

Why did we put our heads together?

TO SAVE MONEY!



BRADLEY GROUP SHOWERS



It's nice to have a girl around the house.

Though she was a tiger lady, our hero didn't have to fire a shot to floor her. After one look at his **Mr. Leggs** slacks, she was ready to have him walk all over her. That nifty styling sure soothes the savage heart! If you'd like your own dub to


kill carpeting, hunt up a pair of these he-man **Mr. Leggs** slacks. Such as our new automatic wash wear blend of 65% "Dacron"[™] and 35% rayon—incomparably wrinkle-resistant. About \$12.99 at plush-carpeted stores.

Dacron for Fall!

Get yourself a new pair of **Mr. Leggs**

THE DACRON COMPANY, 4700 Avenue of the Americas, New York 18, N. Y.



 A GIFT OF PLEASURE
My spirit—the spirit of Christmas-giving—
is abroad in the land. A gift that reproduces
that spirit, and brings pleasure to every
home, both great and small, in every land.
Such a gift, my friends, is LUCKY STRIKE.
Santa Claus

For a better start in life
start **COLA** earlier!



- Promotes Active Lifestyle!
- Boosts Personality!
- Gives body essential sugars!

How soon is too soon?

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

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

According to repeated nationwide surveys,

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

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

You'll enjoy Camels for the same reasons
so many doctors enjoy them. Camels have
rich, mild nicotine, pack after pack, and
a flavor unmatched by any other cigarette.
Make this available now. Smoke only
Camels for 30 days and see how well Camels
please your taste. How well they suit
your throat or your steady nerves. You'll
see how responsible a cigarette can be!

THE DOCTORS' CHOICE IS AMERICA'S CHOICE!



HELEN G. HARRIS, M.D., "I find
Camels. They don't irritate my
throat and they taste good!"



DR. WALTER H. HARRIS, "I get more
pleasure from Camels than
from any other brand."



DR. WALTER H. HARRIS, "Camels
are the only cigarette that
doesn't irritate my throat."



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



Watch "Millions of Reasons"
For exciting information, call 800-
7-UP-77. www.7up.com



Several
indications
showed that
babies do
like 7up.
So we
did a study
to see if
babies like
7up.

Why we have the youngest customers in the business

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

For 7up to be great, as everyone says, you can even give it to babies and feel good about it. Look at the back of a 7up bottle. Notice that all our ingredients are listed. (That isn't required of soft drinks, you know... but we're proud to do it and we think you're pleased that we do.)

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

Nothing does it like Seven-Up!

If your husband ever finds out

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

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

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



*Is it always illegal
to KILL a woman?*



PITNEY-BOWES
Postage Meter



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

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



New from Muriel.

About 5 for 25¢.

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



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



Vitamins for pep! PEP for vitamins!*

WIVES.

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

CIRCLE ALL THE QUALITY DORMEYER APPLIANCES YOU WANT!



Husbands:

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

Dormeyer

Dormeyer, Milwaukee & Chicago, Illinois 53212



THIS IS A COMPUTER?

YOU BET YOUR SWEET TELEX OPERATOR IT IS!

Beneath that Telex keyboard is a full-fledged 16-bit word-length digital computer with the most powerful I/O structure available today. It's the DATACOMP 404.

Hardware decimal arithmetic, including multiply and divide with automatic scaling, eliminates binary/decimal conversion. On I/O automatic formatting eliminates expensive editing software.

Word-length operating modes that are built into the 404's hardware can be programmed for 16, 32, 48, or 64 bits, doing away with multi-precision routines.

Screen addressing modes, including double-index and relative, hardware-streamline the most complicated routines and permit you to relocate object programs.

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

If you're an OEM and you're thinking of force-loading a binary bit-switcher to solve decimal problems, Telex us before you make a sad mistake. The 404 starts at \$6800.



404 Junipero Serra Drive, San Gabriel, California 91776
Telephone: (213) 283-9485/Telex: 67-4804

CIRCLE 114 ON READER CARD

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



I'm giving my wife a



Kenwood Chef