transit modes. The design indicated that the growing metropolitan area must build, utilize and improve transportation auto, buses, and railroads to equal transit—each to its full advantage.

General Electric's new high-speed, air conditioning equipment for transportation is a reliable and modern system that will make transportation more convenient in better places in which to live, work and play. Modern transportation is increasingly attractive when fast, efficient transportation is available to business, commercial centers and adjoining communities. For these benefits from coordinated metropolitan transportation. To work, sleep and want while living where you want is your best reason for planning and building a coordinated metropolitan transportation system.

Section 603-1, General Electric Company, Schenectady 5, New York

Progress Is Our Most Important Product

GENERAL ELECTRIC



EASY ACCESS to the whole area will be possible with the new system. Transit cars on exclusive rights-of-way will operate at 90-second intervals during rush periods.



SAFE RELAXING TRAVEL with seats for everyone in comfortable, conditioned rapid-transit cars, will provide visitors relief from time-consuming and nerve-racking commuting of today.



TUNNEL construction will provide a direct, high-speed rail link between San Francisco and Oakland. The bay tunnel will draw these two key commercial centers even closer together.



QUIET TRAINS will whisk along spacious, well-lit, air-conditioned cars through city streets. By providing increased accessibility, efficient coordinated metropolitan transportation stimulates healthy community growth and redevelopment.

Union Carbide, 1960 ◀◀ Bethlehem Steel, 1963 ◀ General Electric, 1961



in Spain

... and throughout the Free World, some of the most outstanding new process-industry plants are being designed, engineered and constructed by Lummus

Six Lummus organizations
circle the globe.
Over 50 years of world-wide
experience on over 900 installations
for the process industries.



There's a little bit of chicken in all of us.

One big trouble with being chicken is that you can wind up with nothing much to crow about.

Consider, for example, the job of picking a computer.

If you back off from the computer you honestly think is best and pick another one just because it's "safe", you're not doing yourself (or us) any good.

So get plenty of facts, then base your decision on them.

Find out which new-generation computers have been selling and why . . . and if you now have an older computer, which new models make conversion easiest.

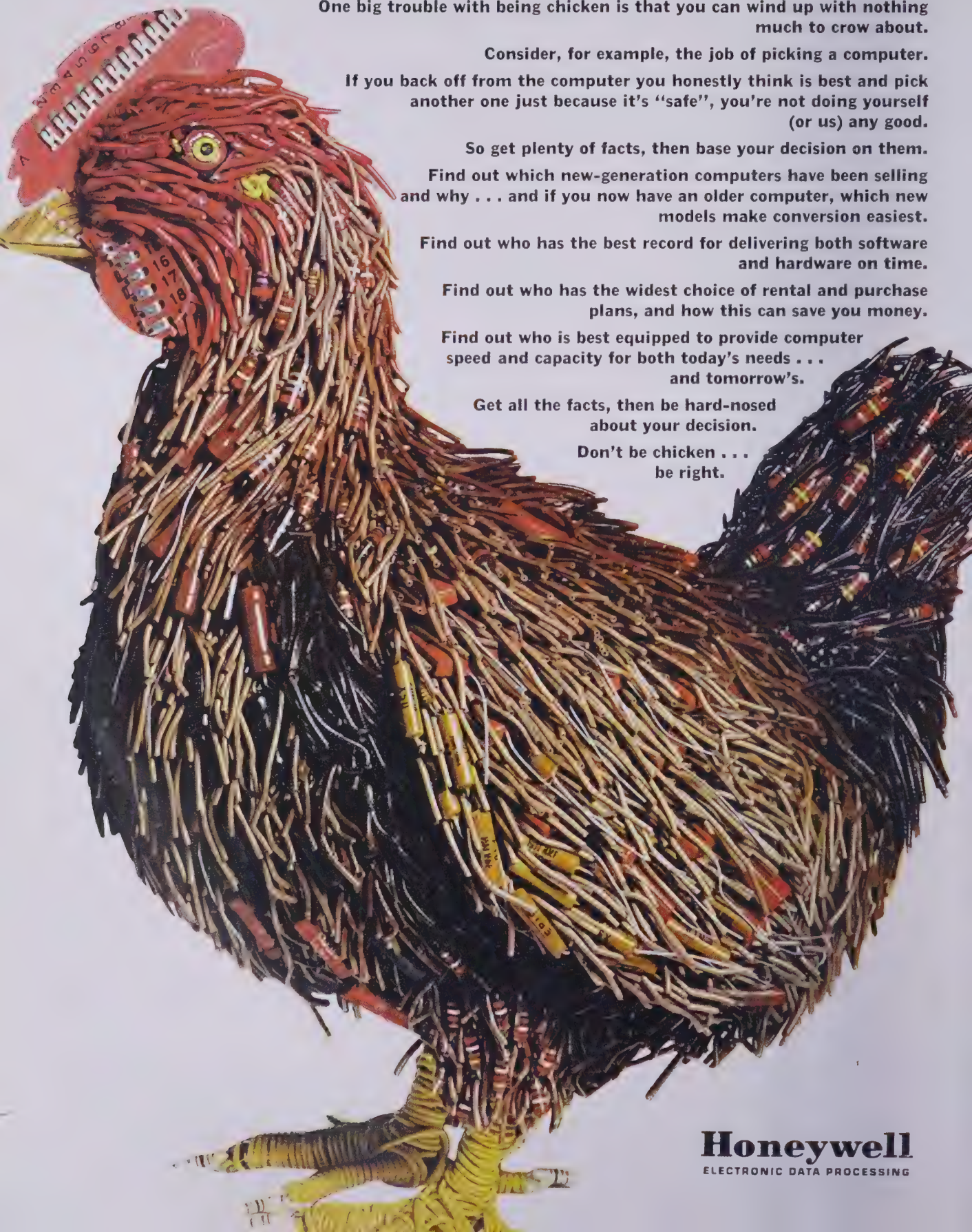
Find out who has the best record for delivering both software and hardware on time.

Find out who has the widest choice of rental and purchase plans, and how this can save you money.

Find out who is best equipped to provide computer speed and capacity for both today's needs . . . and tomorrow's.

Get all the facts, then be hard-nosed about your decision.

Don't be chicken . . . be right.



Honeywell
ELECTRONIC DATA PROCESSING

BEER CANS WILL NEVER BE THE SAME AGAIN

SNAP! It's open



Lift the tab...SNAP!...and roll it off!

Aluminum tops for summer fun

In summer, beer in cans is great. And, here's the greatest —the can top with a built-in opener. It almost opens itself. The top's Alcoa® Aluminum—light, strong, friendly to flavor. Many beer cans now open this easily. If yours doesn't, be patient. It will soon. This great top is one of many new packaging ideas for food, beverages and other products coming to you from Alcoa. Watch for them.



ALCOA

What next from Alcoa!

Alcoa Aluminum, 1963

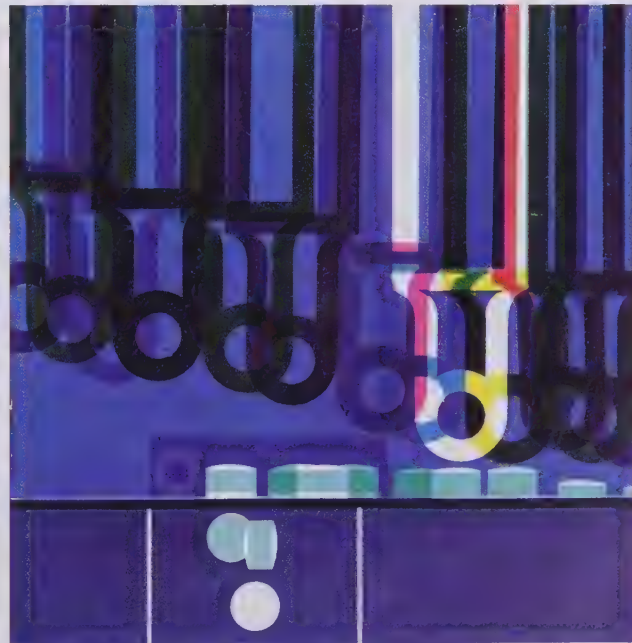


The hot ideas in packaging have a habit of popping up at Milprint! One reason is that no other source works with such a wide variety of packaging materials . . . or has such vast experience in combining them for "custom built" laminations or extrusions. The result is sparkling, image-of-quality, protective packaging — like that produced by Milprint for DownyFlake toaster-ready frozen waffles, pancakes and french toast. Put Milprint research and development to work on your packaging! Nationwide facilities assure fast, economical delivery of any quantity. Review your packaging regularly with Milprint experts! Start now.

MILPRINT PACKAGING GIVES YOUR PRODUCT **MARKETING POWER**

MILPRINT, INC. General Offices Milwaukee, Wis. Sales offices and plants conveniently located across the nation

Honeywell, 1967 ◀ Milprint Packaging, 1961



A million salt tablets a day—for customers coast to coast

Why Morton service saves you money—Morton holds its leadership in the salt industry as the most progressive company in the field. Morton's research and development department, headed by Morton also makes every grain of salt. The salt packaging department, headed by Morton, also makes every grain of salt. The salt packaging department, headed by Morton, also makes every grain of salt. Morton is your most complete source of salt in all of America. If you don't know how to buy salt, Morton is your best friend. Morton's salt is the best salt in the world. Morton's salt is the best salt in the world. Morton's salt is the best salt in the world.



Morton Salt Co., 1961

AND NOW



GAS

AIR CONDITIONING

It gives you a cooler home and then some: a happier home life.

Life begins with gas whole-house air conditioning, according to some of our customers. It makes the whole family happier and healthier and saves you money, too. A lot of different ways.

1. Gas air conditioning saves on operating costs. Gas is famous for being thrifty.
2. It saves on repairs. Gas air conditioning has fewer moving parts, less to go wrong.
3. You don't lose any of that nice cool as the years go by. Gas stays at peak efficiency.

4. Gas cooling lasts and lasts. How can you wear out that true blue little flame?
5. If you have forced warm-air heating, you already have the first half of gas air conditioning.

Gas air conditioning may cost you a little more the day you buy it. (The best-built products usually do.) But the years and years of savings will put you way ahead.

Look into cool, comfortable gas central air conditioning. You could save money. And your disposition. Gas makes the big difference. Costs less, too.

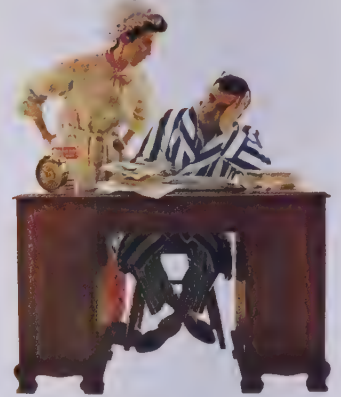


This advertisement sponsored by the following GAS EQUIPMENT MANUFACTURERS: Suppliers to the Gas Industry: AMERICAN STEEL PIPE, Division of AMERICAN CAST IRON PIPE CO. AMERICAN WELDED CO. FERGUSON MANUFACTURING CO. IN. F. SUMNER CO. S. L. PIPE AND FERRIS CO. In cooperation with the AMERICAN GAS ASSOCIATION, INC.

The Murphys installed a new heating system. Had it a year. Still love it madly.



The Neelys installed a new heating system. A bill or two later, the honeymoon was over.



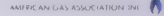
How come? Gas makes the big difference.

How would you feel if you discovered, like the Neelys, that you'd fumbled when you chose your heating system? That your electric heat cost you, say, 2½ times as much to operate as the Murphys' gas heat? Pretty bad. And pretty broke.

The Murphys saved from the start. Gas heats easy to install. Doesn't need a lot of extra insulation. It's easy to maintain: a flame can't wear out. You get wall-to-wall comfort. And there's no cleaner, more dependable heat than gas. None more adaptable. (With forced-air gas heat you have the first half of a gas cooling system.)

Have a warm, cozy, no-cost chat with your heating contractor or gas company representative. He's in business to solve domestic problems. All kinds.

Gas makes the big difference. Costs less, too.



Gas, 1968

American Gas Assoc., 1967



steelability:

How we keep our brains on the track at Youngstown



Youngstown Steel, 1966

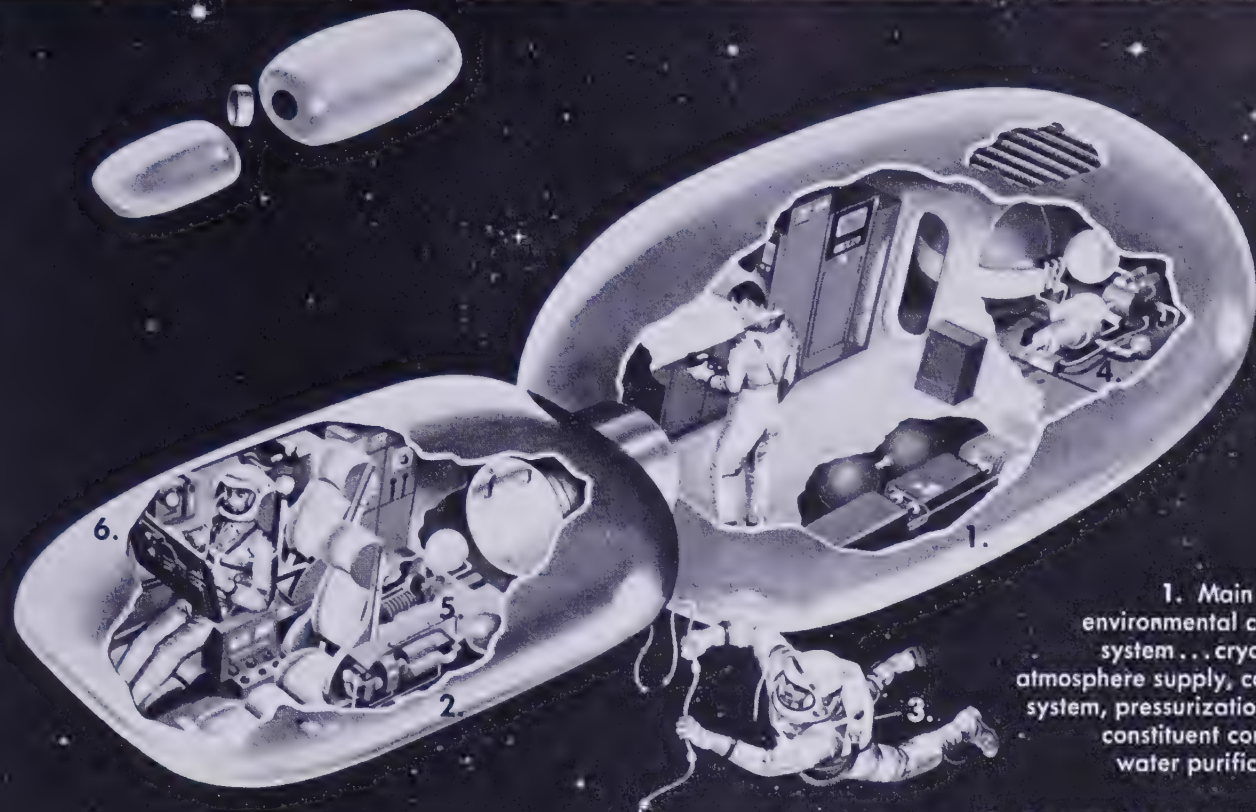
► Hoover, 1961 ►► Hitachi, 1961



HOOVER







1. Main cabin environmental control system . . . cryogenic atmosphere supply, cooling system, pressurization and constituent controls, water purification.

2. Re-entry/emergency environmental control system.

3. "Back pack" breathing and pressurization system.

4. Secondary power system . . . multiple re-entry turbine, pump, alternator and cryogenic fuel supplies.

5. Attitude control system . . . reaction motor, fuel and attitude controls.

6. Instrumentation . . . flight data and physiological monitoring systems.

Successful manned space flight requires reliable and efficient thermal and atmospheric systems and secondary power equipment. Complete and integrated systems, as pictured, are under study at The Garrett Corporation's AiResearch Manufacturing Divisions. Their design reflects 20 years of leadership in airborne and space systems, including NASA's Project Mercury life support system.



THE GARRETT CORPORATION • AiResearch Manufacturing Divisions • Los Angeles 45, California • Phoenix, Arizona
 other divisions and subsidiaries: Airsupply-Aero Engineering • AiResearch Aviation Service • Garrett Supply • Air Cruiser
 • AiResearch Industrial • Garrett Manufacturing Limited • Marwedel • Garrett International S.A. • Garrett (Japan) Limited



Architects: Robert A. Hiestler, William C. Muchow / General Contractor: A. A. & E. B. Jones Co.
Engineers: Ken R. White, Inc. / Owners: T. W. Anderson & Co.

DENVER ADOPTS NEW IDEA FOR CONTROLLING INDOOR CLIMATE...

Inland Radiant Comfort System is an integral part of Denver's new Lincoln Tower Building now being erected. This highly advanced concept separates ventilating from heating and cooling — and eliminates the need for moving large amounts of air by forced circulation. ■ Uniform, draft-free heating and cooling (acoustical control, as well) are provided by radiant ceiling panels. Ventilating air is carried through raceways in the cellular steel floor, as are electrical wiring circuits. Air is chemically treated — and humidity brought to the optimum comfort point. ■ Other advantages of the Inland Radiant Comfort System — such as savings of rentable floor space and ductwork — are too numerous to mention here. More information is available in the booklet, "Breakthrough in Office Comfort Control". Write for it today.

member of the
INLAND steel family
Inland Steel Products Company *Engineered Products Division*
4109 WEST BURNHAM STREET, MILWAUKEE 1, WISCONSIN

EP-37A

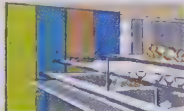
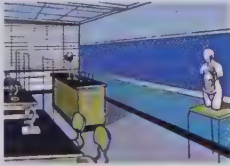
Porcelain Enamel Walls bring 2-way savings in schools

Colorful, carefree interior walls are practically a "must" in modern school design. With less window area in classrooms, there is a need to brighten up interior-wall surfaces. And they must require little maintenance.

Porcelain enamel Wall Panels provide many advantages for such applications. They are colorful, durable, withstand hard abuse, easily wipe clean with a damp cloth. They are quickly installed, require no special tools or skills. Finally they are relatively low in cost, permitting you to stretch school construction dollars.

The lifetime porcelain enamel is fused to lightweight steel. Panels come to you ready for installation. Aluminum molding can be porcelain enameled to match if desired. You get a complete package. And you can choose from literally hundreds of colors.

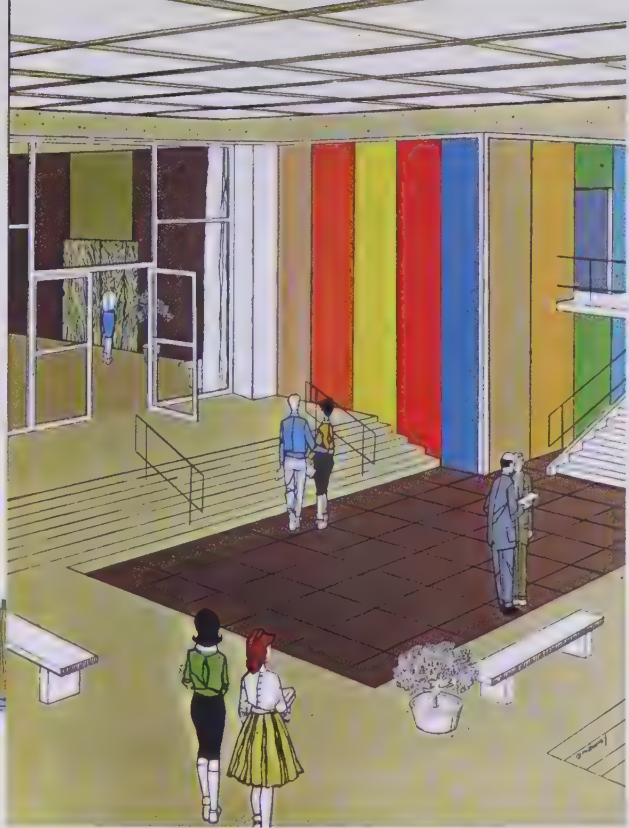
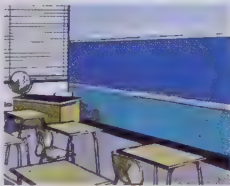
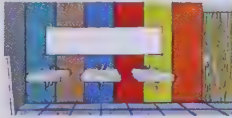
With Porcelain enamel Panels you get both low initial cost and rock-bottom maintenance, proved in thousands of installations. Porcelain enamel Panels are available in a variety of finishes from long-established, highly reputable companies. Look them up in Sweet's! Call them in! Or write us for further information. FERRO CORPORATION, 4150 East 56 Street, Cleveland 5, Ohio.



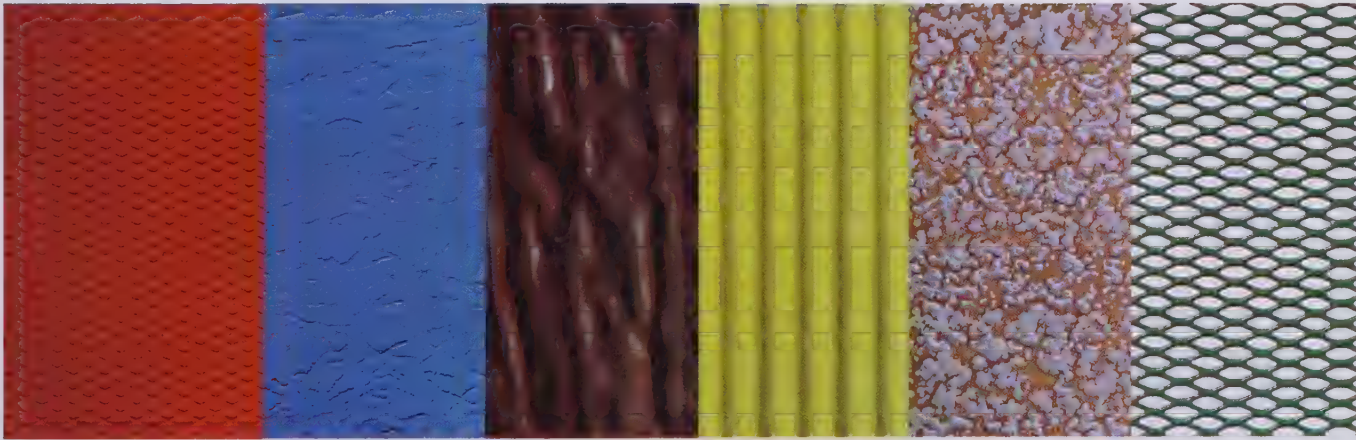
Distinctive cheerful attraction of school interiors is afforded by Porcelain Enamel Panels, too, for they require little or no maintenance.

Carefree beauty and utility are combined in the classroom as well as in the maintenance department enamel on steel for the life-time service.

School activities and washrooms and showers are color as well as durable and the American enamel finish will last for many years.



Porcelain Enamel Walls, 1962



YOU ASKED FOR THEM... HERE THEY ARE!

3-Dimensional Architectural Panels of Carefree, Colorful Porcelain enamel

With all its many advantages—including permanent non-fading color, long service life, ease of cleaning, immunity to the elements—porcelain enamel has often been "passed over" for some inferior material by designers and architects desiring texture in the surface.

That no longer is necessary. Today, porcelain enamel is available in a wide variety of textures and three-dimensional surfaces. Both steel and aluminum are being used as the base material, to which the porcelain enamel is permanently fused.

Illustrated above are just a few of the interesting results obtained. Effects range from stucco-like surfaces through highly embossed textures to deeply drawn, decorative designs and expanded metal. All are truly 3-dimensional, yet provide the permanence of color and maintenance-free,

long service life you have come to expect from architectural porcelain enamel.

Available for all types of applications, 3-dimensional porcelain-enamel panels add but little to the cost of any building. Installation is simple, fast. Your supplier will help you work out the details.

Architects who have had experience with these new materials predict an extensive use of them in many types of construction. Some of these are shown here at the right. For further details and names of qualified producers, write Ferro Corporation, Dept. B-12, Cleveland 5, Ohio.



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With the FLINTKOTE Monoform system true monolithic roofing becomes a reality... unlimited possibilities, experimentation for each feature of "delay-and-allow".

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Flintkote research has developed a complete line of liquid products for a wide variety of specifications... many actual jobs have been completed. Scores more are in final design stages, specifying one or more aspects of FLINTKOTE Monoform... bringing a new dimension to shelter engineering... permitting a new freedom in design.



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FLINTKOTE MONOFORM SYSTEM
1960

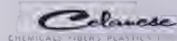
Flintkote Co., 1960



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Celanese, 1963



VISION PANELS are "Visionary" for business executives. Each up to 48" x 36" in size. "C" covered and in two sizes up to 102 sq. in. and 48" x 36" in size. Each Vision Panel is available in "Fighting" design, "Hobby," "Kitchen" and "Bedroom." Weldwood Fireboard are installed with Weldwood Acoustic "Chalkboard" film.

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Weldwood Doors, 1960



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Weldwood, 1960



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STEELCASE INC

Steelcase Inc., 1961

COLORLINE
PARTITIONS



National Society for Crippled Children and Adults, Chicago, Illinois
Reception Lobby and Directors Room (below) in National Headquarters

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Unistrut Products Company,
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Unistrut Products Co., 1960



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Kalwall Corporation, 1960

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McLouth Stainless Steel, 1960

Bigelow, 1964







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PLEXIGLAS letters and modular background panels at Bank of Old York Road, Abington, Pa. Architects: Haag & Ehrenkrantz

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Plexiglas, 1960



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All-Steel Equipment Inc., 1961

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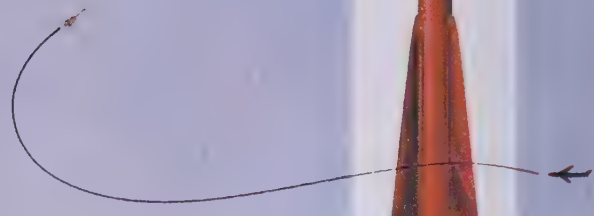
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Royal Office Furniture, 1961 ◀ Thiokol Chemical Corporation, 1960

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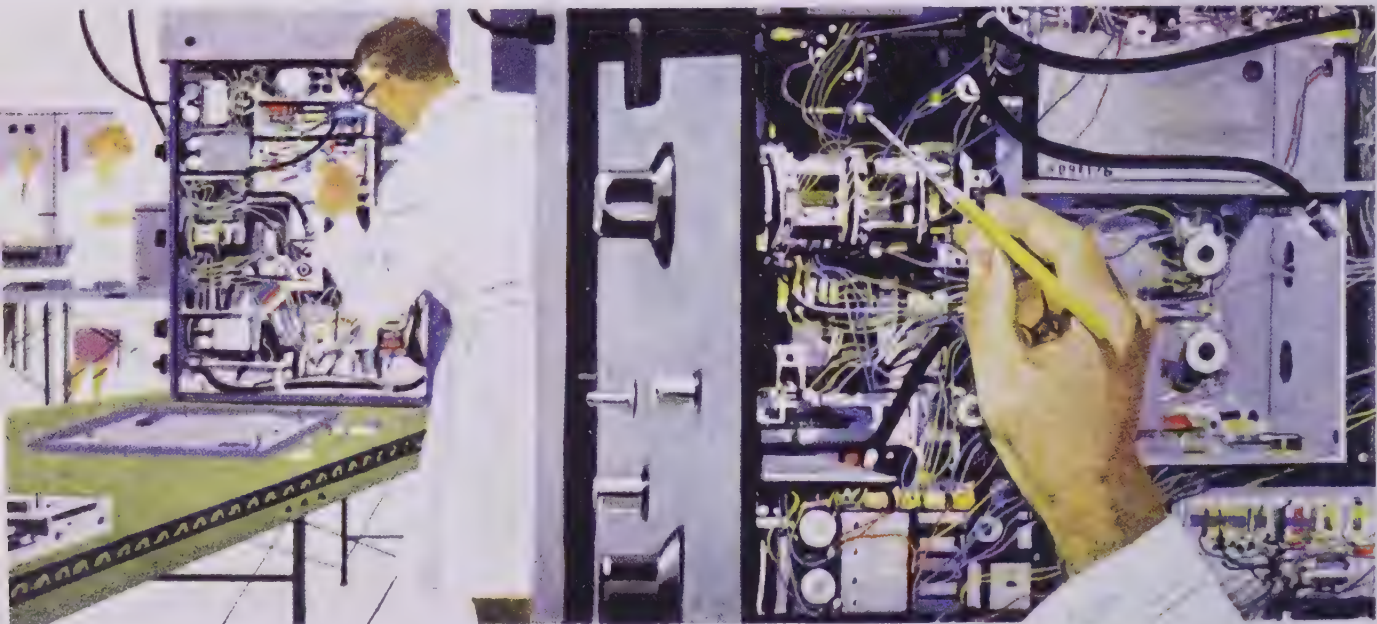
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American-Standard, 1964

The art of progress is to preserve order amid change and to preserve change amid order

Alfred North Whitehead, 1861-1947

artist: herbert bayer



Great Ideas of Western Man one of a series CCA Container Corporation of America

Container Corporation of America, 1964



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We've... (faded text) ...

General Telephone & Electronics

United California Bank, 1961 ◀ GT&E, 1968



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Torginol Duresque Flooring, 1964



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Jones Plywood Co., 1960



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Simpson Redwood, 1960

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Arcadia, 1962

► Naughyde, 1967

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The Nauga is ugly, but his vinyl hide is beautiful.

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Naugahyde
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Monsanto, 1964



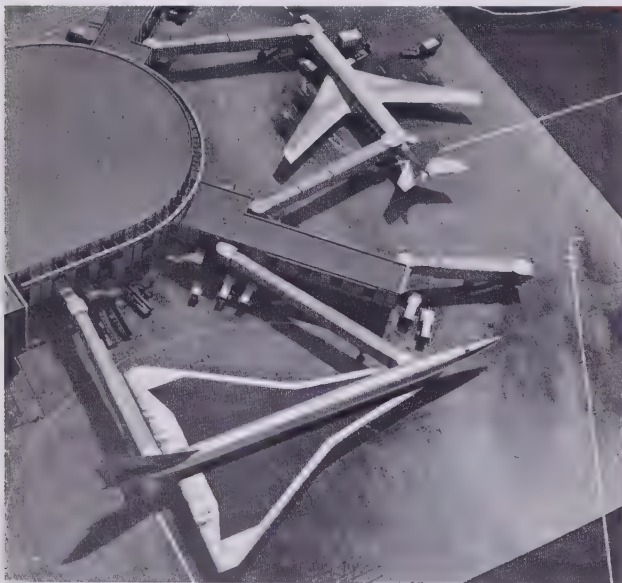
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Central Soya, 1964



Pictured above is a model of Lockheed's proposed new SST, positioned in scale at a museum air terminal.

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LOCKHEED

nology in the fabrication of this light-weight, super-strong metal. Lockheed has a history of more than thirty years in meeting the requirements of airlines throughout the world... in producing profit-making transport airplanes. And Lockheed has the facilities, manufacturing skills and expert manpower ready—now—to build the Supersonic Transport that will keep America first in commercial air transportation. Lockheed-California Company, Burbank, Calif.; A Division of Lockheed Aircraft Corporation.

Lockheed, 1964

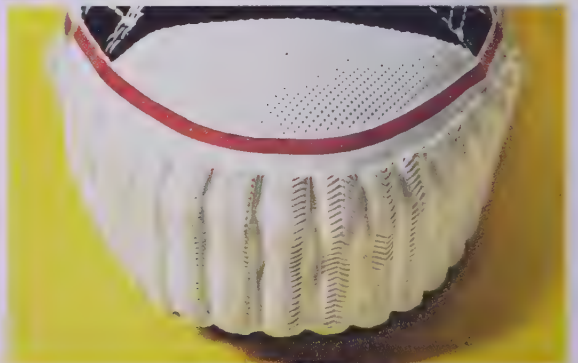
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GOODYEAR CHEMICALS

Goodyear, 1964

▶ Hoover Frank-O-Matic, 1964







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West Virginia Pulp and Paper, 1964



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RCA, 1964



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Northern Natural Gas Co., 1964 ◀ Union Carbide, 1964



We're shipping salt today—for customers coast to coast

Morton's salt producing and processing plant at Port Huron, Michigan—whose busy shipping facilities are symbolic of every one of Morton's ten salt sources. When you deal with Morton America's only nationwide salt company, you have all ten of these sources at your disposal—with service through more than thirty sales offices and warehouses.

Why Morton service saves you money—Morton's salt is produced in 100 different types of "Eureka" brines around the world. Each brine has its own unique characteristics. Morton's salt is produced in 100 different types of "Eureka" brines around the world. Each brine has its own unique characteristics. Morton's salt is produced in 100 different types of "Eureka" brines around the world. Each brine has its own unique characteristics.



Morton Salt Co., 1961



Lisa's strictly the gogo type. After sunning, shopping, afternoon tennis date, and discathiquing into the wee hours, she's up first thing to catch the early morning sun!

What keeps Lisa from washing out?
Energy. And sugar's got it.
That's right, sugar. Everything in it is wax.

Note to people on the go:
Exhaustion may be dangerous. It can drain ribs you of your resistance to illness. But sugar helps offset exhaustion, puts back energy fast. Synthetic sweeteners put back nothing. So play safe, make sure you get sugar every day. People need what sugar's got... 18 calories per teaspoon... and it's all energy.

Sugar Information, Inc.
P.O. Box 2000, 1000 N. 10th Street, Suite 100, Berkeley, CA 94702

Lisa needs a sugarless, energy-less soft drink like a kangaroo needs a baby buggy.

Sugar Information Inc., 1966

The one time in your life when you dare not take chances...



... a time when you find a new meaning in life and a deepened sense of responsibility. The matter of diet, for instance, now takes on much more importance than that of losing a few pounds to get into a size 10. It's a time when you really listen to your doctor's advice because the foods he tells you to eat no longer affect you alone.

A dietary guide for the mother-to-be

1. Studies indicate that when birth defects appear, they can often be traced to a pre-natal diet which is incorrectly balanced. So it is wise to build your meals around the four Food Groups: The Milk Group, Meat Group, Vegetables and Fruits, Breads and Cereals.
2. Add extra milk, meat and other protein rich foods at this time. Milk, as well as being an important source of protein and riboflavin is superior to all other foods as a supplier of calcium for bone formation. The daily recommendation for an expectant mother is 4 or more glasses. For a nursing mother at least 6.
3. Increase your servings of vegetables and fruits for extra vitamins A and C.
4. Go light on sweet foods, fried foods, rich desserts, fats, gravies and other high calorie foods to avoid gaining excess weight.

A woman who follows these simple rules will give her baby the best possible start and set the stage for a happy future family life.

This information is brought to you by the Dairy Council of California in the interest of everyone concerned with improving family health through proper nutrition. Box 20661, Sacramento

Dairy Council, 1966



A person can become so dependent on his glasses he gets to think of them as his eyes. But he forgets one thing. Gradually, from year to year, his eyes change. But not his glasses.

So there comes a time when his glasses aren't right for his eyes. Or to put it another way, his eyes aren't right for his glasses.

That's why, every year or so, he should be sure to have them re-examined. His eyes.

Better Vision Institute

Better Vision Institute, 1966



It annihilates vacuum tubes, transistors, diodes, resistors, capacitors, and a host of related components. It is an integrated circuit.

It makes all things electronic smaller. Lighter. But, more important, it does the same job for better. Makes things more reliable. For the integrated circuit is the natural foe of failure. North American Aviation Autonetics Division was first to use integrated circuits in volume production. In inertial navigation, Computers, Missile systems Radar. In doing this, NAA, Autonetics is setting a whole new standard of reliability in the electronics industry. North American Aviation is also a leader in nuclear energy, rocketry, aviation, life sciences, and space flight.

North American Aviation

Avionics International, Autonetics, Columbus, Los Angeles, Rockaway, Science Center, Space & Information Systems

North American Aviation, 1964

► General Electric, 1966

HOLY BATMASK!

To get this all-new,
all-color Batmask FREE,
all you have to
do is take your father or

mother or aunt or
uncle or grandmother or
grandfather down
to your participating

G-E TV dealer.

Hey! He'll even show
you how it flips over
and turns you into Robin.

GENERAL  ELECTRIC

Just in time for Halloween—Only from General Electric TV dealers.







Copyright © 1965 by Chase Manhattan Bank

Unhackle yourself. You have a friend at Chase Manhattan to help care for your nest egg and serve as your securities custodian. Delegate us at your convenience.

THE CHASE MANHATTAN BANK

Head Office: 1 Chase Manhattan Plaza, New York, N.Y. 10005

Chase Manhattan Bank, 1965



The area code for Washington, D.C., is 202

AT&T Bell System
 World Wide Service
 and Domestic Long Distance

AT&T, 1966



Gary Cooper says: "No, partner, this isn't where I work... It's where my money works for me. I know my savings are safe here, because wherever you see that insurance emblem displayed you know your savings are protected by an agency of the U. S. Government."

See Gary Cooper in "The Real West" on NBC-TV, March 29th

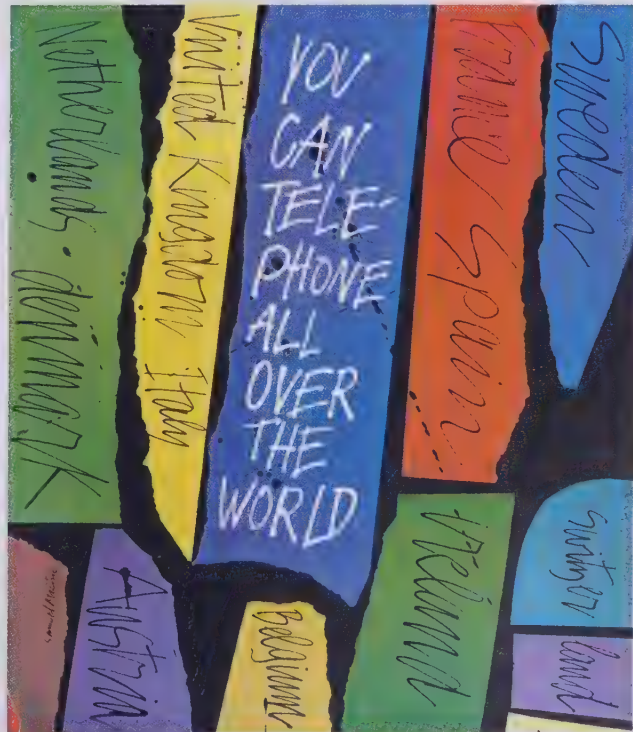
Insured Savings and Loan Associations

©1961 The Savings and Loan Foundation, Inc., 1111 E Street N.W., Washington, D.C.



General Electric, 1964 ◀ Insured Savings and Loan Assoc., 1961

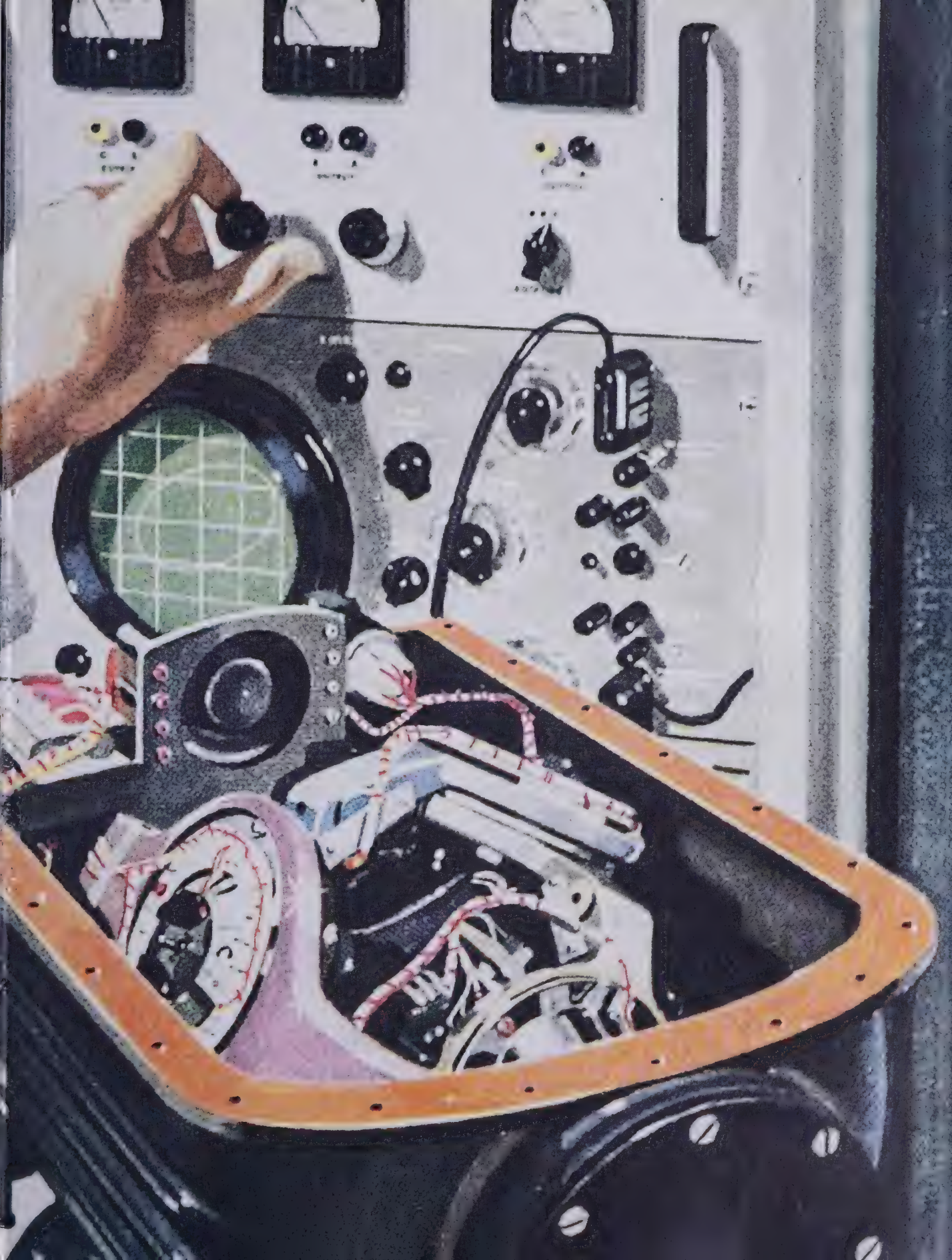
Today you can call 96.9% of the world's telephones for business or pleasure. And the cost is low. For example, you can call most of Europe for only 50¢ (57.5¢ to United Kingdom and Ireland). Through the Bell Overseas Call-in 1967 "Master System" arrangement with foreign telephone agencies, has pioneered



AT&T, 1967

▶ Honeywell, 1964





Take the "A" train

We can orbit the earth almost at will, but it's still a problem to get to work on time. Things may be easier in the future because of an innovation by United States Steel called SCOT—short for Steel Car of Tomorrow. SCOT is a full-scale model rapid transit car loaded with features that will help move commuters quickly, comfortably, and safely and save taxpayer dollars.

A
EXPRESS



with a new kind of steel car

The 300-passenger car is low and wide for safety at high speeds. Aisles are wide, seats are comfortable. Windows and skylights absorb heat and glare. Parts of the walls and the floor are made from a steel "honeycomb" sandwiched between thin sheets of steel, a design that is very strong, very stiff, and

very light. This U.S. Steel concept can save tons of weight per car, so less power is needed to drive the car—and power costs money. The SCOT could save considerable sums of money for the 235 million Americans who, say the forecasters, will be living in or near major cities by the year 2000.



it may reduce your city's traffic jams

The U.S. Steel innovators who developed SCOT are showing the model to transit officials in cities from coast to coast. They're also talking about other innovations such as new steel tunnel liner designs (which have already saved \$6 million in San Francisco's new transit system), graceful aerial structures that dampen noise, passenger stations that can

shrink or grow depending on population. These are some of the reasons why forward-looking civic planners often check first with U.S. Steel.

For more information about the SCOT car, write "Innovations," United States Steel, Room 8574, 525 William Penn Place, Pittsburgh, Pa. 15220

U.S. United States Steel: where the big idea is innovation

U.S. Steel, 1965



Find Venus.

Navigating from earth to another planet is one of the most complex problems ever faced by man. Planets move at different speeds, traveling in orbits tilted away from one another, constantly changing their relative positions in space.

Helping to solve this problem is one of the jobs of our corporate Space Navigation Program, now deeply involved in the development of navigation, guidance and stabilization systems which will contribute to the

successful exploration of space. Some of these systems include sun sensors, planet sensors, celestial sensors, star trackers, horizon scanners. Also radar and television for use in docking and landing spacecraft.

Much of our equipment is already in use in current satellites and space vehicles. And we have been selected by the National Aeronautics & Space Administration to build the highly complex guidance platform for Saturn C-1, NASA's lunar program launch vehicle.

WHERE IDEAS
UNLOCK
THE FUTURE



FIGHER BUILDING, DETROIT 7, MICHIGAN

CREATIVE ENGINEERING FOR: SPACE □ MISSILES □ AVIATION □ AUTOMOTIVE □ OCEANICS □ AUTOMATION

Bendix Corporation, 1963



Next move... "upstairs"



Many of our ventures, these days, are out of this world. And necessarily so. For, as the science of modern communications grows, we, as a major telephone system, must grow along with it. That is why we are constantly exploring new areas of research. For instance, our scientists and engineers are now working on the simplification of a revolutionary device known as "MASER" that is capable of noiselessly amplifying extremely weak signals from outer space. Thus, we are moving out toward intercontinental communications via man-made satellites. MASER devices have many possibilities: including the tracking of missiles, and increasing the range of radar and radio transmitters. This is a typical example of how we use research—not only to meet today's communications needs, but to answer tomorrow's.

General Telephone & Electronics Corporation, 730 Third Ave., N.Y. 17

GENERAL TELEPHONE & ELECTRONICS

General Telephone & Electronics, 1960



Bendix radar beacon tracks B-58 jet world's first supersonic bomber, to rendezvous day or night with KC-135 jet tanker. The beam striking target provides for the B-58 to reach any target in the world and return.

HOW BENDIX HELPS EXTEND B-58's GLOBAL STRIKING POWER

Radar beacons developed by our Bendix-Pacific Division are enabling the world's first supersonic bomber—the B-58 "Hustler"—to reach any target on the globe and return. The Bendix radar beacons permit the B-58 to rendezvous with its jet tanker day or night... giving the "Hustler" a virtually unlimited range. Combined with its record-breaking speed of better than 1500 miles per hour, the added range makes the B-58 unmatched in any bomber in the world. Developed under contract to Convair Division of General Dynamics and Boeing, the Bendix-Pacific radar beacons are installed in the B-58 and in the KC-135 jet tanker. By

receiving appropriate radar signals and transmitting a proper reply, the beacons enable the two planes to pinpoint each other's position in the radar reaches of the sky.

These coded replies provide range and bearing information to the plane commanders when displayed on the radar screens. The pilots then set their courses to the rendezvous. This pilot can overcome the

problems posed by "space myopia"—the difficulty of judging distances with the eyes at high altitudes, where there is only space on which to focus.

The operational speed and altitude of the B-58 require the use of special aids for automatic control. Providing such aids is Bendix's automatic control system, which normally thinks ahead of the pilot, preventing him from any maneuver that out of his hands' fantastic speed could instantly destroy it.

This automatic control system, developed by the Pelique-Panover Division of Bendix, includes the hydraulic control system supplied by our Bendix-Pacific Division.



A THOUSAND DIVERSE PRODUCTS SERVING THESE FIELDS:
automotive • electronics • missiles & space • aviation • nuclear • computer • machine tools • marine • marine

Bendix Corporation, 1961



Pioneering astronaut probes the lunar surface for clues to life-supporting elements. Communications are maintained with his partner in the space ship.

How do you decide what a man on the moon will need to survive?

...another example of the complicated problems which Douglas and the aerospace industry are helping NASA to solve

Among the complex research problems now under study at Douglas is lunar survival. Ten years ago you'd probably have branded it ridiculous. Yet Douglas was at work on it as early as 1947, and began a series of detailed proposals, at the request of the U.S. Air Force and the National Aeronautics and Space Administration, on moon bases and the kinds of vehicles needed to explore the lunar surface.

Such problems required the development of a versatile team of experts. Geologists and astrophysicists have determined the probable environment and physical conditions man will encounter. Medical men have worked on the problems of clothing, food, water, artificial atmospheres, as well as the effects of prolonged weightlessness on man's structure and mental attitudes. Logistics experts have evaluated ways to get him to the moon, move him over its surface, return him safely to Earth.

These are just a few of the steps which Douglas began taking long ago to help assure the success of man's first visit to the moon. Today Douglas is far more than a manufacturer of some of the world's most advanced aircraft, missiles and space vehicles. It is an organization of scientists, engineers and technicians equipped with the *vision*, the *knowledge*, the *experience* and the *flexibility* to deal with all the complex problems of transportation and weapons systems in the air and in outer space.



Douglas, 1963



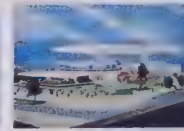
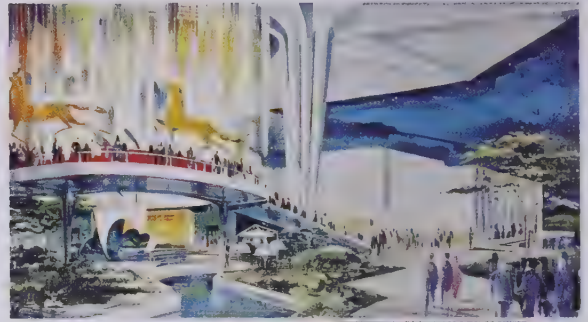
The Gemini Astronauts drank Tang...like this. You can drink it from a glass.

The Gemini Astronauts drank Tang in space. Tang has been selected for use in space flights... included in the list of essential supplies. Tang is the perfect breakfast drink with more vitamins C and A... more than any other powdered drink or any juice. And Tang with its stable orange flavor is the best-tasting drink that will keep its flavor for the long hours of space flight. Tang is available in many sizes.



Tang, 1966

Visit the Festival of Gas to see the wonderful world ahead for you with the energy of the future



Perhaps never before this exhibit will you have realized the infinite possibilities of modern Gas. Scientists and technicians are constantly developing new ways in which Nature's inexhaustible storehouse of Gas can serve you and your family. If you have not seen the Fair this is a great opportunity to see the Gas Company sponsored by the American Gas Association, the most important of the new developments in modern living. The Fair is a unique combination of the most advanced and industrial sights in the world. When you see the horizon ahead for the first time, the flame will glow. Gas is the energy of tomorrow.

This advertisement sponsored by the following GAS EQUIPMENT MANUFACTURERS suppliers to the Gas Industry: AMERICAN METER CO. • MUELLER CO. • ROCKWELL MANUFACTURING CO. • THE SPRAGUE METER CO. A Testron design • SUPERIOR METER DIVISION, Inglemoor Meter Co. in an application with The American Gas Association, Inc.



Gas, 1966



By 1979, industrial technology will make the sixties seem like the dark ages. Now you know why industrial technology is an important part of USI in 1969.

Automatic highways—computerized kitchens—person-to-person television—food from under the sea. They are ideas today, but industrial technology will make them a part of your life tomorrow. USI contributes to that technology. With innovations in materials forming and handling equipment that result in faster, cheaper production. With new ideas for the transmission and control of energy fuels. With new concepts for a systems approach to architecture. And we contribute with sophisticated products. Our measuring devices are so accurate they're used by the U.S. Bureau of Standards to measure other measuring devices. Our fasteners were selected for the space suits on the men who walked the moon. Our plastic parts are in almost every automobile made in the U.S.A. In these ways, and more, we help make today's ideas tomorrow's realities. The industrial technology market is just one of six USI market groups tuned in to growth. Where there's growth, there's USI.



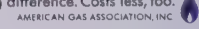
U.S. Industries, 1969



In this house you get yesterday's air warmed over.

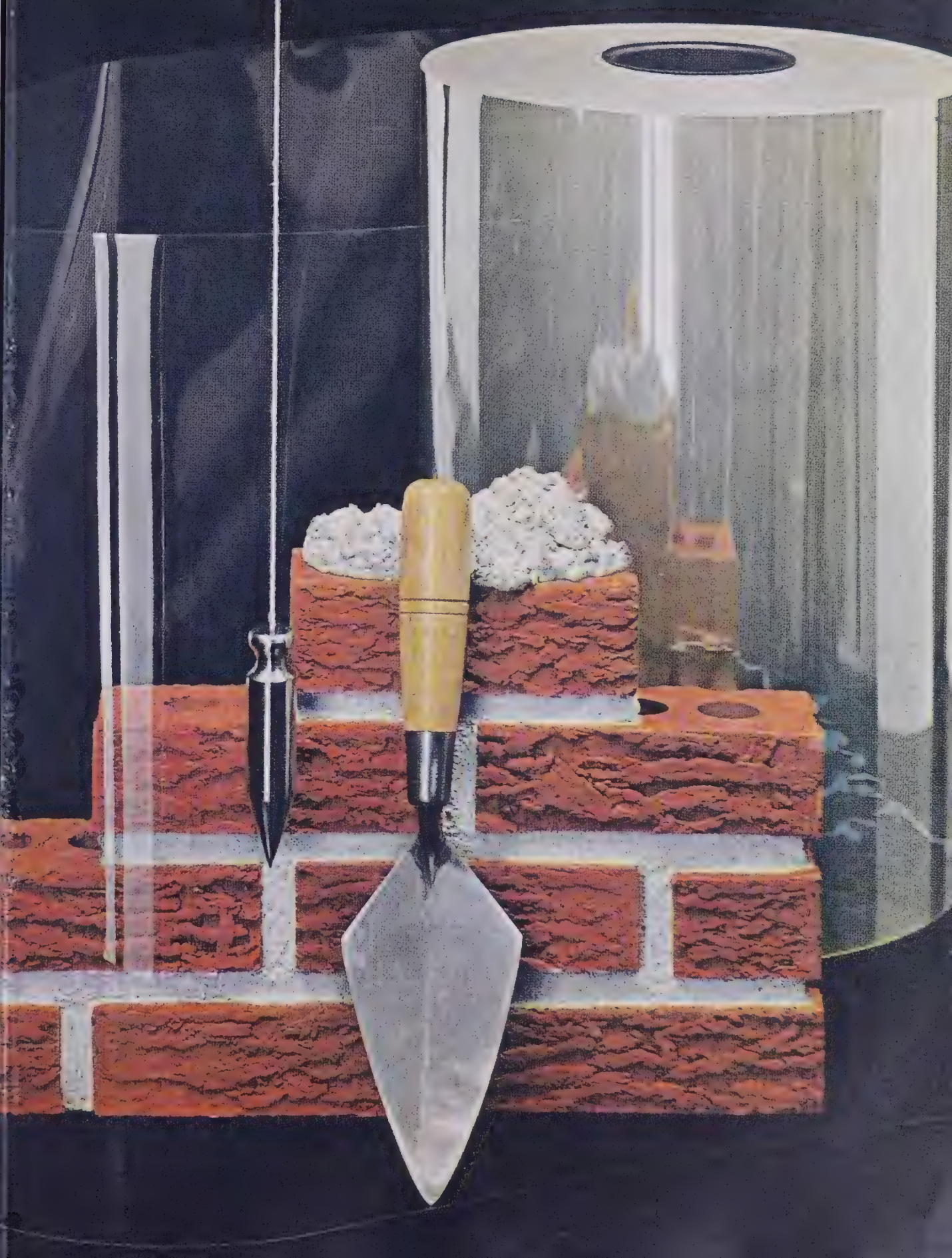
How come? Gas makes the big difference.

Walk into the house on the right and you'll know what they had for dinner. Yesterday. With their electric heating system, the air doesn't move around much—so it goes stale. And all that extra insulation they need to keep the expensive heat in also keeps the fresh air out. Not the house on the left. Clean gas heat evenly circulates warm, fresh air. Gas heat is refreshingly inexpensive, too. In lots of places, gas can heat five rooms for the cost of just two with electricity. And, with a forced warm-air system, you already have the first half of a gas cooling system. Gas makes the big difference. Costs less, too.



Gas, 1967

► Avisco Cellophanes, 1964



Youth Market.

As younger people get older, older people get younger. Nearly 100 million people in this country are under 25. But a little more than a generation almost 100 million will be just middle-age. How will this shift in the consumer age pattern affect the style of life in the United States? The

stock market? Drugs, leisure industries, housing, travel, consumer goods, and real estate? These are interesting questions. Questions that the Shearson broker has strong opinions about. Ask Shearson, Hammill & Co. Incorporated, 14 Wall Street, members of the New York Stock Exchange.

ask Shearson Hammill



Shearson Hammill, 1968

Timing.

If you don't have a sense of timing, you may find yourself giving away your mother's Tiffany lamp when it's becoming all the rage. Or stocking up on Nehru jackets just before the next fashion revolution. Or buying a stock when it's still too green or already turning sour, instead of when it seems ripe for a delicious profit. That's why Shearson works so

hard to provide timing advice through constant communication among our Floor members, our research analysts, and our Investment Executives. If you want aid in timing your stock transactions, ask Shearson, Hammill & Co. Incorporated, 14 Wall Street, members of the New York Stock Exchange. Wardrobes and antiques we can't assist you with.

ask Shearson Hammill



Shearson Hammill, 1968



When you had a phone like this, we



were working to give you one like this.

Picturephone® service actually began in 1927 with an experimental see-and-talk call between Herbert Hoover, then Secretary of Commerce, and Walter Gifford, then president of A.T. & T.



During the 1920s, the Bell Telephone Laboratories continued its television experiments, using new coaxial cable to transmit motion picture films, outdoor scenes and even color pictures.

Then, in 1948, came the invention of the transistor by Bell Telephone Laboratories. Walter H. Brattain, William Shockley and John Bardeen received the Nobel prize in physics for their discovery.

The transistor started a whole new ball game in the electronics industry, and helped reduce the Picturephone set to human size.

Commercial Picturephone service began in 1964 at special calling centers in Washington, New York and Chicago. For business, the addition of television to telephone service has all the advantages of person-to-person meetings with none of the negatives—the travel, the time, the expense.

During the past two years, Union Carbide Corporation has used Picturephone service under actual business conditions. At two locations—Chicago and New York—executives of Union Carbide put Picturephone service to the test.

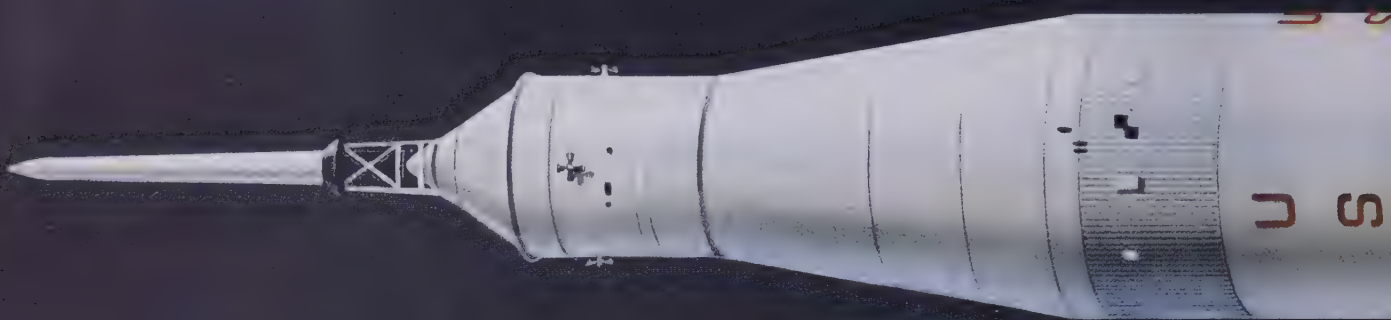
Their experience has demonstrated the value of Picturephone service to business.

Our ultimate aim, of course, is to make Picturephone service as widely available and as easy to use as the telephone you have now in your office or at home.

As we saw it 40 years ago, as we see it now, our job is to bring people closer together, voice-to-voice or face-to-face.







M80 A1E2 Tank on Heavy Equipment Transporter (HET-70)



Armored Vehicle Launched Bridge Carrier



Landing Vehicle Wheeled (LVW)



Kramt Mobile Lounge



Dodge Diesel T18 Cab



Dodge D-300 Stake



Dodge A-100



Dodge D-100 Adventurer



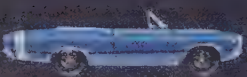
Dodge D-300 Borestone



Imperial LeBaron



Imperial Crown



Dodge Dart 475



Dodge Dart 3T



Dodge Monaco



Dodge Polara 500



Dodge Polara



Chrysler Newport Custom



Dodge Monaco 500



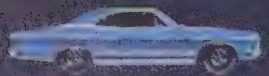
Dodge Dart 270



Dodge Dart



Plymouth VIP



Plymouth GTX



Plymouth Road Runner



Plymouth Satellite



Plymouth Belvedere



Plymouth Barracuda Convertible

Chrysler's business is to get you where you want

At Chrysler Corporation, we make things that move.

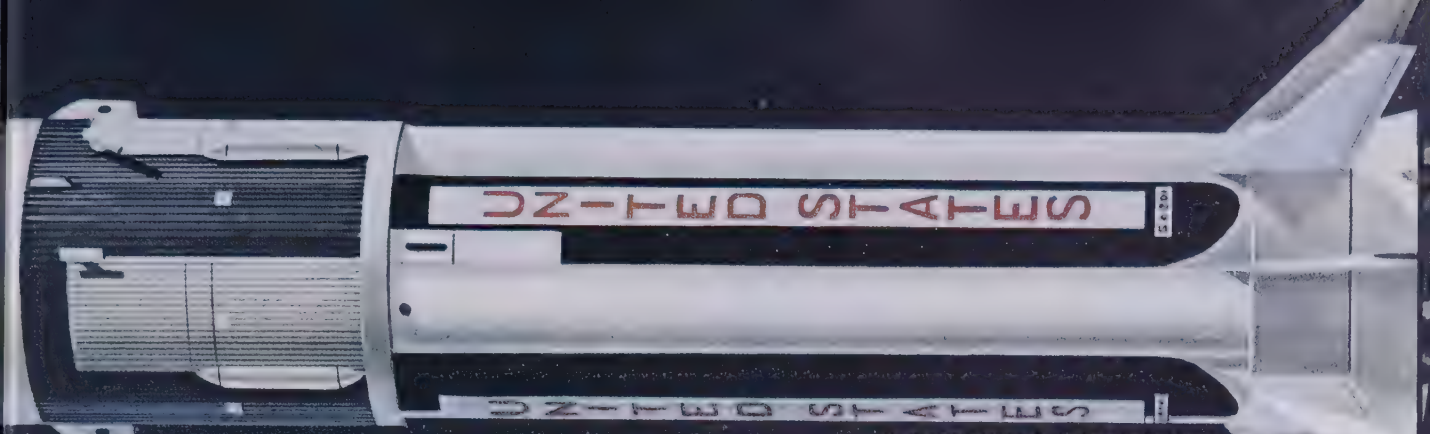
They splash across lakes. They burrow through marsh mud. They haul pig iron

and they haul petunias. They even go so far as to take people out of this world.

You'll find us moving in 130 different countries—with everything from irrigation

pumps that move millions of gallons of water to Airtemp air conditioners that move housefuls of cool, clear air.

And the nice thing about Chry



Uprated Saturn I (Prime Contractor on the First Stage)



Dodge Rough Terrain Fork Lift Truck



1/4-Ton High Mobility Truck (RAM I)



Marsh Screw Amphibian



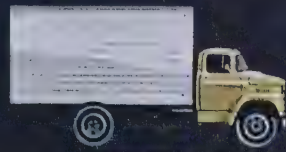
Chrysler Commodore 486 Cruiser on Dodge L700 Tilt Cab



Dodge Sportsman Wagon



Dodge B-500 School Bus



Dodge C-600 Cab Forward



Dodge A-100 Van Airtemp Service



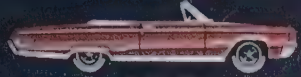
Dodge D-200 Camper Special



Dodge P-300 Forward Control Van



Chrysler New Yorker



Chrysler 300



Chrysler Newport



Chrysler Town & Country



Dodge Charger R/T



Dodge Coronet R/T



Dodge Coronet 500



Dodge Coronet 440



Dodge Coronet Deluxe



Plymouth Sport Fury



Plymouth Fury III Custom Suburban



Plymouth Fury II



Plymouth Fury I



Plymouth Sabre Sport Wagon



Plymouth Barracuda Notchback



Plymouth Barracuda Fastback



Plymouth Valiant Signet



Plymouth Valiant 100



Sunbeam Arrow



Simca 1000

to go—even if it's 238,000 miles straight up.

Corporation engineering is, we also make sure everything *keeps* moving. Mile after mile. Year after year. Maybe that's one reason why we've moved up to being the fifth

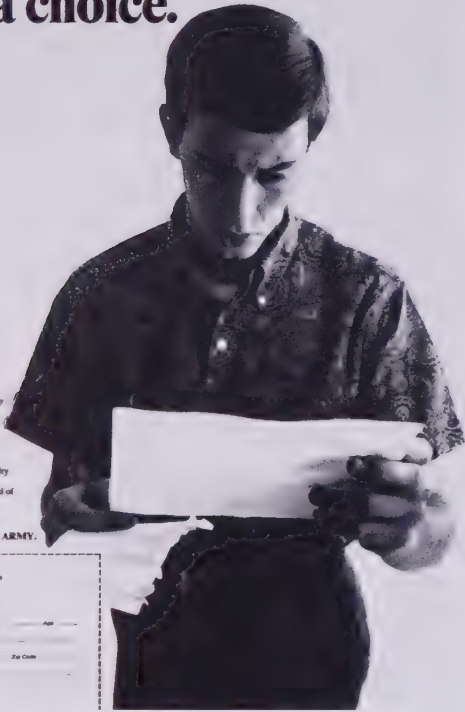
largest industrial corporation in America. Plymouth • Dodge • Chrysler • Imperial • Dodge Trucks Simca • Sunbeam • Airtemp • Cycloweld • Oilit • Mopar Parts Division • Marine and Industrial Products • Defense and Space Products • Leasing • Financing • Insurance



CHRYSLER CORPORATION

He just lost his chance to make a choice.

His induction notice caught him with his decisions down. He wasted too long to choose Army. If he had acted sooner, he would have had his pick of more than 500 jobs. And his choice would have been guaranteed in writing before he joined up. So don't wait. Choose your specialty and get the best training in the world. In an outfit you can be proud of. There's an better way to become highly skilled. No better way to fulfill your military obligations. Your future your decision. Choose ARMY.



Army Opportunities 1-878-448
Dist. 200
Hannover, Va. 22380

Please send me your free 4-page booklet.

Name _____ Age _____

Address _____

City _____ State _____ Zip Code _____

Phone _____ Education _____

Last year this Army Recruiter talked 48 young men out of joining the Army.

They wanted to quit school and run away to the Army. But first they ran into SFC Russ Miller, Recruiting Sergeant in Lake Charles, Louisiana. He does more than recruit. He guides.

Last year, he guided 48 young would-be drop-outs back to high school. Sergeant Miller knows it's the educated man who gets the best jobs — in the Army and in civilian life. He told them to stick it out. Get that diploma no matter how hard it is.

Sergeant Miller is one of more than 1,700 highly trained Army Recruiters. They're all experts in guidance and career counseling. Every day they guarantee thousands of high school graduates Army courses that teach valuable technical skills — skills to build careers on.

High school graduates who qualify can leave the training they select guaranteed in writing before they enlist. That's right. Guaranteed! And there are over 300 courses to choose from.

So, if a young man ever tells you he's going to quit school and join the Army, tell him the Army may not want him.

Tell him what Sergeant Miller would tell him: Stay in school!



Army, 1968

Army, 1967

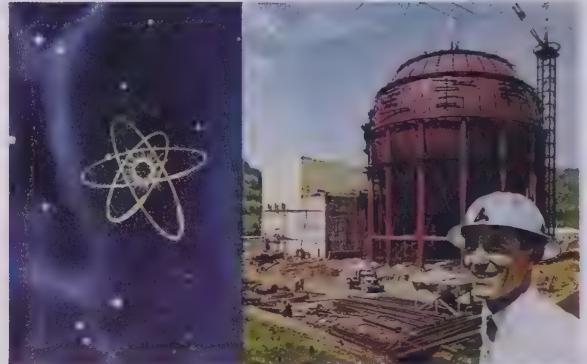
One of these days, a marvelous energy box, fueled by natural gas, may supply your electricity needs. This magic box is an offshoot of the fuel cells which provide electricity for space ships. It would convert economical natural gas, such as you use for heating and cooking, into electricity. The gas pipe would go into one side of the box and electric wires would come out the other. A chemical process inside the box would produce the electricity. This is one of the 100 up-ahead research projects in which Columbia Gas is participating. How far ahead? It has already been field tested. Much more research and field testing remain to be done, but progress is most encouraging.

**THE
DOWN TO
EARTH
FUEL CELL**



**COLUMBIA
GAS SYSTEM**

United City of Kentucky • Columbia Gas of Missouri • Columbia Gas of Oklahoma • Columbia Gas of Pennsylvania • Columbia Gas of Virginia • Columbia Gas of West Virginia • Columbia Gas of Wisconsin • Columbia Gas of Illinois • Columbia Gas of Indiana • Columbia Gas of Michigan • Columbia Gas of Minnesota • Columbia Gas of North Carolina • Columbia Gas of North Dakota • Columbia Gas of South Carolina • Columbia Gas of South Dakota • Columbia Gas of Texas • Columbia Gas of Utah • Columbia Gas of Colorado • Columbia Gas of New Mexico • Columbia Gas of Arizona • Columbia Gas of California • Columbia Gas of Nevada • Columbia Gas of Idaho • Columbia Gas of Montana • Columbia Gas of Wyoming • Columbia Gas of Alaska • Columbia Gas of Hawaii • Columbia Gas of Puerto Rico • Columbia Gas of Guam • Columbia Gas of American Samoa • Columbia Gas of Northern Mariana Islands • Columbia Gas of Virgin Islands • Columbia Gas of United States of America



**STONE &
WEBSTER:
ENGINEERS
FOR A
NEW WORLD
OF POWER**

Active from the start in developing nuclear power, Stone & Webster Engineering Corporation has maintained a leading position in the production of electricity from the atom. Our engineers are currently engaged in the design and construction of the 134,000 kw nuclear plant at Rowe, Mass. for Yankee Atomic Electric Company and are acting as engineers and consultants to Carolinas-Virginia Nuclear Power Associates, Inc. in the development of plans for the production of nuclear power at Parr, South Carolina.

Stone & Webster's engineering experience extends through many other areas of industrial activity. If you need engineering assistance on your next project... whatever its kind, location or complexity, please call or write our nearest office.



STONE & WEBSTER ENGINEERING CORPORATION
A SUBSIDIARY OF STONE & WEBSTER, INC.

New York Boston Chicago Pittsburgh Houston San Francisco Los Angeles Seattle Toronto

Columbia Gas System, 1969

Stone & Webster Engineering Corp., 1966


► Monsanto, 1964



When you think of aluminum,
do you think of lawn chairs?



It also makes a magnificent chapel.

 The Aluminum Association

The Aluminum Association, 1968

LIVE THE CAREFREE ELECTRIC WAY

“Electric heat is so clean
I can use colors I never
dared use before”

Maybe you're not ready to go quite as far as our white on-white living room. No matter. The point is, with carefree electric heating and cooling you can decorate with light colors to your heart's content... confidently pick the new pastels you've yearned for. Because electric heat is flameless. So you can't buy cleaner heat for your furniture, walls, window sills and draperies in any home, old or new. Mobile home and apartment, too. Take a step toward the carefree life. Call your electric heating contractor or your electric light and power company.



Live the carefree way with
Flameless Electric Heat

 **Live Better Electrically**
The Gold Medal signifies a home where everything is electric, including the heat.

Electric Heat, 1968

When your TV screen goes black for an hour, you're watching ABC.

Because ABC is five major television stations that are the leaders in community-minded broadcasting. Each one, for instance, is currently involved in programming exclusively for black people. On San Francisco's KGO-TV it's "Black Dignity," an hour program every Sunday. Originated and produced by black people. For black people.

It's a chance for black militants to talk with the Establishment. For black people who made it to talk about how they made it. And to tell other blacks how they can make it, too. ABC is five television stations that are tuning in on their audiences. And helping them to change things. In San Francisco, Chicago, Detroit, Los Angeles, and New York.

When you're watching "Black Dignity," you're watching ABC. When you listen to a Top Ten record, you're watching ABC. When you ride in a glass-bottom boat or go out to see "Hell in the Pacific," you're watching ABC.

We're many companies, doing all kinds of entertaining things you probably didn't know we did. There's a lot more to the American Broadcasting Companies than broadcasting. Watch us. We're not quite as simple as ABC.

 American Broadcasting Companies, Inc.

ABC, 1969

▶ Young & Rubican, 1964



*In art—or advertising—
there's a whale of a difference
between copying
and creating.
Advertising "by the numbers"
is not for you—or us.*

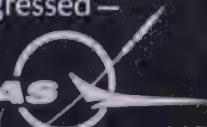
YOUNG & RUBICAM, Advertising



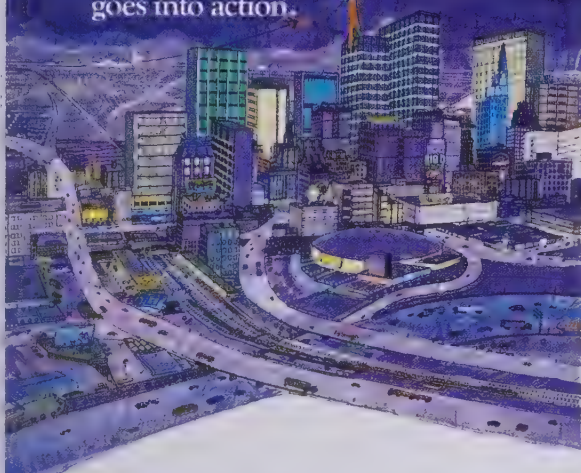
We're still building airplanes around people.

McDonnell Douglas DC-8s and DC-9s, chosen by more than 60 of the world's leading airlines, were designed to please the passenger. Now, our Douglas Aircraft Company is creating new dimensions in jet travel with the jetliner of the Seventies: the DC-10. The DC-10 will offer unsurpassed levels of comfort and convenience. It continues a tradition of commercial aircraft design, performance, and dependability which has progressed — without interruption — since 1933.

MCDONNELL DOUGLAS



When "Big D" lights up...
Phelps Dodge goes into action.



Dallas . . . a busy, prospering commercial center and Showplace of the Southwest. A bright, shifting ever-changing city where the new is commonplace.

Look behind the splendor and the bright lights and you'll see that Dallas is also a Phelps Dodge city. Our condenser tubes are used at the generating plants of the Dallas Tower and Light Company. Our 135kV transmission cables and other high voltage power cables distribute power throughout the city . . . and the transformers, coils and motors wound with our magnet wire make things happen . . . from the flashing signs down town . . . to factories along the river . . . to homes

stores, and offices everywhere.

Go north on Simmons Freeway, or west to Fort Worth on the Turnpike, or south on I-45 and Phelps Dodge buried lighting cables, telephone or optical CATV cables are following alongside. You'll also find our building wire and aluminum conduit . . . our plumbing, gas and refrigeration copper tubing at work everywhere. Many new buildings, like the Sealer Hilton Hotel, use TD building wire and copper tubing exclusively.

We specialize in conductors of electricity, liquids, gases and heat made of copper, aluminum and alloys. Look closely, and you'll find Phelps Dodge products at work everywhere.

Phelps Dodge, 1969

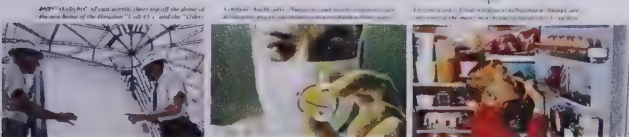


From swimming pools to superdomes . . . plastics are probing one new field after another. National City salutes the dynamic growth of this young industry.

Neither rain nor heat nor cold will ever bother fans or players in Houston's new domed stadium. Thanks in large part to plastics, this domed arena will provide pleasantly packaged weather 365 days a year. Plastics are booming everywhere. Look around your home. Look at industry. You see more and more applications of this versatile material.

Today, plastics is a major industry. And as with so many major industries, National City's nation-wide and world-wide financial services have aided in its growth. Our total banking—an all-encompassing range of facilities, resources, experience for every corporate need—is available to play an equally helpful part for your business.

FIRST NATIONAL CITY BANK



McDonnell Douglas, 1969 ◀ First National City Bank, 1969



If we hadn't looked ahead...
...we wouldn't have anything to look back on.

Carrier pigeons and smoke signals were good ways to get the word around when Western Electric went into business just 100 years ago. And a loud shout was still the best carrier for the spoken word. But before long, Mr. Bell's invention changed the world. Soon we were building telephones. To day, equipment made by Western Electric has helped make the Bell network the most advanced communication system in the world. And inventions by engineers for Bell Labs and

Western Electric are still changing things. The Picturephone™ set above, is a phone of tomorrow being developed today. And we can't even picture what the phone will be like over the next 100 years.

We make Bell telephones. But we've also made our share of communication history.



Western Electric, 1969



In the new gallery wing of New York's Museum of Modern Art, 3 1/2-inch, heavy-duty Pyralid-O-Bronze® plate glass floods the interior with daylight, yet reduces glare and sun heat. Architects: Philip G. Johnson Associates.

New Showcase for Modern Art!



Sculptured in steel and in subtly tinted, glare-reducing Pyralid-O-Bronze® glass, the Museum of Modern Art's new East Wing exhibits the world's foremost collections of modern art—from Postimpressionism to pop—and it is a work of modern art itself. You'll find "Open World" architectural design almost everywhere you go today. Enjoy it. Glass makes it possible. L-O-F makes it practical. L-O-F glass distributors make it available everywhere.

Libbey-Owens-Ford TOLEDO, OHIO

Libbey Owens Ford, 1969

▶ Standard Oil Company, 1965







**Free World deterrent:
now the Navy has 144 Polaris missiles on patrol**

Above is the 2500-mile A-3, newest version of the Polaris, now in advanced flight test at Cape Canaveral.

With a steadily increasing number of swift, deep-running nuclear Polaris submarines on patrol, the U.S. Navy has the world's most formidable, most impenetrable deterrent to aggression.

Each submarine will carry sixteen Polaris missiles—which it can launch in as many minutes. And each Polaris missile launched will mean destruction for one of the aggressor's vital targets.

To build the Navy's Polaris fleet to its authorized strength of 41 submarines, a close-knit team of defense contractors is working day and night on

the hulls, power plants, electronics, rocket engines, and missiles that are needed. One of the major contractors is Lockheed Missiles and Space Company, system manager for the Polaris missile.

Working with the Navy's Special Projects Office, Lockheed helped develop a revolutionary method for speeding new weapon systems to completion.

LOCKHEED

Result: a completely successful test vehicle only 28 months after the project began—followed rapidly by the operational 1300-mile A-1 Polaris and, a year later, the 1900-mile A-2.

When the 2500-mile A-3 Polaris joins the fleet in mid-1966, no target on earth will be beyond the reach of this mighty force for freedom.

LOCKHEED AIRCRAFT CORPORATION, BURBANK, CALIFORNIA. Aircraft, Spacecraft, Missiles, Electronics, Propulsion, Nucleonics, Shipbuilding, Ocean Systems, Heavy Construction.

Lockheed, 1963

**Need close air support?
Consider the formidable new F-104.**

It's a new kind of F-104—a powerful close support weapon system. Look at the load it will carry: Bombs, rockets, napalm, air-to-ground missiles, frag dispensers, special weapons—any mix the mission calls for. Yet the same plane can be quickly turned around and sent up as a Mach 2 air superiority fighter.

And now it can deliver more tons on target than ever before, and carries a much more diversified load of external stores. Yet it is the same proven design chosen by six of our allies as their own fighter bomber.

The F 104 has always been versatile. Ask the men who fly it. They'll tell you it is an extremely flexible platform that will do just about any job you could ask a

limited war situation. In its new advanced configurations it is more versatile and effective than ever. **Lockheed F-104**



Lockheed, 1963

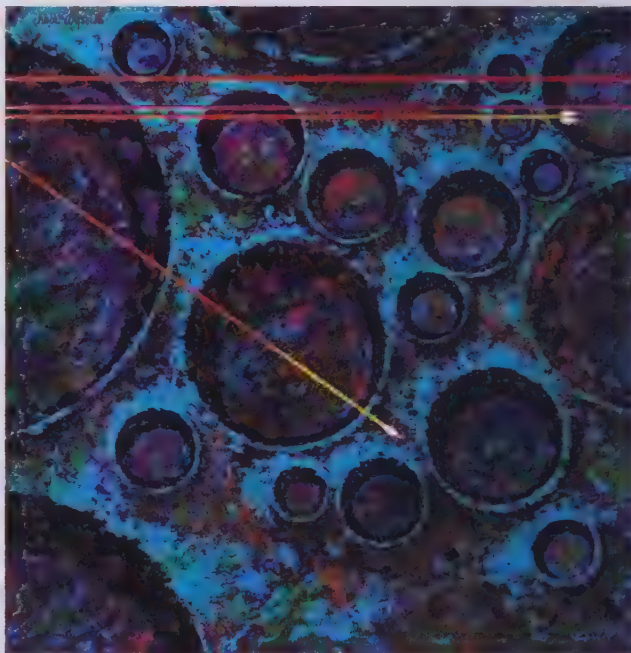


LENDING SUPPORT TO NATIONAL DEFENSE

As a major communications company, General Telephone & Electronics is playing an ever increasing role in national defense. In addition to providing long distance service, the Bell System's Ground Communications System (GCS) has been selected to provide the Mainstream Ground Communications System and related systems for Minuteman, Mercury and Atlas Titan missiles. In addition, the Bell System is providing support to the defense effort.

GENERAL TELEPHONE & ELECTRONICS

General Telephone & Electronics, 1963

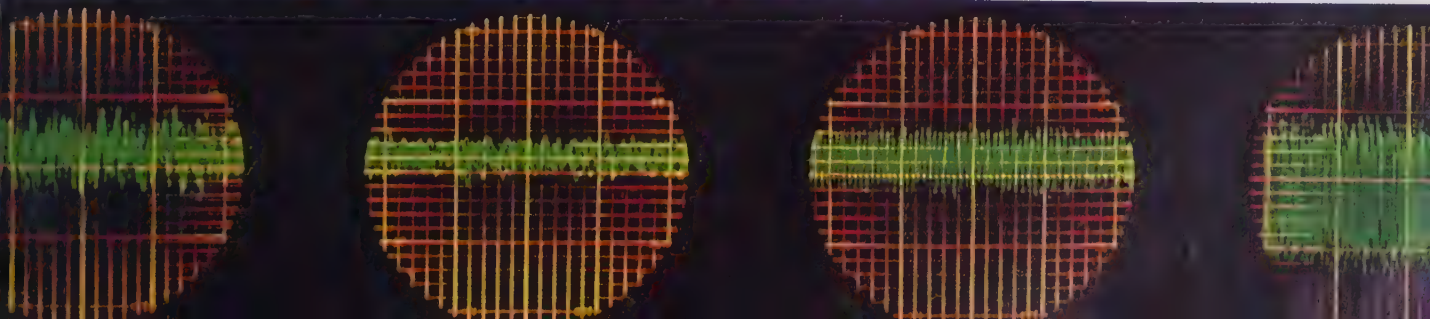


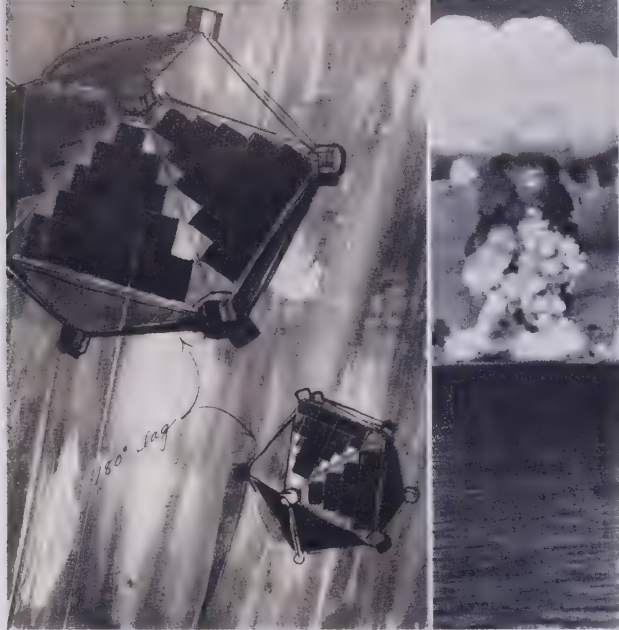
APOLLO. At a precise moment in the first 62-hour voyage to the moon, the Apollo spacecraft will enter lunar orbit. A special excursion vehicle will detach itself, and slowly re-enter for the actual landing. Then, for 20 to 48 hours, man will walk about his moon. □ Demanding an almost inconceivable array of new ideas, techniques and equipment, Project Apollo is a national goal, and a national effort. Thousands of companies will contribute the highest of their skills; Aerojet-General is one of them. □ Aerojet is now developing the complex rocket engine that will take Apollo from earth orbit to moon orbit and, mission completed, return it home.



Aerojet General, 1964

▶ Satellite, 1964





NUCLEAR DETECTION SATELLITES

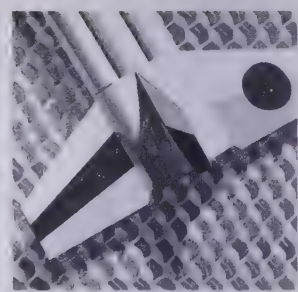
No other mushroom will be visible if a nuclear blast occurs in space. To detect radiation in space, TRW Space Technology Laboratories designed and built a series of 20 small satellites for Air Force ARPA. Launched into orbit around the earth, these satellites travel approximately 180 miles apart and can sense man-made and natural radiation. TRW has been building spacecraft and sub-systems since 1958, and is currently producing new Pioneer interplanetary space vehicles and manufacturing Orbvonic Geophysical Observatory satellites on a production line basis for NASA. No other manufacturer has designed and built so many space vehicles for so many different space missions.

TRW SPACE TECHNOLOGY LABORATORIES
THOMPSON RAMO WOOLDRIDGE INC.

TRW, 1964



TRAVEL TO THE MOON AND BEYOND
A life remaining caribound is assignment for a satellite mission in space. Douglas space light simulator. Here, rocket/axis in space with other craft and lunar and planetary orbitings and landings are simulated.



HIGHEST STRENGTH TO WEIGHT RATIO
Of any present day structural material is feature of Douglas *HRV* panels. Composed of paper honeycomb faced with metal, plywood or other materials, they are finding widening uses in the aerospace and construction industries.



PACKAGING EARTH'S ENVIRONMENT
Delivers anywhere in the solar system is the aim of Douglas home/missions research. Means are being developed to provide spacecraft with every sensor they require to allow them to perform their mission in space.



PROVIDING MORE PUNCH PER POUND
Of airplanes than any other combat jet, the Douglas Navy A-4E has a payload of more than 8,000 pounds. Fully loaded, it combines outstanding stability and control at all speeds with fine maneuverability.

IN THE AIR OR OUTER SPACE... **DOUGLAS** GETS THINGS DONE!

Douglas, 1964



Now in development at Lockheed: The nation's biggest, fastest Supersonic Transport

In laboratories, wind tunnels, and engineering offices at Lockheed's new Rye Field Research Center, one of America's most advanced research centers, teams of engineers are working on the world's fastest, most advanced supersonic transport in today's race for world transport leadership. The Lockheed Model 2000 will cruise at 3,000 miles per hour at 70,000 feet above the earth's surface and at conventional altitudes. Lockheed's 30 years of aircraft experience, its advanced design techniques, and its unparalleled speed will produce three to four times the work per day of present jets; its construction is of superstrong,

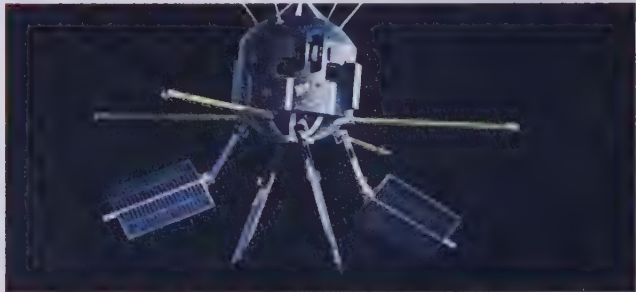
lightweight titanium. Of all the world's building titanium superalloy jet aircraft—such as the spectacular YF-12A Interceptor (announced as the A-11). Proving the superiority of the double delta wing design, the YF-12A is now flying at speeds and altitudes even greater than those planned for the U.S. Supersonic Transport. Design, experience, skill, facilities—all are ready now at Lockheed to build the plane that will keep America first in air transportation. Lockheed California Company, Burbank, California. A Division of Lockheed Aircraft Corporation.

LOCKHEED

Lockheed, 1964



Scientists are listening to sounds from the stars



through a satellite built by Westinghouse

Almost all we know about deep space we learned by studying light from the faintest stars. Now we know how to see stars in a new way—by listening to their sounds. The British Government, NASA's Goddard Space

Flight Center and Westinghouse each had a share. This sound comes from millions of stars that we can't see before, because they emit no light. We couldn't hear them, either because the earth's atmosphere blocks their sound, or because they are too far away.

The satellite, Anel II, also tells us how the earth's heat (infrared effects), weather and how micrometeoroids erode space ships. The British developed the scientific experiments. Westinghouse built the satellite and integrated the system. NASA backed it.

You can be sure if it's Westinghouse



Westinghouse, 1968

► Monsanto, 1963



And the winner is...

Now Producing Electricity From The Power Of The Atom

Through a concentrated public relations blitz, atomic optimism reached its crest by the 1960s. The benefits of nuclear power were being heralded as the salvation for a power-hungry American public. And of course it was “a peacetime dream come true.” What wasn’t advertised was the potential for terrorist threats and a bleak nuclear future realized by disasters such as Three Mile Island and Chernobyl.

Neuer Strom vom Atom

Nach intensiven Public-Relations-Kampagnen erreichte die nukleare Euphorie in den sechziger Jahren ihren Gipfel. Die Kernenergie wurde als Rettung für das energiehungrige amerikanische Volk bejubelt. „Ein Friedenstraum wird wahr“, hieß es. Was fehlte, war ein Wort zu den Risiken durch Terrorismus und dräuende Atom-GAUs à la Harrisburg und Tschernobyl.

Maintenant le pouvoir de l’atome peut produire de l’électricité

Porté par un faisceau concentré de relations publiques, l’« optimisme atomique » atteignit son apogée au cours des années 60. Les aspects bénéfiques du nucléaire étaient annoncés comme le salut qu’attendait un public américain affamé de pouvoir. Et évidemment c’est « un rêve de paix qui vient vraiment ». Pas de publicité pour le potentiel qu’il représente aux mains des terroristes et pour l’avenir sombre qu’illustreront les catastrophes de Three Mile Island et de Tchernobyl.


Producimos electricidad con energía atómica

Gracias al bombardeo de publicidad, el optimismo atómico alcanzó su punto álgido en los años sesenta. Las ventajas de la energía nuclear se anunciaban como la salvación a la sed de energía del público estadounidense. Aquella fue « una era de paz en la que los sueños se hicieron realidad ». Sin embargo, lo que no se anunció fue que la energía nuclear podía suscitar amenazas terroristas y deparar un futuro sombrío, provocando desastres como el de Chernóbil.

原子力で電気を作り出しています

集中的な一大広報キャンペーンの甲斐あって、原子力に対する楽観主義は、1960年代にそのピークに達した。原子力がもたらす恩恵は、エネルギーを渴望するアメリカ国民にとっての救世主として歓迎されたのだ。確かにそれは「平時の夢の実現」だったかもしれない。しかし、宣伝文句に書かれていなかったのは、テロの脅威と、スリーマイル島やチェルノブイリの惨事で現実のものとなった、原子力エネルギーを待ち受ける暗い未来だった。





Picture shows the Yankee Atomic Electric Plant at Rowe, Mass. operated by a group of New England investor-owned companies.

ATOMIC ELECTRIC POWER IS HERE A PEACETIME DREAM COME TRUE...

On this quiet New England river you see just one of the American plants that are now producing electricity from the power of the atom. Operated by the investor-owned electric light and power companies, they form a striking demonstration of America's use of "Atoms for Peace."

Not so long ago it was just science fiction—getting electricity from the power of the atom.

Today atomic power is actually cooking suppers . . . running TV sets . . . heating, lighting and cooling for many home and business customers of the investor-owned electric light and power companies.

These companies are already operating 5 atomic electric

plants. They are spread across the country from New England to California. More are being built.

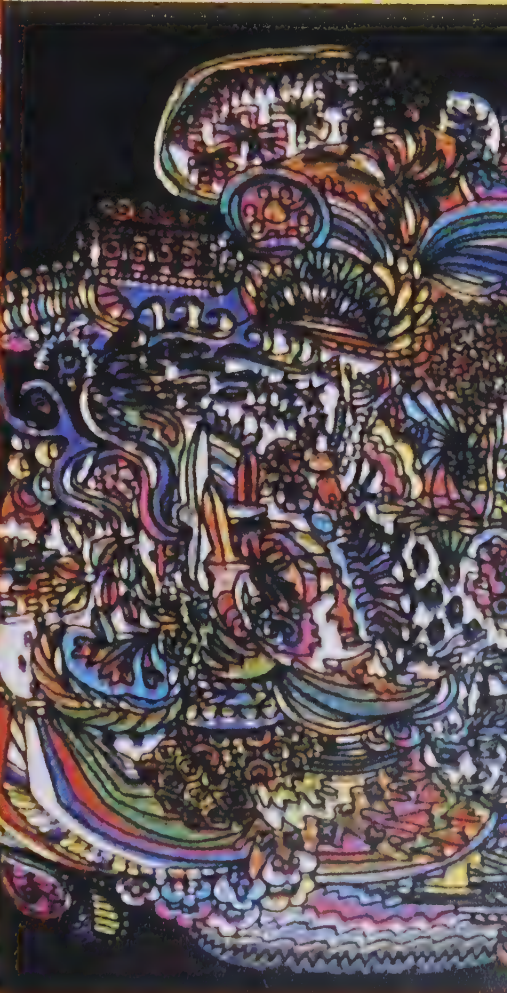
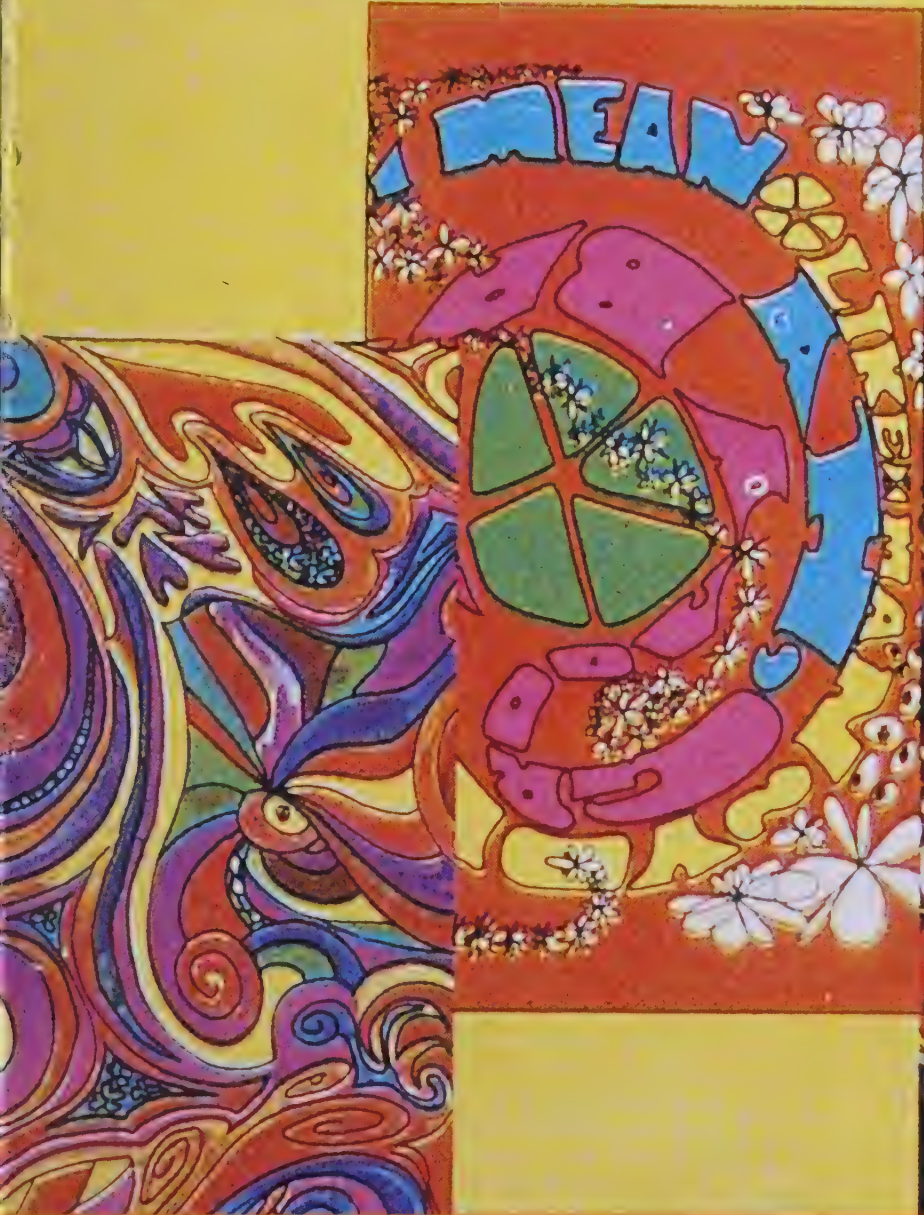
All over the country, the investor-owned companies carry on research and development on new ways to produce electricity. It is part of their nationwide program to make certain America always has a plentiful supply of power. They can supply all the additional electricity the future will call for.

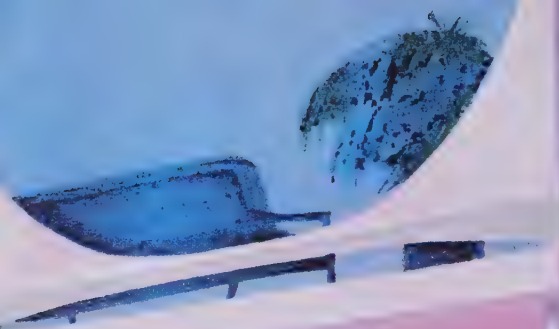
Investor-Owned Electric Light and Power Companies

Company names on request through this magazine

Keep America Powerful







RCA BRINGS YOU ENTERTAINMENT ON THE MOVE

BRINGING NEW PORTABLES FOR PEOPLE ON THE MOVE!

FREE RCA's new "Atlas" travel clock radio.

Big screen table model color TV - \$299.95

Compact color TV - \$259.95

First time ever from RCA - \$199.95

New portable color TV - \$129.95

RCA's finest 19" black and white sports - \$149.95

A portable idea from RCA - \$149.95

A great little 15" hi-light TV - \$99.95

Plays anywhere - \$149.95

Battery run FM AM travel clock radio - \$6.95

FM AM - \$15.95

RCA

RCA Victor, 1968

RCA Victor presents

Perry Como's Holiday Special

with Rowan & Martin, Jefferson Airplane, Bobbie Gentry. Special Guest

Stars: Sergio Mendes & Brasil '66, in color, NBC-TV, Thurs., Nov. 30

Make it a colorful Christmas with these RCA Victor Holiday Special Gift ideas

Give the gift of love...about Color TV - \$299.95

Big screen hi-big screen Color TV - \$299.95

For budget-wise Color TV - \$199.95

Give Color TV with reliable integrated circuits - \$199.95

Sharp, detailed picture - tinted glass filter - \$199.95

New Instant Pic ends warm-up wait - \$199.95

Give the gift of sound - Solid State stereo with unique speaker - \$149.95

Keep the sounds of Christmas - \$149.95

Stereo Phono with stereoradio - \$149.95

Get 8 speakers and 150 watts peak power - \$149.95

Strish RCA Victor radios - \$149.95

RCA

The Most Trusted Name in Electronics

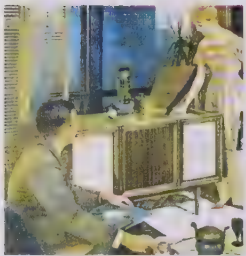
Cheetah, 1968 ◀◀ Motorola, 1961 ◀ RCA Victor, 1967



Motorola's new Stereo Hi-Fi...
 Model 5000...
 Model 5001...
 Model 5002...
 Model 5003...
 Model 5004...
 Model 5005...
 Model 5006...
 Model 5007...
 Model 5008...
 Model 5009...
 Model 5010...

Stereo Hi-Fi with the difference you can hear

Motorola's new Stereo Hi-Fi is fresh, exciting and as different from other stereos as the sunrise on the right is from an ordinary sunset. There are sound scientific reasons for this. First, you hear a true stereo effect because the circuitry is so intelligently designed. These separate amplifiers and three separate speaker systems, instead of the usual two, give you dramatic stereo effect from a single cabinet, reproducing every nuance of the original performance. Another exclusive feature—our engineers built the Vibrasonic system, a true reverberation without distortion, amazingly like that you hear in a concert hall. We can believe you'll particularly appreciate the wide range of superb familiar styles as album after album remain. Motorola has been the number one best-selling stereo manufacturer in the world for years. If you're about to go Stereo Hi-Fi, be certain your ears and your eyes have a chance to test Motorola's kind.



Motorola's new Stereo Hi-Fi...
 Model 5000...
 Model 5001...
 Model 5002...
 Model 5003...
 Model 5004...
 Model 5005...
 Model 5006...
 Model 5007...
 Model 5008...
 Model 5009...
 Model 5010...



Motorola, 1961

Fresh from MOTOROLA ... new leader in the lively art of electronics



Motorola, 1961



Motorola's new TV...
 Model 5000...
 Model 5001...
 Model 5002...
 Model 5003...
 Model 5004...
 Model 5005...
 Model 5006...
 Model 5007...
 Model 5008...
 Model 5009...
 Model 5010...

The smart new look of TV reliability

The people who live in the house are obviously partial to a few modern things. They also must set great store by reliability, because they depend on the new tubes to fill their swimming pool. It isn't surprising then that they have Motorola TV in their living room, because Motorola reliability has become the standard by which all knowing people judge television sets. There is no reason to settle for anything less than reliability that is backed by Motorola's famous guarantee—in writing—of every tube and part for a full year.

The chief reason for this is Motorola's new Tube Sentry, Tube Sentry—uses which eliminates the warm-up power surge that cuts down the tube life of TV receivers without this patented feature. You can look forward to clear wrap reception long after many of your non-Motorola friends are thinking of trading in their sets. You get this reliability in a wide choice of furniture styles, modern or traditional, including cabinets by Drexel. See Motorola before you select your next television set.



Motorola's new TV...
 Model 5000...
 Model 5001...
 Model 5002...
 Model 5003...
 Model 5004...
 Model 5005...
 Model 5006...
 Model 5007...
 Model 5008...
 Model 5009...
 Model 5010...

FRESH FROM MOTOROLA... *new leader in the lively art of electronics*



Motorola, 1963

...for the right size of set for your living room. You can choose from a wide variety of sets to fit your budget and taste.



Motorola makes it easy to choose the TV that's right for you

When you're looking for a new TV set there are two questions to ask yourself. Does it have a picture that's beautiful? Will it be comfortable with the amount of light in your room?

Motorola makes it easy to choose the right TV set for you. In that order, we'll show you how to choose a TV set that's right for you. We'll show you how to choose a TV set that's right for you. We'll show you how to choose a TV set that's right for you.

There, too, you'll see such a wide variety of models and styles, you're almost sure to find the one that's right for you. There are portables as small as 19" sets, console sets starting at \$250.00. 17" console sets are available in 17" and 19" sizes. All sets are made with dealers' discounts higher in some areas.

For TV you can live with happily, you'll find Motorola's design. You can choose Earth American Contemporary, or Traditional styling. And many sets feature exclusive Motorola cabinet cases from the luxurious furniture groupings of Direct Heritage.



...with a picture that's beautiful. Will it be comfortable with the amount of light in your room? Motorola makes it easy to choose the right TV set for you. In that order, we'll show you how to choose a TV set that's right for you. We'll show you how to choose a TV set that's right for you.

...for the right size of set for your living room. You can choose from a wide variety of sets to fit your budget and taste.

FRESH FROM MOTOROLA... *new leader in the lively art of electronics*



Motorola, 1962

Dynamic Sound Focus—the latest refinement in Motorola Stereo Hi-Fi

Motorola Stereo Hi-Fi is the elegance and warmth of the Art of American Instrumentation. It's the art of precision craftsmanship and a living and breathing sound that's right for you.



Motorola's Dynamic Sound Focus brings a realism and "presence" to stereo sound that should delight the ear of any audiophile. This built-in system electronically amplifies the sound of your records, giving you a more realistic sound than any other stereo system. And because of its electronic sound focus, Motorola's Stereo Hi-Fi reproduces and transmits speaker systems a minimized sound is amazingly clear, overhead instruments distinct and sharp. You enjoy experiences and tonal qualities you never thought your stereo records could produce.

The stereo hi-fi pictured here (plus the other models in Motorola's exclusive Direct Heritage collection) include Dynamic Sound Focus plus Motorola's Varasound Sound System—the acoustical compensator that adds reflected sound energy to music for live, vibrant sound. These sets also include an FM AM and FM Stereo radio and Motorola's famous Golden Stereo 1000 Automatic-Tuned Tuning.

Make a mental note now to stop by your Motorola dealer and hear with your own ears the lively difference Dynamic Sound Focus brings to Stereo.

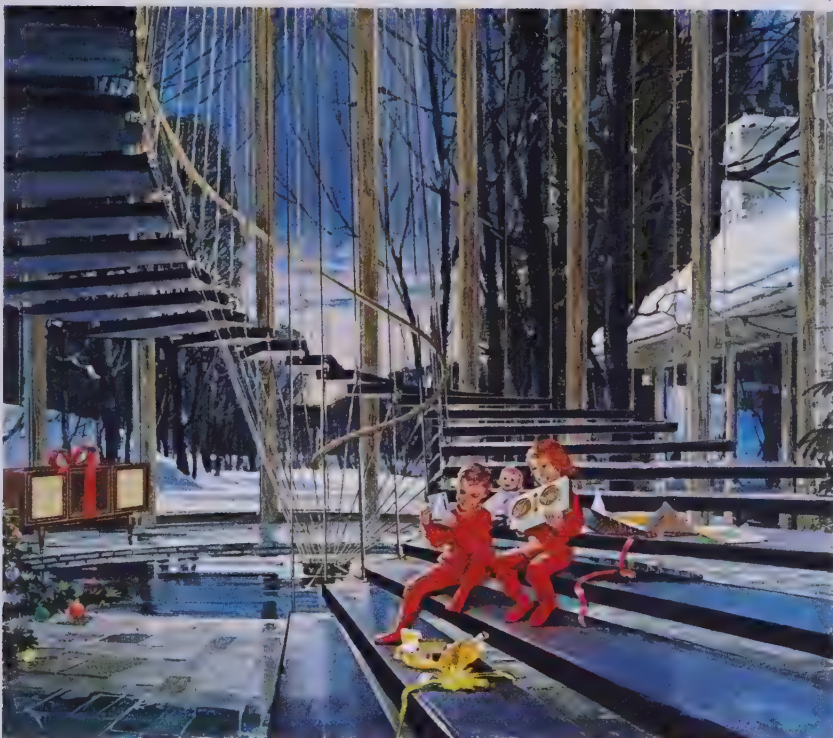


...with a picture that's beautiful. Will it be comfortable with the amount of light in your room? Motorola makes it easy to choose the right TV set for you. In that order, we'll show you how to choose a TV set that's right for you. We'll show you how to choose a TV set that's right for you.



...for the right size of set for your living room. You can choose from a wide variety of sets to fit your budget and taste.

FRESH FROM MOTOROLA... *new leader in the lively art of electronics*



A practical guide to successful Santa Clausing

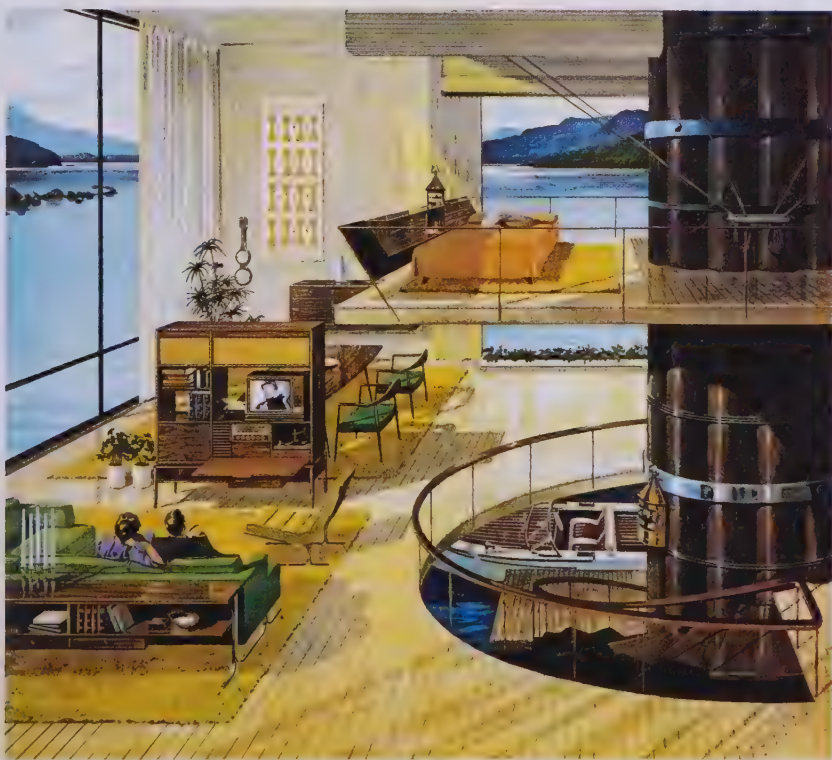
For Father Christmas, the most practical gift is a Motorola hi-fi. It's the perfect gift for the man who has everything. You've got to make sure that the gift is a good one. It's not just the sound that counts, but the look, too. The Motorola hi-fi is the perfect gift for the man who has everything.



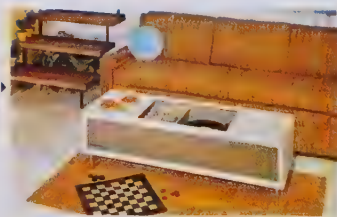
MOTOROLA

Motorola, 1962

FRESH FROM MOTOROLA... *new leader in the lively art of electronics*



Stereo hi-fi and FM/AM radio in a coffee table that's as practical as it is good looking with a specially milled fabric covering that's moisture, stain and spill resistant. Only \$129.95 in choice of three or seven colored tones.



Motorola believes stereo hi-fi should look as good as it sounds

If you have an eye and ear for things that are more than run-of-the-mill, the stereo hi-fi Motorola has to offer should definitely impress you, whatever your thoughts on sound, size, or price. Motorola offers a complete line of portables - starting at \$79.95* that are just the thing for school, vacation, or where space is a problem. Smart-looking console models come in a variety of styles and finishes for as low as \$129.95*. Many models give you the extra enjoyment of FM/AM and FM stereo radio.

If fine furniture is just as important to you as stereo hi-fi sound, you'll particularly appreciate Motorola's exclusive Drexel models. These unique pieces combine authentic Drexel craftsmanship with features like the Vibrasonic System that adds reflected sound energy to your listening pleasure and sound. Dynamic Sound Focus and Motorola's famous three-channel sound output system. Next time you're in the neighborhood, stop by your Motorola dealer's and let him give you a demonstration - show you what eyes and ears what you've been missing. All prices shown are manufacturer's suggested list (optional with dealers).

MOTOROLA



Motorola Stereo Hi-Fi in Contemporary Drexel cabinet by Drexel. Motorola Stereo Hi-Fi with Early American cabinet of grained cherrywood veneer. Motorola Stereo Hi-Fi in a great table with a Victorian styled Drexel cabinet.

*Reminiscence of sailing ship past, this contemporary "new-boat" summer home gives this couple an unusual outlook from which to plan a course of summer fun. The entertainment center stereo hi-fi, TV, FM/AM and FM stereo radio is a room divider from Motorola's Designer and Designer Collection - specially designed pieces you'll find only in the fine furniture department of leading stores and dealers.

Motorola, 1963





hold the future in your hand
with **SONY**
RESEARCH MAKES THE DIFFERENCE

THIS IS TELEVISION OF THE FUTURE. This is the personal set predicted for the decade of the Seventies. So light and compact you carry it with you like a book, wherever you go. Put it beside your bed, on your desk at the office, outdoors for picnicking on the patio, in the back of the car or on the boat. It plays anywhere on its own rechargeable battery pack, auto battery or AC, with a picture so bright and sharp ordinary sets pale by comparison. Weighing only 8 lbs., it is hardly larger than a telephone, yet it out-

performs standard receivers in sensitivity and durability. Available only in limited quantities, SONY brings it to you today through its advanced research in the epitaxial transistor, so powerful and sensitive it is used only in computers and other advanced electronic equipment—and the new Micro-TV. It would be no exaggeration to say that someday all TV will look like SONY Micro-TV. But why wait for someday? See it today at selected dealers. SONY Micro-TV list \$229.95. Optional battery pack.

See and hear the world famous SONY all-transistor, battery operated radios at selected dealers.

SONY CORPORATION OF AMERICA 514 Broadway, New York 12, N. Y.
In Canada: General Distributors Ltd. 791 Notre Dame Ave., Winnipeg



New Color TV with exclusive AM-FM-FM stereo, and stereo FM-AM-FM stereo multiplexed in handcrafted cabinet. Shows The Casper Show. BROADCASTING: General Electric is a registered trademark.

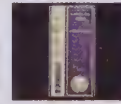
GE'S ENTERTAINERS:
G.E.'s sight-and-sound gifts in luxurious hardwood.



Two powerful speakers for stereo sound. The new GE color TV has a built-in stereo tuner for FM and AM-FM stereo. The new GE color TV has a built-in stereo tuner for FM and AM-FM stereo. The new GE color TV has a built-in stereo tuner for FM and AM-FM stereo.

GENERAL ELECTRIC

No other Color Stereophonic Theatre gives you all these quality improvements



New Color TV with exclusive Admiral Color Filtered Central Pan-Field—the improvement that lets you see color with more definition. Features built-in stereo tuner for FM and AM-FM stereo. There's never been anything like it. You don't see it on other sets.

Solid-state stereo with eight speakers. Custom Electro-Static Charge-Transfer Stereo Channel Amplifier and more. All these performance qualities, and more. You can't get any other. Admiral's color TV has never been like this before.

Solid-state FM/AM, FM stereo multiplex radio tuner—built-in stereo tuner. Stereo tuner comes also with stereo, built-in stereo tuner. No waiting for stereo. Stereo tuner has stereo tuner program to read. A.C. stereo tuner has stereo tuner program to read.

The best stereo tuner ever built in a television. Admiral's Color TV has a built-in stereo tuner for FM and AM-FM stereo. The new GE color TV has a built-in stereo tuner for FM and AM-FM stereo. The new GE color TV has a built-in stereo tuner for FM and AM-FM stereo.



Admiral, 1964

General Electric, 1963



Models pictured from left to right: the Bonanza, Viceroy, Stylair, Debonair, Adair, Rupert

Today more people own RCA Victor than any other television!

Compare RCA VICTOR 1963 New Vista TV against all others—anywhere—on any channel!

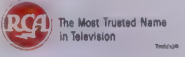
New Vista TV—most powerful, most dependable in RCA Victor history! See it at your dealer's and compare against any other television!

You be the judge of what's there on the picture tube! Choose any 1963 New Vista TV, even the lowest priced portable. Choose any channel—even a hard-to-get channel—and discover for yourself the thrill of New Vista TV reception. Study the picture. Note the detail, the crisp contrast, the vividness—and note how Automatic Scene Control keeps that picture quality as the scene changes from dark to bright. This is performance. This is New Vista per-

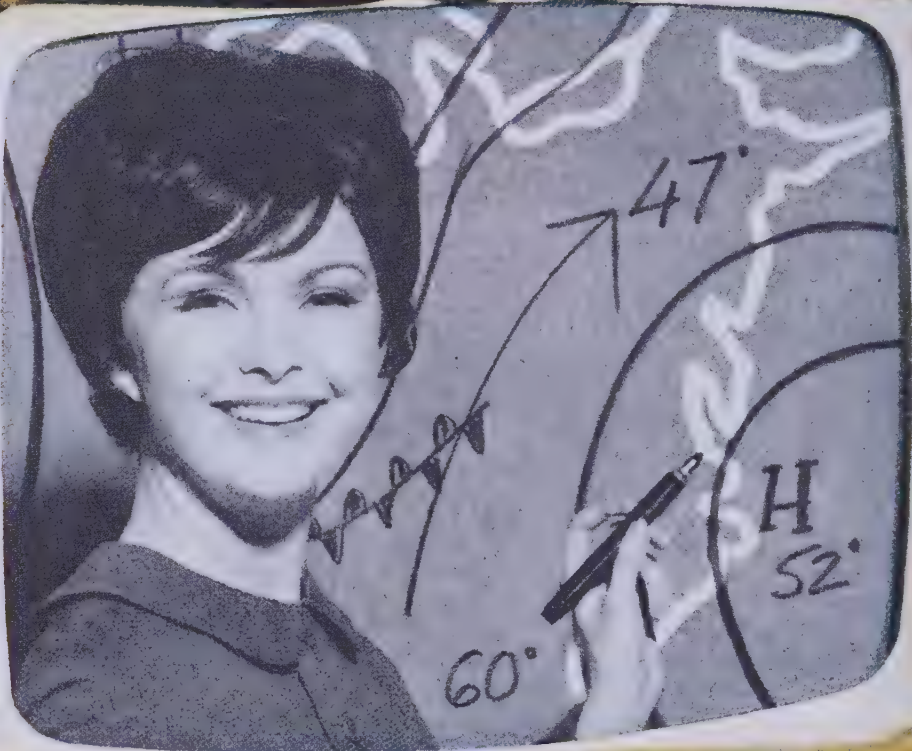
formance—from the most powerful, most dependable sets in RCA Victor history! What's the secret? The "New Vista" Tuner for one thing, super-powerful for extra resulting power, working with power-coated New Vista chassis, and RCA Security Sealed Circuit Boards, precision-crafted to eliminate many hand-wired, hand-soldered connections found in old-fashioned off-hand-wired circuitry. There's lots, lots more you'll like. The RCA Victor Wireless Wizard remote control,

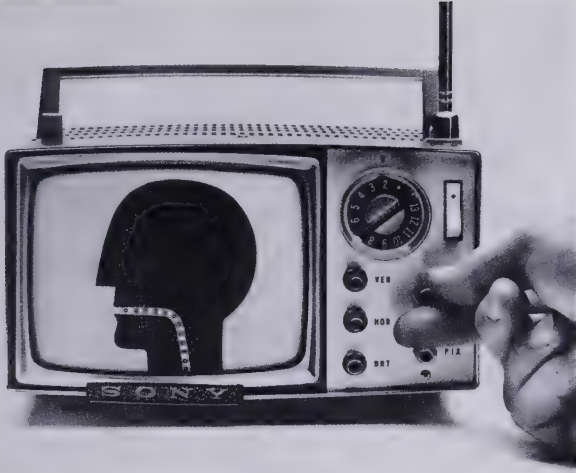
available on many models, adjusts set volume up or down in gentle steps, and turns both picture and all current *completely off*. Changes channels. Has standby off for both picture and sound. See the many consoles, the smartest of portables. Then pick New Vista TV, compare against all others—anywhere—on any channel! See your RCA Victor dealer soon and say "Show me" New Vista TV! See Walt Disney's "Wonderful World of Color" Sundays, NBC-TV Network.

Prices start from \$139.95, optional with skat, for the Model 66-67 and above. Manufacturer's nationally advertised price shown. Slightly higher some areas West. Month 1 TV's available on many models as optional extra. Price, spec features subject to change.









It makes the commercials smaller.

You just don't know how lame a commercial can be until you've seen one on a Sony television set. It gets hacked down to a nice, manageable 5 inches. Big enough to see, small enough to ignore if it's dull. Of course, this same advantage carries over when you watch the programs, too. A Sony isn't so big that it reaches out across the room and pins you into your chair. You can look away and pretend it isn't there. So, unlike big television sets, the Sony doesn't decide what you're going to watch. You decide. You also decide where. Because a Sony not only plays

indoors on AC, but outdoors in your car or on your boat. Or anywhere else you happen to be. It plays on its own rechargeable battery so you never have to miss the things you really want to see. The Sony would be extraordinary even if it were 10 times the size. The picture is painfully sharp and rock steady. (It will make you unhappy with your big set, we promise.) The Sony isn't so big because we have a hunch that people are ready for TV that's easy to keep at hand. And easy to put out of sight! If a TV set this small is good, maybe a smaller one will be even better. Don't think we aren't trying.

SONY

Sony, 1964

ZENITH COLOR TV

THE HANDCRAFTED COLOR TV



People who know Zenith quality won't settle for less than Zenith Color TV

They know that handcrafted things are made better in last longer. That's why Zenith Handcrafted Color TV gives you finer picture and greater operating dependability, and fewer service problems, year after year. Every connection in the Zenith Color Chassis is hand-soldered with the same special care that makes Zenith America's largest selling Black and White TV. There are no printed circuits. No production short-cuts. And Zenith's exclusive new Super Gold Video Guard Tuner—with 113 16-carat gold-filled contact points—

gives you longer TV life and ultra-sensitive reception. Zenith's patented Electronic Color Demodulator—the "Electronic Brain" of color TV—brings you beautifully clear, true-to-life colors. And Zenith's exclusive "Space Command Remote Control" lets you tune TV from across the room—without cords, wires or batteries. Zenith takes the time to make Color TV right. Be sure to take the time to see it. When you do, you won't settle for less! Zenith quality Color TV begins at just \$495.00.

ZENITH

The quality goes in before the name goes on.

Zenith, 1964

Stamp it with Special Care this Christmas...

GIVE "THE GIFT THAT KEEPS ON GIVING" from RCA VICTOR

<p>COLOR TV</p>	<p>Lowest priced RCA Victor Color TV ever! Outstanding natural color, static free FM sound. Radio, \$449.95, optional with dealer.</p>	<p>New and brighter Color TV for 1964—brighter than ever before for the brightest Christmas ever! The Best-selling all-world console has merged French Provincial styling. Performance-proved New Vista Color Chassis. "Golden Thread" sound. \$399.95 optional with dealer.</p> <p>See Walt Disney's "Wonderful World of Color" Sunday, NBC TV Network.</p>	<p>The Battery for proved performance! Fine-furniture styling. Precise color-level tuning—sharper, truer color picture!</p>	<p>Tune Color TV by remote control! Elestaton controls have "wireless" WTA-11 Remote Control. New Vista quality throughout!</p>	<p>The ultimate home entertainment center: unsurpassed color level, stereo photograph and FM AM and FM Stereo Radio in one brilliantly designed French Provincial cabinet!</p>
<p>Long-term family fun with the Clifton Levely! RCA Victor High Fidelity Color Tube, super-powerful New Vista Tuner.</p>	<p>The Vista advantage is authentic luxury. Excitement in style—performance-proved RCA Victor New Vista quality throughout!</p>	<p>New and brighter Color TV for 1964—brighter than ever before for the brightest Christmas ever! The Best-selling all-world console has merged French Provincial styling. Performance-proved New Vista Color Chassis. "Golden Thread" sound. \$399.95 optional with dealer.</p>	<p>Sweet 16" (16" tube overall size, 125 sq. in. picture). The Price \$179.95. Delicately built, \$139.95, optional with dealer.</p>	<p>Regard New Vista chassis of the 16-inch (16" tube overall) as approximately 172 square-inch picture. Best-in-class picture clarity.</p>	<p>Good looks, true portability mark the rugged, a gift of distinction. Static-Free FM sound only. \$199.95, optional with dealer.</p>
<p>Family fun with center around the Placenta. A "baby" size model. Powerful New Vista Tuner, two big 5" x 7" high-impedance speakers.</p>	<p>RADIOS</p>	<p>The Jade table radio in decorable colors. Famous RCA Victor "Golden Thread" tone at a low, low \$14.95, optional with dealer.</p>	<p>The smartly styled Topaz has easy to read window-type, big 3" x 5" speaker, precision tuning, set on the budget price.</p>	<p>Deluxe 8 transistor Double Tracker (DT) and Collector are smart, compact—with rich "Golden Thread" tone, easy to read dials.</p>	<p>8 transistor FM AM Short Wave Radio means for RCA or set anywhere. The Radio receives police, marine, broadcast, and emergency transmissions.</p>
<p>PHONOGRAPES</p>	<p>RCA Victor's finest monophonic portable. Statically Charged beam speakers. The Quintette. \$99.95, optional with dealer.</p>	<p>Lowest priced New Vista Stereo console in the Q-line—four tubes, contemporary cabinet, \$149.95, optional with dealer.</p>	<p>The Topaz—Early American cabinet, six speaker, Total Sound Stereo System. De Luxe 8 Tube FM-AM and FM Stereo Radio.</p>	<p>French Provincial Merit, 12" rigid speakers. FM AM and FM Stereo Radio, precision StudioMaster change. Double Action Tuner.</p>	<p>The Mark II Challenge is an excellent engineering triumph—a cabinetry masterpiece. Finest from the New Vista Stereo Collection.</p>

Philco, 1964 ◀ RCA Victor, 1963



SEE "HONANZA" AND MANY OF YOUR FAVORITE SHOWS ON RCA VICTOR "LIVING COLOR" TV

Now, enjoy all the excitement of color in the brightest,
 most true-to-life RCA Victor Color TV ever...from \$399^{95*}

optional with dealer

Lifelike natural color. New Vista® Color TV for 1965 gives you the most true-to-life RCA Victor Color ever . . . with better color purity, greater contrast than ever before. Color is so bright, so lifelike, you have to see it to believe it! Crisp, clear black and white pictures, too. Automatic Scene Control for balanced brightness and contrast.

Most widely proved—dependable. RCA pioneered and developed Color TV—made it a reality—proved it in homes like yours across the country. It's the most widely proved Color TV you can buy. Today, it's America's first choice—more people own RCA Victor than any other TV—black and white or color.

***New low price.** Now only \$399.95 for the *Darcy*, not shown. Manufacturer's nationally advertised price, optional with dealer. All prices, specifications subject to change.



The Most Trusted Name in Television



TM6211

SEE WALT DISNEY'S "WONDERFUL WORLD OF COLOR," SUNDAYS, NBC-TV NETWORK



Test drive a 1969 Stereo



General Motors Delco Car Stereo.

Take it out on a drab day. A rainy day. Right into a sullen traffic jam. Then turn it on.

Suddenly, your world is sunshine! Roses! Bright colors! A world on wheels you never thought possible!

You see, Delco stereo systems are made especially for GM cars. The front-rear speakers are acoustically tailored to each body style to fill your car with a sound that's fantastically rich and real. A sound you can get two ways:

First, with Delco AM/FM Stereo Radio for varied programming.

Or go with the 8-track StereoTape system. Then you can pick a number, any number. And take it with you anywhere.

But you've really got to hear it for yourself. Test drive a Delco Stereo in a new Chevrolet, Pontiac, Oldsmobile, Buick or Cadillac. Ask for one with Delco FM Stereo. Or Delco StereoTape. Or both.

And let the rest of the world dull by.





RCA Victor, 1969

RCA invites 2,000 people with \$2,000 to leap into the year 2000.

Most changes are made gradually. A little here. A little there. But in one giant step, we've unveiled a new century in color television.

Introducing the RCA set of the future. The Two Thousand.

It's a limited edition (2000 sets, \$2000 each) with unlimited advancement.

First and most obvious is its 21st century design. Sitting like a silent spaceship, its sculptured whiteness curves to a rosewood veneer top. The black translucent doors slide back and disappear into the set, revealing the 23-inch diagonal screen.

And what a picture you'll see on that screen. It's our new Hi-Line 70 tube computer designed and engineered for 100% more brightness than any big screen color tube we've ever made. The Hi-Line 70 tube gives such a vivid, detailed picture, you can



The Two Thousand

even watch it in a brightly lit room. The remote controls color tint and volume via electronic harmonics. They operate electronically. So there are no motors, no noise, and no moving parts to wear out or break down.

Inside the Two Thousand, though, is the biggest news.

We've dematerialized the conventional VHF tuner. In its place are new computer-like memory circuits, electronic circuits with memories, memory computers.

When you press the remote control button, the circuits automatically remember which channels were active. So there's no wandering through empty VHF channels for the station you want. You simply go silently and instantly from one live station to the next.

It's all done electronically with solid state devices. Which means cool, dependable operation. And again, no motors, no noise, and no moving parts on VHF (one quiet motor on UHF).

The Two Thousand was made possible this soon with the help of computers. We used their speed and accuracy in many ways. To help design key systems. Or inspect them. Or test them for optimum performance and reliability.

Imagine. Once for \$2000, you got was a trip around the world. Now you can travel to a whole new century.

Computer-Created Color



The 2000 price includes wall mount.

Can a personal TV get too personal?



Personal TV is a great idea. But, lately it's been getting out of hand. Some of the Johnny-come-lately's are so small, you practically have to hold it at eyeball length to see anything.

We think this is a little too close for comfort. That's why we build our personal TV's so light and compact as those teeny televisions get our TR-900D has a nice big 9-inch screen... and our TR-120 has a full 12-inch screen. This way you can view them without getting eyestrain and even invite some people to enjoy it with you if you want.

But no mistake about it, our personal TV's are the very latest in miniaturization. They're ultra-compact, cool-operating, and very, very light. And, they can operate just about everywhere—on AC house current, on batteries, and even on a car battery!

We even have a couple of features the others don't have. Like an 'Auto Timer' that turns the set off automatically at any preset time up to an hour. (This way, when the 'Late, Late Show' puts you to sleep, you don't have to wake up to the 'Early Morning Show'.) So, compare PANASONIC personal TV to the others. Personally, we think you'll see more in ours.

(Above) The 9-inch PANASONIC TR-900D... \$149.95 (\$139.95 without Auto-Timer)
(Right) The 12-inch PANASONIC TR-120... \$159.95

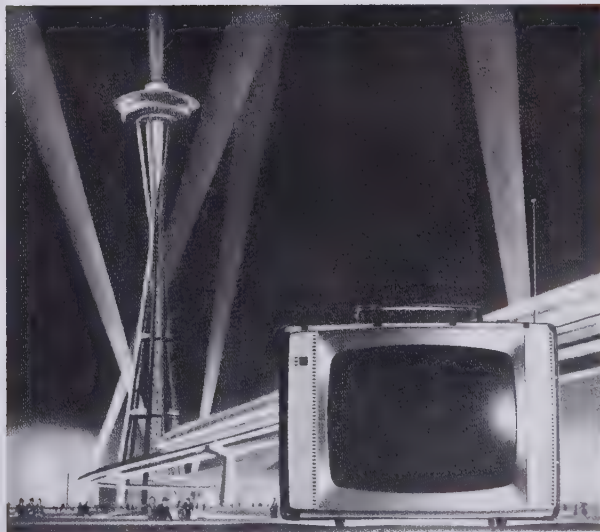


by MATSUSHITA ELECTRIC

100 Park Avenue, New York, N.Y. 10017



General Motors, 1968 ◀ Panasonic, 1965



Introduced at the Seattle World's Fair

THE CENTURY

TV of Tomorrow from General Electric today. You can enjoy its ease and advance vision with ease.

The sleek, slim, compact and functional in a pair of expensive packages. The performance features create more color of vision with a 15" beam-panoramic speaker. New "EX" beam with full-power transformer for long-range reception. The picture is "Blue" "Daylight Blue" by General Electric, a color different which is where the contrast is sharper.

The reliability, a standard General Electric tradition. A recent study of 3,000 TV sets under service confirms an N.Y.C. "Quality" that General Electric TV's (1960-1965) are attributable to its long history of making the best 90 days of use of new TV's (as shown in 1964) in other leading "Quality" dealer's in the U.S.

The Century is at your General Electric dealer's in the U.S. The Century is at your General Electric dealer's in the U.S. The Century is at your General Electric dealer's in the U.S. The Century is at your General Electric dealer's in the U.S.



Progress is Our Most Important Product
GENERAL ELECTRIC

General Electric, 1962

Wash n' Watch

How that they're back together again, can the lovers in "As the Wishes Turn" find happiness? Will the young lawyer in "The Edge of Night" win the case of his life? Now with the Sony 9" TV you'll "hope to miss an installment of your favorite show while doing the family laundry. And thanks to its 24 non-heating triovalators and 43" telescopic antenna (also good for drying clothes on), the

picture won't be a washout no matter how much the washing machine shakes. For wash 'n' watching, the Sony plays off an AC wall plug or an optional rechargeable battery pack. And the nice thing about the set is, when you've had enough of soap operas and you're ready to throw in the towel, you can always stick it in your laundry bag and take it home. **9" Anyplace SONY TV**



Sony Television, 1966

Will your '69 color portable still be sharp in '76?



Yes, if it's SHARP*

Compare the Sharp color picture with any of the others and you might find that some of the others look just as good. Yes, they just might. But will they stay that way? That's when Sharp becomes unlike the others. Sharp TV's are engineered and built to stay sharp - not bright - for 10 to 15 years to come. And that's something to think about. Even though a Sharp set probably costs less than the others, the price of any color TV is more than a couple of dollars. So you've got a right to expect the brilliant performance you're buying today to last.

It will - if it's Sharp. Every model - from our 12 and 14 inch portables right up to our 18 inch table model. And even the styling of Sharp cabinets is long-lasting. Decorator designed to look as good five, eight and ten years from now. We know we have over half-a-century of experience. Sharp pioneered radio and television. Sharp quality products are enjoyed all over the world in 110 countries to be exact. But one picture is worth 1000 words. Especially if it's the longer-lasting Sharp color picture. At reputable stores most everywhere. For one convenience to you, write Sharp Electronics Corporation, Carlisle, N.J. 07072.

*BASED ON SHARP'S 1975 IN-HOUSE TEST. SEE US AT RAOUL'S, 3000 N. 10TH ST., PHOENIX, AZ 85016. © 1975 SHARP ELECTRONICS CORPORATION. TV Models shown figures.

Sharp, 1969

NOW ZENITH HARNESSSES THE SUN TO POWER THIS REVOLUTIONARY NEW SOLAR RADIO!

From advanced Zenith research comes the Sun Charger—the most remarkable radio under the sun. The Sun Charger's solar cells produce power from sunlight... power this amazing Zenith transistorized radio stores in its rechargeable batteries to make it play indoors or out, night or day. The Sun Charger virtually eliminates battery replacement, and if you live north of the Arctic Circle, where the sun doesn't shine six months of the year, don't worry. The Sun Charger can be plugged into the wall to play or charge during those long winter nights. See and hear the revolutionary new Zenith Sun Charger soon... now at your Zenith dealer's.



Zenith, 1965

New Motorola 6-TRANSISTOR Shirt-Pocket Radios



Big speaker
Fine tone
Long battery life
(UP TO 100 HOURS)

\$24⁹⁵*

ACTUAL SIZE

A new Motorola radio manufactured to fit a shirt pocket, not just a vest, with big power and sound you'd expect from a lot of us. Powerful 6-transistor hush-free stereo system built them strong and steady. Motorola-designed 2 1/2" Golden Voice speaker with new cone delivers rich, clear low- to-mid-range. Battery life up to 100 hours at normal volume level - 2 1/2 times longer than in previous models this size. Give a hunk and hunk at your Motorola Dealer. It's worth the trip.



MOTOROLA

Motorola, 1960

► Sony Television, 1967 ►► Motorola, 1962









Even with mittens you can make beautiful music with the world's first self-changing tape system!

A completely self-acting recording and playback system, the Revere T-2200 Stereo System provides the sound fidelity that only Revere can provide. Plus, it has a unique feature that makes playing tapes even simpler than using an automatic record player. No arm or spindle to touch with a hand, can operate that amazing recording and playback system with the Revere remote control.

The Revere Stereo System threads, plays and changes tapes automatically. Each tape is powered by a unique plastic cartridge, from start, searching and

Revere-Wollensak Division 3M

Revere Wollensak/3M, 1963

REVERE STEREO SOUND

NEVER BEFORE, SUCH BRILLIANT STEREO SOUND

Only the new Revere T-2200 Stereo Tape Recorder and Companion Unit with "Balanced-Tone" can bring you such unforgettable sound. This compact, completely portable stereo system combines beauty and simplicity. Plays and records 2 and 4 track stereo... a perfect pair for FM multiplex recording. Up to 8 hours monophonic playing time. Patented, self-adjusting braking system eliminates tape breaking. The Revere T-2200 Stereo Recorder System is priced under \$340.00.

Revere 3M
A SUBSIDIARY OF 3M COMPANY



Revere/3M, 1969

You'd feel better if it cost \$100 more.

Anyone who tells you he can save you money on stereo isn't doing you any favors. Because when you save yourself some money, you lose yourself some stereo.

That's why the price of our new component system is going to make you feel a little bit poorer. Is it too low? How can we do it? Where'd we cut corners? Well, we cut out:

• No wiring. If you don't feel good about the mess, just pull down the covers. They're plain and turntable when you raise the lid. And hold it away when you love it. Beautiful. And compact.

• No you also know to put out... it's as nice as a dust cover.

• Feel good about the vinyl notes that fill your car when you're in the traffic jams and volume controls for FM and AM radio or phonograph.

• Check out a gem called FET found only in the most expensive high-fidelity instruments. It pulls in distant stations and makes sure you get only one at a time. That should lift your spirits a bit.

• And the speaker system. Two beautiful cabinet cabinets with 4 acoustic speakers. Two 12 inch woofers and two 6 inch tweeters.

• You'll see how much better you feel when you examine the balance control that lets you adjust the amount of sound in each channel for perfect positioning. And that's all.

• stereo selector that automatically selects only stereo stations. And the AFC circuit that gives you drift-free reception on FM.

• And the Stereo Eye that tells you whether you're listening to stereo or not. And the locks that let you play your tape recorder, TV, short-wave tuner or movie projector through the high-fidelity system.

• The tone arm that gives the receiver the best in the field. And the black-out glass that hides all the dial numbers when they're not in use.

• Ask any dealer we permit to compare the Panasonic line to show you this Princeton, Model SG 999. Now imagine how much you're buying. It won't be, message to pay him.



Panasonic, 1968

This is the one that drives comparison shoppers crazy.

If you've done any serious checking on Revere stereo tape recorders, you know there are many great units around for \$300 or so. But from 1969 on down, the selected choice for you is your wish is father to the thoughtless.

That's why the Princeton SG 999 is such a choice. It has the features you've been looking for... for a lot less cost.

Three-speed Capstan Drive, for superior choice. Separate volume and tone controls for each stereo channel. And four levels of stereo, for extra interesting playback.

• This sound performance. May not be the best. It's the best you can get for the price. It's the best you can get for the price. It's the best you can get for the price.

your brain on another. Then play them with both and hear how you did. And if you didn't do right, you can return the unit for a full refund. No questions asked.

• This clearly superior sound. It's the sound you've been looking for. It's the sound you've been looking for. It's the sound you've been looking for.

• And when you're done, you can keep everything. The 7000 Series is a real dynamic speaker. Integrated into a solid state system powerful enough to drive a 16 ohm speaker. You get a lot of sound for the price. It's the best you can get for the price.

• This sound performance. May not be the best. It's the best you can get for the price. It's the best you can get for the price. It's the best you can get for the price.

Keep everything. Two 11" speakers. Integrated into a solid state system powerful enough to drive a 16 ohm speaker. You get a lot of sound for the price. It's the best you can get for the price.

• This clearly superior sound. It's the sound you've been looking for. It's the sound you've been looking for. It's the sound you've been looking for.

• And when you're done, you can keep everything. The 7000 Series is a real dynamic speaker. Integrated into a solid state system powerful enough to drive a 16 ohm speaker. You get a lot of sound for the price. It's the best you can get for the price.

• This sound performance. May not be the best. It's the best you can get for the price. It's the best you can get for the price. It's the best you can get for the price.



Panasonic, 1968

▶ Olivetti, 1969





General Electric's new 6-speaker coffee table...



for people who like stereo

...and appreciate fine furniture

General Electric fashions *The Westington* of solid hardwood. Finished in genuine maple veneer! (Also in contemporary walnut.) Notice how usable the tabletop is. The hidden control panel takes only a fraction of the 55 1/2" length. The rest is all yours. The hardwood surface is treated to shrug off spills, abuse. You enjoy this vast sweep of table thanks to "Swingaway" turntable—an innovation offered only by General Electric. Swing it out,

load the Carrard® changer with a stack of records, swing it away—out of sight. This instrument produces superb stereo phonic sound! Each channel has an 8" woofer beamed downward, plus a pair of 4" tweeters, aimed front and back. Result, you are surrounded by high-fidelity stereo sound. You may also amplify the base for background effect. An AM/FM/FM Stereo radio is optional. You also have the option to include General Electric's unique Home Music Distribution System—a tiny transmitter in the console sends radio or recorded music through your household wiring. Hear it in any room by simply plugging in the portable receiver-speaker. See the many innovations in stereo available only from your G.E. dealer.



General Electric, 1963

So nice to come home with...so nice to come home to!



Lear Jet Stereo 8

the first and finest 8-track tape cartridges and players



Drive to the sounds of Carnegie Hall...thrill to the brilliant stereo music from the world's finest tape cartridge system...Lear Jet Stereo 8...the quality standard of the industry. Even a traffic jam becomes bearable! The Stereo 8 provides over an hour's entertainment of your choice from the libraries of over 40 leading record companies. Integral AM or FM radio optional for both car and home units.

At home...use the same cartridges to enjoy full dimensional stereophonic reproduction through your present home stereo system by plugging in this handsomely crafted Lear Jet Home Tape Deck. Discover for yourself the conveniences and musical perfection of Lear Jet tapes, decks and radios...the modern way to enjoy recorded entertainment. See your dealer and listen to the finest...Lear Jet Stereo 8.



LEAR JET INDUSTRIES / Stereo Systems - Avionic Instrumentation - Helicopters - Executives and Airline Jet Aircraft
Stereo Division - 33131 Lyndon Ave., Detroit, Michigan

Lear Jet Stereo 8, 1966

Eight lively steps to fun with Westinghouse

<p>Bossa Nova Get zesty! Get one! And dance on the deck to the Latin beat that comes from the Hemisphere... Westinghouse's transistor "Tap Beat" portable radio. Rings in AM and Marine Band tones. Plays on penlight batteries.</p>	<p>Hully Gully Dance barefoot in the sand. Play all your favorite records automatically on batteries or AC current. Westinghouse AM-Transistor portable phonograph with "Put-Down" changer plays all 4 speeds anywhere—even on the beach. A Westinghouse exclusive.</p>	<p>Twist Let yourself go with a head of the dial! This AM-Transistor "Put-Down" portable stereo has a solid state chassis that delivers 10 watts of music power to its 4 high-fidelity speakers. Full 20-foot sound separation, custom automatic changer with retractable cartridge and diamond stylus.</p>	<p>Mash Potato Roll up the rug and rock and roll to your Westinghouse AM/FM Contemporary radio. Genuine walnut veneer cabinet. A.F.C. to tune in FM tuning, side tone dial and wide range speaker for rich tone quality.</p>	<p>Cha Cha Cha Try it on the side of the ski train. Just flip on your Westinghouse like Transistor Portable radio. Plays on pen light batteries, has big sound, comes in gift pack with carrying case, lamp-prime and batteries.</p>	<p>Madison Dance till you're dizzy but never worry about getting up in time. Your Westinghouse Memory Alarm portable alarm clock radio plays for up to forty minutes of melody, turns itself off and stays set to wake you next morning. On weekends, flip the Holiday switch that lets you sleep late.</p>	<p>Merengue When you're dancing back on campus, be sure this new Westinghouse AM-Transistor Battery-Operated tape recorder is nearby. Great for lecture notes, jotted scribbles, rock lyrics. Records and plays back two sides of standard magnetic tape. Two-watt speaker, private earphone.</p>	<p>Letyourselfgo Pull out the stops—make up new steps—you'll never run out of music when you own this Westinghouse radio phonograph. It's a powerful AM radio plus a 4-speed automatic phonograph with dual tapeheads. Wide range volume and tone controls.</p>

The smartest sound in sight

Keep in touch...from the hearing hand to the eye. Westinghouse's new AM-Transistor portable radio...
 • 10 watts of music power
 • 4 high-fidelity speakers
 • Full 20-foot sound separation
 • Custom automatic changer with retractable cartridge and diamond stylus
 • A.F.C. to tune in FM tuning
 • Side tone dial and wide range speaker for rich tone quality
 • Genuine walnut veneer cabinet
 • A.F.C. to tune in FM tuning
 • Side tone dial and wide range speaker for rich tone quality
 • Genuine walnut veneer cabinet
 • A.F.C. to tune in FM tuning
 • Side tone dial and wide range speaker for rich tone quality
 • Genuine walnut veneer cabinet



Whatever the time, wherever the place, Westinghouse sets your feet in motion, and the party in full swing. It's always time out for fun. But don't follow the crowd, lead it in the latest dance steps. Get your modern dance steps booklet by sending 10¢ in coin for handling to Westinghouse Electric Corp., Box 71, Metuchen, N.J.

We never forget how much you rely on Westinghouse

Westinghouse, 1964

Wollensak, 1966



The first "his 'n hers" tape recorder...
new from WOLLENSAK!

his: This 84-inch wide Wollensak is every inch the man's Tape Recorder. Four powerful matched speakers provide true stereo separation of sound. Solid-state components ensure dependability, instant response. Control Central groups all controls within a handspan. AM-FM stereo tuner and tape storage cabinet. More: twin VU meters, calibrated dials, finger-contoured powered push buttons, self-threading reels.

hers: This is fine furniture — warm and glowing. Fine walnut cabinetry. Speakers faced with textured fabric. Metal surfaces and trim in muted gold tones. Enhances the decor on wall or in bookcase. Matching walnut sliding doors. AM-FM stereo tuner and storage cabinet optional. Model 5800 shown, \$299.95*, Model 5300 \$279.95*.

*Fair trade prices where law allows.

Wollensak 3M

What you want is a Wollensak



New twin-wing
speaker stereo
model 5750



New compact,
model 5710



New cordless,
cartridge portable,
model 4100

The new sleek look in superb sound



**Our new stereo won't add any distortion to their sound.
And it won't take any away, either.**

When you listen to hard rock, it's not the easiest thing in the world to tell where the sitar ends and the distortion begins. But we at Sony have a new stereo that can help slightly. It's the HP-580.

With it you get FM/AM and FM stereo in the tuner section, 8-inch woofers, 3-inch midranges, and 2-inch tweeters in the speaker section, and a Pickering cartridge in the cartridge section.

It has a Dual 1210 turntable, extremely sensitive FM stereo

separation, a high filter switch, loudness control, and specially designed Sony transistors that fit our specially designed electronic circuits. (Niceties you don't usually get from a stereo short of going out and buying components.)



**Nothing-but-the-truth Stereo.
The Sony HP580**

So the Cream won't sound sour. The Strawberry Alarm Clock won't sound piercing.

And because of its built-in dust cover and dustomatic brush, the Rolling Stones will gather no moss.



**Sophisticated simplicity, with a talent for living...
new Wollensak twin-wing stereo Tape Recorder**

Handsome matching speakers in this Wollensak produce true stereo separation... the full, sophisticated sound of music at its best. Speakers swing out for play, fold when not in use. Easily detachable for strategic placement on wall, or table. In bookcase. Control Central groups all controls within a handspan. Solid-state circuitry responds instantly without warmup, plays cool. Vertical or horizontal operation at 7 1/2, 3 1/4, 1 1/2 IPS... a speed for every need.

The cabinetry is of hand-finished hardwoods. Attractively woven speaker facings. Trim and metal surfaces are in a muted gold tone. Wollensak quality features: Separate tone and volume control, restrained, proven push buttons, calibrated dials, two VU meters, 4 digit tape counter. See these stereo Tape Recorders at your Wollensak dealer's. Model 9750 shown large above. \$249.95. Similar models priced from \$219.95.

Wollensak 300

What you want is a Wollensak The new look in superb sound

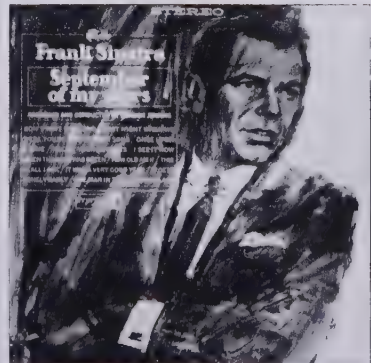
Wollensak/3M, 1966



Product: The Stereo System with turntable in built-in cabinet. Features: Turntable and 4 speakers. Price: \$499.00. Product: The Stereo System with turntable in built-in cabinet. Features: Turntable and 4 speakers. Price: \$699.00. Product: The Stereo System with turntable in built-in cabinet. Features: Turntable and 4 speakers. Price: \$799.00.

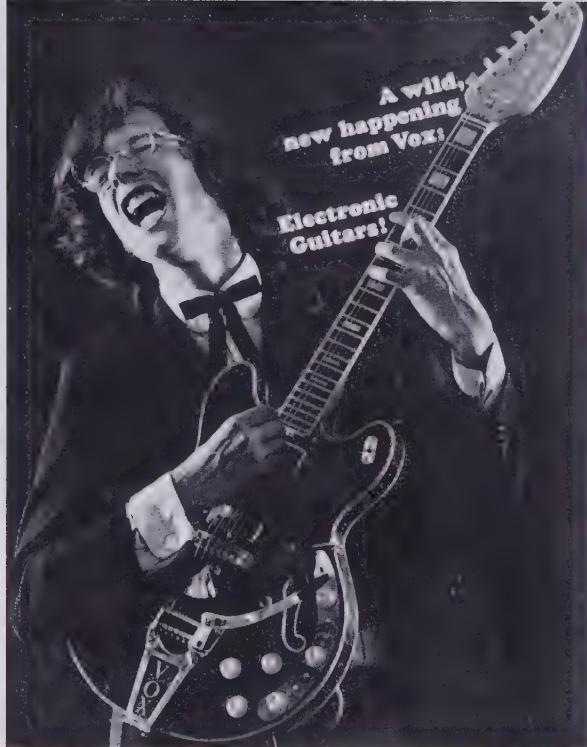
**Listen to Sinatra
on Clairtone stereo.**

Sinatra Does.



Clairtone stereo is one of the small American miracles that comes along every now and again to make life more pleasant. When we started Clairtone seven years ago we had four employees, including the President and Executive Vice-President. The first year we sold 350 sets and had the smallest Christmas party in the stereo business. To cut a long story short, this past summer we sold Clairtone sets number 100,000 and are now the world's biggest specialists in package stereo sets. But none. But what we're proudest of is our customers, because they include a long list of people who are famous for knowing what music should sound like. For instance, Frank Sinatra. If you'd like to hear why people like this choose Clairtone you can go and see and listen to one in virtually any famous department store in North America or a select number of music houses and appliance shops. Please do.

See them at a Music Center for the Home or at a C. P. Music Center through Warner Brothers.



The world's first guitars with built-in distortion, Wah-Wah, E or G tuner, bass and treble boosters even repeat percussion. Put everything right at your fingertips. Let us work free from the amp - away from footswitches. Just flick a switch on the guitar for distortion. Flick another to boost bass or treble. Other switches control Wah-Wah, repeat percussion and the built-in tuner. There's never been anything like Vox electronic guitars. Their necks are super fast. Their Ferro-Sonic pickups lay out incredible sounds. There are bass, six and twelve string models - in a jang of shapes; choice of effects. Vox electronic guitars. At your Vox dealer's now. Or write Vox Dept. CF-7, 8345 Haydenhurst Avenue, Sepulveda, Calif. Take the trip. Play Vox. It's what's happening.

Vox Guitar

THE "MONKEES" PLAY GRETSCH GUITARS & DRUMS.

The fabulous Monkees, stars of their own TV show are with it! Why don't you get with "That Great Gretsch Sound!"

THE FINEST GRETSCH MUSIC CO.
1100 Ave. J, Williamsburg Station
Brooklyn, N.Y. 11211
Dept. Z-7

Please send me a copy of the full color Gretsch Guitar Catalog.

Name _____
Address _____
City _____
State _____ Zip Code _____

GRETSCH

Sony, 1969 ◀ Clairtone Stereo, 1965

Gretsch



**FOLK
ROCK
IS A
DRAG**



hagstrom guitars

Small Wonder

7-inch all transistor Panasonic. The tiny table radio with the biggest sound around.

Thinking about what to give for Christmas? Think small. Give the little table radio from Panasonic and watch the big "Thank you's" roll in.

Don't let its small size fool you. The radio's all sound, big sound, beautiful sound. Yet, it operates on 3 penic batteries and is no larger than a small toybox box. In fact, it has a secret compartment in its outside body of other valuables.

But don't take our word for it. Go to your favorite store and listen to it. And show your friends the AM and the FM AM.

The R-8, AM only \$15.95* including batteries and 100% 1-year warranty. The R-9, AM and FM \$17.95* including batteries and 100% 1-year warranty. The R-90, FM AM \$14.95* including batteries and 100% 1-year warranty. Beautiful woodgrain finish, earphone for private listening. Panasonic R-8 and R-90 have full one-year warranty.



PANASONIC
by MATSUSHITA ELECTRIC
P.O. Box 100, 200 Park Avenue, New York, N.Y. 10017
*From higher in Canada

*They're the Latest!
They're the Most!*

phabulous
Phonola
phonograph
innovations

New TRIPLEX
Design Stereo

It's a console on the Grand Stand... sets on table or bench... mounts on a wall!

TRIPLEX DESIGN STEREO PHONOGRAPHS... increase models from which to choose with AM, FM, FM stereo radios. All are real cool!... The Grand Stand... The Record-Rak... The Mercury... The Continental... The Venus...



the phabulous **phonola** / Where the Sound of Quality is Heard
From \$19.95 to \$299.95 (prices may vary on some items)

Panasonic, 1965

Phabulous Phonola, 1964



Introducing a new shirt-pocket radio!
Only Zenith puts so much power and performance—such rich, full tone—into a radio so small!
Zenith's new all-transistor Royal 50... smaller than a post card—yet no other radio its size has ever been built to such exacting standards. It is quality built in America by highly skilled, well-paid American workmen.

ZENITH
The quality goes in before the music goes on.

NEW ZENITH RADIOS FOR 1961:

Ready now at your Zenith dealers — a stunning collection of table radios, clock radios, all-transistors — new designs, new shapes, new ideas, new colors!

Plays up to 75 hours on 30¢ worth of batteries... Completely new concept in radio design... New Zenith medium styling... Long distance reception... World's finest performing... The antenna is on the hood!



Zenith 1960

New easy-to-use movie camera by Kodak... LESS THAN \$35



You can depend on the name Kodak.

This year catch all the action with the Kodak 8 Movie Camera!

There's no need to focus with the new Kodak 8 Movie Camera. You just make one simple setting... aim and shoot!

Your 8mm color movies come out clear and crisp whether you're shooting close-ups or distant landscapes. And the fast #11.9 lens lets you catch the action even in shade or during cloudy weather.

Focusing is easy and accurate, too. For the

new Kodak 8 Movie Camera has an *extended optical viewfinder*.

Film loading is quick and fumble-free. The *Range meter* resets itself automatically after each loading. And the motor has a convenient, fast crank wind.

Make this the year you start saving all your fun as it happens—in color and action. Good movies are easy to take... inexpensive, too.

Price subject to change without notice.

EASTMAN KODAK COMPANY, Rochester 4, N.Y.
PRINTED IN U.S.A. © 1962 EASTMAN KODAK COMPANY. SUNDAY EVENING WORLD.



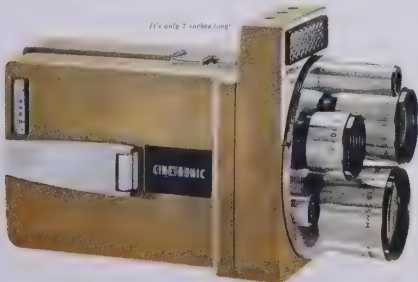
Kodak, 1962



From Argus... the color-picture specialist.

New **ARGUS CINETRONIC** makes movies as easy as snapshots... **ELECTRIC EYE** lens adjusts itself while you shoot, so every frame is bright and color-perfect even when the light changes in mid-scene. Just aim, shoot, enjoy. Three **SEPARATE LENSES** vary your movies with long shots and close-ups... and with the sharpness no single variable lens can match. Each lens has its own separate viewfinder that swings into position as you switch lenses. Inside, precision sprockets hold film in perfect register... take all the jiggle and shiver out of 8mm movies. **\$129 down** is all it takes to make your kids movie stars. Don't deny them that! **Picture it now... see it forever.** **argus**

It's only 7 inches long!



Argus, 1960

Send photo-greetings—so warm, appealing, and yours alone!

Photo-greetings are Christmas cards only you can send; cards that will be treasured long after Christmas is over. And they're so easy to order... just take the negative of your favorite snapshot (or take a favorite color slide) to your dealer. Then choose the card style you like best from his selection! It's as simple as that! But don't wait until too late. Order your photo-greeting cards now!

EASTMAN KODAK COMPANY, ROCHESTER, N.Y.

Kodak, 1964

KODAK GIFTS SAY:

“Open me first!”



Smallest, handiest Brownie Flash camera ever! Brownie Flash... less than \$15. Backed with...

...because you can picture all the fun of Christmas right from the very first moment!



Bulletin exposure meter—lowest price ever! Brownie Superflex Camera... \$12.95. 1/250 shutter speed. 1/250 shutter speed. 1/250 shutter speed.

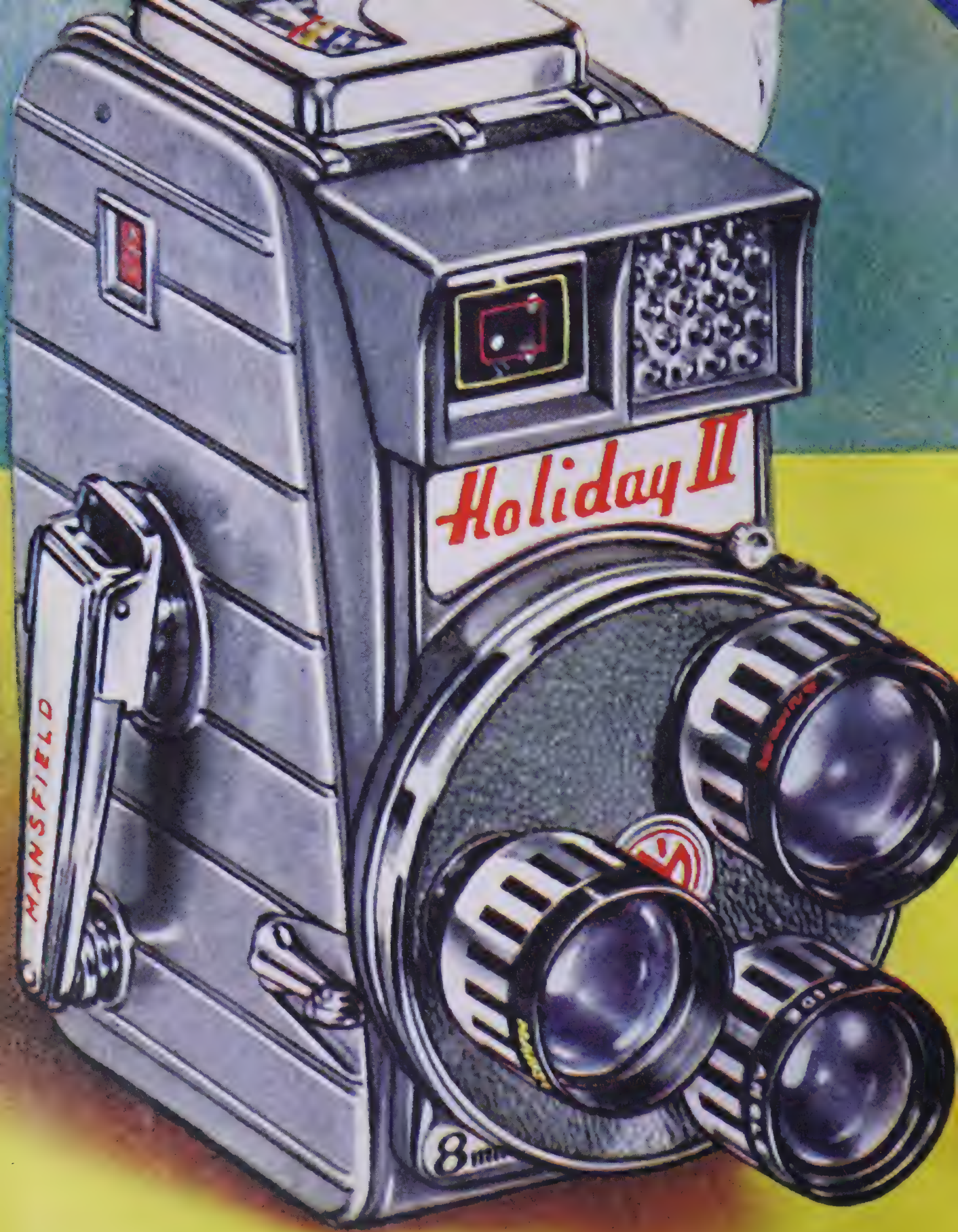


Super 8mm team! Kodak Automatic Camera with East 228 film. Electric shutter. 1/250 shutter speed. 1/250 shutter speed. 1/250 shutter speed.

Super 8mm team! Kodak Automatic Camera with East 228 film. Electric shutter. 1/250 shutter speed. 1/250 shutter speed. 1/250 shutter speed.

EASTMAN KODAK COMPANY, Rochester 4, N.Y.

Kodak, 1960



Holiday II

MANSFIELD

8mm



THIS PICTURE WAS MADE IN A MINUTE with a Polaroid Color Pack Camera. The man who took it didn't have to wait until he was back home to find out whether he'd really caught the color of London. And he

doesn't have to worry about getting the film and negatives. You just button the camera, eye down the rest. Maybe sometimes a world traveler. Maybe you're going to work, if you make it out to the back yard. Then

you can show the picture to your partner, or put it in a photo album. You can't even look at it until you know that there's some more. You can't even look at it until you know that there's some more. You can't even look at it until you know that there's some more.



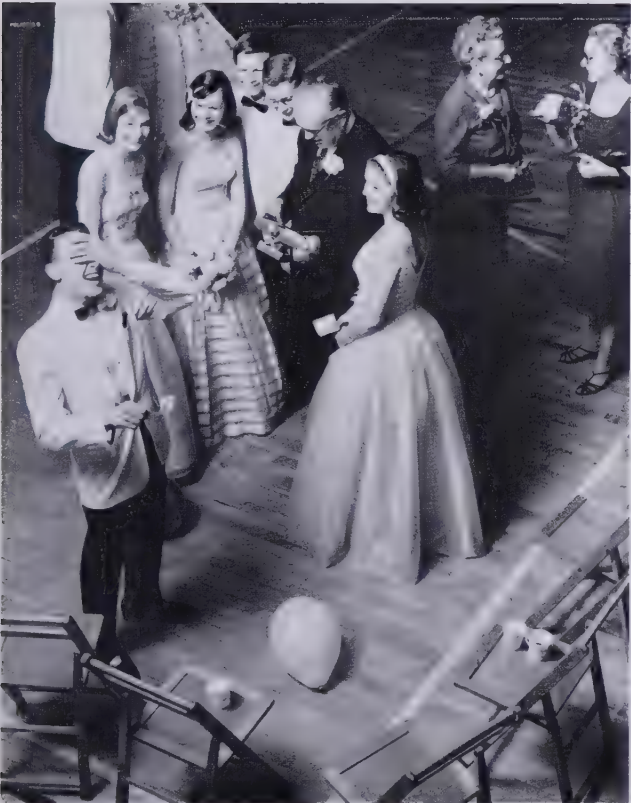
Polaroid, 1964



Who's cuter—Baby or Grandma? Who's prouder—Father or Grandfather? Isn't it wonderful how much a picture can say, especially when it's taken on Kodak film. You can always depend on Kodak film not to miss a thing, whether in color snapshots, slides or movies. Just be sure the name Kodak is on the box, because rain or shine, everything comes out best on Kodak film.



Kodak, 1967



Fun is more fun when the pictures you take are finished in just 10 seconds. Isn't it time your family had a Polaroid Land Camera?

Mansfield, 1962 ◀ Polaroid, 1962



SALVADORE DALÍ The original and most famous of the original Polaroid Land camera. You can't get a picture in detail and keep a record of your picture with Polaroid in a second. (Black Box)

So far, the most famous of the original Polaroid Land camera. You can't get a picture in detail and keep a record of your picture with Polaroid in a second. (Black Box)



Polaroid, 1960

NEW Technicolor 8mm INSTANT HOME

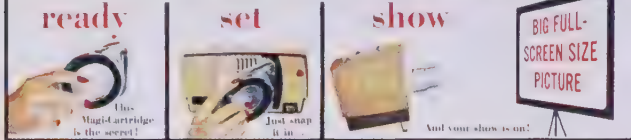
CORPORATION MOVIE PROJECTOR

Sets up and shows 8mm movies faster than you can turn on television!



No reels • No threading • No rewinding ever • Fingers never touch film

Now... showing home movies is as easy as...



See a demonstration now at leading camera, drug & department stores

- FREE Technicolor Movie Film
- FREE Processing & Magi-Cartridge
- FREE Demonstration Movie

Imagine a projector that takes all the fuss and fumble out of showing home movies and leaves you the fun! That's Technicolor's new Instant Projector. No mechanical genius needed here—even your children can show their own movies. Zoom lens enlarges pictures to full-screen size. Any brand of 8mm film can be loaded into Magi-Cartridges; even your treasured old movies!

\$99.50

OR BUY AN INSTANT HOME MOVIE PROJECTOR

Technicolor



SERVING THE PROFESSIONAL AND HOME MOVIE INDUSTRY OF THE WORLD • HOLLYWOOD • NEW YORK • LONDON • PARIS • ROME

Technicolor, 1962

If you'd like a little help with your Christmas shopping, here's a lot.



One of the most popular things about all these cameras is that they're really simple to operate. And they take color and black and white film. You can take pictures with either color or black and white film. You can take pictures with either color or black and white film. You can take pictures with either color or black and white film.

124 is an inexpensive, made-in-Japan camera that's perfect for the beginner. It's simple to use and takes color and black and white film. You can take pictures with either color or black and white film.

314 has an f/8 lens, automatic electric eye and a special setting that lets you take good shots in low light. It's simple to use and takes color and black and white film. You can take pictures with either color or black and white film.

Kodak Instamatic color outfits. From less than \$20.

NOW—A CAMERA FOR PEOPLE WHO



LOVE PICTURES

BUT HATE PHOTOGRAPHY

- No film to handle
- No spools to thread
- No knobs to wind
- No doors to pry open
- No levers to push
- No focus to adjust
- No meters to read
- No flashbulbs to buy
- No flashgun to plug in
- No f-stops to figure
- No batteries to buy
- No guesswork
- No goofs



Push a button, get an excellent color picture... even in the dark

Imagine loading a camera in two seconds—without even touching the film. Imagine a camera that threads the film by itself, focuses by itself, keeps track of exposure by itself and takes flash pictures without flashbulbs! That's Fotron—the camera for people who want the fun but not the fuss of photography. Unlike conventional "automatic" cameras, Fotron never asks you to figure f-stops or set, day or night, or with every shot to give you perfect flash pictures. (And the money you save over the years in flash bulbs will probably pay for your camera.) No batteries to buy or lead with, either. When it's time for a new charge, plug Fotron into the wall. Where typical automatic cameras ask you to press 15 to 30 different stops, Fotron asks only four (1) stop in the Single-Set film magazine, (2) push "on" button, (3) push "take" button, (4) take 10 shots, snap out magazine. That's all. The complexity of picture-taking has been removed away!

Get the big 36" x 36" color pictures per magazine (Kodakcolor film processed by Tri-X)

fotron

Kodak, 1968

Fotron, 1962

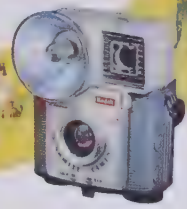
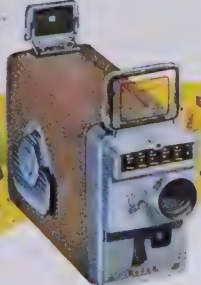
Instant camera makes 13mm photographs
 The new Kodak Instamatic 135 camera is a compact, lightweight camera that makes 13mm wide-angle photographs. It has a built-in flash and a built-in viewfinder. The camera is available in black and silver. Price: \$19.95.

Instant camera makes 13mm photographs
 The new Kodak Instamatic 135 camera is a compact, lightweight camera that makes 13mm wide-angle photographs. It has a built-in flash and a built-in viewfinder. The camera is available in black and silver. Price: \$19.95.

New 35mm camera with built-in exposure meter
 The new Kodak Instamatic 35mm camera is a compact, lightweight camera that makes 35mm wide-angle photographs. It has a built-in exposure meter and a built-in viewfinder. The camera is available in black and silver. Price: \$24.95.

New 35mm camera of its kind
 The new Kodak Instamatic 35mm camera is a compact, lightweight camera that makes 35mm wide-angle photographs. It has a built-in exposure meter and a built-in viewfinder. The camera is available in black and silver. Price: \$24.95.

New 35mm camera of its kind
 The new Kodak Instamatic 35mm camera is a compact, lightweight camera that makes 35mm wide-angle photographs. It has a built-in exposure meter and a built-in viewfinder. The camera is available in black and silver. Price: \$24.95.

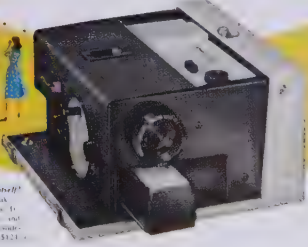
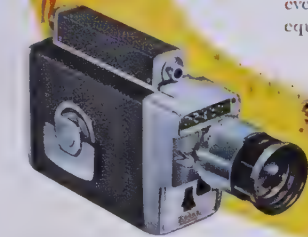


Your photo dealer invites you to join the KODAK 1960 CAMERA PARADE

Good pictures are easier, surer than ever with this finest line-up of photo equipment in Kodak history

These are just a few of the talented performers Kodak presents for 1960. See the whole parade at your Kodak dealer. Discover how easy and inexpensive it is to get the most out of your camera.

Worlds of picture-taking fun for every member of the family. You get built-in dependability with every piece of Kodak equipment.



New 35mm camera with electronic flash
 The new Kodak Instamatic 35mm camera is a compact, lightweight camera that makes 35mm wide-angle photographs. It has a built-in electronic flash and a built-in viewfinder. The camera is available in black and silver. Price: \$29.95.

Practical camera slides—all in one!
 The new Kodak Instamatic 35mm camera is a compact, lightweight camera that makes 35mm wide-angle photographs. It has a built-in electronic flash and a built-in viewfinder. The camera is available in black and silver. Price: \$29.95.

Compact projector shows 8mm movies bright and clear
 The new Kodak Instamatic 8mm projector is a compact, lightweight projector that shows 8mm movies bright and clear. It has a built-in electronic flash and a built-in viewfinder. The projector is available in black and silver. Price: \$24.95.

Picture it now... See it again and again.

EASTMAN KODAK COMPANY

Rochester 4, N. Y.



Kodak, 1960

Kodak WORLD'S FAIR OF PICTURE-TAKING

Now at your Kodak dealer... the cameras featured at the Kodak Pavilion at the New York World's Fair



Lowest priced 35mm camera
 The new Kodak Instamatic 35mm camera is a compact, lightweight camera that makes 35mm wide-angle photographs. It has a built-in electronic flash and a built-in viewfinder. The camera is available in black and silver. Price: \$19.95.



Spring motor winds film for you!
 The new Kodak Instamatic 35mm camera is a compact, lightweight camera that makes 35mm wide-angle photographs. It has a built-in electronic flash and a built-in viewfinder. The camera is available in black and silver. Price: \$19.95.



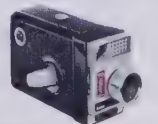
Instant loading, compact continental styling
 The new Kodak Instamatic 35mm camera is a compact, lightweight camera that makes 35mm wide-angle photographs. It has a built-in electronic flash and a built-in viewfinder. The camera is available in black and silver. Price: \$19.95.



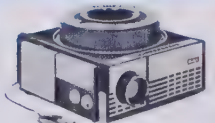
Most automatic Kodak camera ever!
 The new Kodak Instamatic 35mm camera is a compact, lightweight camera that makes 35mm wide-angle photographs. It has a built-in electronic flash and a built-in viewfinder. The camera is available in black and silver. Price: \$19.95.



Drop-in cassette loading
 The new Kodak Instamatic 35mm camera is a compact, lightweight camera that makes 35mm wide-angle photographs. It has a built-in electronic flash and a built-in viewfinder. The camera is available in black and silver. Price: \$19.95.



Fully automatic!
 The new Kodak Instamatic 35mm camera is a compact, lightweight camera that makes 35mm wide-angle photographs. It has a built-in electronic flash and a built-in viewfinder. The camera is available in black and silver. Price: \$19.95.



Revolving tray holds 80 slides
 The new Kodak Instamatic 35mm camera is a compact, lightweight camera that makes 35mm wide-angle photographs. It has a built-in electronic flash and a built-in viewfinder. The camera is available in black and silver. Price: \$19.95.



Brilliant movies
 The new Kodak Instamatic 35mm camera is a compact, lightweight camera that makes 35mm wide-angle photographs. It has a built-in electronic flash and a built-in viewfinder. The camera is available in black and silver. Price: \$19.95.

EASTMAN KODAK COMPANY, ROCHESTER, N. Y.



Look for the Kodak logo on every product.



Kodak, 1964

▶ Kodak, 1960





Kodak

Brownie

DARON
LENS

STARBRITE
CAMERA

COLOR 13

14 B&W

Here's the new white hexachlorophene paste
with the cool clean refreshminty taste



It's the one that
kills decay germs best
of all leading brands
in laboratory tests

Lucky girl! She's getting all the benefits of germ-killing hexachlorophene in a pure white, refreshminty tooth paste!

In laboratory tests, new Ipana® killed far more decay germs than even the *best-known* of the other leading brands. Scientists saw this happen right before their eyes. Other tooth pastes left behind many more decay germs. They just didn't have Ipana's germ-killing power! New Ipana prevents bad breath all day, too. Even beats the leading mouthwash.

All this—in a tooth paste that really tastes refreshminty! Isn't it nice to *like* doing something that does as much for you as brushing with new Ipana?



JUST RELEASED! for families who still consider cavities a problem.



cue

keeps working between regular brushings
when you really need protection against new cavities!

New CUE toothpaste is different—doesn't stop working soon after you stop brushing. Unlike many toothpastes that stop working soon after you stop brushing, new Cue stays with you—keeps on working to keep on helping your family fight new cavities. New Cue works not only when you brush, but continues to work hours after you've brushed, keeps on working during the time when the danger of cavity attack is the greatest.

CUE has Fluoracton! Fluoracton is Cue's modern cavity-fighting formula. The fluoride in Fluoracton works between regular brushings. It stays with you after you've brushed,

after you've rinsed. It stays with you to help fight new cavities.

Read what new CUE can mean to your entire family! Cue has been clinically tested by dental scientists on children of various age groups for effectiveness in reducing new cavity time. Laboratory tests also show that brushing with Cue does more than momentarily help fight new cavities. Cue keeps on working between regular brushings—helps your family really needs protection against new cavities. Ask your dentist about Cue. Follow his advice and brush often. And be sure to brush with Cue—you'll love new Cue's wonderful taste!



New Cue has the most effective cavity-fighting fluoride available in any toothpaste today

At school...at work...at play...or asleep...Cue's action stays—keeps working between regular brushings!



Cue Toothpaste, 1963



Brush my teeth after every meal?
I know I should,
but I can't always.

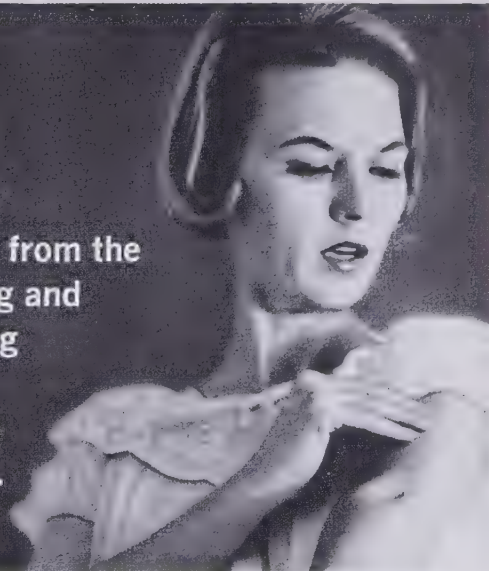
She uses Gleem toothpaste...
for people who can't brush after every meal

Can you brush your teeth after every meal as you should? Brushing with Gleem—the only toothpaste with GL-70—destroys most mouth bacteria that can cause tooth decay and mouth odor.



Ipana, 1960 ◀ Gleem Toothpaste, 1961

Now!
Relief from the
itching and
scaling
that
cause
the ...



HEARTBREAK of PSORIASIS

IT'S A HEARTBREAK when you have psoriasis and do nothing about those first signs of crusty patches of scaly skin. Heartbreaking, too, when psoriasis leaves your skin rough and scaly and when medications fail to bring the relief you want.

New fast-acting formula works 3 ways to relieve these symptoms of PSORIASIS

Guarantees relief or your money back. Today, for the first time, comes the promise of new relief for millions who suffer the heartbreak of the itching and scaling of psoriasis. It's a new formula called TEGRIN.[®]

Unique triple-action cream

TEGRIN is a fast-acting cream that is so safe you need no prescription. It's pleasant, easy to use—no lingering medical smell or stain. And it's extra effective because it works three ways:

1. Special soothing action speeds relief of that persistent and tormenting itch.
2. Special de-scaling action works fast to remove embarrassing scales, without harmful skin irritation.
3. Helps control recurrence of new scales with continued use on the affected areas.

Dramatic relief reported

Tests prove TEGRIN's unique triple-action formula is so effective—brings such pronounced clearing in so many cases—that we make this guarantee: TEGRIN will leave your skin cleaner, clearer, smoother or we will refund every penny you paid. So why suffer from the itching and scaling that cause the heartbreak of psoriasis? Whenever these symptoms appear, get new TEGRIN!

PSORIASIS SYMPTOMS— 13 common trouble spots:

- | | | |
|---------------|---------------|-------------|
| (1) scalp | (5) arms | (10) knees |
| (2) neck | (6) hands | (11) thighs |
| (3) shoulders | (7) chest | (12) legs |
| (4) elbows | (8) back | (13) feet |
| | (9) mid areas | |

But no matter where itching and scaling of psoriasis may strike, new TEGRIN brings guaranteed relief.

TEGRIN

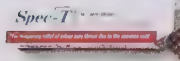


Tegrin, 1964

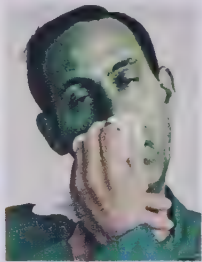
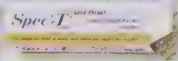
Sore throats come three ways



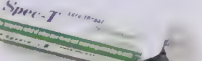
Spec-T Red
for plain sore throats.
Contains Benzocaine, one of the strongest
pain relievers available. It's the strongest
pain reliever in any throat lozenge.



Spec-T Yellow
for sore throats with
coughs.
Contains Dextromethorphan, a powerful
cough suppressant, and a soothing
throat lozenge to help soothe your throat.



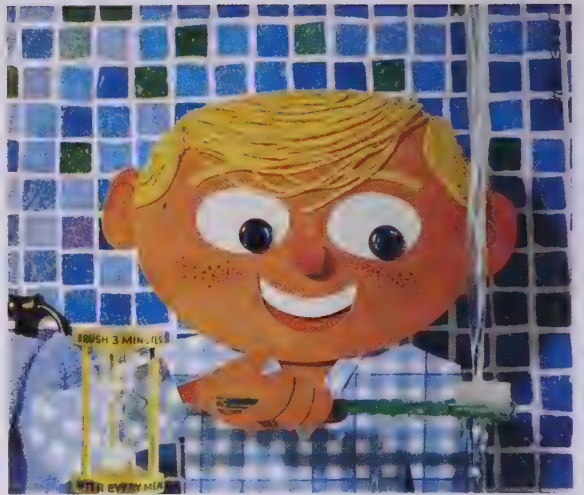
Spec-T Green
for sore throats with
congestion.
Contains the same decongestant as
the leading brand name. Plus, the
strongest pain reliever available.



and Spec-T has something special for each.

Three extra-strength pain relieving Spec-T's... a special one for your special kind of sore throat

Spec-T, 1968



MAKE EVERY MINUTE COUNT...

Use the BRUSH that protects your GUMS, too!



Spending 3 minutes with Oral-B is the brushing time your dentist recommends. This different brush has 2,300 smooth-top fibers which are close-set and firm for good brushing action... yet flexible enough for safe gum massage.

These two features give you the all-around mouth care you need to keep teeth and gums healthy between dental check-up visits. Ask your dentist about Oral-B for every member of the family. Then try it and get more protection for every minute you brush. **Oral-B** is a trademark, registered in the U.S. and other countries.

Oral B Toothbrush, 1961



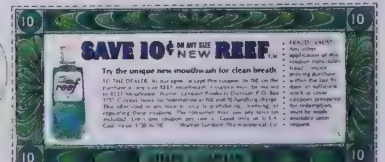
Reef Mouthwash, 1966

Join the celebration!

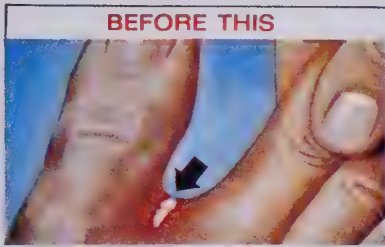
Here's to breath that's clean, really clean, Reef clean!

One rinse with cool, green reef mouthwash is all it takes. Refreshing new reef is unique. Different. It looks, tastes and is different than any other mouthwash. reef strips away overnight breath and neutralizes mouth odors. Yet, reef doesn't taste sweet or medicinal—reef tastes tingly, minty, great! (We'll bet you like it even if you've never liked other mouthwashes.)

Try it...you've
nothing to lose
but bad breath!



Get after hot itching feet **FAST!**



Hot, itching feet, cracks between the toes are the first signs of Athlete's Foot.



Without treatment, Athlete's Foot fungi burrow, spread, can require doctor's care, hospitalization.



Apply Absorbine Jr.! With new removable applicator top, hands never touch affected areas.

LABORATORY TEST-TUBE EXPERIMENTS PROVE

Absorbine Jr. kills 100% of Athlete's Foot fungi within 5 minutes

Don't ignore Athlete's Foot. Left untreated, Athlete's Foot fungi burrow beneath the skin, can cause serious infection.

Now modern radioactive isotope tests prove the fungus-destroying ingredients in Absorbine Jr. are absorbed *right into the skin*.

Absorbine Jr. works instantly to relieve itching . . . *kills 100%* of the Athlete's Foot fungi it reaches.

What's more, because it is a liquid, Absorbine Jr. actually *floats away* the dead,

dry, flaky skin—helps promote the growth of healthy skin tissue.

Absorbine Jr. has been bought by more people than any other Athlete's Foot remedy because it works. Don't let Athlete's Foot cripple you with its hot, itching torture. Get fast relief with Absorbine Jr.

- Put **ABSORBINE POWDER** in your shoes. It absorbs perspiration! Deodorizes! Prevents reinfection.
- Wash your socks with **HOZENE**. Rids socks of fungi ordinary detergents can't. Prevents reinfection.



A famous laboratory grew millions of Athlete's Foot fungi in test tubes and reported *every single one killed* by Absorbine Jr. *within 5 minutes!*

America's Number One Athlete's Foot Relief



Absorbine Jr.

Absorbine Jr., 1960

What have we got against colds?

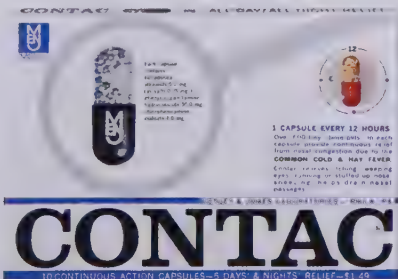


Tiny red "time pills" to stop sniffles, runny nose.

Yellow and white ones to stop sneezes, stuffy nose.

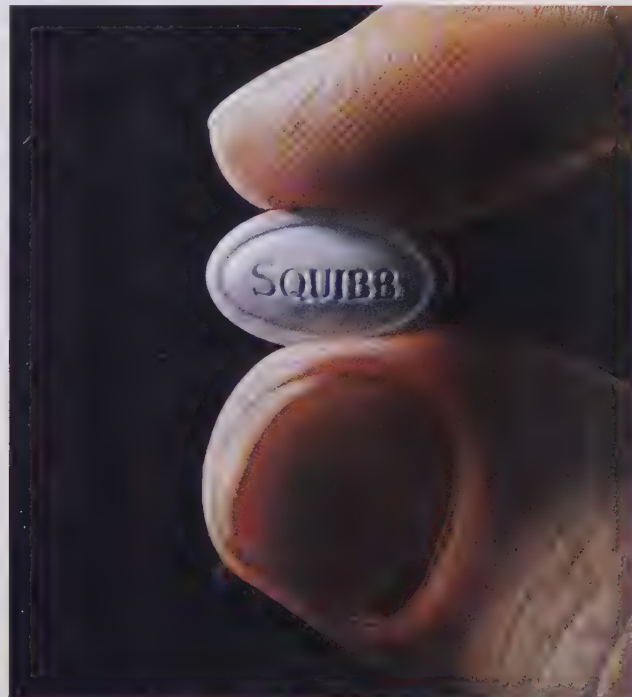
Over 600 tiny "time pills" in Contac.

The capsule that works all day/all night.



Today's largest-selling cold medication at your pharmacy.

Contac, 1963



The priceless ingredient of every product is the honor and integrity of its maker



Squibb takes over hundred and fifty-eight years of manufacturing skill, science, research. That's why Squibb way. Most important quality. Your family's health and happiness. Important. Choose your family's health. Squibb. Choose your family's health. E. R. Squibb & Sons.

Squibb, 1965

You want to knock 'em dead

but not with your breath

use Listerine



Sure, it tastes strong.
Because it's a real germ-killer. One taste
and you know it works. For hours and hours.

What's a beautiful girl like you doing with a heavy duty detergent like this?



the whole wash, of course! With new Cold Power, there's nothing to it! In cold water, new Cold Power coaxes the meanest dirt out of anything London, Paris or Seventh Avenue can dream up, whether it's a synthetic or natural fabric. With Cold Power and cold water, there's none of the shrinking, fading, color running or stain setting you get with hot water. And Cold Power doesn't just take care of your fashions. It also does the job for everything else you wash. Everything... even slipcovers. *New Cold Power! greatest invention since fashion went washable*

© 1967 Colgate-Palmolive Co.



Need this many?

Try this. →

NEW

BAND-AID
THE ORIGINAL
PLASTIC STRIPS

EXTRA LARGE

Johnson & Johnson

Now really big for big scrapes and cuts. (Big, soft absorbent pad equals 3 or more regular-size pads.)

Aerated . . . hundreds and hundreds of tiny vents let skin "breathe" for faster healing . . . easy removal.

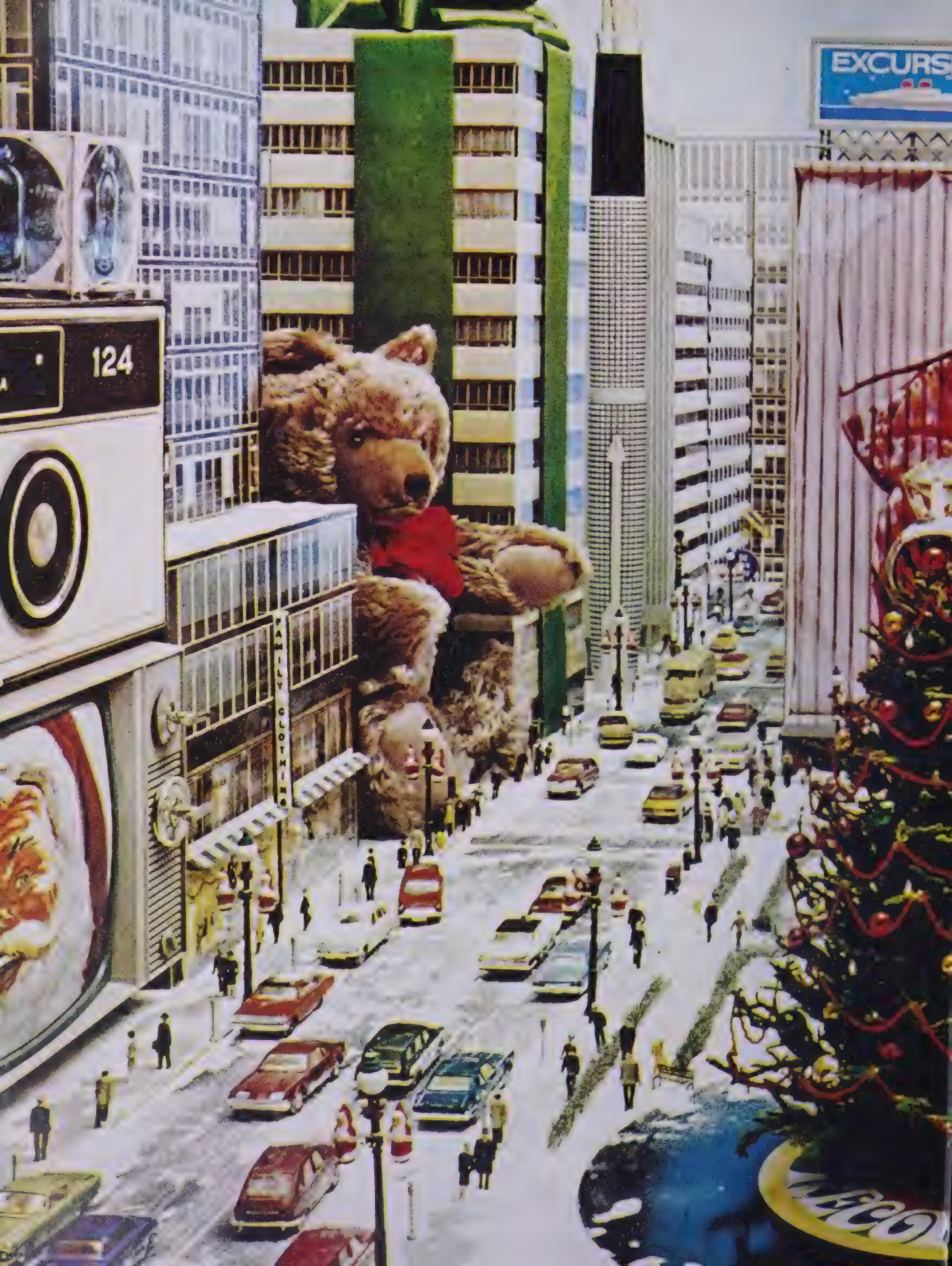
Super-Stick. Won't loosen in water.



1. Tension

2. Pressure

3. Pain



EXCURSIONS

124

FAMILY GROOMING

WELCO



EAU
DE
COLOGNE

AT
SUP

Tour

THE ORIGINAL

J.S.C.A.

GET YOUR PRIZES THIS
FAST, EASY WAY!

Most Popular
**PRIZES
FOR YOU**

AT NO COST!
or Big Cash Profits

It's easy to earn these valuable prizes when you become a member of the Junior Sales Club. IT COSTS YOU NOTHING! Selling these lovely All Occasion Cards is amazingly easy because they would cost much more if sold in a store. You sell each box of 21 beautiful cards for the low bargain price of only \$1.25. All your friends, relatives and neighbors will be anxious to buy such fine cards — in fact many members earn a prize in only one day. IF YOU WISH, YOU MAY EVEN KEEP AS YOUR PRIZE, 50¢ FOR EACH BOX YOU SELL! The first thing you do is pick out the prize you want. Then, simply fill out the coupon with your name and address and indicate whether you want 12 or 20 boxes. (If prize requires more than 20 boxes, start off with 20 boxes.) We send your cards on credit because WE TRUST YOU. You have 30 days to sell your cards. All we ask is that you return prepaid by Parcel Post any boxes you cannot sell within 30 days, keeping 50¢ for each box you do sell. The J.S.C.A. Club Plan is quick and easy! MAIL YOUR COUPON NOW!

**No Money TO SEND!
TO SPEND!**

**Junior Sales Club
of America**

SPRINGFIELD 1, MASS.

**JUNIOR SALES CLUB OF AMERICA
SPRINGFIELD 1, MASS. DEPT. B**

Enroll me as a member of the J.S.C.A. and send to me AT COST FREE Membership Card, FREE Prize Catalog, complete details on how to get valuable prizes plus a supply of All Occasion Cards to sell as checked below.

12 BOXES 20 BOXES

NAME _____ AGE _____

Print Clearly

ADDRESS _____

CITY _____ ZONE _____ STATE _____



More Boys Join
J.S.C.A.
The Original
Sales Club for Boys

**GET YOUR PRIZES THIS NO COST WAY...
JOIN J.S.C.A. — MAIL COUPON TODAY!**

Lego, the toy they won't be tired of by Dec. 26th

Bring home all the kicks of racing this Christmas with a Revell race set



It's not just another empty-minded amusement that challenges children. To think to build, to create, to play with these colorful plastic bricks, to experiment with their imaginative possibilities, houses, airplanes, "super" fire trucks, even a "flower" in a pot, are big things like a truck with moving parts and even has gear and motor sets. There's no end to what they can make. And that's what keeps them interested in Lego. Long after most Christmas toys are forgotten.

And when you want to add to a child's Lego collection, give an Extra Parts kit.

Choose from 17 Lego sets — for children 3 to 12. As low as \$1.50. 205 piece set shown below, about \$5.



Sainsbury Corporation Toy Division Denver

Lego...the thoughtful toy.

Lego, 1967



There's no greater gift for a boy, a car he can race on his own. He'll really race his motor when you bring home a Revell raceway. Especially if he's at that impatient age. Old enough to want a car, but too young to drive one.

Ferrari Squalo 555 and Chaparral II. Revell home raceway sets are built to take it from rugged power packs and controllers, to track that's made to be stepped on. Many have lap counters so you always know who's

He'll get all the thrills of the real thing. He can slam through curves, weave through chicanes, brake hard for turns, go flat out down the straightaway and really roar around Revell's new banked track! On these steep banked turns, he can hit scale speeds of up to 220 miles an hour. He can race the hot cars too like the Mustang 2 + 2, Camaro SS 350



winning. All the parts are inter-changeable just keep adding pieces for more and more elaborate layouts. Bring home a Revell. Years from now, he'll still be getting all the kicks of racing at home. So will you. Ten sets to choose from, starting at less than \$30.00. Send for free race set catalog to Revell, Inc., #201 Glencoe Avenue Venice, California 90292.



Revell, 1967

SOLD ONLY AT YOUR FAVORITE FOOD MARKET!



DEFENSE BASE



Endless hours of fun with the most exciting toy ever made—the super-realistic "OPERATION X-500." Rockets & Missiles soar at the press of a button. Superstructure glides into position to change nose cones. Set includes radar screen, helicopter, space men, scientists, and more! Engineered for perfect safety, easy handling—sure to thrill every child from 3 to 12. Another tremendous value in quality toys by DeLuxe—one of the world's largest toy makers.

"OPERATION X-500" ROCKET LAUNCHER and DEFENSE BASE

- MISSILES FIRE! • ROCKETS BLAST OFF!
- DIALS LIGHT UP! • CRANE REALLY WORKS!
- NOSE CONES INTERCHANGE! • SCIENTIFIC ACTION TOYS!
- DOZENS OF OTHER WORKING FEATURES!



ROCKET LAUNCHER

COMPLETE SET \$11⁸⁸

BRING THIS RESERVATION FORM TO YOUR FOOD MARKET NOW!

PLEASE RESERVE _____ SETS OF OPERATION X-500 by DeLuxe at \$11.88 per set
NAME _____
ADDRESS _____
CITY _____

AVAILABLE ON LAY-A-WAY PLAN
RESERVE YOUR TOY NOW!

Junior Sales Club, 1960 ◀ De Luxe, 1960



Revell

Antares Kit

**PICTURE
FLEET**

1:1000

1 DAY

BUILD

THE MIGHTIEST ARRAY OF MECHANIZED FIREPOWER EVER ASSEMBLED IN KIT FORM

YOURS TO COMMAND - THE ARMY'S NEWEST AND DEADLIEST WEAPONS - EACH PERFECTLY IN SCALE WITH THE OTHER FOR SUPER-REALISTIC WAR GAMES!

This is it soldier, zero hour on D-Day. Your *Nikes*, *Howitzers* and *82's* are in a position to destroy an aircraft that try to span the attack. Your *Bulldogs* and *Ontos* are skillfully deployed - *Bulldogs* and *Ontos* on the banks, *Partons*, *General Forties* and *Howitzers* to carry the ball in the middle. In *General Patton's* pack is the awesome *280MM Atomic Cannon* you pray you'll never have to use. Should you be forced to, heaven help the invader.

Renwal Blueprint Models are recreated from actual U.S. Ordnance plans. Each kit contains from 81 to 179 precision engineered parts, authentically colored and fully operative. Renwal's famous "NO SHOW" orienting results in clean, proud-to-display models. Official dealer shell and crew mannequins included.

FREE! SEND FOR COMPLETE CATALOG! RENWAL, DEPT. B 12, MINEOLA, NEW YORK



M550
NIKE \$1.49



M551 8-INCH HOWITZER \$2.99



M553 ATOMIC CANNON \$4.99



M552 TSMU SATSWEEPER \$3.99



M554 WALKER BULLDOG \$1.99



M555 40MM TWIN FORTY \$1.99



M556 GENERAL PATTON \$2.49



M557 ONTOS \$1.00



M558 ARMY HAWK \$1.49

Steiff



Steiff

**BUTTON IN EAR BRAND
Realistic Plush Animals**

Steiff's tradition of hand craftsmanship brings you the largest collection and variety of soft, lovable and unique animal companions.

Available at all good Toy and Department Stores, including Marshall Field, Jordan Marsh, Bloomingdale's, I. Magnin, Macy's, Gimbel's, or by mail from F.A.O. Schwarz, 745 Fifth Avenue, New York City.

Steiff, 1965

434 Consumer Products

Mommy, in the olden days, did you have a Barbie Doll?
Mommy, how do you make a pin curl?
Mommy, do blue shoes go with a green dress?



She'll really learn from you. But Barbie will help. She's used to the girl put together Barbie's new 3-piece costume. Dress Barbie. Style Barbie's Color 'n' Curl Fashion Wig. Dream of tomorrow. It's rewarding for her—and you. Now wonder millions of Mommys and little girls all over America and in 30 foreign countries share the delight of Barbie.



Barbie, 1965

BOYS' LIFE for SEPTEMBER, 1960

your Bike Savings at Western Auto's September

JAMBOREE

*Crate-packed to pack extra savings for you...enjoy the fun of assembling your own bike!

Special Tire and Tube Offer!
Values to \$4.00 for any 2 for only **\$2.88**
Any one (or both) of the above! An inner tube, a set of 100% Dunlop Safety Grips, a pair of 100% Dunlop Safety Grips, a pair of 100% Dunlop Safety Grips, a pair of 100% Dunlop Safety Grips also available. *Western Auto's*

CLIP THIS COUPON AND SAVE!

SPEEDOMETER
Reg. \$5.00
Western
Price **\$3.88**
You'll be surprised how fast it goes! up to 10,000 miles readable! 20 MPH. Nonbreakable lens. Easy to read.

more fun riding on this
**WESTERN FLYER
3-SPEED LIGHTWEIGHT**

The Western Flyer is a 3-speed, 3-piece, 26-inch bike. It's built for fun and safety. It's got a 3-speed rear hub, a 3-speed front hub, a 3-speed chain drive, a 3-speed chain drive, a 3-speed chain drive. *Western Auto's*

WESTERN AUTO • 2812
Columbus & Millers
Cincinnati, Ohio

**WESTERN AUTO—Headquarters for guaranteed
BIKE PARTS**

You name it, W.A.A. got it! Parts for whatever kind of bike you own. Over 500 parts and accessories. The most complete assortment of accessories available in one place. *Western Auto's*

Western Auto

Western Auto, 1960



What could be more fun than a talking doll?

Hardly anything. Because Chatty Cathy® *really* talks! It's true. Just pull the Magic Ring and she might say "Let's play school"... or "May I have a cookie?"... or perhaps "I love you." Chatty Cathy says 11 different things, and the fascinating part is you never know what she'll say next! Your daughter will love Chatty Cathy, because she can actually converse with her. What's more, Chatty Cathy's life-like rooted hair can be brushed and arranged in different styles. And she has a wonderfully varied collection of beautifully made costume sets to choose from, each perfectly made down to the smallest detail.

For that special gift for that very special little girl...get her Chatty Cathy. She's the most talked about...and talkative doll of the year. You'll find Chatty Cathy wherever toys are sold.

© & © 1962 Mattel, Inc.



TM. & © 1962 Mattel, Inc.

Another talking doll!

The only thing that's more fun than having the famous Chatty Cathy® talking doll...is having Chatty Baby™ too! She's brand-new...and as lovable and appealing as a real baby. And just like her famous big sister, Chatty Baby says one of 11 different things when you pull the Magic Ring. She laughs...and cries...and says "Hi mama...Go bye-bye...Doggie bow-bow...Night-night" just the way a real baby does. Your daughter just won't be able to resist her. And she'll never know what Chatty Baby will say next. It's all part of her charm. With rooted, brushable hair and a delightful selection of costumes to choose from, Chatty Baby will be more than a doll for your little girl...she'll practically be a companion.

If your daughter would love a life-like, talkative "daughter" of her own (and what little girl wouldn't?), then Chatty Baby will be the most appreciated gift you might find. See her...listen to her...and buy Chatty Baby wherever toys are sold.





famous PARKER GAMES the Finest in Home Entertainment...

For every lucky one on your gift list... for every age, taste and mood; for family fun; for gay, informal parties, for the holiday and every day there's a famous Parker game to bring enduring pleasure and relaxation.

This Christmas, let famous Parker Games be your way to say HAPPY HOLIDAY!

MONOPOLY*

Parker Brothers Real Estate Trading Game

This world-famous, action-packed game is an ideal gift for all the family! \$4.95.



RISK*

Parker Brothers Continental Game

Power is pitted against power in this contest for control of continents! \$7.50



TRADE WINDS*

Parker Brothers Caribbean Sea Game

Sail in search of adventure and treasure on islands, in strange ports of call! \$4.



SORRY*

Parker Brothers Slide Pursuit Game

Fast-moving, fun-filled pursuit game keeps all the family on their toes! \$3.



CLUE*

Parker Brothers Detective Game

For all would-be "private eyes"... the favorite "whodunit" game! \$3.50



POLLYANNA*

Parker Brothers Track Pursuit Game

America's great family favorite. Avoid "capture", use unique "turnouts". \$2.50



*Parker Brothers Registered Trademark for the Game Equipment

the Happiest Gifts Under the Tree!

CAREERS*

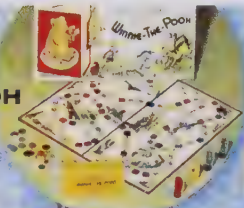
Parker Brothers Game of Optional Goals

Timely success game as exciting as choosing a real-life vocation. Fabulous fun! \$3.



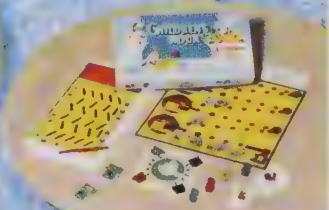
WINNIE-THE-POOH

Fun for small fry with Milne Characters and scenes. No reading, no counting. \$2.



CHILDREN'S HOUR*

Collection of 3 entertaining games for the kindergarten set. Easy to learn. \$2.



ROOK*-FLINCH*

ROOK* So many ways to have fun. Parker's four-suit card game! \$1.25

FLINCH* Parker's numerical card game of great variety and appeal. \$2.



KIMBO

Parker Brothers Game of Fences

Challenging new game for family fun. Play controlled by movable fences. \$3.



WIDE WORLD*

Parker Brothers Air Travel Game

Exciting air travel game gets you around the world in 30 marvelous minutes! \$3.



TOURING*

Parker Brothers Automobile Card Game

Delightful pastime for young and old. Adventures on a motor tour. \$1.50



RICH UNCLE*

Parker Brothers Stock Market Game

Lively, true-to-life stock market game. Excitement, fun for all the family. \$3.50



*Parker Brothers Registered Trademark for the Game Equipment

famous PARKER GAMES

PARKER BROTHERS, INC., Salem, Mass. Manufactured in Canada by Collett-Sproule Boxes, Ltd., Toronto

MAIN
PARACHUTE

RESERVE
PARACHUTE

CLUB MATON
SERVING COMFORT

100 STEP

100 STEP





2.

4.

3.

5.



6.



7.

Gift horse.

Cookie-powered. Wonder Horses run for hours on the energy supplied by a few cookies! Your youngsters will stay quietly—and safely—amused for hours "Muzzing" or "Cudd" (shown below) are priced at about \$18 and about \$22.



A Sure Winner. Wonder Horses have been enjoyed by more youngsters than any other toy horses in history. You can get this graceful fence-sanger in three sizes and two colors—Golden Palomino or Silver White—from about \$10 to \$20.

Rock-a-bye-ride. The Wonder "Shoo-Fit Deluxe" rocker is so gentle and safe as a ride on Daddy's knee. Safety straps and adjustable seat help guarantee it. Sturdy polystyrene body is long-lasting—and washable. About \$12.



It's fun to look a gift horse in the mouth. Especially when the horse is a galloping Strawberry Roan with a soft coat that feels just like the real thing! Wonder Horse makes realistic chargers like this in three sizes, from about \$20 to \$35.



Wonder Horse®

A treasured part of a happy childhood

Wonder Products Co., Collierville, Tenn. A subsidiary of Wilson Sporting Goods Co.

Wonder Horse, 1966



Give Jolly Good Fun to Everyone

give Milton Bradley Christmas Games

This year, give the gift that makes a Christmas hit with everyone. Give a Milton Bradley game to the game to every name on your gift list. Milton Bradley game offers elegant, suspenseful entertainment. The game you choose is the right game for the occasion. "Milton" is on the cover!

To make your Christmas shopping easier, stop this page. Pick out Milton Bradley games for your family and friends. Take this page to your favorite store, and buy the games you've selected. Be sure you get one for yourself!

1. SQUARE MILE: Game to select the best development. Take money from other players' money. The first with the most money wins. \$12.95
2. EASY MONEY: Game to select the best development. Take money from other players' money. The first with the most money wins. \$12.95
3. THE GAME OF LIFE: Game to select the best development. Take money from other players' money. The first with the most money wins. \$12.95
4. GO TO THE HEAD OF THE CLASS: Game to select the best development. Take money from other players' money. The first with the most money wins. \$12.95
5. THE GAME OF LIFE: Game to select the best development. Take money from other players' money. The first with the most money wins. \$12.95
6. THE GAME OF LIFE: Game to select the best development. Take money from other players' money. The first with the most money wins. \$12.95
7. THE GAME OF LIFE: Game to select the best development. Take money from other players' money. The first with the most money wins. \$12.95
8. THE GAME OF LIFE: Game to select the best development. Take money from other players' money. The first with the most money wins. \$12.95
9. THE GAME OF LIFE: Game to select the best development. Take money from other players' money. The first with the most money wins. \$12.95

MILTON BRADLEY COMPANY SPRINGFIELD 2, ILL.

WATCH FOR MILTON BRADLEY ON THESE PROGRAMS FROM NOV. 17, CHRISTMAS: MAKEBELIEF AND THE COLONEL. SEARLES, ERIC, FORD - FATHER KNOWS BEST. MAKE A FACE. SUNDAY 12:30 P.M. ABC-TV. MON. 12:30 P.M. ABC-TV. SATURDAY 11 A.M. ABC-TV.

Milton Bradley, 1962



When your boy first puts his hands on these glitter-wrapped butterfly bars, watch his face. They may not make sense to you, but they sure do to him!

You know how to go—but how do you win? Just squeeze the handgrips—and Sears' dual rear safety brake system stops it like you want it!

A bucket seat for a bike? That's a jolly idea straight from the drag racers!

That's a five-speed stink, and it shifts the derailleur gears slickety spitt!

That's a real candy apple paint job—in yellow-vel! The custom car people in California started the idea. And it really...

The big wheel in back, and the little wheels in front are other Screamer ideas. So is the rear tire—it's called a "heater" sink and it helps you start fast!

Sears went to the drag races and came back with a new kind of bike.

At the drag races you see cars like you see nowhere else. And those cars that go screaming by are the dream cars of people under 20.

And that gave Sears an idea. The drag for a bike your son can really fall in love with. A bike that makes any other bike just a plain drag.

Now Sears is ready. That's the new bike, in the picture at left. And it's called The Screamer. You can see it's got a big wheel in back, a little one in front, cheater slick rear tire, five-speed stick shift, cool spring suspension—and even a bucket seat—just like the real drag racers!

But under that jazzy paint job is the rugged steel frame. Sears bikes have always had. And for extra safety, a dual rear brake system found only on Sears bikes.

That's The Screamer from Sears, Roebuck and Co. It sure doesn't look or ride like any bike Sears ever had before. (Maybe that's why it's the bike that kids really go for.)


Tomorrow, let your son check out The Screamer—one of the great collection of bikes—at the Sears Sports Center near you.

Sears SPORTS CENTER Where the new ideas are



Sears, 1968

► Sears, 1969



Here's where the action starts. On the right, a five-speed stick for the derailleur gears. On the left, a new drag control.

Squeeze these handgrips—and Sears dual rear brake system pulls you up to a smooth, safe stop.

These butterfly handlebars look like they fly. You do when you grab hold and go!

You've never seen a bucket banana seat like this. It's brand new and rear and side reflectors are built right in.

Drag racers helped Sears design the frame. See how it slopes to the front. Like lightning sitting still!

The fastest cars in drag racing? Ask your son. He knows what they look like. Long sloping frames. Huge rear tires. And a look like lightning.

That gave Sears an idea for a bike built the same way. The first one that would look like the real thing. Now Sears has it. The new Screamer.

It's a wide-tired, low-slung, honest-to-drag-racing bike. And it's like nothing else you'll see this side of the drag strip.

See it only at Sears. Tomorrow take your son to look over the new Screamer, one of the great bikes, at the Sears Sports Center. Or look in the Sears, Roebuck and Co. Catalog.

Torsion spring suspension in front and dual coil-spring shocks in back smooth out the bumps of the roughest roads.

Sears 

SPORTS CENTER

where the new ideas are

Sears wheels out the first bike with a frame like a drag racer.



Charles Addams
suggests

HALLOWEEN MUGMATES

The famous artist (some of whose best friends are spooks) knows that, especially on Halloween, matchless coffee flavor deserves matching coffee cups...MUGMATES! Here he suggests three sets of MUGMATES designed to chill you—at least until you drink that wonderful hot coffee. You'll notice one set of MUGMATES is a threesome. Is it the eternal triangle? Or maybe one of these MUGMATES has two heads!

Charles Addams designed these MUGMATES for us, but he wouldn't think of parting with them! You can't buy them, but it's easy and fun to copy them yourself—or design your own. For a free folder full of other MUGMATE inspirations and simple directions, write to: MUGMATES, Pan-American Coffee Bureau, Dept. 17, 120 Wall St., N.Y. 5, N.Y.

I go
for
Coffee...
You
go
for
Coffee...

Let's
go
for
Coffee
together!





This is one reason little girls love Cheerful Tearful.

This is the other.



The pictures tell the story. They're both the same doll. Mattel's new Cheerful Tearful can actually change her expression. Move her arm up, and her tearful pout turns to a happy smile. Move her arm down, and her smile turns to a pout again. (She even cries tears.) At first, little girls are simply astonished. But in no time, astonishment turns to love. And in endless hours of having fun, taking care of Cheerful Tearful when she's sad, and making her happy again.

On the next few pages, you'll find more new Mattel toys and dolls for Christmas, each one creative, imaginative, and a lot of fun. That's the way we think toys should be.



Mattel, Inc., 1966



Because girls would love a friend to dance with, Mattel makes SWINGY.™

She swings! She swings her arms... she swings her feet with the "Swingy Step." She takes her shining hair from side to side and dances like no other doll in the world. Swingy comes with her very own pop record, with music and lyrics to match her mood. And when Swingy finishes dancing, she'll walk, too.



Mattel, Inc., 1969

Switch 'N Go is a new kind of road racing set: it puts your boy in the driver's seat.



© 1966 Mattel, Inc. Switch 'N Go is a registered trademark of Mattel, Inc. All other trademarks are the property of their respective owners.

Switch 'N Go gives youngsters complete control of their cars, and the layout they race on. One they can guide their cars around the course, switching them from track to track by remote air control. Two they can flip cars over by remote air control. (Makes competition more exciting.) Three they can design their own course (making it as tricky as they want) then set it up indoors or out. And they can change it whenever they want. In other words youngsters can have a ball with Mattel's Switch 'N Go Fun GT Sports Car Set. (You too, dad.)

We make a Switch 'N Go Battle Set, too. Works like the car set, only with authentic, missile firing tanks, missiles that fire by remote air control, remote control pulleys.

Our Thingmakers make things. (Like Creepy Crawlers, Creepie People, Fighting Men.)



© 1966 Mattel, Inc. Thingmaker is a registered trademark of Mattel, Inc. All other trademarks are the property of their respective owners.

A year ago, we invented the Creepy Crawlers Thingmaker.™ Now millions of boys and girls are making Creepy Crawlers, playing with Creepy Crawlers, even selling Creepy Crawlers. This year, we've got two new Thingmakers. One makes Creepie People. They're kind of ugly, but lovable. And fun to wear or stick on the end of a pencil.

The other Thingmaker makes Fighting Men, whole armies of tiny soldiers, and all their equipment. There's just one problem. We can't figure out whether kids have more fun making toys with our Thingmakers, or playing with the toys they've made.



© 1966 Mattel, Inc. Creepie People, Creepy Crawlers, and Fighting Men are registered trademarks of Mattel, Inc. All other trademarks are the property of their respective owners.



© 1966 Mattel, Inc. Creepie People, Creepy Crawlers, and Fighting Men are registered trademarks of Mattel, Inc. All other trademarks are the property of their respective owners.

Mattel, Inc., 1966

If you've ever watched Barbie help a little girl grow up, you know why she's our most famous doll.

With Barbie a little girl can experiment with fashions, to see what color shoes go with a red and white gown. She can make a dress for Barbie, with out sewing. She can even create hair styles for new Color Magic Barbie. With Barbie there's an endless opportunity for a little girl to learn and have fun. That's how Barbie and her friends have helped more than 20 million little girls grow and be happy.



© 1966 Mattel, Inc. Barbie is a registered trademark of Mattel, Inc. All other trademarks are the property of their respective owners.

Girls flip over the new "mod" London look. So does our new Francie!

Francie is Barbie's fifteen year old cousin. Like most girls her age, she loves to wear stripes, pinstripes, London lace, and granny gowns. (And our bonding leg Francie even has real eyelashes.) Francie is very real to girls who'll be fifteen someday, too. That's why she's so much fun.



© 1966 Mattel, Inc. Francie is a registered trademark of Mattel, Inc. All other trademarks are the property of their respective owners.

Because little girls asked, we gave Barbie a tiny sister. Her name is Tutti!

Tutti is only six inches tall. She has hair that girls can comb, and she can pose like a real little girl. She even comes in special play sets with costumes and her own toy toys. (And she has a teen brother, Todd! They come together in a twin play set.)



© 1966 Mattel, Inc. Tutti and Todd are registered trademarks of Mattel, Inc. All other trademarks are the property of their respective owners.

The perfect doll house: nothing to put together, nothing to lose, and your daughter can take it wherever she goes.

Tutti's Playhouse is actually a vinyl suitcase, complete with lots of built-in furniture. Open, it's perfect for playing. Closed, it's perfect for storing dolls and costumes. It's a completely new kind of doll house. And we have more for Francie for Barbie, and a club house for all the Liddle Kiddies.



© 1966 Mattel, Inc. Tutti's Playhouse is a registered trademark of Mattel, Inc. All other trademarks are the property of their respective owners.

Mattel, Inc., 1966

NO CRUMBLING!

LONGER LASTING!

NO MELTING!

NEATER!

BRIGHTER!

NO MESS!

NEW
Coloring Sensation!

PEDIGREE®
WOOD COVERED

CRAYON PENCILS

48 different colors!



48 PACK 98¢



24 PACK 49¢



12 PACK 29¢

LOOK



FREE Pencil Sharpener in each pack!

© 1961 Empire Pencil Co., Shelbyville, Tennessee, U.S.A.
Also Makers of PEDIGREE Cordless Electric Pencil Sharpener

PEDIGREE
PENCILS
still...

Cheaper
buy
the dozen!



DOZEN
PAK
Yellow
Pencils



DOZEN
PAK
Pastel
Pencils



CARD
OF 8
Ball Point
Pens

Every Pencil Pak
includes a
Free Sharpener

Pedigree Crayon Pencils, 1961

You may already have won these toys!



New Incredible Edibles!™ It's fun to eat good-tasting candy bugs and beetles — even more fun to make them! Family-looking Scooper-Cooper safety bakes liquid Gobbler-Doggo into pure sugary gum-dog candy in an delicious flavor.



Incredible Edibles set has the Good Housekeeping Seal comes with everything kids need including Scooper-Cooper Gobbler-Doggo molds, recipes for lunch box treats and incredible Gobbler-Doggo — like Beehive Brittle, Crab Cakes, Frog-elfo



The Monkees four finger puppet™ Three-eyed iron safe, things like. We're having more fun than a barrel of people!



Miniature Car Carrying and Show Cases come in four sizes: 12, 24, 40, 48 cars. Mattel Construction Company has trucks, play area. Mattel Service Station also available.



Miniature Gun set includes single-shot rifle, pistol, holster set and much. As the Mazer™ features rubberized sliding authentic sound Zero-W™ Winchester Cartridge™ makes realistic rifle and machine sounds.



Tight Squeeze™ is the new set game that makes any gathering a party! Players struggle, resist, squeeze to get through the belt.

**Mattel's
Million Dollar
Christmas Sweepstakes!**

\$1,000,000
in toys
10,000
winners!

And you may already be a sweepstakes winner!

It's easy to find out. Just take your lucky letter-number coupon to any store listed at the end of this ad. If it matches one of the winning letter-number combinations posted in the store, Mattel will send you a \$100 gift certificate! It's good for any Mattel toys and

duffs you choose including all the ones you'll see on the next five pages. You've got 10,000 chances to win. But hurry! Winning coupons must be sent to Mattel, postmarked by December 16, so that winners can receive their gift certificates in time for Christmas.



Mattel, Inc., 1966

► Monsanto, 1960

Monsanto
reports:

A Wonderland of New Plastic Toys
... Coming for Christmas!



WALK INTO this enchanting boy-and-girl land of wonderful toys. You'll see the magic of plastics . . . colorful, warm to touch, beautifully smooth. New toys, bright toys—amusing and educational. They'll gladden young hearts of all ages. Easy to clean, light for little hands to hold. Intricate and graceful designs with the perfect detail that only *molding* could bring to playthings. Made of durable Lustrex, Monsanto's styrene, they'll keep their Christmas-morning newness long after the holidays are over. Look for these newer, brighter, more exciting toys in your favorite toyland. They'll be the happiest choice under any Christmas tree.

Lustrex, Reg. U. S. Pat. Off



JUNIOR MISS SEWING KIT. Just like mother's. Hand-operated machine that really sews. Molded of lustrous, smooth Lustrex. Has needles, scissors, thread, cloth, patterns.



SPACE HELMET AND GOGGLES. Latest interplanetary design . . . elastic chin and head straps. Radar antennas on goggles revolve.



HURDY-GURDY. Real musical toy of Lustrex plays melodious tunes as you turn the handle. Boxed ready to play, with changeable records.



FIX-IT CONVERTIBLE. Complete with repair kit and spare parts to change tires, fill radiator, gas tank and battery, change oil. Molded entirely of Monsanto's Lustrex styrene.

IF YOU ARE A MANUFACTURER, call on Monsanto for the latest information on new plastic materials—and suggestions on how plastics can be applied to your own production problems.



LEARNING INDUSTRY WHICH SERVES MANY

You may already have won the toys



New **Baby's Hungry**™ is amazing — she really seems to eat and milk! Feed her with the spoon, her mouth moves as she chews. In **Baby's Hungry** her bottle, her cheeks move as she nurses and all the while, her eyes look around! Like all Mattel talking dolls, action toys and dolls, **Baby's Hungry**™ is guaranteed!



Whenever **Baby's Hungry**™ eats or drinks, her eyes look around!



Who to talk to? Any of 40 personalities, with the **Mattel-O-Phone**™ Who's the Jack-in-The-Music-Box? It's **Swaggy**, from the **Parade** comic strip!



Talking **Mrs. Beasley** from the popular **Family Affair**™ TV show! She'll say, "Would you like to try my slippers? You may if you wish..." and more!



Soft, cuddly friends! Talking **Larry**™ The **Lion** is really very shy: "Oh, I scared myself!" New **Kazzy Bear**™ loves tulle, baseball — "C'mon, let's see that last ball, Oops!" If you give new **Googly**™ a squeeze, she squeals and spins her eyes!



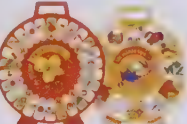
Dolly Patter™ **Piggy** and **Puppy Patter**™ — special new talking piggy banks to love and have fun with!



N Say Ride-Away™ sounds like a real fire engine, train, motorcycle, more! This new four-wheeler makes a great bath toy!



N Say toys teach sounds of musical instruments (Mr. **Musical Says**™) animals (The **Animal Says**™), letters of the alphabet (The **Letter Says**™). Plus other versions — Mr. **Sound Says**, The **Clock Says**.



N Say toys teach sounds of musical instruments (Mr. **Musical Says**™) animals (The **Animal Says**™), letters of the alphabet (The **Letter Says**™). Plus other versions — Mr. **Sound Says**, The **Clock Says**.

Mattel, Inc., 1966

your children want for Christmas!



New **Lucky Locket**™ **Kiddies** — each doll comes in its own locket, with chain, clip, ... dolls, each with its own special toy and picture book. Their completely furnished stand. Girls can collect them, wear them, decorate with them. And the dolls even come out for play! **Liddle Kiddie**™ — none there are more of these tiny, bendable, ... **Liddle Kiddie Klub**, New **Storybook Kiddies**™ — miniatures of favorite favorites. Each one comes with a storybook and an animal from the story.



Baby Say 'N See™ moves her lips and eyes when she says things like "I can see in the dark, can you?"



Soft, sleepy-eyed **Drowsy**™ says, "Mommy, kiss me goodnight other bedtime phrases. Cuddly **Baby Sleepy**™ moves her lips whenever she whispers 11 different secrets like, "Is anyone else awake?"



Baby First Step™ walks and skates, all by herself! Talking **Baby First Step**™ (not shown) can do all that, and talk!



New **Baby Cheerful Tearful**™ can smile and cry real tears — yet she's only 8 inches tall! Comes alone or with accessories in **Sleepytime** and **Feed Me** playsets. Larger **Cheerful Tearful**™ smiles and cries real tears, too!



New **Baby Cheerful Tearful**™ can smile and cry real tears — yet she's only 8 inches tall! Comes alone or with accessories in **Sleepytime** and **Feed Me** playsets. Larger **Cheerful Tearful**™ smiles and cries real tears, too!

Mattel, Inc., 1966

You may already have won the toys



Twirl! **'N Tom Francie**™ is Barbie's "Mod" cousin. Her friend **Caesy**™ is new, and so is **Negro Francie**. Each doll has invisible wigs, legs that bend, real eyelashes, lots of beautiful new costumes to choose from.



Tutti,™ Barbie and Skipper's new sister, has a new friend **Chips**™. They're bendable. Tutti comes alone or with accessories in playsets like **Cookie**™, **Goodies**™ and **Swing-A-Ling**™.



Twiggly™, the famous London model is now a doll. With Twiggly haircut and lashes!



The **Barbie Family House** and the **Cape Cod Doll House Classic** are ready to play — they need no assembly. Made of sturdy, washable vinyl! Each new house contains fully decorated rooms and movable furniture!



Skipper™ is Barbie's pett little sister! She has bendable legs, and lots of new costumes that all girls are sure to love!



Barbie Doll Case and **France Doll Case** are portable storage areas for doll costumes, accessories. Cases are washable — and made of sturdy vinyl!



Mattel, Inc., 1966

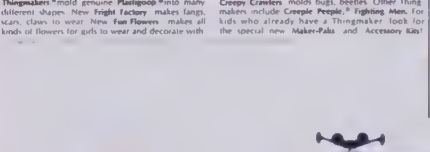
your children want for Christmas!



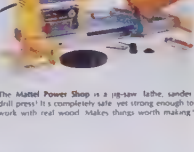
Thangmakers™ mold genuine **Playdough** into many different shapes. New **Fright Factory**™ makes fungi, scary, claws to wear. New **Fun Flowers**™ makes all kinds of flowers for girls to wear and decorate with.



Smeech 'N Go Super Construction Set, with truck, trailer, track, action accessories. Drive, load, dump, all by remote control. "GT" Car Set also available!



Creepy Crawlers™ molds bugs, beetles. Other **Thing Makers**™ include **Creepy People**™, **Fighting Men**™, for kids who already have a **Thingmaker**™ look for the special new **Maker-Pals**™ and **Accessory Kits**!



The **Mattel Power Shop**™ is a 10-1/2" fathe, tandem drill press! It's completely safe, yet strong enough to work with real wood. Makes things worth making!



Mattel, Inc., 1966

Other **Mattel Mason** accessories include remote-control **Mason Sails**, action **Rocket Launch** and **Space Probe**, and **Rocket Ship Carrying Case**.

"The shine is the sign it's really clean!"

says PRUDENCE POTTS, the Pan Inspector

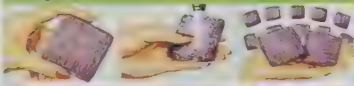
Of course you want a shiny pan to cook your family's food in



Only **Brillo Soap Pads**

contain special soap with Jeweler's Polish to get pans shining clean!

Nothing else cleans so fast...shines so bright...your best buy too!



• Brillo Soap Pads will clean most pans. The special jewelers' polish in Brillo Soap Pads cleans and shines aluminum, stainless steel, and enamel. Brillo Soap Pads are also great for cleaning your kitchen sink, stove, and oven. Brillo Soap Pads are also great for cleaning your car's interior.



Nothing shines aluminum like BRILLO

Brillo Soap Pads, 1960

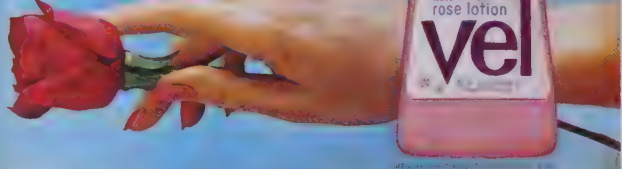
Save your hands and 7¢ too!



Try the new dishwashing discovery with rose petal softness for hands

Today, let your hands discover new Rose Lotion Vel. This creamy new formula brings you new softness—rose petal softness—in every drop. Vel cuts through grease in seconds. Try it for dishes and feel rose petal softness for your hands. More news—push-pull self-sealing cap ends the mess of droopy, gooey bottles. Thoughtful little touch. Try it!

Save 7¢ with this special coupon



Vel Dishwashing Liquid, 1965

COLOR-CO-ORDINATED GOURMETWARE

MAY CO.

3.00-8.00

an exciting new may co. first

- Caravale heavy-duty enamelware—the choice of gourmet cooks
- Choice of three "hot" colors—flame red, bright yellow or turquoise
- Imported from France to complement your kitchen decor—mix or match the colored pieces
- Heavy-duty steel with high-fired enamel finish that washes easily, with a swish of soap and water
- Pieces for every cooking need—May Co. Housewares 29—all eleven stores. Phone us today, Sunday, MAdison 6-3555

ROANDTOWN • WILMID • BRENSMAN • ARABARD • SAUM • EASTMAN • SUNDAY • SAN DIEGO • KLEN PARK • OFFENSE RIZKA • WEP S.A.

May Co., 1965

New Colors, New Materials, New Designs for Plastic Housewares

LOOK...TOUCH...LIFT...and see what wonderful uses today's stylists and designers have found for plastic's lustrous, lightweight, fluid grace. Now plastic housewares are at home in every room of the house, reflecting the skill of craftsmen working with Lustrax, Monsanto's styrene plastic molding powder. Modern, exciting, durable, they are available in a wide range of colors, including crystal clear and the newest pastels. Look for them at your favorite store...you'll use them everywhere!

Lustrax: How U.S. Pat. Off.

MONSANTO
CHEMICALS - PLASTICS

LEAVING INDUSTRY...NOTHING LEAVES HANGING

NO MORE juggling: with new plastic TV snack trays, sections, light to handle.

LITTLE HANDS find plastic cup easy to hold, divided plate just right for a beginner.

LEFTOVERS stay together. Fit neatly in refrigerator, in this new plastic spacer.

IF YOU ARE A MANUFACTURER, get on Monsanto for the latest information on new plastic materials—and suggestions on how plastics can be applied to your own production problems.

Monsanto, 1960

Jewels by Trifari, 1960







Put a little muscle in your washer

AND SAVE UP TO 3 OUT OF 4 LAUNDRY DOLLARS

Something marvelous happens when you team Arm & Hammer Washing Soda with detergent. You get clean, bright washes with less detergent. And think of the savings in bleach, bluing, water softeners and other costly extras.

© 1968 Chem & Draper Co., Inc.



Arm & Hammer Washing Soda, 1968

DISCOVER THE MODERN WAY TO DO DISHES!

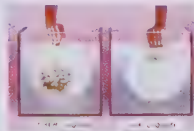


One health's squeeze fills a dozen with powerful suds.

Discover Pink Lotion LUX LIQUID for Sparkling Dishes...Lovely Hands!



WONDERFUL LUX MILDNESS. Not just for the hands, but for the face, too. Lux Mildness is the gentlest of soaps. It's perfect for the delicate skin of your face. And it's perfect for the delicate skin of your hands. It's perfect for the delicate skin of your hands. It's perfect for the delicate skin of your hands.



CUTS GREASE FASTER. If you've ever tried to scrub away a stubborn grease stain, you know how frustrating it can be. But Lux Liquid cuts through grease faster than any other detergent. It's perfect for the delicate skin of your hands. It's perfect for the delicate skin of your hands.

NEW PLASTIC SQUEEZE BOTTLE

Washes like a charm. Squeezes like a charm. It's the only one of its kind. It's the only one of its kind. It's the only one of its kind. It's the only one of its kind.



Lux Mildness through it...more power to it!

Lux Liquid, 1961



New!
For "instant" wrapping...

Just pop in—fold over—it's wrapped to stay fresh! Protected the sure way, the pure way—with clean, clear wax (and plenty of it!). Handiest ever for any use sandwich—cake, pie—leftovers, too. Try transparent Waxtex Sandwich Bags. Such a big convenience.



Biggest, roomiest you can buy!
Waxtex Sandwich Bags in the handy flip-top carton

Five products of American Can Company

Same fine Waxtex comes in the familiar roll. The roll that can't fall out of the box!

Handi-Wrap, 1961 ◀ Waxtex, 1961



Live it up brightly!

Bright like you've never quite had it before!

Dazzling news about new White King D! Colors burst into new life the very first time you use new D in your washer. The secret is D's superior brightening acids, not found in ordinary detergents. And wait until you see what new D does for white things. All by itself! D gives you brighter whites than other detergents with bleach! Look for new White King D in the bright new package on your grocer's shelf today.



White King Detergent, 1961

PUT A BUCKET UNDER THE LEAK. I'LL BE RIGHT THERE!

It's Panic Time, Josephine... in-laws coming to dinner!

THE PIPE'S FIXED... BUT YOU STILL HAVE A SINK PROBLEM.

Y'MEAN THESE AWFUL FOOD STAINS?

GOSH! IF MY MOTHER-IN-LAW SEES THEM!

SHE WON'T IF YOU USE COMET! IT BLEACHES BETTER THAN YOUR CLEANSER!

WATCH, I'LL SPRINKLE BOTH THROUGH WATER ... AND FOR THIS TEST JUST LET 'EM SOAK!

RINSE AND LOOK.

THAT STAIN DISAPPEARED!

SURE, 'CAUSE COMET HAS SUPER-CHLORINOL!

OTHER CLEANSER

COMET

OTHER CLEANSER

COMET

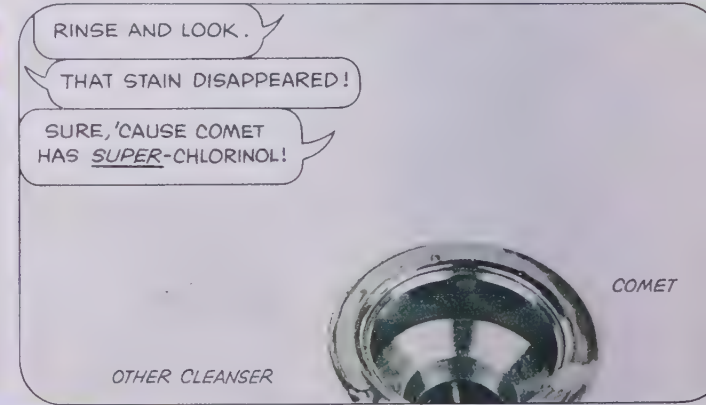
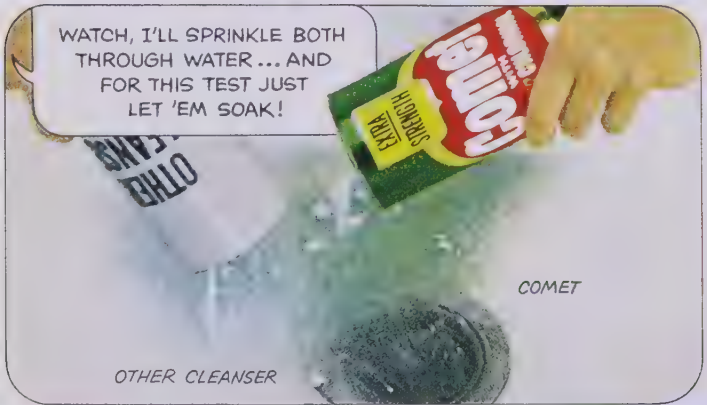
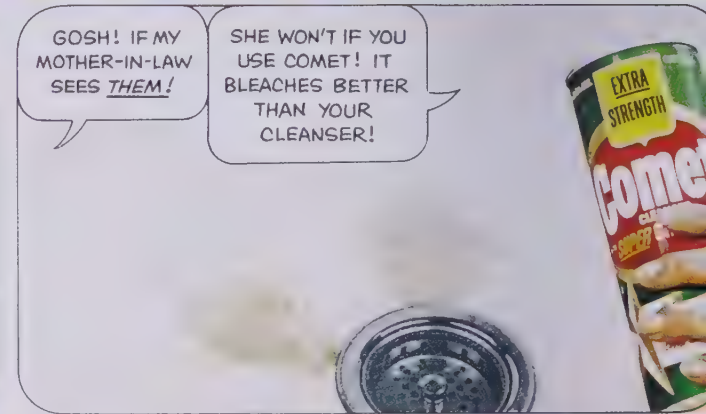
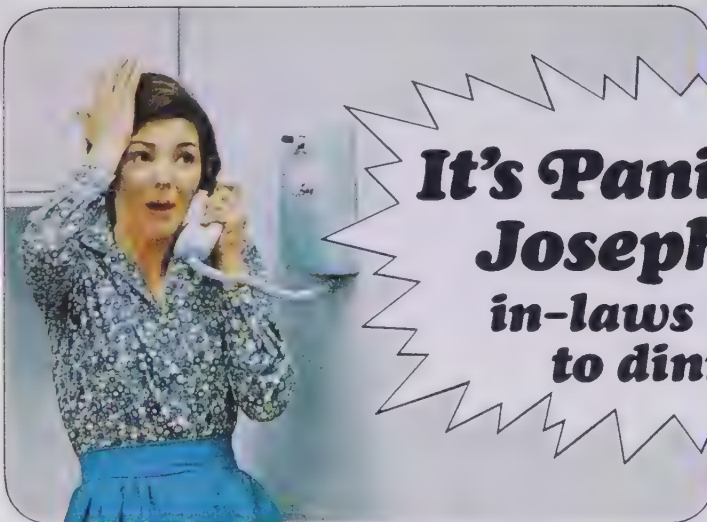
COMET BLEACHES OUT TOUGH FOOD STAINS BETTER THAN ANY OTHER LEADING CLEANSER!

DISINFECTS BETTER, TOO!

**L
A
T
E
R**

WAS THE DINNER A SUCCESS?

YEP... AND SO WAS THE SINK! MY MOTHER-IN-LAW'S USING COMET NOW!





\$1.

Sneezin' Season Offer from Bufferin and Kleenex Tissues.

Get one or several Softee tissue dispensers for \$1.00 each (or 2 for \$1.75), PLUS one Premium Seal from a box of Kleenex tissues and one front panel from a Bufferin package. These nationally advertised dispensers, made of washable Du Pont Orlon, retail for \$1.79 each and are available in 8 decorator colors.

Kleenex tissues from your bright new dispenser—just what you need for the sniffles and sneezes.

Bufferin relieves the aches and pains of a cold faster, more effectively than simple aspirin tablets. With Bufferin, you've got more going for you against the pain of a cold than with almost any other tablets.

NAME _____
 ADDRESS _____
 CITY _____ STATE _____ ZIP _____

Make checks or money orders payable to: SNEEZIN' SEASON. Allow 3 or 4 weeks for delivery.

Kleenex & Bufferin, 1967

name dropper

Socially acceptable anywhere—Lady Scott's new decorator dispenser. It sheds its outside wrap to display Lady Scott facial tissue beautifully. In Bluebell Blue, Comellia Pink, Fern Green, or Antique Gold. From the first collection of tissue prints. Shaded blossoms, also gay prints on lints. All in matching 2-ply facial tissue and bathroom tissue.

Lady Scott Tissues, 1966

AUTOMATIC DRYER

Dry off hands, blot makeup, shine up copper. Soft Northern Towels give you a hand a hundred and one times a day. So soft, because 10,000 thoughtful little dimples on every towel make them that way. Soft and pliable to dust hard-to-reach places. Polish without scratching. Soft enough to clean jewelry.

Northern—the tireless towels
Another fine product of American Can Company

Northern towels
 SHELL PINK
 HANDY HELPER

Comet Cleanser, 1969 ◀ Northern Paper Towels, 1962

NEW!
MAGIC OVAL SCOTTIES

Now you can take one Scottie, and another floats up. Or take a handful, already neatly folded for you.

With Scotties' new Magic Oval box there's no tugging for tissues that tear, or come out in long strings! No refolding either, for tissues to put in your pocket or purse!

Scotties Tissues, 1962

▶ Ken-L Products, 1960







Burgerbits



"Melody in White". For a 6 1/2" x 11" full-color print of this original photo by Walter Chandoha, send \$2.97 in coin to Cat Pictures, Dept. 300-200, Box 8585, Chicago 77, Illinois. Offer good only in U.S.A.



Health, grace
and beauty

from their daily feeding of
PUSS'n BOOTS

Good nourishment from a balanced diet means healthy, happy cats like these. And a daily feeding of Puss 'n Boots gives quick results—in a glossier coat, more energy and a happier disposition. Start feeding Puss 'n Boots today, and see the difference.

8 oz., 15 oz., and 26 oz. sizes

IMPORTANT: Cats have different food requirements from other animals. If your cat likes fish, it needs a fish food formulated just for cats: our Original Fish Formula. If your cat likes meat, it needs a meat food formulated just for cats: our New Meat Flavor.



Once a day—Every day for lifelong nutrition.

Coast Fisheries Division of The Quaker Oats Company, Chicago 54, Ill.



Parakeets like and need variety.

Only French's Seed-with-Biscuit provides 14 foods in one package

Best for your bird!
Most for your money!



Your parakeet will really go for French's Seed-with-Biscuit. It will keep him healthy, happy and playful. Give him this balanced variety of clean, fresh seed with tasty biscuit. He will love you for it!

He'll love French's Treat and Condition Food, too.

French's

PARAKEET PRODUCTS

French's Seed-with-Biscuit contains Millet Seed, Canary Seed, Oat Groats, Poppy Seed, Torula Yeast, Corn Syrup, Caraway, Niger, Sesame and Fennel Seeds, Cuttlefish Bone, Soya Bean Germs, Wheat Germ Meal and Vitamin B12 Supplement

Two
ways
to guard
your
jewel collection



BLU
BLACK
MORR
ABOUT \$15.00

1. Get a fierce, wide-awake watchdog and have him stand guard. (That'll discourage "borrowers.")
2. Keep it in your Lady Buxton Jewel Case. (That'll discourage disorder, dust, damage.) Now look at the photographs and pick out the case that's right for your own individual array of jewels.

Jewel Cases by **LADY BUXTON**

best for your money



Lady Buxton, 1960

► Kal Kan Dog Food, 1963



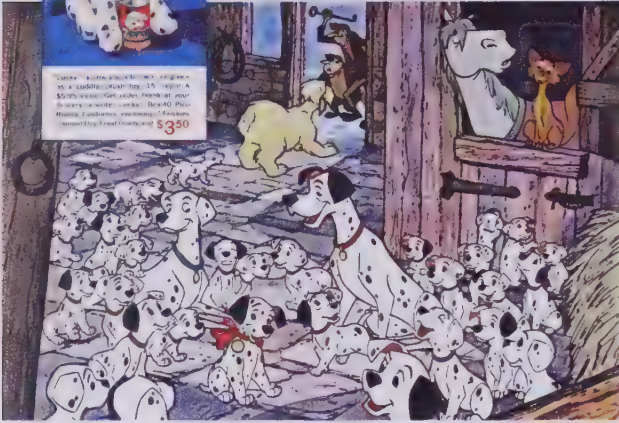
Friskies OFFERS YOU WALT DISNEY'S "LUCKY" PUP

THE FRISKY PUPPY STARRING IN WALT DISNEY'S NEW FEATURE LENGTH CARTOON

One Hundred and One Dalmatians!



Friskies puppy (shown in the cartoon) is a healthy, happy pup, 15 weeks old. A \$4.99 (suggested retail price) puppy at your favorite pet store. **Special Price: \$3.50** (includes shipping & handling). Friskies puppy food (shown in cartoon) \$3.50.



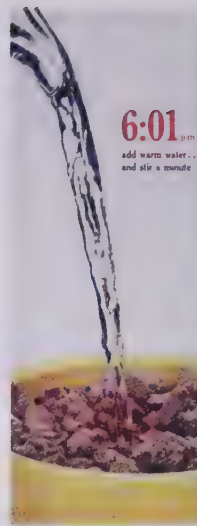
Pongo and Perdita were wonderfully happy until their 15 puppies were stolen by wicked Cruella, thus launching a furious nationwide hunt. At last, on a cold English countryside, our heroes, assisted by the Colonel, the Captain and Sergeant Tibbs, rescued not 15, but ONE HUNDRED AND ONE DALMATIANS.



In the make-believe world of Disney, pets thrive on make-believe food. But if the One Hundred and One Dalmatians come to life, we bet they would be Friskies fans. They couldn't resist Friskies' meaty rich flavor and moist, soft texture. Friskies' balanced nutrition is rich in vitamins, minerals, energy foods. All the things that make Friskies the leading value of the premium brand dog foods. A quality product from Amation.

Keep your dog frisky with Friskies!

Friskies Dog Food, 1961



6:01 p.m.
add warm water...
and stir a minute

6:02 p.m.
gravy happens—
crunchy chunks
in beef-tasty gravy



World's only dog food that makes its own gravy

(right in the bowl!)

Nothing to add for flavor. New Gravy Train has everything your dog loves—crunchy chunks, real beef flavor, and rich home-style gravy. Nothing to add for nourishment. New Gravy Train gives your dog a complete balance of vitamins, minerals and 10 different proteins. Nothing to add but warm water... for the best balanced banquet in the whole-doggone world!

NEW GRAVY TRAIN looks like, tastes like beef stew!



Gravy Train Dog Food, 1960

Cat-astrophe for all other cat foods:

Meet the 7 wonders of the cat world. Never before has your cat had such a nutrient variety. New! Delicious! Delicious! In his, such deliciousness. (These new ingredients that are packed by numbers are simple to find and easy to remember. You'll never forget your cat's favorites.) So as not to miss a delicious dinner of the best cat food in the whole-doggone world. (After all, who knows more about cats than Puss'n Boots.)



Puss'n Boots Cat Food, 1967

D-Con Mouse-Prufe, 1969

E EK!
A
MOUSE!



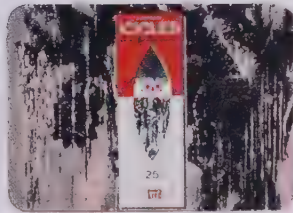


Let your fingers do the walking! Any gift worth giving is easy to find when you...shop the Yellow Pages way!





Look for
DOUBL-GLO
 HOLIDAY DECORATIONS



Sparkling beauty for your tree, doors, walls and windows. You'll find Mr. Doubl-Glo on Icicles • Artificial Snows • Angel Hair • Roping • Tinsel Garlands • Ornament Hangers • Cotton Batting • Wreaths • Tree Tops • Reflectors • Honeycomb Bells • ALL ARE FLAMEPROOF

Paper Novelty Manufacturing Company, Stamford, Conn. & Toronto, Ont.

121



From only 39¢ at Variety Stores everywhere including F. W. WOOLWORTH, S. S. KRESKE COMPANY, G. C. MURPHY CO., J. J. NEWBERRY, BEN FRANKLIN STORES, S. H. KRESS CO., KUHN'S, ANDERSON'S, M. H. FISHMAN CO., MORGAN & LINSEY INC., ROSE'S STORES, SCOTT STORES, T. O. & Y.

Look for these packages when you shop. Generous quantities, wonderful values!



REYNOLDS ALUMINUM FOIL GIFT WRAPS

for those who want to give...in the world's most beautiful way!

Reynolds Aluminum, 1960

Give your home the magic of Merlin with
DOUBL-GLO HOLIDAY DECORATIONS!!



It's magic—the way Doubl-Glo Icicles turn your tree and your home into a sparkling wonderland. All the warmth and joy of the Christmas season are captured in Doubl-Glo Garlands, Tree-Tops, Reflectors, Honeycomb Decorations, Angel Hair, and other decorations for room, table, and tree. Look for the decorations with the glowing magic of Walt Disney's Merlin. More magic-free Christmas trim ideas by Walt Disney artists on the back of Doubl-Glo Icicles packages.



Photo courtesy: M&G Co. Stamford, Connecticut and Toronto, Canada. Manufacturers of Doubl-Glo Holiday and Party Decorations and Christmas decorations.

New shape for tape!



Décor Dispensers...

by "SCOTCH" BRAND

Smart new way to serve cellophane tape! Choose from four soft pastel colors . . . Coral (above), Surf Green, Pink or Yellow . . . to accent the decor of your kitchen, bedroom, family room or den. Serves the thrifty 59¢ roll of "Scotch" BRAND Cellophane Tape. Non-slip base won't scratch table-tops, lets you pull and cut tape with one hand. Look for new Décor Dispensers now wherever you buy handy "Scotch" BRAND Tapes!

98¢
DEFINITE-LENGTH



Tape-saver: Definite-Length Dispenser M-92 delivers pre-set lengths of tape up to 4" at stroke of lever. Takes 72-yard rolls of tape. \$15.95.



For use in shop, office, or store: "Scotch" BRAND's C-23 Heavy Duty Dispenser. Takes jumbo 2592" rolls at lowest prices ever. \$3.95.

However you use cellophane tape...
"SCOTCH" BRAND is your biggest penny's worth!

STICKS LIKE CRAZY!



MINNESOTA MINING AND MANUFACTURING COMPANY
... WHERE RESEARCH IS THE KEY TO TOMORROW



"SCOTCH" AND THE PLYD DESIGN ARE REGISTERED TRADEMARKS OF 3M CO.
© 3M CO. 1960

Scotch Tape, 1960

THE PARKER 45 CONVERTIBLE
SOLID 18K GOLD POINT
INSTANTLY REPLACEABLE
CHOICE OF SEVEN COLORS
CHOICE OF FIVE COLLARS
AND ITS "CONVERTIBLE"

LOAD IT WITH A HANDY ONE CARTRIDGE OR
USE THE "CONVERTIBLE" AND
PULL IT FROM AN ONE BOTTLE

\$5
HANDSOMELY GIFT-BOXED

THE PARKER 45
CONVERTIBLE

1. Load with a cartridge
2. ... or fill from an ink bottle

**PARKER 45
INSIGNIA**
A VERY DISTINCTIVE
DESIGN FOR VALUE AND
PRICED YOU WILL
PREFER TO BUY
THE GOLD FILLED.
\$15

A Parker 45 Convertible is a lot more gift
than you thought you could give
for as little as \$5

Parker Pen, 1963

NEW SPACE AGE MARVEL GIVES ...



\$14⁹⁵
1. Includes in a rechargeable 6-10 size

NEW EVEREADY Captain
RECHARGEABLE FLASHLIGHT

Never needs batteries. This new "Eveready" "Captain" light is years ahead in performance and design. The first really bright rechargeable flashlight gives twice the light of other rechargeables. Optically perfect, tarnish-free reflector. Compact, only 5 1/2 inches long. Weight, 10 ounces. Strong, functional, smartly styled. It's the gift this year for the discriminating buyer. GIVE THE PERSONAL LIGHT OF TOMORROW

Safe, modern design. (U) tested. Easily recharged. Simply separate. They will not power pack brings into any 110 volt AC household outlet.

Eveready and Captain are registered trademarks of UNION CARBIDE CORPORATION



Eveready Flashlight, 1964



How your kids can have a happier Halloween

Boo! The trick is to treat them to transparent "Scotch" Brand Tape . . . to make a mask, a witch's hat, a magic wand—even create the entire costume with crepe paper and tape. Or to play *tape-the-tail-on-the-cat* (no dangerous pins!). Grownups can help: tape penny candy in wax paper for treating callers—tape paper pumpkins, fall leaves, scary things to windows and mirrors for a true Halloween look. The other 364 days, too, "Scotch" Brand Tape is sharp as a witch's wand at making fun come true. Keep it handy all year 'round for the kids—and for you!

3M MINNESOTA MINING & MANUFACTURING CO.

© 1961 3M Co., St. Paul 5, Minn.

... WHERE RESEARCH IS THE KEY TO TOMORROW



When tape costs
so little, why
settle for less
than the best—
"Scotch" Brand
in the plaid
dispenser

Next time, buy two—one for the kids and one for you!



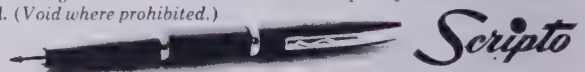
The Graffiti Pen Sweepstakes. If you can write, you can win.

Graffiti. A new fiber-tip pen by Scripto. To say all the things you've always wanted to say. About politics, about your mother-in-law, about your friends, about anything. The Scripto Graffiti pen has more ink, to say more things. And a long lasting nylon tip, which keeps moist even with the cap off. Only 49¢. Or refillable, 98¢.

Graffiti Moustache Contest: Look for the girl with the moustache at your store. Underneath you'll find tear-off pictures of girls without moustaches. Tear one off. Draw your own moustache on her with a Scripto Graffiti pen. If you're more of a writer type—write something. Then send it to Scripto. If you can write, you can win—big.

No purchase required. (Void where prohibited.)

Grand prize. A deluxe Dune Buggy or a completely equipped Camaro Convertible. **Second prizes.** 2 Sony 15" Portable T.V.'s. **Third prizes.** 50 Polaroid Color Pack cameras. **Fourth prizes.** 500 MGM Playtapes with AM transistor radio and 3 cartridges. **Fifth prizes.** 2,500 2-headed Graffiti ponchos. Come on in and express yourself with Graffiti.



the perfect gift for
HIM



DYMO Home LABELMAKER

Now he can make permanent, professional labels in seconds! A turn of the dial, a squeeze of the hand... raised letters, numbers, symbols come out white on a colored background. The Dymo Home Labelmaker is available at fine stores everywhere for only **\$9.95**

Export the same in Canada



DYMO INDUSTRIES, INC., P.O. Box 1030, Berkeley, California



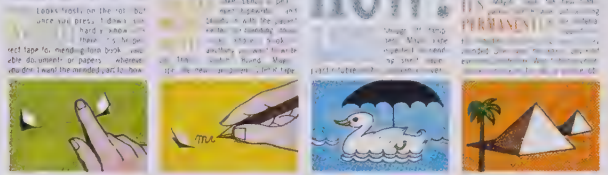
Say it in DYMO... make your words stick!

Dymo Home Labelmaker, 1963

LOOKS FROSTY ON THE ROLL - INVISIBLE ON THE JOB!!



new! new! new! new!



3M MINNESOTA MINING & MANUFACTURING CO. WHERE RESEARCH IS THE KEY TO TOMORROW

Scotch Tape, 1962



We've taken a fanciful journey
To glamorous far away lands—
To Paris, Hawaii, Majorca—
From Spain to the warm desert sands—
We took all our loveliest memories
When all of our journeys were through

And fashioned the prettiest greetings
For every occasion for you—
And now you can share them all with us
Their wonder, their beauty, their grace—
Just travel on down to the shop in your town
That's featuring FAR AWAY PLACES!



NORCROSS
Greeting Cards

Norcross Greeting Cards, 1960



MRS. DONALD R. MAYNE is in the living room of her attractive home in La Jolla, which contains many gifts obtained with S&H Green Stamps. Mrs. Mayne is active in many community affairs. She is shown here holding her daughter Bryn while her sons Reed and Joel are busy at a game of checkers. Mr. Mayne is an investment banker.

"I'm dollars ahead—thanks to
S&H Green Stamps" says **MRS. DONALD R. MAYNE,**
La Jolla housewife

—AND OVER 27,000,000 SMART, THRIFTY WOMEN AGREE...

As Mrs. Mayne says about her own experiences with S&H. "Whenever I shop at Walker-Scott in San Diego or Stevenson's in La Jolla, as well as other fine stores that give S&H Green Stamps, I know I'm dollars ahead. First, I'm dollars ahead because these stores give finer values. And I'm dollars ahead again when I redeem S&H Green Stamps for lovely gifts." S&H, you know, is America's oldest, most reliable stamp plan. With S&H Green Stamps you get what you want when you want it. Your choice of over 1500 gifts made by the finest companies in America.

Good Housekeeping
 Guarantees
 Performance of
 America's Only
 Nationwide
 Stamp Plan

Guaranteed by
 Good Housekeeping
 since 1896



You can be dollars ahead too! Shop where you get **S&H** Green Stamps.





SP 101 The Bell-Clock and Christmas tree in the New Year
 SP 102 Snowing on Christmas and evergreen in the New Year
 SP 103 The white pine Christmas tree and a happy New Year
 SP 104 Snowing on a happy New Year
 SP 105 The white pine Christmas tree and a happy New Year



SP 106 Snowing on Christmas and evergreen in the New Year
 SP 107 The white pine Christmas tree and a happy New Year



SP 108 Snowing on Christmas and evergreen in the New Year
 SP 109 The white pine Christmas tree and a happy New Year
 SP 110 The white pine Christmas tree and a happy New Year
 SP 111 The white pine Christmas tree and a happy New Year
 SP 112 The white pine Christmas tree and a happy New Year



SP 113 The white pine Christmas tree and a happy New Year
 SP 114 The white pine Christmas tree and a happy New Year



SP 115 The white pine Christmas tree and a happy New Year
 SP 116 The white pine Christmas tree and a happy New Year
 SP 117 The white pine Christmas tree and a happy New Year
 SP 118 The white pine Christmas tree and a happy New Year
 SP 119 The white pine Christmas tree and a happy New Year

KEEP THIS PAGE

Here's how to make Christmas card selecting much more fun. Have the magazine mark this page and get the family together. When you've chosen your very favorite Norcross Christmas cards, take this magazine to your dealer to make ordering easier.

Each of the bright and original cards shown here comes in a "Solid Pack" of 25 of the same sparkling design—and all are yours for a budget price of \$2.00.

So get several "Solid Packs" of 25 to meet the whole family's needs. Other Norcross "Solid Packs" each containing 25 of one design, range from \$1.50 to \$2.00.

If you've ever been pleased to make it cards with a little extra, your friends will remember Norcross' brilliant Christmas designs. And they'll remember who sent them.

There's always something
New from Norcross



Norcross Greeting Cards, 1960



Whenever you leave home, carry money only *you* can spend: **BANK OF AMERICA TRAVELERS CHEQUES.** Loss-proof, theft-proof, cashed only by *your* signature. Sold at banks everywhere.



Bank of America, 1961

Here's your new *S&H* Ideabook! Choose from more than ever before... and get lots of "thanks" from your family!



Your tattered camera, suitcase, this color TV set—S&H Green Stamps you can give him the equipment he wants for any sport. He'll thank you even more when you let him roam with the gifts from your new S&H Ideabook.



Dolls, teddy bears, cuddly clown—your 7 find wonderful gifts for little girls in your new S&H Ideabook. And you can show your love often with S&H gifts because S&H books fill up so fast. It's fun to be a thrifty shopper!



Thank goodness for S&H merchandise, too! The S&H Green Stamps they give you are almost valuable gifts for your wife, your kitchen—or just for yourself. In your new S&H Ideabook, you'll find more pajamas, gifts, more than 100,000 before!

Get your FREE S&H IDEABOOK at your favorite supermarket or other fine S&H merchants.

S & H Green Stamps, 1965

Huge "Happiness" Offer from Helms!

FROM YOUR
SNAPSHOT...



TO THIS
FULL-COLOR
PORTRAIT...



RENDERED IN
OIL PASTELS BY
AMERICAN ARTISTS



LIFE-SIZE FRAMED OIL-PASTEL PORTRAIT

BEAUTIFULLY FRAMED FULL-COLOR PORTRAIT FROM YOUR FAVORITE SNAPSHOT!
ORDER IT—AND DELICIOUS HELMS BREAD—AT YOUR DOOR FROM YOUR HELMSMAN... NOW!

ONLY **\$9.95** COMPLETE
PLUS FIVE (5) HELMS BREAD WRAPPERS

Imagine... a life-size, full-color oil pastel portrait by fine American artists to your guaranteed* satisfaction from your favorite color or black & white snapshot... and

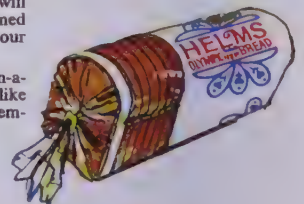
framed in a beautiful 15" x 19" carved Gold and Antique White frame... ALL FOR \$9.95 COMPLETE, PLUS 5 HELMS BREAD WRAPPERS!

HERE'S ALL YOU DO...
(1) Enjoy the superb flavor and freshness of your favorite Helms Bread. (2) Give your snapshot, 5 Helms Bread wrappers

and \$9.95 to your Helmsman. He will personally deliver your completed, framed portrait to your door—and return your snapshot—within 30 days!

ACT NOW... don't miss this once-in-a-lifetime offer! Order as many as you like... these magnificent portraits make memorable, lasting gifts.

(Offer expires December 15, 1967).



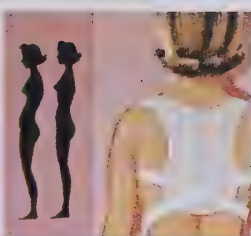
HELMS HOME-DELIVERS HAPPINESS

*In writing



TEAK DESK CADDY FOR HOME AND OFFICE!

KEEP YOUR DESK CLEAR OF CLUTTER—this rack organizes everything! Horizontal slots hold letters, stationery, pens, pencils stand in grid. Drawer stores stamps, clips, etc. Of richly stained teak; 3 1/2 x 3 1/2 x 15" long. 75622 Teak Desk Caddy. \$2.98



LOOK CONFIDENT, POISED, YOUNGER—Erect-Tall brace helps you throw your shoulders back—stand tall, proud! Washable, adjustable. For men, women children; use rib-cage measurement. Brace. 70276 28-33" 70326 34-37" 70466 38-41" 70516 42-45" \$3.98



BOIL THEM ON THE TABLE! White ceramic egg boiler cooks 4 eggs exactly to your taste—electrically! Turns off automatically when they're done just the way you want them—soft, medium, hard! 5 1/2" diam. Charming! 67595 Electric Egg Boiler. \$2.98

FOR ONLY 1¢

That's all it costs to identify 10 pieces of mail with name, address, ZIP CODE! Takes only a second to stick label on—saves days of anxiety, waiting for mail that's gone a-stray because of hard-to-read return address! Personalizing stationery, checks, records, books is smart, too! 1 1/4 x 3/4" gummed labels, in compact pads. Ivory Tenite box Print 3-line name & address (incl. Zip Code). 42911 White Labels (1,000) 1 Set, \$1.6 for \$5 47951 Gold Labels (500) 1 Set, \$2.00



1000 NAME-ADDRESS LABELS

INCLUDES ZIP NUMBER



TEFLON POACHES EGGS PERFECTLY without butter—never stick! 3 rinse-clean Teflon-lined cups rest on aluminum platform—fits any pan 7" or wider. Platform and cups have handy tabs—pick up easily with a fork. 77503 Teflon Egg Poacher Pan. \$1.98

NEW IDEAS BY MAIL TO MAKE YOU

LOOK!

OF BOSTON • SINCE 1818

M37 BRECK BLDG., BOSTON, MASS. 02210



HANDSOME CROCKS of oven-proof stoneware you'll use to turn out goodies like Grandma used to make. A must for old-fashioned custard... charm-ers for serving baked beans, making popovers, holding desserts. 5-oz. 84426 Custard Cups (6). 1 Set, \$3.98



Magnetic windshield cover KEEP VIEW CRYSTAL CLEAR—front and rear! Flip durable vinyl covers across windshield, rear window of parked car—magnets grip hood, roof. Return to find both free of snow, ice! 59964 60x34" Cover. Case. \$3.98; 2/\$7.50 60004 48x30" Cover. \$1.98; 2/\$3.89

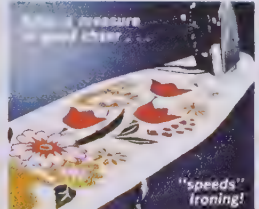


GRANDMA'S ALL-PURPOSE 3-TINED FORK

Prized utensil in grandma's kitchen, restyled for all-purpose use in yours! Beautifully balanced, 3-tined fork whips eggs in a jiffy—holds potatoes firmly without gouging! Finest stainless steel—keeps its "satin" finish; rosewood handle with solid brass rivets! 8" 53512 Fork. \$1.00



EARLY AMERICAN TOWEL ROD with what-not shelf. Faithful copy of Colonial favorite—from Salem maple finish to hand-carved wooden pegs used instead of nails. Useful, decorative for Colonial kitchen or bath. 12x8 1/2 x 4 3/4" 60111 Wooden Towel Rod, Shelf. \$3.49



WHIMSICAL IRONING BOARD COVER—so fresh, so colorful—just what you need to perk up dull ironing! Cotton, 54" long, neatly hooded with handy drawstrings—fits snugly! Chores done makes a delightful laundry decoration! 69757 Floral Symphony Cover. \$1.98



POWERFUL HAND-SIZED AUTO VAC swoops dirt from upholstery, carpet, roof—even corners, crevices! 9' cord works from lighter—reaches everywhere! 2 suction attachments (1 narrow, 1 wide); dust bag; on-off switch 52597 Poly Auto Vac; 11". \$5.98



WHEN SPACE IS A LACK—use this tub-stradling rack to drip-dry lingerie, children's clothes, etc. Lightweight, expandable, 10 1/2-ft. of drying space. Folds flat to store. Sturdy steel coated in white vinyl—won't rust, snag. 35501 Drip-Dryer Rack. 27x17" \$3.98



ELECTRIC HURRY-HOT-POT boils 4 cups of water in just 3 1/2 minutes! Serve instant coffee or tea at the table! Heat soups, baby's bottle, too! Polished aluminum; stay-cool handle and base. 6-ft. cord included. AC. Thoughtful gift 55491 Quick Pot. \$2.98; 2 for \$5.79



BLUE MEISSEN MUGS—of heaviest glazed earthenware, to keep the contents piping hot! Each holds a full 10 ounces of coffee, tea, chocolate, your favorite soups or broth. Authentic traditional pattern, heirloom inspired. 18275 Coffee Mugs (4). 1 Set, \$1.98



STRETCH-AWAY FOR LITHE, LOVELY FIGURE! Easy, fun, and so good for you! Strong 33" rubber rope exerciser with hand-grips helps firm and tone your hips, thighs, midriff, arms; helps lift and develop your bust. Booklet incl 76364 Stretch-Away. \$1; 3 for \$2.89



MOVE HEAVY APPLIANCES YOURSELF with Teflon Casters! No installation—they slip easily under washers, refrigerators, etc.—glide them out for cleaning, retrieving lost articles! Save your back, prevent accidents, protect floors! 78554 Casters. 1 1/2" (4). 1 Set, \$1.00



FOODS STAY CHILLED for hours! Wide-mouth, 5 1/2-oz. capacity jar carries generous portions of salads, desserts for brighter, more nourishing school office lunches! Unbreakable poly, dylite insulated. Leakproof; fits lunchboxes. 78907 Thermos Jar, 4x3 1/2" tall. \$1.00



SHIMMERING CHANDELIERS... IN 2 SIZES!

All the brilliance of rare originals—at look twice prices! Gleaming 5" "crystal" prisms of multi-faceted Lustrex never yellow, never break! Screw into any outlet—add sparkling beauty to hall, foyer, dining room, powder room, 2-tiered, 6 1/2 x 9" high; 3-tiered, 8x11" 10298 2-Tier. 1.98 10348 3-Tier. 2.98



END THE OOD-DISH CLUTTER in your refrigerator! Compact, space-saving arranger has six clear-view plastic containers (1 1/2-cup capacity) with airtight lids that keep left-overs fresh, appetizing. 15x4 1/4" master tray slides easily—lets you remove one container without disturbing the rest. Withstands coldest temperatures; won't crack. 72066 Refrigerator Space-Saver. \$2.98



"POLLY PUT THE KETTLE ON" will be the all-time family favorite when you have a lovely, colorfully enameled European tea pot and kettle in your home! Cover of tea kettle is cleverly gold-chained to the handle—a special touch—adds old-world charm to stove, table! 4-Cup Kettle: 72454 Blue; 72504 Green. \$2.98 6-Cup Kettle: 72694 Blue; 72884 Green. \$3.69 4-Cup Pot: 19414 Blue; 19554 Green. \$2.98 6-Cup Pot: 19604 Blue; 19794 Green. \$3.69

YOUR COMPLETE SATISFACTION GUARANTEED!

BRECK'S OF BOSTON
M37 BRECK BLDG., BOSTON, MASS. 02210

PRINT NAME _____

PRINT ADDRESS _____

CITY _____ STATE _____ ZIP _____

ITEM NO.	QUAN.	ITEM (COLOR, SIZE, OR NAME)	TOTAL PRICE
POSTAGE & HANDLING—FOR YOUR TOTAL ORDER—ONLY			25¢
ENCLOSE CHECK OR MONEY ORDER NO. C.O.D.			TOTAL



K. P. WATSON

WATSON

DAVID WATSON

D. WATSON

CAKE
BAZAAR

NEXT SATURDAY

WATSON

SITE

KATHY WATSON

WATSON

FR
WATSON
MAPLE AVE
NEWWOOD, OHIO

WATSON

WATSON

WATSON





THE
WORLD
BOOK

WORLD BOOK

WORLD BOOK

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Why the Godless hate these books



...and why the God-fearing find daily inspiration in them

Great Books contain the great truths that are fatal to dictators, vital to religious men and women everywhere. In these volumes you can trace the origin and development of religious freedom, tolerance, the brotherhood of man, and other concepts by which you live.

From the pages of Great Books, 74 immortal authors speak to you. From them you can gain strength to live with the troubles of our times.

As you read them your mind is stimulated, your spirits lifted, your life enriched. You see why these great thoughts are the deadliest enemies of tyrants. No one can combat these truths except by denying men the right to know them.

What kinds of men wrote Great Books?

Were they all Christians? No. Some of them—Homer, Aeschylus, Aristotle and others—lived and died before Christ was born.

Were they all religious writers? Augustine was, but not Shakespeare. Thomas Aquinas was, but not

Thomas Jefferson.

Yet these 74 immortals, whose numbers include poets, philosophers, dramatists, novelists, historians, scientists, political and economic thinkers, are all important to the church-going millions of Americans today.

Their ideas—443 works, combined *only* in the 54 superbly bound volumes of Great Books—are the foundation of our free institutions.

The amazing Syntopicon

With Great Books you receive the two-volume Syntopicon, a unique idea index that enables you to trace every thought in Great Books *and in the Bible*, as easily as you look up words in your dictionary.

For example, suppose you wish to

compare Plato's ideas on life after death with the teachings of the Bible. In the Syntopicon under "Immortality," you find chapter-and-verse references to *all* mentions of the subject in the Bible, *plus* exact references to each of the hundreds of ideas on immortality in Great Books.



FREE OFFER . . . act now!

Find out more about Great Books. Just mail in the attached post card for a profusely illustrated 16-page booklet—*free*. Send for it today—no postage required. Great Books, Dept. 339-I, 425 No. Michigan Ave., Chicago, Illinois 60611.



GREAT BOOKS



Miller

FUTURE HOMES will be able to face in any direction—turned at will by your electricity. Electrically operated climate-

conditioned extensions will permit “summer terraces” all year round—enjoy winter and summer fun both at once.

Power companies doubling electricity for new kind of living

Plenty of electricity can make your home of the future a house of marvels!

To help bring this new electric age, America's more than 400 independent electric light and power companies are *doubling* today's electric supply—building power plants and lines at a rate of \$2 billion a year.

In the future, you'll be able

to flip switches to raise or lower table and work surfaces to any height. Electricity will bring beds out of the walls in the evening—then “make” them and fold them into the walls in the morning. The power that controls your home's climate will even do the dusting.

You'll need much more electricity, and you'll get it—from

America's independent electric companies. And unlike federal electric systems, these companies don't depend on tax money to build for your future.

In the new electric age—as always—people will benefit most when served by companies like the ones bringing this message—*America's Independent Electric Light and Power Companies**.



He'll be gift "rapt"...

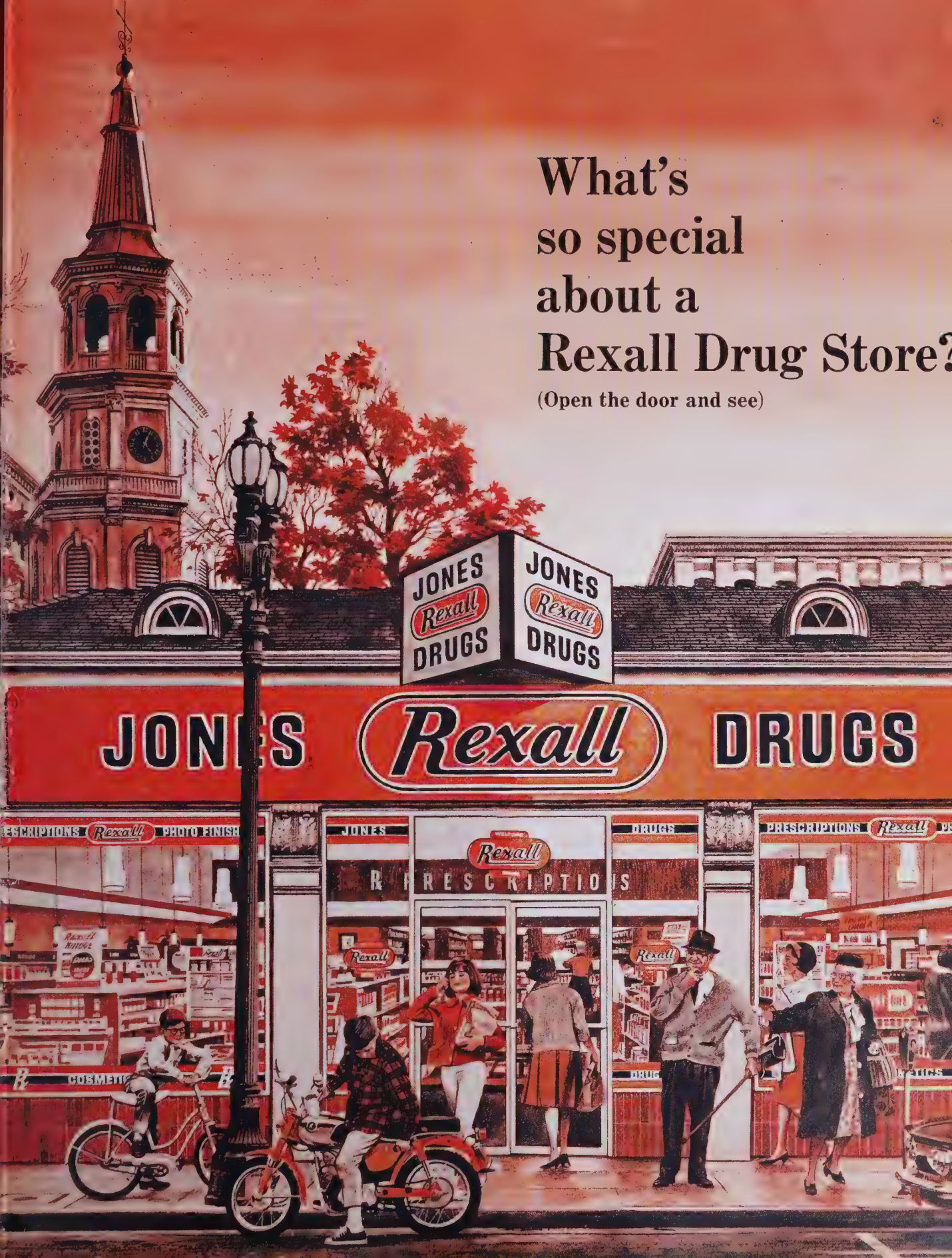


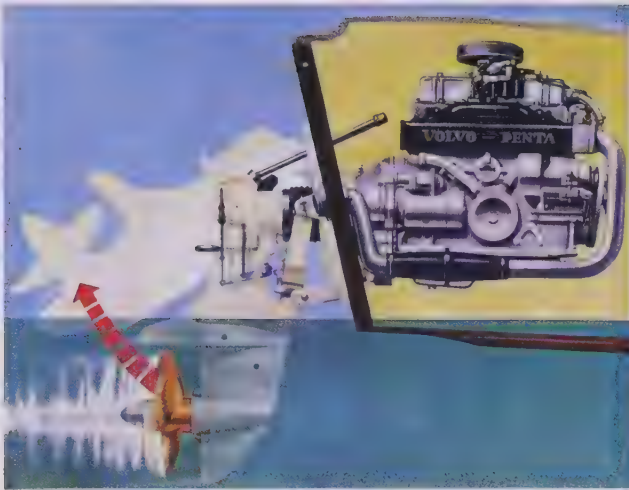
if you

Van Dyke

What's
so special
about a
Rexall Drug Store?

(Open the door and see)





VOLVO-PENTA AQUAMATIC. ... THE INBOARD ENGINE WITH THE OUTBOARD DRIVE

Obsoletes
all others

THOUSANDS OF ENTHUSIASTS! WHY? BECAUSE "NEVER BEFORE" HAS ONE POWER PACKAGE OBTAINED SO MUCH!

Volvo-Penta Aquamatic gives you inboard economy and styling... 80 HP outboard maneuverability and speed... doubles your cruising range... cuts fuel costs as much as 5%... Unlike outboards, this efficient four cycle engine needs no oil mixture... burns regular gasoline.

- The only inboard engine and outboard drive engineered and manufactured as one unit resulting in the perfect combination of power and propulsion
- Tills, trahs, beaches... minimizes hazards of driftwood and shallow water
- Neat, compact installation in boats of fiberglass, wood or aluminum
- No necessity for engine bed, additional stringers or alignment... counter balanced mounting reduces vibration strain
- Handles like a Dream, forward neutral or reverse with single lever control

- Idles smoothly at dead low speed hour after hour... runs continuously at full throttle
- Full height transom protects you against swamping... engine weight is where it's supposed to be at low center of gravity, inside your boat
- Completely enclosed engine makes it safer, cooler, weather proof and spray proof... adds years to engine life
- Vibration and noise is greatly reduced for quiet and pleasant boating
- Clutter-free cockpit due to elimination of outboard well

Volvo-Penta Aquamatic is engineered and manufactured in Sweden by marine specialists... builders of the engines include: Dornier, for 10, 15, 20, 25, 30, 35, 40, 45, 50, 55, 60, 65, 70, 75, 80, 85, 90, 95, 100, 105, 110, 115, 120, 125, 130, 135, 140, 145, 150, 155, 160, 165, 170, 175, 180, 185, 190, 195, 200, 205, 210, 215, 220, 225, 230, 235, 240, 245, 250, 255, 260, 265, 270, 275, 280, 285, 290, 295, 300, 305, 310, 315, 320, 325, 330, 335, 340, 345, 350, 355, 360, 365, 370, 375, 380, 385, 390, 395, 400, 405, 410, 415, 420, 425, 430, 435, 440, 445, 450, 455, 460, 465, 470, 475, 480, 485, 490, 495, 500, 505, 510, 515, 520, 525, 530, 535, 540, 545, 550, 555, 560, 565, 570, 575, 580, 585, 590, 595, 600, 605, 610, 615, 620, 625, 630, 635, 640, 645, 650, 655, 660, 665, 670, 675, 680, 685, 690, 695, 700, 705, 710, 715, 720, 725, 730, 735, 740, 745, 750, 755, 760, 765, 770, 775, 780, 785, 790, 795, 800, 805, 810, 815, 820, 825, 830, 835, 840, 845, 850, 855, 860, 865, 870, 875, 880, 885, 890, 895, 900, 905, 910, 915, 920, 925, 930, 935, 940, 945, 950, 955, 960, 965, 970, 975, 980, 985, 990, 995, 1000.

These leading boat builders are offering Volvo-Penta Aquamatic installations in their 1961 models:
ARKANSAS TRAVELER • BARBOUR • CUSTOM CRAFT • CRUISERS, INC. • FABUGLAS
GLASS MAGIC • GLASSPAR • GLASTRON • GRUVMAN • G & W • HYDRODYNE
LARSON • MAGNOLIA • OWENS • PEARSON • RED FISH • SABRE CRAFT • SKEE-CRAFT
SPAN AMERICA • SUPERGLAS • THOMPSON (N.Y.) • THOMPSON (WIS.) • TOPPER



Volvo-Penta Aquamatic, 1961



UNUSUAL GIFT? AN INSPIRATION! PRACTICAL? YOU BET! The Weekend Freedom Machine by John Deere

HOLIDAY SPECIAL!

Treat yourself this Christmas to the fun of a John Deere Lawn and Garden Tractor. Pay as little as 15 percent down... no interest before April 1... no payments on balance until May 1, 1967. Terms up to 30 months... includes equipment. Choose from 6-, 8-, 10-h.p. models to fit your needs. (Offer good during December only.)

THRILL YOUR CHILDREN TOO WITH THESE AND MANY OTHER JOHN DEERE TOYS



What a wonderful way to spread the holiday spirit throughout the year! Starting now, you can free every weekend for uninterrupted recreation with a John Deere Lawn and Garden Tractor... the Weekend Freedom Machine. Clear snow, mow your lawn, vacuum leaves, spread fertilizer, haul cordwood, etc., quickly, easily, during odd hours weekdays. Then, with free conscience as well as time, golf, tennis, picnic, fish, camp, hunt, travel, entertain... you name it, every weekend is yours. Let your John Deere dealer show

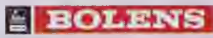
you the outstanding features of comfort, stability, safety, maneuverability. For his name (and a free booklet), write: John Deere, Box LG, Moline, Illinois.



John Deere, 1966

What's Arnold Palmer doing on a Bolens Husky?

Same thing you'd do before buying one. Testing it. Arnie found that only Bolens Husky has all the features needed to power you out of yard care chores and into the swing of fun things... fast! Smooth, reliable performance... from the rugged engine to the exclusive Fast Switch Power-lock Hitch that delivers positive, constant power to attachments regardless of ground speed or working conditions. Also, the easiest, quickest method of changing attachments... because Bolens exclusive Fast-Switch Power-lock Hitch lets you plug in power without belts or pulleys. Unparalleled ease of handling... with all controls conveniently located at your fingertips, and extra safe, one-pedal clutch and brake. Take a tip from Arnie! To match your power needs, exactly, choose from four Husky sizes: 750, 850, 1050 or 1250 plus the widest variety of front, rear, or center-mounted attachments. Discover why everything about a progressive Bolens adds up to champion efficiency and operating ease... year-round. See your Bolens dealer for a "proof-of-performance" test ride. If it convinces you that owning a Husky means getting extras you don't pay extra for, plus a lot of fun!



COMPACT TRACTORS • RIDING AND WALKING POWER MOWERS • TILLERS • SNOW CASTERS

Bolens, 1967



here's the newest John Deere WEEKEND FREEDOM MACHINE

Yes, sir! If you've caught "between and between" with more lawn than you can quickly handle with a normal mower... but less lawn than justifies a farm-sized tractor... here's the machine that'll fit your situation. The new 10 h.p. John Deere Lawn and Garden Tractor cuts a mighty impressive 46-inch swath up to 1 1/2 acres per hour! The added muscle doesn't sacrifice one iota of maneuverability, stability, flexibility, or safety. It just knocks off more work in less time than its popular 6- and 8-h.p. brothers. Use the new John Deere "112" to cut a wide swath to a free, swinging weekend... every week. For a free booklet and the name of your nearest dealer, write John Deere, Box LG, Moline, Illinois 61265.



John Deere, 1967

Saddle King OF TEXAS



A
Texas Cutting Horse
 With Quilted Seat,
 Leather-Covered
 Stirrups
\$139⁹⁵
 With Plain Seat,
 Metal-Bound
 Stirrups
\$124⁹⁵

NO MONEY
 DOWN
 SEE
 PAGE
 117



B
Tic Toc Roper
\$129⁹⁵
 As shown
\$109⁹⁵
 With Plain Seat,
 Metal-Bound
 Stirrups



C
Texas Southwest Roper
\$136⁹⁵



D
Ellenburg
\$119⁹⁵
 Metal-Bound Stirrups



F
Slick Texan
\$139⁹⁵



G
Low Moose
\$119⁹⁵



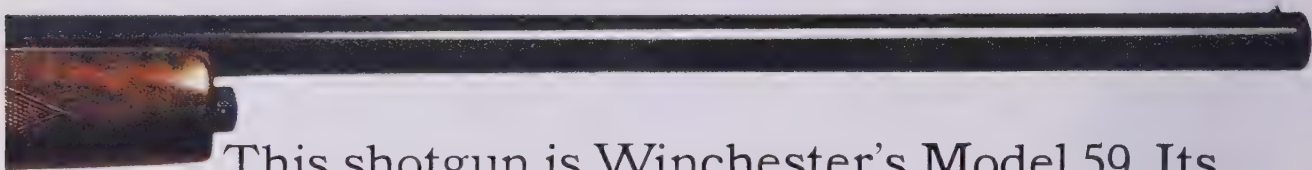
E
Crosby Special Roper
\$129⁹⁵



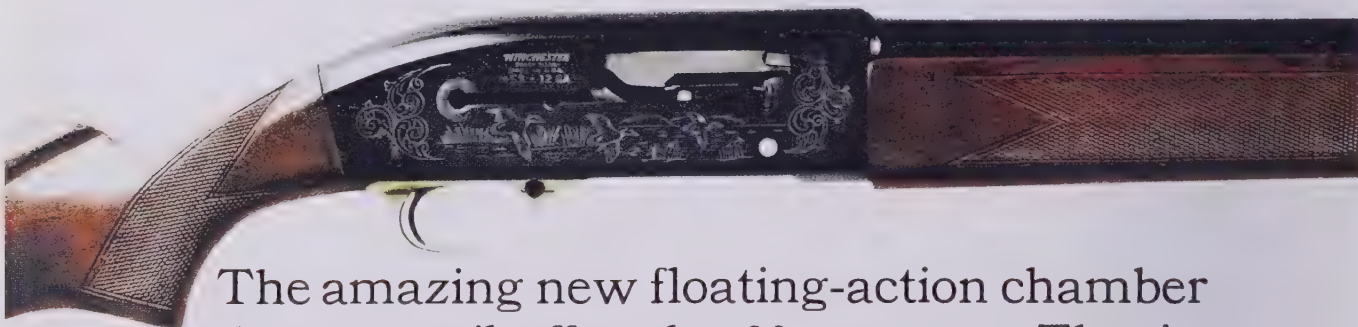
H
Youth's Roper
\$99⁹⁵

For Added Convenience, Order From
 Your Catalog Store, or Just Phone
 Your Order—See Page 115

Now from the famous gun laboratories of Winchester comes the greatest advance in over 600 years of gun-making: Win-Lite: the incredible glass fiber barrel.



This shotgun is Winchester's Model 59. Its weatherproof Win-Lite barrel is made with 500 miles of glass fiber fused and bonded to an extremely thin steel tube creating a barrel much stronger than steel at nearly half the weight of conventional barrels.



The amazing new floating-action chamber reduces recoil effect by 20 per cent. The inscribed receiver is aluminum. It will never rust. The Model 59 weighs 6½ pounds. \$149.95. It is the strongest, fastest shooting lightweight automatic ever made. It is a totally new experience in shotgun handling. It will stand with Winchester's all-time greats.

SPECIFICATIONS Action: Self-loading, non-recoiling barrel. Barrel: Available in 30", 28", 26" lengths and full, modified or improved cylinder chokes. Barrels are instantly interchangeable. Stock: Winchester pistol grip and forearm of American Walnut. Capacity: 3 shells—two in magazine, one in chamber. Shoots Magnum 2 3/4" or field loads without any adjustment.





NEW FROM OUTBOARD MARINE...

**THE BEST THING THAT'S
HAPPENED TO WATER IN YEARS!**



Introducing

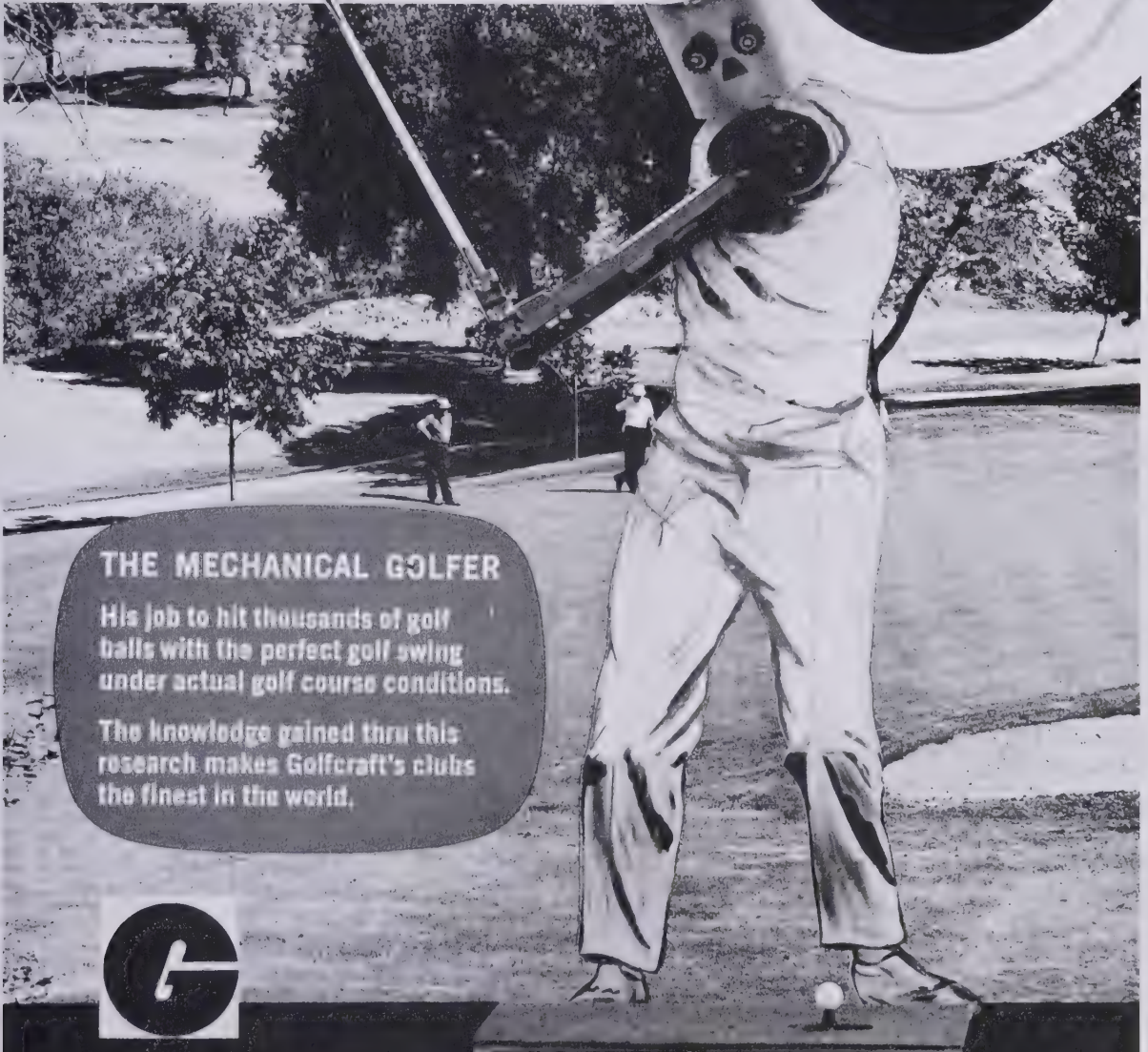
GOLFCRAFT'S NEWEST STAFF MEMBER

WHO CONSISTENTLY DRIVES

A GOLF BALL

OVER 300 YARDS

**DEAD
CENTER**



THE MECHANICAL GOLFER

His job to hit thousands of golf balls with the perfect golf swing under actual golf course conditions.

The knowledge gained thru this research makes Golfcraft's clubs the finest in the world.



"PERFECTION THRU RESEARCH"

ESCONDIDO, CALIFORNIA
CHICAGO, ILLINOIS
MORRISVILLE, PENNSYLVANIA
VANCOUVER, CANADA

WHAT SHOULD WE NAME HIM?

Send for contest entry blank & brochure.
Win a trip to the National Open

These cherished jewels have inspired

the world's most beautiful bowling balls



the CROWN JEWEL
with Miracle Tracking Action!

The shimmering, star-like beauty of the Crown Jewel is matched only by its startling performance. The first truly new bowling ball in 50 years, it is made of a gem-like new material that grips the lane with unprecedented sureness. Bowl a

Crown Jewel and see how firmly it holds the course you set for it regardless of lane conditions. We call it Miracle Tracking Action. To bowl your best this season, have your franchised Brunswick dealer fit you for a new Crown Jewel Bowling Ball

now. You have a choice of sapphire blue, ruby red or black pearl, \$39.95.



THE WONDERFUL NEW WORLD OF EBONITE is spread out before you. When you see it in person you'll probably be like a kid in a candy store, hard put to choose from among



such riches. But, don't fret — there's a color and weight for every man, woman or child. Ebonite, you know, invented the modern bowling ball back in 1905. This year



we've made them so extra good they'll last a lifetime. If you howl, you just can't help bowling better with a new Ebonite. If you don't, why not give an Ebonite gift



certificate to someone you love? That someone will love it — and you. They're priced at \$29.95 and down. Write for your dealer's name. Ebonite, Newton 64, Massachusetts.

Brunswick, 1962

Brunswick, 1962



**Black
Magic
from
A.M.F.**

(Also blue, red, green, gold, etc.)

Hocus-pocus... bowling's focus is on AMF's new Magic Line of Amflite® balls. Bowling balls with new precision and power... new balance and beauty. Beauty that includes fashion's vibrant new pearlescent look in a dazzling array of colors. And—Magic Line bowling balls are priced from just \$24.95!

AMF works new magic with bowling accessories, too. A brilliant new Fashion Line of bags and shoes to coordinate beautifully with new Magic Line bowling balls.

This bright new look in bowling is sure to cast a spell over you. See it now at bowling centers and wherever fine sporting goods are sold.



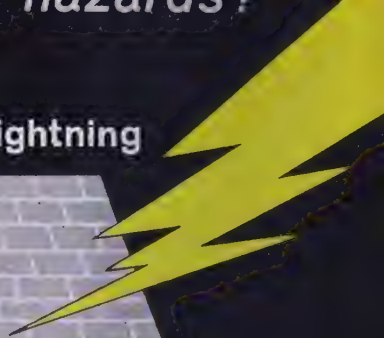
AMF 1963

is your home insured against all these hazards?

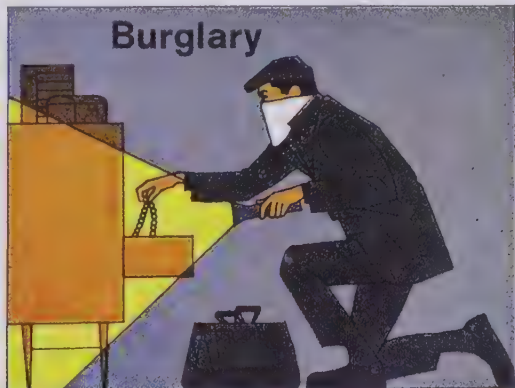
Fire



Lightning



Burglary



Fire on Contents



Personal Liability



Explosion



Vandalism



One Allstate Homeowners Package Policy protects you against loss from all these hazards.

Yet, it costs about the same as ordinary fire insurance.

That's right. With one package policy, you can be protected against loss from burglary, vandalism, wind-storm, fire, lightning, fire on contents, theft—and more. You even get comprehensive personal liability protection.

All this—at about the same cost as most other companies charge for ordinary fire insurance.

Any way you look at it, the Allstate Homeowners

Package Policy is one whale of a bargain. Talk to an Allstate Agent at an Allstate office—or at Sears, or he'll be glad to come to your home. He'll make switching easy.

Comparison based on fire and extended coverage on dwelling and contents. In Hawaii, Oregon, and certain areas of a few other states, Allstate's Homeowners Package Policy costs a little more, but it's still quite a bargain. In Mississippi, another form of policy is available.

You're in good hands with Allstate®

Founded by Sears



CAPE CANAVERAL AREA BOOMING
BREVARD IS NATION'S FASTEST-GROWING COUNTY
INDUSTRIAL EMPLOYMENT DOUBLES IN FLORIDA

Headlines like these point up the investment possibilities in choice homesites at

PORT MALABAR

Just as the aircraft industry, backed by government defense contracts, contributed to California's great growth a generation ago, the space age, with its accompanying rocket research and development, is changing the face of Florida and particularly Brevard County, home of Cape Canaveral and Patrick Air Force Base.

Cape Canaveral's selection as the site for our nation's "moon launchings" can only mean tremendous industrial expansion and population growth for this entire area - an eye-opening of the job and investment possibilities.

And Port Malabar, located right in the Cape Canaveral area, is bound to benefit by these huge expenditures and the resulting growth. For Port Malabar is already a well established, strategically located residential area that offers outstanding advantages right now for both pleasant, comfortable living and industrial development.

Located within the city limits of Palm Bay, Port Malabar has 24-hour fire and police protection now. It has a

beautiful, air conditioned yacht club and marina in operation now. It has a fine, new community center, with tennis courts, little league baseball diamond, and other entertainment facilities in daily use now.

More than 250 families live in Port Malabar now... enjoying shopping facilities, schools, churches, movies, golf, and all the other advantages of an established city right now, in Melbourne, only four miles away.

Two large electronic plants, employing nearly 2,000 people, are in operation now in Port Malabar's Industrial Park.

Yet, you can buy a full size 80' x 125' homesite in this successful, established community right now... only \$10 down and \$15 a month. When have you ever been offered the opportunity to invest in an area where so much of America's future is involved?

Send the coupon today for complete information and Free Formulated Property Ownership Plan.

Large 80' x 125' Homesites only **\$10 Down, \$15 A Month!**
 5% Interest Included




Port Malabar Development in Port Malabar, Industrial Park

CONSIDER THESE FACTS ABOUT THE CAPE CANAVERAL AREA:
 Population - Up 271%
 Property Values - Up 1,300%
 Per Capita Income - Up 112%
 Retail Sales - Up 700%
 Labor Force of Cape Canaveral - Up 118% (1958-1965 Census)

GO HOME INSURANCE (FLORIDA SOCIETY) 60-20
 NEW ENGLAND MUTUAL LIFE INSURANCE COMPANY
 Member of the Florida Association of Home-Owners, Port Canaveral

FREE • FULL COLOR BROCHURE • COMPLETE INFORMATION

CURRENT PRICES GUARANTEED ONLY UNTIL DECEMBER 31, 1961
no call today!
MAIL COUPON NOW

GENERAL DEVELOPMENT CORPORATION KFD
 BOX 24-1328
 MELBOURNE, FLORIDA

Send me a policy with 10% down, without cost or obligation, my Formulated Property Ownership Plan for Port Malabar in the Cape Canaveral area.

Name: _____
 Address: _____
 City: _____ State: _____
 County: _____

Port Malabar, 1961

Look ahead a few years and imagine your own son in this picture, asking the same important question. Your answer *then* will probably depend on the financial plans you make *now*. As the costs of a college education continue to rise, most families realize they cannot afford this expense unless they prepare in advance, following a practical, systematic plan. Here's where your New York Life Agent can be of great service.

He can show you modern plans through which you can *sure* your son or daughter will have most or even all the funds needed for college. Two New York Life policies were designed especially for this purpose: The Educational Endowment, and Whole Life with Educational Endowment Benefits. Several other cash-value *Nylic* policies can also be used to help finance a college education.

Ask your New York Life Agent about such plans. Through his intensive training and experience as a full-time career underwriter, you'll find he's well qualified to advise and serve you. A good man to know! Call him at the office nearest you. Or, for information, mail the coupon.

"Dad... can I have \$20,000 for college?"

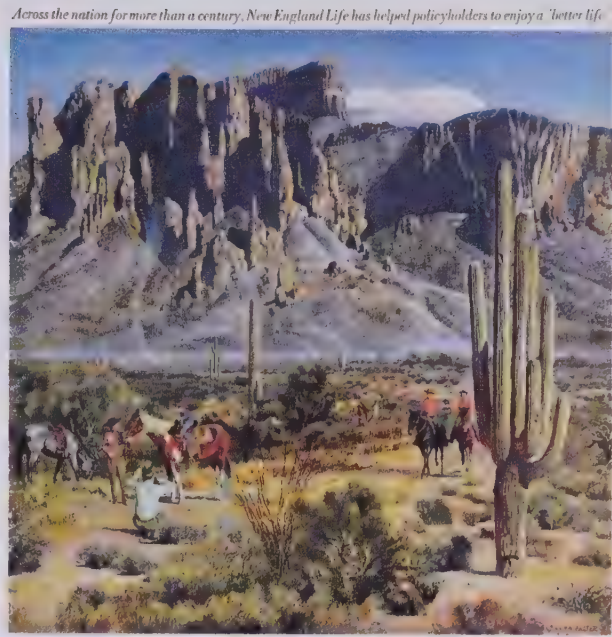
The New York Life Agent in Your Community
 is a full-time career underwriter.

New York Life Insurance Company
 Dept. 17, 11 Madison Avenue, New York 17, N.Y.
 Or Canada, 443 University Avenue, Toronto 1, Ont.
 I would like more information about your special educational policies.
 I don't want a New York Life policy now.

NAME: _____
 ADDRESS: _____
 CITY: _____ STATE: _____
 COUNTY: _____

NEW YORK LIFE
 LIFE INSURANCE • CASH • SAVINGS • ANNUITIES
 HEALTH INSURANCE • PROPERTY PLANS

Allstate Insurance, 1966 ◀ New York Life Insurance, 1962



A better life... how to put your family in the picture

When you're buying life insurance, even in mind, you're buying a better life. You're buying a better life for your family.

15 features that safeguard your future: The New England Life agent nearest you has an annual exhibit which describes the 15 key features of the "Better Life" contract. He will show you graphically how this contract can help to assure a better life for you and yours.

NEW ENGLAND
Natural LIFE
 THE COMPANY THE LIFE INSURANCE INDUSTRY HAS CHOSEN

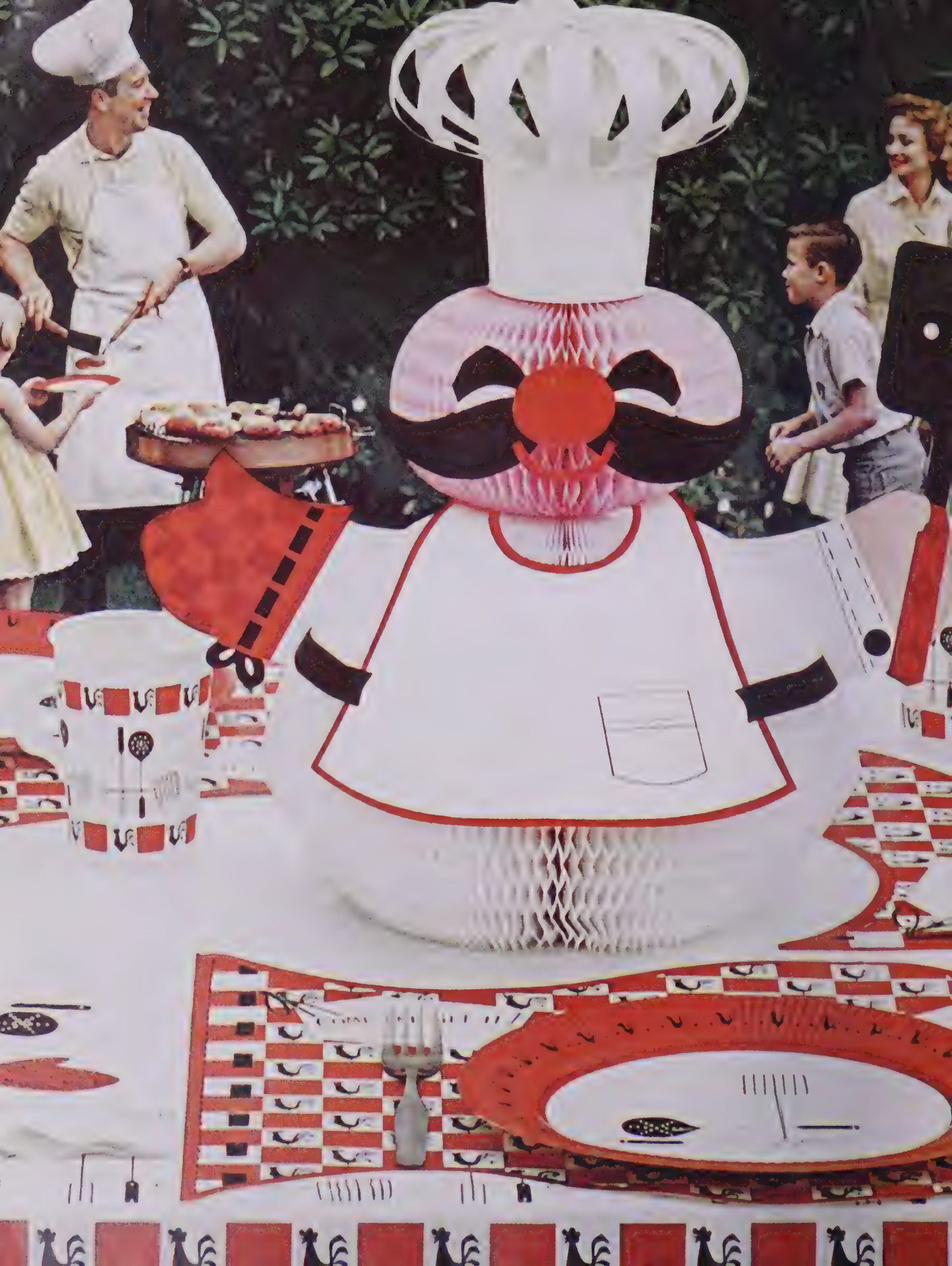
New England Mutual Life Insurance, 1960

Sealmark® Rock of Ages® memorials are never anonymous... Like a Norman Rockwell painting, every one is signed



Sealmark® Rock of Ages®

Sealmark, 1966





THIS is the self-service store where you save money and time!



COIN-OPERATED DRYCLEANING AND LAUNDRY CENTER

Attention Businessmen
Poly Clean Centers offer an important new profit opportunity. We create volume regarding the franchise. Up to 80% financing to those qualified.



Look how much drycleaning you get for \$2.00 or less**

at the new Poly Clean Center with RCA WHIRLPOOL coin-op equipment

Even though it seems unbelievable it's true. Just as true, you get all this cleaning in less than an hour. And, it's so easy to use the RCA WHIRLPOOL dry cleaner... simply load with 8 pounds of clothes and smart coats, then waltz back and relax or perhaps you'll stop or run an errand or two. Visit the Poly Clean Center nearest you, bring your family wash, too, and discover the economy and convenience of self-service drycleaning and laundry. Because Poly Clean service is brand-new, you may not find a center in your community yet, but there will be one soon. Watch for it!

RCA WHIRLPOOL distributors have been awarded McColl's "Let-Trend" Tag and recognized by Parents' Magazine.



LOOK... THIS IS ONE LOAD!
12 ladies' dresses, 1 lady's sweater, 2 lady's dresses, 1 man's suit, 1 pair of men's slacks and 10 neckties make up one big 8-lb. load

Well and wear! A drycleaning wash a "typical" load of 10 sweaters or a big 10-lb. load of 10 sweaters can be more immediately drycleaned at a saving up to 75%.

Welcome to the world's newest, fastest way to do both family wash and drycleaning!

At a self-service Norge Laundry and Cleaning Village, you can now do your drycleaning and a week's washing automatically... in one place, while you wait... and save up to 75%!



Nine dresses at 4 men's suits make a "typical" load of 10 sweaters or a big 10-lb. load of 10 sweaters can be more immediately drycleaned at a saving up to 75%.

Well and wear! A drycleaning wash a "typical" load of 10 sweaters or a big 10-lb. load of 10 sweaters can be more immediately drycleaned at a saving up to 75%.

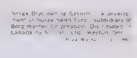
Laundry tip: Present Norge partners washers and dryers let you do your laundry and drycleaning at the same time.

Self-service drycleaning is so fast and inexpensive that everyone in your family can wear good woollens and fine non-washable fabrics again—and keep them beautifully new and clean.

Those marvelous Norge automatic drycleaners have arrived—self-service machines you operate like an automatic washer. While you wait, your load is clean, dry, and comes out ready to wear.

Pleats and crosses stay put. Most garments can be worn immediately. Some take a little touch-up with a steam iron. There is no "cleaning odor."

The cost is about one-fourth of usual drycleaning costs. Never before was it so economical, so fast, and so much fun to do all your cleaning and laundry!



Poly Clean, 1962

Norge, 1961

3 NEW COLORS TO FEAST ON



Crisp avocado green! Dramatic antique gold! Spicy persimmon! New place-setter colors to set your table a-flair. They're the famous "ring like cloth" napkins—elegant dinner size and two layers soft—that last the whole meal through. In splashy new colors or traditional white. Ready for frosting in these new packages.

KLEENEX DINNER NAPKINS



Hallmark, 1961 ◀ Kleenex, 1967



New! Shades you've never seen in a paper napkin before!

Now... Scotkins in Color!

Give a party look to every meal with new pastel-pretty Scotkins! Pick a shade to match your table settings... or mix two or three colors for a fresh effect. Only Scotkins® give you such linen soft colors with linen-like strength. Just one sees you through the juiciest hamburger. Look for new colored Scotkins in luncheon size. White too! Scotkins also made in Canada.



Scotkins, 1960



regular neck
for coffee,
cocoa, milk, etc

NEW!
...AND NOTHING ELSE
LIKE 'EM!

wide mouth
for soups, stews,
baked beans, etc

Smartest vacuum bottles ever for taking piping hot (or icy cold) home-cookin' or beverages to work, school... anywhere. New super-tough plastic outlasts steel...won't rust, dent or scratch--ever. New "Pitcher-pour" handle makes this bottle easiest to carry and pour from. Ask for "Dura-Clad--the vacuum bottle with the handle."

INSIST ON **Aladdin DURA-CLAD**
VACUUM BOTTLES

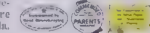
Aladdin Vacuum Bottles, 1961



Clever on Sunday

Tupperware makes it possible: You can set out a fine Sunday
mech and have time to enjoy the papers, too. Here's how:
Cook, prepare, party, party on Tupperware, serve on Sun-
day! Tupperware's moisture-resistant seal will keep your food
deliciously fresh. And these unique plastic containers are so
colorful, you'll bring them right to the table for serving. All

very relaxed. You can relax when you buy Tupperware, too.
Come to a Tupperware Home Party or have one of your own.
Phone the local Tupperware distributor for the name of your
nearest dealer, or write Department L1, Tupperware
Home Parties Inc., Orlando, Fla.



Tupperware, 1962

498 Consumer Products



Put your
finger
on the big
difference

**New
Hamilton Beach
7-Speed Blender**

with "Texture-Guide" slide control... so beautiful,
so versatile, so easy-to-use... guaranteed 5 years!

Texture-Guide Slide Control commands 7
positive settings to whip, puree, grate, chop,
mix, blend and liquefy. No other blender has
such versatility, so many daily uses. The
Hamilton Beach features a detachable base
—for easiest cleaning—and for using can-
ning jars instead of the regular container,
so you can prepare and store foods in the
same jar. Cord stores in blender base.



**HAMILTON
BEACH®**

The famous Hamilton Beach 5-year guarantee pro-
vides free repair and parts, excepting cord set,
container and damage due to misuse, when returned
to one of our authorized service stations listed on
product guarantee certificate

© 1963 "HAMILTON BEACH" is a registered trade mark of the
Scovill Manufacturing Company, Racine, Wisconsin

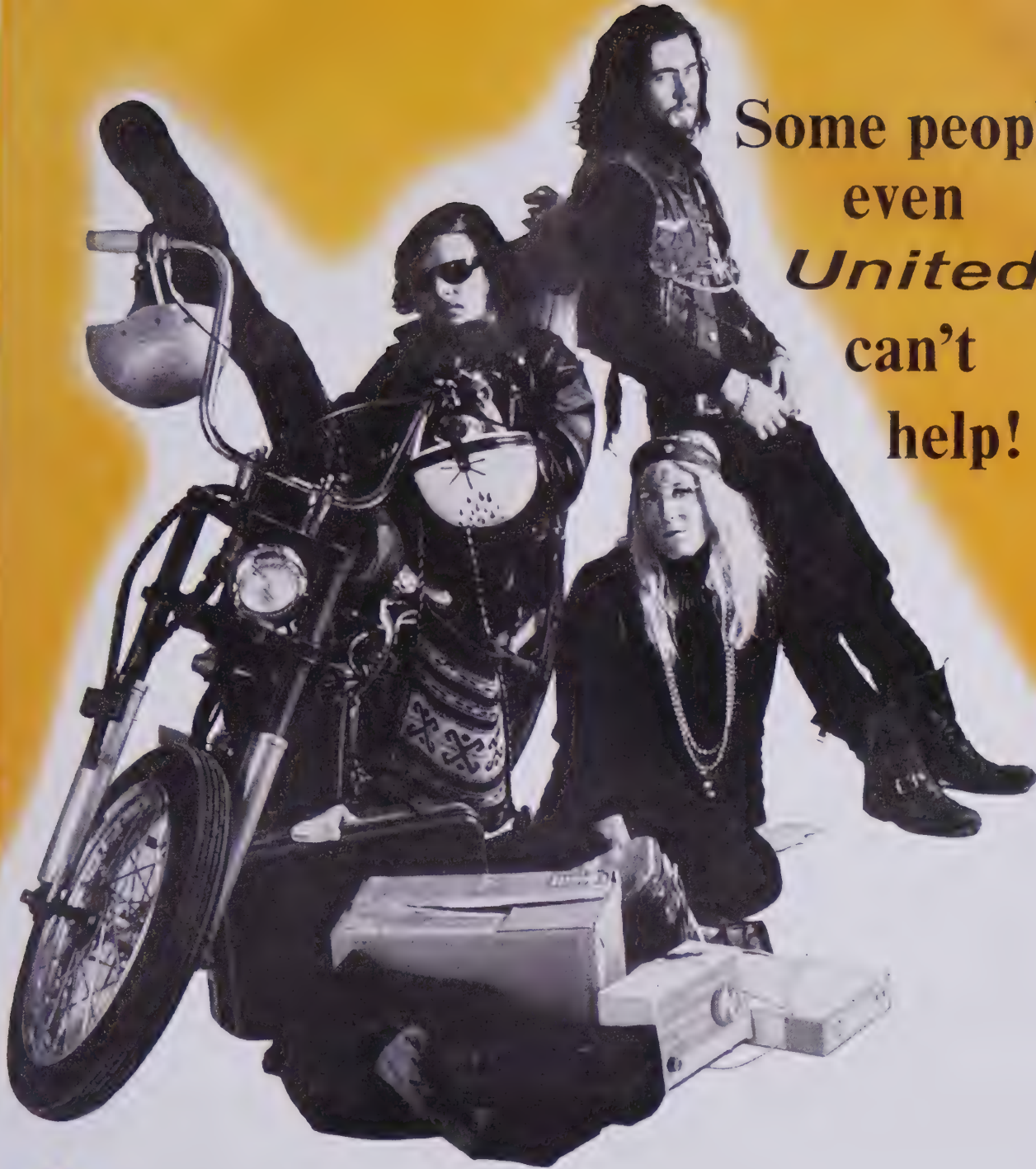


Detachable base—for easier
cleaning, greater conven-
ience. Patented neoprene
coupling assures greater
blender life.



Hamilton Beach, 1963

► United Van Lines, 1969



Some people
even
United
can't
help!



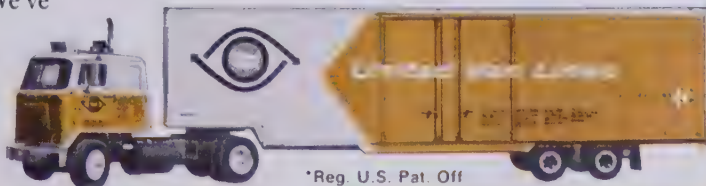
If you can pack your possessions on the back of a bike, you won't have much use for our services. Not that we have anything against people traveling light. It's just that United's "Pre-Planned" moving service was meant for families who have everything . . . including the big problem of getting it all safely to a new home.

We've added special wrinkles like Sanitized* vans to keep a family's possessions fresh and clean. We've

taught our packers to treat each fragile item like an heirloom when they place it in our custom built containers. And we've made "new city" information free and easy to get through our Bette Malone Moving Consultant Service. So even though we can't be of immediate service, we hope you'll keep us in mind. We're easy to find in the Yellow Pages under "MOVERS."

*Serving the United States, Canada
and 114 Foreign Lands*

UNITED MOVES THE PEOPLE WHO MOVE THE WORLD!



*Reg. U.S. Pat. Off

Tired of going tippy-toe with the dishwasher?

...wash this new electric completely under water!

MIRRO-MATIC *immersible*

AUTOMATIC ELECTRIC PERCOLATOR



Give yourself a break!

This is the most TEA-making 10-cup MIRRO-MATIC you can own! It's completely immersible—just wash it in the sink. Comes in 10-cup, 12-cup, 15-cup, and 20-cup sizes.

It has the most completely automatic 10-cup 10-cup MIRRO-MATIC you can own! It's completely immersible—just wash it in the sink. Comes in 10-cup, 12-cup, 15-cup, and 20-cup sizes.

See the new MIRRO-MATIC in your store.

MIRRO ALUMINUM COMPANY, MAHITOWOC, WIS. • World's Largest Manufacturer of Aluminum Cooking Utensils



your best buy...

(A) Polished Aluminum MIRRO-MATIC Electric Percolator 5-cup \$11.95
 9-cup \$12.95 (B) Polished Aluminum 10-cup \$12.95 (C) Chrome 10-cup \$17.95 (D) Chrome 10-cup with Flavor Control and Signal Light \$18.95 (E) Chrome 9-cup \$18.95 (F) 35-cup \$24.95
 50-cup \$39.95 All prices include cord.



MIRRO Foil
 PURE ALUMINUM WRAP
 Finest for cooking, wrapping, freezing.



CORNING WARE...YOURS FROM THIS DAY FORWARD...

Corning Ware is the most popular name brand in the world. It's the only name brand that's been around for over 50 years. It's the only name brand that's been around for over 50 years. It's the only name brand that's been around for over 50 years.



CORNING WARE



Corning Ware, 1965



You're so smart to choose even heating Wear-Ever Aluminum

You get jewel-like beauty and cooking supremacy with Wear-Ever's Hallite. Its special, thick aluminum spreads heat quickly, evenly... to pamper your fondest recipes... to make you a better cook.

Easy to care for, too... with a choice of rich, copper-colored or turquoise covers that keep their luster, never need polishing.

When you choose Hallite—for yourself or as a gift—you choose the finest. On each utensil you will find the name Wear-Ever—for 58 years the most famous name in aluminum cookware. Individually or in sets.

Wear-Ever Aluminum, Inc.
 New Kensington, Pa.



JOIN THE MAGIC CIRCLE OF SMART HOSTESSES WHO COOK WITH WEAR-EVER'S MAGIC CIRCLE OF EVEN HEAT

Mrs. Robert R. Jack of Pittsburgh, Pa., says: "It's so important to have heat spread evenly for the best cooking results. With my Wear-Ever Aluminum, my foods look better, taste better. It distributes heat swiftly and uniformly, eliminates hot spots. Actually, it lets me cook in a 'magic circle' of even heat."



Wear-Ever Aluminum, 1961

Mirro-Matic, 1965

the Best Electric Appliances Made...

Other Quality Gifts by **Sunbeam**



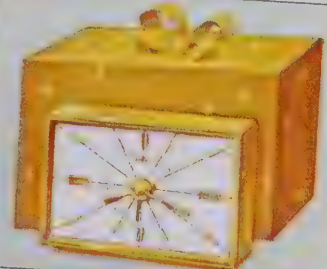
Sunbeam CAN OPENER
One finger does it! Opens all standard cans in seconds. Wall or portable models. Magnetic lid holder. Model 64S. From \$23.95*



Sunbeam ALL NEW DELUXE MIXMASTER HAND MIXER
New with more power for better mixing. Full-mix beaters. Thumb-tip control. Six Mix-guide settings. 5 colors. Model HMD. From \$21.95*



Sunbeam STEAM OR DRY IRON
All-over cushion of rolling steam for easier, faster ironing. Exclusive steam flow vents. Thumb-Tip Control. Model 55A, \$17.95*



Sunbeam ELECTRIC CLOCK
Timely gift idea! Slim-line styling. Gold plated satin-finish metal case. Model B012, \$27.50*
Other Sunbeam Clocks, from \$4.98*



Sunbeam

Christmas gifts with a touch of magic. Wonderful all-new Deluxe Sunbeam Percolator actually makes real coffee faster than you can make instant! New "speed brewing" locks in the flavor for perfect coffee—every time. In 8 and 10 cup sizes. Model AP-16. From \$29.95*

Give the only completely automatic toaster made—Sunbeam! Exclusive Radiant Control automatically adjusts toasting time to moisture content of bread for uniform toast every time. Automatically lowers bread, silently raises toast. Model T-35. Only \$29.95*

Perfect coffee and toast every time!



Sunbeam
THE BEST ELECTRIC APPLIANCES MADE

SUNBEAM CORPORATION, Dept. 53, Chicago 90, Illinois
Canada: Toronto 18

*RECOMMENDED RETAIL PRICES

©S.C. ©SUNBEAM, MIXMASTER

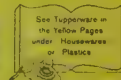


Have a Tupperware Home Party in April...

you could earn this new Westinghouse Hair Dryer!



It's easy, it's fun! Here's how: Enjoy a Tupperware Party in your home between April 2 and May 5. You and your friends will see Tupperware demonstrated—and learn how these beautiful plastic food containers can save you food, time and money. If sales are \$100, and if two other parties are arranged as a result of *your* party, you'll receive as your hostess gift the beautiful Westinghouse Electric Hair Dryer. It's high-speed, quiet and compact—perfumes your hair and dries your nails, too. Here's a complete beauty salon, all in a dainty, durable, lightweight travel case. Call your Tupperware distributor for your nearest dealer's name or send us the coupon. Don't wait!



Dept. S-4, Tupperware Home Parties Inc., Orlando, Florida

Please send me the name of my Tupperware distributor.

Name _____

Address _____

(Number and Street or RFD or PO box)

City _____ Zone _____ State _____





When dad says he's weird 'cause he wears a beard

Submerge the urge to sulk. Plan a cozy coup instead. Invite him over to dinner. Let Dad see for himself what a groovy guy he is. That he was captain of the soccer team three years straight and worked on the Cultural Center Committee. And while you're showing him off, what a super time to show off your dreamy new Oneida pattern. Stunning solid stainless that doesn't stun a girl's budget! So mastering a manner that shows them both how practical and engaging (!) a girl can be when she sets it right with Oneida.

Set it right with Oneida



Oneida, 1969

If you think family barbecues are fun now... wait 'til the menu includes ice cream... home-made in a

New DOLLY MADISON™ FIBRE GLASS ELECTRIC ICE CREAM FREEZER



For the Better Things in Life
WHITE FRONT STORES

Free Bonus!

- 24 PIECE OUTFIT! ALL THE FIXINS' YOU NEED TO TOP OFF YOUR FAMILY BARBECUE WITH HOME-MADE ICE CREAM.
- ★ 30 Qt. Ice chest
 - ★ 10 lb. Morton rock salt (optional)
 - ★ 4 pails, 1 quart ice cream mix
 - ★ Ice cream scoop
 - ★ 8 ice cream dishes
 - ★ 8 ice cream spoons
 - ★ 16 page recipe book
- RESISTANCE TO CORROSION MEANS LONGER LIFE! ALL-STEEL BODY AND WOOD CASE COULDN'T!



\$29.88 (LIMITED OFFER)

MAIL ORDER COUPON

NAME _____
 P.O. BOX 20000, SAN FRANCISCO, CALIF. 94110
 ADDRESS _____
 CITY _____
 STATE _____
 ZIP _____

29 STORES SERVING CALIFORNIA: Los Angeles • Anaheim • Corona • Torrance • Van Nuys • Pomona • Canoga Park • Ontario • San Bernardino • Fresno • La Mesa • San Diego • Oakland • Ukiahville • Pleasant Hill • San Francisco • Sacramento • San Jose

White Front Stores, 1966



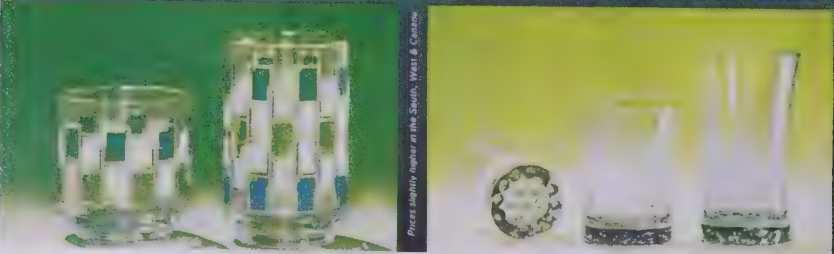
The most entertaining gift you can give is Libbey

"Nothing else in the world sparkles at so many parties," says Julia Lee Cook, Libbey Home Stylist. "Why is Libbey glassware so popular? It's pretty. And it only looks expensive — the prices fit as much of your gift list as you like. While you're shopping, don't forget yourself. You'll be entertaining during the holidays, too."

OWENS-ILLINOIS
maker of Libbey Glassware Since 1906

New Concord charms every viewer with cranberry-tinted "thumbprints" on icy-textured white. Set of 8, about \$5.
Contemporary Nordic features church-window colors framed in 22K gold. Boxed Hostess Set of 8, about \$4.
HobNob — cherished hobnail in modern dress, 2 decorator colors: aqua, smoke. 3 sizes. Boxed sets of 8, about \$3.

Inspired gift — 8 Raffia glasses on break-resistant tray that looks like fine, brushed ebony. Set, about \$5.



Libbey, 1963

▶ Cannon, 1969



Homeroom.

This is the place.
A place you can decorate all by yourself.
With crispy no-iron sheets that match
fringed bedspreads and fluffy towels.
Cannon Royal Family makes stuff like that.
And Cannon would like a place in your place.
So why don't you look us up
the next time you're in town.

CANNON

ROYAL FAMILY



Cannon® Sunflower towels, bedspread and sheets (50% cotton, 50% polyester) in pink, blue, orange or green. At fine department stores. Cannon Mills, Inc., New York 10021.



Mary, Mary, quite Trifari...

let your garden grow into a complete collection of fabulous flower pins with a bee, a butterfly and a dragonfly to bring you the most brilliant golden tones or platinum-toned Trifanium. Isn't nature wonderful? Flower pins, \$5 "Bug" pins, \$3. Matching earrings (not shown), \$4 and \$5

Jewels by **TRIFARI**

Jewels by Trifari, 1966

have a ball with the **GOLDMINE** of your choice

GOLDMINE
TRIPLE FRAME
BAGS AT \$3

they're light and bright

they're tuned in right day or night

GOLDMINE
CLUTCH
WALLETS AT \$2

MC DUFF at leading stores everywhere

mcoproducts, inc.
mount vernon, n.y.

Mc Duff, 1969



OLÉ
introducing
Samsonite Sentry
the new Vivid Look
in Luggage
starting at only \$19.95

No luggage ever looked like this before... could even make you look so vibrant and spirited. Samsonite Sentry is lavished with fashion freshness—an impressive new shape, vivacious new colors, lively new lining—hidden locks. Plan to travel with Samsonite Sentry to cool... its lightweight, dent-resistant body, strong magnesium frame, and scuff- and stain-resistant covers are there to keep its vivid look constant. Expensive?

Not at all. You can easily afford a matching set, and bring a new, unad excitement to the longest or the shortest trip.

SAMSONITE SENTRY
The luggage that comes to attention... smartly!



Samsonite, 1963

DO YOUR OWN THINGIE

A "good Thingie" never makes anyone. It makes fun—just like you do. You'll remember up with "Peanut Dreams," shown here. Fall in love with "Love" dig up for "Family Portrait." And relax with "Exhaustion." Each comes in a solid box that's great for presents, stuff, gifts, home decor, etc. They're so good because one good Thingie leads to another. And we've got a choice of \$1.25 packages, better stores everywhere. Springbok Edition Inc.

Springbok Edition Inc., 1968

Springbok Edition Inc., 1968

grow this garden for
ALL AMERICA

10 PACKETS... MORE THAN 1,000 SEEDS

Get it from Goodyear for only 29¢...regular \$2.50 value!

You can have a wonderful Garden for All America this summer if you plant now. Get 21 packets—selected from Goodyear—10 varieties, more than 1,000 seeds—just 29¢. A total \$2.50 retail value.

Red, Yellow, Flame, Dandel, Marigold and Shaggy Zinnia, Bicolor, Assorted, Snapdragon, Polar Bear, Zinnia and Baby's Breath.

Blue, Forget Me Not, Petunia and Bachelor's Button. Includes extra seeds at various levels. But back and seeds come in one Garden for All America envelope. You get them all for 29¢. Strong, attractive for thousands and have your garden in full bloom this summer. See your Goodyear Dealer or Goodyear Service Store.

Get it from Goodyear for only 29¢...regular \$2.50 value!

You can have a wonderful Garden for All America this summer if you plant now. Get 21 packets—selected from Goodyear—10 varieties, more than 1,000 seeds—just 29¢. A total \$2.50 retail value.

Red, Yellow, Flame, Dandel, Marigold and Shaggy Zinnia, Bicolor, Assorted, Snapdragon, Polar Bear, Zinnia and Baby's Breath.

Blue, Forget Me Not, Petunia and Bachelor's Button. Includes extra seeds at various levels. But back and seeds come in one Garden for All America envelope. You get them all for 29¢. Strong, attractive for thousands and have your garden in full bloom this summer. See your Goodyear Dealer or Goodyear Service Store.



Goodyear, 1962

send jay ward 25 bucks



and jay ward'll send you a **BULLWINKLE WATCH**

Introducing the Bullwinkle Watch! First time offered! Not just a pretty face, either! Behind every Bullwinkle, there beats a guaranteed-writing 17 jewel wrist watch, manufactured by Buren, a Division of the Hamilton Watch Company! A beautiful watch with a handsome expansion band! Fantastic gift! Sure to be a Collector's Item! Send today!



Dutley Do-Right of the Mousekewitzes, too! Same great watch! Same great price! Oh, by the way, a pair on those who don't buy.

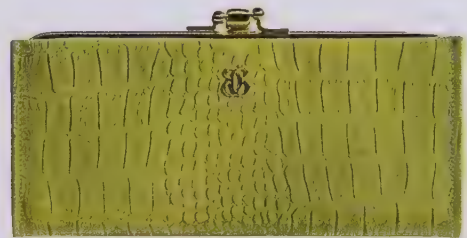
JAY WARD PRODUCTIONS
11111 17th Street, N.W.
BOSTON, CALIFORNIA 90044

NAME: _____
ADDRESS: _____
CITY: _____ STATE: _____ ZIP: _____

ENCLOSED IS MY CHECK OR MONEY ORDER. (Cash advance available and \$5.00 per mo.)
PLEASE SEND C.O.D. ENCLOSED IS A \$5.00 DEPOSIT.

Bullwinkle Watch, 1968

But she has a purse.



(A clutch purse?)

You yourself can name three purses she has. The black, the blue, the brown, the white. Another purse would be silly. But what about a purse

to put in her purse? Like our latest here. Called the Gator Bator. With lots of roomy compartments for the grocery list, the kid's pictures,

and her beloved change plates. Our catches come in many different designs. With its wide leather handle, a cigarette case, lighter, pocket secretary

and Key, to name a few. Any one of which she can put in the purse she's already got. The Gator Bator. \$7.90

Gator Bator by **LADY BUXTON**



Lady Buxton, 1969

Ingraham

ELECTRIC CLOCKS

as up to the minute
as the time they keep



The ADD-A-NAP wakes you, lets you nap, then wakes you again and again. \$6.98.

Styling that sets them apart, *definitely*. Accurate, *precisely*. Quiet, *absolutely*. Your choice of models . . . some to wake you . . . others to tell time in tune with the decor of your living room, kitchen, or wherever. See them wherever electric clocks are sold, and *compare*. Lovely gifts to give, or get.



CUSTOM Alarm \$17.95



MODE Kitchen \$3.98



PRELUDE Alarm \$6.98

Since 1837

THE INGRAHAM COMPANY, BRISTOL, CONN.
Laurinburg, N.C. Toronto, Canada

COURTESY OF WALL PAPER COMPANY

Back to school outfits for wrists.



Our fall line includes a dressy suede model, a white leather number, and a pair of striped rayon sport ensembles. Each watch has a jeweled movement inside and is backed by Bulova, so you shouldn't have any trouble getting to school on time. Two have humorous markings, for students going back to night school. The cost of our outfits (which we've named The Wide Ones): from \$17.95 to \$19.95. If you raise your hand in class with one of them on, you'd better know the right answer.

Caravelle
Division of Bulova

Caravelle, 1966



Who says
a fine watch
can't be exciting?

Not Hamilton!

Proof:
The Diamond a Go-Go.

So dramatic, some women might be tempted to wear it as a necklace. A perfect round in a brushed-effect frame, Hamilton encases the picture with four crown set diamonds, exceptionally brilliant and of unusual quality. Solid 14-Karat Gold case. The dial markers: 14-Karat Gold, hand applied 22 jewel American-made movements, shock resistant, fully adjusted with unbreakable Dynalene mounting for a long and lovely life. So if you've got the money . . . for yourself or for a gift, put it where the excitement is—on a Hamilton. At your jeweler.



If you want more than time, get a HAMILTON



Western Electric is crossing a telephone with a TV set.



Someday you'll be
a star!

What you'll use is called, simply enough, a Picturephone[®] set. Someday it will let you see who you are talking to, and let them see you.

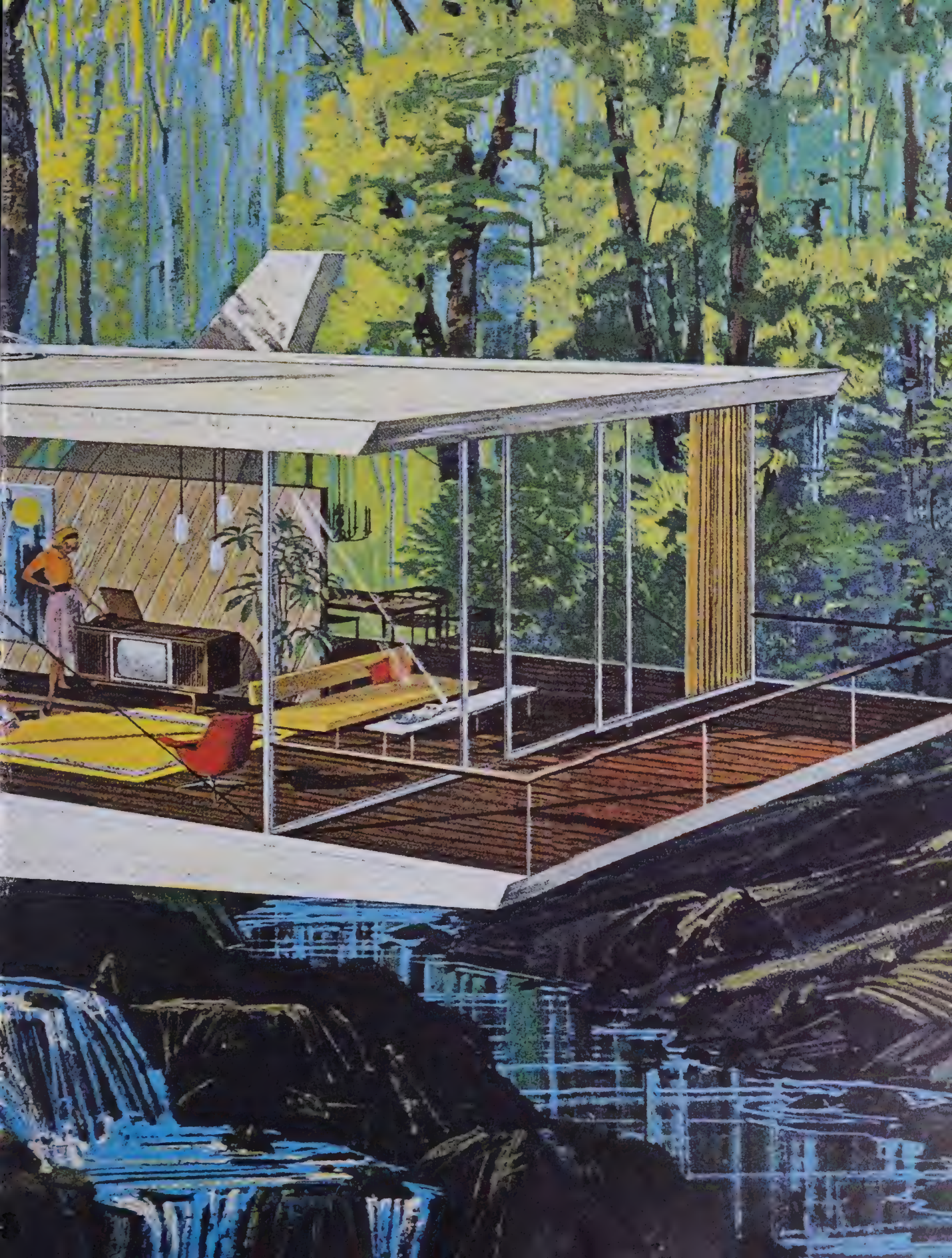
The Picturephone set is just one of the communications of the future Western Electric is working on with Bell Telephone Laboratories.

Western Electric builds regular phones and equipment for your Bell telephone company. But we also build for the future.



Western Electric
MANUFACTURING & SUPPLY UNIT OF THE BELL SYSTEM







COLOR, EVERYONE?

...ure, but which? Here they are: nine of the glowing colors you may elect in the handsome new phones Western Electric makes for Bell telephone companies. The picture chart above shows the relative public popularity of these telephone colors. Have you seen them lately at your Bell business office?

The trend in telephones is definitely to color—in both home and office—to complement any decor, or just for the sheer fun of it. And we at

Western Electric are happy to oblige; in fact, *two-thirds* of all new telephones we'll make this year will be in color. The rest will be in traditional black.

Producing good looking, dependable telephones and the equipment needed to serve you, is one of our main jobs as part of the Bell System



The cook's best friend is her kitchen phone!

Basic as salt and pepper, a kitchen extension phone brings calls where you're cooking, saves you time and steps. Take your choice of colors and styles: the handy, space-saving Wall Phone, the familiar table model, or the lovely Princess phone. To order, just call the Business Office or ask your telephone man.

BELL TELEPHONE SYSTEM

Bell Telephone System, 1962

Talk about a bargain!

And it's a bargain because it's a terrific value for a month's rent... but they give you as much as 10% off the purchase price... and save you time, steps and minutes every day!

Bell System

Bell Telephone System, 1965

America has fallen in love with the new Princess phone

In white, beige, pink, blue and turquoise attractively priced

it's little!... it's lovely!... it lights!



Small size is one of many reasons why the Princess is so popular. It fits in where you didn't have room for a telephone before—as an extension on a kitchen counter, on a writing desk or a bedside table.



Graceful styling is another reason why everyone is so charmed by this phone. You can put the Princess anywhere and be sure that its lines and the color you choose will blend in beautifully.



Lighted dial. It glows in the dark, so it's easy to find, and lights brightly when you lift the receiver, so it's easy to dial. To order the Princess, just call our Business Office or ask your telephone man.

BELL TELEPHONE SYSTEM

Western Electric, 1960 ◀ Bell Telephone System, 1960

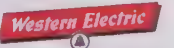


NEW FROM WESTERN ELECTRIC—THE PRINCESS PHONE

Fresh as a daisy and just as pretty, the new Princess telephone gives you king-sized service in a small, compact unit.

Producing attractive new phones for you is an important role of Western Electric in the Bell System. You see and feel these phones. But equally important is the new, long-lasting, behind-the-scenes telephone equipment that you don't see or feel—but do use.

This equipment, too, is made by Western Electric to help get your call across town or across the country. And we're constantly improving this equipment to help you enjoy the world's finest telephone service at the lowest possible price.



Western Electric manufacturing and supply unit of the Bell System

Western Electric, 1960

Now Schick has invented the
world's fastest home hairdryer!
(so relax and enjoy it)



©1962 Schick Inc., Lansdale, Pa. 19380. U.S. Patent 3,071,200.

Hair wet, or just set? Get into something comfortable—the new Schick Petite Salon Home Hairdryer. The heat is smooth and even—never a “hot spot.” The bouffant hood fits over your largest rollers. It's the fastest—and quietest—of all home hairdryers! Cuts drying time to next-to-nothing!



Travels light, too. For speed, comfort and ease, there's nothing like the new Schick Petite Salon..... so relax—and enjoy it!

SCHICK
the mark of quality

NEW SCHICK *Petite Salon* HAIRDRYER

For the finest quality in ladies' electric shavers, look for the Crown Jewel by Schick.

Just like drying your hair in the fresh desert air!



AT HOME FASHION BY PERFECT NEGLIGENCE

The new Schick *Le Salon* professional hairdryer especially designed for home use

(gives you the ultimate in speed and comfort!)

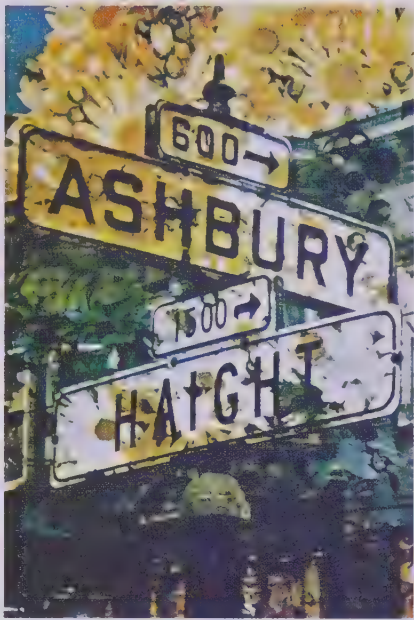
Le Salon by Schick dries your hair faster, better than any other you've ever used. Its soft, zephyr-like air flows from tiny holes in the roomy hood...air so gentle you never need a net. And so comfortable! With Le Salon you can forget about covering your ears or neck. No nerve-wracking noise either. And so safe to use—doesn't change the color of bleached or tinted hair the way other hairdryers can. (Perfect for children's hair, too!) With Le Salon, you have easy-to-adjust temperature control. And you'll love how it fits into any decor, moves easily on its own wheels, stores in the smallest space.

SCHICK
the mark of quality

Fastest portable
Hairdryer...ever!



SCHICK PETITE SALON
WITH TRAVEL CASE,
built-in mirror and
manicure center,
bouffant hood.



1



2



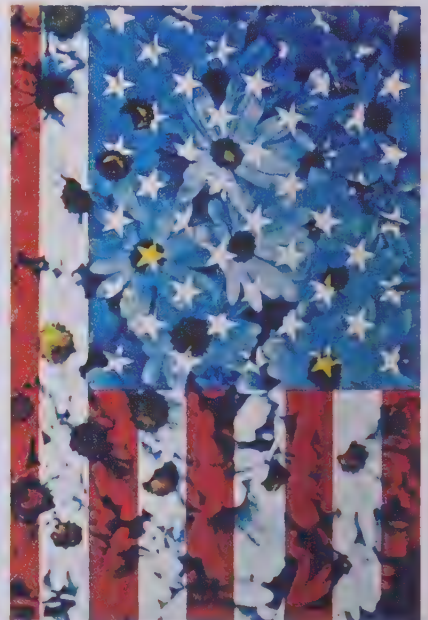
3



4



5



6

posters
\$2 (BIG 2 x 3 FEET)



FREE WING ORCHARD
 BUTTON WITH YOUR ORDER.

Wing Orchard / 245 Vallejo Street,
 San Francisco, Calif. 94111

- | | |
|----------------------------|----------------------------|
| <input type="checkbox"/> 1 | <input type="checkbox"/> 4 |
| <input type="checkbox"/> 2 | <input type="checkbox"/> 5 |
| <input type="checkbox"/> 3 | <input type="checkbox"/> 6 |

I am enclosing a check or money order for \$ _____
 (Please add .25 for handling charges.)

Name _____

Address _____

City _____ State _____

DEALERS INQUIRE

New from General Electric

The absolutely wild, wonderful way to tell time!



peter max

Clocks



DAISY BUTTERFLY



DAISY REFLECTION



WOW NOW



OPTICON

PETER MAX...contemporary artist-designer and exponent of the color explosion is famous for his posters, tableware, linens, glassware...and, now, clocks for General Electric. Each clock is 9 in. in diameter...and transposes time into multi-fantasy colors...brings daring imagination to wall decor. All models have precision-built synchronous movement. And they make the most exciting gifts, ever! Available at stores listed in adjacent column.

General Electric Company, Housewares Division, Bridgeport, Conn. 06602



CIRCA 1890



FLOWER GIRL



GENERAL ELECTRIC

... Delightful
... Copernicus
... Brilliant
... Newton
... Astronomical
... Kepler
... Laeiz
... Galileo

The Original
SUNLIGHTS



Various above displays made with the complete Sunlights...
... the possibilities of the Not-So-Complete Set.

TO ALL SUNLIGHTS OWNERS: Thank you. Your response and comments have been great, and some good suggestions have been made for the use of SUNLIGHTS that we hadn't thought of. So, we will soon be mailing to you:

1. These suggestions
2. Descriptions of new and related Light Goods (Some SUNLIGHTS: KALEIDOLIGHTS, LIGHT CHAIN, NOBELIGHTS, COLOURPACK, and PRISM LIGHT. Too Much
3. Our warm personal thanks, hand-lighted by us in real fountain pen

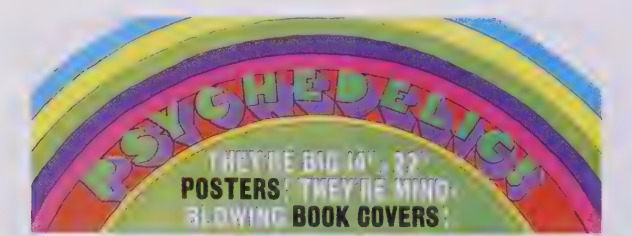
(Inquiries from shops are very welcome.)

My check is enclosed.
Please send me _____ SUNLIGHTS,
Complete Sets, @ \$8., ppd.
Please send me _____ SUNLIGHTS,
Not-So-Complete, @ \$5., ppd

NAME _____
ADDRESS _____
STATE _____ ZIP _____

1. Orders over \$25 are entitled to one free Complete Set
2. Airmail and Canadian orders please add \$1. Thanks
3. If you aren't Delighted we will refund by air mail.

The Factory, 1968



ALSO—3-FOOT-LONG PSYCHEDELIC BUMPER (OR ANYTHING) STICKERS!
Stick them on cars—cars, bike, boats, surf boards, walls, windows—your name at \$1.50 each. SPECIAL both for \$2

7 Poster/Book Covers: only \$3
They're a groovy! You can put 'em on the wall or cover any size book with them (complete instructions are printed on the back)

They gliten. They glow. Each award winning psychedelic design and Op pattern is in wild, wild color—printed on heavy glossy paper—laminated to make it sparkle and protect it from weather dirt, stains, everything!

The low price is a gas! Only \$3 for a set of all seven lucky different designs. Spack a wall with them. Cover your books with them. But get 'em while they last! Money back if not delighted

FREE Giant 2' x 3' Love Calendar

MAIL NOW! RUSH ME TODAY

PSYCHEDELIC Magazine Dept. P-21
170 Broadway, New York, N.Y. 10019

COOL! Rush me:

YES, I WANT POSTER BOOK COVER AND BUMPER STICKERS \$3.00 a set

YES, I WANT BUMPERS \$2.00

YES, I WANT 7 PSYCHEDELIC POSTERS/BOOK COVERS \$3.00

YES, I WANT ALL THREE \$7.00

My order is over \$5.00. I'd like FREE SHIPPING! (Postage and handling charges included)

1. Enclose check or money order for \$:

Name _____
Address _____
City & State _____ Zip _____

Cheetah Magazine, 1968

Grandma Groovy's UNDERGROUND SHOPPING GUIDE

BRILLIANT, COLORED T-Shirts \$2.49 EACH
HIGHEST QUALITY U.S. MADE

FULL COLOR IRON ON DECALS 59¢ EACH
Easily applied to any material. 2 FOR \$1.00

Now Only 50¢

Grandma Groovy's UNDERGROUND SHOPPING GUIDE

Grandma's unique Catalog of Posters, bumper Stickers, Line Symbols, and hundreds of other Totally Groovy Things

UNDERGROUND BUTTONS

Any four only \$1.00 25c each thereafter

Check box of each item wanted and mail entire ad to

GRANDMA GROOVY Dept. E-7
474 South Arroyo Parkway, Pasadena, Calif. 91101

Name _____
Address _____
City _____ State _____ Zip _____
Add 25c postage on all orders.

Grandma Groovy, 1968

HERMAN and hermits

The Rolling STONES

NEWSREEL MOVIES

the BYRDS

HOME MOVIES AND SLIDES

FOR ALL HOME PROJECTORS AND VIEWERS

the BEATLES

Fantastic Special

MOVIE BUYS Studio 314
 1425 Hollywood Blvd., HOLLYWOOD CALIF. 90028

Please rush the movies and/or slides I have checked below:

<input type="checkbox"/> 100' ROLLING STONES Act in Fresno	\$4.98
<input type="checkbox"/> 100' ROLLING STONES Act in Fresno	2.49
<input type="checkbox"/> 100' ROLLING STONES Cool II by the Pool	4.98
<input type="checkbox"/> 100' ROLLING STONES Cool III by the Pool	2.98
<input type="checkbox"/> 100' ROLLING STONES Lucerne Long Beach	2.49
<input type="checkbox"/> 50' Fabulous Color - ROLLING STONES	3.98
<input type="checkbox"/> 100' THE BYRDS Trip Them in Fresno	4.98
<input type="checkbox"/> 50' THE BYRDS Trip Them in Fresno	2.49
<input type="checkbox"/> 100' EXCLUSIVE BEATLES News Conference	4.98
<input type="checkbox"/> 50' EXCLUSIVE BEATLES News Conference	2.49
<input type="checkbox"/> 100' BEATLES Best Scene "Hard Days Night"	2.49
<input type="checkbox"/> 50' BEATLES Best Scene "Hard Days Night"	1.24
<input type="checkbox"/> 50' FABULOUS COLOR - BEATLES, 2nd hour	3.98
<input type="checkbox"/> 100' HERMAN & HERMITS at the Ross Bowl	4.98
<input type="checkbox"/> 50' HERMAN & HERMITS at the Ross Bowl	2.49
<input type="checkbox"/> 50' FABULOUS COLOR - HERMAN & HERMITS	3.98
<input type="checkbox"/> 100' THE BEACH BOYS at the Bowl	4.98
<input type="checkbox"/> 50' THE BEACH BOYS at the Bowl	2.49
<input type="checkbox"/> 100' THE RINKS at the Hollywood Bowl	4.98
<input type="checkbox"/> 50' THE RINKS at the Hollywood Bowl	2.49

3 GROUPS IN ONE FILM
 100' Set of the ROLLING STONES THE BEATLES & THE BYRDS \$3

ARGUS VIEWER SPECIAL
 ARGUS VIEWER plus BEATLES BYRDS
 ROLLING STONES or HERMAN & HERMITS \$4.98 (select one)

SLIDES

SLIDE VIEWER SPECIAL
 THE ROLLING STONES, THE BEATLES
 4 slides PLUS deluxe slide viewer \$2 each

ENGLAND INVASES U.S.A!
 DELUXE SET OF COLOR SLIDES
 THE ROLLING STONES, THE BEATLES, SOONY & CHEE, FREEDY & THE DREAMERS, HERMAN & THE HERMITS ETC. 40 for \$10

THE ROLLING STONES, set of 10 color slides 3 1/2
 THE ROLLING STONES, set of 40 color slides 10

I have enclosed payment of \$_____ Cash Check Money Order
 I have added \$1c to cover postage and handling. Add \$1 for foreign orders.

NAME _____ age _____
 ADDRESS _____
 CITY _____ STATE _____ ZIP NO. _____

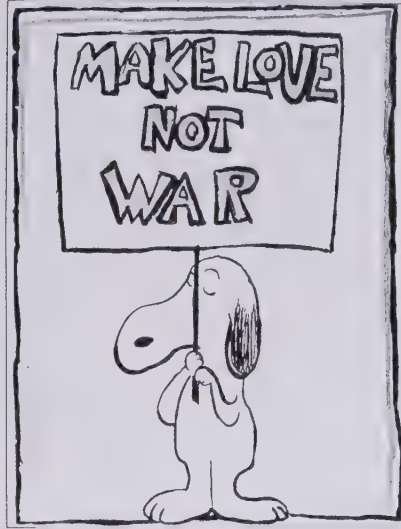
Use Zip Code for faster service

BLOW YOUR MIND WITH THESE HAND SCREENED DAYGLO POSTERS

AMAZING \$2 OFFER!

Giant Black Light Posters

THE LATEST PSYCHEDELIC FULL COLOR POSTERS ON HEAVY ART PAPER



Hand screen'd night, wall size posters are groovy - fun - crazy, ultra vibrant colors. Really show you what! All hand screened and printed on heavy art paper. Exhibits use same offset, perfect for hotel room, bathroom, dining etc. Really turn you get take your choice of Dog Lover, Our Gang, Sergeant Pepper, Tambourine Man, or Tiger.

OFFER MAY NOT BE REPEATED THIS SEASON

We urge you to order your full color reproductions now while they supply lasts. We will send each to you for just \$2 plus 75¢ postage. Each of these fine art posters is from 20" x 30" to 23" x 35" and great to look at under vibrant lights while digging your music. This may be your only chance to order.

ALL POSTERS SOLD WITH MONET BACK GUARANTEE!

EYE MAGAZINE, Dept. C-2
 229 Great Neck Road, Great Neck, New York 11021

Each poster printed and reproduced at the best computer available. All returned items within 10 days for a full and complete refund.

50¢ PER COPY \$2
 100¢ PER COPY \$4
 50¢ PER COPY \$2

TAMBOURINE MAN \$3
 100¢ PER COPY \$7

PLEASE ADD 75¢ POSTAGE PER POSTER

NAME _____
 ADDRESS _____
 CITY _____ STATE _____ ZIP _____

SAVE \$1 ON SPECIAL OFFER: Any 3 posters only \$3. Please add the postage per poster.

Movie Buys, 1966-

Eye Magazine, 1968

GROOVE YOUR WALLS WITH PSYCHEDELIC POSTERS

IT'S A HAPPENING IN SAN FRANCISCO AT THE FAMED AVALON BALLROOM

A totally new approach to Poster Art. Using new reproduction methods, select from 100 hand screened and color printed posters of an evening at the Avalon Ballroom. Rock, Psyche, Exotica, and a host of other "groovy" acts. The posters, the performers and the audience of a "psychedelic night".

Movement methods of photography, photography and color have been utilized to create these unique posters. Printed on heavy 34" paper, the posters are only \$2.50 each.

MAKE YOUR ROOM TALK TALKED ABOUT (WOMAN APPROVED)

They're hard to find! Posters will do the trick. One or more will be appreciated!



PSYCHE DELIC POSTERS each \$2.50 plus 25¢ PP

3 for \$6.75 6 for \$9.98 Prepaid

3981 BARCELONA 2248 - (from the film and slides)
 3982 LONDON JAZZ AND THE 7000 - (the film) - The Jivers Combo
 3983 THE WALKER AND THE 7000 - (the film) - The Jivers Combo
 3984 THE WALKER AND THE 7000 - (the film) - The Jivers Combo
 3985 THE WALKER AND THE 7000 - (the film) - The Jivers Combo
 3986 THE WALKER AND THE 7000 - (the film) - The Jivers Combo
 3987 THE WALKER AND THE 7000 - (the film) - The Jivers Combo
 3988 THE WALKER AND THE 7000 - (the film) - The Jivers Combo
 3989 THE WALKER AND THE 7000 - (the film) - The Jivers Combo
 3990 THE WALKER AND THE 7000 - (the film) - The Jivers Combo

ALL SANDER SALES CORP., Dept. CH 997
 122 Westchester Ave., Yonkers, N.Y. 10717

Enclosed \$ _____ Please add the following posters: \$2.50 ea. plus 25¢ PP. 3 for \$6.75 plus 25¢ PP. 6 for \$9.98 pp

3991 Graham's Dead 3994 Zig Zag
 3992 Country Joe & The Fish 3995 Quaker's Club, Sgt. Sgt.
 3993 Jim Keniston 3996 Jackson Armistead

Name _____
 Address _____
 City _____ State _____ Zip _____

OUTDOOR CHESTNUT

Alexander Sales, Corp., 1967

PLUG IN TO ACE TONE

Plug in to the first out electronics - power-placed to fly with your raunchiest sound! Ace Tone crashes the scene with a rugged collection of lead amps, bass amps, organ amps... plus a bundle of mixers and crazy effect pedals. How do we outblast the competition? With out-of-sight engineering and plenty of solid-state muscle.

Start by digging our big Ace Tone catalog. We'll throw in a mind-blowing, full-color PLUG IN POSTER and tout you on your nearest Ace Tone dealer... free.

YEAH, MAN. Send your groovy 3-foot poster and Ace Tone amp catalog. I've enclosed 25¢ for handling.

Name _____
 Address _____
 City _____ State _____ Zip _____

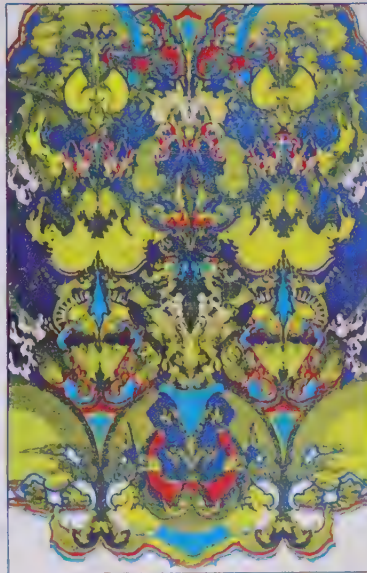
Instruments played:
 nearest Dealer _____

Exclusive Ace Tone Distributor
SORKIN MUSIC COMPANY
 110 Broadway, New York, N.Y. 10038

Ace Tone, 1968



WHITE RABBIT
Artist: Joe McHugh



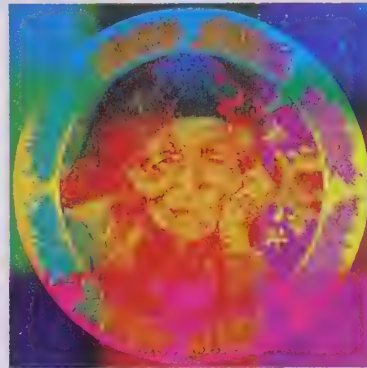
MORNING STAR
Artist: Phil Bird



CRY FREEDOM
Artist: SP/4 Vietnam



ASS ID EGG
Artist: Nick Nickolds



MUSHROOM LADY
Artist: Anonymous



AMERICAN S'HAKTI
Artist: Nick Nickolds

EAST TOTEM WEST

Box 549R, Mill Valley, California 94941

FULL COLOR CATALOG
OF ALL 24 POSTERS AVAILABLE - \$1.00

Posters pictured:

- | | | | | | |
|---------------------------------------|---------|--------|---|---------|------|
| <input type="checkbox"/> WHITE RABBIT | 23"x35" | \$1.50 | <input type="checkbox"/> ASS ID EGG | 23"x28" | 2.00 |
| <input type="checkbox"/> MORNING STAR | 23"x35" | 2.00 | <input type="checkbox"/> MUSHROOM LADY | 23"x23" | 2.00 |
| <input type="checkbox"/> CRY FREEDOM | 23"x35" | 2.00 | <input type="checkbox"/> AMERICAN S'HAKTI | 23"x35" | 2.00 |
| | | | <input type="checkbox"/> EAST TOTEM WEST | 23"x35" | 2.00 |

Note: Prices in stores on Eastern seaboard slightly higher.

Gentlemen:

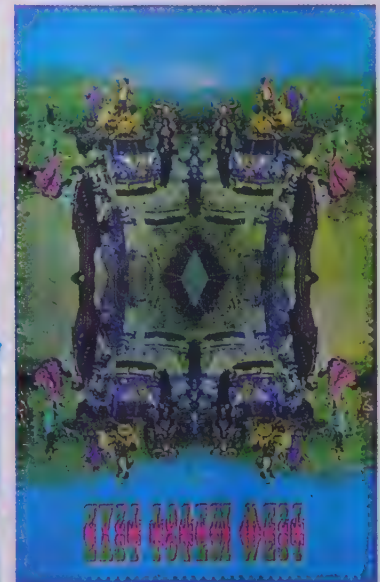
Please send me the items checked above. I am enclosing a check or money order for \$_____ (Note: Please include 25c for handling charges.)

Name _____

Address _____

City _____ State _____ Zip _____

DEALERS INQUIRE



EAST TOTEM WEST
Artist: Joe McHugh

A bold new publishing venture begins today.

Soul on Ice is an angry book by an eloquent young Negro. Cleaver brilliantly analyzes the forces that shaped his life. But more important he contributes understanding of our increasingly violent racial eruptions and chronic urban explosions.

"Cleaver is simply one of the best cultural critics now writing... one of the discoveries of the 1960's"

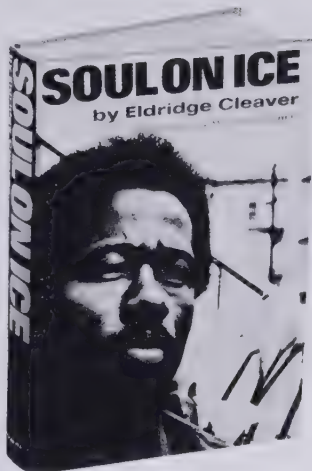
Maxwell Geismar

"... An even more valid diagnosis of the nature and future of our civilization than all the discussions of our affluence and military power."

Kenneth B. Clark

"... He's a very talented man."

Norman Mailer



The first in a new series of important contemporary books jointly sponsored by Ramparts Magazine and McGraw-Hill.

Other titles in the series: **MARRIED PRIESTS AND MARRIED NUNS**, by James P. Colaanni \$5.95
A LAYMAN'S GUIDE TO NEGRO HISTORY, compiled and edited by Erwin A. Salk \$5.95
THE CIA FILE, by the editors of Ramparts \$5.95

MCGRAW-HILL

McGraw Hill, 1968.

TRUMP CARDS
by Libra Artworks

Should a Gentleman offer a Lady a Joint?
GENTLEMEN... JOIN!

MONA LISA

STILL LIFE

MARIJUANA COUNTRY

ZIG ZAG

LIBRA ART WORKS

P. O. Box 9207
Berkeley, California 94719

Please rush me:

Posters*

- MARIJUANA COUNTRY
- GENTLEMEN... JOIN!
- LOVED ONES

(\$2.00 each or all three for \$5.00)

- DESIDERATA
- KAREN
- BLESSED
- THOU SHALT NOT KILL

CHRIST'S REWARD
(\$1.25 each or six for \$6.00)

Trump Cards* (They're postcards, too.)

- MONA LISA
- LOVED ONES
- DON QUIXOTE
- ZIG ZAG
- STILL LIFE
- KAREN
- DESIDERATA

(Four for \$1.25 or 12 for \$3.00)

If you wish more than one of each, mark the number in the box preceding the title

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

Please enclose cash, check or money order and add 50¢ for handling & postage. Turn on your state's slowest motion picture.

East Totem West, 1968 ◀ Libra Artworks, 1968

Show your colors with this 50 star American Flag

aluminum stand

Staff in 2 sections

1/2" halyard for raising and lowering

Entire set, including booklet on Flag Etiquette

\$257

Customized holder and screen

YOURS AT COST, COURTESY OF YOUR GOODYEAR DEALER OR STORE

... The Goodyear 50 Star American Flag set is a beautiful, long-lasting addition to your home. It features a 50 Star American Flag mounted on a custom-made aluminum stand. The stand is made of heavy-duty aluminum and is designed to hold the flag securely. The flag is made of high-quality material and is guaranteed to last for many years. The entire set is available for your purchase at cost, courtesy of your Goodyear dealer or store. This is a great opportunity to own a beautiful American flag at a special price. The set includes a booklet on Flag Etiquette, which provides information on the proper way to display and care for the flag. The price of the set is \$257.00. This is a limited-time offer, so act quickly to take advantage of this opportunity. The set is available in all Goodyear dealers and stores. For more information, contact your local Goodyear dealer or store. The Goodyear logo is a symbol of quality and reliability. The 50 Star American Flag set is a perfect addition to any home. It is a beautiful and meaningful way to show your patriotism. The set is made of high-quality materials and is designed to last for many years. It is a great gift for anyone who loves the United States. The set is available for your purchase at cost, courtesy of your Goodyear dealer or store. This is a great opportunity to own a beautiful American flag at a special price. The set includes a booklet on Flag Etiquette, which provides information on the proper way to display and care for the flag. The price of the set is \$257.00. This is a limited-time offer, so act quickly to take advantage of this opportunity. The set is available in all Goodyear dealers and stores. For more information, contact your local Goodyear dealer or store. The Goodyear logo is a symbol of quality and reliability. The 50 Star American Flag set is a perfect addition to any home. It is a beautiful and meaningful way to show your patriotism. The set is made of high-quality materials and is designed to last for many years. It is a great gift for anyone who loves the United States.



Goodyear, 1963

AMAZING \$1 OFFER 4 Exquisite, Wide-Eyed, Full Color Moppet Paintings Reproduced For Your Home



Fabulously Beautiful Original Paintings Now Yours As Full Color Large Prints All 4 For Only \$1

Imagine decorating your home with the invaluable wide-eyed moppets that are becoming the rage with collectors all over America. Each of these stunning tiny characters is so appealing and so very expressive and whimsical that you cannot possibly appreciate it at its considerable appeal until the beautiful colors are reproduced for you by looking at the black and white reproductions shown here.

These charming young moppets with their sad eyes are winning acclaim from art collectors and home decorators. The reason is because all the lovely colors and universal appeal of the original paintings have been reproduced with remarkable accuracy in these full-color prints.

Offer Will Not Be Repeated

We urge you to order your full color reproductions now while the supply lasts. We will send all 4 to you for just \$1, plus tax for postage. Each print is 6" x 15" and you will be delighted to be the owner of four original reproductions with four moppets to sell! After your supply is exhausted, we will have to regretfully suspend this special offer and raise the price. This offer is limited to one per customer and is available only on Saturdays, December 15th.

Great Art, Dept. MO-25
Box 534
Grand Central Station
New York 17, N.Y.

Please send me the 4 Wide-Eyed Moppet prints for just \$1 plus 10¢ for postage, on full money-back guarantee if I am not delighted.

Enclosed is \$

NAME _____ (please print)

ADDRESS _____

CITY _____ STATE _____

25 DAILY SPECIAL OFFER: Order 2 sets of all 4 prints for only \$2 less per package. Extra 50¢ make prints 25¢.

Moppet Paintings, 1965

AMAZING \$2 OFFER!

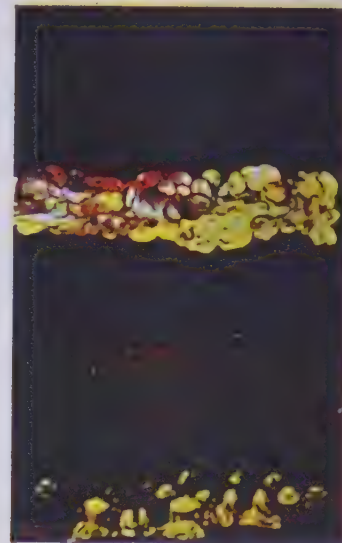
GIANT 24" x 36" peter max Psychedelic POSTERS



DONOVAN



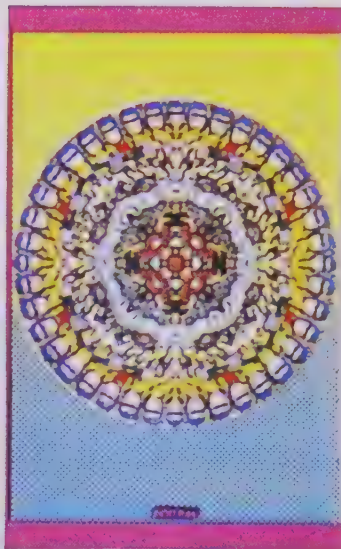
PRANA



PSYCHEDELIC CLOUD



W. C. FIELDS



CAPTAIN MIDNIGHT



TOULOUSE LAUTREC

Never before in the history of psychedelic art has such a fabulous collection made the scene! From the head of Peter Max, the Master of them all, these six, 4-color posters capture the full meaning of this fascinating form of cosmic art expression. But you cannot appreciate the full rich Dayglo colors from the small pictures above—the only real thrill is by owning them. So take your choice of all of them: DONOVAN, PRANA, PSYCHEDELIC CLOUD, W. C. FIELDS, CAPTAIN MID-

NIGHT and TOULOUSE LAUTREC.

OFFER MAY NOT BE REPIATED THIS SEASON

We urge you to order your full color reproductions now while the supply lasts. We will send each to you for just \$2 plus 10¢ postage. Each of these fine art posters is 24" x 36" and great to look at under strobe lights while digging your music. This may be your only chance to order.

© C. O. 1968

ALL POSTERS SOLD WITH MONEY-BACK GUARANTEE!

EYE MAGAZINE, Dept. EY-1, 239 Great Neck Road, Great Neck, N.Y. 11021

Rush me posters checked. I understand if I'm not completely satisfied, I can return them within 10 days for a full and complete refund.

Enclosed is check or m.o. for \$

DONOVAN ● \$2 PSYCHEDELIC CLOUD ● \$2 CAPTAIN MIDNIGHT ● \$2
PRANA ● \$2 W.C. FIELDS ● \$2 TOULOUSE LAUTREC ● \$2
(please add 10¢ postage per poster)

NAME _____

ADDRESS _____

CITY _____

STATE _____

ZIP _____

SAVE! \$1 ON SPECIAL OFFER. Any 3 posters only \$5. Please add 10¢ postage per poster.

TURN ANY SNAPSHOT INTO A GIANT POSTER

**NOW
ANY
PICTURE,
BLACK &
WHITE OR
COLOR,
MADE INTO
A GIANT
2 FOOT X
3 FOOT
POSTER!**



- YOUR FAMILY
- YOUR PETS
- YOUR BOAT
- YOUR HOME
- YOUR BUSINESS
- YOUR WEDDING
- YOUR IN-LAWS
- YOUR RICH UNCLE
- YOUR OLD GANG
- YOUR VACATION SNAPS
- YOUR GARDEN
- YOUR BOSS

**ONLY
\$3⁹⁵**

Postpaid

Diplomas, Armed Forces papers, Awards, Contracts, Wedding Certificates, Drawings, Menus, Programs, EVEN YOUR LOVE LETTERS! ALL CAN BE MADE BIGGER THAN LIFE! SPECIAL NEW PROCESS MAKES IT POSSIBLE AT THIS LOW LOW PRICE! Giant black & white 3 foot tall poster shipped to you neatly rolled in self-store

tube. Your original returned undamaged. Original photo can be any size from 2¼" x 3¼" to 16" x 20", black & white or color (no negatives). ORDER NOW—DON'T DELAY! Available production time is limited. All orders processed on First Come, First Served Basis!

MAIL THIS COUPON TODAY

Twenty First Century Posters, Dept. CH468
1790 Broadway • New York, N.Y. 10019

Please rush me the following:

_____ #D528 Personalized Giant Poster(s) @ \$3.95 ppd.

I enclose check or money order for \$_____. Sorry No C.O.D.'s.

Name _____

Address _____

City _____ State _____ Zip _____

SATISFACTION GUARANTEED OR MONEY REFUNDED

**MAKE YOUR FAMILY THE BIGGEST ON THE
BLOCK . . . YOUR FRIENDS THE BIGGEST
IN THE WORLD . . . OR MAKE A "BIG DEAL"
OUT OF ANY OTHER SUBJECT, DOCUMENT
OR PRINTED MEMENTO.**

**TWENTY FIRST CENTURY POSTERS
DEPT. CH468
1790 BROADWAY
NEW YORK, N.Y. 10019**

LOVE SYMBOLS

ANKH (A-3)
Egyptian symbol of happiness & eternal life. Specially hand-cast in solid bronze with antique finish. \$3.00

Bronze PEACE SYMBOL (PE-4)—Internationally recognized symbol of love & peace. Ruggedly hand-cast in bronze and hung from genuine leather thong. \$2.50

Genuine FRENCH CAMEO (GC-12)
Hand-cut in simulated black onyx and Peking Ivory. Framed in solid brass Renaissance cage work. Hung on heavy burnished chain. \$6.00

INDIAN LOVE BEADS (IB-3)
Handsomely hand-strung symbol of brotherhood and love, with brilliant colored beads. \$3.50

GUDIES HEART SHOP Dept. E-7
 10512 1st Ave., Inglewood, Calif. 90303
 I am enclosing \$_____ for
 (IB-3) _____ (PE-4) _____ (A-3) _____ (RJ-6) _____
 Add 25c for postage and handling.
 NAME _____
 ADDRESS _____
 CITY _____ STATE _____ ZIP _____

Grandma Groovy's

AN AMAZING \$2.98 OFFER!
IMAGINE — 4 fabulous 75% RAYON-25% NYLON

POSTER DRESSES



THE CAT

JOIN THE POSTER PARADE FOR FASHION FUN! Wear 'em. Wash 'em. Frolic in a fun-frock of black and white imprinted with oversize photographs front and back, designed in London, England, to suit your current Mod mood. Toughness is built into the non-woven fabric for long, lo-n-g wear, and should you tire (which is doubtful), just cut open all the seams and hang it on your wall as a mammoth poster—or covv' pillows, use as curtains, tablecloth, etc. Left shoulder opens and closes at a touch. If you want more of scoop neck or prefer a mini-mini, just cut with a scissors—but neatly, gals! Your ready-to-wear posters, latest London party-wear, is okay to wash (unwoven and nylon for drip-dry care). Oh yes, poster dresses are penny wise, priced at only \$2.98! Guaranteed for fun!

OFFER WILL NOT BE REPEATED THIS SEASON

We urge you to order your giant poster dresses now while the supply lasts. We will send any one to you for just \$2.98 plus 25c postage. Each of these fine London fashions will fit sizes 6-16 (specify) and you will be delighted by the way they look and what your friends say! This is your only chance to order. Be sure to fill out coupon and mail it today. This offer will not be repeated in Eye this season.



MYSTIC EYE



GREAT ROSE



GIANT ROCKET

MAIL 10-DAY NO-RISK COUPON TODAY!

MADISON HOUSE, Dept. EY-9, 239 Great Neck Rd., Great Neck, N.Y. 11021

Please send me the London fashion poster dresses checked below for only \$2.98 each plus 25c postage on full money-back guarantee if I am not delighted.

Enclosed is check or money order for \$ _____ Size is _____

ET1—The Cat ET2 Mystic Eye ET3—Great Rose ET4—Giant Rocket

Name _____

Address _____

City _____ State _____ Zip _____

SAVE SPECIAL OFFER: Order 2 London fashion poster dresses for only \$5.98 (you save money—we'll pay postage). Extra dress makes ideal gift.

The Can Bag

Only from Campbell!

This great new tote bag for just \$1.95 (\$5.00 value)
and 4 different Campbell's Soup labels.

Campbell has a new bag! It's a bright, heavy-duty vinyl tote bag that holds everything you need for fun. Swimsuit, lunch, transistor, whatever. This sturdy, roomy (over 14 in. high) satchel can take it all! Remember you can get the Can Bag only from Campbell! Just send in your check or money order (please do not send cash) for \$1.95, the labels from 4 different Campbell's Soups, and your name and address on the coupon below. The Can Bag...grab it and run!



CLIP HERE AND SEND TO
Can Bag Offer
P.O. Box 31-C Mt. Vernon, N.Y. 10558

Name _____ Address _____ City _____ State _____ Zip _____

Don't forget to enclose \$1.95 and 4 labels from different Campbell's Soup! Offer expires 1/31/68, but may be withdrawn early. Allow 7 weeks for delivery. Subject to state and federal regulations. Void where prohibited.

Campbell hits the beach!

When it's time to toss in the towel (into the beach bag, that is) — this is the towel to toss in! It's a mad, mad all-cotton beach towel that measures a big 34" x 62" of thirsty terry, wildly printed with a giant-size Campbell's Soup can. A \$3.95 retail value that you can snatch up for just \$1.95 plus 4 different labels from Campbell's Soup cans. It's a big bargain, a big towel, and a big howl on the beach when you spread it out! A guaranteed conversation-starter, sure to attract crowds and crowds of devastatingly attractive males! Send for yours and hit the beach BIG this year!



Get a Campbell Towel for only \$1.95 plus 4 labels!
 Yes, I want to toss in the towel! Send me _____ Campbell Towel(s). For
 each one ordered, I enclose \$1.95 plus 4 Campbell's Soup labels. _____
 (You realize, of course, that you're all wet if you don't order
 more than one! They make great gifts for good friends!)
 To: Beach Towel Offer, P.O. Box 4260, Clinton, Iowa 52732

Name _____
 Address _____
 City _____ State _____ Zip _____

Enter
Pond's

PARIS à la MODE

EXCITING FASHION SWEEPSTAKES

You can win an **AIR FRANCE JET** flight to Paris to choose your own original French fashions!

1st PRIZE

Two original French fashions plus an Air France jet flight to Paris for two ... and \$1,000

2nd PRIZE

One original French fashion plus an Air France jet flight to Paris for two ... and \$500

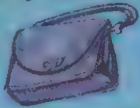
861 other prizes worth \$25,000.00!

2 Femina Mink Stoles

of fabulous Cerulean mink, designed and executed by internationally known Femina Furs of New York.

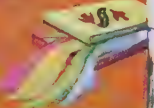
150

Meeker Handbags in soft black cowhide, beautifully lined in nylon for long wear and lasting fashion.



500

Glen Raven color hosiery wardrobes; 6 pairs of sheer nylon in the newest fashion colors.



9

Keepsake Diamond rings—masterpieces of incomparable beauty, exquisite brilliance and distinctive design.



200

Marvella necklaces and earrings, simulated pearl fashion accessories by Marvella for the smart look!



Enter Today

Nothing to buy. Just complete the entry blank, and you're eligible for the big Fashion Sweepstakes drawing. Don't delay! Entries must be received by midnight, April 30, 1960.

CHOOSE your own original Paris fashions from the 1960 Spring collection of one of these famous designers:

BALMAIN
CARVEN

PIERRE CARDIN
JEAN DESSES

CHRISTIAN DIOR MICHEL GOMA MADAME GRES JACQUES GRIFFE JACQUES HEIM LANVIN-CAST
GUY LAROCHE SERGE MATTA JEAN PATOU MADELEINE DE RAUCH NINA RICCI MAGGY R



POND'S SKIN CREAM



POND'S MOISTURE BASE new under-make-up moisturizer



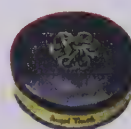
POND'S DRY SKIN CREAM with skin-repairing Stimulin



POND'S VANISHING CREAM brightens, refines skin



POND'S ANGEL FACE new powder and foundation in one



POND'S ANGEL TOUCH face powder



POND'S ANGEL TOUCH liquid make-up



POND'S ANGEL SKIN hand and body lotion

FREE ENTRY BLANKS are on Pond's "Paris à la Mode" displays at your favorite cosmetic counter. See entry blank for rules. Sweepstakes subject to all federal, state and local laws and regulations.

NOW Friskies CAT FOOD LABELS ARE
FREE MOVIE TICKETS!

For children under 12 when accompanied by adult paying regular admission

WHAT AN OFFER!
Just treat your cat to a 15-oz. size can of Friskies Fish Flavor or Friskies Chicken Flavor cat foods, or to a box of Little Friskies cat food. (She'll love them. All three are fully nourishing and have that tantalizing, tempting taste cats love!) Each label or box top (plus admission taxes, if any) admits one child (under 12) to any theater showing "GAY PURR-EE" when accompanied by an adult paying the full admission price.

Void wherever licensed, taxed, restricted, or prohibited by law. This offer expires December 31, 1963. Treat your cat to Friskies—and your family to the movies—soon.

See the newest movie idea in years as guests of Friskies—a musical in full color animation! You'll watch wonderful UPA cartoon characters on the screen while you listen to the thrilling voices of stars Judy Garland, Robert Goulet, Red Buttons, Hermine Glangold, and Paul Frees!

Enjoy this original award from Friskies—**"GAY PURR-EE!"** See the Warner Bros. 15¢ Friskies when you purchase regular size cans!

Friskies Cat Food, 1962

WIN YOUR HEART'S DESIRE
!!! WIN ENOUGH \$20 GREEN STAMPS FOR PRIZES GALORE !!!
YOU SELECT THE PRIZES YOU WANT

YOU MAY HAVE **WON** YOUR CHOICE OF 1, 2 OR DOZENS OF PRIZES LIKE THESE!
TAKE YOUR NUMBER TO YOUR NEAREST MERCURY DEALER AND SEE!

YOUR MERCURY DEALER HAS A LIST OF THE
591,150
LUCKY NUMBERS

OLDS • MERCURY • MERCURY
PRODUCTS OF FORD MOTOR COMPANY
LINCOLN • MERCURY DIVISION

Ford, 1963

Wheel! Another nutty contest from dear old Dr Pepper!

WIN A SOLID GOLD DINOSAUR!!!
(THINK OF THE STATUS!)

and **\$10,000⁰⁰ CASH!**
(THINK OF THE DUGH!)

DON'T WORRY, HARKON—WE'LL GET YOU A NEW PET!
WHERE ELSE CAN YOU GET A FREE ME?!

BEHOLD THE GENEROUS DONOR!

IT'S DIFFERENT... I LIKE IT!

RS. HURRY!
CONTEST CLOSES JULY 20th!

GREAT PARTY IDEA! ☆☆☆ HAVE A "CAVEMAN COOKOUT"!
Here's a party idea that's a ton of fun. The best, it's good enough for our Outlaw adventures, serve in paper plates or on tin, and keep the napkins handy! Throw on some caveman game pieces, too ("Drawing Guide By the Hair") and let your imagination do the rest!
Just seven words of warning: don't don't forget the Dr Pepper!

GIVE THIS POOR CREATURE A HOME!
It looks like he's in pain with his handsome tail on, but he's a nice one and will give him the home he deserves. He's no trouble at all and no life-size how would you get him into the house? Actually, the only way. Hand-drawn original stands 4' tall and will be the perfect never-makes-you-on your mental or back seat. If not, contact us for a solid gold and we'll give you the original with live (complete) instructions on how to care for Dr Pepper's favorite. We had to get the commercial in acceptance.

610 OTHER PRIZES TOO!

DO THIRD PRIZES!
100 copies of...
DO FOURTH PRIZES!
100 copies of...
DO FIFTH PRIZES!
100 copies of...

Dr. Pepper, 1962

Win! "His and Hers" Planes
(or equivalent in cash)*

2nd Prize! "His and Hers" FALCON SEDANS

3rd Prize! 3 copies will win...
4th Prize! 2 copies will win...
5th Prize! 100 copies will win...

1st Prize in the Morrell "His and Hers" Sweepstakes

WIN WINGS FOR TWO! A pair of sporty standard Piper Colt-108 Planes. The Colt is the world's first flying compact, makes learning to fly easy and fun! Powered by famous Lycoming engine. Engineered for break take-offs, smooth landings. Bonus prize: 20 hours free flying instruction.

Enter Today! Follow These Simple Rules

Morrell Famous for Meats for 7 Generations!

Morrell Meats, 1962



"Youth is our best national product"



President Kennedy awarding Young Americans Medal to Service-Minded Girl
 If this nation is to advance in wisdom and strength and character, then every young person growing up today must have the opportunity to develop his talents, to acquire and display leadership abilities, and to gain a realization of future responsibilities. This is not the business of parents alone, it concerns all of us. I ask you, therefore, to think seriously about making a United Way contribution. Your gift will give many an unfortunate child and many a puzzled teen-ager a much better start in life. Your one gift will also provide a wide range of services for families, the aged, the lonely and the handicapped. In short, the one gift that you make will work many wonders. This is of value to every one of us. **One gift works many wonders/GIVE THE UNITED WAY**

United Way, 1963

Richard M. Nixon
 WASHINGTON, D.C.

September 4, 1968
 Wednesday

To My Fellow Americans:

As we start the 1968 campaign, I ask your help in achieving the goals to which Governor Agnew and I are dedicated:

- *An honorable end to the Vietnam war and a new era of prestige and respect for America abroad;
- *New leadership and honest management of our nation's resources;
- *Restoration of order and respect for law, justice, and a strengthening of our moral standards.

In the weeks ahead, the campaign will be an exciting adventure. I ask you to participate in that adventure by volunteering to help me and Governor Agnew. People who are committed to our goals of a better America can reach out to their friends and neighbors and enlist them in our campaign.

Only through people to people contact can we hope to restore decency and stability to our national life and create a better society for all. Your influence in our behalf is our most powerful campaign tool.

Will you volunteer to help? Write me in Washington.

Sincerely yours,

 RICHARD M. NIXON

"I ASK YOUR HELP"

RICHARD M. NIXON



TO: Richard M. Nixon
 Spiro T. Agnew
 White House Requirements, White House, Washington, D.C. 20504

NAME: _____
 ADDRESS: _____
 CITY: _____
 Please send me to contribute to the Nixon-Agnew team.
 I'm a Volunteer Card.

Nixon, 1968

We found the perfect girl for the Playboy Club.



As you probably know, the Playboy Club is very choosy about the qualifications of the girls who work there. Our California Playboy Club manager has from the hundreds of available girls picked a very choice one who has all the necessary qualifications that her employer would like to be sought after.

She was to type labels for a mailing, and the assignment had to be done in two days.

Mrs. Feldman types 65 wpm, and, on top of that, has just about every kind of office know-how. All of which she developed during the four years she's been taking temporary assignments from Manpower. All of us here are very proud of Mrs. Feldman.

The Playboy Club was impressed too. They watched her zip through the first couple of labels.

What a woman!" said the Playboy Club.

Manpower

Temporary Help Services
 If we could do it for the Playboy Club, we can do it for you.

Manpower, 1969

Better than the pusher on the corner.

But before you start talking, you'd better have some facts. We can give you some in a free 48-page book called "Drug Abuse: The Chemical Cop-out."

When you start reading, you'll find the drug problem hits closer to home than you'd like to think. More young people are talking about drugs than ever before. And a lot of them have stopped talking and started acting

The drug culture has gone far beyond the boundaries of the hippies. It is found in middle-class homes all across America. (It's estimated that 20 million Americans have used marijuana.)

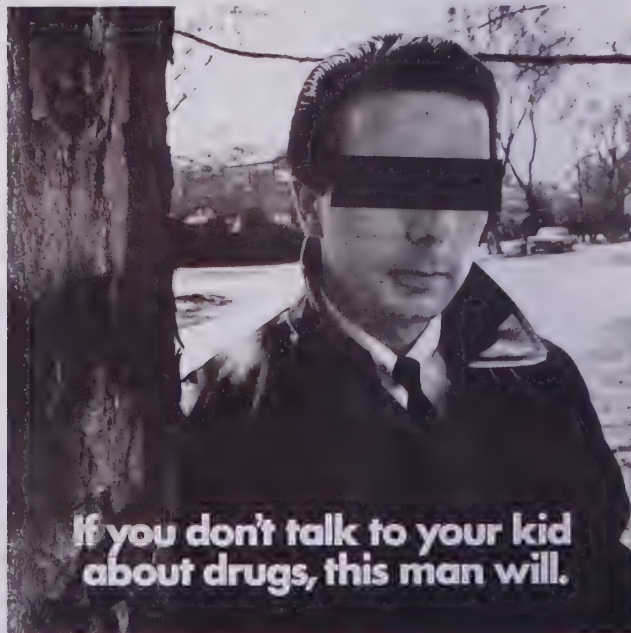
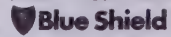
So it's time we stopped reacting emotionally and started acting intelligently about drugs and their users.

In short, it's time we separated the facts from the myths. That's why we at Blue Shield have put together the book describing

some of the real dangers in dealing with drugs. We feel you should know some of the basic facts about marijuana, And methedrine, And mescaline, And LSD, And heroin, And others.

This fully illustrated 4-color book is available through Blue Shield. The address is listed at the left.

We'd rather see your kid talk to you instead of the guy on the corner.



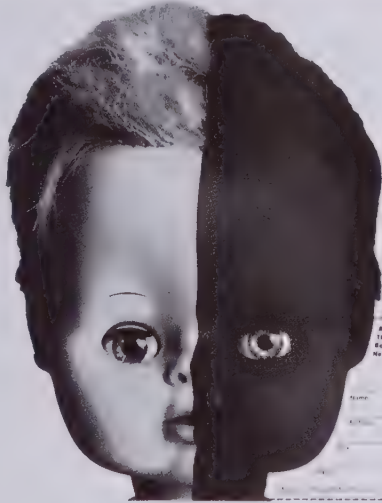
If you don't talk to your kid about drugs, this man will.

Blue Shield, 1969



Now you can teach "Black & White America"

Black & White America is a new educational book helping teaching staff introduce the...
 Now incorporating photos of...
 without the...
 of each...
 of Black...



Black & White America is
 1969 Education Program
 Box 970 Times Life Building
 New York, N.Y. 10036

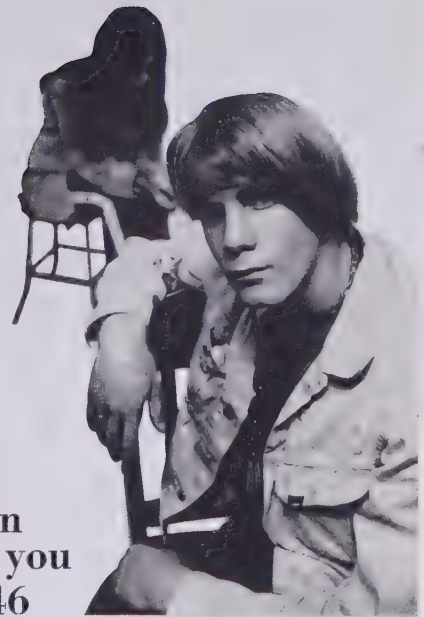
Black & White America, 1969



This is how yellow daisies in a green field against a blue sky look to many Americans. You have only one pair of eyes. Have them examined once a year. Better Vision Institute.

Better Vision Institute, 1962

"Give me one good reason why I shouldn't use LSD!"



We can give you 46

That's the number of chromosomes in a normal human cell. They determine the hereditary characteristics of your babies. If there is something wrong with the chromosomes of either parent at the time of conception, there may be something wrong with the infant at the time of birth. Broken chromosomes may cause birth defects. LSD can break chromosomes. Need we say more?

The National Foundation-March of Dimes
 PREVENT BIRTH DEFECTS

March Of Dimes, 1968



"Mommy, you forgot...every litter bit hurts!"

It happens in the best of families! Mom or Dad forgets that every litter bit hurts. And forgetting is the main cause of the litter mess that mars America's highways—your highways. That first bit of trash you thoughtlessly toss away is the beginning of a pile up that costs millions of tax dollars to clean up. • But that's not all that's bad



about littering. Remember—as the twig is bent, so grows the tree. A bit of your children's good citizenship training goes out the window with every litter bit you toss away. • So Mom Dad—lead the way to the litterbag. Carry one in your car at all times. And use it. Make it a family project to Keep America Beautiful!

SUSAN SPOTLESS SAYS
KEEP AMERICA BEAUTIFUL
 Published as a public service in cooperation with The Advertising Council

Keep America Beautiful, 1969

► Christy Trades School, 1961

Earn BIG



**WE FURNISH YOU
THE AMAZING
KIT**

MONEY



Learn
**ELECTRIC
APPLIANCE
REPAIRING**
At Home
In Your
Spare Time!

START YOUR OWN BUSINESS

Lasting Mutual Satisfaction For All Couples With These Brand New

ILLUSTRATED SEX FACTS

GIANT SIZE BOOK Packed with HUNDREDS of PICTURES Many In Life-Like Color

How available to the public in this country is this sensational new sex book... AVAILABLE IN THIS COUNTRY FOR THE FIRST TIME



- PARTIAL LIST OF 61 BIG CHAPTERS
Abnormal sex organs and what can be done
Abuse on woman's male's early climax

- EACH A "BOOK" IN ITSELF
Femining Masturbation Cause, or sexual excite
How male orgasm function during intercourse

SEND NO MONEY! FREE TO DAY TRIAL COUPON
CADILLAC PUBLISHING CO. Dept. E-395
220 Fifth Avenue, New York 1, New York

WOW! What an AMAZING HE-MAN TONY IS NOW!
He gained 28 MUSCLE-PACKED POUNDS all over!
Shows YOU How in 10 MINUTES OF FUN A DAY!

COME ON PAL! Now YOU make me proud if I give my easy, quick course just 10 pleasant minutes a day in your own home like Tony did in a few short weeks...

FREE TO DAY TRIAL COUPON
MAIL THIS LAST CHANCE—ALL FREE COUPON TODAY!
and get 1. FIVE HE-MAN BOOKS; 2. MUSCLE METIC; 3. INDIC BOOK

Cadillac Publishing Co.

He-Man Books

An Amazing NEW HEALTH SUPPORTER BELT

For men in their 30's, 40's, 50's who want to LOOK SLIMMER and FEEL YOUNGER



DOES a bulging "beer window" make you look and feel years older than you really are? Then here, at last, is the answer to your problem... THE CHEVALIER LIFTS AND FLATTENS YOUR BULGING "BEER WINDOW"

FREE TRIAL OFFER
I have just received your mail coupon... I would like to try your CHEVALIER BELT for 10 days... SEND NO MONEY; MAIL COUPON

RONNIE SALES, INC. Dept. L-3-D-E 487 Broadway, New York 13, N. Y.

Ronnie Sales, Inc.

STOP SMOOKING

TOBACCO COUGH—TOBACCO HEART—TOBACCO BREATH—TOBACCO NERVES... NEW, SAFE FORMULA HELPS YOU BREAK HABIT IN JUST 7 DAYS

*YOU CAN STOP
Tobacco Nerves STOP
Tobacco Breath STOP
Tobacco Cough STOP
Burning Mouth STOP
Hot Burning Tongue STOP
Poisonous Nicotine STOP
Tobacco espense STOP

HOW HARMFUL ARE CIGARETTES AND CIGARS?
STOP SMOKING—MAIL COUPON NOW!
DOCTOR'S ORDERS PRODUCTS, INC. 7 Day Tobacco Cure—Dept. DTA

YOU WILL LOSE THE DESIRE TO SMOKE IN 7 DAYS... OR NO COST TO YOU
Here's What Happens When You Smoke...
STOP SMOKING—MAIL COUPON NOW!

Doctor's Orders Products, Inc.

And the winner is...

... And A Tribe Of Colors

Two for the price of one. This ad for blankets managed to subjugate woman as well as stereotype Native Americans in a silly portrayal that had fashion models posing as squaws in need of comfort by way of a modern electric blanket.

Eine tolle Kriegsbemalung ist das ...

Zwei zum Preis von einer. Diese Werbung für Heizdecken schlug gleich doppelt zu, sie setzte Frauen herab und zementierte das Klischee vom Indianer. Das alberne Bild zeigt Mannequins als komfortversessene Squaws, die sich für elektrische Decken erwärmen.

... Et des couleurs pour toute la tribu

Deux pour le prix d'une. Cette publicité pour des couvertures cible aussi bien les femmes que les Amérindiens standards dans un portrait stupide qui montre des mannequins posant comme des squaws avides de confort – rien de tel qu'une couverture électrique moderne.

... Una tribu de colores

Dos por el precio de uno. Este anuncio de mantas logró subyugar tanto a las mujeres como al estereotipo de los amerindios nativos, ofreciendo uno de los retratos más absurdos de la publicidad. Las modelos, tocadas de indias, posaban envueltas en una moderna manta eléctrica que les aportaba la comodidad de la que carecían.

多種多色そろえて…

一つ分のお値段でもう一つ差上げます。この毛布の広告は、ファッションモデルたちを、現代的な電気毛布に安らぎを求める“インディアン娘”に仕立て上げるという馬鹿馬鹿しい手法によって、女性と、ステレオタイプなネイティブ・アメリカンという二者を同時に隷属させることに成功してしまった。



Turn on Indian Summer to brave a chilly night



with *Sunbeam* electric blankets

Gentle, feather-light warmth to chase the chills away; lighted, graduated heat control; machine-washable. All sizes, and a tribe of colors: Tropic Pink, Harvest Gold, Avocado Green and Surf Blue.

Custom Deluxe in 100% acrylic comfort, infinite heat settings, 5-year guarantee.*

Deluxe blankets in a blend of 65% polyester, 35% rayon; 9 heat settings, 2-year guarantee.*


Sunbeam

built with integrity—
backed by service

Beautifully
packaged for
gift giving.

FABULOUS
FEATS
OF HUMAN
POWER
THE SCREEN
HAS NEVER
SHOWN
BEFORE!



A dramatic movie poster for 'Spectacles of Massive Might Beyond Any Ever Known Before!'. The central focus is a large, dark, rectangular stone tablet with the title in raised, golden letters. To the left, a massive, muscular hand in a white sleeve holds a sword. Below the tablet, a chariot race is depicted with a chariot pulled by white horses, amidst a chaotic scene of soldiers and a large, ornate stone structure. The background is a dark, stormy sky.

SPECTACLES
OF MASSIVE
MIGHT
BEYOND
ANY
EVER
KNOWN
BEFORE!

JOSEPH E. LEVINE
PRESENTS



The Fixer, 1968



My Fair Lady, 1964

A motion picture *unmatched in magnitude...*
with the finest cast ever assembled!



SPARTACUS

History's most powerful story of love and rebellion...
alive with the struggle of man for freedom,
tender with the love of man for woman
...exciting and inspiring drama!

TECHNICOLOR® SUPER TECHNIRAMA® 70 LENSES BY PANAVISION

Directed by STANLEY KUBRICK • Screenplay by DALTON TRUMBO • Based on a story by HOWARD FAST • Produced by EDWARD LEWIS



Executive Producer: KIRK DOUGLAS • Music composed and conducted by ALEY NORTH

NEW YORK...DEMLILLE NOW; CHICAGO, MEYCKERS; OCT. 13: LOS ANGELES, PANTAGES; OCT. 19: BOSTON, ASTOR; OCT. 27: PHILADELPHIA, GOLDMAN; NOV. 2: DETROIT, MADISON; NOV. 3. ALL SEATS RESERVED—OTHER CITIES SOON!

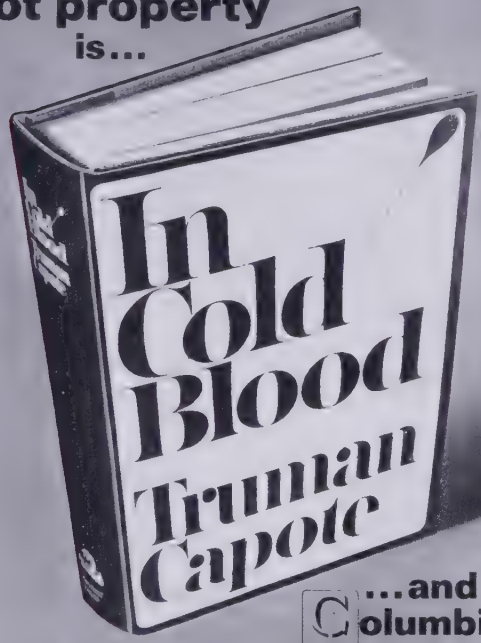
A NEW HIGH IN BLOOD CHILING HORROR



coming for MARCH release from AMERICAN INTERNATIONAL

Queen of Blood/Blood Bath, 1966

today's hot property is...



...and Columbia's got it!

17 PAGES IN LIFE MAGAZINE... TREMENDOUS ACCLAIM ACROSS THE COUNTRY... SOON TO BE A MAJOR MOTION PICTURE FROM RICHARD BROOKS... FOR COLUMBIA!

In Cold Blood, 1966

OUTSTANDING MOTION PICTURES COMING TO YOUR FAVORITE THEATRES



<p>BOCK CLAUDIA MUSSON CARDINALE "BLINDFOLD" KORZUNOFF - PARANDELLI BY GUY STOCKWELL</p>	<p>PAUL JULIE NEWMAN ANDREWS ALFRED HITCHCOCK'S "TORN CURTAIN" WRITTEN BY BRUCE MITCHELL DIRECTED BY ALFRED HITCHCOCK</p>	<p>GUY CLU STOCKWELL GULAGER PET CARMY MICHAEL ARBANA "AND NOW MIGUEL" WRITTEN BY ROBERT ROBERTSON DIRECTED BY ROBERTSON</p>	<p>GREGORY SOPHIA PECK LORER A STANLEY DOBSON PRODUCTION "ARABESQUE" WRITTEN BY ROBERTSON DIRECTED BY DOBSON</p>	<p>DON MURRAY GUY ARBY STOCKWELL DALTON BRADFORD LESLIE WILLMAN WELSER "THE PLAINSMAN" BY GUY</p>	<p>FRED GWYNNE YVONNE DE CARLO AL LEWIS DEBBIE WATSON - "MUNSTER, GO HOME" BY GUY</p>	<p>GUY DOUG STOCKWELL MCCLURE LESLIE TELLY WELSER SAVALAS "BEAU GESTE" BY GUY</p>	<p>MARLON BRANDO "THE APPALOOSA" WRITTEN BY ALANETTE CORNER JOHN SAJOU</p>	<p>SHIRLEY MacLAINE MICHAEL CAINE "GAMBIT" WRITTEN BY HERBERT LOAN DIRECTED BY LOAN</p>
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When In Southern California Visit The Entertainment Center Of The World... UNIVERSAL CITY STUDIOS

This lady of the night has taken her last walk!



The swinging purse... the painted lips... the languid pose against the lamp-post... then, the sudden glint of a knife... a choked scream... fleeing footsteps and over and over he would repeat his brutal, compulsive act of killing!

THE MOST DIABOLICAL MURDERER IN ALL THE ANNALS OF CRIME! HE BAFFLED THE GREAT SCOTLAND YARD, THE CELEBRATED ARTHUR CONAN DOYLE AND ROBERT LOUIS STEVENSON... THE FILE ON JACK THE RIPPER HAS NEVER CLOSED.

JOSEPH E. LEVINE PRESENTS

JACK THE RIPPER

Starring LEE PATTERSON • EDIE BYRNE • BETTY McDONALD • CHEY SOLOR • Screenplay by HENRY SANDLER • From an original story by PETER HARRISON and COLIN CLARK
Produced, Directed and Photographed by ROBERT S. BAUER and BOBBY BONNER • A Metro-Columbia Film Production • A PARAMOUNT PICTURES RELEASE

SEE IT SOON AT YOUR FAVORITE THEATRE



Hear "Dominique" "Brother John" and the other "Singing Nun" hits on the MGM Records soundtrack album.

METRO-COLUMBIA PRESENTS
A JOHN BECK PRODUCTION

RICARDO MONTALBAN
AGNES MOOREHEAD • CHAD EVERETT
KATHARINE ROSS • ED SULLIVAN as himself
JUANITA MOORE

GREER GARSON

Produced by SALLY BEESON and JOHN FURIA, JR. • Directed by JOHN FURIA, JR. • Henry Koster • John Beck, James Goetz for Panavision and Metro-Columbia

Debbie Reynolds as "the Singing Nun"

Inspired by the song "Dominique"

At the St. Francisco Theatre, San Francisco, this time

Jack The Ripper, 1960

The Singing Nun, 1966

AN OPEN LETTER TO JOHN WAYNE ON THE OCCASION OF THE 124th ANNIVERSARY OF THE ALAMO: MARCH 6, 1960

We have heard and read of the great and deserved award which the State of Texas, through The Headliners Club and Governor Price Daniel, has bestowed upon you; an award bearing this inscription:

TO JOHN WAYNE
Who has made motion picture stardom one of the very great professions;
Who has made "The Alamo" an international symbol of man's undying fight for freedom.

To these words we would like to add this prophecy: Through your motion picture of the memorable story of the Alamo you will be reminding a world, one-half of which is enslaved, that 124 years ago, 185 men joined in an immortal suicide pact not to retreat nor surrender when encircled by 7000 troops of an enemy dictator and thus bought with their lives 13 days of precious time needed by General Sam Houston to prepare for Texas' final and victorious battle for liberation.

We believe with you that the world—and our own nation—needs to be reminded that freedom does not come cheap and easy.

H. H. COPFIELD
JOHN MECOM
GLENN MCCARTHY
FRANK WATERS
VERNON FROST
AL PARKER
O. J. McCULLOUGH
E. J. McCULLOUGH

THERE WERE NO GHOST WRITERS AT THE ALAMO

by RUSSELL BIRDWELL

Very soon the two great political parties of the United States will nominate their candidates for President. One of these men, by a vote of the people, will be assigned the awesome duties of the White House' civilian leader of the nation, commander-in-chief of all its armed forces and keeper and director of its nuclear weaponry.

Who are these men who seek the most formidable job, the most responsible job on earth? But more important—who is the one man who, after the political merry-go-round has stopped, will hold in his hand the gold ring of victory?

Do we know him? Have we ever known him? Will we ever know him?

Who has written his speeches? Who—or what board of ghostwriting strategists—has fashioned the phrases, molded the thoughts, designed the delivery, authored the image, staged the presentation, put the political show on the road to win the larger number of votes?

Who in the hell reads the script?
Or, in this moment when eternity could be closer than ever before to those a statesman who for the sake of a vote is too all things to all men, a man who will put America back on the high road of security and accomplishment, without fear or favor or compromise a man who wants to do the job that must be done and to hell with friend or foe who would have it otherwise a man who knows that when our hearts are in order no man will ever dare to trespass.

In short a man!

There is a growing anxiety among the people to have straight answers. They don't want the handouts of the spinster molder. They have had a battery of public influence peddling, quiz show rigging, the ghost-writing of political speeches, symptoms of a public public morality.

They are finished with the great deception.

They want, insistently, as the free world becomes smaller and smaller for a return to the honest, courageous, fearless standards of frontier days the days of America's birth and greatness, the days when the noblest utterances of men came unorchestrated.

There were no ghost writers at the Alamo. Only men. Among them Colonel David Crockett, who was 50 years old, Colonel James Bowie, 40, Colonel William Barrett Travis, 35.

These men left a legacy for all who prize freedom above tyranny, individualism above conformity. They had gone to Texas to carve out new lives. These men included men from 18 states and 6 foreign nations. Their foe was a Mexican dictator, General Santa Anna, at the head of an army of 8,000 well-equipped Mexican troops, who in 1836 sought to crush the growing state of that faraway land now known as Texas.

Santa Anna crossed the Rio Grande, invaded San Antonio. His first target was the Alamo, a mission built in 1718 by Franciscan priests and manned in the year 1836 by 85 volunteer citizen-soldiers. Presumably an army larger than 100 against 1,000.

The dictator did not realize that his enemy were not a common breed. He faced hard-living, hard-loving hard fighting brethren in freedom. Let us look now at the words of a few of them. Their own words. Dictated for his fourth time in the United States Congress, Crockett announced "You all can go to hell—I'm going to Texas." And then he rode 1900 miles on horseback to Texas, not just a part of the United States and in his diary he wrote:

"I promised to give the Texans a helping hand in their high road to freedom. If there is anything in the world worth living for it is freedom. Early this morning the enemy came in sight, marching in regular order and displaying strength to the greatest advantage in order to strike us with terror. That was no go. They found they have to do with men who will never lay down their arms so long as they can stand on their legs."

In 1834, two years before Colonel Crockett rode into the Alamo with his followers "to hit a lick against what's wrong and to lay a ward for what's right," 331 loved the New England states as a United States Congressman and while visiting in Boston he wrote:

"We then went up to the old battleground on Bunker's Hill, where they were meeting a monument to those who fell in that day's battle of our stirring glory. I felt as if I wanted to call them up, and ask them to tell me how to help protect the liberty they bought for us with their blood but we could not do so. I resolved on that holy ground as I had done elsewhere to go for my country, always and cheerfully."

After entering the Alamo, Colonel Crockett wrote to his children in Tennessee "I hope you will do the best you can and I will do the same. Do not be uneasy about me with my friends... Your affectionate father, Farewell David Crockett."

As the Santa Anna hordes poured against the mission that had become a fortress Colonel Crockett wrote in his diary "We are all in high spirits though rather than of provisions for men who have appetites that could digest anything but grapes."

Land was cheap in Texas in those days—it was selling for 12 1/2 cents an acre. But the price of freedom and liberty came high. Before the Alamo fell Crockett wrote: "We will go ahead and sell our lives at a high price."

Colonel James Bowie, in words remembered by Mrs. Susanne Dickinson (she and her 3-year-old daughter with a little Negro boy were the only survivors of the glorious defense), said: "I prefer to die in my ditches rather than give up an inch of Texas soil to a dictator."

When word of Jim Bowie's death reached his mother she said: "So Jim is dead. I bet they found no bullets in his back."

Colonel William Barrett Travis, the young South Carolina lawyer entrusted with command of the Alamo by General Sam Houston, in a letter to Texas' Governor Henry Smith:

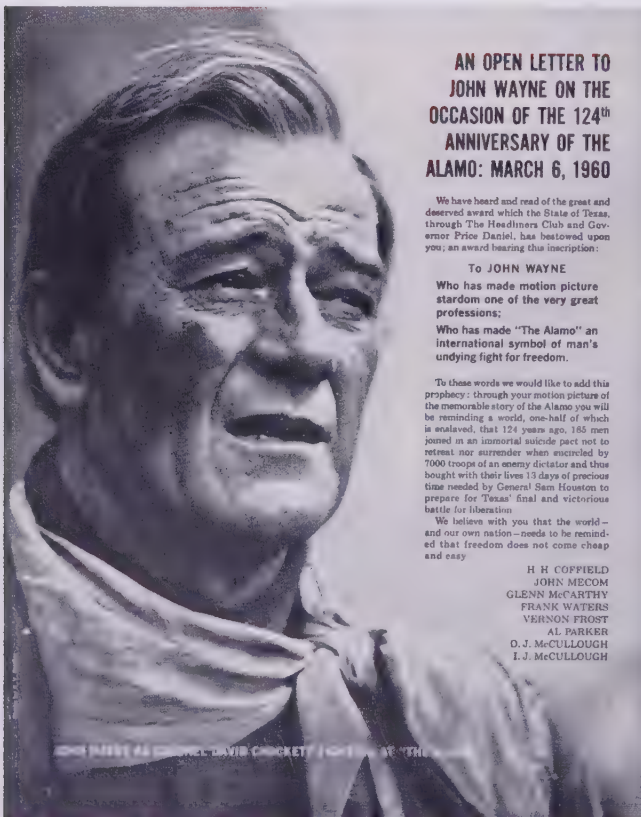
"We are ill-prepared for attack, yet we are determined to sustain it as long as there is a man left. Death is preferable to disgrace. Should Bexar (San Antonio) fall, your friend will be buried beneath its ruins. I shall not surrender or retreat."

The situation hopeless, Colonel Travis gave his men a way out just before the final onslaught: "Any of you who wish may leave with honor. Here on these ramparts you have bought a priceless ten days of time for General Houston. You are brave and noble soldiers. God bless you."

No man gave up his post. All gave their lives, after killing 1700 and holding the enemy for 13 days. The precious time bought enabled General Houston 46 days later at San Jacinto to win Texas' liberation.

There were no ghost writers at the Alamo. Only men.

A STATEMENT OF PRINCIPLE
JOHN WAYNE, BATJAC PRODUCTIONS
JAMES EDWARD GRANT, AUTHOR OF "THE ALAMO"



The Alamo, 1960

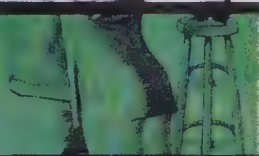
WHAT A CAST!..

WHAT A PAST!..

**SHIRLEY
MacLAINE**



**ROBERT
MITCHUM**



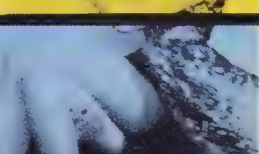
**PAUL
NEWMAN**



**DEAN
MARTIN**



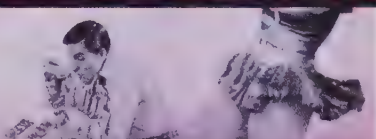
**GENE
KELLY**



**BOB
CUMMINGS**



**DICK
VANDYKE**



Come look at a new look.

See how the camera can combine color, style and story in a way that has never been

done before! It really brings a new kind of fun and entertainment to the screen!

WHAT A SHOW!..

20TH CENTURY-FOX PRESENTS

WHAT A WAY TO GO!

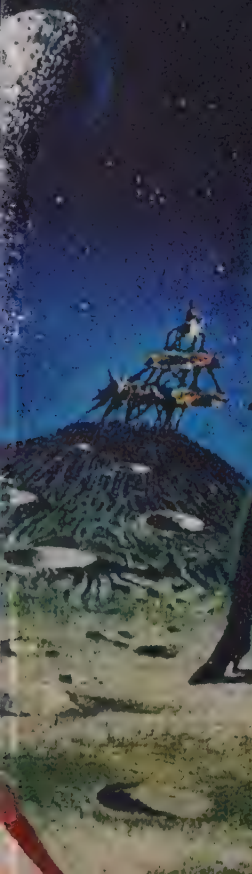
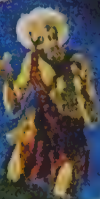
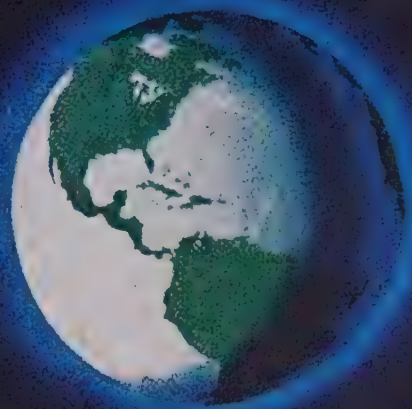
COLOR BY DELUXE · CINEMASCOPE

PRODUCED BY A. J. LEE THOMPSON · DIRECTED BY ARTHUR P. JACOBS · SCREENPLAY BY J. LEE THOMPSON · BASED UPON THE PLAY BY BETTY COMDEN AND ADOLPH GREEN · STORY BY GWEN DAVIS · COSTUME DESIGNER GENE KELLY

SEE IT SOON AT YOUR FAVORITE THEATRE!

*The space age
adventuress
whose sex-ploits
are among the
most bizarre
ever seen.*





THE IMPOSSIBLE YEARS

starring
DAVID NIVEN
 Co-Starring
NOLA ALBRIGHT
CHAD EVERETT
 and
BOBBY NELSON
 Introducing
CRISTINA FERRARE
 Screenplay by
GEORGE WELLS
 Produced by
LAWRENCE WEINGARTEN
 Directed by
MICHAEL GORDON
 PANAVISION® and METROCOLOR

The Bearded Hippie:
 "Rock it to me!"

The Boyfriend:
 "Some of my best friends are parents!"

The Daughter:
 "Dad, you make such a fuss about my one little messy room. Do you realize at any moment we might all be blasted off the face of the earth?"

The Father:
 "So we'll be blasted! But when we are, you're going with a clean room!"

The Teacher:
 "I'd love to sock it to you!"

The Doctor:
 "Parents of the world unite! You have nothing to lose but your kids!"

The Sister:
 "There's a generation gap!"

"They're impossible!"

The Mother:
 "The only is between your ears!"





Goodbye, Mr. Chips, 1969

“Goodbye, Mr. Chips” is truly something new in musical motion picture entertainment.

After the World Premiere at the Palace Theatre in New York on Wednesday, November 5th, the whole future of musical entertainment on the screen may be changed.

Producer Arthur P. Jacobs and Director Herbert Ross bring a new musical approach to the beloved story and brilliant new concepts to its production.

Peter O’Toole gives a perfect performance as the man who is convinced he is a failure. And Petula Clark plays the wife who provides the gentle shove that moves her husband from failure to success.

Sir Michael Redgrave is the headmaster and in the supporting cast are 283 schoolboys, most of them actually students at England’s Sherborne School where much of “Goodbye, Mr. Chips” was filmed.

The excitement over “Goodbye, Mr. Chips” began long before filming was completed. It is the kind of excitement that will last as long as there is love ...and not a day later.



World-wide reserved seat engagements in the Fall of 1969.



**Hey Big Spender,
spend a little time
with
SWEET
CHARITY**

**“It is gorgeous, it is exciting,
it is stimulating,
it is breathtaking.”**

United Press International



SWEET CHARITY STARRING **SHIRLEY MACLAINE**
RICARDO MONTALBAN and **SAMMY DAVIS, JR.**
with JOHN McMARTIN · CHITA RIVERA · PAULA KELLY · STUBBY KAYE and RICARDO MONTALBAN as The Actor
Produced by ROBERT ARTHUR From the New York Stage production Book by NEAL SIMON Music by CY COLEMAN Lyrics by DOROTHY FIELDS Staging and Choreography by BOB FOSSE
Based on an original screenplay by FEDERICO FELLI and TELLO FALLETTO Screenplay by PETER STONE Directed and Choreographed by ROSS HART
Original Music by Cy Coleman Lyrics by Dorothy Fields
Music Available on
Records on
Decca Records
with Stereo 4 and
Laserdisc



TAMMY INVADES THE CAMPUS...

and teaches a stuffy college town—and a shy, young professor—a lot of things they can't learn from books!

TAMMY SHOWS...
the Dean of Women that keeping a man happy is her real career!

TAMMY HELPS...
the campus 'cats' learn that a 'cool' head can't beat a warm heart!

and AS A BABY-SITTER...
Tammy uses some old-fashioned ways to tame some wild ultra-modern kids!



Sandra DEE / John GAVIN

A ROSS HUNTER PRODUCTION

TAMMY TELL ME TRUE

in Eastman COLOR

A NEW Tammy in heart-warming NEW Adventures!

co-starring CHARLES DRAKE • VIRGINIA GREY • JULIA MEADE
with Cecil Kellaway • Beulah Bondi • Edgar Buchanan • Gigi Perreau
Juanita Moore • Screenplay by OSCAR BRODNEY
Directed by HARRY KELLER • Produced by ROSS HUNTER
A UNIVERSAL-INTERNATIONAL PICTURE

with the delightful music of America's beloved PERCY FAITH!

SOON AT MOTION PICTURE THEATRES THROUGHOUT THE NATION!

ALL OF THEM WERE BY LOVE POSSESSED!

LANA TURNER LOVE POSSESSED... AND BETRAYED HER!



THE BOLD BEST-SELLER THAT SENT A FEVER THROUGH AMERICA NOW FIRES THE SCREEN!

By Love Possessed



MIRISCH PICTURES, INC. in Association with SEVEN ARTS PRODUCTIONS, INC. Presents

LANA TURNER EFREM ZIMBALIST, JR. JASON ROBARDS, JR.

By Love Possessed

co-starring GEORGE HAMILTON SUSAN KOHNER THOMAS MITCHELL also starring BARBARA BEL GEDDES

Directed by JOHN STURGES Produced by WALTER MIRISCH Screenplay by JOHN DENNIS Music by ELMER BERNSTEIN COLOR BY DELUXE Released thru UNITED ARTISTS

COMING SOON TO YOUR FAVORITE MOTION PICTURE THEATRE!

"Come into my guest room"

... said the victim to the wolf!

A RIOTOUS
NEW TWIST
IN THE ART
OF GENTLE
PERSUASION!



ROCK HUDSON
DORIS DAY
TONY RANDALL

*"LOVER
COME
BACK"*

THE PICTURE WITH VIP!

in Eastman
COLOR

Those
"Pillow Talk"
playmates
are at it
again!



co-starring EDIE ADAMS · JACK OAKIE · JACK KRUSCHEN

Written by STANLEY SHAPIRO and PAUL HENNING · Directed by DELBERT MANN · Produced by STANLEY SHAPIRO and MARTIN MELCHER
Executive Producer ROBERT ARTHUR · A 7 Pictures Corporation — Nob Hill Productions, Inc. — Arwin Productions, Inc. Picture · A Universal-International Release

AN ADULT, SOPHISTICATED COMEDY!

SHOW AT MOTION PICTURE THEATRES
THROUGHOUT THE NATION!

IT Struts. IT Sings. IT Razzles AND IT Dazzles!
 THE BIGGEST BLOOMIN' MUSICAL OF THE YEAR!
 FROM THE BROADWAY AND LONDON SMASH...



PARAMOUNT PICTURES PRESENTS
 A CHARLES H. SCHWEER/GEORGE SIDNEY PRODUCTION
 BY CHARLES H. SCHWEER
Tommy Steele
Half a Sixpence
 PARAMOUNT® TECHNICOLOR®
 IT'S EVERYTHING
 A MOTION PICTURE CAN BE.
 JULIA FOSTER - CYRIL RITCHARD
 BASED UPON THE MUSICAL HALF A SIXPENCE
 WRITTEN BY H. G. WELLS
 ADAPTED BY JIMMY KAGAN
 SCREENPLAY BY BEVERLEY CROSS
 MUSIC AND LYRICS BY DAVID HENNER
 MUSIC SUPERVISOR, ARRANGED AND CONDUCTED BY IRWIN KOSTAL
 PRODUCED BY CHARLES H. SCHWEER AND GEORGE SIDNEY
 DIRECTED BY GEORGE SIDNEY
 EXECUTIVE PRODUCER JOHN DARYL
 A PARAMOUNT PICTURE
 OPENS SOON AT A THEATRE NEAR YOU!

Half A Sixpence, 1968

Lucille Ball
 PRODUCTIONS, Inc.

TELEVISION
HERE'S LUCY
 CBS TELEVISION NETWORK
 MONDAYS 8:30 P.M.

MOTION PICTURES
"Yours, Mine and Ours"
 A DESILU-WALDEN PRODUCTION
 A UNITED ARTISTS RELEASE

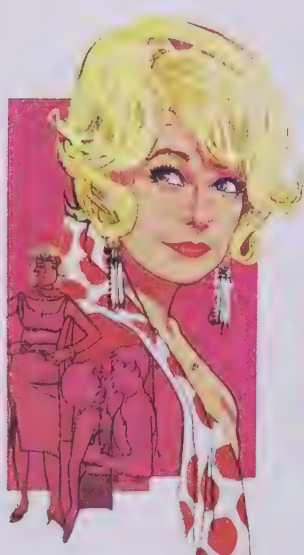
SPECIAL FOR TELEVISION
Diamond Jim & Lillian Russell
 STARRING LUCILLE BALL & JACKIE GLEASON

LUCILLE BALL
 President

GARY MORTON
 Executive Vice President

Lucille Ball Productions, Inc., 1968

the screen's most glittering stars.



SHIRLEY MacLAINE
 as the dumb blonde
 Smart enough to know
 that diamonds
 are forever



REX HARRISON
 as the Lord
 He could buy
 everything but his
 wife's fidelity



INGRID BERGMAN
 as the millionairess
 She insisted on
 the very best...
 in minks and men



OMAR SHARIF
 as the firebrand
 His secret
 weapon was
 a woman

THE "MUST-SEE" ENTERTAINMENT

The Yellow Rolls-Royce, 1965

METRO-GOLDWYN-MAYER PRESENTS AN EVERETT FREEMAN PRODUCTION
DORIS DAY · ROBERT MORSE · TERRY-THOMAS · PATRICK O'NEAL



The story of 8 million New Yorkers who were lost in the dark... until they found each other.

**LOLA ALBRIGHT
 STEVE ALLEN
 JIM BACKUS
 BEN BLUE
 PAT PAULSEN**
 WRITTEN BY EVERETT FREEMAN
 DIRECTED BY KARL TUNBERG
 PRODUCED BY HY AVERBACK
 PRESENTED BY EVERETT FREEMAN
 AND MARTIN MELCHER

Coming soon to a theatre near you!

© 1968 PANAVISION and METROCOLOR

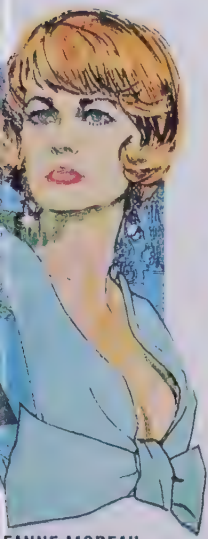
Where Were You When The Lights Went Out?, 1968

From **JOSEPH E. LEVINE** and **EMBASSY PICTURES...**



Embassy Pictures, 1967

the year's most luxurious love story!



JEANNE MOREAU
 as the Lady
 Just old enough
 to want someone
 younger



GEORGE C. SCOTT
 as the musclem
 He had a yen for
 cars, culture and
 classy dames



ALAIN DELON
 as the gigolo
 Women knew
 what he was...
 and didn't care



METRO-GOLDWYN-MAYER
 PRESENTS AN ANATOLE DE GRUNWALD PRODUCTION STARRING

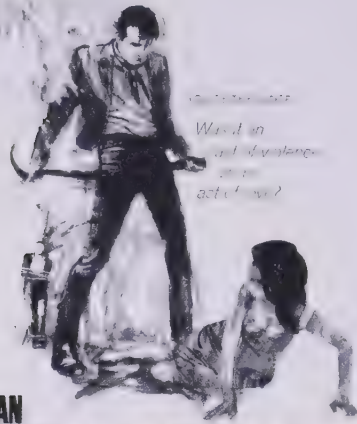
INGRID BERGMAN
ALAIN DELON
JEANNE MOREAU
AND SHIRLEY MacLAINE
REX HARRISON
GEORGE C. SCOTT
OMAR SHARIF

THE Yellow Rolls-Royce

STARRING
 ART CARNEY · WALLY COX · JOYCE GRENFELL · MOIRA LISTER
 AND EDMUND PURDOM · WRITTEN BY TERENCE RATTIGAN
 DIRECTED BY ANTHONY ASQUITH · PRODUCED BY ANATOLE DE GRUNWALD
 In Panavision® and MetroCOLOR

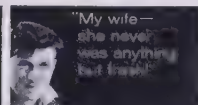
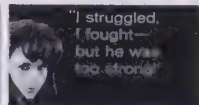
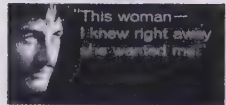
FOR SUMMER!

THE OUTRAGE



What an
act of violence
is this?

PAUL NEWMAN



LAURENCE HARVEY CLAIRE BLOOM EDWARD G. ROBINSON

WATCH FOR IT AT YOUR FAVORITE MOTION PICTURE THEATRE

The Outrage, 1964

ELVIS PRESLEY

AS A ROVING, RESTLESS, RECKLESS

ROUSTABOUT

HAL WALLIS PRESENTS

BARBARA STANWYCK

JOAN FREEMAN · LEE ERICKSON

Directed by JOHN RICH Screenplay by ANTHONY LAWRENCE and ALLAN WEISS

Roustabout, 1964

From the far corners of the Far East...High Adventure that reaches across the world!



Lord Jim

A Film by RICHARD BROOKS

PAUL O'TOOLE · JAMES MASON · GERT FRONZ · GREGG KERR · JAMES WALLACE · GREGG KERR · JAMES WALLACE · GREGG KERR · JAMES WALLACE

OTTOOLE MASON JURGENS WALLACH

PAUL O'TOOLE · JAMES MASON · GREGG KERR · JAMES WALLACE · GREGG KERR · JAMES WALLACE · GREGG KERR · JAMES WALLACE

HAWKINS LUKAS TAMIROFF LEVI

Based on the novel by JOSEPH CONRAD · Music by BRONISLA KAPER · Written for the screen and Directed by RICHARD BROOKS

A Columbia-Kepp Films Co. Production · Filmed in SUPER PANAVISION 70 · TECHNICOLOR · A Columbia Pictures Release

© 1965 Columbia Pictures Industries, Inc. All Rights Reserved. Distributed by Columbia Pictures Industries, Inc.

Lord Jim, 1965

► When Dinosaurs Ruled The Earth, 1966

UNCENSORED

Never a gal like her in a film like this torrid production. Her body is sensational. She'll make you shudder with pleasure. She'll delight you.



THE GREATEST BURLESQUE MOVIE EVER MADE!

You won't believe your eyes when you see it. You'll not part with it for any price. The film of the century can now be yours!

HONEY BEE
42-26-37
A SEXATIONAL STAG SHOW
STRICTLY FOR ADULTS

GUARANTEED
Your money back at once if it's not better than any you've seen

8mm Movie (50 feet) ... \$3.00
16mm Movie (100 feet) ... \$6.00
8 4x5 Photos ... \$2.00
5 2x2 Color Slides ... \$2.00
Melton 8mm Movie Viewer \$4.95

Send cash, check or money order - No C.O.D.'s

TIGER PRODUCTION LAB

DEPT. G-1 BOX 46993 HOLLYWOOD 46, CALIF.

Tiger Production Lab, 1961

A black and white photograph of actress Victoria Vetri. She is standing in a wide, powerful stance, holding a long spear horizontally across her waist with both hands. She is wearing a primitive-style costume consisting of a light-colored, possibly animal-skin, bikini top and a matching skirt or loincloth. Her hair is long and blonde, and she has a serious expression. The background is a plain, light-colored surface.

VICTORIA VETRI

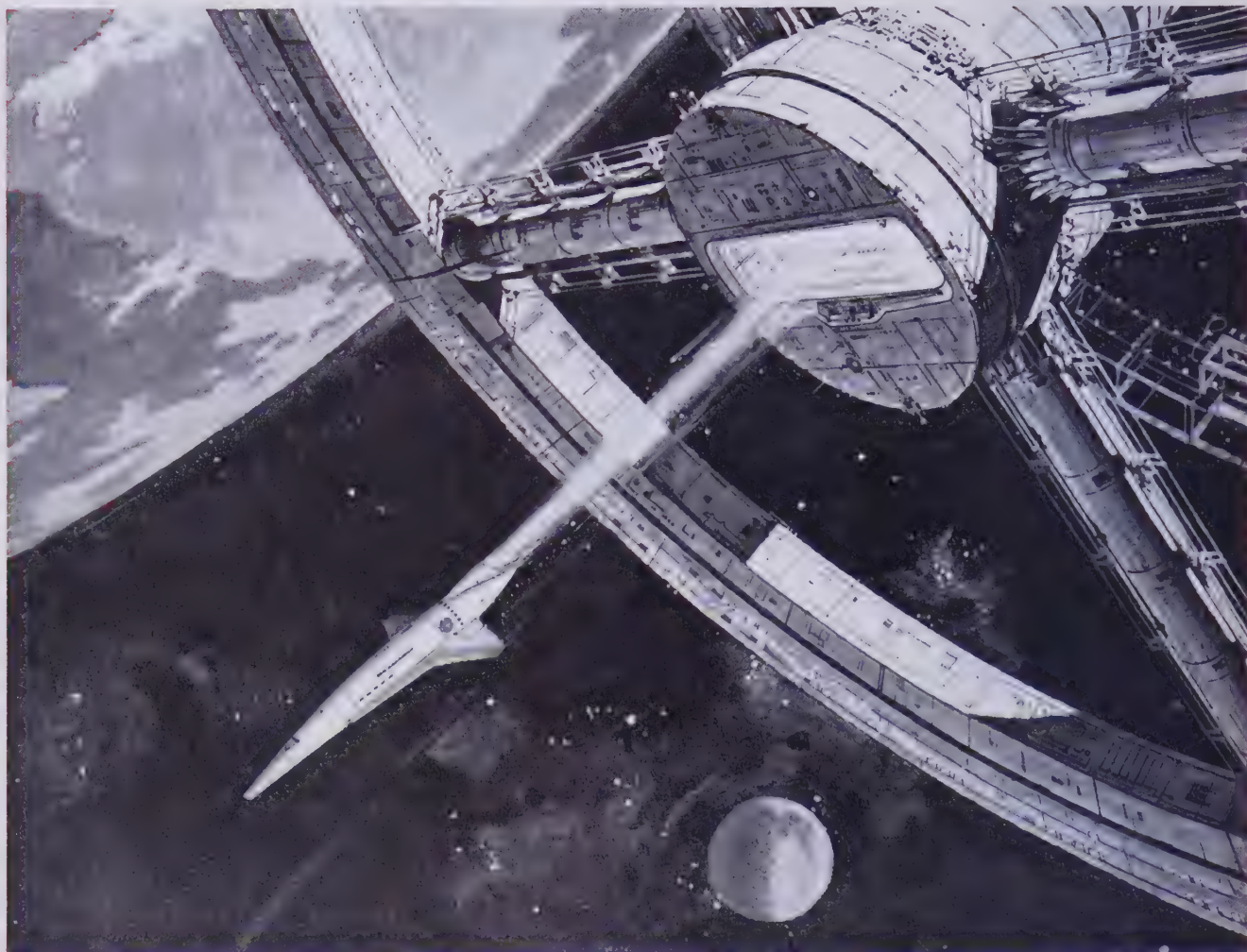
the screen's new
exotic star - in

**"WHEN DINOSAURS
RULED THE EARTH"**

A Warner Bros-Seven Arts
Hammer production
for 1969 release.

MGM LION

**An epic drama of adventure and exploration!
World Premiere April 2nd**



YOU VISIT SPACE STATION ONE: The First Step In An Odyssey That Will Take You To The Stars And Beyond.

MGM PRESENTS A STANLEY KUBRICK PRODUCTION

2001: a space odyssey

CINERAMA®

STARRING

KEIR DULLEA · GARY LOCKWOOD · SCREENPLAY BY STANLEY KUBRICK AND ARTHUR C. CLARKE · PRODUCED AND DIRECTED BY STANLEY KUBRICK



SUPER PANAVISION® AND METROCOLOR

TAKE **Rock HUDSON** ... AND ADD A RIVIERA RENDEZVOUS!
TAKE **Gina LOLLOBRIGIDA** ... AND ADD CHAMPAGNE AND CANDLELIGHT!
TAKE **Sandra DEE** ... AND ADD A ZEST FOR EXCITEMENT!
TAKE **Bobby DARIN** ... AND ADD A YEN FOR ROMANCE!



Walter SLEZAK
 A GENTLEMAN'S GENTLEMAN WHO
 TURNS OUT TO BE A VILLAINOUS VALET!

and then let Nature take its course!

"Come September"

TECHNICOLOR®

Written by STANLEY SHAPIRO ... MAURICE RICHLIN. Directed by ROBERT MULLIGAN. Executive Producer: HENRY WILLSON. Produced by ROBERT ARTHUR. A LIBRARY OF CONGRESS INTERNATIONAL FILM COPY SERVICE. A 7 PICTURES CORPORATION—BROADWAY ENTERTAINMENT, INC. PRODUCTION. "COMING AT MOVIE THEATRES THROUGHOUT THE NATION."

Come September, 1961



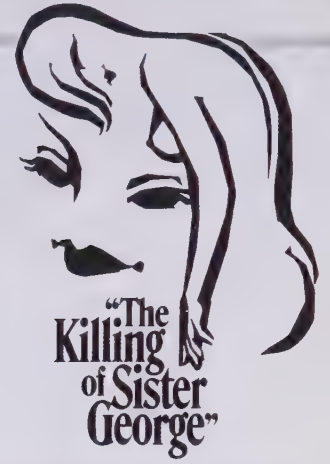
NOMINATED FOR
8 ACADEMY AWARDS

- BEST PICTURE!**
- BEST ACTRESS...**
Barbra Streisand!
- BEST SUPPORTING ACTRESS...**
Kay Medford!
- BEST CINEMATOGRAPHY!**
- BEST FILM EDITING!**
- BEST SOUND ACHIEVEMENT!**
- BEST SONG!**
"Funny Girl"!
- BEST SCORING FOR A MUSICAL!**

Columbia Pictures and Foster Productions present THE WOLFGANG PETERSEN / RAY STARK Production
 BARBRA STREISAND • OMAR SHARIF in "FUNNY GIRL" • PANAVISION® TECHNICAL®
Columbia

2001 A Space Odyssey, 1968 ◀ Funny Girl, 1969

ROBERT ALDRICH



NOW IN RELEASE:

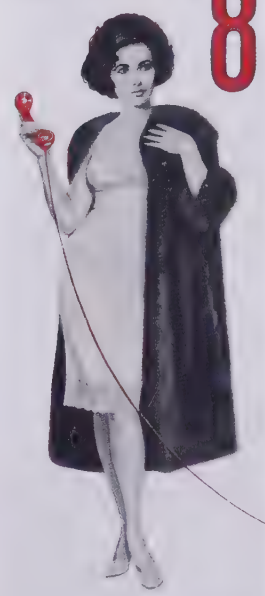
PALOMAR PICTURES INTERNATIONAL PRESENTS AN ASSOCIATE AND ALDRICH PRODUCTION "THE KILLING OF SISTER GEORGE" STARRING BETTE MIDLER • SUSANNAH YORK • CONAL BROUWNE ALSO STARRING RONALD FRASER • PATRICIA MEDINA • HUGH JACKMAN AND CYRIL DELEVANT. MUSIC BY GERALD FRIED. FROM THE PLAY BY FRANK MARCUS. SCREENPLAY BY LUKAS HELLER. PRODUCED AND DIRECTED BY ROBERT ALDRICH. FROM CINERAMA RELEASING CORPORATION. METROCOLOR®.

NOW ON LOCATION IN THE PHILIPPINES:

**TOO LATE
 THE HERO**

The Killing Of Sister George, 1969

...the most desirable woman in town
 and the easiest to find... just call
BUTTERFIELD 8



METRO GOLDWYN MAYER
**ELIZABETH TAYLOR
 LAURENCE HARVEY
 EDDIE FISHER**

JOHN O'HARA'S
BUTTERFIELD 8



DINA MERRILL
 MRS. J. J. HANCOCK, BETTY H. E. WATSON, ANN, PAUL, MARY, EDDIE, CHARLES, SCHMIDT, EDWARD, MARY, HALL, JOHN, MANN, A. PANORAMA, BERMAN PRODUCTIONS

Butterfield 8, 1960



ELVIS PRESLEY & NANCY SINATRA

smooth,
fast
and in
high
gear!

Torrid
together...
singing...
dancing
turning on
the romance
as they make
the speed-scene
at the famed
furious
"Charlotte 600!"

**HEAR
ELVIS
SING**

his greatest
new songs on the
RCA VICTOR
soundtrack album




METRO-GOLDWYN-MAYER
Presents

"SPEEDWAY"

Co-Starring
BILL BIXBY · GALE GORDON · CARL BALLANTINE

Written by
PHILLIP SHUKEN · NORMAN TAUROG · DOUGLAS LAURENCE

Produced by
PANAVISION AND METROCOLOR  **MGM**

see it soon
at a theatre
near you!



For all of you who weren't there—and for you who were—only Cinerama could give it to you the way it was as it turns the screen into the mightiest battleground ever and hurls you into the most extraordinary days of World War II

Warner Bros. Presents A
CINERAMA
Production



BATTLE OF THE BULGE

WARNER BROS. PICTURES PRESENTS A CINERAMA, INC. PRODUCTION "BATTLE OF THE BULGE" Starring HENRY FONDA · ROBERT SHAW · ROBERT RYAN · DANA ANDREWS · PIER ANELLI · BARBARA WERLE · GEORGE MONTGOMERY · TY HARDIN · CHARLES BRONSON · HANS CHRISTIAN BLECH · WERNER PETERS · JAMES McARTHUR and TELLY SAVALAS Written by PHILIP YORDAN · MILTON SPERLING, JOHN WELSON. Produced by MILTON SPERLING, PHILIP YORDAN. Directed by KEN ANAKAWI A SIDNEY HARMON IN ASSOCIATION WITH UNITED STATES PICTURES PRODUCTION
TECHNICOLOR · ULTRA PANAVISION

LIFE HAD LAID ITS LUSTY HAND ON ALL OF THEM...

shaping them into strong and weak, wicked and virtuous...and now they were reaping the wild harvest of their loves and hates!



ROCK HUDSON · KIRK DOUGLAS



DOROTHY MALONE · JOSEPH COTTEN · CAROL LYNLEY · NEVILLE BRAND

Screenplay by DALTON TRUMBO Directed by ROBERT ALDRICH Produced by EUGENE FRENEKE & EDWARD LEWIS · Music by ERNEST GOLD · A Brynager, S. A. Production · A Universal-International Release

SOON AT MOTION PICTURE THEATRES THROUGHOUT THE NATION!

Battle Of The Bulge, 1965

The Last Sunset, 1961



El Cid, 1961

THE RED PHONE...

HIS MISTRESS...

HER RIVAL...

HURLING HIM TO THE EDGE OF SPACE... FREEZING HER LOVE ON THE EDGE OF TIME!



ROCK HUDSON

A GATHERING OF EAGLES

co-starring

ROD TAYLOR · MARY PEACH · BARRY SULLIVAN

with HENRY SILVA · KEVIN MCCARTHY · LEORA DANA · ROBERT LANSING
RICHARD ANDERSON and LEIF ERICKSON



Screenplay by ROBERT PIROSH · Directed by DELBERT MANN
Produced by SY BARTLETT · A UNIVERSAL PICTURE

in EASTMAN COLOR

Universal
Picture

SOON AT MOTION PICTURE THEATRES THROUGHOUT THE NATION

A Gathering Of Eagles, 1962

ADVENTURE IN A THOUSAND YEARS!

CHARLTON HESTON and SOPHIA LOREN
in SAMUEL BRONSTON'S

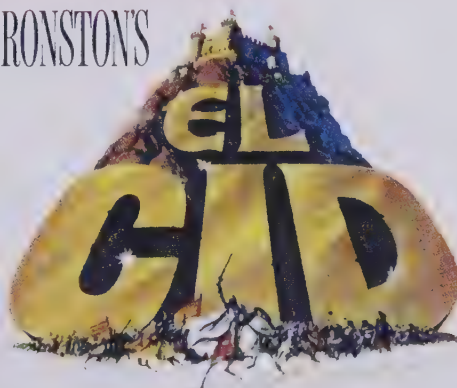
*It's the story of one of
the world's greatest heroes...
magnificently produced
in Spain where he
lived, loved and fought!*

also starring
RAF VALLONE · GENEVIEVE PAGE

co-starring
JOHN FRASER · GARY RAYMOND · HURD HATFIELD · MASSIMO SERATO and HERBERT LOM

music by MIKLOS ROZSA written by FREDRIC M. FRANK and PHILIP YORDAN directed by ANTHONY MANN

70mm SUPER TECHNICOLOR™ a SAMUEL BRONSTON PRODUCTION in association with DEAR FILMS PRODUCTIONS
distributed by ALLIED ARTISTS



They touched and an evil spark was struck

...clouding a young love with murder, twisting the lives of innocent and guilty alike, driving them all to the brink of terror!

LANA TURNER-ANTHONY QUINN
SANDRA DEE-JOHN SAXON
 LLOYD NOLAN
 MORGAN CRAY
 ANNA MAY WARD
 RAY WALSTON
 RICHARD BASEHART

Portrait in Black

Portrait In Black, 1960

HE'S THE SILLIEST!!!
 -IN A SERIES OF SEQUENCES THAT ARE EVEN SILLIER!

JERRY LEWIS

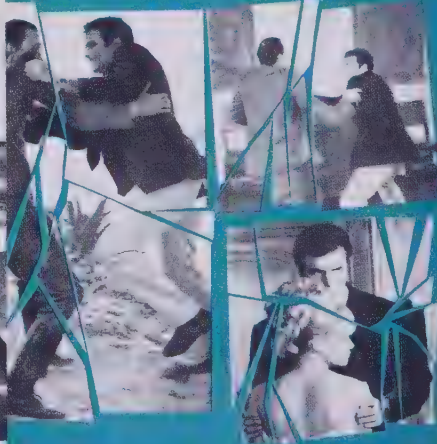
as



WRITTEN, PRODUCED AND DIRECTED BY JERRY LEWIS - ASSOCIATE PRODUCER ERNEST D. GLUCKSMAN - A JERRY LEWIS PRODUCTION - A PARAMOUNT RELEASE

The Bellboy, 1960

VINCE EDWARDS HITS HARD IN 'HAMMERHEAD'



Watch Vince Edwards go that new hard hitting hero... Dives foot... Watch him make audiences shiver... from crash to adventure to... watch the suspense... from edge of violence to climax of excitement!

From the jungle sex and terror novel that millions read in bed...



...comes the motion picture that may not let you sleep!

CLUMBIA SHOOTS THE WORKS IN '68!

OLUMBIA PICTURES presents **HAMMERHEAD** starring **VINCE EDWARDS · JUDY GEESON**

Produced by **PETER VAUGHAN · DIANA DOOS · MICHAEL BATES · BEVERLY ADAMS · PATRICK CAUGHELL** Screenplay by **WILLIAM BAST** and **JOHN BAKER**
 Directed by **DAVID MILLER** - TECHNICOLOUR®

Hammerhead, 1968

► Cinderella, 1960

JERRY LEWIS BRINGS A THOUSAND YEARS OF STORY-TELLING

FUN TO SPARKLING NEW LIFE ON THE SCREEN

AS

CINDERELLA

(A Jerry Lewis Production)



You're going to have a magic movie ball! Jerry as the poor fella kicked around by his nasty stepmother and stepbrothers—who goes all aglow at the Princess' dance—just before midnight!

Norman
RocKwold

co-starring

ED WYNN · **JUDITH ANDERSON** · **HENRY SILVA** · **ROBERT HUTTON**

with **COUNT BASIE** and his World Renowned Band featuring Joe Williams

and **ANNA MARIA ALBERGHETTI** as "The Princess"

Produced by Jerry Lewis · Associate Producer - Ernest D. Glucksman · Written and Directed by Frank Tashlin
Musical Numbers Staged by Nick Castle · New Songs by Harry Warren and Jack Brooks · A Paramount Release **TECHNICOLOR**

FOR THE HOLIDAY SEASON—AT YOUR FAVORITE MOTION PICTURE THEATRE!

The Greatest
Adventure
Ever Lived
Recreates
The Original
Adventure
Ever Filmed!

METRO-GOLDWYN-MAYER PRESENTS
MARLON BRANDO
as Fletcher Christian

TREVOR HOWARD
as Captain Bligh

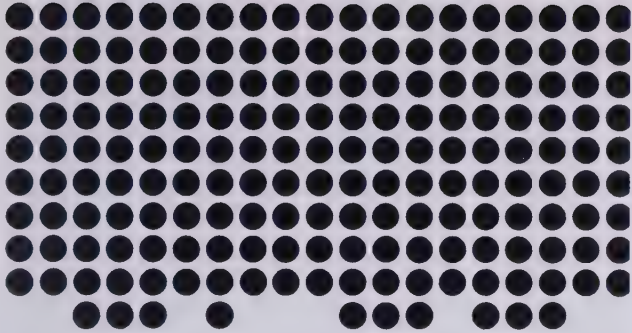
RICHARD HARRIS
as John Mills

AN AARON ROSENBERG PRODUCTION
MUTINY ON THE BOUNTY

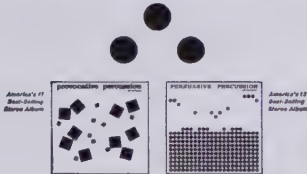
CO-STARRING
HUGH GRIFFITH · RICHARD HAYDN
WITH
TARITA · PERCY HERBERT
SCREEN PLAY BY CHARLES LEDEKER DIRECTED BY LEWIS MILESTONE
Based on the Book by CHARLES NORTHROP and JAMES NORMAN HALL
MUSIC BY BRONISLAU KAPER
FILMED IN ULTRA PANAVISION 70[®] TECHNICOLOR

MUTINY ON THE BOUNTY
NOW PLAYING, OR
SOON TO OPEN,
IN THESE
CITIES

ATLANTA ROXY • BALTIMORE TOWNE • BOSTON SAXON • BUFFALO TECK • CHICAGO CINESTAGE • CINCINNATI VALLEY
CLEVELAND LOEW'S OHIO • COLUMBUS, O. CINESTAGE • DALLAS TOWER • DAYTON McCOOK • DENVER DENHAM
DETROIT UNITED ARTISTS • HOUSTON TOWER • INDIANAPOLIS LYRIC • KANSAS CITY CAPRI • LONDON ROYALTY
LOS ANGELES EGYPTIAN • LOUISVILLE BROWN • MIAMI BEACH SHERIDAN • MILWAUKEE STRAND • MINNEAPOLIS ACADEMY
MONTREAL ALQUETTE • NEW YORK CITY LOEW'S STATE • OMAHA COOPER • PHILADELPHIA STANLEY • PHOENIX VISTA
PITTSBURGH NIXON • PORTLAND, ORE. MUSIC BOX • SALT LAKE CITY CENTRE • SAN FRANCISCO CORONET • SEATTLE BLUE
MOUSE • ST. LOUIS ESQUIRE • ST. PETERSBURG CENTRE • TORONTO UNIVERSITY • VANCOUVER, B.C. STANLEY
WASHINGTON, D.C. WARNER / Watch your local newspaper for the "Mutiny on the Bounty" engagement in your city.



stereo: persuasive/provocative/percussive



COMMAND is Stereo... These are the records that made the critics say: . . . Stereo didn't make **COMMAND**; **COMMAND** made Stereo! Because it took **COMMAND** to finally give you the great new sound . . . the new musical excitement stereo promised. That's why **COMMAND** records are consistently #1 and #2 on America's best seller stereo charts. So technically perfect, **COMMAND** records are used by most stereo and hi-fi equipment manufacturers to demonstrate true fidelity.

Today's new COMMAND releases:
PERSUASIVE PERCUSSION Volumes III with The Command All Stars, RS 917 50
 This is the most advanced and completely the most exciting in the world famous **PERSUASIVE** and **PROVOCATIVE PERCUSSION** series.
BE BOLD AND MERRY - Singing Easy Light & The Light Brigade - RS 918 50
 Presents the widest frequency range of sound recording, exciting dramatic musical patterns that cover the whole spectrum of sound - the brilliance of high high overtones, the deep rumbling of the tuba, the snare, the bass, the depth of the baritone saxophone.
COMMAND STEREO "CHECK-OUT" RECORD - CSC 100
 The amazing **COMMAND Stereo "Check-Out"** record prepared under laboratory conditions measured by light and electronic stereo meters.
 To assist you in learning complete and satisfying enjoyment from your Stereo equipment, **COMMAND** has prepared a most unusual **COMMAND Stereo "Check-Out"** record for audiophiles:
 To check and: 1. Frequency responses 20-10,000 cycles. 2. Humble test for your turntable. 3. Tone and Audio test for your turn table. 4. Channel direction test. Plus illustrative musical arrangements.
NATIONAL LIST PRICE:
COMMAND MONUMENTAL \$4.99
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The greatest advance in sound since hi-fi was invented
Command records

Available in 10 COUNTRIES... complete 4-track stereos of **COMMAND** records. Address: **Command Records Dept., 1, Philadelphia Blvd., 1700 Broadway, N.Y.C. 16, N.Y.**

Command Records, 1960

THE YEAR'S MOST UPROARIOUS, ROMANTIC FREE-FOR-ALL!

The slickest way to a girl's heart is through her feminine curiosity!!!



CO-STARRING:
GIG YOUNG · AUDREY MEADOWS
Written by STANLEY SHAPIRO and NATE MONASTER. Directed by DELBERT MANN. Produced by STANLEY SHAPIRO. Music by MARTIN MELCHER. Screenplay by ROBERT ARTHUR. A Grady Company - Jove Productions Inc. - Hal Wall Productions Inc. Production - A General International Release. **SHOW AT MOTION PICTURE THEATRES THROUGHOUT THE NATION.**

That Touch Of Mink, 1962

SEEN AND ACCLAIMED BY MILLIONS THE WORLD OVER... NOW YOU CAN SEE... THE MOST HONORED MOTION PICTURE... WINNER OF 11 ACADEMY AWARDS including BEST PICTURE OF THE YEAR!



Ben-Hur, 1960

**some
women**

can't
help
being
what
they
are...

there would always be men in her life ...all kinds of men...
and always Philip to come back to...to degrade and despise.

Metro-Goldwyn-Mayer presents A Seven Arts Production

KIM NOVAK · LAURENCE HARVEY

IN W. SOMERSET MAUGHAM'S

**OF HUMAN
BONDAGE**

CO-STARRING

**ROBERT
MORLEY**

SIOBHAN

McKENNA

ROGER

LIVESEY

JACK

HEDLEY

Directed by **KEN HUGHES**

Produced by **JAMES WOOLF**

Screenplay by **BRYAN FORBES**



WATCH FOR IT AT YOUR FAVORITE MOTION PICTURE THEATRE

**HE USED
LOVE LIKE
MOST MEN
USE MONEY**



Metro
Goldwyn
Mayer
presents

**PAUL NEWMAN
GERALDINE PAGE**

Based on the Play
TENNESSEE WILLIAMS

**SWEET
BIRD
OF YOUTH**



Provocative Adult Entertainment!

CO-STARRING
SHIRLEY KNIGHT · ED BEGLEY · RIP TORN

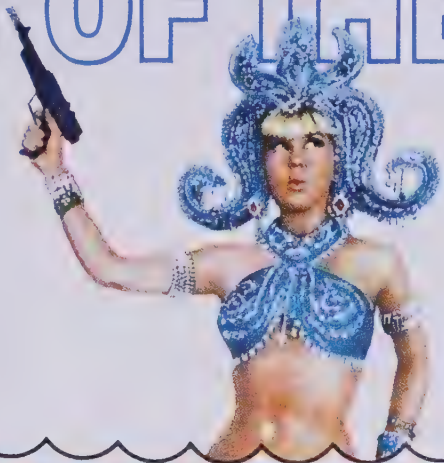
PRODUCED BY **PANDRO S. BERMAN**
producer of **'BUTTERFIELD 8'**

WRITTEN FOR THE SCREEN
AND DIRECTED BY **RICHARD BROOKS**
writer-director of **'ELMER GANTRY'**

CINEMASCOPE and METROCOLOR MCM

THE SPY WHO CAME OUT OF THE WATER

She's the drip-dry spy
licensed for laughs
with the craziest cast
in the funniest
undercover plot
of the year!



METRO-GOLDWYN-MAYER
PRESENTS
A MARTIN MELCHER-
EVERETT FREEMAN PRODUCTION

STARRING
DORIS DAY **ROD TAYLOR** **ARTHUR GODFREY**

The Glass Bottom Boat

CO-STARRING
JOHN MCGIVER · PAUL LYNDE · EDWARD ANDREWS · ERIC FLEMING
DOM DE LUISE and DICK MARTIN as "Zack" · EVERETT FREEMAN
WRITTEN BY
DIRECTED BY FRANK TASHLIN · PRODUCED BY MARTIN MELCHER and EVERETT FREEMAN
IN PANAVISION® AND METROCOLOR



Watch for it at a theatre
near you this summer!

HATARI! means FUN!

HOWARD
HAWKS
PRESENTS



HATARI!

For everyone, of any age—
this year's big excitement motion picture!
HATARI! means danger in Swahili—and fun,
romance and thrills in every language—
with more enjoyment than you've ever had in a
motion picture! YOU WILL BE RIGHT IN
THE MIDDLE OF A WONDERFUL NEW WORLD
OF ENTERTAINMENT as you and everyone
in your family join the millions who will
delight in the fabulous moments of a
tremendous event!



HATARI! means ROMANCE!



HATARI! means THRILL!

Filmed in Tanganyika, Africa
TECHNICOLOR



JOHN
WAYNE

CASTING BY
HARDY
ELSA
GERARD
RED
HOWARD
HAWKS
SCREENPLAY BY
LEIGH
FROM A STORY BY
HARRY
MUSIC SCORED BY
HENRY
A
PARAMOUNT
RELEASE

A World of Beauty and
Rollicking Fun for Everyone!

20
Century-Fox
presents

Snow White and the Three Stooges



Introducing the
U.S. World Olympic Skating
Champion

Carol Heiss

as Snow White

20th Century-Fox presents SNOW WHITE AND THE THREE STOOGES
Introducing CAROL HEISS also starring THE THREE STOOGES
EDGON STROLL • PATRICIA MEDINA • GUY ROLFE • MICHAEL DAVID • Produced by
CHARLES WICK • Directed by WALTER LANG • Screenplay by NOEL LANGLEY and ELWOOD
ULLMAN • Based on a story by CHARLES WICK • Produced by Chanford Productions, Inc.

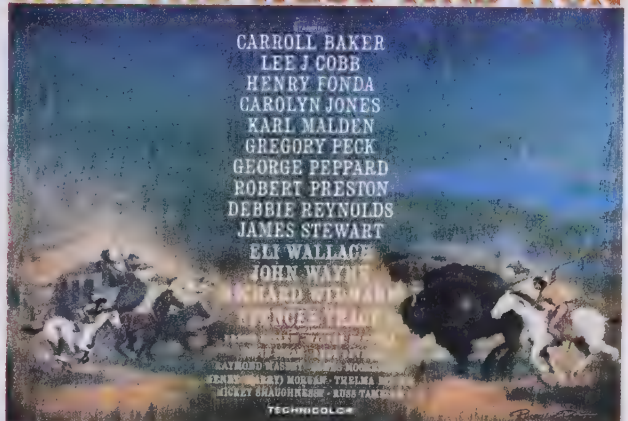
CINEMASCOPE COLOR by DE LUXE

Hatari, 1962 ◀ Snow White And The Three Stooges, 1961

METRO-GOLDWYN-MAYER
AND
CINERAMA
PRESENTS

24 great stars...bringing to life
the world's most fabulous story of
romance and adventure...with
the matchless magic that only
Cinerama gives the screen making
YOU a living part of every scene...

HOW THE WEST WAS WON



WRITTEN BY JAMES H. WOOD. DIRECTED BY HARVEY HATHORN. JOHN FORD GEORGE SEYMOUR. PRODUCED BY BENJAMIN SCHWARTZ. MUSIC BY ALFRED ARMAN.

LOS ANGELES WARNER HOLLYWOOD • CHICAGO MUSIC HALL • SAN FRANCISCO ORPHEUM • DALLAS CAPRI
BOSTON BOSTON THEATRE • DENVER NEWVIEW • PHILADELPHIA BOYD • DETROIT MUSIC HALL • ATLANTA MARTIN CINERAMA • CINCINNATI CAPITOL
MINNEAPOLIS COOPER • MONTREAL IMPERIAL • WASHINGTON UPTOWN • CLEVELAND PALACE • PITTSBURGH WARNER • MIAMI BEACH
INDIANAPOLIS • SEATTLE MARTIN CINERAMA • OMAHA HOVAN HILLS • ST. LOUIS MARTIN CINERAMA • MILWAUKEE PALACE
SALT LAKE CITY VILLA • VANCOUVER STRAND • BALTIMORE • PORTLAND ONE HOLLYWOOD • INDIANAPOLIS THE SOKANA • NEW YORK CITY

How The West Was Won, 1963



In the great high-adventure tradition of "The Guns Of Navarone" and "The Bridge On The River Kwai", Columbia Pictures presents
SPENCER TRACY and **FRANK SINATRA** in the Mervyn LeRoy-Fred Kohlmair production
"THE DEVIL AT 4 O'CLOCK"

Co-starring KERWIN MATHews, JEAN PIERRE ALMONT, GREGOIRE ASLAN, ALEXANDER SCOURBY, BARBARA LINA
Screenplay by LIAM O'BRIEN, directed by MERVYN LeROY, produced by FRED KOHLMAIR. EASTMAN COLOR

The Devil At 4 O'Clock, 1961

CAMELOT

WORLD PREMIERE WARNER THEATRE, NEW YORK OCTOBER 25, 1967



Camelot, 1967

SOPHIA LOREN • PAUL NEWMAN DAVID NIVEN go from Pleasure Palace

3 great stars get together ... and make really big things happen to comedy!



Lady L, 1966



THE YEAR'S MOST HONORED FILM...
NOW PLAYING ACROSS THE COUNTRY!

**A MAN
FOR ALL
SEASONS**

NOMINATED FOR 8 ACADEMY AWARDS!
BEST PICTURE OF THE YEAR
BEST DIRECTOR—Fred Zinnemann · BEST ACTOR—Paul Scofield
BEST SCREENPLAY FROM ANOTHER MEDIUM—Robert Bolt
BEST SUPPORTING ACTOR—Robert Shaw
BEST SUPPORTING ACTRESS—Wendy Hiller
BEST CINEMATOGRAPHY (Color) · BEST COSTUME DESIGN (Color)

NEW YORK FILM CRITICS AWARDS FOR:
BEST PICTURE OF THE YEAR
BEST DIRECTOR · BEST ACTOR · BEST SCREENPLAY

BEST DIRECTOR OF THE YEAR—FRED ZINNEMANN
DIRECTORS GUILD OF AMERICA AWARD

GOLDEN GLOBE AWARDS
BEST PICTURE OF THE YEAR
BEST DIRECTOR · BEST ACTOR

COLUMBIA PICTURES Presents FRED ZINNEMANN'S FILM OF "A MAN FOR ALL SEASONS" From the play by ROBERT BOLT
Starring WENDY HILLER · LEO McKERN · ROBERT SHAW · ORSON WELLES · SUSANNAH YORK
Directed by PAUL SCOFIELD with NIGEL DAVENPORT · JOHN HURT and CORIN REDGRAVE

1967's ROYAL COMMAND
PERFORMANCE FILM...
now in its first engagements!

ELIZABETH TAYLOR RICHARD BURTON

in the motion picture they were made for

**The Taming
of the Shrew**

Amorously devoted
to every man who
ever gave the back
of his hand to his beloved
and to every woman who
deserved it!

Starring CYRIL CUSACK · MICHAEL HOPKINSON · ALFRED LYNCH
with ALAN WEBB · VICTOR SPINETTI · MARGARET YORK · NATASHA PYNE
Screenplay by PAUL DEHN · Music by LESLIE GARNER · Francis FERRELL · Executive Producer
Directed by FRANCIS FERRELL A ROYAL FILMS INTERNATIONAL FILM PRODUCTION
TECHNICOLOR® PANAVISION®



FROM COLUMBIA... THE TOTAL LOOK IN ENTERTAINMENT!

Columbia, 1967

...to Royal Palace...



METRO-GOLDWYN-MAYER
PRESENTS
A CARLO PONTI PRODUCTION

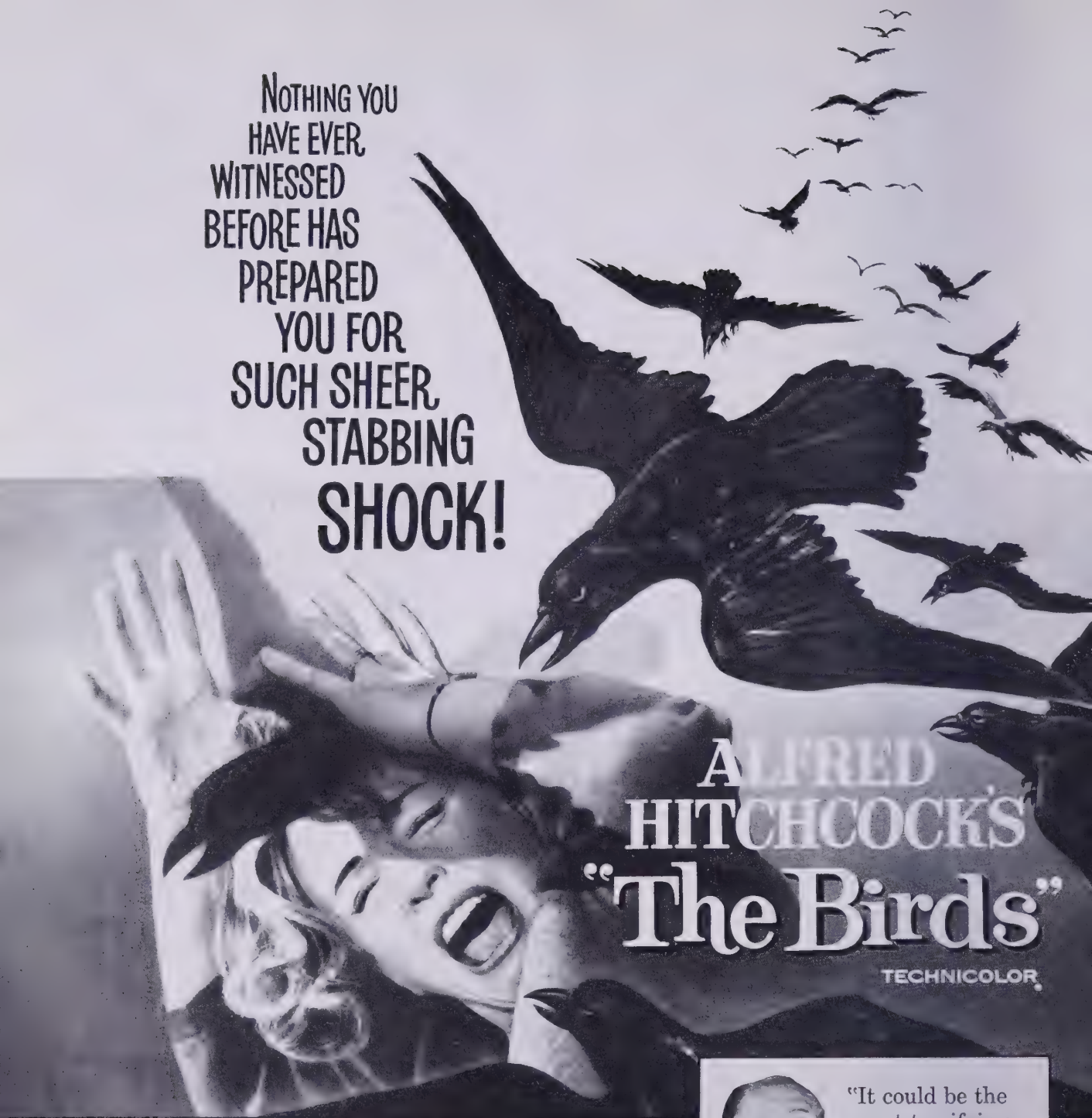
**LADY
L**



CO-STARRING
CECIL PARKER and
CLAUDE DAUPHIN
SCREENPLAY AND DIRECTED BY PRODUCED BY
PETER USTINOV · CARLO PONTI
IN PANAVISION® and
TECHNICOLOR®

WATCH FOR IT AT A
THEATRE NEAR YOU!

NOTHING YOU
HAVE EVER
WITNESSED
BEFORE HAS
PREPARED
YOU FOR
SUCH SHEER,
STABBING
SHOCK!



ALFRED
HITCHCOCK'S
"The Birds"

TECHNICOLOR

starring

ROD TAYLOR • JESSICA TANDY
SUZANNE PLESHETTE

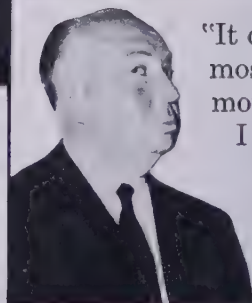
and introducing

'TIPPI' HEDREN

a fascinating new personality

Screenplay by EVAN HUNTER • Directed by ALFRED HITCHCOCK • A Universal Release

Based on Daphne Du Maurier's classic suspense story!



"It could be the
most terrifying
motion picture
I have ever
made!"
—ALFRED
HITCHCOCK



SOON AT MOTION PICTURE THEATRES ACROSS THE NATION!

He was "HUD", "HARPER" and "THE HUSTLER"... now PAUL NEWMAN is "HOMBRE"!

Once again, the chemistry responsible for Paul Newman's most acclaimed films is again in evidence in "Hombre"—a film with a theme both deep and provocative. "Hombre" is a biting testament to the survival of the fittest. Yet, surprisingly, it is also a tribute to the tenderness of a man and woman.

Its star, strong Academy Award past delivers performances of remarkable strength. Taut, keen direction by Martin Ritt hones the suspense razor sharp.

"Hombre" means man—and Paul Newman is "Hamby"!



PAUL NEWMAN
FREDRIC MARCH
RICHARD BOONE
DIANE CILENTO

HOMBRE

CAMERON MITCHELL BARBARA RUSH MARTIN BALSAM
MUSIC BY IRVING RAVETCH
FROM THE NOVEL BY ELMORE LEONARD
MUSIC BY DAVID ROSE
PARAMOUNT • COLOR BY DELUXE

WORLD PREMIERE MARCH 21st ASTOR / 68th St. PLAYHOUSE NEW YORK CITY

Hombre, 1967

The Red, White and Blue Star-Bright Show Of The Year!



The rousing, rollicking story of America's ever-lovin' overseas G.I.s!

ELVIS SINGS 'EM!
JULIE (That's Julie Prowse) SWINGS 'EM!
10 GREAT SONGS!



HAL WALLIS PRODUCTION

TECHNICOLOR

JULIE PROWSE

Directed by NORMAN TAUROG • Written by EDMUND BELOIN and HENRY GARSON • A PARAMOUNT RELEASE
THE SPECIAL THANKSGIVING ATTRACTION AT YOUR FAVORITE THEATRE!

G.I. Blues, 1960

A MAN AND AN ADVENTURE TO MATCH THE EXPLOSIVE EVENTS OF OUR TIME!

Amid the glittering palaces of Asia he fought the forces of intrigue... surrounded by half a billion sticks of human dynamite... ready to turn a continent into a battleground, with half a world as a prize!



Marlon Brando

"The Ugly American"

in EASTMAN COLOR

with SANDRA CHURCH • EUI OKADA • PAT HINGLE... ARTHUR HILL

Screen Story and Screenplay by STEWART STREIBER • From the novel by William J. Lederer and Eugene Burdick • Produced and Directed by GEORGE ENGELUND • A Universal Picture



THE 4 HORSEMEN OF THE APOCALYPSE

GLENN FORD • INGRID THULIN • CHARLES BOYER
LEE J. COBB • PAUL HENREID • PAUL LUKAS • YVETTE MIHELUX
KARL BOEHM

Directed by ROBERT ARDREY • Screenplay by JOHN GAY • Produced by VICENTE BLASCO GONZALEZ

SEE IT SOON AT YOUR FAVORITE MOTION PICTURE THEATRE

The Birds, 1963 ◀ The Ugly American, 1963

The 4 Horsemen Of The Apocalypse, 1962

Ed Sullivan Says...

World's Greatest 3-Ring Spectacle!



Ed Sullivan... In Person
Opening Nite Ringmaster

2½ Hours ♦ Thrills ♦ Comedy
Animals ♦ Cast of 200 International
Guest Stars ♦ 100 Performing Wild
Animals ♦ Clown Alley Featuring
Emmett Kelly with 30 Lovable,
Laughable Clowns!

Los Angeles Sports Arena
April 3rd through 21st

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HAZEL'S ON!

SHIRLEY BOOTH STARS IN HER FIRST TV SERIES AS HAZEL, THE BANE OF THE BAXTER FAMILY—THE MOST IMPROBABLE MAID YOU'VE EVER SEEN. YOU'VE LAUGHED AT HAZEL'S ANTICS IN 'THE SATURDAY EVENING POST.' NOW HAZEL'S ON **NBC-TV THURSDAY NIGHTS**, BROUGHT TO YOU BY YOUR **FORD DEALER**.

Hazel, 1961

Walt Disney BRINGS

ONE OF THE WORLD'S GREAT STORIES TO THE SCREEN!

<p>JANE WYMAN</p> <p>She could open up her pocketbook—but not her heart!</p>	<p>RICHARD LONG</p> <p>The new doctor in town—who made pulses beat a little faster...</p>	<p>KARL MALDEN</p> <p>The Reverend had lost his way—until a little child showed him</p>
<p>NANCY OLSON</p> <p>Her love was forbidden—that's why it lasted so sweet!</p>	<p>Meet The People... The Pleasure... Of The Year! Here Is All The Love... Laughter... And Drama That Life Can Hold—All Poured Into One Unforgettable Motion Picture!</p>	<p>JOSEPH HENNING</p> <p>His house and his heart held a thousand secrets!</p>
<p>DONALD CRISP</p> <p>The Mayor was under someone's thumb... until he clenched his fist!</p>	<p>AGNES MOOREHEAD</p> <p>Everybody was waiting for her to die—but she was in no hurry...</p>	<p>KEVIN CORCORAN</p> <p>Mischief was his middle name. He had no last one.</p>

Walt Disney
PRESENTS
Pollyanna



JAMES DRURY • RITA SHAW • LEORA DANA
WHEREVER YOU ARE THIS SUMMER — DON'T MISS THIS ONE!



The Julie Andrews Show
brought back with pride by your Gas Company

JULIE ANDREWS, America's Award-winning star of Miss Julie, The Sandlot, and many other films, has a new television special... **NEVER BEFORE** such a star as Julie Andrews... **GENE KELLY**, the new star of the musical film 'The Band Wagon'... **NEVER BEFORE** such a star as Gene Kelly...

NEVER BEFORE SUCH PRAISE FROM THE CRITICS!



SEE IT NOW IF YOU MISSED IT SEE IT AGAIN IF YOU SAW IT BEFORE THE DATE WEDNESDAY MARCH 23rd SEE YOUR LOCAL NEWSPAPER FOR TIME AND CHANNEL PRESENTED BY YOUR GAS COMPANY

The Julie Andrews Show, 1966


Pollyanna, 1960

Her
name
is
Natalie
Wood.
She's
made
some
other
pictures.
You'll
forget
them.



**SPLENDOR
IN THE
GRASS**

No one under 16 will be admitted unless accompanied by an adult.


WARNER BROS. PRESENTS an ELIA KAZAN production
"SPLENDOR IN THE GRASS" starring NATALIE WOOD
with PAT HINGLE • AUDREY CHRISTIE and introducing
 WARREN BEATTY written by WILLIAM INGE produced
and directed by ELIA KAZAN • TECHNICOLOR

His
name
is
Warren
Beatty.
This
is
his
first
motion
picture.
You'll
remember
him.



**SPLENDOR
IN THE
GRASS**

No one under 16 will be admitted unless accompanied by an adult.

WARNER BROS. PRESENTS an ELIA KAZAN production
"SPLENDOR IN THE GRASS" starring NATALIE WOOD
with PAT HINGLE • AUDREY CHRISTIE and introducing
 WARREN BEATTY written by WILLIAM INGE produced
and directed by ELIA KAZAN • TECHNICOLOR

GIVE THE CHRISTMAS GIFTS AMERICA LOVES BEST:

RCA VICTOR RECORDS and...

Madame Alexander Dolls...Lionel Trains

Poole Silverware...Presto Electric Appliances...Royce-Union Bicycles

Schick Electric Razors...Wheary Luggage

This year give pleasure for sure! In the field of recorded entertainment, that means RCA Victor. You'll find the world's greatest pop and classical artists in their most popular performances. Sound good? The best...in Living Stereo with "Miracle Surface" and Monaural Hi-Fi. ♪ Easy shopping, too! You'll discover the precisely-right gift for everyone on your list in RCA Victor's hit-packed catalog. See your favorite record dealer now!



"MISS AMERICA" LUGGAGE BY WHEARY • 26" CRUISE CASE — \$29.95 • 21" OVERNIGHT CASE — \$19.95 • 15" TRAIN CASE — \$19.95
MADAME ALEXANDER'S "JOANIE" NURSE DOLL, WALKS, CARRIES INFANT ON PILLOW — \$35.00
MADAME ALEXANDER'S "MAGGIE" FLEXIBLE "GIRL DOLL" — \$13.00
ROYCE-UNION'S "LORD ROYCE" SUPER DELUXE EQUIPPED BICYCLE — \$79.95
18TH CENTURY DESIGN LAZY SUSAN BY POOLE SILVERWARE — \$80.00 PLUS TAX



1066 SCHICK 3-SPEED — \$31.50 • THE SCHICK CUSTOMATIC — \$22.50 • THE SCHICK CROWN JEWEL — \$17.50.
 PRESTO PORTABLE ELECTRIC OVEN — \$29.95 • PRESTO STAINLESS STEEL SUBMERSIBLE COFFEEMAKER — \$24.95.
 PRESTO 6-QUART CAST ALUMINUM PRESSURE COOKER — \$19.95.
 MADAME ALEXANDER'S "GENIUS BABY," DRINKS, WETS, SLEEPS, SAYS "MAMA" — \$13.00.
 LIONEL'S LAND, SEA AND AIR 6-CAR DIESEL SET, PLUS FASCINATING EXTRAS.

MANUFACTURER'S NATIONALLY ADVERTISED PRICES OPTIONAL WITH DEALER'S

MEN... YOU GET ALL TEN OF THESE TERRIFIC STAG MOVIE SUBJECTS FOR LESS THAN THE PRICE OF ONE!

TEN STAG MOVIE SUBJECTS

all ten only **\$2.00**

GREATEST ADULT MOVIE BARGAIN EVER!

A once-in-a-lifetime opportunity for you to get ten delightfully different, sensationally thrilling stag shows on film FOR LESS THAN THE PRICE OF ONE! Lovely, luscious young beauties go all out to please... ten girls, ten action plots, ten exclusive stag subjects, the kind you're always wanted, the kind only Titan Stag Films gives you!

NOW! DON'T DELAY! SPECIAL LIMITED INTRODUCTORY OFFER FOR NEW CUSTOMERS ONLY!

RUSH \$2 CASH, CHECK OR MONEY ORDER (FOR 16mm SEND \$4.50)

TO **TITAN STAG FILMS**
BOX 46854, WEST HOLLYWOOD 46, CALIF.



You must be delighted... you must be thrilled... you must agree that these are the most terrific girls you've ever seen in action or your money back!

MOVIE VIEWER SPECIAL FOR TITAN CUSTOMERS
\$4.95 ONLY

DON'T MISS a thrill, a breath-taking, tantalizing action in Titan Stag Films. New Optic Movie Viewer for 8mm - 50' films gives big, bright, life-like motion pictures for intimate shows; even slow or stop motion. See ad above

Fantastic Offer!
Great Frank Sinatra Albums!

Two for the Price of One!



Here's the most exciting bargain of the year! For a limited time only, you can get any Capitol Sinatra album free, simply by buying one! Now you can add any of these great albums to your collection at a price that's just too good to pass up! Choose from these 20

brilliant Sinatra recordings on Capitol! All the greatest performances of his career. And they include the sensational new album 'Sinatra Sings of Love and Things' and his current best seller, 'Point of No Return'. They're all yours to enjoy at half price! But

don't wait! This is a limited offer. So get on over to your favorite record dealer right now! This bargain offer is much too good to miss! A limited number of stores



Titan Stag Films, 1961

Capitol Record Club, 1962

Imagine! Join the Capitol Record Club now, and get this amazing cordless

"CARRY-ANYWHERE" PHONOGRAPH

for only **\$4.95**

Choose your first selection from these GREAT ALBUMS BY YOUR FAVORITE STARS

SEARCH	SEARCH	SEARCH	SEARCH	SEARCH	SEARCH	SEARCH	SEARCH
SEARCH	SEARCH	SEARCH	SEARCH	SEARCH	SEARCH	SEARCH	SEARCH
SEARCH	SEARCH	SEARCH	SEARCH	SEARCH	SEARCH	SEARCH	SEARCH
SEARCH	SEARCH	SEARCH	SEARCH	SEARCH	SEARCH	SEARCH	SEARCH

Led Zeppelin

Atlantic Records

Capitol Records, 1966

Led Zeppelin, 1969

Everything's Archie!

Especially their first big album.



And their Stereo 8 Cartridge Tape.



"The Archies" are the action and the action's right here with twelve of the great tunes you'll be hearing them do on their new hit TV show. This Calendar Records album features both songs on their hit single "Bang-Shang-A-Lang" and "Truck Driver," as well as "Boys and Girls," "Catchin' Up on Fun," "Ride, Ride, Ride," "Archie's Theme (Everything's Archie)," "I'm in Love," "Seventeen Ain't Young," "You Make Me Wanna Dance," "La De Doo Down Down" and "Time for Love."



Manufactured and Distributed by RCA

The Archies, 1968

TUNE IN THE OUTSTANDING TV EVENT OF THE SEASON!

Next in the series of SINGER TV specials

SINGER

presents



ELVIS

STARRING ELVIS PRESLEY IN HIS FIRST TV SPECIAL... HIS FIRST PERSONAL PERFORMANCE ON TV IN NEARLY 10 YEARS!



Wait the record department at your record store or a large selection of Elvis Presley Records... RCA Records

SPECIAL STEREO RECORD OFFER - 11 Tracks on by ELVIS. A \$19.98 value... only at SINGER.

Singer, 1968

Let us Entertain You...

an invitation to enjoy the greatest hit albums of America's favorite recording stars as a new member of the Columbia Record Club

ANY 5 of these \$3.95 to \$6.95 long-playing 18-inch RECORDS in your choice of REGULAR or STEREO \$1.97 PER RECORD (RETAIL VALUE UP TO \$6.95)

If you join the Club now and receive 10 purchases in full at 5 dollars from the more than 200 to be made available during the coming 12 months

BRIGHTEN YOUR LIFE... HEIGHTEN YOUR MOODS... WITH THESE GREAT PERFORMANCES!



14. DUKE ELLINGTON - LIVING ON THE EDGE OF NIGHT
15. LOUIS ARMSTRONG - THE GREAT MILES DAVIS
16. MILES DAVIS - KIND OF BLUE
17. JOHN COLTRANE - A LOVE SUPREMACY
18. HERB ALPERT - THE GREAT ESCAPE
19. BOB DYLAN - THE GREATEST HITS VOL. 1
20. THE BEATLES - THE BEATLES
21. THE BEATLES - THE BEATLES
22. THE BEATLES - THE BEATLES
23. THE BEATLES - THE BEATLES
24. THE BEATLES - THE BEATLES

Now you can have the whole wonderful world of music... Each month members receive a special offer... SPECIAL 2-FOR-1 OFFER... BROADWAY'S BEST... 16 MORE WONDERFUL RECORDS FOR YOU TO CHOOSE FROM

Includes A 16-Page Broadway Picture Story
More than 1,200,000 families now enjoy the music program of COLUMBIA RECORD CLUB - Terre Haute, Ind.

Let us Entertain You... an invitation to enjoy the greatest hit albums of America's favorite recording stars as a new member of the Columbia Record Club

ANY 5 of these \$3.95 to \$6.95 long-playing 18-inch RECORDS in your choice of REGULAR or STEREO \$1.97 PER RECORD (RETAIL VALUE UP TO \$6.95)

If you join the Club now and receive 10 purchases in full at 5 dollars from the more than 200 to be made available during the coming 12 months

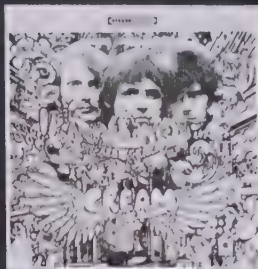
BRIGHTEN YOUR LIFE... HEIGHTEN YOUR MOODS... WITH THESE GREAT PERFORMANCES!

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Includes A 16-Page Broadway Picture Story
More than 1,200,000 families now enjoy the music program of COLUMBIA RECORD CLUB - Terre Haute, Ind.

Columbia Record Club, 1961

pure cream...



DISRAELI GEARS
Atco 33-232 / SD33-232

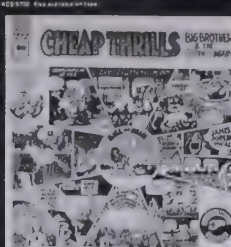


FRESH CREAM
Atco 33-206 / SD33-206



Sand for FREE catalog
Atlantic Records
1651 Broadway, New York, N.Y. 10022

Cream, 1968



Nobody can tell you about it.
You've got to feel it for yourself.
Get your CHEAP THRILLS
on Columbia Records.
BIG BROTHER AND THE
HOLDING COMPANY



Cheap Thrills, 1968

"all the way"
with Frank Sinatra

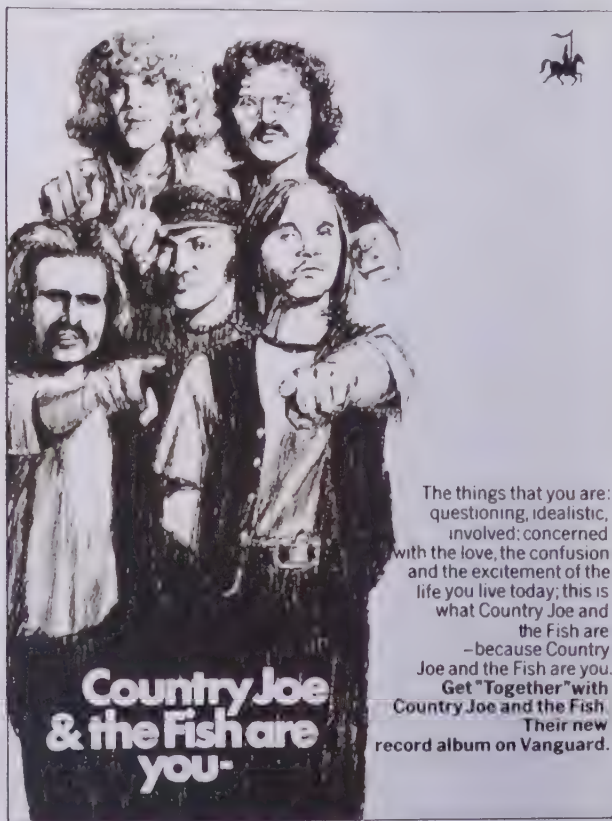


FRANK'S BIGGEST HITS NOW IN ONE ALBUM



All the Way
Swing Session
Fly Me to the Moon
New York, New York
Mack and Mabel
U.S. Marine Band
My Way

Frank Sinatra, 1961



Country Joe
& the Fish are
you-

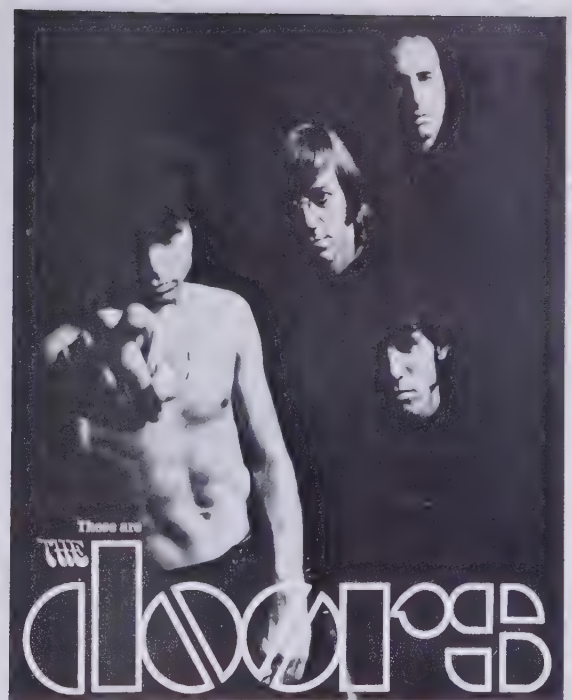
The things that you are:
questioning, idealistic,
involved; concerned
with the love, the confusion
and the excitement of the
life you live today; this is
what Country Joe and
the Fish are
-because Country
Joe and the Fish are you.
Get "Together" with
Country Joe and the Fish.
Their new
record album on Vanguard.

Country Joe & The Fish, 1968

**Hard.....
Heavy.....
ahead.....again**



Traffic, 1968



Their second super-album, **STRANGE DAYS**, is now available. Look for it carefully—because **THE DOORS** are not exactly on the cover. But they sure as hell are inside.



ELEKTRA RECORDS, 1755 BROADWAY, NEW YORK, N.Y. 10019

The Doors, 1967

It's time.

BLESS ITS POINTED LITTLE HEAD



JEFFERSON AIRPLANE

Jefferson Airplane, 1969



JAMES TAYLOR

sings on

James Taylor, 1969

And the winner is...

We, The Japanese, Are In A Better Position

Telling it like it is from first hand experience, this Japanese import film predicted what damage a nuclear holocaust would cause "as realistically as possible". Produced so that it would "serve the cause of peace", it was no doubt released in response to the paranoia surrounding the Cuban missile crisis. You can be sure this is one movie whose weekend receipts weren't among the top ten.

Die Japaner müssen es ja wissen ...

Welche Verwüstungen ein nuklearer Weltbrand anrichtet, das bekam man „so realistisch wie möglich“ in diesem Filmimport aus Japan vor Augen geführt. Produziert „im Dienste des Friedens“, war er in Zeiten der Kuba-Krise wohl als Antwort auf die um sich greifende Paranoia zu verstehen. Sicherlich kein Kassenschlager.

Nous, les Japonais, sommes bien placés pour le dire

Jouant sur l'expérience de première main du peuple nippon, ce film japonais d'importation prédit « de manière aussi réaliste que possible » quels dommages causerait un holocauste nucléaire. Produit pour « servir la cause de la paix », il fut sans aucun doute lancé pour répondre à la paranoïa entourant la crise des missiles à Cuba. Vous pouvez être sûr que les gens ne se sont pas bousculés pour le voir le week-end.

Nosotros, los japoneses, lo sabemos mejor que nadie

Hablando sin tapujos a partir de experiencias de primera mano, esta película de importación japonesa predecía de la manera « más realista posible » el daño que un holocausto nuclear podría causar. Producida con objeto de « servir a la paz », la película se lanzó en respuesta a la paranoïa que suscitó la crisis de los misiles cubanos, aunque, como es de suponer, no se formaron largas colas para verla.

我々、日本人には誰よりもその資格があります

日本から輸入されたこの映画は、核による大量殺戮がいかなるダメージを与えるかということ、直接的な経験に基づいた率直な語り口で「可能な限り写実的に」予言した。「平和のために貢献すべく」製作された映画のアメリカでの公開が決まったのは、間違いなくキューバミサイル危機をもたらしたパラノイアのせいだろう。少なくとも、この映画だけは週末の興行成績トップテンに入らなかっただろうことは想像に難くない。



THE LAST WAR

A most spectacular film depicting the horrors of a nuclear war that may befall us at any moment.

"THE LAST WAR"

A statement by M. Shimizu,
President, Toho Co., Ltd. Tokyo

The time has come for us to make this picture . . .

Newspapers, radio commentators, scholars, common men — all speak of a dread hovering ominously over the entire world every second of every day. If — we repeat — if this dread should descend upon us, it will result in the destruction of mankind and, perhaps, life itself.

Men of intelligence are taking great pains to avert it. This is indeed commendable; there can never be too much effort exercised toward this end. But still we live in fear that a great war, the Last War may come.

We the Japanese are in a better position than people of any other nation to make a film such as this. We side with no one; we are inimical to no one. "The Last War" is presented as our appeal to the world.

We of the Toho Company are employing every vestige of our technical skill to represent as realistically and appealingly as possible exactly what will happen if this colossal horror befalls us.

It is our sincere hope that by producing and exhibiting this film we can serve the cause of peace.



TOHO COMPANY, LIMITED

14, 1-CHOME, YURAKU-CHO
CHIYODA-KU, TOKYO, JAPAN



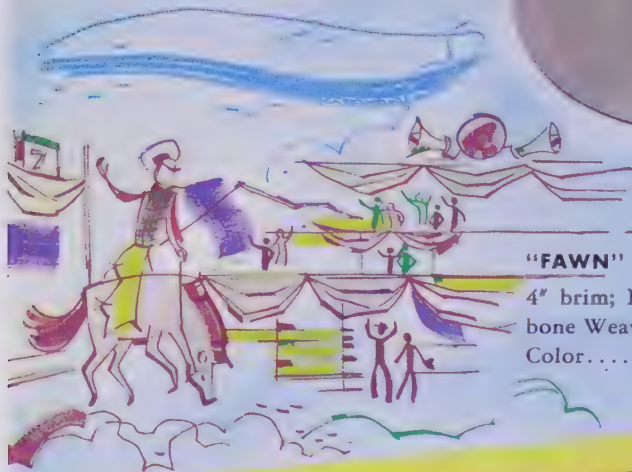


Here's
**TOP QUALITY and
AUTHENTIC STYLE**



"FAWN"

4" brim; Herring-
bone Weave; Fawn
Color.....\$5.00



GRAND ENTRY[®] WESTERN *Straws*



"DESERT SAND"

3 1/2" brim; Pearly
Finish; Desert Sand
Color.....\$5.00

**SEE THESE SMART STYLES AT
YOUR FAVORITE STORE NOW**

Make a "grand entry" every time with one of these handsome, authentic western straws. Both feature leather ventilated sweatband with moisture-resistant liner, ventilated crown and enclosed brim wire for easy, permanent shaping. They're soil-resistant, too.

You'll be proud of the good looks and pleased with the top quality workmanship of either style.

If not available, write your nearest distributor for the name of the dealer who handles this quality line of GRAND ENTRY HATS.



GRAND ENTRY HAT CO. • 2625 Sidney Street • St. Louis 4, Mo.



Who is he?

He's a happy beachcomber in Brentwood sportswear that Celaperm keeps color-bright

Lucky Dad, they gave him the perfect plaid for summertime sunning. And, thanks to Celaperm, those colors are sealed-in to stay. Here's a comfortable fabric whose durability is matched only by its good looks.

Brentwood's matching sets in Celaperm acetate and cotton novelty plaid by Mashcombe. Walking shorts, about \$6; sizes 30-42. Jacket, about \$7; sizes S, M, L. Beachcomber pants, about \$6; matching knit shirt, about \$4. In red, blue, brown, or black plaids. Available at fine stores everywhere. For stores carrying "Who is he?" sportswear, see opposite page.

Celaperm® Celanese®

Celaperm... a *Celanese* contemporary fiber

Celanese, 1960

THE CATALINA® MAN discovers *Creslan*®

For the golfer who takes his sports and sportability seriously, this handsome lightweight shirt is knit to fit in 70% Creslan acrylic fiber, 30% nylon. It lets a man swing with comfort. It dries into perfect shape after laundering. In sporting colors, about \$12.95. Cyanamid makes the Creslan acrylic fiber; Catalina makes the garments. American Cyanamid Company, New York.



Creslan, 1960



- A - American Sportcoat - trim-cut - \$29.95
 - B - American Authentic Down Sportsshirt - \$9.95
 - C - American Islander Shorts - side-tab - \$5.95
- Happy American Tipper Knit Shirt - \$ 6.00
 Happy American Sheen Prot Bermuda - \$ 6.00
 Earl-Glo® Linings Slacks-Lined created for hygienic freshness

MAKE PAPPY HAPPY with a fit-for-a-rajah gift

of the coolest sportswear west of the Himalayas! Fresh, authentic colors and patterns are translated into breezy cottons for Father's Day by **McGREGOR**



FATHER'S DAY IS JUNE 18.

Also top-coated, top-proof. Made in Canada, Inc. McGreggor-Design Inc., New York 16, N. Y.

McGregor, 1960



in natural look his piper 61 slacks

Get a look-see at yourself in these new clean-cut Pipers and you'll lay your moola on the line for a few pair fast! They fit like wallpaper on the wall, ride down low on your hips, cuffs are out and belts are now here (extension waistband with hidden side tabs handle the up keep). Try 'em, man!

Washable Cotton or Dacron and Cotton in Neckchecks, Cords, T-shirts, Sateens Plaids, District Checks. \$4.95 to \$9.95



H.I.S. Sportswear, 1961

h.i.s stripe types

(Which type are you?)

Boat Neck. You're modest about your muscles so you cover most of them.



Tank Top. You're proud of your muscles so you show 'em.



Muscle Shirt. You think you have muscles



Crew Neck. You just like stripes.



V-Neck. You think plunging necklines look good on you as well as on the birds.



Stripe of a different type. This one you don't wear. You watch. And she'll return the glances, whichever model you wear. They're cotton knits, each in .8 colors. \$4 and \$5. h.i.s, 16 E. 34th St., N.Y. 10016





Trevira, 1968

MAVEST shapes the sports coats to have in The Trevira Era. In fabric as emphatically individual as the jackets themselves. Firm-bodied, infinitely adaptable to the new demands of today's living. In 55% Trevira® polyester, 45% wool. The Gurkha tunic, smooth, crisp, lean. The double-breasted blazer, essential for the city-country man. And the silvered, two button blazer. Each about \$55 at stores that know what a man wants now, in The Trevira Era Hyston Fibers Incorporated, 485 Lexington Ave., New York 10017

TREVIRA

THE TREVIRA ERA

The beginning of something new in America

THE COUNTRY DINNER THE YELLOW BOOKS HOOTING GATERS SKI SPORT JACKET



Mavest
at stores of the world.

H.I.S., 1967 ◀ Mavest, 1968

The new button-down guarantee.



Chemstrand, 1964

Do the boogaloo



Hands in rolling action.

Move hips forward and back.

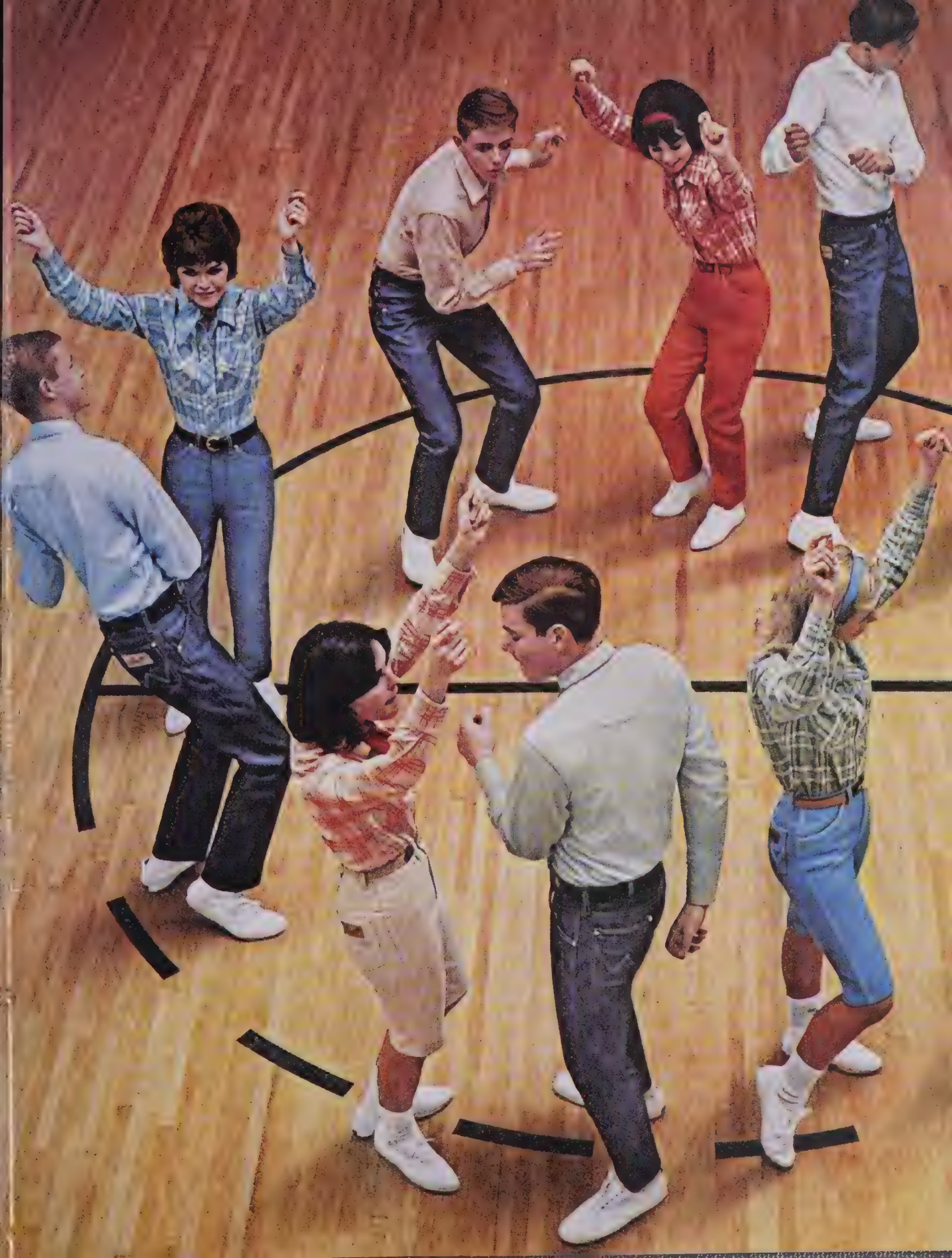
Look behind, nod three times.

Look left, right elbow in.

Turn, nod head, swing hips three times.

Cut loose in Career Club Shirts™

Career Club buttons down the paisley craze. Mild to wild patterns in permanent press cotton, taper tailored. \$4 & \$5. Slightly higher in the West. Get free dance booklet at your Career Club dealer. Or write to Dance, Truval Shirt Co., Inc., 350 Fifth Avenue, N.Y.



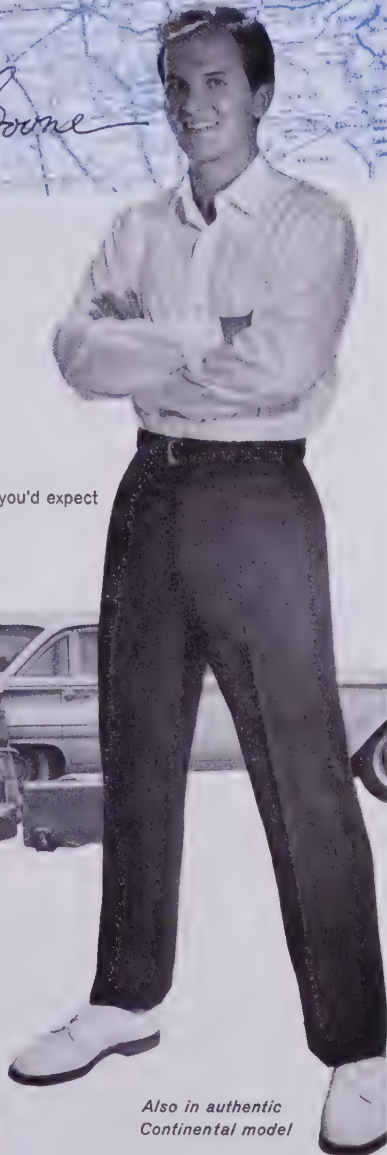


Going places this summer
Take it easy...
Take Dickies
casual slacks

INSPIRED BY

Pat Boone

- EASY TO LOOK AT**
authentically styled
- EASY TO PACK**
light weight
- EASY TO LAUNDRY**
dip and drip-dry
- EASY TO BUY**
cost about half what you'd expect



Also in authentic
Continental model



©1960 Williamson-Dickie Mfg. Co

BLAZERS • SPORT COATS • SLACKS • RAINCHECKER!



The star is Pat Boone
The clothes are **Dickies**



©1960 Williamson Dickie Mfg. Co

The smart look
is YOURS
for a song!

WASHABLE CASUAL CLOTHES
for men and boys



THE LEASURE LOOK: Lee Slim 'n Trim tapered slacks!

These tapered slacks can take all the bounce a Trampoline® can dish out—or show up for a party! Lee tailors all the things you like into these slacks ... makes 'em sharp enough for practically any occasion. Here's classic styling—in high-sheen, Narrow Wale Cord (Loden Green) and Super Polished Cotton (Sand). Also featured above are new "Lee Trims," slim beltless slacks in new Textured Weave Polished Cotton (Cactus Green). "Sanforized-Plus" for easy care. Priced from only \$4.95! And look at those great Lee sport shirts. Unlimited selection from just \$3.98!

Leasures® by Lee

© 1961, H. D. Lee Company, Kansas City, Mo



THE LEASURE LOOK: Lee High-Sheen tapered slacks!

Once you pull on these tapered slacks you'll practically *live* in them. They're that sharp. They're that comfortable. Made of exclusive "Lee Lustre" smooth polished cotton and twill, they're the latest thing for casual wear. And these slacks *keep* their sheen. It's *woven in* to last the life of the fabric. "Sanforized-Plus" for easy care, permanent fit. Classic tailoring with latest style details—in Tawn, Sand and shades of green. Only \$5.95. Team 'em up with smart Lee sport shirts and you're *really* swinging!

Leasures® by Lee

© 1961, H. D. Lee Company, Kansas City, Mo

2010 Fall with
**Puritan Ban-Lon® Brookviews
of DuPont Nylon**



Texturized yarn, 100% Du Pont nylon

Give him America's favorite knit shirts. Full-Fashioned.
Automatic wash and dry. In 25 amorous colors. \$8.95 each.

PURITAN®

THE PURITAN SPORTSWEAR CORP., 135 W. 50TH ST., NYC

Where to buy it? See last page.



(A little reminder)

This is an elephant. Wearing a pair of pants.

The elephant is *loxodonta africana*. The pants are "Sanforized-Plus". The elephant is wrinkled. It's not his fault. He was made that way. The pants are never wrinkled. They were made that way, too.

They were made to be labeled, "Sanforized-Plus". Repeat. "Sanforized-Plus". The tag that lets you trust in wash-and-wear. Just as "Sanforized" protects you against shrinkage in cottons, so "Sanforized-Plus"

assures you of wash-and-wear that really works. There's no more "wash-and-wonder." If you see it is marked "Sanforized-Plus", you can be sure:

It won't wrinkle from washing. It'll stay smooth while worn. It'll survive wash after wash. It won't shrink out of fit.

In other words, "Sanforized-Plus" means wash-and-wear that really works. So always be sure to look for our label. Our model never forgets. Don't you!

•SANFORIZED•
TRADE MARK

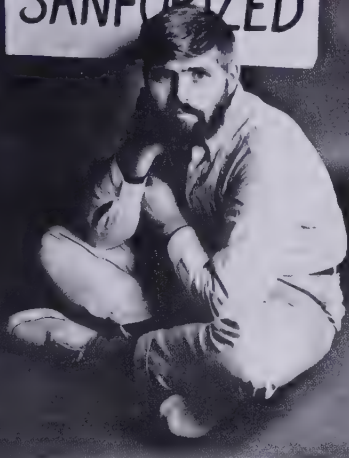
says it won't shrink out of fit

•SANFORIZED plus•
TRADE MARK

says it's tested wash-and-wear

CLUETT, PEABODY & CO., INC., PERMITS USE OF ITS TRADEMARK "SANFORIZED-PLUS" ONLY ON FABRICS WHICH MEET ITS ESTABLISHED TEST REQUIREMENTS FOR SHRINKAGE, SMOOTHNESS AFTER WASHING, CRACK RESISTANCE, TENSILE STRENGTH AND TEAR STRENGTH. FABRICS BEARING THE TRADEMARKS "SANFORIZED" OR "SANFORIZED-PLUS" WILL NOT SHRINK MORE THAN 1% BY THE GOVERNMENT'S STANDARD TEST.

HELP
STAMP OUT
SANFORIZED



Beetles are against all garments labeled "Sanforized" or "Sanforized-Plus".
Naturally, these two labels destroy their whole image. You can't look "beat" and neat at the same time. "Sanforized" stops shrinkage—an old beetle standard for appalling appearance. Sanforized-Plus" fights wrinkles as well, and also

avoids long-lasting fabric. So, even after days of exposure to rain and folk music in the park, clothes with our labels hold stubbornly to their original size and smoothness. If you like looking like a wayward accordion, avoid "Sanforized" and "Sanforized-Plus". Otherwise, always be sure you see our trademarks before you buy. It's not hard. They're everywhere.

SANFORIZED

keeps it from shrinking out of fit

SANFORIZED PLUS

keeps it's better wash-and-wear

Sanforized, 1963

None tougher!
None trimmer!

When it comes to long wear and real comfort in action, the working cowboy picks LEVI'S Jeans and Jackets. Cut from the world's heaviest all-cotton denim, with Copper Rivets at all strain points. Get the real thing—get LEVI'S!



LEVI'S

AMERICA'S FINEST JEANS • Since 1850

On the back pocket, look for the red tab and this distinctive stitched design



THE NAME LEVI'S IS REGISTERED IN THE U. S. PAT. OFF. AND OTHER COUNTRIES. MADE IN U.S.A. BY LEVI STRAUSS & CO. SAN FRANCISCO, CALIF. © 1963 BY SAN FRANCISCO

Levi's, 1963



Hathaway presents the world's mini-est mini-checks

(Version #4—made of Dacron® and cotton—with a Durable Press finish)

Hathaway introduced mini-check shirts for men two years ago. We seem to have started a craze—mini-check. Here is our finest version of the mini-check—smaller than the smallest yet. Now you see it close up in red. And in blue you see how it looks at a distance. Like a solid color but

more interesting. It takes threads of four different colors to get that effect. The result is a shirt that wears and comes looking crisp that you don't want to look anything but all through the day and evening. The Durable Press finish means it'll keep its shape.

Hathaway's Choice, just in from London.

This shirt, like every Hathaway shirt, is hand-picked for its own quality. For more information, C. F. Hathaway, Waverly, Me. **Hathaway** THE SHIRTMAKERS GROUP

Hathaway, 1968

New from London:



bold-striped



English broadcloth



now in Gant...



button-downs

Regent Stripe luxuriant English broadcloth with a silk facede its exclusive stripes an eggshell ground speak for themselves. Worn with tweed accessories this Regent Stripe shirt has been in a gentlemanly manner. It's a very nice piece of multi-colored stripes. Available at discerning stores. For one nearest you, write Gant Shirmakers, New Haven, Connecticut

GANT
SHIRTMAKERS

Gant, 1965



COLLECTORS' ITEMS:
RACY CARDIGANS IN
BOY-PROOF ACRILAN

Boys really go for these handsome he-man cardigans with their beefy knit beauty, their razzle-dazzle colors. Mothers love the way they hold their shape, their size, their vibrant colors—through almost endless machine washings. Count on Penney's to see that extra value is knit into every stitch, from their rich brushed texture to their ample cut. Get these color-rich cardigans for your young collectors—in Hot Rod Red with white grey panels, or Model-T Black with white grey panels. Sizes 6 to 20. At most of J. C. Penney Company's 1700 stores, coast to coast—charge it! A Penney's exclusive at 6.95



Penneys, 1964



All-Star Material

Soft, Acrilan® acrylic knits are great for rugged play because they're made from that way. They wear and wear hard, they hold their shape, their true colors. Completely machine washable. A lot like the Big League look of these baseball shirts. They're Pro-Rated™ All 100% Acrilan. Sizes 6 to 18. 2.49



Penneys, 1966

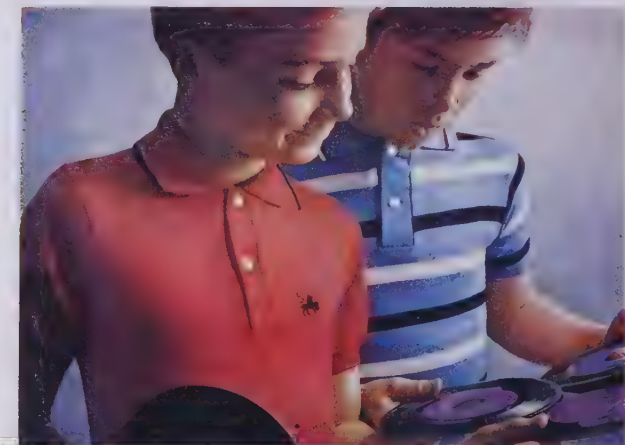
Copyright © 1965 OshKosh Sportswear

SMART MEN WITH MONEY—
 FASHION-ALERT MONEY—
 HAVE ZEROED THEIR FASHION FOCUS ON OSHKOSH SPORTSWEAR. THEY SCREAM FOR MORE OF THESE GUARANTEED BEST/PREST SLACKS AND JEANS. DO YOU WANT TO BE OUT OF FOCUS—AND OUT OF FASHION?

OSHKOSH Sportswear

BOYS • MEN • WOMEN • JEANS • ALL SEASONS

OshKosh



Compare Towncraft 1.98

So much value in these Penney shirts. They're made of soft Acrilan® acrylic knit, so they machine wash, need little or no ironing! They'll take all the wear an active boy will give them. Choose brilliant play-time colors, add-to-even snappy stripes at our low 1.98 price! Sizes 6 to 20. See them now at all 1700 J. C. Penney stores. Charge it!



Penneys, 1965

► Career Club Shirts, 1967

Do the skate:



Skate right, clap hands.

Skate left.

Shake shoulders, roll hands.

Skaters position, lean forward.

Skate forward right, then left.

Cut loose in Career ClubTM Shirts

Career Club tapered shirts in cotton broadcloth with new hi-boy roll collar. 15 hot and sweet colors. \$4. Slightly higher in the West. Get free dance booklet at your Career Club dealer. Or write to Dance, Truval Shirt Co. Inc., 350 Fifth Ave., N.Y.






 JANTZEN SPORTSWEAR...SWEATERS...FOOTWEAR
Jantzen
 International sports club
 sportswear for sportsmen
Established 1914
 FRANK GIFFORD BOB COUSLY BOBBY HULL JERRY WEST
 PAUL HORNUNG TERRY BAKER DAVE SARR JOHN SEVERSON

It is much better to give. That is why Jantzen swimtrunks are made of Chemstrand sharkskin.
 The most popular swimsuit in history has always been absolutely perfect, so we thought, but now Chemstrand Blue C Spandex has come along to give something to perfection. Elasticized stretch sharkskin! This splendid blend, exactly right for stretch swimtrunks, is 78% acetate, 16% cotton, and 8% Chemstrand Blue C Spandex. As Frank Gifford, in the \$7 webbed belt style, says, it gives more than it gets. Jerry West wears crossed belt loop stretch, about \$8. Bobby Hull is in the button tab stretch, about \$6. Comfortable, tough, good-looking, and available in the colors shown on the surfboard. All trunks have inside coin pocket, panel supporter. Photo by Tom Kelley at the Hilton Hawaiian Village on recent club outing.

Actionwear





Sammy is particular.
He knows we don't manufacture suits.
We make them. Much the way a Savile
Row tailor makes his.



Mostly by hand.
We hand-cut the cloth.
Then we shape it. And baste it.
And sew it. And button-hole it.

By hand.

In all, we put an average of 40% more
hand-shaping into our suits than you'll find
in other suits that cost as much. Or more.

Why?

Because it's the only way to be sure
that the suit will fit. Precisely.

So when a friend asks Sammy
who his tailor is, he tells them.

GROSHIRE /AUSTIN LEEDS

GROSSMAN CLOTHING CO. INC. 1290 AVENUE OF THE AMERICAS, N.Y. 10019

When they ask Sammy about his Nehru suit, he tells them he had it made
And he's not putting them on



Hi-fi fan Ernie Klack

finds Carter's knitted boxer shorts an indispensable component

For harmony in the Klack household, Ernie traditionally turns to the classic — *knitted* boxer shorts by Carter's. His good wife, Irma, is happy: she knows these *cotton knits* reject any discordant need for ironing. Ernie is happy:

he's shamelessly flattered by their trim styling, outrageously pampered by their soft comfort. Now the secret is out and you can be happy, too. Just keep in mind that the boxers are *knit* and the name is *Carter's*.

Ernie Klack is any guy who wears Carter's knitted boxer shorts and considers it uncuttable (and uncomfortable) to wear any other kind.

Carter's

MEANS COMFORT IN KNITTED BOXER SHORTS... BREEFS... T-SHIRTS... ATHLETIC SHIRTS



Carter's, 1961



Now, *Jockey* briefs are full of holes

Introducing a hole new concept in men's apparel — the new, uncuttable mesh Jockey Super brief that stays soft for 12 months. A man needs Jockey support, and gets the best, all with the finest knit in men's underwear. Super briefs' unique pouch is made itself to a man as no other brief could before.

Hundreds of holes in the mesh pouch let the body breathe for a remarkable new kind of comfort. Give you ventilation where it's needed.

You'd think we'd stop there, but there's more. The Jockey Super brief also rises higher over the waist — lets the long-lasting waist band grip better for steady, no-drip support. The seat is double-reinforced for longer wear. And up front, there's famous Jockey no-gap security.

New Jockey Super Briefs give you so much more in support, comfort and wear, it's surprising they're only \$1.50.



Look for the new Jockey Super brief in the package with the blue diamond. It's not Jockey brand if it doesn't have the Jockey boy.

Jockey Menswear, 1964



ALL SPRUCED-UP FOR THE NEW FALL TERM!
Take a tip from Dad's sense of comfort, quality and value. Send them off to school in Mayo Spruce underwear. They're designed for easy action, hard wear.

T-shirts and Briefs: Men's T-shirt \$1, boys' 7/8, men's briefs 9/8, boys' 6/8. Broadcloth Boxer Shorts: Men's \$1, boys' 6/8. Products of Washington Mills Company, Winston-Salem, N.C. — 504 Empire State Building, New York, N.Y.

Mayo Spruce, 1960



FOR FATHER'S DAY GIVE CARTER'S: FIRST KNIT UNDERWEAR THAT WON'T SHRINK EVEN 1%

Carter's Pak-nit® underwear is the first knit underwear that could ever give you this guarantee: shrinkage will be less than 1%. But shrinkage control is only a part of the story. Carter's Pak-nit boxers, T-shirts and printed briefs are cut to fit a man perfectly from the start... and keep on fitting him. They have all of Carter's smart styling and superb comfort features. They look good and they feel good. Machine-wash them, tumble-dry them and forget the ironing. They'll stay soft, fresh and new-looking. This revolutionary fabric is another Carter's first. It's one more reason why Carter's is the quality name in underwear.



Smart pants in briefs, too! *Pak-nit underwear property of Gannett Corporation. 11,000,000 1% Shrink Guarantee by Carl, Inc. Patent # 2,708,000 (1-1959)

Carter's Pak-nit underwear for men is available at these and other fine stores... AKRON, Purdy's • ATLANTA, Zachry • BALTIMORE, Hutzler's BOSTON, Jordan Marsh Co. — all stores, Kennedy's, Inc. — all stores • CHICAGO, Bestin — all stores • CLEVELAND, The May Co. • DALLAS, James K. Wilson • DETROIT, J. L. Hudson Co. • LOS ANGELES, Bullock's Downtown — Store for Men • MILWAUKEE, T. A. Chapman • MINNEAPOLIS

Carter's, 1962

▶ Healthknit, 1962



Healthknit

The Healthknit label marks the value line in underwear, sleepwear, sportswear, so



TRIMLEE

HIPLEE

UPTIGHTLEE



Jarman
SHOES FOR MEN



Right on Target for Comfort
and Smart Styling . . .

"Deerslayers"

Soft Glove Leather, Traction Crepe Sole and Deep, Full-Length Cushion Insole combine to make Jarman "Deerslayers" the easiest-wearing of all casual shoes. (And the smartest-looking, too!)

Golf shoe: J4627 About \$17.00
Top: J2127 (also in other colors) About \$13.00
Middle: J2020 (also in other colors) About \$13.00
Bottom: J4426 About \$15.00

(Prices slightly higher in the West)

These shoes

Fit with More Comfort

because every Jarman style is "wear-tested"

The pair of Jarman's you try on has not been worn, of course. But the original model of every Jarman style is "wear-tested"—worn under ordinary day-to-day conditions, altered and adjusted until it finally comes up to Jarman's strict standards, and only then approved for production. As a result, the finished product has a wonderful "friendliness of fit" you just can't get in other shoes. See your Jarman dealer for a wide selection of "wear-tested" shoes for every occasion.

Available at Jarman dealers and Jarman stores throughout the country. Also Jarman Jrs. for boys.

The mini-T-shirt. Will it ever catch on?

Not if we can help it. That's why we made the Jockey® Power-Knit™ T-shirt. It keeps its size and shape. Wash after wash after wash.

You see, the Power-Knit has more soft absorbent cotton than an ordinary T-shirt. A lot more.

It's made extra-long so it stays tucked in. The Jockey Power-Knit won't




bind around the shoulders and sleeves, either. It's cut generously with room to spare. You can also forget the plunging neckline. The reinforced Seamfree™ collar won't sag.

The Jockey Power-Knit T-shirt. \$1.50. The man's T-shirt. There's no mistaking it. It has the Jockey boy on the label.



At fine stores now. The great Same Price Sale. Today's turned-on styles at good old-fashioned prices.

Jockey, 1968

John B. Stetson Company  pioneer in the design and crafting of men's hats since 1865, presents the AMERICAN LOOK in **THE STETSON EAGLE**



Comes the revolution—in hat design! Here is a hat that's every inch and every ounce American. Conceived and styled by Stetson to complement the face and figure—tall, short, slim, stout—of every wearer.

The secret? A smart new crown treatment, new trim and detailing, and then—a brim width ranging from narrow to medium to wider. Crafted of superb fur felt, the Eagle has a verve, a snap, a chin-up, on-the-toes look that speaks of youth and talks American. See it at your Stetson hatter's now

\$13.95

Styled and crafted by **STETSON**

Stetson, 1961



smart tack for a fair heading

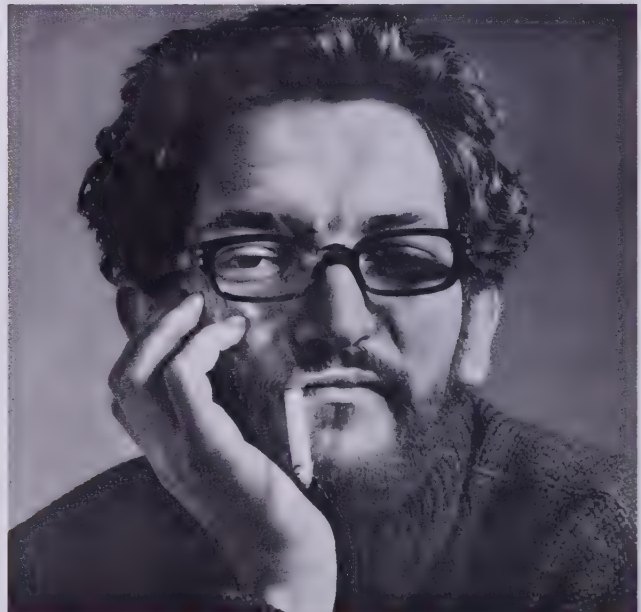
KNOX SUN WEAVES

Knox creates Sun Weaves...straw cool, straw light, straw comfortable. Young salt or landlubber...on deck or on business, there's a Knox Sun Weave for you. Casual or conservative, they're all cool, comfortable—and correct. Knox straws \$5.95 to \$20.00. ...man to man it's **KNOX SUN WEAVES**



Knox, 1962

There are some men a hat won't help



If you look anything like the fellow in the picture, you can stop reading right now. Wearing a hat won't do a thing for you.

No miracle happens when you put on a hat, but it can make the rough, competitive road between you and the top a little easier to travel.

You look more of a man with a hat on, and the men who run things have a deeply ingrained executive habit of remembering responsible jobs for those young men who look mature enough to handle them.

They may be right, or they may be wrong, but there's no denying that they're in charge. So it pays to humor them. Most business executives we've talked to prefer to hire men who wear hats.

We don't imply that going bareheaded marks you for failure. In the long run, it's what's under the hat that counts. Wearing a hat is just one of those little things that make it easier for a young man to get to where he wants to go.

Yes you're in a hurry? Where's your hat!

A little friendly advice to young men in a hurry, published in the selfish interests of the hat industry by the Hat Corporation of America, 128 Fifth Avenue, New York 36, New York.

Hat Corporation of America, 1961

► Fruit Of The Loom, 1968



When it's time for sportswear you look smarter and feel better in

JARMAN

Casuals

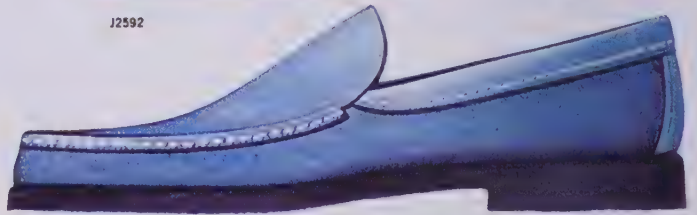
About \$14⁰⁰



J2593



J2592



J2093



J2591



J2594

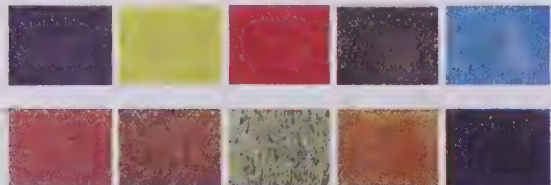
Best foundation for your sportswear wardrobe? A pair of Jarman casuals—easily! Built for comfort, styled with nonchalant distinction, colorful as all outdoors. (Though naturally comfortable, Jarman casuals—like all Jarman styles—are “wear-tested” to assure you more comfort and better fit. This means that every original model, before being approved for production, is extensively worn under everyday conditions.) See your dealer's selection of these colorful, comfortable Jarman. You'll want a pair for each of your sportswear outfits.

Available at Jarman dealers and stores from coast to coast.
(We also make Jarman Jrs. for boys.)



JARMAN SHOE COMPANY • NASHVILLE, TENNESSEE 37202 • A DIVISION OF

Each style shown, about \$14.00. Other Jarman casual styles from \$12.00 to \$16.00. (Prices slightly higher in the West.)

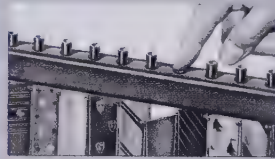


JARMAN CASUALS COME IN THIS WIDE ARRAY OF COLORS



STERLING SILVER JEWELRY—An exquisitely wrought collection of jewelry for neckwear, each a tiny masterpiece made in the Hickok tradition. Shining silver tie backs and tie bars in attractive individual jeweler's boxes. \$2.50*

A Touch of Sterling by Hickok



MAGIC PUSH-BUTTON TIE RACK—One touch of the finger opens the tiny lever to hold the security. Gift Boxed. \$3.90



SHOE MASTER SET—Including the black and brown Shoe Master and the practical Lint Master that no Dad should do without. Gift Boxed. \$4.95



ELEGANT SWISS-WOVEN HANDKERCHIEFS in an unusually beautiful gift presentation box of three. \$3.00



Definition: Sterling . . . a standard of fineness in silver (or) of full value, genuine, as of 'sterling merit.'

Because Dad deserves so much more than one day, his gift should be of sterling quality . . . as enduring as it is endearing! Here . . . is an unusual gift selection finely crafted and beautifully styled in the traditional Hickok manner.



REVOLVING BUREAU VALET—Ideal place for everything in Dad's pockets. Center section holds his glasses and pen. Side sections marked for pocket and accessory items. Black or brown. Gift Boxed. \$4.95



TRAVEL CADDY—One zip at the top of the clothes brush reveals all toilet and manicure articles. Gift Boxed. \$3.95*

HICKOK



SIENNA GRAIN COWHIDE BELT—Black or brown. Buckle with sterling silver plaque that can be installed if desired. Also available in smooth black or olive cowhide. \$5.00 \$4.00



ELASTIC SPORT BELT—Buckle with sterling silver plaque. Black, brown, navy, olive, chestnut. \$3.95



SPACIOUS WALLET of supple black buffalo roll touched with sterling silver. Matching key case also touched with sterling silver. \$3.95*



Hickok, 1962

FOOT-JOY STREET SHOES



Style 7728—35-95

Style 7728—36-95

Style 7728—80-00

with all the famous quality features of

FOOT-JOY GOLF SHOES



Style 5588—42-50

Style 5588—47-50

Style 5588—38-95

For more than a century, Foot-Joy street shoes have enjoyed a reputation for quality and elegance which has no counterpart in the field of fine footwear.

Flawlessly fashioned to provide the ultimate in workmanship, good looks, comfort and fit, Foot-Joy street shoes are designed with the same superiorities of custom craftsmanship that for more than 30 years have made Foot-Joy golf shoes the Choice of Champions.

Shown above are just a few of the many new and attractive styles in Foot-Joy street shoes which your Golf Professional has in stock or can easily obtain for you.

We confidently predict that once you have experienced the rare satisfaction that comes from wearing Foot-Joy street shoes, you will be as enthusiastic in your praise of them as for Foot-Joy golf shoes.

Gift Suggestion. In doubt about his size and style? Give him a Foot-Joy Gift Certificate, redeemable for Golf or Street Shoes. In any denomination from your Golf Professional. **Foot-Joy SHOES** SINCE 1887... THE STANDARD OF EXCELLENCE IN MEN'S FOOTWEAR

BROCKTON FOOTWEAR, INC., BROCKTON 48, MASSACHUSETTS

Jarman Shoes, 1967 ◀ Foot-Joy Shoes, 1963

Blazers are the new casuals that make it exciting to do nothing at all. Styled wild and turned on with color. From subtlest tones to craziest pastels. Lazy looking but built to take it . . . like all Bostonian fine-crafted shoes. Blazers are cushion soft and so flexible they're better than barefoot. So smart they'll go anywhere in style. So when you take to the hills, or the beach, or the big game, take your walk on the wild side. In new **Bostonian Blazers**.

Introducing Bostonian Blazers: A walk on the wild side.



BOSTONIAN BLAZERS: CUM TULI, CUM BOVA, FROM HIS OWN COMPOSITIONS. BOSTONIAN BLAZERS: CUM TULI, CUM BOVA, FROM HIS OWN COMPOSITIONS. BOSTONIAN BLAZERS: CUM TULI, CUM BOVA, FROM HIS OWN COMPOSITIONS.

Bostonian Blazers, 1967



hand-stitching shapes and fits leather perfectly...in baseballs and Bostonians

It takes 104 hand-stitches to shape and snug fit the handmade to a major league baseball in the Bostonian Flex-O-Moc. It takes 104 expert hand-stitches to mold the leather to the contours of your foot. The hand-stitched moccasin seam gives a foot-hugging fit plus extra softness where your foot flexes.

If you look inside Flex-O-Mocs you'll see another secret of their comfort. The leather is actually shaped into a seamless cup that smoothly cradles and hugs your foot.

For extra comfort, the Flex-O-Moc outsoles are "tenderized." They are rolled and re-rolled like a baker rolls

dough until they are soft and supple. They can flex between your fingertips with the lightest touch.

You get all this easy-going comfort plus the solid support only good shoes give. With every step you take in your

Bostonian Flex-O-Moc, you'll agree there's no substitute for the care and patience of a Bostonian craftsman's hands. Why not start enjoying the light footed comfort of Bostonian Flex-O-Mocs at your Bostonian Dealer today!

BOSTONIAN FLEX-O-MOCS



Patented in 1962. Registered in the U.S. Patent Office. Bostonian Flex-O-Moc is a registered trademark and the Flex-O-Moc design is a trademark of Johnston & Murphy. The Flex-O-Moc is made in the U.S.A. by Johnston & Murphy, Boston, Mass. Bostonian Flex-O-Moc is made in the U.S.A. by Johnston & Murphy, Boston, Mass. Bostonian Flex-O-Moc is made in the U.S.A. by Johnston & Murphy, Boston, Mass. Bostonian Flex-O-Moc is made in the U.S.A. by Johnston & Murphy, Boston, Mass.

Bostonian Flex-O-Mocs, 1962



'ARTAGNAN's on the march again! Light the flambeaux! Sound a ruffle on the drums, a fanfare on the trumpets! D'Artagnan, in this instance, happens to be a shoe—but what a shoe! Inspired by Dumas's hero, designed with an aura of derring-do and high adventure, we simply had to call it The D'Artagnan. What else?

It is made of shrunken kidskin imported by Johnston & Murphy from the Alps of D'Artagnan's native France. The shoe is

astoundingly soft and flexible, yet guaranteed not to lose its shape, thanks to Johnston & Murphy's Trampoline construction. It can be bent, twisted, squeezed, brutally forced out of kilter, yet it springs back to its original shape—and holds it.

So... *en avant, Messieurs!* To the nearest Johnston & Murphy store. Seven colors to choose from—black, brown, navy, red, gray, bone and white. Oh, *pardon, le prix?* The D'Artagnan is \$35.

JOHNSTON & MURPHY

Johnston & Murphy, 1963

a Johnston & Murphy shoe is a sportsman's pride, a builder's idea, the blueprints, the designs, the craftsman's skill, and then going on to become a part of that very small group of consistent winners



A Johnston & Murphy shoe is the Camel, where grey lizard and white ostrich combine to implement the new "dual-toe" foot. It rounds out the slim look of a contemporary one button white jacket with grey stripes, white trousers, \$45. All America's finest stores. Johnston & Murphy shoe with a memory? Caracas Park, Nassau, Is. Fern. Caracas & Esquivel, mg to wear. Photographed by the Stockman & Co. Photo Studio, N.Y.C.

Johnston & Murphy, 1967

► Etonic, 1969



SOCKRATES SAYS

THE Interwoven Socks NETWORK STARS University BLAZER STRIPES FOR DAD - \$1.00

They let the heel out, let the cool air in, through the open-weave Spun-Silk® Cotton Mesh in the climatic stripes. These socks come in all the new Summer Sportswear Colors to go with Dad's best shirts, sport shirts, blazers. A combination of Brand New Style and Old Fashion Comfort, they are shaped to fit the foot. And the entire wear from the Cable-Kord® toe and heel assures that the comfort lasts longer. These classic top Hi-La® short socks come in sizes 10 1/2 to 13.

Interwoven Socks, 1962

SHARK!



Styles for Men and Ladies
\$19.95 to \$65.00
IN LEADING PRO SHOPS

The ultimate in golf styling.
For players who bat up the course.

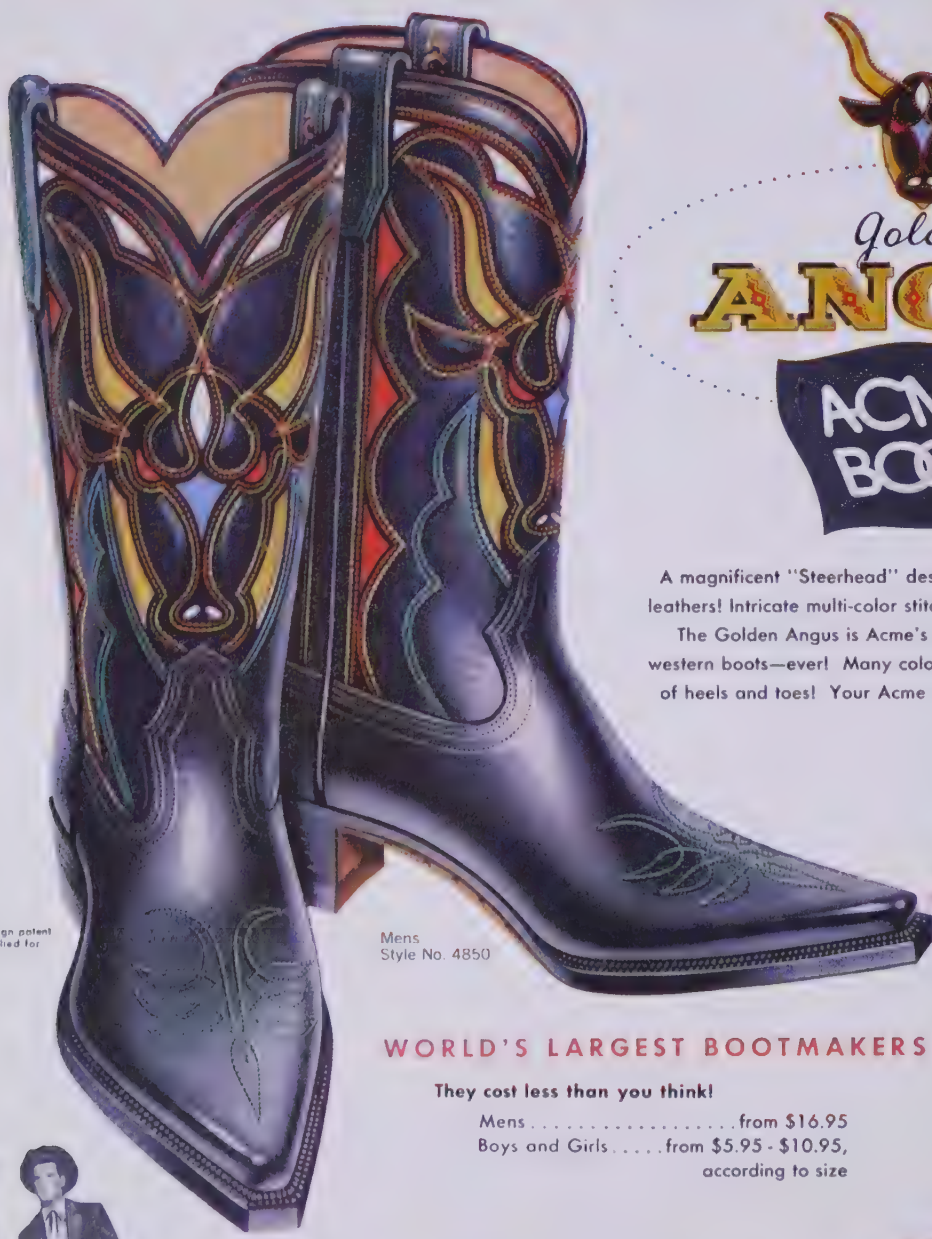
CHARLES A. EATON CO. • BROCKTON, MASS. 02403

The most beautiful western boots ever created!



Golden
ANGUS

**ACME
BOOTS**



Design patent applied for

Mens
Style No. 4850

A magnificent "Steerhead" design . . . richly inlaid with golden leathers! Intricate multi-color stitching! Eye-catching underlays!
The Golden Angus is Acme's finest . . . the most beautiful of all western boots—ever! Many colors and combinations! Many styles of heels and toes! Your Acme dealer will be glad to show you!



Boys and Girls
Style No. 2213

WORLD'S LARGEST BOOTMAKERS

They cost less than you think!

Mens from \$16.95
Boys and Girls from \$5.95 - \$10.95,
according to size



Boys and Girls
Style No. 2209



Jack Kelly and James Garner
star in
MAVERICK

Acme Boots are worn by stars and featured players of Warner Bros. western television and motion picture productions



Clint Walker stars in
"CHEYENNE"
Will Hutchins stars in
"SUGARFOOT"



Boys and Girls
Style No. 2760



Boys and Girls
Style No. 2722



Boys and Girls
Style No. 2743



Ask your dealer for an Acme Gift Certificate!



Acme Boot Company, Inc., Clarksville, Tennessee

A SUBSIDIARY OF PHILADELPHIA AND READING CORPORATION

The "Roadster"

AK SAP BEN



The "Ringo"



The "Remaster"



where "western" is a way of life
... boots belong!

MOST STYLES PRICED FROM:

Men's	\$19.95 - \$27.95
Ladies	\$19.95 - \$31.95
Infants & Children	\$4.95 - \$12.95
Boys and Girls	\$10.95 - \$12.95

Acme Boots, 1964

What makes dancing
a contact sport again?



Passport[™] 360
by Van Heusen



When a man wears Passport 360, there's no way to dance - but close. No place to be but near him. No way to act but wild. Cologne from \$3.50. After Shave from \$3. Spray Deodorant from \$2.50. Now in special holiday gift sets. You can go as far as you like...with Passport 360.

Van Heusen, 1967



The "Sagebrush"
men's style 6048
\$24.95

In the "western showdown"
Acme outdraws...
from ranch to hoedown!

In every show of western boots too hard and favorite brand is Acme! A recognition well earned through Acme's many unique and exclusive features in boot design and construction! Acme sets the pace in style and trend in beauty and comfort in wide range variety that fits your boot needs from ranch to hoedown!



Miss Cherokee
men's style 621
\$19.95



The "Sunburst"
men's style 6000 - \$18.95



The "Navajo"
men's style 6056
\$24.95

For your nearest Acme dealer write Dept. 18 Acme Boot Company, Inc., Chalfont, Pennsylvania - WORLD'S LARGEST BOOTMAKERS
A SUBSIDIARY OF PHILADELPHIA AND READING CORPORATION

Acme Boots, 1960 ◀ Acme Boots, 1963

Avon after shaves...
refreshing scents...
distinctive gift decanters
...Great Gifts!



TRIBUTE - MALLARD - GAVEL

Only an Avon Representative brings...
AVON for Men



Avon For Men, 1967

ARE YOU READY FOR CENTAUR?



it's the Massage Cologne ...half man, half beast, all male!

Out of the Wild and Violent days of ancient Greece comes the exciting concept of a Massage Cologne...it's name is CENTAUR®

Each morning... each evening massage CENTAUR into your torso.

Massage CENTAUR into your arms, legs, and loins.

CENTAUR has *no alcohol* to irritate, so it massages with comfort into sensitive areas.

CENTAUR adds a delightful new dimension to your body, a low level aroma that hovers close to the skin for hours, transmits its virile message only in moments of close and intimate contact.

CENTAUR makes no coy promises... finding HER is up to you... then CENTAUR gives her the message. She won't say, "What are you wearing?" She will say, "You smell good!"

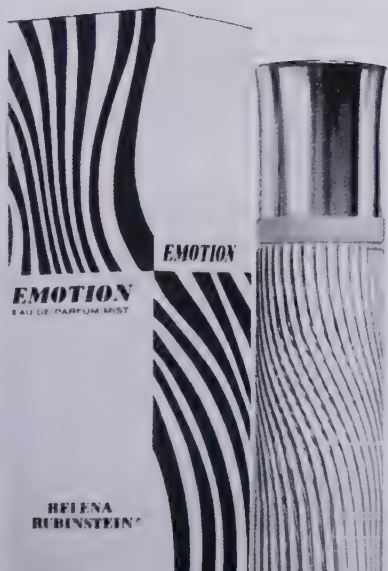


Introductory
Collectors CLASSIC— 8 oz. \$10.00
(Rugged unglazed porcelain, 24K gold finish)
REFILL SET— 8 oz. & dispenser pump \$6.50
TRIAL SIZE— ½ oz. \$1.00

© 1967 Century Creations, Inc., P. O. Box 1499, Santa Monica, Calif.

All she wants is a little Emotion

(a lot of it if she's daring!)



***Emotion...
the new perfume
born in France...
translated in America
into Perfume Spray-
Eau de Parfum,
Eau de Parfum Mist,
Dusting Powder,
Perfume and Bath Oil.
Prices from
3.00 to 17.50.***

***Emotion™
by
Helena Rubinstein***
Available at fine cosmetic counters everywhere.





**"If you don't give him 007
...I will"**

Executive Toiletries, Ltd. New York, N.Y. 10017. The following products are available in the U.S. only. For more information, please contact Executive Toiletries, Ltd., 1000 Wilshire Blvd., Santa Monica, California 90404. © 1965 Executive Toiletries, Ltd.



007, 1965



Wear St. Johns and be on the side of the angels.



St. Johns Cologne, the lime of least resistance.

St. Johns Lime Cologne. Imported from the West Indies. Citrus. Invigorating. With a subtle, lingering fragrance that has caused many an angel to fall. St. Johns Lime Cologne, \$5.00. Lime After Shave, \$4.00. Also Available: St. Johns Lime Soap, Deodorant, Talc, Moisturizer and Gift Sets.

St. Johns, 1968

A fragrance/fashion
exclusive - the very special
gift combination

RUSSIAN LEATHER

Executive

Golden Medallion Gift Set

for the fashion
sophisticates



Cologne and Medallion Neck Chain \$6.00

Russian Leather and Russian Leather Lime available in Shave Lotion, Cologne, Spray Cologne, Rope Soap, Deodorant and other elegant gift combinations. . . . \$1.50 to \$15.50.

EXECUTIVE TOILETRIES, LTD./SANTA MONICA, CALIFORNIA 90404

Russian Leather, 1968

► English Leather, 1969



TREASURE CHEST \$10.00

“My men wear English Leather or they wear nothing at all.”

I know men.
 I've grown up with
 them all about me.
 And I like men.
 But some are a lot
 more persuasive
 than others.

I think the way they smell
 has a lot to do with it.
 So I don't take any chances.
 I give my men English Leather®
 every chance I get.

BUCCANEER
 \$5.75



PADDOCK
 \$4.50

ENGLISH LEATHER AND ENGLISH LEATHER LIME
 GIFT SETS FROM \$3.00 TO \$10.00

PRODUCTS OF MEM COMPANY INC., NORTHVALE, N. J., © 1969



Jade East, 1969



Gillette has a starter kit for men just starting to shave.

For 99¢, Gillette gives you everything you need to start: a Super Speed Razor, Super Shavemoss blades and a two-week supply of Foamy Shave Cream. Just add water and shave.



Gillette, 1967



Max Factor, 1960



Executive, 1960

▶ Old Spice, 1960

choose the gift
that comes through
with flying colors.

Old Spice

for Dad



(above) After Shave Lotion, Stick Deodorant, Cologne, Body Talcum, Shampoo 5.00



Body Talcum 1.00



Pro-Electric Shave Lotion 1.00



Stick Deodorant
(plastic) 1.00



After Shave Lotion 1.00 and 1.75



Smooth Shave Regular
or Mentholated 1.00





polka dots'
place
is not on
your face

Gloves, gowns—even galoshes—are perfect in polka dots. But complexions—uh-uh. Now, Tussy Medicare has the problem skin well in hand. It hides and helps heal blackheads, pimples—even acne—quickly, comfortably . . . gives your skin a clear lovely look in just three simple steps.




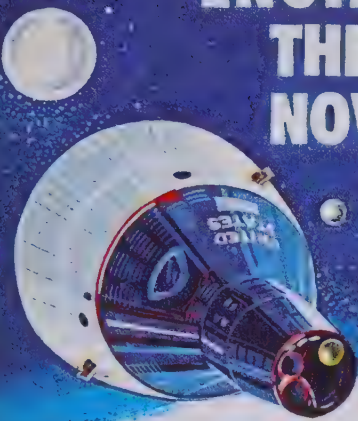
- 1** To deep-cleanse skin, to remove pore-clogging oil and infection-causing bacteria, and keep them away—Tussy Medicated Creamy Masque. Smoothing, soothing!
- 2** To stimulate circulation locally, to help float away impurities—Tussy Medicated Skin Toner. Wonderfully cool and refreshing!
- 3** To make blemishes vanish from view—Tussy Medicated Lotion. Helps dry up excess oil, soften a coarsened skin. A true face saver!

Tussy Medicare Triple-Action Treatment, \$2.95
Tussy Medicare items, each \$1
Tussy Medicated Touch-Up Stick for quick cover-ups, \$1
all prices plus tax

© TUSSEY, INC. 125 PARK AVENUE • NEW YORK

TUSSY *cares for you*

A Modified Version of the Aerodynamic 
**ENGINEERED FOR THE ASTRONAUTS...
 THE WORLD'S MOST ADVANCED SHAVER
 NOW YOURS TO ENJOY!**



**YES...ENJOY THE MOST COMFORTABLE
 SHAVE IN THE WORLD...YOU ACTUALLY
 SHAVE ON A CUSHION OF JET AIR!**



IT'S THE COOLEST . . . no more skin burns. The ShavAir is practically air conditioned. It produces an air flow that keeps cutter blades and skin cool. IT'S THE CLOSEST . . . air suction pulls the skin close to the blades and makes the stubble stand up. "Irons out" tiny folds in the skin. SHAVE WITH LATHER . . . for the most exhilarating shave you'll ever have — no need to wait for your face to dry after your shower. SHAVE DRY . . . use the same way as conventional shavers. You'll get a great shave and your face will feel cool and smooth with ShavAir's "Air Conditioned" jet air cushion.

THE NEW
SHAVAIR
 Aerodynamic
 JET AIR SHAVER

**CORDLESS SHAVER
 RECHARGEABLE! SHAVE ANYWHERE!**



Cordless! . . . Shave in the office, or while boating, fishing, camping — anywhere!



Distinctive decorator case with built-in charger.



Get the coolest, cordless shave with the rotary type, super self-sharpening stainless steel cutting blades.

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MAIL ORDER COUPON

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 P. O. Box 22191, Los Angeles, Calif. 90022

NAME _____ (Please Print)

ADDRESS _____

CITY _____ ZIP CODE _____

STATE _____ CHECK ENCLOSED C.O.D.

CALIF. RESIDENTS ADD \$1.20
 4% STATE SALES TAX

\$29⁸⁸
 AT ALL
 WHITE FRONT
 STORES

For the Better Things in Life...

**WHITE
 FRONT
 STORES**

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**20 Stores Serving California... LOS ANGELES • ANAHEIM • COVINA • TORRANCE
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 SAN DIEGO • LA MESA • OAKLAND • SAN JOSE • SUNNYVALE • PLEASANT HILL
 SOUTH SAN FRANCISCO • NORTH SACRAMENTO • SOUTH SACRAMENTO • FRESNO**



Revlon invents
action-now skincare



Revlon says: This is the year of 'The Wild Frosted Wines!'

A whole new (heavenly!) concept-in-color, muted, murrey, soft and smoky lipshades, low-key, luscious and loaded with frost!

These are the elegant off-beats moving in new, changing the mood of mouths (and the total feel of fashion!) as no lipsticks have done in a decade. Soft but bold. All smoke and smolder. Ducky. Dazzling. Delicious.



All 5 lipsticks in shades shown at Revlon 240 Columbia St. New York



Revlon, 1966



Colors Americana for Fashions Americana CUTEX

Cutex, 1960 ◀ Cutex, 1960

AVON PRESENTS
CREME SUPREME

For a complexion dewy as the Venus of Willendorf, Creme Supreme has the precious elements, vitamins to soothe, brighten your skin's natural glow of beauty. A special blessing for dry skin! And Avon brings you Dew Kiss, to wear under makeup, Rich Moisture Cream in an exquisite new jar, and Vita-Moist, all for a more radiant you!

AVON CALLING! To show you this needed, it came for your complexion. Welcome your Avon Representative when she calls at your home.

AVON cosmetics
 NEW YORK • MONTREAL
 25 YEARS OF BEAUTY SERVICE TO THE HOME

Avon, 1961

HARMONY IN COLOR
 BY COTY

in vibrant, long-lasting Coty '24' lipstick and matching Super Sheen Nail Polish

Now the matching of colors is no longer a problem at all. Coty's new Harmony in Color does it for you! Here's all you do: First, find your complexion under each picture. Next, choose your favorite Coty lipstick color and matching nail polish. Finally, see your most complementary costume color for spring, harmonized to you, color-blended by fashion experts and Coty. Look for Harmony in Color at your favorite Coty counter... today!

Look for this special Harmony in Color offer!

ONLY \$1.50

PERFECTED BY ALL EXPERTS FOR THE YEAR

Coty, 1961

Redbook

"Cover Girl does so much for my skin so beautifully, I love it!" says Cover Girl Marianne Nester

At last! A Cover Girl complexion... so natural you can't believe it's make-up!

Fabulous discovery from Naxos! Fragrant new Cover Girl covers so naturally, so completely. And it's medicated and antiseptic to help prevent skin problems, improve your complexion.

New Cover Girl is so light and lovely on your face so good for your skin besides! Unlike many make-ups that do nothing for your skin (and even aggravate skin problems!) Cover Girl gives you the beauty benefits of its special medication.

Smooth on Cover Girl liquid every morning. Touch up with the pressed powder all day. It's antiseptic to fight germs on your puff - help prevent skin problems. Helps your skin look lovely, become lovely! No wonder it's the make-up of cover girls!

NEW Cover Girl MEDICATED MAKE-UP BY NAXOS

Cover Girl, 1961

What makes this compact different?

First, it holds the one and only shade of pressed face powder made to order just for you! Second, our framed compact glides right before your eyes, hand tilting to match correct and enhance your coloring. Third, there's nothing like it in the world \$2.50 plus tax. At licensed department and specialty stores, here and in Canada.

Charles of the Ritz

Charles of the Ritz, 1962



FOR THE SOFT NEW LOOK OF SPRING
FASHION

MAX FACTOR'S **NO SHINE** LIPSTICKS



LILAC PASTEL APRICOT PASTEL HONEY PASTEL PINK PASTEL PEACH PASTEL STRAWBERRY PASTEL

VIBRANT **SHADES**



**CALIFORNIA
SUN**



PASTELS

The softest look for lips since Eve first smiled at Adam! Max Factor makes this Spring different from any other with a completely new excitement for lips...the fabulous new muted look of matte-finish pastels in a creamy formula just handed down from Cloud 9 that forecasts: **NO SHINE TODAY!**

The glossy look is gone with the winter wind...and the perfect mates to the clear, sweet colors of Spring are these six vibrant California pastels—drenched with sun, filled with natural light, far from yesterday's painted-on look. Meant to accent the color-bright tones of Spring fashion—yet so soft, so individual, so very feminine, you'll feel that the glow came into your life when the shine went out!

MAX FACTOR

©1961, MAX FACTOR & CO.

CELLOPHANES

YARDLEY

Yardley of London, 1969

JUST IN FROM LONDON

The look
to change your life

liquidy **CELLOPHANES™** lipcolors

so water-clear...glissy...you can

SHINE THRU	SEE-THRU	KISS-THRU

without the lipstick barrier

The ones-in-a-lifetime... it's great-to-be-alive-time **BEAUTYBREAK** that makes everything else look flat. That's that. The first clear color. Sheerer than sheer—you shine right thru. Thinner than thin—color yourself new. So incredibly liquidy—you never felt anything like this before.

New Yardley Cellophanes lipcolors, closer to your lips than anything but his kisses. New Yardley Cellophanes nailcolors, closer to your nails than anything but his touch.

by Yardley, of course.

New Yardley Cellophanes for your lips, your fingertips. See new Cuddles for Tans, Baby Balm, Close Close Camel, Cuddles Balm.

Enchant new Hugs the Pink, Peachy Love, Bigger Together, Swooshy Pinky.

Max Factor predicts: Spring will be a little **great** this year...

the Sun Sheers are here



Shiny slips of see-through color.
Part hue...part you...all new!

Like the glosses, they gleam. Like the pales, they're soft. Like the slicks, they're sleek. But when you glide one on your mouth it not only glissens...it glows with sunny-and-sheer color! Who says you can't have everything? You can, now that the Sun Sheers are here! Ultra-Lucent Sun Sheers in Pink, Berry, Blush, Honey, Coral, Peach...all sheer.

Plus four luscious, creamy shades of Nail Satin to complement them.

the Sun Sheers
by Max Factor



Max Factor, 1967

▶ Max Factor, 1967

Cut up, cut out, cut loose with Max Factor's

CALIFORNIA PINK-A-PADES



**Two pink escapades for lips and fingertips.
Two sheer... two shimmering... too tempting!**

It's the great new color adventure for summer.

Say it Pink-A-Pale (soft, feminine, fragile)

or Pink-A-Fling (lively, zingy, daring).

Wear it either super-sheer or super-frosted.

Any way you play it, have a wild
pink Pink-A-Pade!



California Pink-A-Pades by Max Factor



If you're looking for the most luxurious cover-up in the world... don't settle for mink.

Get Pan-Stik[®] Make-up only by Max Factor.

With Pan-Stik cream make-up your complexion becomes flawless... quietly elegant. Pan-Stik slips on softly. It covers flaws, covers freckles, covers everything but the beauty of you. It hovers softly on your skin, richer than milk, sweeter than honey to the eye (delicately smooth to the touch). No wonder Pan-Stik is known in certain circles as the make-up that great beauties are made of.





The first thing a lady puts on...Fragrance by Avon



"AVON CALLING" at your home with the newest, the best in cosmetics and fragrances.

AVON BEAUTY DUST...applied with a luxurious lamb's wool puff to envelop you in fragrance. In beautiful refillable containers designed to complement each fragrance: Persian Wood, Here's My Heart and other Avon favorites.

AVON COLOGNE MISTS... Sprayed on in a glorious selection of distinctive fragrances. The newest—and already beloved by millions—Topaze! In new dressing table bottles, Avon's Cologne Mists give lasting pleasure.

What a lovely way to start the day—with fascinating fragrance by Avon!

AVONcosmetics
RADIO CITY, NEW YORK

AVON COSMETICS FOR ALL THE FAMILY ARE BROUGHT TO YOUR HOME BY YOUR AVON REPRESENTATIVE

Maybelline

SPECIALIZES *exclusively*
IN EVERYTHING
TO MAKE EYES BEAUTIFUL

In all the world, nothing does so much to make eyes beautiful as Maybelline, the pure eye make-up you know you can use with perfect confidence. Maybelline offers everything for eye-beauty... quality unrivalled, prices unmatched... in a wonderful range of previous jewel colors that give eyes shimmering glimmering loveliness. That's why Maybelline is so necessary to every woman who wants to appear perfectly groomed, fashionable... as lovely as she was meant to be. Maybelline is a specialist in eye beauty!

Remember, for purity, for complete confidence in your eye make-up insist on *Maybelline*



Maybelline, 1960

COVER GIRL

MEDICATED MAKE-UP BY NOXZEMA

THE NATURAL-BEAUTY LOOK
A COVER GIRL
COMPLEXION

THE SECRET
BALANCED MAKE-UP!
SHEER SOFT NATURAL
PLUS SMOOTHING
NOXZEMA MEDICATION

THE EXTRA
IT'S ANTISEPTIC-
FIGHTS GERMS ON YOUR SKIN

THE RESULT
GLAMOUR THAT'S
GOOD FOR YOUR SKIN



International Cover Girl Karline shows here on Italy's young fashion magazine, ARIANNA. Photographer Aika Casadei. Make-up: Cover Girl by Noxzema. Karline says: "I never dreamed a make-up could actually be good for my skin. And Cover Girl looks so natural, no one believes I am wearing make-up."



Cover Girl, 1966



Avon, 1960 ◀ Love, 1969

This is the way Love is in 1969.

- 1. Eau De Love™** is the light, yet stirring fragrance. The light, yet lasting fragrance. The light fragrance you should wear all over. \$3.50.
- 2. Love's Fresh Lemon Cleanser™** has fresh lemon in it. Lemon that makes hair squeak. Makes Martinis shriek. Now makes your face shiny, sparkling clean. Yet soft. Refreshed. Less oily. Because of its fresh lemon. \$2.75.
- 3. Loveshines™**. They're the fun sticks to contour and color your eyes, face, all your other kissable little curves and hollows. In seven gleaming shades. Pink Silk, Roselight, Golden Nude, Sexy, Blue Satin, Golden Diamonds, Emeralds. \$2.25.
- 4. Love's Basic Moisture™** is only moisture and what it takes to be quickly absorbed by your skin. No greases. No goos. Use it under make-up, without make-up, or on all those places you couldn't afford to moisturize before. Only \$3.00 for 4 generous fluid ounces.
- 5. Love's A Little Color™** is only color. Not a make-up, not a cover. Just an all over color glow that lets your skin shine through. It's light, easy to spread. All it does is add a healthy color glow. In four tints. Tawny, Warm and Sunny, Fresh, Beachy. \$1.75.
- 6. Lovesticks™**. They're the lip sticks that absolutely, positively won't darken on your mouth. Or stain your mouth. They leave your mouth shimmering with color that's always fresh.
- 7. Love's Transparent Powder™** really is. Transparent, that is. It doesn't change your color, even a tan—only gives a smoother, natural finish to your skin. Use it over A Little Color, A Little Cover, or on your bare face. Plain or Pearly. \$1.75.
- 8. Love's A Little Cover™** is gentle cover. Just a little bit. For the days when you need a little something. Or the nights when you want to be really something. Color-coordinated with A Little Color, because most people need both. Creamy, Tawny, Warm and Sunny, Fresh, Beachy, Cool and Sunny shades. \$1.75.
- 9. Love's Liner™** comes in the only two eye-do colors that are really classy. Soft Brown and Soft Black. So your eyes will never get a hard look. Only look softer, more melting. \$1.75.
- 10. Love's Mascara™** for your fine feathered lashes comes in the same subtle shades of Soft Brown and Soft Black as Love's Liner. Automatic. Water proof, so you can cry if you want to. \$2.00.
- 11. Lovelids™**. They're the glossy eye shadows you fingerpaint on. Not powdery, but shiny. To put a gleam in your eye. In five sheer, almost transparent colors. Blue, Turquoise, Green, Brown, White. Even in a crazy expensive. Men's look right at it. \$1.50.



Charles of the Ritz



Cosmetic couture: creating custom-blended lip, powder to your beauty measurements. Boxed loose, \$2 and \$3. Pressed in a hard case compact, \$2, plus tax. At our beauty bars in your favored department and specialty stores.

Charles of the Ritz, 1961



great jewel robbery!

CUTEX steals the sparkle of precious gems for your fingertips. Lucky you! Cutex puts a fortune in pearls, amethysts and rubies at your fingertips. But you don't have to rob a safe to own them. Cutex polish, with its diamond-bright sparkle, its clear fresh colors, is the nearest thing to a precious jewel. And its exquisite new bottle with the easy-to-hold, easy-to-use "crystal" plume is a shining adornment to your dressing table. So start your "jewel collection" by Cutex with the beautiful booty shown here: vivid "Fire Engine" in the safe, romantic "Pink from Paris" on her lips and nails.

Cutex, 1961

for the many faces of every Eve

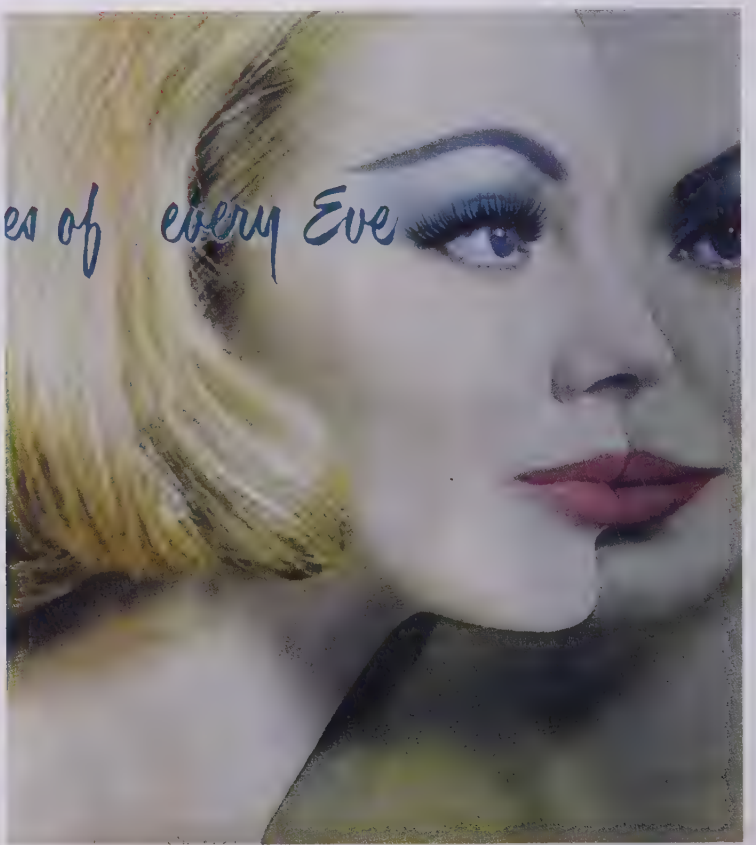
You are Eve

Small, illegible text block, likely a list of products or prices.

Maybelline



Maybelline, 1961



► Revlon, 1969 ►► Yardley of London, 1966



Un-nouncing 'Un-Lipstick' by Natural Wonder!

'Un-Lipstick'? It's pale, but the shine won't fail. Bare, but the color's there (and never, never changes on your lips). In gleamy little mouthcolors like Ivory Blizzard and Frozen Peaches, Sheer Shiver Pink and Nothing Frosted. 24 shades in all, including the palest frosted ever put on ice. 'Un-Lipstick'. The liveliest thing that will happen to your lips until you next get kissed.

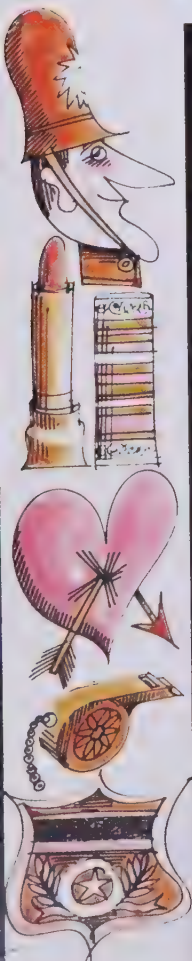
Natural Wonder 'Un-Lipstick' by REVLON



WANTED

For stealing kisses.
Outrageously beautiful female
heavily armed with

SLICKERS



Yardley's quick-change lip-polish. Dazzles. Dims.
Gives 5 new London Looks to lips and lipsticks.



Attention! Be on the lookout for a maddeningly marvelous quick-change artist. Description: Lips sometimes dazzling. Sometimes dim. Sometimes wild. Sometimes mild. Scotland Yardley reports it's her Slickers that do it. Watch carefully for these lip disguises:

SHE SLIDES A SLICKER OVER

er lipstick for a stunning gloss... shimmer, a glimmer of glamour.



SHE SLIDES A SLICKER UNDER

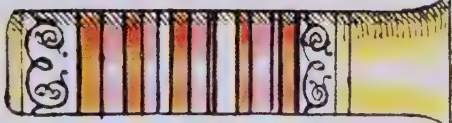
er lipstick to soften...to mellow... to tone down color.



SHE SLIDES A SLICKER ON ALONE

for a natural moist glow that's madly flattering, anything but innocent.

Don't be fooled! She has five kinds of Slickers to change with—each in a madly striped London Look case.



BASIC SLICKER—gives her a pale, clear moist look.

FROSTED SLICKER—puts shimmery moonlight on her lips.

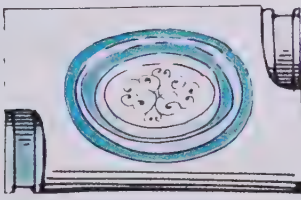
SURF SLICKER—flickers like sea foam.

SUNNY SLICKER—turns on a lemony gold glow.

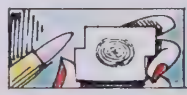
TAN-TAN SLICKER—warms and burnishes.

PLEASE NOTE: This girl has never been caught with dry lips because Slickers protect them from everything but kisses, kisses, kisses.

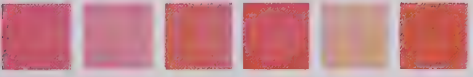
CAUTION:
She carries her ammunition in a secret
LIPLIGHTER



a small ingenious little case for kissing. One end holds a Slicker...



the other end a London Look lipstick in one of 6 man-trapping colors:



CHELSEA PINK. PINKADILLY. DICEY PEACH. POPPYCOCK. NIPPY BEIGE. PEACHERINO

It's got a convenient little mouthsize mirror, too. For sliding Slickers and lipstick on her pretty, pretty London Look lips. And for peeking in back of her (just to make sure that she's being followed)



CLUE:
She has an eye for a buy and got an

EXTRA SLICKER FREE!



All she did was buy a Liplighter and she got an absolutely free Slicker. That's a \$3.60 value for only \$2.50. Usually the price of the Liplighter case alone.



Hot Tip:
FOR A LIMITED TIME ONLY
You can get the same great value. Just buy this charm of a Liplighter and the extra Slicker is yours—
FREE! FREE! FREE!



CONFIDENTIAL
Want to be wanted too? Get Slickers by Yardley at your nearest drug or department store. Then give up a once and get the

♥♥♥♥ **REWARD** ♥♥♥♥
KISSES! KISSES! KISSES!

Isn't it fun to be wanted?

YARDLEY OF LONDON INC.

YARDLEY OF LONDON, INC. YARDLEY PRODUCTS FOR AMERICA ARE CREATED IN ENGLAND AND FINISHED IN THE U.S.A. FROM THE ORIGINAL ENGLISH FORMULA. COMBINING UNUSUAL AND UNIQUE INGREDIENTS YARDLEY OF LONDON, INC. 420 7 1/2 AVENUE, N.Y.



...s the fashion to wear made-to-order face powder Charles of the Ritz

...VER 1-0025, 50 AND 62, PRESSED IN A HANDSOME COMPACT, \$2; PLUS TAX AT FAVORED DEPARTMENT AND SPECIALTY STORES HERE AND IN CANADA



is there a female nfl fan
so unfeminine that
she doesn't deserve to
do her own thing?
no,
no.



Mitsouko by Guerlain



Once upon a time, it was easy to tell the girls from the boys.

Once upon a time, all you had to do was look. Today, it's not so easy. So today, more than ever, a feminine fragrance is almost essential. Toward this end, we suggest My Sin. It does what dropping a handkerchief used to do.



MYSIN by Lanvin.

My Sin, 1969



Coty, 1966



CHANEL

Mitsouko, 1967 ◀ Chanel, 1962

Réplique will not turn you into a sultry, sexy siren.

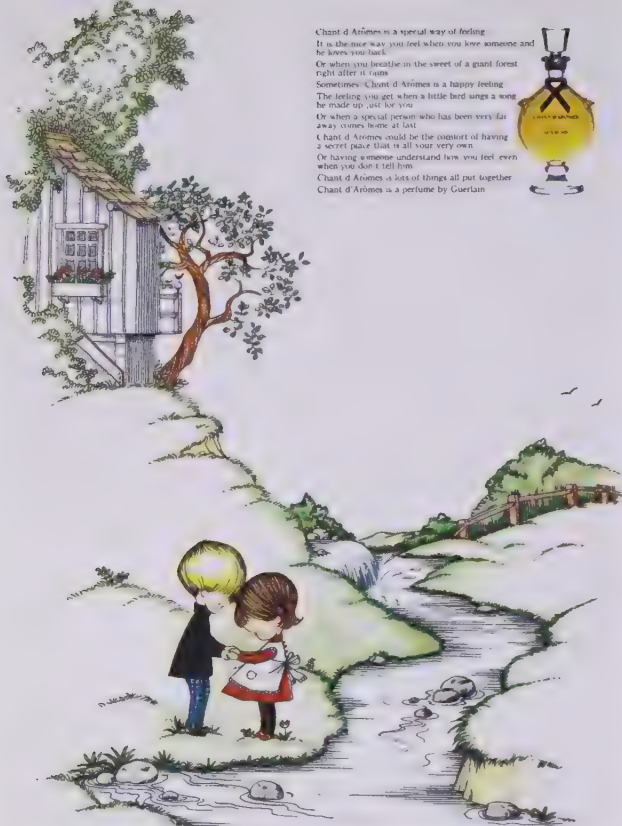
It will not transform you into a simple, unsullied ingénue.



Réplique is for women who are interesting to begin with.

Replique, 1965

Chant d'Armenes is a special way of feeling.
 It is the nice way you feel when you love someone and
 he loves you back.
 Or when you breathe in the sweet of a giant forest
 right after it rains.
 Sometimes Chant d'Armenes is a happy feeling.
 The feeling you get when a little bird sings a song
 he made up just for you.
 Or when a special person who has been very far
 away comes home at last.
 Chant d'Armenes could be the comfort of having
 a secret place that is all your very own.
 Or having a woman understand how you feel even
 when you don't tell him.
 Chant d'Armenes is a lot of things all put together.
 Chant d'Armenes is a perfume by Guerlain.



Chant d'Armen, 1967

Let's get together on a gift.



You give her this shaver...



we'll give her this tote bag.

FREE FROM REMINGTON

A custom designed tote bag with a water repellent lining. It's hers as an added gift. It's perfect for the beach, weekend trips and lots more things she'll think of herself.

And the REMINGTON® Lady-Go-Lightly shaver is perfect for her legs. It's the one with the biggest shaving heads she can get, to make shaving fastest. It also has adjustable comfort combs for underarms, a headlight to help her see, and it comes in the Pizazz pack that she can use as a jewelry case, too.

To get this 14" x 8" tote bag free when you buy her a Lady-Go-Lightly shaver, or to get the tote bag alone for \$3.00, fill in this coupon.

How lucky can one girl and her legs get?

Lady-Go-Lightly Tote Bag Offer
 Box 40A, Mt. Vernon, N.Y. 10556

Please send a Lady-Go-Lightly Tote Bag:
 Check One.

Enclosed is my Lady-Go-Lightly warranty card and purchase receipt dated between April 29 and June 30, 1968.

I am enclosing \$3.00 check or money order for my Tote bag.
 (Offer limited to the continental United States.)

Send to:

Name _____

Address _____

City _____

State _____ Zip _____

A (Orders must be received by July 15, 1968)

Lady-Go-Lightly
 by REMINGTON

LADY-GO-LIGHTLY: Trademark of Sperry Rand Corporation © 1968 Sperry Rand Corporation



Guerlain, 1969

Remington, 1968

► Neutrogena, 1968


PURE SUNSHINE



NEUTROGENA

HOW TO TEND A GROWING SKIN: WATER IT DAILY WITH THE SUNSHINE SOAP. NEUTROGENA

It puts your sensitive complexion back on the sunny side of Nature, even when kill-or-cure methods have failed you. For this clear amber bar is about as natural as a hunk of pure sunshine. Soothing to upset skin. Mild when it cleans, so your skin doesn't get clobbered in the process. Even more important, Neutrogena[®] won't leave a sticky soap residue on your face to cause more potential problems, to strip and irritate a troubled skin. In actual tests, it was the only soap that rinsed off completely. The Neutrogena difference is laboratory-proved and patented. And worth trying for yourself, if you'd like Nature back on your side and your skin feeling sunny again. Neutrogena costs \$1 at drug and department stores. Or let us send you a trial-size slice of the sunshine soap plus a FREE 1968 "Sunshine Year" poster-calendar to hang on your wall. Send just 10c to cover postage and handling to Neutrogena Corporation, Dept. S-1, Box 1660, Santa Monica, California 90406.



A new
kind of world...
happening
all around you
Patterns by Avon.

With colors and fragrance, Avon accents your every move—and designs an important beauty fashion. Patterns is a lively new fragrance in collectable forms—and new transparent lipsticks in going shades of Burgundy, Orange and lush Red. With a feeling for today, the look of Patterns is all motion. Ask your Avon Representative about the new designer collection, Patterns—for your new kind of world.

AVON
COSMETICS

MADE IN U.S.A. PATENT PENDING © 1984 AVON INC. NEW YORK, N.Y.



Drench your hair in luxury
with Liquid Prell...
the extra-rich shampoo!

Prell, 1960



In this push-button
age...

Just push the button. Instantly, myriad sparklets of mist diffuse to the warmth of your skin. As they envelop you in fragrance, you move in a magnetic aura he can't resist. The fragrance? Yours to command. For Prince Matchabelli brings you a new presentation of Cologne Spray Mist in not just one, but four fragrances...Abano, Stradivari, Beloved, or Wind Song...all on push-button control.

Prince Matchabelli, 1960



Maybe the real you...



...is a blonde.

Have you found the real you? Some women never do. In fact, many women never make the most exciting discovery of all: they should have been blonde. Often a woman who looks merely pleasant with dark hair can be a beauty as a blonde. How about you?
Whether you're a brunette or a blonde whose hair has darkened, it's surprisingly easy today to have pale, shimmering blonde hair—so natural-looking, it even makes you feel blonde.
Clairol® has just developed a totally new blonding lotion. The name is Born Blonde.® because that's the way it makes you look.
Will it do the job in 10 minutes? No. But results this fast-acting and long-lasting are worth some time and care.

First, you or your hairdresser choose the shade that's perfect for you. Next, the dark color is taken out of your hair, with a special substance. Then, the shade of Born Blonde, is applied.
A color permanent blonding process can change into the shade of Born Blonde, or simply, for some of those you like to come & see it all in 10 minutes.
Another bonus: because Born Blonde carries proteins after the lightening stage, your hair stays softer and healthier-looking. It may even pick up a little extra glow from the conditioners in the lotion, and from the light-catching quality of the Born Blonde shade.
Maybe the real you is a blonde. You'll never know until you try.



Avon, 1969 ◀ Clairol, 1966



Color your hair with the Helene Curtis...
 ...the only...
 ...the only...

Helene Curtis, 1961

AT LAST!
 A NO-MESS,
 NO-DRIP WAY
 TO COLOR
 YOUR HAIR!



color foam by
 Du Barry
 Now add color to your
 hair with "push-button"
 ease. Puff...it even comes out foam.
 With your eyes wide open, now sit in front of your mirror and, with the same ease you change your makeup, bring exciting new beauty and shimmering highlights to your hair. You'll blend in gray with new perfection, too—all with the push of a button. No mess...no drip...no run.
 COLOR FOAM goes on in minutes, stays on for shampoo after shampoo. Ten flattering colors to choose from. All leave your hair looking and feeling soft, natural, and delightfully manageable. For that beautiful bright new look your hairdresser knows so well...use COLOR FOAM.

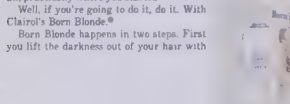


Du Barry, 1963

WHEN YOU GO BLONDE, GO ALL THE WAY.

Some people think if you're under 20 you're not ready for the real thing. So they come up with "gentle" products for tender little you.
 The problem is, a lot of the stuff just doesn't work.
 For example, perhaps you tried one of the timid formulas that promised you'd end up as a blonde. And you ended up drab, or brassy, or washed-out. Or, worst of all, practically where you started.
 Well, if you're going to do it, do it. With Clairol's Born Blonde.*
 Born Blonde happens in two steps. First you lift the darkness out of your hair with

Born Blonde lightener. (It stands to reason you can't make hair lighter just by adding color, doesn't it?) Then, when your hair's really pale, you shampoo in Born Blonde toner in the exact shade you want. (There are 12 of them. All great.)
 Because Born Blonde toner is the only one without even one drop of peroxide and with lots of built-in conditioners, your hair feels like hair.
 And looks like...well, like you were born a blonde.
 But don't take our word for how good Born Blonde is. Try it. It's the real thing. And there's no substitute for the real thing.



Clairol, 1969



► Lektro Set, 1969

THE 10-MINUTE

(between shampoo)

SET



Your dryer
turns it on!
Honest!



lektro set™
and the heat from your dryer
turn on a new set between shampoos.

Just a day or two since you shampooed, and your hair is a put-down. Limp. Lifeless. Straggly. Now, just ten minutes under a dryer can turn on a fresh, bouncy set! New Lektro Set, the ten-minute heat setting spray, turns on a holding set between shampoos! Set your dry hair strand by strand with Lektro Set. In just ten-minutes, the heat from your dryer turns on the special "between shampoos" holding ingredients in Lektro Set. You'll brush out the softest, holdingest set you ever got from dry hair! Try new Lektro Set, by Toni. It can change a put-down to a turn-on in just ten minutes!

Keep-easy hair by **Kanekalon**[®]

Kanekalon's miracle wigs, falls, wiglets, curls take the care out of hair . . . let you pick up and go-go at a minute's notice.

No upkeep. No setting. Wash them out in a second, give them a whisk with

a comb, and they're ready for anything. Even wind and rain. Wear them now, or stuff them in your handbag for later.

They're made of Kanekalon modacrylic fibers—so natural, so lustrous, so for-real

they even fool experts. Match or mix every popular shade, even those wanted Frosts. Available at fine stores everywhere. Just be sure you find Kanekalon on the label.



Nothing like Kanekalon hair for instant beauty.

Kanekalon[®]
Osaka, Japan

Does she...or doesn't she?



Hair color so natural only her hairdresser knows for sure!

Though the look of beauty is a changing thing, she knows the quality of freshness never loses its appeal. And her wholesome good looks are as much a matter of grooming and fresh, sparkling hair color as of pretty features. With Miss Clairol, it's easy to keep hair beautiful—silly, radiant with natural-looking color. These are the qualities that distinguish Miss Clairol from all other haircolorings.

And this is why hairdressers all over the world recommend Miss Clairol, use it every time to revitalize fading color. They know its automatic color fading is most dependable and Miss Clairol really covers gray. But most of all, they love the lively, natural look of it, the soft, ladylike tone. And so will you. So try Miss Clairol yourself. Today. Takes only minutes. Creme Formula or Regular.



MISS CLAIROL HAIR COLOR BATH* MORE WOMEN USE MISS CLAIROL THAN ALL OTHER HAIRCOLORING COMBINED

Miss Clairol, 1960



...IS THAT MARVELOUS NEW GENERAL ELECTRIC PORTABLE HAIR DRYER

Lovely, isn't it! And aren't you! Because famed hat designer Sally Victor beautifies the bonnet of the most practical hair dryer you can buy. Portable it travels in a pink hatbox. Lifts out and straps on, so you're free to move about and do chores while being dried quickly, quietly, evenly...com fortable! It has four heats including a Cool. Use the new larger rollers? Bonnet's supersized, covers all! Free offer of initials for ease. For the hair beauty you want on the time you have, and a heavenly gift. General Electric Co., Clock & Timer Dept., Ashland, Mass.

Progress's Most Important Product
GENERAL ELECTRIC

Kanekalon, 1969 ◀ General Electric, 1962



SWIM! SHOWER! SHAMPOO!

YOUR HAIR CAN'T REVERT!

Your hair can never, never, never revert after a HairStrate Permanent. (It is not one of those temporary make-shift water-repellent coatings.)

Can't "go back" when wet? Can't brush, tangle or bedhead. It STAYS glossy and well-manageable for ANY kind of modern styling!

EVERYONE WANTS A **hair strate** PERMANENT

It's not just "better" because it takes less time. It's better because it's better. NO MORE HOT IRONS! Forget all past hair colorings. Use amazing new HairStrate Permanent. It's the only one that's permanent. It's the only one that's permanent. It's the only one that's permanent.



ONLY AT BEAUTY SHOPS

EVEN IF YOUR HAIR IS DAMAGED, gentle hair oil...

OTHER COMPANIES MAY TRY TO IMITATE A...

FOR 3 PILLS BOYS AND DADDIES TOO. The complete new HairStrate Permanent is what you've always wanted for your children! And now, HairStrate Permanent is now on its way to barber shops!



Mr. President H... General Manager H... HairStrate Permanent is the only one that's permanent. It's the only one that's permanent. It's the only one that's permanent.

Hair Strate, 1960



Use your head... for a change get a FashionTress® Wig

In your own color or the one you'd like to be, FashionTress Wigs are the world's finest. Quality makes all styles instantly possible—naturally beautiful. European-made FashionTress Wigs are hand finished by dedicated craftsmen. Look for the FashionTress label and see how much better a wig can be. FashionTress Continental Wigs from \$129.50, hairpieces from \$35. Fashion Lash human hair lashes, set of three \$5. Sold in fine department stores, wig and beauty salons. FashionTress, Inc., Executive Offices, 1900 Purdy Avenue, Miami Beach, Fla. • Paris • New York • Roma



Fashion Tress, Inc., 1966



You might be tickled pi
to know that Lustre-Creme
is safe for color-
treated hair.

PINK IS FOR GIRLS

That's why girls like Lustre-Creme. It's the only pink shampoo.

Pink says we're rich, so rich your whole head becomes one great swirl of whipped-cream lather.

Pink says we leave hair soft, and inviting to touch.

And should a certain someone get too close, he'll notice that we have a delightful "pink" fragrance, too.

Pink, creamy Lustre-Creme. It's the one shampoo made just for girls. Because pink is just for girls.

You're a girl, aren't you?





PINK IS FOR GIRLS

That's why Lustré-Creme is pink. Because it's made just for girls. If you don't believe it, just breathe in Lustré-Creme's pink fragrance. Sex. It's a little too delicate for anyone like a girl! Now shampoo with pink Lustré-Creme and feel how truly soft your hair can be. So soft, it says, "touch me." And he will.



National Velvet Headbands Burlington's racy young fashion idea worn by Lori Martin and Carole Wells, stars of MGM's "National Velvet," on NBC-TV. Keeps your hair divinely smooth...on a galloping horse, in a dashing convertible, dancing, romancing, or whatever. Imported Bur-Mil stretch velvet, excitingly textured; 12 colors, vivacious, flirtatious, outrageously flattering. Only 89c in variety stores. One size fits every filly.

winner in the st-r-e-t-c-h



BURLINGTON RIBBON MILLS, 303 FIFTH Ave., Burlington
N.Y. 10 a division of Burlington Industries



GENERAL ELECTRIC HAS IT!

General Electric Cares

Bouffant bonnet has reach-in top—for checking dryness.

Air is instantly heated here for faster drying.

Portable...adjustable waist or shoulder strap.



Attractive embossed carrying and storage case.

General Electric has the hair dryer with an "Instant Heat" unit. It's next to the bonnet for faster hair drying. Large Sally Victor bouffant bonnet...reach-in top to let you check drying. Portable and lightweight...4 heat selections. Luxurious carrying case, too!

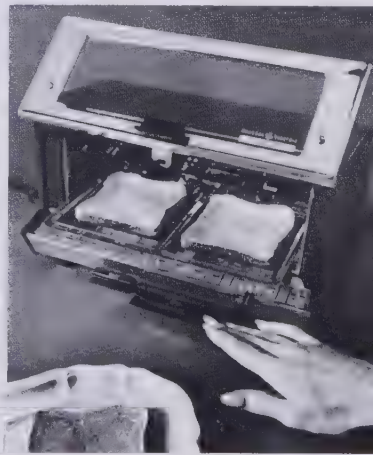
General Electric Company, Housewares Division, Bridgeport, Conn. 06802

Progress Is Our Most Important Product

GENERAL ELECTRIC



NEW! FANFARE CLOCK with Mel-O-Tone alarm to wake you with musical tones. Lighted dial for nighttime. Attractive sandalwood color case. 3 1/4 in. high; 5 1/2 in. wide.



TOASTS—AND BAKES! General Electric Toast-R-Oven* toasts both sides at once. Top-browns...bakes potatoes, frozen food and pies...reheats foods, too!

*TM General Electric Company



GENERAL ELECTRIC HAS the Spray Steam and Dry Travel Iron for touch-up ironing at school and to take on trips. Adapter plug for foreign travel. Fold-down handle.

WIGS, FALLS & CURLS

- HAIRPIECES Custom Molded to Your Own Hair ANY STYLE
- WIGS in a Choice of 10 Attractive Colors

GIVE YOURSELF A NEW HAIRDO INSTANTLY! A variety of ready-to-wear styles that add luxurious fullness to limp or thin hair, curl to straight hair, length to short hair. Be bewitching, daring, winsome, demure! Make this split-second change to a new personality. You'll find surprising new adventures, be the life of the party. Made of the finest Sarcel fibers that look and feel so much like real hair you'd mistake it for your own. Can be washed, set or restyled if you wish.

\$4 only **95**
Worth Much More



Wig Style 101



Wig Style 110



Wig Style 115



Wig Style 116



Hairpiece Style 221



Hairpiece Style 225



Wig Style 109



Hairpiece Style 226



Hairpiece Style 227



Hairpiece Style 229



Hairpiece Style 228



Hairpiece Style 211

SEND NO MONEY! FREE 10 DAY TRIAL COUPON!

WIGS
Check Box of Style Number Desired

<input type="checkbox"/> 104	<input type="checkbox"/> 101	<input type="checkbox"/> 110	<input type="checkbox"/> 115
<input type="checkbox"/> 116			

Check Box of Color Desired

<input type="checkbox"/> Black	<input type="checkbox"/> Light Blonde
<input type="checkbox"/> Dark Black	<input type="checkbox"/> Auburn
<input type="checkbox"/> Dark Brown	<input type="checkbox"/> Platinum
<input type="checkbox"/> Brown	<input type="checkbox"/> Pink
<input type="checkbox"/> Dark Grey	<input type="checkbox"/> Mixed Grey

Guild, Dept. EG-192
103 E. Broadway, New York, N.Y. 10002

Run my Glamour Wig or Hairpiece checked left. I will pay postman on delivery \$4.95 plus postage. I must be absolutely satisfied or I can return my order within 10 days trial and my money will be refunded.

HAIRPIECES
Check Box of Style Number Desired and Enclose a Sample of Your Hair for Expert Matching

<input type="checkbox"/> 228	<input type="checkbox"/> 226	<input type="checkbox"/> 211
<input type="checkbox"/> 221	<input type="checkbox"/> 225	<input type="checkbox"/> 227

Name _____
Address _____
City _____ State _____ Zip _____

Check here if you wish to save postage by sending only \$4.95 with coupon. Same Money Back Guarantee!

The Switcheroo!
a change-about color-matched braid
... yours for \$3.00 from Hidden Magic



A foot and a half of fashion! This Dyne® braid is color-matched to your hair. You'd expect to pay much more, but it's yours now for just \$3.00 and a label from Hidden Magic. Wear your braid like a pigtail, a twist, a bandeau... think up a new way every day! It's as versatile as Hidden Magic, the new hair spray that holds and holds, yet loves to be combed. So try Hidden Magic fast as you can... and get a "Switcheroo"!



Write: Wanda the Witch, P.O. Box 83, Dept. C Cincinnati, Ohio 45290
Dear Wanda: I'm sending you a 1 1/2" swatch of hair—most representative of my hair color—for color-matching my Great braid. (Note: Fringed hair cannot be perfectly color-matched.) For each braid I also enclose \$3.00 (check or money order) and one label from my size Hidden Magic. Allow at least 3 weeks for delivery. Other good only in Continental U.S.—expires December 31, 1968.
Name _____
Address _____
City _____ State _____ Zip Code _____

Hidden Magic, 1966

The "in" hairfashions that go on when you go out.



Go casual one minute

Go glamorous the next. Pick the look you'd like to have and a David & David hairpiece will create it for you.

A natural human hair or real David 'L' easily instantly! Wigs, Demi Wigs, Chignons, Wiglets, Postiches, Ponytails, Puff Curls, Drop Curls... salon-styled coiffures to give you an in-fashion look for every occasion. Wear one...start a collection! At fine stores everywhere.

Fashionably "in" wigs and hairpieces by **David & David**

Established 1912, 201, East 14th St., New York
World's Largest Manufacturer of Quality Hair Products for Over 50 Years

The Best Dressed Men Use Duke.

*the greaseless
hair pomade
for men*

that trains and holds
your hair in perfect
place all day long.

*Remember . . .
women-love that
DUKE look!*

*75c for the regular size and
\$1.25 for the economy size
at your drug counter; or,
send us 90c for the regular
size or \$1.50 for the econo-
my size, and we'll send
DUKE to you by return mail.*



ECONOMY SIZE \$1.25



REGULAR SIZE 75c



Not too hard . . . not too soft . . . just right!

Distributed by *Supreme Beauty Products Company*, 1808 South Michigan Avenue, Chicago, Illinois 60616

Blonding simplified.



Clairol announces new **Born Blonde® Lightener** in its own complete kit. Lifts out dark color faster than anything even Clairol has ever made!

Now *blonding* is this simple: (1) Lift the dark color out of your hair with new, speeded-up Born Blonde Lightener, in its own we've-thought-of-everything kit.

(2) Shampoo in one of the 12 pale, shimmery shades of Born Blonde, the no-peroxide toner that took the tears out of blonding. Who but Clairol could have done it?





The Lady Remington's Shaver could be too intimate to give her.

So send it.



Believe you know it, she'll come to you, wanting her cradle. She'll have excellent reasons. After all, it's the only tool around that admits to being a lady's shaver.

Admittedly, it's not the most sophisticated of tools. But it's the only one that's been around since 1904. And it's the only one that's still going strong.

At the time, it was a revolutionary idea. A woman's shaver. A woman's power. A woman's pride. A woman's choice. A woman's secret. A woman's friend. A woman's ally. A woman's partner. A woman's love. A woman's life. A woman's soul. A woman's heart. A woman's mind. A woman's spirit. A woman's essence. A woman's being. A woman's everything.

Lady Remington, 1964

Katy Winters tells how to beat first date jitters: New Secret Super Spray!

KATT: Susie, shouldn't you be getting ready? Your new date will be here soon!

SUSIE: Oh, Katty! I wish I could get ready!

KATT: What's wrong?

SUSIE: I get so jittery on first dates! I'm afraid I'll well... offend. Perspiration odor.

KATT: Don't push the panic button! Push the button on new Secret Super Spray.

SUSIE: Secret makes a Spray? That's new!

KATT: Just out! Protects so well you naturally feel cool 'n calm.

SUSIE: Katy, you're super! I'll try it.

KATT: How's it going?

SUSIE: Cool! Of course. I know a new Secret!

Secret, 1966

New Secret Super Spray deodorant lets you feel cool...calm...protected

Fresh ROLL-ON DEODORANT

Upside daisy

Fresh Roll-on comes in an upside-down bottle because it's the best way to give you the most effective roll-on deodorant!

Best — the effectiveness of a cream with the convenience of a roll-on. You stay Fresh hours after the first roll-on. Fresh Roll-on Deodorant stays in place, keeps you smelling great all day long. Fresh Roll-on Deodorant stays in place, keeps you smelling great all day long. Fresh Roll-on Deodorant stays in place, keeps you smelling great all day long.

there's nothing!

Fresh Deodorant, 1960

AN AMAZINGLY RAPID AND EFFECTIVE NEW WAISTLINE REDUCER

The Incredible New... **SAUNA BELT**

GUARANTEED TO TAKE FROM 1 TO 3 INCHES OFF YOUR WAISTLINE IN JUST 3 DAYS OF YOUR MONEY REFUNDED

SAUNA BELT—the first really new idea in slenderizing in years produces sensationally rapid results in reducing the waistline—for men or women—and without the need for dieting. Unbelievable results like these:

MR. CARLOS BELLETTI: I used the Sauna Belt three days in a row. I've removed each day and lost 3 inches on my waistline and 2 inches on my abdomen.

MRS. C. W. SCHUBERT: Using the Sauna Belt for just a few minutes a day for one week produced a 3 inch loss on my waistline.

MR. J. PETER: I used the Sauna Belt for about 30 minutes one afternoon and lost 2 inches from my waistline and 1 1/2 inches on my abdomen!

WHAT IS THIS REVOLUTIONARY NEW "SAUNA BELT"?
The Sauna Belt is made of a special non-toxic plastic material that is completely different from any other belt on the market that makes actual fat-burning claims. The Sauna Belt is placed around your waist directly against the body, and then by one of the special tubes provided (the belt is inflated and the heating of a balloon. As the belt is inflated it will tighten itself around your waist and you will experience a warm, comfortable feeling of warmth and support throughout your waistline and lower back. After the belt is in place and inflated, you will then perform the two simple, scientific, rhythmic exercises, specifically designed for use with this remarkable belt. This will take just a few minutes and then you will relax, which leaves the belt in place on your waist. For another 30 minutes or so. That is all there is to it. The inflated belt is specially designed to provide resistance to the movement and to provide heat and massage to every area of your waist, back, head and sides - and when you remove the belt, you will have a lighter, fresher waistline than when the stress factor are already begun to disappear.

HOW LONG DOES IT TAKE TO USE THE SAUNA BELT? That depends on your goals, but many users who want to lose from your waistline and the rest of your body, report that they can lose 1 to 3 inches in 3 days. Therefore the degree of loss will vary with individuals. It is recommended that you use the belt for a few minutes each day for 3 days in a row when you first get the belt and then about 2 or 3 hours a week until you have lost to satisfy your desire. After that you can keep your waistline where you want it by using the belt about twice a month. Many users report that they can lose the very first day they use the belt. There are those who have lost as much as 2 inches on their waistline from just one session with the Sauna Belt. The results from the Sauna Belt have been dramatic. In fact, the belt, which was used to help you lose your particles, metabolism along with this belt, remember this, you must lose from 1 to 3 inches from your waistline in just 3 days or you may return the belt and your entire purchase price will be immediately refunded.

RETURN POLICY: THE SAUNA BELT IS GUARANTEED. We have no trials on thousands of individuals using this belt and nothing else that has ever been given the international health is rapidly reducing the waistline on those who utilize our Sauna Belt. There are many health belts on the market, but none that can begin to compare to the effectiveness and the complete scientific control that make up each of your rapid results, made possible by the valuable features of the Sauna Belt. There is no need to wear a nightgown around your waist for hours every day. The tests showed that the belt is in place and inflated, you will then perform the two simple, scientific, rhythmic exercises, specifically designed for use with this remarkable belt. This will take just a few minutes and then you will relax, which leaves the belt in place on your waist. For another 30 minutes or so. That is all there is to it. The inflated belt is specially designed to provide resistance to the movement and to provide heat and massage to every area of your waist, back, head and sides - and when you remove the belt, you will have a lighter, fresher waistline than when the stress factor are already begun to disappear.

ORDER YOUR SAUNA BELT TODAY! 100% MONEY BACK GUARANTEE.

Sauna Belt, 1969

This is the first makeup mirror that doesn't lie.



Lighting is the key to every woman's face. The light that comes from a mirror is the light that comes from a camera. The light that comes from a camera is the light that comes from a camera. The light that comes from a camera is the light that comes from a camera.

Lighting is the key to every woman's face. The light that comes from a mirror is the light that comes from a camera. The light that comes from a camera is the light that comes from a camera. The light that comes from a camera is the light that comes from a camera.

Lighting is the key to every woman's face. The light that comes from a mirror is the light that comes from a camera. The light that comes from a camera is the light that comes from a camera. The light that comes from a camera is the light that comes from a camera.

Clairol, 1969

The perfect marriage.



Now, Clairol weds a light-up mirror to an electric hairsetter—for instant hairdos and flawless makeups happily ever after!

Winning combination!
20 fast-heating rollers to set bouncy curls, 15 minutes from roll-up to comb-out! Bonus—a light-up mirror to do your face while you're doing your hair. Only Clairol pairs them in a slim, red attaché case.
Easy styling. Easy going.
No more hang-ups with curlers and streaks of makeup. Plug a Kindness. Be late into any husband's outfit. It's like getting 2 gifts in 1!

Now! 2-in-1 KINDNESS De Luxe™
Under \$40. Other Kindness™ Instant Hairsetters from under \$15. At drug, cosmetic and beauty appliance counters.



Kindness, 1969



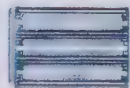
Elégance
Lady Sunbeam

ELECTRIC SHAVER

The gentlest, yet the fastest way to be sure of immaculate underarm and leg grooming...

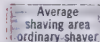
SEE THE *Queen Size* DIFFERENCE

Sunbeam



Larger shaving area gives faster, gentle grooming.

ORDINARY



Small—takes extra time and attention.

... the easiest, quickest way to silken-smooth legs!

This wonderful new Elégance has a Queen Size shaving area—almost twice the size of other lady shavers—to give you the fastest and closest in feminine grooming.

And Elégance is so gentle. Special "Guardian Rollers" protect legs and tender underarm areas. No nicks or cuts—ever! In Parisienne Pink and Brittany Blue. Model LSM, \$21.50*



Sunbeam
THE BEST ELECTRIC APPLIANCES MADE

SUNBEAM CORPORATION, Dept. 50, Chicago 30, Ill.
Canada: Toronto 18

*Recommended Retail Price

©S.C. ©SUNBEAM, LADY SUNBEAM

Lady Sunbeam, 1960





**Even the prettiest hairdo
won't make up for a bad complexion**

Mom! Your new hairdo is a real pretty-pretty. But you're finding out that even the finest flip can flop if you're got bumps and blemishes. **Brush those tears away!** Today you can start the proven skin care that works wonders to give you a clearer, prettier complexion! It's easier than you think—with Noxzema Skin Cream. America's leading medicated cream has helped millions of girls clear up teen age skin problems. Follow this

easy Noxzema routine and don't miss a single day! **Every morning and night,** wash your face with Noxzema. It cleans like soap, but doesn't dry your skin! It's greaseless—so it washes off with water! Medicated surface blemishes as it cleans. **Smooth Noxzema on under make-up.** It works invisibly all day to help clear those blemishes. **At night, after washing,** put a little extra Noxzema on spots and blemishes. Five medicinal ingredients

help clear them up fast. And it's greaseless—won't stain your pillow. **Start today!** See how regular Noxzema care helps keep skin clear—helps stop trouble before it starts.

Now—Noxzema LIQUID Skin Cream— if you love to use a liquid. Same famous Noxzema medication—same greaseless formula—same lovely results!

Liquid Skin Cream, 1966



She just stroked away ten years!

*Dark circles, smoky shadows.
Banished with the flick of a finger!
Are you younger?
Of course not.
You just look younger.
Prettier.
Happier.
Alive.
Gone is the stigma of care and years.
Eyes are brighter.
Bigger, too.
It took so little to do so much.
So little to put time in its place.
So little **Powers Crème de la Crème!***

Fresh Start, 1966 ◀ Powers Crème de la Crème, 1966

**Oily skin?
Aren't you lucky!**



We're not putting you on—oily skin really can be a blessing. Because that oiliness can keep your skin soft and supple, it's softer, more pliable and beautiful. **Only right now you have to be extra careful about what you use on it—** otherwise honey skin, so-called pores will multiply. **That's where Tasey Medi-Clear comes in!** It has special ingredients to clean away superficial dirt and grime and sweep off all your old makeup, better than any ordinary skin cleanser. **But Medi-Clear doesn't stop there!** It not only cleans deep to your "skin problem center" to coax out all the old oil and grime. Then it leaves a protective medication film that guards over your skin. **So take care of those valuable oil resources that are your beauty insurance.**

Use Medi-Clear Lotion or new Cleansing Soap—by Tasey MEDI-CLEAR

Medi-Clear, 1966



**My face never felt so clean
... my skin never looked so clear!**

Because every night I remove the day with 'Clean and Clear'—a divinely different rinse-off cleanser that goes from pink lotion to white lather... dissolves dirt and make-up in 7 seconds. 'Clean and Clear' is creamy but not greasy... is fresh, clean, and healthy feeling as soap... as tender and non-drying to your skin as the most luxurious cream. Costs a little more... does a lot more!

Revlon 'clean and clear'

Revlon, 1961

It's not always easy to be a woman. But Pursettes® is trying to help. First we created a more absorbent tampon and the only one with a prelubricated tip. So easy to use. It doesn't even need a bulky applicator. And now we've created a tiny fashionable compact to carry your Pursettes. It's made in a variety of swiny, feminine styles and holds four regular Pursettes Tampons or three super-absorbent Pursettes Plus. Such a pretty, simple way to carry your protection. And it's free, with the purchase of any size box of Pursettes.

Mail to Campana, Dept. LA-96
Batavia, Illinois 60510

Please send me Tampon Compact(s) marked _____ I am enclosing a box top from Pursettes and 10¢ to cover cost of postage and handling. Check: I am a new Pursettes user ; a steady Pursettes user .

Name _____

Address _____

City _____

State _____ Zip _____

Campana reserves right to substitute patterns if necessary. Offer limited to U.S.A. only. Void where taxed, restricted or prohibited by law. Expires December 31, 1969. Allow 3 weeks delivery.



A



F



C



B



E



D

**It's nicer than ever
to be a woman.
Stylish Tampon Compacts
by Pursettes.**









Be Some Body.

Start right now with The Tracking Little™ which gives you gentle control with maximum freedom. Nylon and Lycra® spandex knit. 100% 100% legs. In champagne, sun tan, milk tint, silver mist. Petite, medium, long extra long. \$3 in the insulation department of your favorite store.

Formfit Rogers



Cares are oceans away



You, confident, carefree, cool, clean, fresh, even on problem days. Tampax tampons, worn internally, make the difference.

This modern sanitary protection lets you wear what you wish, do what you want.

You get total freedom with **TAMPAX**

Tampax, 1966



Be honey. Be heady. Be here and now. But be sure. Sure as new Kotex napkins—now with deep-downy Soft-Impressions!

New centers of softness in Kotex napkins absorb faster, protect better



Tampax, 1965 ◀ Kotex, 1969



Where in the world will you find Tampax tampons?

From Afghanistan to Zambia—in 106 countries throughout the world—that's where you'll find Tampax tampons. Since 1936 when they were developed by an American doctor, over 25 billion Tampax tampons have been used by millions of women the world over.

Women have come to trust internally worn Tampax tampons. To rely on the freedom and comfort which Tampax tampons offer them. They've become accustomed to their convenience, their discreet size and their ease of disposal. They are the safe, proven sanitary protection preferred by modern women everywhere.



World's most widely used tampon...

The exclusive Discreet-Pack 40's. Remove the wrapper, no clues remain.

TAMPAX
tampons

MADE ONLY BY TAMPAX INCORPORATED, PALMER, MASS.

Tampax, 1969

FIGHT, FIGHT THE UGLY ACNE GERM - FIGHT, FIGHT THE UGLY ACNE GERM



WITH ICE-O-DERM THE COOL GERM KILLER ICE-O-DERM THE COOL GERM KILLER



Fight, fight the ugly acne germ with Ice-O-Derm

If you're in the clutches of the ugly pimple germ, get Ice-O-Derm Gel, the medicated astringent that shows you how to fight back and win. Ice-O-Derm Gel really cleans out your pores—helps keep them clear so they don't back up with stagnant oils that make a breeding ground for the ugly pimple germ.

But Ice-O-Derm isn't just a skin cleanser. Once Ice-O-Derm has deep-cleaned your skin, its cool astringent action tightens pores, makes it harder for dirt and grime to establish a foothold for blackheads. Ice-O-Derm actually helps prevent infection—helps stop new blemishes before they start. Protects and medicates all day long.

So get Ice-O-Derm in jar or tube. When you see the results, you'll really let out a cheer.

ICE-O-DERM®
THE COOL GERM KILLER

Medicated Clearing Lotion
Medicated Astringent
Medicated Soap
Medicated Pad

Ice-O-Derm, 1969

The surprise is in the shape...the new shape of comfort



new anatomical shape new accident-safe polyethylene shield new undetectable deodorant

Modess, 1961

Unfortunately, the trickiest deodorant problem a girl has isn't under her pretty little arms.

That was solved long ago. The real problem, as you very well know, is how to keep the most girl part of you—the vagina, area—fresh and free of any worry-making odors.

Now, finally, there is a way. It's called Pristeen.®

Pristeen is a brand-new vaginal spray deodorant that's been especially developed to cope with the problem.

It works externally, because that's where the trouble starts.

Tension and pressure can cause it. So can getting all hot and perspiring. So can your own natural body functions.

No matter. Whatever starts those troublesome vaginal odors, Pristeen stops them—effectively. And nicely. And very, very gently.

Pristeen has been developed out of intensive research and tested in leading

hospitals under the supervision of gynecologists. While you work your way through long, busy days, it protects you, calmly and quietly, for hours. Pristeen is sure. Completely sure. And it is safe.

Why take chances? Starting today, why not make Pristeen as much a part of your daily life as your bath or shower. It's just as essential to your cleanliness. And to your peace of mind about being a girl. An attractive, nice-to-be-with girl.



Pristeen, 1969



"What do you say to a teen-ager who's miserable about her blemishes?"

It's not easy to say anything. And, unless you know at least as much about that tearful teen-ager's problem as she does herself, it becomes downright impossible. So take a little time out to learn something about blemishes and acne. Then you can start talking.

What causes acne? Although 8 out of every 10 American children suffer from acne to some degree, we still don't know what causes it. The nearest we can get is that it probably starts with sebaceous glands just beneath the skin. As our hormone secretion changes at puberty more oil (or sebum) flows from these sebaceous glands. This excess oil often clogs hair follicles and pores, which in turn often brings on acne. Acne that can stay with us right till our hormone activity changes again with adulthood. What's more, this passage of time is the only known cure for acne. Is there anything you can do to help your teen-agers through the blemish years? Luckily, there is. You can make life less easy for acne; minimize the effects; alleviate the aggravation. Here's how.

The things you can do You can get the daughter or son of yours to wash really thoroughly once, twice, three

times a day. And to rinse thoroughly, too. Get a medicated soap for this. (Clearasil Medicated Soap is specially formulated for teen-age skin.) This way, harmful skin bacteria are controlled and actively discouraged from re-growing.

You can ration fatty foods.

You can encourage plenty of sleep and exercise. General good health tends to rub off on the skin. You can recommend a surface application blemish cream to help clear individual blemishes.

You can make sure that the cream is used every day, not just at crisis times. And all over the face. This will help minimize blemishes wherever and wherever they do crop up.

Some hints on blemish creams Look on any drug counter and there they stand. How upon confusing rows of blemish medicine: Which to choose?

Well, here's an interesting rule of thumb. As part of their treatment of acne, most practicing dermatologists include three things: An antibacterial agent. A drying agent to drisk up that troublesome excess oil. And a skin-peeling agent. This gets rid of ugly

dead tissue and gives the new skin underneath a fighting chance.

So, all you do is look for the medication that contains all these three things. And what will you find? Clearasil.®

Clearasil has Hexachlorophene to control germs; Benzoin to absorb excess oil; Resorcinol to peel away dead skin. All of which makes Clearasil just about the most serious kind of blemish medicine you can get without a prescription.

Two kinds of Clearasil Cream Medication Now you can take your choice. *Skin Tone* Clearasil masks blemishes as it works; new *White Vanishing* Clearasil works invisibly. Both are equally effective on blemishes.




Clearasil.®
shines and skin-beam medication

What do you say to a teen-ager who's miserable about her blemishes? We hope we've given you some ammunition. And we hope you make sure she has some powerful ammunition of her own. Like Clearasil!

Clearasil, 1969

► Sears, 1969

A woman with long, wavy blonde hair stands in a savanna-like setting. She is wearing a white lace two-piece outfit consisting of a bra and a girdle. A cheetah is lying down in the foreground, looking towards the right. The background is filled with dry grass and green bushes.

Sears has gone wild!

The Adventuress set: Go lean. Go lacy. Go live with color. Go wild! With Sears Adventuress Set.

The bra: lace cups on a stretch frame, stretch straps, scoop back. Natural cup with Cordtex® lift. Or contour cup with Wonder-Fil. Both styles under \$6. (D cup higher)

The girdle: a new kind of power

net that stretches to your measure for proportioned fit, all-over comfort. Spot controlling panels front, side and back. Under \$12.

Choose the Adventuress Set (and matching lingerie!) in Adventuress Pink, Bravado Blue, or Desert Beige, all with Beige Lace or Snow Leopard White with White Lace. Charge

it on Sears Revolving Charge any of over 2,500 Sears, Roebuck and Co. locations.

Go wild! At Sears.

Sears



PLAZA 8, A WILD YOUNG UNDER-WHIMSY, IS HAPPENING.
(IT SHOULD HAPPEN TO YOU.)

TS AND-DAFFY. SHEER NYLON WAFER-DOT BRA. PADDED, \$5.00. UNPADDED, \$4.25. MATCHING PANTIE GIRDLE; WHITE WITH YELLOW, GREEN AND PINK DOTS. \$7.00
OM THE NEW PLAZA 8 COLLECTION BY PERMA-LIFT.

the Juliet Chemise

(Wouldn't it be a tragedy not to have one?)
 Come young thing, be Juliet, if you wish
 You can you know, in TAFREDDA*, one of
 the worst-forever fabrics from Registered
 All laces. And lightness. And long ago it is.
 And the most glorious to wear taffeta since
 microbrams on a balcony. That's why
 FISCHER chooses it. And shapes it gently
 and gracefully with a here and there flutter-
 ing of Alençon lace.
 Wash it at will. And worry not. Taffreda
 goes on and on and on. Like boys and girls
 forever.
 Oh my, isn't Registered romantic?

REGISTERED FABRICS CORP.
 475 Fifth Avenue, New York City 17

Registered Fabrics Company, 1967



Give her the fun of playing grown-up

She's all little girl all pretense. And every once in a while you glimpse the
 terror beneath. — the part of her that will turn to grown-up some day.
 Give her her heart's desire. Little Lady's **laundry** — playing grown-up in
 an irresistibly fun way. — can be so much fun. — and a wonderful way, also,
 to form life-long habits of daintiness! She's a sugar in space, give her
 every thing you've got. Little Lady's **laundry** — *laundry and stockings*



Little Lady

Little Lady, 1960

Let yourself show!

Maidenform's 'Sweet Nothing' bras

4

'Sweet Nothing' brave nude net

'Sweet Nothing' shy nude lace

5

This is the dream you can be with

maidenform

'Sweet Nothing' Brave Nude Net in Nude, White, or Black. A-B-C cups. 4.00. 'Sweet Nothing' Shy Nude Lace with power net across the back. Also available with fabric contouring. Nude, White, Black. A-B-C cups. 5.00. *Reg. U.S. Pat. Off. ©1965 by Maidenform Inc., makers of bras, girdles, active sportswear.

Plaza 8, 1966 ◀ Maidenform, 1965

that Formfit feeling!

Something to see...the new shape of me...as only this new Formfit Skippies can fashion it!

- ◀ What pantie girdle is so entrancingly new?
- ▲ Style-setting Skippies by Formfit!
- ◀ And what is it only this Skippies can do?
- ▲ Create a whole new fresh point of view!

Only this Skippies shapes and controls a lovelier, more natural line without a rear control panel!

Only this Skippies uses light elastic power net joined with marvelous sewing to form a natural contour to your hip-line and derriere, controlling, gently molding a marvelous new view of you!

And this Skippies flattens your front, too...with a lace-lacquered satin panel attached to the waistband for more control!

- ◀ So, naturally, this Skippies isn't only hot, but sexy.
- ▲ That Formfit Feeling!

New Formfit Skippies Pantie Girdle.
 Style 802, S, M, L, White, **\$8.95**
 Shown with new Formfit
 Embroidered Rave Bra Style 586, \$13.
 Also available, matching Skippies Girdle
 style 802, \$8.95.

THE ROBERT COMPANY • A GEREKO DIVISION • CHICAGO • NEW YORK • TORONTO • PARIS • LONDON

Formfit, 1960



I dreamed I was a knockout
in my *maidenform*^{*} bra

Arabesque^{*}... new Maidenform bra... has bias-cut center-of-attraction for superb separation...insert of elastic for *comfort*...floral circular stitching for the most *beautiful* contours!

White in A, B, C cups, just 2.50. Also pre-shaped (light foam lining) 3.50.



What's black
and white
and red
all over?

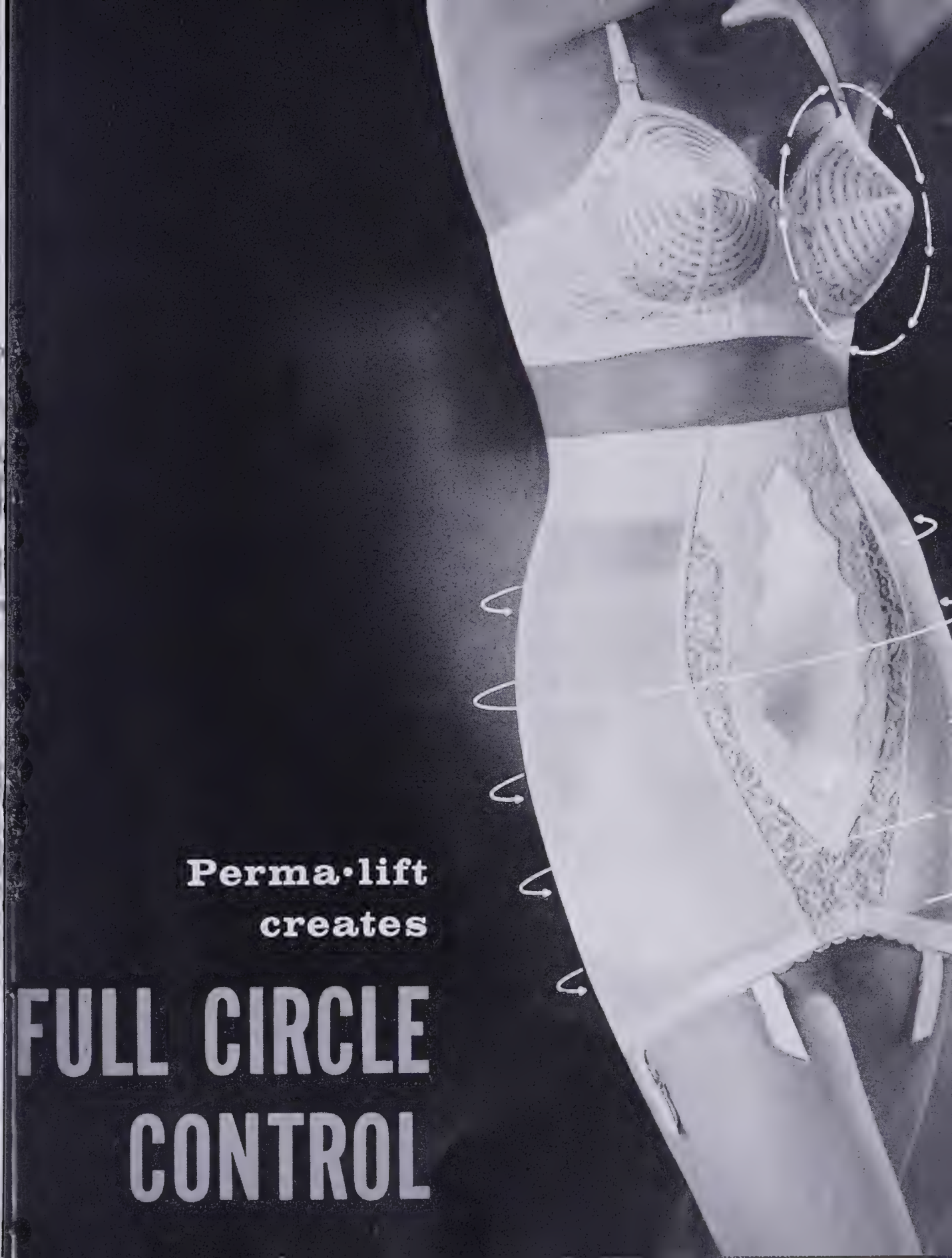
Warner's latest...greatest MERRY WIDOW...that's what!

Revel in the lightest, the loveliest, the *first Merry Widow ever* fashioned of 'New Dimension' Lycra, the new elastic fiber Warner's and DuPont worked hand in hand to develop... lighter and longer lasting than elastic's ever been! And you can zip *this Merry Widow* . . . solo . . . right up its lacy front! With its new "bare look," low-back flattery, it shapes

* (ANTHRON® NYLON FRONT, ELASTIC OF NYLON, LYCRA® SPANDEX, POLYESTER)

you in a way that's almost wicked, whittles your middle while it gives a lovely lift with softest of nylon lace cups.* But, remember, darling, if it isn't by Warner's,® it just *isn't* a Merry Widow!® At your nicest stores. #1308. White, Black, Red Pepper. \$16.50.

New and Young from Warner's



**Perma·lift
creates**

**FULL CIRCLE
CONTROL**



I dreamed I drove them wild
in my *maidenform*^{*} bra

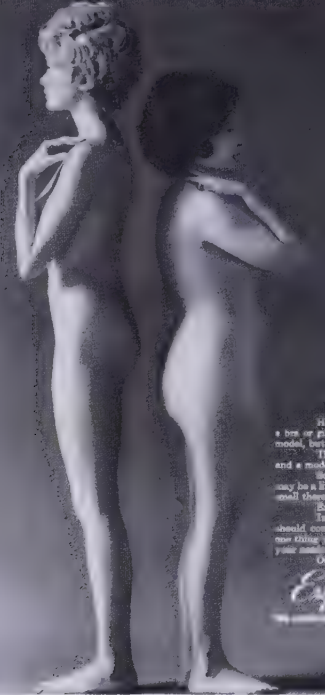
COUNTERPOINT^{*}...new Maidenform bra made with super-strong Spandex—new, non-rubber elastic that weighs almost nothing at all yet lasts (and controls you) far longer than ordinary elastic. Exclusive “butterfly insert” adjusts size and fit of each cup as it uplifts and separates! Cotton or Spandex back. White. From 2.00.

*REG. U. S. PAT. OFF. © 1961 BY MAIDENFORM, INC.—MAKER OF BRAS, GIRDLES AND SWIMSUITS

All Cotton Broadcloth, Acetate, Cotton, Vylene (Spandex) Elastic.



Exquisite Form
understands that every
figure isn't perfect.



How many times have you seen a bra or girdle that looked better on a model, but not so terrific on you?
That's because you're a woman, and a model is a matronage.
So it's only natural that you may be a little too big here or a little too small there.
Exquisite Form understands.
In fact, the next six pages should convince you that there's only one thing you have to know to meet all your needs.

Our name
Exquisite Form



Warner's Double Play Girdle. White lace-trimmed. Regular length, 100% cotton, convertible from \$1.95. Better made in Union Wash, 10 or \$1.95.

Now there's a girdle with crisscross bands that gives you back the flat tummy of your teens! The Double Play girdle by Warner's

Warner's, 1961

Exquisite Form, 1969



Luxury trimming...Lyra with Paisley Pastel for
that Formfit feeling!

Luxury trimming...luxury slimming. Both yours in this new Formfit Long-Leg Skippies. Lyra spandex molds superbly with a firm light touch you barely feel. Delicate paisley panels of nylon sheer over tricot. Soft neutral toffee-toned paisley panels like this Sparkling Champagne. Also in White, Ariel Blue and Pearl Pink.

Formfit Skippies Long-Leg Skirt. 70% Lyra spandex, a long-creased front and side panels, satin elastic back panel. (Nylon, polyester, spandex, cotton). S. M. L. / Regular length pants or girdle \$4.95

Matching Formfit Laughter Bra. \$4.95

A Special Formfit Extra... this beautiful paisley scarf. 21 x 36 inches of lovely white nylon sheer with this same oh-so-soft toffee-toned paisley. It's yours for just \$1.95 when you write: The Formfit Company, Box 3656, Chicago 80, Ill.

Formfit, 1962

What do you wear under Actionwear?



Actionwear Underwear.

Sears has it. The first inside-outside Actionwear® outfit for juniors. Including the new Actionwear bra and pussy girdle. The Actionwear underwear is made with Chemstrand® Blue™ ("C" nylon). Top, S-M-L (junior sizes) about \$5. Panta, S-13, about \$9. Also in black and pale blue. And all tagged Actionwear, the very best in stretch clothes. Tested and approved by Chemstrand. So run right now to Sears, Roebuck and Co. Motion® pussy Girdle, with mesh inserts in back for extra give, S-15 (junior sizes) About \$6. Now you're ready for Actionwear pants (100% stretch Blue™ nylon) and Actionwear top (50% polyester/50% stretch Blue™ nylon). Top, S-M-L (junior sizes) about \$5. Panta, S-13, about \$9. Also in black and pale blue. And all tagged Actionwear, the very best in stretch clothes. Tested and approved by Chemstrand. So run right now to Sears, Roebuck and Co. That's where the Action is for juniors.

size) About \$6. Now you're ready for Actionwear pants (100% stretch Blue™ nylon) and Actionwear top (50% polyester/50% stretch Blue™ nylon). Top, S-M-L (junior sizes) about \$5. Panta, S-13, about \$9. Also in black and pale blue. And all tagged Actionwear, the very best in stretch clothes. Tested and approved by Chemstrand. So run right now to Sears, Roebuck and Co. That's where the Action is for juniors.

Actionwear
The very best in stretch clothes.

CHERRYLAND, N.Y. 13021 • A DIVISION OF S.E.C. CO.

Actionwear, 1966

Peter Pan
invented a new kind of transistor.

It turns you on.



The new girdle that doesn't look like one. Transistor® Light and colorful. The smoothest, lightest shaper on the young scene. Just a wee slice of colorful Capelash® and spandex powerweave knit in a new way to eliminate body zones. Try one and you'll have to have them all. They really turn you on—in blue, green, apricot or charcoal. Fashion length pussy girdle, S-M-L, \$7. Short leg pussy girdle, S-M-L, \$6. Matching Transistor® bra with Innuence Fiber Fun®. Average cup, 32 to 36, \$5.



Transistor®
by Peter Pan

Peter Pan, 1962



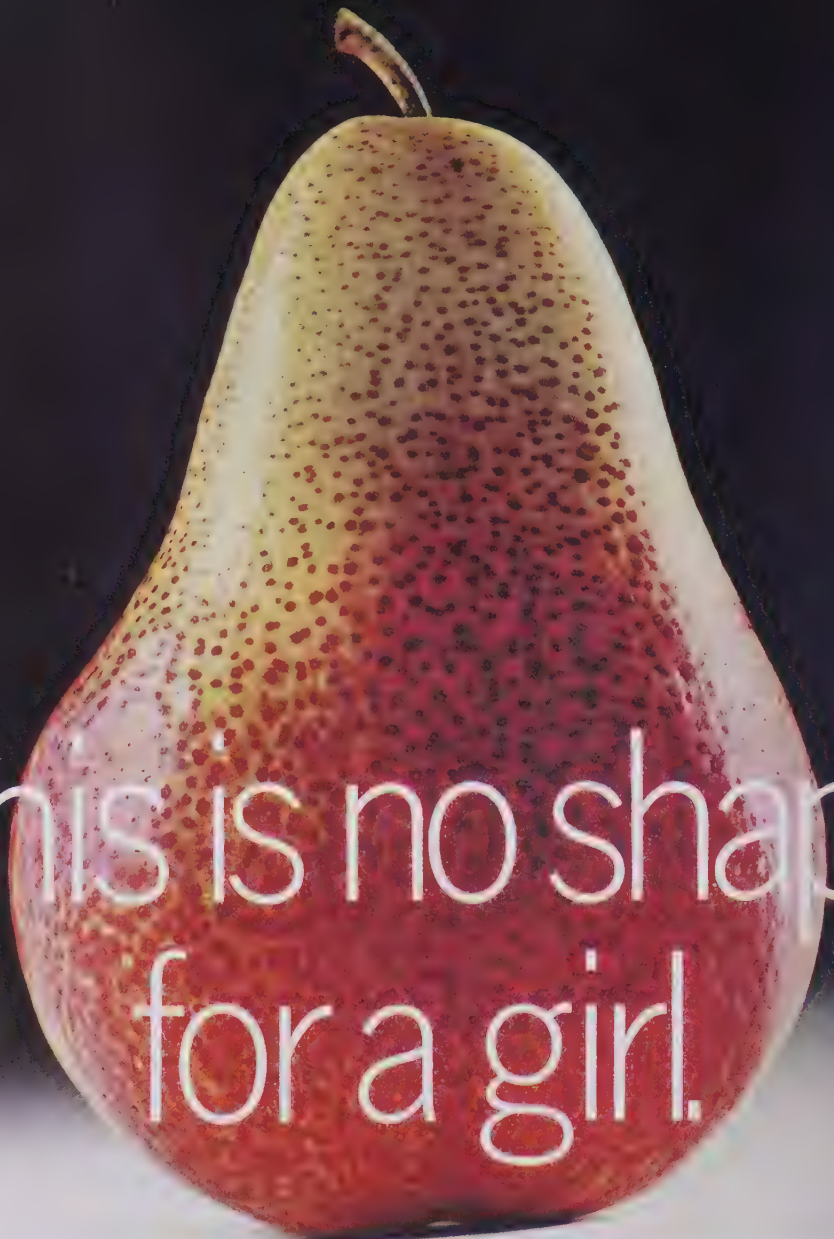
Play with matches but don't get burned
Go Gernreich in the striking Young Happenings

Be in Exquisite Form and be what happens. Rise and shine in Rudi Gernreich's "Young Happenings". Matches to go under whatever you're wearing. All going together. And one going to sleep. Go Gernreich in poppies. Get with the with-it designer. He's what's happening, baby.

Look for more "Young Happenings" in other kinky prints
Skirtwaist in 100% cotton
Empire fit, front to 100"
A wrap, waist and 10th curve
Pants, girdle in 100% cotton
and 24% Lycra®

Exquisite form®

Exquisite Form, 1966

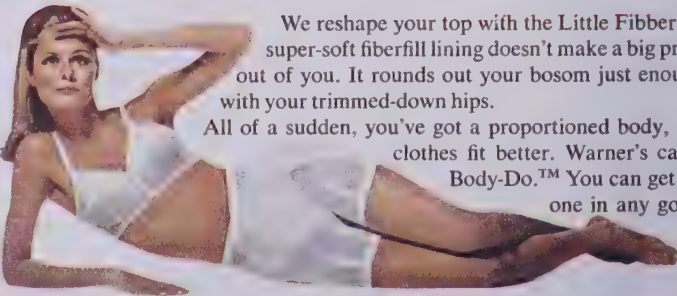


This is no shape
for a girl.

**That's why Warner's makes
the Concentrate girdle
and the Little Fibber bra.**

Girls with too much bottom and too little top:
Warner's® can reshape you.

We reshape you on the bottom with the Concentrate girdle: Its all-around panels do more for you than a little girdle (they're lined up to help you where you need help most), yet Concentrate doesn't squash you like a heavy girdle.



We reshape your top with the Little Fibber bra. The super-soft fiberfill lining doesn't make a big production out of you. It rounds out your bosom just enough to go with your trimmed-down hips.

All of a sudden, you've got a proportioned body, and your clothes fit better. Warner's calls this a Body-Do.™ You can get fitted for one in any good store.

A BODY-DO FOR THE AVERAGE PEAR: THE LITTLE FIBBER™ CONTOUR BRA, \$3 THE CONCENTRATE™ GIRDLLE, \$12. WARNER SLIMWEAR-LINGERIE. A DIVISION OF THE WARNER BROTHERS COMPANY



AMERICA GROWS...AMERICA GOES...IN U.S. KEDS
 made in the U. S. A. the American way to stand up to an active American summer



Here, you last scientifically shaped to fit active feet. The easy comfort of patented shockproof arch cushioning
 sturdy you can keep yours clean in a washing machine. To identify, just look for the blue label.

Keds, 1960



GET THAT GREAT KEDS FEELING... Look for the blue label

You may find shoes that look like U.S. Keds, but none that give you that great Keds feeling. Because that feeling is built right into U.S. Keds. In the patented shockproofed arch cushion and cushioned innersole.
 In the scientific lasts that make Keds fit superbly, even on narrow feet. In the costlier canvas, the permanently bonded soles and uppers that make U.S. Keds strong enough to machine-wash many, many times.
 And look at the '61 news: Tougher-than-ever Keds for kids. Fabulously soft brushed nylon Keds for the whole family. So don't settle for bargains. Get the feeling fit and fashion that come only in U.S. Keds!



Keds, 1961



come to the Fair in KEDS they're fair to your feet

Light as balloons. Cool as grass. Keds are wonderful to wear anywhere, and the only pair to wear in the Fair. Keds feel so great no matter how long or far you walk in them. What's their secret? Only Keds have an exclusive shockproofed arch cushion, a thicker heel cushion and a full cushion innersole, all molded together into one lasting, inseparable comfort cushion. What a marvelous feeling!
 And Keds not only feel better, they fit better, and take the most wash and wear even when you toss them in a machine. So why not be fair to all the feet in your family? Outfit them all in the great new '64 Keds. They're the fairest of all.



Keds, 1964

► Converse, 1961

fun favorite of the family

CONVERSE

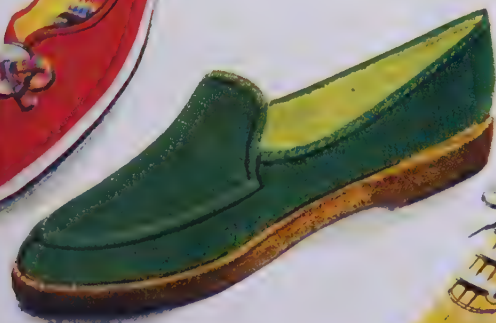
playtime footwear



BOULETTES
loud-light,
color-bright



Join the lightfooted league! Here's cool, colorful comfort and easy washability, plus the same action-engineered construction, the same quality craftsmanship that have made Converse first in sports footwear for over fifty years. Your champions deserve Converse too!



Casuals for men
and boys in
new smart styles



Classic ladies'
oxford in
style-right
fabrics



All-purpose
men's-boys'
action favorites

Child's soft-
stepping oxford
with protective
toe cap

U.S. American made to highest quality standards

CONVERSE RUBBER COMPANY / South San Francisco, California



**Take
a stand on
platforms!**

We did!

Give our new platforms a try.
They're fashion's exciting new High-Rise.
Designed to give your look a new
lift. A bolder stance. A broader heel.
Greater footing—with lots of sole.
Escape the last-year look. Come see our collection
of all-new, all-now platforms. At most Sears,
Roebuck and Co. stores.

The Shoe Place at

Sears

the fashion stop

QualiCraft

great!

As seen in Seventeen



Do the spring thing! Pluck the freshest looks from QualiCraft's garden of variety—they're the pick of the shoe crop at mostly 5.99 to 7.99. Shown, a bit of pretty-girl strappiness in ringtail lizard-grain or in gleaming black manmade Patenlite (also white). Yours for just **7.99**

Leed's
DIVISION OF EDISON BROTHERS STORES, INC.

Buy them at your nearby Leed's—93 stores in California • Mail Orders: Leed's, 731 S. Broadway, Los Angeles 90014
Mail orders, add 50¢ per pair postage plus sales tax. (Sorry—No C. O. D.'s)



THE FANCY FOOTWORK YOU MADE FAMOUS—

Who made the sneaker the shoe? You! And who made it beautifully better? B.F. Goodrich and Hood. Look: square toes and taper toes, adding tomorrow's touch of fashion to the classic look of the sneaker. And, of course, P-F® have the exclusive Posture Foundation wedge built right into the heel. Does great things for foot and leg muscles, whether you're dancing devilishly or simply running into a morning class. P-F's—the real thing—the McCoy's—the sneakers that started it all!



See your favorite BFG or Hood Footwear dealer or write: President's Office, The B.F. Goodrich Company, Akron 18, Ohio.

B. F. Goodrich, 1962

GRAB-BAG FANTASY! VALUES TO \$39.95 EACH!

3 PAIRS BRAND NEW SHOES
EACH PAIR DIFFERENT
ONLY \$9.95 POSTPAID
FOR ALL 3 PAIRS

This is probably the maddest sale of dress shoes of all time—and very likely the most fantastic bargain you'll ever get! Maurice will select a complete wardrobe of dress shoes for you and all it will cost you is about \$3.00 a pair. And, if you really want them \$3.00 per pair. Remember—each pair of shoes is brand-new, selected from Maurice's famous stock of dainty dress footwear and guaranteed to be of the finest quality, materials and workmanship or every penny back promptly and without question!

But even Maurice's enormous inventory can't last too long—not at these prices. So rush your order today! We repeat: Every pair brand-new and guaranteed to delight you or every penny back.

SHOE TODAY—USE THIS LAST ORDER BLANK

Maurice of Hollywood
 Dept. 119 400 Lexington Avenue New York 17, N. Y.

Please mark the following order because I am enclosing full payment and want the shoes promptly. Also enclose check if not yet cashed with my purchase. I may make them for payment within 15 days. I enclose:

Check Cash Money Order
 3 Pairs at different for \$ 9.95
 5 Pairs at different for \$14.95

HEEL: HI. MED. LO. SIZE

IMPORTANT: A DEPOSIT OF \$3.00 MUST ACCOMPANY ALL C.O.D. ORDERS. C.O.D. & POSTAGE CHARGES ON DELIVERY.

Name: _____
 Address: _____
 City: _____ State: _____

GUARANTEE
Maurice of Hollywood Says:
 You must be 100% satisfied as to fit and quality or every penny will be refunded!

TRAVERSE • TED CAVAL • PARAMOUNT

SHOES LISTED: I. MILLER, JOHANSEN, DE LISO DEBS, PANDORA, PALAZZO, LAIRD-SCH, TWEEDIES, MADMOISELLE, AIR STEP, DELMAN, VITALITY.

Maurice of Hollywood, 1961

SWING WITH LAZY-BONES
 available in some areas as *hitchikers*
 Women's Golf Shoes
 16.00 to 18.00
 MADE IN U.S.A.
 CORJAM



For Free Folder and Shoes that tell them, write: **THE LAZY-BONES SHOEMAKERS** Dept. 6-2, 1221 Laurel St., St. Louis, Missouri 63103

Lazy-Bones Shoemakers, 1966

Air Step
 Discover that wonderful walking-on-Air Step feeling

in these soft alabaster pigskin, with light flexibility and gently tapered toes.

The Shoe With The Magic Sole—It's Cushioned

SHREY'S FASHION SHOES

Air Step, 1961

THE SHAPEMAKERS
GIVE PARTICULAR CARE TO LONG WEAR

mil **cameo**
SHAPEMAKER STRETCH STOCKINGS

veil your legs in new loveliness

stretch precisely to fit oh so nicely

so economical—outwear most sheer nylons

Bur. Mfg. A Division of Burlington Industries
Burlington Hosiery Co.

Cameo, 1961

COMFY COMFY COMFY COMFY COMFY COMFY COMFY COMFY COMFY COMFY

Celeste... angel-toed mule with a flair for entertaining.
In satin-lined satin with nylon net pouf,
full Louis heel. Black, heaven blue, pink, white.
AAA, AA, B widths. 7.50, slightly higher west of the Rockies.

DANIEL GREEN

IF YOU CANNOT FIND THIS COMFY® SLIPPER IN YOUR LOCAL STORE, WRITE: DANIEL GREEN COMPANY, DOLGEVILLE, NEW YORK

Quality at your feet

BROWN

See Glamour Debs "Suburban" in stone brown, caramel and black.

The girls who have all the

fun

wear Glamour Debs.

Flat for a fling, or any fun thing—Glamour Debs' new slick-stitched crushable leather in colors to go with everything you have and whatever you plan to get.

Shoes illustrated, 7.99 Other styles, 6.99 to 9.99. Higher Denver West

The name "Glamour Debs" and "Glamour Debs" is a registered trademark of Daniel Green Company. "Quality at your feet" is a slogan of Daniel Green Company. "COMFY" is a registered trademark of Daniel Green Company. © 1960 DANIEL GREEN COMPANY, DOLGEVILLE, N.Y.

Glamour Debs, 1961

Daniel Green, 1960

Red Ball® Red Ball Summerettes are



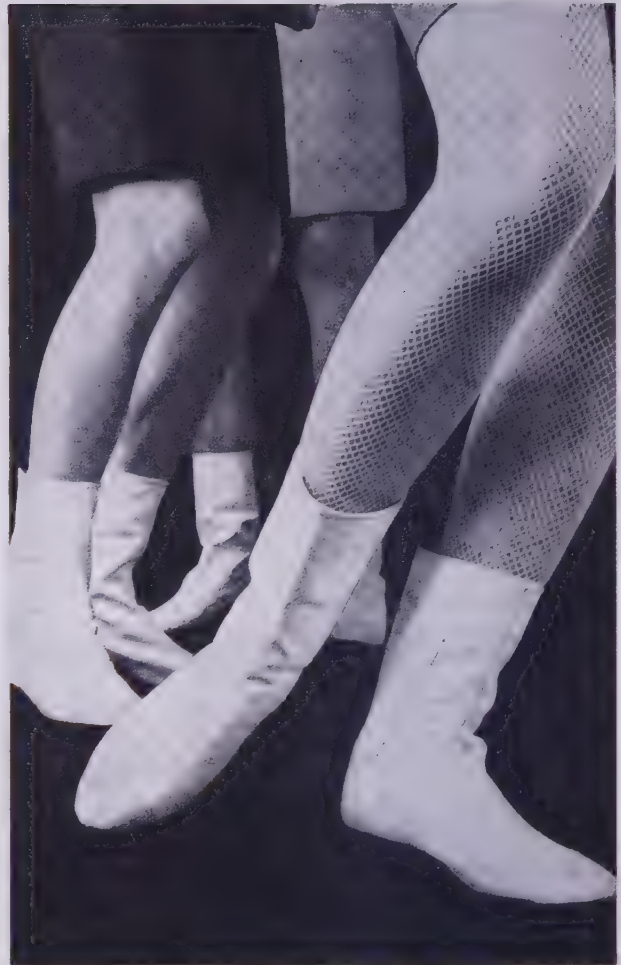
comfortable,
colorful, and
cooler, too!

Plus all these additional color choices:
1. WHIRLAWAY—Natural, Faded Blue, White, Red, 2. REGATTA SKIMMER—Black, Natural Mist, White, Green Mist 3. SEAVU—Natural, Green, White, Black 4. FLATTERY—Natural, Multi-Mesh, Black, Green 5. CLASSIC—Mocha/Beige, Black, Grey/White, White 6. GAY TIME—Black, Beige, Goldenrod, Cornflower.



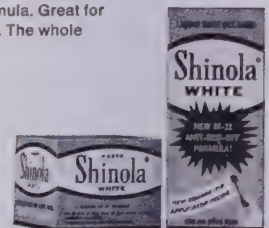
Red Ball Summerettes
look for the Red Ball by Ball-Band, Mishawaka, Ind.

**BET YOUR BOOTS
ON SHINOLA®**



because Shinola stays white longer

It's like two coats in one. That's why Shinola is number one with The Boot Generation. It keeps white boots new-looking longer. And scuff marks erase with a damp cloth. Only Shinola has this durable anti-rub-off formula. Great for every kind of white shoe. Safe for baby shoes. The whole family will take a shine to Shinola. It lasts. In paste or liquid to boot.





9:00



9:01



9:02



9:03



9:04



(...and a Merry Christmas to all!)

Hush Puppies casuals are always first out of their Christmas wraps. Here's why: 9:01 **EASY-TO-CLEAN** Hush Puppies like these youths' oxfords and girls' oxfords stay clean with an occasional brushing. 9:02 **COLORFUL** women's slip-ons and women's oxfords are two of more than 100 Hush Puppies styles and colors. 9:03 **LIGHTWEIGHT** Hush Puppies, including these men's fleece-lined chukka boots and men's overlay moccasins, weigh less than 12 oz. per shoe. 9:04 **WATER-SHAKING** Hush Puppies, specially tanned to resist water, dirt and soil, include these men's saddle golf shoes and women's saddle golf shoes (with optional kiltie).



Hush Puppies

BREATHIN' BRUSHED PIGSKIN CASUAL SHOES BY WOLVERINE

JUST FOR

KICKS



ORLON®

Legs, that's where the action is in Orlon* acrylic. And it all starts where a short skirt stops. Take your pick of the fun going on, this fall—patterns, textures, colors. All yum, all swinging in "Orlon". Try them. Just for kicks!

*DU PONT'S REGISTERED TRADEMARK. DU PONT MAKES FIBERS, NOT THE FASHIONS OR STOCKINGS SHOWN.



Better Things for Better Living . . . through Chemistry







ONE NEIGHBORHOOD BUZZ & HOW IT TURNED INTO A BEE, a beautiful bee with **BONDEX** HOT IRON FABRICS

Buzz a friend. Or two. Or three. And have a bee: a beautiful bee with BONDEX—the fantastic fabric that sticks better than a girl's best friend. Here's all you do. Think up a mad and merry motif. And cut it out. Cut it right out of Bondex. Then, hot up your iron. And iron your masterpiece in place. Make a Keds[®] sneaker chic-er. A sweater better. Cop a couple of pretties from this page. Or dig deep for something all your own. Something washing can't woo away. Bondex goes on to stay. (Yes, it's the very same Bondex that's your friend when you mend.) Pray, get some today. Where? At the nearest notions counter.

WRITE FOR BONDEX PATTERNS AND INSTRUCTIONS
Learn how to make all the designs on this page. Just send
10¢ (for handling and mailing) to: PERMACEL, P.O. Box 297,
Dept. D, Edison, New Jersey.

NAME _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____



cha cha cha

Get into step, darling. Without a ruffle on her wiggle, why a girl's be
 fond of them. Look at mine. All woven in one. Light and airy. And very
 very firm. Mother says she just can't wash the dance out of them—
 even in the washing machine! And that's it. Cotton made "wadder"
 you think? But pants who made them? Not mother, darling. Chix!



CHIX! Mother says Chix makes no end of fancy pants for smart
 pants like us. And did I tell you? They're cool! Mother calls it wiggles
 I call it dance. It's just as soft as I can. Get a wiggle on, darling. Every
 body in our set is wearing Chix Cha Cha. ... that you're a girl? Why
 didn't you tell me? They've got marvelous stripes and things for boys!

Chix Baby Panty

Chix Baby Panty, 1961



get
 that great
KEDS
 feeling

LOOK FOR THE BLUE LABEL



The Sole of Champions

...and remember, there's no substitute for Keds fit, Keds wear, Keds comfort!



United States Rubber

Keds, 1962

yes, you
 can can
 find
 spanky
 pants in
 women's
 sizes, too



Sisters, mothers, aunts—every girl over two-la-la can join the chorus for Carter's Spanky Pants. Such pretty colors, gay prints, even lacy looks in the softest cotton knits. Asking for cool comfort this summer? *That's* the same as asking for Carter's.

Women's sizes, S-M-L, 85¢ to \$1.00
 Junior sizes, 7 to 15... 79¢ to 95¢
 Teen sizes, 8 to 16... 79¢ to 89¢
 Girls' sizes, 2 to 16... 69¢ to 89¢

Carter's
 The William Carter Co., Needham Heights 94, Mass.

Carter's, 1962



See the little girl's Sunsuit
See the little boy's Cabana Set

They are easy to put on. They are easy to take off. They have GRIPPER Snap Fasteners *all over*. GRIPPER Snap Fasteners work good-as-new even after clothes wear out! They do not get rusty. They do not get damaged in laundries. They have a special radial rib socket. That is why they are so dependable. Don't cry over lost buttons and torn buttonholes. Get GRIPPER Snap Fasteners on *all* children's wear. You can also buy them at notions counters for home attachment.



GRIPPER
SNAP FASTENERS



MADE IN U.S.A.

An exclusive product of **SCOVILL** Manufacturing Company, Waterbury, Connecticut. Also makers of GRIPPER Zippers.

15



These are sweaters by Regal Knitwear. In time for Christmas giving—at Lord & Taylor, N.Y., Rich's, Atlanta, Filene's, Boston; Burdine's, Miami; J. L. Brandeis, Omaha, Meier & Frank, Portland, Ore.; Broadway Dept. Store, S. Calif. Of Acrilan® acrylic fiber. The girl's in pink or blue; 7-14, \$6. [Her Regal flannel skirt is Acrilan, too.] The boy's in taupe with brown and white or red with white and navy, 4-6X, \$5. Chemstrand, N.Y., a Div. of Monsanto





No-no's. for mommies

from Winnie-the-Pooh



No doubt about it! Pooh's new red, white and blue fashions for Spring are positively great. They're color-coordinated so they mix and match beautifully. (It's easy for kids to dress themselves without clashing.) Pooh's durable PERMA-PREST® stretch nylon fashions are easy for you, too. Tumble dry and

no ironing ever. No untidiness or bagging either. Pooh offers classical styling, long wear and built-in mothers' helpers—all at Sears reasonable prices (so they're easy on mothers' budgets, too). Remember, extra work for yourself is a no-no. So let Pooh bear the burden—with children's fashions from Sears, Roebuck and Co.



Sears, 1969

the panty hose created especially for teens

Eye-catchers

PANTY HOSE

Berkshire's new Eye-catchers panty hose is made of fine, sheer, stretch-resistant nylon. It's the most beautiful, most comfortable panty hose you've ever worn. Berkshire's new Eye-catchers panty hose is made of fine, sheer, stretch-resistant nylon.

BERKSHIRE

Berkshire 13, 1966

out of one pattern a whole wardrobe grows and grows with Penney's variety of wash 'n wear!

Pick from fields of flower prints, infinite geometrics, a world of colors wonder full as a child's imagination. All exclusively Penney's. Sew these beautifully be loved fabrics into fashions so crease resistant they stay unruined through hours of sitting at the desk, lively recess tussles. Machine washable, minimum ironing. Skatford® against shrinkage, designed to add new beauty to every minute of her young life. all 30 inches wide.

All three dresses cost approximately \$10.97 made in size 8 with

McCall's Pattern at \$1.95, 50¢ Penney's Regulated Cottons, 7% trims and notions, included

PENNEY'S

Dan River, 1960 ◀ Penney's, 1961

BE HAPPY... GO WESTERN... WEAR LASSO

The Greatest Name in Western Wear!

PASEO GROUP

Fancy stitch embroidery forms the 3-pt yoke back of the Paseo style. The shirts, Slim Jim and bell bottom trousers are available in three yokes with contrasting darker color stitching and are crease-resistant drip-dry 100% cotton. Pants are available in a blaze of sunset colors: lapis pink, moose archid, flag blue, joy turquoise and black. Matching short sleeve shirts have 3-pt fancy stitching yoke back and 4-pt front yoke fashioned in fine broadcloth, the shirts are dyed to match the trousers, except black which is teamed with a white shirt, trimmed in contrasting black fancy stitch embroidery.

Shirt sizes: 30-36 - Sugg. Retail \$5.95
 Jamboree short sizes: 22-30 - Sugg. Retail \$5.95
 Slim Jim sizes: 22-30 - Sugg. Retail \$6.95
 Bell bottom sizes: 22-30 - Sugg. Retail \$8.95

PASEO SHORTS

RATTLER

Offering a color combination to suit every taste. Available in eleven colors: red, black, jade green, geranium, helio, turquoise, white, blue, grey, dove beige and gold. The bell bottom pants are tailored in the popular one piece diamond rived yoke back with diamond bell loops. Made of Galey & Lord's Kayak® sheer gabardine, the trousers are crease-resistant, all cotton wash-in-water fabric. For every color pants there is a Lasso short sleeve shirt that is style and color co-ordinated. Also long sleeve shirts available.

Short sleeve shirt sizes: 30-36
 Suggested Retail \$6.95
 Pant sizes: 22-30
 Suggested Retail \$9.95
 Long sleeve shirt sizes: 30-36
 Suggested Retail \$7.95 and \$9.95

PASEO SLIM JIMS
 PASEO BELL BOTTOMS

Paseo Group, 1960



THERMO-JAC
SKINNY BONES™
THE PANT WITH THE
FABULOUS TJ FIT

B. ALTMAN & CO. New York • CLARKE'S Tulsa • GUS MAYER New Orleans • ben SIMON'S Lincoln • CAIN SLOAN Nashville •
STREETS Oklahoma City • WOLF & DESSAUER Fort Wayne and the Thermo-Jac stores listed on the left

COTTON

CUSTOM CASUALS by Tom Malo sends the flag on a tropical holiday. Tailored red, white and blue cotton twill into a jacketed, sleeveless dress with frog closures. Cotton crisp, cotton smart, cotton comfortable. (As shown only) and in sizes 8 to 16, about \$80.00 at stores listed below and other distinguished stores across the country. Cotton Producers Institute, Box 12263, Memphis, Tennessee 38112.



Cotton, 1969



ALAMAC

BOBBIE BROOKS teams up with Alamac's great **PERMATHAL® EVERGLAZE™** 100% cotton knit for this double-play outfit. Absolutely safe in the automatic washing machine—plays the whole season without changing its color or shape, stays as soft and fresh as the day you bought it. Knitted pullover in pink and crocodile, sizes S-M L, about \$6. Ankle-length pants in pink, sizes S-15, about \$8. At fine stores everywhere. Fabric by Alamac Knitting Mills, Inc. 1412 Broadway, New York 10018.

Advertisement - May 71

Alamac, 1966

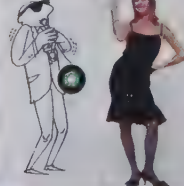
The Frug



The Popeye



The Hitchhiker



The Dress...definitely discothèque

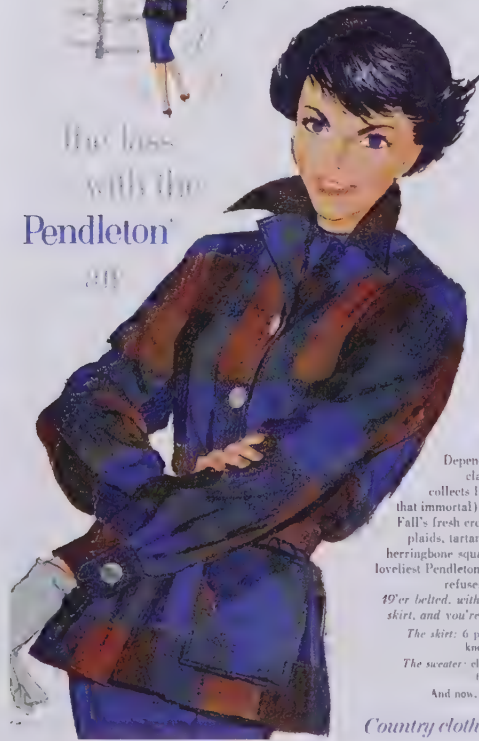


Learn a step (the Frug). Go to an "in" place. Wear a craps with a flourish (McCall's Pattern 7563). And you have the latest word in nightlife. Discothèque. Discothèque is a club or hideaway where the accent is on hully-gullying and the beat comes from records, or discs (as in French). Of course, the dress is very important. It must be little and black and very expensive looking. Pss! You can make one for yourself. McCall's has created the Dress. In the deapest black craps, it's slim like a chienne with thin spaghetti straps for glamour and a short, flounced skirt for dancing. The Dress is perfect for any little evening you're out with the "ins." Saw McCall's 7565 and go discothèque. But definitely! **McCall's Patterns**

Skinny Bones, 1969 ◀ McCall's Patterns, 1964




the lass with the Pendleton



She's a girl on the go. Packs 28 hours into 24. Depends on Pendleton and her classic 19'ers* (which she collects like coins, they're nearly that immortal) to take her *everywhere!* Fall's fresh crop is bright and bracing: plaids, tartans, checks, the handsome herringbone squares pictured. In softest, loveliest Pendleton virgin wool that simply refuses to wear out. *Hear your 19'er belted, with a color-wed Pendleton skirt, and you're wearing a suit.* 17.95
 The skirt: 6 panel, half-line knee-pleats fore and aft. 11.95
 The sweater: classic short-sleeved slipover fine-gauge virgin wool. 7.95
 And now, all sweaters mothproof too.

Country clothes by Pendleton

Pendleton, 1960



Jonathan Logan

graduation up your sleeve? And then a round of parties? Here's a fabulous dress with a sleeve for both . . . and a look so deceptively fragile you'll want to wear it on every VIP date all summer long! Voile of Dacron® polyester-cotton with—yes—permanently pleated sleeves. White, as shown only. Junior sizes 5 to 15. About **\$26**. For the store nearest you write Jonathan Logan, 1407 Broadway, New York City, 10018 . . . or call or visit one of the fine stores listed below.

ARD & TAYLOR, New York; STIX, BAER & FULLER, St. Louis; JORDAN MARSH, Boston; MAISON BLANCHE, New Orleans; NORDSTROM BEST, Seattle & Portland; JACOBSON'S of Michigan; J. W. ROBINSON, Los Angeles; CARSON, PIRIE SCOTT, Chicago; STRAWBRIDGE & CLOTHIER, Philadelphia;



The fared shape buckles down all the fashion a coat can hold. The Carabiniere. In imported Antelope Cloth cotton with warm Crestlan® acrylic pile lining, hidden button closing. Also available in heartgold, mistletoe green and off white. Sizes 10-18, \$29.95.

you're right, it's White Stag

White Stag, 1961

Miss Pat is using a famous fabric that delights with comfort, flatters with charm, satisfies with dependability. It's called COTTON.



All the drama of ankle length patio pants. All the comfort of fresh, cool cotton. All the beauty of color that's soft as a kiss. Blue (shown), orange. Pants about \$15.00, top about \$9.00, sizes 5 to 15. Cotton Producers Institute, Box 12253, Memphis, Tennessee 38112.

COTTON you can feel how good it looks

Jonathan Logan, 1969 ◀ Cotton, 1969



Miss Elaine

Mini ensemble, P.S.M., about \$15.00 per set. In white, coral, blue, maize, and other sparkling colors. Of Caprolan® nylon, the nylon fiber that takes color better—by Allied Chemical. Slightly higher in the West. Look for the Caprolan tag.



At The Broadway, All Stores; May Co., California; Gottschalk's, Fresno, Merced, Visalia; Switzer's, Phoenix, Arizona, All Stores; Liberty House, Hawaii.

Caprolan, 1968



Suit by Dalton of America

Marked for greatness

This superb suit with the mark of the world's best... pure wool

excellence. In design, detail, tailoring. That's what you get when a designer cares. In fabric, you get the world's best... pure wool. Wool that drapes gracefully, tailors beautifully. Wool with the natural resilience to keep in shape. Designers of distinction choose wool. They're proud to wear the mark, created



This mark was created by the Wool Bureau, Inc. It is awarded to quality products made of the world's best pure wool.

by the Wool Bureau, given only to fashions made of the world's best pure wool. Look for the wool mark. Wherever you find it you find devotion to excellence. Dalton selected pure wool in an exciting crochet knit to bring you this dazzling 3-piece suit. The Wool Bureau, Inc., 360 Lexington Ave., New York 17, N.Y.

Dacron.[®] It ought to be a law.



JUNIOR ACCENT thinks 'twould be a crime for pure pizzaz not to have the lasting shape of "Dacron". Thus, this sonic knit that has—a print so bold you can almost hear it. And a fresh so great it goes on forever. And why? Because it's

*DU PONT'S REGISTERED TRADEMARK. DU PONT MAKES FIBERS, NOT FABRICS OR FASHIONS. EARRINGS BY HATTIE CARNEGIE.

100% Dacron* polyester. In red/white/navy, yellow/white/black. Sizes 6-16. About \$46. Available at Franklin Simon, New York and branches; Town and Country, Des Moines; Joseph Horne Co., Pittsburgh; Frederick & Nelson, Seattle.



Better Things for Better Living . . . through Chemistry



Davidow, 1966



Jan Irwill, 1961




Nadine, 1964



What ever became of the little black dress?

If girls are wearing white this year, credit Acrilan! It makes possible the first washable white dresses that look glamorous! They're designed by L'Aiglon in Heller's double-knit of 100% Acrilan acrylic fiber. Also, scarlet, amber, soft green and—for those who can't live without it—a classic knock-out black. Dresses left 8-18, right 10-20. Each, about \$23. Chemstrand, New York, is a Division of Monsanto Chemical Company, makes Acrilan acrylic fiber. Fashions by L'Aiglon.



Monsanto, 1962



**NOW IN
S-T-R-E-T-C-H
DENIM . . .**

Our classic slim model with keystone belt loops, sculptured polo pockets — tailored in cotton-nylon stretch denim for snugger, smoother, smarter fit. Waist 22 to 32, at your LEVI'S Western Wear dealer's.

**LEVI'STM
STRETCH DENIM
KANCH
PANTS**

®) THE NAME LEVI'S IS REGISTERED IN THE U. S. PAT. OFF. AND DENOTES GARMENTS MADE ONLY BY LEVI STRAUSS & CO., 98 BATTERY ST., SAN FRANCISCO 9.

Levi's 1963



*THE
COMPATIBILITY
OF
COTTON*

as expressed by Tarquin for Samuel Roberts
You grow with cotton, because you're growing with everything. See how it goes with leather, see how the natural beauty of leather goes with the natural beauty of cotton. Tarquin's Samuel Roberts suit, dress, designed this day, and out ensemble. What sort of they think of next? With cotton, there's no telling. National Cotton Council, Box 12285, Memphis, Tennessee 38112.



Cotton, 1967



Get a free copy of our new sewing booklet. "Face Up to It" just bring this ad to your favorite sewing center.

Thread, zipper and tape by Coats & Clark.

Before our thread gets on the spool, we test every inch of it over 30 different ways. That's quality. As for quantity, we make a type of thread for every sewing need you could possibly think of. And in as many colors. With zipper and tape to match. Because we also make the only completely coordinated line of accessories. Our 3 Ciel Blue thread matches our 3 Ciel Blue tape matches our 3 Ciel Blue zipper. Just ask for us by number. Like they did for Butterick, Pattern No. 5250.

Coats & Clarks, 1969

THE MADNESS OF COTTON

as expressed by Adele Simpson

Great, colorful flowers that explode like fireworks
in a white, white firmament. Cotton made it happen. Cotton
made it the high fashion it is. Wear it and
listen for the murmurs of admiration, the sighs of envy.

National Cotton Council, Box 12285,
Memphis, Tenn. 38112.





**JUST OFF
THE PRESS!**

The newsy gown they said
was too wild to print

The Great
**Paper
Dress**

An Exclusive
Holiday Offer from
Johnston's Pies

APPLE - PUMPKIN - MINCE

125
PLUS 25c HANDLING

(AND THAT'S NOT PIE IN THE SKY)

It's so beautiful. Fashion's just-for-fun dress designed by the Scott Paper Company to wrap you in colors so rich and hot (thank heavens the dress is fire-resistant). It's so beautiful. Tie shoulders for easy step-in styling. Side slits to let you kick up a sensation. Wear it at home. Wear it at parties. Wear it without a care because when you're through you just give it the air. It's so beautiful. And it must be yours.

Just look for Johnston's frozen holiday pies: Apple, Pumpkin and Mince with the Paper Dress Offer right on the package. And tucked inside is your order blank. And would you believe that that's not all? With every dress you order, you receive 52¢ worth of Scott Paper product coupons. This is all just so beautiful. And near as your nearest market.

Offer expires January 31, 1967. Void where prohibited, taxed or restricted.



THE WITH-IT LOOK IN ORLON



WHIPPETTE'S RAH-RAH-RAZZLE

It's the Big Game. It's go-team-go. It's the great new dress plays that score on the very good looks of Orlon® acrylic. The playoff, left to right, in groups of four: 1. T. E. A. M. SPIRITS—color paneled with a big "T" or an "E" or an "A" or an "M". Plum, red, blue, green. Each, \$23. 2. THE VANISHITY SWEATERLITES—low-slung and belly-baring, red, green, gold, orange. Each, \$17. 3. THE FOOTBALL IRRESISTIBLES—how to make sure he gets your number. Green, blue, red, plum. Each, \$20. All these Big Game dresses in bonded jersey of 80% Orlon®, 20% wool. Tights, of stretch Du Pont nylon. Orange, gold, red, green, plum. S-M \$4.



BETTER FIBERS FOR BETTER FASHION THROUGH RESEARCH

Orlon® is a registered trademark. Du Pont makes fibers, not fabric or fashion items. (Prices higher on West Coast.)

DuPont, 1966

Get with it! Get the "With It Look" in Orlon® acrylic. In Dacron® polyester. Slinky by the free Teen Pop-E-Lon cents that Du Pont is sponsoring all over the country (see ad below). Who says all the great new fashion shows have to be in the big city? The good times are here, right at the artful studios on these pages. So see them. And the new looks of Orlon® acrylic. Get with it!

- 1 Pumpkin Garter's sassy, daisy double knit coat of 100% Orlon® acrylic, orange green. 5-15. With matching baby doll, \$45.
- 2 Bryant's Ltd. Wear little, big ears of 100% Orlon® acrylic. 100% rayon. Black, cranberry or white. The \$45. 13-15.
- 3 College-Town of Boston. Bonded jersey of 80% Orlon® acrylic, 20% wool. Labrad, navy, plum. 2-12. Jacket, \$15. Skirt, \$17. Co-ordinated knit sweater, 100% Orlon® acrylic. 14-16. \$8.
- 4 The Cottager's A-line, one-shoulder, long, thin, daisy. 4-6. Navy, by blue, plum, berry. 2-12. \$17. \$17.
- 5 Bryant's Ltd. Plaid and plaid down in wool of 50% Orlon® acrylic, 50% rayon. Gray, red. 13-15.
- 6 Thermo-Jac's "Fang", a slinky, long hair coating of 72% Orlon® acrylic, 28% mod. Orlon® acrylic. Small medium large. \$45.

THE WITH-IT LOOK
IN DACRON
IN ORLON

- 7 Thermo-Jac's long, thin, long hair coating of 72% Orlon® acrylic, 28% mod. Orlon® acrylic. Small medium large. \$45.
- 8 Cassie Jr.'s, daisy, bonded and with-little-shepherd, 100% Orlon® acrylic. Plum, gold, navy, gray. 13-15. \$18.
- 9 Cassie Jr.'s, pastel splash in bonded knit of 100% Orlon® acrylic. Plum, navy, white, rust, cream, white. 13-15. \$20.
- 10 Wicky Vaughn's, a one-shoulder, with spaghetti, 100% Orlon® acrylic. Navy, green, brown, navy. 5-15. \$18.
- 11 Wicky Vaughn's, a one-shoulder, with spaghetti, 100% Orlon® acrylic. Navy, green, brown, navy. 5-15. \$18.
- 12 Gay Gibson's, tartan, 100% Orlon® acrylic. Navy, black, red, white, green, blue. 13-15. \$18.
- 13 Bonnie Fashion's, one-shoulder, with spaghetti, 100% Orlon® acrylic. Navy, green, brown, navy. 5-15. \$18.
- 14 Livingston Place, 100% Orlon® acrylic. Navy, green, brown, navy. 5-15. \$18.

BETTER FIBERS FOR BETTER FASHION THROUGH RESEARCH



REMOVABLE CARESET
COTTON
YOU CAN FEEL
HOW GOOD
IT LOOKS

BRYANT 9 has a hot line to cool fashions. Crown psychodelic poses on fresh crisp cottons - vivas newest pet of knowing designers. Whittles the waist and slates the skirt to give you a dress that marks the return of the Princess line. By June, for Bryant 9 Green, brown, blue, sizes from 1 to 12. About \$79.00. COTTON PROMULGAS INSTITUTE, BOX 12753, MEMPHIS, TENNESSEE 38112.

Cotton, 1968



Leslie Hornby found someone she can lean on

Leslie Hornby, 1968



You have to

look for the 'W'

because it's silent.

Once you've found the "W" - wrangle. You've got the wrangle jeans. Wrangleable Wrangler with the fit that's wrangle to around up a cool fashion of Wrangler cotton denim. Sanitously soft to the snug fit stays never strays out of shape. Wrangle too - hard to wrap - but in all the wrangle girl colors. About \$3.98 to \$5.

Wrangler's got too too. Created to go with your Wrangler jeans. Everything from man to man. J. blouses and lachai. local. Ponderosa. shirts to western. parkies with wrangle Wrangler. verna. About \$4 to \$6.

And now Wrangler's got cotton denim sneakers too. Color coordinated perfectly because they're in wrangle jeans tones. About \$3.95. But remember, the "W" is silent. It's up to you to wrangle for Wrangler.

Wrangler Jeans, 1407 Broadway, New York 10018

Wrangler the wrangle jeans!

Wrangler, 1966



Come on! Get the jump on what's fun to wear.

Get a Curtiss Fashion Wrapper. Mini styled paper dresses that turn you on. Party hits. Fun gifts to get too. They're what's new and exciting. Only \$1.25 each or two for \$2.50, plus one wrap per from a Baby Ruth or Butterfinger candy bar. Additional coupons available at your grocer's if you need them. So come on! Get looking delicious!

Curtiss Fashion Wrappers

Mail to Curtiss Candy Company
P.O. Box 51 • Ashville, N.C. 28802

Please rush Baby Ruth Butterfinger Fashion Wrappers (limit one from each grocer)

NAME _____ STATE _____ ZIP _____

ADDRESS _____

CITY _____

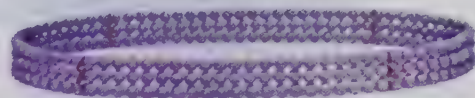
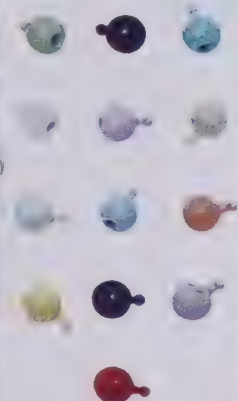
Check sizes: Small 4-6 Medium 8-10 Large 12-14

Offer expires Dec. 31, 1969. Good in U.S. only. Your dealer prohibited, taxed as regulated.

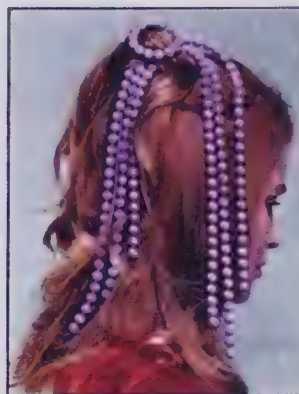
Curtiss, 1969

▶ Poppit Belt, 1969

These are only 5 of the 500,000 things you can make out of one Poppit® belt!



The amazing Poppit belt.
\$3.00.



The Amazing Poppit Belt is sold in 13 different amazing colors. For store nearest you, write The Richelieu Corporation, 393 Fifth Avenue, N.Y.C. 10016. Division of Odell Inc. *PATENTED

From Richelieu®

How come all non-conformists look alike?

Maybe it's because the people who select the fashions you'll be wearing think all people who want to be different are the same.

We know better. So we offer you an opportunity to select what you want, not what someone else thinks you want.

And chances are what you select will be different, because it can't be bought in the stores. It can only be sewn.

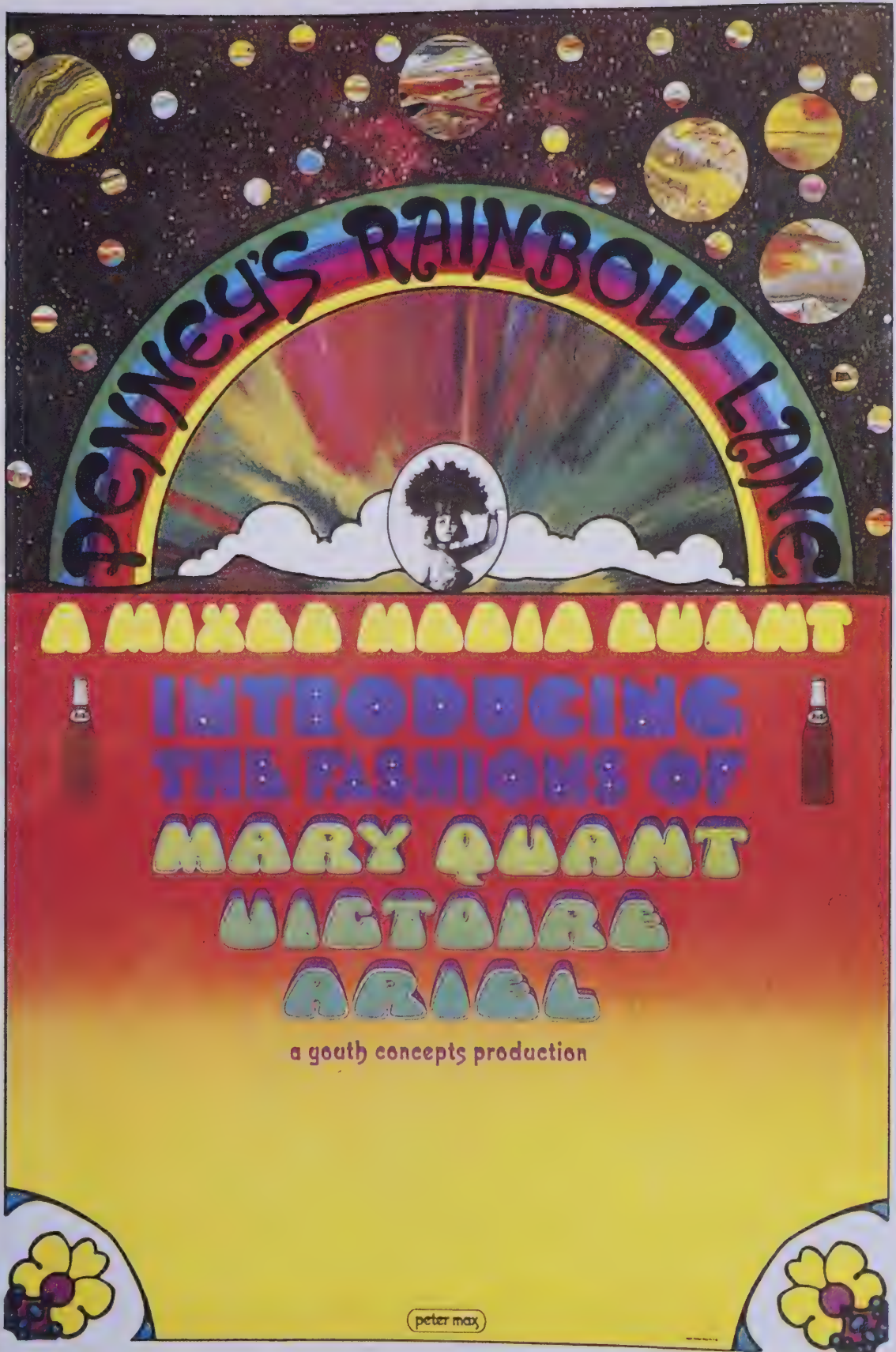
Every month Simplicity puts out a catalog. The big Simplicity Catalog. It's full of new and newer-than-new fashions.

And if you like, you can make something no one can ever have, except you: Because you choose the patterns and colors and fabrics and trimming. As far-in or as far-out as you like.

We'll be as different as you make us. Which is what makes us different from everyone else.

Simplicity
Sew your own thing







*Shy violets not shy enough to seek cover
pop up in a Jantzen Bashful Bikini.**

Who wouldn't smile upon nature at its best?

Even more glamorous when wet 15.95.

T.M.

just wear a smile and a jantzen

Jantzen Inc., Portland 8, Oregon



you're all wet...

but your hairdo isn't!

You're the belle of the beach! Sava-Wave inner rim in Kleinert's fashion swim caps "seals out" water, keeps your hair dry and beautiful. Ondine (shown) hugs head in a cascade of face-flattering petals. New ombré color effect in pink, green, blue, gold, black and orange.

Price \$6. Other Sava-Wave caps from \$1.25.

Who would have thought of it but Kleinert's.

485 FIFTH AVE., N. Y., N. Y. • TORONTO, CANADA • LONDON, ENGLAND

Kleinert's

it's a contest...it's a snap with

Let your imagination play! Set the scene with a boy and a beach, you and a sunny day. Arrange the props to tell a story. Have a friend snap it up; send the photo to RMR Juniors. First and second prizes each month: a General Electric color television set, a General Electric "Century" portable TV set!

Pick up your official entry blank in your favorite swimsuit department. For the name of the one nearest you, write Rose Marie Reid, Dept. 17-C, Van Nuys, Calif. NOTE: focus for flattery on a neat-to-nothing waistline in GAETY, fresh cut elasticized sheath nipped by a cummerbund, in sizes 9-15, 19-95

ROSE MARIE REID
RMR Juniors



RMR Juniors, 1962



Kleinerts Swim Caps, 1962 ◀ Montag, 1966

SWIMSHAPE-BY-THE-OUNCE THANKS TO THE FIGURE-CONTROLLING ELASTICITY OF VYRENE® SPANDEX FIBER, SIX EXCITING OUNCES OF PRINT ADD UP TO THE ULTRA LUXURY OF "SAIGON" BACKLESS SWIMSHEATH 35.00

Rose Marie Reid



JEWELS OF THE SEA

Rose Marie Reid, 1961

PRICE → KARMAN

BEFORE YOU BUY! THE MONEY YOU SAVE! COULD BE YOUR OWN!

Folks Out West Like Karmen Best!

America's Finest
KARMAN
Western Wear
For The Family

SEE YOUR KARMAN DEALER TODAY
KARMAN INC. 1513 Wazoo St., Denver, Colo. 80202

Karman Western Wear, 1964

Amazing Quick Tanning Discovery by COPPERTONE®

Tans you in 3 to 5 Hours Without the Sun

INDOORS. tans you overnight

OUTDOORS. deepens your tan

Q.T. gives you a DOUBLE TAN!

Tame parts of the body the sun can not reach... get—and the easiest and fastest! Gives best protection against sunburn, too!

Now practically everybody can be sunbaked gloriously tanned... without the sun and trouble, stinging, unsafe tans. What a boon for busy people! For all who burn easily or find it hard to use Q.T. by Coppertone was created for quick tanning.

Q.T. contains Keroflavin—a natural tanning agent—that reacts with the protein in the outer layer of your skin to give you a sunbaked glorious tan fast, safe without sunlight! Then keep the sun deep in your tan outdoors!

Q.T. is safe for every normal skin type. Has been clinically tested by doctors, used by millions. Q.T. contains no dyes to streak or discolor skin.

Q.T. "tan-grooms" legs, so sunbathing is easy; there's no need for hot stockings. Use Q.T. to touch up pale body areas too. Easy comb-over "spray marks." Look like a model! Low-cut dresses all year round.

Don't look "pale as milk." And don't let your vacation tan fade. Keep it with Q.T. Guarantee: Money back from Q.T. if you don't find Q.T. double tan the fastest sun you've had. Start Q.T. now. Save on large tans.

Coppertone, 1965

Who's the wild strummer?

Maybro's hipsters know the core-line score with Fortrel. Machine wash, need only touch-up oning Crown's a labrice of Fortrel polyester, rayon and Jazz Ribbed knit top about \$7 Hickory/kan/tan/pique Lazen-like pants in hickory, about \$9. Both 5-13 At Macy's New York; The Broadway, So Calomax; Macy's No Callomax; John Wenzelaker, Philadelphia, Woodward & Lothrop, Washington, D.C.

Who sets the pace?

College-town's duo sets the no iron pace in Fortrel with permanent press. Not a wrinkle after machine washing. Dan Press team dyed plaid of Fortrel polyester and cotton and poplin a Fortrel polyester and Avril rayon. Be erudite, about \$7 Midriff top, about \$5 Burgundy or navy, 5-13, At Sheen Brothers, New York; Forbes & Wallace, Springfield D. H. Holmes Co., Ltd. New Orleans Miller's, Knoxville John Wenzelaker Philadelphia



The Celanese Crowd-Pleasers...

Celanese, 1966

Sea & Ski saves a lot of lifeguards

Ever notice the suntan lotion on the lifeguard stands? Notice how often it's Sea & Ski!

It blocks out most burning rays—up to 47% more than its nearest competitor. Lets in up to 52% more tanning rays! And Sea & Ski moisturizers keep skin from getting dry and peel!

So stay out as long as you want with Sea & Ski Suntan Lotion—one of 8 great suntanning products perfected for Sea & Ski by the Desert Research Institute.

You sure will TAN (sure won't burn) with SEA & SKI

NEW OIL-FREE OIL! A Sea & Ski breakthrough! Cuts oil from the lotion. Stay in there one with it, the greasy mess of old type oils.

NEW GROOMING! Includes extra grooming kit—brush, soap and comb.

Sea of Ski, 1964

▶ Coppertone, 1967

Join the tan-ables... get the best of the sun



Sharon Tate

Co-starring in Martin Ransohoff's "Don't Make Waves" says

Coppertone is a reg. TM of Ploetz, Inc. Also available in Canada.

"Coppertone gives you a better tan"

(—it's enriched to give extra protection, too!)

You *do* get a better tan with Coppertone. The fastest tan possible with maximum sunburn protection . . . plus extra safeguards against skin dryness. Coppertone contains the most widely beach-tested sunscreen. It's also enriched with lanolin, cocoa butter and other moisturizers that

make your skin more tan-able . . . keep your skin soft and satiny sleek.

So join the tan-ables. Get a better tan . . . deep, dark, superbly smooth. Coppertone outsells them all because it out-tans them all! Get the best of the sun with enriched Coppertone. Save on large size.



Don't be a paleface!

TAN, DON'T BURN—with America's most popular, most complete line of suntan products: Lotion, Oil, Cream, Spray, Shade®, Noskote®, Lipkote®, Royal Blend®. Also new, Baby Tan® for young children and Royal Blend Soap.

“Fastest tan under the sun-”

“—with maximum sunburn protection!”

Nothing flatters you like a beautiful tan. And . . . Hollywood stars know there's no tan like a Coppertone *sun*-tan. Millions of sun worshippers agree. That's why Coppertone is America's favorite suntan product . . . *outsells all other brands by far!*

Tests under the Florida sun proved why. Conducted by eminent skin specialists, they showed that with Coppertone's "sun-balanced" formula you get the fastest tan possible with maximum sunburn protection . . . *a marvelously deep, rich, natural tan!*

There's no skin-drying alcohol in Coppertone—no worry about ugly dryness or peeling. Coppertone is *good* for your skin! Its rich lanolin and other emollients keep skin soft, smooth.

So, get the *best* tan under the sun—get Coppertone. Nothing else will do!

say

Paula Prentiss
and
Jim Hutton

Paula and Jim
star in
"THE
HORIZONTAL
LIEUTENANT"
an MGM
release

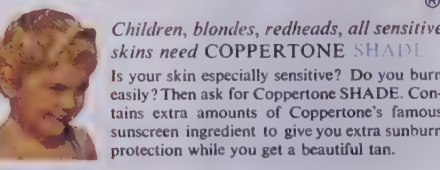


COPPERTONE®



LOTION: the popular favorite for "balanced" tanning and sunburn protection.
OIL: for those who want deepest tan and require less protection.
CREAM: for maximum "stay-on" during swimming or long exposure.

SPRAY: in handy aerosol can—for convenience, and speedy application to all parts of the body.
NOSKOTE: gives special protection to nose and extra exposed spots.
LIPKOTE: soothing to sore lips!



Save—always ask for the largest size
Coppertone is a registered trademark of Plough, Inc. Also available in Canada

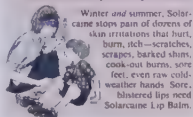


SOLARCAINE[®] stops sunburn pain

... stops it faster, more completely than ordinary "first aids"

Fiercely sunburn doesn't have to spoil your weekend or vacation—for now you can get Solarcaine and stop the very sensation of pain!

First aid for skin pain—all year round!



Winter and summer, Solarcaine stops pain of dozens of skin irritations that hurt, burn, itch—scratches, scrapes, barked shins, cook-out burns, sore feet, even raw cold-weather hands. Sore, blistered lips need Solarcaine Lip Balm.

Solarcaine does more than cool your skin instantly. It actually takes the pain out of pain nerves with benzocaine—a surface anesthetic used by doctors. That's why it's much more effective than first aid products that contain no real pain-stopper. And you get many additional reliefs with Solarcaine!

Helps prevent infection, aids healing

It moisturizes and softens skin, helps prevent peeling—relieves that parched, drawn feeling. Its antiseptics medicate your skin, help prevent infection, aid healing.

A unique formula, Solarcaine has brought welcome relief to millions. And it's greaseless, white, won't stain. Get Solarcaine today and stop that agonizing sunburn pain fast!



It smooths, soothes, eases, heals! First Aid Cream, no-touch Spray. Get big savings on large sizes!
Quality products of Plough, Inc.

Solarcaine, 1967



The Sun Fighter

Bronze Lustre's the name. Protects you while you tan soft, tan deep, tan smooth. Fights sun-damage, sun-aging with an exclusive Revlon sunscreen. And it's loaded with special moisturizers, sets like a night cream in the sun to guard against sun dryness and wrinkles.

Two formulas: Regular and Extra-protective, both in gels, lotions or foam. And for your lips — Bronze Lustre Sun Sticks in Pink Gloss, Peach Gloss, Tan Gloss, Coral Gloss, Natural Gloss.

New! Bronze Lustre After-Sun Silk—to sleek on all over at sundown. It moisturizes, softens and smooths, helps prevent flaking and peeling. Makes even a little tan look like a lot. So go ahead. Expose those wide open spaces. Bronze Lustre's got you covered all the way.

Revlon, 1967



Nobody's little girl. Not when you've got a Dune Deck Tackle Tanky.

DUNE DECK

Swimduds and Sunduds

Actionwear

Actionwear, 1968



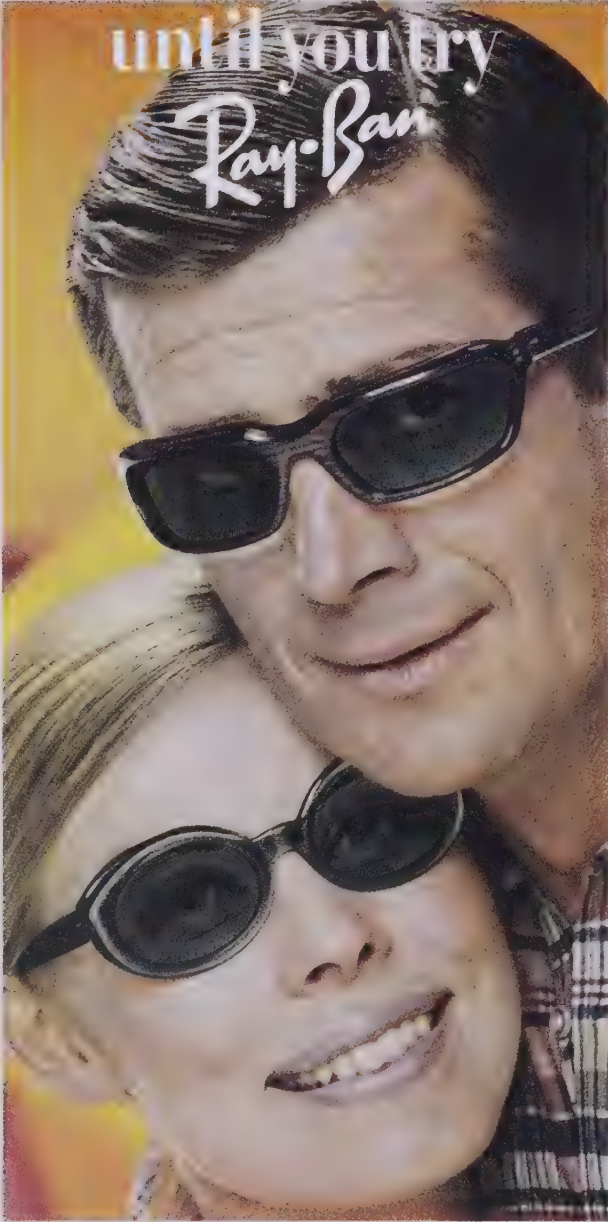
have a love affair with the sun

wear nothing but Bain de Soleil


Bain de Soleil, 1966

All sun glasses are alike

until you try
Ray-Ban



You'll know the difference instantly. Eyes feel refreshed, stay comfortable all day long. The world is clear, cool, sharp. Vision is protected from harmful invisible rays, too. Ray-Ban lenses — developed for the Air Force — are scientifically correct filters made to professional optical standards. Ray-Ban frames are fashion favorites. From \$8.95 at better stores and optical offices. (Also available in prescription.) Bausch & Lomb, Rochester, N.Y. 14602

BAUSCH & LOMB 

HOLIDAY / JUNE 85

"Runarounds" by Riviera are not just a man's thing...they're for girls, too.



Riviera, 1969



Sea & Ski's wild new sunglasses make all others look square!

[They're **POLARIZED**, too.]

If you're a wallflower, forget Sea & Ski's new sunglasses (unless you'd rather live a little)! Because Sea & Ski has invented the first cool look. For exotic ladies: *Beetle Glancers*. They come with 4 interchangeable beauty masks: a real cultured pearl plus three simulated jewels! For man's favorite sport: *Girl Watchers*. Complete with a membership application to the American Society of

Girl Watchers! The rest of Sea & Ski's sunglasses are just as wild. And they're all **POLARIZED** by an exclusive Sea & Ski process to kill *Bounce-Back Glare*. So take your pick! \$2.95 to \$4.95. P.S. It's time to change your oil! If you want the deepest, darkest sunken you ever had, go D.T.S. — new *Dark-Tanning Oil* by Sea & Ski! **Sea & Ski, America's Sun Specialist**



Because the sun doesn't stand still...
 you need the total eye protection of the ff77[®] Lens

Unless you're wearing Foster Grant Sunglasses — you may be getting only partial eye protection.

Because only Foster Grant has the ff77 Lens — the first sunglass lens electronically controlled to protect you at *any* hour, at *any* angle, at *any* season in the sun.

No matter how strong the glare,

the ff77 Lens filters out 77% of the sun's rays — proved by scientific study as the ideal average percentage of filtration.

And unlike polarizing lenses, which admit varying amounts of glare at different angles, the ff77 is uniformly *glare-proof*. You see better — and you *look* better, too.

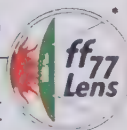
Your eyes stay clear and bright, free of squint lines — always attractive no matter how strong the glare.

Get *total* eye protection. Get Foster Grant Sunglasses — the *only* sunglasses with the ff77 Lens. From \$1 to \$5.

*Trademarks of FOSTER GRANT CO., INC., LEOMINSTER, MASS.



Custom fit frames of *Miracle Nylon*—a revelation in lightweight, comfortable fit.



ONLY **FOSTER GRANT[®] SUNGLASSES** AND **OPTI-CLIPOVERS[®]** HAVE THE

Isn't that Raquel Welch behind those Foster Grants?

(Yes indeed. See her in "Bandolero," from 20th Century Fox.)

To remove any further speculation, we'll own up. That is Miss Welch.

But, as you can see, our Foster Grants (known to many as the Sunglasses of the Stars) have done it again. They've given Raquel a new dimension. Several in fact.

One moment she's capricious. Then contented. Now candid. Even coy.

That, kind heart, is the Spell of the Shades.

Long, long ago folks wore sunglasses only when they were under the sun. Now they wear them from sun up till sun up. From New Year's Day till New Year's Eve.

In every kind of weather. Everywhere.

Sunglasses have become funglasses.

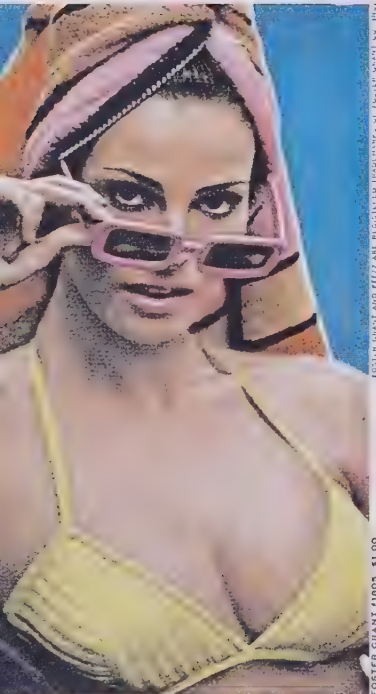
We can't tell you how happy that makes us, since Foster Grant is clearly the leader in the anti-glare business.

We have more styles in more colors than anybody.

And they all have ff77 lenses that meet U.S. Government standards for eye protection (standards a lot of expensive imports don't meet).

Now, if somebody mentioned sunglasses, who would you think of first?

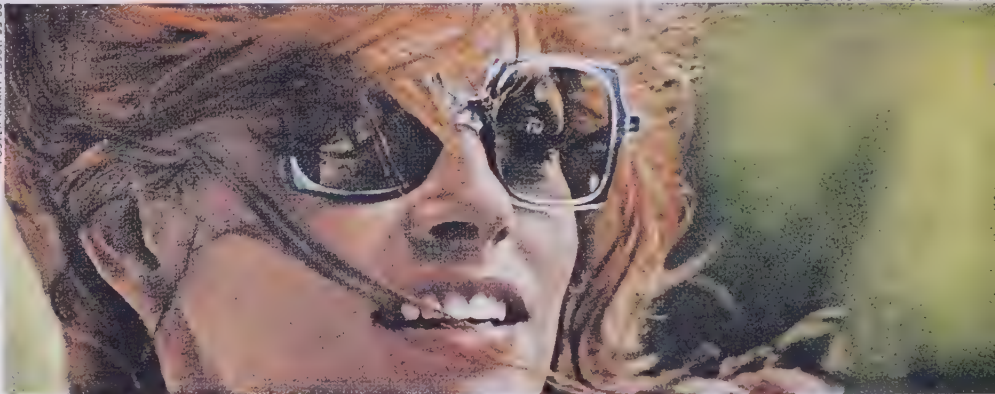
Besides Raquel Welch.



FOSTER GRANT AND FEET/ARE REGISTERED TRADEMARKS OF FOSTER GRANT CO. NY, NY

FOSTER GRANT #1809 \$1.00

"Am I doomed, C. B., to play the sex symbol in an age of flower children?"



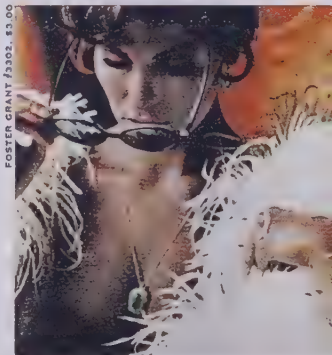
FOSTER GRANT LEOMINSTER

"So you admit you didn't come to Zermatt just to climb the Matterhorn."



FOSTER GRANT #5001 \$5.00

"... and now, love, you know all my secrets."



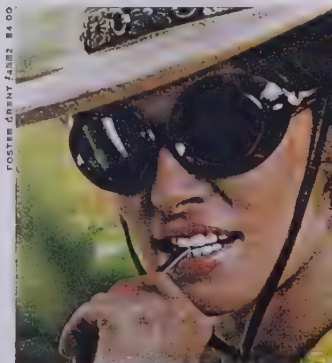
FOSTER GRANT #3302 \$3.00

"If you really wanted to hang on to Rhodesia, Sir Robert, why didn't you tell me?"



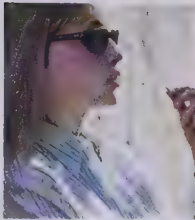
FOSTER GRANT #1809 \$1.00

"Any man who straightens his tie as often as you just has to be hiding something."



FOSTER GRANT #3282 \$4.00

"Matador, you're looking at a woman who wants more than a moment of truth."



But you've just got to see me, doctor. I woke up in the dead of night feeling practically middle-aged."



With 5,000 Brahmas up on the mesa and 30 hands down with the mumps, May Bech, I reckon I'll just have to pass up the Paris openings this spring."

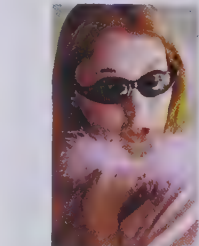
Isn't that Mia Farrow behind those Foster Grants?

MIA FARROW has become a name to compare with. Our delicate task was to discover whether our Foster Grants could compare with Mia, could play inks with her celebrated psyche and bring out the hidden her. With a star so young, we couldn't be sure we needn't have worried. No sooner had she stepped behind her first pair than the mer-morphoses began. You can see for yourself. That's the fun of sunglasses. We call it the Spell of the Shades.

Nobody's sure why, but that mysterious something that comes over people behind sunglasses is probably the reason so many people are wearing them today. People who've never been near a beach, who never

come out 'til the sun goes down. That's why they've got wardrobes of them, where they used to own just a pair. That's why they're so popular in Hong Kong as they are in Hollywood. What's more millions of them are Foster Grants. Because we happen to be #1 in the business. Far and away. Of course Mia doesn't care about that. She probably doesn't even care that Foster Grant 177 lenses pass strict U.S. eye protection tests, while many of the fancy-priced imports fail. Does she care that we make more styles, in more colors, in more sizes than anybody... from 51 to 55? We do even if she doesn't. So there.

Frankly, mother, I'd be a lot happier if you didn't even try to Watson!"



"We'll make mistakes. My Bond. Now buckle up your trench coat and get out of here."



"Incomparable I may be, Gregory, but you can't seriously expect me to play a love scene opposite that."

Foster Grants, 1964



How to enjoy the sun ...in style

WILD, WILD, WILD NEW BEACHGLASSES!



(and they're polarized!)

Get a 20% savings for our... (text partially obscured)

NOWATCHERS

Due... (text partially obscured)



DAYTONA
W... (text partially obscured)

THUNDERBIRD
... (text partially obscured)

DISCOTHEQUE
... (text partially obscured)

MAYCO

NAME _____
 ADDRESS _____
 CITY _____
 STATE _____
 ZIP _____

Foster Grants, 1968 ◀ May Co., 1965

BAUSCH & LOMB

Ray-Ban®
the most distinguished name in sun glasses

Frame your eyes in flattery... protect your eyes in bright sunlight with Ray-Ban Sun Glasses. They filter out the harsh glare that makes you squint, that causes fine wrinkles. For the best eye protection... the protection ordinary sun glasses cannot give... insist on B&L Ray-Ban Sun Glasses with G-15 neutral gray or green lenses of finest optical glass.

11 exciting frame styles, 42 fashionable colors. From \$6.50. At optical offices and select stores everywhere. Bausch & Lomb Optical Co., Rochester 2, N. Y.

Wear glasses? Enjoy the comfort of genuine Ray-Ban lenses in your prescription. You can get them in single vision or bifocal types, where you obtained your present glasses.



"Solara", Tan and White

"Myth", Blue Sparkle

"Sun-Gay", Red and White

Model is wearing Ray-Ban "Marcello", in new Green Shadow

Ray-Ban, 1960

And the winner is...

Reward: You Wearing It

Never was the American bust so blatantly displayed to the public than through Maidenform's "I dreamed I was..." campaign. Confident and firmly trussed, the gals in this last of the bullet shaped brassier ads would fall victim a few years later to bra burnings and a more natural look putting to end the voyeuristic fantasies of generations of men and boys.

Belohnung: Selber tragen

Nie wurde der amerikanische Busen so penetrant ins öffentliche Blickfeld gerückt wie in Maidenforms „I dreamed I was“-Kampagne. Selbstbewusst warben straff bewehrte Mädels für die scharfen Büstenhalter. Nur wenige Jahre später wurden BHs öffentlich verbrannt und es setzte sich ein natürlicherer Look durch: Schluss mit den voyeuristischen Fantasien ganzer Generationen von Männern und Halbwüchsigen.

Récompense: vous le portez

Jamais le buste américain n'aura été exposé avec un tel aplomb que dans la campagne «J'ai rêvé que j'étais...» de Maidenform. Sûres d'elles et dûment soutenues, les minettes de la dernière publicité pour soutiens-gorge en obus seront victime des années plus tard de la vindicte des féministes et du retour à une allure plus naturelle, qui sonneront le glas des fantasmes voyeuristes de générations d'hommes de tout âge.

El premio te lo llevas puesto

Nunca el busto de las americanas se había exhibido al gran público de manera tan descarada como en la campaña «He soñado que era...» de Maidenform. Seguras de sí mismas y apuntando bien, las chicas embutidas en estos sostenes con forma de bala cayeron víctimas, años más tarde, de la quema de sujetadores y la defensa de un aspecto más natural, lo cual puso fin a las fantasías de generaciones de hombres y adolescentes.

懸賞金: これを身につけた君

メイデンフォームの「もし、○○だったらと夢想した…」キャンペーンほど、アメリカ人のバストを露骨に陳列してみせた表現もないだろう。弾丸型ブラ広告の末期を飾った、きっちりと締め上げられて自信に満ちたキャンペーン・ギャルたちは、数年後にはブラ焼きフェミニストやナチュラル・ルックのあおりを食う運命にあった。そして、多くの青少年、あるいは成人男性の覗き魔的ファンタジーも終わりを告げたのだった。



I dreamed I was



WANTED

in my Maidenform* bra

'FRAME-UP'* new bra with 3-way support

Embroidered panels frame, outline and separate the cups. Extra-firm supports at the sides give you extra uplift. Stretch band at the bottom keeps the bra snug and securely in place. It's a 'Frame-up'—in A, B, C cups.

IT'S A STEAL. AT

\$1⁵⁹

*REG. U. S. PAT. OFF. ©1963 BY MAIDENFORM, INC., MAKERS OF BRAS, GIRDLES, SWIMSUITS





Hooray! It's Aunt Jemima Day!




"Oh boy—peanut butter and jelly waffles! What a wonderful Mom we've got!" Shake up Aunt Jemima waffle batter according to package directions; pour and bake golden brown. While still hot on griddle, spread with peanut butter, and top with dabs of jelly.



Even if you started lunch 30 minutes early and made your own waffles, you still couldn't get them any crisper or more tender than the

delicious Aunt Jemima kind. They're made from an exclusive blend of flours for extra flavor and lightness.

TRY ALL THREE KINDS

The Original  Buckwheat

 Buttermilk



Introducing new Pillsbury Panshakes... the first and only pancake from the right in the oven.

Just remove the sheet from the box.

and flip it in 45 seconds.

and pour... for 10-12 light, tender, tasty pancakes that are fun and easy to make. Choose: Extra Light or Buttermilk.

Panshakes. The new way to make pancakes.

Save 7¢

7¢

7¢

Panshakes, 1966



mmm... **FLAPJACKS!**

Lighter, more tender! The secret is Albers special leavening action, a blend of choicest grains and just the right amount of real creamery buttermilk. No wonder Albers Flapjacks mean perfect pancakes!



FREE! *Albers Flapjack Pancake Mix*

Wendy 8" x 10" For easier flipping! Manufactured in America. © 1966 Albers Foods, Inc. All rights reserved. Subject to the Albers Flapjack Pancake Mix. No Pillsbury Corp. Use the Albers logo for your 5¢ flapjack mix. Read between lines. Contains or contains derivative of an other variety. 21 1966

Certification

Albers Flapjacks, 1960



This is a packet of new Instant Quaker Oatmeal. It lets you make good hot oatmeal right in your bowl. And there are 9 more like it in every box.



Just add boiling water, it's ready to eat. Try it the next hurried morning.



Hot oatmeal is cool.

Know what the beautiful people eat for breakfast? Right! Big steaming bowls of it. Because oatmeal swings. It really does. On a cold winter morning, oatmeal absolutely turns you on. As a part of your breakfast menu, it gives you a healthy helping of energy that puts you in gear for the whole day. It's a good, natural, stick-to-the-ribs food that makes breakfast an honest meal. And it'sies warm and nutty and quick to eat. In its funny old-fashioned way, Quaker Oats is a modern nutritionist's dream. It's got protein to spare. Good natural protein. Bile-digesters. Things that make young bodies grow. And go, go!

Yet a bowl of Quaker Oats has only two more calories than a bowl of cold cornflakes. Which may surprise you. And interest you, if you're watching your weight.

Quaker Oats can help you do without feeling hungry or wanting to snack before lunch.

More oatmeal. This surprises more people eat - make sure for breakfast than any other brand of cereal in America. hot or cold.

Could it be that on this ripe old age of ninety, we're finally becoming a bean-ogled?



Life Savers, 1961 ◀ ◀ Aunt Jemima Pancake Mix, 1961 ◀ Quaker Oatmeal

Quaker Oatmeal, 1966



**NEW WAY
TO MAKE A
HAM OMELET...**

just add water and cook!

Here's as savory and satisfying a ham omelet as any you've ever eaten... and easier than any you've ever made. • Everything's ready: cubes of Hickory-smoked ham, blended eggs and milk and seasonings. All Borden's has left out is the moisture. • So, just add water, and cook a home-style omelet to serve three. • Fix one of Borden's Instant Omelets for breakfast or lunch this week. Try them in sandwiches. Scramble them, too. • See how great all the varieties are

WESTERN, MUSHROOM, CHEESE and HAM OMELETS

**BORDEN'S
INSTANT
OMELETS**



Borden's Instant Omelets, 1964

NEW
A wonderful
breakfast treat-
grand for lunch
and snacks, too



Pop-Tarts are new! They're tender pastries, already baked—from Kellogg's Kitchens! There are four kinds—each filled with a different and luscious flavor. All are made with pure vegetable shortening. You get six big Pop-Tarts in each package, sealed in foil envelopes to stay fresh without refrigeration. Always ready for a delicious change-of-pace breakfast—or for lunch boxes and after-school snacks. Take the coupon to your grocer's and save 1¢ on your first package.



Pop-Tarts, 1965

**Hooray! It's
Aunt Jemima Day**

Even if you got up half an hour early and mad your own pancakes from scratch, you'd still be hard-pressed to match Aunt Jemimas for taste and tenderness. Why? The exclusive Aunt Jemima blend of flours gives you extra flavor and lightness.

TRY ALL THREE KINDS!
• The Original Buttermilk
• Buttermilk

Aunt Jemimas and frizzled ham. "M-m-m—what a wonderful Mom we've got!"

Aunt Jemima Pancake Mix, 1960

Make the most of their "Wonder Years"



Serve Wonder Bread—Wonder helps build strong bodies 12 ways.



Share the "Wonder Years"—one through twelve—will develop in many ways—actually grow taller, gain weight, and reach a full height. To help make the most of their "Wonder Years," serve them nutritious

Wonder Bread. Even delicious slice supplies protein for muscle, minerals for strong bones, carbohydrates for energy, vitamins for nerves—all vital elements for growing minds and bodies. To a child these won-

derful early years seem endless. But for a parent they slip by like a warm spring day. So make the most of their "Wonder Years." Serve Wonder Bread for enjoyment, for enrichment.

And serve Hostess Fruit Pies—made with more fruit filling than crust



Look for them in your favorite store—in delicious fruit fillings the whole family will enjoy. Use Hostess Fruit Pies for snacks, lunch boxes, and handouts.

Wonder Bread, 1966

▶ Albers Flapjacks, 1962



**NEW FROM ALBERS!!! THE NEW LIGHT MIX
FOR REAL CREAMERY BUTTERMILK PANCAKES**

Beautiful new package – wonderful new mix! Like no other. Blends rich wheat, corn and lightest rice flours with real creamery buttermilk for special tenderness. Discover Albers Deluxe Flapjack Mix, the new quality product from Carnation.

How does Mrs. Burke stay as slim as her teenage daughter?



Mrs. Caroline Burke
Phoenix, Arizona
Mother of three

Nelle Burke
19 years old

Exercise and the right kind of foods. Like a Post Grape-Nuts® breakfast. It helps you stay in good shape. Fills you up, not out.



Grape-Nuts, 1968



©1961 by Kellogg Company

"The best to you each morning"

Best liked (World's favorite)
Best flavor (Kellogg's secret)
Worst to run out of

Kellogg's

CORN FLAKES



Kellogg's, 1961

Style of 1911
Style of 1920s
Style of 1930s
Style of 1940s
Spring, 1964

SHREDDED WHEAT
SHREDDED WHEAT
SHREDDED WHEAT
NABISCO SHREDDED WHEAT
SHREDDED WHEAT

Packages change! But Nabisco Shredded Wheat has been too good to change for over 60 years!

Nature makes wheat too nutritious to change. Nabisco makes Shredded Wheat too delicious to change! Crisp, Nutlike. Just plain satisfying. We wouldn't try to improve on nature's wheat. And we wouldn't try to improve on the wheat cereal America's loved longest. But we're style-conscious, so we changed our dress. Gave it a sunny morning feeling. Made it a modern, bright yellow. All the other flavors in the supermarket will be forgotten. With ours.

Shredded Wheat, 1964

► Kellogg's, 1965

Kellogg's

CORN FLAKERS

Species Americornus: 50TH Stater

More people pour milk of one kind or another on Kellogg's Corn Flakes than on any other cereal.

Crispiest, freshest, corniest flakes anybody makes

"The best to you each morning"



The National Football League Teams announce their 1966 selections of Official Training Table Foods

The National Football League has designed a new program to promote Family Fitness.

Developed through the combined knowledge and experience of our coaches, doctors and trainers, it is a two-part program of diet and exercise, and conforms with the aims of the President's Council on Physical Fitness.

The diet portion of the program is especially important. Our League's fitness experts and dietitians have made a careful selection of certain foods, known for their high quality and nutritional value. These foods are now being served on the training tables of the 13 teams of our League.

Because of this selection the companies producing these foods have been authorized to carry the official NFL shield on their packaging and have been designated Official Training Table Foods of the National Football League. In addition, our experts have compiled the NFL Guide to Physical Fitness, a new book which outlines special techniques for hardening muscles, sharpening reflexes, increasing endurance and strength and improving general physical well-being.

This is the heart of what the NFL believes to be a sound and practical program for family fitness. We hope that many American families will take advantage of it.

- | | | |
|------------------|-------------------|---------------------|
| Atlanta Falcons | Detroit Lions | Philadelphia Eagles |
| Baltimore Colts | Green Bay Packers | Pittsburgh Steelers |
| Chicago Bears | Los Angeles Rams | San Francisco 49ers |
| Cleveland Browns | Minnesota Vikings | St. Louis Cardinals |
| Dallas Cowboys | New York Giants | Washington Redskins |

- Tang Instant Breakfast Drink
- Nabisco Cereals
- Pillsbury Pancakes
- Kraft Cheese
- Hormel Meats
- Heinz Condiments
- Heinz Soups
- Birds Eye Vegetables
- Del Monte Prunes & Raisins



This symbol means high nutrition, high energy. It is found only on these leading foods — served on all 15 NFL team training tables.



National Football League Teams, 1966

Big new "G" on the box means...



very special Goodness from General Mills



SUGAR FROSTED FLAKES



TONY

Kellogg's

SUGAR

**FROSTED
FLAKES**

TONY

FROSTED FLAKES



FOR FUN
AND
FLAVOR

Rainbow your Seven-Up Floats!



Lemon ice cream and raspberry sherbet

Chocolate ice cream and lemon sherbet

Strawberry ice cream and orange ice cream

Vanilla ice cream and orange sherbet

Want to try something new? Take a scoop and dip into two or more flavors of ice cream or sherbet! Drop the rainbow scoopful into a tall glass, and fill with chilled, sparkling 7-Up! It's cool! It's creamy! It's glamorous! It's a 7-Up "Float"! Invent your own combinations. Whatever flavors you use will be at their best with the fresh, clean taste of 7-Up. You don't *have* to use two kinds of ice cream! If you're mad about chocolate, make your 7-Up "Float" with a whole scoop of it. We want you to be happy!

7-Up, 1963

Royal Crown Cola

UP TO OWN!
The new-day
cola with the
REFRESHING
DIFFERENCE

The new
spritlier-livelier
with freshness
from protected
concentrate-not
perishable syrup

It's King. With
FRESHNESS
DIFFERENCE



7-Up, 1960 ◀ Royal Crown Cola, 1961

peak of flavor



"it has to be SHASTA"

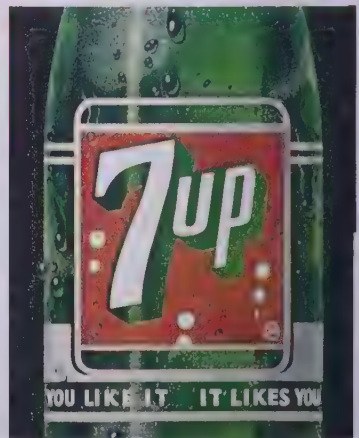
FREE
WITH THIS COUPON A CAN OF SHASTA
HAVE ONE ON US!
TAKE ME TO YOUR GROVER

Shasta Cola, 1961



GET REAL ACTION 7-UP YOUR THIRST AWAY!!

Any thirst you can get, 7-Up can quench! Seven-Up is all action. It tingles. It freshens. It re-starts the natural moisture in your mouth. That's why 7-Up can quench your thirst quickly and completely. Get real action... 7-Up your thirst away.



Copyright 1964 by The Seven-Up Company





The Now Taste of Tab.

Tab. Trimmed down in sweetness, so it's a little bit dry.
With 1 crazy calorie in every 6 ounces.
Like everything now a little bit crazy, but wow.
The now taste of Tab.
That's what's happening. To the nicest shapes around.



What's pz-zazz? It's what you've always wanted in your soft drink (party time or any time) | More lift | More life | More fun | A light crisp taste. That's pz-zazz. That's what Bubble Up has. | with the famous kiss of lemon | kiss of lime |



Bubble Up, 1962

When taste grows up
Squirt shows up



SQUIRT IS FOR GROWNUP TASTES

When you give up lolly-pops for good, you're ready for fine, dry Squirt. Squirt's not sweet like other soft drinks. In fact, it's definitely dry. It starts with sun-ripened citrus fruit, the very costliest kind. Then it goes through an exclusive extraction process for a natural dryness, a quality dryness never before achieved in soft drinks. Squirt's a fine, dry cooler that fixes your thirst, with never an after-thirst. It's a quality mixer that sparkles your drinks, and never dulls drink flavors. That's why more and more people with grownup tastes are switching from sweet drinks to Squirt. Has your taste grown up to fine, dry Squirt? Take home a six-pack today, and find out switch from sweet to **SQUIRT**



Squirt, 1962

Happy Holiday Idea!

For something different for the Holidays—try Dr Pepper hot! It's devilishly different! Easy to prepare: Heat Dr Pepper in saucepan until it steams. Pour into glass or cup over a thin lemon slice and serve piping hot!



SPECIAL OFFER

Four distinctive glass Hot Dr Pepper cups, as illustrated, with bronze anodized aluminum handles. Only \$2.00. Postage Prepaid. Send check or money order (no stamps) with your name and address to: Hot Dr Pepper, Box #28, Philadelphia 5, Pa.

Dr Pepper Company, Dallas, Texas, 1964

Tab Cola, 1966 ◀ Dr. Pepper, 1964

NEW! 6 BIG, BRIGHT, BOLD COLAS FROM SHASTA

Try one on us FREE

A 3.75 LITER (125 FL OZ) CAN OF SHASTA FLAVORED COLA

To Order: This coupon will be redeemed for your small price of one can of Shasta Flavored Cola plus 5¢ for handling, provided you and your change agent are registered with all variety of other "licensee" variety purveyor of goods for local, regional, state, or national sale. Licensee is responsible for the amount of the coupon. It can only be used for one can of Shasta Flavored Cola when purchased, issued, or redeemed. Maximum value \$0.50. Cash value 1¢. This coupon is void where prohibited. Good in U.S. only. © 1965 Shasta Beverage Co., Inc. "If Shasta be SHASTA"

SPARKLING COLA
PINEAPPLE COLA
CHERRY COLA
VANILLA COLA
LEMON COLA
CHOCOLATE COLA

Shasta Cola, 1965

Eye-Opener... America's number 1

Delicious taste is the reason Diet-Rite is America's number 1 low-calorie cola. So delightfully good-tasting, people say it's the best cola ever... bar none. And so marvelously modern. Full cola pleasure, but absolutely no sugar. Not even one calorie per bottle, Diet-Rite is simply the most eye-opening refreshment surprise of our time.

America's Most Modern Cola **diet-rite cola**
A PRODUCT OF ROYAL CROWN COLA CO.

Diet-Rite Cola, 1964

THE FACE IS AMERICA... THE TASTE IS CANADA DRY

Portrait of a teenager: Bright faced bubbling with laughter. Her King Size Orange drink bubbles too... luscious with the true fruit taste of fresh, plump oranges. The flavor is dry and light and dancing bright. As are all the many Canada Dry Sparkling Flavors: Grapefruit, Black Cherry, Hi Spot Lemon and Root Beer. And... Canada Dry makes lots more. You'll love them. And get more to drink in King Size bottles. Make a mental note to try your favorite real soon. Including the loveliest thirst quencher of them all... sparkling Canada Dry Ginger Ale.

Canada Dry King-size flavors

1 CHERRY ALE 2 GRAPEFRUIT 3 ORANGE 4 HI SPOT LEMON SODA

AMERICA'S FINEST BOTTLED BEVERAGES

Canada Dry, 1960

America's No. 1 diet cola goes itself one better!

NEW! BETTER TASTING!

DIET PEPSI

SUGAR ADDED—NO CYCLAMATES!

With cyclamate out and a touch of sugar in—new Diet Pepsi tastes better than original Diet Pepsi!

Diet Pepsi Cola, America's No. 1 diet cola, is ready now—with the cyclamate's out and tasting all the better for it!

Like all soft-drink companies, Pepsi-Cola Company was given till January 1 to deliver non-cyclamate products to you. Pepsi-Cola Company didn't wait. You can do better without cyclamates. So can Diet Pepsi. And we're ready to prove it. Our new Diet Pepsi contains a little bit of sugar—a touch of pure, natural sweetness that gives it a real Pepsi taste with less than a third of the calories in regular cola.

New cyclamate-free Diet Pepsi is now in stores in your neighborhood. If not, it's on its way! Look for the Diet Pepsi cartons with a bright yellow band announcing: "Sugar added—no cyclamates!" as you see above.

NEW DIET PEPSI TRY IT... SOMEONE WILL BE WATCHING!

Diet Pepsi, 1969

Dr. Pepper, 1960



Join the cola dropouts.
You get a whole new feeling with Wink.



Cola was never like this. You don't just drink Wink. You feel it.
A million liquid diamonds turn on all at once. A tintinnabulating tingle wipes out your thirst.
And your taste will tell your mind...Wink is where it's at.

Canada Dry makes it.

Now
in diet
too.

Have a Crush... Enjoy a Fresh New Taste!



Discover a fresh new taste—the crisp, satisfying flavor of Orange-CRUSH. Orange-CRUSH is delicately carbonated—starts with the juice of sun-ripened oranges. Have an ice-cold CRUSH today! Indulge yourself in the thrill of a fresh new taste!

Orange Crush, 1960

Coke has the taste you never get tired of.

And ice cream tops it off. It's summer's coolest cooler. Ever try it? The most refreshing way under the sun to make things go better. Calls after Coke after Coke.



Coca-Cola, 1967



Wave After Wave.
Drink After Drink.

You ride the big one all the way in. Then: Coca-Cola, splashing over your thirst. Cold. Fresh. With that one-of-a-kind taste. Coke has the taste you never get tired of. It makes the best things in life go even better. Like the perfect wave. Like anything.

Things go better with Coke

Coca-Cola, 1968

► Coca-Cola, 1965





It's high noon in the high Sierras. Time for everyone to . . .

...head for the Hills

Squaw Valley 1960! Host to all the world for the VIII Olympic Winter Games. When it's time for coffee, here or anywhere, it's time for Hills Bros.—the coffee chosen to be served exclusively at the Winter Olympics.



© H. B. C., Inc.

This is what's been missing
in instant coffees

The pure coffee nectar...
precious natural essence of
coffee. It takes hundreds of
Chase & Sanborn's coffee
beans to yield just one
dram of pure coffee nectar

pure coffee nectar

New Instant Chase & Sanborn captures the pure coffee nectar

... the richness that's been missing up 'til now!
Taste it! The richness of the pure coffee nectar! Coffee
experts have tried for years to capture and hold this
precious essence in instant coffee. Today, Chase &
Sanborn has succeeded! Now, New Instant Chase &
Sanborn gives you the full flavor and aroma of
premium coffee beans, and for the first time, the richness
of their pure coffee nectar! Enjoy it today!



Get the New Instant Chase & Sanborn
in the bright new jar!

PURE COFFEE FOR NEARLY 100 YEARS

Chase & Sanborn Coffee, 1961

NOW!
OVER 10,000
POSSIBLE
WINNING
NUMBERS
ON
INSTANT
MAXWELL
HOUSE™
COFFEE JARS!

Have you won?
It's easy to find out!
Just cut out the
Treasure Island label with
your name and address
and mail it to:
Dr. H. J. GARDNER, c/o Maxwell House
in a plain paper envelope
with \$1.00 in cash or a check
sent to: Maxwell House, P. O. Box 718,
New York, N. Y. 10108.

CASH
PRIZES
FROM
\$50 TO \$50,000
PLUS
TRIPS TO
EXOTIC
TREASURE
ISLANDS!

It's fun to win
First Prize: \$50,000 plus
a Treasure Island Trip
for two to Europe. Maxwell
entertainment in Bermuda.
Second Prize: \$10,000
plus a 7-day Treasure Island Trip.
Third Prize: \$5,000
plus a 5-day Treasure Island Trip.
\$100,000 Cash Prize: \$50
Third Prize: \$10,000
Prizes and names are sent
to: Maxwell House, P. O. Box 718,
New York, N. Y. 10108.
NO PURCHASE NECESSARY.
VOID WHERE PROHIBITED.
© 1967

COFFEE BEANS
FROM THE
"MAYDAY" MOUNTAIN
TRAINING
CAMP
NORTHWESTERN
MOUNTAIN
TRAINING
CAMP
MOUNTAIN
TRAINING
CAMP

Maxwell House Coffee, 1967



**INDULGE
YOURSELF**

Get all the best of the coffee bean—aroma, flavor, but not caffeine!



New
Aroma-Roast
Sanka
Coffee
contains absolutely
no caffeine
right from the top

Hill Bros Coffee, 1960 ◀ Sanka, 1960

Finally, after 20 years,
fresh-perked coffee you
don't have to perk.

Finally, fresh-ground percolated coffee freeze-dried into concentrated form. And the most amazing part is it's 97% caffeine free. Add boiling water and the golden brown crystals turn back into the fresh-perked coffee they were formed from. Took 20 years to perfect. But it was worth it.



Sanka, 1969

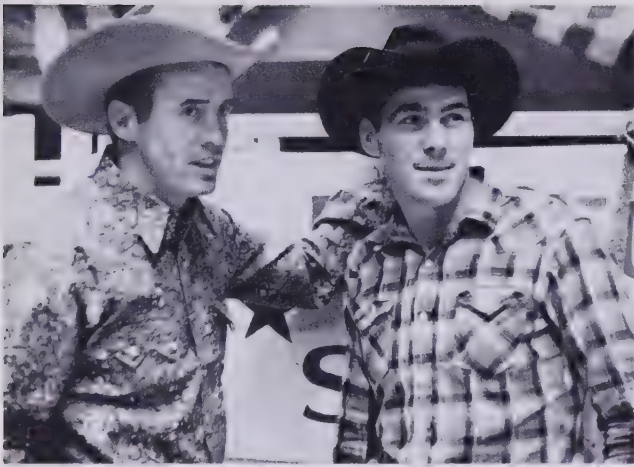


Photo: © The Associated Press. Photo: © The Associated Press. Photo: © The Associated Press. Photo: © The Associated Press. Photo: © The Associated Press.

Why these rodeo champs drink tea, the hot refresher



"I'd sure hate to crawl onto one of these broncs unless I felt like a million bucks," says Benny Reynolds. "It takes the best you've got. And that's exactly the reason most of us drink one or two cups of hot tea before the rodeoing starts. Between events too. It helps quiet down the tension and gives you a good refreshing boost. Really

gets you feeling on top of things." Why don't you get the good of tea, too? Make it your hot refresher for a week or so and see how good you feel about it. Lively, satisfying taste—clean, fresh feeling in your mouth... and the "just great" glow you have when you're relaxed but on your toes and ready for action. *Take Tea—You'll See!*

What's the story on "Tea"? None World Champion "Saddle Horse" Rider. He says: "I started riding the bucking horses at 13. And I've been a tea drinker about that long too." He says: "I think it's the greatest refresher going."

TEA COUNCIL OF THE U.S.A., INC., A NON-PROFIT ORGANIZATION



Tea, 1962



BORDEN'S MILK... THE ONE TO GO ON

"It's magic! From babyhood to boyhood to manhood... it's the essential food! Every mother knows that! But does she know that there are milks and there are milks?"



And that Borden's Monogenized contains extra vitamin D gives extra strength, extra energy? And that its dairy-rich flavor adds another "d" for delicious? So be sure to make Borden's milk—the one to go on, and the one they go for.

BORDEN'S

VERY BIG ON FLAVOR

Borden's Milk, 1962



NESTLÉ'S MAKES THE COZIEST COCOA real old-fashioned flavor...ready in 30 seconds

Nestlé's is the only instant cocoa with whole milk and sugar—made expressly to be enjoyed hot. It's the only instant cocoa you can make perfectly with water. And it's the only one with all these extra nutrients: Vitamins C, B, D, and Iron. Light up late afternoons and evenings with the special chocolate flavor and cozy warmth of Nestlé's EverReady®—the deluxe instant cocoa in the bright red package. Get some today!



Nestlé's, 1960



Drink the Protein Lift

Drink Milk at noon and get a refreshing lift. You always need protein. That's why you never outgrow your need for Milk. Get the Milk idea—3 glasses every day.



American Dairy Association, 1961

▶ V-8 Juice, 1960

outflavors

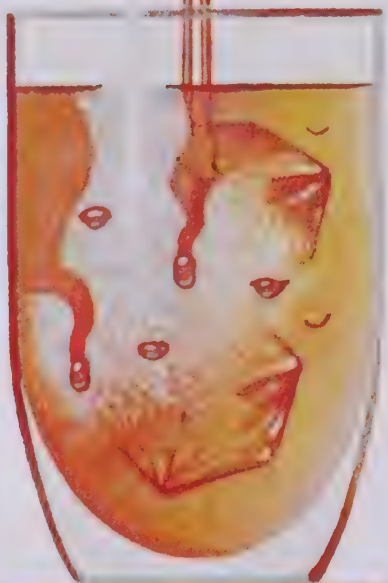
any single juice!

Your happy tastebuds will tell you a thing or two about V-8. They'll tell you V-8's *all* flavor—flavor 8 juices deep! Flavor so fresh it practically smiles at you. So lively it never ever bores you at breakfast.

Vital statistics on V-8 Vegetable Juices: fewer calories than fruit juice... important vitamins and minerals ...choice of four sizes, from the little 6-ounce individual size to the large 46-ounce size that every V-8 lovin' family needs.



V-8 is a trademark of Campbell Soup Company





There's only one Kool-Aid!

(But it comes in 11 different flavors)

5¢ package makes 2 quarts

Kool-Aid, 1961

Good healthy drink
for thirsty
Ghosts and Goblins

Treat 'em with
new frozen punches
from Sunkist—
squeezed from
fresh, ripe fruit!



Party idea... make a "Punchkin." Just hollow out a pumpkin to fit your serving bowl. Let the youngsters decorate the face.

Sunkist Frozen Fruit Punches

Four new flavors from fresh fruit!
And kids love 'em all. Real healthy, too.
No artificial flavor—no artificial color.

Natural vitamin C. It's the frozen punch
you mix 4 to 1. Each can makes one full
quart. At your grocer's freezer now!



Nestle's Keen, 1964 ◀ Sunkist, 1960



Treat a host
of ghosts with
one package
of Kool-Aid



Regular... or New Pre-Sweetened...
Each makes two quarts of fun and flavor.
Whisper... and more get extra...
New Kool-Aid is a registered trademark of General Foods Corp., Glendale, N.J.

Kool-Aid, 1964



The drinks are on us...

TRY LIBBY'S FROZEN PINEAPPLE-RASPBERRY OR PINEAPPLE-STRAWBERRY DRINK AT NO COST DURING

Juice PoW-WoW

To introduce you to Libby's complete line of frozen juices and drinks (15 fresh-fruit flavors, all rich in Vitamin C) we'll refund your full purchase price on 2 cans of Libby's frozen Pineapple-Raspberry or Pineapple-Strawberry. Mail the 2 can ends marked with embossed code number to "Libby's New Flavors, Box 90, New York 46, N. Y.," Include your name and address and state how much you paid. Offer expires August 10, 1960. Limit: one refund per family.



TOTE 'EM HOME LIBBY'S AND SAVE WAMPUM NOW!

Libby's
FROZEN Juice
PoW-WoW



HOW TO KEEP FUNNY FACE DRY SO IT WILL TASTE GREAT WET:

CALL CROWN ZELLERBACH!

* You've developed a delicious sugar-free drink for kids - one that has vitamins. Now you have to sell it. It's the trick! But it's scaled in - with moisture seal-out - and at a price "little people" can afford!

So we ask the Western-Warlike Division of Crown Zellerbach. They develop a packet made of Crown Hydro-Gard® paper coated with pure, fresh-light Duras® made by W. R. Grace & Co. And it works great!

Now kids everywhere are enjoying the party taste of Funny Face every day. (No reason why they shouldn't drink all they want - there's no sugar - and no sugar mess!) All because of a "Packaging partnership" that pays off - for everybody!

© The Pillsbury Company PILLSBURY

CROWN ZELLERBACH & COMPANY, WESTERN-WARLIKE DIVISION
2100 15th Street, San Francisco, California
W. R. GRACE & CO. BARTON, BATHURST, PORTLAND, ASTORIA, ASTORIA, OREGON
© 1960 W. R. GRACE & CO. A Subsidiary of W. P. Lipton & Co.

DEWEY AND ALBY CHEMICAL DIVISION
W. R. GRACE & CO.
CAMBRIDGE MASS 02142



Pillsbury's Funny Face Drink, 1964

You can't fake it.

Not a snow cone. Not an ordinary soft drink. It's something else. Frozen Carbonated ICEE! Look for the sign that tells you there's an ICEE machine in the place.



A cola ICEE.

Flavors not shown: cherry, lemon-lime, orange, grape and umpteenth others.



What's
got
into
Tang?

NEW NEW NEW
INSTANT
Tang
DRINK
BREAKFAST
DRINK
More Vitamins C and A

COTTAGE
CHEESE

Cam

IO
CR



ction

E
AM

MILK



Whip'n Chill[®] tonight



Chocolate Surprise Dessert (Foolproof. Needs no cooking.)

- 1 package Whip 'n Chill
- Chocolate Dessert Mix
- $\frac{3}{4}$ -inch pound cake cubes
- Chocolate syrup

Just follow these simple directions: Prepare Whip 'n Chill Dessert Mix as directed on package; spoon part of mixture into parfait or dessert glasses. Add a layer of cubes, then drizzle syrup over cubes. End with prepared dessert, repeating the pattern if desired. Drizzle a small amount of syrup over the top of each serving.



Whip 'n Chill... a most surprising dessert.

Best when served with 1/2 cup of whipped cream. Whip 'n Chill is a registered trademark of Kraft Foods. © 1966 Kraft Foods, Inc. All rights reserved. Whip 'n Chill is a registered trademark of Kraft Foods, Inc. All rights reserved. Whip 'n Chill is a registered trademark of Kraft Foods, Inc. All rights reserved.



You'll never know
what a work of Art
ice cream can be
until you try Foremost
Cherry Cherie



Bright bits of cherries and tiny chunks of chocolate laced into the smoothest old-fashioned ice cream you ever set spoon to. Try it soon... 'tast cool!

Your family gets the most from FOREMOST

Trade Name: THE FOREMOST, INC. FASTERMAN, MIDDSWEEET, GOLDEN STATE, HALL'S and SUNNY BROOK

Foremost Ice Cream, 1960

Special introductory offer
from New Kraft Toppings

Set of 4
Banana Boat
Dishes
only **50¢**



Look! With these brand new Banana Boat Dishes you can make your own banana splits at home! Each plastic Banana Boat Dish is 8" x 9", big enough to hold 3 scoops of ice cream, desserts or breakfast cereal. Four fancy South Sea colors: SWEET ORANGE, BANANA YELLOW, PACIFIC BLUE, TROPIC GREEN



Invent your own sundaes with
New Kraft Toppings!

Come on aboard, order yours today!

Kraft Banana Boats, Box 300, Terre Haute, Ind. Please send me _____ set(s) of Banana Boat Dishes. For each set ordered, I enclose \$1.00 (in coin, check or money order for change please) and one Kraft label from any of the 7 New Kraft Toppings.

7 kinds - Try 'em all!
Kraft Pineapple Topping
Kraft Strawberry Topping
Kraft Chocolate Caramel Sauce
Kraft Vanilla Caramel Sauce
Kraft Black Raspberry Topping
Kraft Fresh Topping
Kraft Butterscotch Topping

NAME _____
ADDRESS _____
CITY _____ STATE _____
Send good in U.S. and Canada only. Void in any state or territory where prohibited. Open to persons under 21. Offer expires September 30, 1967. Please allow 3-4 weeks for shipment.

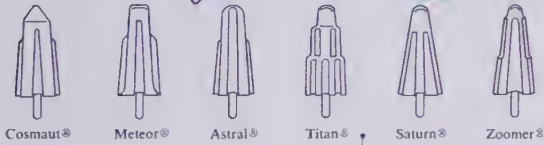


New for kids! From Outer Space:

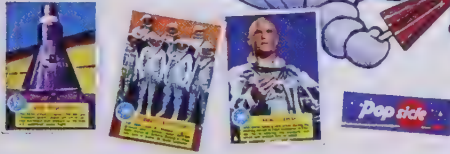
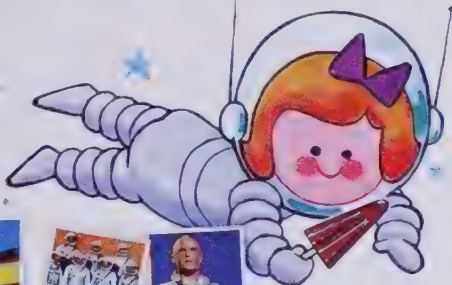


Popsicle SPACE-SHOTS®

6 exciting space shapes!
12 treats to a box! Look:



Cosmaut® Meteor® Astral® Titan® Saturn® Zoomer®



And packed in every box of Popsicle Space-Shots —
free bubble gum plus authentic "Space-Age" trading cards!



Popsicle Space-Shots in 3 out-of-this-world fruit flavors — all in one box!

Cool, refreshing, fun for kids!

Buy 'em at your supermarket. Keep 'em in your freezer!

"Popsicle," "Fudgsicle," "Cosmaut," "Meteor," "Astral," "Titan," "Saturn," "Zoomer" and "Space-Shots" are registered trademarks of the Joe Lowe Corporation, Englewood, N.J.



Pink Pineapple Ice Cream

It's cool as it looks — and what do you think? The pineapple's really and truly pink! The pineapple-flavored ice cream is, too. It's Carnation's Treat of the Mouth for you!

Carnation, 1964

Baskin-Robbins invents candy as delicious as its ice cream.

The best candy you ever tasted. Because it's frozen fresh, we don't add preservatives. Just deliciousness. And the flavors — wow! As much fun as our ice cream. Burgundy, Cherry, Coconut Almond Fudge, Chocolate Almond, Jamoca. And many, many others. The kind of flavors you get only from Baskin-Robbins.

To liven up things we're having a Candy Sweepstakes and you lucky ones will win a free pound of candy. So come down to your favorite

Baskin-Robbins store, bring the kids, and you'll all find out how good candy can really be.



I wish I could have a million people
for dinner so I could serve them all
Hydrox cookies.



Don't be fooled by look-alikes.
Hydrox is the original creme-filled chocolate cookie
—the finest ever made!



America's new way to bake!
(from Pillsbury)

Slice into chunks... they bake into round cookies!

Homemade fresh! Makes 3 to 4 dozen!

NEW! Pillsbury refrigerated Chocolate Chip Cookies

Try America's new way to bake Chocolate Chip Cookies! Rich, fresh dough with real chocolate nuggets (lots of 'em!). All mixed, shaped in a roll, and refrigerated. One package makes 3 to 4 dozen.

Just slice into chunks, and bake. So easy, and such cookies! Like magic, the chunks bake into perfect, round cookies. Tender, wonderfully delicious, chewy or crisp, as you prefer. Never before such wonderful chocolate chip cookies made so quick! Now Pillsbury Refrigerated Chocolate Chip Cookies—now at your grocer's. Treat your family to some new, fresh-baked—tough! More kisses' cousins of America's most popular biscuits...
... at your grocer's dairy case.



Don't forget Pillsbury's 4 other "homemade" fresh "Slice & Bake" Cookies:

- Butter Pecan Slice
- Raspberry Cheesecake
- Raspberry Cheesecake
- Raspberry Cheesecake

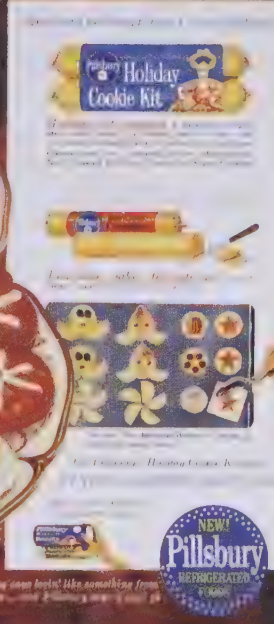
Freeze dough, all sizes and shapes. All can be thawed and baked in just minutes—no need to thaw. It's a dough wonderfully delicious!

Pillsbury Cookies, 1960



Cookie Ideas Galore

Make them all with Pillsbury's Refrigerated Holiday Cookie Kit



Pillsbury Cookies, 1960



CHRISTMAS COOKIES

Gold Medal NEW

THAT LOOK LIKE CANDY

as fun to bake as they look!

Hydrox Cookies, 1966 ◀ Gold Medal, 1960

▶ Nabisco Cookies, 1965



LET THEM HAVE COOKIES ON THE SMILE





DIRECTIONS FOR PLAYING

Pin the Cookie on the Smile

Place funny face on wall. First "Pinner" step forward and choose your favorite NABISCO cookie from the five cookie cut-outs. Put on blindfold. Turn around three times. Think NABISCO—real hard. Get ready. Aim. Pin! Now check your luck. Hit near a number? Take that many cookies. Missed the funny face altogether? Put one back. Hit the smile? Wowee! Take two of each kind. Now enjoy your NABISCO cookies (all delicious!) while the next "Pinner" tries his luck.



NABISCO Chocolate Chip Cookies. Chocolate-lovers take notice! You never saw so many bits of chocolate in a cookie. Rich, rich morsels lavishly scattered all through the tender, golden brown texture.

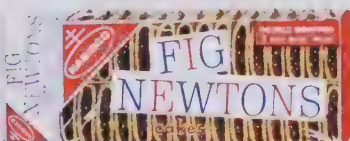
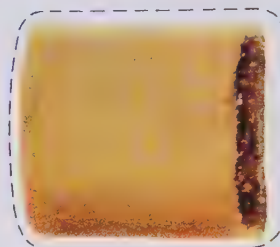


FIG NEWTONS Cakes. Fresher, moister, fig jam makes FIG NEWTONS so plump and juicy and chewy. Double-wrapping keeps the jam juicy fresh, the golden cake tender. Only NABISCO makes FIG NEWTONS.



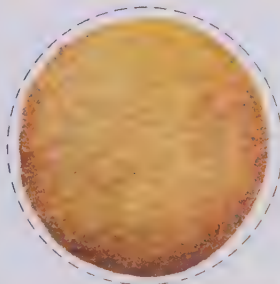
OREO Creme Sandwich. Inside—the richest, creamiest filling ever. Outside—the best, chocolate-y rich wafers made with dutch cocoa and pure chocolate. That's OREO. America's all-time favorite cookie.



LORNA DOONE Shortbread. More butter in the batter gives LORNA DOONE that extra-tender, mouth-melting texture. Rich and good when you eat them just plain, and even better with strawberries and cream.



NABISCO Vanilla Wafers. Eggs make the difference, make NABISCO Vanilla Wafers so much better than ordinary ones. Thinner, richer, crisper, delicately airy-light.





BRACH'S Valentine Chocolates
 set hearts aglow in a warm and wonderful way. A thoughtful gift adds unspoken warmth to the whispered words, "I love you".

**All prices shown are our suggested retail prices*

Brach's Candy, 1965



Smooth and light! New Peppermint Frost

BECAUSE YOU CAN WITH LOW CALORIE CARNATION INSTANT!

Daily for a serving! Now it's easy - and smooth - right in your refrigerator! Tasty whipped Carnation Instant smooths all the peppermint sparkle into the frost that's luscious - but light. No sugar, no fat, no calories, and it offers the same!

Suggests: Use in frost, or make a frosting by adding fresh fruit, or a non-saturated fat, such as margarine. Allow softening time, whipped cream - and a lot less than 1 1/2 a serving. Whipping directions on the package.

Daily Carnation as the "Magic Crystals" Instant. Whipped cream falls. Perfect for cooking. It's best for drinking. It's today's low calorie way to all the natural protein, calcium and B vitamins of the freshest whole milk. Costs as little as 3¢ a quart.



PEPPERMINT FROST
 (Makes about 1 quart)

1/4 cup crushed peppermint stick candy	1/4 cup hot water
1/2 cup marshmallow topping	2 1/2 cups whipped Carnation Instant "Magic Crystals"

Combine peppermint candy, marshmallow topping and hot water. Stir until dissolved. Cool. Fold into whipped Carnation Instant "Magic Crystals." Place in a jar or tray. Freeze until firm (about 3 hours). To whip Carnation Instant "Magic Crystals," 1. Make about 2 1/2 cups. 2. Mix 1 cup Carnation Instant "Magic Crystals" with 1/2 cup hot water in bowl. 3. Whip until soft peaks form (2 to 3 minutes). Add 2 tablespoons brown sugar. 4. Continue whipping until stiff peaks form (3 to 4 minutes longer).

Carnation, 1960

Happiness is finding **BRACH'S** Easter Candies



Brach's Candy, 1966



Candy Lovers of America unite for all 15 varieties! Head for the stores to get your share of deliciously priced Welch's Candies. Mom and Dad are already making tracks - gonna buy out their favorite, Chocolate Covered Cherries. Granny's heading up from the farm to stock up on Nut Fudge... she can't make better! And the kids are forming hungry packs to raid the stores of Junior Mints. Candy Lovers is going wild... wild for the delicious prices. Better start wheeling home the Welch's right away!



Nabisco, 1966

BITE

after

BITE

after

BITE

after

BITE

after

BITE

after

BITE

WOW!

Baby Ruth

Butterfinger

© CURTISS CANDY COMPANY

Curtiss Candy, 1960

Butterfinger

Best bar to get!

Best you ever et...

oops! Ate.

Great!

Today... enjoy this golden, honeycombed, peanut-butter center... crisp and crrrr-unchy!

© CURTISS CANDY COMPANY

Curtiss Candy, 1960

the goblins'll get you
if you don't
treat 'em right

...with any of these delicious
Curtiss Halloween candies

(each piece individually wrapped)



Curtiss Candy, 1960

All kinds of Curtiss
HALLOWEEN TREATS
for candy-happy kids,
penny-wise moms!

LEFT
Various Halloween candies, from candy corns and
peanut butter balls to candy apples, lollipops, and
candy corns, are available. (Butterfinger® candy is
available from Curtiss Candy Company.)

BELOW
For more candy, visit the Curtiss Candy Company.

RIGHT
Baby Ruth and Butterfinger
candy bars are available in
candy corns, lollipops, and
candy apples. (Butterfinger®
candy is available from Curtiss
Candy Company.)

BELOW
For more candy, visit the Curtiss Candy Company.

BELOW
Visit the Curtiss Candy Company website at
www.curtisscandy.com for more
information.

© CURTISS CANDY COMPANY

THE NECCO KID
RUSTLES A

Rolo®



He goes for his gun at the drop of a hint that you have a Rolo . . . nine luscious little drums of milk chocolate filled with creamy toffee. Outsmart him, buy the NECCO Kid his own Rolo . . . just 10¢.



*Good ol'
Western
Custom...*

Sweeten your Honey with **PANGBURN'S** Western Style Chocolates!

When you feel the happy urge to do something delightful for somebody, hurry to your favorite Drug Store for Pangburn's Chocolates. They've been winning hearts and sweetening friendships for fifty years.

You'll be proud of your gift when you give Pangburn's, the wonderful Western style chocolates made with Milk and Honey. The gift that so beautifully says, "I selected the finest for you".

At good Drug Stores almost Everywhere. \$2 to \$2.50 a lb.

PANGBURN COMPANY, INC. — FORT WORTH, TEXAS



The Wise Old Owl Says:

"Be Queen of the block
and save money too
... treat the kids to

Brach's Halloween Candies

When youngsters cry "Trick or Treat", they want the best candy. That's why it's smart to serve Brach's! All the magic shapes, exciting flavors and enchanting colors make Brach's the Halloween candy tradition. Bewitch them with pure candy and pure fun ... at prices that let you buy plenty. So be a smart shopper and Queen of the block, too ... buy Brach's Halloween candies.

FREE



Look for Brach's "Candy Owl" masks on many of the Brach's "Trick or Treat" Candies.



Brach's makes 59 kinds of Halloween Candies



Butterfinger
Baby Ruth
TRICK
TREAT

Baby Ruth
TRICK
TREAT



Butt Baby

Five

TRICK
OR
TREAT

NOTICE OF ELECTION

FOR THE OFFICE OF AMERICA'S FAVORITE JELLO FLAVOR



Election to be held Sept. 19 through Oct. 8 in grocery stores throughout the United States. No joke. You are automatically registered and eligible to vote if you can make an "X." So go to the polls in droves. Go in cars. Walk. But go and vote. Vote early; vote often for your favorite JELL-O flavor in the NATIONAL JELL-O ELECTION—September 19 through October 8.



Jell-O, 1960



This year, be sure to make it a Schraff's Valentine Heart—filled with the world's most luxurious chocolates, and the chance to win a Lark! Yes, we're giving away 10 beautiful Studebaker Lark 2-door Station Wagons in Schraff's huge 100th Anniversary Valentine Contest. So, hurry to your favorite candy counter. Get complete contest details, and choose a Schraff's Heart from our fabulous Valentine collection...65c to \$7.50!

Schraff's Candy, 1961

Christmas * * Giving...



You can really add thrills of pleasure for youngsters by simply tucking into their Christmas stockings a couple of the big-sized 18-stick Santa packs.

Then, there are the convenient family packs that added to those little extra gifts make them so much fun to give and to receive.

And, how about putting a few of those familiar 5-stick packages around the house for people to treat themselves to.

All ages love Wrigley's Spearmint Gum—the lively, grand-tasting flavor satisfies but is never rich or filling and the pleasant chewing aids digestion.

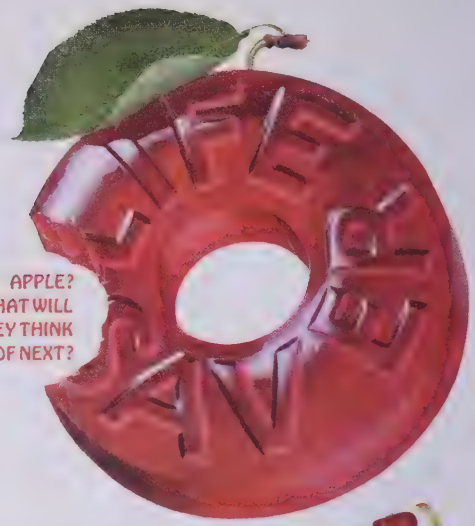




Some funnel eh kid?

The candy with the hole

Life Savers, 1960



APPLE?
WHAT WILL
THEY THINK
OF NEXT?

PEAR!
PINK GRAPEFRUIT!
BLACK RASPBERRY!
THAT'S WHAT!

NEW! Fancy Fruits FROM LIFE SAVERS!

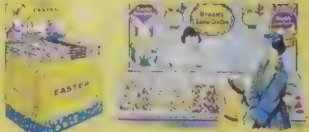
Life Savers, 1965



Brach's

Easter Candy Parade
Sweetest parade you'll ever see

Look at all this Easter Candy! Row after row, every color... every flavor. See the chocolate hummies, made with Brach's fresh own-made chocolate and filled with tender, fluffy marshmallow. And, Easter eggs of all kinds -- including chocolate malted milk eggs and chocolate creme eggs. Tempting, delightful mallowwrenes chicks and rabbits, too. All the Easter candies children love to hunt for are in Brach's Easter Candy Parade.



Fill your youngsters' Easter Baskets with Brach's. Look for Brach's displays in grocery, variety drug and department stores. Brach's Easter Candies are so good, you'll find them everywhere.

Brach's Candy, 1960



Make someone happy! Next time you're at your supermarket bring a little happiness home. Pick up several packages of Welch's candies. They're foil-wrapped for freshness so all the delicious flavor is just waiting for you and your family to enjoy. Made someone happy lately?

JAMES O. WELCH COMPANY, CAMBRIDGE, MASS., DIV. OF NATIONAL BISCUIT CO.

Welch's Candies

Nabisco, 1964

► Life Savers, 1961



...and
for
extra
social security
after
eating,
drinking,
smoking,
etc...



...still only 5¢

LEMON FLUFF

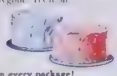
It's Betty Crocker's newest frosting mix



The first—the only—Lemon Fluff Frosting Mix!

Make your best frosting—and frosting never tasted better—like the bright, fresh tang of lemon. It's in the Lemon Fluff Frosting. Now it's like to smile at each other on your next reunion. An Fluff! Like the best frosting keeps. Builds up round, sunny peaks off the best bite of cake is gone. It's in your next cake—you'll like the compliments you get!

P.S. Try also Betty Crocker's Frosting Mixes and Frosting. With each mix, frosting mix and ingredients are listed on the box. Betty Crocker's Frosting Mixes and Frosting are available in 16 oz. and 32 oz. packages.



The red spoon tells you it's Betty Crocker good...and General Mills guarantees it on every package!

Betty Crocker, 1960

Imagine, a cake and frosting especially to match pink parties! Such a nice pinky pink. And the taste! So...cherry-pink. (Cherries are one of my secret passions.) New Pillsbury Cherry Pink Party Cake and Frosting Mixes.

I'd say that's a fresh idea!

New Pillsbury Cherry Pink Party Cake and Frosting Mixes are available in 16 oz. and 32 oz. packages. Pillsbury Cherry Pink Party Cake and Frosting Mixes are available in 16 oz. and 32 oz. packages.

Pillsbury, 1966

NEW BETTY CROCKER COUNTRY KITCHEN CAKE MIX

Make someone happy in your house with one of our new Country Kitchen Cakes. They taste as rich and keep as fresh as homemade butter cake. Homemade wholesome, too. Check out Cream Cake recipe on the Devil's Food package.

Betty Crocker, 1960

This is the new Pillsbury Deluxe Double Dutch Devil's Food Cake—for people who are clear in every about chocolate.

Moistness? you said a mouthful!

As soon as that fork gets to where it's going, you're going to find out what moistness does for the way a cake eats.

Take this tempting new Double Dutch beauty. It's one of the new Pillsbury Deluxe Cake Mixes with 20% more shortening added to it. It bakes up moist and—well, just have yourself a mouthful.

Nothing says lovin' like something from the oven... and Pillsbury says it best!



Pillsbury, 1960

JOIN THE PILLSBURY BROWNIE CLUB

Family Size Mix
FUDGE BROWNIES
Pillsbury

Family Size Mix
NUTTY BROWNIES
with nuts right in the box
Pillsbury

FUDGY GROUP
You'd never catch the Fudgy Group camping anywhere without a moist, chewy, delicious, delectable Fudge Brownie or two tucked in their pockets. They're absolutely!

NUTTY TROOP
Nutty Troopers take a bit to the kitchen in the dead of night, just to satisfy a Nutty Brownie Craving. Good thing it's easy to satisfy a Nutty Brownie Craving. Because Pillsbury gets nuts right into the mix.

GET YOUR OFFICIAL PILLSBURY BROWNIE CLUB BADGE.
Just send 10¢ and a frosting from any Pillsbury Brownie Mix to: Pillsbury Brownie Club, Box 578, Dept. 125, Minneapolis, Minnesota 55480

Pillsbury, 1966

Butter Brickle

Betty Crocker scoops a favorite ice cream flavor for new cake and frosting mixes
Imagine! The rich, creamy flavor of **Butter Brickle** in a moist, tender layer cake. Imagine! Crunchy bits of **Butter Brickle** candy in a creamy frosting. Delicious! Scoop up both Layer Cake Mix and Frosting Mix. Only from Betty Crocker, of course.

Betty Crocker, 1966



Pillsbury, 1964

GO NATIVE...

at dinner tonight with this new South Seas dessert idea, **PINEAPPLE-LEMON PARFAIT CAKE**. Made in a tropical breeze by you and these two new Pillsbury mixes.



One for the moist Lemon Creme Cake



One for the Hawaiian Pineapple Frosting

Capture the excitement of the South Seas in this new dessert idea from Pillsbury. The cake bakes up moist and tall. A lemon cake unique in its creamy taste, unique in its moist texture. Just slice the two layers in half, then frost with new Hawaiian Pineapple Frosting. This newest of frostings has a can of crushed pineapple right in the box.

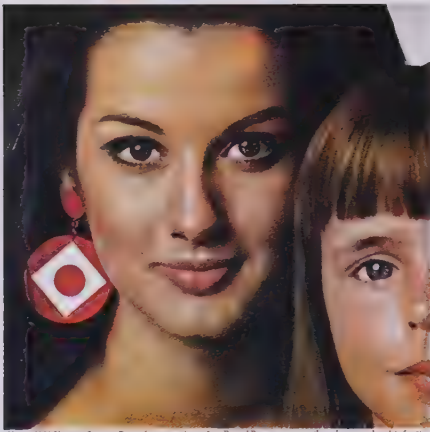
At dinner tonight, Go Native, with Pillsbury's new Pineapple-Lemon Parfait. It's like running away to a tropical island.



► Kellogg's, 1960







March, 1966, Younger Smarter. Bigger. Lovin' new Ultimate New Frosted Brownies is a new thing. Luscious Absolute Frosting right in the box is a new thing. Even the box is a new thing. Pillsbury Brownies sure have changed. So has mother.

Mother taught us everything we know.



Pillsbury, 1966

1/2
THE
CALORIES
OF REGULAR
MARGARINE

Diet Imperial is a brand new soft spread that lets you cut calories without cutting flavor. Because you get the very same flavor ingredients of famous Imperial Margarine plus liquid corn oil, yet only 1/2 the calories! Tastes so good, you'd buy it for the flavor alone. Use it on everything from asparagus to zucchini. It's a great new way to help stay yum and slim! Try new Diet Imperial soon.



Diet Imperial's taste never goes to your waist



New Diet Imperial is soft in texture so it's super spreadable. Comes in two handy new canisters.

Diet Imperial, 1967



Amazing scientific demonstration proves **Lucky Whip** transforms any dessert into a work of art

The only whipped topping guaranteed to keep its good fresh taste

It's the only whipped topping that's made with real cream. It's the only whipped topping that's made with real cream. It's the only whipped topping that's made with real cream.

For the freshest taste in toppings, look for the can with the squiggly top. That's Lucky Whip.



Lucky Whip, 1961



The Girlies

3 kicky, curvy, groovy hangers \$1.50

Now! From Johnston's Pies, the most original hangers ever. Ours exclusively... "The Girlies" are 16 inches wide, 17 inches tall. Your set of three includes a blonde, brunette and redhead in hardy, 30-ply fiberboard that can comfortably hold a 10-pound coat. A six dollar value for only \$1.50 plus 50¢ handling (with your pie-buy). Please see coupon t-h-e-r-e



Johnston Pie Co.
P.O. Box 247, Mendocino, California

Please send my set of "The Girlies" hangers. I enclose \$1.50 (check or money order) plus the above. (Your Best Good Deal Wonderful! Cut out from the package top of a Johnston's Frazier Pie. (Choose from 20 delicious fruits and cream!))

Name: _____
Address: _____
City: _____ State: _____ Zip Code: _____

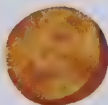
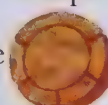
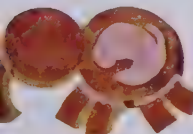
Johnston's Pies, 1967

► Baker's Coconut, 1961

I never saw a pink elephant



until Baker's Coconut

Fluffy, flavory Baker's Angel Flakes! It's imagination in a box, because it gives you so many fanciful ideas. Like Pink Elephant Cut-Up Cake: Just make two 9-inch layers.  Cut a 1½" ring from one  and then divide the ring for trunk and legs. Put 'em all together and spread with a  fluffy pink frosting, then sprinkle with Baker's Angel Flake Coconut. Use a cookie for an ear, a mint and gumdrop for an eye, a licorice twist for a tail. A different wild cake on each package...



Bake a zoo! For a booklet of animal "Cut-Up Cakes", send 15¢ to Baker's Coconut, "Cut-Up Cakes", Box 750-1, Kankakee, Illinois.



Del Monte
QUALITY

Del Monte
QUALITY

Del Monte
QUALITY

Del Monte
QUALITY

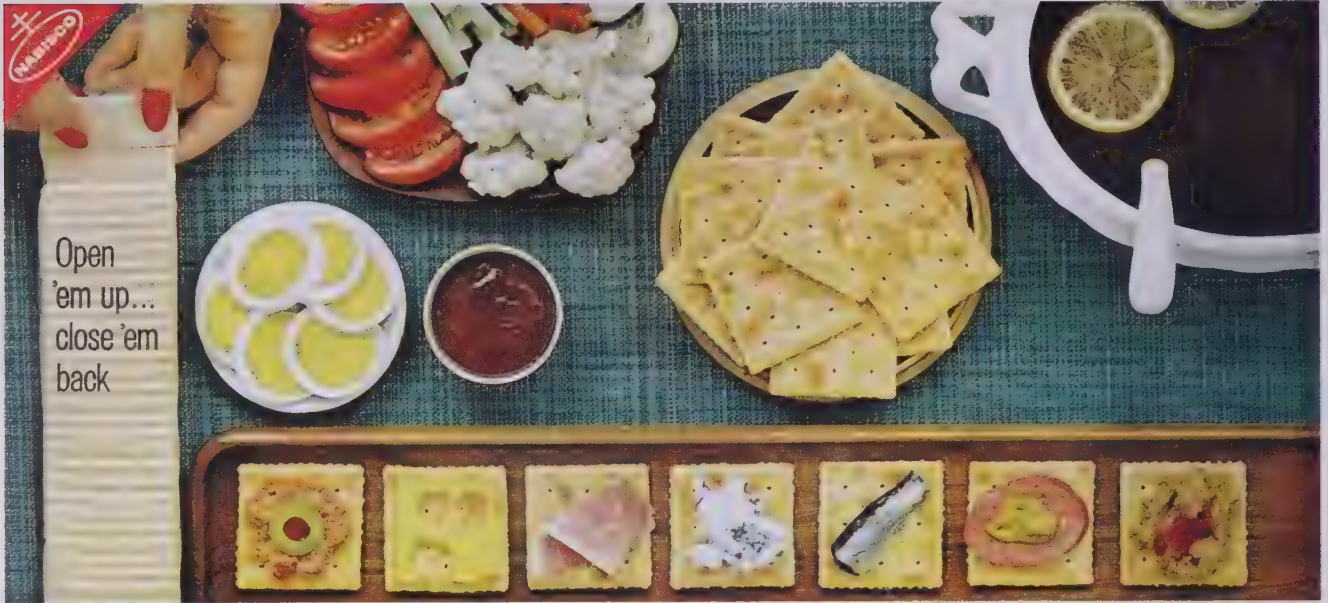
SLICED PINEAPPLE

PINEAPPLE CHUNKS

UNSWEETENED PINEAPPLE JUICE

CRUSHED PINEAPPLE

Reclosable Stack Packs keep PREMIUM SNOW FLAKE SALTINES crisp to the very, very, very last cracker!



Nabisco Premium Crackers, 1960

It's your move!

PLAY IT FOR FLAVOR WITH

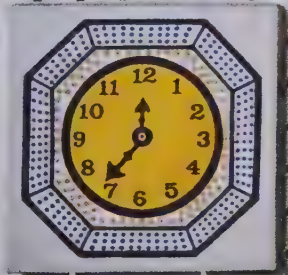
KRAFT Cheese Spreads
NABISCO Snacks



The great thing is you can play it for flavor with Kraft Cheese Spreads and Nabisco Snacks. There are 16 varieties of Kraft Cheese Spreads and 16 varieties of Nabisco Snacks. You can play it for flavor with Kraft Cheese Spreads and Nabisco Snacks. There are 16 varieties of Kraft Cheese Spreads and 16 varieties of Nabisco Snacks. You can play it for flavor with Kraft Cheese Spreads and Nabisco Snacks.

Nabisco, 1962

Campbell's Soup, 1965



MOM ART

any contemporary collection of the creative masterpieces mother cooks up in the kitchen will no doubt include a can of Campbell's Tomato Soup. That red and white can is a model of practicality. Here's a rough outline of the clever things mother can do with it: **1** Serve it hot and buttered in cups or mugs. Top hamburgers with it. **3** Slice yesterday's roast and reheat the slices in it. **4** Serve it in bowls garnished with parsley or a dollop of sour cream. **5** Paint pork chops delicious with it. **6** Bake fish fillets in Campbell's Tomato Soup. However Mom does it, it's an art. Ask Pop.

They always eat better when you remember the soup



Campbell's



TOMATO
SOUP

**THE INTRODUCING
THE CAMPBELL HANG-UP**

A wild, wacky way to have your soup and get a way-out poster, too!

Turn your wall soup-er-delic! This poster's a "biggy" — 2 feet by 3 feet. Get it by sending in 3 different labels from either Campbell's Tomato, Vegetable Beef, Chicken Vegetable, Chicken Gumbo, or Beef Noodle Soup, and 50¢ with the coupon below. The Campbell Hang-Up will make Campbell Kids everywhere say... "Hi! Hi! Hi! Groovy!"

Name _____
Address _____
City _____
State _____ Zip _____

Offer expires Feb. 23, 1983. Good in the U.S.A. and Puerto Rico. Substitution of labels not allowed. © 1982 Campbell Soup Company.

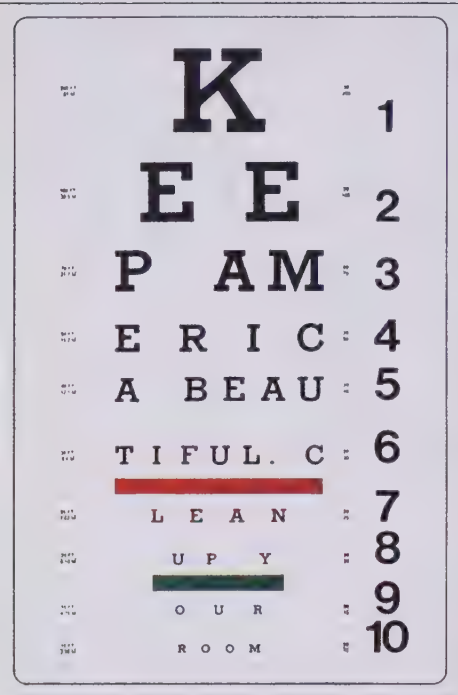
did you ever see a fat Chinese?



This message is brought to you as a public service by the Rice Council of America. Switch from routine to rice!

Parents: two ways to fight back

1. Parent-Protest Posters



2. Parent-Escape Contest (Win-A-Trip)



Mail to: Chef Offer, P.O. Box 5467, New York, N.Y. 10017

Here's my \$1.00 check/money order and Chef shield design (from back of any Chef Frozen Pizza package) for each set of 4 PROTEST POSTERS. Send _____ set(s). NOTE: NO PURCHASE REQUIRED to enter the Parent Escape Contest. Check here _____ and use this form or send name, address, zip code on a plain sheet of paper to above address.

Name _____

Address _____

City _____ State _____ Zip _____

Offer void where restricted or prohibited by law. All entries for Parent Escape Contest must be postmarked by January 24, 1970. Employees of American Home Foods, their agencies and contract firms are not eligible. No purchase required to enter contest. Winners chosen in drawing conducted by a New York Certified Public Accounting Firm, January 30, 1970. Winners' names must be requested accompanied by self-addressed stamped envelope. Trips may be taken any time during 1970. No cash or alternative prizes are available. Applicable taxes and responsibility of the winner.

Parents Escape Contest

Shock'em. Turn the tables on your kids and protest. Chef Boy-Ar-Dee® Frozen Pizzas will get you started with a set of voice savers called Parent Protest Posters. The set includes four posters in full color measuring 12½ x 19 inches. You can picket for a cleaner room. Hang one on a hanger where a coat *should* have been. Or use one as a reminder to call home, so you can call off the search party.

Just in case the posters don't work miracles, Chef Boy-Ar-Dee Frozen Pizza offers a last resort. It's a little bit of a cop-out named Parent-Escape Contest. Two sets of winning parents get all-expense-paid trips to St. Thomas, U. S. Virgin Islands. Seven days, six nights plus luggage, new wardrobe and an Agmatic Camera. Some escape!

Tell as many fellow-parents about the movement as you can. Speed is important. This ad can only run once before the kids find out.

P.S. If you can't lick'em, join'em, in a crispy, stretchy, pully, tangy Chef Boy-Ar-Dee® Frozen Pizza.



To turn vegetables
into a treat...



Cheez Whiz 'em!

So many vegetables, from asparagus to zucchini, turn into something Very Special Indeed when you Cheez Whiz 'em.

Just heat Cheez Whiz, Kraft's pasteurized process cheese spread (in a double boiler or right in a saucepan over low heat).

All by itself Cheez Whiz becomes rich, velvet-smooth cheese sauce. We show you, above, a whole vegetable platter—but what individual vegetables are you having for dinner today? BROCCOLI ... CABBAGE ... COOKED CELERY ... CORN ... GREEN BEANS ... ONIONS ... SPINACH ... TOMATOES? THEY'RE ALL TREATS WHEN YOU CHEEZ WHIZ 'EM!

Kraft Cheez Whiz, 1960

A PAID TESTIMONIAL FROM BASIL RATHBONE FOR SKIPPY PEANUT BUTTER



You perhaps know how we gently persuade famous folk to say amuse-sounding things about Skippy. WE PAY THEM MONEY. Take Basil Rathbone. We approached the suave actor at his table in a small fashionable restaurant. At first he mistook us for the waiter and asked for more French bread. But then we handed him a fistful of money (fortunately, we have a rather small fist), and asked him to say something nice about Skippy Peanut Butter. "Peanut butter?" he exclaimed. "Careful you eat! Do you mistake this small fashionable restaurant for a nursery school for particularly loathsome children? Peanut butter is only for little tots who know no better. Pah!"



We pleaded. We implored. Then we brought in another fistful of money. Mr. Rathbone agreed to try Skippy. "Heavens to Betsy!" he cried aloud. "Can this be peanut butter? It tastes exactly like fresh-roasted peanuts under glass. Why, it would induce by a shame to create this special product on unappreciative children. May I keep the entire jar to butter my French bread?"

As Mr. Rathbone discovered (and you can, too)—Skippy is the one peanut butter made on purpose for grownups. Skippy alone gives you the true, exact flavor of U. S. Grade No. 1 peanuts. No other peanut butter tastes, or stays fresh and easy to digest, like Skippy, because no other is made like Skippy.

if you like peanuts you'll like Skippy

Chef Boy-Ar-Dee, 1969 ◀ Skippy, 1960



Johnny Unitas, quarterback of the champion Baltimore Colts

How Johnny Unitas picks
good places to "eat on the run"

"When you're grabbing quick bites here and there as often as I am," says Baltimore Colts quarterback Johnny Unitas, "you get pretty experienced at picking places that serve good food in a hurry.

"I've found that a real good indication is one of these Heinz Soup Kitchens you see in so many places. When I spot one, I know I can get a bowl of swell-tasting Heinz Soup—or a Heinz Minute Meal—right away. I generally find, too, that where they serve Heinz foods, everything else is tops as well!"

P.S. As you'd expect, the ready-to-serve Heinz Soups you get when you eat out have the same high quality as the Heinz Condensed Soups you serve at home. You can get piping-hot **Heinz Soups** and **Minute Meals** in vending machines in many plants and office buildings, too.

You feel at home wherever you find

HEINZ QUALITY FOODS



Heinz, 1960



Yippee! A terrific roast beef taste! cracker. No other like it. Brand new Tang-O Chips. A man's cracker that women will love. So hearty you can smack 'em up plain. And great with dips because they're cracker-firm. Go get the brand. Tang-O Chips. New from Nabisco!

Nabisco, 1963



Sunshine Krispy, 1960

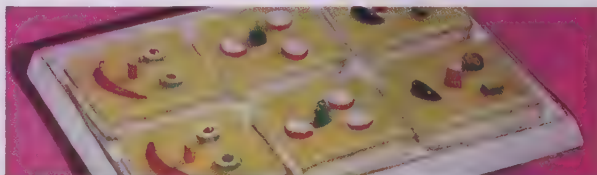


Chinese dinner fit for a Ming! Famous specialties: pineapple roast duckling with gingered kumquats. And wouldn't you know...the crackers are Ritz. Distinctively delicious Ritz! Each reclosable Stack Pack wrapping, fully sealed and moisture-proof, keeps Ritz delectably crisp. For freshness...pick Ritz!

NOTHING FITS ANY OCCASION LIKE RITZ!



Nabisco, 1962



Just 2 ounces of Velveeta give your youngsters more milk protein—more calcium—more phosphorus—no much riboflavin—and more Vitamin A—than a big 8-ounce glass of fresh, whole milk.

crackers, heat until melted and decorate with cuts of pickle, olives, radishes, carrots, or what have you? And you, Mother, may be happy to hear that Velveeta's extra goodness comes from the *some-of* part of the milk. Velveeta and fruit make a splendid snack for you, particularly if you have to watch the scales.

HOW VELVEETA CAN HELP YOU IN

THE BIG JOB OF BEING A MOTHER



VELVEETA by KRAFT

is full of health from milk—extra good for youngsters and young mothers



Velveeta, 1961

► Nabisco Ritz, 1968

NATURALLY FROM **KRAFT**

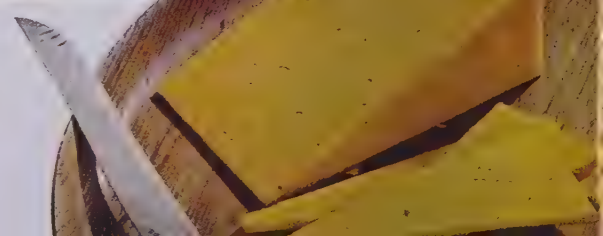
It's more than good cheese...

It's a real pleasure...

It's Cracker Barrel!



Only the very finest cheddar is selected by Kraft's cheese experts to wear the proud name of Cracker Barrel brand. Each cut is marked for flavor—Sharp, Extra Sharp, or Mellow. And sealed in foil so you get this superb natural cheese as fresh as though it had been cut before your very eyes. It's always great cheddar . . . (no guessing!) . . . when the cheese you set out is Cracker Barrel brand in the handy stick or traditional wedge.



OK, bring on the boys



Nabisco, 1966

RISE & SHINE

with brunch for the slumber party bunch

How about brunch for the slumber party bunch? It's the perfect way to start the day with a delicious and convenient breakfast. Use them on for any time (at school, Saturday, Wake 'em up on time - any time) with this big, beautiful bliss. Each recipe is simple to make and simply superior.

Orange Revelle

1 medium whole orange
 1/2 cup milk
 1/2 cup orange juice
 1/2 cup Kraft Cheddar Cheese
 1/2 cup Kraft Cream Cheese
 1/2 cup Kraft Orange Juice
 1/2 cup Kraft Orange Juice
 1/2 cup Kraft Orange Juice
 1/2 cup Kraft Orange Juice

Cherry-Hill Rolls

1 cup Kraft margarine
 1 cup Kraft sugar
 1 cup Kraft flour
 1 cup Kraft milk
 1 cup Kraft eggs
 1 cup Kraft cherries
 1 cup Kraft rolls

Mini Mocha

1/2 cup Kraft milk
 1/2 cup Kraft coffee
 1/2 cup Kraft cream
 1/2 cup Kraft sugar
 1/2 cup Kraft chocolate
 1/2 cup Kraft vanilla
 1/2 cup Kraft vanilla

Sticky Buns

1 cup Kraft margarine
 1 cup Kraft sugar
 1 cup Kraft flour
 1 cup Kraft milk
 1 cup Kraft eggs
 1 cup Kraft vanilla
 1 cup Kraft vanilla

Surprise Scramble

2 eggs
 1/2 cup Kraft milk
 1/2 cup Kraft butter
 1/2 cup Kraft cream
 1/2 cup Kraft sugar
 1/2 cup Kraft vanilla
 1/2 cup Kraft vanilla



KRAFT for good food and good food ideas



Cracker Barrel Cheese, 1960 ◀ Kraft, 1968



Schlitz
Schlitz
Schlitz
Schlitz

Schlitz for the best



Oh, Mamma Mia!...
wait till you taste
Meat Balls...made with
Hunt's Tomato Paste



the paste with the Sunny Italian Flavor
Hunt...for the best

ITALIAN MEAT BALLS with Noodles

"This Italian-style dish, *everyone* enjoys—especially when you use that good Hunt's Tomato Paste. Mamma Mia! It's the way to get the rich, tomato flavor in your Italian-style recipes—just like home! I know your family will like it."

- | | | |
|------------------------------|--|---|
| 2 eggs, well beaten | 1 teasp. salt | 1 teasp. dried sweet basil |
| 1 lb. ground beef | 3 tabsp. Wesson,
pure vegetable oil | 1 teasp. salt; dash pepper |
| 1 clove garlic, minced | 2 6-oz. cans Hunt's Tomato Paste* | ½ teasp. sugar |
| 2 tabsp. minced parsley | 3 cans hot water | 1 lb. noodles or ½ lb.
spaghetti, cooked |
| ¼ cup grated Parmesan cheese | | |

Mix together first six ingredients. With wet hands form into about 16 balls (mixture will be quite soft). Brown slowly in hot oil, shaking pan frequently to keep balls round. Blend Hunt's Tomato Paste with remaining ingredients. Pour over meat balls. Cover and simmer 1 hour. Serve over cooked noodles or spaghetti. Makes 4 servings.



Hunt Foods, Inc., Fullerton, California

*Hunt's Tomato Paste is pure tomato, concentrated to a thick paste. Use in any recipe for true tomato flavor, a spoonful to a can full, depending on the recipe. Generally, add it to the water or liquid, then to the other ingredients.



HAVE A BOWL!

Campbell's Pop-Art Bowl is yours for 60¢ and a label from each of Campbell's 3 Noo Noodle-O's Soups!

 <p>Noo Golden Vegetable Noodle-O's A noo noodle treat with golden vegetable soup, noodles and noodles of soup.</p>	 <p>Tomato-Beef Noodle-O's A noo noodle treat with good ground beef in a saasy tomato soup. And a meep of Noodle-O's!</p>	 <p>Chicken Noodle-O's Tender chicken in a bright, fun-flavored broth with spoonable unspitable noodles!</p>
<p align="center">The Non-Skid Noodle Soups! M'm! M'm! Neat!</p>		
<p>Please send me _____ Pop-Art Bowls. I enclose 60¢ and one label from each of Campbell's three Noodle-O's Soups for each bowl ordered.</p>		
<p>POP-ART BOWL, P.O. Box 440, Maple Plain, Minnesota 55359</p>		
<p>Name _____ Address _____</p>		



Try
2 NEW
KINDS OF
SPAGHETTI
... get a
FREE
spaghetti bib

There's carefree spaghetti eating ahead for the whole family — just for trying our two new kinds!
These spaghetti bibs are big (15 x 11 1/4 inches), made of cotton (with fabric with gay designs in three lubfast colors. They're for people who enjoy spaghetti like FRANCO-AMERICAN Spaghetti with Ground Beef, with beef in every bite, and Franco-American Italian Style Spaghetti, with the sauce that almost talks Italian!

Here's how to get your free bib: Simply send us your name and address plus the label from any two cans of the new Franco-American Spaghetti shown here. Write Spaghetti Bib, P.O. Box 67-C, Mt. Vernon 10, New York. Offer expires March 1, 1960. Limit: 1 free bib per person.



FRANCO-AMERICAN IS A TRADEMARK OF CLEVELAND TRAP COMPANY

FRANCO-AMERICAN

Franco-American, 1960

ALL THE FIXINGS FOR A HOMEMADE SPAGHETTI AND MEAT BALL DINNER



NEW!

SAUCE ALL MADE • 8 MEAT BALLS
QUICK-COOKING SPAGHETTI • LOTS OF GRATED CHEESE

Only Chef Boy-Ar-Dee has all you need to make a meal the way you like it. You get complete sauce with the Chef's touch in it. Made from the finest ingredients, according to an old Italian recipe, carefully blended and slowly simmered. You get eight meaty meat balls. Big. Plump. Beefy. And spaghetti, eight full ounces to cook to taste. Spaghetti to make tender or firm—as you like it. And top off everything with the nippy Italian cheese that's aged just right. All for only pennies a serving.

Try Chef Boy-Ar-Dee Spaghetti Dinners with Meat or Mushroom Sauce.

Chef BOY-AR-DEE
COMPLETE SPAGHETTI AND MEAT BALL DINNER



COMPLETE IN ONE PACKAGE

Campbell's Soup, 1968 ◀ Chef Boy-Ar-Dee, 1961



PERFECT Pizza
with a FINE ITALIAN TOUCH

use **NEW, FASTER**
APPIAN WAY
Pizza MIX & SAUCE

There's no faster mix—just 5 minutes rising time needed... a perfect pizza crust that's light and tender-crisp. Perfect pizza sauce, too... real Neapolitan style with a tangy, tomato-rich flavor. For perfect pizza, it's Applan Way... get a package and see!



and **KRAFT**
GRATED CHEESE

is how you sprinkle on the fine Italian touch. Kraft Grated Parmesan is fine Parmesan in the true Italian fashion, aged 14 months or more. What else would you use to give pizza wonderful flavor... except tender, flaky Kraft Shredded Parmesan or rich Kraft Grated Romano Cheese.



Kraft, 1960

TURN YOUR SPARE TIME INTO REAL MONEY!

Get on the Pizza Bandwagon
Be a Distributor

Here's your opportunity to make extra money by becoming a distributor for National Pizza Company. The largest, most successful and fastest growing company of its kind — and we have over 750 distributors to prove it!



TURN YOUR
LEISURE TIME INTO
MONEY... IN JUST A FEW HOURS EVERY WEEK

You have nothing to sell. Service company secured accounts. Contact accounts to take orders. Good car is essential. One-time minimum investment of \$2,190 to \$3,960. We furnish advertising, merchandising and support material.

Put your spare time to profitable use. Write us today. Include name, address and telephone number. Complete descriptive material will follow.

NAME: _____
ADDRESS: _____
CITY: _____ STATE: _____ ZIP: _____
PHONE: _____

NATIONAL PIZZA COMPANY
217 NORTH 11TH ST. • CLEVELAND, OHIO 44115 • 419-581-5300

National Pizza Co., 1968



If you spent 40 days in the sun
you'd be rosy and plump, too.



Hunt's tomatoes spend their lives tanning in the sun. Then when they have a nice color, are firm and vine ripened, we stuff as many as two pounds of them into each bottle of Hunt's Catsup.

So the catsup is thick, rich with big tomato taste. There's nothing like a well-rested tomato to make a lively catsup. HUNT BOTTLE FILLER FULLERTON CALIFORNIA

Hunt's Catsup, 1967

Ye Indians are hungry tonight! Be a friendly Pilgrim and serve your little tribe a real turkey dinner. Besides tender slices of succulent turkey, there's old-fashioned dressing, fresh-tasting peas, and mashed potatoes. Expensive? Indeed, no! Just tastes expensive!



thank goodness for
Banquet
frozen foods

Banquet Frozen Dinners, 1963



Are you an All-American nut nut?

An All-American nut nut is a person who is nuts about the fun of eating U.S. American nuts. An outstanding example of such is the U.S. Grade No. 1 peanut. Truly a nut nut's nut. In all the world, only two things taste exactly like fancy, fresh-roasted No. 1 peanuts: Peanuts themselves and Skippy Peanut Butter.

You see, Skippy's peanuts—U.S. Grade No. 1 peanuts, in their most spreadable, edible form. And every bit of that true, exact, fresh-roasted peanut taste is locked in for keeps. That's because of



the exclusive, patented way Skippy is made. So, if you're a nut nut—in other words, if you like peanuts—you'll like Skippy. Skippy Peanut Butter. The larger selling brand throughout All America.



Stokely, 1965 ◀ Skippy Peanut Butter



Are you a Top Grade nut nut?

Are you the kind of nut who's nuts about the taste of top rank, top notch top grade nuts? Then stand easy and hear this: A truly top nut is the U.S. Grade No. 1 peanut. [Saluted everywhere as the "nut nut's nut."] Only two things give you the fine

fresh-roasted flavor of fancy U.S. Grade No. 1 peanuts: Peanuts themselves and Skippy Peanut Butter. Skippy's peanuts—No. 1 Peanuts in their most spreadable, edible form. And because of the secret patented way it's made, only Skippy captures and keeps



that elusive, fresh-roasted flavor for you—right down to the last delicious dab. So, whether you rank as a nut nut or not, the fact is: if you like peanuts—you'll like Skippy. America's top-selling peanut butter.



Skippy Peanut Butter



richer in **NATURAL**
corn cream!



Not just good eating . . . *superb* eating, that's Libby's Cream Style Corn. It's pedigreed . . . bred to produce plump, juicy kernels; then knowingly blended to start the flow of that rich natural corn cream. The flavor, the texture are your tests that Libby's is the superior brand.

Corn and Wiener Roast—In baking dish, stir 2 tbsp. prepared mustard into 2 #303 cans Libby's Cream Style Corn. Add 8 wieners, gashed and stuffed with sharp cheese. Dot corn with butter and bake in mod. oven 20 min. *Libby, McNeill & Libby, Chicago 4, Ill.*

Libby's cream-style corn



**TAKE A LB. OF FISH FILLETS
TAKE A CAN OF SOUP -
NOW-TASTE
WHAT GOOD THINGS HAPPEN**



MUSHROOM FISH FILLETS

Stir 1 can Campbell's Cream of Mushroom Soup, pour over fish. Top with 1 lb. each chopped parsley and tomatoes. Bake in hot oven (400° F) 20 min. 4 servings

TOMATO FISH FILLETS

Stir 1 can Campbell's Tomato Soup, pour over fish. Top with 8 thin lemon slices. Bake in hot oven (400° F) 20 min. 4 servings

CELERY FISH FILLETS

Stir 1 can Campbell's Cream of Celery Soup, pour over fish. Top with 8 thin cucumber slices, sprinkle with paprika. Bake in hot oven (400° F) 20 min. 4 servings



Good things begin to happen when you cook with *Campbell's Soups*

Campbell's Soup, 1961



NEW MAIN DISH IDEA (Makes 8 to 10 servings)

Albers Tamale Pie

Yours because of Albers, the full-flavored corn meal!

The secret of this exciting Tamale Pie is the full flavor of Albers Corn Meal. For only Albers is milled in the West, delivered days fresher to your grocer. Try Albers Corn Meal in this exciting new main dish and for delicious corn bread and muffins, too.

CORN MEAL CRUST

- 3 cups water
- 2 teaspoons salt
- 1 teaspoon chili powder
- 2 1/2 cups Albers Yellow or White Corn Meal

Combine water, salt, chili powder, and corn meal in a saucepan over medium heat.

Stir until thickened - about 15 minutes - stirring frequently. Let the sides and bottom of a buttered 2-quart rectangular casserole with 1/4 of the corn meal mixture.

TAMALE FILLING

- 2 tablespoons shortening
- 1 pound ground beef
- 1 cup chopped green pepper
- 1 cup chopped onion
- 1 cup chopped celery
- 1 cup shredded cheddar cheese
- 2 cups 1 1/2 pound cans tomatoes
- 1 cup (8 1/2 ounce cans) cream-style corn
- 1 low crushed garlic
- 1 tablespoon chili powder
- 2 teaspoons salt
- 1 cup grated cheese

Melt shortening in skillet. Brown meat. Add remaining ingredients except onion. Cook over about 20 minutes. Place in casserole. Top with remaining corn meal into casserole. Sprinkle with grated cheese. Bake in a moderate oven (350° F) about 45 minutes.



A GUINNESS QUALITY PRODUCT

Albers Corn Meal, 1960

Chiquita Banana suggests—



Great taste idea:
Bananas!

Try these 3 low calorie ways to enjoy life!



Split a medium sized banana — only 88 calories there! Add a good and wholesome topping — fruit or cottage cheese or sparkling fruit gelatin. You've a wonderful-tasting salad treat, with a wonderful nutrition bonus. That sweet-flavored banana brings you vitamins A, B, B₁, B₂, C, niacin and 12 essential minerals. Gives you energy, too... a quick pick-up and a lasting lift. Calorie low, vitality high — bananas belong in your daily diet!

UNITED FRUIT COMPANY

30 St. James Ave. Boston 10, Mass.

Chiquita Bananas, 1960



Why the Green Giant harvests by moonlight

There are people up in Green Giant country who will tell you they've seen the Green Giant adjust the moon so it shines down brighter on the peas he's picking in his valley. We won't vouch for that. But we do know Green Giant's peas are picked in the moonlight if that happens to be when the fleeting moment of perfect flavor arrives. You see, from the day the seed is put into the rich soil, these peas are watched over like

babies. And whether it's day or night when they reach that one fleeting instant of perfect flavor and tenderness, they're plucked from the vine and ruffled into cans without even taking time to shake off the dew. Even people who usually don't get excited about vegetables love the good things that come from the Green Giant's garden. You get them at your grocer's. With or without moonshine.



Green Giant Good things from the garden

PREPARED BY: PEAS - PAUL BATH BRIDGE, GREEN GIANT - LINDA WITTE, GREEN GIANT - MARY LOUISA - BEANS

Green Giant, 1962



Special offer for boys and girls who eat their vegetables

4-foot Jolly Green Giant Rag Doll \$3⁵⁰

with 2 labels from any Green Giant products

Maybe this is just the fellow you need at your house to help get the children going on their vegetables. He's a soft, cuddly 4-foot version of the Green Giant. And he's stuffed with lightweight styrene fluffing so he won't lose his shape.

Actually, the Green Giant puts up vegetables so good that children go for them

as much as grownups. And the two cans you buy to get this doll will be gone before you know it. Order your Green Giant® Rag Doll today. It's an ideal Christmas gift.

GREEN GIANT®

Good things from the garden.



.....

Green Giant Rag Doll
P. O. Box 110
Spring Park, Minnesota

.....

Please send me _____ Jolly Green Giant Rag Doll(s). For each doll I have enclosed 2 labels from Green Giant® products and \$3.50* in check or money order. (Please allow three weeks for delivery.)

.....

NAME _____

.....

ADDRESS _____

.....

CITY _____ ZONE _____ STATE _____

.....

*Offer good only in continental U.S.A., Hawaii, Alaska, Canada. Void in states where prohibited or taxed. Offer expires Jan. 31, 1963. © Green Giant Company. Price is \$4.00 in Canada. Send to Green Giant Rag Doll, Box 1988, Toronto, Ontario.

.....



Take-it-easy feast

Beans 'n wieners!



Serve the Pork and Beans with Savory Flavor!

Here's a simple recipe for making your own...
1. In a large pot, combine 1 can of Van Camp's Pork and Beans, 1/2 cup of catsup, and 1/2 cup of green onions. Heat on low for 10 minutes. Serve hot.

...with the...
2. In a large pot, combine 1 can of Van Camp's Pork and Beans, 1/2 cup of catsup, and 1/2 cup of green onions. Heat on low for 10 minutes. Serve hot.



SEE US AT THE MARKET...
FOR ALL THE NEWS...
OF THE...
OF THE...
OF THE...

VAN CAMP'S PORK & BEANS
The secret history sauce is cooked in... Just heat... eat... enjoy.

Van Camp's, 1960



No...
And every...
Armour...
Franks...
evening...
tasting...

Green Giant, 1962 ◀ Armour Franks, 1960

All wieners look alike
on the outside,



but bite into this one...

This one is supercharged with good Rath meat.
Makes a healthy difference. A tasty one, too.

Rath BLACK HAWK WIENERS

FINER FLAVOR FROM THE LAND O' CORN

Rath Wieners, 1962



A remarkable new way to buy food!

*Enjoy low, quantity prices
on choice quality foods...
delivered to your door!*

• Like to treat your family to the finest cuts of meat more often? More choice foods and exciting meals... without spending more money? That's the promise of the Blue Ribbon Freezer-Food Service in your community. You save by quantity buying at low, quantity prices. You pay in small monthly amounts. Order the foods from home, delivered to your door, ready to pop in the freezer. Don't worry if you don't have a freezer. Your payment for both food and freezer can be about what you now pay for food alone!

...Look for this emblem on the freezer you buy.



BLUE RIBBON MEANS BETTER LIVING 4 WAYS



Blue Ribbon Convenience . . . meal planning is so much easier, more exciting in a freezer full of foods at your fingertips. You're always "meals ahead"—spend less time in the kitchen. Save hours of shopping time, too!



2 Blue Ribbon Quality and Variety . . . all foods delivered are fully guaranteed. Your choice of appetizing meats, poultry and fish of "finest" quality at prices you would normally pay for lesser grades.



3 Blue Ribbon Nutrition . . . fruits and vegetables are flash-frozen usually within just a few hours after picking . . . so that all valuable vitamins, minerals and flavor are "locked-in" for greatest benefit to your family.



Blue Ribbon Economy . . . your family "eats better" because you buy in only three or four times a year to benefit from low, quantity prices. You pay in convenient, small monthly amounts.




All
Blue Ribbon
Food is

GUARANTEED

by authorized Blue Ribbon members who will exchange food or refund money if the food they deliver does not meet with your satisfaction.

**SAVE WITHOUT SKIMPING
... SEND COUPON TODAY!**



Mail to:
BLUE RIBBON FREEZER-FOOD INSTITUTE,
307 East Hennepin, Minneapolis 14, Minn.

I'd like to know more about the Blue Ribbon Freezer-Food Service serving my community.

I do not have a freezer I have a freezer

Name _____ (PLEASE PRINT)

Address _____

City _____ State _____
Zone _____ (or province) _____

**Start today! Live modern the
Blue Ribbon Freezer-Food way**



Line up—it's chow time! Active youngsters come on-the-double when sizzling-brown slices of Swift's Prem come out of the skillet! Satisfying and hearty, this delicious loaf is as high in quality as the fine fresh meats you buy. And like all wholesome Swift's Premium canned meats, including Ham Quicks, Brown 'N Serve Sausage, Corned Beef Hash...Prem is loaded with the complete, high-quality protein young citizens need. This is part of the extra value, the extra goodness you always get when the label says...

**Swift's
Premium**

...the two most trusted words
in meat. Our 106th year.

Swift's Premium, 1962

**Pick a Slice...Any Slice
as long as it's Morrell**

MORRELL PRIDE HAM

Blue Ribbon, 1960 ◀ Morrell Ham, 1962

Rath Ham, 1962

**Look what
we've cooked up
out in Iowa**

Those handsome cans both hold Rath Black Hawk hams. Genuine Iowa smokehouse hams. Made even more special by the way we've cooked them. Up top is our brand-new Rath Ham in Champagne. Cooked in the real thing. The flavor of hickory with a new kind of zing. For serving cold in its own champagne aspic... or hot in its own champagne sauce. Sensational!

Another way to make your Sunday dinner both elegant and easy is our New Honey Glazed Rath Ham. Heavenly mingling of smoky n' sweet, topped with honey and cloves and browned just so. How can you choose? Sorry... that's up to you

Rath
BLACK HAWK HAMS
Smoked with Hickory

WANTED FOR THEFT OF FRITOS CORN CHIPS

THE FRITO BANDITO



CAUTION:

He loves cronchy Fritos corn chips so much he'll stop at nothing to get yours. What's more, he's cunning, clever—and sneaky!

CITIZENS! PROTECT YOURSELVES!

**NEVER BUY ONE BAG OF FRITOS CORN CHIPS
ALWAYS BUY 2, AND HIDE 1 FOR YOU.
THERE MAY BE A FRITO BANDITO IN YOUR HOUSE.**

Jimmy's mother knows McDonald's hamburgers are 100% beef.



Jimmy just knows they're good.

It's really kind of disappointing. We're five children to know why the hamburgers are so good. We tell our meat suppliers to give us 100% beef in every shipment. And our quality controls make sure that they do.

It pays off. Parents trust a McDonald's hamburger. That's why we sell over two million a day! In fact, Parents Magazine guarantees that every McDonald's hamburger is 100% beef... or your money back! Ask any mother.

Any McDonald's is a kind of place. It gives you all kinds of answers: Quality, Cleanliness, Fast Service. Ask any child and he'll tell you McDonald's is fun. And the hamburgers taste good.



McDonald's, 1969



Out across a wintry Iowa morning

comes the fragrant welcome of Rath Black Hawk Bacon on the cook stove. No power on earth could keep a man out of this kitchen. Or out of yours... when you cook up this lusciously-smoked bacon, corn-fed in the heart of Iowa. It's always been a little leaner, a little sweeter, harder to get enough of.

Rath
BLACK HAWK
BACON

Finer Flavor From
The Land O'Corn



Rath Bacon, 1960

MR. STEAK
the first meal tells the difference



Fritos, 1968 ◀ Mr. Steak, 1967

Behind this great steak dinner is an amazing combination of management and quality.

To thousands of families across America, MR. STEAK means great steaks and thoughtful service in an atmosphere that makes dining out a delight.

To some few select individuals, MR. STEAK means opportunity, as a MR. STEAK Associate, to own and operate — to BE MR. STEAK in their own right.

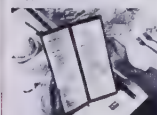


The menu at a MR. STEAK is uniform across the nation. But even MORE important, the steaks which are a MR. STEAK specialty are uniform, too. ALL U.S.A. CHOICE PERFECTLY AGED CORN FED BEEF, NATURALLY TENDER, AND CHAR BROILED TO ORDER JUST THE WAY YOU LIKE THEM.

The ROYALE T-BONE, whenever you enjoy it, is pure delight. Or put your fork into a tasty Frontier Filet or

MR. STEAK sirloin for variety. Or try a Steak Kabob — marinated beef skewered with a combination of green peppers, onions and mushrooms. Those are just some of the luncheon and dinner steaks that are served with a crisp green salad with MR. STEAK'S own very special Bleu Cheese French Dressing or Thousand Island dressing — crusty Ranch House toast and potatoes, baked whipped or French fried.

Best news yet — prices are modest to please the most exacting budget, and children's portions are available too!



What's more, MR. STEAK steaks taste just as good whether you order them in Anaheim, California, Denver, Colorado, Madison, Wisconsin, Easton, New Jersey, Rochester, New York or in any of 53 MR. STEAKS — 100 more coming soon — that pepper the map.



and the rich red of uniforms worn by management and staff make dining out at a MR. STEAK a feast for the eyes, too.

The MR. STEAK Associate is heir to all of those features, from food to furnishings to philosophy, that make a MR. STEAK restaurant both unique and profitable.

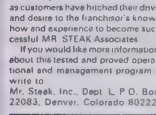
It's easy to understand why so many men who first may have been come acquainted with MR. STEAK as customers have hitched their drive and dream to the franchisor's know-how and experience to become successful MR. STEAK Associates.



If you would like more information about this tested and proved operational and management program, write to Mr. Steak, Inc., Dept. L, P.O. Box 22083, Denver, Colorado 80222.

Because training makes it so service is excellent wherever you go. A coffee no-fill before you see the bottom of your cup. "A way with children that makes them feel almost grown-up." The MR. STEAK staff is dedicated to serve customers better always.

French Mansard architecture in interior design that combines paneled and stone walls with deep carpeting.



AMERICA'S FAVORITE FAMILY RESTAURANTS
Next time you're hungry — like now — head for a MR. STEAK —



Stuff it deliciously with Kellogg's new Croutettes and roast it extra-tender the Reynolds Wrap way

You just add liquids to Kellogg's Croutettes for stuffing all ready to pop into your bird. These toasted croutons are laced with a master blend of eight herbs, condiments and spices!

Under a tent of Heavy Duty

Reynolds Wrap your turkey browns beautifully without basting. No spattered oven to clean. Pan won't need scouring either, if you line it with Reynolds Wrap—oven-tempered for flexible strength.

Complete "Stuffing Guide" and "Roasting Guide" on Kellogg's Croutettes packages and inside specially marked Reynolds Wrap packages now at your grocer's.



© 1964 by Reynolds & Reynolds



Why your child needs new, improved Mazola[®] 100% Corn Oil.

What are the straws doing in the Mazola bottle? The straws are there to point out the importance of Corn Oil in the diets of young people as well as grown-ups.

Many medical authorities say that it is prudent for everybody to balance the kind of fats they eat. The earlier in life this practice starts the better.

Basically there are two kinds of fats. First, there are the (solid) animal fats which are high in saturates. Second, the (liquid) vegetable oil

fats which are low in saturates and high in polyunsaturates.

Of all leading brands of oil, new, improved Mazola 100% Corn Oil is highest in polyunsaturates. Every time you fry, bake, or make salad dressings with new Mazola, or in any way use Mazola as a substitute for animal fats, you help to balance the fats in your child's diet. It's as simple as that.

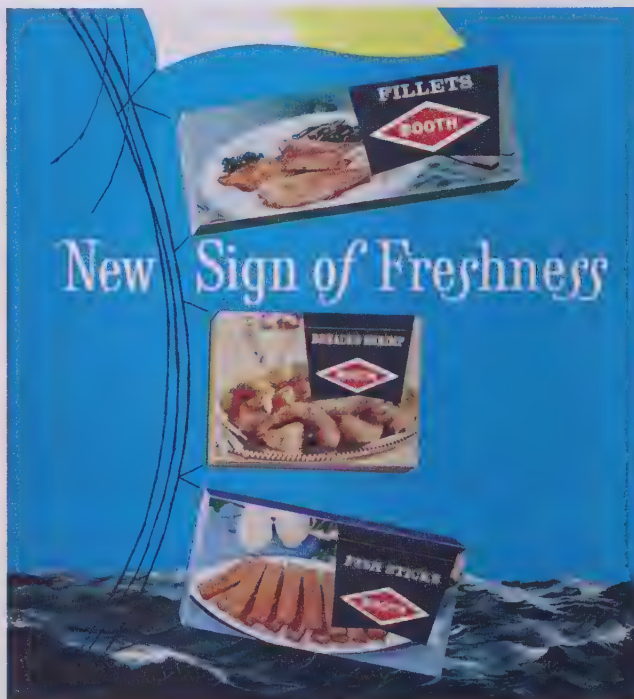
But new, light Mazola is not a medicine. Neither does its use require a drastic change

in eating patterns. Mazola is really an aid to more delicious eating. It's easy to digest. Free foods light with no greasy taste and no oily odor. Dressings made with new Mazola are salads' country cousins.

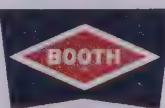
All these benefits of new Mazola 100% Corn Oil make good eating, good sense.

Why does Mazola cost more? Why does anything better cost more? NOTE: New, No-Burn Mazola Margarine is made with Mazola liquid Corn Oil.

Mazola Corn Oil, 1966



It's easier than ever to find the best seafood. Booth now comes in these bright new packages! But, it still contains the same fresh-catch flavor that made Booth the world's favorite seafood. frozen to be fresher, freshest in your grocer's freezer. See for yourself. Deep-fry a basket of big Booth Battered Shrimp. Or try your favorite fish from ready-to-cook Fillets. When it comes to the kids, Fish Sticks are fun. And, when it comes to your heart, seafood is smart. Far more effective in cholesterol control than typical polyunsaturated vegetable oils. Good enough reason to buy the best—Booth!



Booth, 1962

► Star-Kist Tuna, 1960



YOU'LL LIKE STAR-KIST TUNA TOO

(Just look for the fisherman with the earring)



*North America's
Hospitality
Dish...*



**Kentucky Fried
Chicken**
COLONEL SANDERS' RECIPE
THE 11 HERBS
COPYRIGHT 1964 BY HUGLINS SANDERS



JOHN FRISER

The carpet's not here—but the company is

Back from their honeymoon a week. The apartment's a sight. But why wait to invite friends to dinner? ■ General Foods Kitchens understands the young impulse . . . to entertain at the buzz of a doorbell. We know because you told us . . . the way to add glamour in a hurry is to serve a festive dessert. ■ There are more ways to dish up easy-to-fix Jell-O Desserts than you can shake a spoon at. Over the years, our creative cookery people have developed 4,140 recipes for Jell-O Desserts . . . sent them to you in leaflets, letters and advertisements. ■ Keep your eye on General Foods Kitchens for exciting new ways to use all our products. Creating recipes is one of the most pleasant things we do.



GENERAL FOODS KITCHENS

General Foods, 1960



A CONSUMER TEST EVERY WOMAN UNDERSTANDS

A drop on the wrist, and you know when the bottle's just right for baby. ■ It isn't always so simple for General Foods Kitchens to make sure things are just right for you. ■ Sometimes our tests get pretty complicated. Take the going-over Post Cereals get. One machine keeps tab on moisture—to keep it out. Another machine helps us determine vitamins, minerals and proteins—to keep them in. We even call in experts, ages 6 to 12, to try new forms, new shapes, new flavors. ■ Before a product wears the General Foods Kitchens Seal, you can be sure the product has been thoroughly tested.



GENERAL FOODS KITCHENS

General Foods, 1960

brand new, grand new Handi-Wrap--clear economy sandwich wrap for lunchboxes!



- ◆ 100 ft. roll wraps 100 sandwiches!
- ◆ yet sells at wax paper prices!

new Handi-Wrap keeps sandwiches far fresher, far longer—lunches stay delicious!



◆ Handi-Wrap keeps sandwiches so fresh your family will smile as you to the store.



◆ Handi-Wrap tears off easily, without a struggle. It's a quick wrap deal.



◆ Handi-Wrap keeps sandwiches so fresh you can make them the night before!



◆ Handi-Wrap is great for freezing foods, stays put but doesn't stick to food.



a product of The Dow Chemical Company

Handi-Wrap, 1960

▶ Sunbeam Bread, 1960

Let Miss Sunbeam help you make

June A MONTH OF Fun-days!



IT'S MEALS-ON-WHEELS MONTH: Get out with the family, relax for fun and easy living! Fill your food calendar with picnics, patio suppers, backyard barbecues! And take along the extra energy and nutrition in Sunbeam Bread, fresh as all outdoors! Look for little Miss Sunbeam on every loaf you buy. She's the smiling symbol of America's finest in quality baked foods.

Sunbeam Bread

Quality Guaranteed, Locally Baked, Nationally Advertised.



WASHER
FRESHER
TO YOUR GROCER'S
DAIRY CASE



SPECIAL
'CAUSE WE'RE
SPECIALISTS

TUTTLE
COTTAGE
CHEESE



Soft margarine...why?

Soft—because no margarine hardened into a stick can be as low in saturated fat. Soft—to taste like the expensive spread.

Think about it. All other margarines are hardened into sticks. To do this, they have to add extra amounts of saturated fat—more saturated fat than Chiffon®.

But we make Chiffon soft—with pure liquid safflower oil—to leave out this extra

saturated fat. Because Chiffon Margarine is never hardened into a stick, it is the lowest in saturated fat of any spread. Even the corn oil ones.

And wait till you taste new Chiffon! Because it's soft, it releases flavor faster—

delicious, nutting flavor. This margarine really does taste like "the expensive spread." New Chiffon Margarine—lowest in saturated fat of all spreads. And it tastes delicious—like "the expensive spread." Go ahead. Dip into a tub.

Advertisement © Chiffon Mfg. Co.

NEW CHIFFON MARGARINE



SO SOFT... IT COMES IN A TUB

Chiffon Margarine, 1962



BUTTERFLY GELATIN SALAD

This is no place for "second best"... bring out the best with Best Foods Real Mayonnaise

Before it or not, just an ordinary layer cake pan is all it takes to make this interesting salad shine. A cool, colorful, gelatin spread is your butterfly gelatin. A large bowl of fresh, moist lettuce leaves with Best Foods® dressed with a dash of crisp, tangy, individual brand salad dressing and finished with the light, delicate touch of Best Foods Real Mayonnaise.

This week spread your salad wings! Bring out a gelatin salad—plain or butterfly—and bring out its best with Best Foods®

"BUTTERFLY" GELATIN SALAD
 2 cups boiling water
 2 1/2 ounce packages lime gelatin
 1 cup cold water
 1/2 cup cream of tartar
 2 teaspoons salt
 1 teaspoon pepper
 1 egg yolk
 1/2 cup Best Foods Real Mayonnaise
 1 1/2 cups fresh lettuce leaves
 1/2 cup sliced radishes and green pepper
 2 stalks green onions
 1 chopped onion

Put boiling water over gelatin; stir into 1 completely dissolved. Add cold water, vinegar, salt and pepper. Pour 1 cup of the mixture into 9-inch layer cake pan. Set aside. Add Best Foods Mayonnaise to remaining gelatin. Mix thoroughly. Pour into lettuce tray. Add 1/2 cup cream of tartar, add radishes, green onions, 10 minutes. Mix carefully. Add sliced radishes, green onions and 1/2 cup sliced onion. Place in refrigerator until set. Then, 1/2 cup sliced radishes and green onions. Cut into 1/2 inch wide squares. Lift to large plate. Arrange around edges. Use water to form butterfly. Garnish as desired. 4 servings



Best Foods, 1965

There's nothing like prune juice to give a good start to your day. The natural fruit sugars, vitamins and minerals in prune juice give you that invigorating wide-awake feeling.

PRUNE CANAPÉS

One of the nicest things about new, tender California Prunes is you can eat them just like candy. But not many other "sweets" taste this good, and are so good for you.

Discover the bright new taste of today's

PRUNES

THE CALIFORNIA WONDER-FRUIT

Tuttle Cottage Cheese, 1966 ◀ Prunes, 1961

NEWEST LOOK!

NEW BOTTLES, NEW LABELS, FOR THESE SIMPLY DELICIOUS

Smooth-pouring bottles so elegant you could put them right on the table! Smart new labels with good food ideas on the back! Inside—America's two favorite Frenches, and a great newcomer from Kraft

Kraft, 1961



The Hip-Bone's connected to the Wish-Bone.

Wish-Bone has two new low calorie flavors to tempt you. Each distinctly different. And they leave your hip-bones alone. Low Calorie Garlic French-Style, with a snappy, racy flavor all its own. And Low Calorie Russian, with a special kind of sassy sweetness. Both as high on flavor as Wish-Bone Low Calorie Italian and French-Style. You'll love all four. With every bone in your body. Flavor so delicious only your figure knows they're low calorie.



Wish-Bone, 1966



THE WONDER HERO
 Try this on your hero. Start with two slices of fresh, fragrant Wonder the bread boys love. In between, put thin slices of spicy Italian salami, provolone cheese, sliced fresh tomato, green onion, and hot peppers. And you've done it! You've made yourself a great low treat. This sandwich is for you.

Wonder Bread, 1969



Devilishly good with real mayonnaise ... Best Foods

Best Foods, 1967

▶ Miracle Whip, 1960



DEVILISH GOOD EGGS

- 6 hard-cooked eggs
- 1 tsp. Kraft Salad Style Mustard
- Parsley and pimiento
- ¼ cup salad dressing
- ¼ tsp. salt

Cut eggs in half. Mash yolks; add salad dressing, salt and mustard. Refill whites and garnish with parsley and pimiento.

One simple change will make a remarkable difference in these deviled eggs...cross out "salad dressing"... specify

MIRACLE WHIP



Actually, Miracle Whip is *more* than a "salad dressing." It is a truly *different* dressing, luxuriously rich and smooth...and so *wonderful* tasting. To make Miracle Whip, Kraft uses more expensive ingredients and more of them—plenty of good country eggs and the very best salad oil. And Kraft combines these fine ingredients in a

special way that gives the creamiest, smoothest texture imaginable. But it is Miracle Whip's *flavor* that's really exciting. A lively, teasing, uniquely delicious flavor that no one has ever been able to copy. Try it! You'll see why Miracle Whip Salad Dressing by Kraft is America's favorite *by far*.

And the winner is...

You Might Disappear

If dieting wasn't tough enough, the prospect of digging into a puddle of pink liquid instead of a substantial meal was about as appealing as chowing down on a bottle of Pepto Bismol instead of a steak.

Fasten bis zum bitteren Ende

Als ob Abnehmen an sich nicht schlimm genug wäre! Die Aussicht auf dieses rosa Gebräu anstelle einer ordentlichen Mahlzeit ist genauso verlockend wie die, anstatt eines Steaks eine ganze Flasche Magen-Darm-Medizin serviert zu bekommen.

Vous pourriez disparaître

Faire un régime c'est dur, mais la perspective de touiller dans une mare de liquide rose au lieu de prendre un repas substantiel était à peu près aussi excitante qu'avaler du bismuth au lieu de manger un steak.

Para desaparecer...

Por si hacer dieta no fuera ya bastante duro, la perspectiva de devorar un charco de líquido rosa, en lugar de un apetitoso plato de comida, resultaba tan atractiva como tomarse un litro de jarabe en lugar de un bistec.

あなたの姿が消えてなくなってしまうかも

ダイエットするだけでもつらいというのに、ちゃんとした食事の代わりにピンク色をした水たまり状のものにかぶりつくという考えは、ステーキの代わりにピンクの液状胃薬ペプトビスモルを食すのと同じぐらい魅惑的なものだったに違いない。



Drink a can of Metrecal** and you've had the nutrition of steak, potatoes, peas and carrots. But not the calories. Metrecal has only 225.

(And it comes in 14 different flavors—every one right out of an ice cream parlor.)

Metrecal for lunch and some common sense at other meals will help keep your weight right where you want it.

Two Metrecal meals a day (lunch and dinner), and you can lose weight steadily.

As for 3 a day, talk it over with your doctor first.

You might disappear.



The Metrecal steak.

About this picture: Our photographer said, "Since Metrecal's a complete meal, let's shoot it like one."



* IN OF MEAD JOHNSON & CO. THE DRACKET









Give a lift to your living room... for surprisingly little money!

Add a new Bassett table to your living room and suddenly it comes alive with new warmth, new beauty, new enjoyment! You have your choice of the Classic Group with inset inlaid tops, the Lorraine Group with beautifully carved legs, the Artisan Group with oiled walnut finish, and 10 other masterly designed table groups. 208 Bassett Tables altogether, plus matching Bassett Mirrors. And best of all they're easy to own... because Bassett mass production keeps prices down while Bassett's craftsmanship keeps quality up.

Take the Artisan Group for example. It carries the oiled walnut finish to unique coffee table and stool, the handsome "Dixie"™ Purfbeam™ stool. Then look at the elegant, hand-carved Lorraine Bassett. Followed by the 10 other Bassett Packages. No matter your department store furniture dealer, visit one who carries a selection of Bassett's the world's largest manufacturer of wood furniture... for bedrooms, dining rooms and living rooms. Metal 25% value for table linens and furniture sold in Bassett Furniture Indicators Dept. A-4, Bassett, Va.

Bassett

Bassett, 1961



First time in history... a carpet you can use outdoors and indoors

Ozite Outdoor Indoor Carpeting takes hard wear, doesn't absorb water or dirt, easy to clean, and costs only about \$5.40 a sq. yd.

Ozite Outdoor Indoor Carpet made with amazing new Vectra™ polypropylene fiber is more versatile than any other carpet made. It's practical for use both outdoors and indoors.

Around the home it's great for family rooms... run it right out onto the patio or terrace! Use it for hallways, stairs, basements—even in your bathroom. Ozite Outdoor Indoor Carpet is colorfast. Won't stretch, roll or mislead. And since it doesn't absorb water it can actually be hosed clean. It's a natural for use around swimming pools and boat docks (makes them safe from splinters) and for summer cottages and beach houses.

But there some special finishes available that you'd like to have the beauty and practicality of Ozite Outdoor Indoor Carpet. Check the column on the opposite page for stores in your area now featuring this new carpet. Weighs up to 1.2 feet. Almost any length.

Installation is easy and inexpensive. Just roll it out. And for want to roll it out easy to fit any shape. You can do it yourself. No binding needed.

Ozite Outdoor Indoor Carpet made with **ectia**

The Quality Company, a Division of National Products Company, Inc. 10000 N. 10th Street, Omaha, Nebraska 68131

Ozite, 1964



You appreciate nice things—you surround yourself with things of charm and individuality—you have a feeling for beauty—you admire a flair for color. You select Woodard's Pacific Group of wrought iron furniture for that special place. A practical selection—tempered glass table tops are standard and warranted against breakage—ten year rust warranty.

Send 25¢ for—"YOU APPRECIATE NICE THINGS"—a colorful presentation of furniture ideas



Armstrong, 1965 ◀◀ Monarch, 1964 ◀ Woodard, 1966



Choose a gift for the family... from the **COSCO** family of gifts!

- Bridge Set** Big Family-size round table has fixed legs, no unsightly braces. \$12.95. Gameboard chair. \$8.95.
- Bridge Set** King size table, 31" square. Chair with cushioned, contoured seat and backrest. \$8.95.
- Smart Buffet Cart** You simply push the shelves to convert from a compact serving cart to a roomy buffet! \$26.95.
- Elegant Serving Cart** looks for all the world like costly walnut and brass but it's actually all steel! \$29.95.
- Smart, Sturdy Step Stool** has contoured, cushioned seat and built-in rubber treaded swivel-grip steps. \$15.95.
- Revolving Counter Stool** features striking "Houzzle Figure" cushioned seat and backrest 24" high. \$12.95.
- Cradle Seat** is light and portable. adjusts to three positions. Great baby full head and apron support. \$2.95.
- Portable Play Pan** of lightweight polycarbonate and strong nylon net holds 8 1/2" flat, safety pad and all. \$24.95.
- Convertible High Chair** becomes a youth chair with removal of extended steel tray and footrest. \$14.95.

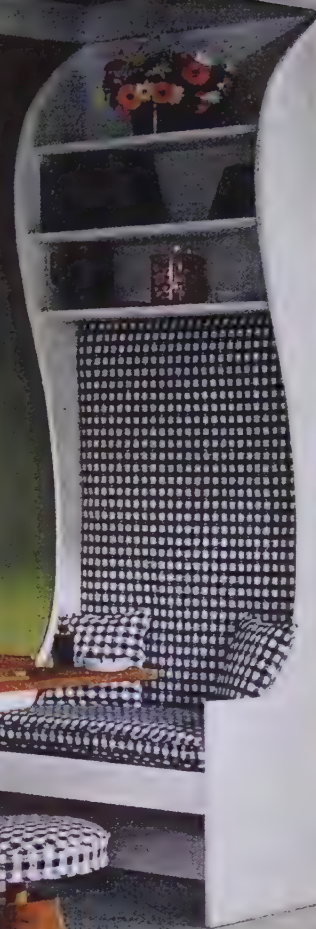
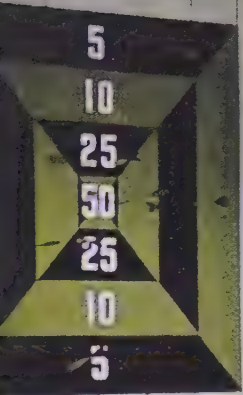
Cosco, 1962













Living room and greenhouse floor. Kentile's Colonial Brick Vinyl Tile. Individual tiles, 12" x 12" green quick snap installation. When Kentile's Vinyl will have texture by 1. Finger roughness. P.A.I.D. from Kentile's Dealer. See the Yellow Pages under "Floors."

KENTILE
VINYL FLOORS

Looks just like brick—but it's solid vinyl tile!
Now you can have all of brick's bold beauty—with Kentile's Colonial Brick! Yet it costs far less in any room, is more comfortable and quiet underfoot, easier to clean. Greaseproof.

Kentile Floors, 1966



KENTILE
VINYL FLOORS

New Vinyl Floor from Kentile! It's Brookstone—a textured vinyl tile with all the "subtle" character of authentic riverbed stones. Because Brookstone is gently textured, it helps conceal underfoot irregularities, even spiked-heel dents. Comfortable underfoot—and perfect for any room in your home. For about \$60... you can install this easy-to-clean, greaseproof floor in any 12' x 15' area. Your Kentile® Dealer? See the Yellow Pages under "Floors."

Kentile Floors, 1964



Classroom? Living room? Bar and cafe? Installing in one. Brookstone Vinyl Asbestos tile 12" x 12". Each a piece of art, selected for texture. Green and Blue & Cream Strips. Wall Base: Blue & Cream Vinyl. Put Brookstone™ down in any room and have green, moisture resistant.

KENTILE
VINYL FLOORS

Exciting New Vinyl Floor! Kentile Brookstone! A textured tile that captures all the charm of random-size stones resting on a riverbed. Practical, too. Because this is a Kentile Vinyl Asbestos Tile, it's greaseproof, a joy to clean, and comfortable underfoot. And, being textured, it helps conceal spiked-heel dents. Do-it-yourself cost? About \$70 for any 12' x 15' area. See your Kentile® Dealer. He's in the Yellow Pages under "Floors."

Kentile Floors, 1968 ◀ Kentile Floors, 1964



KENTILE
VINYL FLOORS

Imagine! You can install a 12' x 15' floor of Kentile Holland Tile yourself for about \$50... right over your existing floor! Clean styling, perfect for any room.

Kentile Floors, 1966





Kitchen carpets have to be practical. Masland made them practically elegant.

The typical kitchen carpet would be a lot more at home in an office building. Or maybe in somebody's garage. Because, frankly, that's what it was made for. Neither rain nor sleet nor chicken soup could penetrate that formidable surface. But alas, the typical kitchen carpet has a face that only a carpet salesman could love.

So Masland created the Uh-Typical Kitchen Carpet of DuPont nylon—carpets with enough color and style to stand up to paisley refrigerators and vinyl-covered walls.

Galore, shown here, is only one of four shags Masland makes of DuPont filament nylon, certified "501". They're all wear-resistant and spot resistant. Spills clean up easily. All four are as practical as a kitchen carpet should be. And as elegant as a kitchen carpet can be.







A beautifully simple side chair of extraordinary comfort, designed by Charles Schultz, of the Knoll Design and Development Unit. Seated to suit dining, meeting or lounge areas, it combines the softness of upholstery with an easily maintained plastic shell. Base of aluminum or permanently fused metal. Also available in a stackable version. Just one of hundreds of Knoll furniture designs and fabrics designed for locations where beauty must be practical too. The Knoll Planning Unit is available to plan and design complete interiors. May we send you an illustrated brochure?

KNOLL ASSOCIATES, INC., 320 PARK AVENUE, NEW YORK 22, N. Y.

Knoll Associates, 1963



Executive Office, First National Bank of Miami

Furniture designed by the Knoll Planning Unit

An imaginative treatment of interior space by the Knoll Planning Unit. Knoll Furniture and Fabrics are available through architects, decorators and dealers. May we send you information on the Knoll Planning Unit and International facilities?

KNOLL ASSOCIATES, INC., AND KNOLL INTERNATIONAL, LTD., 320 PARK AVENUE, NEW YORK 22 Boston, Chicago, Dallas, Detroit, Miami, New York, Philadelphia, St. Louis, San Francisco, Washington, Brisbane, Brussels, Caracas, Havana, London, Madrid, Mexico City, Milan, New Delhi, Paris, Sao Paulo, Stockholm, Stuttgart, Toronto, Zurich

Wood: Nelson Associates; architect: Scott Hyde photograph

Knoll Associates, 1960



Executive Office, Connecticut General Life Insurance Co., Hartford. Interiors designed by the Knoll Planning Unit

An imaginative treatment of interior space by the Knoll Planning Unit. May we send further information to you on Knoll Furniture and Fabrics?

KNOLL ASSOCIATES, INC., AND KNOLL INTERNATIONAL, LTD., 320 PARK AVENUE, NEW YORK 22 Boston, Chicago, Dallas, Detroit, Miami, New York, Philadelphia, St. Louis, San Francisco, Washington

Stedone, Orving and Mainiff, architects; Isello photograph

Knoll Associates, 1960 ◀ Knoll Associates, 1960



An imaginative treatment of interior space by the Knoll Planning Unit. Knoll Furniture and Fabrics are available through architects, decorators and dealers. May we send you information on the Knoll Planning Unit and International facilities?

KNOLL ASSOCIATES, INC., AND KNOLL INTERNATIONAL, LTD., 320 PARK AVENUE, NEW YORK 22 Atlanta, Boston, Chicago, Cleveland, Dallas, Detroit, Los Angeles, Miami, New York, Philadelphia, St. Louis, San Francisco, Washington, Amsterdam, Brussels, Buenos Aires, Caracas, Helsinki, London, Madrid, Melbourne, Mexico City, Milan, New Delhi, Oslo, Paris, Sao Paulo, Stockholm, Stuttgart, Tehran, Toronto, Zurich. Executive office, ILOOE Magazine

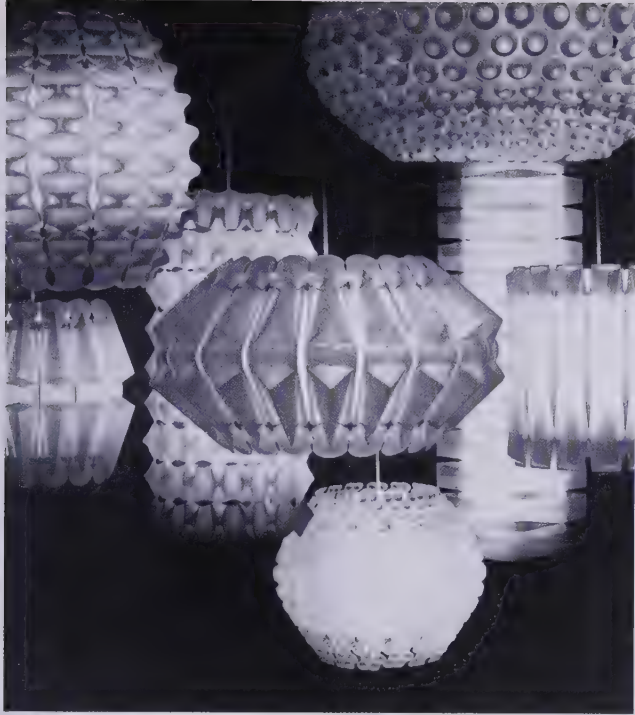
Robert Downer, photograph

Knoll Associates, 1960



18 disks of foam rubber neatly arranged on steel shafts support you comfortably on this Monksellow. Designed by Cassius Nelson.

*Herman Miller
Furniture Co.
Ann Arbor, Michigan*



LANTERNS

glowing jewels of light bring a new dimension to lighting. Executed with that special flair of designer George Nelson. For complete information, write **HOWARD MILLER** National Distributor: Richards Morgenstau, 225 Fifth Ave., New York, Merchandise Mart, Chicago, U.S.A.; Fahlbaum, Berne, Switzerland; Pelotas, Sao Paulo, Brazil; Itcello, Mexico City, Mexico; Weston, Bogota, Colombia.

Howard Miller, 1962



The quality of every piece from the Eames Chair Collection is a logical result of the discipline required to manufacture these chairs. Still the most versatile seating group available: 3 seating heights, 27 colors of plastic, and 107 upholstery covers. Herman Miller Inc. Zeeland, Michigan

Herman Miller, 1962



Nothing compares with the pleasure of a new home

A new home is more than a picture window bringing the beauty of nature indoors. It's the warm sense of security you enjoy in having modern schools and playgrounds nearby for the children. It's the clean, fresh air of suburban living... the quiet streets... the light-filled freedom of a home that's planned to save you steps. It's more closet space, bigger yards, new found friends—the right place to raise a family. If you move your own home, it probably met your needs at the time of purchase. But if it was built in another decade, it's only as modern as the

beliefs and cars of that era. You owe it to yourself to live in a home that meets today's needs. And the move is an easy one to make! Many builders are accepting used homes as trade-ins. For that matter— If you are moving, the move is equally easy to make. Modern financing methods make new home ownership available to virtually anyone. After a minimum down payment, monthly payments probably will be less than rent. And you'll be building valuable equity. With new home buying so readily attainable, don't you deserve the very best—the joy of living in a modern home?

Herman Miller, 1960 ◀ Briggs's Beautyware, 1960

Sure sign of new home quality— Briggs Beautyware plumbing fixtures

Modern design and new ideas in home plumbing fixtures are now here. The exclusive Briggs design has won the acclaim of leading architects for its complete, great and simple of function, beautiful and functional styling. Briggs Beautyware combines the finest materials and design to create the most beautiful and functional plumbing fixtures that can be found anywhere. The result is a complete line of fixtures that bring to life the most sophisticated and beautiful bathrooms in the world. When looking for your new home, look for Briggs Beautyware. It is your sure sign of excellent quality. Briggs Manufacturing Company, Warren, Michigan.



BRIGGS
BEAUTYWARE



Send today for free copy of full color booklet "What a beautiful way to RELAX" . . . or ask for it at your favorite furniture store.

SHOWN: Lovely traditional style Stratolounger. About \$159 ex. at fine stores, depending upon fabric and geographic area.



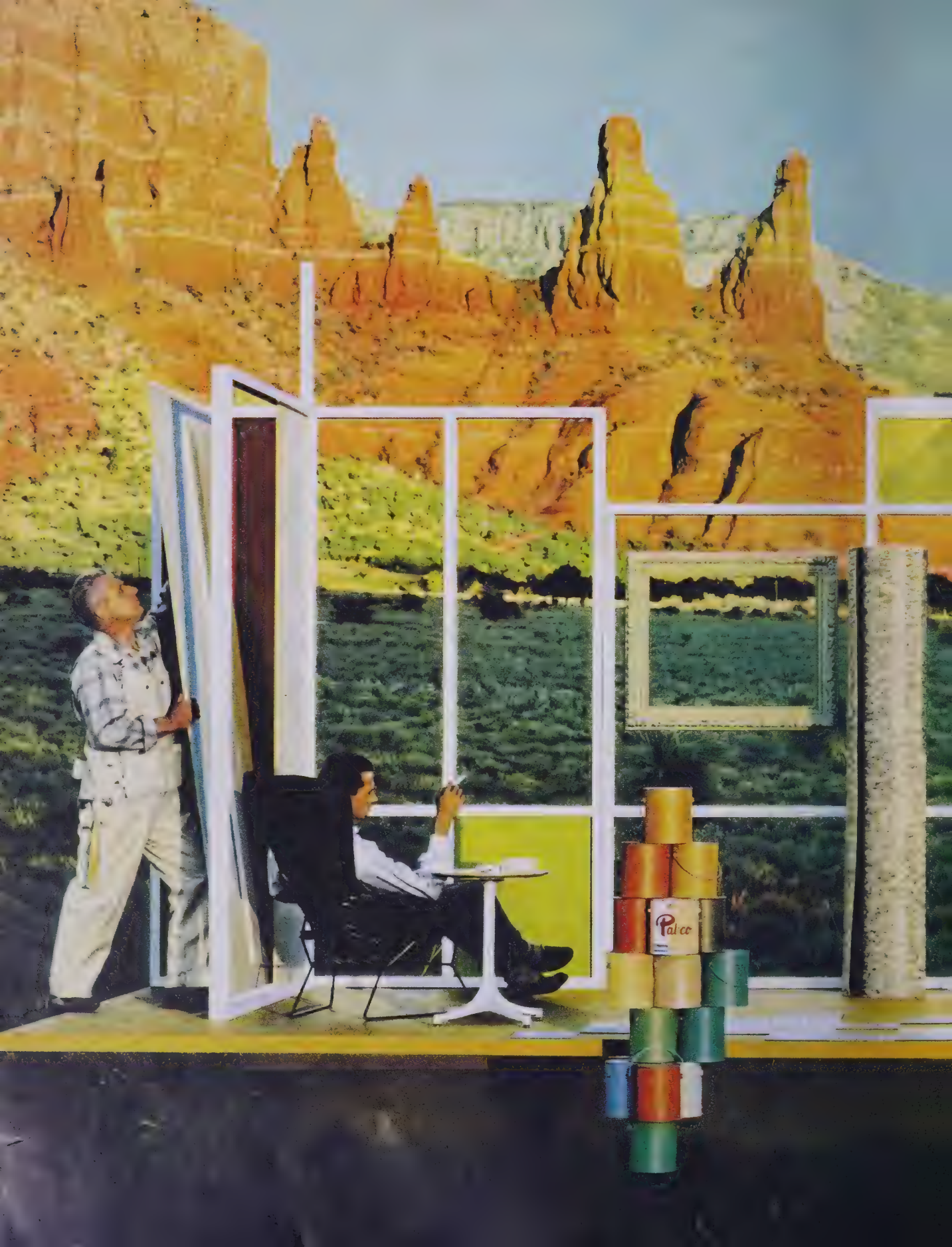
BLACK LOUNGE about \$149

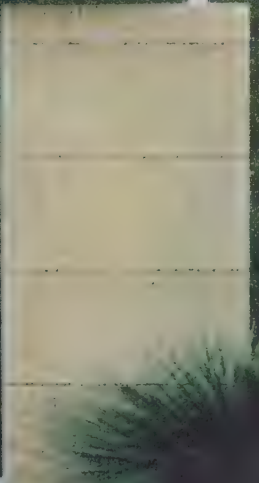
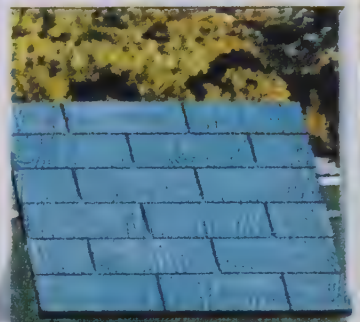



EARLY AMERICAN about \$189



ENGLISH LOUNGE about \$159







You can cram for exams
read in bed
spotlight a painting
make it a night-light
play the piano
type your homework
rock the baby
do your nails
pay your bills
highlight your objets d'art
reread your love letters
sort your sea shells
and do it beautifully, too...with

LYTEGEM

THE NEW HIGH-INTENSITY LAMP

Lytegem's clean, pure design goes beautifully with any decorating style. Pivots at the base, swivels at the head. Telescopes to any position, in any direction—puts the right amount of light right where you want it! (Even wall-mounted.) In a wide range of decorator colors, with pure white, efficient lighting equal to conventional lamps with 100-watt bulbs, plus an exclusive built-in anti-glare band. (See Baton, the only two light, single-shade, high-intensity lamp. Perfect for home and office!)

\$17.95 INCLUDING EXTRA BULB, AT FINE STORES EVERYWHERE

LIGHTOLIER®

SHOWN HERE
ACTUAL SIZE





It's just a smashing sofa. Til Jane comes for dinner and talks half the night.


Isn't it nice you can ask her to stay? All because when you shopped for a sofa, you happened to look at a Hide-A-Bed® sofa.

And there it was. The style you wanted. The perfect lines. The very fabric. (You didn't dream it had a bed. The salesman had to tell you.)

That's the mark of a Hide-A-Bed sofa, made only by Simmons. The one that's more than a bed in disguise. The one that comes in a gamut of styles, from Contemporary to Early American. The one that offers a range of sizes. And 300 stain-resistant fabrics to choose from. With lots of custom options, too. Like quilting. And skirting. And cushion filling.

And then there's the bed. (You may not think you *need* the bed, but see how often you'll use it!) It's easy. And so comfortable. With the famous Simmons or Simmons Beautyrest® mattress. The only *full-length* convertible mattress. (Super sizes, too, in some models.)

The Hide-A-Bed sofa. Priced from \$200 to about \$800. (It's almost like getting the bed-part free.) And these days, no sofa is worth the price unless it hides a bed.

 **HIDE-A-BED SOFA
BY SIMMONS**







What Weldwood won't do for your basement!

And it won't get you involved in all the taping, filling and painting you have to go through with wallboard.

Weldwood makes it much easier to turn your basement into a rumpus room. You just apply the prefinished paneling straight onto framing or furring. Then add our prefinished molding for the final touch. You can even use U.S. Plywood Adhesive to speed the job.

No painting or papering. No mess.

And virtually no maintenance. Just wipe it down occasionally, and it'll keep on looking great as long as there's a roof over it.

Through April 30, you can get Weldwood Ranchero® Sorrel, the paneling shown here, for \$8.95 per 4' by 8' by 1/4" panel; or our new Topaz Elm for \$9.95 per panel. Both are available from your Weldwood Headquarters Dealer. You'll find him listed in the Yellow Pages under Plywood.



Weldwood® paneling by U.S. Plywood

U.S. Plywood is a division of U.S. Plywood-Champion Papers Inc.

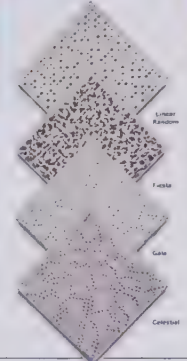


YOUR HOME COMES FIRST



The home of your dreams may be a new one you hope to buy or build. It may be the one you live in now - but modernized to give you the benefits of new home living! It's never too early to start enjoying a better home or adding to the resale value of your property. Home is the time to let your lumber and building materials dealer help you enjoy the kind of home you want - a home to be proud of for its modern convenience, beauty and livability.

See him soon! Better Living is his business. Ideas, plans, advice on materials and methods are yours for the asking. And he can put you in touch with builders and contractors... even arrange for financing if you want him to!



Put the Comfort of Quiet into Family Fun! HUSH-TONE® CEILING BY CELOTEX

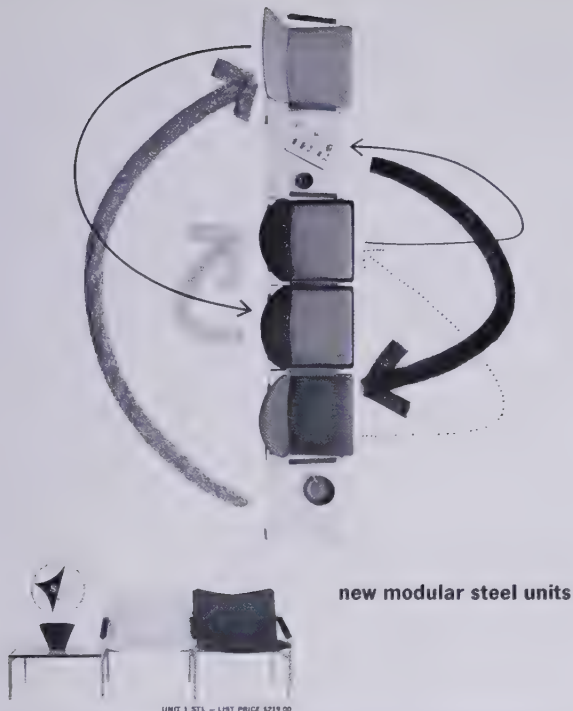
Family fun is never noisy in new or re-stewed homes where beautiful Hush-Tone tile absorbs up to 75% of all the noise that strikes it! And leading decorators advise sound-conditioning with genuine CELOTEX tile... the brand preferred for beauty 2-in-1 over all others by homemakers in a nationwide survey. Yet you can quiet a 10' x 15' room with Hush-Tone tile for as little as \$27 to \$47.

The ceiling shown is popular *Finland* Hush-Tone Tile in a Fun Room painted with new Celotex Cherry Woodgrain hardboard painting. At right, four other beautiful Hush-Tone designs: patented *Linear Random*, colorful *Forest*, new *Gale*, new patent-pending *Central*.

BUILDING PRODUCTS BY
CELOTEX YOUR HOME COMES FIRST

It's "by CELOTEX" you get QUALITY... plus!

CEILING TILE • INSULATING SHEATHING • MINERAL WOOL INSULATION • CELODOR® GYPSUM PLASTER ARCHITECTURAL WALLBOARDS • FEMPE SEALERS • ROOFING • MINERAL PRODUCTS
128 Pitt St. D-368, N.J. Hush-Tone is a registered trade name for Celotex hardboard wood absorbing ceiling tile. The Celotex Corporation • 128 S. LaSalle Street • Chicago 3, Illinois



new modular steel units



UNIT 1 STL - LIST PRICE \$219.00

Selected Designs again achieves good design and craftsmanship with sensible prices by combining strength and light scale in steel frames with the popular dome back "plan" or classic "continental" seat. Designed by William Paul Taylor. Oiled walnut arm rests, baked enamel steel frames, and upholstery of fabric or plastic. A magazine rack, table components and compatible occasional tables allow complete and flexible arrangements. Write for brochure to: Selected Designs, Inc., 2115 Colorado Ave., Santa Monica, California

Selected Designs Inc., 1962

Celotex, 1960



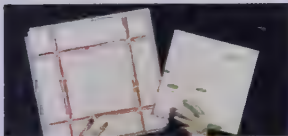
IMAGINATION HITS THE CEILING
AS JOHNS-MANVILLE
ANNOUNCES

The first ceiling and floor designed for each other!



BAMBOO TRELLIS
Acoustical Ceiling Panel
(12" x 12")

BAMBOO LEAVES
Toughflex Floor Tile
(8" x 8")



HOW YOU CAN CREATE COMPLETELY INTEGRATED ROOMS - EASILY AND INEXPENSIVELY!

For how a simple theme, *Bamboo*, captured in the new J.M. acoustical ceiling panel, moves across the ceiling and down the walls of the room above. Now how the new Johns-Manville tough-flexible floor tile picks up the theme with its design of fallen bamboo leaves.

This is total room design, now available to you only through professionals. Now you can do it yourself... with a ceiling and floor that were literally made for each other.



Michael Greer, Designer

Bamboo was created by one of America's outstanding interior designers, Michael Greer... and is the first in a series of Johns-Manville ceilings and floors designed to go together. Like all Johns-Manville acoustical ceilings, the Bamboo ceiling panels snap up easily. And the Bamboo floor tiles, like all J.M. vinyl-finished floor tiles, give you an easy-to-install floor of lasting beauty. Both are now available... cost as little as \$1.00 per sq. ft. in 10' x 10' sheets. For more information, ask your dealer, or write to: Johns-Manville, Inc., Dept. 100, P.O. Box 100, Denver, Colorado 80201. See the Yellow Pages under "Building Materials."



Ask for the first, new, idea filled brochure "Imagination Hits the Ceiling," which features the new Johns-Manville ceilings of acoustical ceilings. Or write for a copy... Johns-Manville, L.P., 508, Box 60, New York 16, N. Y. In Canada, Fort Chibouctou, Que. Please include 10¢ for postage and handling.

JOHNS-MANVILLE
CEILING AND FLOOR

Pabco, 1960 ◀ Johns-Manville, 1961





Lane shapes this Tuxedo table like a butterfly, makes it a conversation piece that is at home in any room. From another new collection of tables, Sweetheart Chests, dining and bedroom furniture by **Lane**

Lane Furniture, 1961

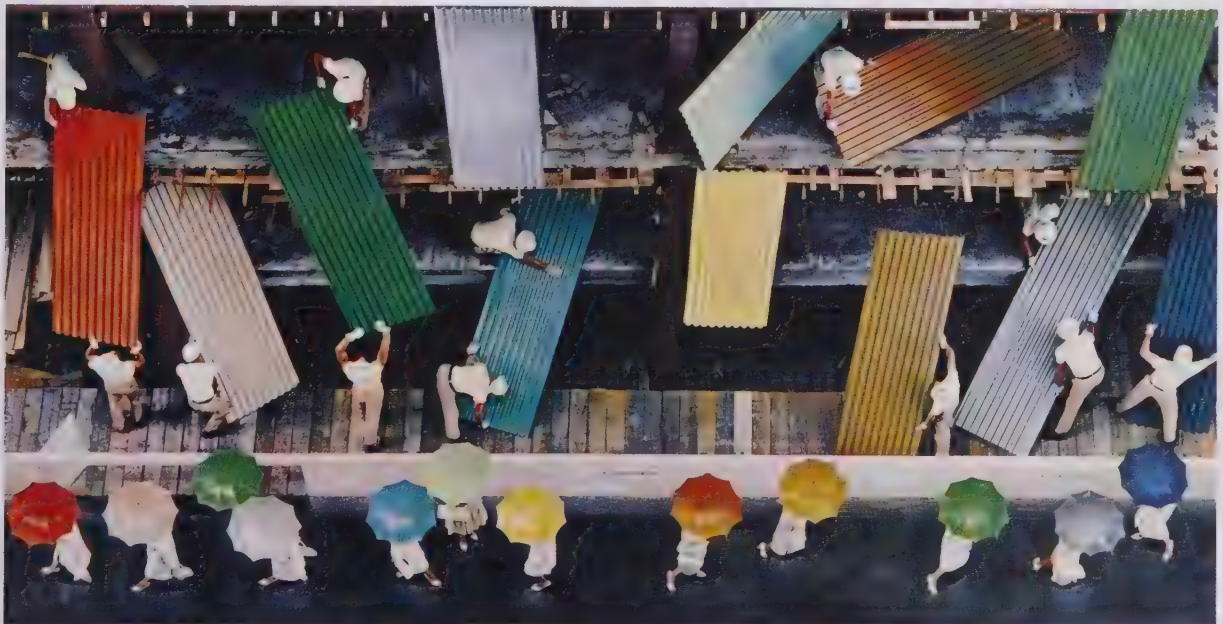


The sporty Fiesta makes other kitchen sinks look like they're standing still. You get a whole new feeling with that souped-up instrument panel to command. With one hand, you shift into the perfect water temperature, pop open the drain, even shoot out a stream of detergent. And Fiesta colors are as wild as the action—all 6 of them. Add an American-Standard food waste disposer and V-A-R-O-O-M—you've left dullsville behind! The revolution is on at American-Standard.

AMERICAN STANDARD
 100 W. 42nd Street, New York, New York 10018
 I'd like to be kept in the know on new products and services available at www.americanstandard.com

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 For more information, please call 1-800-4-A-S or visit us at the Yellow Pages under Plumbing Fixtures or Plumbing Supplies.

American-Standard, 1968



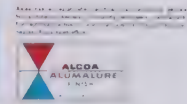
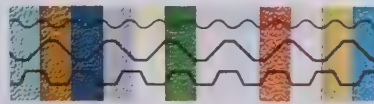
From Alcoa... 12 handsome ways to please a frugal client

Yes, you can add the striking new beauty of Alcoa® Alumalure finish—12 hues, including natural aluminum finish without adding premium cost! Whether you're planning an industrial building, school, shopping or recreation center, warehouse, or some other type of structure... let your imagination go with Alumalure finish!

You won't be hampered by budget. Alcoa Aluminum is light in weight, strong, corrosion resistant—which means it goes up faster, handles easier, requires no maintenance. Covers more area faster, too, because it comes in sheets as large as 48 in. wide, 30 ft. long. And it's available in cor-

rugated, V-beam, ribbed or flat sheet. Will it stay beautiful? Alumalure, a tough, baked enamel finish on aluminum, already has passed the 15-year mark in a rigorous test of durability!

Specify Alumalure finish by name... your assurance of the finest baked enamel finish, factory applied under rigid quality control. For samples, call your local Alcoa sales office. For color swatches, and full technical data, write: Aluminum Company of America, 92-11 Alcoa Building, Pittsburgh, PA.



Wood, 1960 ◀ Alcoa Aluminum, 1960

It's NEW...it's American-Standard



Picture this beautiful bathroom in your home! Imagine stepping into the luxury and roominess of the new Contour bathtub with unique off-center design. Just as eye-catching is the sparkling lavatory with big, gleaming top—deep, rocky bowl—extra wide ledges and new, streamlining faucets. Add extra beauty and economy to your bathroom with the new Contour toilet.



New Contour bathtub of porcelain is 14" high. Off-center design. Extra wide ledges. Streamlining faucets. New Contour toilet with extra wide ledges.



American-Standard, 1960

GALAXIE... tomorrow's styling—here today from U/R

The all new Galaxie line is made for you, for your "Decorator" bathroom. Along with faucets guaranteed "never-to-drip" for a lifetime—water closets that flush with no after running—and six Perfect Colors to excite your imagination. Insist on U/R Bathroom Fixtures—for complete satisfaction.



Reclining Sub-vented bathtub



Electric drain embossed, chrome-plated counter top lavatory

Water-siphon, positive flushing water closet

Apron shell-shaped wall mounted lavatory

Galaxie Plumbing Fixtures, 1964

now a **CANNON** new designs • coordinated patterns

FASHION SHOW complimentary colors • fresh ideas



See "Tasteful" with its pattern. Cannon Combedon Percales are all cotton.



See "Tasteful" with its pattern. 21 x 31 bath size about 1.88



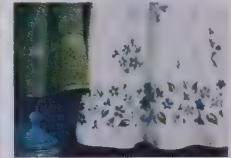
See "Tasteful" with its pattern. 21 x 31 bath size about 1.88



See "Tasteful" with its pattern. 21 x 31 bath size about 1.88



See "Tasteful" with its pattern. 21 x 31 bath size about 1.88



See "Tasteful" with its pattern. 21 x 31 bath size about 1.88

CANNON COMBEDON PERCALES are softer in feel, smoother, wear longer. That's the beauty of Cannon's Combedon process.

Every CANNON Towel is soft and thirsty, wears for years. Cannon's Beau-Fluff process makes all the difference.

see the difference • feel the difference

• enjoy the difference for years



Cannon, 1960

► Chemstrand, 1962







Finally, paneling designed for a woman.

AVOCADO OAK



Avocado flavors oak with fashion: subtle color—warm wood.

The wood is real, too—with a family-proof finish and it's earned the Good Housekeeping Seal. See new Chateau™. Avocado Oak. One of 25

Chateau panels at your Georgia-Pacific registered building materials dealer. It's the paneling designed for the decorator in you.

GEORGIA-PACIFIC / THE GROWTH COMPANY
Portland, Oregon 97207



Another Frigidaire Space Age Advance



The Gemini 19... NEW REFRIGERATOR-FREEZER TWIN

Space Age fashions from Harper's Bazaar, Dress designs by John Kloss

Model shown FPD-19VK available in white and 4 colors

A complete food storage center... less than a yard wide



Not just another refrigerator-freezer, but a storage center for all your fresh and frozen foods. More than 19 cubic feet of storage space. And all in less than 36 inches of kitchen space. Look at the enormous 244-lb. freezer section on the left. It's pure convenience. A freezer you can get to without standing on tiptoe... without bending low. Now take a nice top-to-bottom look at the 12.12 cu. ft. refrigerator section. Big enough for the biggest family of biggest eaters.

Adjustable, removable shelves. Need extra room? Just remove a shelf and place it in another position. You can arrange three shelves in the refrigerator and one in the freezer to suit yourself.

Meat Tender keeps meats fresh up to 7 days. Has its own chilled air supply that keeps meats safely at the edge of freezing.

Ice Ejector. Ends mess of getting out ice. Just set the tray on the Ice Ejector, flip the handle and you have ice cubes instantly, easily. Handy server holds 80 cubes, with another 60 waiting in the trays.

You'll never defrost again—ever. In both the refrigerator and the freezer you can enjoy shelf after shelf of completely usable, easily reachable Frost-Proof space. Frigidaire Advanced Frost-Proof system means frost never forms—not in the refrigerator, not in the freezer.



The Power Capsule—the revolutionary space age successor to the old-fashioned compressor—is at the heart of the Gemini 19. New power for more space and new features. Whisper silent. Made with incredibly wear-resistant materials—the divider block, one of 3 moving parts, is made of a satellite-type material which has a resistance to wear 4 times greater than highest grade steel.

See the amazing Gemini 19. Now on special display at many Frigidaire dealers during NATIONAL FRIGIDAIRE WEEK



The Gemini 19
FRIGIDAIRE



COLOR... COLOR... COLOR... COLOR IT FRIGIDAIRE

Start your color scheme bright with
**NEW FRIGIDAIRE
 SPACE AGE
 REFRIGERATION**

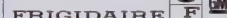
The smash of red! The bazazz of blue! Begin your decorating with the omphgity space age look of Frigidaire Fashion Colors. Your kitchen—the "Trimmiest" room in the house—should be the liveliest! Make it look the part with the most dashing refrigerators and ranges you ever saw. Bold, beautiful colors to blend, match, contrast with walls, curtains, cabinets. Imagine Matador Red or Biscayne Blue against bone white or pale lavender! Tahitian Green with sunny yellow Autumn Haze with dark wood cabinets. What these buoyant colors can do for your kitchen, for your spirits is just short of unbelievable!



Prefer slightly less dramatic hues? Pretty pastels? Rich bronze? The look of natural wood? Choose your favorite Frigidaire colors from the color wheel on the left. Ask your Dealer to show you the models they're available in and help you pick the best one for you. Color your kitchen Frigidaire! Be different. Be imaginative. Decorators do. Shouldn't you?



Power Capsule—revolutionary space age successor to the old-fashioned compressor. At the heart of every 1966 Frigidaire refrigerator. Compact Powerfull! Amazing new space age power for more space, new features. Packs more power per cubic inch—as much as 78 per cent more than past Frigidaire units. Product of General Motors.



Frigidaire, 1966



**the family
 Frigidaire refrigerator**

Frost is no longer a worry for a girl or her mother in this family Frigidaire refrigerator with Advanced Frost-Proof. A girl can step right up and help herself, because she never finds frozen treats stuck together. Packages can't stick. Even the ice cubes stay as separate as a handful of diamonds. No matter how many times an hour the door is opened or closed, Mother has no cause for frost alarm because there's just never any frost to defrost. And if a girl should keep the door open while she tries to decide between orange and lemon flavors, no harm done. You see, the Advanced Frost-Proof Frigidaire refrigerator cools faster, too. A family Frigidaire refrigerator is a nice thing to live with, and every family can. There's a model for every family need, every family budget. And every model has the famous Frigidaire quality that makes people say "there's just no substitute for the real thing—the original Frigidaire refrigerator." A product of General Motors with factory-trained servicemen everywhere, of course.



FRIGIDAIRE

Frigidaire, 1966

FRIGIDAIRE ANNOUNCES SPACE AGE REFRIGERATION!



The POWER CAPSULE—revolutionary space age successor to the old-fashioned compressor, new power for more space, new features, now in the 1966 Frigidaire refrigerators and freezers

- **More Efficient Door Design**—Even with both hands full, you can open the refrigerator door. The Electric Door Opener responds to the lightest touch automatically.
- **Ice Tray**—The new, new, new! A whole new structural design. A saving beauty no other refrigerator has. So superbly functional the whole edge of each door can act as a handle.
- **Ice Tray**—The new, new, new! A whole new structural design. A saving beauty no other refrigerator has. So superbly functional the whole edge of each door can act as a handle.
- **Connect Automatic Ice Maker**—No, freeze, release and store cubes automatically. Handy door sensor holds 270° cubes right where they're easiest to reach. You'll never mess with ice trays again! Can be easily connected to water supply.
- **Slide-a-Door**—New interior design for expansive living. Takes a full watermelon, or a 20-lb turkey with no knives to adjust. Set it in 5" or 6" wide smooth sliding. Removable vent surfaces to replace old style door handles.
- **Power Capsule**—For foods hard to keep fresh—eggs, certain fruits and vegetables. Wraps them in metal to keep them at peak flavor. Strong, clear Visu Door acts as hands down when open. Lets you see provisions at a glance when shut.

• **1 YEAR FRIGIDAIRE WARRANTY**—BACKED BY GENERAL MOTORS CORPORATION. All the resources of Frigidaire and General Motors are behind the new Space Age Refrigerators. The 5-year warranty is evidence of their dependability, precision, and quality. A one-year warranty on the entire refrigerator for repair of any defect, plus a four-year warranty for repair of any defect in the refrigerating system. And you get all the kind, strong protection of a no extra charge relationship.

FRIGIDAIRE

Frigidaire, 1966



Whirlpool



Perfect range for the woman who

HATES

to cook. You'd rather do so many other things than cook? Then you need an automatic gas range to take over while you take off! ☞ For instance. That oven will cook your entire meal while you're away. Other Gaffers & Sattler models will do all that, then turn themselves down to keep food piping hot without cooking it one iota more. ☞ And the motorized rotisserie bastes meat or chicken, turns out barbecue masterpieces. All while you turn your mind to other things! ☞ Top burners? One has a built-in "brain" that turns the flame up or down to maintain the heat you've set it for. No more pot-watching! A gas range might not make you love cooking. But we promise you'll be very fond of the range, very proud of the results! (STAMP OUT HATE! SEE THE NEW GAS RANGES LIKE THE GAFFERS & SATTLER SHOWN ABOVE!)



Perfect range for the woman who

LOVES

to cook. You're happiest creating high-rise soufflés? Crusty yeast breads? Silken sauces? Then a new gas range is for you. ☞ Take baking. For that, your gas range knows it's vital that oven heat be uniform. Because its heat is live, it never varies more than a few degrees. Not so with a flameless oven, where temperatures can vary as much as 15° from the heat you set. ☞ Or broiling. Nothing does it like a live flame. And the same flame that turns out char-brown steaks and burgers also eats up smoke and spatter. So you broil with the door closed. Clean. Cool. Happy. ☞ Now about those silken sauces. Try your favorite on that burner-with-a-brain. You won't need a double boiler! ☞ What a team: You and a new gas range! (YOU GUESSED IT! YOU'RE SEEING THE SAME NEW GAFFERS & SATTLER GAS RANGE ABOVE!)

*Southern California Gas Company • Southern Counties Gas Company



It would take 21½ people, drinking 3¾ drinks an hour, 3 hours and 12 minutes to use up all the ice in a Whirlpool refrigerator with an Automatic Icemaker.

Whirlpool
Coming to the aid of the party.

Whirlpool, 1968



why gamble ...

let **Hotpoint**

MAKE POINTS FOR YOU!

with the new sales closing low cost DA 35 Dishwasher

Hotpoint—Quiet Washing Power! With Hotpoint's Spray Rotor.

Hotpoint—Easiest Installation of All! Because all connections are accessible from the front.

Hotpoint—Rust Proof! Hotpoint porce laminizes every model inside and out!

Hotpoint—The Original Front-Loader! Two Sliding Racks! Random loading on exclusive cushioned fingers.

Hotpoint—No Hard-Water Spotting! All Hotpoint Dishwashers can be ordered with Wetting Agent Dispenser to eliminate spotting problems on dishes, glasses and silverware.

Hotpoint—Two Complete Washes! Separate clear water rinse between washes. Water is filtered every four seconds, yet filter never needs cleaning.

Your customers know the difference. And extra quality in your appliance selection is often the feature that makes the difference between a "browser" and a sale.

get the point? specify

Hotpoint

SEE YOUR HOTPOINT BUILDER OR DEALER NOW
Los Angeles: MA 4-9201
Fresno: AD 7-2171
San Diego: BR 4-2770
Phoenix: AL 8-7881

HOTPOINT, A Division of General Electric Company
212 North Vignes Street
Los Angeles 12, California



Hotpoint, 1963

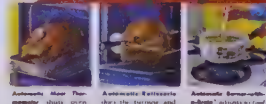
880 Furniture & Appliances

LOOK WHAT GAS IS DOING NOW!



New oven control on this CALORIC holds dinner 'table-ready' for hours!

NEW ANSWER TO LATE MEALS! Keep the whole dinner table hot without overcooking with new 3-60° oven setting. Now you can roast (or broil, steam, bake, or broil) meats, fish, lamb chops, vegetables, fowl or even pastry!



SEE HOW MODERN! The Caloric shows you how modern a Gas range is—how helpful, how automatic. It's the fastest, cleanest, easiest to cook with because it's a Gas. And only Gas has the basic qualities needed for great cooking—instant response, cool efficiency, controllability—plus economy. Only Gas brings you ranges like the Caloric, that have won the Gold Star award for design and performance. See them, at your Gas company or dealer's, to see what a modern range can really do! AMERICAN GAS ASSOCIATION



Everything's automatic on a range that's won this Gold Star award!

Only **GAS** does so much more...for so much less!

Caloric & Modern © Gas Cook Appliance Inc.

Gas, 1960

► Kelvinator, 1965



Ranch



Pennsylvania Dutch



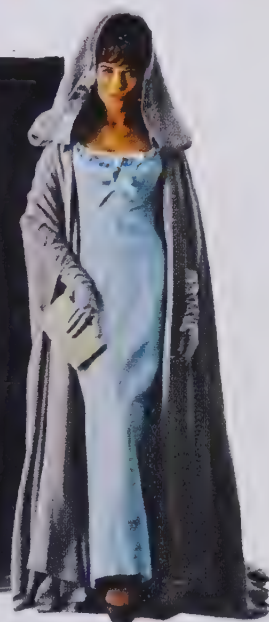
War of the Dragon



Federal



Carrriage Lamp



**Announcing the Kelvinator Originals,
 an exciting variety of personalized refrigerators
 to take the sameness out of kitchen planning
 (American Motors starts another revolution in design)**

Clean without slaving...

and feel like a queen!



Backache? Bruised knees?



Try the stand-up way to oven-clean. Model above, RCI-75-60, Double Pull 'N Clean Ovens.

A FRIGIDAIRE *only*

THE PULL'N CLEAN OVEN!

Now yours in either compact 30-inch or full 40-inch 1960 electric ranges

The scour-saving, hour-saving Pull 'N Clean Oven is here in ranges for every budget!

No longer need you stoop, stretch or squat on hands and knees. The whole oven pulls out to clean... pushes back like a drawer.

Choose from 8 sleek new ranges—with single or double Pull 'N Clean Ovens in 40-inch models; and in 30-inch models with or without French doors; many in 5 Kitchen Rainbow Colors or White.

You'll cook with less work and new joy.

EASIER TO CLEAN—ALL OVER!
EASIER TO COOK—ALL OVER!

Broil without spattering! Famous Radiant Wall Spatter-Free Broiler Grill. **New!** Infinite Heat Controls on surface units let you set any cooking heat. **New!** Heat-Minder Unit with "degree" settings. Cook on top of the range as accurately as in the oven. **Easy-to-use, easy-cleaning** clockwise controls. Lift-Up, Stay-Up Surface Units.

New! French doors on the Pull 'N Clean Oven... open and close at a touch. You can own this magnificent 30-inch Frigidaire Range Model RCI-39-60 for a few dollars a week. See your Frigidaire Dealer.



FRIGIDAIRE ADVANCED APPLIANCES DESIGNED WITH YOU IN MIND



The Gas Range.

High speed burner gives you 20,000 BTU's, boils in 10 seconds. Programmed cooking same oven on and off when you're not there. Keep it in your handy load as perfect broiling temperature.



What has it done for you lately?

Gas now gives you the fastest, cleanest self-cleaning oven in the world. That's all.

Now you can have great gas range cooking and a self-cleaning oven, too. And what a self-cleaning oven it is. It's faster than electric. It's cleaner. Zips away the mess and drippies. You can ever have upper and lower self-cleaning ovens. Gas makes the big difference. Costs less, too.

42 RANGE BY MODERN MIND

Gas Company, 1968

Who can sell a washer this great for \$169.00? Sears.

Imagine! An automatic that washes and cares for those mysterious man-made fabrics, even the new permanent press. That's Sears Kenmore.

Imagine! An automatic that washes and cares for those mysterious man-made fabrics, even the new permanent press. That's Sears Kenmore.



You can't do better than Sears.

\$169.00

Sears 1967

For the 20,000,000 American Families who will buy a major appliance or TV set during 1960!

Expect to see a warm golden glow with a top-of-the-line Golden Value Line of the 60's.

Quality is the name of the game. Dependability is the name of the game.

Golden Premier at your General Electric Dealer's home. See the pre-views of the Golden Value Line of the 60's in the following pages.



Frigidaire, 1966 ◀ General Electric, 1960

The refrigerator with a thousand faces.

No matter how beautiful a refrigerator looks when you buy it, after a while it can get terribly boring. But no more.

You can own the new Whirlpool Connoisseur Twin for the next 20 years and change its looks every day without repeating yourself once. Match or contrast your kitchen curtains, walls, cabinets or floor.

How does it work?

The doors have frames around them. To

change decor, just insert the material of your choice: curtain fabric, wallpaper, floor vinyl, 1/4" plywood . . . even a photo of your favorite husband. Do you have to be a mechanic? Ma'am you don't even have to be a man. Incidentally, the refrigerator comes in 4 edged colors: sapphire, copper, avocado, and fawn . . . or classic white.

Of course our new refrigerator is more than just a decorator's dream. It's no-frost,

with a capacity of over 21 cubic feet, which is the equivalent of a full-size refrigerator *and* a full-size freezer. You can order it with or without an automatic ice-maker. And you yourself can change doors to swing left or right from the sides or the center.

Maybe all this is wasted on you—maybe you don't need a new refrigerator. But, ma'am, don't you wish you did?

 **Whirlpool**
CORPORATION





NEW! A fully automatic top burner – and only gas has it! (See it on Roper)

Here's how it works: You dial the right heat for whatever you're cooking. Set the timer for the number of minutes it should cook. Then leave it. ☞ During that time, the burner turns its own flame up or down to hold that exact temperature. Then it lowers to a pinpoint flame – just enough to keep food serving-hot with no further cooking. ☞ What will this new advance mean to you? You'll put the eggs

on for breakfast and know they'll cook perfectly, without burning – even if you're out of the kitchen, trying to get a family organized. Or you'll linger a little longer in conversation before dinner, and know the vegetables won't be overcooked. ☞ Wouldn't you like this kind of help? See it first-hand. On the new Roper Gas Ranges.



SOUTHERN CALIFORNIA GAS COMPANY • SOUTHERN COUNTIES GAS COMPANY





FLAMELESS ELECTRIC CLOTHES DRYING adds so much to the joy of total electric living. All of your clothes come out sunshine fresh. And a modern electric dryer can be put anywhere because no special flue installation is required.



Throughout America, this Gold Medallion identifies modern homes in which families enjoy total electric living with flameless electric home heating and appliances.

YOU LIVE BETTER ELECTRICALLY • Edison Electric Institute, 750 Third Ave., N.Y. 10017

A husband's guide to parts of the body your wife will use less if you...



She won't squint to see the food on the back shelf. On most models, our refrigerator light is in the front, to shed more light on the subject.

Shhh. Our Pin Drop Quiet room air conditioner units are big on cooling but small on sound, thanks to a flock of little design tricks plus hunks of sound-deadening material.

Forget about both-arms-full, bag-dropping, tough-to-open refrigerator doors. We have an electric one that opens at the touch of a... well, almost anything. (See "toe.")

No complaints about struggling to remove the lint filter from her dryer. The Frigidaire Dryer has the filter on the door... so very easy to get to and get out.

No matter how handy your wife is about covering leftovers, it's still a bother for her. But in our Frigidaire Food-life Preserver Refrigerators (what a name!) most leftovers stay fresh in the Moist Cold Zone without any cover or wrapping at all. (What a delight!)

She won't bend it cleaning the oven. A Frigidaire Electric-clean oven bends over backwards to help her, by cleaning itself.

See "Finger."

No need to kick about cleaning a lint filter in the washer. Our Jet Action Washer uses water to wash away lint. (Sort of makes other washers that still have lint filters all washed up.)

...buy her a Frigidaire appliance...
because Frigidaire bothers to build in more help.





New **Sears** refrigerator has automatic ice-maker—ends emptying and filling trays

Amazing automatic ice-maker gives you an endless supply of ice, separated into tidy pieces and ready to drop into your glass. See it in the Coldspot refrigerator. Now on sale at Sears, Roebuck and Co.

Why go through life tussling with ice-cube trays when this sleek new Coldspot has a container of ice waiting for you whenever you need it?



SAVE \$60 DURING JUNE ONLY
All low pay for this new 176 cu. ft. refrigerator is \$499.99 (regularly \$559.99). Zip into your Sears store or catalog sales office for a look. The colors are pink, yellow, turquoise, white, and shaded copper-tone.

Just reach in. Set up all you need. And the Coldspot's built-in ice-maker will make up a fresh supply *fast*. You don't even have to fill it with water!

The ice-maker not only *makes* ice automatically—it also empties the ice into the storage container automatically. And then *drops* it in itself.

The container holds up to 180 pieces of ice. Yet the ice-maker is so compact that it occupies no more shelf space than a regular set of ice-cube trays. See for yourself—in the upper left-hand corner of the refrigerator shown here.

Up to 12 percent more food space

Sears recently lined up three brand-new refrigerators, all famous makes you've seen advertised in magazines. Each was the equivalent, in measured volume, of the Coldspot on the left. Yet the Coldspot held more food than *any* of its competitors (in one case, a full 12 percent more).

One secret of all that extra space is the ingenious way the Coldspot's Spacemaster shelves and craps adjust. The picture shows one of literally *hundreds* of different ways you can arrange these shelves.

Even the door shelves are adjustable. Notice how each one can be arranged on *seven* levels. You'd be surprised how much extra food you can fit in this way. All in all, a 176-cu. ft. Coldspot—with its Spacemaster shelving—does the work of an ordinary 18-cu. ft. refrigerator.

Forget defrosting problems

Coldspot engineers have also come up with a new way to keep frost from forming—even inside the extra-large freezer. Hence, no defrosting. Ever. And remember—you pay no money down on Sears credit plans.

Satisfaction guaranteed or your money back.



Sears, 1964

Introducing the great new 1961 Frigidaire Frost-Proof Refrigerator-Freezer! Only Frigidaire refrigerators have

FRIGIDAIRE STOPS FROST!

(before it can form)



the exclusive **FROST FORBIDDER** that ends defrosting drudgery forever!

No more defrosting—either with gadgets or by hand!
No more scraping! No more melting slush!

Again in 1961 Frigidaire leads the way in making your life easier and happier! Why put up with the mess and work of defrosting? Even "automatic" defrosting can be unsatisfactory when freezing units start up too soon and re-freeze ice that's started to melt.

Instead, your beautiful new Frigidaire Frost-Proof Refrigerator-Freezer prevents frost from beginning to form. Hidden entirely away from view is the Frigidaire Frost Forbidder unit that gets rid of freezer frost before it forms!

You'll never see frost on food packages or on the walls of your Frigidaire Frost-Proof Refrigerator, ever!



Ice ejector pops out cubes at a touch. No pulling, no stacking. Ice Server holds 80 cubes—enough for twenty tall, cool drinks!

More room in the freezer section! Holds 150 pounds Frigidaire Roll-to-You Freezer baskets put frozen foods at your finger tips!



EXTRA SPACE for a full bag of groceries!
More storage space! The Frigidaire Frost Forbidder prevents ice build-up that robs you of valuable storage space! Gives room for up to 21 more packages of frozen foods than in a conventional model! Your new 1961 Frigidaire Refrigerator stretches space another way, too. All shelves and Hydrators are full-width and full depth—no rounded corners. All together, you get enough extra space for a full bag of groceries more than in a conventional model with rounded shelves and Hydrators.

These are just a few of the exclusive Frigidaire features that have made it America's most popular refrigerator. See the 1961 models in five beautiful colors at your dealer's now. You'll feel like a queen with your new Frigidaire Refrigerator!

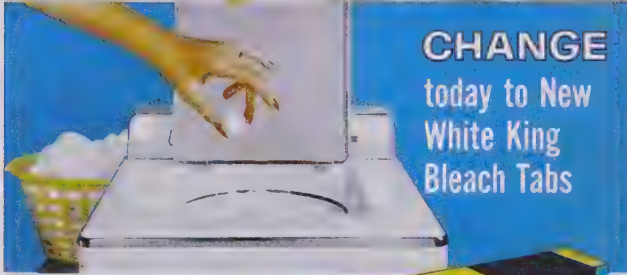
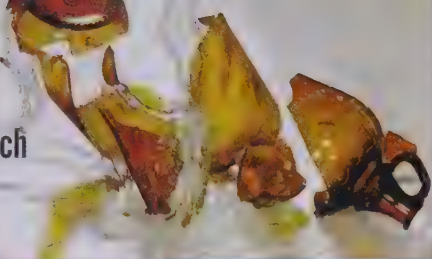


Prevents frost even in heavily-loaded freezer space under several climatic conditions!

FRIGIDAIRE
Product of General Motors
ADVANCED APPLIANCES DESIGNED WITH YOU IN MIND
You'll find Frigidaire Savings and service everywhere.

Electric Living, 1966 ◀ Frigidaire, 1960

NOW!
End Forever
Bottled Bleach
Damage!



CHANGE
today to New
White King
Bleach Tabs

FIRST
LIQUID BLEACH IN
SAFE TABLET FORM



Think of it! No bottles to break, spill or leak. New White King Bleach Tabs free you forever from the dangers of bottled bleach. No measuring, either. One Bleach Tab is just right for the average wash. And with Bleach Tabs' special controlled bleaching action, you can't possibly overbleach or burn clothes. It's the safest bleach ever! Makes ordinary liquid and powder bleaches old-fashioned. Pick up a handy carton of 12 Bleach Tabs at your grocer's today.

CAN'T OVERBLEACH OR BURN Special controlled bleaching action makes it the safest bleach you ever used.

NO MEASURING NEEDED One Bleach Tab does an average wash. ALWAYS AT FULL STRENGTH. Each Tab is individually sealed in plastic to protect its bleaching power.

USE BLEACH TABS for all your whitening, brightening jobs. In the laundry, kitchen, and bathroom.

White King, 1960

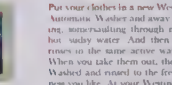
YOUR CLOTHES IN A WESTINGHOUSE LAUNDROMAT GO THROUGH OVER
1/2 MILE OF SUDS



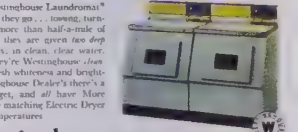
NEW WESTINGHOUSE LAUNDROMAT DELIVERS MORE WASHING POWER FOR CLEANER CLOTHES



HARDY WASHING DOOR LINGERS WHITE-GOLDENWASH™. You can wash in the laundromat. You can wash in your home. You can wash in your car. You can wash in your pocket.



SAVE SOAP AND WATER WITH THIS INVENTOR'S You can wash in the laundromat. You can wash in your home. You can wash in your car. You can wash in your pocket.



Put your clothes in a new Westinghouse Laundromat™ Automatic Washer and away they go... tumbling, turning, merrily washing through more than half-a-mile of hot, soapy water. And then they are given two drop rinses in the same across way, in clean, clear water. When you take them out, they're Westinghouse Clean Washed and rinsed to the fresh whiteness and brightness you like. At your Westinghouse Dealer's there's a Laundromat for every budget, and all have More Washing Power! See, too, the matching Electric Dryer that dries faster, at lower temperatures.

YOU CAN BE SURE...it's Westinghouse

Westinghouse Electric Corporation, Erie, Pa. • Patent Pending • Standard, Ohio

Westinghouse, 1960

Holiday from Apron Strings
—on wheels!



EXCLUSIVE SWIRLING WATER ACTION forces water — too hot to touch — directly over every soiled surface. No dish can hide.

New Frigidaire "Dishmobile"

The full-size dishwasher with Swirling Water Action scrubs and sanitizes every dish surface

Here's a dishwasher — full-size and front loading — that goes and grows with your kitchen! Roll it to your sink, scrape off large food scraps, load, connect and push a button. Frigidaire Swirling Water Action takes over from there. Holds a full day's dishes for average family of 4. And listen to this: you can build-in the Dishmobile any time (it's standard cabinet size) — or take it with you if you move! Beautiful Maplewood shopping-black top... with choice of 5 Kitchen Rainbow colors and white. Built-In, Free-Standing and Sink-Combination models, too!



Front-loads so easily! Big Roll-To-You Racks slide all the way out. Load easily — even way in the back. Four-way Dish-Mender Dial lets you select Normal Wash, Utility Wash, Rinse and Dry, or Plate-Warming cycles.

You'll find like a Queen!

FRIGIDAIRE Advanced Appliances designed with you in mind

Frigidaire, 1962

to give her
a brand new
slant on
dishwashing...



FRIGIDAIRE
introduces
The Fliptop
DISHMOBILE

New slanted Fliptop and new Jack-in-the-box racks make loading faster and easier! Here's the inside story:



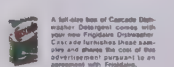
First, notice how the new slanted Fliptop design lowers the level of the dishwasher. It's about 4" below the top of most top loaders. For easier accessibility.



Open the new slanted Fliptop. Watch the new Jack-in-the-box racks gently fall up to reveal you. Even the bottom rack rises... a Frigidaire exclusive, to help save you time and effort!



See how the unique new Frigidaire design helps you load and unload with a lot less bending and stretching? How that Frigidaire has invented a top loader that meets you half-way in any other kind of top loader worth having?



A full-size box of Complete Dishmobile. Designed to come with your new Frigidaire Dishmobile. Call your Frigidaire Dealer today and discover the cost of this development designed to an appliance with Frigidaire.

See your Frigidaire Dealer and get a brand new slant on how little it costs to play — you'll pardon the expression — Slant-a-Claus.



Frigidaire bothers to build in more help.

Frigidaire, 1968

► Robinson's, 1969

So wild with flowers... gay poppies grow with bright abandon on a whole group of fine Fieldcrest bed-and-bath matchmates. Poppy Dot' print in sunny yellow/orange or exotic blue/purple combinations on: Perm-press sheets—Twin, flat or fitted 6.50. Full, flat or fitted 7.50. Case, 42x36" 2.29. Towels—Bath, 2.50. Hand, 1.50. Wash cloth, 70¢. Beach towel 9.00. Beach robe 18.95. Shower curtain 10.00. Spread—Twin 23.00. Full 26.00. Blanket, 72x90" size 6.50. Mail and phone orders. Linens/Bedding.

ROBINSON'S



ANGELES BEVERLY HILLS PASADENA PANORAMA CITY ANAHEIM GLENDALE SANTA BARBARA NEWPO



©1961 BY SIMMONS CO., ROSE HART, CHICAGO, ILL.

The Temptation of Beautyrest Another story about the kind of comfort that's kind to your back. The highway man came riding, riding up to the motel door. And when his traffic-tired eyes spotted the "Beautyrest" sign, he knew that he and his Bess had found the Oasis. Can't you almost hear him saying to her: "Let the unpacking wait, old girl. Drop everything. It's revival time for the road-weary. Your Beautyrest awaits."



Single-bed comfort in a double bed! Because each spring is separate, the heaviest husband cannot disturb his wife's rest. **The best costs the least!** All tests by the United States Testing Co. prove Beautyrest lasts 3 times longer than ordinary mattresses. So Beautyrest, firm or extra firm, at \$79.50, is least expensive to own. Another reason why more people, including smart motel hosts, insist on Beautyrest.

Beautyrest by Simmons 

NEW YORK

Herbert Matter



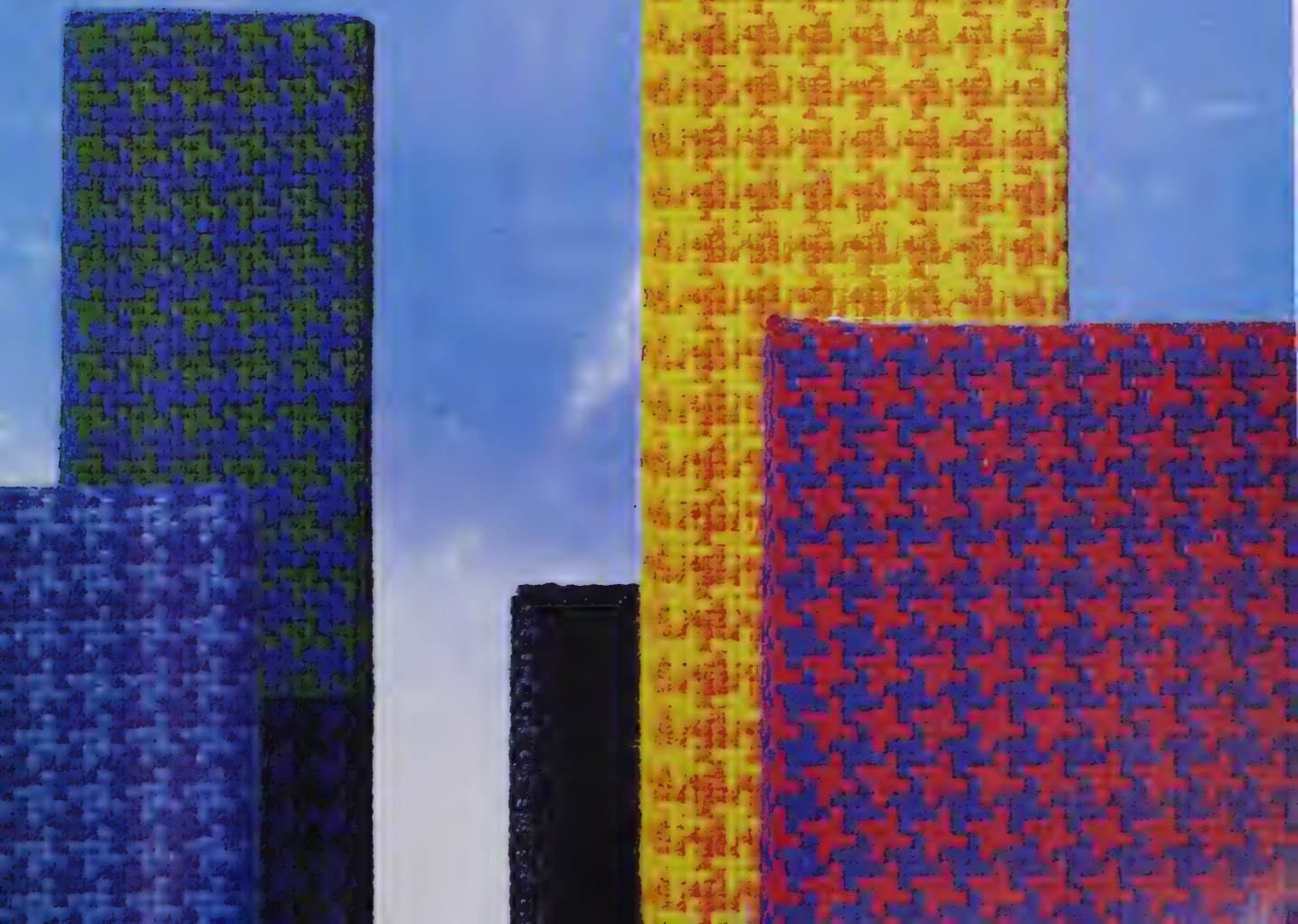
YORK

IS KNOLL'S NEW UPHOLSTERY WOOL FOR HOME AND OFFICE, COUCHES AND CHAIRS. A SUBTLE CHANGE IN CLASSIC HOUNDSTOOTH SIMPLIFIES THE WEAVE SO THAT THE PATTERN WORKS IN ANY DIRECTION. THE NEAREST KNOLL SHOWROOM HAS ALL 16 COLORS TO SHOW YOU.

KNOLL ASSOCIATES, INC. 320 PARK AVENUE NEW YORK N.Y. 10022

Showrooms in: Atlanta Boston Chicago Cleveland Dallas Detroit Los Angeles Miami Philadelphia
St. Louis San Francisco Seattle Washington, D.C.

International: Argentina Australia Austria Belgium Brazil Canada Finland France Germany India
Iran Italy Mexico Netherlands Norway Spain Sweden Switzerland Tunisia Uruguay Venezuela



And the winner is...

A Wonderful Feeling To Live With

With its nuclear family intact it was still possible for advertisers in the early sixties to sell the idea of a perfect world where climatic troubles were eliminated by “flameless electric comfort conditioning”. Within a few years this bucolic tableau would be the victim of societal meltdown as divorce and electric rates began to soar and advertisers began to approach their product with more realistic portrayals.

Ein wunderbares Wohngefühl

Mit unerschüttertem Glauben an Familie und Atomkraft ließ es sich leicht für eine schöne neue Welt werben, in der Klimakatastrophen dank „elektrischer Komfort-Klimaanlagen ohne Verbrennung“ nicht vorkamen. Doch innerhalb weniger Jahre fiel die Idylle der Realität zum Opfer, denn die Stromtarife schnellten ebenso hoch wie die Scheidungsraten – nun musste die Werbung zu realistischeren Bildern greifen.

Comme il est doux de vivre avec elle

Au début des années 60, la famille intacte permettait encore aux publicitaires de vendre l'idée d'un monde parfait où les troubles climatiques sont éliminés par un « confort électrique sans flamme ». Et puis, en l'espace de quelques années ce tableau bucolique se détériora, le nombre de divorces et de tarifs électriques se mit à augmenter et les publicitaires durent ajuster leurs produits aux réalités ambiantes.

Una sensación maravillosa

Con el núcleo familiar intacto, a principios de los años sesenta los publicistas aún podían vender la idea de un mundo perfecto donde las adversidades climáticas podían eliminarse con «estufas eléctricas sin llama». Transcurridos algunos años, este cuadro bucólico cayó víctima de una sociedad en la que el índice de divorcios y el precio de la electricidad se dispararon simultáneamente, lo cual llevó a los anunciantes a presentar sus productos con un enfoque más realista.

共に暮らすことで素晴らしい気分が味わえる

60年代初頭、核家族制度が無傷のままだったこの時代はまだ、広告主たちが、「火を使わない快適電気冷暖房装置」によって気候上の問題を排除した完璧な世界、などという発想を売り込むことが可能だった。この牧歌的なイラストは、ものの数年のうちに、社会崩壊の犠牲となって消えてゆくだろう。離婚率と電気料金が高騰し、広告主が商品を守るにあたってより現実的なアプローチを選択するがゆえに。





What a wonderful feeling to live with flameless electric comfort conditioning



Turn the page to see 15 special benefits you can enjoy in any home, old or new!





All-American-Ads 60s Travel ❁❁❁ All-American-Ads 60s Travel



Dear American Airlines:

I average 50,000 miles per year on commercial airlines - so I recognize good service when I see it. My flight was made unusually pleasant - thanks to your Miss Clare Vize and Miss Valerie Franks. I'd like to have them in my public relations department!

W. E. Uzzell

Our Stewardesses, Mr. Uzzell, are another reason why American Airlines is first choice of experienced travelers. We choose just 123 from over 15,000 annual applicants for an intensive 77-subject course at our Stewardess College, the only one of its kind. The young ladies graduate with honors in the graceful art of making **AMERICAN AIRLINE** people happy. *America's Leading Airline*

The Sun of Miami.
 It's not the same as the sun that rises over New York, Chicago or Boston. Miami is where the sun spends the winter. Where it's just as warm in January as it is in June.
 Where you can lie on the beach or beside one of a thousand different pools. And be pampered like a maharajah in one of a hundred different hotels as luxurious as the Taj Mahal.
 Eastern can take you there more easily than any other airline because we have more flights to Miami from more cities than anybody else.
 Come with Eastern to Miami. And feel just as warm and comfortable in the sky as you will feel when you arrive under the sun of Miami.
 Call your travel agent or Eastern for reservations to Miami, or any of the seven suns of Eastern.
EASTERN The Wings of Man.



Eastern, 1969



VACATIONS ARE ALWAYS IN SEASON when you go by Boeing jetliner. In incredibly few hours, Boeing jets can take you to *any* part of the world... whisk you from winter into summer, or to the climate and vacation activities you enjoy most. This year, spend more vacation time *there*—fly Boeing!

BOEING Jetliners

Boeing is a registered trademark of Boeing Aircraft Company. Boeing 707 is a registered trademark of Boeing Aircraft Company. Boeing Jetliners is a registered trademark of Boeing Aircraft Company. Boeing is a registered trademark of Boeing Aircraft Company. Boeing 707 is a registered trademark of Boeing Aircraft Company. Boeing Jetliners is a registered trademark of Boeing Aircraft Company.

Boeing, 1962



THE NEW
707 ASTROJET

AMERICAN AIRLINES OPENS **JET AGE, STAGE II**, introducing the world's most advanced, most dependable jetliner in daily transcontinental passenger service. ■ American's fleet of Astrojets will bring you a new standard in jet performance by the airline that's *first choice of experienced travelers*. ■ The 707 Astrojet easily outperforms all other airliners. Its more powerful Jet-Fan engines represent the most significant advance in commercial aviation since the development of the original jet engine. ■ Powered by these new Jet-Fan engines, American's 707 Astrojet has the thrust for quicker take-off, using far less runway than the best of standard jets. You'll enjoy a wonderful sense of confidence as you experience the Astrojet's exceptional rate of climb—as you relax on the jet that cruises smoothly, easily, within the transonic range at speeds unsurpassed by any jetliner in the world. ■ In keeping with a 25-year tradition of leadership, American is proud to be first in bringing you this new dimension in jet travel—this historic new era in air transportation.

AMERICAN AIRLINES
 America's Leading Airline

Devoe Paints, 1964 ◀◀ American Airlines, 1960 ◀ American Airlines, 1961



American Airlines, 1968

"I always feel like I'm sort of giving a party."

We've hired 15,873 stewardesses
 Since 1933
 So let us tell you something about girls: Makeup can change a face, but it can't change a personality. A girl has to have that special altitude. If she does, you get that special service. If she doesn't, we both pay.
 Sandy Norris is 22. She's from Weslaco, Texas. And after one year on the job, this is what she told us about being a stewardess:

*At first I was bashful
 But then people began thanking me for an enjoyable flight
 I liked that. And I realized how much I wanted everything to go just right
 That I had fun when they did.*

We'll keep combing America for girls like Sandy. And as soon as we meet them, we promise to introduce them to you.

Girls who bring a little something extra to their job. That's the American Way.

**Fly the American Way.
 American Airlines.**

The American Way



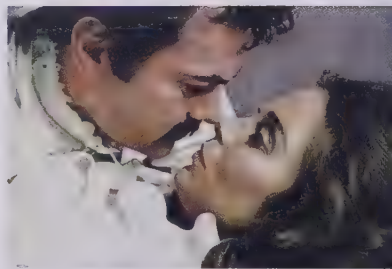
The first Stewardess College.
 This may be the hardest college to enter in the U.S. Only one applicant in forty is accepted. The training is the longest in the airline industry because it's training in service, not just a beauty course.

Competition is at the heart of it. Airlines have to work hard to win customers. So flying gets easier and better every year. Here are some things American has done to stay out front.



The first Youth Fare, Family Fare & Military Fare.

American was the first to apply for these reduced fares, which quickly became standard. Now every airline can compete.



The first airline to seat everyone within 5 rows of the movie.
 Astronaut. One of those great simple ideas. We put 14 screens on our planes so every seat has a good seat for the show.



Use you with discounts for wives traveling with husbands, children 12 to 21 on standby, and combinations of the above except on certain days. If you're really confused, call American. We started it all.

The first airline to check baggage at the curb.



The first computerized reservation system.

We were the first to automate reservations in 1946. Today, we own the world's largest business computer—"Sabre". It can check on seat availability in a split second; in another it can reserve the seat for you. It also remembers your name and phone number, special food requests, rent-a-car orders, dozens of other facts.

The first fan-jet airplane.

We introduced the fan-jet to get our planes off the ground 30% faster than ordinary jets. Now other airlines have fan-jets on a number of their planes, too. Makes us pretty proud. Of course we're proud the fastest. All our jets are fan-jets.



The first continuous in-flight maintenance check.

This is an amazing gadget on the plane that keeps constant track of engine wear. And of almost every other kind of wear. It lets us know just how much time before a plane needs to be checked out. Now all our planes get checked out on the ground.



Fly the American Way
American Airlines



Convair's 880, the only American-built jet airliner
with all first-class seating, brings you an entirely
new travel concept in speed, splendor and spec-
tacular performance! With the **880** you're
flying on the fastest, newest and most advanced
jet passenger plane in the world!



CONVAIR

A DIVISION OF

GENERAL DYNAMICS CORPORATION

First to offer Convair 880 or 600 service will be TWA, DELTA, REAL AEROVIAS (Brazil), SWISSAIR, S.A.S., AMERICAN, C.A.T. (Formosa), AVENSA (Venezuela), JAL (Japan)

Think of her as your mother.

She only wants what's best for you. A cool drink. A good dinner. A soft pillow and a warm blanket. This is not just maternal instinct. It's the result of the longest Stewardess training in the industry. Training in service, not just a handy course. Service, after all, is what makes professional travellers prefer American. And makes new travellers want to keep on flying with us. So we see that every passenger gets the same professional treatment. That's the American Way.

Fly the American Way
American Airlines



American Airlines, 1968



*Designed and built
by Sud Aviation*

Created by the largest aircraft manufacturer in Western Europe, the Caravelle is the choice of eight international airlines. American travelers crisscross who have flown on this superb jetliner told the... wished it were in service in the United States. And soon the Caravelle will be Sud Aviation's... Douglas Aircraft bring the two jet Caravelles to America and to you. Within a very short time, United Air Lines will feature the Caravelle on its medium range flights.

*Sold and serviced
by Douglas Aircraft*

Your first flight in the two-jet Caravelle will delight you! Charmed by the daff French design touches, you'll also appreciate a long famous Douglas feature—piece of mind! Sold to U.S. airlines by the holder of the famous DC series of airplanes, and serviced by Douglas, too, the Caravelle will bring you the standards of quality you always expect with the Douglas name.

*Made with French Flair
to American Standards
of air luxury*

Aboard the Caravelle you'll discover features never before available to the U.S. air passenger. 1) All-mounted engines make Caravelle the quietest airplane afloat! 2) Wide-crepe windows near you to a broad, unimpeded view! 3) Built-in, fast-loading services and on-board luggage compartment assure fastest loading and deplaning. Many airlines will offer you the Caravelle on medium-range flights. Stay aboard the Caravelle and enjoy the most refreshing new ride in air travel today!



Caravelle, 1961

The end of the plain plane, explained.

It's obvious that our airplanes look—well—different than other airplanes.

Not so obvious, perhaps, is why we made them look different.

You see, all airplanes look pretty much the same. And it was this monotonous sameness that we were trying to get away from.

(Ooooh, how those 3-hour plane rides can bore you. Especially if you're a guy who travels a lot for his living.)

Painting our airplanes different colors was a step in the other direction.

We also changed the fabrics on the seats, the uniforms our hostesses wear, our passenger lounges,

our food service.

The list goes on and on.

In fact, we've made 17,543 changes in our airline so far. (This includes the small ones, like the rather satisfying change we made in the package that holds the sugar for your coffee.)

Since no other airline has ever gone to so much

trouble before, you may still not understand why we did.

But even if you can't understand it, you can relax and enjoy it.

Braniff International
United States Mexico South America



Convair, 1960 ◀ Braniff, 1966

they hate us in New York!

You may wonder how an airline that doesn't go to New York can have enemies there. Well, New Yorkers sometimes travel from, say, Chicago to Los Angeles. Many take our Proud Birds. Frankly, we spoil them, and the next thing you know, they get angry because we don't serve New York.

The reason we spoil them is that our people have an almost patriotic pride in their airline. They do things with an exacting thoroughness that can only come from a great deal of personal pride—and you feel comfortable. Confident.



The Continental States of America
Growing with pride



To be sure you know exactly where these good things happen, we've invented a country. We call it the Continental States of America. If you're ever there—come travel with us and feel the difference pride makes. Your travel agent or Continental will arrange it. Please call.



Continental Airlines

the proud bird with the golden tail



Lounge-taxi for the jet age

A jet-age innovation eliminates the half-mile hike from ticket counter to aircraft at Washington's new Dulles International Airport built for the Federal Aviation Agency. Big, 90-passenger mobile lounges ferry passengers in club-car comfort between the terminal building and parked planes. Largest automotive vehicles ever built, these lounges on wheels snug up to a plane's door and permit passengers to board or leave protected from weather, noise and fumes. With planes parked

on central service aprons out of the terminal area and close to runways, jet fuel is saved by reduction of taxiing. In building the unique mobile lounge body for Chrysler Corporation, the prime contractor, Budd drew on long experience gained in making stainless steel airways and commuter cars, and in a wide diversity of activities in the study, testing and fabrication of metals. The Budd Company, Philadelphia 32, Penna. Offices and plants in principal cities.



In metals, electronics and plastics, Budd works to make tomorrow . . . today.

The Budd Company, 1963

meet some of our first ladies

Most countries have only one first lady. Our country, the Continental States of America has many—our charming, helpful hostesses. You'll meet them on our Proud Birds and they'll make you feel like a visiting dignitary all during your trip.

It's not just their friendly greeting as you come aboard...or the way they serve your meal...or keep your children entertained. Much more important is how they do their jobs—with an almost patriotic pride.

You feel this pride in their thoroughness...their attention to detail. And as a result you feel good, comfortable, confident. That's the reason for choosing an airline—the way it does things, not because it just happens to go to a city you'd like to visit.

In the C.S.A., come travel with us, and feel the difference pride makes. Your travel agent or Continental will arrange it. Please call.



Continental Airlines
the proud bird with the golden tail



Continental, 1967

Just for fun...
Plan now to

Take a Delta Jet on a Dream Vacation



The Great Vacationlands of the Western World

<p>MIAMI BEACH Sun, sand, sea, and the finest dining in the world. The only beach in the world with a "Red" flag. \$189*</p>	<p>SAN FRANCISCO A city of 400,000 people, a bay with 400 islands, and a world of adventure. \$549*</p>	<p>FLORIDA WEST COAST Sun, sand, sea, and the finest dining in the world. The only beach in the world with a "Red" flag. \$330*</p>	<p>NASSAU A city of 100,000 people, a bay with 400 islands, and a world of adventure. \$384*</p>
<p>PUERTO RICO A city of 1,000,000 people, a bay with 400 islands, and a world of adventure. \$579*</p>	<p>VIKING ISLANDS A city of 100,000 people, a bay with 400 islands, and a world of adventure. \$820*</p>	<p>NEW ORLEANS A city of 100,000 people, a bay with 400 islands, and a world of adventure. \$530*</p>	<p>JAMAICA A city of 100,000 people, a bay with 400 islands, and a world of adventure. \$485*</p>

*Based on prices and handling charges from New York City to the destination. Rates are per person, based on double occupancy.

An ocean-to-ocean choice of budget-priced playgrounds—all within easy reach by Delta Jet

Delta's new "Proud Bird" service is a new way to travel. It's a new way to travel that's budget-priced, comfortable, and convenient. It's a new way to travel that's budget-priced, comfortable, and convenient. It's a new way to travel that's budget-priced, comfortable, and convenient.

CO NOW PAY LATER... DELTA'S NEW "PROUD BIRD" SERVICE... DELTA'S NEW "PROUD BIRD" SERVICE... DELTA'S NEW "PROUD BIRD" SERVICE...



DELTA MEANS VACATIONLAND! Delta has the vacation spots... DELTA MEANS VACATIONLAND! Delta has the vacation spots... DELTA MEANS VACATIONLAND! Delta has the vacation spots...

See your Travel Agent or nearest Delta office
DELTA
the air line with the BIG JETS



Continental, 1961 ◀ Delta, 1963



Now Pan Am adds the DC-8 to the WORLD'S LARGEST, FASTEST OVER-OCEAN JET FLEET!

This month, another brilliant star of the stratosphere—the DC-8 Jet Clipper*—joins the great Pan American jet fleet... the largest, fastest, and most powerful fleet of overseas passenger jet aircraft in the world.

With the addition of the big over-ocean version of the DC-8, Pan Am's Jet Clipper fleet will become more than ever the first choice of international travelers.

In little over a year Pan Am's Jet Clipper fleet has made aviation history—opening up jet routes around the world, serving 3 continents in between, and provid-

ing a pattern of one-plane jet services from the U.S. unmatched by any other airline in the world!

No other airline offers an impressive selection of U.S. built jets: Boeing 707's and International 60's and Douglas DC-8's—all at your service on the world's most experienced airline.

For your next flight, see your Travel Agent or any of Pan American's Offices in the U.S. and Canada.



WORLD'S MOST EXPERIENCED AIRLINE • FIRST ON THE ATLANTIC • FIRST ON THE PACIFIC... FIRST IN LATIN AMERICA... FIRST ROUND THE WORLD

Pan Am, 1960

Funny. You don't look like a French restaurant.

Ah, but don't let our disguise fool you. Any time you're on a Pan Am Jet Clipper, you're dining out with *Maxim's* of Paris. The same *Maxim's* you'll find along Rue Royale in Paris.

The same *Maxim's* that dresses up the finest international meals that ever got off the ground. Plan to Fly First-Class President Special. Or Rainbow Economy. Either way, you'll dine just about anywhere in the world.

And you'll know you're flying the very best there is: the world's most experienced airline. Ask a Pan Am Travel Agent to make your reservations. And make it dinner for two.

Pan Am makes the going great.

Pan Am, 1968

AGAIN THIS FALL PAN AM REDUCES JET FARES TO EUROPE AS LOW AS \$350 ROUND TRIP

Europe is having a fall Open House!

Enjoy the Priceless Extra of Experience

The welcome that sets the European experience. The savings that make it an Open House... and the Jet Economy Excursion fares that'll beget Old Europe!

Typical 17 day round trip Jet Economy Excursion fares	
New York-London	\$350
New York-Detroit	\$197
Philadelphia-Boston	\$209
Boston-Washington	\$211
Boston-Wash. Field	\$470
International routes	\$639

WORLD'S MOST EXPERIENCED AIRLINE • FIRST ON THE ATLANTIC • FIRST ON THE PACIFIC... FIRST IN LATIN AMERICA... FIRST ROUND THE WORLD

Pan Am, 1961





Introducing the Air Strip

We had a girl go through the motions to show you just what's coming off at Braniff International. As in the picture below, our hostess appears at the airport wearing a reversible cold-weather coat, matching gloves and boots and, if it's raining, an ingenious plastic helmet.

When she boards our airplane, the Zip sheds these outer garments to greet you in a raspberry suit and color-coordinated shoes. This ensemble is too expensive to risk soiling during dinner, so at the appropriate moment, she slips out of the Puccino, revealing the wavy-out outfit on the right.

Each change is made in a flash, which allows her to give you constant attention, from the time you take off to the time you land. If the flight seems all too short, that's the whole idea.

Braniff International
Flies United States, Mexico, South America



Braniff, 1966



There's a new feeling of elegance



in the air.

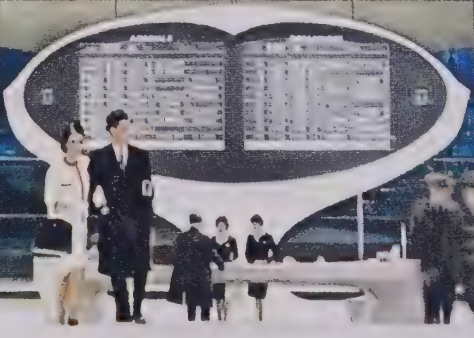
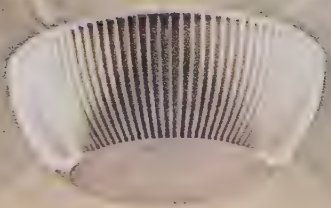
You'll find it aboard the new Boeing 747, largest commercial jetliner ever built. When it goes into service, the 747 will introduce dimensions of spaciousness and comfort unprecedented in an airplane interior. In a cabin 20 feet wide with eight-foot ceilings, you'll be able to move around in a living room atmosphere. Stretch out in

oversize seats with more leg room, more head and shoulder room. The 231-foot-long superjet has five double-width doors on each side for quick and easy boarding and deplaning. There are three separate economy-class sections with double aisles. First class offers foyer entrances, luxurious lounges and spiral

stairs to a penthouse lounge. Now undergoing the most extensive test program in the history of commercial aviation, the 747 has proved extremely smooth, quiet and steady even in turbulent skies. The Boeing 747 will enter service this winter. Then you can relax aboard the latest, roomiest, most elegant jetliner in the world.

The Spacious Age begins with the **BOEING 747**

Eastern, El Al, Iberia, Irish, JAL, KLM, Lufthansa, National, Northwest, Pan Am, TWA, United, Varig, World Airways, Zim



Don't wait for your ship to come in.

Sweetstakes tickets, rich uncles and retirement checks just may not be worth the wait. Because life doesn't start Sunday. It's going on right now. And the more you wait, the more you miss. Why miss any of it? We'll whisk you from the West Coast to Australia any day you say. For less than you dreamed. A 16-day jaunt to Australia—jets, hotels, sightseeing and more—goes for as little as \$995. A 40-day junket to the whole South Pacific and Orient can be just \$2028. And that's just a sample. We have a booklet about all our Holiday 500-tours. And the Australian Tourist Commission has another one all about Australia. For a free copy of both just write to Pan Am, c/o of this magazine, Box 2212, Boston, Mass. 02101. Or send a Pan Am Travel Agent. Now. Because, while you're waiting for your ship to come in, you may miss the boat. Pan Am makes the water great.



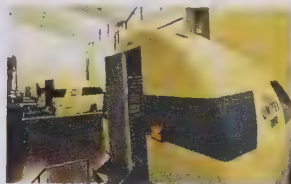
Pan Am, 1969



13 of 40 - 40 as he arrives and as these pilots undergo training.



East Coast pilot returns to our Center every month.



Interior view of United's extensive largest collection of simulators.



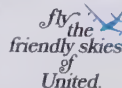
We're already preparing to train our pilots to fly the jets of the future.

We modestly present the world's greatest pilot school.

This is our new Flight Training Center in Denver, Colorado. It's the most advanced training equipment ever put under one roof. Like huge electronic simulators that duplicate to perfection every jet we fly. And, of course, the world's finest concentration of airline pilots—experts.

Not to mention some of the most sensitive audio-visual equipment ever developed. All this plus the most thorough training in aviation history. And to us, thorough training is training that never stops. That's why every United pilot returns to our Center every six months. For refresher courses.

Be sure of this thoroughness and quality: over 40 in-flight hours of instruction as they go through the world's largest private pilot training school with us, too. As the world's largest airline, we felt we couldn't do less than open the world's best pilot school.



United, 1969

Pan Am offers the world's widest choice of Jet flights to Europe... 9 every day!

This summer Pan Am will offer over 1000 seats a day to Europe. Run your finger down the list of 16 major great jet cities and immediate connections. It's a complete list. And it's the only one. (Send panel jet flyers.)



and to every flight Pan Am adds the Priceless Extra of Experience!

When you and your family fly over with us, you get the pleasure of our flight attendants, the most experienced Pan Am flight attendants in the world. They're the best. (Send panel jet flyers.)

PAN AM - WORLD'S MOST EXPERIENCED AIRLINE - FIRST ON THE ATLANTIC - FIRST ON THE PACIFIC - FIRST IN LATIN AMERICA - FIRST ROUND THE WORLD

TWA, 1963 ◀ Pan Am, 1961



The former Miss Butterfingers.

Two months ago Sheri Woodruff couldn't even balance a cup of coffee. But she was friendly, intelligent, and attractive. And wanted more than anything else to be a great stewardess. So we put her to the test. (We take only one out of thirty applicants.) Five and a half weeks at United's Stewardess School. We taught Sheri how to serve

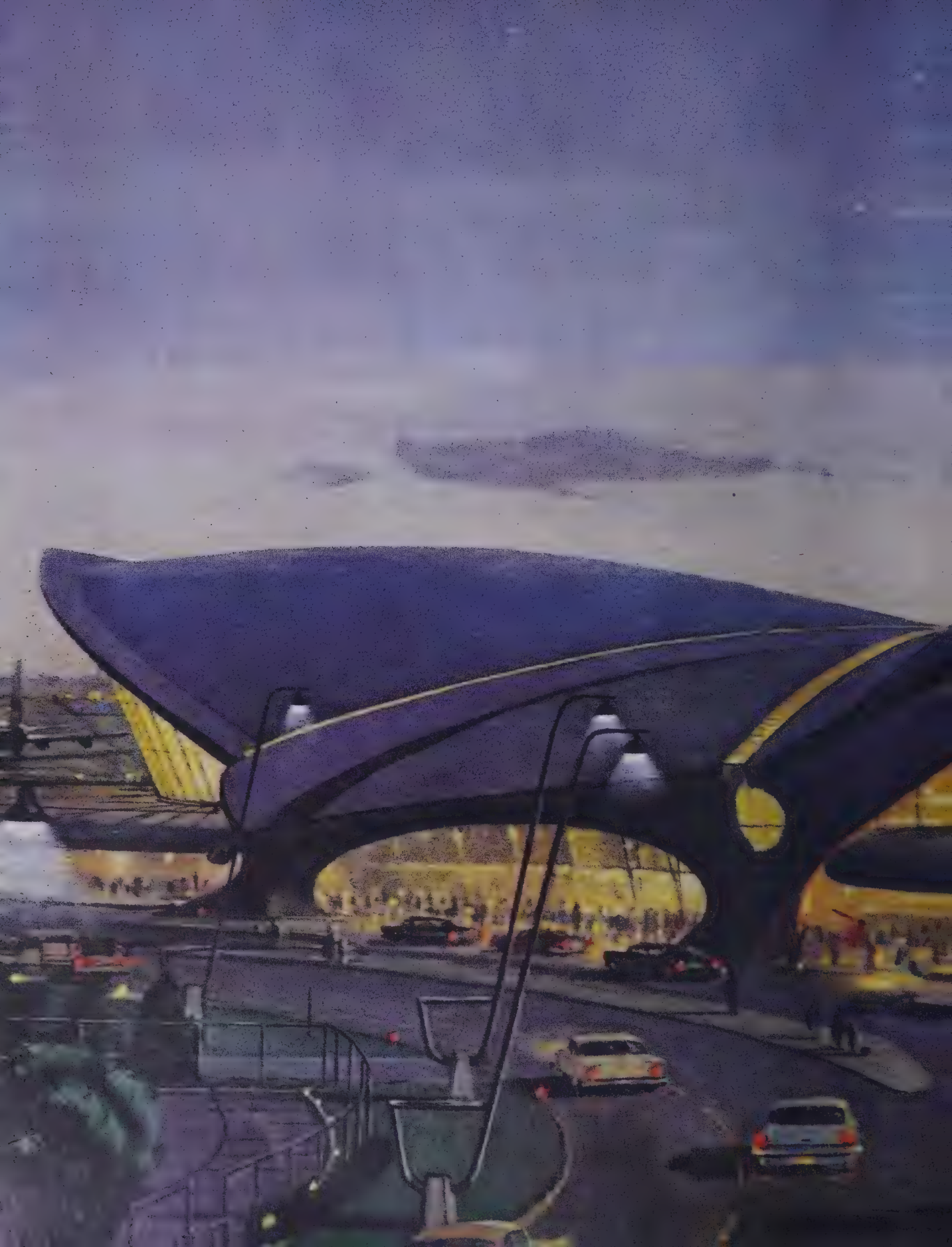
a gourmet dinner, how to soothe a first-flyer, how to apply everything from make-up to first-aid. Along with courses like aviation principles and geography. Today she can warm a baby's formula with one hand and pour four cups of coffee with the other. But more than that. She's still the same Sheri Woodruff. Friendly, intelligent,

attractive. And wants more than anything else to be a great stewardess. She is.



United, 1967

▶ TWA, 1962





TWA

TWA



TWA

"Vacation Planning Ideas" help you get more fun out of **EUROPE**

You can be there—right in the midst of all the color, romance and excitement of Europe. And to make the most of every golden moment of your trip, TWA has filled these 20 pages with up-to-the-minute facts and ideas to help you start planning. Read how to see more and do more, for less money. Learn about low-cost TWA tours where every detail is smoothly handled for you. Get the facts and figures about economical group fares and 17-day excursion fares. Big, affordable TWA gets you what you want in your vacation activities, almost in a few short hours, and TWA takes you without change of plane from New York to 10 of the most popular cities in Europe! Read these pages and then see your travel agent or nearest TWA office. Whether you fly this fall or next year, you'll sit at yourself in the trip of a lifetime!



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These guides are available in paperback or hardcover. They contain up-to-the-minute information on TWA flights, fares, and services. They also feature a complete directory of TWA travel agents and offices. Each guide is available for \$3.95 plus shipping and handling. Order today! Write: TWA, Dept. 100, New York, N.Y. 10019. Enclose \$3.95 for one guide, \$11.85 for three, or \$23.25 for six. Payment in full must be enclosed. No cash orders. **U.S. TWA Vacation Planning Ideas™ has been trademarked, and copyright notice is required.**

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Signature _____
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TWA, 1962

The other world of BOAC.

The untamed outback of Australia. The forgotten-by-time civilizations of Fiji. The jewel-encrusted temples of Bangkok. The jade markets of Singapore. Hawaii, Japan, Hong Kong. Exotic Kuala Lumpur.

Now you can enjoy the Rolls-Royce fan jets and extra-roomy Economy Class seats that gained us our god nam over the Atlantic, all over the Pacific.

In association with Qantas and Ai New Zealand, BOAC is flying to this other world twenty times each week. Your Travel Agent knows all about it.

BOAC
 THE LONGBIRD AIRLINE OF THE WORLD

BOAC, 1968

LET YOURSELF GOOOOOO MEXICO

WESTERN AIRLINES

FARES SO LOW YOU CAN'T SAY NO...
144.00 (ECONOMY FARE TAX FREE)

AN 8-DAY HOLIDAY INCLUDING AIR FARE
MAGIC WEEK IN MEXICO
199.00

FRIENDLY AMIGO FLIGHTS

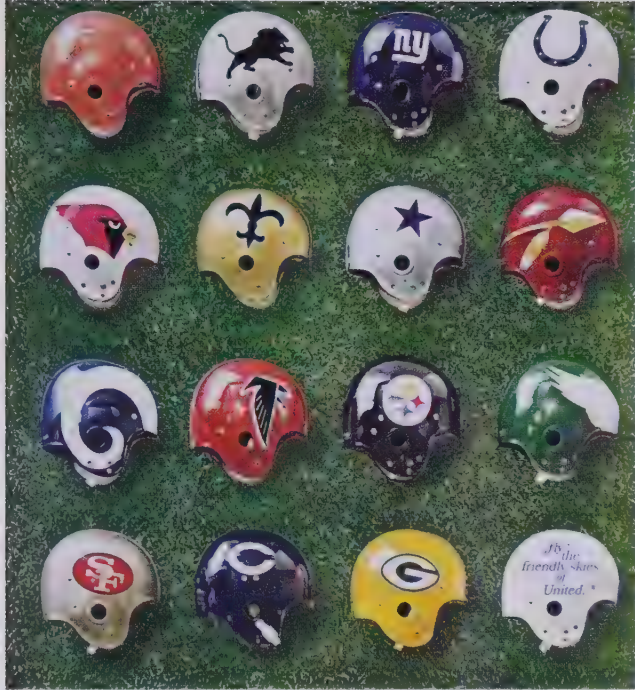
Saludos Amigos! Here's the biggest foreign fare bargain ever! Western's Amigo Flight to Mexico City and Tepic is just \$144.00. That's right, it's 11.5 weeks—yes, it's a lifetime. You'll take the bright Mexican atmosphere, you'll love the food and the festive Mexican souks. We think you'll like our night flight schedule, too. Remember, it's yours, your flight's home, but the bargain puts more pesos in your purse.

Want even more fun on a budget? Take Western's Magic Week in Mexico. 8 full days in Mexico City, Tepic, or Jalisco, for just \$199.00, including round-trip airfare, hotels, sightseeing.

If you want to see Mexico in really high style, fly Western's 700S. It's our first-class flight. Nothing better than an airplane. Travel Agent. Get all the details and Western's wonderful vacation in Mexico now. And let us go with you—Mexico!

Fares shown above are from Los Angeles to San Diego. From San Francisco, round-trip domestic fare is \$120. Magic Week in Mexico is \$229.00.

Western Airlines, 1963



One of the 16 NFL Football teams doesn't fly with United Air Lines.

We can't think of anything more exciting than NFL football. Except more NFL football. So when they get their heads together on a Sunday afternoon,

we're happy to help them get there. They're all winners as far as we're concerned.

You can't win 'em all.

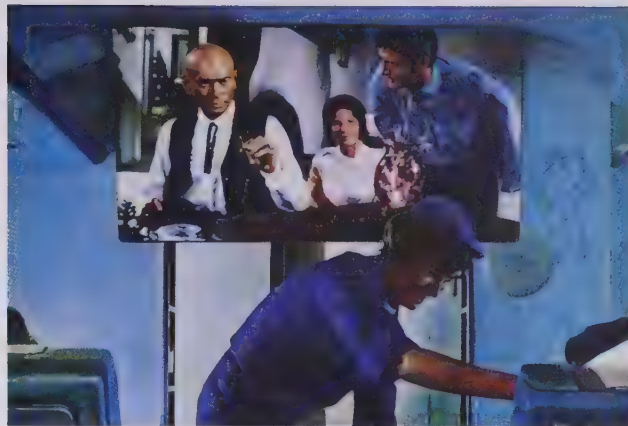
United, 1969

ALITALIA'S ITALY



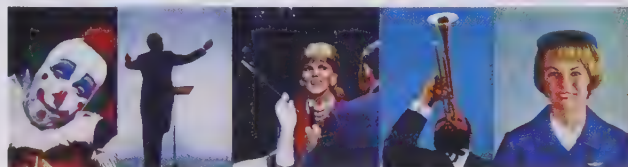
Sophia Loren, one of the wonders of Italy today, soon to be seen with Omar Sharif in the Metro-turistic comedy "More Than A Woman." A Lucio Potti production in Metrocolor.

Alitalia, 1968



United's new Jetstream Theater!
The widest choice of entertainment to New York, Washington, D. C.... wide-screen movies, plus 6 channels of stereo and monaural listening... on many of United's Red, White & Blue jets.

Here's a unique new experience in travel entertainment. United's Jetstream Theater... a superb variety of entertainment available for your enjoyment only on United.
You can watch a wide screen movie. Or listen to classical music in stereo. Or a variety show in stereo. Or light entertainers. Or popular music. Or jazz.
Even children's stories. Head phones and controls at every seat allow you to make your own selection.
Only United gives you so many choices... there's something for everyone.
But don't worry if you're not in the mood for entertainment. You're free to ignore the whole thing... with United's new movie system it is not necessary to darken the cabin.
Jetstream Theater is yours to enjoy (or ignore) on most transcontinental Red, White & Blue flights... the flights with three choices of service: Red Carpet First Class, Standard and Coach. Just call United Air Lines or your Travel Agent.



United, 1965



Beechcraft Twin-Bonanza

Never before has an "old favorite" been so completely new as this big, roomy Beechcraft Twin-Bonanza that multiplies your top men.

Underneath its smart new lines, it's still the strongest, most rugged airplane in commercial aviation. And now, with a host of exciting new features and custom equipped for all-weather flying, the Twin-Bonanza is the "go any-time" business airplane you've always wanted.

Getting in and out is easy with the Twin-Bonanza's new air-stair door. There's plenty of space to work, relax or move about in the spacious new interior with center aisle roominess. Individually adjustable airliner-type reclining chairs, new "Eye Ease" cabin lighting and new

year-round comfort system with optional air conditioner add to your comfort. With two big 340 h.p. supercharged fuel injection engines to speed you along at over 200 mph the new Twin-Bonanza is unsurpassed in its class for comfort and performance.

A single correct decision made by a top man in a distant meeting has saved many firms far more than the cost of a Twin-Bonanza.

Get the facts now on low-cost Beech financing and leasing plans. See your Beechcraft distributor or dealer.

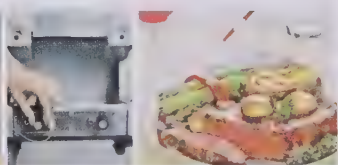
Write for illustrated brochures on the new Beechcraft Twin-Bonanza and informative booklet, "The Dollars and Sense of Business Flying." Address: Public Relations Dept., Beech Aircraft Corp., Wichita 1, Kansas, U.S.A.



Beechcraft, 1960



Across the U.S., across the Atlantic: **Movies in flight are here ... only on TWA jets!**



CARPHONES — You get the best of both worlds. You can talk on the phone while you're eating. The only airline in the world that has this feature. It's called Carphones.

MOVIES — You get the best of both worlds. You can watch a movie while you're eating. The only airline in the world that has this feature. It's called Movies in Flight.

DINING — You get the best of both worlds. You can eat while you're flying. The only airline in the world that has this feature. It's called Dining in Flight.

Picture yourself gliding along on a big TWA jet—600 mph or better, but so smooth and quiet you'd never know it. You put on feathers-soft earphones, adjust a frequency volume control, settle back... and watch a movie! Not the one you saw last year, but the one that just hit Broadway. Movies in flight—today's most talked-about airline service, and only Trans-World Airlines has it!

The films are shown on non-stop TWA transcontinental flights in First Class, and now in the Coach section too! On transatlantic flights, in both First Class and Economy! If you're planning a vacation trip to the World's Fair this year, or maybe a holiday in Europe—see how much more the right airline ticket buys—call your nearest Trans-World Airlines office, or see your travel agent and specify TWA.



TWA, 1964

AIRLINES

FAST-GROWING TWA HAS JETS, ROUTES, SERVICES FOR EVERY TRAVELER

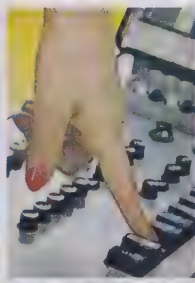
Fast speed and low fares are yours... across the country and across the world. TWA's new jets, routes, services... all yours. And now, for the first time, a complete new line of flights to Europe. TWA's new jets, routes, services... all yours. And now, for the first time, a complete new line of flights to Europe. TWA's new jets, routes, services... all yours. And now, for the first time, a complete new line of flights to Europe.



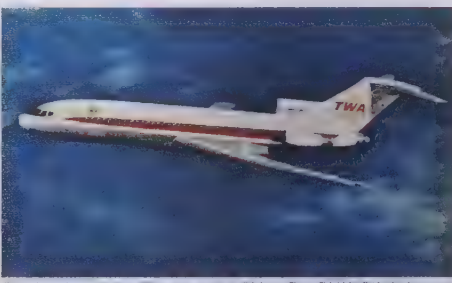
Fast speed and low fares are yours... across the country and across the world. TWA's new jets, routes, services... all yours. And now, for the first time, a complete new line of flights to Europe.



Fast speed and low fares are yours... across the country and across the world. TWA's new jets, routes, services... all yours. And now, for the first time, a complete new line of flights to Europe.



Instant reservations... TWA's new jets, routes, services... all yours. And now, for the first time, a complete new line of flights to Europe.



Fast speed and low fares are yours... across the country and across the world. TWA's new jets, routes, services... all yours. And now, for the first time, a complete new line of flights to Europe.



Fast speed and low fares are yours... across the country and across the world. TWA's new jets, routes, services... all yours. And now, for the first time, a complete new line of flights to Europe.



Fast speed and low fares are yours... across the country and across the world. TWA's new jets, routes, services... all yours. And now, for the first time, a complete new line of flights to Europe.



Fast speed and low fares are yours... across the country and across the world. TWA's new jets, routes, services... all yours. And now, for the first time, a complete new line of flights to Europe.

TWA, 1964



Air travel's new look

This year, more people will be flying more places than ever before—in the most powerful, most comfortable, economic airplane in the world. It's the only jetliner to cruise at more than a fast way to get to more places in more time. It's the most economical and comfortable of welcome conveniences instead of a few years ago, in terminals designed by the world's master architects. Everything about air travel today is new, different, exciting. And much of the excitement is to be found on one airline. *Continued on next page.*

TWA, 1963

All other corporate planes fly lower and slower. This is the Lockheed JetStar—the corporate-size jetliner: 500-550 mph cruise—up to 45,000 feet altitude, far above the weather. It will take you to a nearby city—or another hemisphere. Operates from more than 1,000 airports in the U.S. and Canada—hundreds more in South America and overseas. Four Pratt & Whitney pure jets provide power plus dependability. But you hear hardly more than a murmur, because the engines are located behind you, and so is the noise. Lockheed Aircraft Corporation, Marietta, Georgia.



LOCKHEED
JETSTAR
FLAGSHIP FOR YOUR CORPORATE FLEET



Jetstar, 1961



TWA StarScreen Theater. Wide screen color movies presented by Indigo Motion Pictures. Five audio channels, including popular and classical music in stereo. Jazz, musical theater, drama

comedy, history. Private airplanes, individual volume controls. You won't be disturbed, you won't disturb anybody else. Non-stop coast to coast jets, soon on jets to Europe.

Continental cafe. TWA Royal Ambassadors. First class. First class elegant entrees. Stuffed Cornish Hen. Venetian. Fresh Merguez. Roasted to perfection. Lobster Cardinal. Lamb Chops. Make your

reservation at the jet. Lockheed's samples that range in size and still more. Jet Coach meals are not as lavish, but the same care goes into them. The Club Steak, a delicious example.

TWA has the most entertaining ideas in air travel.

There's a whole world of easy living for you on TWA. No other airline does more to make every mile of the way a pleasant, relaxing experience.

What makes the difference on TWA? Quality. Good movies on big screens, in full color. Entertainment by outstanding artists on Columbia Records and Epic Records. Barbra Streisand, Tony Bennett, Dave Brubeck, Leonard Bernstein, Richard Burton, dozens more. Superior food, prepared right on the jet. And people who make the extra effort to make you feel at home. In short, the best things about air travel. And you get them all on one airline.



TWA, 1965



This passenger got a Flub-Stub because we couldn't seat him next to his wives. We thought we'd done pretty well, but it looked harum-scarum to him. Moral: anytime our service isn't what you think it should be, ask for a Flub-Stub. It's worth a buck

at any Western Ticket counter - and it comes with a smile. In case you'd like to sit next to your wife next time you travel to any of these cities, we'll chop one-third off her fare. What's more, there won't even be a yashmak between you

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 PALM SPRINGS
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 PIERRE
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 RENO
 SACRAMENTO
 ST. PAUL
 SALT LAKE CITY
 SAN DIEGO
 SAN FRANCISCO
 SEATTLE
 SIOUX FALLS
 SHERIDAN
 TACOMA
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Western loves groups (20% off)

WESTERN AIRLINES
 INTERNATIONAL

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Happy landings. DC-9.

Whether you're commuting only 100 miles, or traveling 1,000 miles away, you'll enjoy the happy landings that come at the end of a perfect flight aboard a DC-9 jetliner. Our advanced wing design makes landings easier, makes takeoffs quicker. We also placed its twin fanjets at the rear, to give you smoother, quieter flights. Our Douglas Aircraft Company has been making comfort a way of flight for 36 years. And in 1971 we'll introduce still another high in luxury with our new-generation jet, the DC-10. Anything that has to do with flight—for air travelers or astronauts—is only one of the things McDonnell Douglas does best.

MCDONNELL DOUGLAS



THE DC-9 IS BUILT BY OUR DOUGLAS AIRCRAFT COMPANY. FOR EQUAL OPPORTUNITY EMPLOYMENT ON PROGRAMS LIKE THIS, WRITE: BOX 68, LAKEWOOD, CALIF. 90712

Look what the Russians are building, just 40 miles from the U.S.A.

As an American, you should look into it.



The U.S.S.R. hopes you will. You're invited to step in, and take a look at life in the Soviet Union. Meet the people, see what they do for a living in Vladivostok or Minsk, and how they have fun.

What kind of ideas do the Russians have, about education, medicine, housing, industrial development, space exploration? You'll find out here. In the great Lunar Hall, they'll treat you to an eerie expedition to the moon. On the way, you'll discover what the feeling of weightlessness is like (just *how* is their secret).

And on the lighter side of things, you can see what the Moscow miss is wearing, at a fashion parade. Browse through nearby stores that sell the identical items you'd find in shops in Leningrad or Kiev. Drop into the 600-seat cinema and watch a Russian movie. And wind up in one of

the restaurants, where you can take your pick of specialties from every part of the country. (Incidentally, they've ordered 20 tons of sturgeon, eight tons of caviar and 28,000 litres of vodka, just for starters.)

The place to come for this fascinating experience is the U.S.S.R. Pavilion at Expo 67, Montreal, Canada. It's just across the way from the giant U.S.A. Pavilion — another world of wonders. And a few steps away, the French, British, Italians, Japanese, Canadians — more than two thirds of all the nations on earth — spread before you the best of their arts and culture. The latest in science and technology. Their past, present and future.

In all, some 70 governments have spent hundreds of millions of dollars to make Expo 67 the greatest world exhibition of them all, and the *first of its kind* on this continent. It opens on April 28th, for six wonderful months only. You'll find it the experience of a lifetime.

Start planning now. Expo 67 admission tickets at *reduced advance prices* save you up to 29%, are on sale at banks, department stores, American Express offices, and wherever you see the Expo 67 sign.

Accommodations in Montreal? No need to worry. LOGEXPO, the official accommodation bureau, guarantees you a place to stay, at government controlled prices. Reserve now — just write, mentioning dates, type of accommodations preferred, and the number in your party, to LOGEXPO, Expo 67, Harbor City, Montreal, Quebec, Canada. Or see your travel agent.

Or write for free Expo 67 vacation planning information to Expo 67 Information Services, 150 Kent St., Ottawa, Ont., Canada.

expo67 
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Montreal, Canada/APRIL 28-OCTOBER 27, 1967

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Lower fares in effect to *May 31st*



The long weekend seafarers on S.S. United States... of the most luxurious... it offers to... about... two weeks... And from now to May 31st the... but fun...
 The days of...
 The...
 Dances...
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 Perhaps you'd like to play bridge...
 or as lively as you like.

S.S. UNITED STATES!
Top Resort between New York and Europe

S.S. United States, 1968

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'ROUND
SOUTH
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Only with Pan American and Panagra can you enjoy speedy Jet service down both coasts of South America. Go one way, return the other with the U.S. airline system that has 33 years of experience in Latin America.

No other airline system offers such a variety of Jet routes in South America from so many gateways in the U.S.A.

Choose first-class or low-fare service. From New York, down the West Coast of South America fly daily Jet without change of plane over the routes of National, Pan American and Panagra. On the East Coast, fly Pan Am Jet all the way.

Many preplanned Pan Am Holidays give you full benefit of favorable exchange rates in South American republics. They include Jet flights, fine hotels, sightseeing! Rates are surprisingly low. Free folder gives you full details. You will also enjoy the 128-page book, "How to Get the Most out of Your Trip to South America." For either or both write to Pan American, Dept. 152, Box 1111, New York 17. (Enclose 25¢ for the book.) See your Travel Agent or your nearest Pan American office.

PANAGRA • PAN AMERICAN

Panagra, 1961



Jet nonstop to Mexico City...

Golden Aztec gateway to all Mexico

Mexico's 24 most colorful cities and resorts... all served by MEXICANA, first with Jets from Chicago, Los Angeles and Texas. On the mighty GOLDEN AZTEC Rolls Royce Comet 4C, jet nonstop to beautiful Mexico City. Then fly MEXICANA's big Douglas 4-engine planes to the Mexico you've never seen... from Maatlan, newest Pacific beach resort, to Tampico and Veracruz, to Merida for the "Lost Cities" of Yucatan and the Caribbean Island of Cozumel. New all-expense tours you should know about!

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Expo 67, 1967 ◀ Mexicana Airlines, 1861



Fly the Flight Fantastic

AIR NEW ZEALAND's 27 years' experience brings to perfection a blend of South Seas decor and service called the Flight Fantastic. The Flight Fantastic features exquisite cabin decor, Polynesian dishes and fabulous drinks prepared by Don the Beachcomber. The Flight Fantastic's wide choice of destinations includes both gateways to the South Pacific - Hawaii and Tahiti! Stop over in both. Go one way, return the other. See magnificent New Zealand and make it home base for all your Down Under tours that will make this the trip of a lifetime. AIR NEW ZEALAND's DC-8 Five Star Jets leave from Los Angeles twice a week for New Zealand and Australia via Honolulu; once a week via Tahiti. All air evening departures. For full details see your travel agent, AIR NEW ZEALAND, or our General Sales Agents: BOAC. For free colorful literature, write AIR NEW ZEALAND, Dept. H6, 510 West Sixth Street, Los Angeles, California 90014.

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 THE AIRLINE THAT KNOWS THE SOUTH PACIFIC BEST WITH GATEWAY AND BOAC OFFERS TO FLIGHTS WEEKLY DIRECT FROM THE UNITED STATES TO THE SOUTH PACIFIC. Los Angeles Honolulu Auckland Wellington Christchurch Sydney Melbourne Brisbane Fiji New Caledonia Norfolk Island Samoa Singapore Hong Kong *Tahiti service begins late 1967

Air New Zealand, 1967

Rome.
And you thought Irish only flew to Ireland.

You didn't know that Rome is an Irish city! So are twenty-four other European cities outside the Emerald Isle. On your way going or coming, we can arrange a splendid vacation bargain... Ireland itself, for no extra air fare! Ask your Travel Agent.

OFFICES IN: New York, Boston, Chicago, Cleveland, Dallas, Detroit, Washington, D.C., Los Angeles, Philadelphia, San Francisco, Montreal, Toronto, Vancouver.



Irish Aer Lingus, 1969

FLY UTA TO AUSTRALIA



and get TAHITI free

Australia is sky-climbing cities and warm golden beaches. Oyster-stuffed steaks and kangaroo tail soup. Vigorous, high-spirited people. Tahiti is a calm paradise of blue lagoons, soaring purple mountains, scarlet hibiscus, and graceful, golden-skinned Polynesians. You can enjoy both of these contrasting worlds when you fly UTA French Airlines.

A "Tahiti Break" is yours at no extra fare on your way to Australia. In fact, while you're visiting Tahiti, you can take a round-trip flying boat excursion to fabled Bora Bora at no extra fare as well. Then, from Tahiti, UTA's DC-8 Fan Jets whisk you to fabulous Fiji and on to Sydney, gateway to the booming land of Australia.

UTA's new, lower excursion fares let you fly to Sydney for as low as \$756, round trip from the West Coast. Like to know more? See your travel agent or any office of AIR FRANCE, our general agent.

UTA FRENCH AIRLINES, P.O. Box 4157 North Hollywood, California 91607

Please send information on Australia and the South Pacific.

Name _____ (please print)
 Address _____ Tel. _____
 City _____ State _____ Zip _____
 My travel agent is _____ HO/SP.3



FRENCH AIRLINES TO THE SOUTH PACIFIC

LOS ANGELES TO TAHITI, FIJI, NEW CALEDONIA, NEW ZEALAND, AUSTRALIA AND AROUND THE WORLD



Grace Line Fleet, January 1, 1963



the pleasure fleet

This rather remarkable painting is of the largest fleet serving the Americas exclusively.

From the majestic twin flagships, *Santa Rosa* and *Santa Paula*, in the foreground, to the hard-working freighters on the horizon, there's a quantity, quality and variety of service unmatched in sea-going travel.

How about a luxurious 15-day cruise through the Caribbean? Or a unique two-ocean cruise through the Panama Canal to the Pacific Coast of South America on the brand-new 20,000-ton *Santa Magalena*, *Santa Mariana*, *Santa Maria* or *Santa Mercedes* (mid-picture). On the other hand, you might prefer leisurely 19 to 28-day,

off-the-beaten-track cruises on 52-passenger cargo-passenger liners. And, reserved for the saltiest of cruising buffs, freighter voyages of from two to six weeks, including 42-day voyages to Chile. Sea-air combinations can also be arranged to suit your schedule.

Whichever Grace Line cruise you choose, you can always be sure of receiving the finest service afloat and the warmest welcome ashore. Your Travel Agent knows.

GRACE LINE
 3 Hanover Sq. or 628 Fifth Ave. (Rockefeller Center), New York - Digby 4-6000

AMERICAN-FLAG SHIPS SERVING THE AMERICAS EXCLUSIVELY

Grace Line, 1964

UTA, 1967



WHY NOT RUSH TO EUROPE THIS WAY?

Discover new meanings in 'leisure' and 'luxury' with a Riviera resort backing outside your stateroom. But check your tensions at the pier... cares fade fast in the pool-side sunshine. Laughter comes naturally, evenings become events, courtesy of your devoted Italian Line staff. With exotic ports to visit and excursions to hunt ashore, your only problem becomes choosing from such ambrosial menus. A pity, indeed, the Sunny Southern Route can't take longer!

Italian Line SEE YOUR TRAVEL AGENT OR ITALIAN LINE - MATTHEW PARK BUILDING, 24 STATE STREET, NEW YORK 4, N. Y. TELEPHONE OLNEY 4-0000 - CHRISTOPHER COLOMBO - AUGUSTUS - GIULIO CESARE - DUQUE SANCARLUIGI - CATHERINA - VENEZIA - AND IN JULY, THE SUPERBLY LUXURIOUS NEW FLAGSHIP, LEONARDO DA VINCI

Italian Line, 1960

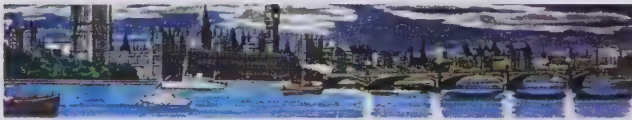


When you come to New York this summer, catch a great show. The Plaza.

Stay where it's liveliest on the eve of your crossing. Till the children arrive from camp. While you take in the Broadway hits that you missed. Midnight ambience afterglows the Oak Room. The tom-tom throbs in Trader Vic's. Cupid mit schlag sweetens the Palm Court evenings. And the Persian Room stars come out between dances. That's the great thing about The Plaza. It turns on in the summer. Like the air-conditioning.

THE PLAZA
HOTEL CORPORATION OF AMERICA

The Plaza, 1967



Now London's Historic Skyline Welcomes a Great New Hotel

THE *London Hilton*

...AND BOAC WILL JET YOU THERE IN A MATTER OF HOURS



Towering above Park Lane, the London Hilton is the capital's newest landmark. It also offers a new standard of comfort and convenience. Every room has radio and television, many have private balconies, and the hotel is fully air conditioned and equipped with a 350 car underground garage.

Decor is all that you would expect of a great Hilton hotel, as, too, are the four special restaurants—Rooftop, International, London Tavern and Trader Vic's. The International Restaurant even features sliding screens, allowing the decoration to be changed at will to portray various regions of the world.

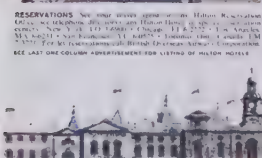
The London Hilton can accommodate 876 guests in its 512 guest rooms and suites, and has meeting and dining facilities for nearly 2,000. The Grand Ballroom alone accommodates 1,000 and is supplemented by four smaller private dining rooms.

FLY BOAC TO LONDON

Enjoy impeccable British service and hospitality from the start. From New York BOAC has the lowest fares to London, and BOAC also has flights from Washington, Boston, Chicago, Detroit, Los Angeles, San Francisco and Honolulu. This Summer BOAC will offer more flights to Britain from the U.S.A. than will any other airline.

Hilton Hotels

ESTABLISHED 1919
CORPORATION
1230 AVENUE OF THE STARS, WESTPORT, N.Y. 10590



Hilton Hotels, 1963



Why do well-traveled people travel Sabena? "Flight-seeing" via helicopter is only part of it. People who know Europe know Sabena shows it off best: with the world's only 3-speed fleet of Boeing "Intercontinental" jets, "Caracelle" "Continental" jets and Sikorsky helicopters; with a special savoir-faire that extends to and through Europe, Africa and the Middle East. Next trip... fly Sabena. Le service Belgique—c'est magnifique!

Ask your Travel Agent to book you Sabena all the way... or simply call Sabena, Belgian World Airlines. More than 200 offices in the principal cities of the world.

Sabena, 1961

► Sheraton, 1962

SHERATON

AT THE
HEART OF

WAIKIKI

THE FOUR HOTELS THAT
MADE WAIKIKI FAMOUS

ROYAL HAWAIIAN

Pleasure...18-acres big be-
side the sparkling Pacific!

PRINCESS KAIULANI

Orchid swimming pool for
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MOANA AND SURFRIDER

Glamorous twosome, side
by side, to double your fun!

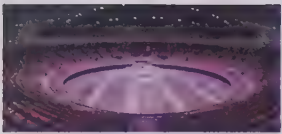
STAY AT ONE - PLAY AT ALL FOUR



Sheraton's where the fun is! Just 4½ jet-hours from the mainland. 70° surf-and-sun days, Fun Festivals to brighten every Diamond Head night, feasts every meal, service every moment. Family plan: children share adult's accommodations free. For easy reservations, just call your travel agent or your nearest Sheraton Hotel. **Open Dec. 1: Sheraton-Maui, dazzling resort hotel on magnificent Kaanapali Beach • Maui, Hawaii**

Sheraton shares are listed on the New York Stock Exchange.

Plaza's Club card honored for all hotel services.



Fill 'er up....



....with a Las Vegas convention!

MEET A FEW WHO DID. Mobil Oil Dealers, American Mining Congress, National Electrical Contractors Association, Optimist International, American Osteopathic Association, International Association of Fire Chiefs, National Conference of State Legislation Leaders, American Academy of General Practice, Association of Supervision & Curriculum Development, American Pharmaceutical Association, United States Jaycees, Reserve Officers Association of the U.S., Air Force Association, American Legion, American Society of Travel Agents, American Academy of Ophthalmology & Otolaryngology, American National Cattlemen's Association, National Rural Electric Cooperative Association, American Federation of Information Processing Societies, Young Democrats of America, Associated General Contractors of America, National Wildlife Federation Meeting, North American Wildlife & Natural Resources Conference, Department of Classroom Teachers-NEA, Steel Service Center Institute, National Press Photographers Association, National Exchange Clubs



STATISTICS SHOW ATTENDANCE GOES UP IN AMERICA'S GREAT NEW CONVENTION CENTER

Conventions large or small find Las Vegas best of all.



Diamond Club
Las Vegas Convention Bureau, Las Vegas Convention Center, Las Vegas, Nevada
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Las Vegas, 1965



ESCAPE TO A WHOLE NEW WORLD OF PLEASURE! To the gay and glamorous resort-world of the Hotel Tropicana—bright and shimmering star of Las Vegas—America's luxurious answer to the excitement of Monte Carlo!

Discover the challenge of our magnificent golf course, enjoy in the hill the superb pool, continental cuisine, unexcelled health club and relax in a world of luxurious creature comforts designed to delight and pamper you.

All that plus the daring, the dazzling DIRECT-FROM-PARIS FOLIES BERGERE—all brilliantly and completely 1963 NEW! See the most ravishing showgirls in the world—the most spectacular stars of Europe. See the show that's like no other show on earth—the pride of Paris, the talk of Las Vegas!

For a memory-making holiday, fly straight and true to the Tropicana—we're experts in proving that nothing is too good for you! Room rates: \$15 to \$25 a day.

FREE! Illustrated Brochure
Write Dept. F-T1, Hotel Tropicana
Las Vegas, Nevada

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Tropicana, 1963

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THE GLORIOUSLY NEW 1963
PARIS EXTRAVAGANZA ...

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TERRIFIQUE! MAGNIFIQUE! TRÈS UNIQUE!

Conceived in Paris, created in Paris, direct from Paris—
one of the most magnificent shows ever presented. Acclaimed
by critics of two continents and called the most lavish
since production of all the Folies Brillantes now being
fascinating new story—breath-taking new costumes and settings.
Only in Las Vegas—Tropicana in Las Vegas—real numbers also in America!

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Tropicana, 1962

IN LAS VEGAS
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1,000
ROOMS
 AT HOTEL
SAHARA



Your Key to a **TREASURE OF PLEASURE**

Hotel Sahara . . . the new vacation wonder in the world's wonder city . . . now with 1,000 rooms and room for everybody! All the luxurious leisure, the fun and relaxation you expect in one of the world's finest resort hotels . . . at rates anyone can afford.

Sun-swimming in three spacious pools . . . dining in three famous restaurants . . . star entertainment in two great showrooms. Shops, buffets, health club, golfing, riding . . . a real "Treasure of Pleasure"—the vacation visit of a lifetime, Hotel Sahara!

STAR-STUDDED SHOWS in the great Congo Room, where famous names reign supreme. Colorful, captivating show productions!

ALSO—THE WEST'S MOST COMPLETE AND LUXURIOUS PRIVATE CONVENTION FACILITIES—FOR 10 TO 1600 PERSONS.

1,000 "YEARS-AHEAD" ROOMS
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dining-dancing.

HOUSE OF LORDS
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THREE LUXURIOUS SWIMPOOLS
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LIVELY CASBAR THEATRE
dusk-'til-dawn shows.



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Star of the Red Skelton Show (CBS-TV, 8:30 p.m. Tuesdays) relaxes in one of the opulent new Penthouse Suites at the Sands

Come to The Sands Hotel—where even the stars relax. Where the Crowned Heads of the entertainment world deliver incomparable Copa Room performances night after unforgettable night! □ Come to The Sands and see the lavishly appointed new Penthouse Suites. Sample the striking, unique Petite Suites. Relax in magnificently decorated Rooms. And dine amid courtly splendor in the mural-lined new Garden Room. □ Come to The Sands where the gracious Continental hospitality is spiced with the Monte Carlo whirl of excitement 24 hours every thrilling day and night! Where the swimming, the free golf, the sightseeing—and even the sun—are superlative! □ Come to The Sands now. Come as you are. A swift, five hours or less by Jet from Anywhere, U.S.A. The Sands is the "Address of Success" in fabulous Las Vegas.

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LAS VEGAS, NEVADA

COMPLETE CONVENTION FACILITIES including Private Meeting and Dining Rooms.

NOW BOOKING FUTURE RESERVATIONS. Call your Local Travel Agent or our Nearest Office: Chicago/CENtral 6-3317

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Aren't vacations all about escaping routine? And monotonous? Shouldn't each day be filled with excitement? And surprises? And excitement? And happiness and fun?

Well, your vacation fun can follow you right into a Best Western Motel. Because the only monotonous feature about us is excellence—hard-earned, rightly-earned excellence that's your assurance of superb

From then on, Best Western is a world of 1000 different surprises. Maybe tonight it's a Mediterranean setting that starts you dreaming... tomorrow night you go Western Style, darling... the next night you savorate in a French Provincial atmosphere. Whatever the mood, it's fun. Whether it's fine food, or swimming, or recreational facilities, or children's



Be an Individualist!
Go where new experiences await you every night.

FREE! 1968 TRAVEL GUIDE complete information on 1000 individual owned motels that make Best Western the world's largest network of motels.
Best Western, 2910 Sky Harbor Blvd.
Phoenix, Arizona 85024
Name: _____
Address: _____
City/State/Zip: _____

Best Western, 1968

You've dined in Provence?
Meet what you've missed!

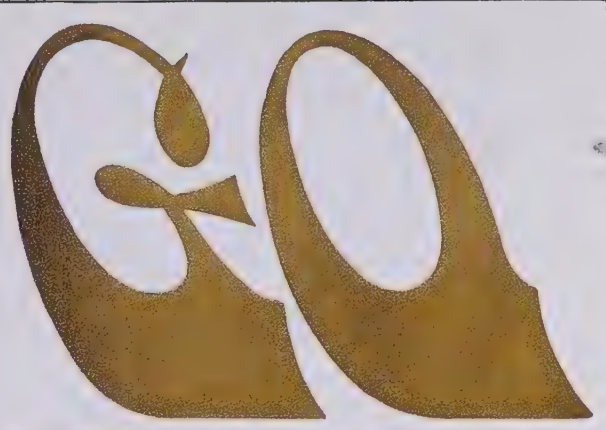


Waiting to greet you at the Desert Inn

You've refreshed our famous poached trout à la reine? Now what's your pleasure? You'll find it here—in one of the world's truly abundant resort hotels. Join the beautiful people

Wilbur Clark's **DESERT INN** and Country Club, Las Vegas

Sands, 1963 ◀ Desert Inn, 1967



Where the
action is!

You'll find more action... more of everything at the Stardust. Spend an hour and forty five minutes at our lavish and spectacular Lido Revue. Then, catch entertainers like the Kim Sisters, Esquivel and other great acts in the Stardust Lounge. They're on from dusk 'til dawn! Have a gourmet's delight in AKU AKU, our world-famous Polynesian restaurant. Swim. Sun. Tan. Play golf at our championship course. Yes, GO...to your travel agent. Make a reservation for excitement! Or, write Reservations Director, Suite 203. Economy minded? See our "Heavenly Holidays" brochure.

Stardust

HOTEL & GOLF CLUB, LAS VEGAS, NEVADA

1,000 LUXURY ROOMS AT \$8 - \$10. PLUS 500 DELUXE ROOMS AND SUITES

Stardust, 1967

The new Hilton Hotels: in San Francisco, Washington, D.C., Honolulu, Mayaguez, Guadalajara, Tel Aviv.

San Francisco: The new Hilton Hotel, with its colorful, grid-patterned facade, is set to open in the heart of the city. The hotel features 1,200 rooms, a swimming pool, and a fitness center. It is located at the intersection of Market and Geary Streets. Opening: Spring 1964.

Washington, D.C.: The 1,000-room Washington Hilton will bring resort living to the city's convenient downtown. It features 1,000 rooms, a swimming pool, a fitness center, and a large ballroom. Located at 15th and Pennsylvania Avenue. Opening: Spring 1964.

Mayaguez, Puerto Rico: The new Mayaguez Hilton, with its modern architecture, offers a tropical escape. It features 1,000 rooms, a swimming pool, and a fitness center. Located near the beach. Opening: Spring 1964.

Kahala, Honolulu: The new Kahala Hilton, with its tropical setting, offers a luxurious resort experience. It features 1,000 rooms, a swimming pool, and a fitness center. Located on the edge of the city. Opening: Spring 1964.

Guadalajara, Mexico: The new Guadalajara Hilton, with its colorful facade, offers a unique Mexican experience. It features 1,000 rooms, a swimming pool, and a fitness center. Located in the heart of the city. Opening: Spring 1964.

Tel Aviv: The new Tel Aviv Hilton, with its modern architecture, offers a sophisticated urban experience. It features 1,000 rooms, a swimming pool, and a fitness center. Located near the city center. Opening: Spring 1964.

Other hotels under construction: Brussels, Paris, Orly Airport (Paris), Rabat, Tunis. Hotels under contract: Addis Ababa, Aswan, Barbados, Caracas, Curacao, Cyprus, Dublin, Kuala Lumpur, Kuwait, Luxor, Manila, Singapore, New Orleans, St. Paul, Minnesota, Worcester, Massachusetts.

For reservations or credit card applications, call any Hilton hotel or any one of the 244 Hilton Reservation Centers. And wherever you go, use Carte Blanche, the all-purpose credit card, or Hilton Credit Identification Card. Hilton Hotels Corporation, Conrad N. Hilton, President.

Hilton Hotels, 1964



Motor Lodges: More than 70 Howard Johnson's Motor Lodges in twenty-five states offer you a sound night's sleep with comfortable surroundings, inviting facilities and Howard Johnson's sensible prices. Now you can teletype ahead for reservations, too.

Restaurants: You know you'll eat well, too, because you can count on good food prepared in nearly 600 Howard Johnson's Restaurants, and served to you with smiling courtesy from an immaculate kitchen. And Howard Johnson's food is always sensibly priced.

Howard Johnson's, 1960

*The best things in life
don't have to be expensive*

SEE THE U.S.A....SEE IT ALL...SEE IT BEST...



GO GREYHOUND...and leave the driving to us.



Greyhound lets you see America close-up framed in a picture window! You'll see bustling cities, mountains, sparkling lakes, waterfalls so close you can almost feel their spray. The experience will delight you, excite you, make you wonder why you waited so long to discover the pleasure of Greyhound. Money can't buy a better way to see the U.S.A.

Greyhound is the friendliest way to travel. You'll meet people, warm, gracious, delightful people, relaxing, having fun. You'll discover the comfort and luxury of exclusive Greyhound Seaside Service, too, including air conditioning, reclining seats, panoramic picture windows and fully equipped restroom. Best of all... you can easily afford to go Greyhound.

Greyhound goes everywhere in the U.S.A. more than a million miles a day, over more than 100,000 miles of routes. On a Greyhound vacation, you can pick your place and time. Greyhound arranges everything for you in advance: transportation - hotels - sightseeing. You know better, you go, exactly what your trip will cost. There's nothing for you to do but go.

There's no substitute for Greyhound. No other bus, no plane, no train offers so much service to so many places, at such low cost. Insist on Greyhound when you make that next visit to family or friends - when you want to have a vacation - vacation time, into pleasure time. Why settle for someone else's best when it costs no more to go with the best? Go Greyhound!



Greyhound, 1965



he highways

LOCATION SITES ARE DESIRED by the Howard Johnson Company for Company operated restaurants. In addition, a limited number of franchises are available to selected operators for both Restaurants and Motor Lodges. For information write Howard Johnson's, 45 Rockefeller Plaza, New York 20, N. Y.

HOWARD JOHNSON'S
Restaurants Motor Lodges

45 Rockefeller Plaza, New York 20, N. Y.

► Miami, 1964





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Mount Airy Lodge, 1965



To twosomes who take a holiday seriously

According to our statistics, there are only 37 vacations from work in the average man's lifetime. Why shouldn't they be taken seriously?

Fort Lauderdale views this shortage of playtime as a great injustice to twosomes. That is why it goes all out to help you make the most of every vacation—winter or summer.

If golf is your fun, for example, here are six challenging courses in a six 1-mile radius of the courthouse clock. Extend the circle only a few miles to include a dozen more.

Here is a palm-lined ocean beach

maintained over an unobstructed six-mile expanse. Trade winds make heat waves unheard-of—even in August. Here is great sport fishing, and a proud charter boat fleet, and superb facilities for your own craft.

And you never feel let down at sundown. Dine in a different restaurant every night of your stay. Dance to strings on a tropical patio. Catch some late supper-club entertainment, or try the enchanting experience of a moonlit cruise on winding lagoons.

Have fun looking around for your retirement-years home. Then, come

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Like to explore this happy thought further? Get full details today and plan an early visit. Write: F. B. Crane, Information Director, Box 1181-N8, Fort Lauderdale, Florida.

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for the fun of it!

Good things come from Florida



Put health on your menu with fresh fruit from Florida! Today your favorite market offers these vitamin-rich fruits in tempting variety. Short hours ago, sunny fields and groves hummed with their harvest. Modern refrigerated transportation speeds them to you in prime condition. Serve Florida's versatile, nourishing fruit often—as a refreshing appetizer, salad, dessert or low-calorie snack. And Florida cut flowers on the table add just the right touch for such festive fare.

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AT YOUR FAVORITE STORE

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| Celery • New Potatoes | Cabbage • Sweet Corn |
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Florida... land of good living



COME
AWAY
TO
COLORADO

for the High Point in Vacation Happiness! Here, amid the many-colored splendors of the magnificent Colorado Rockies, you'll see unforgettable sights; experience unforgettable adventures! Revel in the friendly sunshine of Colorado's mile-high, crystal-clear climate. Delight in the exquisite dining places and exciting night spots. Each day will open new vistas of pleasure. Stock theater, opera, rodeos, parimutuel racing, professional baseball, auto racing, fairs and festivals, riding, hiking and exploring, sporting events for your applause participation, and old-time melodramas. All this...and *much* more! Colorado is easy to reach...easy to remember. Accommodations tailored to your taste and budget. Spirits soar to heights equalled only by the majestic mountains...when you vacation in Colorado. Write today for FREE Vacation Literature Kit, complete details concerning

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THE NEW
SAN FRANCISCO
CABLE CAR
ROOM

*...so gay, so colorful,
 and so much fun, you'll think
 you're already in San Francisco!*

Now there's even more for travelers to talk about aboard "the most talked-about train in the country." It's the new San Francisco Cable Car Room, a most unusual buffet-lounge car, designed for the enjoyment of both Chair Coach and Pullman passengers. And *upstairs*, in one of the *five* Vista-Domes, you can look up...look down...look all around as you land-cruise through the Colorado Rockies and California's Feather River Canyon during daylight hours.

**Include Southern California via San Francisco
 without additional rail fare.**

COLORFUL FREE BOOKLETS

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THE VISTA-DOME

California Zephyr

**Chicago • Denver • Salt Lake City
 Oakland • San Francisco**



California Zephyr, 1961



Dome dining, an exclusive feature on the Domeliners "City of Los Angeles" and "City of Portland"

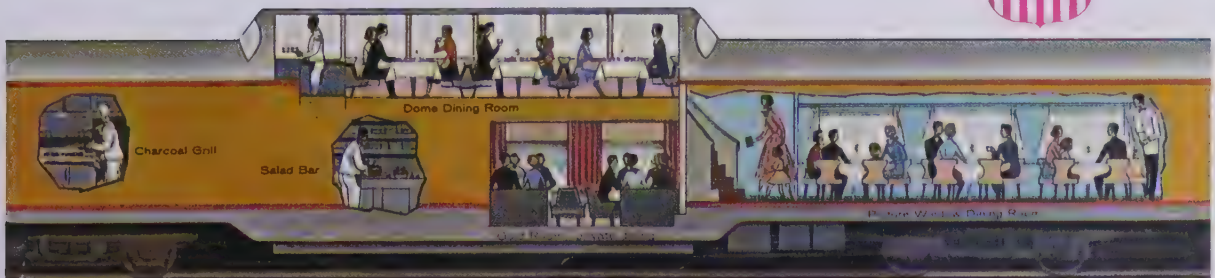
Domeliners and Fall...

the nicest travel combination of all!

There's nothing quite like Fall in the Midwest and East for that late vacation or combination business and pleasure trip. ☐ Nature, cloaked in flaming hues, is at her gayest and there's an exhilarating tang in the air that quickens the step and lightens the spirit. Adding to the color and excitement are the 50 yard line views of the colorful countryside from see-level Dome cars, including the only Dome Diner between Los Angeles and Chicago. ☐ Along with the delightful dining and lounge facilities, the modern Coach and Pullman accommodations, you'll find traveling by Domeliner adds to the pleasant memories. ☐ And money-saving Family Fares for husband and wife, as well as families with youngsters, make travel by Domeliner as economical as it is enjoyable!

DOMELINERS "City of Los Angeles" — "The Challenger" to Salt Lake City, Omaha, Chicago
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UNION PACIFIC RAILROAD



JAMAICA



When a girlfriend from Hong Kong stepped in Jamaica to get some more made, a tailor's outfit or had something special given for us.

We've had fine tailoring in Jamaica most of our lives. Think of those gentlemen lace-makers, all headed for school, business, law and further training, to be trained in the best of the best. We'll guarantee the job's made their own taste. These tailors who lived to have descendants find only the good ones still founded a tradition of excellence. And of prices charged low enough to please the most temperamental customers in history. Example: at Mr. Rattery's shop in Montego Bay you can have a jacket of imported Italian Madras made to your measure for \$25.00, including fabric. Delivery time: 10 days. We're not cheating, in the way Mr. Rattery is not the cheapest tailor

in town. We only packed him to tell you about his work on about the back of his shop. If you ask around, you may find even lower prices. While you're looking, you can also buy other bargains in made-to-measure hand-knit "shirts, for instance, very well made specially. You have your foot traced in fine leather and you know how some back to pick up a finished pair, hand-stitched and polished, for only \$2.50. Now there are "North Shore" prices, from the smart resort areas. In fact, where life is a little less sophisticated, you can do even better. Slip on Catalina, the lady's legs on the wonderful Lovers' Leap from the main, the village above will amaze you, splendidly priced for \$1 a

Jamaica, 1965

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Free folders to help you plan

Discover the west and claim it for your memories—this season. Choose your Western adventure here. We'll help you plan it on Northern Pacific, only of the 133 Dome North Coast Limited and in the world's extra fast train.



Seattle World's Fair. Ride the monorail to the grounds, a mile in 90 seconds, and step into the 21st century. Once atop the Space Needle, the view is 360 degrees. See the fair. Check the coupon for free folders. Fair starts April 21.



Desert Ranch Adventure. Only in America. Breathe in the air and bright stars to love and take—let us take you and you. Just south here is wonderful. For real. For real. For real. Just check our box. The old west awaits your discovery.



Yellowstone Park. From Old Faithful geysers to mammoth hot springs, a year-round "open" national park is a top destination for your family. Discover reasons on the NP Food in the Show is famous. Social family fares, too.



Mt. Rancho. Huddle. See the snow-capped cathedral of Mt. Rancho on the back of the train from Seattle. There's a country and a service for over a million things your own coach fares.



Alaska Adventure. Quaint villages, modern cities offer exciting contrasts in dramatic Alaska. All about your glorious days on ships and shorelands on the most beautiful to this fabulous and unsurpassed scenic grandeur.



California Holiday. See all the scenic wonderland on the trip from your Vista Dome seat. The Silverdome North helps you feel at home, too. Take NP one way, we'll help you plan one of several other fascinating return routes.



Don't take it easy, too, when your family takes the train. See all the magnificent scenery as you relax in safety and comfort. Your western vacation usually starts the very morning you step aboard the Vista Dome North Coast Limited.

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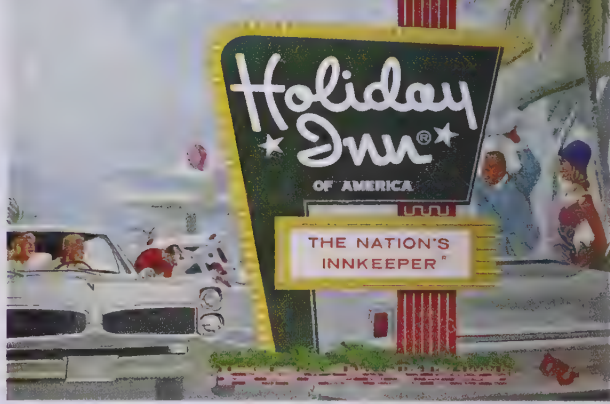
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Clip the coupon and send it today. We'll send you our literature on holiday plan your very next trip on the Vista Dome North Coast Limited.

NORTHERN PACIFIC RAILWAY

Northern Pacific Railway, 1962

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Holiday Inn, 1968



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A beautiful girl who hides her face in the presence of men, lives at home amid a cluster of relatives, and accepts the discipline of a centuries-old religion would hardly seem independent by Western standards. But consider that the same girl could be studying to be a surgeon, have a part-time job as a model, and is from a country where a woman can dream of becoming the head of state. Faced about the scrutiny of her relatives, she will tell you she is lucky to have so many candidates for her problems. Her religion, she explains, isn't a collection of things she must do—it is part of what she is. When she marries (most likely to a man chosen by her family), she will remain her husband's graceful subordinate. Outwardly, yet she will often be consulted on, and perhaps even make, all the crucial family decisions. What the Indian woman is free of, you will find, is the notion that to be free she must break with tradition. Perhaps that is why she has emerged into prominence in so many walks of life, without threatening the Indian man. She is but one paradox in a land full of them. A land of alpine lakes and tropical forests, Of teeming cities and deserted kingdoms. Of intricately carved rock and delicately spun silk. A land that protects its past as energetically as it builds for its future. We would like to tell you more about these things. Also about our many fine hotels with pools and air-conditioning. Restaurants that serve Western food. Places to golf and water-ski. Well paved roads and a large domestic airline linking our major tourist areas. Send this coupon to Government of India Tourist Office: New York, 19 East 49th Street; Chicago, 201 North Michigan Avenue; San Francisco, 685 Market Street; Also in Canada. It may liberate your curiosity to come see them for yourself.

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For them who seek more of life.

India, 1969

Imperial Hotel, 1969



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T. Inumaru, President and General Manager

SEATTLE WORLD'S FAIR 1962

It's April 21, 1962, in Seattle... World's Fair time! The curtain's going up on the 21st Century... and on the most exciting preview ever seen. This is Seattle's spectacular Space-Age World's Fair, where the epic of man's journey into the next 100 years will unfold for you. What's ahead? How will man live? What will he see? Look at cities in the year 2000, see homes whose walls are jets of air, where cordless appliances work for you, cars ride without wheels, TV wrist telephones speed everyday communications. Time and distance will disappear in the gigantic, pillar-less Coliseum Century 21, jutting eleven stories up from the heart of the fair. You'll soar past the moon into outer galaxies—no space suit, no gravity, in the \$9 million complex of the United States Science Pavilion. You will discover the secrets of the future in these six gleaming buildings rising above lighted fountains and courtyard pools. But it's not all the story of man's great tomorrows. Much of this \$80 million show will be a glittering world of today. Dine atop the towering 60-story Space Needle which revolves to view Mt. Rainier, the Olympic and Cascade Ranges. Stroll Boulevards of the World filled with the sights and sounds of foreign lands. Thrill to the Monorail as it whisks you the mile from downtown Seattle in 95 seconds.



Rembrandt, Gauguin, and 65 world masters have been specially loaned for the Fair

Cultures of foreign lands in a potpourri of color and fun in the Boulevards of the World



Enjoy famed artists from all over the world performing in the opulent Opera House, intimate Playhouse, the Arena and Stadium. Relax in a rollicking Gayway where special rides hold fun-appeal to all ages. The Seattle World's Fair... the big family adventure of our times! See it all, April 21 to October 21, in Seattle!

Washington State Department of Commerce & Economic Development, Albert D. Rosechini, Governor

SEATTLE WORLD'S FAIR, SEATTLE 9, WASH.

Please send me the following:

- Further information about a Washington State vacation
- Further information about Seattle World's Fair
- Further information about housing accommodations

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OPENS APRIL 21

SEATTLE WORLD'S FAIR 1962



The curtain's going up on America's first World's Fair in two decades. For 180 days, millions will step beyond the boundaries of today's world for a way-ahead look into another age. See for yourself

how the family of tomorrow will live, work and play in the most spectacular, breathtaking forecast science ever made. Preview out-of-this-world concepts of living in space... on the ground... under the sea! Match it all with the best of our world today—its art, its entertainment, its varied culture—coming to life before your eyes in a sparkling \$80 million showcase of pleasure and delight!

A FLOATING CITY OF TOMORROW! A rotating "bubbleator" in Washington State's gigantic Coliseum elevates 100 persons at a time to a fascinating portrayal of life's wonders in the year 2000.

MILE-A-MINUTE MONORAIL! The thrilling ride of a lifetime on the noiseless monorail gliding above busy downtown Seattle streets to its World's Fair terminal... 10,000 passengers hourly!

A RESTAURANT THAT REVOLVES IN THE SKY! 600 feet up, the lacy fingers of the Space Needle reach toward the clouds, crowned by an observation deck, dining room, and a soaring jet of flame!

ROCKET RIDE TO MARS! Leave the world behind as you take a just-pretend journey 2 billion light years into space in the Boeing Company's Spacearium at the breath-taking U. S. Science Pavilion.

WORLD'S GREATEST STARS! Stravinsky, The Old Vic, Count Basie: A continuous parade of leading entertainers performs for you in the opulent Opera House, the Playhouse, the Arena and the Stadium.

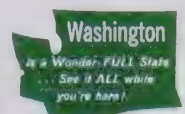
SHOW STREET! Gorgeous girls take you behind the scenes as part of the act at "Backstage, U. S. A." It's one of the Fair's many glamorous nighteries.

GAY, EXOTIC BOULEVARDS OF THE WORLD! A potpourri of scents, sounds, and tastes from 35 foreign nations. Trees and fountains line the beautifully landscaped malls and plazas.

IT'S A HUGE, GLAMOROUS, EXCITING SHOW set in one of the world's most beautiful modern cities. See it all, starting April 21, for 180 unforgettable days and nights! It's the blazing, amazing adventure of a lifetime... the world's salute to a new age!

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EVERY PLACE YOU WANT TO GO—all the things you want to see... are just hours away from the big Seattle show. Take time to see it all. You'll love every minute of it!



Dept. 8, SEATTLE WORLD'S FAIR, SEATTLE 9, WASHINGTON
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Further information about Seattle World's Fair and a Washington State vacation
Further information about World's Fair housing accommodations

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City State

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WASHINGTON STATE DEPARTMENT OF COMMERCE AND ECONOMIC DEVELOPMENT, Albert D. Rosellini, Governor

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since you've had
a whole day of
old-time fun?



PHOTO CARL JUNGHANS



WESTERNERS, why wait 'til next summer to enjoy the new thrilling, wonder-filled ride through the CALICO MOUNTAIN GOLD MINE? Come summer, Ghost Town streets will be jammed with the good folks who will have to trek across country to spend a day at Knott's. Right now the place can be all yours. If you live in Knott's territory or plan to come to Southern California soon, bring the whole family and live a day in the rollicking, robust Old West. Ride a stage coach, pan for real gold, send the children on a burro pack trip. Gather up fresh made jams at the



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Chicken Dinner House are re-famous and a world of entertainment! Open every day of the week. Free admission, free parking. Knott's is located on Beach Blvd. (Hwy. 39) in Buena Park, Orange County, California.



High tea on the Dead Sea.

Israel's Dead Sea is the lowest spot on earth. You go down 1,292 feet through a mooncape to get there. Cups and saucers float on it. So do bridge tables. And so do you. You pop right to the top. You can float clear to Sodom, if you like. Nearby, in Beersheba, there's a newer source of water, a swimming pool in the land of Abraham. Everywhere in Israel, the Bible's part of the scenery.

You can skin dive at Ashkelon, at the beach where Samson met Delilah. At the Sea of Galilee you can watch fishermen toss nets for St. Peter's fish as they did 2,000 years ago. Afterwards, you can visit a kibbutz with a concert hall and a banana plantation, enjoy St. Peter's fish for dinner and pay the bill with your Diners' Club card. Where else in the world?

For more details, contact your travel agent or ISRAEL GOVERNMENT TOURIST OFFICE, New York, Chicago, Beverly Hills, or Jerusalem.

Israel, 1963



Delos is a great place to visit.

But you couldn't live there if you tried.

It's all ruins now. The sanctuary of Apollo. The market of the Italians. The Temple of Leto and the Twelve Gods. Monuments. Mosaics. Statues. The fascinating remains of a great civilization.

When you come to the Cyclades, you've got to stop over in Delos. There's so much left of the ancient place that little is left to the imagination. Bring sandwiches, some Greek wine and stay all day. But don't plan on staying overnight. Delos has one tiny tourist pavilion with only 8 beds.

Stay in Mykonos. It's only an hour's motorboat ride away. The civilization there is very much alive. You can stay in a charming little hotel in Mykonos for as little as

\$8 a day, two meals included. You can swim in the blue Aegean. Shop for local handicrafts. Celebrities come from all over Europe (just to browse around). Sketch the lovely white houses and windmills.

For more information on Delos or Mykonos, or any of the hundreds of beautiful Greek islands, write to: National Tourist Organization of Greece, 601 Fifth Avenue, New York City 10017. Or see your Travel Agent. He'll be glad to help you, too.

GREECE

Greece, 1965



This merry shop could have a Hankow Road address in the Crown Colony of the Far East. And the first names of these chattering beauties could be as delightfully oriental as their smiling faces. Actually, this picture was snapped on Muld Street in the heart of Manhattan's Chinatown, with the help of Judy in red, Pat in blue, and Nina in the cool green. All three invite you to explore their exotic city within a city this summer. Wander through the quaint shops for Mandarin fashions, oriental jewelry and novelties. Stroll through the colorful markets for Chinese delicacies, and a fascinating museum for fun mixed with mystery. Then top off your stay with an unforgettable feast in one of Chinatown's many world-famed restaurants. Not far from "Hong Kong," you'll feel the breeze of Paris blowing round corners in Greenwich Village; savor Old Spain in the Christmas; and visit Little Italy, Little Germany, Little Syria, and Little, practically anywhere else in the mammoth metropolis of New York City.

Knott's Berry Farm, 1962 ◀ Hong Kong, 1961

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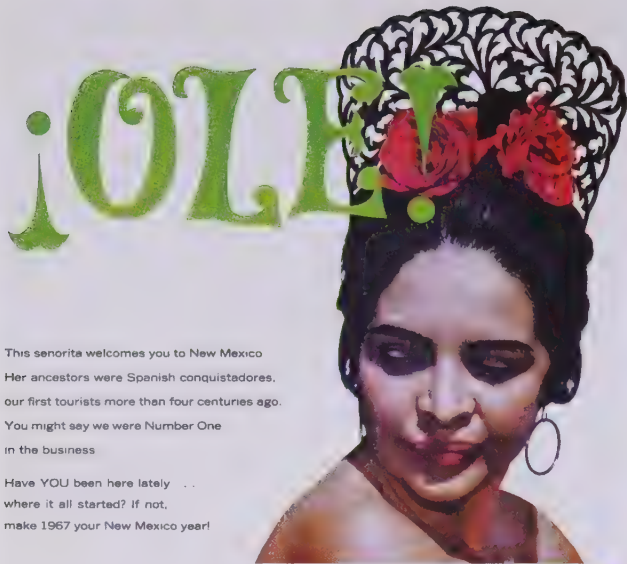
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South Africa, 1968



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our first tourists more than four centuries ago.
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in the business

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where it all started? If not,
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of Carlsbad Caverns National Park

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from folk songs centuries old

POUNDRING DRUMS beat a rhythmic tattoo
for colorful Indian dances

New Mexico, 1967



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underwater is equal to the beauty above.

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around. These just islands are British with a tropical
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easy to take and hard to leave.

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should you wish further information, please write to
Dept. NK, Bahamas Development Board, 629 Fifth
Avenue, New York 20, Telephone Plaza 7-1611.

Stamps part of service. Photographed by Oscar Reizen



The Resort Islands of the Bahamas

Bahama Islands, 1962



ride the MONORAIL from Disneyland Hotel to Disneyland Park

A "highway in the sky!" You'll thrill to the excitement of the Monorail ride from the Hotel's own station directly into Walt Disney's "Magic Kingdom." And that's not all... Disneyland Hotel is a 60-acre resort wonderland with Olympic-size heated pool and smart Hotel shops. Deluxe air-conditioned accommodations feature TV in every room and either sun deck or patio. There's parking for over 1000 cars. For food and beverage, it's the Gourmet Restaurant and Coffee Shop, the "Round-the-World" Lounge... plus the new "Monorail" Lounge. Visit the official Hotel at Disneyland Park... soon!

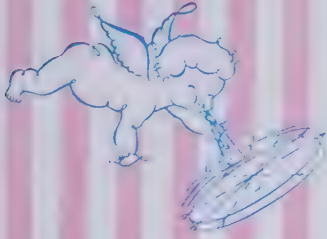


40-ACRE GOLF CENTER... Challenging 18-hole, par-3 course! 50-tee driving range! Miniature course! It's golf at its finest for the entire family! ... "Monorail" and golf facilities scheduled for June 1961 completion... Write for free color folder, rate information and reservations - Ray O. Schmitz, Manager, Suite H, Disneyland Hotel, Anaheim, California.

Disneyland Hotel, 1961

► Acapulco, 1965

Acapulco



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100 JEEPS



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special pool!

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6 nights** **\$194.**
PER COUPLE

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- A pink and white Jeep for your own use.
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- Flowers and fresh fruit in your room. • All tips



La Concha Beach Club with its huge salt water pool and service at La Concha... Out of this world!



your own

private jeep!

All yours during your stay, to roam about in an entirely new world of fun and romance. (Gas, unlimited mileage and insurance included).



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HERTZ



C-1988

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And the winner is...

Something Very Interesting On The Aisle

Ahh! Those Go Go years of air travel. If mini-skirted stewardesses and the vague hint of sex and booze weren't enough to get you on aboard, how about prices that competed with a full tank of gas?

Alles Gute kommt von oben

Ach, ferne Tage unbeschwerten Fliegens! Wem damals die Stewardessen im Minirock und die vage Aura von Sexappeal und Hochprozentigem nicht reichten, den überzeugte bestimmt der Preis – ein Flug kostete kaum mehr als eine Tankfüllung.

Des choses très intéressantes dans le couloir

Ah! Ces années où on s'envoyait en l'air. Si les hôtes en minijupes et leur vague promesse de délices au-dessus des nuages ne suffisaient pas à vous attirer à bord, peut-être étiez-vous sensible aux tarifs qui peuvent entrer en compétition avec le prix d'un réservoir plein d'essence.

Un pasillo de sensaciones

¡Ah, aquellos maravillosos años! ¿Qué podría ser mejor que volar en la década de los sesenta? Por si las azafatas yeyé en minifalda y la insinuación de la posibilidad de disfrutar de sexo y alcohol no fueran suficientes para invitar al público a subir a bordo, ¿quién podría resistirse a surcar los cielos por lo mismo que le costaría llenar el depósito de su automóvil de gasolina?

通路では、かなり面白いことがあるかも

ああ! 空の旅がイケイケだった古きよき時代。もしも、当機にご搭乗いただくにあたって、ミニスカートのスチュワーデスと、ほのかに暗示されたセックスと酒の匂いでもご満足いただけないようなら、満タンのガソリンと変わらない低料金はいかがですか?



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On other airlines everybody wants the window seats. On PSA they prefer the aisle view. Guess why? More new jets and 900 flights a week connect-

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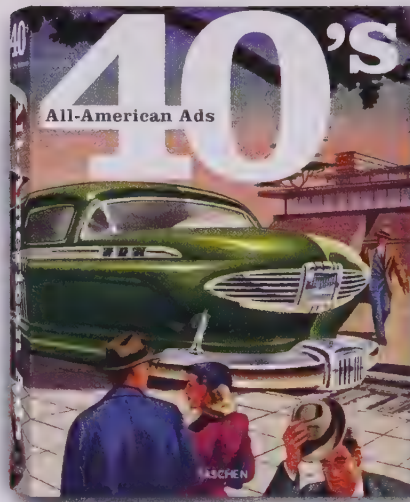
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"Leafing through the pair is like walking through a massive design exhibition on the mores of those two decades. ... Who would ever have imagined that ads could say so much about our recent past?"

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All-American Ads of the 50's Jim Heimann / English/German/French/Spanish/Japanese. Flexi-cover, 928 pp., 1,400 ills. / US\$ 40 / £ 20 / € 32 / ¥ 4,500

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Colorful capitalism

Ads that read like pulp fiction

Zoom back in time to mid-century America. For our new series covering the entire century, we've collected thousands of ads for cars, travel, technology, liquor, cigarettes, movies, appliances, furniture, war bonds, toothpaste, you name it — the full spectrum of products and services available to the eager American consumer. Wonderfully illustrated, these ads in our first two installments portray an accurate picture of the colorful capitalism that dominated the spirit of the 40s and 50s. Surprisingly, not too many of these ads would make it past today's censors: politically incorrect more often than riot, these advertisements touting the glories of the all-American, squeaky-clean persona and the white, nuclear family often hint at the sexist and racist mentality of the time. Bursting with fresh, crisp colors, these ads have been digitally retouched to look as bright and new as the day they first hit the newsstands

The 40s

World War II brought unprecedented pride and prosperity to the American people and nothing better mirrors the new wave of consumerism and progress than the ads of the time. From Western Electric communication tools (for "the modern battlefield") to Matsom sea liners ("Toward a Richer Tomorrow") to Seagram's whiskey (for "Men Who Plan Beyond Tomorrow") to the Hoover vacuum ("For every woman who is proud of her home"), the flood of products and services for every occasion or whim was practically endless. It's hard to believe that the company who made your ultra-compact mobile phone was once advertising portable radios with "Motorola: More radio pleasure for less money," or that Electrolux didn't have any qualms about using Mandy, the portly black maid, to promote their new silent refrigerators: "Lor-dy, it sure *is* quiet!" You'll also find some familiar products that, amazingly, haven't changed at all over the years, such as juicy Dole pineapples and wholesome Campbell's soup. Yumm.

"Spend hours laughing at the dumb innocence of the Yanks with a knowing naughty grin, until the slowly dawning realization of why you bought this book hits you."

—The Kensington Times, London

The 50s

As McCarthyism swept across the United States and capital was king, white America enjoyed a feeling of pride and security that was reflected in advertising. Carelessly flooding society with dangerous misinformation, companies in the 50s promoted everything from vacations in Las Vegas, where guests could watch atomic bombs detonate, to cigarettes as healthy mood enhancers, promoted by a baby who claims his mother feels better after she smokes a Marlboro. From "The World's Finest Automatic Washer" to the Cadillac which "Gives a Man a New Outlook," you'll find a colorful plethora of ads for just about anything the dollar could buy. Oh, and "Have you noticed how many of your neighbors are using Herman Miller furniture these days?" If only you could really travel back in time and pick a few chairs for your collection. . .

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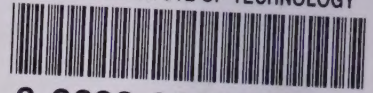
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